

# The WMUR / CNN Poll

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## GREGG MOST POPULAR POLITICIAN IN NEW HAMPSHIRE

DURHAM, NH-Senator Judd Gregg has the highest overall favorability rating among the major office holders in New Hampshire

These findings are based on the latest **WMUR / CNN Poll**, conducted by the University of New Hampshire Survey Center. The WMUR / CNN Poll is sponsored by WMUR - TV, Channel 9 in Manchester, New Hampshire and CNN. We ask users to properly attribute this information copyrighted to the "WMUR/CNN Poll", conducted by the University of New Hampshire Survey Center

### **Popularity Contest**

High name recognition and a high favorability rating are key indicators of how well a politician is likely to fare at the ballot box. Governor Jeanne Shaheen, Senators Judd Gregg and Bob Smith, and Congressmen Charlie Bass and John Sununu are all well known to New Hampshire voters and an analysis of their favorability ratings may inform many political decisions these politicians make in the next several years.

## **Governor Shaheen**

Democratic Governor Jeanne Shaheen, apparently not affected by the debate over education funding, remains popular among New Hampshire voters - 63% of New Hampshire likely voters say they have a favorable opinion of her, 30% have an unfavorable opinion, 5% are neutral and 2% don't know enough about her to say. Her net favorability rating (the percent favorable minus the percent unfavorable) is a +33. Her net favorability rating has remained stable since the May, 1999 WMUR / CNN Poll when it stood at +36. Shaheen is often mentioned as a candidate for the US Senate in 2002 and being known by 98% of New Hampshire voters, and being viewed favorably by 63%, are strong advantages, particularly since incumbent Senator Bob Smith recently quit the Republican Party.

## **New Hampshire Senators**

Republican Senator, and former Governor, Judd Gregg is also well known and well liked by New Hampshire voters. Sixty-three percent of New Hampshire voters have a favorable opinion of Gregg, 21% have an unfavorable opinion of him, 10% are neutral, and 6% say they don't know enough about him to say. Gregg's net favorability rating is a strong +42, essentially unchanged since May, 199 when it stood at +41. Gregg's strong favorability rating makes him a favorite for re-election in 2004.

Republican Senator Bob Smith is a candidate for President in 2000 and has recently quit the Republican Party. New Hampshire voters have not been pleased with his recent decisions. Only 36% of New Hampshire likely voters have a favorable opinion of Smith, 48% have an unfavorable opinion of him, 9% are neutral, and 7% don't know enough about him to say. Smith's net favorability rating of -12 is significantly lower than Governor Shaheen, a potential challenger in 2002 and is significantly lower than the +12 he had in the May, 1999 WMUR / CNN Poll.

## **New Hampshire Congressmen**

First District Congressman John Sununu, son of former Governor John Sununu, is well known to New Hampshire voters - 56% have a favorable opinion of Sununu, 29% have an unfavorable opinion, 10% are neutral, and 5% don't know enough about him to say. His net favorability score statewide is +27, a modest decline since the May, 1999 WMUR / CNN Poll when it stood at +35. Looking only at the First Congressional District, 59% of voters have a favorable opinion of him, 27% have an unfavorable opinion, 10% are neutral, and 4% don't know enough about him to say. Sununu's net favorability rating of +32 reflects a moderate decline since May when his favorability rating in the First District stood at +45.

Second District Congressman Charlie Bass is the least well known of New Hampshire's major office holders. Forty-seven percent of New Hampshire voters say they have a favorable opinion of Bass, 22% have an unfavorable opinion of him, 13% are neutral, and 18% don't know enough about him to say. Statewide, Bass' net favorability rating is +25, essentially unchanged since the May, 1999 WMUR / CNN Poll when it stood at +27. Looking only at the Second District, 56% of voters say they have a favorable opinion of him, 26% have an unfavorable opinion, 9% are neutral, and 9% don't know enough about him to say. His net favorability rating of +30 in the Second District is unchanged since May, 1999.

## **Sub-Group Analysis**

Governor Shaheen receives her highest favorability ratings from Democrats, Liberals, young voters, and pro-choice voters. Republicans, Conservatives, and pro-life voters give Shaheen her lowest favorability ratings.

Senator Gregg receives his strongest favorability ratings from Republicans, Conservatives, regular church goers, and pro-life voters. Gregg is also viewed favorably

by voters of the opposing party - Democrats, Liberals, and union voters all have favorable opinions of him.

Senator Smith receives his strongest favorability ratings from Republicans, Conservatives, and pro-life voters. However, even among these groups, which should be his strongest supporters, his favorability ratings are only modest. Democrats, Liberals, older voters, pro-choice voters, and voters with post-graduate educations have strongly unfavorable opinions of Smith.

Congressman Sununu is viewed most favorably by Republicans, and Conservatives. Democrats and Liberals have moderately unfavorable opinions of Sununu.

Charlie Bass receives generally positive favorability ratings from all groups of voters, especially from Republicans and Conservatives.

### **WMUR / CNN Poll Methodology**

These findings are based on the most recent WMUR / CNN Poll, conducted by the University of New Hampshire Survey Center from September 5 through September 11, 1999. A random sample of 702 likely New Hampshire primary voters was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 3.7 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.

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 / CNN Poll were asked:

"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 an unfavorable opinion of that person -- or if you have never heard of him or her."

- New Hampshire Congressman Charlie Bass

- New Hampshire Senator Judd Gregg
- New Hampshire Governor Jeanne Shaheen
- New Hampshire Senator Bob Smith
- New Hampshire Congressman John Sununu

**Net Favorability Ratings**  
(Likely Voters)

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Neutral</u>	<u>Don't Know</u>	<u>Net Favorable</u>	
Judd Gregg	63%	21%	10%	6%	+42	(N=691)
Jeanne Shaheen	63	30	5	2	+33	(N=693)
John Sununu	56	29	10	5	+27	(N=694)
Charlie Bass	47	22	13	18	+25	(N=694)
Bob Smith	36	48	9	7	-12	(N=694)

**Net Favorability Ratings**  
(Likely Voters)

	<u>May '99</u>	<u>Sept. '99</u>
Judd Gregg	+41	+42
Jeanne Shaheen	+36	+33
John Sununu	+35	+27
Charlie Bass	+27	+25
Bob Smith	+12	-12