



October 16, 2016

Hillary Clinton opens narrow lead over Donald Trump in wake of Trump comments on women.

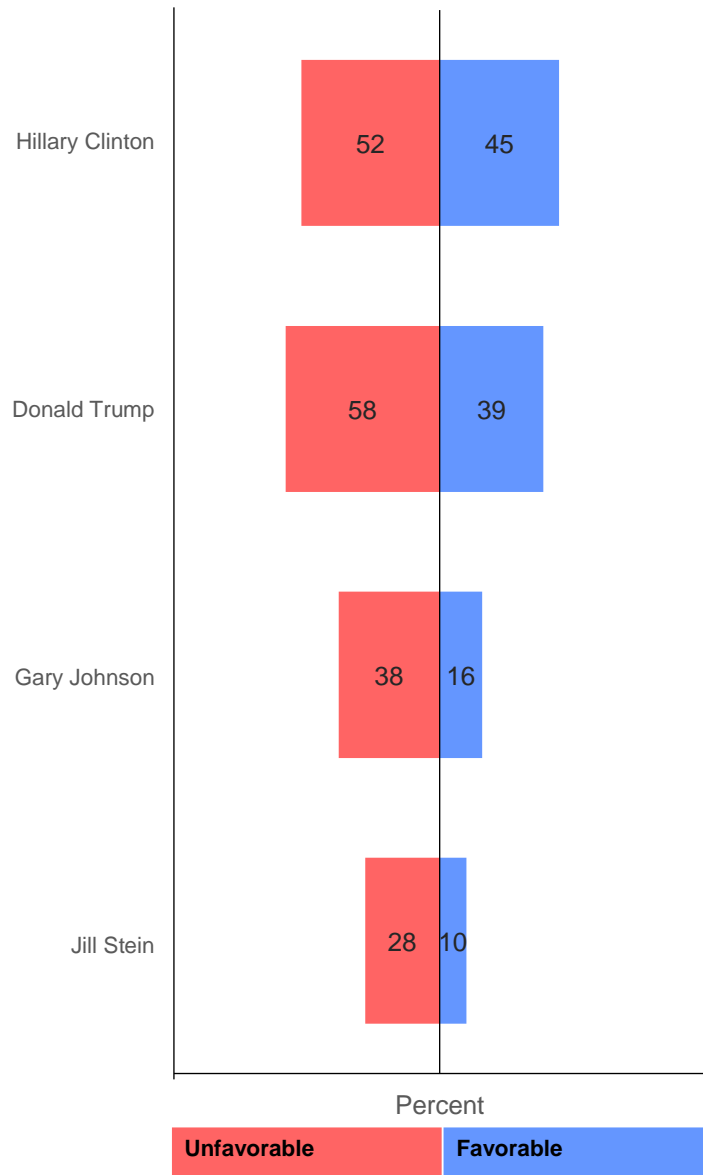
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Portsmouth, NH. – Democrat Hillary Clinton has opened a lead over Republican Donald Trump with just over three weeks remaining in the presidential campaign. In our most recent nationwide poll, Clinton leads Trump 46-to-41 percent among likely voters, compared to 45-to-43 percent in mid-September. Trump has seen his support decline most among self-identified political Independents.

Most likely voters have read, seen, or heard about a video tape where Trump makes lewd comments about sex and women in 2005, as 83 percent of respondents surveyed said they had heard *a great deal* (60%) or *a moderate amount* (23%) about the tape. The presidential debates also appear to be having a negative impact on views toward Trump, with 41 percent of respondents saying their opinion of Trump has *gotten worse* since the debates began, compared to 25 percent saying the same about Clinton.

These results are based on a recent Franklin Pierce University / Boston Herald Poll conducted by RKM Research, October 9 – 13, 2016. The survey is based on responses from 1,011 randomly selected likely voters. Interviews were conducted by landline and cellular telephone. The maximum sampling margin of error is +/- 3.1 percent.

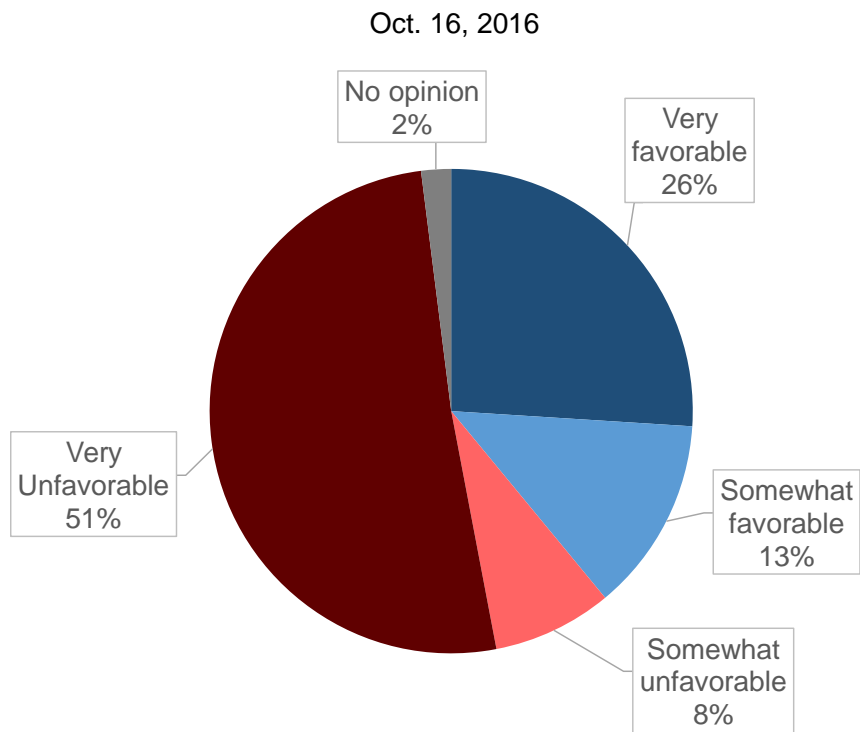
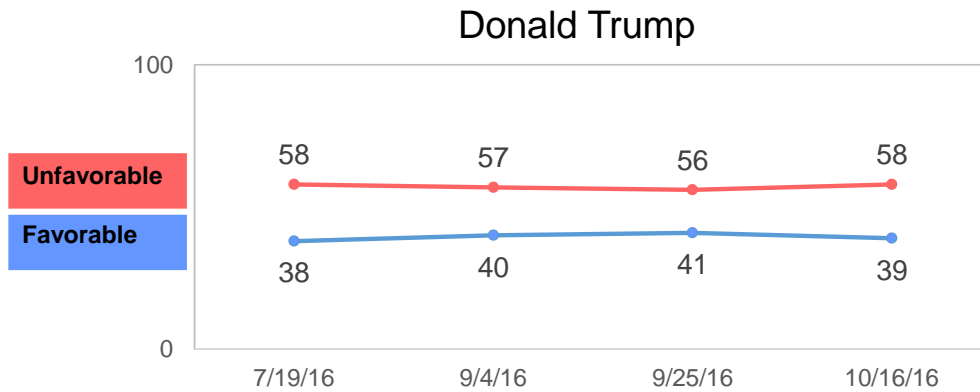
Favorability Ratings of presidential candidates (Oct. 16, 2016):



While our polls continue to show that the two presidential candidates remain very unpopular, with more than one-half of voters holding *unfavorable* views toward both candidates, Hillary Clinton has made small improvements in her rating compared to small declines in Trump's ratings.

