

THE WMUR GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

CONSUMER CONFIDENCE IN NEW HAMPSHIRE STILL BLEAK

February 10, 2010

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

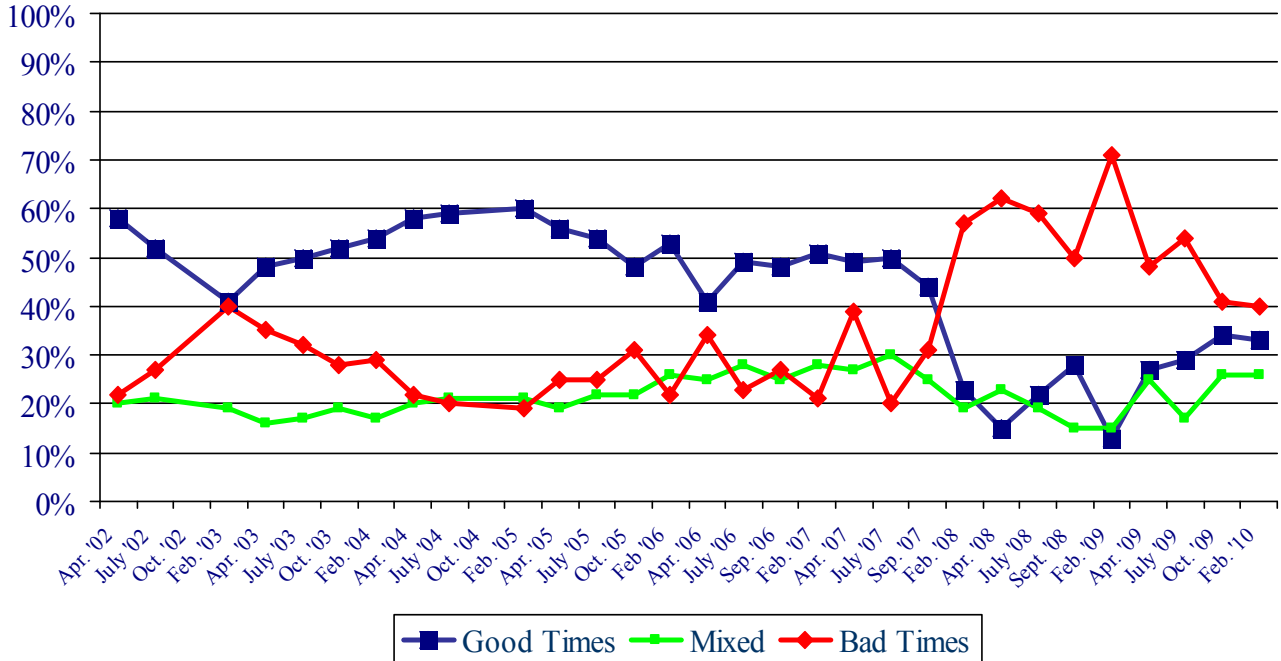
DURHAM, NH – Consumer confidence in New Hampshire remains low, but pessimism about the New Hampshire and national economy is abating somewhat.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Five hundred (500) randomly selected New Hampshire adults were interviewed by telephone between January 27 and February 3, 2010. The margin of sampling error for the survey is +/- 4.4 percent.

N.H. Business Conditions

While New Hampshire has not suffered as severely as most of the country, and as the economy appears to be pulling out of the recession, Granite Staters are becoming less pessimistic about business conditions in the state. When asked how they think New Hampshire businesses will do over the next year, 33% think they will have good times financially, 40% think they will experience bad times, and 26% foresee mixed conditions. This measure is unchanged since October, but significantly better than one year ago.

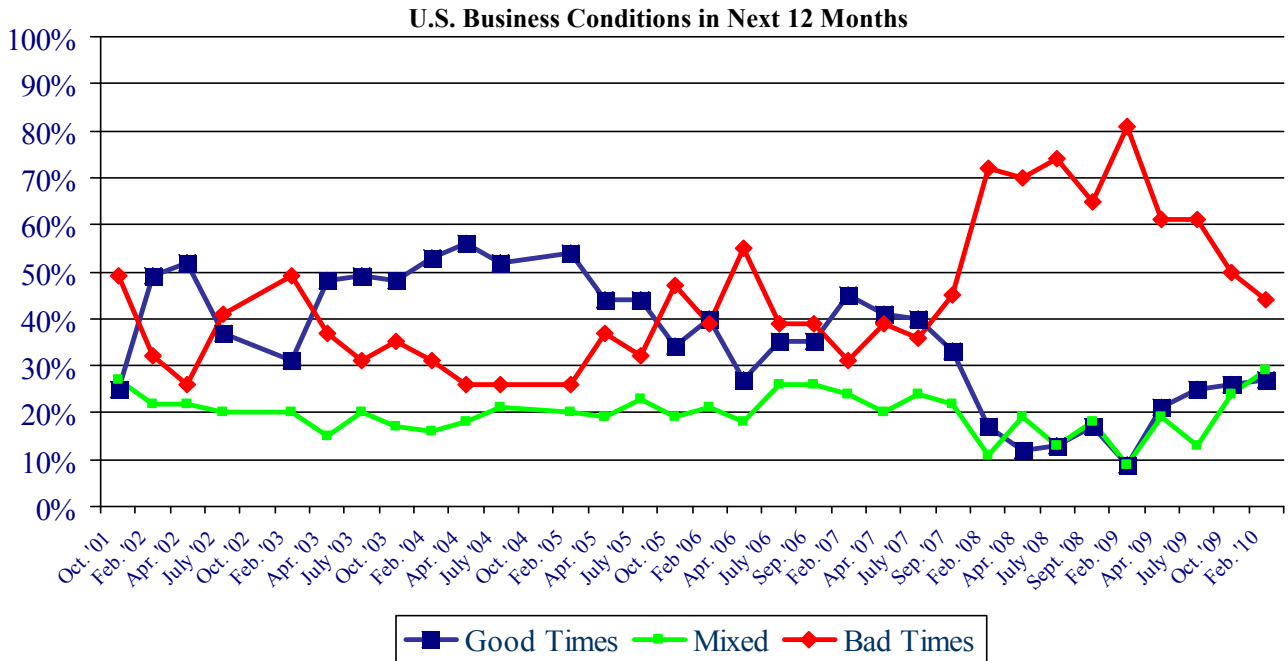
Business Conditions in NH – Next 12 Months



