



December 18, 2015

Donald Trump holds the frontrunner position in New Hampshire, but other outsiders drift as Chris Christie, Ted Cruz and Marco Rubio gain momentum.

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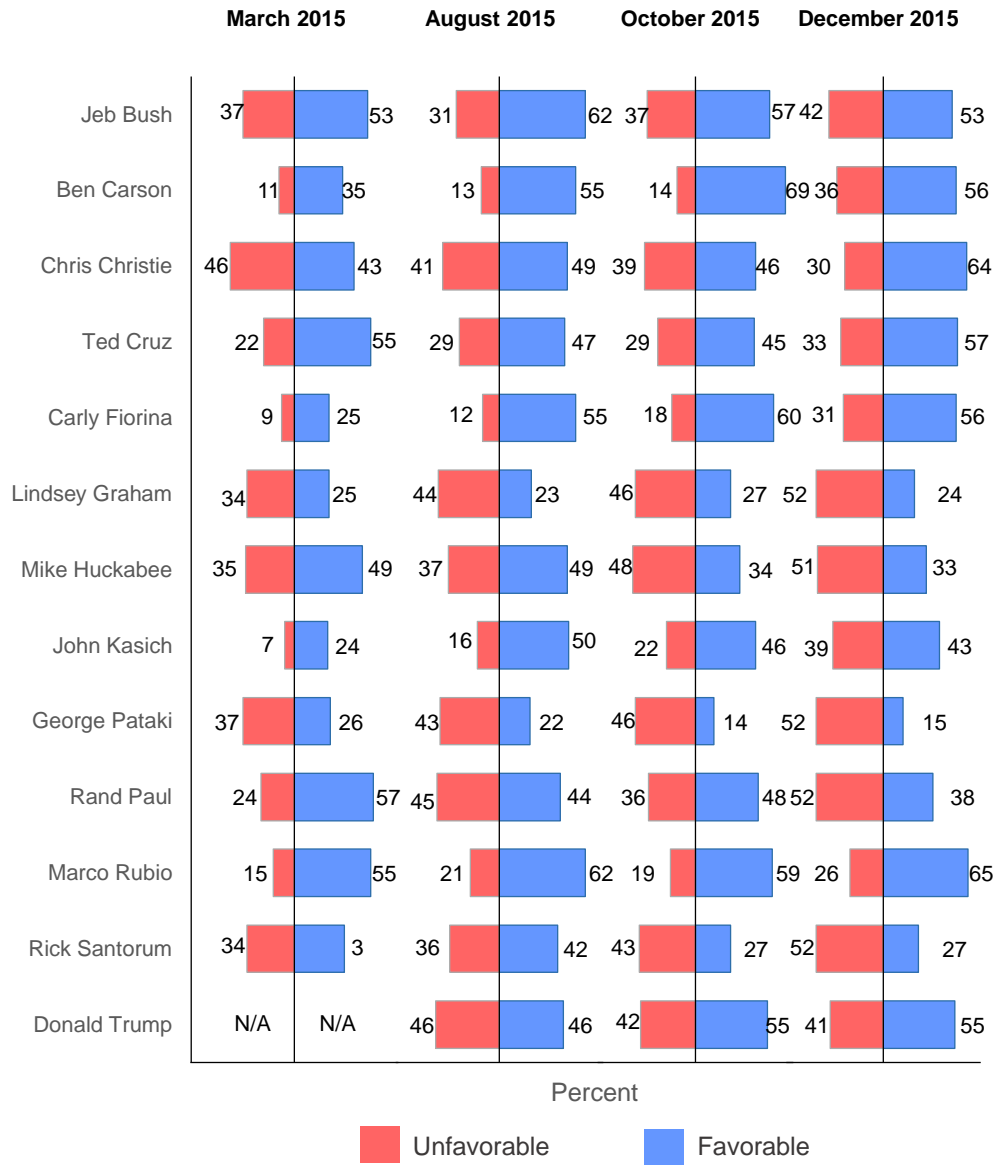
Portsmouth, NH. – Donald Trump maintains his lead in the nation’s first primary, as more than one-third (38%) of likely Republican voters identify him as the candidate most likely to win the Party’s nomination. Marco Rubio, Ted Cruz and Chris Christie move closer to challenge, while Ben Carson and Carly Fiorina falter.

