## CHRISTIE AND BOOKER FARE WELL IN "BLUE" JERSEY; NJ REPUBS LIKE CHRISTIE IN 2016

*Senate and Gubernatorial*

New Jersey voters are tuned in to the upcoming Senate and gubernatorial elections, and candidates from *both* political parties share the affection of majorities of registered voters across the Garden State. According to the most recent poll from Fairleigh Dickinson University's PublicMind, almost a quarter of respondents say they're following the Senate (23%) and gubernatorial (21%) elections "very" closely with an additional almost half who say they're following the elections "somewhat" closely.

In the U.S. Senate race, Democrat Cory Booker commands a solid lead over Republican Steve Lonegan. Fifty percent of registered voters prefer the Newark Mayor as compared to 22 percent who support the former mayor of Bogota.

As for the gubernatorial race, Governor Christie maintains a comfortable lead over his opponent, Democrat Barbara Buono. Half (50%) of all registered voters favor Christie as compared to 26 percent who favor Buono. Christie has seen his support decline seven points from when the same question was asked in June (57% to 50%). Over that time, Buono's support has been virtually unchanged (27%).

"Booker and Christie go into the fall with numbers that can only make them smile," said Krista Jenkins, director of PublicMind and professor of political science at Fairleigh Dickinson University. "The hopeful sign for their opponents is the double digit numbers of people who remain 'unsure' about whom they intend to support in either election. For many, their preferences have not yet hardened."

Booker and Christie do well within their own parties, with 80 percent of Democrats favoring Booker and 81 percent of Republicans favoring Christie. However, partisan support for their opponents is more divided. Fifty-six percent of Republicans favor Lonegan, with considerable numbers undecided (23%) or favoring someone else (6%). And Barbara Buono appeals to a plurality of all Democrats (47%), but almost a third support Christie (29%).

"Cultivating greater support among their base would help Buono and Lonegan make up ground.  With Labor Day almost behind us and kids going back to school, we're entering the period of time when people begin to pay more attention to the choices that await them in October and November," said Jenkins. "There's likely to be more opportunities for connecting with voters, particularly those from the same party, in the coming weeks."

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*Lieutenant Governor*

Also on the ballot in November are Christie and Buono's running mates for lieutenant governor, Democrat Milly Silva and Republican Kim Guadagno. Vast majorities of registered voters say they've never heard of either candidate. Guadagno is known more than Silva (25 versus 7 percent), although these numbers suggest neither candidate is generating much support for their respective running mates.

"Unlike the marquee appeal of being a vice presidential running mate, running as a lieutenant governor in the Garden State appears to bring with it little in the way of name recognition among voters," said Jenkins.

*Legislative elections*

Registered voters were also asked about effects that a Governor Christie endorsement might have on their preferences for the legislature. Although there has been discussion in the press about the possibility of the governor's coattails carrying greater numbers of Republicans into office, the numbers from this poll do not bear this out. Almost two-thirds (61%) say a Christie endorsement is likely to have "no influence" on whom they'd support for the legislature, with about equal numbers divided between those who say they would be more likely (18%) and less likely (17%) to vote for a candidate when paired with a nod from the governor. Partisanship appears to matter little, as about three-in-five of both Republicans (58%) and Democrats (60%) say his endorsement would have no influence, and almost three-quarters (71%) of independents saying the same.

*Presidential Election*

Finally, although early, PublicMind asked registered voters in the Garden State whom they preferred as their party's nominee for the White House in 2016. Among Democrats, the choice is clearly former U.S. Senator and Secretary of State Hillary Clinton (63%), with possible competitors coming in a distant second (Vice President Joe Biden, 10%), third (New York Governor Andrew Cuomo, 6%), and fourth (Massachusetts Senator Elizabeth Warren, 4%). Among Republicans, Chris Christie tops the list of favored candidates, with 51 percent favoring the governor, and U.S. Senator Rand Paul coming in a distant second with ten percent support.

"The recent verbal exchange between Christie and Paul, two men considered strong candidates for the Republican nomination in 2016, highlighted considerable differences within the Republican party," said Jenkins. "Whether because of familiarity or other attributes, New Jersey Republicans would clearly rather see Christie as the nominee than Paul or other frequently mentioned possibilities."

The Fairleigh Dickinson University poll of 700 registered voters in New Jersey was conducted by telephone with both landline and cell phones from August 21 through August 27, 2013, and has a margin of error of +/-3.7 percentage points.

