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THE WMUR / UNH POLL*

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SHAHEEN PULLS AWAY, GORE HAS NARROW LEAD

DURHAM, NH -- Democratic Governor Jeanne Shaheen is pulling away from former U.S. Senator, Republican Gordon Humphrey in the race for New Hampshire Governor. Vice President Al Gore has opened a slight lead over Texas Governor George W. Bush in the race for President.

These findings are based on the latest **WMUR / UNH Poll**, conducted by the University of New Hampshire Survey Center. The WMUR / UNH Poll is sponsored by *WMUR*-TV, Channel 9 in Manchester, New Hampshire. Six-hundred eighty (680) likely voters were interviewed between October 5 and October 13, 2000. The margin of sampling error for the survey is +/-3.8%.

THE FINAL STRETCH

The campaign for New Hampshire Governor has been a hard fought battle between two New Hampshire political heavyweights; incumbent Democratic Governor, Jeanne Shaheen and former U.S. Senator, Republican Gordon Humphrey. With three weeks remaining until the November 7 gubernatorial election, Governor Shaheen has increased her lead over Humphrey. In the latest WMUR/UNH Poll, 49% of likely voters say they will vote for Shaheen, 30% say they will vote for Humphrey, 6% favor Independent Mary Brown, 1% favor Libertarian John Babiarz, 2% favor other candidates, while 12% remain undecided. In the September WMUR/UNH Poll, Shaheen held a smaller lead – 49% to 36% over Humphrey.

"Mary Brown, a former Republican, and Libertarian John Babiarz are thought to hurt Humphrey more than Shaheen. However, these third party candidates are not siphoning votes disproportionally from either," said Andrew Smith, the Director of the UNH Survey Center. Likely voters who favored either Brown, Babiarz, or some candidate were asked who they would vote for if the candidates were just Humphrey and Shaheen.   If the third party candidates were not in the race, Shaheen would slightly increase her lead --54% prefer Shaheen, 34% prefer Humphrey and 13% are undecided.

Shaheen leads among most groups of voters, but gets her strongest support from Democrats, Independents, and voters with post-graduate educations. Humphrey leads only among Republicans.

Swing voters, those who do not vote consistently for either party, are breaking strongly to Shaheen. Fifty-four percent of swing voters say they plan to vote for Shaheen while only 18% plan to vote for Humphrey, 7% favor Brown, 6% favor other candidates, and 16% are undecided.

A particular problem for Humphrey is that he has been unable to solidify his Republican base. While 75% of registered Democrats say they plan to vote for Shaheen, only 56% of registered Republicans say they plan to vote for Humphrey.

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FAVORABILITY RATINGS

An important reason that Shaheen continues to hold a lead over Humphrey is that she has higher favorability ratings than Humphrey. Fifty-two percent of likely voters say they have a favorable opinion of Shaheen, 36% have an unfavorable opinion, 10% are neutral, and 1% say they don't know enough about her to say.

Gordon Humphrey has significantly lower favorability ratings. Only 33% of New Hampshire likely voters say they have a favorable opinion of Humphrey, 42% have an unfavorable opinion, 15% are neutral, and 11% don't know enough about him to say.

The net favorability ratings for the candidates (the percent having a favorable opinion minus the percent expressing an unfavorable opinion) are a solid +16% for Shaheen and -9% for Humphrey. Candidates with negative net favorability ratings are rarely elected.

PRESIDENTIAL ELECTION

In the race for President, Vice President Al Gore holds a slim lead over Texas Governor George W. Bush among New Hampshire likely voters. In the latest WMUR / UNH Poll, 43% of likely voters say they plan to vote for Gore, 39% favor Bush, 7% favor Green Party candidate Ralph Nader, 3% favor Reform Party candidate Pat Buchanan, 2% favor some other candidate, and 6% remain undecided.

"Both Bush and Gore have advantages in New Hampshire. Bush benefits from more registered GOP voters than registered Democrats. Gore has the advantages of incumbency, a primary win, Governor Shaheen running for re-election, and being on two winning tickets with Clinton in 1992 and 1996. These advantages are canceling each other, making Independents even more important," said Smith. Swing voters, those who do not vote consistently for Republicans or Democrats, currently favor Gore – 40% to 26%.

Neither Bush or Gore have an advantage in their favorability ratings. Forty-six percent of likely voters say they have a favorable opinion of Bush, 41% have an unfavorable opinion, 11% are neutral and 1% don't know enough about him to say. Bush's net favorability rating is a modest +5%. Forty-eight percent of likely voters say they have a favorable opinion of Gore, 43% have an unfavorable opinion, 8% are neutral, and 1% don't know enough about him to say. Gore also has a modest +5% net favorability rating.

