

# THE WMUR / UNH POLL

University of New Hampshire

## GOP CANDIDATES LEAD IN BOTH CONGRESSIONAL RACES

By: Andrew E. Smith, Ph.D. 603/862-2226  
UNH Survey Center  
www.unh.edu/survey-center

**FOR RELEASE**  
October 11, 2002

DURHAM, NH -- Republicans Jeb Bradley and Charlie Bass hold sizeable leads in races for New Hampshire's 1<sup>st</sup> and 2<sup>nd</sup> Congressional Districts.

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 of Manchester, New Hampshire. Six hundred fifty-one (651) New Hampshire likely voters were interviewed between October 3 and October 8, 2002 (margin of sampling error, +/-4 percent). Included in this sample are 339 likely voters in the 1<sup>st</sup> Congressional District (margin of sampling error, +/-5 percent) and 312 likely voters in the 2<sup>nd</sup> Congressional District (margin of sampling error, +/-5.5 percent). (For more detailed results, visit the Survey Center web site at [www.unh.edu/survey-center](http://www.unh.edu/survey-center) and click on Press Releases.)

### 1<sup>st</sup> Congressional District

In New Hampshire's 1<sup>st</sup> Congressional District, Democratic State Representative Martha Fuller Clark is running against Republican State Representative Jeb Bradley. Clark is making her second run at the seat (she lost a close race to John Sununu in 2000) and has been very effective raising money for the race. Clark also had the benefit of not being challenged in the Democratic primary. Bradley is making his first run at a Congressional seat after serving 12 years in the New Hampshire House of Representatives. Bradley survived an eight person primary in September.

In the most recent WMUR / UNH Poll, Bradley holds a sizeable lead over Clark. Currently, 47 percent of likely voters in the 1<sup>st</sup> Congressional District support Bradley, 34 percent support Clark, 1 percent support Libertarian Dan Belforti, 5 percent support some other candidate, and 13 percent are undecided.

Bradley holds this lead over Clark in part because voters in the 1<sup>st</sup> District have a favorable opinion of him. Currently, 34 percent of likely 1<sup>st</sup> District voters say they have a favorable opinion of Bradley, 15 percent have an unfavorable opinion, 15 percent are neutral, and 35 percent don't know enough about him to say. Bradley's net favorability rating (the percentage who have an unfavorable opinion of him subtracted from the percentage who have a favorable opinion) among 1<sup>st</sup> District likely voters is a solid +19 percent.

Voters in the 1<sup>st</sup> District do not have a favorable opinion of Clark. Currently, 30 percent of likely voters in the 1<sup>st</sup> District have a favorable opinion of her, 37 have an unfavorable opinion of her, 12 percent are neutral, and 21 percent don't know enough to say. Clark's net favorability rating is -7 percent in the 1<sup>st</sup> Congressional District. It is extremely difficult for candidates with negative net favorability ratings to win elections.

Clark gets her strongest support from Democrats, liberals, voters 65 and older, and supporters of legal abortions. Bradley's strongest support comes from Republicans, voters living in the Central/Lakes region, abortion opponents, and gun owners.

There is also a gender gap in this race. Clark holds a 41 percent to 26 percent advantage among women while Bradley holds a 55 percent to 38 percent advantage among men.

## 2<sup>nd</sup> Congressional District

Incumbent Republican Charlie Bass currently holds a comfortable lead over Democrat Katrina Swett in New Hampshire's 2<sup>nd</sup> Congressional District. In the most recent WMUR / UNH Poll, 52 percent of likely voters in the 2<sup>nd</sup> District support Bass, 30 percent support Swett, 5 percent support some other candidate, and 14 percent are undecided. Support for Bass has declined somewhat since June when 58 percent of likely voters said they planned to vote for Bass in November, 32 percent favored Swett, 2 percent favored some other candidate, and 8 percent were undecided.

