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NJ Senate Race 2014:

Booker Enjoying Strong Early Lead

January 22, 2013

Julie Martinez Ortega, J.D., Ph.D.

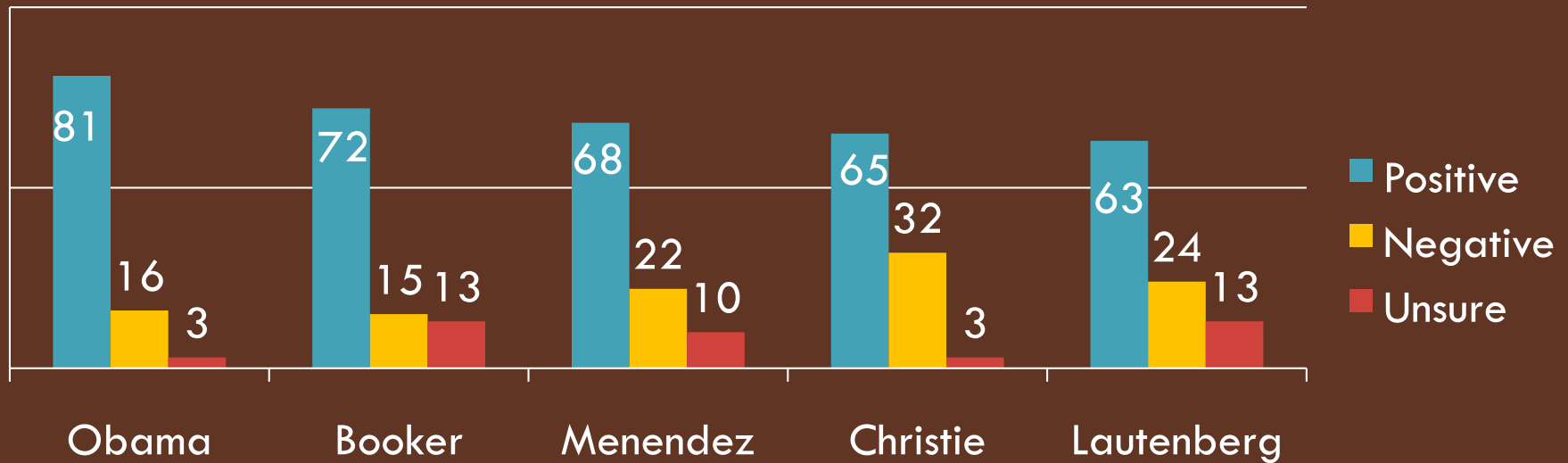
Polled NJ Democrats, Jan. 2013

- Registered Democrats in NJ (Closed Primary)
- Jan. 7-9, 2013
- 1,170 respondents
- Margin of Error +/- 2.9%
- Automated Telephone Interviews
- New technique allowed automated calls to cell phones
- Worked with Merriman River C



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BOOKER INCREDIBLY POPULAR AMONG NJ DEMS

