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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 among 38 percent of Republican Primary voters, is currently the clear favorite in the race. Texas Senator Ted Cruz (13%) is running as a more distant second place, followed closely by and Former Florida Governor Jeb Bush (10%), Florida Senator Marco Rubio (10%), and Ohio Governor John Kasich (8%). Trump appears to be settling in to his long-held front-runner position, as 57 percent of Republican primary voters in New Hampshire now believe he will be the eventual nominee, a perception that has consistently risen over time.

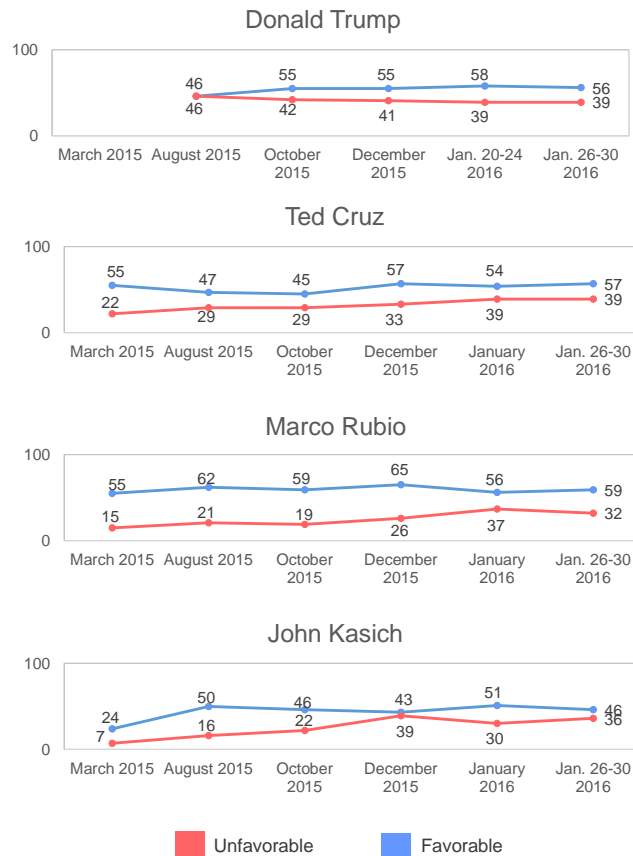
It is important to emphasize that the Republican primary race remains highly fluid, with many voters reporting that they could change their mind in the final week leading up to the primary election.

These results are based on a recent Franklin Pierce University / Boston Herald Poll conducted by RKM Research and Communications, January 26-30, 2016. The survey is based on responses from 439 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

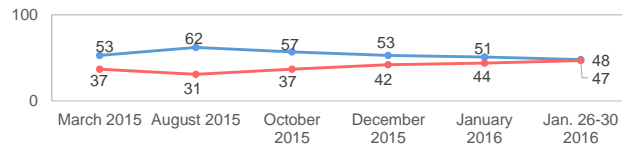
Among the eleven presidential hopefuls included in the most recent Franklin Pierce University / Boston Herald Poll, several of the candidates attract reasonably high favorability ratings over 50 percent, including Florida Senator Marco Rubio (59%), physician Ben Carson (59%), Texas Senator Ted Cruz (57%), businesswoman Carly Fiorina (57%), and businessman Donald Trump (56%). Interestingly, none of the Republican candidates come close to having high favorability ratings similar to Clinton and Sanders on the Democratic side.

