

Stockton poll says Booker leads Bell by 13 points in Senate race

By BRADEN CAMPBELL Staff Writer | Posted: Wednesday, September 10, 2014 3:20 pm

U.S. Sen. Cory Booker, D-NJ, leads Republican challenger Jeff Bell by 13 percentage points in the U.S. Senate race, according to a poll of likely voters by the Stockton Polling Institute released Wednesday.

Of the 807 respondents, 49 percent said they favored Booker while 36 percent said they would vote for Bell. Twelve percent of respondents were undecided, while the remaining 3 percent preferred another candidate or declined to answer.

The poll was conducted from Sept. 5-8 and included cell phones and landlines. Its margin of error is plus or minus 3.5 percentage points.

The poll also showed 59 percent of respondents hold favorable opinions of Booker, with 23 percent indicating an unfavorable view.

Bell was unknown to 37 percent of respondents, which William J. Hughes Center for Public Policy Director Daniel J. Douglas said is a mixed bag for his campaign.

"The fact that more than a third of voters are unfamiliar with Mr. Bell presents both a challenge and an opportunity for him," he said. "A 13-point difference against an incumbent in September could be encouraging to Mr. Bell, but it is offset by the lack of funds available to increase his familiarity with the voting public."

Thirty-two percent of respondents said they have a favorable view of Bell, and 21 percent have an unfavorable view.

Bell, 70, was a speechwriter for Ronald Reagan and successfully ran for U.S. Senate in New Jersey in 1978.

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