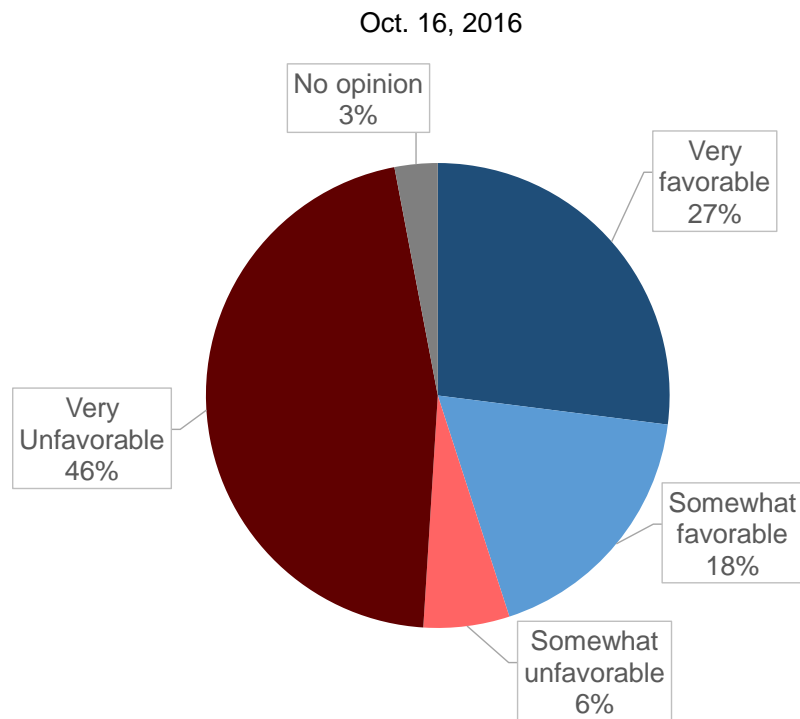
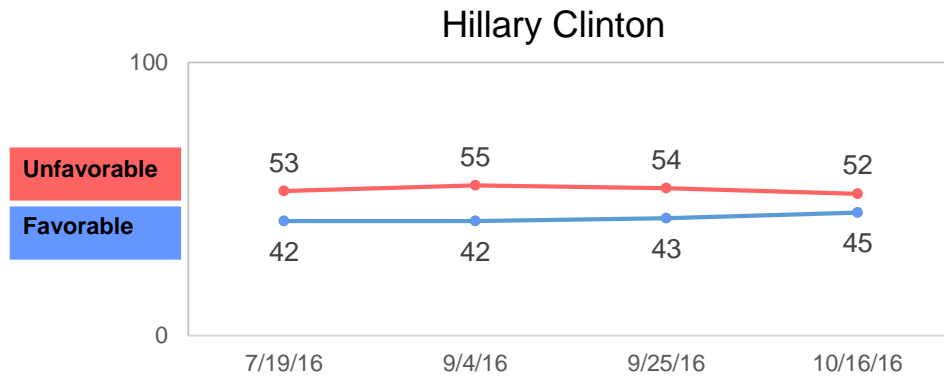
Donald Trump receives a *favorable* rating of 39 percent, and an *unfavorable* rating of 58 percent. Likewise, Hillary Clinton receives a *favorable* rating of 45 percent, and an *unfavorable* rating of 52 percent. Trump's net favorability ratings, the percentage who view him favorably minus the percentage who view him unfavorably, stands at -19 percent, a decline from -15 percent in our previous poll. Clinton's net favorability has improved, rising to -7 percent from -11 percent in mid-September.

Favorability ratings of Donald Trump compared over time:



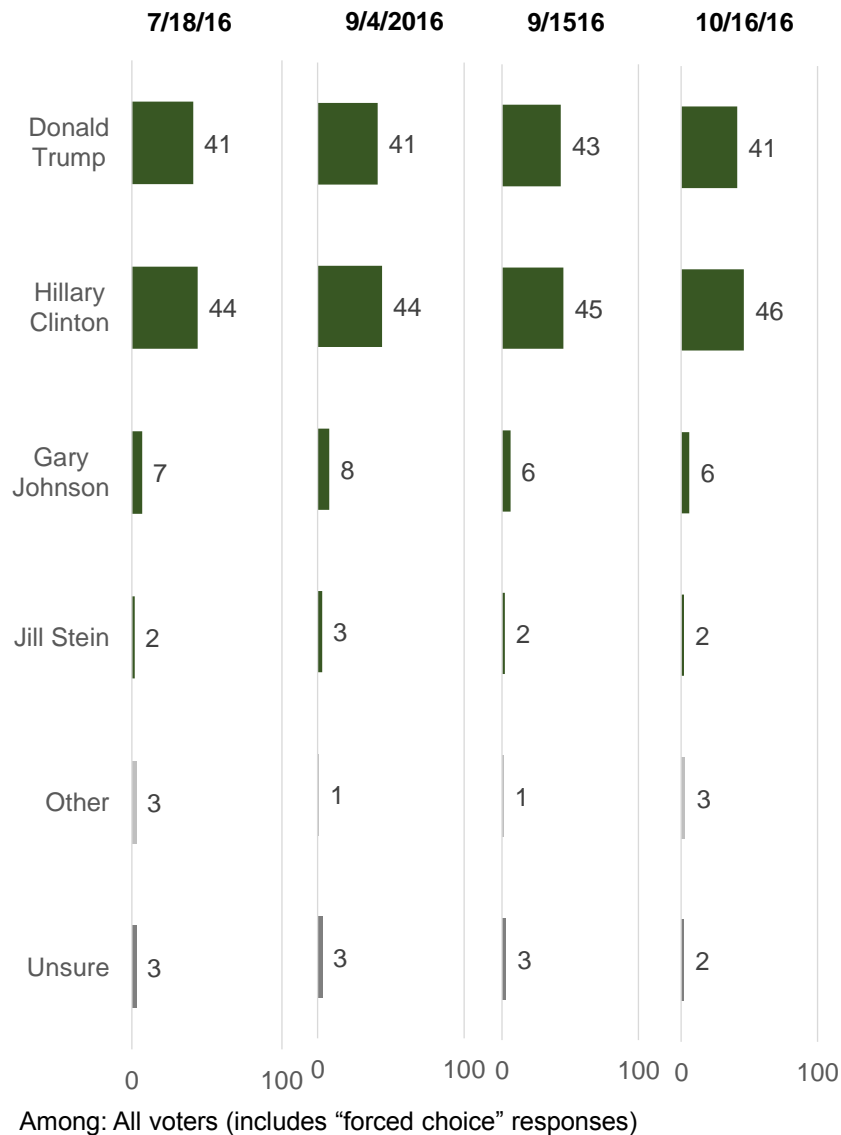
The unpopularity of the two leading presidential candidates continues to be exacerbated by the intensity of voter sentiment. One-half of voters (51%) hold a *very unfavorable* view of Donald Trump. Thirty-nine percent of voters hold a *very* (26%) or *somewhat* (13%) *favorable* view toward Trump. These results have remained essentially unchanged since July.

Favorability Ratings of Hillary Clinton compared over time:



Hillary Clinton also has similar favorability problems. Less than one-half of voters (46%) hold a *very unfavorable* view of her. Forty-five percent of voters hold *very* (27%) or *somewhat* (18%) *favorable* view toward Clinton. These results have narrowed slightly over time since July.