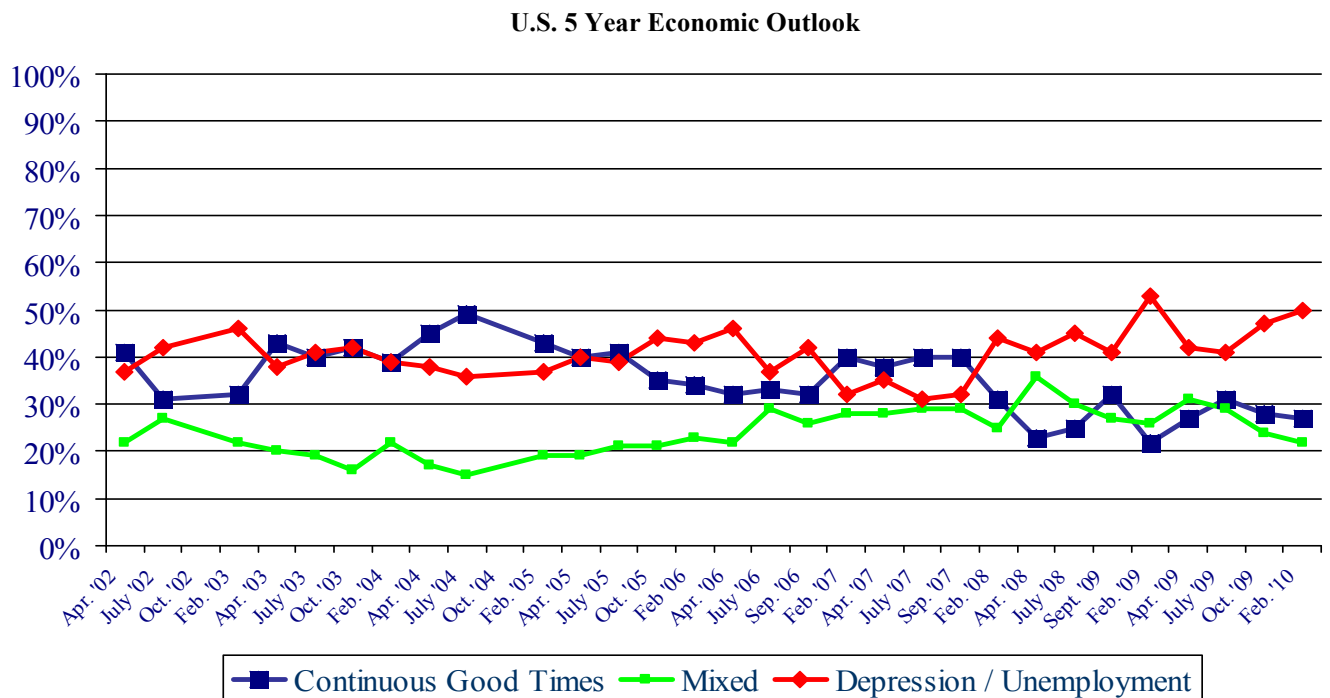
* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

U.S. Business Conditions

New Hampshire consumers are also somewhat less pessimistic about the economic outlook for the country as a whole than they have been for the past two years, although they remain largely pessimistic. Currently, only 27% of adults in New Hampshire think the country as a whole is in for good times financially over the next 12 months, 44% think the country will have bad times, and 29% think the conditions will be mixed.



