

FOR IMMEDIATE RELEASE, MONDAY, OCTOBER 14, 2013

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RUTGERS-EAGLETON POLL: BOOKER HOLDS LARGER THAN EXPECTED LEAD OVER LONEGAN ON EVE OF SPECIAL SENATE ELECTION

NEW BRUNSWICK, N.J – With just two days to go until the Oct. 16 special U.S. Senate election, Newark Mayor Cory Booker holds a 58 percent to 36 percent lead over former Republican Bogota Mayor Steve Lonegan among likely voters, a new Rutgers-Eagleton Poll finds. Another 3 percent prefer someone else, and about 3 percent remain undecided. While the Democrat's lead is less than he enjoyed following the August primary, compared to other polls this latest Rutgers-Eagleton poll suggests Booker has recently gained in his bid to succeed the late Frank Lautenberg.

The debates between Booker and Lonegan, which highlighted the stark policy differences between them, may have played an important role in Booker's current performance. While 43 percent of all likely voters paid some attention to a debate, independent voters who followed the debates strongly favor Booker, 59 percent to 37 percent. But independents ignoring the debates prefer Lonegan by a 45 percent to 42 percent margin.

For partisans, attention to the debate reinforced support for their own party's candidate. At this point, Booker does much better than Lonegan within his party: 96 percent of likely Democrats are in Booker's corner, while Lonegan wins only 74 percent of Republicans. GOP backers are less likely to have followed the debates: 36 percent compared to 49 percent of Democrats and 43 percent of likely independent voters.

"Other recent polls showed a narrower lead for Booker, but voters we talked to seem to have moved back in his direction," said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers. "The debates presented a stark picture of the differences between the candidates, which appears to have led independents to prefer Booker. While both candidates came out swinging, Lonegan's attacks bordered on the taboo, with his 'floating dead bodies' and 'big black hole' comments about Newark – reminiscent of the rhetoric that got him into hot water early in the campaign. Independents in particular dislike these kinds of attack."

Results are from a sample of 513 likely voters with a margin of error of +/- 4.3 percentage points. These likely voters are part of a sample of 798 registered voters polled statewide using live callers to both landline and cell phone households from Oct. 7-13.

Voters paying some attention

The uniqueness of the special Senate election makes estimates of turnout difficult and suggests

that the final result will be unusually dependent on the candidates' abilities to motivate their supporters. There is some evidence that voters are paying attention. More than half of registered voters know there is an election in October, and 45 percent know it will be held Oct. 16. Just over half are following the election at least fairly closely, with about one in five paying very close attention. Sixty percent of registered voters claim they are very likely to vote Wednesday.

Booker holds a commanding lead with minority voters, urbanites and voters in the South Jersey/Philadelphia region. Lonegan leads among voters in shore counties, 46 percent to 44 percent, while losing northwestern exurban voters, 51 percent to 41 percent, a better performance than his statewide margin.

"Here's the key: if the Booker campaign can turn out urban voters and Democrats who say they will vote, he will be in the range we estimate," said Redlawsk. "If Lonegan's turnout operation is stronger and Booker's base stays home thinking it is all wrapped up, then all bets are off."

Booker ratings down slightly on Lonegan attacks

Lonegan's attacks throughout the campaign appear to have had some impact. While Booker receives positive ratings from 54 percent of likely voters, this is a nine-point drop from an early September Rutgers-Eagleton Poll. Concurrently, his unfavorability has almost doubled to 32 percent. Still, asked to rate the Democrat on a scale of 0 to 100 degrees, voters remain warm toward Booker with an average score of 56 degrees. The overriding emotional response to Booker is "hope," with 48 percent saying his campaign makes them feel hopeful and 33 percent proud. In contrast, only 12 percent are angered and 19 percent worried by Booker.

Lonegan, however, continues to leave either a negative impression or none at all on most likely voters. While favorable impressions of the Republican have risen eight points to 30 percent, the share of voters who hold unfavorable impressions climbed to 34 percent. Over one third have no opinion on the GOP candidate. In general, likely voters are quite cool toward Lonegan; he averages only 41 degrees on the poll's thermometer. Voters feel more negative about Lonegan than Booker: 37 percent are worried, and 30 percent angered by his campaign. Thirty percent are hopeful and 16 percent are proud of the candidate.

Many voters see Booker as a self-promoter

Booker is not without weaknesses. A third of likely voters say Booker is more about self-promotion and that life in Newark has improved little under this watch. While Lonegan has gained some support though this line of attack, a plurality (47 percent) continues to believe Booker has made real improvement in Newark.

Booker's position on issues is seen as "about right" for 42 percent of likely voters, but 44 percent think he is too liberal, even for blue New Jersey. Lonegan, however, is thought too conservative by a large majority of likely voters; 60 percent say he is further to the right than most of the state, while only 18 percent say his views are right on par with the preferences of New Jerseyans.

