

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Richard Stockton College of NJ, Zogby International to Collaborate

Joint Research Agreement Reached

For Immediate Release

Monday, May 03, 2010

Contact: Tim Kelly
Office of Public Relations
Galloway Township, NJ 08240
Tim.Kelly@stockton.edu
(609) 652-4950

Galloway Township, NJ- The Richard Stockton College of New Jersey and Zogby International have entered into a joint research agreement to conduct statistically-based polling and other research projects.

The College, which engaged Zogby for several years on public opinion polls related to political races and tourism issues, plans on working with Zogby on a number of mutually beneficial projects. Earlier Stockton/ Zogby polls correctly predicted winners in the last presidential and congressional elections in New Jersey, as well as numerous local legislative races. On the tourism side, the polls examined and measured consumer awareness and attitudes toward the New Jersey tourism, hospitality and gaming industries. The agreement facilitates the efforts of Stockton and Zogby to collaborate on a regular and more frequent basis.

“We are pleased to formalize our relationship with Zogby International,” said College President Dr. Herman J. Saatkamp, Jr. Zogby has provided a level of experience and expertise to our polls which resulted in accuracy and extensive media coverage and helped to raise our profile locally and nationally. The capabilities of Zogby International will be a valuable addition to our teaching and research missions.”

According to John Zogby, chairman of the Zogby International Board of Directors, “collaboration’s ultimate winner is the public.”

“Having an educational institution of Stockton’s caliber associated with our polls brings additional credibility to the work that we do,” he said. “At the same time Stockton’s research efforts will be aided by our working partnership, Zogby is one of the most trusted and established brands in scientific public opinion polls.”

-more-

Stockton, Zogby to collaborate/ page 2

Zogby will conduct joint polling projects on a number of focused issues to be announced in the near future. In turn, the results of the joint venture polls will be used as primary research by students and faculty. The polls will be a source of data for other students and scholars to use the Stockton-Zogby brand in their citations. Such research will also result as a source for news stories in a variety of print, broadcast and on-line media. Additionally, the polls help serve a major focus of the College's mission, to promote civic engagement among students and community members.

All polls and research projects will include jointly-produced project reports which add to the "shelf life" of the research and make it more accessible.

"We have been very pleased with the experience and the results of working with Zogby International," Dr. Saatkamp said. "This agreement will enable the public to become more informed and educated on many of the contemporary issues facing New Jersey and the nation."

"We have a long and accomplished history, as does Stockton, in the support of research that is consistent with our respective missions and contributes to a more informed and educated public," said John Zogby. "We are looking forward to a long and rewarding working relationship."

#