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**Donald Trump builds on his lead in New Hampshire, as more than one-half of Republican voters in the state now believe he will be the eventual Republican nominee.**

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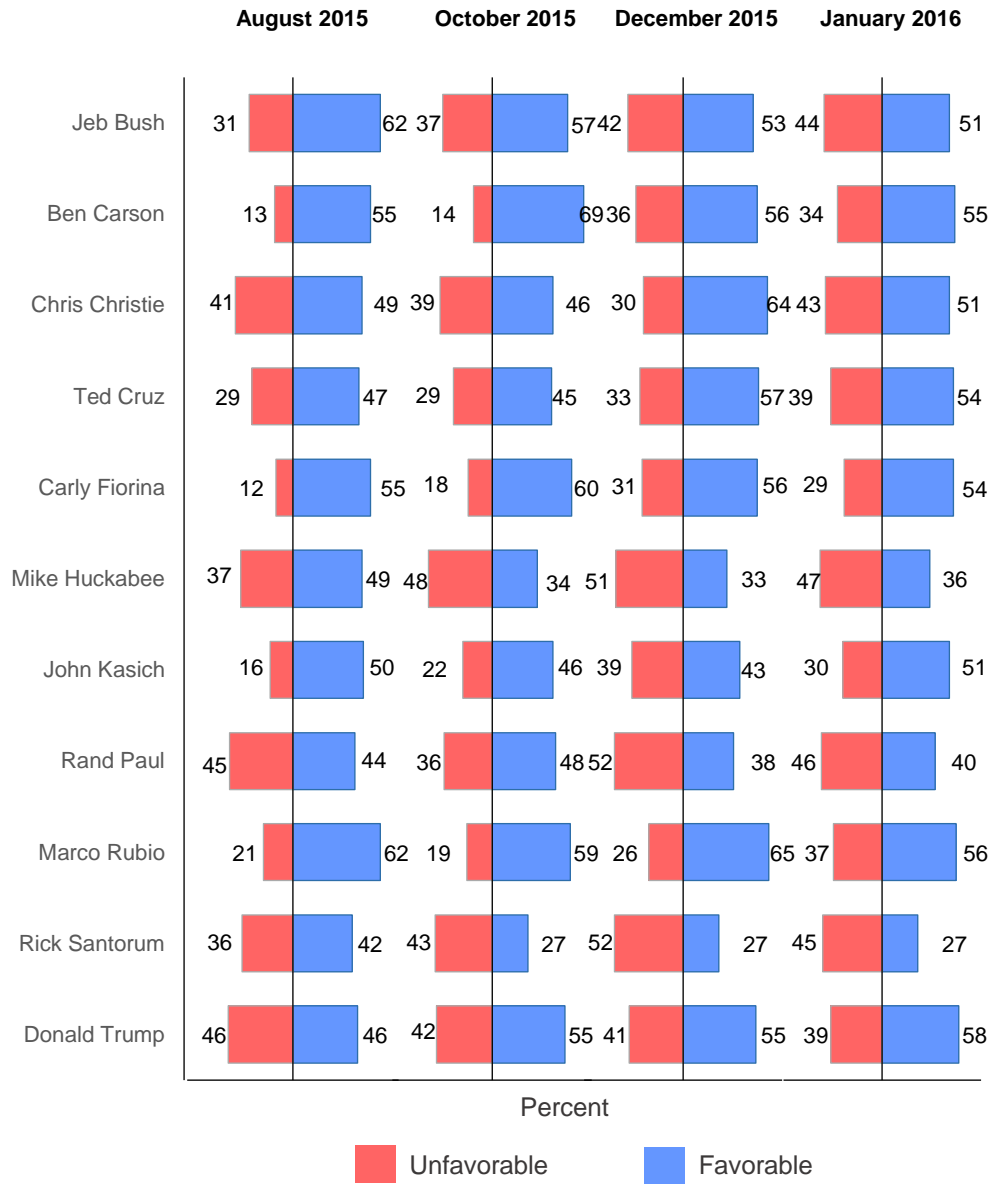
Portsmouth, NH. – Donald Trump, the candidate of choice for 33 percent of Republican Primary voters, is the clear race favorite. Ted Cruz (14%) and John Kasich (12%) vie for second. Trump appears to be settling in to his long-held front-runner position, as 55 percent of Republican voters in New Hampshire now believe Donald Trump will be the eventual nominee, up from 38 percent in December.

