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Bernie Sanders Maintains Lead in Democratic Presidential Race in New Hampshire

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Portsmouth, NH. – Following the first major debate among the Democratic presidential candidates, Vermont Senator Bernie Sanders (48%) maintains a 10-point lead over former Secretary of State Hillary Clinton (38%).

These results are based on a recent Franklin Pierce University / Boston Herald Poll conducted by RKM Research and Communications, October 14-17, 2015. The survey is based on responses from 403 randomly selected likely Democratic presidential primary voters. Interviews were conducted by landline and cellular telephone. The sampling margin of error is +/- 4.9 percent.

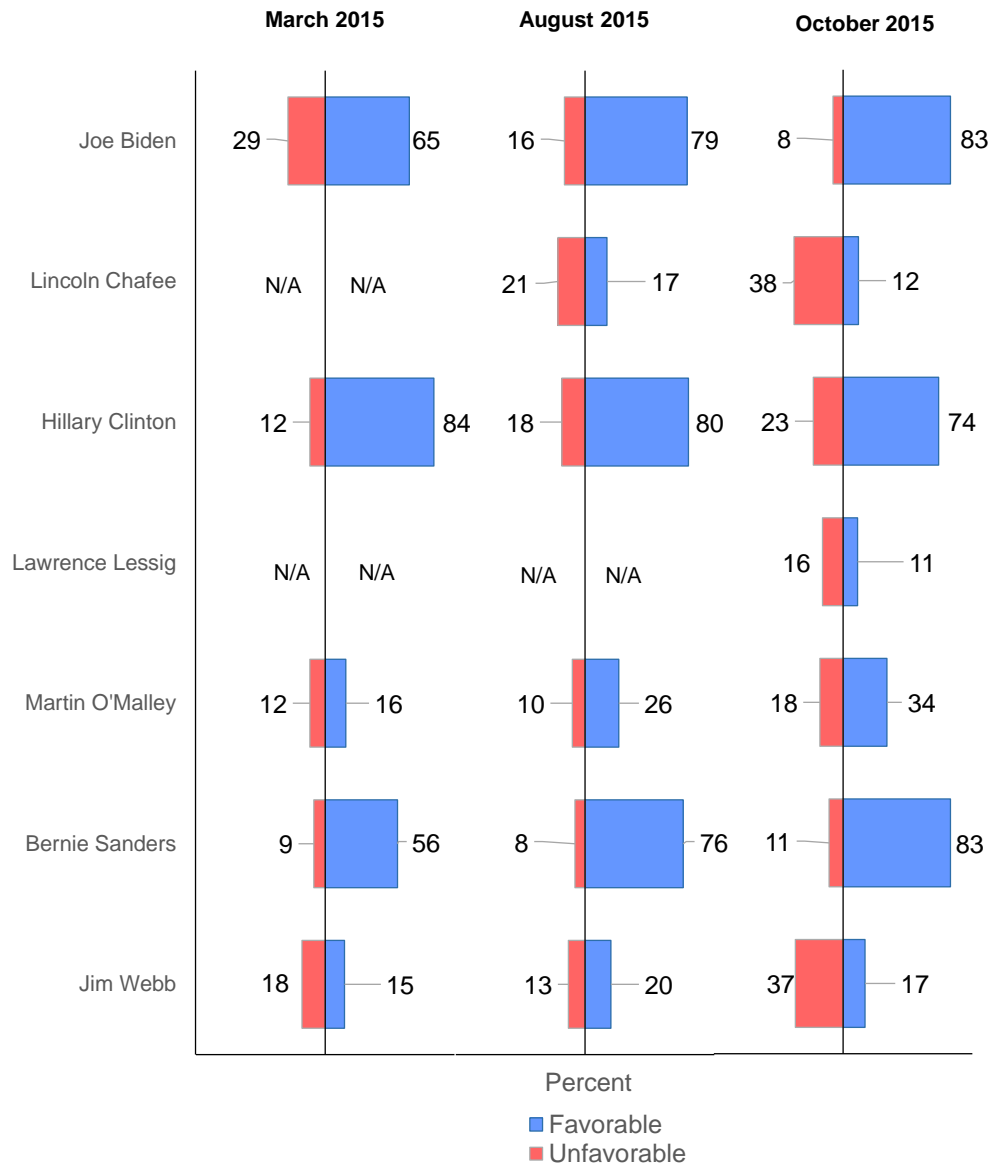
Favorability Ratings

Hillary Clinton continues to maintain a high favorability rating. However, her favorability among likely Democratic primary voters slipped from 84 percent in March to 80 percent in August. Today, her favorable rating is at 74 percent (down 10-points) and her unfavorable rating is up 11-points to 23 percent.

