



February 6, 2016

Hillary Clinton Closes the Large Lead in the New Hampshire Democratic Presidential Primary Sanders has Held Since October

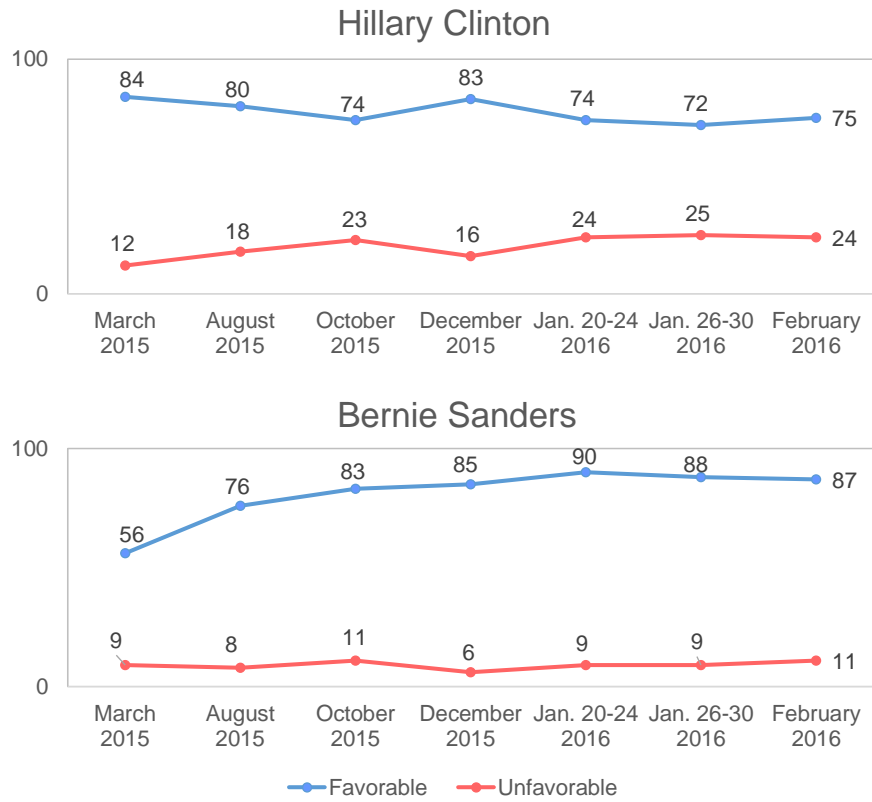
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Portsmouth, NH. – Former Secretary of State Hillary Clinton’s favorability with Democratic primary voters in New Hampshire inched up 3-points in the most recent poll to 75%, while Vermont Senator Bernie Sanders’ popularity remains high. Both Democratic candidates maintain high favorability ratings.