"By all measures, voters see Booker as somewhat more in tune with New Jersey and see

Lonegan as less so,” said Redlawsk. “Although Lonegan has tarnished Booker’s image, Booker remains the clear preference of voters, generating warmer feelings and a strongly positive impression, and taking positions more in line with what voters want.”

The party base, women and independents support Booker

Booker’s advantage over Lonegan is driven by overwhelming support from his own party base and a winning margin with independents. Ninety-six percent of likely Democratic voters back Booker, compared to only 74 percent of likely Republican voters who support Lonegan. Independents also are in Booker’s corner, 49 percent to 41 percent for Lonegan. Newark’s mayor captures 16 percent of the Republican vote, while Lonegan peels off only 2 percent of Democrats.

Booker leads across virtually all demographic groups. While both men and women go for Booker, women are 13 points more likely than men to say they will vote for the Democrat and 18 points less likely than men to say they will vote for his opponent, evidencing a wide gender gap.

Booker also gets support from almost 9 in 10 likely voters who say he has made a real difference in Newark, but among those who think Booker is too much about his own self-promotion, only one in five say they will vote for him.

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QUESTIONS AND TABLES CONTINUE ON THE FOLLOWING PAGES

Questions and Tables

The questions covered in the release of October 14, 2013 are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey Special Senate Election Likely Voters or Registered Voters as noted for each question; 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.

Likely Voters

	Mayor Cory Booker	Former Mayor Steve Lonegan
Favorable	54%	30%
Unfavorable	32%	34%
No Opn/Don't Know Person	14%	36%
Unwgt N=	511	512

NEWARK MAYOR CORY BOOKER (Likely Voters)

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Favorable	83%	44%	28%	78%	63%	22%	48%	60%	51%	64%
Unfavorable	9%	36%	57%	13%	23%	63%	37%	28%	36%	22%
DK/No Opn	8%	19%	15%	9%	14%	15%	15%	13%	13%	14%
Unwt N=	197	197	115	132	236	135	260	251	408	69

	Region					Age			Union Household		Watched Debate	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No	Yes	No
Favorable	63%	55%	52%	57%	45%	57%	55%	50%	55%	55%	59%	50%
Unfavorable	31%	33%	29%	30%	37%	29%	30%	38%	28%	33%	29%	34%
DK/No Opn	6%	13%	19%	12%	18%	14%	15%	12%	17%	13%	11%	16%
Unwt N=	65	161	87	91	107	74	234	203	113	327	215	296

	Income				Education			
	<50K	50K-100K	100K-150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Favorable	55%	53%	58%	55%	46%	52%	52%	63%
Unfavorable	33%	34%	29%	35%	36%	33%	36%	25%
DK/No Opn	12%	13%	12%	10%	17%	15%	12%	12%
Unwt N=	82	155	70	70	79	124	149	144

FORMER BOGOTA MAYOR STEVE LONEGAN (Likely Voters)

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Favorable	5%	35%	58%	9%	24%	59%	38%	23%	35%	14%
Unfavorable	53%	28%	15%	60%	33%	10%	32%	35%	34%	34%
DK/No Opn	42%	37%	27%	30%	42%	30%	31%	41%	31%	52%
Unwt N=	198	197	115	132	237	135	261	251	408	70

**2013 US Senate Election October
Rutgers-Eagleton Poll**

	Region					Age			Union Household		Watched Debate	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No	Yes	No
Favorable	31%	29%	30%	21%	41%	27%	29%	35%	31%	30%	31%	30%
Unfavorable	26%	40%	31%	36%	29%	33%	36%	30%	39%	34%	40%	29%
DK/No Opn	43%	31%	39%	43%	30%	40%	34%	34%	30%	36%	29%	41%
Unwt N=	65	162	87	91	107	74	235	203	113	328	216	296

	Income				Education				
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work	
Favorable	29%	32%	30%	26%	30%	38%	29%	25%	
Unfavorable	31%	34%	39%	42%	31%	24%	32%	47%	
DK/No Opn	39%	35%	31%	33%	39%	38%	39%	28%	
Unwt N=	82	155	70	70	80	124	149	144	

Q Now thinking about some people I will name, I'd like you to tell me how you feel about them on something called a feeling thermometer. You can choose any whole number between 0 and 100. On this scale, 0 means you feel very cold, 50 means you feel neither warm nor cold, and 100 means you feel very warm.

Likely Voters

	Mayor Cory Booker	Former Mayor Steve Lonegan
Average Rating (mean, DK not included)	56	41
Unwt N=	503	444

NEWARK MAYOR CORY BOOKER (Likely Voters)

	Party ID		
	Dem	Ind	Rep
Average	72	52	37
Unwt N=	197	194	110

FORMER BOGOTA MAYOR STEVE LONEGAN (Likely Voters)

	Party ID		
	Dem	Ind	Rep
Average	20	47	62
Unwt N=	167	175	101

[NOTE – QUESTIONS ABOUT GOV. CHRISTIE FAVORABILITY AND JOB PERFORMANCE WERE INSERTED HERE IN THE INSTRUMENT AND ARE TO BE RELEASED AT A LATER DATE]

**2013 US Senate Election October
Rutgers-Eagleton Poll**

Q And when was the last time you voted in any election? Was it earlier this year, sometime last year, before last year, or have you never voted in the past?

