

Booker Senate Poll Survey Toplines Released January 22, 2013

- 1,170 Registered Democrats in New Jersey
- Automated Telephone Interviews
- 85% Landline, 15% Cell Phone
- January 7-9, 2013
- MOE 2.9%

What is your opinion of President Obama?

| | |
|----------|------|
| | |
| Positive | 81% |
| Negative | 16% |
| Unsure | 3% |
| Total | 100% |

What is your opinion of New Jersey Governor Chris Christie?

| | |
|----------|------|
| | |
| Positive | 65% |
| Negative | 32% |
| Unsure | 3% |
| Total | 100% |

What is your opinion of New Jersey Senator Frank Lautenberg?

| | |
|----------|------|
| | |
| Positive | 63% |
| Negative | 24% |
| Unsure | 13% |
| Total | 100% |

What is your opinion of New Jersey Senator Robert Menendez?

| | |
|----------|------|
| | |
| Positive | 68% |
| Negative | 22% |
| Unsure | 10% |
| Total | 100% |

What is your opinion of Newark Mayor, Cory Booker?

| | |
|----------|------|
| | |
| Positive | 72% |
| Negative | 15% |
| Unsure | 13% |
| Total | 100% |

In the summer of 2014, there may be a Democratic Senate Primary between Newark Mayor Cory Booker and incumbent Senator Frank Lautenberg. If that Democratic Senate primary takes place, how likely would you be to vote?

| Likely | 77% |
|----------|------|
| Unlikely | 23% |
| Total | 100% |

If you do vote, would you vote for Cory Booker, or Frank Lautenberg?

| Primary | |
|------------|------|
| | |
| Booker | 48% |
| Lautenberg | 21% |
| Unsure | 31% |
| Total | 100% |

If Senator Lautenberg does run again in 2014, he would be 90 years old during the election, and 96 years old at the end of his six-year term. Is his age a concern to you?

| Lautenberg_Age | |
|----------------|------|
| | |
| Concerned | 68% |
| Not concerned | 24% |
| Unsure | 8% |
| Total | 100% |

Now I'm going to ask you about a few issues facing the U.S. government. For each one, please indicate whether you think it's one of the Most Important issues facing the government today; whether it's important, but not a top priority; or whether it's not very important.

The first is creating jobs and improving the economy.

| Jobs_Economy | |
|---------------------|------|
| Most Important | 84% |
| Not Top Priority | 11% |
| Not Important | 3% |
| Unsure | 1% |
| Total | 100% |

Next is addressing the country's long-term debt.

| Debt | |
|------------------|------|
| Most Important | 52% |
| Not Top Priority | 37% |
| Not Important | 7% |
| Unsure | 4% |
| Total | 100% |

How important is it for the government to find new strategies to build and strengthen America's middle class?

| MiddleClass | |
|--------------------|------|
| Most Important | 73% |
| Not Top Priority | 22% |
| Not Important | 3% |
| Unsure | 2% |
| Total | 100% |

How important is it for the government to address the needs of people with low wage jobs?

| LowWage | |
|------------------|------|
| Most Important | 53% |
| Not Top Priority | 35% |
| Not Important | 9% |
| Unsure | 3% |
| Total | 100% |

How important is it for the government to improve the public education that is available to lower-income and inner-city children?

| EducationFunding | |
|-------------------------|------|
| Most Important | 63% |
| Not Top Priority | 28% |
| Not Important | 8% |
| Unsure | 1% |
| Total | 100% |

How important is it for the government to reform immigration policy to provide a path to citizenship for undocumented immigrants who contribute to society?

| Immigration | |
|--------------------|------|
| Most Important | 28% |
| Not Top Priority | 44% |
| Not Important | 24% |
| Unsure | 4% |
| Total | 100% |

How important is it for the government to pass new, stricter gun-control laws?

| GunControl | |
|-------------------|------|
| Most Important | 66% |
| Not Top Priority | 16% |
| Not Important | 16% |
| Unsure | 2% |
| Total | 100% |

Do you generally have a positive or negative opinion of First District Congressman Rob Andrews?

| Andrews | |
|----------------|------|
| Positive | 15% |
| Negative | 17% |
| Unsure | 67% |
| Total | 100% |

Do you generally have a positive or negative opinion of Sixth District Congressman Frank Pallone?

