

# THE WMUR GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

### NEW HAMPSHIRE CONSUMERS SLIGHTLY LESS PESSIMISTIC

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 UNH Survey Center  
[www.unh.edu/survey-center](http://www.unh.edu/survey-center)  
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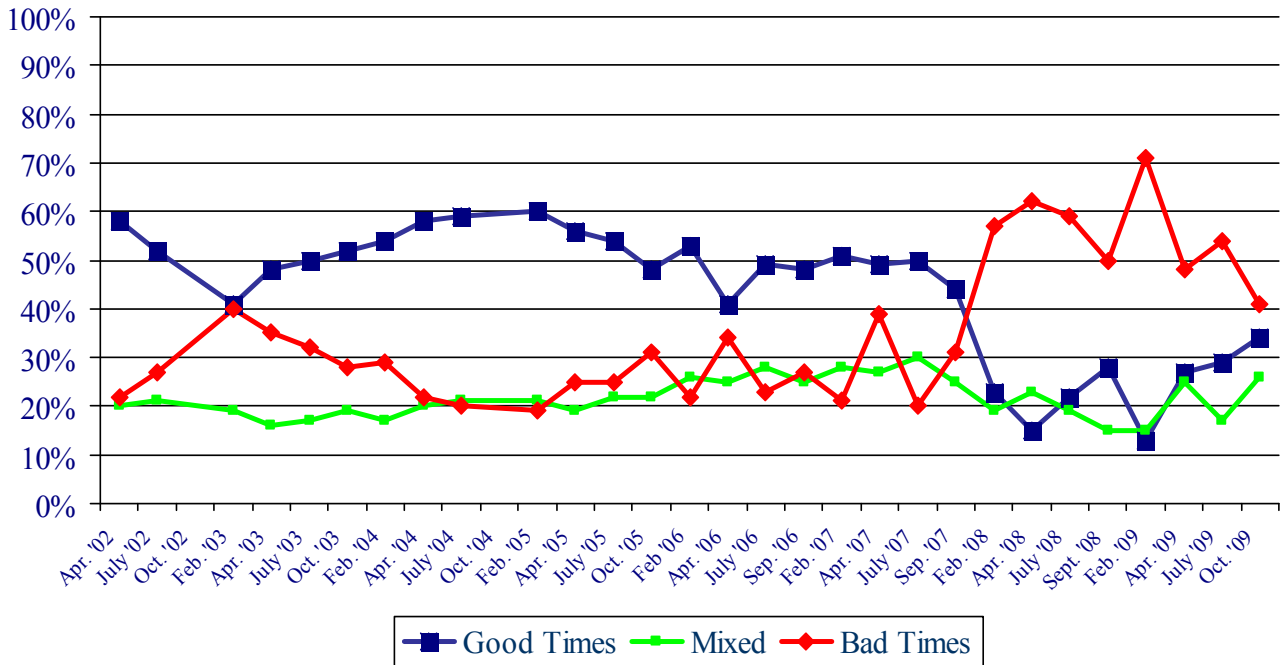
DURHAM, NH – Most people in New Hampshire continue to be pessimistic about the national and state economy, but they are somewhat less pessimistic than they have been in recent months.

These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Five hundred and three (503) randomly selected New Hampshire adults were interviewed by telephone between September 25 and October 2, 2009. The margin of sampling error for the survey is +/-4.4 percent.

#### N.H. Business Conditions

While the recession continues to impact both New Hampshire and the country, Granite Staters are slightly less pessimistic about business conditions in New Hampshire than they have been in two years. When asked how they think New Hampshire businesses will do over the next year, 23% think they will have good times financially, 41% think they will experience bad times, and 26% foresee mixed conditions.

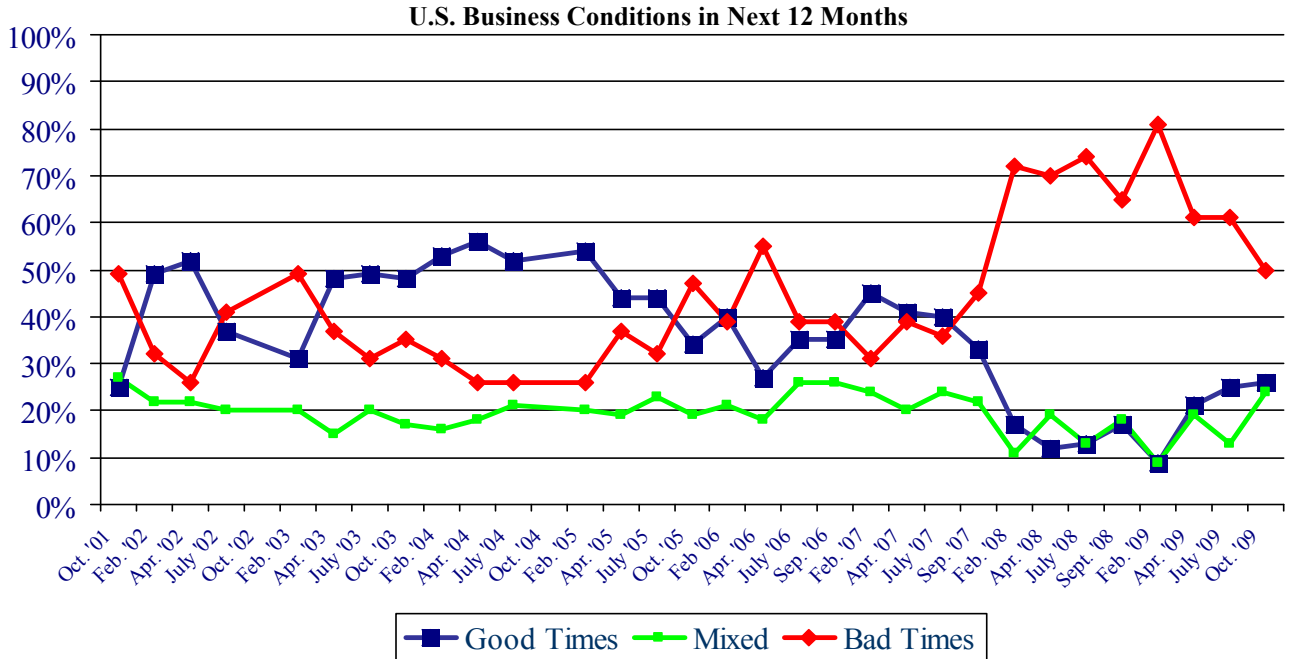
**Business Conditions in NH – Next 12 Months**