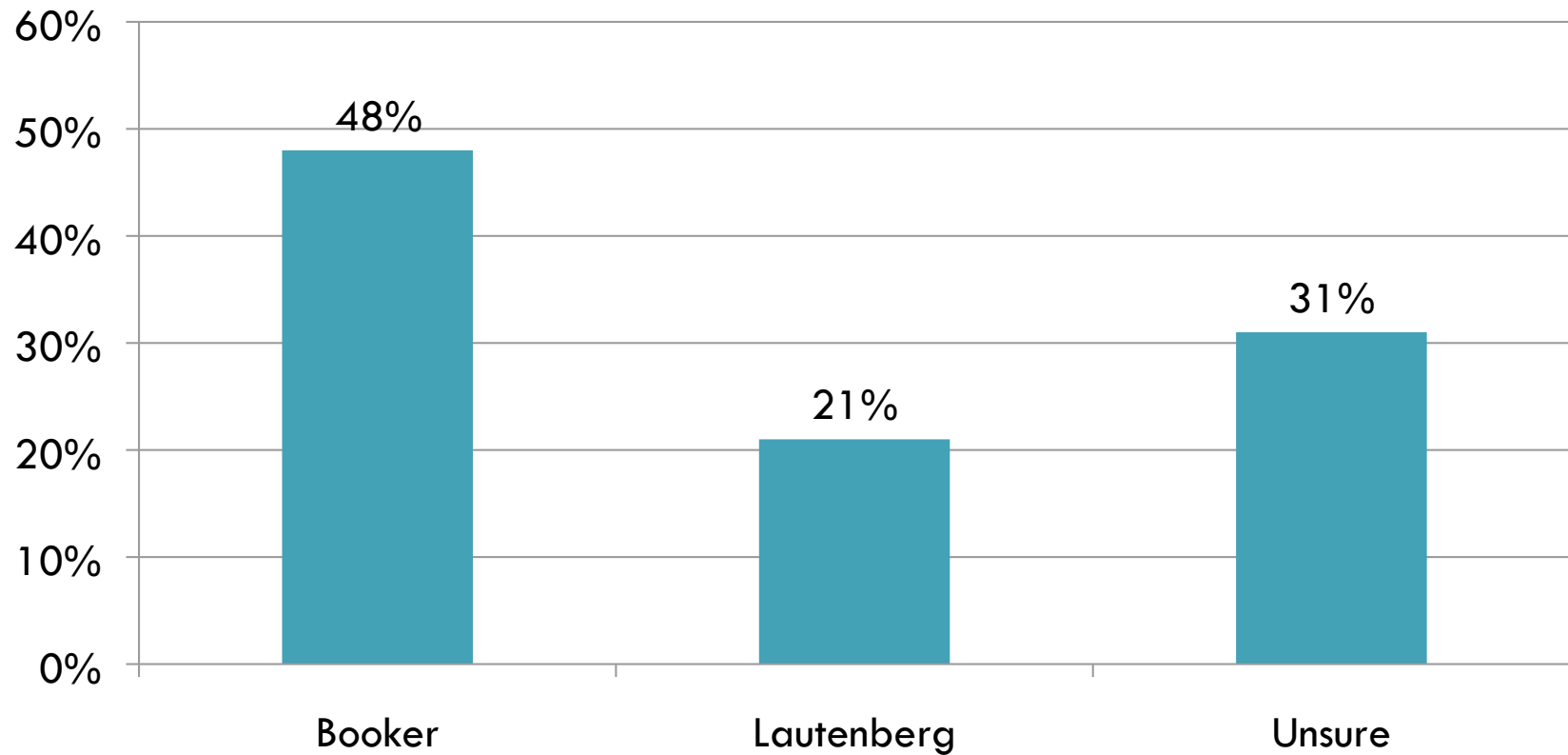


... and has the lowest negatives

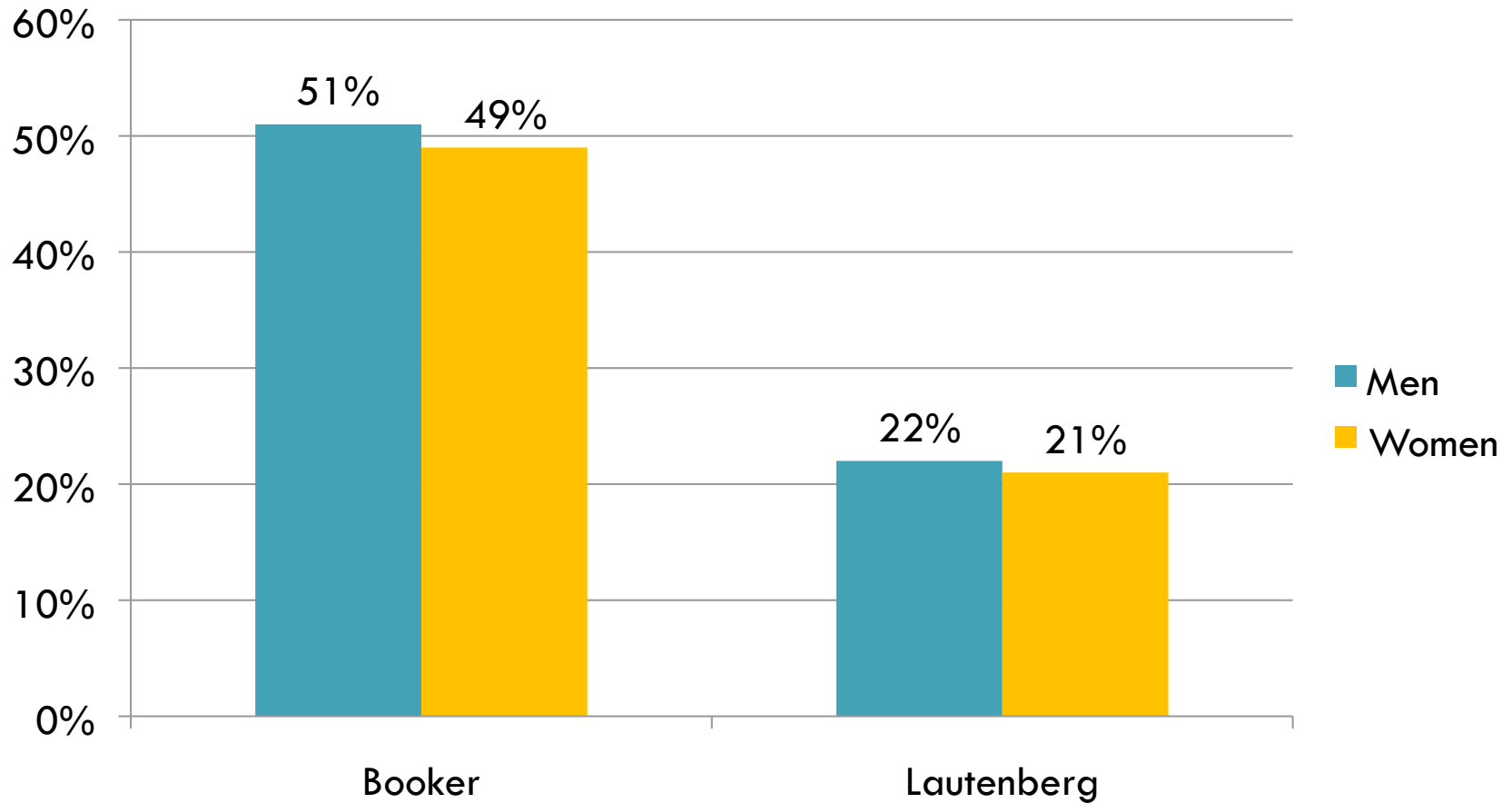
Booker Beats Lautenberg

By more than 2 to 1

