



January 30, 2016

## **Bernie Sanders maintains a wide Lead over Hillary Clinton in the Democratic Presidential Race in New Hampshire**

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Portsmouth, NH. – Former Secretary of State Hillary Clinton’s popularity with Democratic primary voters in New Hampshire dropped in the most recent two polls, while Vermont Senator Bernie Sanders’ popularity spiked in the past few weeks. This shift has allowed Sanders (57%) to open a 20-point lead over Clinton (37%) in the race for the Democratic primary.

These results are based on a recent Franklin Pierce University / Boston Herald Poll conducted by RKM Research and Communications, January 26 - 30, 2016. The survey is based on responses from 409 randomly selected likely Democratic presidential primary voters. Interviews were conducted by landline and cellular telephone. The sampling margin of error is +/- 4.9 percent.

### **Favorability Ratings**

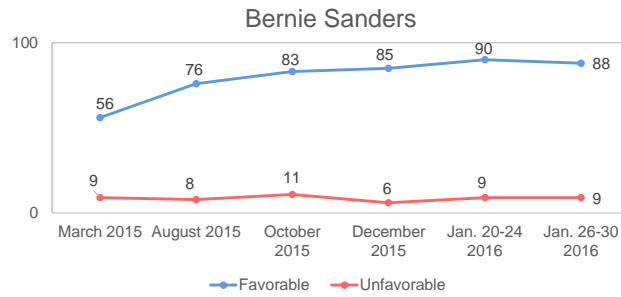
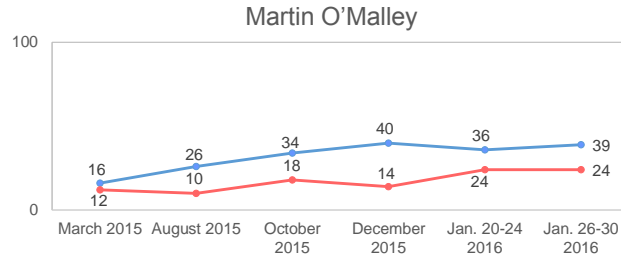
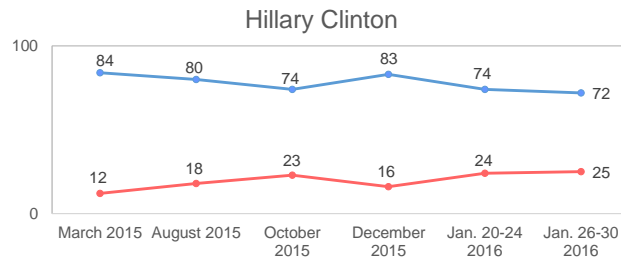
Hillary Clinton’s high favorability rating dropped in the most recent poll, falling from 83 percent in December to 74 percent a week ago and 72 percent today.

Bernie Sanders’ favorability rating, on the other hand, continues to climb. It was at 56 percent in March, 76 percent in August, 83 percent in October, 85 percent in December and 90 percent a week ago. Sanders registered a favorable rating of 88 percent in the most recent poll. Only nine percent of likely Democratic primary voters have an unfavorable view toward Sanders.

Former Maryland Governor Martin O’Malley’s favorability rating is stable at 39 percent, and his unfavorable rating remains elevated at 24 percent.

