

## THE WMUR / UNH POLL\*

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**FOR RELEASE**  
October 18, 2000  
**EMBARGO UNTIL 11:01 p.m.**

### NH VOTERS NEED CIVICS LESSON

DURHAM, NH -- New Hampshire voters know their presidential politics, but many are in the dark about their representatives in Washington, let alone their representatives in Concord.

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. Seven-hundred (700) likely voters were interviewed between October 5 and October 13, 2000. The margin of sampling error for the survey is +/-3.7%.

### SENATOR "WHAT'S HIS NAME"

New Hampshire is rightly known for the political savvy of its voters during the New Hampshire First in the Nation Presidential Primary. Voters are well informed about presidential candidates and presidential politics. However, it appears they are less knowledgeable about their representatives in Washington and Concord.

Likely New Hampshire voters who were interviewed in the latest WMUR / UNH Poll were asked a series of civics questions. We started with an easy one ... if they could name one of their U.S. Senators. To our surprise, only 51% were able to identify either Senator Judd Gregg or Senator Bob Smith, 12% named someone else, and 37% admitted that they did not know.

And voters fared even less well trying to identify their Congressman. When asked to name their U.S. Congressman, 43% named either Rep. Charlie Bass or Rep. John Sununu, 8% named someone else, and 48% admitted they did not know.

Things really went down hill when voters were asked if they could name their New Hampshire State Senator. Only 30% were able to provide a name and 70% said they didn't know. It got even worse when voters were asked who their New Hampshire State Representative is -- only 23% were able to give a name and 77% admitted they did not know.

One final question was asked, and it was a tough one -- how many representatives are there in the New Hampshire House of Representatives? Only 10% of voters correctly said there are 400, 29% guessed incorrectly, and 62% admitted they did not know. Guesses ranged from a low of 2 to a high of 700 and averaged 241 members.

Who are the best informed voters? Men, older voters, voters with post-graduate educations, upper income voters, and people who have visited a candidate's web site. The least knowledgeable voters are people under 30 years old, women, lower income voters, and new arrivals into New Hampshire.

But even highly educated voters can't get off the hook that easily -- 38% of voters with post-graduate educations answered only 1 or fewer questions correctly and another 38% answered only 2 or 3 questions correctly.

What does this mean for the November 7 election? Many people voting for State Senator and Representative will vote on the basis of their political party identification. Other voters will vote for the incumbent because they are more likely to recognize the name. And other voters will not bother to vote in "down-ticket" races.

Tip O'Neill famously said that "all politics is local". Let's hope the voters of New Hampshire can live up to this dictum and pay as much attention to politics in their back yards as they do to Presidential politics.

**Name One of New Hampshire's U.S. Senators**

	<u>Percent</u>
Gregg or Smith	51
Incorrect answer	12
Don't know	37
	(N=699)

**Name Your U.S. Congressman**

	<u>Percent</u>
Bass or Sununu	43
Incorrect answer	8
Don't know	48
	(N=699)

**Name Your New Hampshire State Senator**

	<u>Percent</u>
Named someone	30
Don't know	70
	(N=693)

**Name Your New Hampshire State Representative**

	<u>Percent</u>
Named someone	23
Don't know	77
	(N=694)

**How Many Members in the NH House of Representatives**

	<u>Percent</u>
Correct (400)	10
Incorrect	29
Don't know	62
	(N=690)

### 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:

- “Can you tell me the name of one of New Hampshire’s U.S. Senators?” “Who is that?”
- “Can you tell me the name of your Congressman ... that is ... your representative to the U.S. Congress?” “Who is that?”
- “How about you New Hampshire State Senator ... can you tell me the name of the Senator to the New Hampshire Senate from your district?”
- “How about you New Hampshire State Representative ... can you tell me the name of the Representative to the New Hampshire House of Representatives from your district?”
- “Now think about New Hampshire’s state Government ... Do you happen to know how many Representatives there are in the NEW HAMPSHIRE House of Representatives?”

