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QUINNIPIAC UNIVERSITY POLL

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BOOKER TOPS 50% IN NJ SENATE PRIMARY, GENERAL ELECTION, QUINNIPIAC UNIVERSITY POLL FINDS; LONEGAN DOMINATES GOP PRIMARY

Newark Mayor Cory Booker tops the magic 50 percent mark in both the Democratic primary for U.S. Senate from New Jersey and the general election, according to a Quinnipiac University poll released today.

In a Democratic primary, Booker has 52 percent, with 10 percent for U.S. Rep. Frank Pallone, 8 percent for U.S. Rep. Rush Holt and 3 percent for Assembly Speaker Sheila Oliver. Another 26 percent are undecided.

This compares to the results of a June 10 survey by the independent Quinnipiac (KWIN-uh-pe-ack) University poll showing Booker at 53 percent, with 10 percent for Holt and 9 percent for Pallone. The survey was conducted before Oliver announced her candidacy.

In a Republican primary, Steve Lonegan tops Alieta Eck 62 – 5 percent, with 28 percent undecided.

In possible general election matchups:

- Booker beats Lonegan 53 – 30 percent;
- Pallone gets 38 percent to Lonegan's 34 percent;
- Holt gets 37 percent to Lonegan's 36 percent;
- Lonegan gets 37 percent to Oliver's 35 percent.

“It looks as if the speculation was right: Newark Mayor Cory Booker seems to be a shoo-in for the U.S. Senate,” said Maurice Carroll, director of the Quinnipiac University Polling Institute.

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“Political observers wondered why Congressmen Frank Pallone and Rush Holt didn't make a deal for one of them to step out and throw his support to the other,” Carroll added. “These results show that probably wouldn't help. Pallone's and Rush's combined total in the Democratic primary still trails Booker's tally almost 3-1.

“Observers also wondered why Assembly Speaker Sheila Oliver, like Booker, an Essex County pol, decided to run. She's the weakest of the bunch.

“Steve Lonegan gets the bedrock Republican 30 percent, and not much more, against everyone.

“The Republican race looks even more one-sided than the Democratic primary; Alieta Eck hardly registers.

New Jersey voters have a 56 – 16 percent favorable opinion of Booker, while 27 percent don't know enough about him to form an opinion. The “don't know enough” measures for the other contenders are:

- Pallone – 63 percent;
- Holt – 68 percent;
- Oliver – 71 percent;
- Lonegan – 54 percent;
- Eck – 91 percent.

“In the favorable-unfavorable measure, only Booker comes close to being a household name. Even Oliver, a power in Trenton, isn't well known and Eck is all but anonymous,” Carroll said.

From July 2 – 7, Quinnipiac University surveyed 1,068 New Jersey voters with a margin of error of +/- 3 percentage points. Live interviewers call land lines and cell phones. The survey includes 400 Democrats with a margin of error of +/- 4.9 percentage points and 330 Republicans with a margin of error of +/- 5.4 percentage points.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in Pennsylvania, New York, New Jersey, Connecticut, Florida, Ohio, Virginia, Iowa, Colorado and the nation as a public service and for research.

For more information, visit <http://www.quinnipiac.edu/polling>, call (203) 582-5201, or follow us on [Twitter](#).

1. (If Registered Democrat) If the Democratic primary for United States Senator were being held today, and the candidates were Cory Booker, Rush Holt, Frank Pallone, and Sheila Oliver, for whom would you vote?

	REGISTERED DEMOCRATS		
	Tot	Men	Wom
Booker	52%	52%	53%
Holt	8	10	6
Pallone	10	11	8
Oliver	3	1	4
SMONE ELSE (VOL)	-	-	1
WLDN'T VOTE (VOL)	1	2	1
DK/NA	26	24	27

TREND: (If Registered Democrat) If the Democratic primary for United States Senator were being held today, and the candidates were Cory Booker, Rush Holt, Frank Pallone, and Sheila Oliver, for whom would you vote?

	REGISTERED DEMOCRATS	
	Jul 09 2013	Jun 10 2013
Booker	52	53
Holt	8	10
Pallone	10	9
Oliver	3	na
SMONE ELSE (VOL)	-	1
WLDN'T VOTE (VOL)	1	4
DK/NA	26	23

2. (If Registered Republican) If the Republican primary for United States Senator were being held today, and the candidates were Alieta Eck and Steve Lonegan, for whom would you vote?

