

THE WMUR GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

July 23, 2014

WHAT ELECTION? FAMILY FINANCES, JOBS MOST COMMON TOPIC OF DISCUSSION IN NH

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

DURHAM, NH – Most New Hampshire households are discussing personal financial problems. Very few Granite Staters are paying attention to the 2014 election.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Five hundred and eighteen (518) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 7 and July 14, 2014. The margin of sampling error for the survey is +/- 4.3 percent.

Most Common Topic Family Discusses

In many polls, respondents are asked what they believe the most important problem facing the country or their state. In the latest Granite State Poll, we asked people in New Hampshire about the most common topic that is discussed by their family. Most people mention things that impact their family directly while far fewer mention political issues. The most frequently discussed topics are family finances (18%) followed by jobs or the economy (12%) and healthcare (10%). Other family related topics are education and college costs (7%), retirement planning (5%), their family or their children (5%), upcoming vacations (4%), and sports or hobbies (1%).

Many people mentioned public policy issues such as government or politics (8%), immigration (6%), war or foreign policy (5%), President Obama (3%), climate change or global warming (2%) and social issues (1%).

And despite campaigns ramping up their advertising, only 1% mentioned the upcoming midterm-elections. There were also 11% who cited something else or didn't know.

Topic	%
Money/Family Finances	18%
Jobs/Economy	12%
Healthcare	10%
Government/Politics	8%
Education/College Costs	7%
Immigration	6%
Retirement/Future Planning	5%
War/Foreign Policy	5%
Family/Children	5%
Events/Vacations	4%
President Obama	3%
Climate Change/Global Warming	2%
2014 Election	1%
Sports/Hobbies	1%
Religion/God	1%
Social Issues	1%
Other/DK	11%

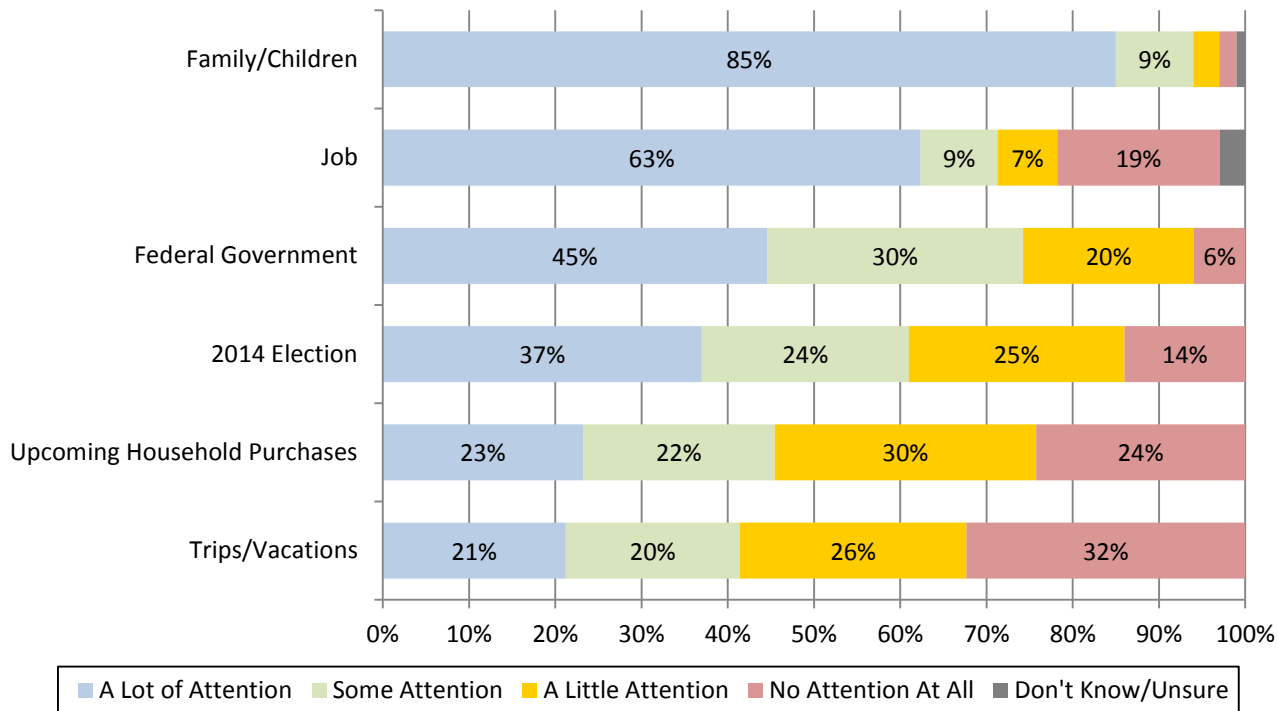
* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV and conducted by the University of New Hampshire Survey Center.

