

# THE GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

### CONTINUED PESSIMISM ABOUT NH AND US ECONOMY

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[www.unh.edu/survey-center](http://www.unh.edu/survey-center)  
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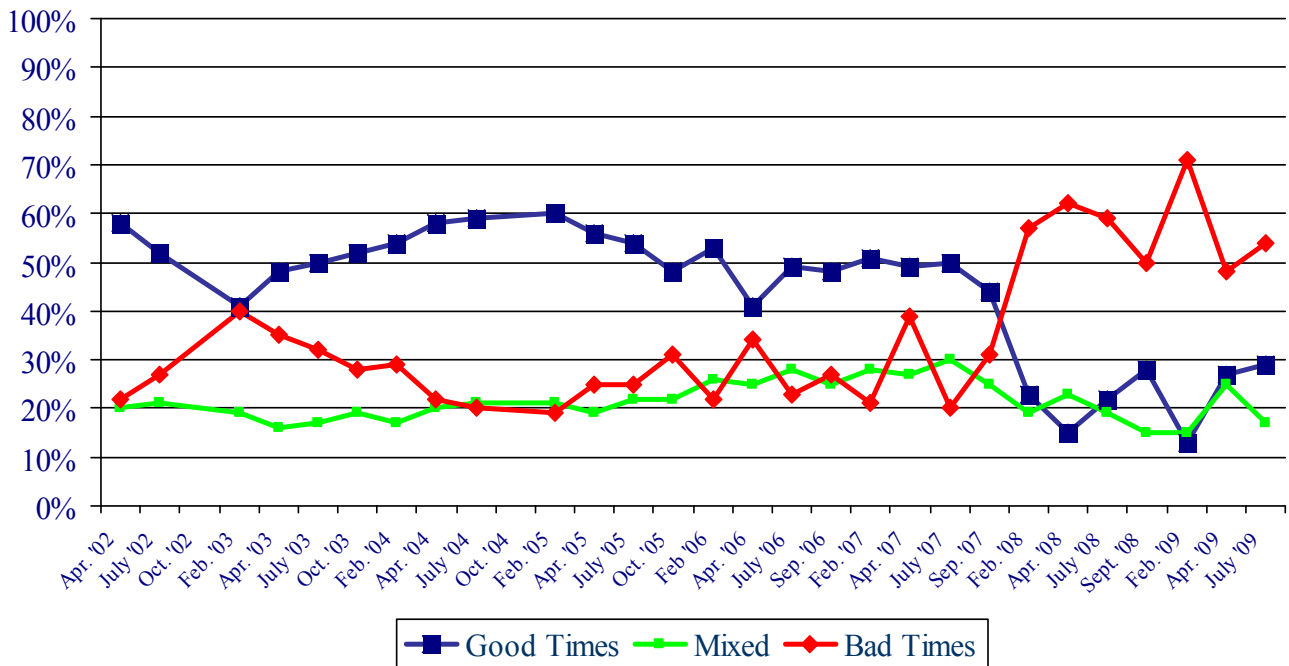
DURHAM, NH – New Hampshire consumers remain pessimistic about the economic outlook for both the state and the country as a whole. An increasing number of Granite staters say they are in worse financial condition than they were a year ago.

These findings are based on the latest **Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Five hundred and fifty-eight (558) randomly selected New Hampshire adults were interviewed by telephone between June 24 and July 1, 2009. The margin of sampling error for the survey is +/-4.1 percent.

#### N.H. Business Conditions

In New Hampshire, and the US as a whole, the economic news continues to be depressing. Unemployment continues to rise and the stock market has started to retreat from its spring time rally. In New Hampshire, consumers continue to be pessimistic about state's economy. When asked how they think New Hampshire businesses will do over the next year, more than half (54%) think they will experience bad times, only 29% think there will be good times, and 17% foresee mixed conditions.