These results are based on a recent Franklin Pierce University / Boston Herald Poll conducted by RKM Research and Communications, January 20-24, 2016. The survey is based on responses from 444 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**

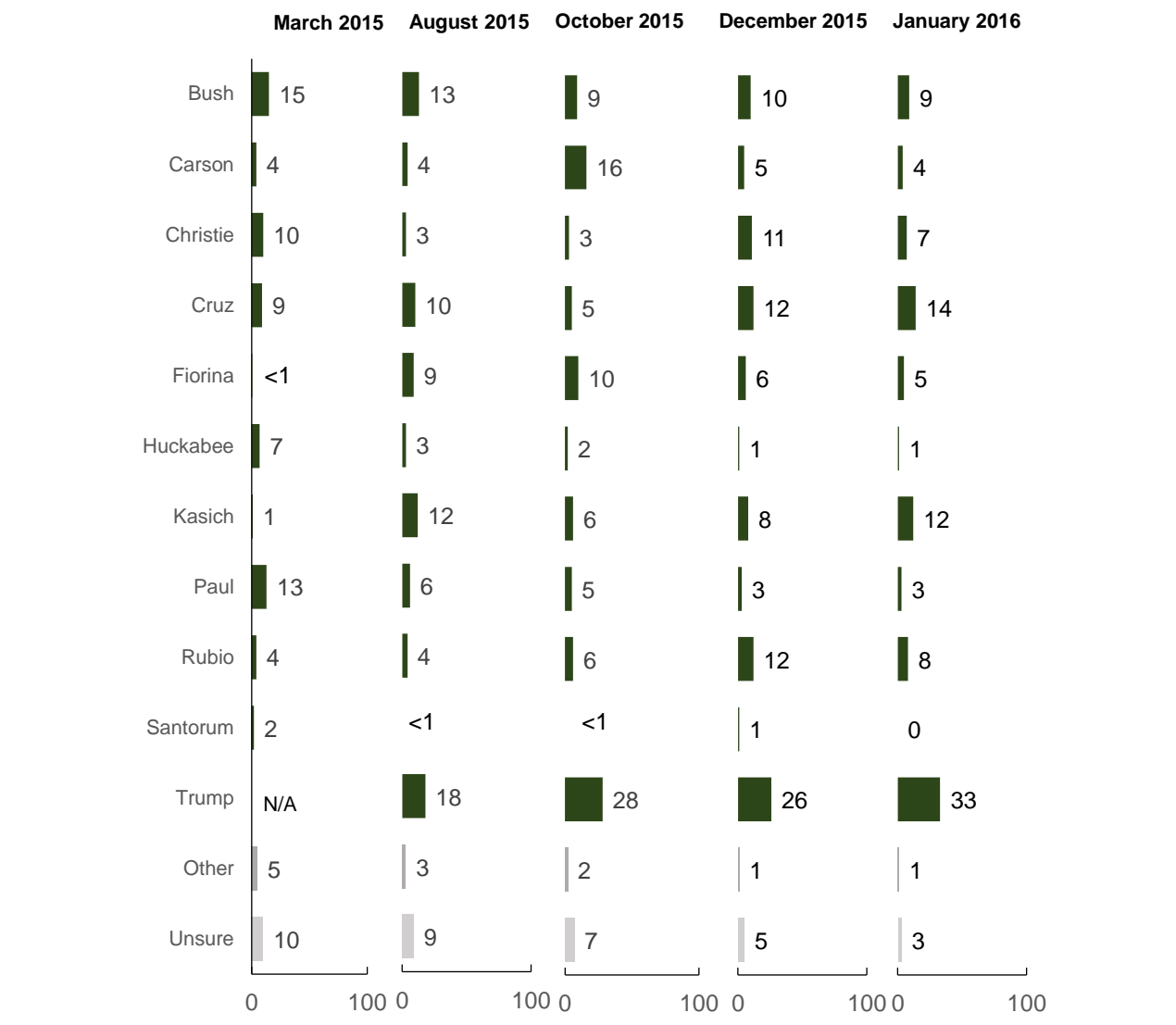
Among the eleven presidential hopefuls included in the most recent Franklin Pierce University / Boston Herald Poll, the candidates earning the highest favorability ratings include businessman Donald Trump (58%), Florida Senator Marco Rubio (56%), physician Ben Carson (55%), Texas Senator Ted Cruz (54%), businesswoman Carly Fiorina (54%), former Florida Governor Jeb Bush (51%), Ohio Governor John Kasich (51%) and New Jersey Governor Chris Christie (51%). Kentucky Senator Rand Paul (40%), former Arkansas Governor Mike Huckabee (36%) and former Pennsylvania Senator Rick Santorum (27%) trail the other candidates in favorability.