	RV
This year (2013)	53%
Sometime last year (2012)	39%
Before last year (2011 or earlier)	4%
Have never voted	3%
Don't know	1%
Unwgt N=	798

Registered Voters

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
This year (2013)	61%	43%	54%	54%	52%	55%	52%	54%	53%	52%
Sometime last year (2012)	34%	44%	40%	41%	37%	37%	39%	39%	42%	32%
Before last year (2011 or earlier)	3%	6%	3%	2%	7%	2%	6%	3%	3%	8%
Have never voted	1%	5%	3%	2%	3%	5%	3%	3%	1%	8%
Don't know	%	1%	%	0%	1%	1%	1%	%	1%	1%
Unwt N=	287	325	177	196	385	196	392	405	596	142

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	64+	Public	No
This year (2013)	48%	56%	56%	55%	47%	40%	59%	65%	63%	49%
Sometime last year (2012)	37%	35%	39%	41%	46%	46%	37%	31%	37%	40%
Before last year (2011 or earlier)	9%	4%	2%	3%	3%	8%	2%	1%	0%	6%
Have never voted	5%	3%	3%	1%	3%	7%	%	1%	0%	4%
Don't know	1%	1%	0%	0%	1%	0%	1%	1%	0%	1%
Unwt N=	112	262	123	142	158	169	349	279	140	538

	Income				Education			
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
This year (2013)	55%	58%	47%	40%	50%	59%	51%	53%
Sometime last year (2012)	32%	40%	47%	45%	36%	35%	44%	38%
Before last year (2011 or earlier)	8%	%	1%	9%	4%	3%	4%	6%
Have never voted	5%	1%	3%	4%	9%	4%	%	1%
Don't know	0%	1%	1%	1%	1%	0%	1%	1%
Unwt N=	140	219	101	116	145	200	227	192

Q Can you tell me approximately when the next chance to vote in a New Jersey statewide election will be?

	RV
October 16	45%
November 5	13%
Sometime in October	14%
Sometime in November	15%
Any other date/month	1%
Don't know	12%
Unwgt N=	798

**2013 US Senate Election October
Rutgers-Eagleton Poll**

Registered Voters

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
October 16	46%	41%	50%	48%	39%	56%	46%	44%	50%	35%
November 5	14%	12%	11%	11%	15%	9%	13%	12%	9%	19%
Sometime in October	14%	17%	11%	14%	16%	11%	15%	13%	15%	12%
Sometime in November	12%	15%	20%	13%	17%	15%	13%	17%	15%	16%
Any other date/month	2%	0%	2%	%	1%	1%	1%	1%	1%	0%
Don't know	12%	15%	7%	15%	11%	8%	12%	12%	9%	19%
Unwt N=	287	325	178	197	385	196	392	406	597	142

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
October 16	35%	45%	46%	51%	47%	32%	54%	52%	57%	43%
November 5	13%	16%	6%	14%	10%	16%	9%	13%	6%	13%
Sometime in October	11%	14%	24%	8%	16%	13%	14%	16%	17%	14%
Sometime in November	20%	15%	12%	14%	13%	17%	16%	10%	11%	15%
Any other date/month	3%	%	2%	1%	1%	1%	1%	1%	0%	1%
Don't know	18%	10%	10%	11%	12%	21%	6%	8%	9%	13%
Unwt N=	113	262	123	142	158	169	349	280	140	539

	Income				Education			
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
October 16	43%	46%	45%	46%	43%	41%	47%	50%
November 5	14%	8%	15%	10%	13%	14%	12%	11%
Sometime in October	16%	17%	18%	10%	13%	13%	18%	13%
Sometime in November	8%	20%	11%	21%	10%	16%	15%	16%
Any other date/month	4%	0%	0%	0%	4%	0%	1%	0%
Don't know	15%	9%	12%	13%	18%	15%	7%	10%
Unwt N=	140	219	101	116	145	200	228	192

Q There will be a special Senate general election on October 16 to fill the vacancy caused by the death of Senator Frank Lautenberg. How closely have you followed news about this special Senate election so far? Is it very closely, fairly closely, not too closely, or not at all closely?