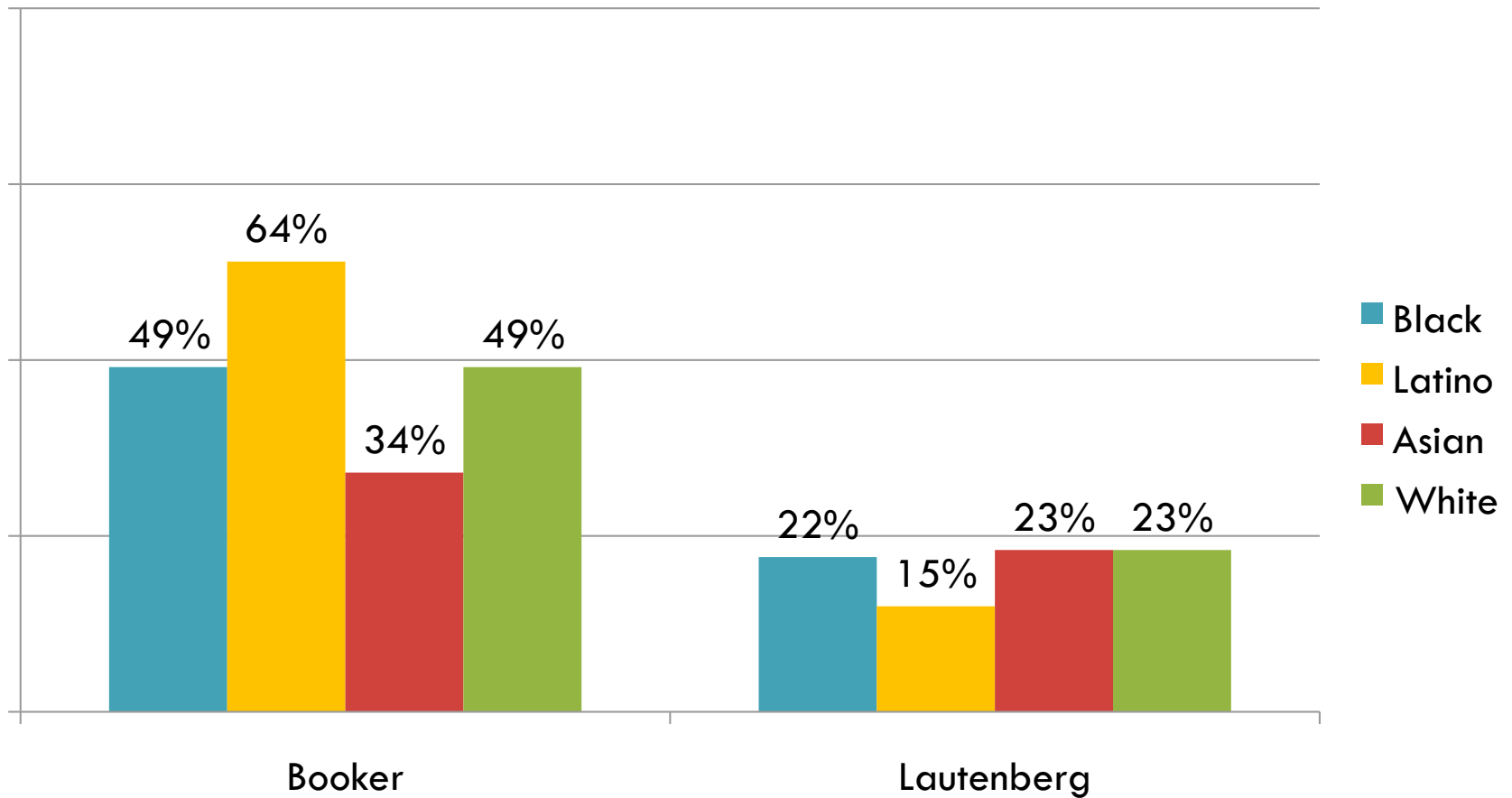
Primary 2014



Gender Doesn't Explain Booker's Strength



Race & Ethnicity Don't Explain It



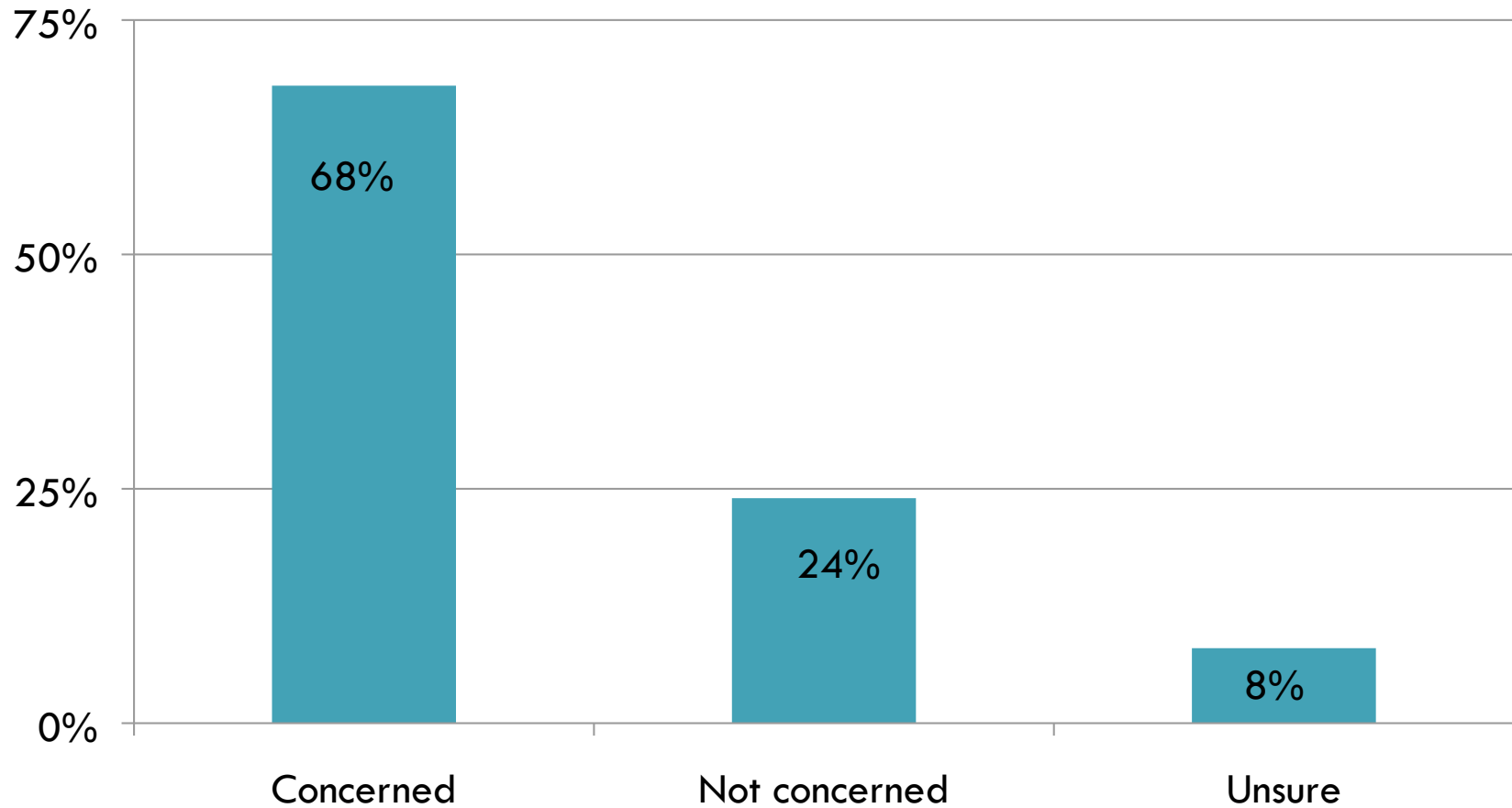