	REGISTERED REPUBLICANS		
	Tot	Men	Wom
Eck	5%	5%	5%
Lonegan	62	69	56
SMONE ELSE (VOL)	1	1	2
WLDN'T VOTE (VOL)	4	5	2
DK/NA	28	19	36

3. If the election for United States Senator were being held today, and the candidates were Cory Booker the Democrat and Steve Lonegan the Republican, for whom would you vote?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Booker	53%	15%	87%	50%	51%	56%	49%	79%
Lonegan	30	74	2	28	32	28	35	4
SMONE ELSE (VOL)	1	-	1	1	2	1	1	4
WLDN'T VOTE (VOL)	3	-	2	3	4	2	2	3
DK/NA	13	10	8	18	11	15	12	10

	COLLEGE DEG		ANNUAL <50K	HSHOLD 50-100	INC >100K	AGE IN YRS.....		
	Yes	No				18-34	35-54	55+
Booker	60%	49%	51%	57%	56%	63%	55%	49%
Lonegan	29	30	27	32	28	18	29	35
SMONE ELSE (VOL)	1	2	2	-	1	2	1	1
WLDN'T VOTE (VOL)	2	3	2	3	3	4	3	2
DK/NA	8	16	17	8	12	12	11	14

TREND: If the election for United State Senator were being held today, and the candidates were Cory Booker the Democrat and Steve Lonegan the Republican, for whom would you vote?

	Jul 09 2013	Jun 10 2013
Booker	53	54
Lonegan	30	27
SMONE ELSE (VOL)	1	-
WLDN'T VOTE (VOL)	3	2
DK/NA	13	16

4. If the election for United States Senator were being held today, and the candidates were Frank Pallone the Democrat and Steve Lonegan the Republican, for whom would you vote?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Pallone	38%	6%	76%	28%	35%	41%	34%	66%
Lonegan	34	80	5	34	39	30	41	6
SMONE ELSE (VOL)	3	1	-	3	4	1	2	6
WLDN'T VOTE (VOL)	4	1	3	6	5	3	4	4
DK/NA	21	12	16	28	17	25	19	19

	COLLEGE DEG Yes	DEG No	ANNUAL <50K	HSHOLD 50-100	INC >100K	AGE IN 18-34	YRS..... 35-54	55+
Pallone	45%	34%	34%	45%	40%	38%	39%	38%
Lonegan	33	35	29	35	36	20	35	40
SMONE ELSE (VOL)	2	3	3	1	3	3	3	2
WLDN'T VOTE (VOL)	4	4	5	3	4	7	3	3
DK/NA	16	25	29	16	17	31	19	17

TREND: If the election for United State Senator were being held today, and the candidates were Frank Pallone the Democrat and Steve Lonegan the Republican, for whom would you vote?

	Jul 09 2013	Jun 10 2013
Pallone	38	39
Lonegan	34	29
SMONE ELSE (VOL)	3	2
WLDN'T VOTE (VOL)	4	4
DK/NA	21	27

5. If the election for United States Senator were being held today, and the candidates were Rush Holt the Democrat and Steve Lonegan the Republican, for whom would you vote?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Holt	37%	2%	75%	29%	35%	39%	35%	56%
Lonegan	36	88	2	34	39	33	42	7
SMONE ELSE (VOL)	3	1	2	2	4	2	2	8
WLDN'T VOTE (VOL)	4	-	4	8	6	3	4	6
DK/NA	20	8	17	27	16	23	17	23

	COLLEGE DEG Yes	NO	ANNUAL <50K	HSHOLD 50-100	INC >100K	AGE IN 18-34	YRS..... 35-54	55+
Holt	43%	34%	36%	41%	37%	43%	35%	37%
Lonegan	35	36	31	38	38	22	40	39
SMONE ELSE (VOL)	2	3	3	3	3	2	4	2
WLDN'T VOTE (VOL)	4	5	5	4	5	9	4	3
DK/NA	16	22	25	14	18	24	17	19

TREND: If the election for United State Senator were being held today, and the candidates were Rush Holt the Democrat and Steve Lonegan the Republican, for whom would you vote?

	Jul 09 2013	Jun 10 2013
Holt	37	36
Lonegan	36	31
SMONE ELSE (VOL)	3	1
WLDN'T VOTE (VOL)	4	3
DK/NA	20	29

6. If the election for United States Senator were being held today, and the candidates were Sheila Oliver the Democrat and Steve Lonegan the Republican, for whom would you vote?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Oliver	35%	2%	72%	26%	32%	38%	30%	60%
Lonegan	37	88	4	37	41	33	43	5
SMONE ELSE (VOL)	3	2	1	2	5	1	2	7
WLDN'T VOTE (VOL)	4	1	4	8	7	2	4	5
DK/NA	21	8	20	27	16	26	20	23