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

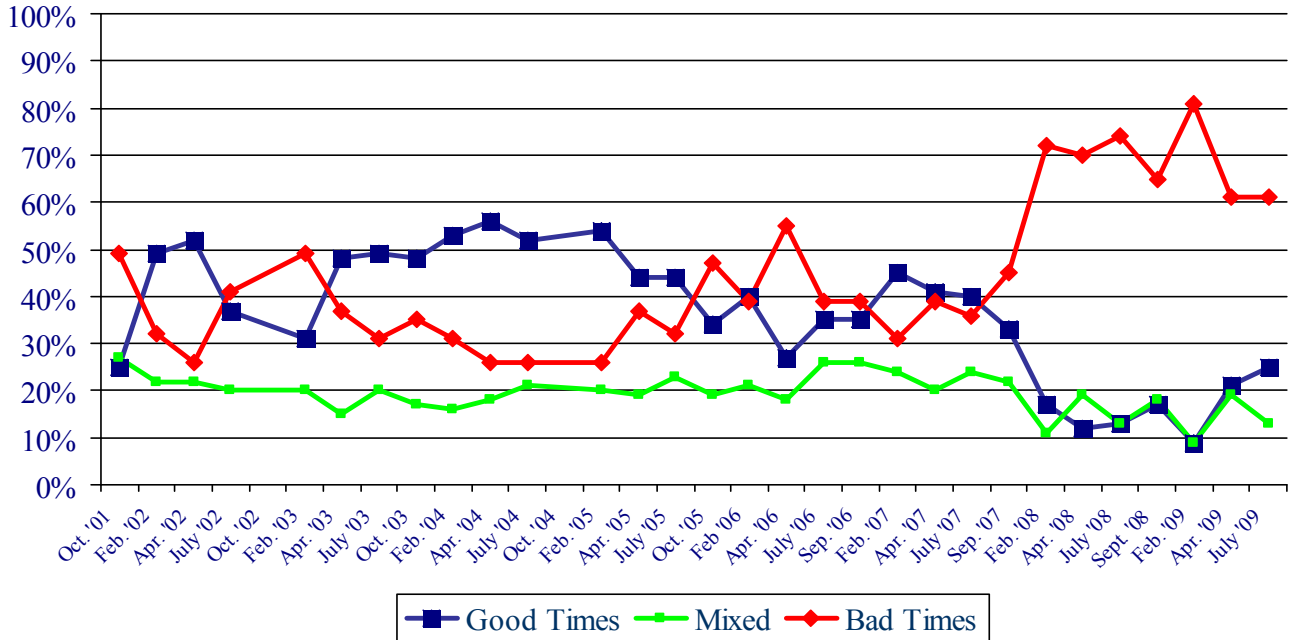


\* We ask that this copyrighted information be referred to as *the Granite State Poll*, conducted by the University of New Hampshire Survey Center.

## U.S. Business Conditions

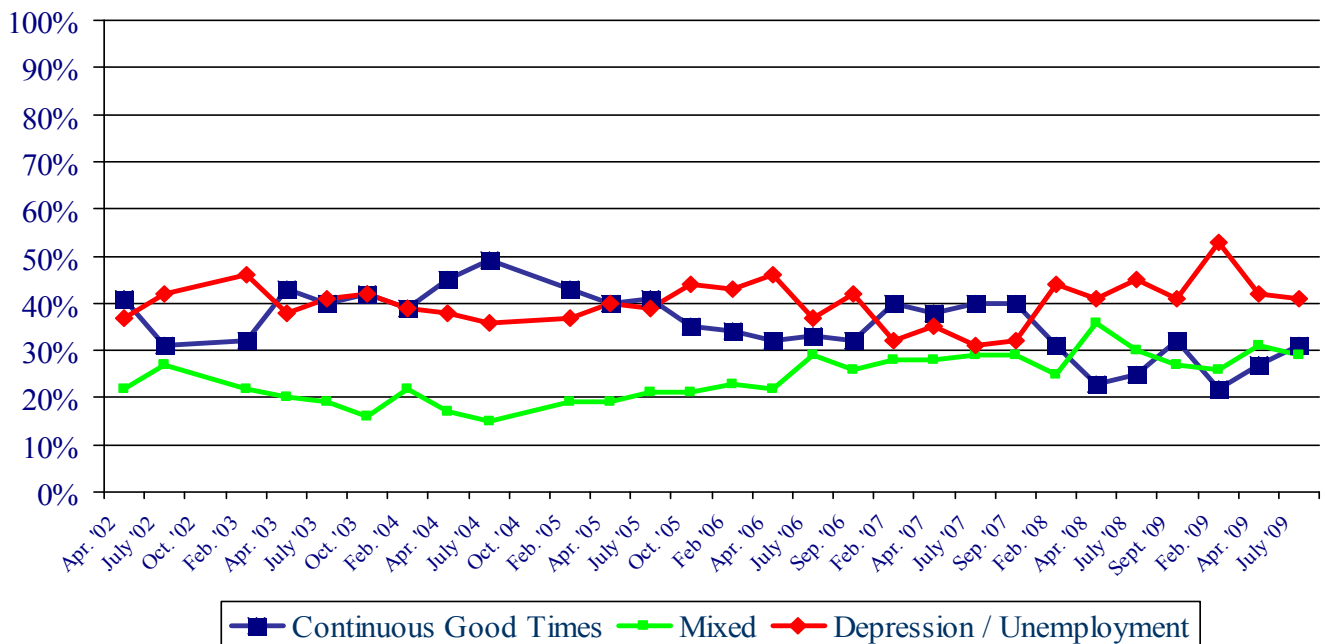
New Hampshire consumers also remain pessimistic about the economic outlook for the country as a whole. Currently, only 25% of adults in New Hampshire think the country as a whole is in for good times financially over the next 12 months, 61% think the country will have bad times, and 13% think the conditions will be mixed. The percentage who are pessimistic about the U.S. economy has not fallen below 60% since February of 2008.