These results are based on a recent Franklin Pierce University / Boston Herald Poll conducted by RKM Research and Communications, December 13-17, 2015. The survey is based on responses from 430 randomly selected likely Republican primary voters. Interviews were conducted by landline and cellular telephone. The sampling margin of error is +/- 4.7 percent.

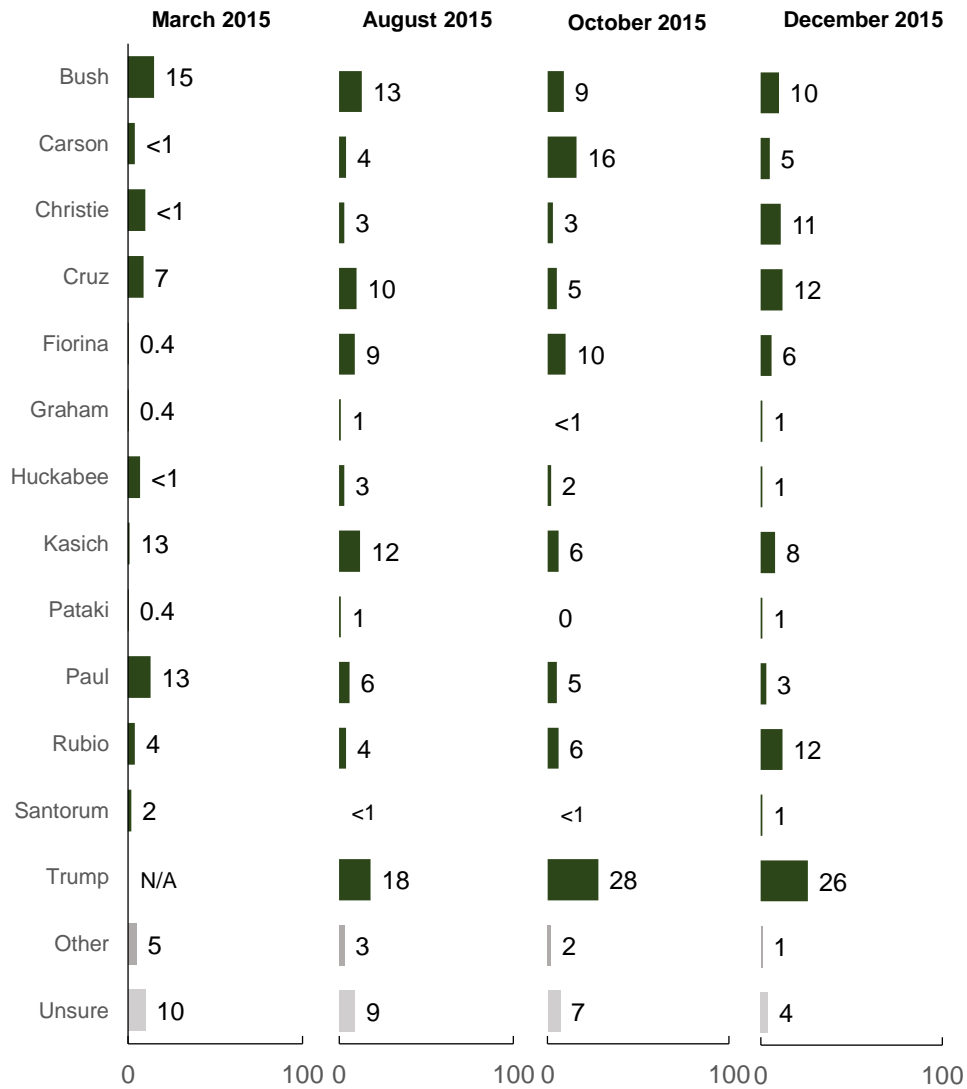
Favorability Ratings

Among the thirteen presidential hopefuls included in the most recent Franklin Pierce University / Boston Herald Poll, the candidates earning the highest favorability ratings include Florida Senator Marco Rubio (65% favorable), New Jersey Governor Chris Christie (64%), Texas Senator Ted Cruz (57%), businesswoman Carly Fiorina (56%), physician Ben Carson (56%), businessman Donald Trump (55%) and former Florida Governor Jeb Bush (53%). Chris Christie (+18 points) and Ted Cruz (+12 points) registered the strongest gains in favorability since the poll was last conducted in October.