	COLLEGE DEG Yes	NO	ANNUAL <50K	HSHOLD 50-100	INC >100K	AGE IN 18-34	YRS..... 35-54	55+
Oliver	41%	32%	36%	39%	36%	45%	34%	33%
Lonegan	37	36	29	38	39	23	38	41
SMONE ELSE (VOL)	2	3	4	2	2	2	5	2
WLDN'T VOTE (VOL)	4	4	4	6	4	6	5	3
DK/NA	16	25	27	16	18	24	18	22

7. Is your opinion of Cory Booker favorable, unfavorable or haven't you heard enough about him?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	56%	42%	68%	57%	56%	55%	55%	60%
Unfavorable	16	30	4	16	19	12	18	7
Hvn't hrd enough	27	25	26	25	23	29	25	31
REFUSED	2	2	2	2	2	3	2	3

TREND: Is your opinion of Cory Booker favorable, unfavorable or haven't you heard enough about him?

	Jul 09 2013	Jun 10 2013	Feb 21 2013	Jan 23 2013	Nov 28 2012	Sep 05 2012
Favorable	56	57	59	54	52	49
Unfavorable	16	14	11	16	13	11
Hvn't hrd enough	27	25	28	29	33	38
REFUSED	2	3	1	2	1	1

8. Is your opinion of Frank Pallone favorable, unfavorable or haven't you heard enough about him?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	22%	13%	30%	20%	26%	18%	21%	21%
Unfavorable	13	26	5	14	17	10	15	7
Hvn't hrd enough	63	60	65	64	56	70	63	70
REFUSED	2	1	1	2	-	3	2	2

TREND: Is your opinion of Frank Pallone favorable, unfavorable or haven't you heard enough about him?

	Jul 09 2013	Jun 10 2013
Favorable	22	21
Unfavorable	13	9
Hvn't hrd enough	63	68
REFUSED	2	1

9. Is your opinion of Rush Holt favorable, unfavorable or haven't you heard enough about him?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	18%	10%	27%	15%	22%	14%	20%	11%
Unfavorable	12	25	4	13	16	9	16	1
Hvn't hrd enough	68	65	67	70	61	74	63	86
REFUSED	2	1	2	2	1	3	1	2

TREND: Is your opinion of Rush Holt favorable, unfavorable or haven't you heard enough about him?

	Jul 09 2013	Jun 10 2013
Favorable	18	20
Unfavorable	12	11
Hvn't hrd enough	68	67
REFUSED	2	2

10. Is your opinion of Steve Lonegan favorable, unfavorable or haven't you heard enough about him?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	30%	65%	6%	30%	37%	24%	34%	9%
Unfavorable	14	2	23	14	19	10	15	11
Hvn't hrd enough	54	32	70	53	43	63	49	78
REFUSED	2	1	1	3	1	3	2	2

TREND: Is your opinion of Steve Lonegan favorable, unfavorable or haven't you heard enough about him?

	Jul 09 2013	Jun 10 2013	May 20 2009	Apr 22 2009	Mar 12 2009	Feb 04 2009
Favorable	30	25	19	20	15	15
Unfavorable	14	12	11	7	7	6
Hvn't hrd enough	54	62	68	72	77	78
REFUSED	2	1	2	1	1	1

11. Is your opinion of Sheila Oliver favorable, unfavorable or haven't you heard enough about her?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	14%	4%	24%	11%	15%	13%	12%	20%
Unfavorable	13	22	3	17	17	10	17	3
Hvn't hrd enough	71	74	72	69	67	74	69	73
REFUSED	2	1	1	2	2	2	2	4

12. Is your opinion of Alieta Eck favorable, unfavorable or haven't you heard enough about her?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	3%	2%	4%	2%	4%	3%	3%	6%
Unfavorable	5	8	2	6	6	3	5	3
Hvn't hrd enough	91	90	94	92	90	92	91	90
REFUSED	1	-	-	1	1	2	1	2

17. Do you approve or disapprove of the way Barack Obama is handling his job as President?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Approve	53%	7%	88%	50%	48%	56%	44%	89%
Disapprove	41	86	10	43	46	37	50	4
DK/NA	6	6	2	8	6	7	6	7

	COLLEGE DEG Yes	DEG No	ANNUAL <50K	HS HOLD 50-100	INC >100K	AGE IN 18-34	YRS..... 35-54	55+
Approve	54%	52%	56%	50%	54%	65%	53%	47%
Disapprove	42	40	34	44	42	28	43	46
DK/NA	4	8	10	6	5	6	5	7

TREND: Do you approve or disapprove of the way Barack Obama is handling his job as President?

	Jul 09 2013	Jun 10 2013	Apr 24 2013	Mar 26 2013	Feb 21 2013	APPROVE..... High Low Jun 10 Oct 13 2009 2011	
Approve	53	53	57	54	57	68	43
Disapprove	41	41	38	42	40	25	52
DK/NA	6	5	5	4	3	7	5