Bass looks hard to beat as he also enjoys high favorability ratings within the 2<sup>nd</sup> District. Fifty-one percent of likely voters in the 2<sup>nd</sup> District have a favorable opinion of Bass, 25 percent are unfavorable, 11 percent are neutral, and 13 percent don't know enough about him to say. Bass's net favorability rating among 2<sup>nd</sup> District voters is a high +26 percent.

Swett's favorability suffers from lack of name recognition in the 2<sup>nd</sup> District and is viewed unfavorably by voters who have an opinion. Among 2<sup>nd</sup> District likely voters, 26 percent have a favorable opinion of Katrina Swett, 33 percent are unfavorable, 15 percent are neutral, and 27 percent don't know enough to say. Swett's net favorability rating in the 2<sup>nd</sup> District is -7 percent. Again, it is very difficult for a candidate with negative net favorability ratings to win elections, particularly when they are facing a popular incumbent.

Bass holds leads over Swett among most demographic groups in the 2<sup>nd</sup> District. His strongest support comes from Republicans, men, gun owners, and abortion opponents. Swett's strongest supporters are Democrats, women, and voters with a post-graduate education.

## NH SENATE & NH HOUSE

Turning to the New Hampshire Senate, likely November voters were asked if they would vote for the Democratic or Republican candidate from their district. In the most recent WMUR / UNH Poll, 40 percent of likely voters say they plan to vote for the Republican candidate in their NH Senate District, 35 percent favor the Democratic candidate, and 25 percent are undecided.

In generic New Hampshire House races, Republicans also lead. Currently, 39 percent of likely voters say they will vote for the Republican candidate for the New Hampshire House of Representatives, 32 percent favor the Democratic candidate, and 29 percent are undecided.

### First Congressional District (Likely November Voters)

	<u>Oct. '02</u>
Bradley (R)	47%
Clark (D)	34
Belforti (L)	1
Other	5
Don't Know	13

(N=298)

**Second Congressional District  
(Likely November Voters)**

	<u>June '02</u>	<u>Oct. '02</u>
Bass (R)	58%	52%
Swett (D)	32	30
Other	2	5
Don't Know	8	14
	(N=258)	(N=266)

**NH State Senate  
(Likely November Voters)**

	<u>Oct. '02</u>
Republican	40%
Democrat	35
Undecided	25
	(N=586)

**NH State Senate  
(Likely November Voters)**

	<u>Oct. '02</u>
Republican	39%
Democrat	32
Undecided	29
	(N=573)

**Favorability Ratings (Likely Voters)**

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Neutral</u>	<u>DK Enough</u>	<u>Net</u>	<u>(N)</u>
Bass (Statewide)	46%	20%	12%	22%	+26	(640)
Bass (2nd District)	51	25	11	13	+26	(302)
Bradley (Statewide)	25	15	17	43	+10	(637)
Bradley (1 <sup>st</sup> District)	34	15	15	35	+19	(337)
Clark (Statewide)	27	29	14	30	-2	(639)
Clark (1 <sup>st</sup> District)	30	37	12	21	-7	(339)
Swett (Statewide)	22	29	13	36	-7	(641)
Swett (2 <sup>nd</sup> District)	26	33	15	27	-7	(302)

**Net Favorability Ratings**

	<b>Registered Voters</b>			<b>Likely Nov. Voters</b>	
	<u>Oct. '01</u>	<u>Feb. '02</u>	<u>April '02</u>	<u>June '02</u>	<u>Oct. '02</u>
Bass (Statewide)	+42%	+40%	+36%	+31%	+26%
Bass (2 <sup>nd</sup> District)	+42	+43	+31	+34	+26
Bradley (Statewide)	-	-	-	-	+10
Bradley (1 <sup>st</sup> District)	-	-	-	-	+19
Clark (Statewide)	+13	+13	+16	+14	-2
Clark (1 <sup>st</sup> District)	+12	+16	+20	+19	-7
Swett (Statewide)	-	-	-6	+1	-7
Swett (2 <sup>nd</sup> District)	-	-	-7	+4	-7

## **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 3 to October 8, 2002. A random sample of 651 likely voters in New Hampshire was interviewed by telephone. Included in this sample are 339 likely voters in the 1<sup>st</sup> Congressional District (margin of sampling error, +/-5 percent) and 312 likely voters in the 2<sup>nd</sup> Congressional District (margin of sampling error, +/-5.5 percent). 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 adults and telephone lines within households, respondent sex, and region of the state. 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 running for office in November. 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.