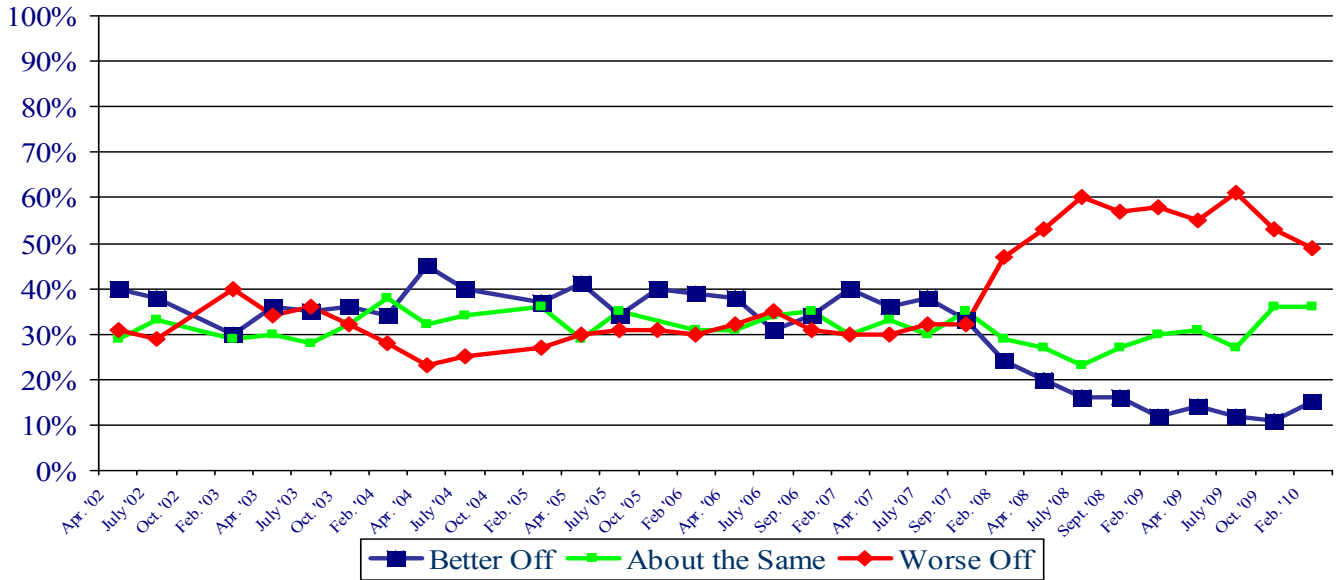
However, Granite Staters are somewhat more pessimistic about the long-term prospects for the U.S. economy than they have been in recent months. Only 27% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 50% expect periods of widespread unemployment and depression, and 22% see a mix of good and bad conditions.



Personal Financial Conditions

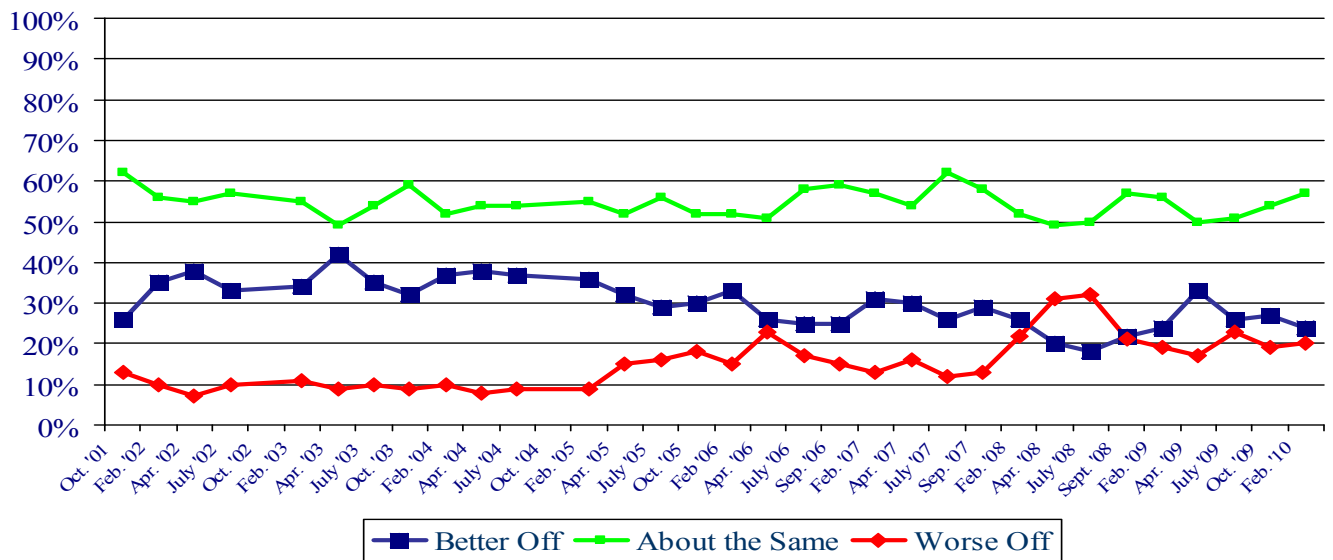
When asked about their personal financial situation, only 15% of New Hampshire residents say they are better off now than they were a year ago, 49% say they are worse off, and 36% say things are about the same. This measure has been relatively unchanged for the past year.