### U.S. Business Conditions in Next 12 Months



Granite Staters also continue to be pessimistic about the long-term prospects for the U.S. economy. Only 31% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 41% expect periods of widespread unemployment and depression, and 29% see a mix of good and bad conditions.

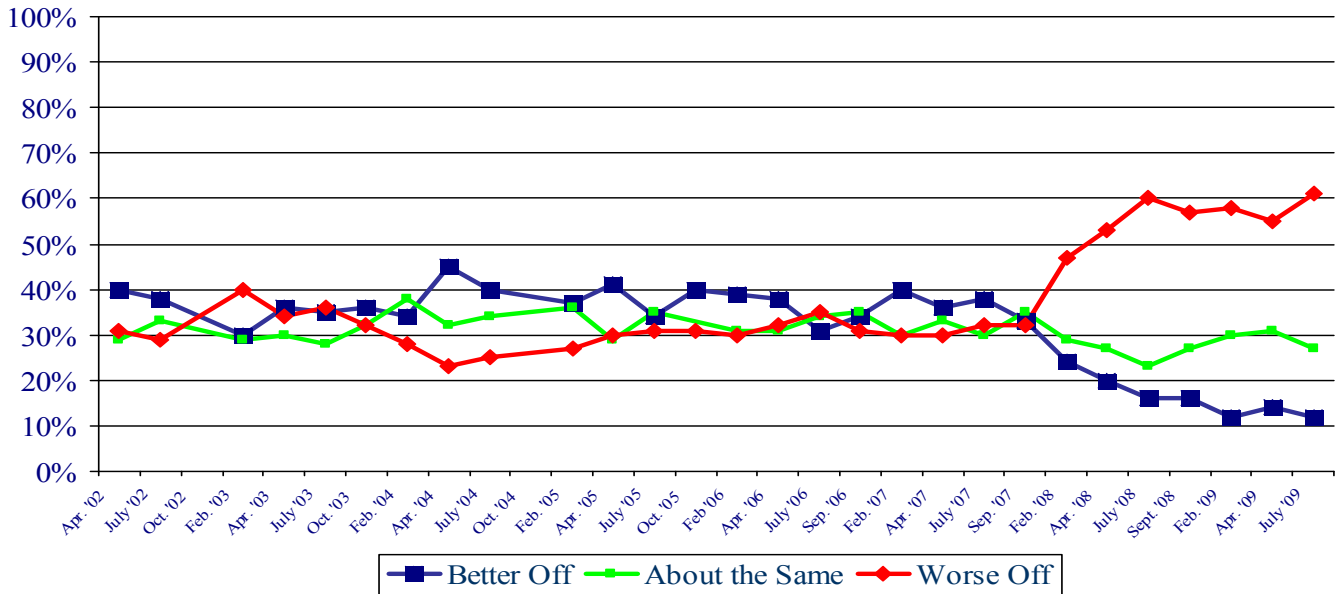
### U.S. 5 Year Economic Outlook



## Personal Financial Conditions

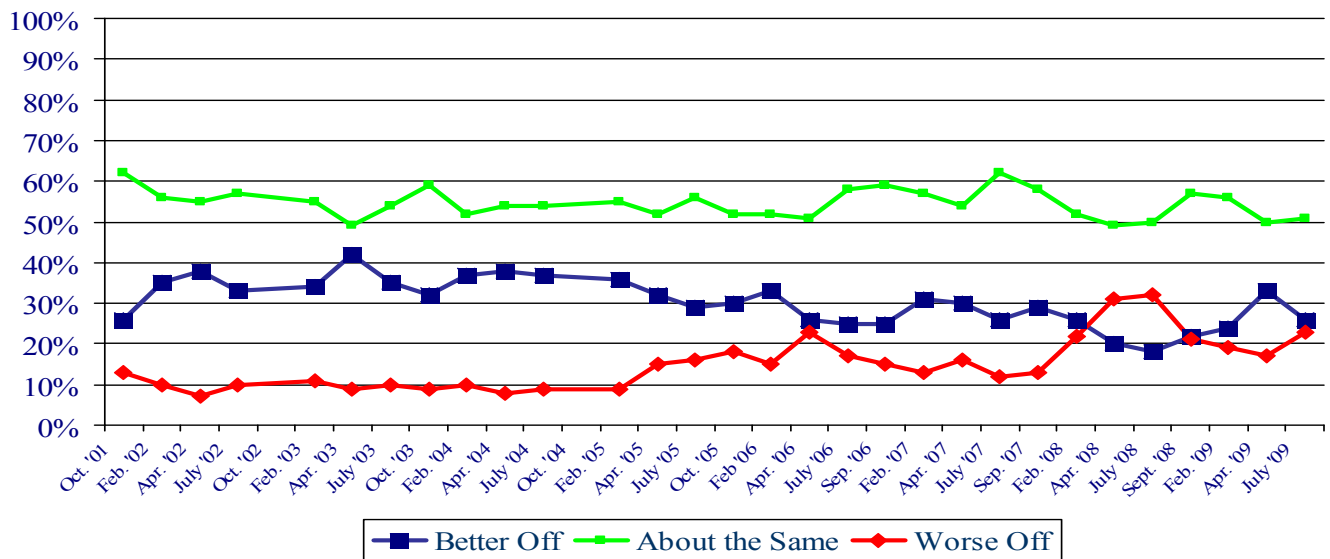
When asked about their personal financial situation, only 12% of New Hampshire residents say they are better off now than they were a year ago, 61% say they are worse off, and 27% say things are about the same. “Consumers are less likely to spend when they feel they economically stressed,” said Andrew Smith, Director of the UNH Survey Center. “Until consumers think that their household economic situation has improved, consumer spending, a major driver of the economy, is not likely to improve.”

