

Stockton Poll: Booker Leads Bell 57% -33%

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ship, NJ - Incumbent Democratic U.S. Sen. Cory Booker has opened
Republican challenger Jeffrey Bell less than two weeks before the Nov
ing to a Stockton Polling Institute poll released today.

percent to 33 percent for Bell when voters who are leaning toward one
other are included. Five percent are unsure, with 5 percent voting for
dy, or not expressing a choice. The lead marks a substantial increase
ier Stockton polls, which found leads of 9 percent and 13 percent for B
Stockton Poll of Oct. 9 had Booker leading 48 percent to 39 percent.

have the support of their party bases – 91 percent of Democrats for B
of Republicans for Bell.

ll shows unaffiliated voters are breaking for Booker by a margin of mo
to 24 percent).

urvey of 806 likely New Jersey voters was conducted by the Stockton
William J. Hughes Center for Public Policy. Live interviewers on The Ri
e of New Jersey campus called both landlines and cell phones from O
margin of error is +/- 3.5 percentage points.

nt of voters have a favorable view of Booker, the former mayor of New

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The Democrat is drawing support from across demographic groups, leading among all age groups, racial and ethnic categories, income levels and education levels. Booker is supported by more than 50 percent of both men and women.

Fifty-three percent rate Booker's job performance in the Senate as excellent or good, slightly higher than the 50 percent found in two previous Stockton Polls.

Methodology

The survey was conducted by the Stockton Polling Institute of the William J. Hughes Center for Public Policy (www.stockton.edu/hughescenter). Live interviewers on the Stockton campus called both landlines and cell phones from Oct. 18 –22, 2014. The poll was conducted with 806 adults who are likely voters. The poll's margin of error is +/- 3.5 percentage points 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 i