

# THE GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

June 1, 2009

### NEW HAMPSHIRE IS WIRED: NEARLY 90% HAVE INTERNET AT HOME

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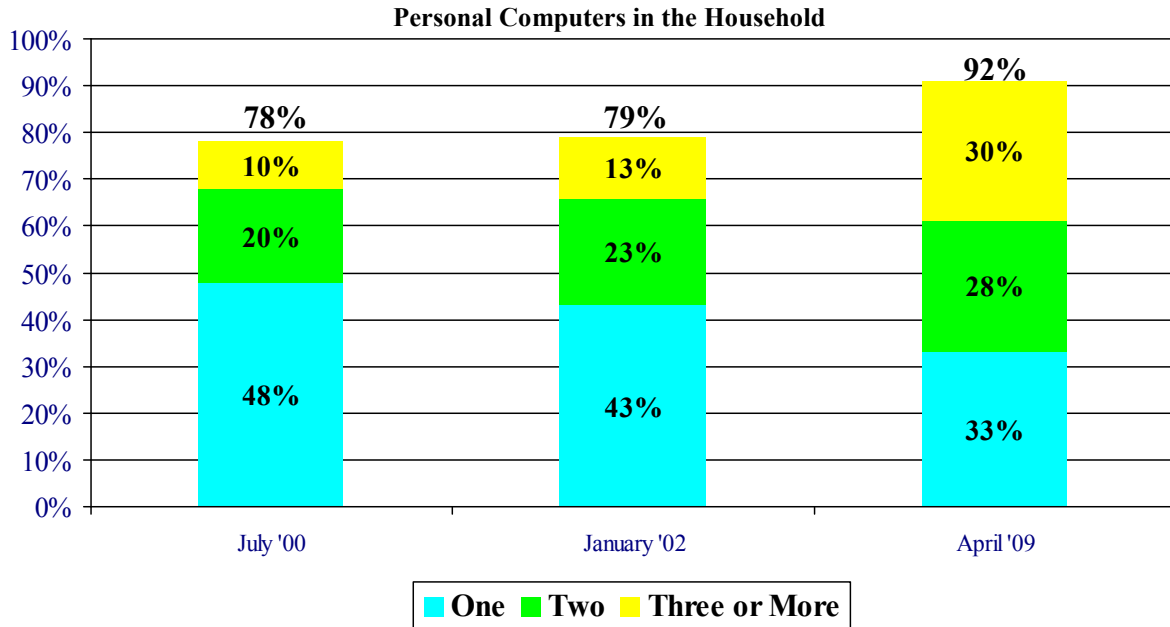
DURHAM, NH – Almost 90% of NH residents say they have access to the Internet at their home and more than 90% of household say they own at least one computer. But despite the increase in Internet access, WMUR-TV is the top source for news about what is happening in New Hampshire.

These findings are based on the latest **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 April 13 and April 22, 2009. The margin of sampling error for the survey is +/-4.4 percent.

### Personal Computers in the Household

The vast majority of NH adults have at least one computer in their household. Currently, 33% of New Hampshire residents have one computer in their home, 28% have two, 30% have three or more, and 8% do not own a computer.