Policy Positions Don't Explain Booker's Strength



■ Booker

■ Lautenberg

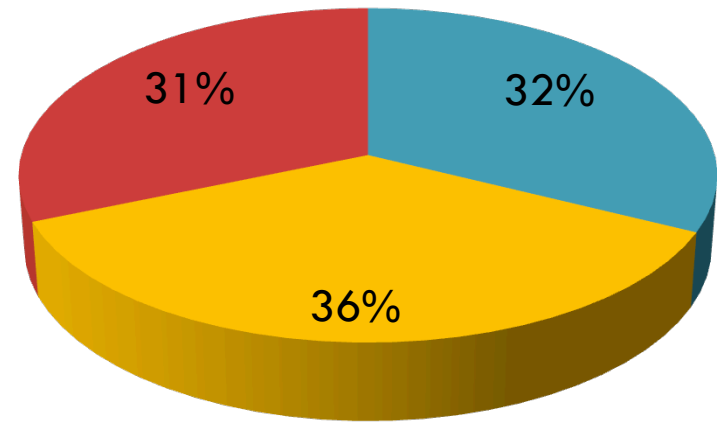
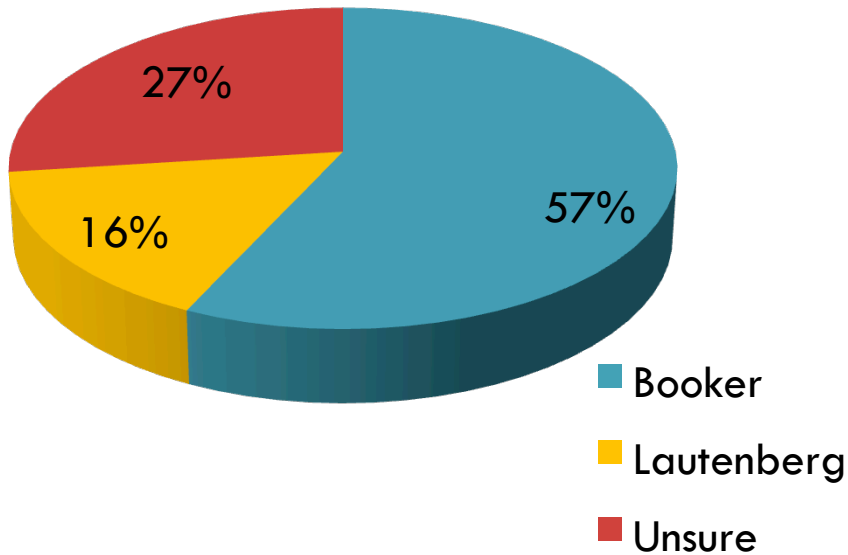
NJ Dems Concerned About Lautenberg's Age



