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Richard Stockton College of NJ, Zogby International to Collaborate

Joint Research Agreement Reached

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Galloway Township, NJ- The RichardStockton 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 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."

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