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## **Republican Presidential Race in New Hampshire Shifts Following the Recent National Republican Presidential Debate**

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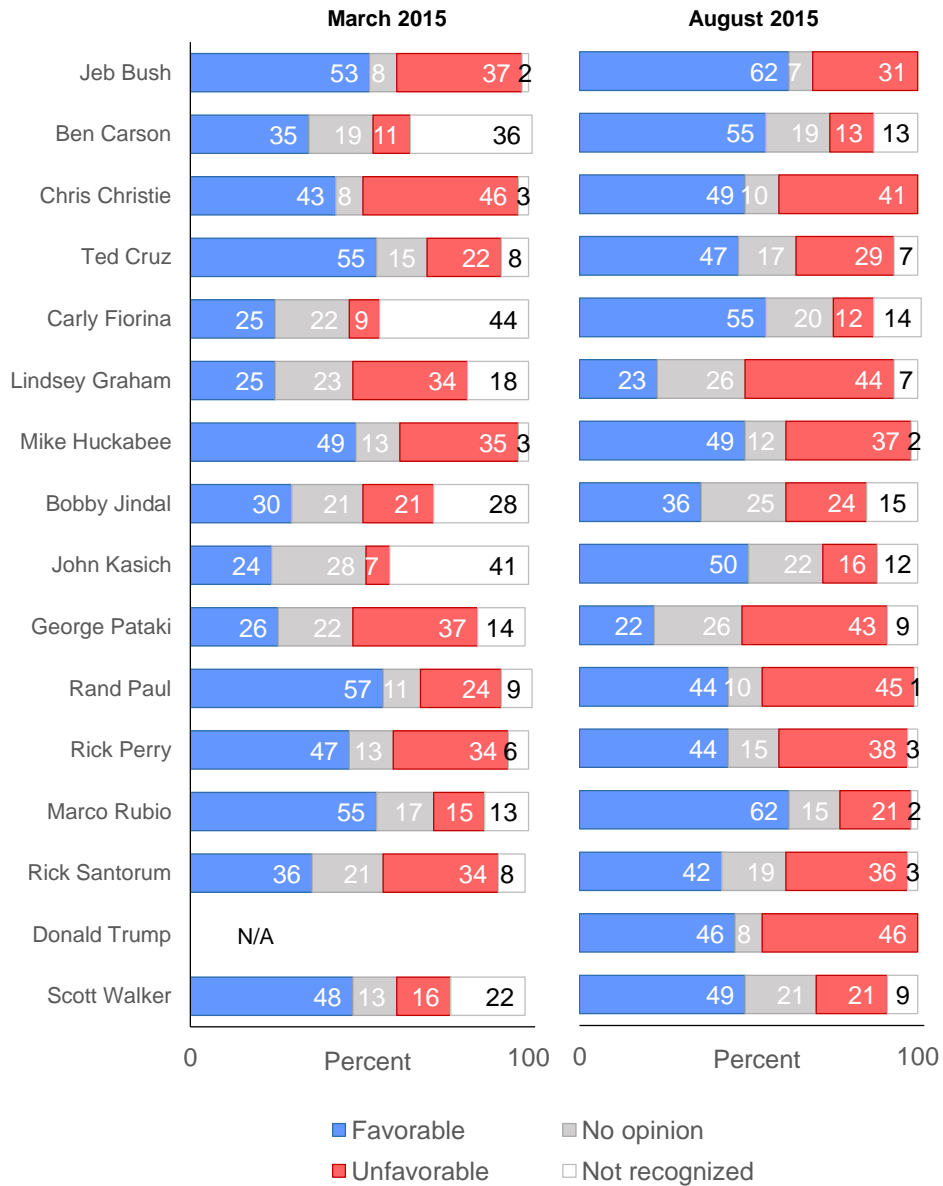
Portsmouth, NH. – A poll conducted in the days following the recent debate among Republican presidential hopefuls has re-shaped the contest in New Hampshire.

These results are based on a recent Franklin Pierce University / Boston Herald Poll conducted by RKM Research and Communications, August 7-10, 2015. The survey is based on responses from 414 randomly selected likely Republican primary voters. Interviews were conducted by landline and cellular telephone. The sampling margin of error is +/- 4.8 percent.

