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## **Hillary Clinton Holds Significant Lead in Democratic Presidential Race in New Hampshire**

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Portsmouth, NH. – Democratic voters in New Hampshire are largely unfazed by allegations of possible wrongdoing associated with Hillary Clinton's use of a private e-mail address while serving as Secretary of State.

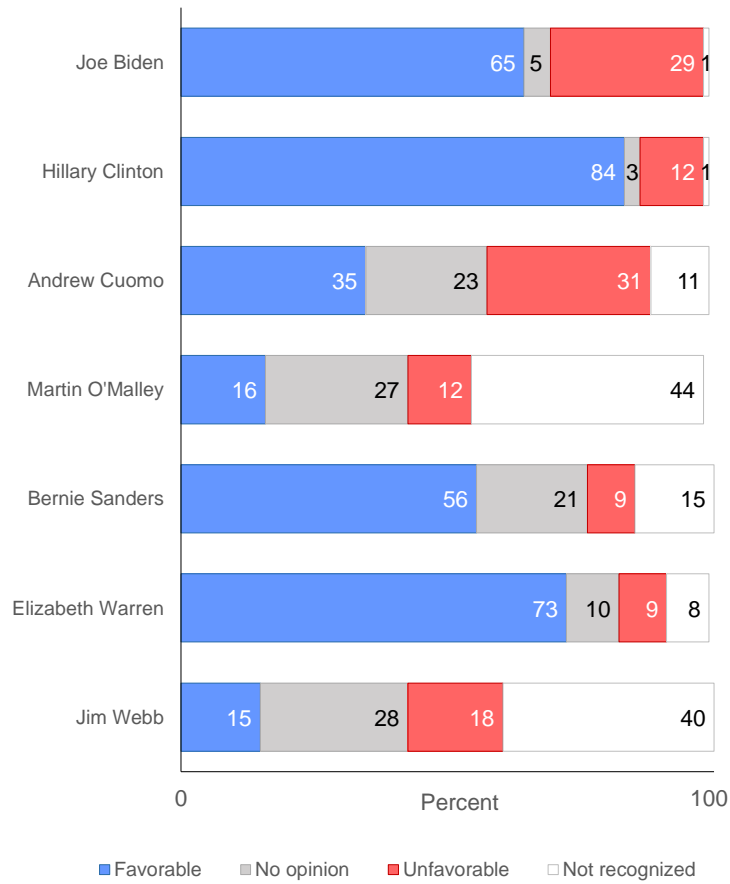
These results are based on a recent Franklin Pierce University / Boston Herald Poll conducted by RKM Research and Communications, March 22-25, 2015. The survey is based on responses from 417 randomly selected likely Democratic presidential primary voters. Interviews were conducted by landline and cellular telephone. The sampling margin of error is +/- 4.7 percent.

### **Favorability Ratings**

Former Secretary of State Hillary Clinton has a very high favorable rating of 84 percent, followed closely by Massachusetts Senator Elizabeth Warren (73%) and Vice President Joe Biden (65%). Vermont Senator Bernie Sanders also enjoys a relatively high favorability rating (55%).