Household Financial Condition – Compared to 1 Year Ago



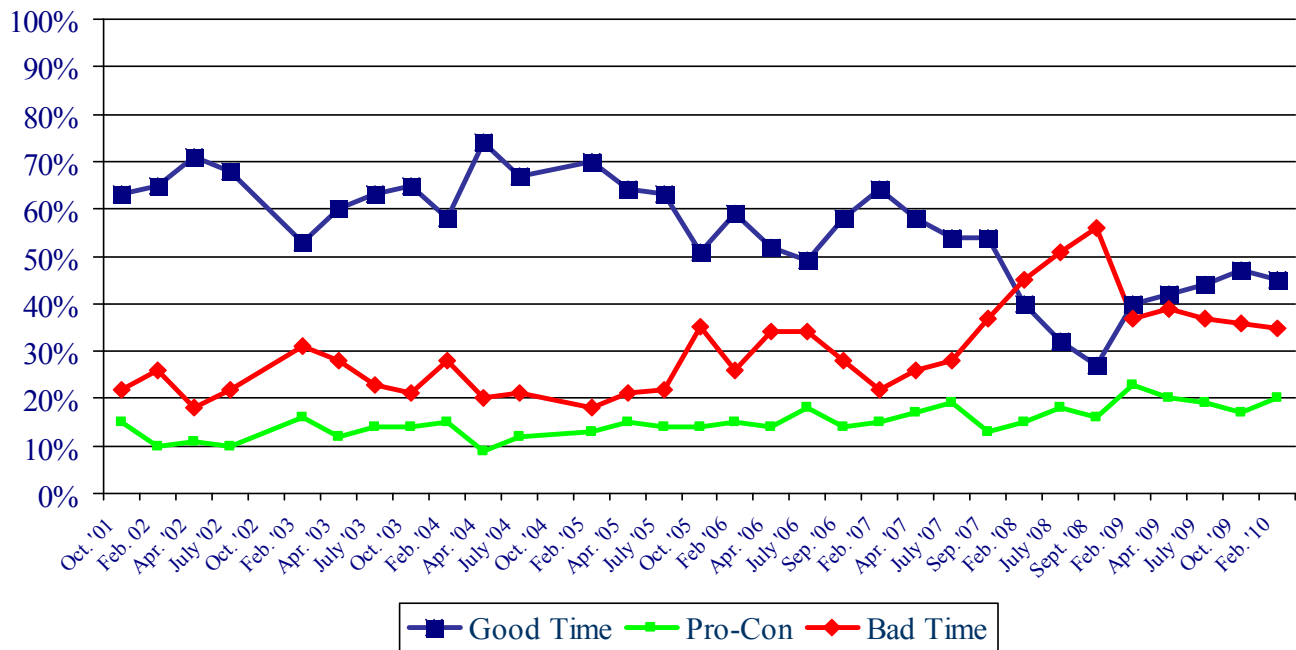
Turning to their future household finances, most people in New Hampshire think they will be in about the same financial shape next year as they are today. Currently, 24% think their family will be better off financially a year from now, 20% think they will be worse off and 57% think they will be about the same.

Household Financial Condition – 12 Months from Now



The one piece of good news in this survey is that New Hampshire adults increasingly think that this is a good time to purchase major household items. Currently, 45% of Granite stater think now is a good time to buy major household items, 35% think it is a bad time, and 20% think it depends on a person's finances.

Good Time to Buy Major Household Item?



Subgroup Analysis

There are few demographic differences in the economic expectations of New Hampshire residents as most demographic groups continue to be quite pessimistic. In recent years, Republicans and conservatives were consistently more optimistic about current and future economic conditions in New Hampshire and the U.S. than were Democrats and liberals. However, Democrats are now somewhat more optimistic about the economy than are Republicans.

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 (500) randomly selected New Hampshire adults were interviewed by telephone between January 27 and February 3, 2010. The margin of sampling error for the survey is +/- 4.4 percent.

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.

Business Conditions in New Hampshire in 12 Months

"Turning to business conditions in the New Hampshire as a whole – do you think that during the next twelve months we'll have good times financially, or bad times, or what?"

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
Feb. '10	33%	26%	40%	(460)
Oct. '09	34%	26%	41%	(479)
July '09	29%	17%	54%	(522)
Apr. '09	27%	25%	48%	(472)
Feb. '09	13%	15%	71%	(586)
Sept. '08	28%	22%	50%	(480)
July '08	22%	19%	59%	(481)
Apr. '08	15%	23%	62%	(455)
Feb. '08	23%	19%	57%	(494)
Sept. '07	44%	25%	31%	(433)
July '07	50%	30%	20%	(442)
Apr. '07	49%	27%	39%	(479)
Feb. '07	51%	28%	21%	(462)
Sept. '06	48%	25%	27%	(453)
July '06	49%	28%	23%	(444)
Apr. '06	41%	25%	34%	(457)
Feb. '06	53%	26%	22%	(432)
Oct. '05	48%	22%	31%	(431)
July '05	54%	22%	25%	(429)
Apr. '05	56%	19%	25%	(433)
Feb. '05	60%	21%	19%	(453)
July '04	59%	21%	20%	(444)
Apr. '04	58%	20%	22%	(457)
Feb. '04	54%	17%	29%	(448)
Oct. '03	52%	19 %	28 %	(449)
June '03	50%	17%	32%	(485)
Apr. '03	48%	16%	35%	(462)
Feb. '03	41%	19%	40%	(577)
June '02	52%	21%	27%	(588)
Apr. '02	58%	20%	22%	(462)

Business Conditions in U.S. in 12 Months

"Turning to business conditions in the country as a whole – do you think that during the next twelve months we'll have good times financially, or bad times, or what?"

