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**Donald Trump's Lead in New Hampshire appears to be Shrinking as Cruz, Rubio, Kasich and Bush Show Modest Signs of Improvement.**

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Portsmouth, NH. – Donald Trump's lead in New Hampshire dropped from 38 to 31 percent following the Iowa Caucus. And although Ted Cruz won the Iowa Caucus, Marco Rubio seems to have gained the strongest momentum going into the final days leading up to the New Hampshire presidential primary contest.

It is important to emphasize that the Republican primary race remains highly fluid, with many voters reporting that they could change their mind in the final days leading up to the election on Tuesday. The race for the Republican primary in New Hampshire remains volatile and subject to possible significant movement in the last 2 days.

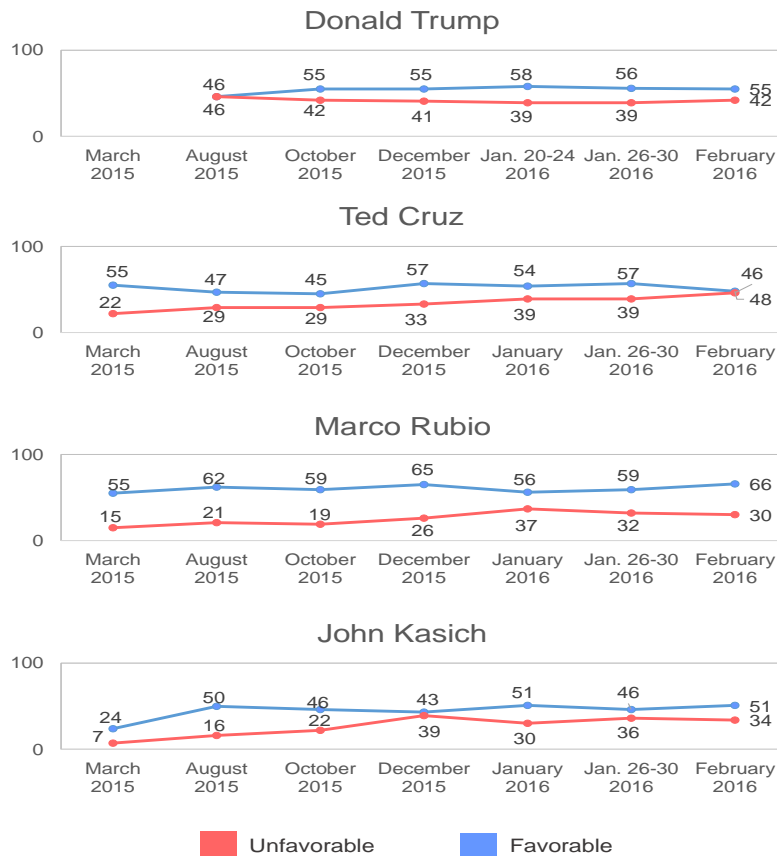
These results are based on a recent Franklin Pierce University / Boston Herald Poll conducted by RKM Research and Communications, February 2-6, 2016. The survey is based on responses from 433 randomly selected likely Republican primary voters. Interviews were conducted by landline and cellular telephone. The sampling margin of error is +/- 4.7 percent.

## Favorability Ratings

Among the eight remaining presidential hopefuls included in the most recent Franklin Pierce University / Boston Herald Poll, seven registered favorability ratings over 50 percent, including businessman Donald Trump (55%), Florida Senator Marco Rubio (66%), Ohio Governor John Kasich (51%), physician Ben Carson (58%) and businesswoman Carly Fiorina (62%). Former Florida Governor Jeb Bush (49%) and Texas Senator Ted Cruz (48%) are the only Republican presidential candidates with favorable ratings below 50 percent.

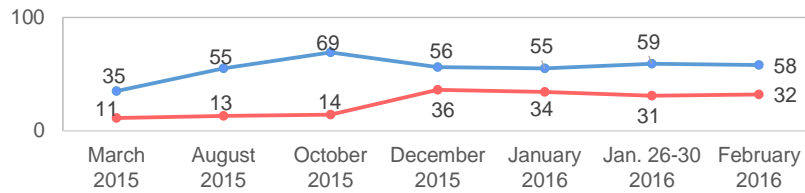
In the past week, Rubio's favorability rating has increased 7-points and Christie's has increased by 10-points.