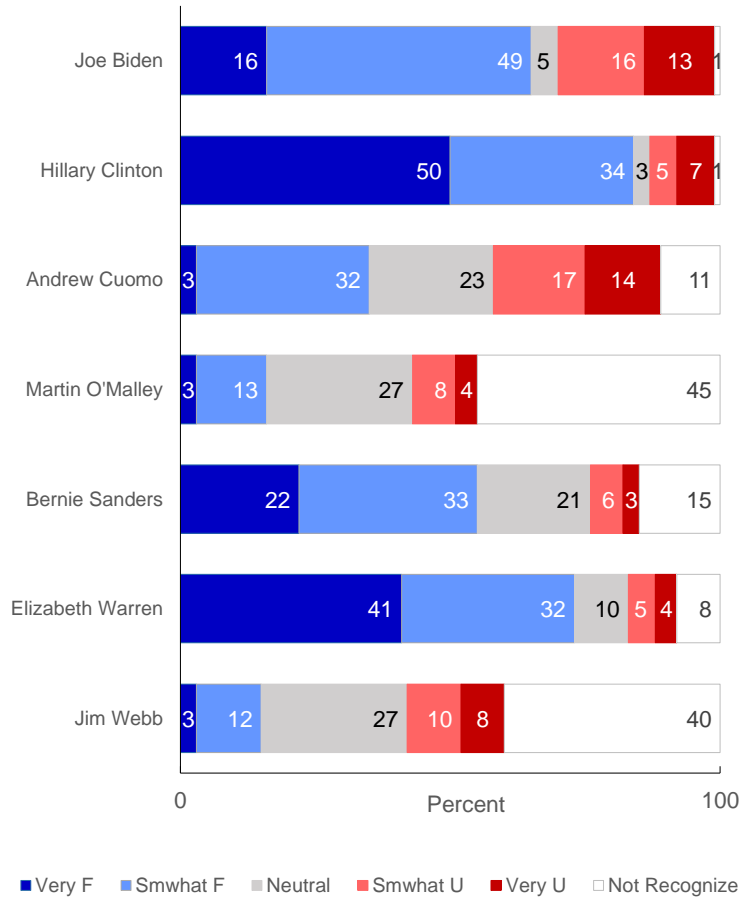
Former Maryland Governor Martin O'Malley and Former Virginia Senator Jim Webb both remain relatively little known candidates at this point early stage of the race.

## Favorability Ratings: Potential Democratic Presidential Candidates



In addition to high favorability ratings, both Clinton (12%) and Warren (9%) have very low unfavorable ratings. More likely Democratic primary voters reported having unfavorable views of Biden (29%) and New York Governor Andrew Cuomo (31%).

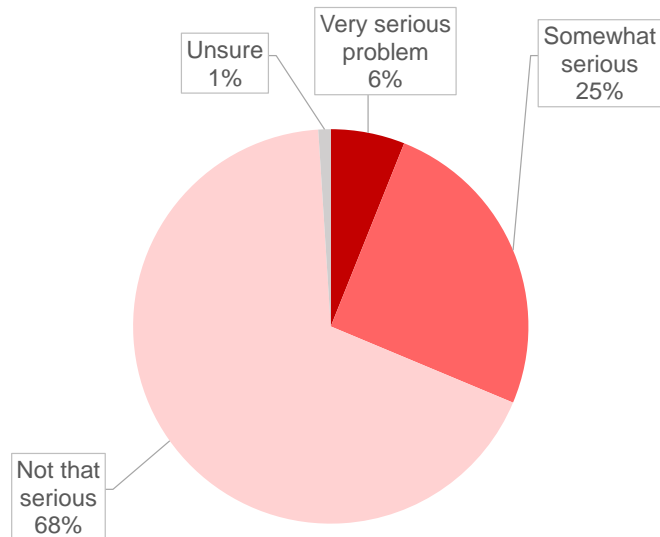
## Favorability Ratings: Potential Democratic Presidential Candidates



When general impressions of the candidates are further broken down to look at the strength of voters' views, it is striking to note that one-half of likely Democratic primary voters have a *very favorable* view toward Hillary Clinton (50%).