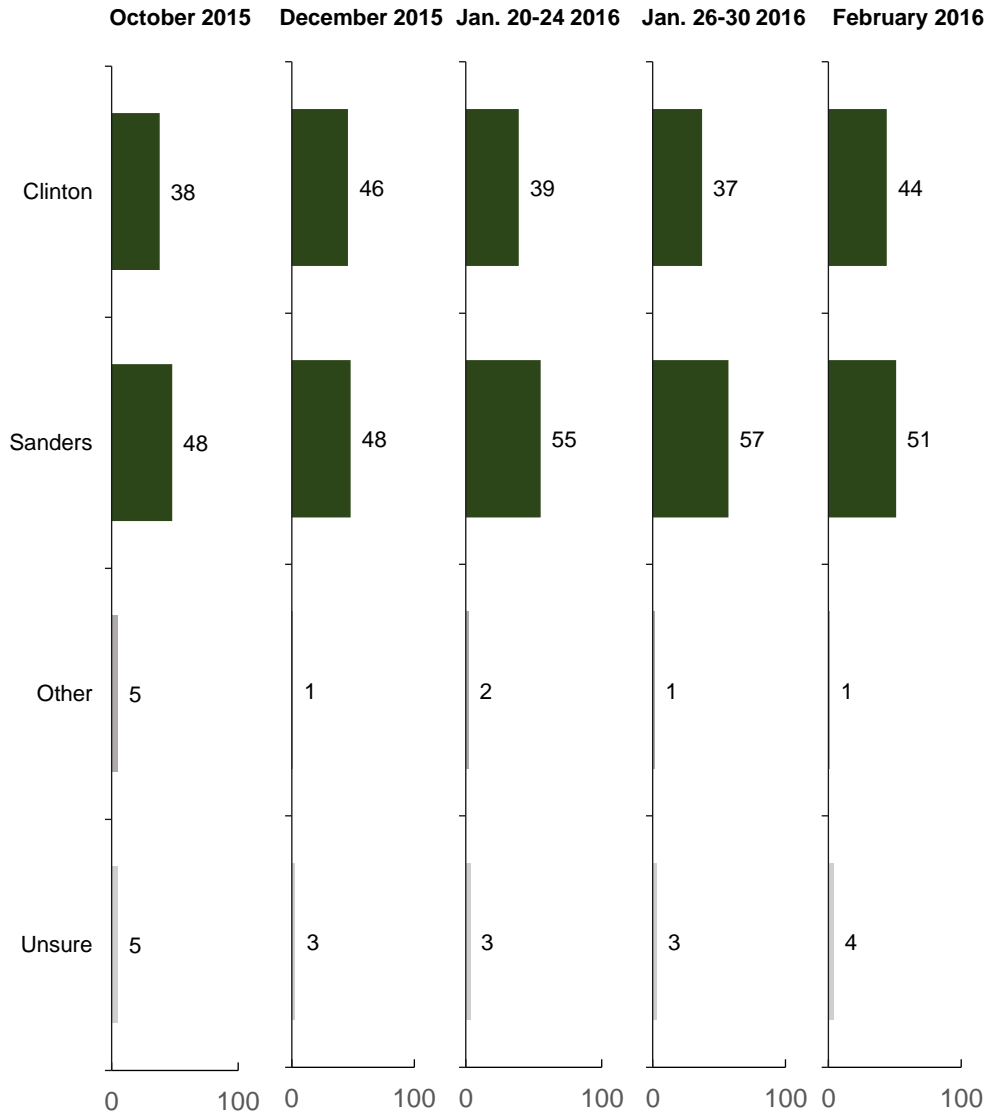
These results are based on a recent Franklin Pierce University / Boston Herald Poll conducted by RKM Research and Communications, February 2-6, 2016. The survey is based on responses from 407 randomly selected likely Democratic presidential primary voters. Interviews were conducted by landline and cellular telephone. The sampling margin of error is +/- 4.9 percent.

The most striking result of the latest poll is that Clinton has begun to shrink the large lead Sanders has held for several weeks. A week ago, Sanders had a 20-point lead over Clinton. Today, that lead has shrunk to 7 points, with Clinton polling at 44 percent (up from 37 percent) and Sanders polling at 51 percent (down from 57 percent). These results strongly suggest that the race for the Democratic presidential primary in New Hampshire could be tightening.