The Clinton factor continues to play a part in the race for President. Of those voters who have a favorable opinion of President Bill Clinton, 76% say they are voting for Gore. Conversely, 68% of those voters who have an unfavorable opinion of Clinton say they are voting for Bush.

When asked the reason they prefer Gore, likely voters cite his experience (18%), general approval of his policy positions (11%), his honesty and integrity (9%), that he's a Democrat (9%), and a dislike of Bush (8%).

Bush voters say they will vote for him because of his honesty and integrity (22%), that he's the best person for the job (8%), a general dislike of Gore (7%), a general approval of his policy positions (7%), his plans for education (7%), and his education policy (7%).

NH Gubernatorial Election - Shaheen vs Humphrey (Likely Voters)

	Sept. 00	Oct. 00
Shaheen	49%	49%
Humphrey	36	30
Brown	*	6
Babiarz	*	1
Other	7	2
Undecided	8	12
	(N=765)	(N=669)

* Not named specifically in September.

Presidential Election - Gore vs. Bush (Likely Voters)

	Sept. 00	Oct. 00
Gore	42%	43%
Bush	42	39
Nader	4	7
Buchanan	2	3
Other	4	2
Undecided	6	6
	(N=771)	(N=673)

Favorability Ratings (Likely Voters)

	Favorable	Unfavorable	Neutral	DK Enough	Net	(N)
Humphrey	33%	42%	15%	11%	-9%	(677)
Shaheen	52	36	10	1	+16%	(677)
Bush	46	41	11	1	+5%	(675)
Clinton	43	47	10	1	-4%	(676)
Gore	48	43	8	1	+5%	(677)

Why Favor Gore/Bush (Likely Voters)

Gore Voters	Percent	Bush Voters	Percent
Experience	18	Honesty, Integrity	22
Policy positions	11	Best qualified	8
Honesty, Integrity	9	Dislike Gore	7
Party ID	9	Issue positions	7
Dislike Bush	8	Education policy	7
Continue Clinton policies	7	"I just like him"	7
"Lesser of 2 evils"	6	Tax policies	5
Pro-choice	5	"He's a reformer"	5
Education policy	5	"Lesser of 2 evils"	4
Social Security plan	4	Supports small govt.	4
Other	16	Other	22
Don't know	2	Don't know	2
(N=285)		(N=260)	

WMUR / UNH Poll Methodology

These findings are based on the most recent WMUR / UNH Poll conducted by the University of New Hampshire Survey Center from October 5 through October 13, 2000. A random sample of 680 likely New Hampshire general voters was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 3.8 percent. Results reported for other subgroups have potential for somewhat larger variation than those for the entire population.

The data have been weighted to adjust for numbers of voters and telephone lines within households, respondent sex, and for likely voter turnout. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

Respondents to the WMUR / UNH Poll were asked:

- "Next, I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person -- or if you have never heard of him or her. First, ... How about ..."Former U.S. Senator Gordon Humphrey?" (READ IF NECESSARY) "Would you say you have a favorable or unfavorable opinion of him?"
- "New Hampshire Governor Jean Shaheen."
- "Vice President Al Gore."
- "Texas Governor George W. Bush."
- President Bill Clinton."
- "Suppose the 2000 election for New Hampshire Governor was being held TODAY. Would you vote for Gordon Humphrey, the Republican, or Jeanne Shaheen, the Democrat, John Babiarz, the Libertarian, or Mary Brown, the Independent?" ROTATE CANDIDATES (IF OTHER, UNDECIDED, NEITHER, DK): "As of today, do you lean more toward Jeanne Shaheen, the Democrat, or Gordon Humphrey, the Republican, John Babiarz, the Libertarian, or Mary Brown, the Independent?"
- (IF NOT VOTING FOR SHAHEEN OR HUMPHREY) "Suppose the race was just between Gordon Humphrey, the Republican and Jeanne Shaheen the Democrat ... Would you vote for Humphrey or Shaheen?"
- "Now, suppose the 2000 presidential election were being held TODAY. If you had to choose between George W. Bush, the Republican; Al Gore, the Democrat; Pat Buchanan of the Reform Party; Ralph Nader, of the Green Party; Harry Browne, the Libertarian; and Howard Phillips of the Constitution Party, who would you vote for?" (IF OTHER, UNDECIDED, NEITHER, DK): "As of today, do you LEAN more toward Bush, the Republican; Gore, the Democrat, Buchanan of the Reform Party; Nader of the Green Party; Browne, the Libertarian; or Phillips of the Constitution Party?"
- "Now I'd like to ask about your reasons for choosing your candidate. What is the MOST IMPORTANT reason you are voting for (CANDIDATE)?"