## Favorability Ratings: Potential Republican Presidential Candidates

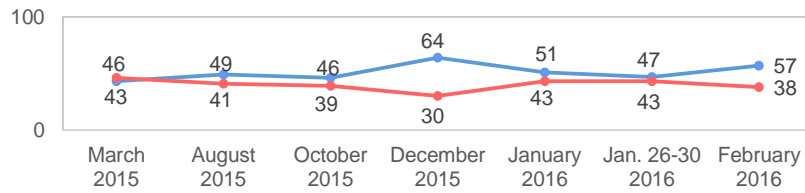


## Favorability Ratings: Potential Republican Presidential Candidates

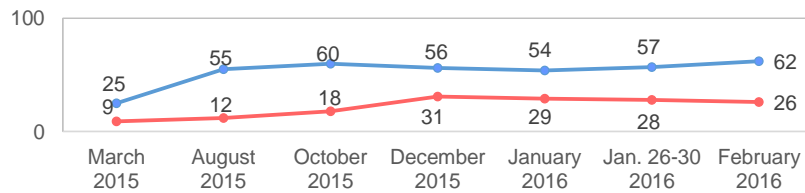
### Ben Carson



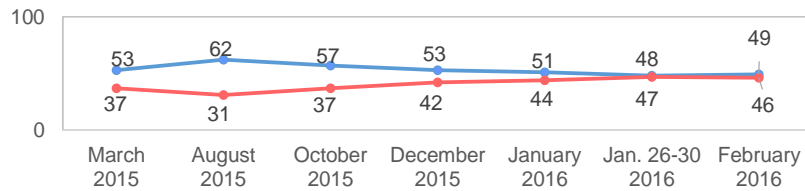
### Chris Christie



### Carly Fiorina

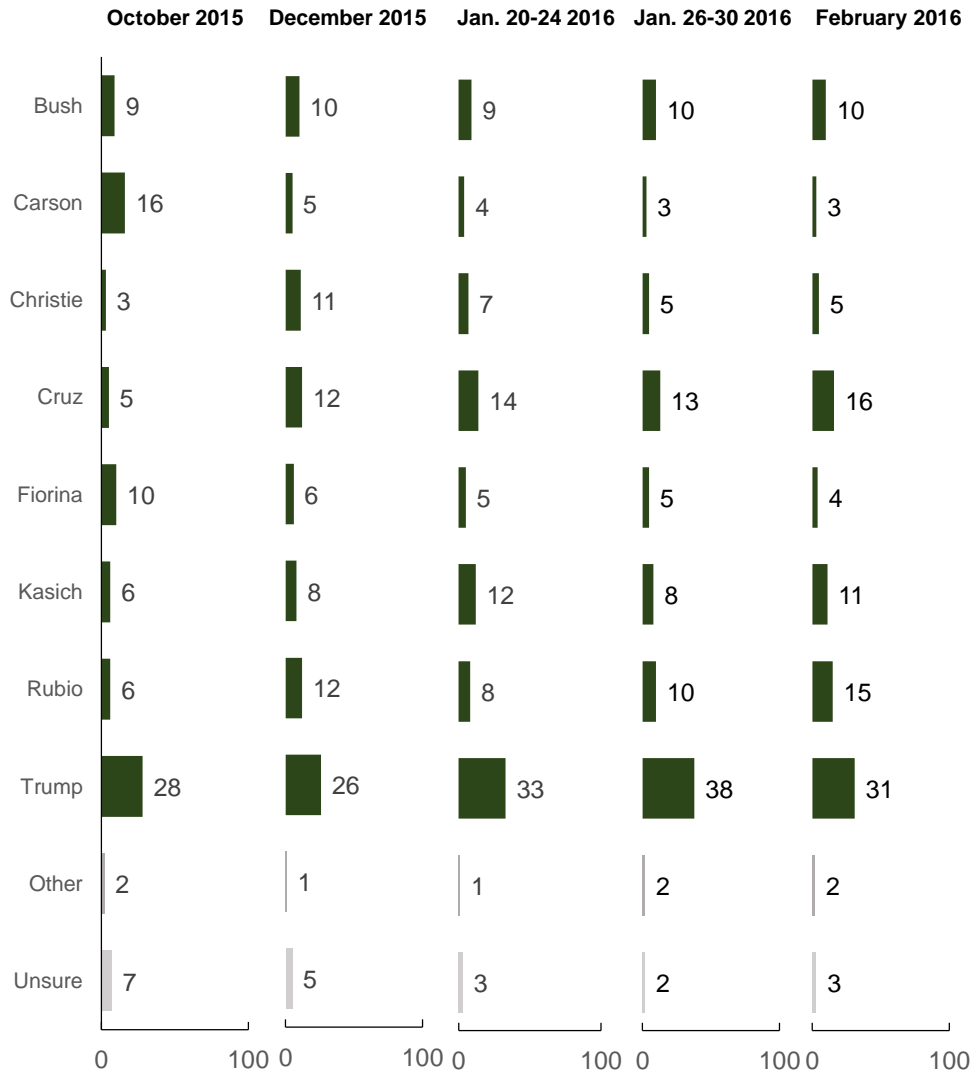


### Jeb Bush



■ Unfavorable    ■ Favorable