\* 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.

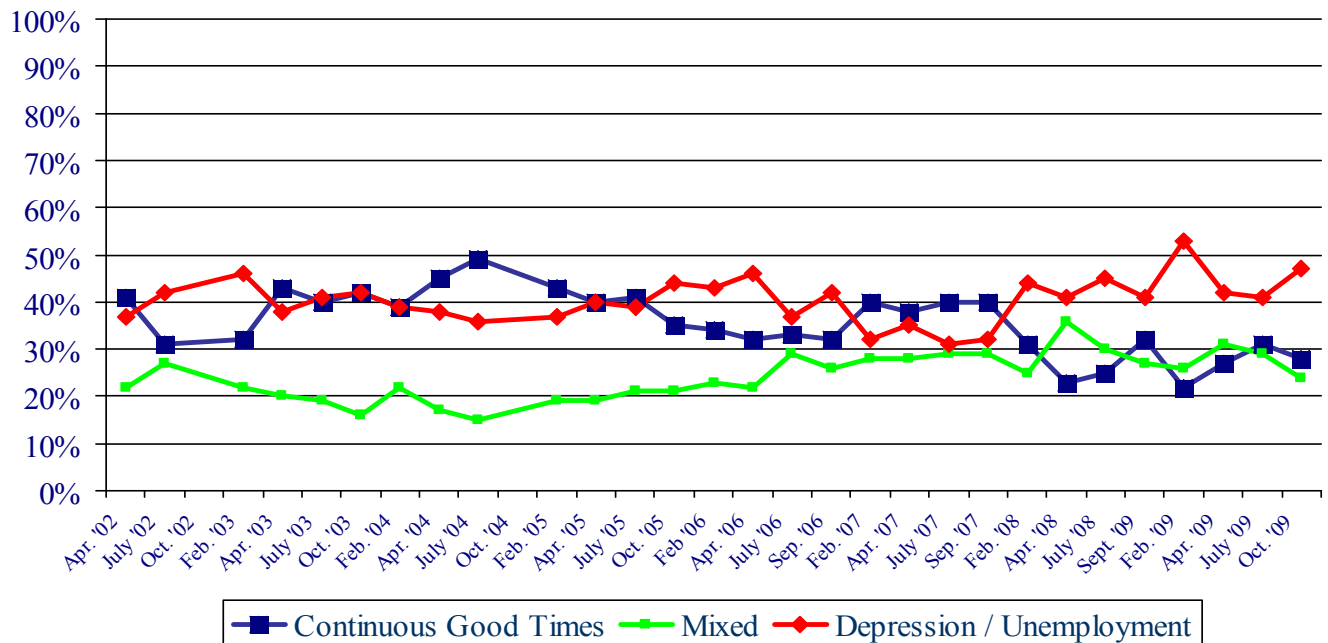
## U.S. Business Conditions

New Hampshire consumers are also slightly 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 26% of adults in New Hampshire think the country as a whole is in for good times financially over the next 12 months, 50% think the country will have bad times, and 24% 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 28% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 47% expect periods of widespread unemployment and depression, and 24% see a mix of good and bad conditions.