Attention Paid to 2014 Election Compared to Other Aspects of Life

When asked specifically about how much attention they are paying to a list of specific topics, many more people are paying attention to their families and their jobs than they are to the election. More than 8 in 10 (85%) say they are paying a lot of attention to their family or children, and 63% are paying a lot of attention to their job. Concerns about the government in Washington are of less concern -- only 45% say they are paying a lot of attention to the federal government. The upcoming mid-term elections are also of less concern as only 37% say they are paying a lot of attention to the 2014 election.

Other household activities are of only minor concern -- 23% say they are paying a lot of attention to upcoming household purchases and 21% say they are paying a lot of attention to trips and vacations.

Tea party supporters (66%), older residents (55%), registered Republicans (53%) and conservatives (51%) are more likely to be paying a lot of attention to the 2014 election.



Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. Five hundred and eighteen (518) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 7 and July 14, 2014. The margin of sampling error for the survey is +/- 4.3 percent.

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, age, 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.

Granite State Poll, Summer 2014 Demographics

Sex	N	%	Region	N	%
Male	255	49%	North Country	43	8%
Female	263	51%	Central/Lakes	88	17%
			Connecticut Valley	84	16%
Age	N	%	Mass Border	142	27%
18 to 34	124	25%	Seacoast	82	16%
35 to 49	146	30%	Manchester Area	79	15%
50 to 64	139	28%			
65 and Over	84	17%	Party Registration	N	%
			Democrat	93	22%
Highest Level of Education	N	%	Undeclared	226	53%
High School or Less	110	21%	Republican	107	25%
Some College	126	25%			
College Graduate	184	36%	Party Identification	N	%
Post-Graduate	93	18%	Democrat	178	37%
			Independent	128	27%
Years Lived in NH	N	%	Republican	178	37%
10 yrs. or less	64	13%			
11-20 yrs.	107	22%			
> 20 yrs.	317	65%			

Most Common Topic Family Discusses

“People have a lot of things that they are thinking about these days. What would you consider the one most COMMON TOPIC that you and your family are talking or thinking about?”

	<u>July '14</u>
Money/Family Finances	18%
Jobs/Economy	12%
Healthcare	10%
Government/Politics	8%
Education/College Costs	7%
Immigration	6%
Retirement/Future	5%
War/Foreign Policy	5%
Family/Children	5%
Events/Vacations	4%
President Obama	3%
Climate Change/Global Warming	2%
Sports/Hobbies	1%
Religion/God	1%
Social Issues	1%
2014 Election	1%
Other/DK	11%
(N)	(512)

Attention Paid to 2014 Election Compared to Other Aspects of Life

"For each of the following statements, please indicate whether you paying a lot of attention to them, some attention, a little attention or no attention at all?" "First, how about..." ROTATE ITEMS

<u>July '14</u>	<u>A Lot of Attention</u>	<u>Some Attention</u>	<u>A Little Attention</u>	<u>No Attention At All</u>	<u>Don't Know</u>	<u>(N)</u>
Your job	63%	9%	7%	19%	3%	(486)
Upcoming trips or vacations	21%	20%	26%	32%	0%	(517)
Your children and close family members	85%	9%	3%	2%	1%	(516)
Upcoming major purchases in your household	23%	22%	30%	24%	0%	(515)
Federal Government	45%	30%	20%	6%	0%	(514)
The 2014 Election	37%	24%	25%	14%	0%	(518)