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
Feb. '10	27%	29%	44%	(475)
Oct. '09	26%	24%	50%	(481)
July '09	25%	13%	61%	(546)
Apr. '09	21%	19%	61%	(471)
Feb. '09	9%	9%	81%	(594)
Sept. '08	17%	18%	65%	(508)
July '08	13%	13%	74%	(500)
Apr. '08	12%	19%	70%	(482)
Feb. '08	17%	11%	72%	(529)
Sept. '07	33%	22%	45%	(464)
July '07	40%	24%	36%	(456)
Apr. '07	41%	20%	39%	(479)
Feb. '07	45%	24%	31%	(486)
Sept. '06	35%	26%	39%	(473)
July '06	35%	26%	39%	(454)
Apr. '06	27%	18%	55%	(467)
Feb. '06	40%	21%	39%	(445)
Oct. '05	34%	19%	47%	(459)
July '05	44%	23%	32%	(438)
Apr. '05	44%	19%	37%	(450)
Feb. '05	54%	20%	26%	(488)
July '04	52%	21%	26%	(446)
Apr. '04	56%	18%	26%	(468)
Feb. '04	53%	16%	31%	(461)
Oct. '03	48%	17%	35%	(455)
June '03	49%	20%	31%	(491)
Apr. '03	48%	15%	37%	(477)
Feb. '03	31%	20%	49%	(606)
June '02	37%	22%	41%	(599)
Apr. '02	52%	22%	26%	(484)
Feb. '02	49%	19%	32%	(300)
Oct. '01	25%	27%	49%	(493)

5 Year Economic Outlook - U.S.

“Looking ahead, which would you say is more likely – that in the country as a whole we will have continuous GOOD TIMES during the next FIVE YEARS or so, or that we will have periods of WIDESPREAD UNEMPLOYMENT or DEPRESSION, or what?”

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Depression/ Unemployment</u>	<u>(N=)</u>
Feb. '10	27%	22%	50%	(472)
Oct. '09	28%	24%	47%	(463)
July '09	31%	29%	41%	(538)
Apr. '09	27%	31%	42%	(479)
Feb. '09	22%	26%	53%	(590)
Sept. '08	32%	27%	41%	(484)
July '08	25%	30%	45%	(485)
Apr. '08	23%	36%	41%	(439)
Feb. '08	31%	25%	44%	(502)
Sept. '07	40%	29%	32%	(443)
July '07	40%	29%	31%	(432)
Apr. '07	38%	28%	35%	(472)
Feb. '07	40%	28%	32%	(478)
Sept. '06	32%	26%	42%	(473)
July '06	33%	29%	37%	(447)
Apr. '06	32%	22%	46%	(471)
Feb. '06	34%	23%	43%	(444)
Oct. '05	35%	21%	44%	(460)
July '05	41%	21%	39%	(461)
Apr. '05	40%	19%	40%	(455)
Feb. '05	43%	19%	37%	(497)
July '04	49%	15%	36%	(431)
Apr. '04	45%	17%	38%	(467)
Feb. '04	39%	22%	39%	(454)
Oct. '03	42%	16%	42%	(457)
June '03	40%	19%	41%	(479)
Apr. '03	43%	20%	38%	(470)
Feb. '03	32%	22%	46%	(607)
June '02	31%	27%	42%	(603)
Apr. '02	41%	22%	37%	(463)

Household Financial Condition Compared to 12 Months Ago

"We are interested in how people are getting along financially these days. Would you say that you and your family living there are BETTER OFF or WORSE OFF financially than you were a year ago?"

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
Feb. '10	15%	36%	49%	(497)
Oct. '09	11%	36%	53%	(499)
July '09	12%	27%	61%	(550)
Apr. '09	14%	31%	55%	(502)
Feb. '09	12%	30%	58%	(615)
Sept. '08	16%	27%	57%	(543)
July '08	16%	23%	60%	(517)
Apr. '08	20%	27%	53%	(495)
Feb. '08	24%	29%	47%	(550)
Sept. '07	33%	35%	32%	(498)
July '07	38%	30%	32%	(514)
Apr. '07	36%	33%	30%	(507)
Feb. '07	40%	30%	30%	(531)
Sept. '06	34%	35%	31%	(508)
July '06	31%	34%	35%	(504)
Apr. '06	38%	31%	32%	(500)
Feb. '06	39%	31%	30%	(492)
Oct. '05	40%	29%	31%	(503)
July '05	34%	35%	31%	(500)
Apr. '05	41%	29%	30%	(493)
Feb. '05	37%	36%	27%	(537)
July '04	40%	34%	25%	(495)
Apr. '04	45%	32%	23%	(538)
Feb. '04	34%	38%	28%	(503)
Oct. '03	36 %	32 %	32%	(496)
June '03	35%	28%	36%	(514)
Apr. '03	36%	30%	34%	(504)
Feb. '03	30%	29%	40%	(647)
June '02	38%	33%	29%	(650)
Apr. '02	40%	29%	31%	(507)

Household Financial Condition 12 Months from Now

“Now, looking ahead – do you think that a year from now you and your family will be better off financially ... or worse off ... or just about the same?”