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



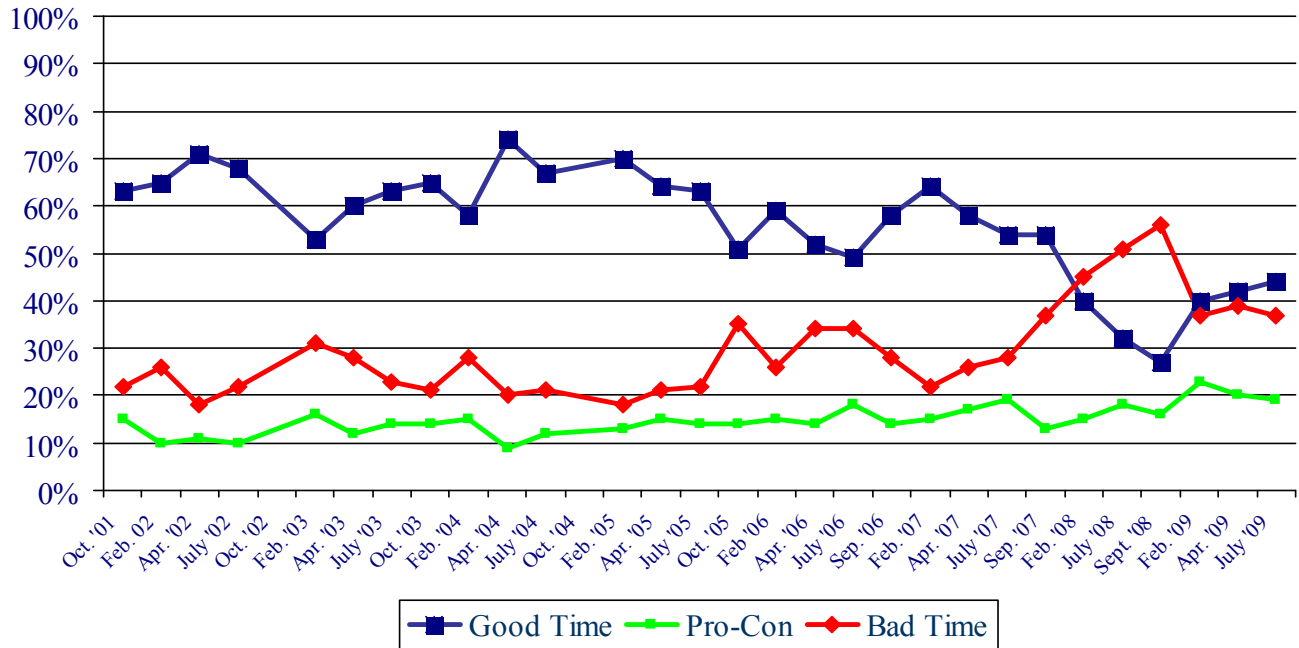
When asked about how they expect their household finances will be next year, most people in New Hampshire think they will be in about the same financial shape as they are today. Currently, 26% think their family will be better off financially a year from now, 23% think they will be worse off and 51% think they will be about the same.

### Household Financial Condition – 12 Months from Now



There are some indications that efforts by retailers to attract business by cutting prices may draw some New Hampshire consumers out to the stores. Currently, 44% of Granite stater think now is a good time to buy major household items, 37% think it is a bad time, and 19% 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 **Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Five hundred and fifty-eight (558) randomly selected New Hampshire adults were interviewed by telephone between June 24 and July 1, 2009. The margin of sampling error for the survey is +/-4.1 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.

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### 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>July '09</b>	<b>29%</b>	<b>17%</b>	<b>54%</b>	<b>(522)</b>
<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>July '09</b>	<b>25%</b>	<b>13%</b>	<b>61%</b>	<b>(546)</b>
<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>July '09</b>	<b>31%</b>	<b>29%</b>	<b>41%</b>	<b>(538)</b>
<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>July '09</b>	<b>12%</b>	<b>27%</b>	<b>61%</b>	<b>(550)</b>