- "Charlie Bass."
- "Craig Benson."
- "Jeb Bradley."
- "Martha Fuller Clark."
- "Mark Fernald."
- "Jeanne Shaheen."
- "John Sununu."
- "Katrina Swett."
- "I'd like you to think about the election for your representative to the U.S. Congress. As of today, do you plan to vote for Jeb Bradley, the Republican candidate ... Martha Fuller Clark, the Democratic candidate ... Dan Belforti (BELL-FORT-EE), the Libertarian candidate ... or do you plan to skip the election for U.S. Congress at this time?" ROTATE CANDIDATES
- "I'd like you to think about the election for your representative to the U.S. Congress. As of today, do you plan to vote for Charlie Bass, the Republican candidate ... Katrina Swett, the Democratic candidate ... Rosalie Babiarz (BAB-EE-ARZ), the Libertarian ... or do you plan to skip the election for U.S. Congress at this time?" ROTATE CANDIDATES
- "Please think about the upcoming election for your representative to the New Hampshire House of Representatives. As of today . . . do you plan to vote for the Democratic or Republican candidate for the New Hampshire House of Representatives . . . or do you plan to skip the election for New Hampshire House of Representatives this time?"
- "Please think about the upcoming election for your representative to the New Hampshire Senate. As of today . . . do you plan to vote for the Democratic or Republican candidate for the New Hampshire Senate . . . or do you plan to skip the election for New Hampshire Senate this time?"

**U.S. Congress - First District**

<b>STATEWIDE</b>	<b><u>Bradley</u></b> <b>47%</b>	<b><u>Clark</u></b> <b>34%</b>	<b><u>Belforti</u></b> <b>1%</b>	<b><u>Other</u></b> <b>5%</b>	<b><u>Undecided</u></b> <b>13%</b>	<b><u>(N)</u></b> <b>298</b>
Registered Democrat	13	66	3	7	11	80
Undeclared	36	35	2	6	21	117
Registered Republican	85	7	0	3	5	101
Conservative GOP	85	3	2	3	6	87
Swing Voter	41	32	2	7	18	155
Liberal DEM	0	88	0	3	10	55
Democrat	16	69	0	4	10	100
Independent	32	28	6	8	26	42
Republican	72	12	1	5	10	142
May vote	23	46	0	5	26	28
Will vote unless emergency	37	39	1	6	16	102
Will definitely vote	56	29	2	5	9	168
18 to 29	45	27	4	5	19	79
30 to 45	52	32	0	5	12	116
46 to 64	47	33	3	3	14	44
65 and over	40	50	0	5	4	42
5 years or less in NH	32	49	5	3	12	37
6 to 10 years	52	19	6	14	8	22
11 to 20 years	50	35	0	2	14	62
More than 20 years	48	31	1	6	14	169
Male	55	26	3	5	10	148
Female	38	41	0	5	16	150
High school or less	50	32	0	6	12	81
Some college	39	33	2	6	20	80
College graduate	54	31	2	5	9	82
Post-graduate	41	42	3	4	10	51
Abortion always legal	35	48	0	5	12	147
Legal in some cases	58	23	4	4	11	101
Always illegal	67	13	0	5	16	29
Gun owning household	58	27	0	6	10	87
No guns in household	43	37	2	4	14	199

