

Stockton Poll: Biden, Booker lead in N.J., But

Statewide, Biden is viewed favorably by 56% and unfavorably by 39%. Meanwhile, only 37% of all poll respondents hold positive views of Trump, and 60% view him unfavorably.

More than half of voters statewide gave Trump a poor rating on his job performance as president, while 22% gave him an excellent rating.

Froonjian noted that the 2nd and 3rd Congressional Districts are in South Jersey, and the House races in both are seen as competitive. Many voters see this election as a referendum on the president. That dynamic affects races in the north differently than in the south, where the Trump brand is not as toxic and where opinion is more evenly split, Froonjian said.

Incumbent Democratic U.S. Sen. Cory Booker holds a commanding 25-point statewide lead over Republican challenger Rik Mehta, 57%-32%, including voters leaning to one candidate or the other. Even among the majority who have not voted yet, Booker leads 52%-35%.

When voters were asked to identify their top issue in this election, 18 percent named the economy while 13% cited the coronavirus pandemic and 12% named health care. In New Jersey, where COVID-19 infections have been fairly controlled since the early

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Methodology

The poll of New Jersey adults screened as likely voters was conducted by the Stockton Polling Institute of the William J. Hughes Center for Public Policy Oct. 7-13. Live interviewers who are mostly Stockton University students called cell phones and landlines from the Stockton University campus. Opinion Services supplemented the field work by completing 250 telephone interviews. Overall, 93 percent of interviews were conducted on cell phones and 7 percent on landline phones. A total of 721 registered voters were interviewed who were screened as likely voters on criteria including self-professed intention to vote on a scale of 1 to 10, having voted in New Jersey election, how closely voters are following the election. Both cell and landline samples included a mix of voter list and random digit dialing (RDD) sample. Data are weighted based on U.S. Census Bureau American Community Survey data for New Jersey on variables of age, ethnicity, education level, sex and region. The poll's margin of error is +/- 3.7 percentage points at a 95 percent confidence level. MOE is higher for subsets.

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