Favorability Ratings: Potential Republican Presidential Candidates

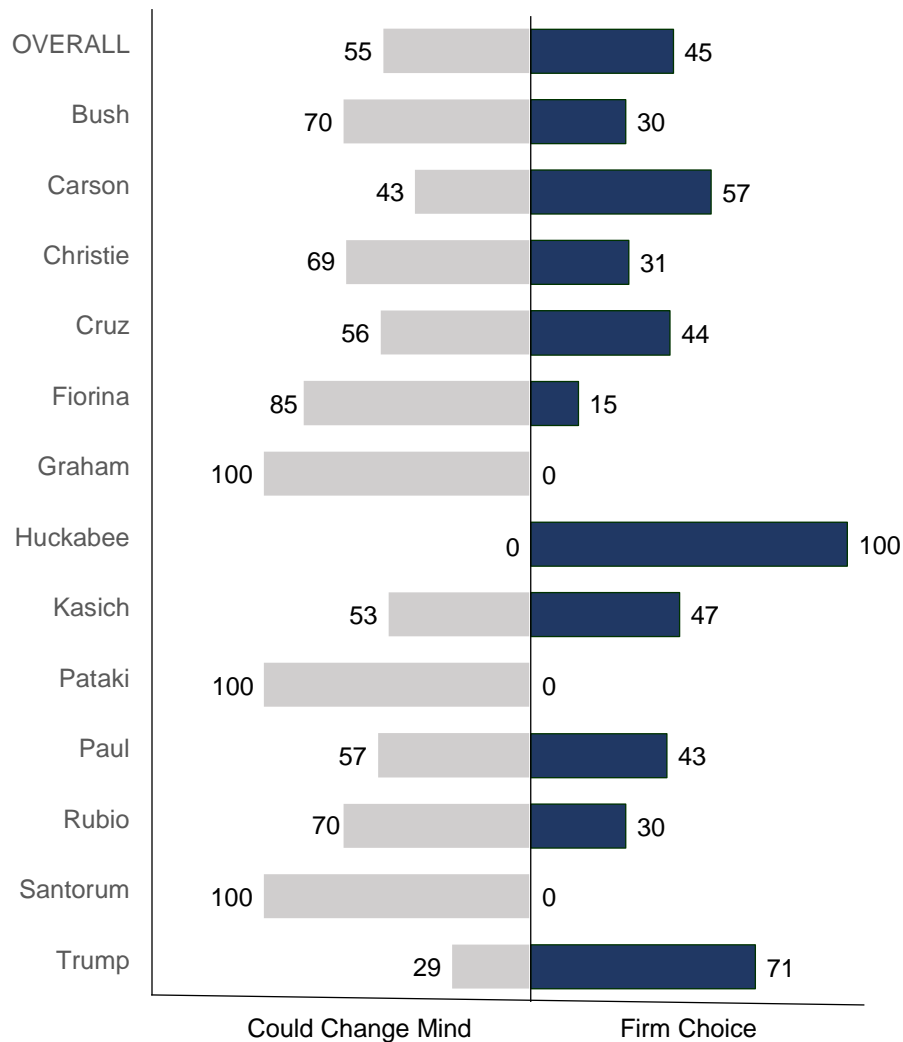


Republican Presidential Primary Vote Choice



Voters were asked who they would vote for if the New Hampshire Republican presidential primary were held today. The results continue to indicate that Donald Trump is the party's clear frontrunner in New Hampshire, capturing approximately one-fourth (26%) of the vote. Respondents were next most likely to identify Marco Rubio (12%), Ted Cruz (12%), Chris Christie (11%) or Jeb Bush (10%) as their candidate of choice. Political outsiders Ben Carson and Carly Fiorina both lost ground since the poll was last conducted (down 11-points and 4-points, respectively).

