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Donald Trump maintains lead in New Hampshire, followed by Carson, Fiorina and Bush.

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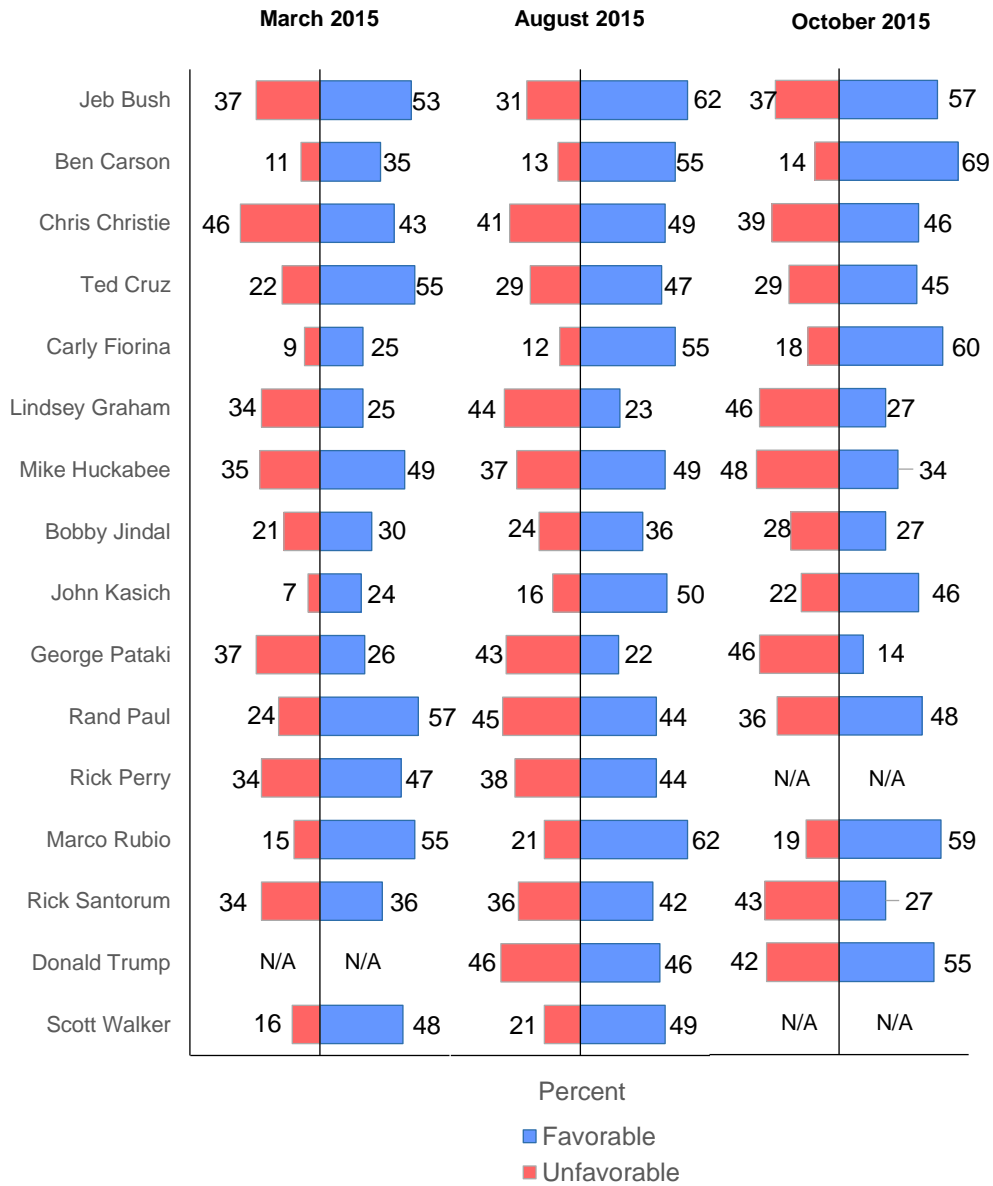
Portsmouth, NH. – Donald Trump builds on his lead in the nation's first primary, as more than one-third (36%) of likely Republican voters identify him as the candidate most likely to win the Party's nomination. Still, the race remains highly competitive as physician Ben Carson surges in favorability and vote choice.

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 440 randomly selected likely Republican primary voters. Interviews were conducted by landline and cellular telephone. The sampling margin of error is +/- 4.7 percent.