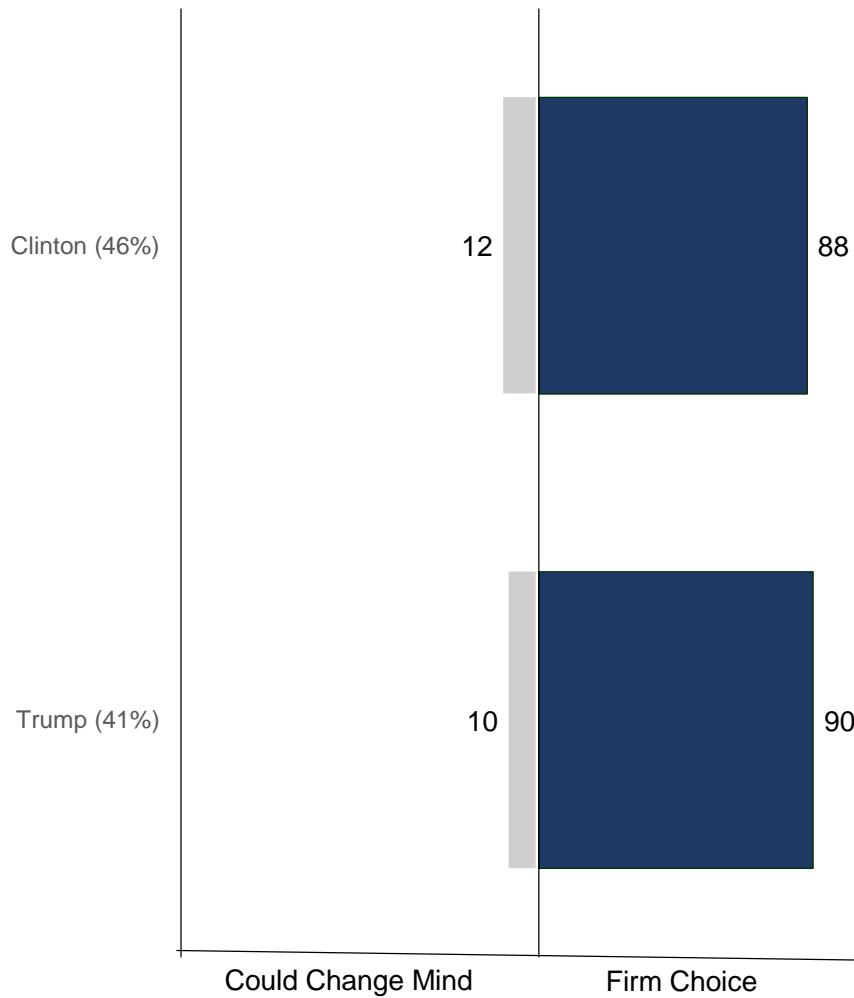
If the election for U.S. President were held today, which of the candidates would you vote for?



If the election were held today, voters are more likely to vote for *Hillary Clinton* (46%) than *Donald Trump* (41%). Few voters said that they would vote for Libertarian candidate *Gary Johnson* (6%), Green Party candidate *Jill Stein* (2%) or some *other* candidate (3%). Only two percent of voters remain *unsure* who they would vote for if the election were held today.

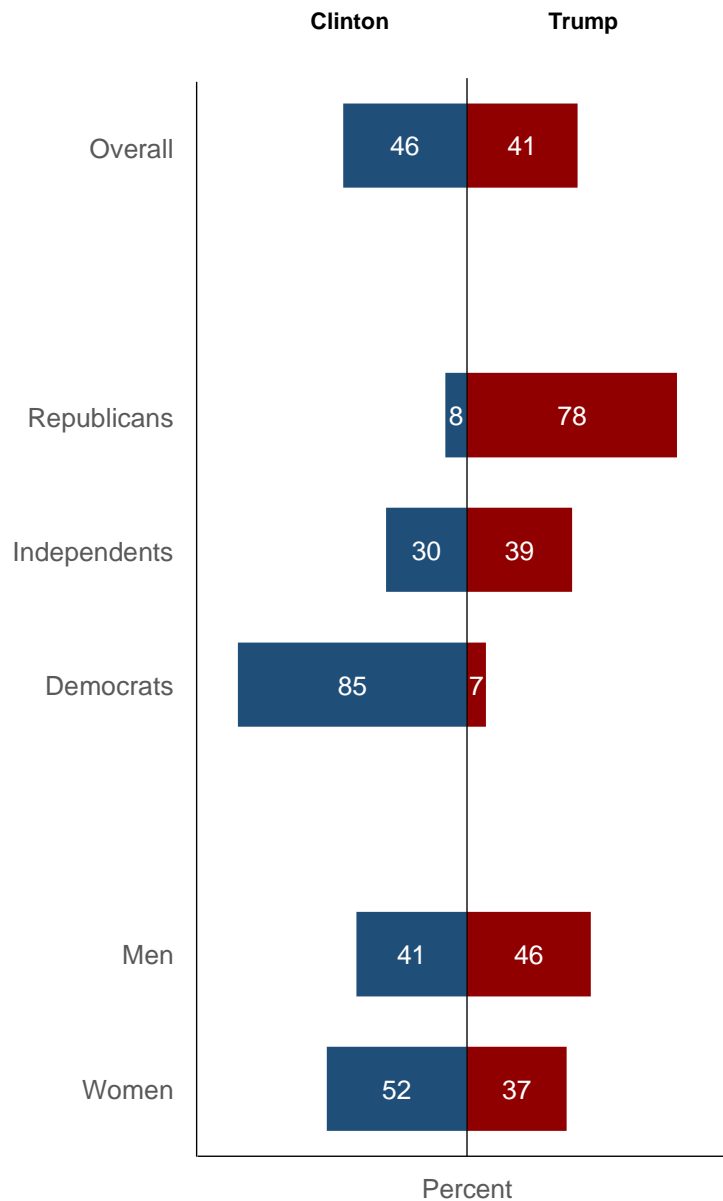
Clinton has opened a five-point lead over Trump, compared to mid-September when the gap was only 2-points. Her five-point lead represents the largest gap since our nation-wide polling began in July.

Firmness of Presidential Vote Choice:



Both candidates have solidified their base of support, and few currently planning to vote for either candidate are likely to change their mind. According to our most recent poll, only 12 percent of Clinton supporters, and 10 percent of Trump supporters, said that they *could change their mind* between now and Election Day.

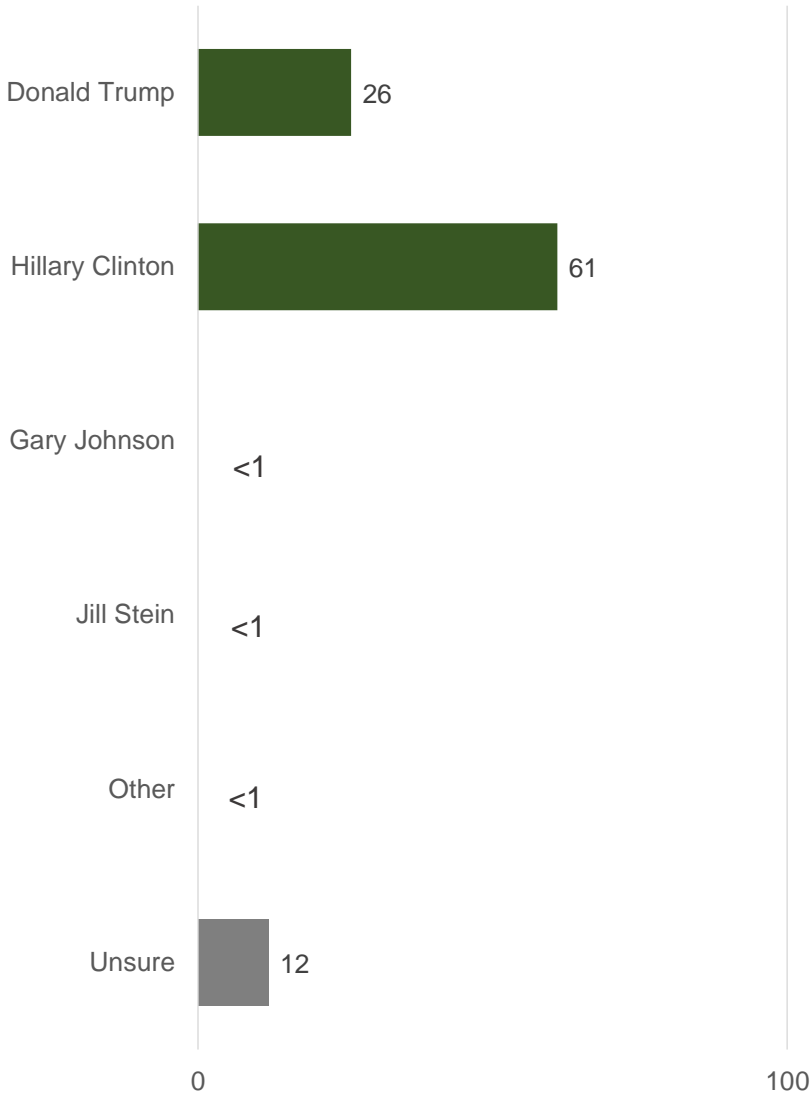
Presidential Vote Choice Compared by Selected Characteristics



As expected, presidential vote choice is strongly linked with party identification. Eighty-five percent of self-identified Democrats said that they would vote for Hillary Clinton, and 78 percent of self-identified Republicans said that they would vote for Donald Trump. While more Independents continued to say they would vote for Trump (39%) over Clinton (30%), Trump appears to have lost support among Independents since mid-September, where he lead Clinton 47 percent to 28 percent.