	Registered voters
Very closely	21%
Fairly closely	32%
Not too closely	26%
Not at all closely	19%
Don't know	2%
Unwgt N=	798

**2013 US Senate Election October
Rutgers-Eagleton Poll**

Registered voters

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Very closely	24%	19%	20%	25%	20%	22%	22%	21%	23%	17%
Fairly closely	34%	30%	34%	35%	29%	39%	34%	31%	37%	25%
Not too closely	25%	28%	24%	22%	29%	25%	25%	27%	23%	31%
Not at all closely	14%	22%	20%	17%	20%	14%	19%	19%	16%	24%
Don't know	2%	1%	1%	%	2%	%	1%	2%	1%	2%
Unwt N=	287	325	178	197	385	196	392	406	597	142

	Region					Age			Union HH	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
Very closely	16%	23%	20%	25%	20%	12%	25%	31%	29%	19%
Fairly closely	26%	33%	41%	27%	37%	23%	37%	40%	44%	31%
Not too closely	33%	23%	22%	28%	27%	34%	23%	18%	18%	28%
Not at all closely	24%	21%	15%	18%	14%	29%	14%	9%	9%	20%
Don't know	1%	1%	2%	3%	3%	1%	2%	2%	0%	2%
Unwt N=	113	262	123	142	158	169	349	280	140	539

	Income				Education			
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Very closely	21%	22%	23%	20%	24%	17%	18%	28%
Fairly closely	30%	37%	33%	27%	29%	37%	33%	32%
Not too closely	28%	25%	29%	33%	21%	26%	31%	25%
Not at all closely	19%	15%	15%	19%	23%	21%	16%	14%
Don't know	2%	1%	0%	1%	3%	0%	2%	2%
Unwt N=	140	219	101	116	145	200	228	192

Q Have you watched or listened to any debates between Cory Booker and Steve Lonegan?

	Likely voters	Registered voters
Yes	43%	32%
No	57%	68%
Unwgt N=	513	791

Likely voters

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Yes	49%	43%	36%	50%	44%	37%	48%	39%	39%	59%
No	51%	57%	64%	50%	56%	63%	52%	61%	61%	41%
Unwt N=	198	197	116	132	237	136	261	252	409	70

	Region					Age			Union HH	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
Yes	43%	48%	43%	40%	38%	46%	44%	40%	41%	45%
No	57%	52%	57%	60%	62%	54%	56%	60%	59%	55%
Unwt N=	65	162	87	91	108	74	236	203	113	328

**2013 US Senate Election October
Rutgers-Eagleton Poll**

	Income				Education			
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Yes	44%	39%	54%	44%	48%	42%	45%	40%
No	56%	61%	46%	56%	52%	58%	55%	60%
Unwt N=	82	155	70	70	80	124	149	145

Q And how likely is it that you will vote in this special Senate election? Is it very likely, somewhat likely, not very likely, or are you certain you will *not* vote?

	RV
Very likely	60%
Somewhat likely	17%
Not very likely	12%
Will not vote	7%
Already voted (vol)	1%
Don't know	3%
Unwgt N=	797

Registered voters

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non- White
Very likely	67%	53%	63%	67%	55%	67%	60%	61%	65%	49%
Somewhat likely	15%	18%	20%	14%	20%	16%	17%	18%	18%	19%
Not very likely	10%	16%	9%	13%	14%	9%	13%	11%	9%	16%
Will not vote	6%	9%	5%	6%	7%	5%	8%	6%	6%	10%
Already voted (vol)	1%	1%	%	%	1%	%	%	1%	1%	%
Don't know	2%	4%	4%	%	3%	3%	2%	3%	2%	6%
Unwt N=	287	325	178	197	385	196	392	405	597	142

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
Very likely	47%	63%	68%	54%	67%	43%	67%	76%	81%	56%
Somewhat likely	25%	16%	15%	16%	17%	23%	17%	9%	10%	19%
Not very likely	16%	11%	4%	20%	9%	18%	10%	6%	6%	13%
Will not vote	8%	7%	10%	4%	6%	10%	5%	3%	3%	8%
Already voted (vol)	%	0%	1%	3%	0%	1%	%	2%	1%	1%
Don't know	5%	3%	2%	4%	1%	4%	1%	4%	%	3%
Unwt N=	112	262	123	142	158	168	349	280	140	539

	Income				Education			
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Very likely	60%	65%	62%	56%	61%	60%	59%	65%
Somewhat likely	17%	19%	22%	19%	16%	18%	22%	12%
Not very likely	10%	8%	12%	11%	7%	14%	12%	11%
Will not vote	6%	7%	5%	11%	11%	4%	6%	7%
Already voted (vol)	1%	1%	0%	1%	1%	1%	%	%
Don't know	5%	1%	0%	3%	4%	3%	1%	4%
Unwt N=	140	219	101	116	145	200	228	192

Q Let's talk about the Senate election in October. If the special election for the Senate seat were being held today and the candidates were [ROTATE ORDER: Democrat Cory Booker and Republican Steve Lonegan], for whom would you vote?

[IF ALREADY VOTED BY MAIL:] Thinking about the Senate election, for whom did you vote by mail? Was it [ROTATE ORDER: Democrat Cory Booker or Republican Steve Lonegan]?

[IF UNDECIDED:] Do you lean more toward [Democrat Cory Booker or Republican Steve Lonegan]?