## Name a U.S. Senator from New Hampshire

STATEWIDE	<u>Gregg or Smith</u> 51%	<u>Don't Know</u> 49%	<u>(N)</u> 699
Registered Democrat	50	50	204
Undeclared	49	51	242
Registered Republican	54	46	242
Democrat	51	49	285
Independent	41	59	109
Republican	54	46	293
18 to 29	28	72	58
30 to 45	48	52	222
46 to 64	55	45	259
65 and over	57	43	140
Male	60	40	335
Female	42	58	364
High school or less	36	64	217
Some college	52	48	147
College graduate	58	42	219
Post-graduate	67	33	106
Less than \$30,000	40	60	89
\$30,000 to \$59,999	51	49	177
\$60,000 to \$99,999	56	44	143
\$100,000 or more	53	47	87
Northern NH	50	50	99
Western NH	42	58	66
Central/Lakes	63	37	116
Hillsborough County	50	50	198
Seacoast	47	53	220
Donor towns	59	41	90
Receiver towns	49	51	609
Married	53	47	482
Widowed	40	60	50
Divorced	54	46	66
Not married	44	56	89
Lived in NH 3 yrs or less	36	64	77
4 to 10 years	49	51	72
11 to 20 years	61	39	124
More than 20 years	51	49	418
News from TV	50	50	266
News from paper	57	43	272
News from radio	53	47	67
News from other	33	67	80
Visited cand web site	75	25	95
Not visited	47	53	595

## Name Your U.S. Congressman

STATEWIDE	<u>Bass or Sununu</u> 44%	<u>Don't Know</u> 56%	<u>(N)</u> 699
Registered Democrat	34	66	204
Undeclared	44	56	242
Registered Republican	54	46	242
Democrat	39	61	285
Independent	40	60	109
Republican	50	50	293
18 to 29	24	76	58
30 to 45	42	58	222
46 to 64	48	52	259
65 and over	48	52	140
Male	49	51	335
Female	39	61	364
High school or less	28	72	217
Some college	42	58	147
College graduate	53	47	219
Post-graduate	60	40	106
Less than \$30,000	34	66	89
\$30,000 to \$59,999	47	53	177
\$60,000 to \$99,999	51	49	143
\$100,000 or more	51	49	87
Northern NH	40	60	99
Western NH	44	56	66
Central/Lakes	51	49	116
Hillsborough County	51	49	198
Seacoast	35	65	220
Donor towns	41	59	90
Receiver towns	44	56	609
Married	45	55	482
Widowed	31	69	50
Divorced	41	59	66
Not married	45	55	89
Lived in NH 3 yrs or less	28	72	77
4 to 10 years	47	53	72
11 to 20 years	49	51	124
More than 20 years	45	55	418
News from TV	38	62	266
News from paper	50	50	272
News from radio	56	44	67
News from other	33	67	80
Visited cand web site	67	33	95
Not visited	40	60	595

## Name Your N.H. State Senator

<b>STATEWIDE</b>	<u>Named Someone</u> <b>30%</b>	<u>Don't Know</u> <b>70%</b>	<u>(N)</u> <b>693</b>
Registered Democrat	33	67	200
Undeclared	27	73	241
Registered Republican	32	68	241
Democrat	32	68	283
Independent	29	71	109
Republican	30	70	293
18 to 29	20	80	58
30 to 45	26	74	222
46 to 64	35	65	257
65 and over	32	68	140
Male	32	68	333
Female	29	71	361
High school or less	23	77	217
Some college	29	71	145
College graduate	33	67	219
Post-graduate	40	60	106
Less than \$30,000	22	78	89
\$30,000 to \$59,999	31	69	177
\$60,000 to \$99,999	32	68	141
\$100,000 or more	35	65	87
Northern NH	30	70	97
Western NH	33	67	66
Central/Lakes	35	65	115
Hillsborough County	25	75	196
Seacoast	32	68	220
Donor towns	35	65	90
Receiver towns	29	71	603
Married	32	68	480
Widowed	24	76	50
Divorced	26	74	66
Not married	23	77	89
Lived in NH 3 yrs or less	18	82	77
4 to 10 years	22	78	72
11 to 20 years	37	63	124
More than 20 years	32	68	416
News from TV	26	74	266
News from paper	38	62	269
News from radio	35	65	67
News from other	18	82	80
Visited cand web site	47	53	95
Not visited	28	72	593