Lautenberg's Age

Majority of those concerned about Lautenberg's age would vote for Booker

A mere 1/3 of those not concerned about his age support Lautenberg

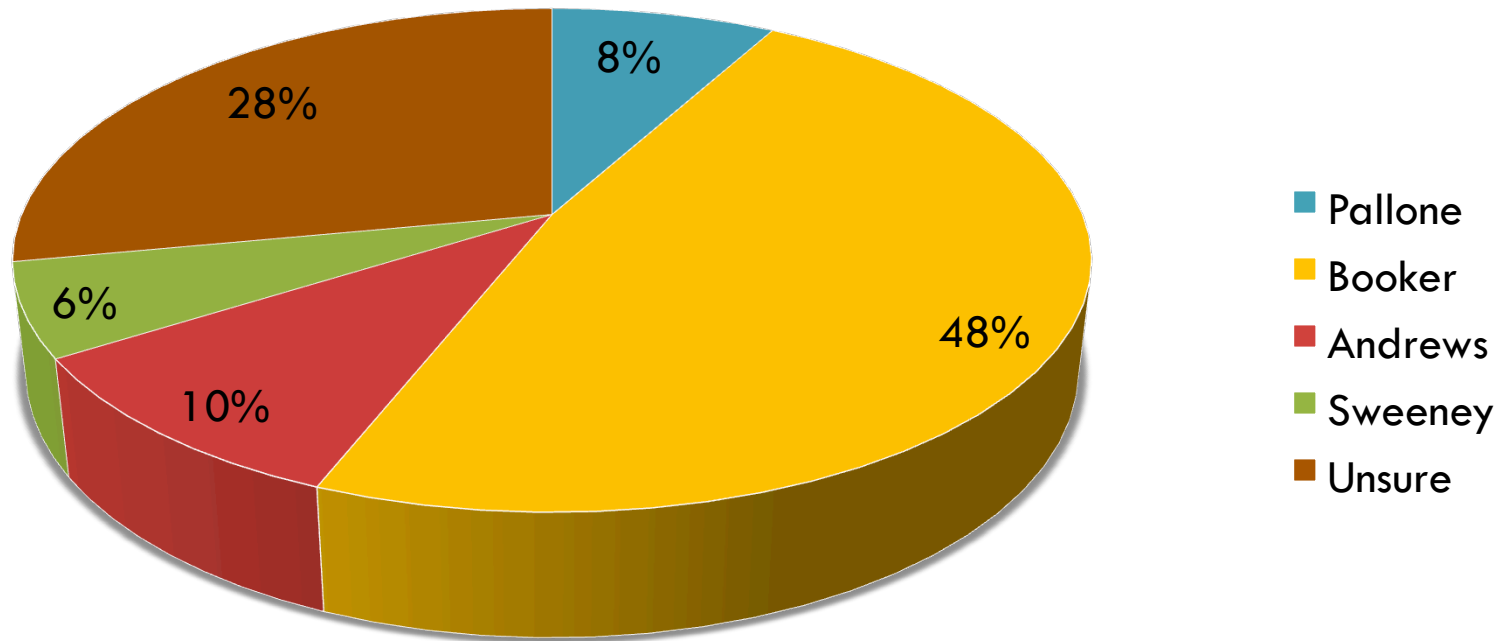


Booker Crushes Pallone