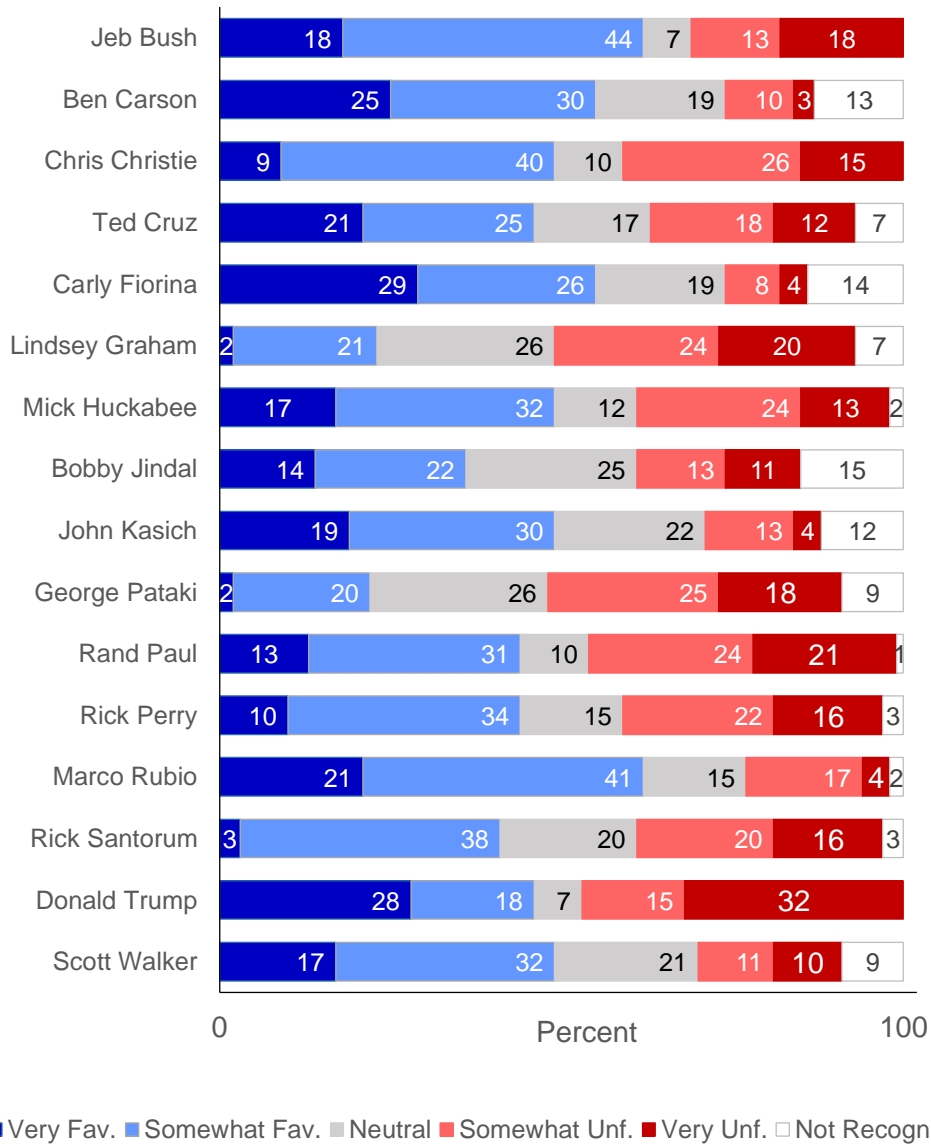
### **Favorability Ratings**

Among a lengthy list of Republican presidential hopefuls, the most popular possible candidates include Former Florida Governor Jeb Bush (62% favorable) and Florida Senator Marco Rubio (62% favorable). Physician Ben Carson (55% favorable) and Businesswoman Carly Fiorina (55% favorable) also registered strong positive ratings, rising sharply since the last poll conducted in March, 2015. Ohio Governor John Kasich also registered an increase in favorability from 24 percent in March to 50 percent today.

