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**DEMOCRATS GIVE BOOKER EARLY LEAD IN SEN. PRIMARY
BUT MOST VOTERS OPPOSE SPECIAL ELECTION SCHEDULING GIVEN COST**

NEW BRUNSWICK, N.J. – As the campaign to fill the U.S. Senate seat left vacant by the death of Sen. Frank Lautenberg gets underway, 55 percent of registered Democrats and independents leaning Democratic would vote for Newark Mayor Cory Booker in the Aug. 13 primary, according to a new Rutgers-Eagleton Poll. Trailing far behind are U.S. Reps. Frank Pallone at 9 percent and Rush Holt at 8 percent. The poll did not include state Assembly Speaker Sheila Oliver, who is expected to file to run today. The Republican primary race was not polled, as only former Bogota Mayor Steve Lonegan had announced a run while the poll was under way.

“Even with Oliver in the race, Booker is currently the odds-on favorite,” said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers. “Booker has the most visible statewide profile by far among the Democrats running, and name recognition is critical in such a short campaign. At the same time, we surveyed registered voters, and special election turnout is notoriously difficult to predict. We shouldn’t write anyone off just yet.”

When told the \$24 million cost of holding both a special primary and general election, New Jersey voters strongly oppose N.J. Gov. Chris Christie’s call for a Wed., Oct. 16 election. Only 12 percent agree with Christie that the Senate election should be held separately from the Nov. 5th gubernatorial and legislative elections. Instead, more than three-quarters say the elections should have been combined.

Following Christie’s appointment of Attorney General Jeffrey Chiesa to fill the Senate seat temporarily, voters had a change of heart about what they wanted in an interim senator. Ahead of the announcement, 43 percent wanted the seat to be filled by a Democrat, reflecting Lautenberg’s party. Fifty-seven percent also preferred an appointed senator who would also run for the seat in the special election. But following the June 6 announcement, opinion shifted strongly in Christie’s direction, with support for a Senate placeholder doubling from 32 percent to 64 percent, along with an 11-point decrease in support for a Democratic appointment.

“The power of the Governor to set the agenda is clear in these numbers,” said Redlawsk. “In a blue state, it’s not surprising most voters initially wanted a Democrat appointed, but once Christie made the appointment, many voters took their cues from his decision.”

Results are from a poll of 888 New Jersey adults conducted statewide among both landline and cell phone households from June 3-9 with a margin of error of +/- 3.3 percentage points. The subsample of 763 registered voters reported in this release has a margin of error of +/- 3.6 percentage points. The Democratic primary ballot test includes a subsample of 364 registered Democrats and Democratic leaners with a margin of error of +/- 5.1 percentage points.

Senate Democratic primary

Booker's massive lead comes at least in part because he is much better known than his opponents. Booker is viewed favorably by 56 percent of all Garden State voters, compared to only 12 percent who feel unfavorable toward him. One-third of voters have no opinion or do not recognize his name. Pallone and Holt, on the other hand, are barely known at all: 71 percent have no opinion or do not recognize Pallone, while 72 have no impression of Holt. Among those who venture an opinion on Pallone, 21 percent are favorable, and 8 percent are unfavorable. For Holt the numbers are 18 percent favorable and 10 percent unfavorable.

"Booker's net favorability rating among all voters is a positive 44 points," noted Redlawsk. "This not only suggests a potentially strong primary showing, but puts him in good position for the general election. It will take substantial effort by his opponents to change that in just a couple months."

Booker also has much stronger favorability ratings compared to Pallone and Holt when only Democrats and Democrat-leaning voters are considered. Sixty-six percent of these voters feel favorable toward Booker, while 28 percent are favorable toward Pallone and 22 percent toward Holt. Only 25 percent do not have an opinion of Booker, compared to 68 percent for Pallone and 70 percent for Holt.

Special election and temporary appointment

Democrats and Republicans disagree with Christie's decision to hold a special election. Eighty-four percent of Democrats, 79 percent of independents and 67 percent of Republicans say the election for the Senate seat should have been scheduled Nov. 5.