**U.S. Congress - Second District**

<b>STATEWIDE</b>	<b><u>Bass</u> 52%</b>	<b><u>Swett</u> 30%</b>	<b><u>Other</u> 5%</b>	<b><u>Undecided</u> 14%</b>	<b><u>(N)</u> 266</b>
Registered Democrat	13	77	0	10	65
Undeclared	47	23	10	20	114
Registered Republican	87	3	2	8	87
Conservative GOP	90	0	1	10	76
Swing Voter	48	28	9	15	137
Liberal DEM	6	76	3	14	53
Democrat	18	64	5	13	104
Independent	44	18	10	28	47
Republican	86	4	2	8	112
May vote	48	13	13	26	23
Will vote unless emergency	51	23	7	18	75
Will definitely vote	52	35	3	10	168
18 to 29	49	21	10	20	60
30 to 45	46	34	4	16	102
46 to 64	57	31	5	6	46
65 and over	59	29	3	8	54
5 years or less in NH	51	33	4	12	39
6 to 10 years	46	25	18	11	24
11 to 20 years	31	50	4	15	51
More than 20 years	59	23	4	14	152
Male	63	22	4	11	129
Female	41	37	7	15	137
High school or less	54	26	2	18	47
Some college	49	34	6	11	56
College graduate	57	24	6	13	92
Post-graduate	44	37	5	14	70
Abortion always legal	43	33	6	18	131
Legal in some cases	60	29	3	9	92
Always illegal	78	10	0	11	24
Gun owning household	60	19	4	17	96
No guns in household	46	37	6	11	164

## N.H. Senate

<b>STATEWIDE</b>	<b><u>Republican</u></b> <b>40%</b>	<b><u>Democrat</u></b> <b>35%</b>	<b><u>Undecided</u></b> <b>25%</b>	<b><u>(N)</u></b> <b>586</b>
Registered Democrat	3	76	21	156
Undeclared	31	33	36	228
Registered Republican	80	4	16	202
Conservative GOP	85	1	14	165
Swing Voter	30	35	35	303
Liberal DEM	3	82	15	118
Democrat	5	79	16	221
Independent	23	21	56	85
Republican	76	3	21	263
May vote	29	41	30	55
Will vote unless emergency	34	35	31	176
Will definitely vote	45	33	22	354
1st District	44	31	26	307
2nd District	36	39	24	279
Northern NH	43	33	23	72
Western NH	30	46	24	57
Central/Lakes	41	32	27	92
Hillsborough County	42	31	27	183
Seacoast	40	36	24	181
18 to 29	45	36	19	150
30 to 45	39	36	25	232
46 to 64	41	30	29	89
65 and over	39	34	28	96
5 years or less in NH	38	38	24	80
6 to 10 years	49	30	21	45
11 to 20 years	39	45	17	117
More than 20 years	40	31	29	335
Male	50	26	25	278
Female	32	43	25	307
High school or less	45	28	27	136
Some college	40	34	26	148
College graduate	43	34	23	177
Post-graduate	30	44	25	123
Abortion always legal	29	48	24	281
Legal in some cases	53	22	25	206
Always illegal	60	19	21	57
Gun owning household	49	24	27	191
No guns in household	35	41	24	374

**N.H. House**

<b>STATEWIDE</b>	<b><u>Republican</u></b> 39%	<b><u>Democrat</u></b> 32%	<b><u>Undecided</u></b> 29%	<b><u>(N)</u></b> 573
Registered Democrat	5	73	22	154
Undeclared	30	29	41	221
Registered Republican	76	2	21	198
Conservative GOP	82	0	18	161
Swing Voter	29	32	39	299
Liberal DEM	6	75	19	112
Democrat	5	75	19	214
Independent	19	17	64	84
Republican	75	1	24	256
May vote	29	36	35	55
Will vote unless emergency	33	30	36	171
Will definitely vote	44	32	24	346
1st District	43	28	29	301
2nd District	35	36	29	271
Northern NH	44	27	29	72
Western NH	29	42	29	53
Central/Lakes	40	34	26	88
Hillsborough County	38	29	33	180
Seacoast	41	33	26	180
18 to 29	41	31	27	144
30 to 45	39	30	31	222
46 to 64	37	32	30	92
65 and over	41	35	24	93
5 years or less in NH	35	34	31	81
6 to 10 years	52	22	26	46
11 to 20 years	33	41	26	117
More than 20 years	41	29	30	319
Male	49	25	27	275
Female	31	38	31	298
High school or less	47	27	27	127
Some college	39	33	28	140
College graduate	42	29	29	180
Post-graduate	27	40	33	124
Abortion always legal	29	42	29	278
Legal in some cases	49	22	29	196
Always illegal	54	17	29	58
Gun owning household	51	21	28	182
No guns in household	34	37	29	371