| Pallone | |
|----------------|------|
| Positive | 15% |
| Negative | 15% |
| Unsure | 70% |
| Total | 100% |

Do you generally have a positive or negative opinion of New Jersey State Senate President Stephen Sweeney?

| Sweeney | |
|----------------|------|
| Positive | 19% |
| Negative | 25% |
| Unsure | 56% |
| Total | 100% |

If Senator Lautenberg decides not to run again in 2014, who would you vote for in a Democratic Primary matchup between Rob Andrews, Frank Pallone, Stephen Sweeney, and Cory Booker?

| PrimaryNoLautenberg | |
|---------------------|------|
| Andrews | 10% |
| Pallone | 8% |
| Sweeney | 6% |
| Booker | 48% |
| Unsure | 28% |
| Total | 100% |

Andrews * Primary Crosstabulation

% within Primary

| | | Primary | | |
|---------|----------|---------|------------|--------|
| | | Booker | Lautenberg | Unsure |
| Andrews | Positive | 17% | 20% | 10% |
| | Negative | 18% | 21% | 14% |
| | Unsure | 66% | 59% | 77% |
| Total | | 100% | 100% | 100% |

Pallone * Primary Crosstabulation

% within Primary

| | | Primary | | |
|---------|----------|---------|------------|--------|
| | | Booker | Lautenberg | Unsure |
| Pallone | Positive | 17% | 18% | 9% |
| | Negative | 14% | 20% | 11% |
| | Unsure | 69% | 62% | 79% |
| Total | | 100% | 100% | 100% |

Sweeney * Primary Crosstabulation

% within Primary

| | | Primary | | |
|---------|----------|---------|------------|--------|
| | | Booker | Lautenberg | Unsure |
| Sweeney | Positive | 23% | 22% | 12% |
| | Negative | 24% | 31% | 21% |
| | Unsure | 53% | 47% | 67% |
| Total | | 100% | 100% | 100% |

Primary * Lautenberg_Age Crosstabulation

% within Lautenberg_Age

| | | Lautenberg_Age | | |
|---------|------------|----------------|---------------|--------|
| | | Concerned | Not concerned | Unsure |
| Primary | Booker | 57% | 32% | 24% |
| | Lautenberg | 16% | 36% | 16% |
| | Unsure | 27% | 31% | 60% |
| Total | | 100% | 100% | 100% |

PrimaryNoLautenberg * Primary Crosstabulation

% within Primary

| | | Primary | | |
|---------------------|---------|---------|------------|--------|
| | | Booker | Lautenberg | Unsure |
| PrimaryNoLautenberg | Andrews | 6% | 22% | 9% |
| | Pallone | 6% | 16% | 4% |
| | Sweeney | 5% | 10% | 5% |
| | Booker | 73% | 23% | 22% |
| | Unsure | 10% | 29% | 60% |
| Total | | 100% | 100% | 100% |

Primary * Gender Crosstabulation

% within Gender

| | | Gender | |
|---------|------------|--------|--------|
| | | Male | Female |
| Primary | Booker | 51% | 49% |
| | Lautenberg | 22% | 21% |
| | Unsure | 27% | 30% |
| Total | | 100% | 100% |

Primary * Age Crosstabulation

% within Age

| | | Age | | | | |
|---------|------------|-------|-------|-------|-------|------|
| | | 18-29 | 30-39 | 40-49 | 50-64 | 65+ |
| Primary | Booker | 37% | 62% | 53% | 53% | 44% |
| | Lautenberg | 19% | 17% | 20% | 21% | 26% |
| | Unsure | 44% | 21% | 26% | 26% | 30% |
| Total | | 100% | 100% | 100% | 100% | 100% |

Primary * Race_Ethnicity Crosstabulation

% within Race_Ethnicity

| | | Race_Ethnicity | | | | |
|---------|------------|------------------|--------|-------|-----------|-------------|
| | | African American | Latino | Asian | Caucasian | Other/Mixed |
| Primary | Booker | 49% | 64% | 34% | 49% | 43% |
| | Lautenberg | 22% | 15% | 23% | 23% | 20% |
| | Unsure | 29% | 21% | 43% | 28% | 37% |
| Total | | 100% | 100% | 100% | 100% | 100% |