## Favorability Ratings: Potential Republican Presidential Candidates



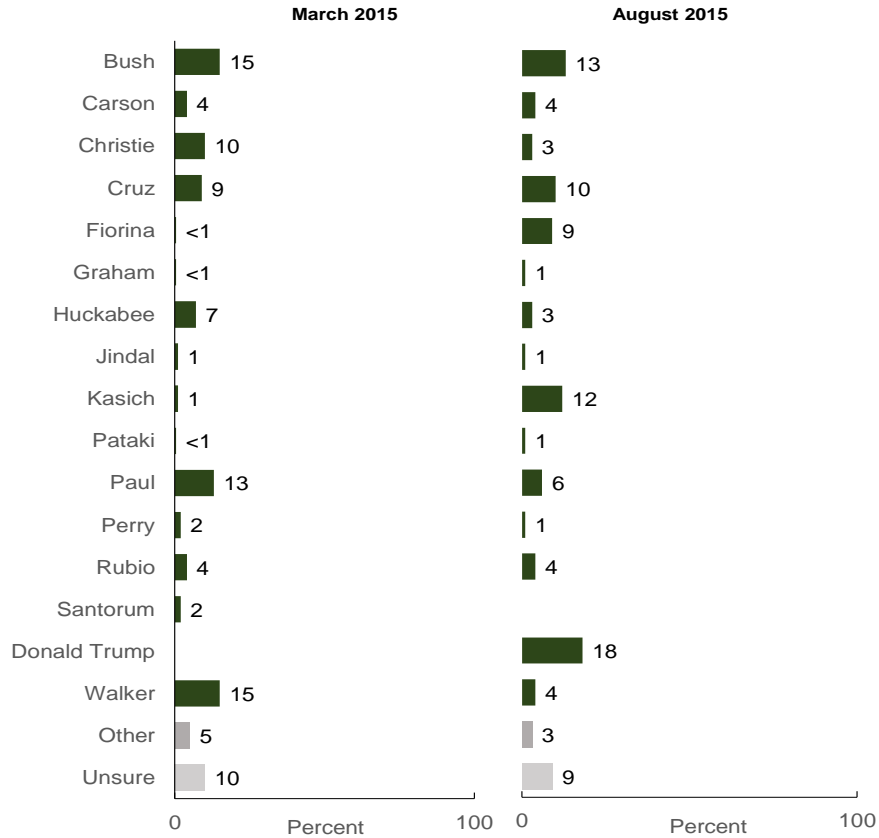
## Favorability Ratings: Potential Republican Presidential Candidates



In addition to overall favorable and unfavorable ratings, it is useful to consider the strength of those views. A quick review of the results suggests that several candidates register high negatives, including Businessman Donald Trump (46% unfavorable), Kentucky Senator Rand Paul (45% unfavorable), South Carolina Senator Lindsay Graham (44% unfavorable), former New York Governor George Pataki (43% unfavorable) and New Jersey Governor Chris Christie (41% unfavorable).

