

**NEW JERSEY-3<sup>rd</sup> DISTRICT SURVEY**  
JULY 2020

Methodology

On July 13-15, 2020, Basswood Research conducted a survey of New Jersey 3<sup>rd</sup> District likely voters on behalf of the Congressional Leadership Fund. The survey was conducted by live professional interviewers by telephone, including cell phone interviews for 50% of the sample. The sample size was 400, with a margin of error of +/- 4.9%, at a 95% confidence interval. Interviews were geographically distributed to reflect actual voting patterns in NJ-3 general elections.

Key Findings

- **The race for New Jersey's Third Congressional District is a dead heat, with Andy Kim and David Richter statistically tied.**

In the congressional race, incumbent Congressman Andy Kim leads Republican challenger David Richter 45%-42%, well within the survey's 4.9% margin of error.

- **Richter is highly competitive despite being far less well-known than Kim.**

Kim is viewed favorably by 37% of voters, and unfavorably by 31%.

Richter is viewed favorably by 18% of voters, and unfavorably by 10%.

Richter therefore trails on the ballot by only three points, despite having less than half the hard name ID of Kim.

Richter begins the general election with a much better favorability ratio than Kim, and considerably more room to grow.

As an incumbent, Kim's holding only a 37% favorable rating, and garnering only 45% of the vote are danger signs for him.

- **President Trump leads the Presidential race.**

In the presidential race, President Donald Trump currently leads former Vice President Joe Biden 49%-46%.