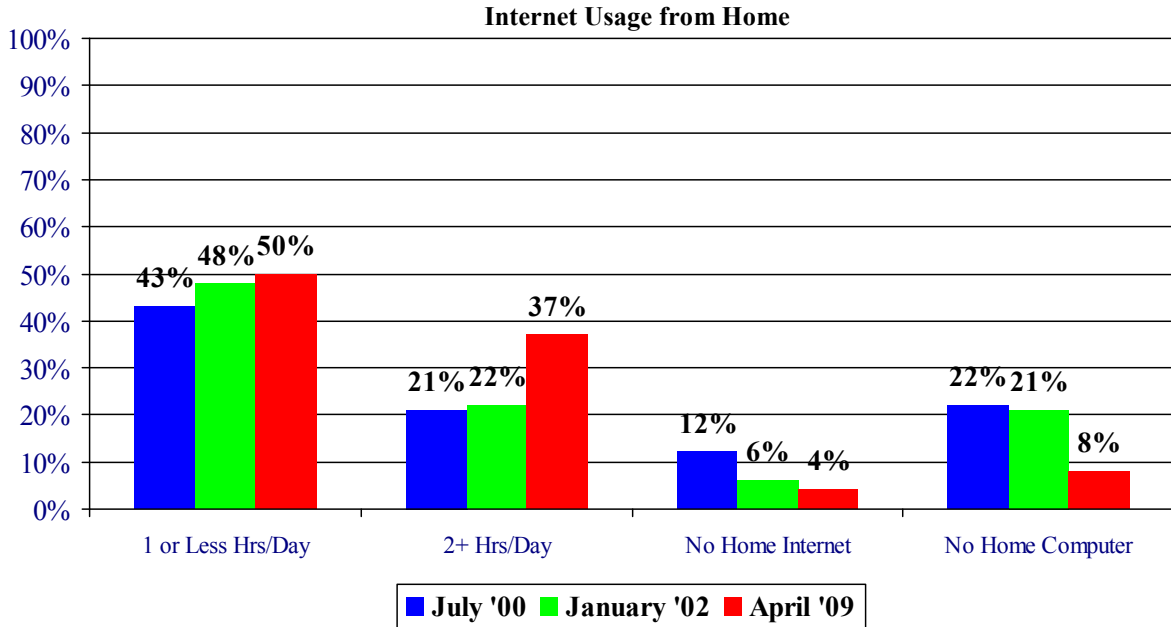
Since last measured in 2002, the percentage of NH adults who have no computer in their household has dropped 13 percentage points (from 21% to 8%), and the percentage of residents who have more than one computer in their household has climbed 22 percentage points (from 36% to 58%). New Hampshire adults 35 to 49 years old, those with a post-graduate education, and those with household incomes of \$75,000 or more annually are most likely to have more than one computer in their household. Older residents (65 and older) and households earning less than \$30,000 are least likely to own a computer



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

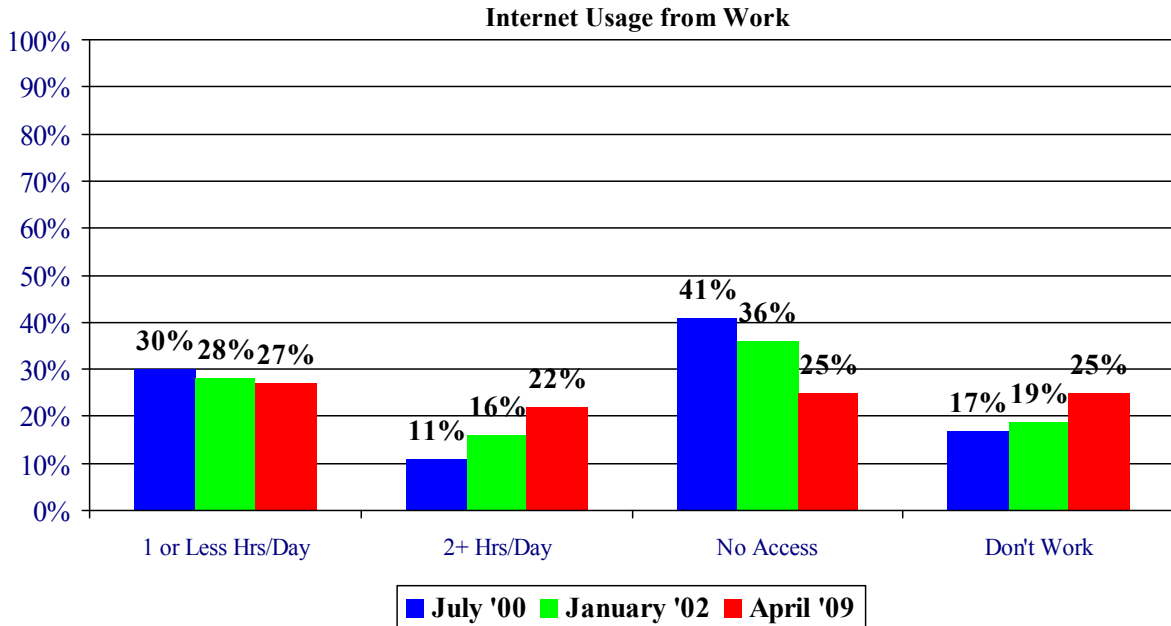
### Internet Usage from Home

And with increased computer ownership comes increased access to the Internet. Almost 9 in 10 NH residents have access to the Internet from their homes - 50% of NH adults say they access the Internet from home for an hour a day, 37% for 2 or more hours per day, 4% do not have Internet access from home, and 8% do not have a computer.



