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THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Results of Hughes Center at Stockton/Press of Atlantic City Poll

Includes Comparisons to September Poll

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Galloway Twp., NJ – Clearly, likely voters in southern New Jersey that includes Congressional Districts 1, 2, and 3, prefer Obama at 51.5% over McCain at 38.6%. Compared to a similar poll taken approximately six weeks earlier, Obama's lead grew by 3.4 percentage points while McCain stayed almost even. Obama's additional support comes from undecided voters moving towards him.

In the Senate race the undecided voters shifted differently. Democrat Lautenberg still commands a large 9.5 point lead over Republican Zimmer, however his lead dropped by almost 4 percentage points and the undecided voters increased by the same amount from the September poll.

In district polling, 1st District Congressman Rob Andrews maintains a 50 point lead over his opponent and 2nd District Congressman Frank LoBiondo leads by 30 percentage points. The 3rd District candidates, Sen. John Adler (D) is in a dead heat with Republican Chris Myers with less than half a point separating them. The undecided voters are at 16%.

The Hughes Center at Stockton College/Press of Atlantic City Poll was conducted from Oct. 27-29 by pollster Zogby International. The prior poll was conducted from Sept. 18-20. More than 1,200 likely voters were interviewed for the combined results with a margin of error of $\pm 2.9\%$. Individual Congressional District results were based on 400 or more likely voters with a margin of error of $\pm 4.9\%$.

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“We also asked a couple of probing questions to see if they had an effect on the choices people are making,” said Sharon Schulman, Director of the William J. Hughes Center for Public Policy. “One question was whether or not the vice presidential candidates influenced their choice for president. 45.9% of the people answered that it did. Likely voters earning less than \$25,000 per year, Muslims and Jewish people were most likely to have their choice for president influenced by the vice president candidate. Hispanics, women and Catholics, along with those earning \$25-50,000 a year and those earning more than \$100,000 per year were the least likely to be influenced by the vice president candidate.

The second question asked how much more or less likely they would be to vote for a candidate if he supported the financial bailout package, or would it make no difference. Nearly 62% of the voters said it made no difference.”

“Throughout southern NJ voters were clear as to what they see as the two top issues facing the country today. Jobs and the economy not only remain the overwhelming concern, but have risen by 5 percentage points to 77.5%. War in Iraq, peace and foreign policy are a distinct second, followed closely by health care, insurance and prescription costs,” said Schulman.

Trends of note show that Obama’s support among women is 2-to-1 over McCain’s and is more than 3-to-1 among 18-29 year olds. Sen. Lautenberg also garners the most support from women and 18-29 year olds. In the heavily Democratic 1st District, Obama leads McCain by 31 percentage points, by 6 points in the more balanced 2nd District, and are virtually tied in the heavily Republican 3rd District. These results are strikingly different than the September poll in which Obama was up 24 points in the 1st District, tied in the 2nd District and up two points in the 3rd District.

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