Favorability Ratings: Potential Republican Presidential Candidates

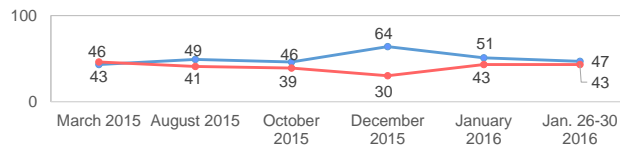


Favorability Ratings: Potential Republican Presidential Candidates

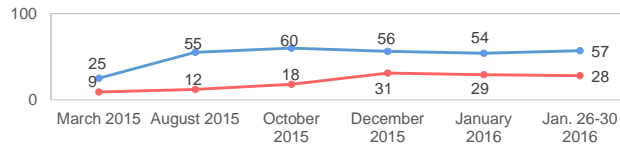
Jeb Bush



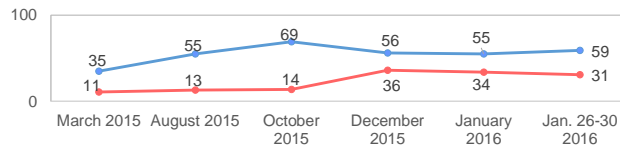
Chris Christie



Carly Fiorina

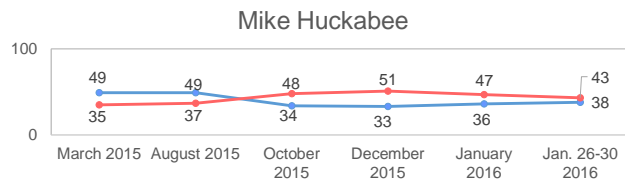
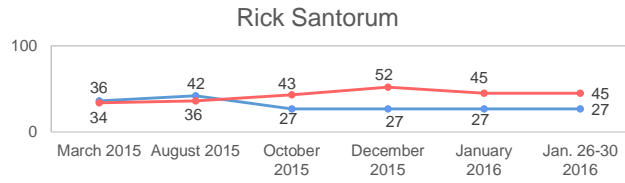
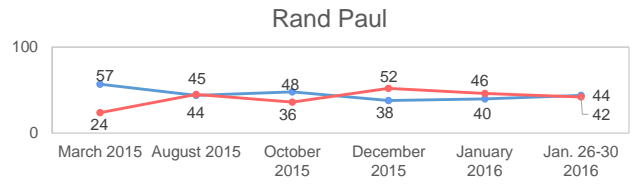