Attention Paid to Your Job

	<u>A Lot Of Attention</u>	<u>Some Attention</u>	<u>A Little Attention</u>	<u>No Attention At All</u>	<u>Don't Know</u>	<u>(N=)</u>
STATEWIDE	63%	9%	7%	19%	3%	486
Registered Democrat	57%	5%	10%	25%	3%	87
Registered Undeclared	71%	10%	4%	13%	3%	212
Registered Republican	56%	8%	4%	29%	3%	104
Democrat	63%	9%	7%	19%	2%	167
Independent	60%	11%	11%	14%	3%	118
Republican	64%	8%	4%	22%	3%	170
Liberal	61%	13%	12%	11%	3%	125
Moderate	67%	8%	3%	19%	2%	176
Conservative	58%	9%	6%	23%	3%	135
Support Tea Party	57%	10%	6%	24%	3%	97
Neutral	75%	6%	6%	12%	2%	197
Oppose Tea Party	55%	12%	10%	21%	3%	164
Union household	68%	11%	8%	7%	5%	72
Non-union	62%	9%	7%	21%	2%	406
Read Union Leader	58%	7%	2%	30%	2%	94
Read Boston Globe	56%	5%	6%	28%	4%	48
Watch WMUR	58%	9%	7%	23%	3%	271
Listen to NHPR	62%	12%	6%	18%	2%	136
10 yrs or less in NH	60%	9%	8%	19%	4%	62
11 to 20 years	62%	20%	4%	11%	3%	97
More than 20 years	64%	5%	7%	21%	2%	297
18 to 34	74%	16%	9%	1%	0%	121
35 to 49	81%	6%	4%	9%	0%	144
50 to 64	61%	11%	11%	13%	5%	126
65 and over	18%	1%	1%	72%	8%	70
Male	63%	11%	7%	16%	3%	234
Female	63%	7%	7%	21%	2%	252
High school or less	47%	9%	14%	24%	5%	97
Some college	65%	10%	6%	17%	2%	122
College graduate	71%	10%	4%	14%	1%	174
Post-graduate	62%	6%	5%	24%	4%	87
Attend services 1 or more/week	49%	15%	4%	30%	2%	80
1-2 times a month	66%	15%	2%	17%	1%	52
Less often	64%	9%	8%	16%	3%	143
Never	68%	6%	8%	15%	2%	192
North Country	44%	19%	15%	17%	5%	38
Central / Lakes	63%	2%	14%	18%	4%	83
Connecticut Valley	53%	10%	7%	27%	2%	80
Mass Border	71%	7%	2%	16%	4%	133
Seacoast	65%	14%	4%	15%	1%	78
Manchester Area	67%	8%	4%	20%	0%	75
First Cong. Dist	65%	10%	8%	16%	2%	238
Second Cong. Dist	61%	8%	6%	22%	3%	240