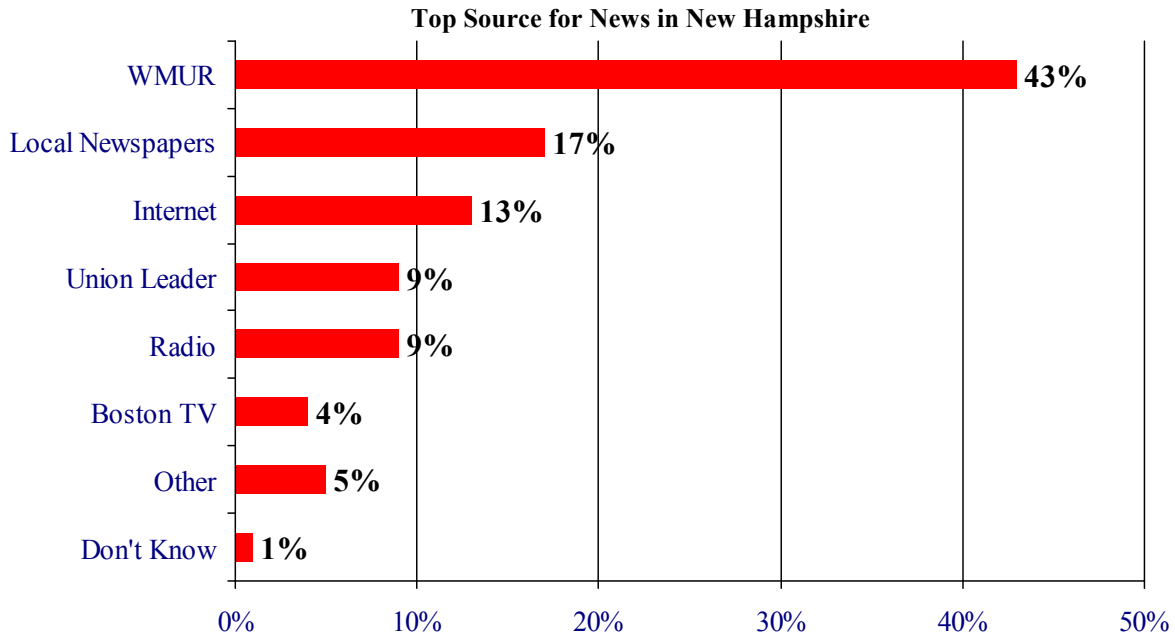
### Internet Usage from Work

Most NH adults also report using the Internet at their jobs. Among all New Hampshire adults, 27% say they use the internet 1 hour or less per day at work, 22% use it 2 or more hours per day, only 25% do not use the Internet at work, and 25% are not currently working. The percentage of New Hampshire adults who say they do not use the Internet at work has dropped from 41% in 2000 to 25% today.



### Top Source for News in New Hampshire

Although most people in New Hampshire have access to the Internet, most get their news about New Hampshire from traditional sources. When asked where they get most of their news about current events in New Hampshire, a large plurality of Granite state residents said they get it from WMUR-TV (Channel 9), followed by local newspapers (17%), the Internet (13%), the Union Leader (9%), the radio (9%), Boston TV stations (4%), some other source (5%), and 1% were not sure.



### 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 three (503) randomly selected New Hampshire adults were interviewed by telephone between April 13 and April 22, 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.

### Top Source for News in New Hampshire

“From what source would you say you get most of your news and information about news in New Hampshire?”

	<u>Apr. '09</u>
WMUR	43%
Boston TV Stations	4%
Union Leader	9%
Newspapers	17%
Radio	9%
Internet	13%
Other	5%
Don't Know	1%
(N=)	(502)

### Personal Computers in the Household

"Let's change the topic to something completely different. Do you or someone else in your household own a computer?" IF YES: "How many PCs are in your household?"

	<u>Jul. '00</u>	<u>Jan. '02</u>	<u>Apr. '09</u>
One	48%	43%	33%
Two	20%	23%	28%
Three or More	10%	13%	30%
Do Not Own a Computer	22%	21%	8%
Don't Know	0%	1%	0%
(N=)	(1001)	(555)	(503)

### Internet Usage from Home

"Do you have regular access to the Internet from you home PC?" IF YES: "On average, how many hours per day do you use the Internet from your HOME computer?"