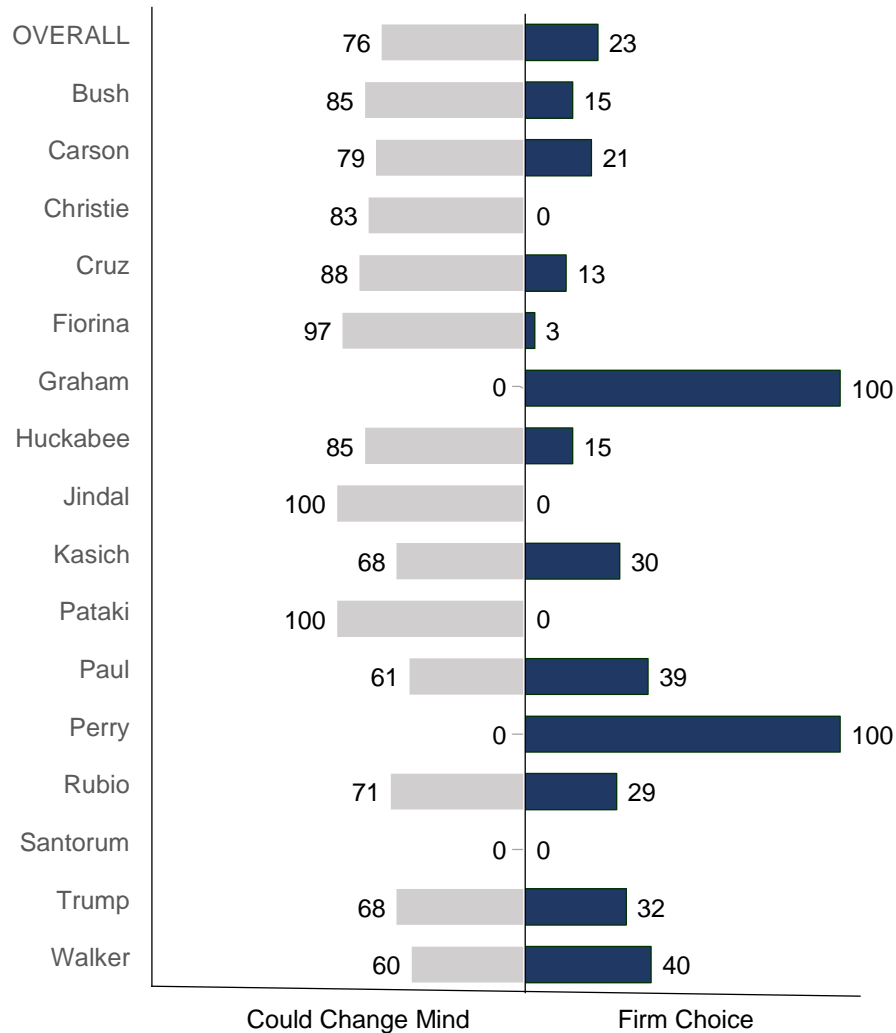
## Republican Presidential Primary Vote Choice

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Voters were asked who they would vote for if the New Hampshire Republican presidential primary were held today. The results indicate that there is no clear front-runner in the race. Donald Trump (18%) appears to hold a very slim lead over Jeb Bush (13%) and John Kasich (12%). Ted Cruz (10%) and Carly Fiorina (9%) also show up strongly in the poll. Rand Paul (down 7-points) and Scott Walker (down 11-points) have both lost ground since the last poll in March, 2015.

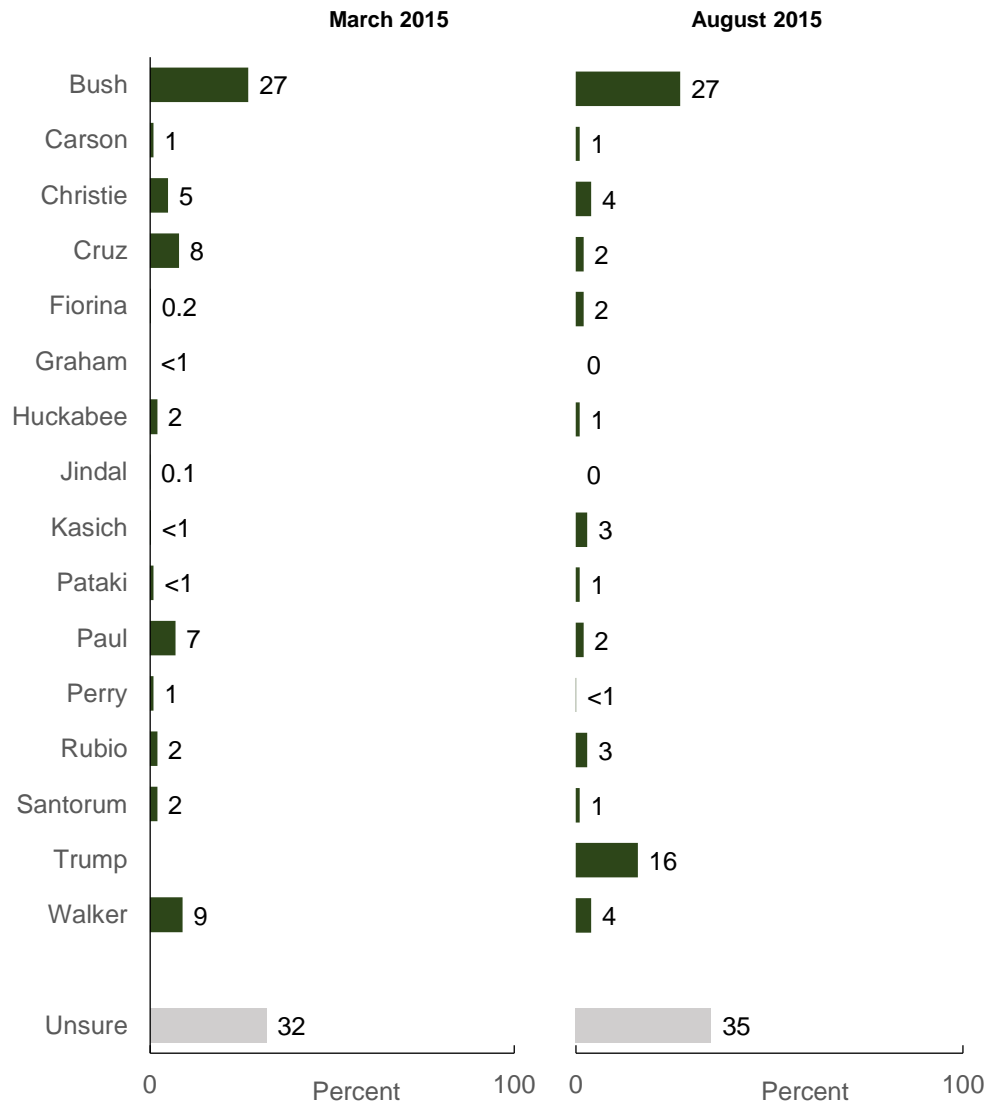
## Firmness of Republican Presidential Primary Vote Choice