## Hillary Clinton's Use of a Private e-mail Address while Serving as Secretary of State

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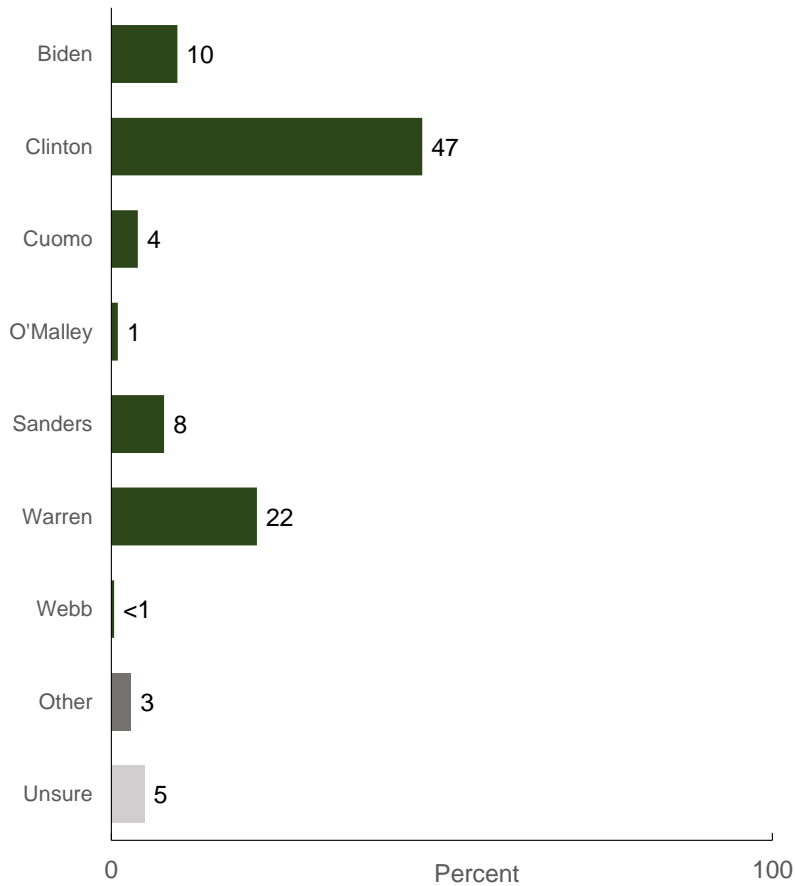


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Voters were asked if they thought Hillary Clinton's use of a private e-mail address while serving as Secretary of State was a serious problem, somewhat serious or not that serious. The results strongly suggest that likely Democratic primary voters in New Hampshire do not view this as a serious scandal. Two-thirds of voters said that it was *not that serious* (67%), while only 6 percent said it was a *very serious problem*. To date, this issue has not caused Democratic voters to call into question Clinton's candidacy, and help explain her strong popularity in the state.

## Democratic Presidential Primary Vote Choice

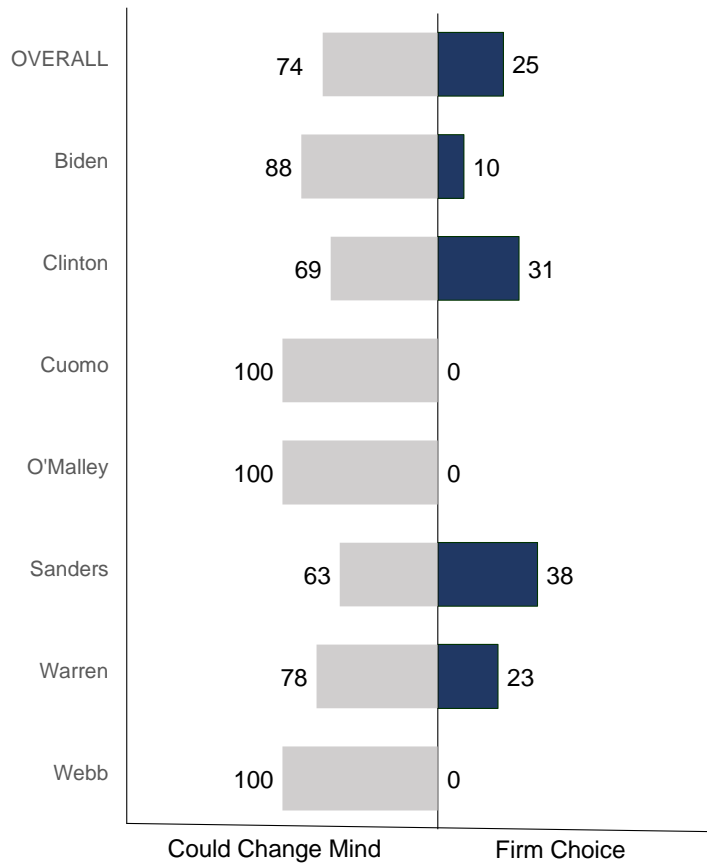
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Voters were asked who they would vote for if the Democratic presidential primary were held today. The results indicate that Hillary Clinton enjoys a wide lead in the contest. Currently, she would receive 47 percent of the vote, compared to 22 percent for Warren and just 10 percent for Biden. Sanders attracts 8 percent of the vote, followed by Cuomo (4%) and Webb (<1%). If Warren does not run, as she has repeatedly stated, Clinton attracts the support of 57 percent of likely Democratic primary voters, while Biden inches up to just 12 percent. This makes Clinton the clear early front-runner in the race.