*Methodology, questions, and tables on the web at: http://publicmind.fdu.edu*
*Radio actualities at 201.692.2846          For more information, please call 201.692.7032*

**Methodology**

The most recent survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from August 21 through August 27, 2013 using a randomly selected sample of 700 registered voters who reside in New Jersey. One can be 95 percent confident that the error attributable to sampling has a range of +/- 3.7 percentage points. The margin of error for subgroups is larger and varies by the size of that subgroup. Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers.

PublicMind interviews are conducted by Opinion America of Cedar Knolls, NJ, with professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is achieved by computerized random-digit dialing. This technique gives every person with a landline phone number (including those with unlisted numbers) an equal chance of being selected.

Landline households are supplemented with a separate, randomly selected sample of cell-phone respondents interviewed in the same time frame.  The total combined sample is mathematically weighted to match known demographics of age, race and gender.

The following tables are based on all registered voters in the sample.

**Senate election**

**How closely are you following the upcoming election for the US Senate in New Jersey?**

|  | All | Party | | | Gender | | Age | | | |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Dem | Ind | Rep | Men | Women | 18-29 | 30-44 | 45-59 | 60+ |
| Very closely | 23% | 29 | 19 | 17 | 22 | 25 | 19 | 13 | 25 | 32 |
| Somewhat closely | 46% | 41 | 50 | 50 | 48 | 43 | 31 | 54 | 46 | 43 |
| Not closely at all | 31% | 29 | 31 | 32 | 30 | 31 | 50 | 34 | 29 | 23 |
| DK/Refused (vol) | 0% | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |

**If the election for Senate was held today, for whom would you vote? [Randomize]**

|  | All | Party | | | Gender | | Age | | | |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  | Dem | Ind | Rep | Men | Women | 18-29 | 30-44 | 45-59 | 60+ |
| Republican Steve Lonegan | 22% | 2 | 19 | 56 | 28 | 17 | 12 | 15 | 26 | 31 |
| Democrat Cory Booker | 50% | 80 | 36 | 14 | 45 | 56 | 62 | 51 | 50 | 46 |
| Someone else | 4% | 3 | 6 | 6 | 5 | 4 | 7 | 5 | 5 | 3 |
| DK/Refused (vol) | 23% | 15 | 39 | 23 | 22 | 24 | 19 | 29 | 19 | 20 |

|  | Education | | | Public Employee Household | | Race | |
|---|---|---|---|---|---|---|---|
|  | HS or less | Some college | College grad | Yes | No | White | Non-white |
| Republican Steve Lonegan | 25 | 21 | 22 | 16 | 25 | 29 | 7 |
| Democrat Cory Booker | 45 | 50 | 53 | 56 | 49 | 43 | 69 |
| Someone else | 6 | 3 | 4 | 4 | 4 | 4 | 5 |
| DK/Refused (vol) | 24 | 26 | 20 | 24 | 22 | 24 | 20 |

**Gubernatorial election**

**How closely are you following the upcoming election for governor?**

|  | **All** | **Party** | | | **Gender** | | **Age** | | | |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  | **Dem** | **Ind** | **Rep** | **Men** | **Women** | **18-29** | **30-44** | **45-59** | **60+** |
| Very closely | **21%** | 21 | 22 | 22 | 21 | 21 | 9 | 18 | 23 | 27 |
| Somewhat closely | **52%** | 49 | 52 | 59 | 50 | 55 | 52 | 49 | 51 | 55 |
| Not closely at all | **26%** | 30 | 26 | 18 | 28 | 24 | 40 | 33 | 25 | 17 |
| DK/Refused (vol) | **0** | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 1 |

**If the election for governor was held today, for whom would you vote? [Randomize]**

|  | **All** | **Party** | | | **Gender** | | **Age** | | | |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  | **Dem** | **Ind** | **Rep** | **Men** | **Women** | **18-29** | **30-44** | **45-59** | **60+** |
| Republican Chris Christie | **50%** | 29 | 53 | 81 | 55 | 46 | 41 | 45 | 52 | 57 |
| Democrat Barbara Buono | **26%** | 47 | 8 | 4 | 22 | 29 | 22 | 33 | 21 | 25 |
| Someone else | **6%** | 6 | 13 | 3 | 6 | 6 | 7 | 7 | 6 | 4 |
| DK/Refused (vol) | **19%** | 18 | 26 | 12 | 16 | 20 | 30 | 15 | 21 | 14 |

|  | **Education** | | | **Public Employee Household** | | **Race** | |
|---|---|---|---|---|---|---|---|
|  | **HS or less** | **Some college** | **College grad** | **Yes** | **No** | **White** | **Non-white** |
| Republican Chris Christie | 47 | 47 | 53 | 34 | 55 | 57 | 38 |
| Democrat Barbara Buono | 22 | 25 | 28 | 38 | 22 | 21 | 36 |
| Someone else | 6 | 6 | 5 | 7 | 5 | 4 | 9 |
| DK/Refused (vol) | 25 | 22 | 15 | 21 | 18 | 18 | 18 |