Although there is no clear front-runner, the results suggest that the Republican presidential primary looks to be very competitive. At this early stage of the contest, of course, the electorate remains highly fluid. Three fourths of likely Republican primary voters report that they *could change their mind* (76%) between now and the election. Only twenty-three percent of Republican primary voters report 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 time of the 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 43 percent of likely Republican primary voters are following the presidential election *very closely*, while the vast majority are following the election *only somewhat* (45%) or *not that closely* (12%).

## 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. Scott Walker's numbers have dropped in the most recent poll, while Donald Trump's numbers have risen sharply. Still, Jeb Bush (37%) continues to enjoy a strong leading position as the front-runner for the Republican nomination.

## Reason for Supporting Republican Candidate

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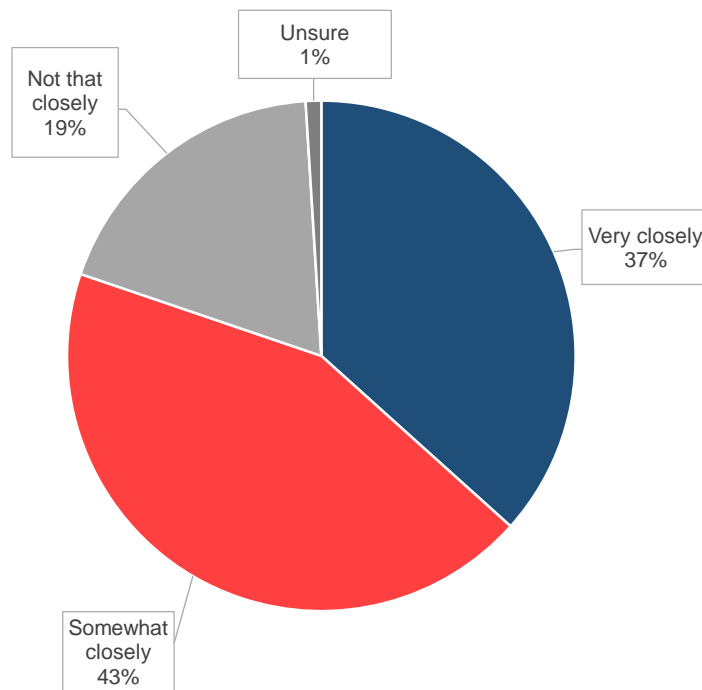
	Overall	Bush (n=54)	Trump (n=73)	Kasich (n=48)
Best chance of getting elected	3%	11%	0%	2%
Supports issues important to you	23	11	29	17
Has the best qualifications	12	4	4	29
Stands firm on issues and values	29	22	18	17
Would lead in a new direction	17	13	45	2
Can work with Democrats and Republicans	13	37	1	25
Unsure	4	2	3	8