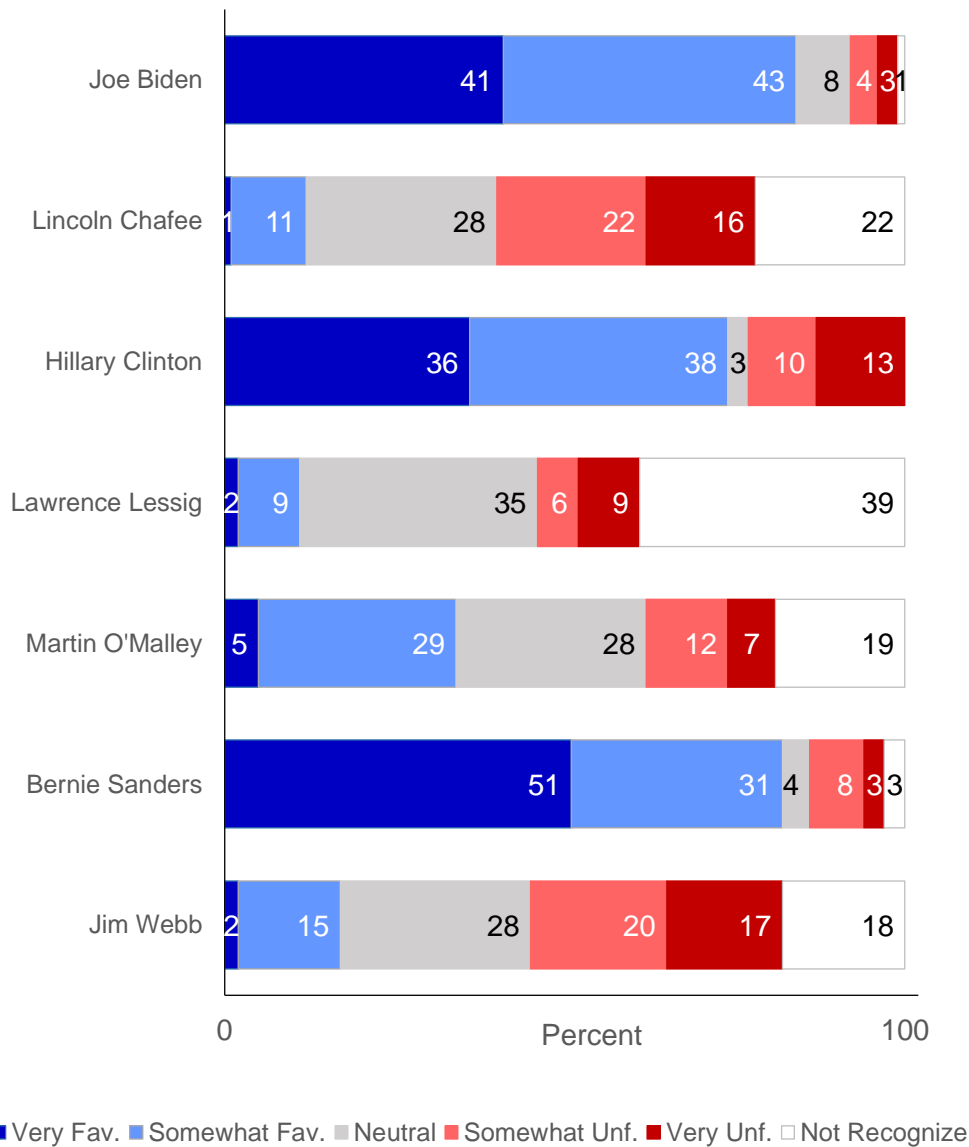
Bernie Sanders' favorability rating continues to climb. It was at 56 percent in March, 76 percent in August and is now at 83 percent.

Vice President Joe Biden also registers a very high favorable rating of 83 percent, up from 65 percent in March. His unfavorable rating dropped from 29 to 8 percent during the same time period.