Favorability Ratings: Potential Democratic Presidential Candidates

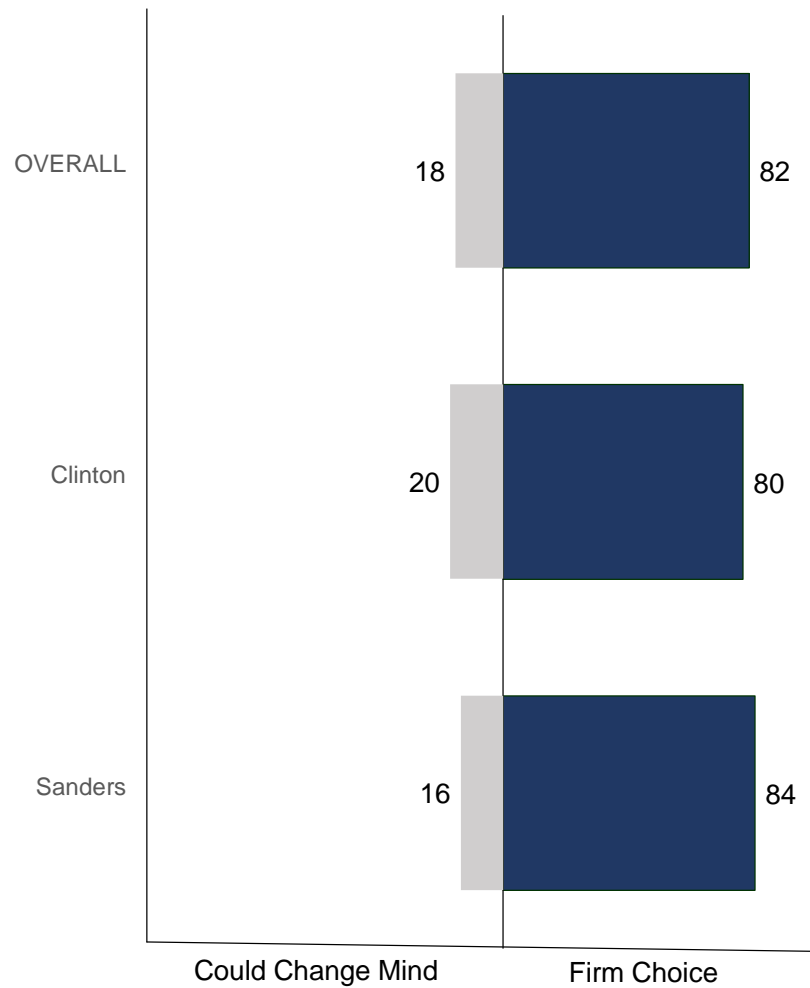


Democratic Presidential Primary Vote Choice



Voters were asked who they would vote for if the Democratic presidential primary were held today. Hillary Clinton closed the gap back in December, making the race a statistical dead heat. But Sanders opened a wide lead in the past couple of polls. The most recent poll has Sanders leading by only 7 points, suggesting a tightening in the race.

Firmness of Democratic Presidential Primary Vote Choice



Voters were asked if they have made a firm choice in the race, or whether they could change their mind between now and the time of the election. As expected, the race appears to be firming up. Today, 82 percent of Democratic primary voters report that they have made a firm choice, while 18 percent report that they could still change their mind.