<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>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>July '09</b>	<b>44%</b>	<b>19%</b>	<b>37%</b>	<b>(548)</b>
<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> 12%	<u>About the Same</u> 27%	<u>Worse Off</u> 61%	<u>(N)</u> 550
Registered Democrat	21%	37%	42%	124
Registered Undeclared	11%	24%	65%	226
Registered Republican	6%	25%	69%	165
Democrat	16%	31%	54%	225
Independent	12%	20%	68%	103
Republican	8%	25%	66%	216
Liberal	17%	32%	51%	131
Moderate	12%	21%	67%	209
Conservative	8%	29%	63%	173
Union household	11%	27%	62%	70
Non-union	12%	27%	61%	475
10 yrs or less in NH	20%	18%	62%	79
11 to 20 years	8%	31%	62%	82
More than 20 years	11%	28%	61%	380
18 to 34	21%	23%	56%	54
35 to 49	19%	23%	58%	135
50 to 64	8%	28%	64%	227
65 and over	7%	30%	63%	125
Male	13%	25%	62%	268
Female	12%	28%	61%	283
High school or less	7%	22%	71%	120
Some college	12%	26%	62%	135
College graduate	11%	24%	64%	176
Post-graduate	18%	36%	46%	117
Less than \$30K	14%	19%	67%	53
\$30K to \$60K	7%	19%	74%	80
\$60K to \$75K	13%	24%	64%	57
\$75K to \$100K	20%	28%	52%	62
\$100K or more	14%	26%	60%	143
Married	11%	28%	61%	401
Divorced/separated	13%	23%	64%	97
Never married	18%	26%	57%	50
Protestant	13%	25%	62%	197
Catholic	12%	27%	61%	186
Other	13%	28%	58%	136
Attend services 1 or more/week	12%	29%	58%	135
1-2 times a month	7%	35%	59%	56
Less often	14%	18%	68%	158
Never	13%	29%	58%	181
North Country	9%	11%	80%	50
Central / Lakes	19%	20%	61%	95
Connecticut Valley	13%	31%	56%	79
Mass Border	8%	29%	63%	160
Seacoast	16%	29%	55%	78
Manchester Area	11%	32%	57%	88
First Cong. Dist	13%	27%	60%	272
Second Cong. Dist	11%	26%	62%	274