Favorability Ratings: Potential Democratic Presidential Candidates

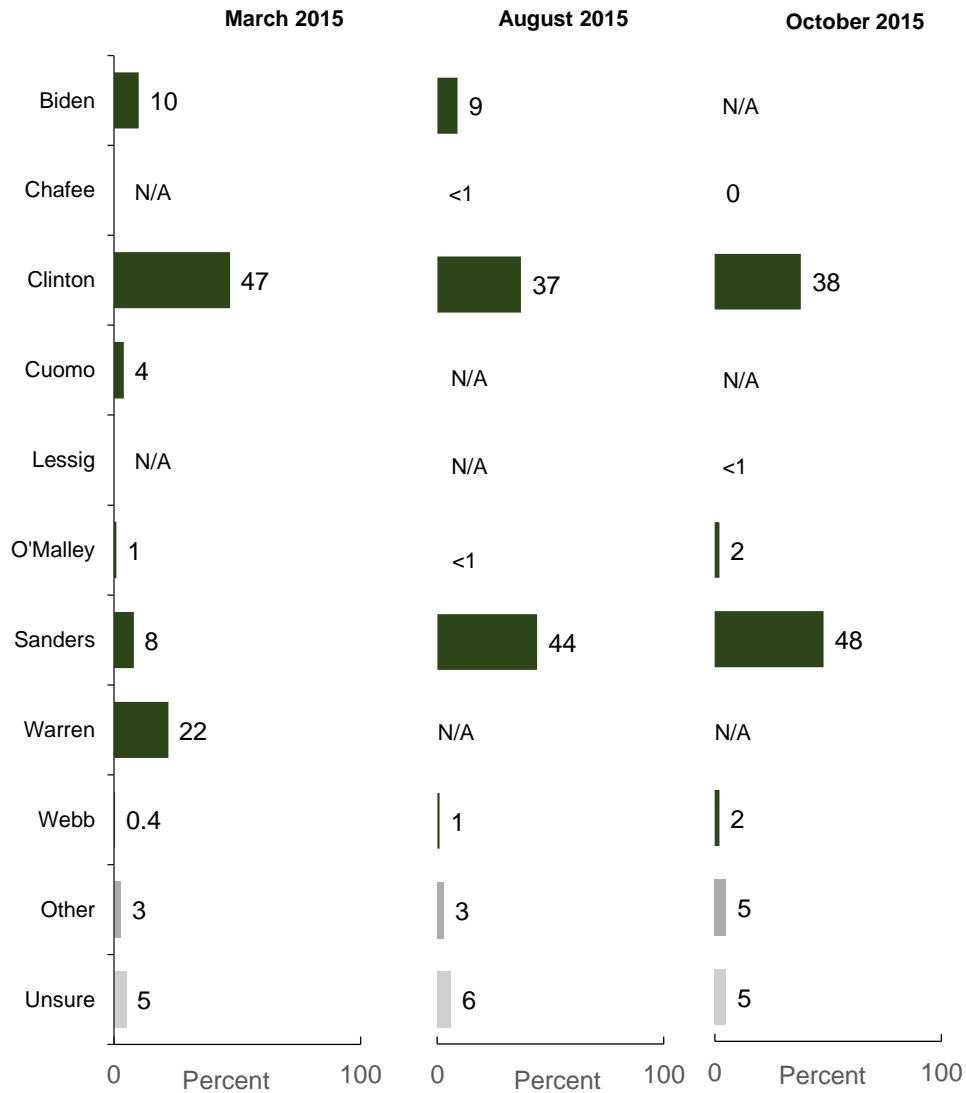


Favorability Ratings: Potential Democratic Presidential Candidates



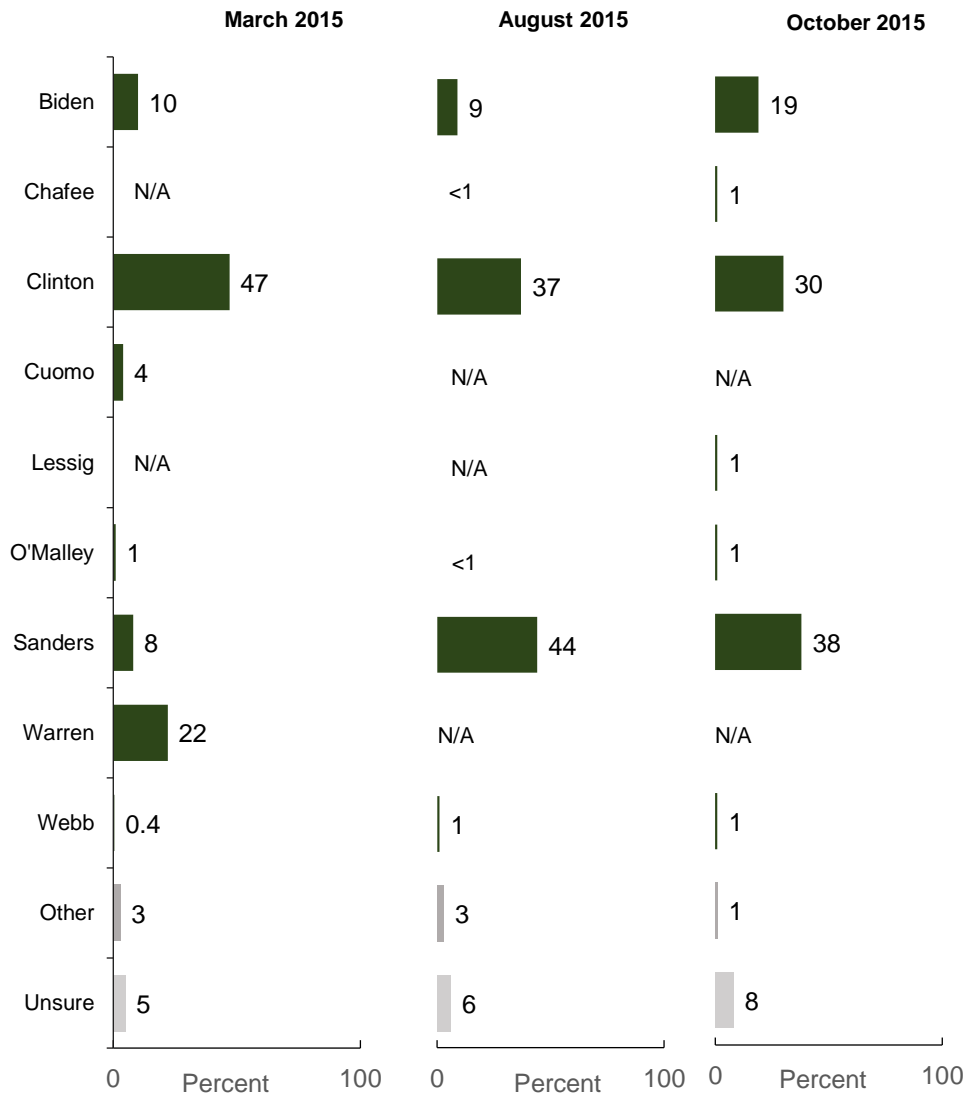
The general impressions of the candidates are further broken down to look at the strength of voters' views. As speculation of a possible run continues to grow, Joe Biden's "very favorable" rating jumped from 25 percent in August to 41 percent today. His unfavorable rating dropped from 16 percent to just 7 percent today.

Democratic Presidential Primary Vote Choice (without Biden)



Voters were asked who they would vote for if the Democratic presidential primary were held today without Biden in the race. Again, Bernie Sanders (48%) maintains his lead over Hillary Clinton (38%). Currently, the Democratic contest is a 2 candidate race, with former Rhode Island Governor Lincoln Chafee polling at 0 percent, former Maryland Governor Martin O'Malley at just 2 percent and former Virginia Senator Jim Webb also at just 2 percent.