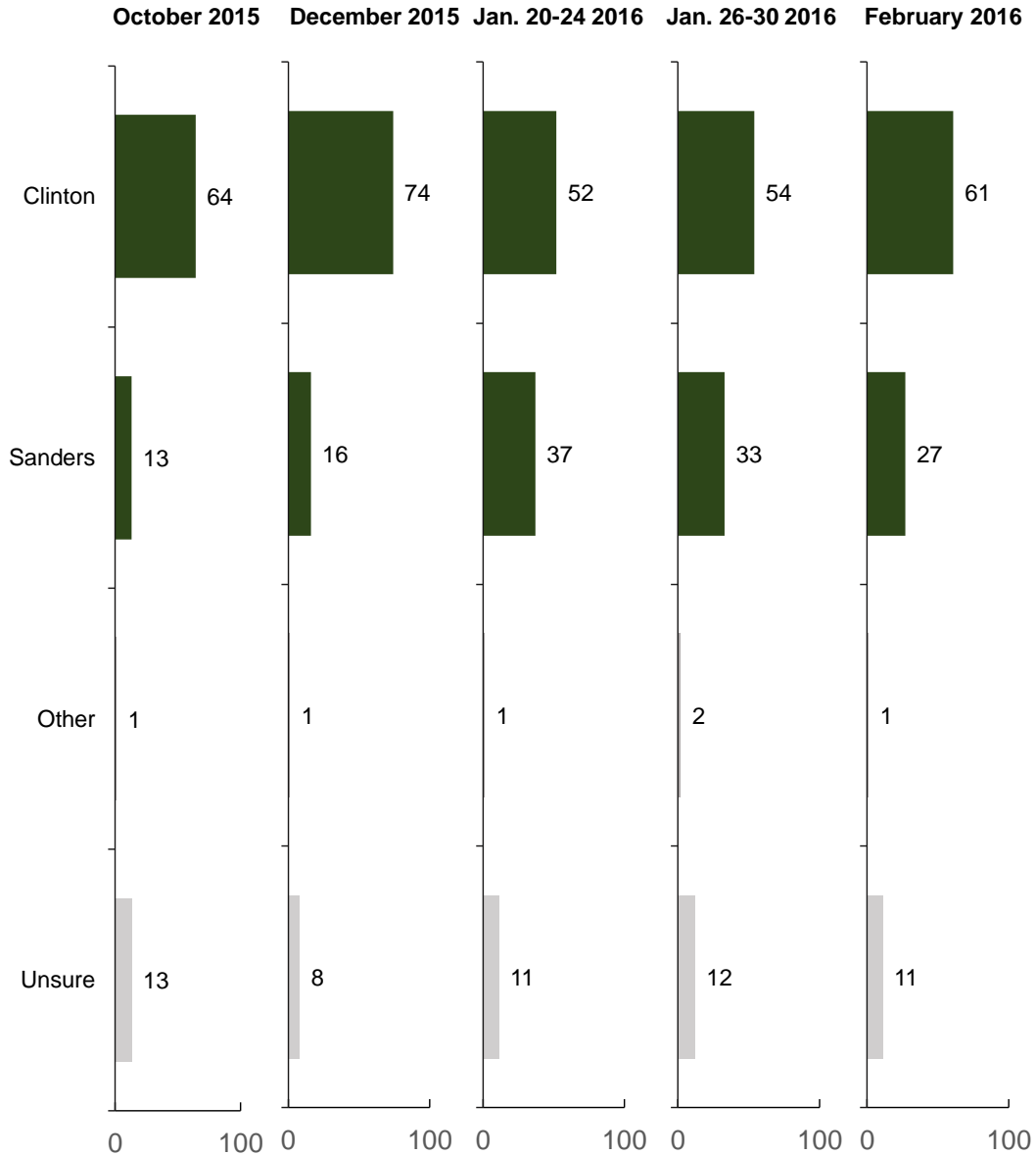
It is interesting to look at how the race is firming up between Clinton and Sanders. In August, 40 percent of Clinton's voters said that they had make a *firm choice* to vote for her. That number was 62 percent in October and 59 percent in December, before climbing to 80 percent today. Sanders' support also appears to be firming up. In the most recent poll, 84 percent of Sanders' supporters reported that they have made a "firm choice." While the race could certainly tighten up, the results generally suggest that the likelihood of a large swing in either direction in the next few days seems somewhat unlikely.

Reason for supporting Democratic presidential vote choice?

	Overall	Clinton (n=181)	Sanders (n=207)
Best chance of getting elected	8%	16%	2%
Supports issues important to you	34	20	46
Has experience and proven record	25	48	6
Stands firm on issues and values	13	5	20
Has new ideas / would lead in a new direction	10	2	18
Can work with Democrats and Republicans	7	9	6
Unsure	3	0	2

When asked why they are supporting the candidate they plan to vote for, there are some striking differences between Clinton and Sanders. Nearly one-half of Clinton supporters (48%) cite her experience and proven record. Sanders only gets 6 percent in this category. His support, on the other hand, comes from the perception that he supports issues that are important to voters (46%).

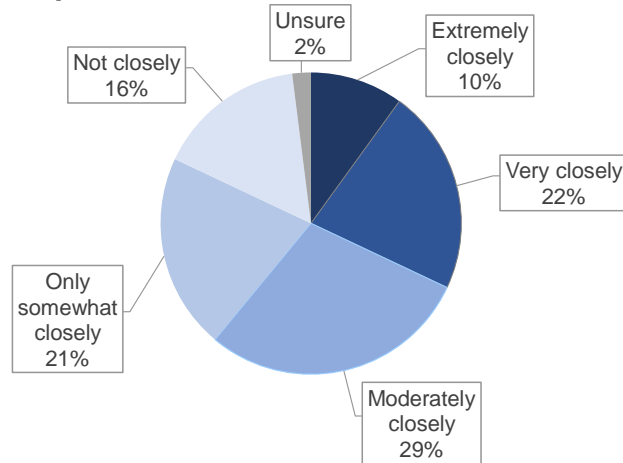
Candidate Most Likely to Win the Presidential Nomination of the Democratic Party