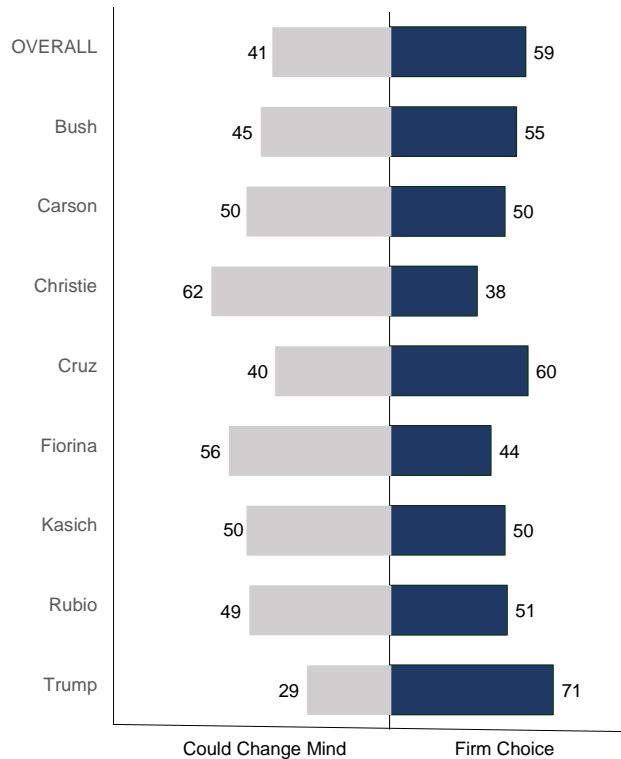
## Republican Presidential Primary Vote Choice



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 leading the pack, with 31 percent of the vote. But that's a significant 7-point drop in the past week. Cruz increased from 13 to 16 percent following his victory in the Iowa Caucus, and Marco Rubio increased from 10 to 15 percent.