**HH Financial Condition 12 Months from Now**

<b>STATEWIDE</b>	<b><u>Better Off</u></b> <b>26%</b>	<b><u>Worse Off</u></b> <b>23%</b>	<b><u>About the Same</u></b> <b>51%</b>	<b><u>(N)</u></b> <b>531</b>
Registered Democrat	36%	11%	53%	122
Registered Undeclared	30%	20%	50%	220
Registered Republican	14%	33%	52%	157
Democrat	38%	11%	52%	223
Independent	26%	24%	50%	95
Republican	14%	35%	51%	207
Liberal	46%	11%	43%	128
Moderate	23%	15%	62%	206
Conservative	14%	43%	43%	168
Union household	27%	24%	49%	69
Non-union	26%	23%	51%	457
10 yrs or less in NH	30%	15%	55%	76
11 to 20 years	21%	29%	50%	76
More than 20 years	27%	24%	49%	370
18 to 34	38%	25%	37%	56
35 to 49	27%	20%	52%	125
50 to 64	24%	24%	52%	221
65 and over	25%	24%	52%	120
Male	26%	24%	51%	255
Female	27%	22%	51%	276
High school or less	23%	23%	54%	113
Some college	28%	24%	47%	130
College graduate	26%	24%	49%	173
Post-graduate	27%	19%	54%	114
Less than \$30K	30%	25%	44%	49
\$30K to \$60K	27%	28%	45%	78
\$60K to \$75K	23%	20%	57%	54
\$75K to \$100K	31%	10%	59%	59
\$100K or more	25%	26%	49%	136
Married	25%	23%	52%	385
Divorced/separated	31%	17%	52%	93
Never married	27%	30%	43%	51
Protestant	28%	27%	45%	191
Catholic	20%	24%	56%	177
Other	32%	18%	51%	134
Attend services 1 or more/week	19%	26%	55%	126
1-2 times a month	15%	31%	54%	55
Less often	31%	22%	47%	154
Never	31%	19%	50%	176
North Country	14%	28%	58%	47
Central / Lakes	26%	14%	60%	89
Connecticut Valley	24%	29%	47%	77
Mass Border	23%	27%	49%	154
Seacoast	35%	22%	43%	78
Manchester Area	31%	16%	53%	87
First Cong. Dist	30%	24%	46%	266
Second Cong. Dist	22%	21%	56%	261