## Favorability Ratings: Potential Republican Presidential Candidates



John Kasich is the only candidate whose favorability increased significantly since December (8-points). Most candidates' favorability scores remained stable, while favorability decreased for Marco Rubio (9-points) and Chris Christie (13-points).

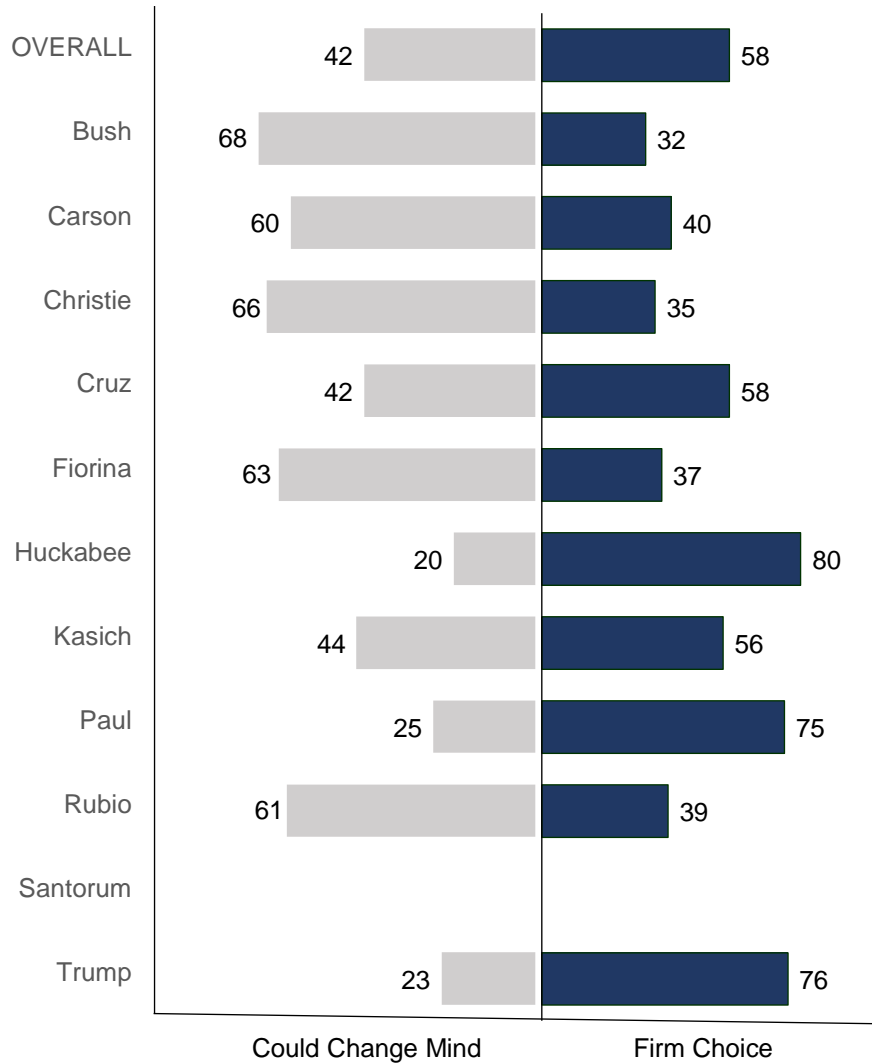
## Republican Presidential Primary Vote Choice



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 one-third (33%) of the vote. Respondents were next most likely to identify Ted Cruz (14%), John Kasich (12%), Jeb Bush (9%), Marco Rubio (8%) or Chris Christie (7%) as their candidate of choice.