"There is virtually no support for holding a special election given the price tag," said Redlawsk. "Republicans are upset because many had hoped an appointed Republican would serve until November 2014. Democrats don't like it because they expect it will lower turnout in the November 2013 election, leading to an even bigger win for Christie and the possibility of Republican legislative gains. And voters will have to keep track of two separate elections, remembering that the special election is on a Wednesday, not a Tuesday."

Prior to Chiesa's appointment, voters decidedly favored a Democrat's appointment as Lautenberg's successor (43 percent to 26 percent for a Republican). But sentiment shifted in response to the appointment, so that across the full sample, 36 percent wanted a Democrat, while 31 percent preferred a Republican. Another 28 percent volunteered that the party of the appointee would make no difference.

Not surprisingly, partisan preference for Lautenberg's appointed successor divides across party lines: 56 percent of Democratic voters say Christie should have appointed a Democrat, while 60 percent of Republicans wanted a fellow Republican. Independents are split – 24 percent preferred a Democrat and 28 percent a Republican, but 41 percent said it makes no difference.

While initially preferring that an appointed senator be willing to run for the office, voters warmed to the idea of a temporary fill-in following Chiesa's appointment. Across the full sample, both before and after the announcement, 53 percent of both Democrats and Republicans support appointment of an interim senator not running for the office himself, while 56 percent of independents agree. Women are slightly stronger supporters than men, 56 percent to 51 percent. Redlawsk noted that much of the change came because Democrats became more in favor of a temporary fill-in once a Republican was appointed.

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QUESTIONS AND TABLES FOLLOW ON THE NEXT PAGE

Questions and Tables

The questions covered in the release of June 10, 2013 are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey Registered Voters; all percentages are of weighted results.

Q. I'd like to ask about some people and groups. Please tell me if your general impression of each one is favorable or unfavorable, or if you do not have an opinion.

	Mayor Cory Booker	Rep. Frank Pallone	Rep. Rush Holt
Favorable	56%	21%	18%
Unfavorable	12%	8%	10%
No Opn/Don't Know Person	32%	71%	72%
Unwgt N=	762	760	762

NEWARK MAYOR CORY BOOKER

	Party ID			Ideology				Gender		Race	
	Dem	Ind		Rep	Lib	Mod	Con	Male	Female	White	Non- White
		Lean Dem	ALL Ind								
Favorable	65%	66%	56%	43%	72%	56%	40%	58%	55%	56%	57%
Unfavorable	9%	8%	11%	18%	10%	9%	22%	12%	12%	11%	13%
DK/No Opn	26%	25%	33%	40%	18%	35%	38%	30%	33%	32%	30%
Unwt N=	289	75	280	174	192	384	164	344	418	562	172

	Region				
	Urban	Suburb	Exurban	Phil/South	Shore
Favorable	63%	66%	58%	37%	50%
Unfavorable	18%	12%	11%	10%	11%
DK/No Opn	19%	23%	32%	53%	39%
Unwt N=	83	267	137	118	157

REP. FRANK PALLONE

	Party ID			Ideology				Gender		Race	
	Dem	Ind		Rep	Lib	Mod	Con	Male	Female	White	Non- White
		Lean Dem	ALL Ind								
Favorable	28%	29%	16%	13%	31%	20%	10%	22%	19%	20%	23%
Unfavorable	4%	2%	10%	15%	7%	6%	18%	12%	5%	9%	6%
DK/No Opn	68%	69%	74%	71%	62%	74%	72%	66%	75%	70%	71%
Unwt N=	288	75	278	175	192	382	164	343	417	561	171

	Region				
	Urban	Suburb	Exurban	Phil/South	Shore
Favorable	25%	21%	16%	15%	26%
Unfavorable	5%	9%	10%	5%	11%
DK/No Opn	70%	70%	74%	80%	63%
Unwt N=	84	266	136	117	157