Ben Carson



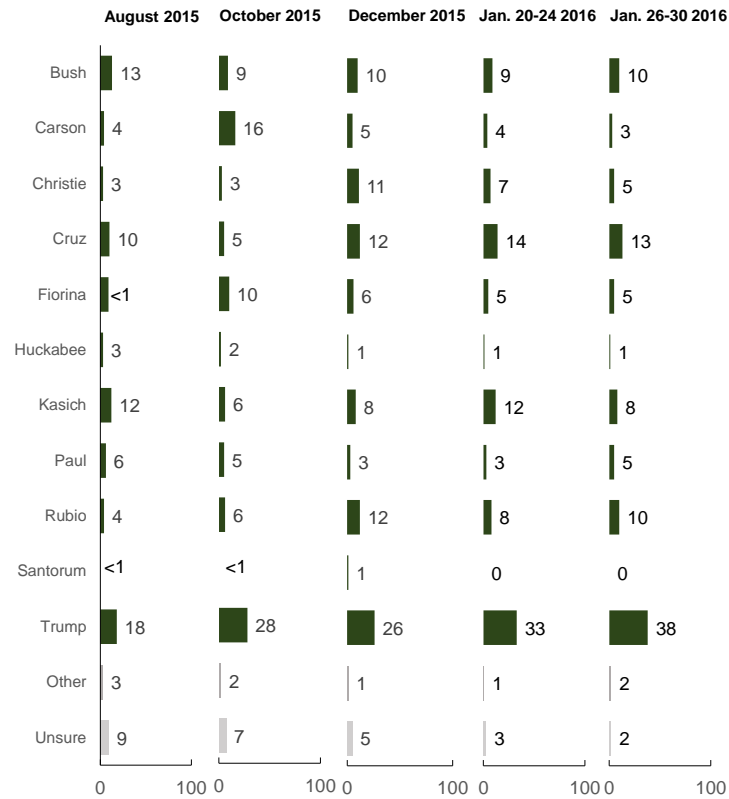
■ Unfavorable ■ Favorable

Favorability Ratings: Potential Republican Presidential Candidates



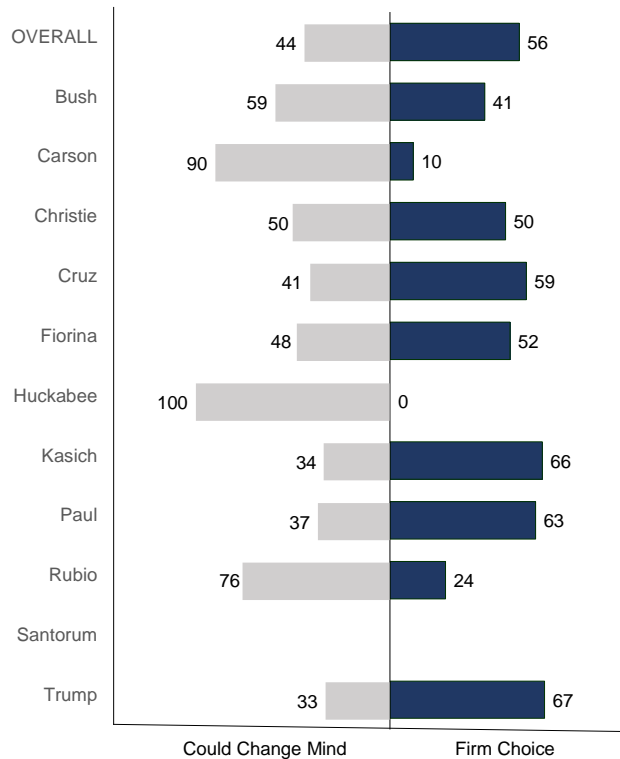
■ Unfavorable ■ Favorable

Republican Presidential Primary Vote Choice



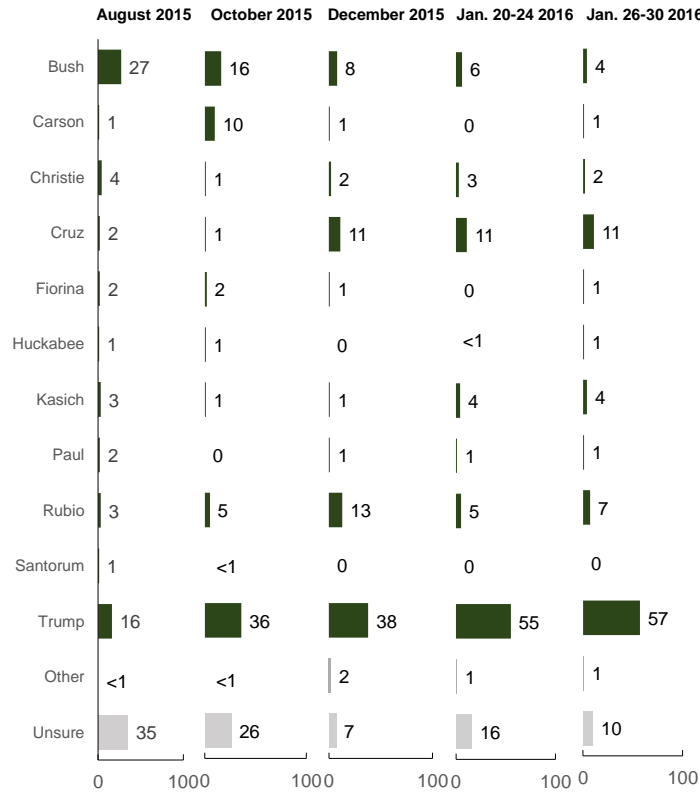
Voters were asked who they would vote for if the New Hampshire Republican presidential primary were held today. The results continue to indicate that Donald Trump is the Party's clear frontrunner in New Hampshire, capturing over one-third (38%) of the vote. Four other candidates continue to vie for the second place position, including Ted Cruz (13%), Jeb Bush (10%), Marco Rubio (10%) and John Kasich (8%).

Firmness of Republican Presidential Primary Vote Choice



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 change. Only about one-half of Republican voters (56%) report that they have made a firm choice, while 44 say they could still change their mind. Fifty-nine percent of Jeb Bush's supporters report that they could change their mind in the final week. Voter volatility is also high for Christie (50% could change their mind), Cruz (41% could change their mind), Fiorina (48% could change their mind) and Rubio (76% could change their mind). Support is a little more stable for Kasich (34% could change their mind), Rand Paul (37% could change their mind) and Donald Trump (33% could still change their mind).

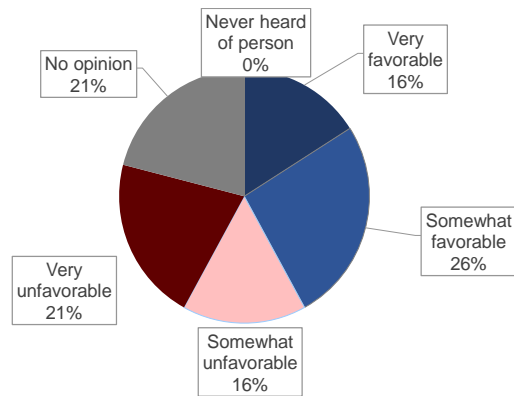
Candidate Most Likely to Win the Presidential Nomination of the Republican Party



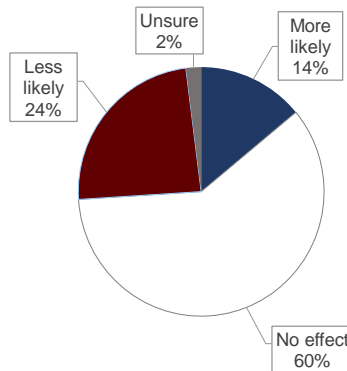
Voters were also asked who they think will end up winning the presidential nomination of the Republican Party. The results show that more than one-half (57%) of Republican voters believe that Donald Trump will be the Republican nominee, a marked increase from results from December (38%) and October (36%). Eleven percent of voters believe Ted Cruz will be the eventual nominee, while fewer reported that it will be Marco Rubio (7%) or Jeb Bush (4%).

Sarah Palin Endorsement

Do you have a favorable or unfavorable view toward former Alaska Governor Sarah Palin?



As you may know, Sarah Palin endorsed Donald Trump for president. Are you more or less likely to support Donald Trump for president based on Sarah Palin's endorsement?



Republican primary voters were asked if they have a favorable or unfavorable view toward former Alaska Governor Sarah Palin. She is viewed favorably by 42 percent of Republican primary voters and unfavorably by 37 percent.

Voters were then asked if her endorsement of Donald Trump's candidacy made it more or less likely that they would vote for him. Only 14 percent report that her endorsement makes it more likely that they will vote for Trump.

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 439 likely Republican presidential primary voters in New Hampshire. Interviews were conducted by landline and cellular telephone, January 26-30, 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 (603.433.3982).