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
Feb. '10	24%	57%	20%	(473)
Oct. '09	27%	54%	19%	(482)
July '09	26%	51%	23%	(531)
Apr. '09	33%	50%	17%	(483)
Feb. '09	24%	56%	19%	(568)
Sept. '08	22%	57%	21%	(486)
July '08	18%	50%	32%	(483)
Apr. '08	20%	49%	31%	(470)
Feb. '08	26%	52%	22%	(518)
Sept. '07	29%	58%	13%	(489)
July '07	26%	62%	12%	(442)
Apr. '07	30%	54%	16%	(492)
Feb. '07	31%	57%	13%	(515)
Sept. '06	25%	59%	15%	(495)
July '06	25%	58%	17%	(484)
Apr. '06	26%	51%	23%	(492)
Feb. '06	33%	52%	15%	(488)
Oct. '05	30%	52%	18%	(481)
July '05	29%	56%	16%	(489)
Apr. '05	32%	52%	15%	(485)
Feb. '05	36%	55%	9%	(524)
July '04	37%	54%	9%	(477)
Apr. '04	38%	54%	8%	(509)
Feb. '04	37%	52%	10%	(488)
Oct. '03	32%	59%	9%	(486)
June '03	35%	54%	10%	(501)
Apr. '03	42%	49%	9%	(489)
Feb. '03	34%	55%	11%	(622)
June '02	33%	57%	10%	(625)
Apr. '02	38%	55%	7%	(479)
Feb. '02	35%	56%	10%	(305)
Oct. '01	26%	62%	13%	(500)

Good Time to Buy Major Household Item

“Now thinking about the big things people buy for their home – such as furniture, a refrigerator, a stove, television and things like that. Generally speaking, do you think now is a good time or a bad time for people to buy major household items?”

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N=)</u>
Feb. '10	45%	20%	35%	(469)
Oct. '09	47%	17%	36%	(472)
July '09	44%	19%	37%	(548)
Apr. '09	42%	20%	39%	(491)
Feb. '09	40%	23%	37%	(591)
Sept. '08	27%	16%	56%	(495)
July '08	32%	18%	51%	(487)
Apr. '08	28%	16%	56%	(465)
Feb. '08	40%	15%	45%	(517)
Sept. '07	50%	13%	37%	(433)
July '07	54%	19%	28%	(430)
Apr. '07	58%	17%	26%	(458)
Feb. '07	64%	15%	22%	(488)
Sept. '06	58%	14%	28%	(452)
July '06	49%	18%	34%	(453)
Apr. '06	52%	14%	34%	(448)
Feb. '06	59%	15%	26%	(442)
Oct. '05	51%	14%	35%	(456)
July '05	63%	14%	22%	(441)
Apr. '05	64%	15%	21%	(446)
Feb. '05	70%	13%	18%	(478)
July '04	67%	12%	21%	(456)
Apr. '04	71%	9%	20%	(487)
Feb. '04	58%	15%	28%	(462)
Oct. '03	65%	14%	21%	(468)
June '03	63%	14%	23%	(475)
Apr. '03	60%	12%	28%	(487)
Feb. '03	53%	16%	31%	(600)
June '02	68%	10%	22%	(613)
Apr. '02	71%	11%	18%	(480)
Feb. '02	65%	10%	26%	(298)
Oct. '01	63%	15%	22%	(506)

Household Financial Condition Compared to 12 Months Ago

	<u>Better Off</u> 15%	<u>About the Same</u> 36%	<u>Worse Off</u> 49%	<u>(N)</u> 497
STATEWIDE				
Registered Democrat	19%	39%	42%	128
Registered Undeclared	14%	35%	51%	204
Registered Republican	12%	33%	55%	121
Democrat	20%	37%	43%	209
Independent	18%	25%	56%	87
Republican	10%	38%	52%	195
Liberal	24%	36%	40%	99
Moderate	16%	40%	43%	215
Conservative	11%	28%	61%	155
Union household	24%	40%	35%	63
Non-union	14%	35%	51%	430
10 yrs or less in NH	22%	28%	50%	108
11 to 20 years	15%	37%	48%	76
More than 20 years	13%	38%	49%	305
18 to 34	25%	36%	40%	50
35 to 49	19%	33%	48%	144
50 to 64	13%	32%	56%	201
65 and over	11%	48%	40%	97
Male	14%	34%	51%	240
Female	16%	37%	47%	258
High school or less	13%	39%	48%	110
Some college	18%	27%	55%	101
College graduate	11%	38%	52%	169
Post-graduate	22%	37%	41%	115
Less than \$30K	9%	25%	66%	37
\$30K to \$60K	17%	27%	56%	86
\$60K to \$75K	20%	37%	43%	48
\$75K to \$100K	19%	34%	47%	52
\$100K or more	17%	42%	41%	113
Married	15%	38%	46%	343
Divorced/separated	12%	30%	57%	89
Never married	19%	27%	54%	60
Protestant	13%	34%	53%	187
Catholic	14%	40%	46%	170
Other	22%	32%	46%	128
Attend services 1 or more/week	13%	39%	48%	130
1-2 times a month	19%	41%	40%	62
Less often	15%	30%	56%	154
Never	17%	37%	45%	144
North Country	25%	36%	38%	36
Central / Lakes	20%	35%	46%	79
Connecticut Valley	5%	43%	52%	76
Mass Border	18%	33%	48%	139
Seacoast	15%	32%	54%	83
Manchester Area	11%	38%	51%	85
First Cong. Dist	18%	33%	49%	250
Second Cong. Dist	13%	38%	49%	247