Attention Paid to Upcoming Trips/Vacations

	<u>A Lot Of Attention</u> 21%	<u>Some Attention</u> 20%	<u>A Little Attention</u> 26%	<u>No Attention At All</u> 32%	<u>Don't Know</u> 0%	<u>(N=)</u> 517
STATEWIDE						
Registered Democrat	19%	20%	33%	29%	0%	93
Registered Undeclared	20%	22%	27%	31%	0%	226
Registered Republican	24%	17%	25%	34%	1%	107
Democrat	23%	21%	25%	31%	0%	177
Independent	18%	25%	26%	31%	0%	128
Republican	20%	18%	26%	35%	0%	178
Liberal	25%	24%	26%	25%	0%	130
Moderate	17%	21%	27%	35%	0%	190
Conservative	23%	17%	26%	34%	0%	146
Support Tea Party	20%	22%	25%	33%	0%	101
Neutral	20%	22%	26%	31%	0%	207
Oppose Tea Party	24%	20%	25%	30%	0%	176
Union household	18%	21%	36%	24%	0%	74
Non-union	21%	20%	25%	33%	0%	435
Read Union Leader	24%	24%	23%	28%	0%	97
Read Boston Globe	21%	18%	29%	32%	0%	50
Watch WMUR	18%	20%	28%	34%	0%	290
Listen to NHPR	25%	20%	28%	26%	0%	147
10 yrs or less in NH	21%	21%	14%	44%	0%	64
11 to 20 years	15%	23%	39%	23%	0%	107
More than 20 years	23%	19%	24%	34%	0%	317
18 to 34	25%	22%	24%	28%	0%	124
35 to 49	20%	22%	36%	22%	0%	145
50 to 64	21%	22%	23%	34%	0%	139
65 and over	21%	14%	16%	48%	1%	84
Male	23%	25%	24%	28%	0%	255
Female	19%	16%	28%	36%	0%	262
High school or less	21%	22%	23%	34%	0%	110
Some college	22%	13%	28%	37%	1%	125
College graduate	20%	23%	29%	27%	0%	184
Post-graduate	22%	23%	22%	34%	0%	93
Attend services 1 or more/week	16%	23%	22%	38%	1%	87
1-2 times a month	19%	27%	22%	31%	0%	54
Less often	26%	18%	27%	29%	0%	151
Never	21%	20%	27%	32%	0%	206
North Country	22%	23%	28%	27%	1%	43
Central / Lakes	19%	22%	29%	30%	0%	88
Connecticut Valley	28%	16%	13%	43%	0%	84
Mass Border	20%	22%	28%	29%	0%	142
Seacoast	14%	15%	31%	39%	1%	82
Manchester Area	23%	24%	27%	26%	0%	78
First Cong. Dist	19%	22%	29%	30%	0%	251
Second Cong. Dist	24%	19%	22%	35%	0%	258

Attention Paid to Your Family/Children

	<u>A Lot Of Attention</u>	<u>Some Attention</u>	<u>A Little Attention</u>	<u>No Attention At All</u>	<u>Don't Know</u>	<u>(N=)</u>
STATEWIDE	85%	9%	3%	2%	1%	516
Registered Democrat	76%	15%	6%	2%	0%	93
Registered Undeclared	90%	7%	3%	1%	0%	225
Registered Republican	87%	8%	1%	2%	2%	106
Democrat	80%	14%	4%	2%	1%	177
Independent	87%	8%	3%	1%	0%	128
Republican	87%	7%	2%	2%	1%	177
Liberal	81%	11%	6%	1%	2%	129
Moderate	85%	12%	2%	2%	0%	190
Conservative	88%	6%	3%	2%	1%	146
Support Tea Party	85%	9%	3%	0%	2%	101
Neutral	87%	9%	2%	2%	0%	207
Oppose Tea Party	81%	11%	4%	2%	1%	176
Union household	88%	9%	1%	0%	1%	74
Non-union	84%	9%	3%	2%	1%	434
Read Union Leader	86%	9%	2%	1%	2%	97
Read Boston Globe	81%	11%	5%	2%	1%	50
Watch WMUR	86%	9%	2%	2%	1%	290
Listen to NHPR	86%	8%	3%	2%	1%	146
10 yrs or less in NH	86%	7%	4%	3%	0%	64
11 to 20 years	82%	10%	7%	2%	0%	107
More than 20 years	86%	9%	2%	2%	1%	315
18 to 34	81%	12%	6%	2%	0%	124
35 to 49	95%	3%	1%	1%	0%	146
50 to 64	83%	10%	3%	3%	1%	139
65 and over	77%	13%	2%	5%	3%	82
Male	85%	9%	4%	3%	0%	254
Female	85%	10%	3%	1%	1%	262
High school or less	84%	6%	4%	4%	2%	110
Some college	87%	9%	2%	2%	1%	125
College graduate	84%	10%	4%	1%	0%	183
Post-graduate	83%	13%	1%	2%	1%	92
Attend services 1 or more/week	88%	9%	1%	1%	1%	87
1-2 times a month	91%	4%	2%	2%	0%	53
Less often	84%	9%	3%	3%	2%	151
Never	82%	11%	5%	2%	0%	206
North Country	86%	8%	3%	2%	1%	43
Central / Lakes	86%	9%	2%	1%	2%	88
Connecticut Valley	90%	5%	0%	4%	1%	84
Mass Border	83%	11%	3%	2%	0%	142
Seacoast	82%	8%	7%	2%	0%	81
Manchester Area	83%	12%	4%	1%	0%	79
First Cong. Dist	84%	9%	4%	3%	0%	250
Second Cong. Dist	85%	10%	2%	2%	1%	257

