

Richard Stockton College opening polling institute

Posted: Apr 22, 2012 5:11 PM EDT

Updated: Apr 22, 2012 5:11 PM EDT

GALLOWAY TOWNSHIP, N.J. (AP) - A southern New Jersey college has established its own public opinion polling service.

Richard Stockton College officials say the Stockton Polling Institute will use its own staff and Stockton students to conduct survey research on elections and issues of importance to New Jersey and the region surrounding the school.

Existing staff from the school's William J. Hughes Center for Public Policy, which has conducted polling since 2007, will run the institute. Polling operations are expected to start in September, with the first poll likely focusing on the November elections, especially the House race in the state's 3rd Congressional district.

The institute plans to offer polling services to outside clients starting in January.