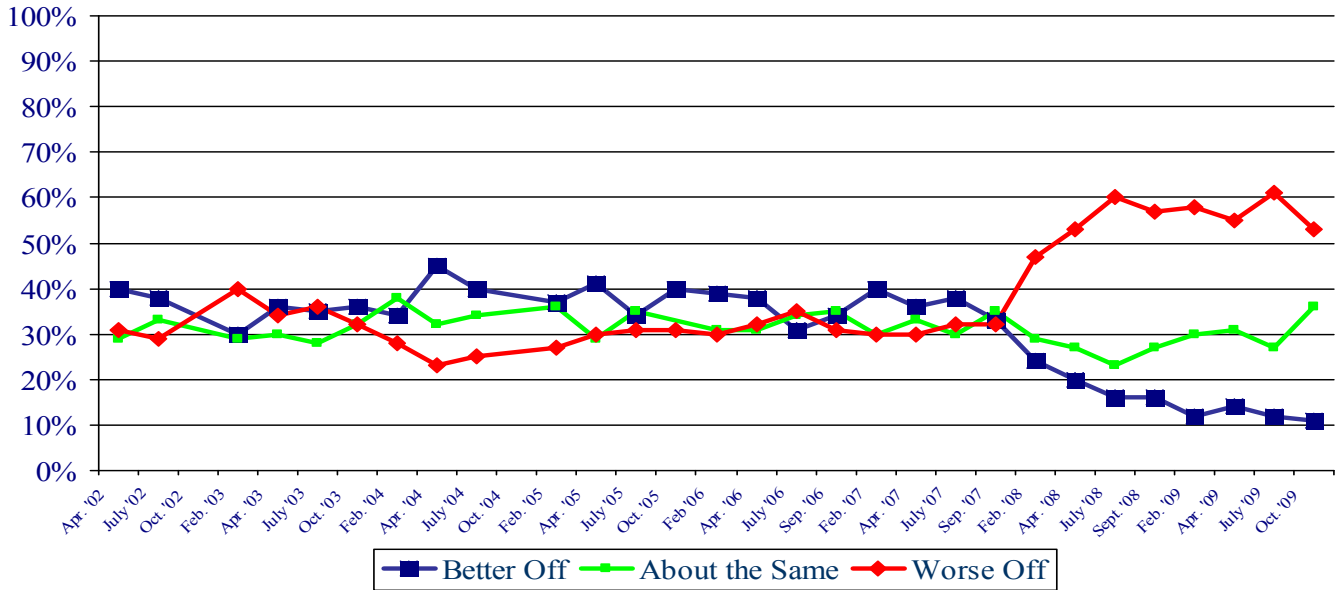
## U.S. 5 Year Economic Outlook



## Personal Financial Conditions

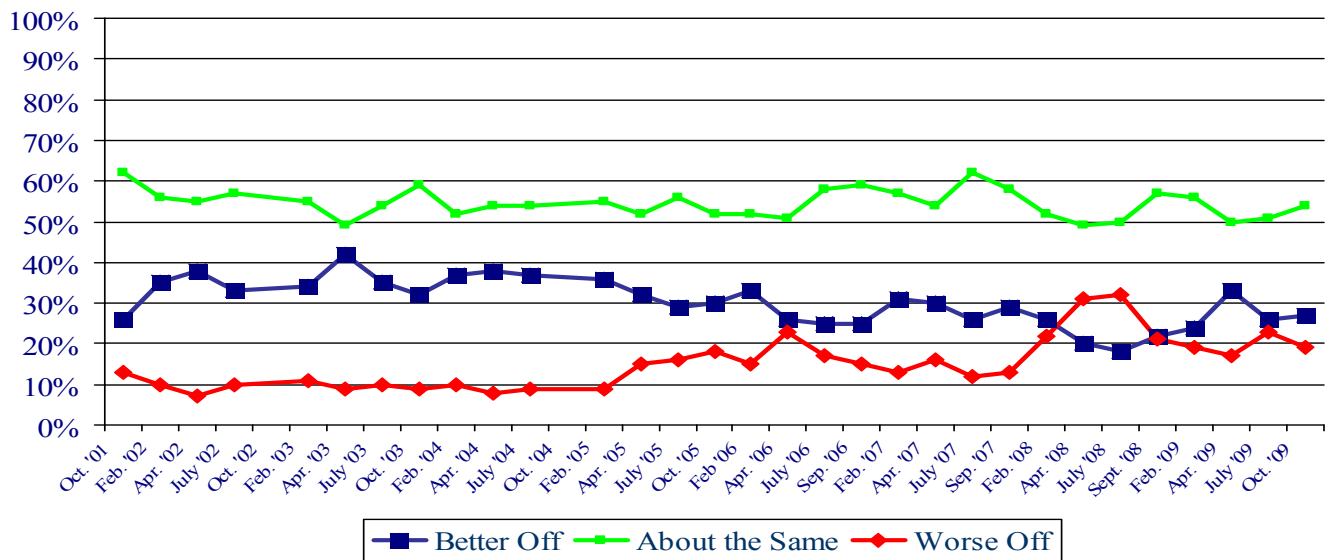
When asked about their personal financial situation, only 11% of New Hampshire residents say they are better off now than they were a year ago, 53% say they are worse off, and 36% say things are about the same. This measure is relatively unchanged for the past year.

