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VOTERS FAVOR BOOKER OVER LAUTENBERG; OBAMA RECEIVES HIGH MARKS IN 2013

Even with a United States Senate election over a year away, things are already starting to heat up, and a new poll from Fairleigh Dickinson University's PublicMind sheds light on the early prospects for two notable Democrats. Cory Booker, who recently threw his hat into the ring for the Democratic nomination, and incumbent Senator Frank Lautenberg, are both well known among registered voters in New Jersey, but that's where their similarities end.

Senator Lautenberg is known by 83 percent of New Jersey voters, and Newark Mayor Cory Booker is not far behind in name recognition, garnering notability among three-fourths of registered voters (75%). However, Mayor Booker's favorable rating eclipses that for Senator Lautenberg by a sizable margin (66 versus 45%, respectively).

Moreover, among self-identified Democrats and Democratic leaners, Booker comes out on top in a matchup for the Democratic nomination against Senator Lautenberg. Forty-two percent would prefer Booker over Lautenberg, compared with 20 percent who prefer Lautenberg over Booker.

"These numbers suggest that some difficult days may lie ahead for the incumbent senator should he seek reelection," said Krista Jenkins, director of PublicMind and professor of political science at Fairleigh Dickinson University. "Senator Lautenberg's unfavorables, coupled with voter preferences for Booker as the Democratic standard bearer in the general election, complicate the landscape for this living legend amongst New Jersey politicians."

Although early in the nomination contest, Senator Lautenberg comes up short across a variety of demographic categories. Mayor Booker is favored among men (45%) and women (41%), the young (38%) and old (40%), and among whites (40%) and non-whites (47%).

"Booker has clearly leveraged his position as mayor of Newark to an admirable degree," said Jenkins. "But whether late night rescues of constituents from burning buildings and high profile spats with city officials can translate into a winning campaign remains to be seen. At least for now, however, Mayor Booker begins his candidacy with a healthy amount of public support."

New Jerseyans' evaluations of the president and direction of the country demonstrate that although opinion is divided over whether the country is headed in the right direction (43%) or on the wrong track (45%), Garden State voters are decidedly supportive of President Obama's job performance. Fifty-seven percent approve of the job that President Obama is doing, while only a third (32%) give him disapproving marks.

"Partisan acrimony over the so-called 'fiscal cliff' doesn't appear to have hurt the president in the Garden State," said Jenkins. "His 57 percent approval rating is the highest PublicMind has measured for him in over three years. Executive leadership at both the state and national level are, for the moment, working for a majority of New Jersey voters as the new year gets underway."

The Fairleigh Dickinson University poll of 700 voters statewide was conducted by telephone using both landlines and cell phones from January 2 through January 6, 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 January 2 through January 6, 2013, using a randomly selected sample of 700 registered voters 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.

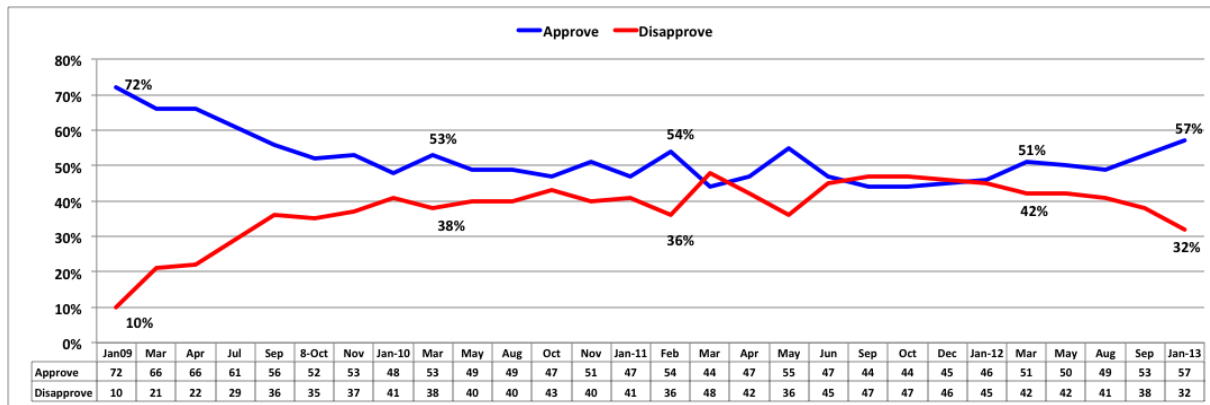
PublicMind interviews are conducted by Opinion America of Cedar Knolls, NJ, with professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is achieved by computerized random-digit dialing. This technique gives every person with a landline phone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