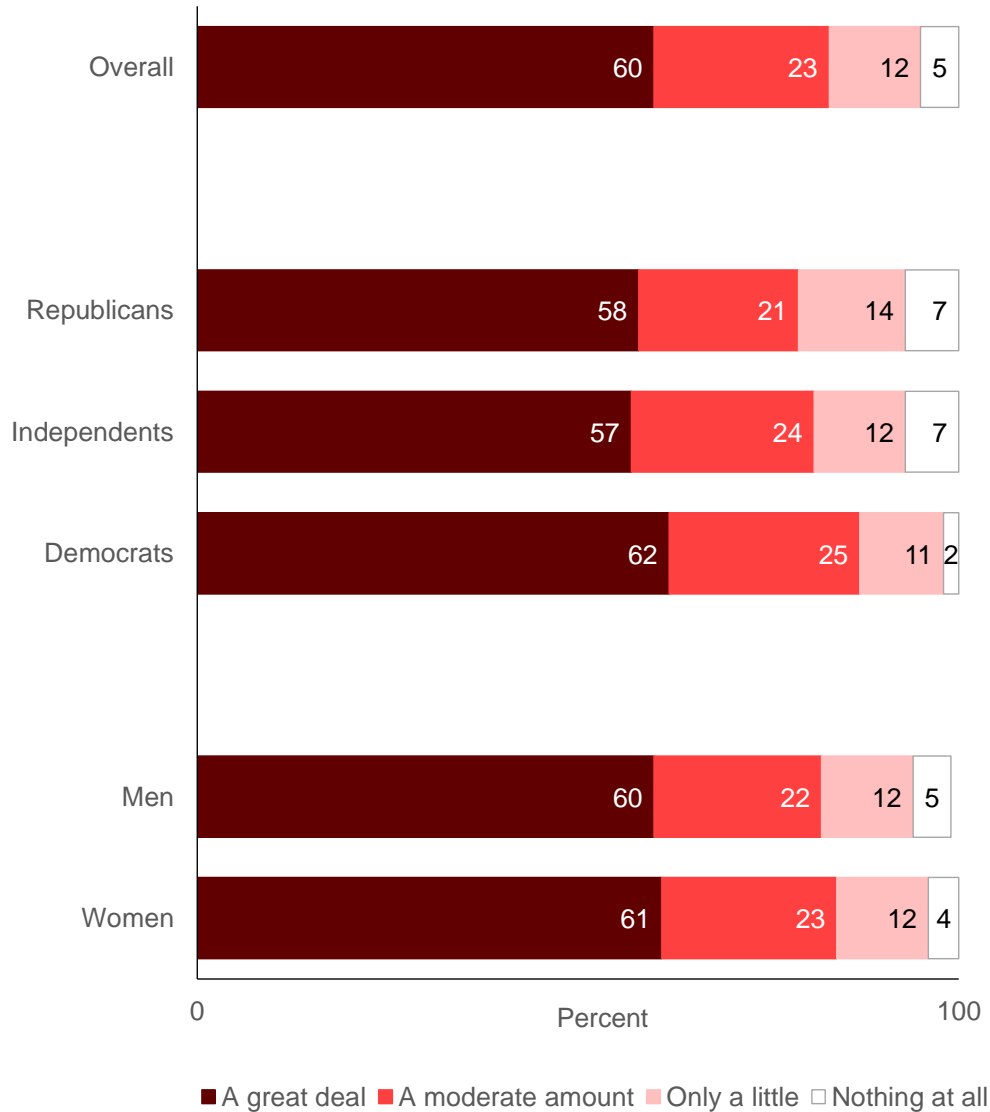
Perhaps even more significantly, Trump has seen a decline in his edge over Clinton among men. Trump now holds just a 5-point lead over Clinton among male voters (down from 11-points in mid-September), while Clinton maintains a strong 15-point lead among female voters (up from 14-points).

Regardless of who you are voting for, who do you think will end up winning the presidential election in November?



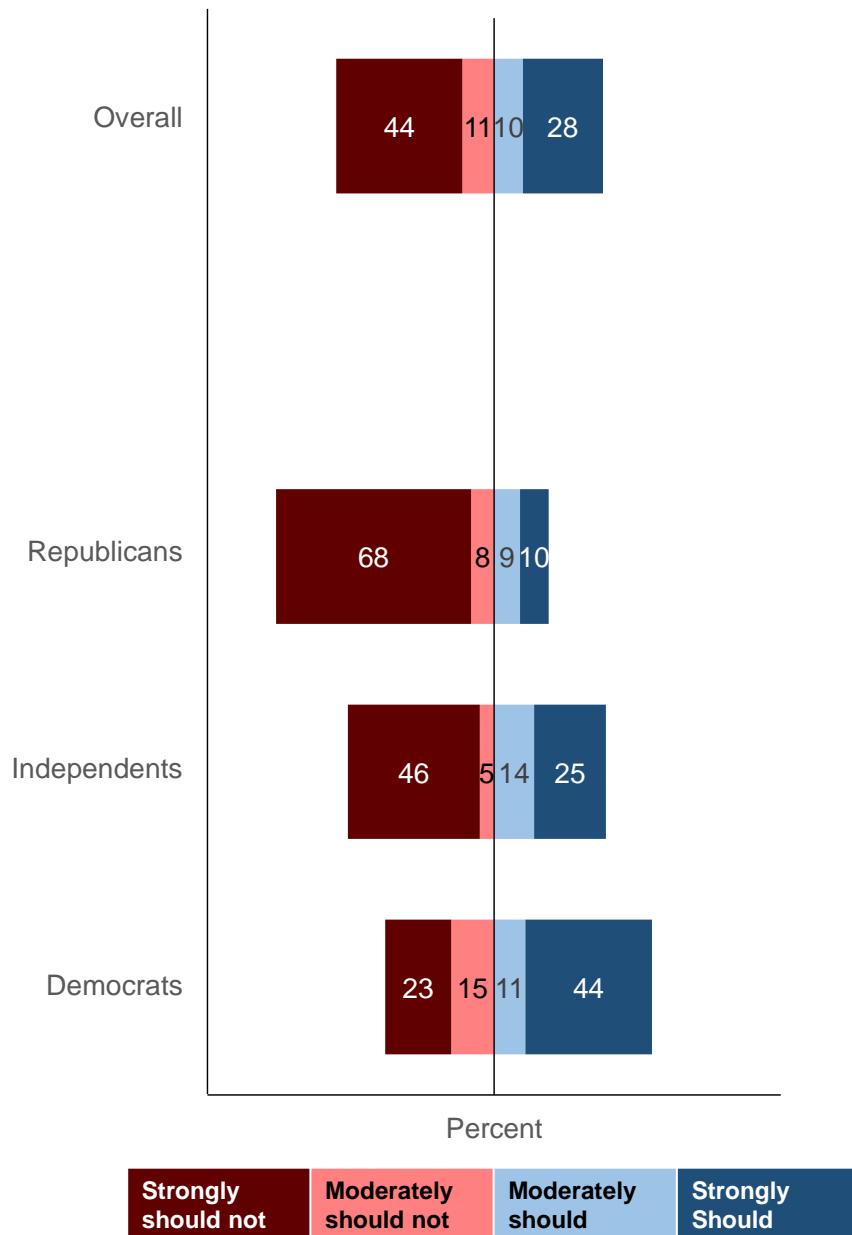
Nearly two-thirds of likely voters nationwide currently expect Hillary Clinton to win the presidential election. When asked who they think will end up winning the presidential election, regardless of their vote preference, 61 percent predicted *Hillary Clinton*, 26 percent said *Donald Trump*, and 12 percent were *unsure*.

How much have you read, seen, or heard about the release of a video tape containing lewd comments made by Donald Trump in 2005 about sex and women? Would you say...