**Business Conditions in NH 12 Months**

	<u>Good Times</u> 29%	<u>Mixed</u> 17%	<u>Bad Times</u> 54%	<u>(N)</u> 522
<b>STATEWIDE</b>				
Registered Democrat	35%	24%	42%	119
Registered Undeclared	27%	21%	51%	211
Registered Republican	25%	10%	65%	159
Democrat	33%	21%	46%	212
Independent	27%	23%	50%	97
Republican	25%	12%	63%	206
Liberal	30%	23%	47%	126
Moderate	33%	18%	49%	196
Conservative	21%	13%	66%	170
Union household	23%	17%	60%	66
Non-union	29%	18%	53%	451
10 yrs or less in NH	26%	31%	43%	71
11 to 20 years	24%	16%	60%	75
More than 20 years	30%	15%	55%	368
18 to 34	32%	12%	55%	52
35 to 49	28%	17%	54%	130
50 to 64	28%	15%	57%	218
65 and over	29%	25%	46%	113
Male	28%	18%	54%	254
Female	29%	17%	54%	268
High school or less	30%	12%	58%	115
Some college	34%	14%	52%	128
College graduate	26%	18%	56%	163
Post-graduate	24%	26%	50%	114
Less than \$30K	31%	11%	58%	48
\$30K to \$60K	25%	11%	64%	77
\$60K to \$75K	37%	19%	44%	54
\$75K to \$100K	33%	22%	45%	60
\$100K or more	23%	21%	56%	136
Married	27%	18%	55%	381
Divorced/separated	29%	19%	52%	89
Never married	41%	6%	52%	50
Protestant	28%	19%	53%	185
Catholic	32%	16%	52%	179
Other	27%	17%	56%	128
Attend services 1 or more/week	30%	15%	55%	128
1-2 times a month	20%	17%	63%	55
Less often	31%	21%	48%	152
Never	29%	16%	55%	169
North Country	21%	9%	70%	47
Central / Lakes	29%	14%	56%	88
Connecticut Valley	20%	29%	51%	75
Mass Border	30%	14%	56%	147
Seacoast	32%	30%	39%	79
Manchester Area	34%	10%	56%	85
First Cong. Dist	31%	18%	50%	258
Second Cong. Dist	26%	17%	58%	260

### Business Conditions in US in 12 Months

<b>STATEWIDE</b>	<b><u>Good Times</u></b> <b>25%</b>	<b><u>Mixed</u></b> <b>13%</b>	<b><u>Bad Times</u></b> <b>61%</b>	<b><u>(N)</u></b> <b>546</b>
Registered Democrat	30%	19%	51%	124
Registered Undeclared	27%	13%	61%	223
Registered Republican	18%	10%	72%	163
Democrat	29%	17%	54%	223
Independent	30%	14%	56%	101
Republican	20%	9%	71%	215
Liberal	31%	16%	53%	129
Moderate	26%	18%	56%	207
Conservative	20%	7%	73%	174
Union household	28%	11%	61%	68
Non-union	25%	13%	62%	473
10 yrs or less in NH	17%	20%	63%	77
11 to 20 years	19%	17%	65%	79
More than 20 years	29%	11%	60%	379
18 to 34	31%	8%	62%	57
35 to 49	24%	15%	61%	134
50 to 64	24%	12%	64%	221
65 and over	28%	17%	56%	123
Male	25%	13%	62%	262
Female	25%	14%	61%	284
High school or less	26%	9%	65%	121
Some college	30%	15%	55%	135
College graduate	26%	9%	64%	172
Post-graduate	18%	21%	60%	116
Less than \$30K	26%	16%	58%	53
\$30K to \$60K	25%	12%	63%	80
\$60K to \$75K	30%	15%	55%	56
\$75K to \$100K	28%	20%	52%	63
\$100K or more	22%	12%	66%	138
Married	24%	11%	65%	396
Divorced/separated	30%	21%	49%	96
Never married	32%	14%	54%	51
Protestant	24%	14%	62%	192
Catholic	29%	12%	59%	186
Other	24%	15%	61%	137
Attend services 1 or more/week	25%	10%	64%	134
1-2 times a month	27%	11%	62%	56
Less often	25%	16%	58%	155
Never	26%	14%	60%	180
North Country	19%	8%	73%	50
Central / Lakes	35%	10%	55%	94
Connecticut Valley	17%	21%	63%	79
Mass Border	27%	9%	64%	158
Seacoast	23%	22%	55%	78
Manchester Area	26%	13%	60%	87
First Cong. Dist	25%	13%	62%	271
Second Cong. Dist	26%	13%	61%	272