Approval/Disapproval – President Obama

Do you approve or disapprove of the way Barack Obama is handling his job as President?											
	All	Party			Gender		Age			Race	
		Dem	Ind	Rep	Men	Women	18-34	35-54	55+	White	Non-white
Approve	57%	89	54	15	51	64	71	52	55	48	81
Disapprove	32%	4	29	75	41	24	11	39	37	41	9
Don't know	10%	8	16	10	8	12	17	10	6	10	10
Refused	0%	0	1	0	0	1	0	0	1	1	0

Approval /Disapproval of President Obama's Job Performance: 2009-2013



Right direction/Wrong track – United States

In your opinion, do you believe the country is moving in the right direction or is it on the wrong track?

	All	Party			Gender		Age			Race	
		Dem	Ind	Rep	Men	Women	18-34	35-54	55+	White	Non-white
Right direction	43%	67	40	13	41	45	56	39	39	35	62
Wrong track	45%	21	46	82	51	40	26	50	52	56	18
Don't know	11%	12	14	5	8	15	18	11	9	8	20
Refused	0%	0	0	0	0	0	0	0	0	0	0

Name identification

Have you heard of [rotate list]? If you haven't just tell me. [If yes, ask:] Do you have a favorable or unfavorable opinion of ...? Would that be very or somewhat?

	Have heard of	Favorable	Unfavorable
Cory Booker	75%	66	13
Frank Lautenberg	83%	45	29

U.S. Senate – Self-identified Democrats and Democratic leaners only

As you may or may not know, the US Senate seat that is currently held by Frank Lautenberg will be up for election in 2014. If a Democrat were to win, who would you like to see elected? Frank Lautenberg, Cory Booker, or someone else? [Randomize the order of Frank Lautenberg and Cory Booker]

	Dem	Gender		Age			Race	
		Men	Women	18-34	35-54	55+	White	Non-white
Lautenberg	20%	18	21	20	15	24	22	16
Booker	42%	45	41	38	49	40	40	47
Someone else	17%	18	17	18	14	20	18	15
Don't know	21%	19	22	23	22	16	20	22
Refused	0%	0	0	0	0	1	0	0

Exact Question Wording and Order

US1. *First, do you approve or disapprove of the way Barack Obama is handling his job as President?*

- 1 Approve
- 2 Disapprove
- 8 DK/Unsure/mixed [DON'T READ]
- 9 Refused [DON'T READ]

US2. *In your opinion, do you believe the country is moving in the right direction or is it on the wrong track?*

- 1 Right direction
- 2 Wrong track
- 8 DK/Unsure [DON'T READ]
- 9 Refused. [DON'T READ]

NJ1 through NJ3 released Monday, January 7, 2013

NJ 4A, NJ4C, and NJ4D released Monday, January 7 2013

NJ4. Now I'm going ask about some people. 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]? Would that be very or somewhat?

- NJ4b Cory Booker
- NJ4e Frank Lautenberg

NJ4B1 Do you have a favorable or unfavorable opinion of [INSERT]?

- 1 Favorable
- 2 Unfavorable
- 8 Don't Know (vol) (skip to next name)

NJ4E1 Do you have a favorable or unfavorable opinion of [INSERT]?

- 1 Favorable
- 2 Unfavorable
- 8 Don't Know (vol) (skip to next name)

D2 As you may or may not know, the US Senate seat that is currently held by Frank Lautenberg will be up for election in 2014. If a Democrat were to win, who would you like to see elected? Frank Lautenberg, Cory Booker, or someone else? [Randomize the order of Frank Lautenberg and Cory Booker] ASKED ONLY OF SELF-IDENTIFIED DEMOCRATS AND DEMOCRATIC LEANERS

- 1 Frank Lautenberg
- 2 Cory Booker
- 3 Someone else [Ask who]
- 8 Don't Know [Vol]
- 9 Ref [Vol]

Sample characteristics**Gender**

Male	47
Female	53

Age

18-34	22
35-54	41
55+	36
Refused	1

Race/Ethnicity

White	69
Black/African-American	11
Latino or Hispanic	10
Asian	6
Other/refused	3

Public employee household

Yes	23
No	76
Unsure/refused	1

Party identification

Democrat/Lean Democrat	48
Independent/DK/refused	19
Republican/Lean Republican	33