**Legislative elections**

**And in regard to the upcoming election for New Jersey legislators, would a Chris Christie endorsement of a candidate make you more likely, less likely, or have no influence, over whom you would support in that election?**

|  | **All** | **Party** | | | **Gender** | | **Age** | | | |
|---|---|---|---|---|---|---|---|---|---|---|
|  |  | **Dem** | **Ind** | **Rep** | **Men** | **Women** | **18-29** | **30-44** | **45-59** | **60+** |
| More likely | **18%** | 9 | 17 | 33 | 19 | 16 | 19 | 15 | 18 | 21 |
| Less likely | **17%** | 27 | 8 | 7 | 13 | 20 | 11 | 17 | 19 | 17 |
| No influence | **61%** | 60 | 71 | 58 | 64 | 59 | 64 | 67 | 61 | 55 |
| DK/Refused (vol) | **4%** | 4 | 4 | 3 | 3 | 4 | 6 | 1 | 2 | 7 |

**Name Identification**

|  | **Have heard of** | **Haven't heard of** | **Favorable** | **Unfavorable** | **Unsure (vol)** |
|---|---|---|---|---|---|
| Kim Guadagno | 25% | 75% | 9% | 4% | 12% |
| Milly Silva | 7% | 93% | 2% | 1% | 4% |

**US President 2016**

**I know it's early, but if the election for president were held today, which of the following people would you like to see as the Democratic candidate? [N = 337 ; MoE = 5.3 ]**

|  | **All** | **Ideology** | | | **Gender** | | **Age** | | | | **Race** | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | **Lib** | **Mod** | **Con** | **Men** | **Women** | **18-29** | **30-44** | **45-59** | **60+** | **White** | **Non-white** |
| Hillary Clinton | **63%** | 71 | 62 | 44 | 50 | 72 | 60 | 64 | 62 | 66 | 66 | 62 |
| Andrew Cuomo | **6%** | 3 | 9 | 4 | 7 | 5 | 6 | 7 | 6 | 4 | 7 | 4 |
| Joe Biden | **10%** | 5 | 8 | 30 | 13 | 8 | 14 | 6 | 11 | 13 | 6 | 16 |
| Elizabeth Warren | **4%** | 6 | 3 | 0 | 4 | 4 | 0 | 4 | 6 | 3 | 5 | 0 |
| Other | **4%** | 2 | 5 | 11 | 7 | 3 | 4 | 6 | 3 | 4 | 5 | 4 |
| DK/ Refused (vol) | **13%** | 12 | 13 | 10 | 19 | 8 | 16 | 14 | 12 | 10 | 11 | 14 |

**I know it's early, but if the election for president were held today, which of the following people would you like to see as the Republican candidate? [N = 228; MoE = 6.5]**

|  | **All** | **Ideology** | | | **Gender** | | **Age** | | | | **Race** | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  | **Lib** | **Mod** | **Con** | **Men** | **Women** | **18-29** | **30-44** | **45-59** | **60+** | **White** | **Non-white** |
| Chris Christie | **51%** | 47 | 64 | 44 | 46 | 59 | 40 | 67 | 48 | 49 | 52 | 58 |
| Jeb Bush | **6%** | 10 | 4 | 6 | 7 | 6 | 0 | 4 | 4 | 11 | 7 | 4 |
| Marco Rubio | **9%** | 3 | 8 | 11 | 10 | 8 | 6 | 4 | 15 | 8 | 9 | 0 |
| Rand Paul | **10%** | 6 | 10 | 11 | 14 | 4 | 6 | 12 | 9 | 9 | 10 | 0 |
| Other | **10%** | 20 | 5 | 13 | 15 | 5 | 14 | 8 | 11 | 10 | 9 | 24 |
| DK/Refused (vol) | **13%** | 13 | 10 | 14 | 8 | 19 | 35 | 4 | 13 | 12 | 12 | 14 |