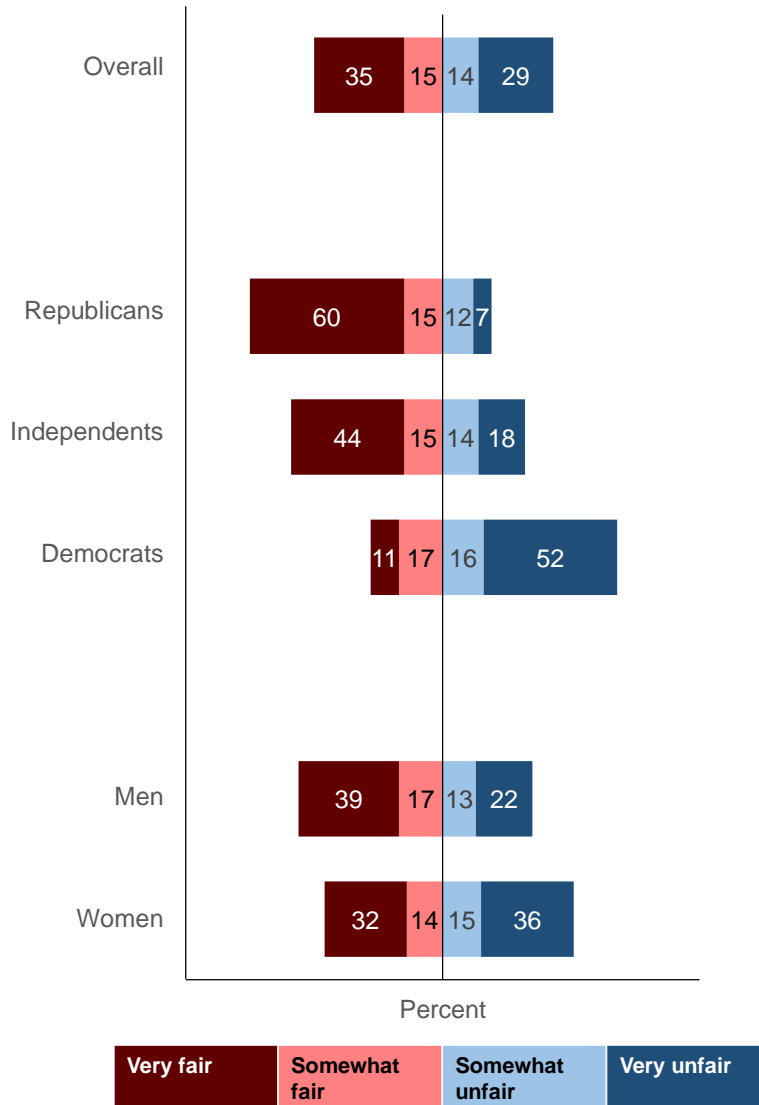
Likely voters are very aware of a 2005 tape made public on October 7th in which Donald Trump can be heard making lewd comments about sex and women. When asked how much they have read, seen, or heard about the tape, 83 percent of respondents said a *great deal* (60%) or a *moderate amount* (23%). Few respondents had heard *only a little* (12%) or *nothing at all* (5%).

Do you think that Donald Trump should or should not drop out of the race for U.S. President?



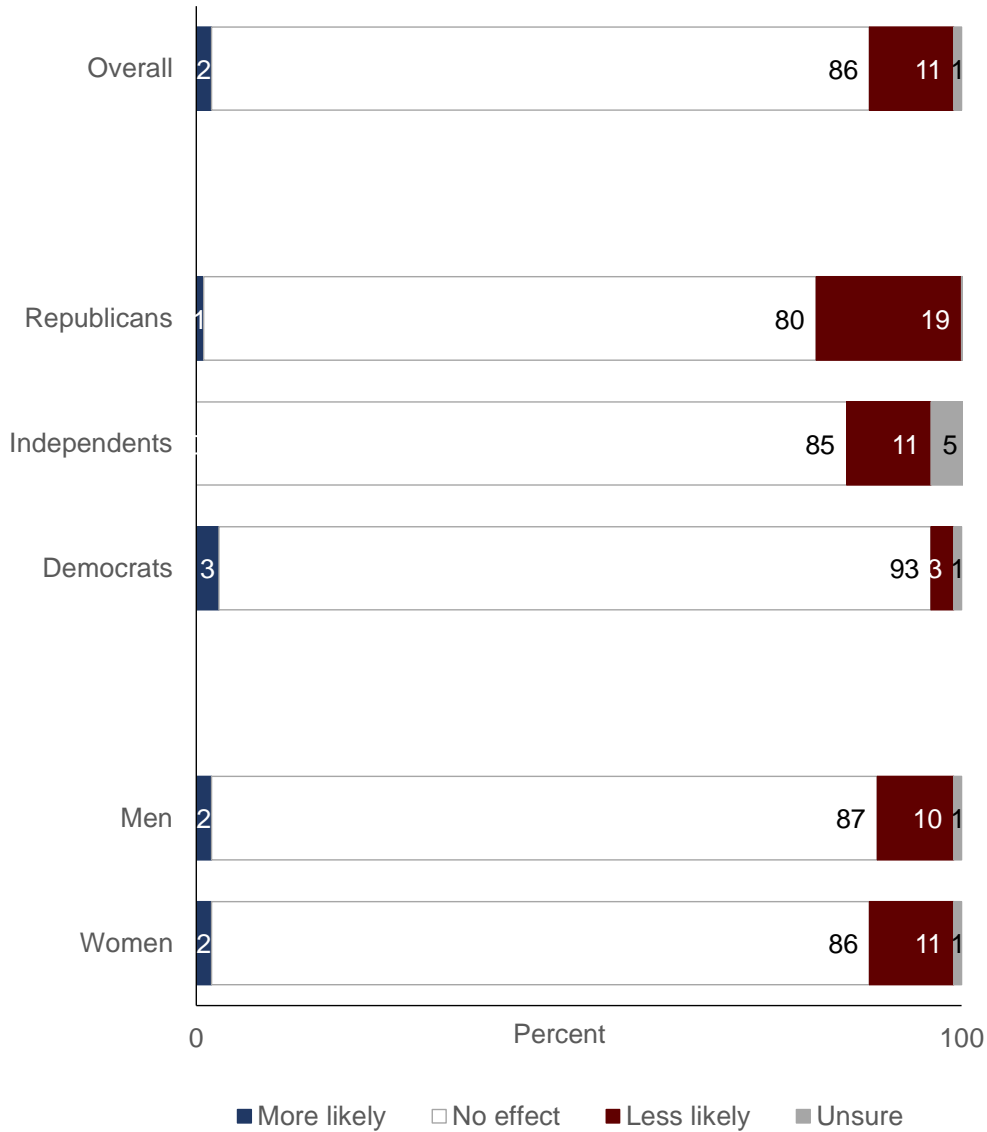
Despite initial calls by some elected officials for Donald Trump to withdraw from the presidential race, a majority of likely voters said Trump should remain in the race. Fifty-five percent of respondents said Trump *strongly should not* (44%) or *moderately should not* (11%) drop out of the race for U.S. President. Thirty-eight percent of respondents said he *should* withdraw.

Do you think that it is fair or unfair for Donald Trump to bring up the topic of Bill and Hillary Clinton's past marital problems?