## Name Your N.H. State Representative

<b>STATEWIDE</b>	<b><u>Named Someone</u></b> <b>23%</b>	<b><u>Don't Know</u></b> <b>77%</b>	<b><u>(N)</u></b> <b>694</b>
Registered Democrat	23	77	203
Undeclared	22	78	240
Registered Republican	26	74	240
Democrat	26	74	285
Independent	22	78	109
Republican	21	79	293
18 to 29	12	88	58
30 to 45	21	79	222
46 to 64	28	72	259
65 and over	19	81	140
Male	29	71	333
Female	18	82	361
High school or less	17	83	217
Some college	17	83	147
College graduate	26	74	219
Post-graduate	38	62	106
Less than \$30,000	16	84	89
\$30,000 to \$59,999	25	75	177
\$60,000 to \$99,999	27	73	143
\$100,000 or more	25	75	87
Northern NH	32	68	97
Western NH	29	71	66
Central/Lakes	26	74	114
Hillsborough County	19	81	198
Seacoast	20	80	219
Donor towns	24	76	90
Receiver towns	23	77	604
Married	26	74	482
Widowed	14	86	50
Divorced	14	86	66
Not married	14	86	89
Lived in NH 3 yrs or less	13	87	77
4 to 10 years	20	80	72
11 to 20 years	21	79	124
More than 20 years	26	74	418
News from TV	20	80	266
News from paper	26	74	272
News from radio	36	64	67
News from other	14	86	80
Visited cand web site	29	71	95
Not visited	22	78	595

## How Many in N.H. House of Representatives

<b>STATEWIDE</b>	<b>Correct (400) 10%</b>	<b>Incorrect 29%</b>	<b>Don't Know 62%</b>	<b>(N) 690</b>
Registered Democrat	9	31	60	201
Undeclared	8	30	62	238
Registered Republican	12	26	62	240
Democrat	10	29	61	283
Independent	9	25	66	109
Republican	9	30	60	293
18 to 29	5	36	59	58
30 to 45	7	29	65	221
46 to 64	10	31	59	259
65 and over	15	23	62	139
Male	12	37	51	331
Female	8	21	71	359
High school or less	4	19	77	217
Some college	8	32	60	145
College graduate	12	34	55	218
Post-graduate	20	34	46	106
Less than \$30,000	11	36	54	89
\$30,000 to \$59,999	9	28	62	177
\$60,000 to \$99,999	9	32	58	140
\$100,000 or more	17	33	50	87
Northern NH	8	25	67	97
Western NH	10	37	54	64
Central/Lakes	10	33	56	114
Hillsborough County	11	26	63	196
Seacoast	9	28	63	219
Donor towns	9	29	62	90
Receiver towns	10	29	62	600
Married	11	26	63	481
Widowed	6	26	68	50
Divorced	10	36	55	65
Not married	6	38	56	88
Lived in NH 3 yrs or less	5	31	64	76
4 to 10 years	6	19	75	72
11 to 20 years	9	33	57	124
More than 20 years	12	28	60	416
News from TV	6	28	65	265
News from paper	13	29	59	272
News from radio	17	30	53	66
News from other	5	29	65	80
Visited cand web site	23	29	48	95
Not visited	8	29	64	593



### Political Knowledge Scale

<b>STATEWIDE</b>	<b>Low (0-1 Correct) 56%</b>	<b>Moderate (2-3 Correct) 33%</b>	<b>High (4-5 Correct) 11%</b>	<b>(N) 724</b>
Registered Democrat	60	30	10	209
Undeclared	55	36	8	249
Registered Republican	50	34	16	248
Democrat	55	33	12	285
Independent	62	28	9	109
Republican	50	38	12	293
18 to 29	72	23	5	58
30 to 45	57	35	8	222
46 to 64	48	37	14	259
65 and over	52	33	15	140
Male	48	38	15	348
Female	63	29	8	376
High school or less	70	27	3	217
Some college	55	35	10	147
College graduate	45	40	15	219
Post-graduate	38	38	24	106
Less than \$30,000	68	25	8	89
\$30,000 to \$59,999	51	38	11	177
\$60,000 to \$99,999	49	36	15	143
\$100,000 or more	51	30	20	87
Northern NH	54	36	10	103
Western NH	51	37	12	66
Central/Lakes	50	32	18	122
Hillsborough County	57	33	10	207
Seacoast	60	31	9	225
Donor towns	49	37	14	91
Receiver towns	57	32	11	633
Married	52	35	13	482
Widowed	68	27	6	50
Divorced	55	38	7	66
Not married	57	36	7	89
Lived in NH 3 yrs or less	72	21	7	77
4 to 10 years	54	40	6	72
11 to 20 years	45	46	9	124
More than 20 years	53	33	14	418
News from TV	60	32	7	266
News from paper	47	37	16	272
News from radio	40	43	17	67
News from other	68	26	5	80
Visited cand web site	34	38	28	95
Not visited	57	34	9	595