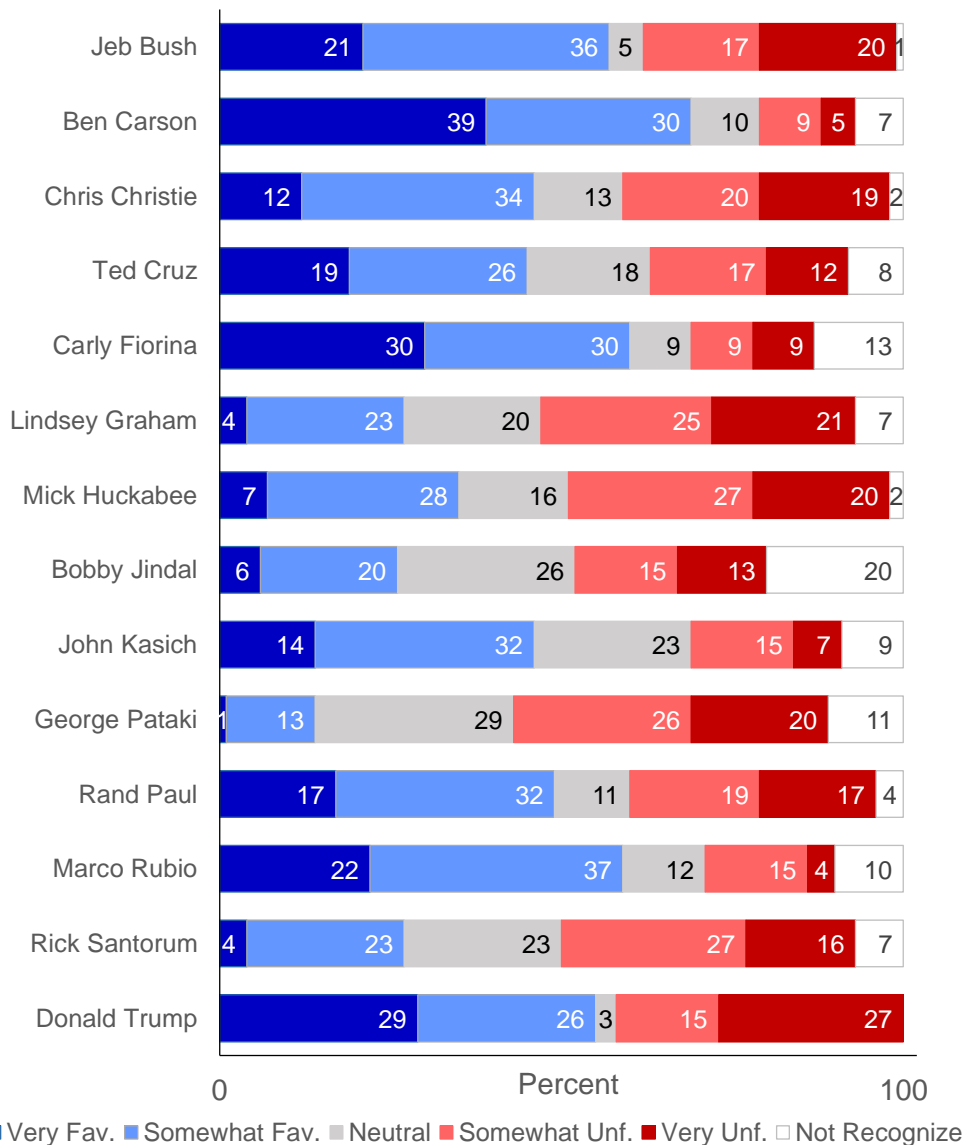
Favorability Ratings

Among the fourteen presidential hopefuls included in the most recent Franklin Pierce University / Boston Herald Poll, the candidates earning the highest favorability ratings include physician Ben Carson (69% favorable), businesswoman Carly Fiorina (60% favorable), Florida Senator Marco Rubio (59% favorable), former Florida Governor Jeb Bush (57% favorable) and businessman Donald Trump (55% favorable). Ben Carson (+14 points) and Donald Trump (+9 points) registered the strongest gains in favorability since the poll was last conducted in August.