and leads all other non-incumbent candidates combined by 2 to 1

margin

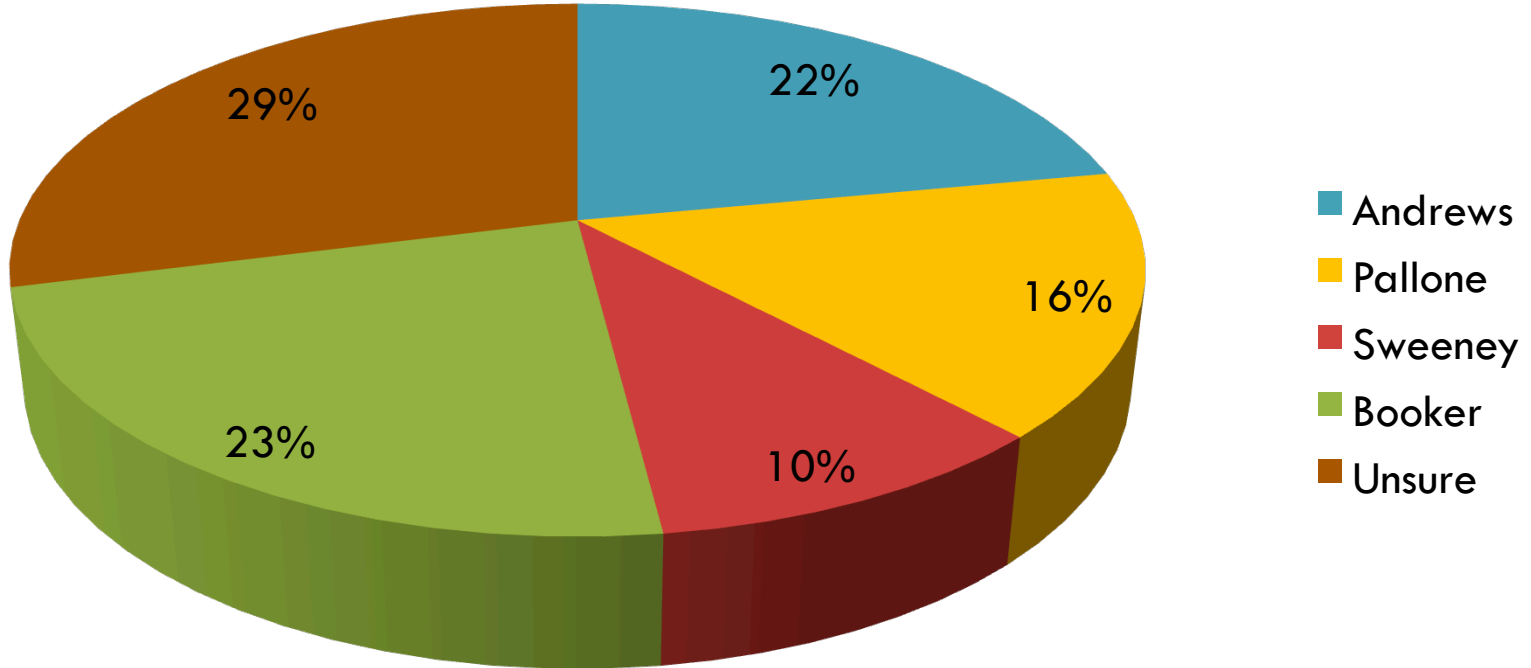
Primary 2014



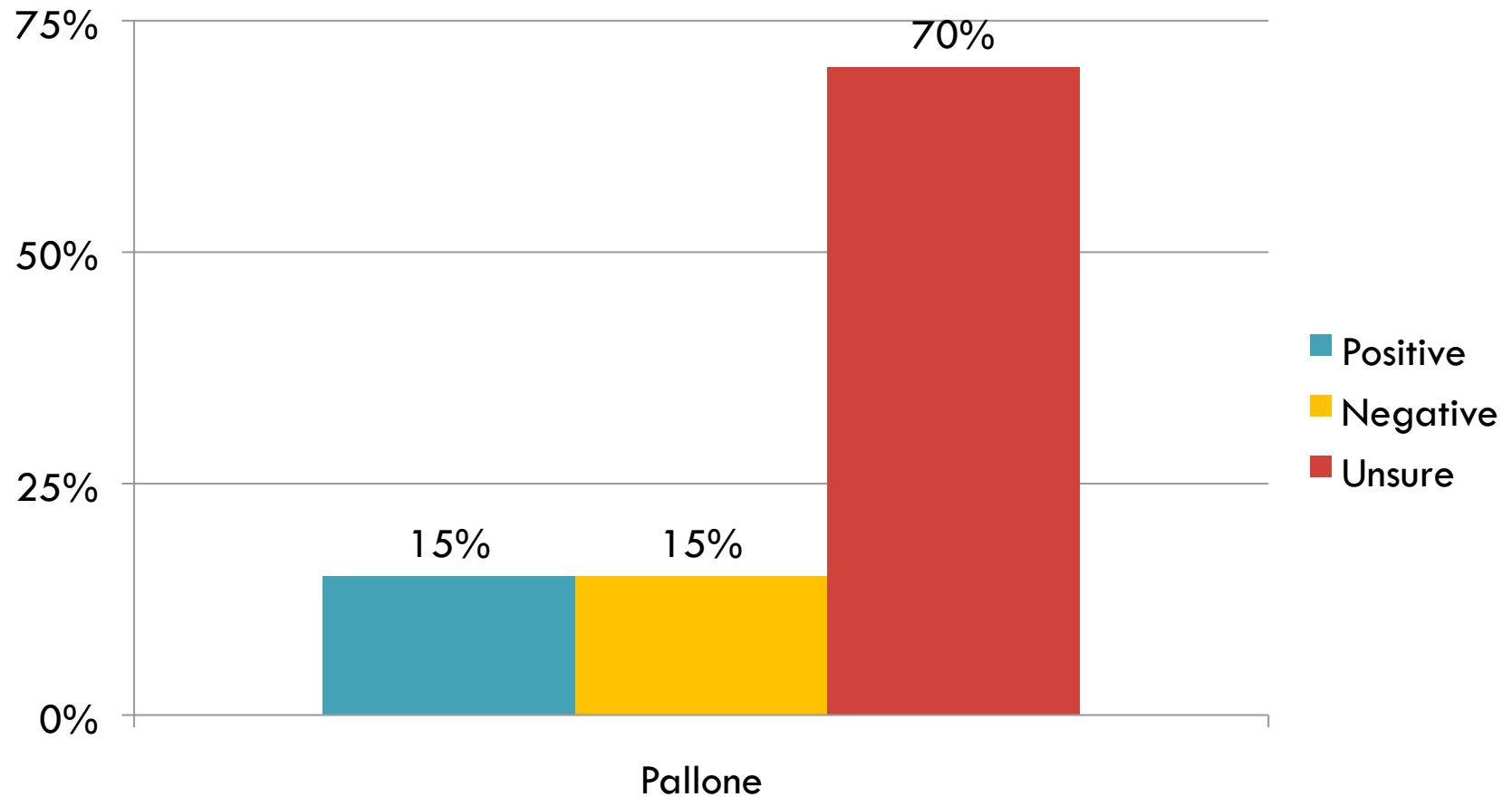
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If Lautenberg doesn't run, would his supporters go to Pallone?