Trump made the biggest gains since the last poll conducted in December (7-points), while other candidates' numbers moved within the margin of error.

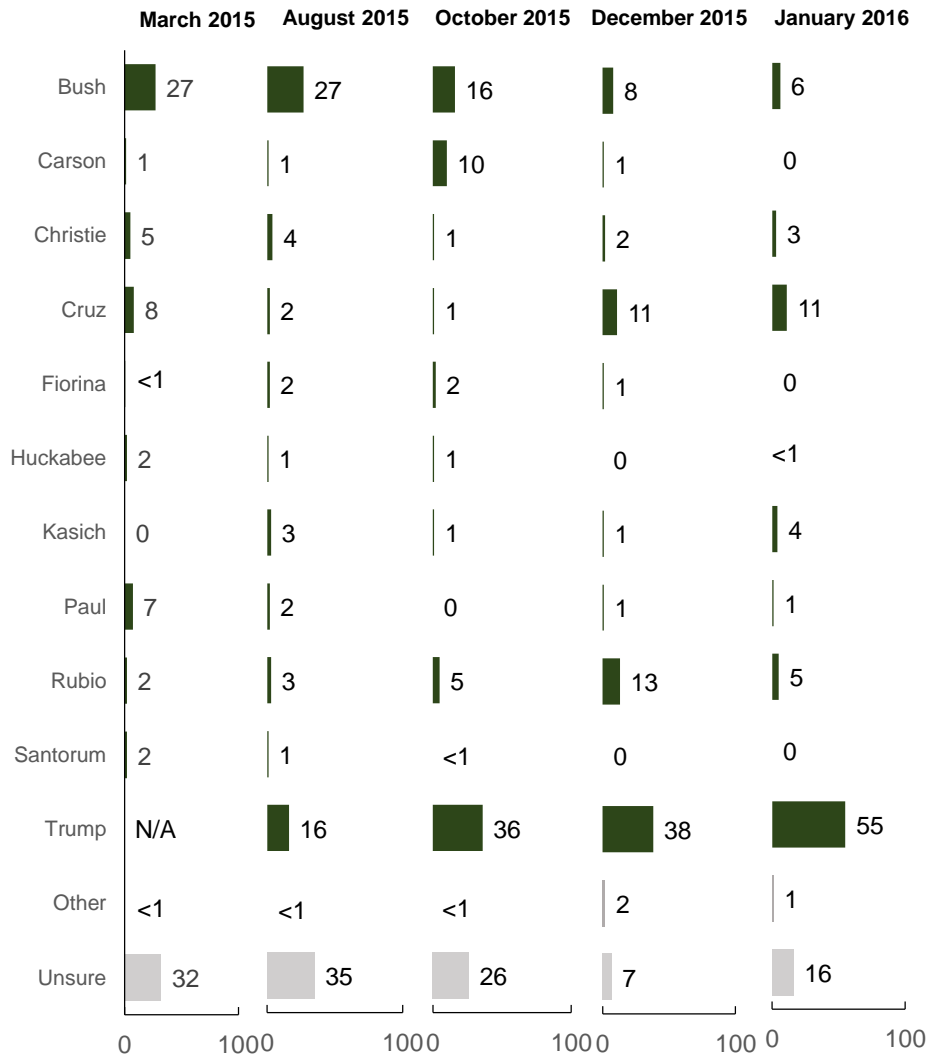
## Firmness of Republican Presidential Primary Vote Choice



With the New Hampshire primary weeks away, 58 percent of likely Republican primary voters describe their vote choice as *firm*, leaving 42 percent of voters with unresolved choices. The results show that Donald Trump's supporters continue to be among the most adamant, with approximately three-fourths (76%) describing their choice as *firm*. Such conviction is less common among supporters of establishment candidates such as Jeb Bush (32% firm) and Marco Rubio (39% firm). In comparison, supporters of Ted Cruz and John Kasich were more likely to describe their choice as *firm* (58% and 56%, respectively).

At this late stage of the contest, 63 percent of likely Republican primary voters are following the presidential election *very closely*, while 37 percent are following the election *somewhat* (33%) or *not that closely* (4%).