	<u>July '00</u>	<u>Jan. '02</u>	<u>Apr. '09</u>
Less than 1 hour/day	27%	33%	28%
1 hours/day	16%	15%	22%
2 hours/day	11%	10%	19%
3 hours/day	5%	4%	7%
4 hours/day	2%	2%	5%
More than 4 hours/day	3%	6%	7%
No Internet Access from Home	12%	6%	4%
Do Not Own a Computer	22%	21%	8%
(N=)	(991)	(552)	(459)

### Internet Usage from Work

"Do you have regular access to the Internet at work? IF YES: "On average, how many hours per day do you use the Internet from your computer at WORK?"

	<u>July '00</u>	<u>Jan. '02</u>	<u>Apr. '09</u>
Less than 1 hour/day	22%	20%	16%
1 hours/day	8%	8%	11%
2 hours/day	4%	6%	7%
3 hours/day	1%	2%	3%
4 hours/day	2%	2%	3%
More than 4 hours/day	4%	6%	9%
No Internet Access from Work	41%	55%	25%
Not Employed	17%	-	25%
(N=)	(1000)	(546)	(497)

**News Source in NH**

	<u>WMUR</u>	<u>Boston TV</u>	<u>Union Leader</u>	<u>Newspapers</u>	<u>Radio</u>	<u>Internet</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N=)</u>
<b>STATEWIDE</b>	<b>43%</b>	<b>4%</b>	<b>9%</b>	<b>17%</b>	<b>9%</b>	<b>13%</b>	<b>5%</b>	<b>1%</b>	<b>502</b>
Registered Democrat	38%	2%	7%	24%	15%	12%	1%	0%	121
Registered Undeclared	42%	4%	7%	18%	7%	13%	8%	1%	200
Registered Republican	47%	5%	15%	12%	4%	14%	2%	1%	145
Democrat	40%	3%	4%	22%	14%	13%	3%	1%	178
Independent	41%	3%	7%	20%	10%	10%	8%	1%	103
Republican	46%	5%	14%	11%	4%	14%	5%	1%	205
Liberal	34%	2%	5%	24%	15%	13%	6%	0%	111
Moderate	44%	5%	7%	18%	9%	12%	3%	2%	189
Conservative	46%	4%	16%	12%	4%	13%	5%	0%	156
Union household	45%	4%	2%	23%	12%	11%	2%	2%	71
Non-union	43%	4%	10%	16%	8%	13%	5%	1%	426
10 yrs or less in NH	43%	2%	8%	14%	10%	16%	6%	0%	91
11 to 20 years	37%	6%	7%	14%	10%	17%	8%	1%	91
More than 20 years	45%	4%	10%	19%	8%	10%	3%	1%	311
18 to 34	48%	2%	10%	10%	7%	16%	7%	0%	54
35 to 49	44%	4%	5%	10%	11%	21%	6%	0%	142
50 to 64	45%	3%	11%	20%	9%	6%	4%	2%	180
65 and over	35%	7%	10%	26%	7%	10%	5%	1%	119
Male	43%	4%	9%	19%	10%	11%	5%	1%	244
Female	43%	4%	9%	16%	8%	15%	5%	1%	258
High school or less	57%	3%	11%	15%	3%	4%	5%	2%	129
Some college	51%	5%	3%	17%	7%	15%	3%	0%	118
College graduate	36%	4%	14%	17%	9%	16%	4%	0%	138
Post-graduate	26%	4%	7%	21%	16%	16%	8%	1%	108
Less than \$30K	48%	6%	2%	18%	11%	9%	4%	2%	44
\$30K to \$60K	49%	7%	5%	17%	9%	8%	5%	0%	91
\$60K to \$75K	40%	3%	8%	11%	19%	11%	5%	3%	48
\$75K to \$100K	40%	4%	10%	24%	5%	11%	6%	0%	56
\$100K or more	41%	4%	9%	14%	10%	20%	3%	0%	106
Married	42%	4%	9%	18%	9%	12%	4%	1%	364
Divorced/separated	49%	2%	7%	17%	5%	13%	6%	0%	84
Never married	34%	4%	11%	15%	10%	21%	5%	0%	50
Protestant	46%	5%	8%	19%	10%	8%	3%	1%	192
Catholic	49%	4%	13%	13%	5%	11%	5%	1%	161
Other	29%	3%	7%	20%	12%	19%	8%	1%	133
Attend services 1 or more/week	37%	4%	10%	17%	7%	15%	8%	1%	142
1-2 times a month	48%	9%	7%	19%	9%	6%	0%	2%	55
Less often	56%	2%	8%	15%	7%	9%	3%	0%	144
Never	33%	4%	9%	20%	12%	16%	5%	1%	147
North Country	42%	3%	13%	9%	12%	13%	7%	0%	43
Central / Lakes	48%	2%	7%	21%	12%	7%	4%	0%	83
Connecticut Valley	33%	2%	5%	32%	13%	4%	8%	2%	66
Mass Border	40%	8%	7%	19%	3%	17%	7%	0%	137
Seacoast	51%	3%	0%	19%	10%	13%	3%	1%	83
Manchester Area	44%	2%	24%	3%	8%	16%	1%	1%	90
First Cong. Dist	44%	5%	12%	13%	8%	14%	3%	1%	261
Second Cong. Dist	42%	3%	6%	23%	9%	10%	7%	1%	237
1st E.C. District	39%	3%	12%	15%	10%	12%	7%	0%	104
2nd E.C. District	53%	0%	2%	21%	15%	4%	3%	1%	111
3rd E.C. District	43%	9%	6%	18%	5%	13%	6%	1%	88
4th E.C. District	36%	4%	19%	10%	7%	19%	2%	1%	99
5th E.C. District	43%	3%	6%	23%	5%	16%	5%	0%	99

