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———— Boston Herald ————

Memorandum:

Date: January 13, 2020

Subject: New Hampshire Pre-Iowa Debate Presidential Primary Poll

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Portsmouth, NH. – A recent poll of registered “likely presidential primary voters” in the state of New Hampshire finds a shift in favor of Joe Biden. In October, the Democratic race was a statistical dead-heat between Massachusetts Senator, Elizabeth Warren (25%), Former Vice President, Joe Biden (24%) and Vermont Senator, Bernie Sanders (22%). Today, Biden (26%) appears to be leading Sanders (22%), and Warren has dropped to 18 percent. South Bend, Indiana Mayor, Pete Buttigieg attracts 7 percent of the vote, and late entrant Michael Bloomberg is at 4 percent.

Among likely Republican primary voters, President Donald Trump’s approval rating appears to be dropping slightly. The President has an approval rating of 76 percent today, down from October (81%) and September (83%).

The percentage of Republican voters who would vote for Trump if the primary were held today remains high at 79 percent. Former Illinois Representative, Joe Walsh and Former Massachusetts Governor, Bill Weld each attract just four percent of the vote.

Going into the Democratic debate in Des Moines on Tuesday, January 14 promises to capture the attention on many New Hampshire Democratic primary voters. Seventy-seven percent of Democratic primary voters said that they *definitely* (29%) or *probably* (49%) *will* watch it, which means it could have a significant impact on the race. Less than one-half of likely Republican primary voters said that they *definitely* (13%) or *probably* (28%) *will* watch it.

Methodology

These results are based on a telephone survey of “likely New Hampshire presidential primary voters” administered January 8-12, 2020. The survey was conducted by RKM Research and Communications and paid for by Franklin Pierce University in collaboration with the Boston Herald and NBC10 Boston. The purpose of the poll is for media release.

All interviews were conducted by telephone using paid, trained and supervised interviewers. The survey was conducted in English. A dual-frame sample design was used to include a combination of cell phone (81%) and landline (19%) telephone numbers. A total of 836 interviews were conducted, including n=434 likely Democratic presidential primary voters and n=402 likely Republican presidential primary voters. “Likely voters” are defined as residents of New Hampshire who are registered to vote and self-report that they “definitely” or “probably” will vote in the February 11th presidential primary. A probabilistic sample of cell phone and landline numbers was purchased from Survey Sampling, Inc. The results of the survey are unweighted.

The sampling margin of error for a sample size of 434 likely Democratic presidential primary voters is +/- 4.7 percent.

The sampling margin of error for a sample size of 402 likely Republican presidential primary voters is +/- 4.9 percent.

In addition to sampling error, all surveys have other potential sources of non-sampling error including question wording effects, question order effects and non-response.

For more information about the survey please contact R. Kelly Myers.

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