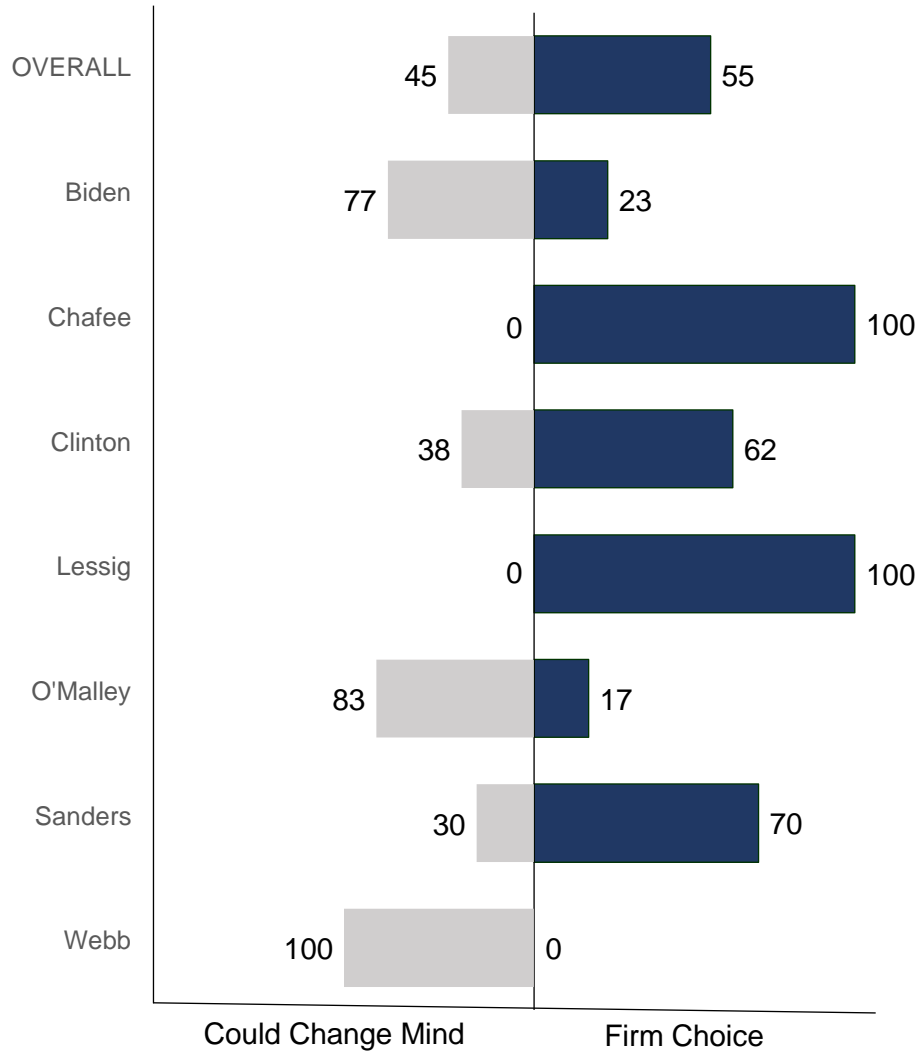
Democratic Presidential Primary Vote Choice (with Biden)



As Joe Biden continues to consider entering the race, the results suggest that he would be able to run a competitive race in New Hampshire. To explore what might happen if he were to run, likely Democratic primary voters were asked who they would vote for if Biden entered the race.

If Biden were to run, he would currently attract 19 percent of the vote, still trailing Sanders (38%) and Clinton (30%). These results strongly suggest that Biden's would be able to easily transform a 2-contestant race into a 3-contestant race.