## Firmness of Democratic Presidential Primary Vote Choice

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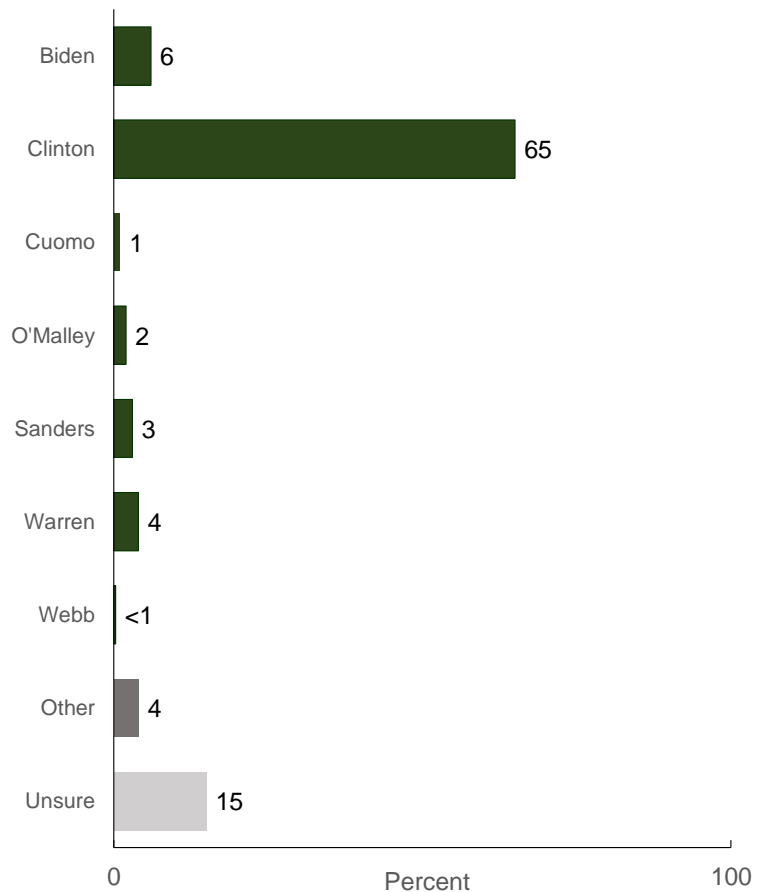


Voters were asked if they have made a firm choice in the race, or whether they could change their mind between now and the time of the election. As expected, most voters indicate that they *could change their mind* (74%) while only one-fourth report that they have made a *firm choice* (25%). These results suggest that most voters remain open to the possibility of changing their mind.

These results are consistent with the amount of attention that Democratic voters are giving the 2016 presidential election at this time. Only 29 percent of likely Democratic primary voters are following the presidential election *very closely*, while the vast majority are following the election *only somewhat* (42%) or *not that closely* (28%).

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

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In addition to holding a large lead in the race, Hillary Clinton is widely considered to be the likely nominee. Almost two-thirds of likely Democratic primary voters believe that Hillary Clinton (65%) will win the presidential nomination of the Democratic Party. Notably, no other candidate is seen to be the likely nominee, and only 15 percent of voters are *unsure* who will be the eventual nominee of the Party.

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## Reason for Supporting Democratic Candidate

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	Overall	Clinton (n=195)	Warren (n=91)	Biden (n=41)
Best chance of getting elected	7%	12%	2%	0%
Supports issues important to you	32	29	36	20
Has the best qualifications	19	29	8	23
Stands firm on issues and values	18	15	31	0
Would lead in a new direction	9	7	6	10
Can work with Democrats and Republicans	11	5	18	38
Unsure	4	3	0	10