**Computers in the Home**

	<u>One</u> <b>33%</b>	<u>Two</u> <b>28%</b>	<u>Three or More</u> <b>30%</b>	<u>Do Not Own A Computer</u> <b>8%</b>	<u>Don't Know</u> <b>0%</b>	<u>(N=)</u> <b>503</b>
<b>STATEWIDE</b>						
Registered Democrat	38%	31%	26%	6%	0%	122
Registered Undeclared	30%	26%	34%	11%	0%	199
Registered Republican	33%	28%	33%	5%	1%	145
Democrat	33%	30%	31%	6%	0%	179
Independent	41%	29%	23%	7%	0%	102
Republican	30%	27%	33%	9%	1%	205
Liberal	36%	30%	30%	4%	0%	112
Moderate	35%	33%	26%	5%	1%	189
Conservative	28%	26%	34%	11%	0%	156
Union household	41%	29%	28%	3%	0%	71
Non-union	32%	28%	30%	9%	0%	427
10 yrs or less in NH	36%	26%	30%	8%	0%	92
11 to 20 years	19%	29%	46%	6%	0%	91
More than 20 years	37%	29%	25%	9%	1%	312
18 to 34	23%	34%	33%	10%	0%	55
35 to 49	27%	28%	43%	3%	0%	143
50 to 64	39%	28%	27%	6%	0%	180
65 and over	40%	27%	15%	16%	2%	119
Male	33%	26%	34%	7%	1%	244
Female	34%	30%	26%	10%	0%	259
High school or less	40%	25%	18%	17%	0%	129
Some college	43%	28%	19%	8%	2%	118
College graduate	27%	31%	38%	4%	0%	139
Post-graduate	26%	28%	46%	1%	0%	108
Less than \$30K	61%	14%	1%	24%	0%	44
\$30K to \$60K	43%	30%	18%	9%	0%	91
\$60K to \$75K	41%	36%	11%	8%	4%	48
\$75K to \$100K	24%	26%	46%	3%	0%	56
\$100K or more	17%	28%	55%	0%	0%	106
Married	30%	32%	33%	5%	1%	364
Divorced/separated	49%	16%	17%	18%	0%	84
Never married	32%	23%	31%	14%	0%	50
Protestant	34%	29%	30%	6%	1%	192
Catholic	34%	25%	28%	12%	0%	162
Other	33%	30%	32%	5%	0%	134
Attend services 1 or more/week	33%	27%	30%	9%	0%	142
1-2 times a month	28%	31%	37%	3%	0%	55
Less often	36%	26%	28%	9%	1%	145
Never	34%	30%	29%	7%	0%	148
North Country	43%	29%	20%	8%	0%	43
Central / Lakes	38%	31%	21%	6%	2%	82
Connecticut Valley	35%	25%	26%	15%	0%	67
Mass Border	26%	31%	36%	8%	0%	138
Seacoast	34%	19%	36%	11%	0%	83
Manchester Area	34%	31%	32%	4%	0%	90
First Cong. Dist	31%	27%	35%	6%	1%	261
Second Cong. Dist	36%	29%	25%	10%	0%	238
1st E.C. District	36%	26%	27%	11%	0%	104
2nd E.C. District	44%	29%	14%	11%	2%	111
3rd E.C. District	30%	21%	43%	5%	0%	88
4th E.C. District	29%	30%	35%	6%	0%	99
5th E.C. District	26%	33%	34%	7%	0%	100