Primary * Metro_Area Crosstabulation

% within Metro_Area

| | | Metro_Area | |
|---------|------------|-------------|-----------------|
| | | New York NY | Philadelphia PA |
| Primary | Booker | 51% | 39% |
| | Lautenberg | 20% | 23% |
| | Unsure | 29% | 37% |
| Total | | 100% | 100% |

Booker_Condensed * Jobs_Economy Crosstabulation

% within Jobs_Economy

| | | Jobs_Economy | | | |
|------------------|----------|----------------|--------------|---------------|--------|
| | | Most important | Not priority | Not important | Unsure |
| Booker_Condensed | Positive | 74% | 65% | 51% | 50% |
| | Negative | 14% | 20% | 43% | 0% |
| | Unsure | 12% | 15% | 6% | 50% |
| Total | | 100% | 100% | 100% | 100% |

Lautenberg_Condensed * Jobs_Economy Crosstabulation

% within Jobs_Economy

| | | Jobs_Economy | | | |
|----------------------|----------|----------------|--------------|---------------|--------|
| | | Most important | Not priority | Not important | Unsure |
| Lautenberg_Condensed | Positive | 63% | 69% | 47% | 33% |
| | Negative | 24% | 21% | 47% | 7% |
| | Unsure | 13% | 10% | 6% | 60% |
| Total | | 100% | 100% | 100% | 100% |

Booker_Condensed * MiddleClass Crosstabulation

% within MiddleClass

| | | MiddleClass | | | |
|------------------|----------|----------------|--------------|---------------|--------|
| | | Most important | Not priority | Not important | Unsure |
| Booker_Condensed | Positive | 75% | 70% | 53% | 35% |
| | Negative | 14% | 16% | 35% | 27% |
| | Unsure | 12% | 15% | 12% | 38% |
| Total | | 100% | 100% | 100% | 100% |

Lautenberg_Condensed * MiddleClass Crosstabulation

% within MiddleClass

| | | MiddleClass | | | |
|----------------------|----------|----------------|--------------|---------------|--------|
| | | Most important | Not priority | Not important | Unsure |
| Lautenberg_Condensed | Positive | 67% | 59% | 41% | 19% |
| | Negative | 22% | 27% | 50% | 31% |
| | Unsure | 11% | 14% | 9% | 50% |
| Total | | 100% | 100% | 100% | 100% |

Booker_Condensed * LowWage Crosstabulation

% within LowWage

| | | LowWage | | | |
|------------------|----------|----------------|--------------|---------------|--------|
| | | Most important | Not priority | Not important | Unsure |
| Booker_Condensed | Positive | 75% | 73% | 54% | 60% |
| | Negative | 13% | 13% | 37% | 20% |
| | Unsure | 12% | 14% | 9% | 20% |
| Total | | 100% | 100% | 100% | 100% |

Lautenberg_Condensed * LowWage Crosstabulation

% within LowWage

| | | LowWage | | | |
|----------------------|----------|----------------|--------------|---------------|--------|
| | | Most important | Not priority | Not important | Unsure |
| Lautenberg_Condensed | Positive | 68% | 65% | 34% | 37% |
| | Negative | 17% | 26% | 62% | 30% |
| | Unsure | 16% | 9% | 4% | 33% |
| Total | | 100% | 100% | 100% | 100% |

Booker_Condensed * EducationFunding Crosstabulation

% within EducationFunding

| | | EducationFunding | | | |
|------------------|----------|------------------|--------------|---------------|--------|
| | | Most important | Not priority | Not important | Unsure |
| Booker_Condensed | Positive | 78% | 68% | 45% | 62% |
| | Negative | 10% | 18% | 44% | 15% |
| | Unsure | 12% | 15% | 10% | 23% |
| Total | | 100% | 100% | 100% | 100% |

Lautenberg_Condensed * EducationFunding Crosstabulation

% within EducationFunding

| | | EducationFunding | | | |
|----------------------|----------|------------------|--------------|---------------|--------|
| | | Most important | Not priority | Not important | Unsure |
| Lautenberg_Condensed | Positive | 68% | 62% | 34% | 38% |
| | Negative | 17% | 29% | 61% | 23% |
| | Unsure | 15% | 9% | 6% | 38% |
| Total | | 100% | 100% | 100% | 100% |