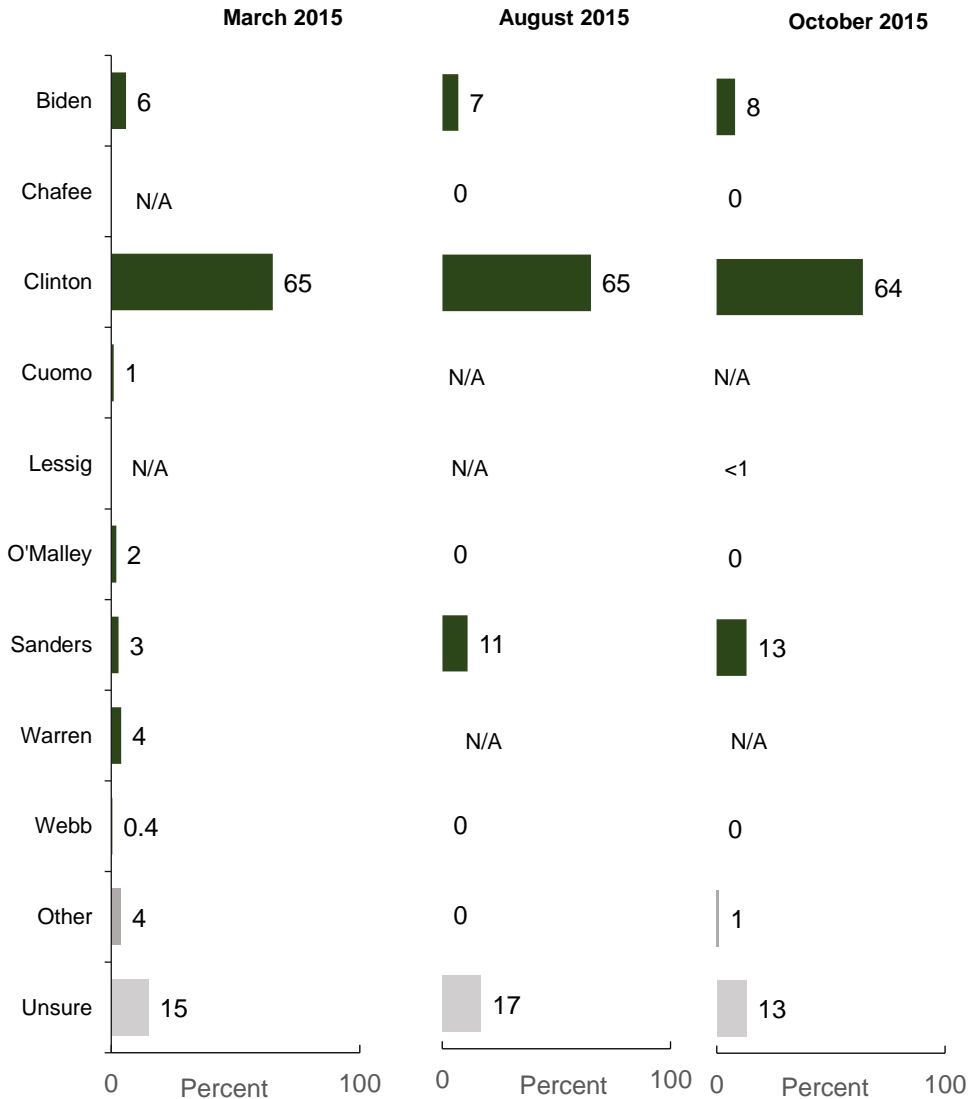
Firmness of Democratic Presidential Primary Vote Choice



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, most voters indicate that they *could change their mind* (55%) while 45 percent of respondents reported that they have made a *firm choice*. These results suggest that most voters remain open to the possibility of changing their mind.

But 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, compared to 62 percent today. Sanders' voters also appear to be standing firm. In the most recent poll, 70 percent of Sanders' supporters reported that they had made a "firm choice," compared to 44 percent in August. While there is still a long time before the primary, these results suggest that Clinton's supporters, and Sanders' supporters, may be beginning to dig their heels in a little harder.

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



Despite Sanders' continued lead in the race, he has made virtually no significant impact on perceptions of which candidate is most likely to win the Nomination of the Democratic Party. Today, 64 percent of likely Democratic primary voters believe that *Hillary Clinton* (64%) will win the presidential nomination of the Democratic Party, followed by *Bernie Sanders* (13%) and *Joe Biden* (8%). Despite continued questions about the Benghazi Affair, her use of a private e-mail account while serving as Secretary of State and increased attention on her declining poll numbers, the results indicate the most Democratic voters in New Hampshire still view her as the presumptive nominee.

Reason for Supporting Democratic Candidate

	Overall	Clinton (n=137)	Sanders (n=177)	Biden (n=61)
Best chance of getting elected	4%	8%	2%	8%
Supports issues important to you	30	19	42	10
Has the best qualifications	21	45	3	18
Stands firm on issues and values	21	10	29	20
Would lead in a new direction	8	2	14	3
Can work with Democrats and Republicans	14	15	10	36
Unsure	2	1	0	5

Voters were asked to describe the primary reason why they would vote for their first choice candidate. Hillary Clinton continues to attract support because of her *qualifications* (45%), a figure that has increased from 34 percent in August.

Biden's supporters are more likely to say that they support him because he is perceived as having the ability to work across the aisle with *Democrats and Republicans* (36%).

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 403 likely Democratic presidential primary voters in New Hampshire. Interviews were conducted by landline and cellular telephone, October 14-17, 2015. 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).