HH Financial Condition 12 Months from Now

	Better Off	Worse Off	About the Same	(N)
STATEWIDE	24%	20%	57%	473
Registered Democrat	35%	10%	55%	123
Registered Undeclared	22%	19%	59%	197
Registered Republican	13%	28%	59%	113
Democrat	31%	11%	57%	203
Independent	26%	23%	51%	79
Republican	14%	27%	59%	187
Liberal	31%	10%	59%	97
Moderate	25%	18%	57%	208
Conservative	15%	28%	57%	143
Union household	28%	19%	54%	60
Non-union	23%	20%	57%	409
10 yrs or less in NH	27%	22%	51%	103
11 to 20 years	22%	19%	59%	72
More than 20 years	23%	19%	58%	290
18 to 34	29%	17%	53%	45
35 to 49	25%	27%	47%	140
50 to 64	24%	16%	60%	192
65 and over	18%	17%	64%	91
Male	25%	21%	55%	231
Female	23%	19%	58%	242
High school or less	22%	24%	55%	104
Some college	23%	17%	60%	97
College graduate	28%	25%	47%	161
Post-graduate	19%	11%	70%	109
Less than \$30K	21%	21%	58%	37
\$30K to \$60K	27%	16%	57%	80
\$60K to \$75K	18%	13%	70%	43
\$75K to \$100K	17%	18%	65%	50
\$100K or more	27%	22%	51%	112
Married	22%	20%	58%	331
Divorced/separated	25%	22%	53%	81
Never married	31%	17%	52%	57
Protestant	23%	18%	59%	172
Catholic	23%	20%	57%	166
Other	24%	22%	54%	124
Attend services 1 or more/week	22%	19%	59%	118
1-2 times a month	26%	14%	60%	60
Less often	23%	18%	59%	147
Never	24%	25%	51%	140
North Country	25%	15%	60%	36
Central / Lakes	18%	21%	61%	75
Connecticut Valley	25%	16%	59%	71
Mass Border	24%	23%	53%	132
Seacoast	28%	18%	54%	79
Manchester Area	23%	20%	57%	80
First Cong. Dist	25%	19%	56%	236
Second Cong. Dist	23%	20%	57%	237

Business Conditions in NH 12 Months

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
STATEWIDE	33%	26%	40%	460
Registered Democrat	37%	28%	35%	120
Registered Undeclared	35%	27%	38%	193
Registered Republican	25%	24%	51%	110
Democrat	42%	27%	30%	196
Independent	38%	20%	43%	79
Republican	23%	28%	49%	180
Liberal	35%	32%	33%	92
Moderate	39%	23%	37%	201
Conservative	24%	24%	52%	145
Union household	40%	32%	28%	59
Non-union	32%	26%	42%	397
10 yrs or less in NH	41%	22%	37%	98
11 to 20 years	27%	33%	40%	73
More than 20 years	33%	26%	42%	282
18 to 34	44%	21%	35%	48
35 to 49	36%	25%	39%	137
50 to 64	28%	26%	46%	190
65 and over	35%	35%	30%	81
Male	37%	26%	37%	218
Female	31%	27%	42%	242
High school or less	32%	20%	48%	103
Some college	33%	24%	44%	93
College graduate	34%	26%	40%	153
Post-graduate	35%	35%	30%	109
Less than \$30K	45%	19%	36%	31
\$30K to \$60K	27%	30%	43%	80
\$60K to \$75K	22%	31%	47%	48
\$75K to \$100K	26%	35%	38%	49
\$100K or more	41%	25%	34%	109
Married	34%	26%	41%	322
Divorced/separated	30%	26%	44%	80
Never married	39%	27%	34%	55
Protestant	32%	27%	41%	171
Catholic	34%	24%	43%	160
Other	33%	29%	38%	118
Attend services 1 or more/week	37%	24%	39%	117
1-2 times a month	44%	20%	37%	56
Less often	27%	31%	42%	146
Never	31%	27%	41%	134
North Country	23%	40%	37%	35
Central / Lakes	30%	30%	40%	72
Connecticut Valley	31%	29%	39%	66
Mass Border	38%	26%	37%	125
Seacoast	37%	26%	37%	80
Manchester Area	33%	17%	50%	82
First Cong. Dist	35%	24%	41%	236
Second Cong. Dist	32%	29%	39%	224

Business Conditions in US in 12 Months

STATEWIDE	<u>Good Times</u> 27%	<u>Mixed</u> 29%	<u>Bad Times</u> 44%	<u>(N)</u> 475
Registered Democrat	30%	36%	34%	122
Registered Undeclared	28%	29%	43%	197
Registered Republican	19%	22%	58%	114
Democrat	35%	33%	32%	200
Independent	27%	31%	42%	86
Republican	18%	25%	57%	183
Liberal	28%	34%	38%	95
Moderate	31%	32%	37%	205
Conservative	19%	21%	60%	148
Union household	29%	37%	33%	57
Non-union	26%	29%	45%	413
10 yrs or less in NH	27%	27%	46%	103
11 to 20 years	25%	32%	43%	73
More than 20 years	27%	30%	44%	290
18 to 34	36%	27%	37%	48
35 to 49	26%	23%	51%	141
50 to 64	25%	34%	42%	192
65 and over	26%	34%	40%	88
Male	29%	28%	43%	227
Female	25%	30%	45%	248
High school or less	25%	25%	50%	102
Some college	22%	33%	44%	96
College graduate	32%	25%	43%	161
Post-graduate	24%	37%	39%	113
Less than \$30K	32%	34%	34%	34
\$30K to \$60K	24%	31%	44%	81
\$60K to \$75K	23%	40%	37%	43
\$75K to \$100K	22%	24%	54%	51
\$100K or more	29%	30%	40%	113
Married	27%	30%	44%	330
Divorced/separated	23%	29%	48%	81
Never married	33%	27%	40%	59
Protestant	27%	27%	45%	174
Catholic	24%	30%	46%	164
Other	27%	33%	40%	125
Attend services 1 or more/week	30%	27%	43%	123
1-2 times a month	25%	31%	43%	58
Less often	22%	34%	45%	145
Never	28%	28%	44%	141
North Country	28%	38%	34%	37
Central / Lakes	28%	34%	38%	75
Connecticut Valley	24%	33%	43%	70
Mass Border	33%	23%	44%	130
Seacoast	20%	32%	48%	80
Manchester Area	25%	26%	50%	82
First Cong. Dist	28%	27%	45%	242
Second Cong. Dist	26%	32%	43%	232