**Favorability Rating - Charlie Bass**

<b>STATEWIDE</b>	<b><u>Favorable</u></b> <b>46%</b>	<b><u>Neutral</u></b> <b>12%</b>	<b><u>Unfavorable</u></b> <b>20%</b>	<b><u>DK</u></b> <b>22%</b>	<b><u>(N)</u></b> <b>640</b>
Registered Democrat	27	11	41	21	166
Undeclared	42	14	14	30	261
Registered Republican	67	10	10	14	213
Conservative GOP	64	9	10	16	173
Swing Voter	47	11	18	23	336
Liberal DEM	17	17	37	28	122
Democrat	29	14	33	24	234
Independent	51	11	15	22	100
Republican	60	9	10	21	276
May vote	29	22	8	40	71
Will vote unless emergency	44	11	17	27	199
Will definitely vote	51	10	23	16	371
1st District	42	13	15	30	339
2nd District	51	11	25	13	302
Northern NH	46	13	17	25	83
Western NH	46	13	23	18	59
Central/Lakes	53	11	24	11	101
Hillsborough County	48	10	26	16	194
Seacoast	41	13	12	34	203
18 to 29	41	12	15	31	163
30 to 45	46	14	21	19	244
46 to 64	50	7	23	20	97
65 and over	56	7	18	19	99
5 years or less in NH	28	14	10	47	89
6 to 10 years	45	12	21	22	48
11 to 20 years	38	11	27	25	123
More than 20 years	54	11	20	15	359
Male	52	9	19	20	305
Female	41	14	20	25	335
High school or less	55	13	13	19	147
Some college	39	13	23	25	155
College graduate	50	8	19	23	197
Post-graduate	41	12	25	22	127
Abortion always legal	39	10	24	26	303
Legal in some cases	55	13	15	17	222
Always illegal	61	8	7	24	60
Gun owning household	53	13	16	18	208
No guns in household	44	11	21	25	399

### Favorability Rating - Jeb Bradley

<b>STATEWIDE</b>	<b><u>Favorable</u></b> <b>25%</b>	<b><u>Neutral</u></b> <b>17%</b>	<b><u>Unfavorable</u></b> <b>15%</b>	<b><u>DK</u></b> <b>43%</b>	<b><u>(N)</u></b> <b>637</b>
Registered Democrat	17	17	25	42	165
Undeclared	20	18	15	46	260
Registered Republican	38	16	7	39	212
Conservative GOP	39	15	10	35	173
Swing Voter	22	19	14	45	336
Liberal DEM	15	14	24	47	122
Democrat	16	17	21	45	234
Independent	20	11	21	48	100
Republican	33	19	8	40	276
May vote	19	16	16	49	69
Will vote unless emergency	19	20	13	48	197
Will definitely vote	30	16	16	39	370
1st District	34	15	15	35	337
2nd District	15	20	15	51	300
Northern NH	30	16	10	44	82
Western NH	11	16	12	61	59
Central/Lakes	31	16	14	39	99
Hillsborough County	24	19	20	38	195
Seacoast	27	17	14	43	202
18 to 29	31	14	16	39	163
30 to 45	25	20	14	41	244
46 to 64	20	15	17	48	97
65 and over	20	12	15	53	100
5 years or less in NH	25	12	12	51	89
6 to 10 years	23	16	21	40	48
11 to 20 years	31	19	10	40	123
More than 20 years	23	17	17	43	360
Male	25	16	13	45	304
Female	26	18	17	40	333
High school or less	28	13	15	44	147
Some college	20	21	15	44	155
College graduate	28	17	13	42	197
Post-graduate	24	18	17	42	127
Abortion always legal	22	16	14	47	303
Legal in some cases	25	20	16	39	223
Always illegal	39	13	14	34	60
Gun owning household	26	19	8	47	208
No guns in household	25	16	18	41	399