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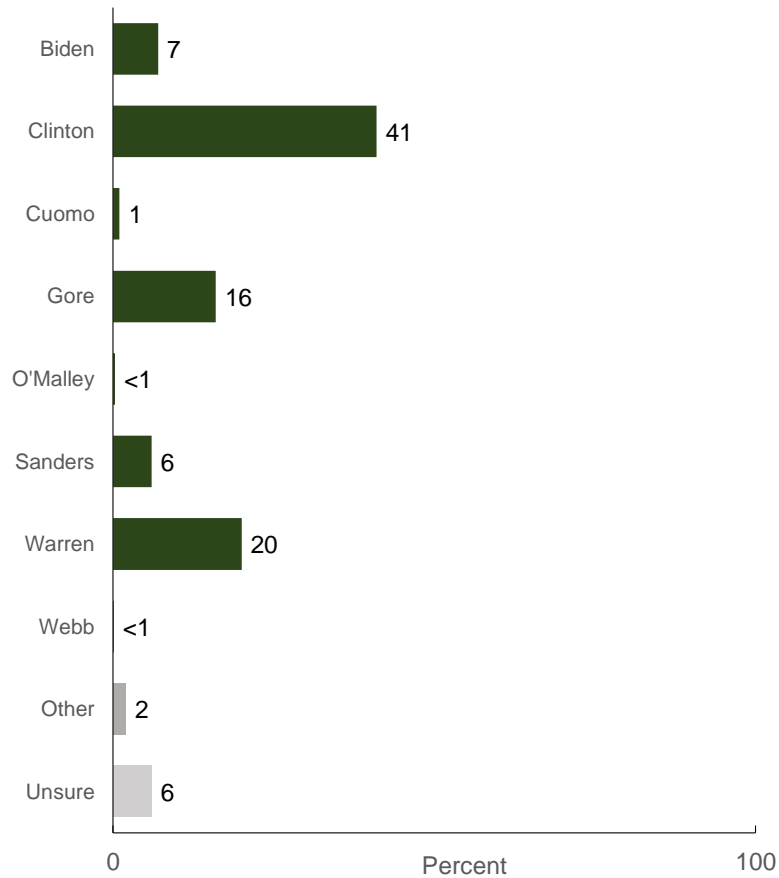
Voters were asked to describe the primary reason why they would vote for their first choice candidate. Overall, likely Democratic primary voters choose candidates who *support issues that are important to [them]* (32%), have the *best qualifications* (19%) and *stand firm on issues and values* (18%). Clinton supporters are more likely to cite her *position on important issues* (29%) and her *qualifications* (29%). Warren's support is more strongly rooted in the perception that she *stands firm on issues and values* (31%). Biden supporters are more likely to say that they support him because he *can work with Democrats and Republicans* (38%).



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## Democratic Presidential Primary Vote Choice if Al Gore Were to Run

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Although former Vice President Al Gore has not expressed any intention to run for president in 2016, he is planning a visit to Iowa in early May, fueling speculation that he could be considering a run, especially in light of recent allegations over Clinton's use of a private e-mail address while she was Secretary of State. To test what might happen if he were to run, likely Democratic primary voters were asked to rate Gore's favorability and how his entrance into the contest would impact the race.

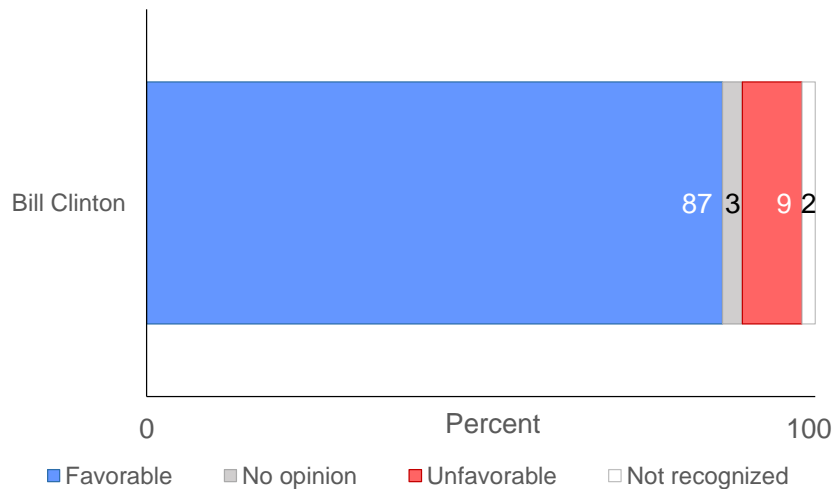
If Gore were to run, he would currently attract 16 percent of the vote, still trailing Clinton (41%) and Warren (20%). However, it is important to emphasize that Gore is viewed favorably by 69 percent of likely Democratic primary voters in New Hampshire, and unfavorably by only 17 percent. These ratings rival Clinton's popularity, suggesting that he could be in a position to make it a competitive race if he were to enter the contest.