REP. RUSH HOLT

	Party ID			Ideology				Gender		Race	
	Dem	Ind	All	Rep	Lib	Mod	Con	Male	Female	White	Non-White
		Lean Dem	Ind								
Favorable	21%	23%	19%	11%	24%	16%	14%	22%	14%	18%	18%
Unfavorable	8%	10%	10%	14%	11%	8%	15%	13%	8%	10%	10%
DK/No Opn	71%	67%	71%	75%	65%	76%	71%	65%	78%	72%	72%
Unwt N=	289	75	279	175	192	383	165	345	417	563	171

	Region				
	Urban	Suburb	Exurban	Phil/South	Shore
Favorable	13%	24%	20%	7%	17%
Unfavorable	10%	10%	13%	8%	10%
DK/No Opn	77%	66%	67%	85%	73%
Unwt N=	84	267	136	118	157

Q (6/3-6/5: Pre-Appointment Announcement)

As you probably know, U.S. Senator Frank Lautenberg has died. This means Gov. Christie could appoint a replacement and schedule an election to fill the seat for the rest of the term. Christie can appoint someone as a temporary fill-in who would agree to not run for his or her own term or he can choose someone who would then run for his or her own term. What do you think? Should Christie appoint someone to serve temporarily and not run, or should he appoint someone who will then run in the election when the time comes?

(6/6-6/9: Post-Appointment Announcement)

As you may have heard, U.S. Senator Frank Lautenberg has died. This means Gov. Christie will appoint a temporary replacement and an election will be held later to fill the seat for the rest of the term. Christie could have appointed a temporary fill-in who would NOT run for his own term or he could have chosen someone who would have been a candidate in the election. He decided to appoint state attorney general Jeffrey Chiesa as a temporary fill-in who will not run. What do you think? Should Christie have appointed someone who would have run in the election or make the temporary fill-in appointment as he did?

	RV	Chiesa Senate Appt	
		Before	After
Temporary fill-in	54%	32%	64%
Someone who will run	33%	57%	23%
Don't know	12%	11%	13%
Unwgt N=	673	207	466

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Temporary	53%	56%	53%	58%	53%	54%	51%	56%	54%	54%
Will run	36%	31%	32%	30%	34%	32%	36%	31%	34%	34%
Don't know	11%	12%	16%	12%	12%	14%	13%	12%	12%	12%
Unwt N=	253	243	160	167	340	149	303	370	497	152

	Region				
	Urban	Suburb	Exurban	Phil/South	Shore
Favorable	55%	52%	51%	59%	57%
Unfavorable	37%	34%	39%	28%	30%
Don't know	9%	14%	10%	14%	14%
Unwt N=	76	230	119	107	141

Q (6/3-6/5: Pre-Appointment Announcement)

Sen. Lautenberg was a Democrat, but Gov. Christie is a Republican. Should Christie appoint another Democrat to fill the seat temporarily, or should he appoint a Republican since governors usually appoint someone of their own party? He may legally appoint anyone no matter what party.

(6/6-6/9: Post-Appointment Announcement) Sen. Lautenberg was a Democrat, but Gov. Christie has now appointed a Republican as a temporary fill-in. Should Christie have appointed a Democrat to fill the seat temporarily, or a Republican as he did, since governors usually appoint someone of their own party? He may legally appoint anyone no matter what party.

	RV	Chiesa Senate Appt	
		Before	After
Democrat	36%	43%	32%
Republican	31%	26%	32%
Doesn't matter (vol)	28%	24%	29%
Don't know	6%	6%	6%
Unwgt N=	670	206	464

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Democrat	56%	24%	15%	52%	36%	17%	30%	40%	31%	47%
Republican	17%	28%	60%	20%	24%	58%	39%	24%	36%	19%
Doesn't matter	20%	41%	21%	24%	31%	21%	27%	28%	27%	28%
Don't know	8%	7%	4%	4%	8%	5%	4%	8%	6%	6%
Unwt N=	252	241	161	165	338	150	303	367	493	153

