

Stockton Polling Institute Shows Booker Leads Lonegan by 26 Points in Senate Race

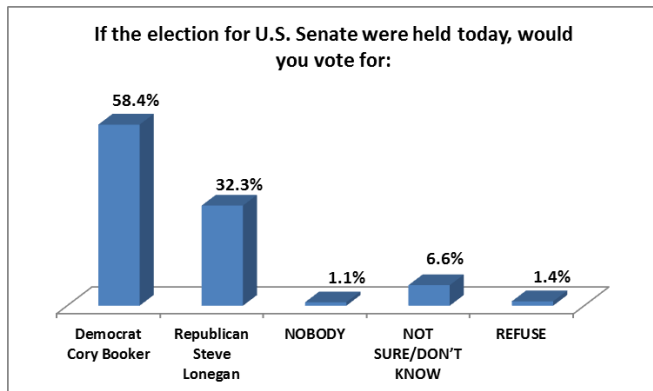
For Immediate Release

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Galloway Township, NJ- Democrat Cory Booker holds a 26-point lead over Republican Steve Lonegan in New Jersey's U.S. Senate race according to a Stockton Polling Institute poll released today.

Booker, the mayor of Newark, is supported by 58 percent of likely voters, while 32 percent support Lonegan. Eight percent are undecided or refuse to express a preference.



A special U.S. Senate election, to succeed the late Sen. Frank Lautenberg, will be held in New Jersey on Oct. 16.

The statewide poll was conducted with 812 likely New Jersey voters from Sept. 15-21. Interviewers called both land lines and cell phones. The survey has a margin of error of +/-3.4 percent. The Stockton Polling Institute is part of the William J. Hughes

Center for Public Policy at The Richard Stockton College of New Jersey.

Nearly two-thirds (64 percent) have a very favorable or somewhat favorable opinion of Booker, while 18 percent have unfavorable views of the candidate. Thirty-four percent have favorable opinions of Lonegan, and 21 percent have somewhat or very unfavorable opinions about him. The largest percentage (42 percent) is not familiar with the Republican. Only 16 percent say

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they are not familiar with Booker.

“Cory Booker’s name recognition and positive ratings are high, while Steve Lonegan is still an unknown to a sizable portion of the electorate,” said Daniel J. Douglas, director of the Hughes Center. “That puts Lonegan at a disadvantage as the election nears.”

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 812 likely voters from Sept. 15-21. 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 +/- 3.4 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) 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 and can be followed on Twitter @hughescenter.



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