Favorability Ratings: Potential Republican Presidential Candidates



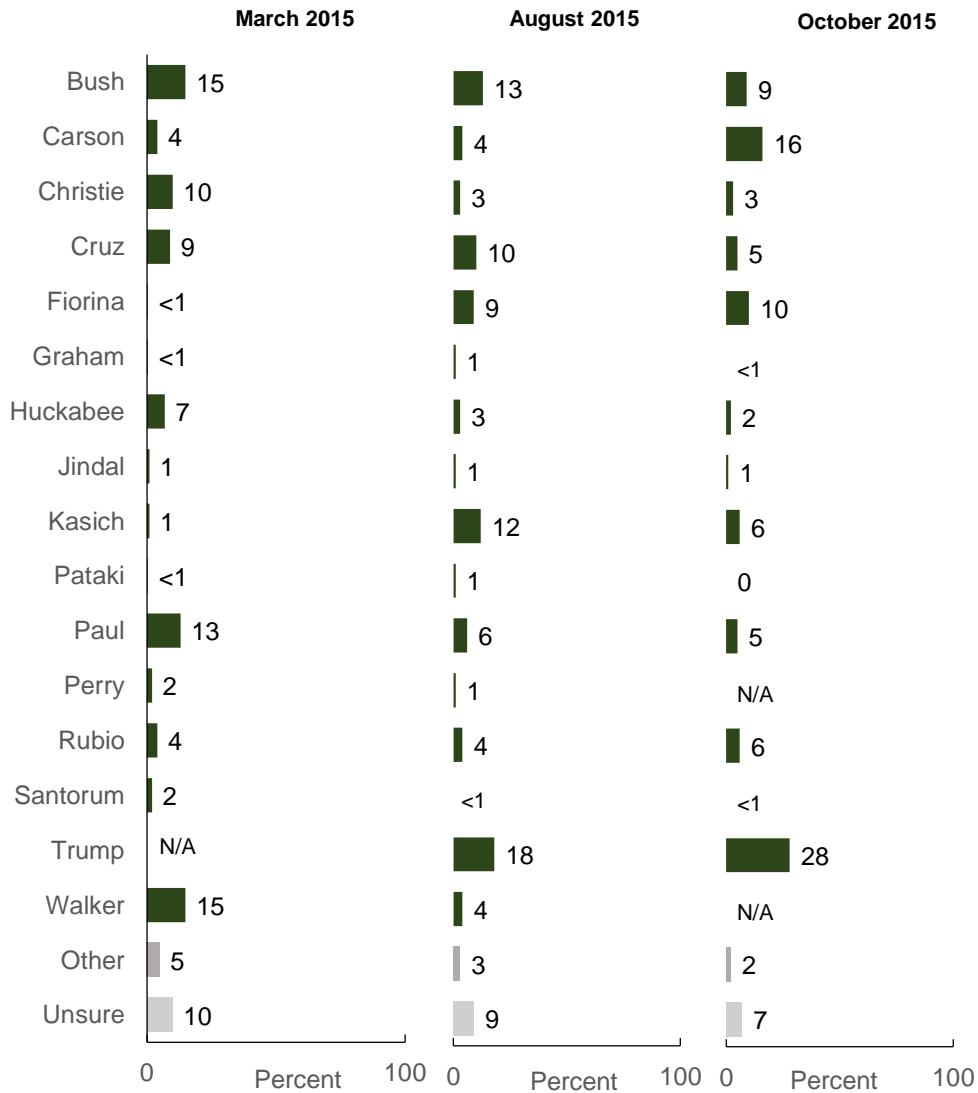
Favorability Ratings: Potential Republican Presidential Candidates



In addition to overall favorable and unfavorable ratings, it is useful to consider the strength of those views. The results continue to show high unfavorable ratings for several candidates, including Former Arkansas Governor Mike Huckabee (47% unfavorable), South Carolina Senator Lindsey Graham (46% unfavorable), former New York Governor George Pataki (46% unfavorable), former Pennsylvania Senator Rick Santorum (43% unfavorable) and Businessman Donald Trump (42% unfavorable).