5 Year Economic Outlook – U.S.

<b>STATEWIDE</b>	<b>Continuous Good Times 31%</b>	<b>Mixed 29%</b>	<b>Widespread Unemployment/ Depression 41%</b>	<b>(N) 538</b>
Registered Democrat	39%	36%	25%	120
Registered Undeclared	33%	30%	37%	223
Registered Republican	22%	23%	55%	162
Democrat	41%	31%	28%	219
Independent	24%	32%	44%	97
Republican	24%	25%	51%	216
Liberal	40%	29%	31%	128
Moderate	35%	30%	35%	206
Conservative	20%	27%	52%	171
Union household	34%	25%	41%	70
Non-union	30%	29%	41%	462
10 yrs or less in NH	24%	32%	43%	74
11 to 20 years	29%	36%	35%	81
More than 20 years	33%	26%	41%	374
18 to 34	27%	31%	42%	57
35 to 49	30%	26%	44%	134
50 to 64	33%	29%	38%	221
65 and over	33%	27%	40%	117
Male	29%	33%	39%	261
Female	33%	25%	42%	277
High school or less	31%	24%	44%	115
Some college	37%	23%	40%	134
College graduate	32%	29%	39%	172
Post-graduate	22%	38%	40%	115
Less than \$30K	25%	36%	39%	50
\$30K to \$60K	25%	28%	47%	78
\$60K to \$75K	33%	34%	33%	55
\$75K to \$100K	40%	20%	40%	62
\$100K or more	31%	33%	36%	141
Married	32%	28%	40%	391
Divorced/separated	28%	32%	40%	94
Never married	31%	23%	46%	51
Protestant	25%	31%	44%	187
Catholic	36%	24%	40%	186
Other	35%	30%	35%	137
Attend services 1 or more/week	31%	31%	38%	132
1-2 times a month	32%	21%	47%	55
Less often	31%	27%	42%	154
Never	33%	30%	38%	180
North Country	19%	32%	49%	48
Central / Lakes	32%	26%	43%	90
Connecticut Valley	28%	24%	48%	77
Mass Border	29%	31%	40%	159
Seacoast	34%	32%	34%	77
Manchester Area	39%	26%	35%	88
First Cong. Dist	34%	28%	39%	271
Second Cong. Dist	28%	30%	43%	262

**Good Time to Buy Major Household Item**

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>44%</b>	<b>19%</b>	<b>37%</b>	<b>548</b>
Registered Democrat	58%	18%	24%	120
Registered Undeclared	43%	21%	36%	223
Registered Republican	41%	15%	44%	166
Democrat	50%	22%	28%	222
Independent	38%	19%	43%	100
Republican	42%	16%	42%	219
Liberal	59%	16%	25%	130
Moderate	44%	18%	37%	208
Conservative	37%	20%	43%	175
Union household	46%	15%	39%	70
Non-union	44%	19%	36%	472
10 yrs or less in NH	46%	17%	38%	78
11 to 20 years	44%	19%	38%	83
More than 20 years	45%	18%	36%	376
18 to 34	36%	12%	52%	56
35 to 49	50%	13%	37%	133
50 to 64	44%	21%	35%	225
65 and over	45%	22%	33%	123
Male	50%	19%	31%	267
Female	39%	19%	42%	281
High school or less	31%	22%	47%	122
Some college	44%	20%	35%	135
College graduate	48%	14%	38%	174
Post-graduate	55%	20%	25%	115
Less than \$30K	21%	32%	46%	53
\$30K to \$60K	30%	28%	42%	80
\$60K to \$75K	47%	29%	24%	56
\$75K to \$100K	61%	10%	29%	63
\$100K or more	53%	13%	34%	140
Married	47%	17%	36%	395
Divorced/separated	38%	27%	35%	97
Never married	37%	19%	43%	53
Protestant	41%	18%	41%	192
Catholic	46%	16%	38%	188
Other	46%	23%	31%	136
Attend services 1 or more/week	47%	18%	34%	134
1-2 times a month	30%	26%	44%	57
Less often	50%	11%	39%	157
Never	42%	23%	34%	181
North Country	30%	20%	50%	49
Central / Lakes	38%	22%	40%	93
Connecticut Valley	49%	17%	34%	79
Mass Border	48%	23%	29%	159
Seacoast	38%	18%	44%	77
Manchester Area	55%	11%	35%	90
First Cong. Dist	46%	15%	39%	272
Second Cong. Dist	43%	23%	34%	272