Attention Paid to Upcoming Major Purchases in Your Household

	<u>A Lot Of Attention</u> 23%	<u>Some Attention</u> 22%	<u>A Little Attention</u> 30%	<u>No Attention At All</u> 24%	<u>Don't Know</u> 0%	<u>(N=)</u> 515
STATEWIDE						
Registered Democrat	19%	15%	37%	29%	0%	93
Registered Undeclared	24%	24%	28%	24%	0%	225
Registered Republican	26%	19%	34%	21%	1%	106
Democrat	26%	20%	28%	26%	0%	178
Independent	23%	21%	30%	26%	0%	126
Republican	21%	26%	30%	22%	1%	177
Liberal	24%	20%	31%	25%	0%	130
Moderate	24%	29%	27%	20%	0%	188
Conservative	21%	18%	36%	24%	1%	146
Support Tea Party	28%	24%	25%	22%	1%	101
Neutral	22%	23%	33%	23%	0%	207
Oppose Tea Party	24%	20%	30%	26%	0%	175
Union household	33%	16%	25%	24%	1%	73
Non-union	22%	23%	31%	24%	0%	435
Read Union Leader	27%	16%	29%	26%	1%	97
Read Boston Globe	17%	14%	42%	26%	0%	49
Watch WMUR	23%	22%	30%	24%	0%	289
Listen to NHPR	22%	23%	25%	29%	0%	145
10 yrs or less in NH	13%	31%	33%	24%	0%	64
11 to 20 years	24%	11%	47%	18%	0%	106
More than 20 years	26%	24%	23%	27%	0%	315
18 to 34	23%	31%	31%	15%	0%	124
35 to 49	28%	26%	34%	12%	0%	146
50 to 64	24%	16%	31%	29%	0%	138
65 and over	17%	14%	22%	45%	2%	83
Male	24%	22%	30%	24%	0%	253
Female	22%	22%	31%	25%	0%	263
High school or less	32%	20%	25%	24%	0%	110
Some college	20%	18%	32%	29%	1%	126
College graduate	17%	30%	36%	17%	0%	184
Post-graduate	31%	15%	22%	32%	0%	91
Attend services 1 or more/week	29%	24%	26%	20%	2%	88
1-2 times a month	15%	16%	42%	28%	0%	54
Less often	33%	20%	24%	22%	0%	151
Never	17%	25%	34%	24%	0%	204
North Country	25%	13%	40%	22%	0%	43
Central / Lakes	21%	24%	31%	25%	0%	86
Connecticut Valley	22%	23%	24%	31%	0%	84
Mass Border	28%	19%	27%	25%	0%	142
Seacoast	21%	24%	37%	17%	1%	82
Manchester Area	19%	26%	30%	24%	1%	79
First Cong. Dist	24%	21%	35%	19%	1%	251
Second Cong. Dist	23%	22%	25%	30%	0%	257