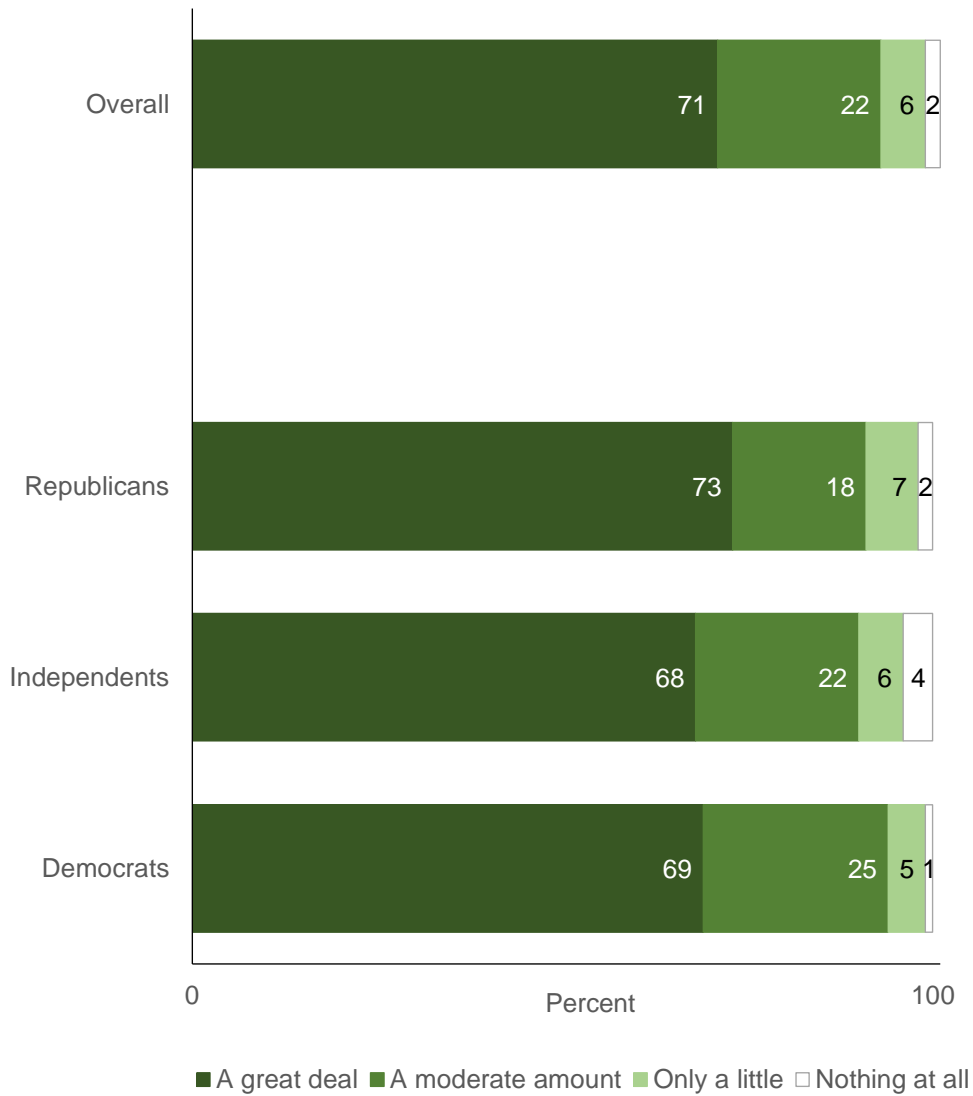
Voters were also asked if it was fair or unfair for Donald Trump to raise the topic of Bill and Hillary Clinton's past marital problems. One-half of respondents (50%) said the topic was *very fair* (35%) or *somewhat fair* (15%) to bring up, while 43 percent felt the topic was *very unfair* (29%) or *somewhat unfair* (14%). Men and women differed significantly on the question, with a majority of men saying the topic was *fair* (56%), while a majority of women said it was *unfair* (51%).

Are you more or less likely to vote for Hillary Clinton due to Bill and Hillary Clinton’s past marital problems, or does it have no effect on your vote choice?



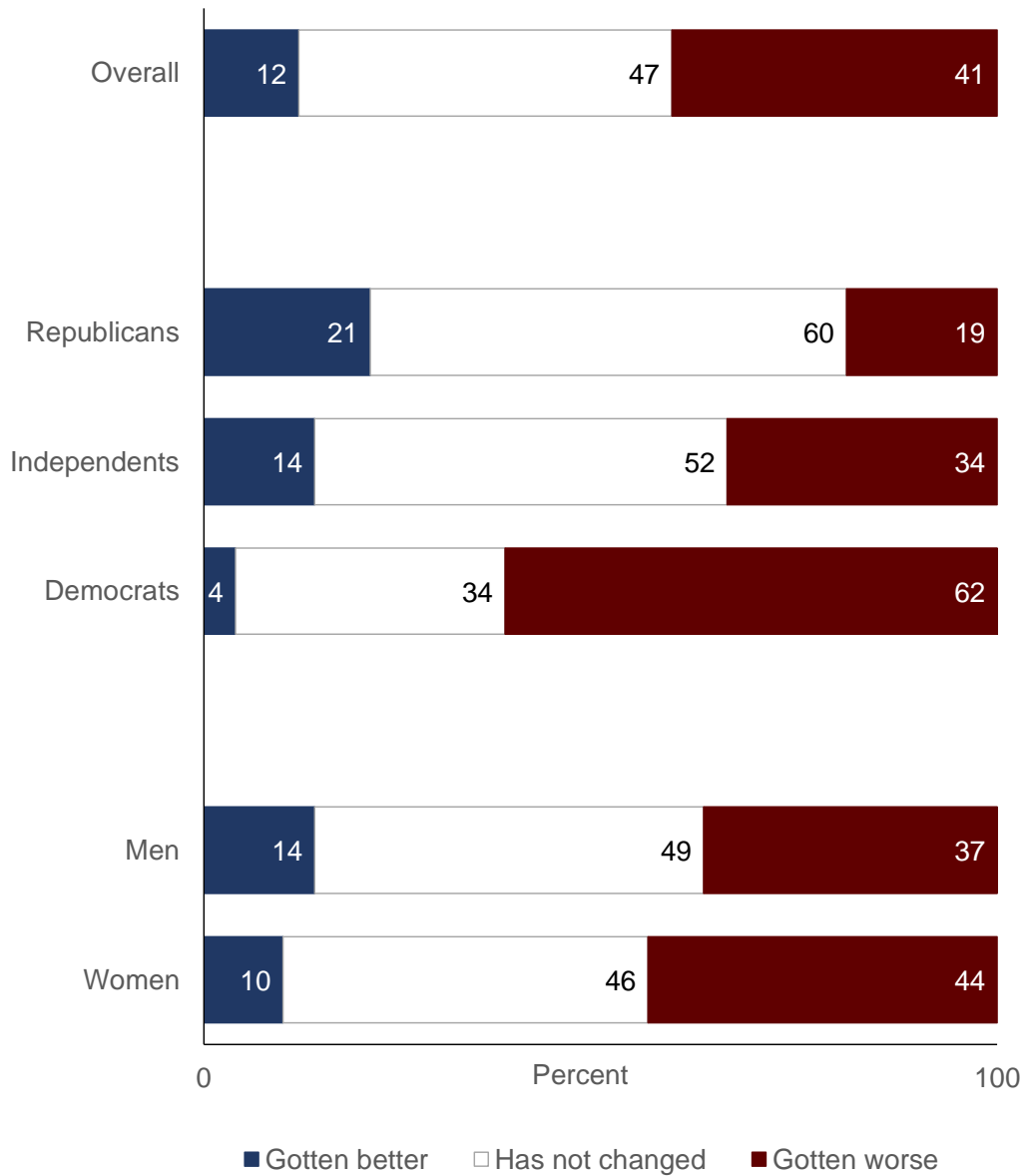
Regardless of the fairness of the issue, the topic of Bill and Hillary Clinton’s past marital problems appear to be having little effect on vote choice. Eighty-six percent of respondents said the Clinton’s past marital problems have *no effect* on their vote choice, while only two percent said it makes them *more likely* to vote for Clinton and 11 percent reported it makes them *less likely* to do so.

How much have you read, seen, or heard about the presidential debates between Hillary Clinton and Donald Trump? Would you say ...