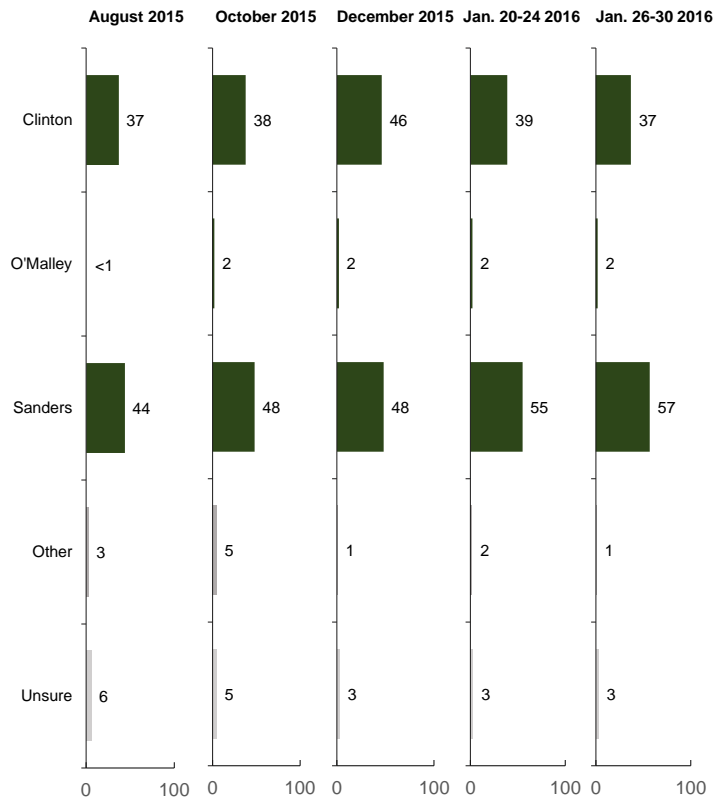
## Favorability Ratings: Potential Democratic Presidential Candidates

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## Democratic Presidential Primary Vote Choice

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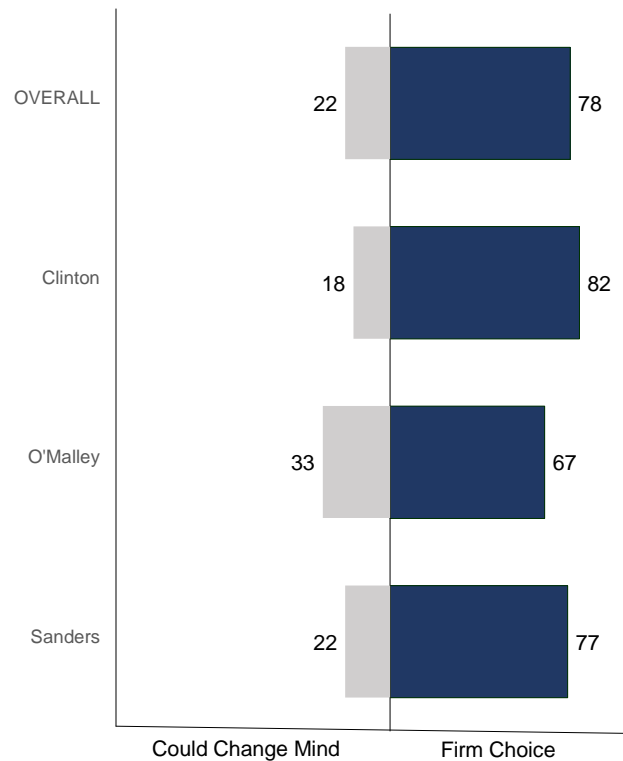


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Voters were asked who they would vote for if the Democratic presidential primary were held today. Hillary Clinton closed the gap in December, making the race a statistical dead heat, but Sanders re-captured the lead among Democratic primary voters and now leads Clinton 57 to 37 percent.

## Firmness of Democratic Presidential Primary Vote Choice

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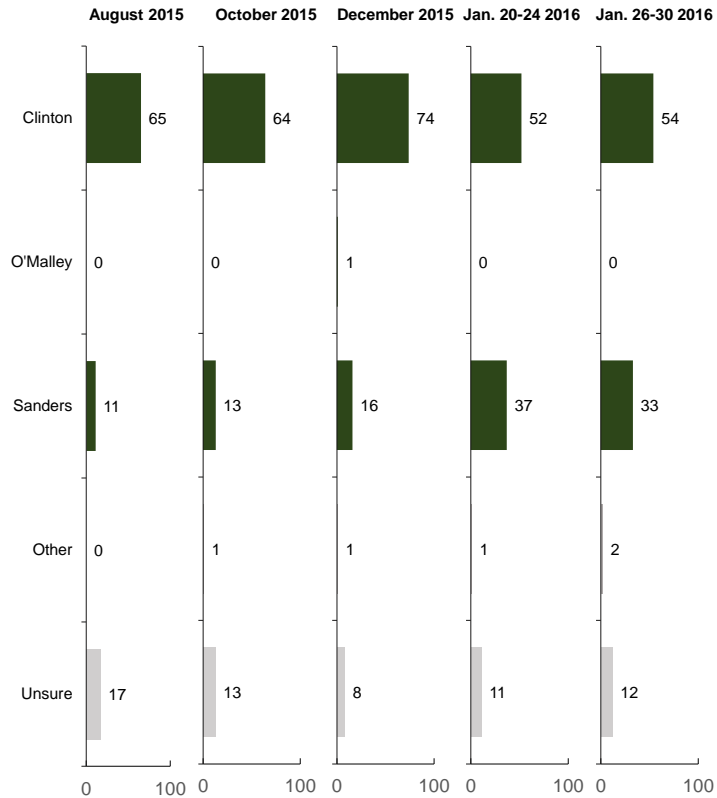
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Voters were asked if they have made a firm choice in the race, or whether they could change their mind between now and the time of the election. As expected, the race is beginning to firm up. Today, 78 percent of Democratic primary voters report that they have made a firm choice, while 22 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 made a *firm choice* to vote for her. That number was 62 percent in October and 59 percent in December, before climbing to 82 percent today. Sanders' support also appears to be firming up. In the most recent poll, 77 percent of Sanders' supporters reported that they have made a "firm choice." Of course, there is still plenty of time before the primary, and the results of the Iowa Caucus could have a dramatic effect on these numbers.