Attention Paid to Federal Government

	<u>A Lot Of Attention</u> 45%	<u>Some Attention</u> 30%	<u>A Little Attention</u> 20%	<u>No Attention At All</u> 6%	<u>Don't Know</u> 0%	<u>(N=)</u> 514
STATEWIDE						
Registered Democrat	38%	43%	15%	5%	0%	93
Registered Undeclared	47%	24%	22%	7%	0%	226
Registered Republican	66%	16%	15%	2%	1%	107
Democrat	34%	44%	18%	3%	0%	178
Independent	45%	26%	23%	6%	0%	128
Republican	54%	18%	20%	7%	0%	178
Liberal	31%	45%	22%	3%	0%	130
Moderate	41%	32%	19%	7%	0%	190
Conservative	64%	18%	15%	2%	0%	143
Support Tea Party	71%	19%	7%	2%	1%	101
Neutral	37%	28%	28%	7%	0%	207
Oppose Tea Party	43%	37%	16%	5%	0%	176
Union household	46%	34%	16%	4%	0%	74
Non-union	45%	29%	20%	6%	0%	432
Read Union Leader	61%	28%	8%	3%	0%	97
Read Boston Globe	72%	20%	5%	3%	0%	50
Watch WMUR	49%	28%	19%	3%	0%	287
Listen to NHPR	48%	36%	14%	3%	0%	147
10 yrs or less in NH	37%	29%	31%	4%	0%	64
11 to 20 years	35%	47%	15%	2%	1%	107
More than 20 years	48%	26%	19%	7%	0%	313
18 to 34	25%	37%	32%	6%	0%	124
35 to 49	43%	29%	23%	5%	0%	142
50 to 64	50%	29%	15%	5%	0%	139
65 and over	60%	27%	8%	5%	0%	83
Male	48%	29%	16%	6%	0%	255
Female	41%	31%	23%	6%	0%	259
High school or less	44%	26%	25%	5%	0%	106
Some college	51%	21%	21%	8%	0%	126
College graduate	40%	37%	20%	2%	0%	184
Post-graduate	47%	32%	11%	9%	0%	93
Attend services 1 or more/week	50%	29%	18%	3%	0%	88
1-2 times a month	54%	22%	19%	4%	0%	54
Less often	45%	32%	21%	2%	0%	151
Never	38%	32%	21%	9%	0%	202
North Country	40%	29%	25%	6%	0%	43
Central / Lakes	45%	21%	29%	5%	0%	88
Connecticut Valley	55%	28%	11%	5%	0%	80
Mass Border	38%	33%	22%	7%	0%	142
Seacoast	49%	33%	12%	5%	1%	82
Manchester Area	42%	36%	18%	4%	0%	79
First Cong. Dist	43%	32%	19%	6%	0%	252
Second Cong. Dist	47%	28%	19%	6%	0%	254

Attention Paid to 2014 Election

	<u>A Lot Of Attention</u>	<u>Some Attention</u>	<u>A Little Attention</u>	<u>No Attention At All</u>	<u>Don't Know</u>	<u>(N=)</u>
STATEWIDE	37%	24%	25%	14%	0%	518
Registered Democrat	37%	28%	23%	12%	0%	93
Registered Undeclared	37%	25%	24%	13%	0%	226
Registered Republican	53%	20%	19%	8%	0%	107
Democrat	29%	31%	26%	14%	0%	178
Independent	36%	23%	27%	14%	0%	128
Republican	45%	22%	21%	11%	1%	178
Liberal	31%	28%	28%	13%	0%	130
Moderate	34%	24%	27%	15%	0%	190
Conservative	51%	20%	20%	7%	1%	146
Support Tea Party	66%	15%	17%	0%	2%	101
Neutral	26%	28%	29%	16%	0%	207
Oppose Tea Party	35%	27%	25%	13%	0%	176
Union household	43%	26%	26%	6%	0%	74
Non-union	36%	24%	25%	14%	0%	436
Read Union Leader	54%	26%	15%	6%	0%	97
Read Boston Globe	62%	26%	10%	3%	0%	50
Watch WMUR	35%	29%	24%	11%	0%	291
Listen to NHPR	34%	28%	23%	15%	0%	147
10 yrs or less in NH	37%	30%	23%	7%	3%	64
11 to 20 years	36%	25%	27%	13%	0%	107
More than 20 years	35%	24%	26%	15%	0%	317
18 to 34	16%	22%	33%	28%	1%	124
35 to 49	40%	19%	29%	12%	0%	146
50 to 64	37%	29%	26%	8%	0%	139
65 and over	55%	29%	10%	6%	0%	83
Male	42%	21%	23%	12%	1%	255
Female	32%	27%	27%	15%	0%	262
High school or less	38%	18%	25%	18%	0%	110
Some college	33%	28%	26%	13%	0%	126
College graduate	36%	25%	25%	13%	1%	184
Post-graduate	42%	25%	23%	10%	0%	93
Attend services 1 or more/week	43%	30%	18%	10%	0%	88
1-2 times a month	49%	22%	26%	3%	0%	54
Less often	36%	29%	27%	8%	0%	151
Never	30%	20%	27%	22%	1%	206
North Country	36%	23%	32%	9%	1%	43
Central / Lakes	37%	23%	29%	11%	0%	88
Connecticut Valley	35%	32%	12%	21%	0%	84
Mass Border	38%	20%	27%	15%	1%	142
Seacoast	37%	30%	22%	11%	0%	82
Manchester Area	36%	21%	31%	12%	0%	79
First Cong. Dist	36%	22%	29%	12%	1%	252
Second Cong. Dist	37%	26%	21%	16%	0%	258