Favorability Rating: George W. Bush

	Favorable	**Neutral**	**Unfavorable**	**Don't Know**	**(N)**
STATEWIDE	**46%**	**11%**	**41%**	**1%**	**675**
Democrat	14	12	73	0	278
Independent	42	19	35	5	92
Republican	78	9	11	1	287
GOP Core Voter	85	7	6	1	230
Swing voter	43	19	36	2	200
DEM Core Voter	10	10	80	1	232
18 to 29	41	9	46	4	52
30 to 45	53	10	36	1	214
46 to 64	43	12	44	1	247
65 and over	46	14	39	2	136
Male	48	11	40	1	320
Female	44	12	42	2	355
High school or less	41	14	43	3	199
Some college	52	10	37	1	142
College graduate	50	12	37	1	213
Post-graduate	39	9	51	1	105
Northern NH	53	10	37	0	92
Western NH	42	8	50	0	62
Central/Lakes	42	14	43	1	116
Hillsborough County	46	10	42	2	189
Seacoast	47	13	38	2	216
1st District	50	11	38	1	348
2nd District	43	12	44	1	314
Donor towns	54	10	36	0	87
Receiver towns	45	12	42	2	588
Married	46	11	43	1	466
Widowed	46	19	34	1	46
Divorced	40	16	41	3	61
Not married	51	11	36	2	83
Lived in NH 3 yrs or less	44	9	46	0	71
4 to 10 years	42	14	42	3	72
11 to 20 years	41	13	45	1	123
More than 20 years	49	11	39	1	395
News from TV	48	14	37	1	255
News from paper	47	8	42	2	260
News from radio	42	11	45	2	66
News from other	43	15	42	0	74
Visited cand web site	56	3	41	0	95
Not visited	44	13	41	2	564
Low political knowledge	44	13	41	2	365
Moderate knowledge	48	12	40	0	230
High knowledge	51	3	44	2	80

Favorability Rating: Bill Clinton

	Favorable	Neutral	Unfavorable	Don't Know	(N)
STATEWIDE	**43%**	**10%**	**47%**	**1%**	**676**
Democrat	68	13	18	0	278
Independent	50	15	34	2	94
Republican	15	5	79	1	287
GOP Core Voter	11	4	84	1	230
Swing voter	44	12	44	1	201
DEM Core Voter	73	14	13	0	232
18 to 29	48	7	41	4	52
30 to 45	36	12	52	0	213
46 to 64	44	10	46	0	248
65 and over	46	8	45	1	137
Male	41	9	49	0	321
Female	44	11	44	1	355
High school or less	50	7	41	2	199
Some college	41	8	51	0	142
College graduate	39	10	51	0	214
Post-graduate	38	20	42	0	104
Northern NH	44	8	47	0	92
Western NH	45	7	48	0	62
Central/Lakes	46	9	45	0	116
Hillsborough County	42	12	45	1	189
Seacoast	40	10	48	1	217
1st District	42	10	47	1	349
2nd District	42	10	47	0	314
Donor towns	42	7	51	0	87
Receiver towns	43	10	46	1	589
Married	41	11	48	0	467
Widowed	39	5	51	4	47
Divorced	49	9	43	0	60
Not married	49	11	38	2	83
Lived in NH 3 yrs or less	51	6	42	0	71
4 to 10 years	39	16	42	3	72
11 to 20 years	42	10	48	0	122
More than 20 years	42	9	48	1	397
News from TV	41	9	49	0	256
News from paper	42	10	46	1	260
News from radio	42	11	47	0	66
News from other	47	10	42	1	74
Visited cand web site	29	10	61	0	95
Not visited	45	10	45	1	565
Low political knowledge	47	10	42	1	366
Moderate knowledge	36	10	54	0	231
High knowledge	40	12	48	0	80