**Internet Usage from Home**

	<u>Less than 1 hr/day</u> 28%	<u>1 hr/day</u> 22%	<u>2 hrs/day</u> 19%	<u>3 or more hrs/day</u> 18%	<u>No 'Net Access from home</u> 4%	<u>No Comp. in home</u> 8%	<u>Don't Know</u> 1%	<u>(N=)</u> 501
<b>STATEWIDE</b>								
Registered Democrat	25%	27%	17%	18%	7%	6%	1%	122
Registered Undeclared	29%	21%	20%	18%	2%	11%	0%	199
Registered Republican	33%	22%	18%	19%	2%	5%	1%	143
Democrat	26%	28%	16%	19%	4%	6%	0%	179
Independent	27%	22%	22%	16%	5%	7%	0%	102
Republican	31%	19%	19%	19%	3%	9%	0%	203
Liberal	29%	28%	18%	17%	5%	4%	0%	112
Moderate	23%	24%	21%	22%	6%	5%	0%	187
Conservative	30%	21%	20%	16%	1%	11%	1%	156
Union household	28%	22%	25%	17%	6%	3%	0%	71
Non-union	28%	23%	18%	19%	3%	9%	0%	425
10 yrs or less in NH	29%	22%	23%	17%	1%	8%	1%	92
11 to 20 years	28%	21%	19%	24%	2%	6%	0%	91
More than 20 years	28%	24%	18%	17%	5%	9%	0%	310
18 to 34	14%	32%	20%	18%	7%	10%	0%	55
35 to 49	26%	24%	23%	23%	1%	3%	0%	143
50 to 64	35%	23%	17%	16%	2%	6%	1%	180
65 and over	28%	17%	15%	16%	8%	17%	0%	117
Male	26%	25%	20%	18%	4%	7%	0%	242
Female	30%	20%	18%	19%	4%	10%	1%	259
High school or less	23%	20%	16%	18%	5%	17%	1%	129
Some college	37%	16%	16%	15%	8%	8%	0%	116
College graduate	28%	24%	21%	22%	1%	4%	0%	139
Post-graduate	26%	32%	21%	18%	3%	1%	0%	108
Less than \$30K	18%	4%	21%	16%	16%	24%	0%	44
\$30K to \$60K	29%	18%	22%	18%	5%	9%	0%	91
\$60K to \$75K	16%	37%	18%	17%	3%	9%	0%	46
\$75K to \$100K	29%	28%	24%	13%	4%	3%	0%	56
\$100K or more	29%	33%	18%	21%	0%	0%	0%	106
Married	28%	24%	21%	20%	3%	5%	0%	362
Divorced/separated	30%	18%	12%	16%	7%	18%	0%	84
Never married	26%	21%	19%	12%	6%	14%	1%	50
Protestant	29%	21%	24%	16%	4%	6%	1%	190
Catholic	28%	24%	12%	19%	5%	12%	0%	162
Other	26%	25%	20%	21%	3%	5%	0%	134
Attend services 1 or more/week	22%	20%	19%	23%	7%	9%	1%	142
1-2 times a month	25%	24%	30%	14%	5%	3%	0%	55
Less often	31%	31%	12%	15%	1%	9%	0%	143
Never	33%	18%	20%	18%	4%	7%	0%	148
North Country	32%	17%	6%	25%	8%	8%	4%	43
Central / Lakes	26%	39%	12%	13%	3%	7%	0%	80
Connecticut Valley	26%	25%	22%	9%	4%	15%	0%	67
Mass Border	30%	20%	16%	24%	3%	8%	1%	138
Seacoast	25%	15%	30%	17%	2%	11%	0%	83
Manchester Area	30%	19%	23%	19%	5%	4%	0%	90
First Cong. Dist	29%	19%	24%	17%	4%	6%	0%	259
Second Cong. Dist	27%	26%	13%	19%	3%	10%	1%	238
1st E.C. District	31%	19%	10%	19%	8%	11%	2%	104
2nd E.C. District	21%	34%	19%	11%	3%	11%	0%	109
3rd E.C. District	29%	13%	31%	18%	3%	5%	1%	88
4th E.C. District	30%	18%	18%	25%	3%	6%	0%	99
5th E.C. District	30%	25%	18%	18%	2%	7%	0%	100