Most Common Topic Your Family Talks About

	Money/ Family <u>Finances</u>	Jobs/ <u>Economy</u>	Health- <u>Care</u>	Gov't <u>Politics</u>	Educ/ College <u>Costs</u>	Immi- <u>gration</u>	Retire- ment/ <u>Future</u>	War/ Foreign <u>Policy</u>	Family/ <u>Children</u>
STATEWIDE	18%	12%	10%	8%	7%	6%	5%	5%	5%
Registered Democrat	13%	16%	13%	5%	10%	2%	7%	7%	3%
Registered Undeclared	18%	10%	8%	6%	6%	7%	7%	6%	6%
Registered Republican	15%	16%	16%	16%	4%	8%	2%	3%	2%
Democrat	18%	11%	10%	8%	5%	2%	7%	7%	4%
Independent	18%	11%	6%	3%	7%	6%	7%	6%	9%
Republican	19%	14%	15%	8%	5%	10%	3%	3%	3%
Liberal	13%	13%	8%	11%	5%	1%	5%	6%	5%
Moderate	19%	15%	10%	5%	7%	6%	9%	5%	4%
Conservative	16%	9%	12%	13%	7%	9%	2%	5%	2%
Support Tea Party	14%	9%	7%	17%	5%	14%	3%	3%	3%
Neutral	23%	11%	10%	6%	9%	2%	5%	4%	8%
Oppose Tea Party	12%	17%	10%	8%	3%	6%	8%	8%	2%
Union household	15%	14%	6%	2%	11%	9%	5%	11%	2%
Non-union	18%	11%	11%	10%	6%	5%	5%	4%	5%
Read Union Leader	21%	12%	9%	15%	8%	3%	9%	4%	2%
Read Boston Globe	17%	19%	14%	8%	5%	1%	11%	7%	0%
Watch WMUR	20%	13%	13%	7%	6%	6%	7%	5%	3%
Listen to NHPR	14%	10%	8%	9%	11%	9%	8%	7%	4%
10 yrs or less in NH	24%	13%	1%	11%	9%	5%	6%	2%	12%
11 to 20 years	9%	24%	8%	6%	13%	2%	6%	3%	1%
More than 20 years	19%	8%	12%	9%	4%	7%	5%	6%	5%
18 to 34	23%	15%	2%	5%	7%	1%	5%	0%	10%
35 to 49	17%	6%	10%	11%	12%	10%	3%	6%	5%
50 to 64	18%	13%	17%	8%	5%	4%	8%	6%	2%
65 and over	12%	13%	10%	11%	0%	8%	5%	8%	3%
Male	15%	13%	7%	11%	7%	8%	5%	4%	7%
Female	21%	10%	13%	6%	6%	4%	6%	5%	2%
High school or less	22%	7%	8%	12%	4%	8%	1%	5%	6%
Some college	16%	12%	11%	8%	9%	5%	2%	4%	7%
College graduate	20%	15%	11%	6%	6%	3%	7%	5%	5%
Post-graduate	11%	11%	10%	10%	7%	8%	12%	6%	0%
Attend services 1 or more/week	15%	15%	7%	5%	14%	3%	2%	9%	2%
1-2 times a month	11%	8%	15%	14%	11%	10%	3%	6%	0%
Less often	20%	11%	11%	8%	5%	8%	4%	3%	5%
Never	19%	12%	9%	8%	4%	4%	8%	5%	7%
North Country	5%	17%	23%	11%	0%	1%	3%	2%	4%
Central / Lakes	22%	8%	14%	6%	4%	5%	4%	6%	6%
Connecticut Valley	16%	9%	8%	16%	7%	6%	3%	4%	9%
Mass Border	22%	9%	6%	6%	7%	7%	9%	5%	4%
Seacoast	16%	21%	8%	7%	10%	2%	5%	5%	4%
Manchester Area	18%	10%	10%	8%	8%	10%	5%	6%	2%
First Cong. Dist	15%	16%	9%	9%	7%	4%	4%	4%	4%
Second Cong. Dist	21%	8%	10%	8%	6%	7%	7%	5%	5%