Favorability Rating: Al Gore

	Favorable	Neutral	Unfavorable	Don't Know	(N)
STATEWIDE	**48%**	**8%**	**43%**	**1%**	**677**
Democrat	81	6	13	0	278
Independent	50	17	31	1	93
Republican	14	7	76	2	287
GOP Core Voter	10	6	82	2	230
Swing voter	49	13	37	1	201
DEM Core Voter	85	6	9	0	232
18 to 29	44	0	52	4	52
30 to 45	41	11	47	1	213
46 to 64	54	6	40	0	248
65 and over	50	9	39	2	137
Male	44	8	48	1	321
Female	52	8	38	2	355
High school or less	53	9	35	3	199
Some college	39	9	52	0	142
College graduate	44	8	48	0	213
Post-graduate	59	7	34	0	105
Northern NH	41	10	47	2	92
Western NH	56	5	39	0	62
Central/Lakes	54	8	37	1	116
Hillsborough County	53	8	38	2	189
Seacoast	42	8	49	0	217
1st District	46	8	45	1	349
2nd District	51	8	41	1	314
Donor towns	37	13	50	0	88
Receiver towns	50	7	42	1	589
Married	46	9	45	1	467
Widowed	49	8	41	3	47
Divorced	57	8	34	1	61
Not married	56	7	35	2	83
Lived in NH 3 yrs or less	49	6	44	1	71
4 to 10 years	47	14	36	3	72
11 to 20 years	45	8	47	0	123
More than 20 years	49	8	43	1	396
News from TV	51	6	42	0	255
News from paper	45	7	47	2	261
News from radio	43	9	46	2	66
News from other	53	19	28	1	74
Visited cand web site	31	4	64	0	95
Not visited	51	9	39	1	565
Low political knowledge	52	8	38	2	365
Moderate knowledge	42	9	49	0	231
High knowledge	47	5	47	0	80

Favorability Rating: Gordon Humphrey

	Favorable	**Neutral**	**Unfavorable**	**Don't Know**	**(N)**
STATEWIDE	**33%**	**15%**	**42%**	**11%**	**677**
Democrat	16	14	61	9	279
Independent	23	18	40	18	93
Republican	52	15	23	11	287
GOP Core Voter	59	14	18	9	230
Swing voter	26	17	42	15	202
DEM Core Voter	13	13	64	10	232
18 to 29	31	17	34	18	52
30 to 45	38	16	33	14	214
46 to 64	28	14	52	6	248
65 and over	34	14	37	15	137
Male	34	14	44	8	321
Female	32	15	39	14	356
High school or less	28	18	41	13	200
Some college	34	11	42	13	142
College graduate	36	17	36	11	213
Post-graduate	31	9	54	5	105
Northern NH	42	16	40	2	92
Western NH	27	16	42	15	62
Central/Lakes	34	11	49	6	116
Hillsborough County	33	14	40	13	190
Seacoast	30	16	40	14	217
1st District	34	13	43	9	349
2nd District	31	16	40	13	315
Donor towns	36	13	40	11	88
Receiver towns	33	15	42	11	589
Married	32	16	43	10	467
Widowed	36	15	27	22	47
Divorced	38	8	42	11	61
Not married	28	15	44	14	83
Lived in NH 3 yrs or less	32	18	32	17	71
4 to 10 years	31	13	33	23	72
11 to 20 years	35	18	35	12	123
More than 20 years	32	13	47	8	396
News from TV	30	17	44	10	256
News from paper	38	12	38	11	261
News from radio	29	21	38	12	66
News from other	27	11	45	16	74
Visited cand web site	45	10	36	9	95
Not visited	31	16	42	11	566
Low political knowledge	33	16	37	14	366
Moderate knowledge	31	15	45	9	231
High knowledge	40	6	53	2	80

Favorability Rating: Jeanne Shaheen

	Favorable	Neutral	Unfavorable	Don't Know	(N)
STATEWIDE	**52%**	**10%**	**36%**	**1%**	**677**
Democrat	69	9	21	1	278
Independent	55	11	32	2	93
Republican	34	10	54	2	287
GOP Core Voter	29	11	58	2	230
Swing voter	54	11	34	2	201
DEM Core Voter	74	8	17	1	232
18 to 29	58	3	32	7	52
30 to 45	53	11	36	0	214
46 to 64	53	10	35	1	248
65 and over	48	10	41	1	137
Male	49	11	39	1	321
Female	55	9	34	2	355
High school or less	53	11	34	2	199
Some college	47	9	43	0	142
College graduate	55	9	35	1	213
Post-graduate	53	11	35	2	105
Northern NH	47	10	42	1	92
Western NH	53	7	40	0	62
Central/Lakes	52	9	37	2	116
Hillsborough County	55	11	32	2	189
Seacoast	52	10	36	2	217
1st District	50	11	37	3	349
2nd District	56	10	34	0	315
Donor towns	44	8	47	1	88
Receiver towns	54	10	34	1	589
Married	52	10	37	1	467
Widowed	47	13	36	4	47
Divorced	57	5	37	2	61
Not married	59	10	28	3	83
Lived in NH 3 yrs or less	62	8	30	0	71
4 to 10 years	61	8	25	6	72
11 to 20 years	49	10	41	0	123
More than 20 years	50	11	38	1	396
News from TV	54	9	36	1	255
News from paper	52	11	36	1	261
News from radio	42	11	47	0	66
News from other	57	7	33	3	74
Visited cand web site	44	8	46	2	95
Not visited	54	10	35	1	566
Low political knowledge	57	9	31	3	366
Moderate knowledge	49	10	41	0	231
High knowledge	39	16	45	0	80