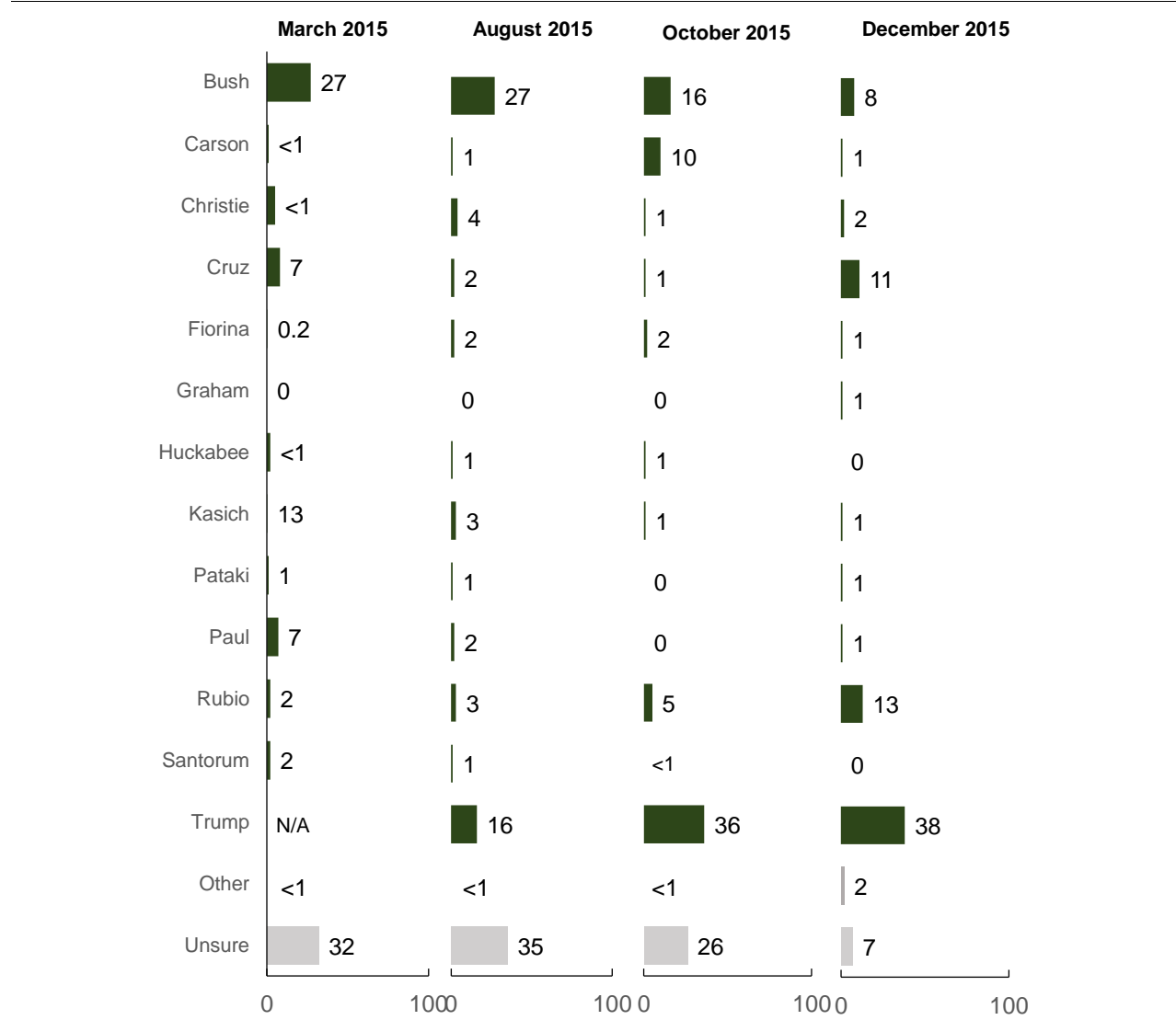
Firmness of Republican Presidential Primary Vote Choice



With the New Hampshire primary less than two months away, slightly less than one-half (45%) of likely Republican primary voters describe their vote choice as *firm*. Still, voters' loyalties have time to change, and some candidates have had an easier time building solid support than others. More than two-thirds of voters who support Fiorina (85%), Bush (70%), Rubio (70%) and Christie (69%) said that they *could change their mind* between now and the election. Seventy-one percent of voters who would vote for Trump said it was a *firm* choice, suggesting that his support may be the most solid among the Republican candidates.

Even at this later stage of the contest, only 56 percent of likely Republican primary voters are following the presidential election *very closely*, while the vast majority are following the election *somewhat* (37%) or *not that closely* (13%).