Tables include leaners

	Likely voters	Registered voters*
Booker	58%	56%
Lonegan	36%	31%
Someone else (vol)	3%	3%
Not vote (vol)	-	3%
Don't know	3%	8%
Unwgt N=	513	737

* Registered voters who said they were unlikely to vote not asked this question

Likely Voters (with leaners)

	Booker Fav		Lonegan Fav		Watched Debate (likely voters)	
	Fav	Unfav	Fav	Unfav	Yes	No
Booker	87%	16%	14%	92%	67%	50%
Lonegan	9%	80%	84%	5%	31%	39%
Someone else (vol)	2%	3%	0%	2%	2%	4%
Don't know	2%	0%	2%	1%	0%	6%
Unwgt N=	280	162	155	184	216	297

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Booker	96%	49%	16%	93%	66%	15%	51%	64%	50%	87%
Lonegan	2%	41%	74%	5%	27%	77%	45%	27%	44%	10%
Someone else (vol)	0%	5%	5%	1%	3%	4%	2%	4%	3%	1%
Don't know	1%	4%	5%	1%	4%	5%	3%	4%	3%	2%
Unwt N=	198	197	116	132	237	136	261	252	409	70

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
Booker	64%	62%	51%	65%	44%	57%	61%	53%	69%	56%
Lonegan	28%	36%	41%	24%	46%	31%	34%	43%	27%	37%
Someone else (vol)	9%	0%	1%	6%	4%	8%	2%	1%	1%	3%
Don't know	0%	2%	6%	5%	6%	5%	3%	3%	3%	4%
Unwt N=	65	162	87	91	108	74	236	203	113	328

**2013 US Senate Election October
Rutgers-Eagleton Poll**

	Income				Education			
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Booker	67%	56%	63%	58%	61%	52%	56%	66%
Lonegan	31%	37%	33%	35%	34%	44%	40%	23%
Someone else (vol)	0%	5%	2%	2%	2%	2%	0%	7%
Don't know	2%	3%	2%	4%	3%	2%	4%	4%
Unwt N=	82	155	70	70	80	124	149	145

Q Some say Cory Booker has accomplished a lot as Newark's mayor and the city is better off than it was when he first took office. Others say Booker is mostly a self-promoter and that little has actually changed in the city. Do you think Booker has made a real difference in Newark or has it been mostly self-promotion and little has changed?

	LV	Vote		Booker Fav		Lonegan Fav		Watched Debates	
		Booker	Lonegan	Fav	Unfav	Fav	Unfav	Yes	No
Real difference	47%	71%	13%	69%	13%	19%	65%	54%	41%
Self-promotion	34%	12%	70%	13%	75%	68%	17%	31%	36%
Don't know	19%	18%	17%	18%	12%	13%	18%	14%	23%
Unwgt N=	511	297	185	279	161	154	183	215	296

Likely Voters

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non- White
Real difference	69%	44%	21%	66%	54%	19%	41%	52%	43%	61%
Self-promotion	14%	35%	61%	16%	28%	61%	42%	28%	37%	21%
Don't know	18%	22%	18%	18%	18%	20%	18%	20%	20%	18%
Unwt N=	197	197	115	132	236	135	260	251	407	70

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
Real difference	48%	56%	39%	46%	39%	49%	50%	40%	49%	48%
Self-promotion	43%	34%	32%	29%	35%	34%	31%	40%	34%	32%
Don't know	10%	10%	28%	25%	26%	17%	20%	20%	17%	20%
Unwt N=	65	160	87	91	108	74	234	203	113	326

	Income				Education			
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Real difference	44%	52%	44%	40%	49%	42%	52%	46%
Self-promotion	30%	31%	35%	41%	30%	38%	36%	29%
Don't know	26%	17%	20%	20%	22%	21%	12%	25%
Unwt N=	82	153	70	70	79	124	149	144

Q Are Cory Booker's positions on issues more liberal than most New Jersey voters, more conservative, or are they about right for New Jersey?

	Likely voters	Vote		Booker Fav		Watched Debates	
		Booker	Lonegan	Fav	Unfav	Yes	No
More liberal	44%	29%	72%	29%	68%	46%	42%
More conservative	4%	5%	2%	3%	6%	3%	5%
About right	42%	59%	15%	61%	17%	45%	39%
Don't know	10%	8%	10%	7%	9%	6%	14%
Unwgt N=	510	297	186	278	162	216	294

Likely Voters

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
More liberal	29%	48%	59%	33%	37%	65%	51%	37%	46%	37%
More conservative	4%	6%	1%	7%	4%	2%	3%	6%	4%	5%
About right	59%	35%	26%	50%	49%	23%	36%	47%	41%	45%
Don't know	8%	10%	14%	10%	9%	10%	10%	10%	10%	13%
Unwt N=	196	197	116	132	234	136	261	249	407	70

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
More liberal	36%	48%	42%	39%	49%	44%	42%	46%	37%	45%
More conservative	10%	3%	2%	4%	4%	6%	3%	4%	5%	4%
About right	44%	42%	45%	45%	32%	40%	44%	39%	45%	42%
Don't know	10%	7%	11%	11%	15%	10%	10%	11%	13%	10%
Unwt N=	64	160	87	91	108	74	235	201	112	326

	Income				Education			
	<50K	50K-100K	100K-150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
More liberal	34%	45%	44%	42%	36%	50%	48%	39%
More conservative	8%	3%	6%	3%	4%	6%	3%	4%
About right	43%	37%	47%	51%	45%	28%	44%	48%
Don't know	15%	15%	3%	5%	15%	16%	6%	9%
Unwt N=	81	155	70	70	79	123	148	145

Q Are Steve Lonegan's positions on issues more liberal than most New Jersey voters, more conservative, or are they about right for New Jersey?