### Household Financial Condition – Compared to 1 Year Ago



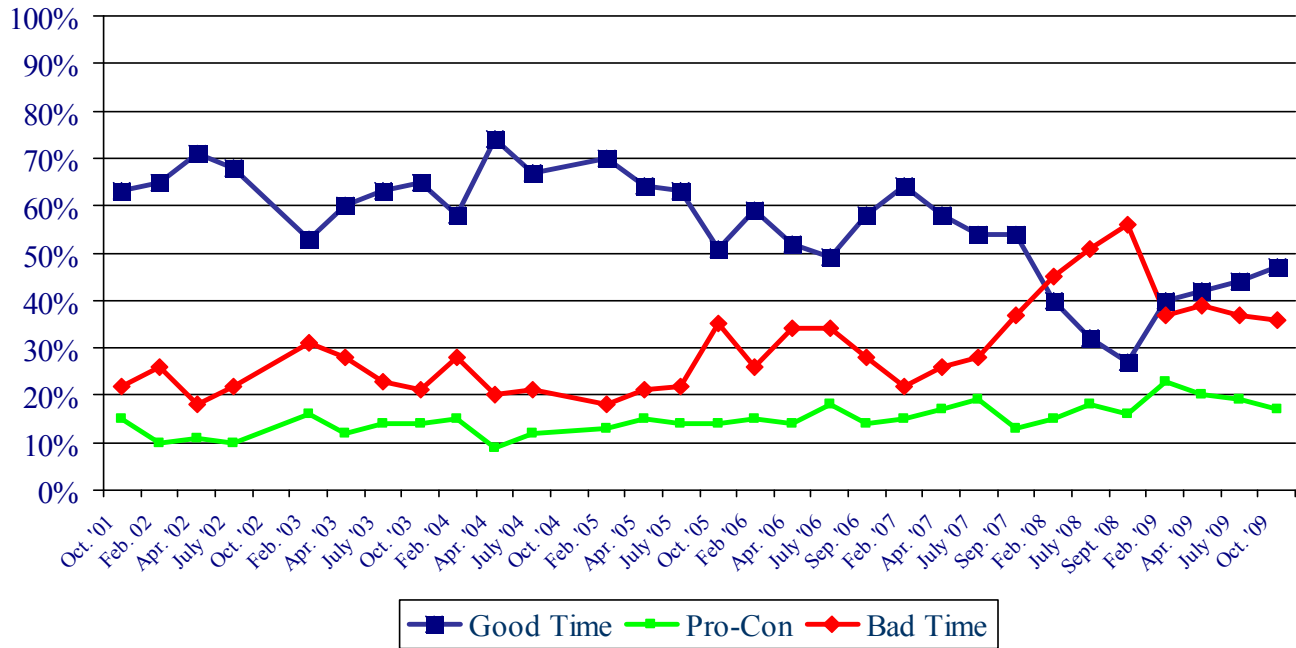
Turning to their future household finances, most people in New Hampshire think they will be in about the same financial shape next year as they are today. Currently, 27% think their family will be better off financially a year from now, 19% think they will be worse off and 54% think they will be about the same.