## Firmness of Republican Presidential Primary Vote Choice

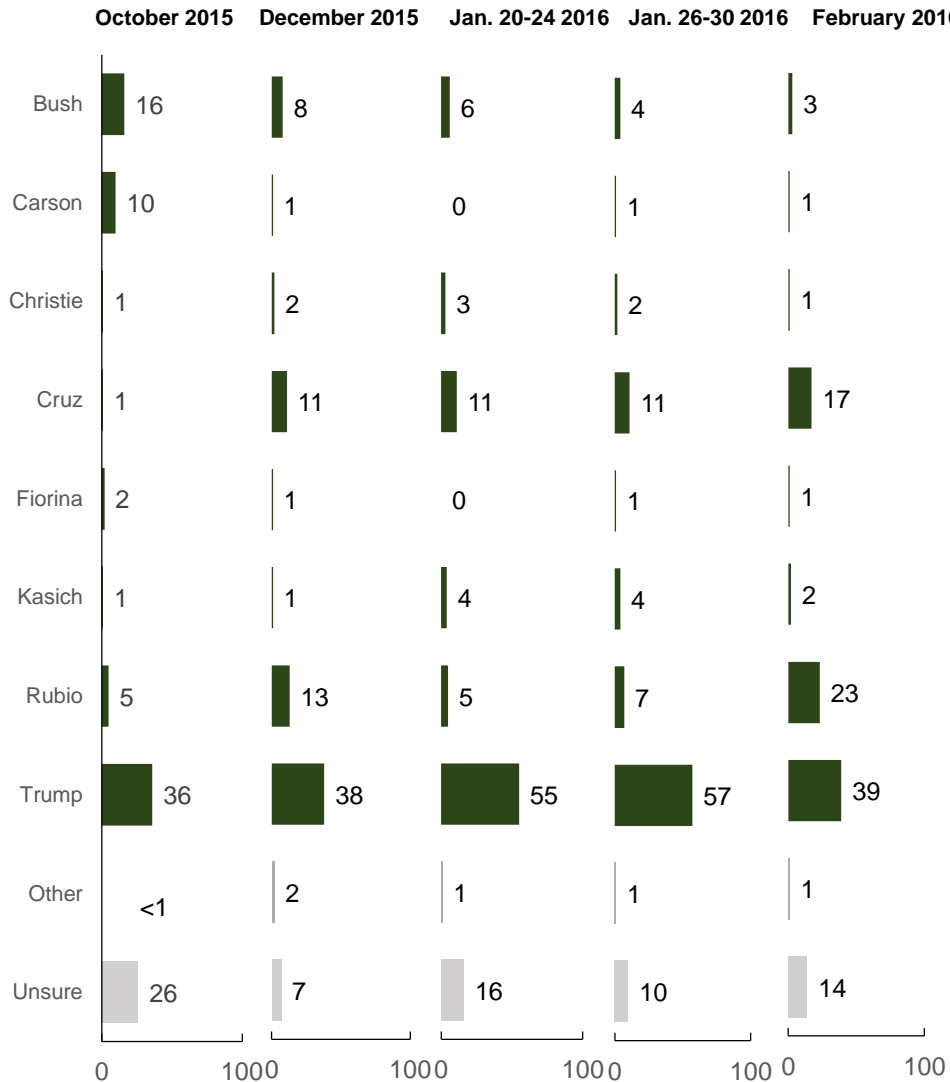
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Unlike the Democratic primary where voters are more likely to report that they have made up their mind who they plan to vote for, the Republican primary remains subject to significant volatility. Only about one-half of Republican voters (59%) report that they have made a firm choice who they plan to vote for, while 41 percent say they could still change their mind. Trump's support appears to be the most solid, with 71 percent of his supporters saying that they have made a firm choice. But the possibility for major shifts in the last 2 days of the primary election remain a distinct possibility with so many Republican primary voters still reporting that they could change their mind.

## 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 the perception that Trump will be the likely nominee dropped precipitously from 57 to 39 percent. Cruz went up 6 points after his win in the Iowa Caucus, but Rubio jumped from 7 to 23 percent in the past week.

Several results from the poll suggest that Marco Rubio may have gained the most in the past week. These changes in such a short amount of time provide further evidence how much movement there could still be in the Republican presidential primary.