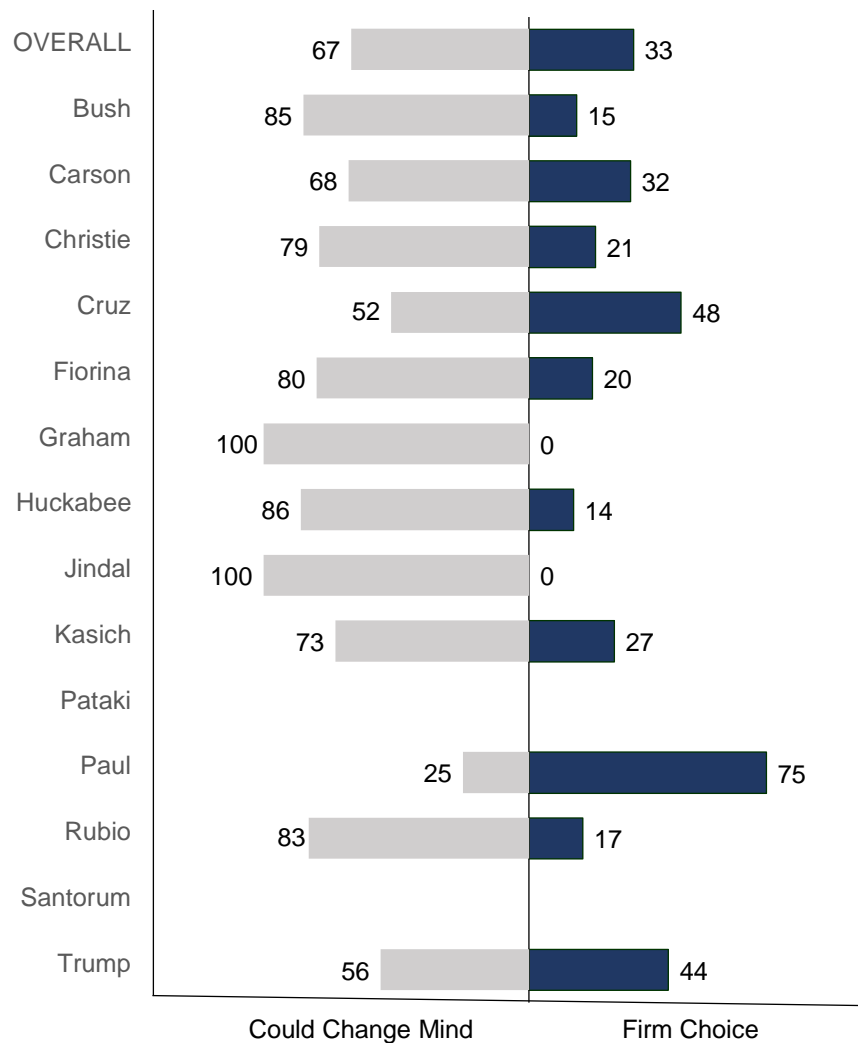
The candidates with the lowest proportion of unfavorable ratings include Physician Ben Carson (14% unfavorable), businesswoman Carly Fiorina (18% unfavorable) and Florida Senator Marco Rubio (19% unfavorable).

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 suggest that Donald Trump has emerged as the party's clear frontrunner in New Hampshire, capturing more than one-fourth (28%) of the vote. Respondents were next most likely to identify Ben Carson (16%), Carly Fiorina (10%) or Jeb Bush (9%) as their candidate of choice. Ohio Governor John Kasich (down 6-points), Texas Senator Ted Cruz (down 5-points) and Former Florida Governor Jeb Bush (down 4-points) have lost ground since the last poll in August, 2015.