### Household Financial Condition – 12 Months from Now



Perhaps the brightest spot in this generally gloomy economic assessment is that New Hampshire adults continue to think that this is a good time to purchase major household items. Retailers have been trying to attract business by cutting prices and this may draw some New Hampshire consumers out to the stores. Currently, 47% of Granite stater think now is a good time to buy major household items, 36% think it is a bad time, and 17% 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 and three (503) randomly selected New Hampshire adults were interviewed by telephone between September 25 and October 2, 2009. 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>
<b>Oct. '09</b>	<b>34%</b>	<b>26%</b>	<b>41%</b>	<b>(479)</b>
<b>July '09</b>	29%	17%	54%	(522)
<b>Apr. '09</b>	27%	25%	48%	(472)
<b>Feb. '09</b>	13%	15%	71%	(586)
<b>Sept. '08</b>	28%	22%	50%	(480)
<b>July '08</b>	22%	19%	59%	(481)
<b>Apr. '08</b>	15%	23%	62%	(455)
<b>Feb. '08</b>	23%	19%	57%	(494)
<b>Sept. '07</b>	44%	25%	31%	(433)
<b>July '07</b>	50%	30%	20%	(442)
<b>Apr. '07</b>	49%	27%	39%	(479)
<b>Feb. '07</b>	51%	28%	21%	(462)
<b>Sept. '06</b>	48%	25%	27%	(453)
<b>July '06</b>	49%	28%	23%	(444)
<b>Apr. '06</b>	41%	25%	34%	(457)
<b>Feb. '06</b>	53%	26%	22%	(432)
<b>Oct. '05</b>	48%	22%	31%	(431)
<b>July '05</b>	54%	22%	25%	(429)
<b>Apr. '05</b>	56%	19%	25%	(433)
<b>Feb. '05</b>	60%	21%	19%	(453)
<b>July '04</b>	59%	21%	20%	(444)
<b>Apr. '04</b>	58%	20%	22%	(457)
<b>Feb. '04</b>	54%	17%	29%	(448)
<b>Oct. '03</b>	52%	19 %	28 %	(449)
<b>June '03</b>	50%	17%	32%	(485)
<b>Apr. '03</b>	48%	16%	35%	(462)
<b>Feb. '03</b>	41%	19%	40%	(577)
<b>June '02</b>	52%	21%	27%	(588)
<b>Apr. '02</b>	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>
<b>Oct. '09</b>	<b>26%</b>	<b>24%</b>	<b>50%</b>	<b>(481)</b>
<b>July '09</b>	25%	13%	61%	(546)
<b>Apr. '09</b>	21%	19%	61%	(471)
<b>Feb. '09</b>	9%	9%	81%	(594)
<b>Sept. '08</b>	17%	18%	65%	(508)
<b>July '08</b>	13%	13%	74%	(500)
<b>Apr. '08</b>	12%	19%	70%	(482)
<b>Feb. '08</b>	17%	11%	72%	(529)
<b>Sept. '07</b>	33%	22%	45%	(464)
<b>July '07</b>	40%	24%	36%	(456)
<b>Apr. '07</b>	41%	20%	39%	(479)
<b>Feb. '07</b>	45%	24%	31%	(486)
<b>Sept. '06</b>	35%	26%	39%	(473)
<b>July '06</b>	35%	26%	39%	(454)
<b>Apr. '06</b>	27%	18%	55%	(467)
<b>Feb. '06</b>	40%	21%	39%	(445)
<b>Oct. '05</b>	34%	19%	47%	(459)
<b>July '05</b>	44%	23%	32%	(438)
<b>Apr. '05</b>	44%	19%	37%	(450)
<b>Feb. '05</b>	54%	20%	26%	(488)
<b>July '04</b>	52%	21%	26%	(446)
<b>Apr. '04</b>	56%	18%	26%	(468)
<b>Feb. '04</b>	53%	16%	31%	(461)
<b>Oct. '03</b>	48%	17%	35%	(455)
<b>June '03</b>	49%	20%	31%	(491)
<b>Apr. '03</b>	48%	15%	37%	(477)
<b>Feb. '03</b>	31%	20%	49%	(606)
<b>June '02</b>	37%	22%	41%	(599)
<b>Apr. '02</b>	52%	22%	26%	(484)
<b>Feb. '02</b>	49%	19%	32%	(300)
<b>Oct. '01</b>	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>
<b>Oct. '09</b>	<b>28%</b>	<b>24%</b>	<b>47%</b>	<b>(463)</b>
<b>July '09</b>	31%	29%	41%	(538)
<b>Apr. '09</b>	27%	31%	42%	(479)
<b>Feb. '09</b>	22%	26%	53%	(590)
<b>Sept. '08</b>	32%	27%	41%	(484)
<b>July '08</b>	25%	30%	45%	(485)
<b>Apr. '08</b>	23%	36%	41%	(439)
<b>Feb. '08</b>	31%	25%	44%	(502)
<b>Sept. '07</b>	40%	29%	32%	(443)
<b>July '07</b>	40%	29%	31%	(432)
<b>Apr. '07</b>	38%	28%	35%	(472)
<b>Feb. '07</b>	40%	28%	32%	(478)
<b>Sept. '06</b>	32%	26%	42%	(473)
<b>July '06</b>	33%	29%	37%	(447)
<b>Apr. '06</b>	32%	22%	46%	(471)
<b>Feb. '06</b>	34%	23%	43%	(444)
<b>Oct. '05</b>	35%	21%	44%	(460)
<b>July '05</b>	41%	21%	39%	(461)
<b>Apr. '05</b>	40%	19%	40%	(455)
<b>Feb. '05</b>	43%	19%	37%	(497)
<b>July '04</b>	49%	15%	36%	(431)
<b>Apr. '04</b>	45%	17%	38%	(467)
<b>Feb. '04</b>	39%	22%	39%	(454)
<b>Oct. '03</b>	42%	16%	42%	(457)
<b>June '03</b>	40%	19%	41%	(479)
<b>Apr. '03</b>	43%	20%	38%	(470)
<b>Feb. '03</b>	32%	22%	46%	(607)
<b>June '02</b>	31%	27%	42%	(603)
<b>Apr. '02</b>	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>
<b>Oct. '09</b>	<b>11%</b>	<b>36%</b>	<b>53%</b>	<b>(499)</b>
<b>July '09</b>	12%	27%	61%	(550)
<b>Apr. '09</b>	14%	31%	55%	(502)
<b>Feb. '09</b>	12%	30%	58%	(615)
<b>Sept. '08</b>	16%	27%	57%	(543)
<b>July '08</b>	16%	23%	60%	(517)
<b>Apr. '08</b>	20%	27%	53%	(495)
<b>Feb. '08</b>	24%	29%	47%	(550)
<b>Sept. '07</b>	33%	35%	32%	(498)
<b>July '07</b>	38%	30%	32%	(514)
<b>Apr. '07</b>	36%	33%	30%	(507)
<b>Feb. '07</b>	40%	30%	30%	(531)
<b>Sept. '06</b>	34%	35%	31%	(508)
<b>July '06</b>	31%	34%	35%	(504)
<b>Apr. '06</b>	38%	31%	32%	(500)
<b>Feb. '06</b>	39%	31%	30%	(492)
<b>Oct. '05</b>	40%	29%	31%	(503)
<b>July '05</b>	34%	35%	31%	(500)
<b>Apr. '05</b>	41%	29%	30%	(493)
<b>Feb. '05</b>	37%	36%	27%	(537)
<b>July '04</b>	40%	34%	25%	(495)
<b>Apr. '04</b>	45%	32%	23%	(538)
<b>Feb. '04</b>	34%	38%	28%	(503)
<b>Oct. '03</b>	36 %	32 %	32%	(496)
<b>June '03</b>	35%	28%	36%	(514)
<b>Apr. '03</b>	36%	30%	34%	(504)
<b>Feb. '03</b>	30%	29%	40%	(647)
<b>June '02</b>	38%	33%	29%	(650)
<b>Apr. '02</b>	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>
<b>Oct. '09</b>	<b>27%</b>	<b>54%</b>	<b>19%</b>	<b>(482)</b>
<b>July '09</b>	<b>26%</b>	<b>51%</b>	<b>23%</b>	<b>(531)</b>
<b>Apr. '09</b>	33%	50%	17%	(483)
<b>Feb. '09</b>	24%	56%	19%	(568)
<b>Sept. '08</b>	22%	57%	21%	(486)
<b>July '08</b>	18%	50%	32%	(483)
<b>Apr. '08</b>	20%	49%	31%	(470)
<b>Feb. '08</b>	26%	52%	22%	(518)
<b>Sept. '07</b>	29%	58%	13%	(489)
<b>July '07</b>	26%	62%	12%	(442)
<b>Apr. '07</b>	30%	54%	16%	(492)
<b>Feb. '07</b>	31%	57%	13%	(515)
<b>Sept. '06</b>	25%	59%	15%	(495)
<b>July '06</b>	25%	58%	17%	(484)
<b>Apr. '06</b>	26%	51%	23%	(492)
<b>Feb. '06</b>	33%	52%	15%	(488)
<b>Oct. '05</b>	30%	52%	18%	(481)
<b>July '05</b>	29%	56%	16%	(489)
<b>Apr. '05</b>	32%	52%	15%	(485)
<b>Feb. '05</b>	36%	55%	9%	(524)
<b>July '04</b>	37%	54%	9%	(477)
<b>Apr. '04</b>	38%	54%	8%	(509)
<b>Feb. '04</b>	37%	52%	10%	(488)
<b>Oct. '03</b>	32%	59%	9%	(486)
<b>June '03</b>	35%	54%	10%	(501)
<b>Apr. '03</b>	42%	49%	9%	(489)
<b>Feb. '03</b>	34%	55%	11%	(622)
<b>June '02</b>	33%	57%	10%	(625)
<b>Apr. '02</b>	38%	55%	7%	(479)
<b>Feb. '02</b>	35%	56%	10%	(305)
<b>Oct. '01</b>	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>
<b>Oct. '09</b>	<b>47%</b>	<b>17%</b>	<b>36%</b>	<b>(472)</b>
<b>July '09</b>	44%	19%	37%	(548)
<b>Apr. '09</b>	42%	20%	39%	(491)
<b>Feb. '09</b>	40%	23%	37%	(591)
<b>Sept. '08</b>	27%	16%	56%	(495)
<b>July '08</b>	32%	18%	51%	(487)
<b>Apr. '08</b>	28%	16%	56%	(465)
<b>Feb. '08</b>	40%	15%	45%	(517)
<b>Sept. '07</b>	50%	13%	37%	(433)
<b>July '07</b>	54%	19%	28%	(430)
<b>Apr. '07</b>	58%	17%	26%	(458)
<b>Feb. '07</b>	64%	15%	22%	(488)
<b>Sept. '06</b>	58%	14%	28%	(452)
<b>July '06</b>	49%	18%	34%	(453)
<b>Apr. '06</b>	52%	14%	34%	(448)
<b>Feb. '06</b>	59%	15%	26%	(442)
<b>Oct. '05</b>	51%	14%	35%	(456)
<b>July '05</b>	63%	14%	22%	(441)
<b>Apr. '05</b>	64%	15%	21%	(446)
<b>Feb. '05</b>	70%	13%	18%	(478)
<b>July '04</b>	67%	12%	21%	(456)
<b>Apr. '04</b>	71%	9%	20%	(487)
<b>Feb. '04</b>	58%	15%	28%	(462)
<b>Oct. '03</b>	65%	14%	21%	(468)
<b>June '03</b>	63%	14%	23%	(475)
<b>Apr. '03</b>	60%	12%	28%	(487)
<b>Feb. '03</b>	53%	16%	31%	(600)
<b>June '02</b>	68%	10%	22%	(613)
<b>Apr. '02</b>	71%	11%	18%	(480)
<b>Feb. '02</b>	65%	10%	26%	(298)
<b>Oct. '01</b>	63%	15%	22%	(506)