**Favorability Rating - Martha Fuller Clark**

<b>STATEWIDE</b>	<b><u>Favorable</u></b> <b>27%</b>	<b><u>Neutral</u></b> <b>14%</b>	<b><u>Unfavorable</u></b> <b>29%</b>	<b><u>DK</u></b> <b>30%</b>	<b><u>(N)</u></b> <b>639</b>
Registered Democrat	48	12	12	27	166
Undeclared	26	17	24	33	261
Registered Republican	13	11	48	28	212
Conservative GOP	7	9	54	30	173
Swing Voter	30	16	23	30	336
Liberal DEM	50	10	8	32	122
Democrat	45	14	11	29	234
Independent	26	15	28	32	100
Republican	14	11	44	32	276
May vote	26	16	24	34	69
Will vote unless emergency	28	15	24	33	199
Will definitely vote	28	12	33	28	371
1st District	30	12	37	21	339
2nd District	24	16	20	40	300
Northern NH	20	12	26	43	83
Western NH	14	14	15	56	59
Central/Lakes	31	11	37	21	100
Hillsborough County	28	15	28	29	194
Seacoast	33	14	31	23	203
18 to 29	27	11	30	31	163
30 to 45	26	15	30	29	244
46 to 64	24	15	32	30	97
65 and over	33	5	22	39	99
5 years or less in NH	28	12	21	39	89
6 to 10 years	23	12	36	29	48
11 to 20 years	31	15	21	33	123
More than 20 years	26	13	33	28	359
Male	20	12	37	31	305
Female	34	15	21	30	334
High school or less	22	15	32	31	147
Some college	25	13	29	33	155
College graduate	29	10	32	30	197
Post-graduate	36	15	21	29	127
Abortion always legal	37	11	23	30	303
Legal in some cases	19	17	33	32	222
Always illegal	21	7	37	35	60
Gun owning household	21	14	40	25	208
No guns in household	31	12	23	34	399

**Favorability Rating - Katrina Swett**

	<u>Favorable</u> 22%	<u>Neutral</u> 13%	<u>Unfavorable</u> 29%	<u>DK</u> 36%	<u>(N)</u> 641
<b>STATEWIDE</b>					
Registered Democrat	43	12	14	31	166
Undeclared	16	14	26	44	262
Registered Republican	12	11	46	30	213
Conservative GOP	11	13	47	29	173
Swing Voter	20	14	27	39	336
Liberal DEM	43	12	11	35	121
Democrat	35	13	15	37	233
Independent	22	13	29	36	100
Republican	12	13	41	34	277
May vote	18	15	18	49	72
Will vote unless emergency	18	15	24	43	199
Will definitely vote	25	11	34	29	371
1st District	19	11	27	44	339
2nd District	26	15	33	27	302
Northern NH	22	16	23	38	84
Western NH	26	14	32	28	59
Central/Lakes	25	12	36	27	101
Hillsborough County	23	14	35	28	195
Seacoast	18	10	23	50	203
18 to 29	17	11	30	42	163
30 to 45	24	16	31	29	244
46 to 64	19	13	34	34	97
65 and over	28	6	24	42	100
5 years or less in NH	19	6	14	61	89
6 to 10 years	16	13	29	42	48
11 to 20 years	28	14	27	31	123
More than 20 years	21	14	34	30	360
Male	16	11	39	33	306
Female	27	15	20	38	336
High school or less	18	10	29	43	147
Some college	23	14	28	35	155
College graduate	21	14	32	33	196
Post-graduate	26	14	27	32	127
Abortion always legal	23	12	24	41	302
Legal in some cases	20	16	34	30	223
Always illegal	17	12	37	34	60
Gun owning household	15	16	33	36	208
No guns in household	26	12	27	35	399