## 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-half (55%) of Republican voters believe that Donald Trump will be the Republican nominee, a marked increase from results from December (38%) and October (36%). Eleven percent of voters believe Ted Cruz will be the eventual nominee, while fewer reported that it will be Jeb Bush (6%) or Marco Rubio (5%).

## Reason for Supporting Republican Candidate

	Overall	Trump (n=146)	Bush (n=41)	Christie (n=33)	Cruz (n=62)	Kasich (n=53)	Rubio (n=36)
Best chance of getting elected	6%	5%	0%	0%	8%	5%	28%
Supports issues important to you	20	25	11	12	23	12	26
Has experience and proven record	19	7	50	43	4	58	4
Stands firm on issues and values	20	16	23	9	51	5	9
Has new ideas / would lead in a new direction	23	41	1	17	8	2	17
Can work with Democrats and Republicans	9	4	12	18	3	17	16
Unsure	3	3	3	0	2	1	2

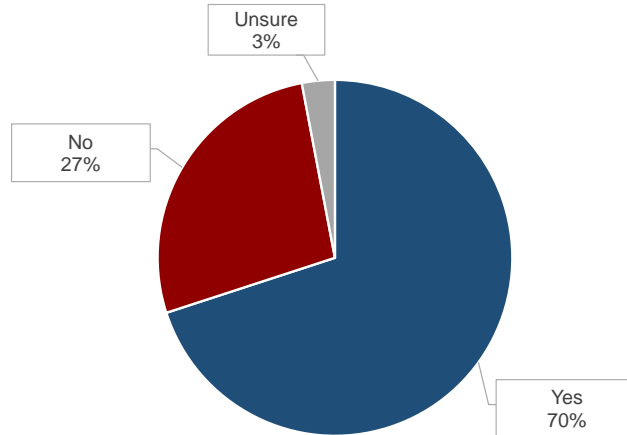
Voters were asked to describe the primary reason why they would vote for their first choice candidate. Among all likely Republican primary voters, *has new ideas / would lead in a new direction* (23%), *standing firm on issues and values* (20%), *supporting important issues* (20%) and *has experience and a proven record* (19%) are the four most frequently identified reasons. Nine percent of Republicans cited their candidate's ability to *work with Democrats and Republicans* and six percent cited their candidate's *chance of getting elected*.

Supporters of Trump are far more likely to cite his new ideas and the expectation that he would lead in a new direction (41%), while supporters of Bush, Kasich and Christie are more likely to cite their candidate's *experience and proven record* (50%, 43% and 58%, respectively).

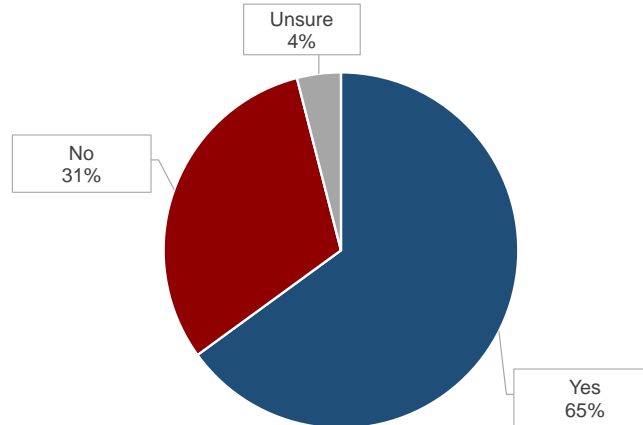
## Cruz / Trump Support

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**Could you imagine voting for Ted Cruz for president if he were to win the Republican nomination?**



**Could you imagine voting for Donald Trump for president if he were to win the Republican nomination?**



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Republican primary voters were asked if they could imagine voting for Donald Trump or Ted Cruz if either were to win the Republican nomination. The results show that approximately two-thirds of Republican voters would support either candidate if they were to win the nomination. These findings support the notion that the majority of Republican voters will rally behind the eventual nominee, even if that person is considered a non-establishment candidate.

## **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 444 likely Republican presidential primary voters in New Hampshire. Interviews were conducted by landline and cellular telephone, January 20-24, 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).