### Household Financial Condition Compared to 12 Months Ago

STATEWIDE	<u>Better Off</u> 11%	<u>About the Same</u> 36%	<u>Worse Off</u> 53%	<u>(N)</u> 499
Registered Democrat	17%	40%	43%	130
Registered Undeclared	10%	34%	55%	201
Registered Republican	6%	36%	58%	135
Democrat	15%	38%	48%	208
Independent	13%	42%	45%	77
Republican	8%	31%	62%	204
Liberal	13%	40%	48%	97
Moderate	12%	33%	55%	199
Conservative	8%	36%	56%	166
Union household	18%	32%	50%	67
Non-union	10%	36%	54%	421
10 yrs or less in NH	12%	41%	47%	80
11 to 20 years	15%	23%	62%	95
More than 20 years	10%	38%	52%	315
18 to 34	19%	35%	46%	44
35 to 49	13%	32%	55%	138
50 to 64	14%	34%	53%	200
65 and over	3%	41%	56%	107
Male	12%	38%	50%	244
Female	10%	34%	56%	255
High school or less	9%	34%	57%	86
Some college	8%	38%	54%	107
College graduate	13%	35%	52%	201
Post-graduate	15%	35%	50%	99
Less than \$30K	9%	29%	62%	32
\$30K to \$60K	9%	29%	63%	71
\$60K to \$75K	8%	40%	52%	53
\$75K to \$100K	11%	40%	49%	63
\$100K or more	15%	32%	54%	122
Married	10%	35%	54%	365
Divorced/separated	13%	38%	49%	78
Never married	16%	33%	51%	48
Protestant	8%	34%	58%	175
Catholic	12%	34%	54%	197
Other	15%	38%	46%	104
Attend services 1 or more/week	14%	29%	57%	116
1-2 times a month	8%	42%	50%	70
Less often	12%	34%	53%	167
Never	10%	40%	51%	133
North Country	11%	36%	53%	51
Central / Lakes	13%	33%	53%	82
Connecticut Valley	6%	36%	58%	67
Mass Border	10%	36%	53%	153
Seacoast	12%	30%	58%	66
Manchester Area	15%	40%	45%	80
First Cong. Dist	12%	36%	52%	249
Second Cong. Dist	10%	35%	55%	250