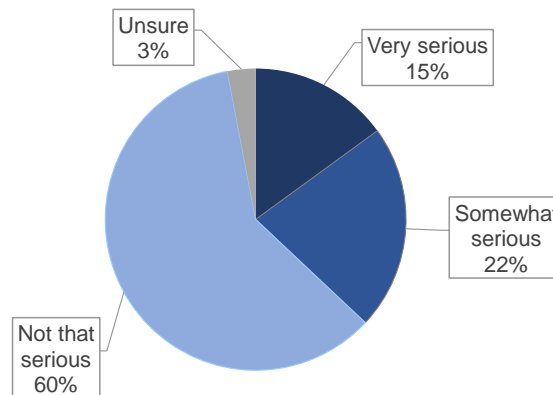
One of the most striking findings in the most recent poll is the perception that Hillary Clinton will eventually win the nomination of the Democratic Party. Sanders had been closing that gap somewhat in the last few polls, but Clinton made significant gains in the most recent poll. Today, 61 percent of Democratic primary voters believe she will win the nomination, compared to only 27 percent for Sanders. This shift may help explain why she has gained ground in the head-to-head match-up. After some recent excitement over Sander's candidacy, and a strong showing in the Iowa Caucus, Democratic primary voters may have begun to shift back into the Clinton camp thinking her nomination is much more likely than a Sanders upset of the longtime presumptive Democratic nominee.

Clinton's e-mail problems:

How closely have you followed news reports that the private e-mail address Hillary Clinton used while she was Secretary of State contained 22 e-mails classified as "Top Secret"?



Do you think Hillary Clinton's use of a private e-mail address while she was Secretary of State is a very serious problem, somewhat serious or not that serious?



When asked about the more recent allegations that there were "top secret" e-mails on Clinton's private e-mail account, most Democratic primary voters remain unconcerned about the issue. When asked about her use of a private e-mail account when she was acting Secretary of State, 67 percent of Democratic primary voters said that it was not that serious of an issue in March, 2015. With the revelation that there could have been "top secret" e-mails on her private e-mail account, 60 percent of Democratic primary voters in our most recent poll said that it was not that serious of an issue.

Most Important Issues in NH Presidential Primary

	1/20-1/24		1/26-1/30		2/2-2/6	
	D	R	D	R	D	R
The economy / jobs	35%/10%	46%/20%	43%/17%	48%/13%	37% 15%	51% 16%
The budget deficit	7%	24%	6%	29%	8%	23%
Tax reform	12%	16%	13%	17%	11%	18%
Healthcare	39%	16%	39%	15%	40%	13%
Income inequality	37%	4%	35%	3%	32%	4%
Education	33%	8%	29%	9%	30%	8%
Immigration	7%	31%	9%	35%	10%	37%
Terrorism / defense	14%/8%	36%/36%	15%/12%	35%/34%	14% 8%	34% 40%
Environment	26%	3%	20%	3%	28%	2%
Gun control	18%	16%	17%	18%	22%	11%
Abortion	6%	5%	7%	8%	5%	7%
Gay marriage	4%	1%	1%	1%	3%	1%
Crime	3%	3%	2%	2%	2%	1%
Race relations	7%	3%	7%	2%	5%	1%
Foreign policy	18%	20%	14%	17%	15%	18%

When asked to identify the most important issues in the presidential primary, Democratic primary voters are most concerned about the economy and jobs (52%), healthcare (40%), income inequality (32%) and education (30%).

Methodology

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

The survey is based on a probabilistic sample of 407 likely Democratic presidential primary voters in New Hampshire. Interviews were conducted by landline and cellular telephone, February 2-6, 2016. The sampling margin of error is +/- 4.9 percent.

The data are weighted to adjust for probability of selection, respondent sex and respondent age. 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.

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