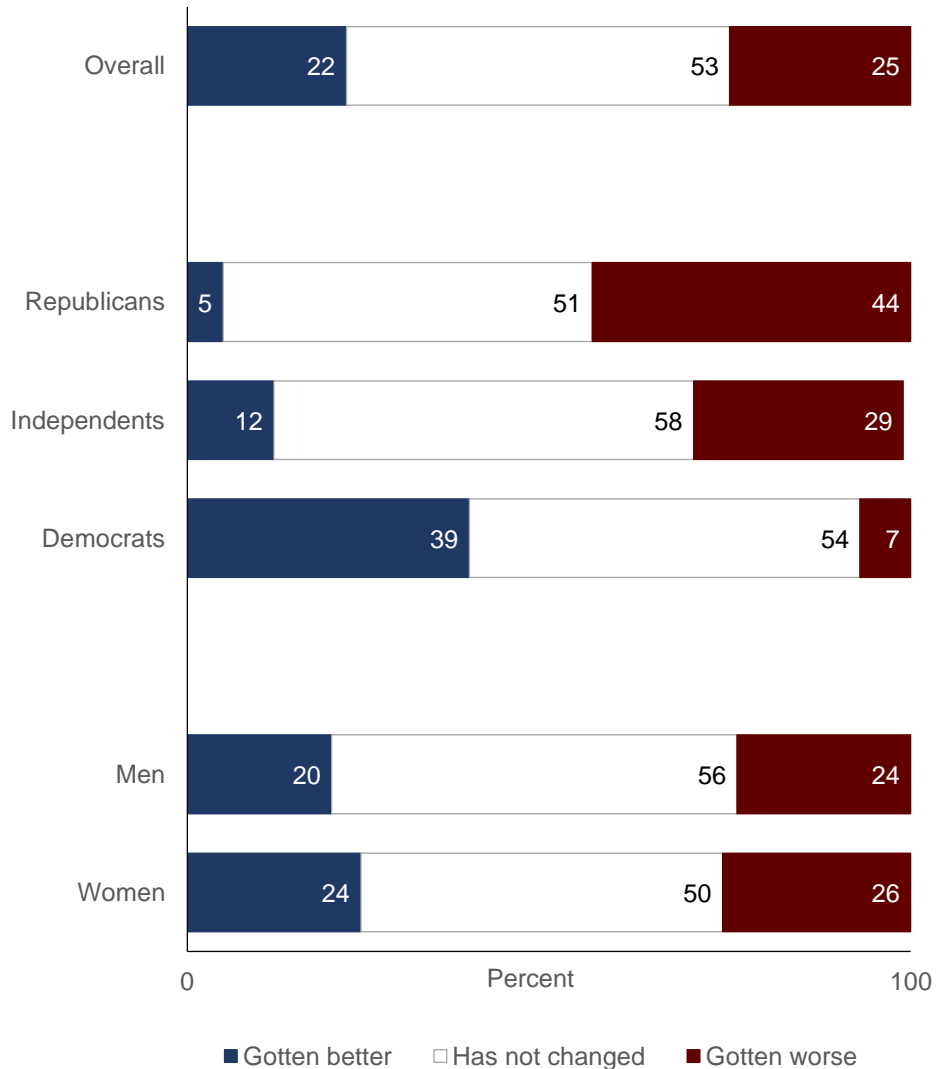
Likely voters reported broad exposure to presidential debate coverage this year. Nearly three-quarters of likely voters (71%) said they have read, seen, or heard *a great deal* about the presidential debates between Hillary Clinton and Donald Trump. This number remains high among Republicans (73%), Democrats (69%) and Independents (68%).

Since the presidential debates began, would you say your opinion of Donald Trump has gotten better, worse, or has it not changed?



However, this strong awareness of press coverage coming out of the debates may be having a negative effect on Donald Trump. Forty-one percent of likely voters said their opinions of Donald Trump have *gotten worse* since the debates began, 47 percent said their opinion *has not changed* and only 12 percent said it has *gotten better*.

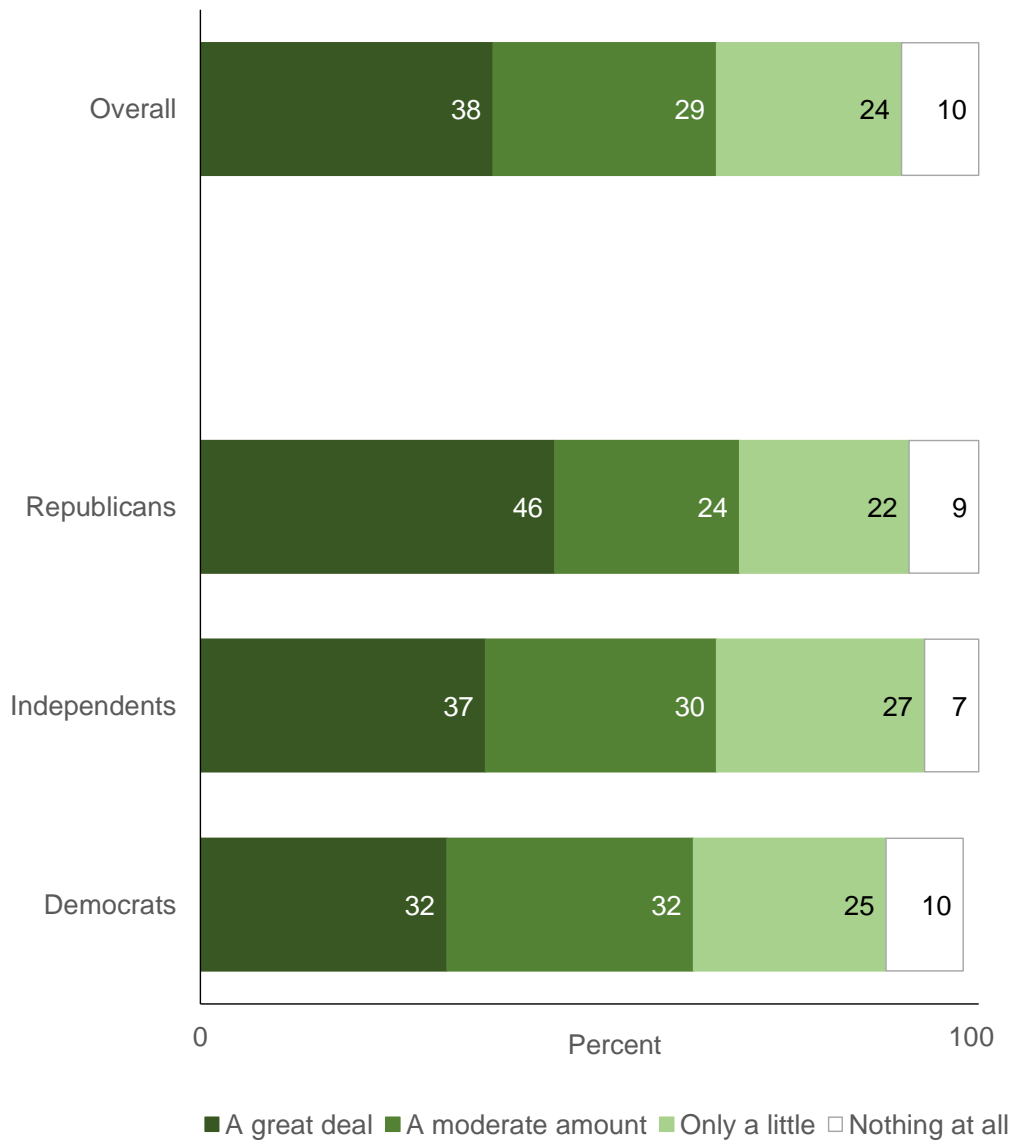
Since the presidential debates began, would you say your opinion of Hillary Clinton has gotten better, worse, or has it not changed?



The presidential debates seem to have had a lesser effect on voters' opinion of Hillary Clinton. Less than one-quarter of likely voters (22%) said their opinion of Clinton has *gotten better* since the debates began, 25 percent said their opinion has *gotten worse*, and 53 percent reported that their opinion *has not changed*.

