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THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Stockton College Poll Shows Adler–Runyan Race Too Close to Call

Runyan Moves Up 10 points in 3rd Congressional District

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Galloway Township, NJ- The Richard Stockton College/Zogby poll of likely 3rd Congressional District voters shows the John Adler-John Runyan race too close to call since the results are within the margin of error.

Incumbent Democrat John Adler drops 38% to 37% of likely voters saying they will vote for him if the election was held today. Republican Challenger John Runyan moved to 40% of the likely voters saying they would vote for him from the previous Stockton/Zogby poll, conducted September 21 - 23, where 30% said they would vote for him. Tea Party candidate Peter DeStefano dropped from 7.6% to 4.9%.

The poll was administered to 600 likely voters in New Jersey's 3rd congressional district between October 18 and 22 and has a margin of error of +/- 4.1%. The previous Stockton/Zogby poll of September 19 - 21 was administered to 401 likely voters with a margin of error +/- 5.0%. Respondents are questioned by trained interviewers on the phone.

"The Adler-Runyan race remains one of the closest races in the country. It's a toss-up and will be watched closely all across the country," explained Sharon Schulman, Executive Director of the William J. Hughes Center for Public Policy of Richard Stockton College of New Jersey.

"Although Tea Party candidate DeStefano support is dropping, nearly 5% in a close race could be important to the outcome of this close election," said Schulman.

Runyan also appears to be picking up support from DeStefano voters, solidifying his base among Republicans and improving among independents. Overall, undecided voters and likely voters for DeStefano are breaking towards Runyan. Undecided voters have dropped 7% since the September poll.

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Congressional District 3	9/23 poll	10/22 poll	+/-
Adler(D)	38%	37%	0
Runyan (R)	30%	40%	+10
DeStefano (Tea Party)	7.6%	4.9%	-2.7
Not sure/Undecided	23%	16%	-7

Survey Methodology

Zogby International was commissioned by Richard Stockton College to conduct a telephone survey of likely voters in the 3rd Congressional district of New Jersey.

The sample is 600 interviews with approximately 20 questions asked from 10/18/10 to 10/22/10. Samples are randomly drawn from purchased lists of registered voters. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies and are comparable to other professional public-opinion surveys conducted using similar sampling strategies. Weighting by *party, age, race and gender* is used to adjust for non-response. Margin of error is +/- 4.1 percentage points. Margins of error are higher in sub-groups.

Interviews are conducted at Zogby International by professional interviewers trained on a computer-assisted telephone interviewing (CATI) computer system. A policy requiring one supervisor to no more than twelve interviewers is used. The sample management module of the CATI system gives all prospective respondent households in the source telephone list the same chance of joining the sample. More information on methodology can be found at <http://www.stockton.edu/hughescenter>.

About the Hughes Center

The William J. Hughes Center for Public Policy 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 Ambassador William J. Hughes of Ocean City, whose distinguished career includes service in the U.S. House of Representatives, Ambassador to Panama and teaching as a Distinguished Visiting Professor at the College.

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