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Voters were asked to describe the primary reason why they would vote for their first choice candidate. Among all likely Republican primary voters, *supporting important issues* (23%) and *standing firm on issues and values* (29%) are the two most frequently identified reasons, followed closely by *leading in a new direction* (17%). Bush's supporters are slightly more likely to base their support on the perception that he has the best chance of getting elected (11%). Bush is also more widely perceived as being the most likely candidate to *work effectively with Democrats and Republicans* (37%). Trump's supporters are more likely to say that he would *lead in a new direction* (45%), while Kasich's supporters are more likely to cite his *political qualifications* (29%) and *ability to work with Democrats and Republicans* (25%).

## How closely have you followed news coverage of the Republican Presidential Primary Debate?

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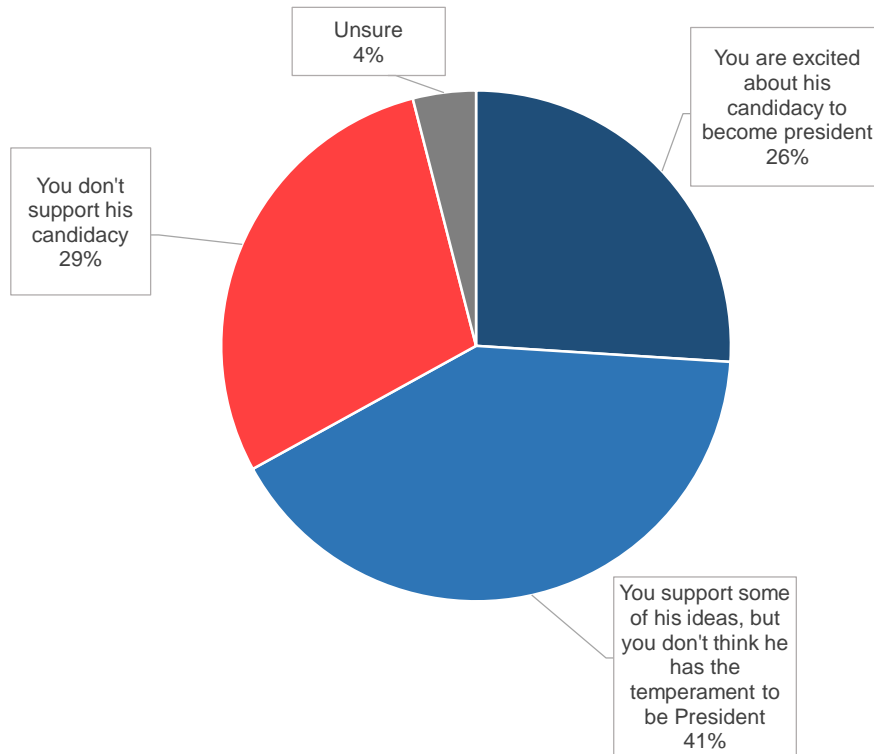
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Republican primary voters were asked how closely they have followed coverage of the recent Republican presidential primary debate. Thirty-seven percent of voters have followed the news *very closely*, while many more have followed the news at least *somewhat closely* (43%).



**Which of the following best describes your view toward Donald Trump's candidacy?**

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Voters were asked their view toward Donald Trump's candidacy. Only 26 percent of Republican primary voters said that they are *excited about his candidacy to become president*. Seventy percent or likely Republican primary voters said that *they support some of his ideas, but do not think he has the temperament to be president* (41%), or say that they *do not support his candidacy* at all (29%).

## **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 414 likely Republican presidential primary voters in New Hampshire. Interviews were conducted by landline and cellular telephone, August 7-10, 2015. The sampling margin of error is +/- 4.8 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).