	Likely voters	Vote		Lonegan Fav		Watched Debates	
		Booker	Lonegan	Fav	Unfav	Yes	No
More liberal	4%	3%	5%	5%	3%	4%	4%
More conservative	60%	68%	53%	59%	83%	62%	58%
About right	18%	6%	35%	33%	6%	20%	16%
Don't know	18%	23%	8%	3%	8%	14%	21%
Unwgt N=	504	291	186	155	181	213	291

**2013 US Senate Election October
Rutgers-Eagleton Poll**

Likely Voters

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
More liberal	2%	6%	5%	4%	5%	3%	4%	5%	5%	1%
More conservative	70%	50%	60%	73%	58%	54%	62%	58%	63%	54%
About right	5%	26%	23%	4%	17%	31%	20%	15%	18%	11%
Don't know	23%	18%	12%	18%	20%	13%	14%	22%	14%	34%
Unwt N=	192	195	116	129	232	135	259	245	403	70

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
More liberal	4%	3%	4%	5%	7%	3%	4%	6%	1%	5%
More conservative	51%	70%	58%	60%	51%	56%	64%	57%	61%	61%
About right	19%	13%	23%	10%	26%	21%	13%	21%	18%	17%
Don't know	26%	14%	15%	24%	17%	19%	19%	16%	21%	16%
Unwt N=	64	158	86	88	108	74	232	198	109	325

	Income				Education			
	<50K	50K-100K	100K-150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
More liberal	5%	8%	1%	1%	6%	5%	4%	3%
More conservative	55%	57%	68%	76%	49%	54%	61%	71%
About right	18%	16%	20%	10%	16%	20%	19%	13%
Don't know	22%	19%	11%	13%	29%	21%	16%	13%
Unwt N=	79	154	70	69	79	121	147	142

Q Thinking of Cory Booker, has anything he has said or done during this campaign made you feel:

Likely voters

	Worried or			
	Angry	Anxious	Proud	Hopeful
Yes	12%	19%	33%	48%
No	83%	74%	60%	45%
Don't know	5%	7%	7%	7%
Unwgt N=	509	509	509	510

Angry

	Vote		Booker Fav	
	Booker	Lonegan	Fav	Unfav
Yes	7%	19%	5%	24%
No	91%	72%	94%	68%
Don't know	2%	9%	1%	8%
Unwt N=	296	184	279	160

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Yes	7%	15%	13%	12%	7%	19%	11%	13%	11%	14%
No	91%	80%	76%	86%	88%	72%	86%	80%	84%	82%
Don't know	2%	4%	11%	2%	5%	9%	3%	7%	6%	3%
Unwt N=	197	195	115	132	235	134	259	250	406	70

**2013 US Senate Election October
Rutgers-Eagleton Poll**

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South Shore	Shore	18-44	45-64	65+	Public	No
Yes	14%	11%	9%	14%	13%	14%	10%	11%	8%	13%
No	84%	84%	86%	79%	81%	83%	86%	79%	89%	81%
Don't know	3%	5%	5%	7%	6%	3%	4%	10%	4%	6%
Unwt N=	64	162	87	90	106	74	235	200	113	325

	Income				Education			
	<50K	50K-100K	100K-150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Yes	16%	11%	10%	14%	7%	17%	13%	8%
No	77%	85%	88%	79%	89%	76%	82%	87%
Don't know	7%	4%	2%	6%	4%	7%	6%	5%
Unwt N=	80	155	70	70	78	123	149	144

Worried or Anxious

	Vote		Booker Fav	
	Booker	Lonegan	Fav	Unfav
Yes	9%	34%	6%	41%
No	86%	57%	88%	52%
Don't know	5%	8%	6%	7%
Unwt N=	296	184	279	160

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Yes	9%	23%	28%	11%	13%	35%	20%	18%	21%	15%
No	86%	71%	61%	85%	80%	54%	76%	72%	73%	76%
Don't know	5%	7%	11%	4%	7%	10%	4%	10%	6%	9%
Unwt N=	197	195	115	132	235	134	260	249	406	70

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South Shore	Shore	18-44	45-64	65+	Public	No
Yes	18%	18%	22%	14%	23%	21%	18%	17%	19%	20%
No	66%	78%	74%	79%	66%	70%	76%	74%	77%	71%
Don't know	16%	4%	4%	7%	10%	9%	6%	8%	4%	8%
Unwt N=	64	162	87	89	107	74	235	200	113	325

	Income				Education			
	<50K	50K-100K	100K-150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Yes	19%	18%	17%	26%	20%	21%	17%	20%
No	69%	77%	82%	73%	77%	67%	78%	73%
Don't know	12%	5%	1%	1%	3%	13%	5%	7%
Unwt N=	81	154	70	70	78	123	149	144

