

# **Stockton Poll: Booker Leads Lonigan by 11 Points in U.S. Senate Race**

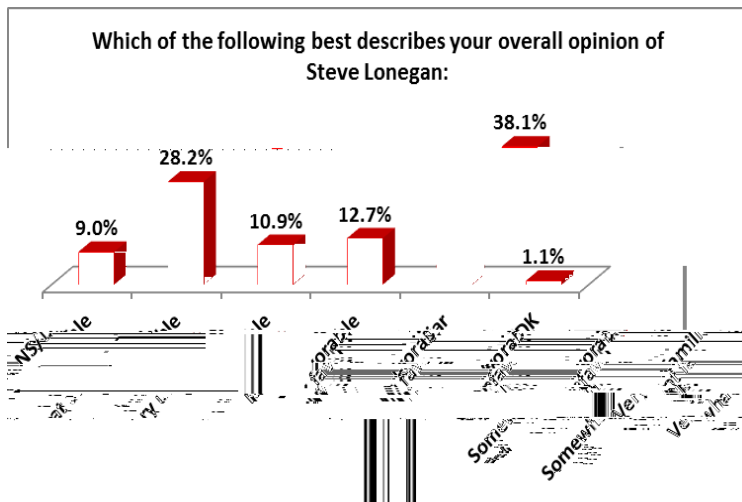
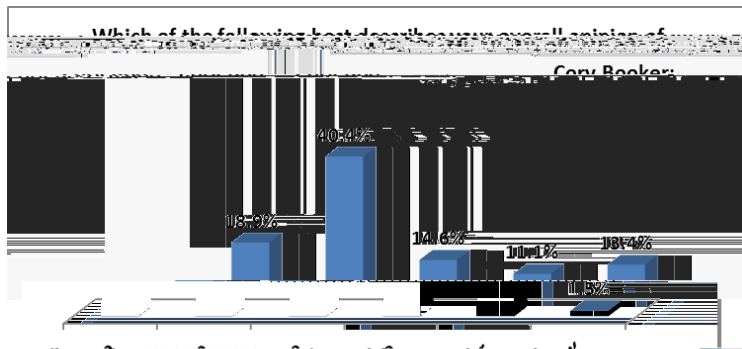
For Immediate Release

Wednesday, October 09, 2013

**Contact:**

The statewide poll was conducted from October 3-8 with 729 likely voters in New Jersey's U.S. Senate election. The margin of error for the poll is +/- 3.6 percentage points, and is higher among data subsets. Interviewers calling live from The Richard Stockton College of New Jersey campus called both land lines and cell phones. The Stockton Polling Institute is part of the Hughes Center.

Booker enjoys greater name recognition and favorability ratings than his Republican opponent. According to the poll, 59 percent say their opinion of the Democrat is somewhat or very favorable, while 37 percent rate Lonegan in the favorable categories. Thirty-eight percent say they are not familiar with Lonegan, while only 13 percent are unfamiliar with Booker.



Poll results show Booker winning support from women and minority voters, while Lonegan's numbers are better among white voters and men. Both candidates receive strong support from their party bases, with a statistical dead heat among independent/unaffiliated voters. Booker is ahead in the Stockton Poll among voters of both sexes, but a gender gap exists. There is a difference of only three percentage points among men, while women support Booker over Lonegan by a margin of more than 18 points.

-more -

-continued from page 2 -

The race is tied among white voters at 45 percent. Black/African American voters overwhelmingly support Booker, an African American, by a margin of 85 percent to 6 percent. Results among Hispanic voters more closely reflect those of the general voting population, with Booker ahead 52 percent to 38 percent.

Both candidates receive more than 80 percent support from their respective parties. Booker retains a slight edge of three to four percentage points. He wins 85 percent of Democrat's support, while Lonegan wins 82 percent of Republicans. Twelve percent of Republicans support Booker, while 8 percent of Democrats support Lonegan. Meanwhile, independent voters are evenly split in their support of the two candidates.

	<b>Booker</b>	<b>Lonegan</b>
<b>Men</b>	<b>47.5%</b>	<b>44.3%</b>
<b>Women</b>	<b>52.9%</b>	<b>34.4%</b>
<b>White</b>	<b>44.7%</b>	<b>45.3%</b>
<b>Black/African American</b>	<b>84.7%</b>	<b>5.9%</b>
<b>Hispanic/Latino</b>	<b>52.0%</b>	<b>38.0%</b>
<b>Democrats</b>	<b>84.7%</b>	<b>7.8%</b>
<b>Republicans</b>	<b>11.7%</b>	<b>81.7%</b>
<b>Unaffiliated</b>	<b>42.7%</b>	<b>41.7%</b>

### **Methodology**

Interviews were conducted at the William J. Hughes Center for Public Policy's Stockton Polling Institute by live interviewers calling from the Stockton College campus. The poll was conducted with 729 likely voters in New Jersey's U.S. Senate election from October 3-8. Interviewers called both land lines and cell phones. All prospective respondent households in the source telephone list have the same chance of joining the sample because of random selection. The survey has a margin of error of +/- 3.6 percent at a 95 percent confidence level. MOE is higher for subsets. Data are weighted based on United States Census Bureau demographics for the New Jersey population.

### **About the Hughes Center**

The William J. Hughes Center for Public Policy ([www.stockton.edu/hughescenter](http://www.stockton.edu/hughescenter)) at The Richard Stockton College of New Jersey serves as a catalyst for research, analysis and innovative policy solutions on the economic, social and cultural issues facing New Jersey. The Center is named for William J. Hughes, whose distinguished career includes service in the U.S. House of Representatives, Ambassador to Panama and as a Distinguished Visiting Professor at Stockton College. The Hughes Center can be found at [www.facebook.com/Hughes.Center.Stockton.College](https://www.facebook.com/Hughes.Center.Stockton.College) and can be followed on Twitter @hughescenter.

# # #