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

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One of the most striking findings in the most recent poll is the continued perception that Hillary Clinton is the presumptive nominee of the Democratic Party. Clinton has long held a significant lead over Sanders when voters are asked who they think will win the nomination. But Sanders has started to chip away at Clinton's wide lead in this category. Today, 54 percent of Democratic primary voters think Hillary Clinton will ultimately win the nomination, down sharply from 74 percent in December. Today, 33 percent of Democratic primary voters think Sanders will win the nomination. Despite the fact that his lead over Clinton continues to grow in New Hampshire, the perception that Clinton will win the nomination remains solid.

## Reason for Supporting Democratic Candidate

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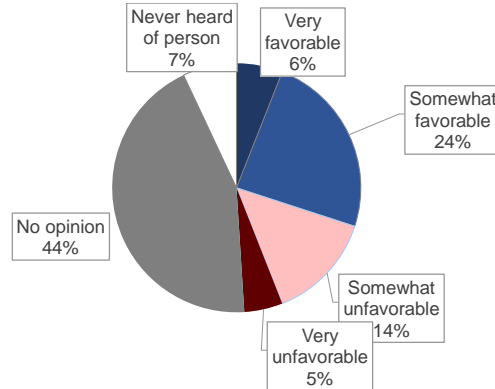
	Overall	Clinton (n=151)	Sanders (n=232)
Best chance of getting elected	6%	15%	1%
Supports issues important to you	31	24	36
Has experience and proven record	21	41	7
Stands firm on issues and values	16	8	23
Has new ideas / would lead in a new direction	17	6	24
Can work with Democrats and Republicans	6	6	5
Unsure	2	1	4

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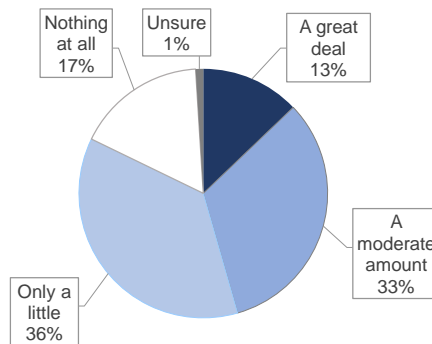
## Michael Bloomberg Candidacy

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**Do you have a favorable or unfavorable view toward former New York Mayor, Michael Bloomberg?**



**How much have you heard about the possibility of former New York Mayor Michael Bloomberg running for president as an independent candidate?**



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Democratic primary voters were asked if they have a favorable or unfavorable view toward former New York Mayor Michael Bloomberg. He has a favorable rating of 30 percent among Democratic primary voters.

Voters were also asked how much they have heard about his possibility of running for president as an independent, and how likely it is that they would consider voting for him. Awareness that he is considering running as an independent, remains low, and nearly one-half of Democratic primary voters (46%) reported that they would not consider voting for him.

## **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 409 likely Democratic presidential primary voters in New Hampshire. Interviews were conducted by landline and cellular telephone, January 26-30, 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](http://www.rkm-research.com) (603.433.3982).