

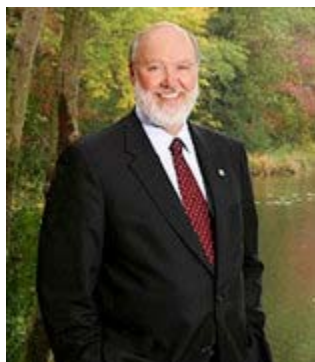


## Stockton College establishes polling institute

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By **John Barna/Gloucester County Times**



Dr. Herman Saatkamp

GALLOWAY TWP. - The Richard Stockton College of New Jersey has established the Stockton Polling Institute to conduct independent public opinion polling at the college.

The polling institute will use its own staff and Stockton students to conduct survey research on elections and issues of importance to New Jersey and to the region surrounding Stockton. Research will include telephone polls as well as Web and other survey modes.

"The Stockton Polling Institute will advance important goals and objectives of the College, particularly in learning and engagement opportunities in line with the College's Strategic Plan," said Dr. Herman J. Saatkamp, Stockton president.

Existing staff of the William J. Hughes Center for Public Policy, which has conducted polling since 2007, will run the institute. Polling operations will begin in September with 24 call stations in a dedicated room in the N-wing.

Students will be recruited and hired as interviewers over the coming months. Survey interviewer positions may be available for members of the general public.

The first polls planned by the Stockton Polling Institute will gauge preferences in this fall's elections, including the 3rd Congressional District race pitting incumbent Republican Rep. Jon Runyan against Democratic challenger Shelley Adler, widow of the late Rep. John Adler, who lost to Runyan in 2010.

The Stockton Polling Institute plans to offer polling services to outside clients in January 2013.

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