5 Year Economic Outlook – U.S.

STATEWIDE	Continuous Good Times 27%	Mixed 22%	Widespread Unemployment/ Depression 50%	(N) 472
Registered Democrat	38%	20%	42%	120
Registered Undeclared	29%	23%	48%	195
Registered Republican	14%	23%	63%	112
Democrat	40%	20%	40%	200
Independent	24%	26%	50%	81
Republican	15%	23%	62%	185
Liberal	35%	15%	50%	98
Moderate	36%	22%	42%	203
Conservative	10%	25%	65%	145
Union household	31%	13%	56%	60
Non-union	27%	23%	50%	409
10 yrs or less in NH	29%	17%	54%	106
11 to 20 years	32%	25%	43%	73
More than 20 years	26%	23%	51%	286
18 to 34	38%	20%	42%	46
35 to 49	27%	19%	54%	141
50 to 64	28%	19%	53%	194
65 and over	21%	37%	42%	88
Male	26%	24%	49%	231
Female	28%	20%	51%	242
High school or less	24%	19%	57%	106
Some college	28%	20%	52%	98
College graduate	29%	22%	48%	161
Post-graduate	26%	27%	47%	106
Less than \$30K	38%	13%	49%	34
\$30K to \$60K	19%	32%	49%	82
\$60K to \$75K	24%	28%	48%	46
\$75K to \$100K	20%	22%	58%	52
\$100K or more	36%	15%	49%	108
Married	27%	21%	52%	328
Divorced/separated	22%	32%	47%	85
Never married	35%	14%	50%	56
Protestant	21%	23%	57%	176
Catholic	28%	23%	49%	159
Other	36%	19%	45%	126
Attend services 1 or more/week	18%	32%	50%	117
1-2 times a month	30%	26%	44%	61
Less often	28%	16%	56%	148
Never	35%	17%	48%	138
North Country	33%	18%	49%	35
Central / Lakes	23%	25%	51%	73
Connecticut Valley	24%	27%	49%	72
Mass Border	26%	20%	54%	131
Seacoast	31%	24%	45%	79
Manchester Area	30%	18%	52%	82
First Cong. Dist	29%	20%	51%	237
Second Cong. Dist	25%	25%	50%	236

Good Time to Buy Major Household Item

	<u>Good Time</u> 45%	<u>Pro-Con</u> 20%	<u>Bad Time</u> 35%	<u>(N)</u> 469
STATEWIDE				
Registered Democrat	45%	20%	35%	117
Registered Undeclared	49%	18%	33%	193
Registered Republican	42%	21%	37%	116
Democrat	52%	17%	31%	192
Independent	42%	22%	36%	83
Republican	39%	23%	39%	188
Liberal	46%	23%	30%	89
Moderate	51%	19%	29%	200
Conservative	38%	18%	44%	152
Union household	45%	21%	35%	62
Non-union	45%	20%	35%	402
10 yrs or less in NH	42%	26%	32%	99
11 to 20 years	46%	13%	41%	74
More than 20 years	45%	20%	35%	289
18 to 34	43%	19%	38%	49
35 to 49	43%	21%	36%	138
50 to 64	45%	17%	38%	185
65 and over	48%	25%	27%	91
Male	47%	20%	33%	230
Female	43%	21%	37%	239
High school or less	31%	21%	48%	104
Some college	49%	18%	33%	96
College graduate	50%	21%	29%	159
Post-graduate	47%	20%	32%	107
Less than \$30K	39%	29%	32%	37
\$30K to \$60K	49%	14%	37%	80
\$60K to \$75K	46%	29%	25%	44
\$75K to \$100K	42%	24%	34%	52
\$100K or more	53%	15%	32%	105
Married	47%	20%	33%	325
Divorced/separated	38%	23%	40%	79
Never married	43%	16%	41%	60
Protestant	41%	19%	40%	176
Catholic	45%	19%	36%	162
Other	50%	23%	27%	120
Attend services 1 or more/week	39%	24%	36%	119
1-2 times a month	44%	16%	40%	58
Less often	47%	16%	37%	150
Never	47%	22%	31%	134
North Country	57%	4%	39%	35
Central / Lakes	43%	23%	35%	74
Connecticut Valley	49%	24%	27%	67
Mass Border	42%	20%	38%	134
Seacoast	47%	22%	31%	80
Manchester Area	41%	22%	38%	80
First Cong. Dist	46%	21%	33%	240
Second Cong. Dist	44%	19%	37%	229