## Reason for Supporting Republican Candidate

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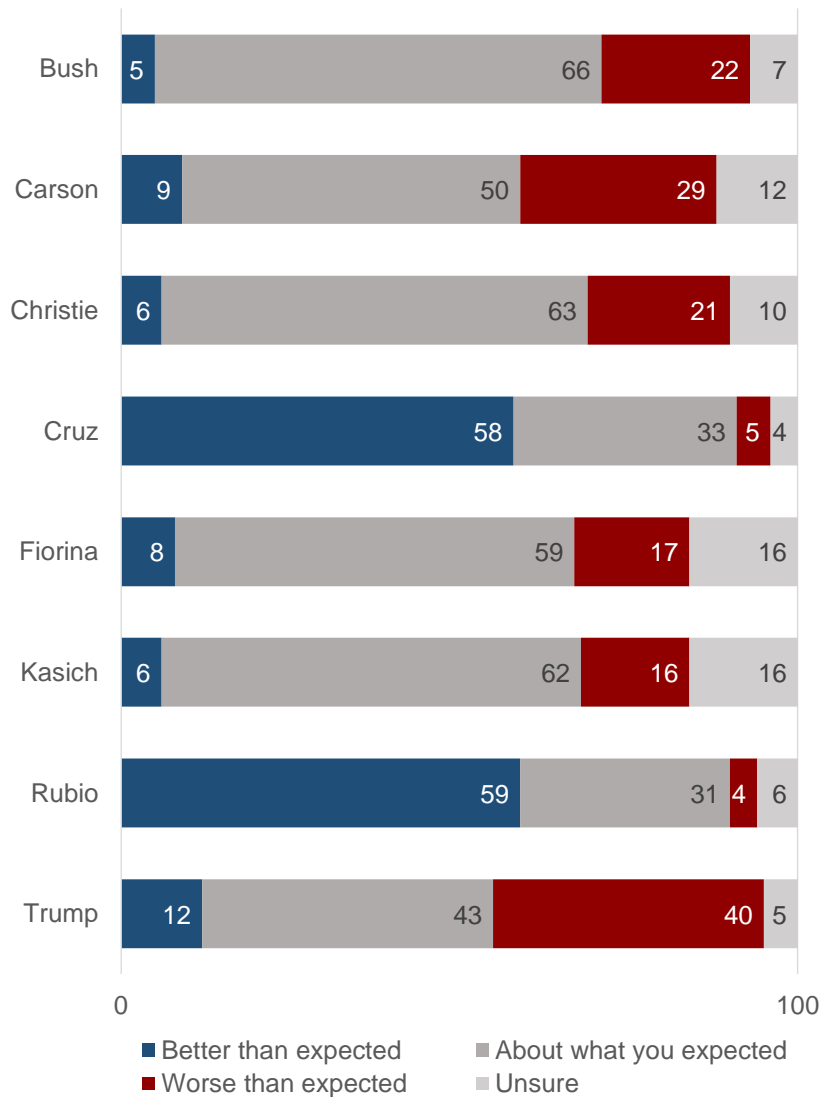
	Overall	Trump (n=134)	Bush (n=42)	Cruz (n=67)	Kasich (n=46)	Rubio (n=65)
Best chance of getting elected	7%	3%	10%	7%	0%	22
Supports issues important to you	23	25	18	42	6	16
Has experience and proven record	17	8	42	7	52	2
Stands firm on issues and values	21	19	14	39	5	16
Has new ideas / would lead in a new direction	20	40	5	2	1	25
Can work with Democrats and Republicans	11	6	10	2	31	18
Unsure	1	0	0	2	5	1

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Voters were asked to identify the reason why they would vote for their preferred candidate. Supporters of Donald Trump are most likely to cite the notion that he *has new ideas / would lead in a new direction* (40%), while supporters of Ted Cruz are more likely to cite that he *stands firm on issues and values* (39%) and *supports issues that are important to them* (42%).

**Did [candidate] perform better or worse than you expected during the Iowa Caucus, or about what you expected?**

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Republican primary voters were asked whether candidates performed better or worse than they expected in the Iowa Caucus. Voters were most likely to report that Rubio and Cruz exceeded expectations (59% and 58%, respectively), while they were most likely to say that Trump performed *worse than expected* (40%).



## Most Important Issues in NH Presidential Primary

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	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%

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When asked to identify the most important issues in the presidential primary, Republican primary voters are most concerned about *the economy / jobs* (67%), *terrorism / defense* (74%) and *immigration* (37%).

## **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 433 likely Republican presidential primary voters in New Hampshire. Interviews were conducted by landline and cellular telephone, February 2-6, 2016. The sampling margin of error is +/- 4.7 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](http://www.rkm-research.com) (603.433.3982).