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



Voters were also asked who they think will end up winning the presidential nomination of the Republican Party. The results show that more than one-third (38%) of Republican voters believe that Donald Trump will be the Republican nominee, consistent with results from October (36%). Both Marco Rubio (13%) and Ted Cruz (11%) made strong gains in December (+8 points and +10 points respectively), while far fewer voters reported that Ben Carson will be the eventual nominee (1%) as compared to October (10%).

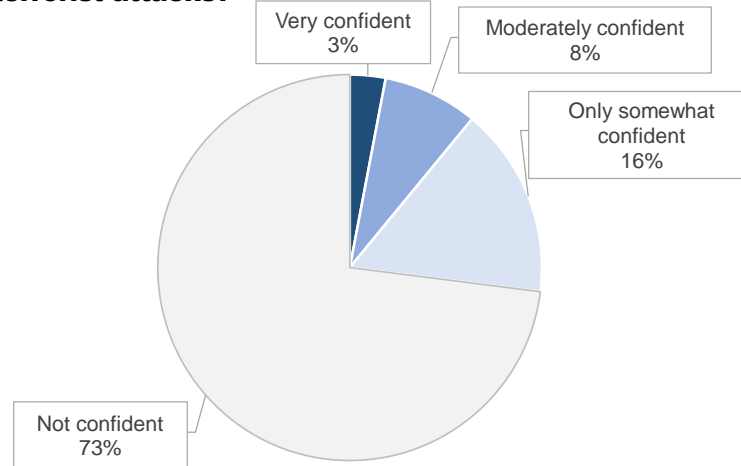
Reason for Supporting Republican Candidate

	Overall	Trump (n=112)	Bush (n=42)	Christie (n=47)	Cruz (n=53)	Kasich (n=32)	Rubio (n=53)
Best chance of getting elected	6%	2%	7%	8%	8%	0%	18%
Supports issues important to you	22	29	25	12	28	23	16
Has experience and proven record	13	5	41	14	3	57	5
Stands firm on issues and values	28	27	10	30	42	12	25
Has new ideas / would lead in a new direction	18	33	3	8	10	2	22
Can work with Democrats and Republicans	8	1	10	26	0	7	14
Unsure	4	3	5	2	7	0	0

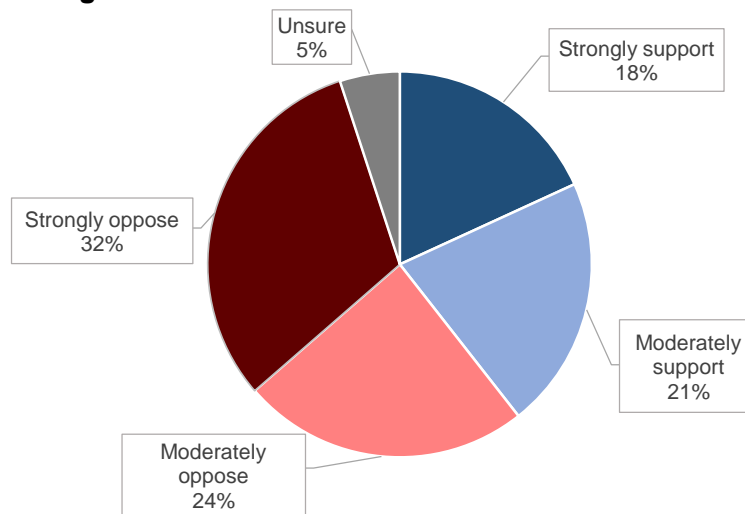
Voters were asked to describe the primary reason why they would vote for their first choice candidate. Among all likely Republican primary voters, *standing firm on issues and values* (28%) and *supporting important issues* (22%) are the two most frequently identified reasons, followed by *leading in a new direction* (18%). Supporters of Bush and Kasich are much more likely to cite their candidate's *experience and proven record* (41% and 57%, respectively).

Addressing the Threat of Terrorism

Confidence in President Obama to keep Americans safe from terrorist attacks?