## HH Financial Condition 12 Months from Now

<b>STATEWIDE</b>	<b><u>Better Off</u></b> 27%	<b><u>Worse Off</u></b> 19%	<b><u>About the Same</u></b> 54%	<b><u>(N)</u></b> 482
Registered Democrat	36%	7%	57%	127
Registered Undeclared	27%	18%	54%	195
Registered Republican	16%	34%	51%	130
Democrat	34%	8%	58%	204
Independent	34%	23%	43%	75
Republican	16%	29%	55%	192
Liberal	38%	5%	57%	95
Moderate	29%	15%	56%	192
Conservative	18%	32%	50%	158
Union household	39%	13%	48%	65
Non-union	25%	20%	55%	408
10 yrs or less in NH	37%	6%	57%	78
11 to 20 years	23%	26%	51%	89
More than 20 years	25%	20%	56%	305
18 to 34	49%	11%	40%	44
35 to 49	28%	21%	51%	134
50 to 64	23%	18%	58%	194
65 and over	19%	22%	59%	99
Male	27%	19%	54%	237
Female	27%	19%	54%	245
High school or less	20%	22%	58%	84
Some college	27%	17%	56%	104
College graduate	25%	22%	53%	189
Post-graduate	35%	12%	53%	98
Less than \$30K	17%	29%	54%	31
\$30K to \$60K	35%	12%	53%	70
\$60K to \$75K	19%	19%	62%	53
\$75K to \$100K	31%	21%	48%	59
\$100K or more	30%	16%	55%	121
Married	26%	19%	55%	350
Divorced/separated	17%	22%	62%	76
Never married	45%	17%	38%	47
Protestant	27%	18%	54%	167
Catholic	24%	22%	53%	189
Other	27%	11%	61%	101
Attend services 1 or more/week	27%	23%	50%	113
1-2 times a month	25%	28%	47%	68
Less often	25%	14%	61%	160
Never	29%	18%	54%	126
North Country	25%	22%	53%	49
Central / Lakes	21%	12%	67%	81
Connecticut Valley	28%	16%	56%	64
Mass Border	35%	23%	43%	150
Seacoast	30%	15%	55%	62
Manchester Area	16%	23%	62%	77
First Cong. Dist	28%	18%	54%	240
Second Cong. Dist	25%	20%	55%	242

**Business Conditions in NH 12 Months**

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>34%</b>	<b>26%</b>	<b>41%</b>	<b>479</b>
Registered Democrat	40%	30%	30%	124
Registered Undeclared	29%	27%	44%	195
Registered Republican	30%	23%	47%	130
Democrat	42%	28%	30%	196
Independent	29%	25%	46%	75
Republican	27%	23%	49%	199
Liberal	37%	30%	33%	89
Moderate	35%	30%	35%	192
Conservative	29%	18%	54%	163
Union household	39%	25%	36%	65
Non-union	32%	26%	41%	405
10 yrs or less in NH	34%	31%	35%	73
11 to 20 years	29%	31%	40%	93
More than 20 years	35%	23%	42%	304
18 to 34	52%	21%	27%	42
35 to 49	31%	29%	40%	132
50 to 64	31%	24%	46%	196
65 and over	35%	26%	39%	100
Male	37%	27%	36%	242
Female	30%	25%	45%	237
High school or less	32%	17%	51%	87
Some college	26%	30%	44%	105
College graduate	36%	28%	37%	188
Post-graduate	39%	27%	34%	92
Less than \$30K	28%	21%	51%	31
\$30K to \$60K	40%	22%	38%	70
\$60K to \$75K	40%	23%	37%	52
\$75K to \$100K	29%	24%	47%	61
\$100K or more	38%	29%	33%	115
Married	31%	26%	43%	348
Divorced/separated	37%	30%	33%	76
Never married	48%	15%	37%	47
Protestant	35%	24%	42%	172
Catholic	35%	24%	42%	188
Other	34%	29%	37%	98
Attend services 1 or more/week	38%	20%	42%	111
1-2 times a month	21%	27%	52%	68
Less often	34%	28%	37%	162
Never	35%	27%	38%	125
North Country	23%	17%	61%	47
Central / Lakes	35%	29%	36%	77
Connecticut Valley	32%	26%	42%	65
Mass Border	36%	26%	38%	146
Seacoast	37%	28%	35%	66
Manchester Area	33%	26%	42%	79
First Cong. Dist	34%	26%	40%	243
Second Cong. Dist	33%	26%	41%	236

**Business Conditions in US in 12 Months**

	<u>Good Times</u> 26%	<u>Mixed</u> 24%	<u>Bad Times</u> 50%	<u>(N)</u> 481
<b>STATEWIDE</b>				
Registered Democrat	36%	27%	37%	121
Registered Undeclared	24%	26%	51%	196
Registered Republican	20%	20%	60%	133
Democrat	36%	29%	35%	198
Independent	29%	17%	54%	75
Republican	15%	22%	63%	198
Liberal	29%	29%	42%	92
Moderate	30%	29%	42%	193
Conservative	19%	15%	66%	162
Union household	31%	13%	56%	66
Non-union	25%	26%	49%	407
10 yrs or less in NH	19%	34%	47%	77
11 to 20 years	24%	20%	56%	90
More than 20 years	29%	23%	48%	305
18 to 34	34%	24%	41%	42
35 to 49	26%	24%	50%	132
50 to 64	24%	24%	52%	194
65 and over	28%	24%	48%	102
Male	27%	25%	48%	238
Female	25%	23%	52%	242
High school or less	24%	14%	61%	88
Some college	24%	26%	51%	103
College graduate	23%	27%	50%	190
Post-graduate	36%	27%	37%	94
Less than \$30K	22%	17%	61%	31
\$30K to \$60K	36%	23%	41%	69
\$60K to \$75K	38%	20%	42%	52
\$75K to \$100K	26%	20%	53%	59
\$100K or more	24%	29%	48%	119
Married	25%	23%	52%	354
Divorced/separated	28%	28%	44%	74
Never married	32%	21%	48%	46
Protestant	29%	20%	51%	173
Catholic	24%	25%	50%	189
Other	26%	28%	46%	99
Attend services 1 or more/week	27%	22%	52%	113
1-2 times a month	19%	30%	51%	69
Less often	27%	26%	46%	162
Never	28%	20%	52%	124
North Country	20%	14%	66%	49
Central / Lakes	28%	23%	49%	78
Connecticut Valley	30%	27%	43%	65
Mass Border	26%	23%	50%	147
Seacoast	25%	31%	43%	63
Manchester Area	24%	24%	52%	78
First Cong. Dist	24%	25%	51%	237
Second Cong. Dist	28%	23%	49%	243