Booker_Condensed * Immigration Crosstabulation

% within Immigration

| | | Immigration | | | |
|------------------|----------|----------------|--------------|---------------|--------|
| | | Most important | Not priority | Not important | Unsure |
| Booker_Condensed | Positive | 80% | 77% | 57% | 53% |
| | Negative | 10% | 11% | 29% | 10% |
| | Unsure | 10% | 12% | 13% | 38% |
| Total | | 100% | 100% | 100% | 100% |

Lautenberg_Condensed * Immigration Crosstabulation

% within Immigration

| | | Immigration | | | |
|----------------------|----------|----------------|--------------|---------------|--------|
| | | Most important | Not priority | Not important | Unsure |
| Lautenberg_Condensed | Positive | 67% | 71% | 46% | 46% |
| | Negative | 20% | 18% | 41% | 15% |
| | Unsure | 12% | 10% | 13% | 38% |
| Total | | 100% | 100% | 100% | 100% |

Booker_Condensed * GunControl Crosstabulation

% within GunControl

| | | GunControl | | | |
|------------------|----------|----------------|--------------|---------------|--------|
| | | Most important | Not priority | Not important | Unsure |
| Booker_Condensed | Positive | 78% | 69% | 51% | 63% |
| | Negative | 10% | 18% | 36% | 6% |
| | Unsure | 12% | 13% | 14% | 31% |
| Total | | 100% | 100% | 100% | 100% |

Lautenberg_Condensed * GunControl Crosstabulation

% within GunControl

| | | GunControl | | | |
|----------------------|----------|----------------|--------------|---------------|--------|
| | | Most important | Not priority | Not important | Unsure |
| Lautenberg_Condensed | Positive | 71% | 52% | 43% | 31% |
| | Negative | 15% | 34% | 51% | 19% |
| | Unsure | 13% | 14% | 7% | 50% |
| Total | | 100% | 100% | 100% | 100% |

Demographics

| Gender | |
|--------|------|
| Male | 42% |
| Female | 58% |
| Total | 100% |

| Age | |
|-------|------|
| 18-29 | 10% |
| 30-39 | 12% |
| 40-49 | 18% |
| 50-64 | 33% |
| 65+ | 28% |
| Total | 100% |

| Race_Ethnicity | |
|------------------|------|
| African American | 16% |
| Latino | 13% |
| Asian | 4% |
| Caucasian | 59% |
| Other/Mixed | 8% |
| Total | 100% |

| Politics | |
|---------------------|------|
| Liberal/Progressive | 38% |
| Moderate | 36% |
| Conservative | 13% |
| Unsure | 12% |
| Total | 100% |

PowerPAC.org

| Education | |
|----------------------------|------|
| No Degree | 7% |
| High School Degree | 31% |
| Associate/Technical Degree | 15% |
| College Degree | 24% |
| Graduate Degree | 22% |
| Total | 100% |

| UnionHousehold | |
|----------------|------|
| Yes | 33% |
| No | 67% |
| Total | 100% |

| Financial Industry | |
|--------------------|------|
| Yes | 10% |
| No | 90% |
| Total | 100% |

| Religious Services | |
|--------------------|------|
| 1+/Week | 10% |
| 1/Week | 31% |
| 1+/Month | 12% |
| 1+/Year | 27% |
| Never | 20% |
| Total | 100% |

| Relationship | |
|--------------------|------|
| Married | 59% |
| Divorced/Separated | 12% |
| Widowed | 11% |
| Single | 15% |
| Civil Partnership | 3% |
| Total | 100% |

PowerPAC.org

| HouseholdIncome | |
|---------------------|------|
| Less than \$50,000 | 38% |
| \$50,000-\$100,000 | 32% |
| \$100,000-\$250,000 | 25% |
| \$250,000 or more | 4% |
| Total | 100% |

| Metro_Area | |
|-----------------|------|
| New York NY | 71% |
| Philadelphia PA | 29% |
| Total | 100% |

PresPrimary_2008 (From Voter File)

| | |
|-------------|------|
| Didn't Vote | 32% |
| Voted | 68% |
| Total | 100% |

General_2009 (from Voter File)

| | |
|-------------|------|
| Didn't Vote | 25% |
| Voted | 75% |
| Total | 100% |