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# QUINNIPIAC UNIVERSITY

## POLL

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**FOR RELEASE: OCTOBER 15, 2013**

### **BOOKER HOLDS 14-POINT LEAD IN NJ SENATE RACE, QUINNIPIAC UNIVERSITY POLL FINDS**

One day before the special election for New Jersey's U.S. Senate seat, Newark Mayor Cory Booker, the Democrat, leads former Bogota Mayor Steve Lonegan, the Republican, 54 – 40 percent among likely voters, according to a Quinnipiac University poll completed last night and released today.

This is virtually unchanged from a 53 – 41 percent Booker lead in an October 9 survey by the independent Quinnipiac (KWIN-uh-pe-ack) University.

Gender and racial gaps persist in today's results: Women back Booker 58 – 36 percent while men back the Democrat 50 – 45 percent. White voters go 50 percent for Lonegan and 47 percent for Booker, as black voters go Democratic 93 – 1 percent.

Independent voters are divided 46 – 46 percent.

Five percent of likely voters remain undecided and 4 percent of those who chose a candidate say there's a "good chance" they will change their mind by tomorrow.

"It's a New Jersey habit electing Democrats to the Senate. The liberal mayor of Newark, Cory Booker, holds onto the double-digit lead over the conservative former mayor of Bogota, Steve Lonegan, that we measured when we first looked at likely voters," said Maurice Carroll, director of the Quinnipiac University Polling Institute.

From October 10 – 14, Quinnipiac University surveyed 1,696 New Jersey likely voters in the special U.S. Senate election, with a margin of error of +/- 2.4 percentage points. Live interviewers call land lines and cell phones.

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 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? (If undecided) As of today, do you lean more toward Booker or Lonegan? (Table includes leaners)

	LIKELY VOTERS.....							
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Booker	54%	11%	92%	46%	50%	58%	47%	93%
Lonegan	40	87	4	46	45	36	50	1
SOMEONE ELSE (VOL)	-	-	-	-	-	-	-	-
DK/NA	5	2	4	7	4	6	3	6

TREND: 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? (If undecided) As of today, do you lean more toward Booker or Lonegan? (Table includes leaners)

	LIKELY VOTERS.....		
	Oct 15 2013	Oct 09 2013	Sep 24 2013
Booker	54	53	53
Lonegan	40	41	41
SOMEONE ELSE (VOL)	-	1	1
DK/NA	5	5	5

1a. (If candidate chosen q1) Will you definitely vote for (Candidate of choice), or is there a chance you could change your mind and vote for (Candidate not chosen)? IF CHANGE MIND: Would you say there's a good chance you'll change your mind, or would you say it's pretty unlikely?

	LIKELY VOTERS.....		
	CANDIDATE CHOSEN Q1.....		
	CANDIDATE OF CHOICE Q1		
	Tot	Booker	Lonegan
Def vote for cand	90%	90%	91%
Unlikely to change	5	5	5
Good chance change	4	4	3
DK/NA	1	1	2

TREND: (If candidate chosen) Will you definitely vote for (Candidate of choice), or is there a chance you could change your mind and vote for (Candidate not chosen)? IF CHANGE MIND: Would you say there's a good chance you'll change your mind, or would you say it's pretty unlikely?

	LIKELY VOTERS.....		
	Oct 15 2013	Oct 09 2013	Sep 24 2013
Def vote for cand	90	86	86
Unlikely to change	5	7	6
Good chance change	4	6	5
DK/NA	1	2	2

1b. (If candidate chosen q1) Would you say you are very enthusiastic about supporting (Candidate of choice), somewhat enthusiastic, not so enthusiastic, or not enthusiastic at all?

LIKELY VOTERS.....			
CANDIDATE CHOSEN Q1.....			
CANDIDATE OF CHOICE Q1			
	Tot	Booker	Longan
Very enthusiastic	45%	47%	42%
Somewht enthusiastic	44	40	49
Not so enthusiastic	7	8	6
Not enthous at all	3	4	2
DK/NA	1	2	1

TREND: (If candidate chosen) Would you say you are very enthusiastic about supporting (Candidate of choice), somewhat enthusiastic, not so enthusiastic, or not enthusiastic at all?

LIKELY VOTERS.....			
	Oct 15	Oct 09	Sep 24
	2013	2013	2013
Very enthusiastic	45	43	39
Somewht enthusiastic	44	46	50
Not so enthusiastic	7	7	6
Not enthous at all	3	3	4
DK/NA	1	1	1

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

LIKELY VOTERS.....								
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	53%	18%	83%	49%	51%	55%	49%	83%
Unfavorable	35	71	6	38	39	31	41	4
Hvn't hrd enough	10	9	10	9	8	11	8	11
REFUSED	2	2	-	3	1	3	2	2

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

LIKELY VOTERS.....			
	Oct 15	Oct 09	Sep 24
	2013	2013	2013
Favorable	53	57	53
Unfavorable	35	32	30
Hvn't hrd enough	10	9	16
REFUSED	2	2	1

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

LIKELY VOTERS.....								
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk
Favorable	36%	73%	6%	41%	42%	30%	44%	6%
Unfavorable	36	9	60	31	35	37	35	45
Hvn't hrd enough	27	17	34	26	22	31	19	46
REFUSED	2	2	1	2	1	3	2	3

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

LIKELY VOTERS.....  
Oct 15 Oct 09 Sep 24  
2013 2013 2013

Favorable	36	36	35
Unfavorable	36	33	22
Hvn't hrd enough	27	28	43
REFUSED	2	3	1