**Exact Question Wording and Order**

US1 and US2 withheld for later release
NJ1 through NJ4 withheld for later release
DIST1 and DIST2 withheld for later release

*NJ5     How closely are you following the upcoming election for governor? Would you say you're following it very closely, somewhat closely, or not closely at all?*
1       Very closely
2       Somewhat closely
3       Not closely at all
8       DK (vol)
9       Refused (vol)

*NJ6     If the election for governor was held today, for whom would you vote? Republican Chris Christie or Democrat Barbara Buono? [Randomize names]*
1       Republican Chris Christie
2       Democrat Barbara Buono
3       Someone else
8       Don't Know (vol)
9       Refused(vol)

*NJ7     How closely are you following the upcoming election for the US Senate in New Jersey? Would you say you're following it very closely, somewhat closely, or not closely at all?*
1       Very closely
2       Somewhat closely
3       Not closely at all
8       DK (vol)
9       Refused (vol)

*NJ8     If the election for Senate was held today, for whom would you vote? Republican Steve Lonegan or Democrat Cory Booker? [Randomize names]*
1       Republican Steve Lonegan
2       Democrat Cory Booker
3       Someone else
8       Don't Know (vol)
9       Refused(vol)

*NJ9     And in regard to the upcoming election for New Jersey legislators, would a Chris Christie endorsement of a candidate make you more likely, less likely, or have no influence, over whom you would support in that election?*
1       More likely
2       Less likely
3       No influence
8       Don't Know (vol)

9        Refused(vol)

NJ10 withheld for later release

*NJ11-12        Now I'm going ask about some people and organizations. If you haven't heard of one of them, just say so. Have you heard of … [ROTATE LIST]?  Do you have a favorable or unfavorable opinion of… [MATCH ROTATION]?*
        NJ11   Kim Guadagno
        NJ12   Milly Silva

*NJ11a Have you heard of [INSERT]?*
1        Yes
2        No (Skip to next name)

*NJ11b. Do you have a favorable or unfavorable opinion of [INSERT]?*
1        Favorable
2        Unfavorable
8        Don't Know (vol) (skip to next name)

*NJ12a Have you heard of [INSERT]?*
1        Yes
2        No (Skip to next name)

*NJ12b. Do you have a favorable or unfavorable opinion of [INSERT]?*
1        Favorable
2        Unfavorable
8        Don't Know (vol) (skip to next name)

EDUC1 through EDUC5 withheld for later release

*PRES withheld for later release*

*D1        Regardless of who you might vote for, do you consider yourself a….ROTATE… Democrat, a Republican, or an Independent?*
1        Democrat        [Ask D2D]
2        Republican      [Ask D2R]
3        Independent [If Independent, ask D1b]
4        Other [DON'T READ]
8        Don't Know [DON'T READ]
9        Ref [DON'T READ]

*D1b        Which way to you lean?*
1        Democrat        [Ask D2D]
2        Republican      [Ask D2R]
3        Neither
8        DK (Vol)

*D2D*  *I know it's early, but if the election for president were held today, which of the*
*following people would you like to see as the Democratic candidate? [Randomize]*
1    Hillary Clinton
2    Andrew Cuomo [KWO-MO]
3    Joe Biden
4    Elizabeth Warren
5    Or Someone Else
8    DK (vol)
9    Refused (vol)

*D2R*  *I know it's early, but if the election for president were held today, which of the*
*following people would you like to see as the Republican candidate?[Rotate Names]*
1    Chris Christie
2    Jeb Bush
3    Marco Rubio
4    Rand Paul
5    Or Someone Else
8    DK (vol)
9    Refused (vol)

## Sample characteristics – Registered voters

**Gender**

| Male | 48 |
|---|---|
| Female | 52 |

**Age**

| 18-29 | 11 |
|---|---|
| 30-44 | 26 |
| 45-59 | 31 |
| 60+ | 29 |
| Refused | 3 |

**Race/Ethnicity**

| White | 68 |
|---|---|
| Black/African-American | 12 |
| Latino or Hispanic | 10 |
| Asian | 5 |
| Other/refused | 5 |

**Public employee household**

| Yes | 21 |
|---|---|
| No | 78 |
| Unsure/refused | 1 |

**Party identification**

| Democrat/Lean Democrat | 48 |
|---|---|
| Independent/DK/refused | 22 |
| Republican/Lean Republican | 33 |