**2013 US Senate Election October
Rutgers-Eagleton Poll**

Proud

	Vote		Booker Fav	
	Booker	Lonegan	Fav	Unfav
Yes	51%	8%	50%	11%
No	42%	88%	44%	85%
Don't know	7%	4%	6%	4%
Unwt N=	297	183	280	159

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Yes	54%	23%	19%	46%	37%	17%	26%	40%	26%	57%
No	38%	71%	75%	46%	56%	79%	71%	50%	68%	36%
Don't know	8%	6%	6%	8%	7%	5%	4%	10%	6%	7%
Unwt N=	198	194	115	132	236	133	258	251	406	70

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
Yes	45%	37%	25%	37%	22%	36%	35%	27%	30%	33%
No	49%	58%	68%	54%	68%	62%	58%	62%	64%	60%
Don't know	6%	5%	7%	9%	9%	2%	7%	11%	6%	7%
Unwt N=	64	162	87	90	106	74	235	200	113	325

	Income				Education			
	<50K	50K-100K	100K-150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Yes	34%	33%	27%	25%	35%	32%	32%	34%
No	54%	62%	73%	70%	56%	60%	63%	59%
Don't know	13%	5%	0%	4%	9%	8%	5%	7%
Unwt N=	80	155	70	70	79	123	149	143

Hopeful

	Vote		Booker Fav	
	Booker	Lonegan	Fav	Unfav
Yes	74%	14%	70%	19%
No	21%	79%	24%	76%
Don't know	5%	6%	6%	5%
Unwt N=	296	185	279	161

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Yes	73%	39%	27%	66%	56%	22%	40%	56%	41%	74%
No	21%	55%	63%	28%	38%	68%	54%	36%	53%	19%
Don't know	6%	5%	10%	6%	6%	10%	6%	8%	6%	8%
Unwt N=	197	195	116	132	235	135	260	250	407	70

**2013 US Senate Election October
Rutgers-Eagleton Poll**

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
Yes	46%	54%	40%	57%	40%	46%	50%	49%	49%	49%
No	40%	42%	52%	39%	51%	45%	45%	43%	45%	44%
Don't know	14%	4%	8%	4%	9%	9%	5%	9%	6%	7%
Unwt N=	64	162	87	90	107	74	235	201	113	326

	Income				Education			
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Yes	59%	47%	48%	45%	55%	48%	45%	50%
No	34%	49%	52%	50%	39%	46%	48%	43%
Don't know	7%	4%	0%	5%	6%	6%	7%	7%
Unwt N=	81	155	70	70	79	123	149	144

Q Thinking of Steve Lonegan, has anything he has said or done during this campaign made you feel:

Likely voters

	Worried or			
	Angry	Anxious	Proud	Hopeful
Yes	30%	37%	16%	30%
No	57%	50%	68%	57%
Don't know	13%	13%	16%	13%
Unwgt N=	513	510	510	512

Angry

	Vote		Lonegan Fav	
	Booker	Lonegan	Fav	Unfav
Yes	48%	7%	7%	67%
No	35%	93%	93%	29%
Don't know	17%	%	0%	4%
Unwt N=	298	186	155	184

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non- White
Yes	49%	25%	14%	61%	28%	11%	28%	33%	30%	31%
No	31%	68%	78%	28%	59%	79%	65%	49%	62%	43%
Don't know	20%	8%	9%	11%	14%	11%	7%	18%	8%	26%
Unwt N=	198	197	116	132	237	136	261	252	409	70

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
Yes	28%	34%	27%	41%	20%	32%	33%	25%	34%	31%
No	46%	58%	64%	41%	72%	52%	56%	63%	53%	58%
Don't know	26%	9%	9%	17%	8%	16%	11%	12%	13%	11%
Unwt N=	65	162	87	91	108	74	236	203	113	328

**2013 US Senate Election October
Rutgers-Eagleton Poll**

	Income				Education			
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Yes	36%	26%	29%	43%	25%	27%	30%	39%
No	48%	63%	63%	53%	62%	59%	60%	48%
Don't know	16%	12%	8%	4%	13%	14%	10%	13%
Unwt N=	82	155	70	70	80	124	149	145

Worried or Anxious

	Vote		Lonegan Fav	
	Booker	Lonegan	Fav	Unfav
Yes	56%	13%	14%	74%
No	28%	86%	86%	22%
Don't know	16%	1%	0%	4%
Unwt N=	296	185	154	183

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non- White
Yes	55%	32%	20%	65%	38%	13%	33%	41%	37%	40%
No	26%	59%	72%	23%	49%	76%	60%	41%	55%	34%
Don't know	19%	9%	8%	12%	13%	10%	7%	18%	8%	26%
Unwt N=	197	196	115	130	237	135	259	251	406	70

