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QUINNIPIAC UNIVERSITY POLL ACCURATELY MEASURES MARGIN IN NEW JERSEY SENATE RACE

The Quinnipiac University poll accurately measured Newark Mayor Cory Booker's margin of victory in New Jersey's U.S. Senate Democratic primary.

An August 7 survey of likely Democratic primary voters by the independent Quinnipiac (KWIN-uh-pe-ack) University showed Booker with 54 percent, followed by U.S. Rep. Frank Pallone at 17 percent, U.S. Rep. Rush Holt at 15 percent and State Assembly Speaker Sheila Oliver at 5 percent, with 8 percent undecided.

That survey gave Booker a margin over Pallone of 37 percentage points.

In the most updated poll returns, Booker topped Pallone 59 – 20 percent, a winning margin of 39 percentage points. Holt had 17 percent, with 4 percent for Oliver.

In more than 20 years of public opinion surveys, Quinnipiac University has developed a reputation for accuracy.

From August 1 – 5, Quinnipiac University surveyed 2,042 New Jersey voters with a margin of error of +/- 2.2 percentage points. Live interviewers call land lines and cell phones. The survey includes 388 likely Democratic primary voters with a margin of error of +/- 5 percentage points and 257 likely Republican primary voters with a margin of error of +/- 6.1 percentage points.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in Pennsylvania, New York, New Jersey, Connecticut, Florida, Ohio, Virginia, Iowa, Colorado and the nation as a public service and for research.

For more information, visit <http://www.quinnipiac.edu/polling>, call (203) 582-5201, or follow us on [Twitter](#).