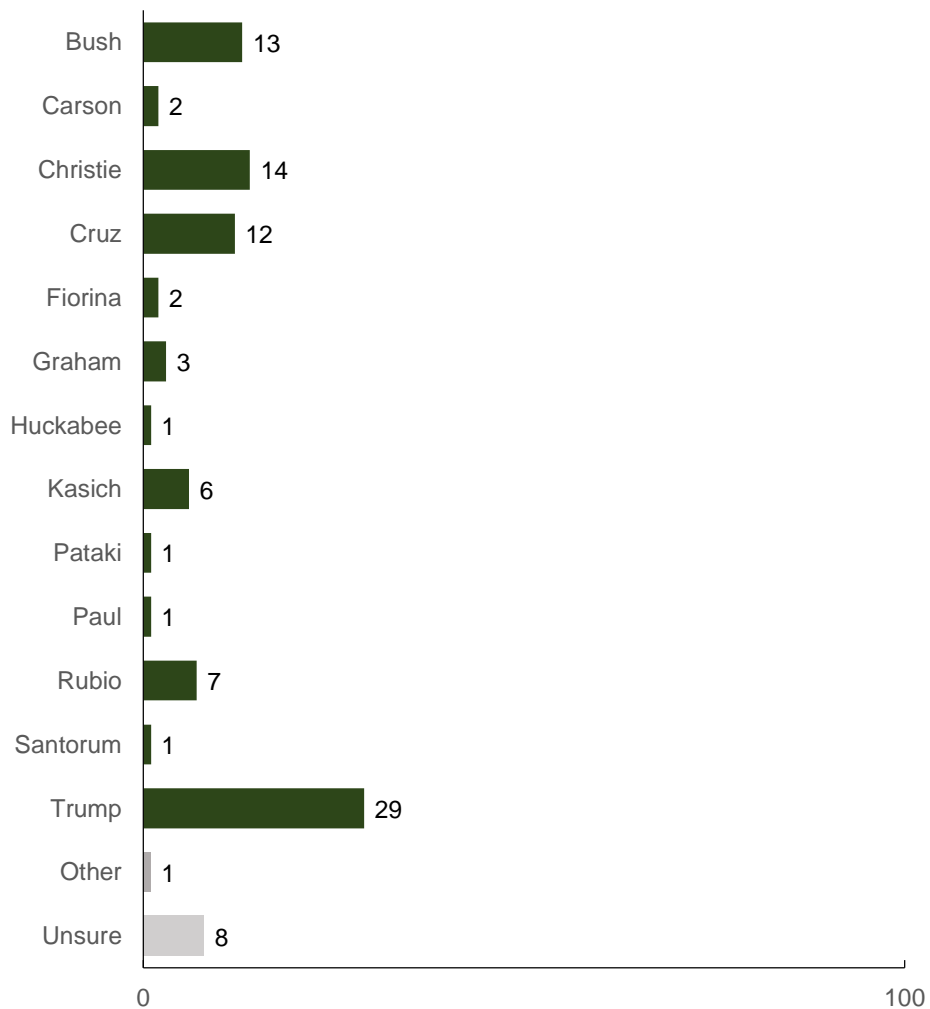
Support or oppose a proposal to ban Muslims from entering the United States?



Republican primary voters were asked how confident they are in President Obama's ability to keep Americans safe from terrorist attacks. Approximately three-fourths (73%) reported that they are *not confident*, while 27 percent said that they are *very* (3%), *moderately* (8%) or *only somewhat confident* (16%).

Republican primary voters were asked if they support or oppose a proposal to ban Muslims from entering the United States. More than one-half *strongly* (32%) or *moderately* (24%) *oppose* such a ban, while 39 percent *strongly* (18%) or *moderately* (21%) *support* a ban.

Which of the Republican Presidential Candidates would do the best job handling the threat of terrorism?



Voters were asked to identify the Republican Presidential Candidate they think would do the best job handling the threat of terrorism. Nearly one-third (29%) of Republican voters identified *Donald Trump* as the best candidate for handling the threat of terrorism. Voters were next most likely to identify *Chris Christie* (14%), *Jeb Bush* (13%) and *Ted Cruz* (12%).

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 interviewers.

The survey is based on a probabilistic sample 430 likely Republican presidential primary voters in New Hampshire. Interviews were conducted by landline and cellular telephone, December 13-17, 2015. The sampling margin of error is +/- 4.7 percent.

The data are weighted to adjust for probability of selection, respondent gender 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).