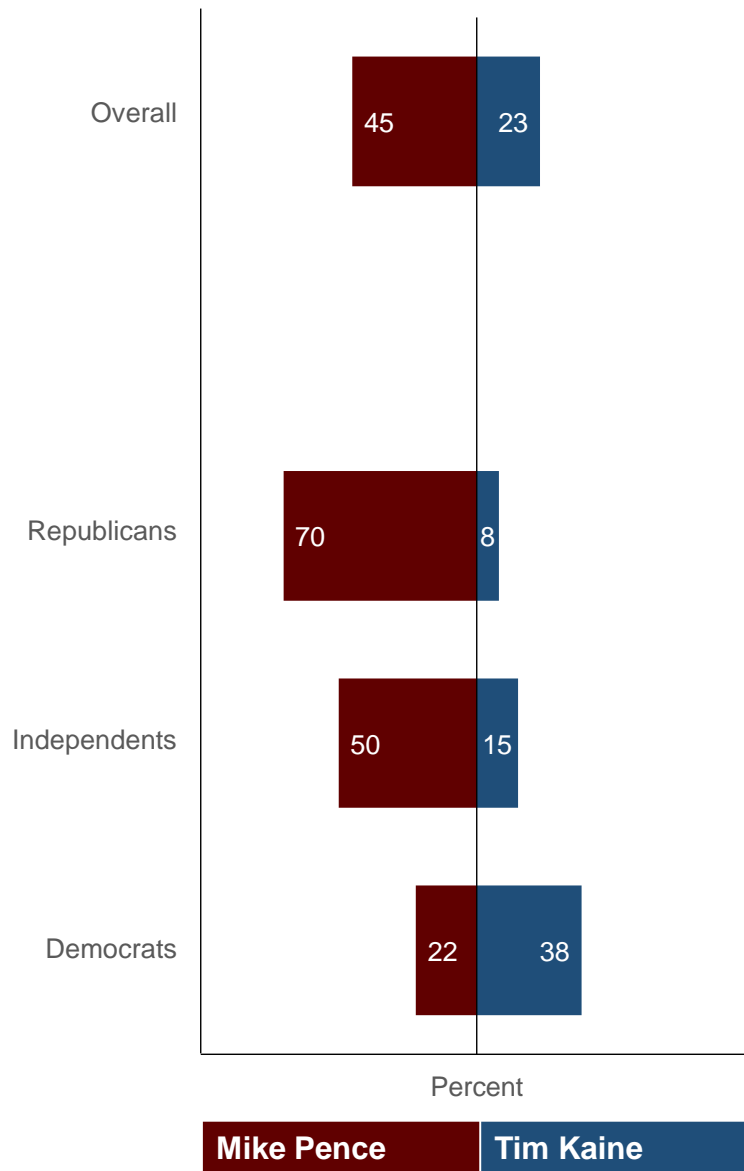
A potentially significant finding when comparing the effect the debates have had on opinions of Clinton and Trump can be seen when examining partisan opinions between the two. Clinton appears to have scored better among Democrats than Trump has among Republicans, as 39 percent of Democrats reported their opinion of Clinton has *gotten better* since the debates began. In contrast, only 21 percent of Republicans said their opinion of Trump has *gotten better*, while nearly as many reported their opinion has *gotten worse* (19%).

How much have you read, seen, or heard about the vice-presidential debate between Tim Kaine and Mike Pence? Would you say...



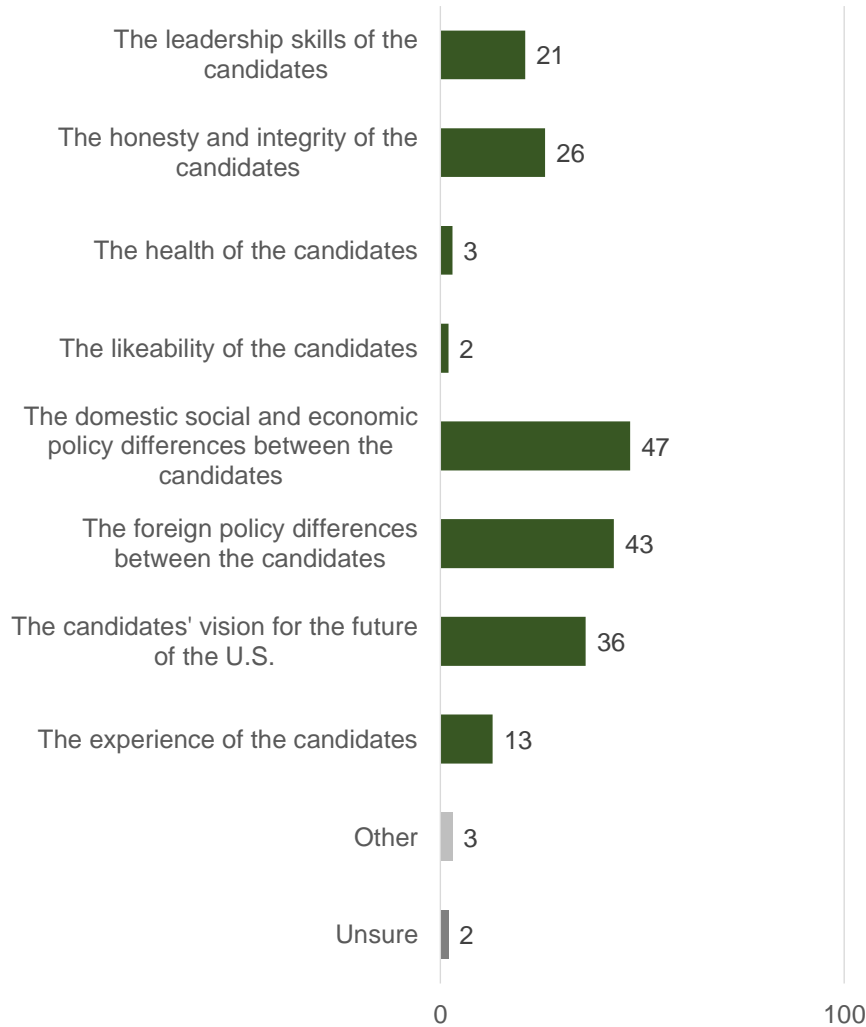
Perhaps as expected, voters reported less exposure to the vice-presidential debate compared to the presidential debates. When asked how much they have read, seen, or heard about the vice-presidential debate between Tim Kaine and Mike Pence, thirty-eight percent of likely voters said a *great deal*, while others reported a *moderate amount* (29%), *only a little* (24%) or *nothing at all* (10%). Republicans (46%) were more likely to report hearing a *great deal* about the vice-presidential debate compared to Democrats (32%) or Independents (37%).

Based on what you have read, seen, or heard, who do you think won the recent vice-presidential debate?



Based on what respondents had read, seen, or heard about the vice-presidential debate, a plurality (45%) thought *Mike Pence* was the winner of the vice-presidential debate, 23 percent thought *Tim Kaine* won, and 20 percent were *unsure*. Lesser percentages volunteered that they thought the debate was a *tie* (5%) or that *neither* won (7%). Republicans (70%) and Independents (50%) were more likely to identify Pence as the winner compared to 38 percent of Democrats who thought Kaine won the debate.

Now I'm going to read to you a list of topics. When I'm done, I'd like you to identify the two most important topics you are interested in learning about during the presidential debates.



Voters were asked to identify the two most important topics they are interested in learning about in the upcoming presidential debates. Voters were most likely to cite *the domestic, social and economic policy differences between the candidates* (47%) and *the foreign policy differences between the candidates* (43%). The topic voters most want to hear about in the debates remained essentially unchanged since prior to the first debate in mid-September.

Methodology

The results outlined in this report are based on a survey conducted by RKM Research on behalf of Franklin Pierce University and the Boston Herald. All interviews were conducted by paid, trained and professionally supervised interviewers.

The survey is based on a probabilistic sample of 1,011 likely voters in the United States. Interviews were conducted by landline and cellular telephone, October 9 – 13, 2016. The sampling margin of error is +/- 3.1 percent.

The data are weighted to adjust for probability of selection, respondent gender, respondent age and region of the US. The four regions of the country as reported in this poll are:

East: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Maryland, Delaware, West Virginia and District of Columbia.

Mid-West: Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska and Kansas.

South: Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma and Texas

West: Montana, Arizona, Colorado, Idaho, Wyoming, Utah, Nevada, New Mexico, California, Oregon, Alaska, Hawaii and Washington.

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.

Any figures shown in the graphics that do not add up to precisely 100 percent are the result of rounding error.

More information available at www.rkm-research.com (603.433.3982).