**Internet Usage from Work**

	<u>Less than 1 hr/day</u> 16%	<u>1 hr/day</u> 11%	<u>2 hrs/day</u> 7%	<u>3 or more hrs/day</u> 15%	<u>No 'Net Access from Work</u> 25%	<u>Don't Work</u> 25%	<u>Don't Know</u> 1%	<u>(N=)</u> 497
<b>STATEWIDE</b>								
Registered Democrat	16%	12%	8%	12%	28%	25%	0%	121
Registered Undeclared	13%	12%	7%	19%	23%	24%	1%	198
Registered Republican	22%	9%	7%	14%	22%	22%	3%	144
Democrat	13%	11%	10%	18%	26%	21%	0%	177
Independent	18%	14%	0%	13%	22%	30%	2%	100
Republican	18%	9%	7%	14%	24%	24%	2%	204
Liberal	18%	17%	10%	13%	20%	22%	0%	111
Moderate	12%	9%	9%	16%	27%	27%	1%	186
Conservative	21%	7%	4%	16%	28%	21%	3%	154
Union household	18%	11%	16%	18%	22%	12%	2%	71
Non-union	16%	11%	5%	14%	26%	27%	1%	421
10 yrs or less in NH	22%	8%	7%	16%	29%	17%	1%	90
11 to 20 years	14%	10%	11%	26%	18%	19%	0%	91
More than 20 years	15%	12%	6%	11%	26%	28%	2%	308
18 to 34	12%	8%	11%	15%	39%	15%	0%	55
35 to 49	21%	13%	8%	19%	23%	13%	1%	141
50 to 64	19%	14%	7%	18%	25%	15%	2%	176
65 and over	7%	4%	4%	4%	21%	59%	1%	118
Male	16%	12%	6%	16%	27%	22%	1%	243
Female	16%	10%	7%	14%	23%	28%	2%	254
High school or less	10%	8%	4%	6%	34%	37%	1%	129
Some college	14%	8%	4%	7%	40%	25%	2%	116
College graduate	23%	12%	7%	24%	15%	18%	0%	138
Post-graduate	17%	15%	14%	24%	8%	19%	2%	106
Less than \$30K	7%	5%	0%	3%	38%	48%	0%	44
\$30K to \$60K	17%	12%	5%	11%	28%	25%	2%	90
\$60K to \$75K	13%	10%	3%	13%	30%	27%	4%	48
\$75K to \$100K	18%	11%	9%	23%	31%	8%	0%	56
\$100K or more	17%	18%	12%	24%	13%	16%	1%	103
Married	17%	11%	8%	16%	22%	25%	1%	359
Divorced/separated	16%	7%	3%	16%	25%	31%	3%	84
Never married	9%	14%	8%	7%	46%	16%	0%	50
Protestant	17%	12%	6%	12%	24%	27%	2%	189
Catholic	18%	6%	7%	17%	25%	26%	2%	161
Other	12%	16%	9%	16%	26%	20%	0%	132
Attend services 1 or more/week	16%	7%	5%	18%	24%	26%	3%	140
1-2 times a month	23%	13%	15%	19%	10%	20%	0%	55
Less often	17%	8%	5%	12%	36%	22%	1%	143
Never	13%	16%	8%	13%	21%	28%	1%	146
North Country	16%	11%	5%	18%	35%	15%	0%	43
Central / Lakes	15%	12%	8%	9%	26%	30%	1%	82
Connecticut Valley	16%	15%	5%	14%	27%	23%	0%	65
Mass Border	20%	10%	9%	18%	15%	27%	0%	136
Seacoast	17%	8%	4%	17%	31%	20%	3%	82
Manchester Area	10%	10%	7%	14%	25%	29%	4%	90
First Cong. Dist	15%	10%	7%	14%	29%	23%	2%	259
Second Cong. Dist	17%	12%	7%	16%	20%	27%	1%	235
1st E.C. District	17%	13%	4%	14%	32%	20%	1%	103
2nd E.C. District	15%	9%	6%	13%	25%	30%	1%	110
3rd E.C. District	18%	10%	6%	18%	28%	17%	2%	86
4th E.C. District	14%	9%	8%	13%	28%	26%	2%	99
5th E.C. District	16%	12%	11%	18%	11%	31%	1%	100