Primary 2014

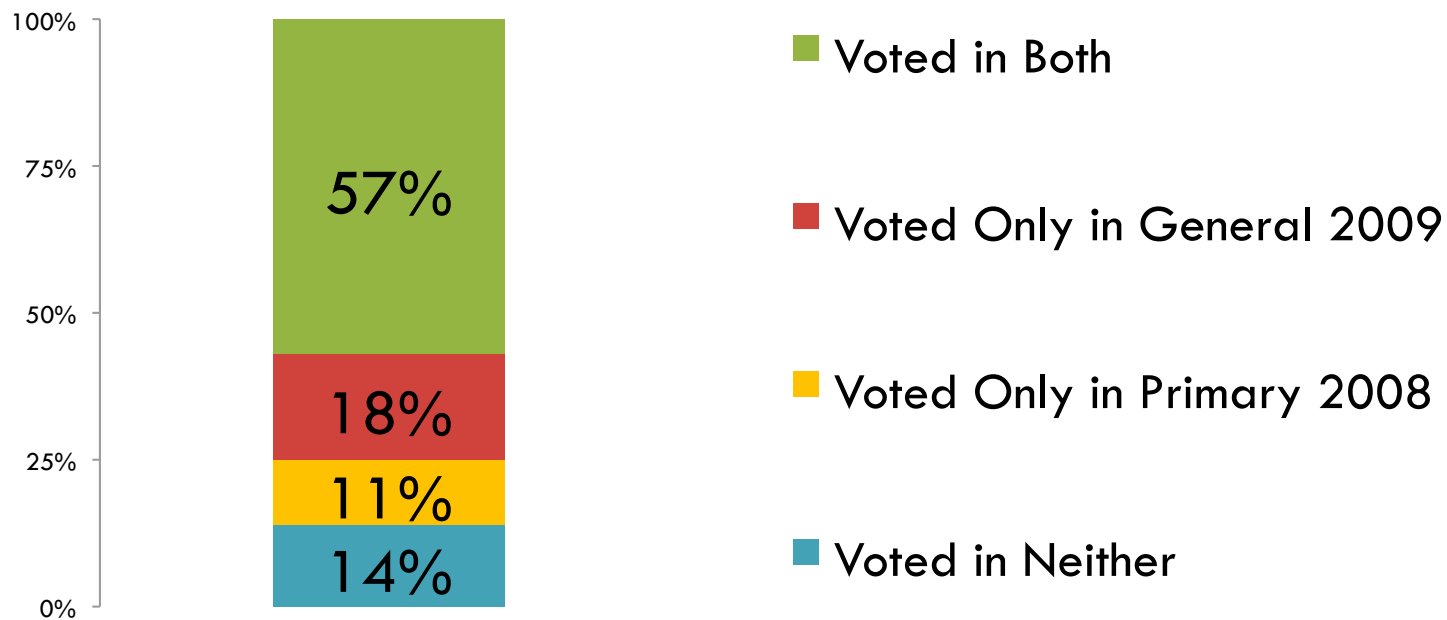


Pallone Lacks a Statewide Profile and only half of those with an opinion approve of him



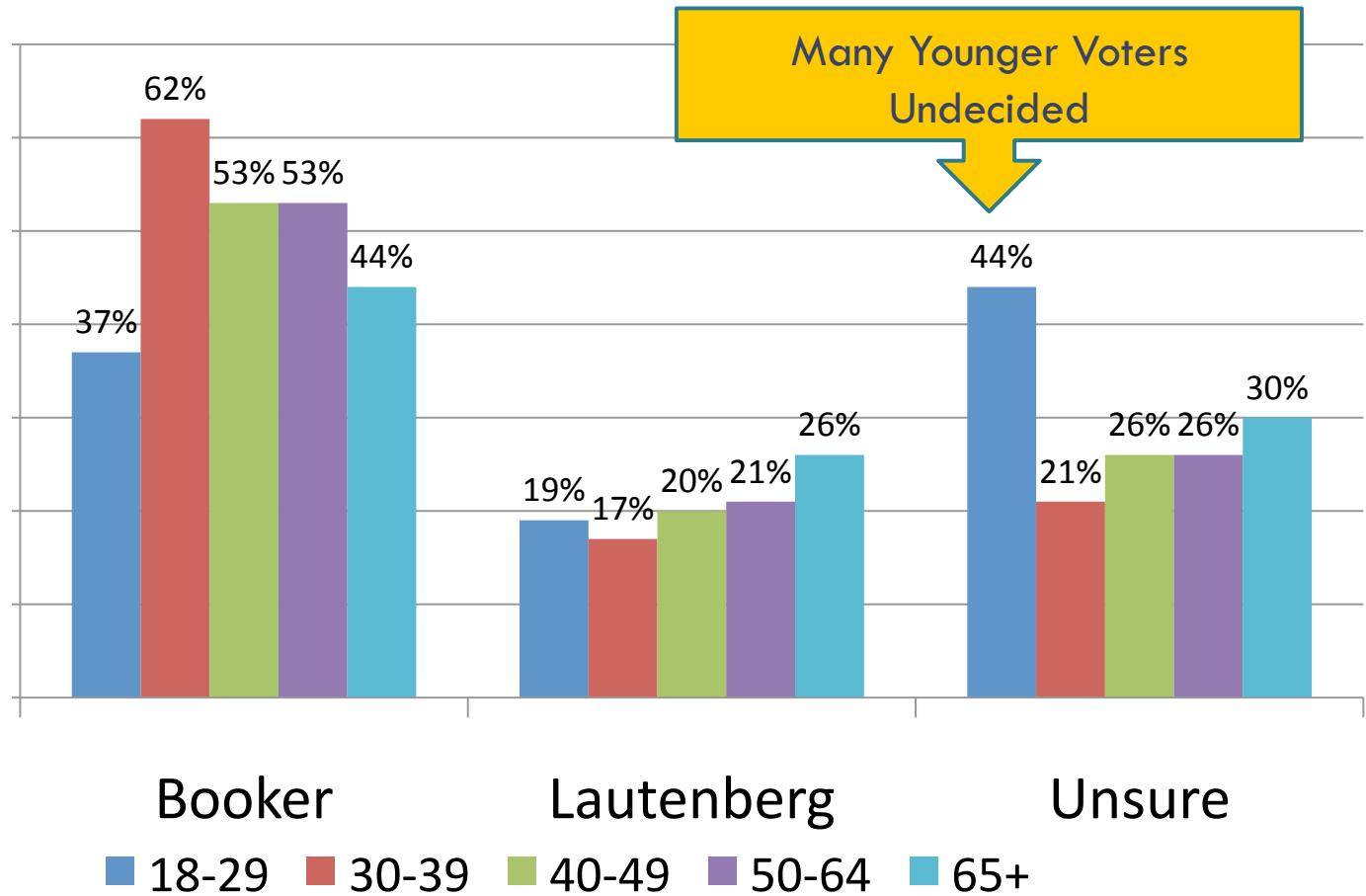
Even Among Likely Voters in Off-Year Primary, Booker Wins Big