	Region				
	Urban	Suburb	Exurban	Phil/South	Shore
Democrat	49%	42%	29%	36%	22%
Republican	28%	26%	35%	31%	35%
Doesn't matter	18%	23%	32%	28%	36%
Don't know	5%	9%	4%	5%	6%
Unwt N=	76	231	118	106	139

Q (Asked beginning 6/4/13: Post-Special Election Announcement)

New Jersey law allows Governor Christie to schedule a special election to fill the Senate seat. The governor announced the election will be Wednesday October 16, three weeks before the already scheduled November 5 general election. Christie says he wants voters to have a voice and choice as soon as possible. Estimates are that the special primary and general elections will cost 24 million dollars.

Do you think Christie was right to schedule a special Senate election for October, or should he have scheduled it for the November 5 general election?

*NJ Senate Special Election June 2013
Rutgers-Eagleton Poll*

Right to set special election	12%
Should have scheduled for Nov. 5	78%
Don't know	9%
Unwgt N=	674

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Right	9%	10%	23%	9%	9%	24%	13%	11%	14%	9%
Should be in Nov.	84%	79%	67%	86%	80%	68%	76%	81%	79%	80%
Don't know	8%	11%	10%	5%	11%	9%	11%	8%	7%	11%
Unwt N=	254	243	160	167	343	147	305	369	496	153

	Region				
	Urban	Suburb	Exurban	Phil/South	Shore
Right	11%	14%	7%	11%	15%
Should be in Nov.	81%	75%	89%	77%	75%
Don't know	8%	11%	4%	12%	10%
Unwt N=	75	233	118	108	140

[DEMOCRATS AND DEMOCRATIC LEANERS ONLY]

Q There will be a primary for the U.S. Senate on August 13. If the Democratic candidates were [ROTATE NAMES: Mayor Cory Booker, Congressman Frank Pallone, and Congressman Rush Holt] who would you vote for?

Cory Booker	55%
Frank Pallone	9%
Rush Holt	8%
Someone else (vol)	1%
Don't know	27%
Unwgt N=	315

	Party ID		Ideology		Gender		Race	
	Dem	Ind	Lib	Mod	Male	Female	White	Non-White
Cory Booker	55%	57%	61%	50%	54%	56%	53%	59%
Frank Pallone	9%	3%	10%	8%	9%	9%	7%	11%
Rush Holt	7%	9%	9%	7%	10%	6%	12%	1%
Someone else (vol)	2%	1%	1%	2%	1%	2%	2%	1%
Don't know	26%	31%	20%	34%	26%	28%	27%	27%
Unwt N=	251	61	139	152	117	198	208	98

Rutgers-Eagleton Poll June 3-9, 2013

The Rutgers-Eagleton Poll was conducted by telephone June 3-9, 2013 with a scientifically selected random sample of 888 New Jersey adults. Of these, 763 were registered voters reported here. Data are weighted to represent known parameters in the New Jersey registered voter population, using gender, age, race, and Hispanic ethnicity matching to US Census Bureau data. All results are reported with these weighted data. This telephone poll included 593 landline and 170 cell phone registered voters, all acquired through random digit dialing.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for 763 registered voters is +/-3.6 percentage points, at a 95 percent confidence interval. Thus if 50 percent of New Jersey registered voters favored a particular position, one would be 95 percent sure that the true figure is between 46.4 and 53.6 percent (50 +/-3.6) if all New Jersey registered voters were interviewed, rather than just a sample. Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects.

This Rutgers-Eagleton Poll was fielded by Opinion Access Corporation and the Eagleton Center for Public Interest Polling. The questionnaire was developed and all data analyses were completed in house. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics, Rutgers University, a non-partisan academic center for the study of politics and the political process.

Weighted Sample Characteristics			
763 New Jersey Registered Voters			
41% Democrat	47% Male	14% 18-29	69% White
37% Independent	53% Female	32% 30-49	14% Black
22% Republican		30% 50-64	8% Hispanic
		24% 65+	9% Asian/Other/Multi