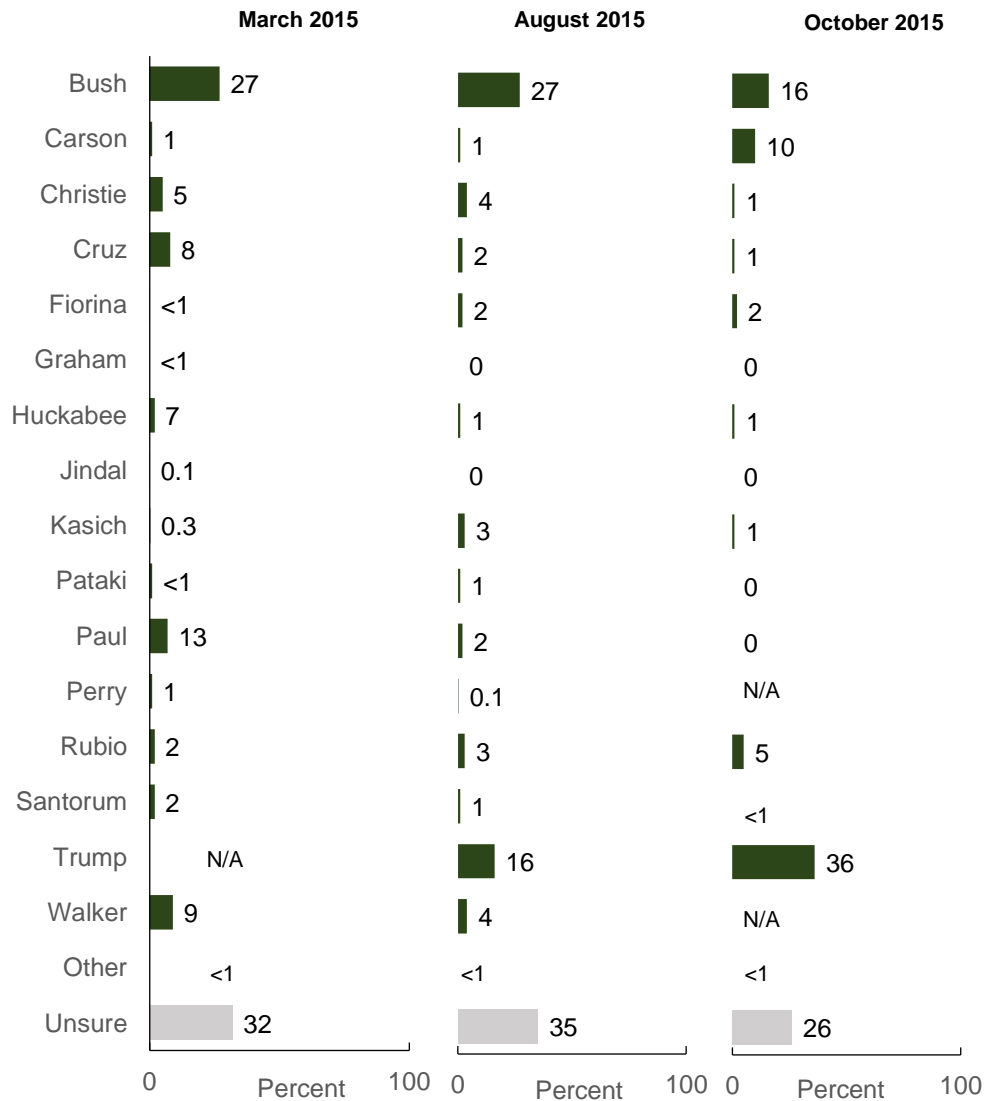
Firmness of Republican Presidential Primary Vote Choice



At this early stage of the contest, the electorate remains highly fluid. Two-thirds of likely Republican primary voters report that they *could change their mind* (67%) between now and the election. Only 33 percent of Republican primary voters reported that they have made a *firm choice* of who they intend to vote for in the primary. As shown above, at this point in time, support for almost all of the candidates under investigation is subject to change between now and the New Hampshire primary early next year.

These results are consistent with the amount of attention that Republican voters are giving the 2016 presidential election at this time. Only 45 percent of likely Republican primary voters are following the presidential election *very closely*, while the vast majority are following the election *only somewhat* (42%) 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 suggest that more than one-third of Republican voters now believe that Donald Trump will be the Republican nominee, a 20-point surge from August (16%) to October (36%). Meanwhile, only 16 percent of respondents identified Jeb Bush as the likely eventual nominee, down 11 points from August (27%). Ten percent of respondents reported that Ben Carson will be the eventual nominee, a nine point increase from August (1%).

Reason for Supporting Republican Candidate

	Overall	Trump (n=121)	Carson (n=71)	Fiorina (n=43)
Best chance of getting elected	6%	7%	1%	5%
Supports issues important to you	25	28	14	23
Has the best qualifications	9	7	3	14
Stands firm on issues and values	28	24	39	21
Would lead in a new direction	19	27	23	23
Can work with Democrats and Republicans	10	3	20	12
Unsure	4	3	0	2

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* (25%) are the two most frequently identified reasons, followed by *leading in a new direction* (19%). Carson's supporters are more likely to base their support on the perception that he *stands firm on issues and values* (39%) and *can work with Democrats and Republicans* (20%), while Fiorina's supporters are more likely to support her because she *has the best qualifications* (14%).

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 440 likely Republican presidential primary voters in New Hampshire. Interviews were conducted by landline and cellular telephone, October 14-17, 2015. The sampling margin of error is +/- 4.7 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).