Voting History, Registered NJ Democrats



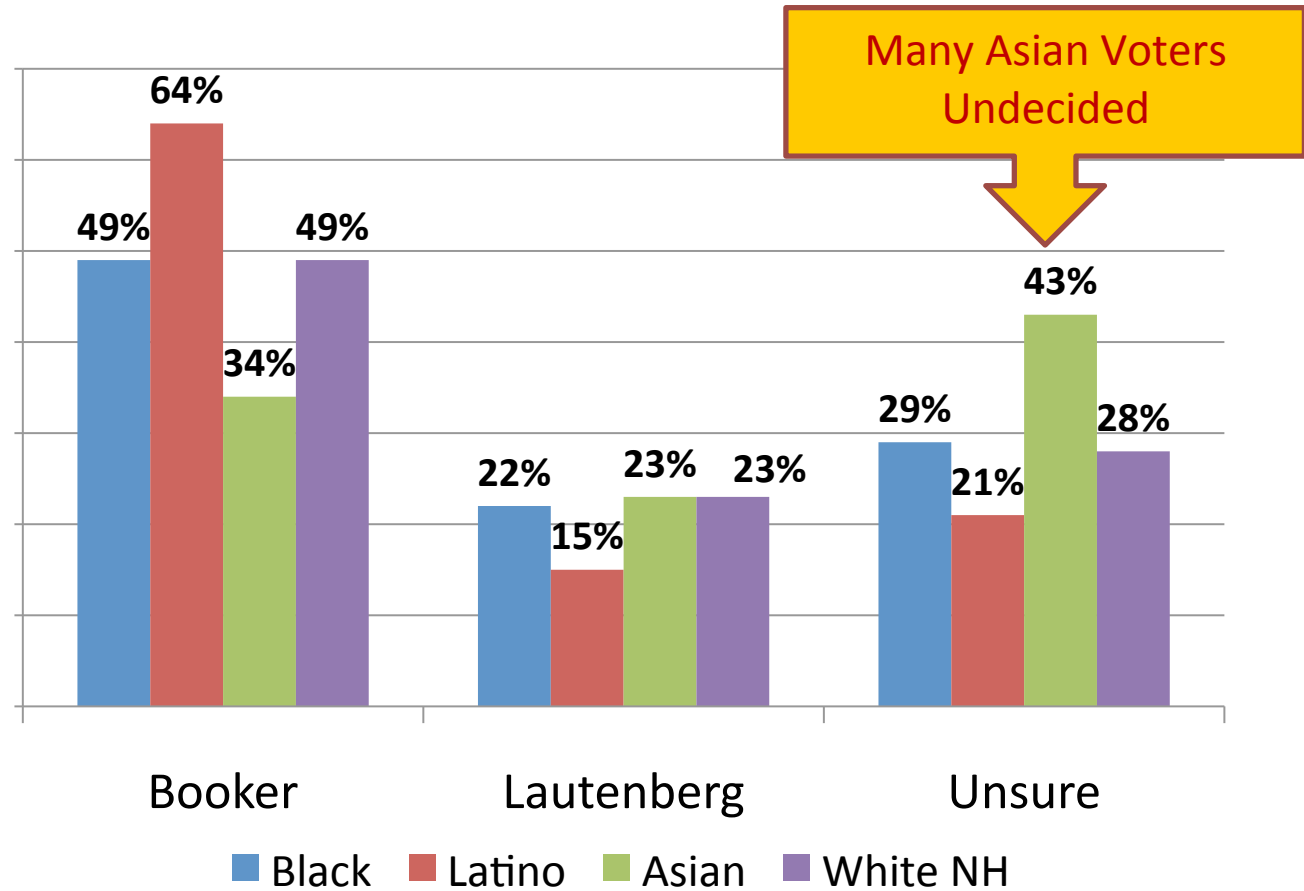
Opportunities to Deepen Support

AGE



Opportunities to Deepen Support

RACE



Opportunities to Deepen Support

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