Most Common Topic Your Family Talks About

	<u>Events/ Vacations</u>	<u>President Obama</u>	<u>Climate Change/Global Warming</u>	<u>Sports/ Hobbies</u>	<u>Religion/ God</u>	<u>Social Issues</u>	<u>2014 Election</u>	<u>Other/ DK</u>	<u>(N)</u>
STATEWIDE	4%	3%	2%	1%	1%	1%	1%	11%	512
Registered Democrat	5%	1%	2%	3%	2%	0%	0%	13%	93
Registered Undeclared	6%	2%	3%	0%	0%	3%	1%	11%	223
Registered Republican	1%	6%	0%	0%	2%	0%	0%	8%	106
Democrat	5%	1%	2%	2%	1%	1%	0%	15%	177
Independent	5%	3%	2%	1%	1%	4%	1%	11%	128
Republican	2%	6%	1%	0%	1%	0%	1%	9%	175
Liberal	8%	1%	1%	2%	0%	4%	1%	16%	130
Moderate	3%	1%	2%	1%	0%	0%	1%	10%	188
Conservative	3%	9%	3%	0%	1%	0%	0%	10%	145
Support Tea Party	3%	8%	0%	0%	2%	0%	3%	9%	100
Neutral	5%	4%	0%	1%	0%	2%	0%	11%	206
Oppose Tea Party	5%	0%	4%	1%	1%	1%	0%	13%	175
Union household	2%	2%	0%	0%	0%	0%	0%	19%	74
Non-union	5%	3%	3%	1%	1%	1%	1%	10%	432
Read Union Leader	1%	3%	0%	1%	2%	0%	3%	6%	95
Read Boston Globe	1%	4%	0%	1%	0%	0%	1%	10%	49
Watch WMUR	3%	3%	2%	0%	1%	2%	1%	10%	287
Listen to NHPR	3%	1%	2%	1%	0%	1%	0%	12%	146
10 yrs or less in NH	10%	1%	1%	0%	2%	0%	0%	3%	64
11 to 20 years	6%	1%	0%	2%	1%	5%	1%	12%	106
More than 20 years	2%	4%	3%	1%	1%	0%	1%	13%	313
18 to 34	5%	3%	2%	0%	0%	4%	0%	18%	124
35 to 49	4%	0%	3%	2%	3%	0%	1%	9%	146
50 to 64	4%	5%	1%	1%	1%	1%	0%	6%	138
65 and over	4%	5%	4%	1%	0%	1%	3%	12%	80
Male	3%	4%	2%	1%	0%	2%	0%	11%	251
Female	5%	2%	3%	1%	1%	0%	1%	11%	261
High school or less	2%	1%	5%	1%	4%	4%	1%	8%	109
Some college	4%	2%	0%	1%	1%	0%	0%	20%	125
College graduate	6%	4%	2%	1%	0%	0%	0%	8%	183
Post-graduate	3%	6%	3%	1%	0%	0%	2%	9%	91
Attend services 1 or more/week	1%	7%	1%	0%	4%	0%	2%	12%	86
1-2 times a month	1%	0%	2%	4%	0%	9%	0%	6%	54
Less often	4%	4%	2%	1%	0%	0%	1%	12%	149
Never	6%	2%	3%	1%	0%	1%	0%	11%	205
North Country	0%	7%	2%	1%	0%	12%	1%	12%	41
Central / Lakes	7%	5%	1%	3%	1%	1%	1%	8%	88
Connecticut Valley	0%	2%	7%	0%	0%	0%	0%	15%	83
Mass Border	4%	3%	2%	0%	1%	0%	2%	12%	141
Seacoast	2%	3%	2%	2%	0%	0%	0%	11%	81
Manchester Area	10%	1%	0%	2%	3%	0%	0%	8%	79
First Cong. Dist	5%	4%	2%	1%	2%	2%	1%	11%	249
Second Cong. Dist	3%	3%	3%	1%	0%	0%	1%	11%	255