Presidential Election

	Gore	Bush	Buchanan	Nader	Other	Undecided	(N)
STATEWIDE	43%	39%	3%	7%	2%	6%	673
Registered Democrat	81	4	1	10	0	5	198
Undeclared	42	36	4	7	5	7	228
Registered Republican	14	71	3	4	1	7	239
Democrat	79	7	1	10	0	3	278
Independent	42	19	8	8	5	18	91
Republican	8	77	3	4	3	5	287
GOP Core Voter	3	87	3	1	2	4	230
Swing voter	40	26	4	11	5	14	198
DEM Core Voter	85	3	1	9	0	1	232
18 to 29	34	42	3	11	5	6	52
30 to 45	38	47	2	6	2	5	213
46 to 64	48	35	2	8	2	6	246
65 and over	45	35	6	5	1	7	137
Male	38	43	3	9	1	6	318
Female	48	35	2	5	3	6	355
High school or less	45	33	4	6	2	9	199
Some college	36	47	5	6	1	5	142
College graduate	41	42	1	7	4	5	211
Post-graduate	54	32	0	11	0	3	104
Northern NH	42	43	1	5	4	5	90
Western NH	38	38	3	12	1	9	62
Central/Lakes	49	37	1	5	3	5	116
Hillsborough County	47	34	3	5	2	8	189
Seacoast	39	42	4	9	2	4	215
Married	43	40	2	8	2	5	465
Widowed	40	26	7	5	1	20	46
Divorced	51	33	3	2	1	9	61
Not married	41	42	1	7	4	5	83
Lived in NH 3 yrs or less	44	36	3	9	2	7	71
4 to 10 years	50	33	2	4	9	2	72
11 to 20 years	39	45	2	9	1	3	123
More than 20 years	43	39	3	6	1	8	393
News from TV	45	42	2	6	0	4	254
News from paper	40	41	2	7	1	8	259
News from radio	41	32	0	7	13	7	66
News from other	48	29	8	8	2	5	74
Visited cand web site	33	50	2	11	1	3	94
Not visited	45	37	3	6	2	7	564
Low political knowledge	47	34	2	6	2	9	364
Moderate knowledge	37	46	4	8	2	3	230
High knowledge	46	43	0	9	2	1	79

Vote for NH Governor

	Humphrey	Shaheen	Brown	Other	Undecided	(N)
STATEWIDE	**30%**	**49%**	**6%**	**3%**	**12%**	**669**
Registered Democrat	5	75	7	3	11	194
Undeclared	23	51	8	6	12	228
Registered Republican	56	26	4	1	12	240
Democrat	8	71	8	4	10	273
Independent	17	62	3	6	12	92
Republican	55	23	6	2	14	286
GOP Core Voter	66	15	6	2	12	230
Swing voter	18	54	7	6	16	196
DEM Core Voter	4	79	6	3	8	230
18 to 29	35	39	8	5	13	51
30 to 45	29	49	6	2	15	212
46 to 64	27	53	7	3	9	248
65 and over	35	45	4	5	11	132
Male	30	48	8	4	10	318
Female	29	49	4	3	14	351
High school or less	29	47	6	4	13	195
Some college	39	43	5	1	11	141
College graduate	27	48	8	5	12	212
Post-graduate	23	60	6	0	10	105
Northern NH	38	38	9	3	12	90
Western NH	27	46	7	5	15	62
Central/Lakes	31	48	7	2	12	116
Hillsborough County	30	52	5	5	10	186
Seacoast	27	52	6	2	13	214
1st District	32	48	6	4	12	342
2nd District	28	50	6	3	12	312
Donor towns	33	45	9	3	11	85
Receiver towns	29	49	6	3	12	583
Married	28	50	7	4	12	462
Widowed	41	40	0	1	17	45
Divorced	31	49	6	0	14	61
Not married	31	48	6	6	8	83
Lived in NH 3 yrs or less	28	51	4	3	14	71
4 to 10 years	24	60	0	6	10	72
11 to 20 years	35	45	7	4	9	121
More than 20 years	29	48	7	3	13	391
Visited cand web site	42	43	6	4	5	93
Not visited	28	50	6	3	13	561
Low political knowledge	27	50	6	2	15	359
Moderate knowledge	31	47	6	6	10	229
High knowledge	37	49	6	2	6	80