## Bill Clinton

Former President Bill Clinton remains popular among likely Democratic primary voters in New Hampshire. Eighty-seven percent view Bill Clinton *favorably*, while only 9 percent view him *unfavorably*.

### Favorability rating of Bill Clinton

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A question in the Democratic presidential race is how views of Bill Clinton impact views of Hillary Clinton. Positive impressions of Bill Clinton are strongly associated with positive impressions of Hillary Clinton (89%), and vice versa. However, Hillary Clinton is still viewed favorably by 40 percent of likely Democratic primary voters who have an unfavorable view of Bill Clinton.

### How views of Bill Clinton impact views of Hillary Clinton

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Hillary Clinton	B.C. Favorable	B.C. Unfavorable
Favorable	89%	40%
Unfavorable	9	50
No Opinion	3	11

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## Most Important Issues in Deciding Who to Vote For

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	Overall		Democratic Voters		Republican Voters	
	First Mention	Total Mention	First Mention	Total Mention	First Mention	Total Mention
<b>Economic</b>	<b>38%</b>	<b>90%</b>	<b>32%</b>	<b>73%</b>	<b>43%</b>	<b>100%</b>
The economy	20%	38%	19%	30%	20%	46%
Jobs and unemployment	7	20	8	22	7	19
Budget deficit	7	18	3	12	11	24
Tax reform	4	14	2	9	5	19
<b>Foreign affairs</b>	<b>18%</b>	<b>56%</b>	<b>9%</b>	<b>39%</b>	<b>26%</b>	<b>73%</b>
Terrorism	7	19	4	12	10	26
National defense	5	15	1	9	8	22
Foreign policy	6	22	4	18	8	25
<b>Domestic social</b>	<b>44%</b>	<b>100%</b>	<b>57%</b>	<b>100%</b>	<b>30%</b>	<b>100%</b>
Healthcare	12	34	17	41	6	26
Income inequality	7	16	13	27	1	6
Education	7	26	11	39	4	14
Immigration	4	16	2	7	6	26
Environment	5	15	9	26	1	5
Gun control	3	13	1	9	5	16
Abortion	4	8	1	5	6	10
Gay marriage	1	7	1	9	1	5
Crime	1	3	1	4	<1	2
Race relations	<1	4	1	6	0	1

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Voters were read a list of national issues and asked to identify the three most important ones in deciding who to vote for in the New Hampshire presidential primary. Democratic primary voters were more likely than Republican primary voters to mention domestic social issues. The most important domestic social issues to Democratic primary voters in New Hampshire are healthcare, income inequality, education and the environment.

## Political Mood of the New Hampshire Electorate

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	Overall	Democratic Voters	Republican Voters
Very satisfied	5%	9%	2%
Somewhat satisfied	27	44	10
<b>Total Satisfied</b>	32	53	12
<b>Total Dissatisfied</b>	67	45	88
Somewhat dissatisfied	22	29	15
Very dissatisfied	45	16	73
No opinion	1	2	0

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The overall political mood of likely Democratic primary voters in New Hampshire is mixed. Fifty-three percent of Democratic voters report that they are *satisfied* with the way things are going in the United States today. However, 45 percent of Democratic voters are *dissatisfied*. None of the possible Democratic candidates is benefiting more or less from variations in voter satisfaction.

## **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. The survey is based on a probabilistic sample 417 likely Democratic presidential primary voters in New Hampshire. Interviews were conducted by landline and cellular telephone, March 22-25, 2015. The sampling margin of error is +/- 4.7 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).