5 Year Economic Outlook – U.S.

	<u>Continuous Good Times</u> 28%	<u>Mixed</u> 24%	<u>Widespread Unemployment/ Depression</u> 47%	<u>(N)</u> 463
<b>STATEWIDE</b>				
Registered Democrat	41%	27%	32%	124
Registered Undeclared	30%	24%	46%	185
Registered Republican	16%	22%	62%	125
Democrat	40%	25%	35%	199
Independent	29%	24%	46%	64
Republican	16%	25%	60%	191
Liberal	35%	28%	37%	95
Moderate	31%	26%	43%	180
Conservative	20%	22%	58%	159
Union household	38%	23%	39%	63
Non-union	27%	25%	48%	393
10 yrs or less in NH	21%	31%	48%	70
11 to 20 years	35%	25%	41%	90
More than 20 years	28%	23%	49%	295
18 to 34	31%	23%	46%	42
35 to 49	33%	24%	44%	129
50 to 64	25%	26%	49%	187
65 and over	29%	24%	47%	95
Male	27%	30%	42%	224
Female	29%	19%	52%	238
High school or less	24%	20%	56%	83
Some college	33%	22%	45%	95
College graduate	28%	25%	47%	186
Post-graduate	30%	30%	40%	94
Less than \$30K	16%	25%	59%	30
\$30K to \$60K	33%	24%	43%	64
\$60K to \$75K	39%	22%	39%	49
\$75K to \$100K	21%	16%	63%	58
\$100K or more	31%	28%	40%	120
Married	28%	25%	47%	343
Divorced/separated	31%	23%	46%	71
Never married	30%	19%	51%	42
Protestant	29%	23%	48%	162
Catholic	31%	20%	49%	184
Other	26%	35%	40%	96
Attend services 1 or more/week	24%	25%	51%	112
1-2 times a month	27%	17%	56%	67
Less often	30%	29%	41%	150
Never	32%	22%	46%	121
North Country	16%	14%	70%	49
Central / Lakes	27%	28%	45%	75
Connecticut Valley	21%	27%	52%	58
Mass Border	35%	26%	39%	146
Seacoast	30%	26%	44%	61
Manchester Area	28%	21%	50%	74
First Cong. Dist	29%	22%	49%	231
Second Cong. Dist	27%	27%	46%	232

**Good Time to Buy Major Household Item**

	<u>Good Time</u> 47%	<u>Pro-Con</u> 17%	<u>Bad Time</u> 36%	<u>(N)</u> 472
<b>STATEWIDE</b>				
Registered Democrat	54%	18%	28%	119
Registered Undeclared	45%	20%	35%	191
Registered Republican	49%	13%	38%	131
Democrat	50%	18%	31%	193
Independent	49%	21%	31%	75
Republican	44%	15%	41%	194
Liberal	48%	16%	36%	88
Moderate	50%	21%	29%	188
Conservative	47%	13%	40%	160
Union household	53%	24%	23%	65
Non-union	47%	16%	38%	399
10 yrs or less in NH	61%	13%	26%	74
11 to 20 years	37%	18%	45%	86
More than 20 years	47%	17%	36%	303
18 to 34	48%	3%	48%	39
35 to 49	45%	17%	38%	131
50 to 64	53%	17%	30%	186
65 and over	37%	23%	40%	105
Male	55%	14%	31%	228
Female	40%	20%	41%	244
High school or less	35%	17%	48%	87
Some college	41%	16%	43%	103
College graduate	48%	16%	36%	182
Post-graduate	63%	21%	16%	94
Less than \$30K	28%	15%	57%	32
\$30K to \$60K	54%	11%	35%	69
\$60K to \$75K	41%	23%	36%	50
\$75K to \$100K	39%	24%	38%	62
\$100K or more	55%	21%	24%	113
Married	47%	18%	35%	346
Divorced/separated	46%	17%	37%	75
Never married	53%	5%	42%	43
Protestant	47%	18%	35%	167
Catholic	47%	15%	38%	182
Other	49%	17%	35%	100
Attend services 1 or more/week	45%	19%	36%	115
1-2 times a month	45%	18%	36%	64
Less often	50%	16%	34%	154
Never	47%	16%	37%	127
North Country	48%	12%	40%	51
Central / Lakes	42%	19%	39%	78
Connecticut Valley	51%	13%	36%	64
Mass Border	48%	18%	34%	145
Seacoast	49%	14%	36%	61
Manchester Area	45%	22%	33%	72
First Cong. Dist	48%	18%	35%	227
Second Cong. Dist	47%	16%	37%	245