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
Yes	31%	48%	33%	36%	29%	32%	43%	34%	45%	37%
No	43%	42%	59%	49%	62%	52%	48%	52%	43%	52%
Don't know	26%	10%	9%	15%	9%	16%	10%	14%	12%	11%
Unwt N=	64	161	87	90	108	73	234	203	113	326

	Income				Education			
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Yes	42%	36%	39%	45%	35%	32%	38%	43%
No	40%	54%	54%	49%	49%	56%	53%	42%
Don't know	18%	10%	6%	5%	15%	12%	9%	14%
Unwt N=	82	153	70	70	79	124	149	143

Proud

	Vote		Lonegan Fav	
	Booker	Lonegan	Fav	Unfav
Yes	4%	39%	43%	5%
No	77%	55%	53%	91%
Don't know	18%	6%	4%	4%
Unwt N=	297	184	153	184

**2013 US Senate Election October
Rutgers-Eagleton Poll**

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Yes	2%	18%	34%	2%	12%	36%	19%	14%	18%	11%
No	76%	72%	53%	86%	69%	51%	73%	64%	71%	60%
Don't know	22%	10%	13%	11%	19%	14%	8%	22%	11%	29%
Unwt N=	197	195	116	131	237	134	259	251	406	70

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
Yes	12%	20%	16%	9%	22%	16%	15%	19%	11%	18%
No	59%	69%	73%	75%	62%	68%	70%	66%	69%	70%
Don't know	29%	11%	12%	16%	16%	16%	15%	15%	20%	13%
Unwt N=	64	161	87	90	108	73	236	201	113	326

	Income				Education			
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Yes	22%	11%	15%	16%	26%	18%	16%	11%
No	60%	75%	74%	78%	55%	66%	70%	76%
Don't know	17%	14%	11%	7%	19%	17%	14%	14%
Unwt N=	82	155	69	70	79	124	148	144

Hopeful

	Vote		Lonegan Fav	
	Booker	Lonegan	Fav	Unfav
Yes	8%	69%	73%	6%
No	76%	28%	26%	90%
Don't know	16%	2%	1%	4%
Unwt N=	297	186	155	184

	Party ID			Ideology			Gender		Race	
	Dem	Ind	Rep	Lib	Mod	Con	Male	Female	White	Non-White
Yes	5%	33%	60%	4%	23%	63%	35%	25%	34%	17%
No	76%	58%	29%	85%	62%	25%	58%	56%	57%	57%
Don't know	19%	9%	11%	11%	15%	11%	7%	19%	9%	27%
Unwt N=	197	197	116	131	237	136	261	251	408	70

	Region					Age			Union Household	
	Urban	Suburb	Exurban	Phil/South	Shore	18-44	45-64	65+	Public	No
Yes	27%	30%	39%	16%	37%	25%	28%	38%	21%	33%
No	45%	60%	54%	66%	53%	59%	60%	49%	63%	56%
Don't know	28%	10%	7%	18%	10%	16%	12%	13%	16%	11%
Unwt N=	65	162	87	90	108	73	236	203	113	328

**2013 US Senate Election October
Rutgers-Eagleton Poll**

	Income				Education			
	<50K	50K- <100K	100K- <150K	150K+	HS or Less	Some Coll	Coll Grad	Grad Work
Yes	36%	24%	27%	26%	42%	34%	31%	18%
No	47%	64%	67%	70%	43%	52%	59%	68%
Don't know	17%	12%	6%	4%	15%	14%	10%	15%
Unwt N=	82	155	70	70	79	124	149	145

Rutgers-Eagleton Poll October 7-13, 2013

The Rutgers-Eagleton Poll was conducted by telephone using live callers October 7-13, 2013 with a scientifically selected random sample of 798 New Jersey registered voters. Data are weighted to represent known parameters in the New Jersey 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 664 landline and 134 cell phone adults, all acquired through random digit dialing.

This release reports on 513 LIKELY VOTERS for the October 16, special US Senate election. To determine likely voters, we ask registered voters about attention to the election, the last time they voted, intent to vote in this election, and their awareness of the election date. Potential voters are also given the chance to say they will not vote when asked who they support. No additional weighting is applied to likely voters, the registered voter weight is used.

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 513 likely voters is +/-4.3 percentage points, at a 95 percent confidence interval. Thus if 50 percent of New Jersey likely voters favored a particular position, one would be 95 percent sure that the true figure is between 45.3 and 54.7 percent (50 +/-4.3) if all New Jersey likely voters were interviewed, rather than just a sample.

The sampling error for 798 registered voters is +/- 3.4 percentage points.

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 in house by 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 798 New Jersey Registered Voters			
39% Democrat	47% Male	38% 18-44	68% White
41% Independent	53% Female	38% 44-64	14% Black
21% Republican		24% 65+	8% Hispanic
			10% Asian/Other/Multi

Weighted Sample Characteristics 513 Likely Senate Voters			
38% Democrat	48% Male	28% 18-44	77% White
34% Independent	52% Female	42% 45-64	11% Black
28% Republican		30% 65+	6% Hispanic
			6% Asian/Other/Multi