

THE GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

CONSUMER CONFIDENCE AT AN ALL-TIME LOW IN NEW HAMPSHIRE

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www.unh.edu/survey-center
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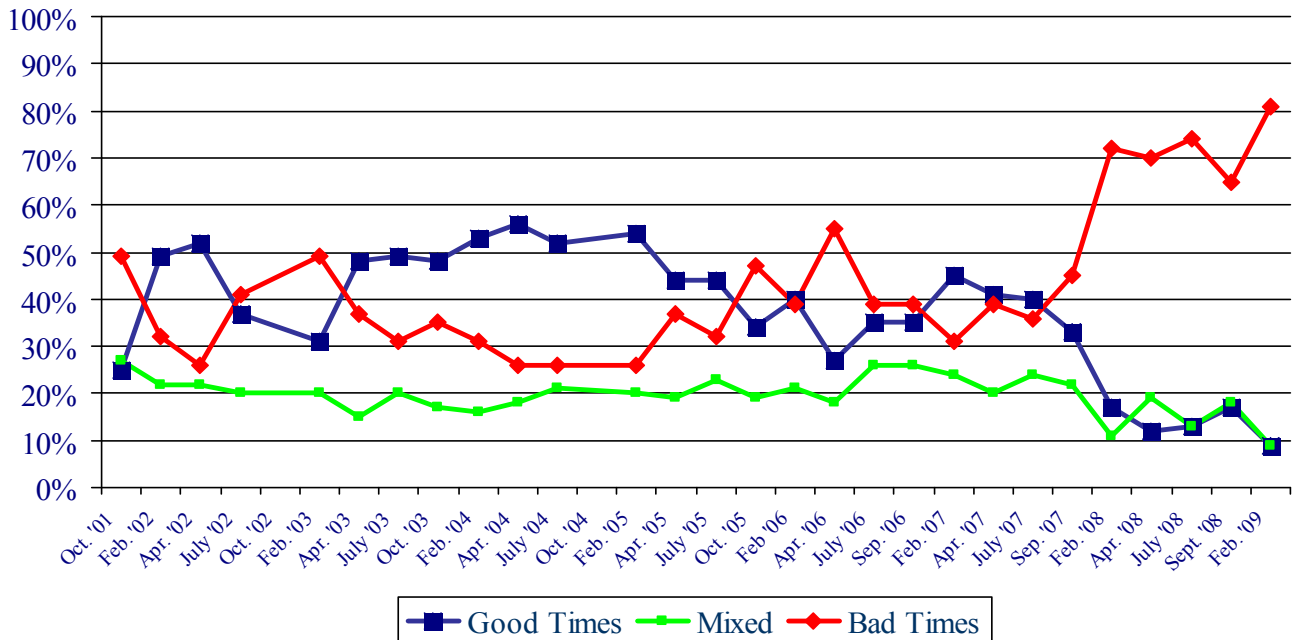
DURHAM, NH – Consumer confidence in New Hampshire is at record lows and residents have become increasingly pessimistic about both the state's and the country's economic outlook.

These findings are based on the latest **Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Six hundred nineteen (619) randomly selected New Hampshire adults were interviewed by telephone between February 5 and February 9, 2009. The margin of sampling error for the survey is +/-3.9 percent.

U.S. Business Conditions

Economists have long known that consumer confidence in the future of the economy is a leading indicator of the direction of the country's economy. In New Hampshire, concerns about the future of the US economy jumped in April, six months before the banking crisis and the subsequent drop in the stock market. Currently, only 9% of New Hampshire adults think that the country as a whole is in for good times financially in the next twelve months, 81% think the country will have bad times, and 9% think conditions will be mixed. The percentage thinking the US in in for bad economic times is at a record high as measured in the Granite State Poll.

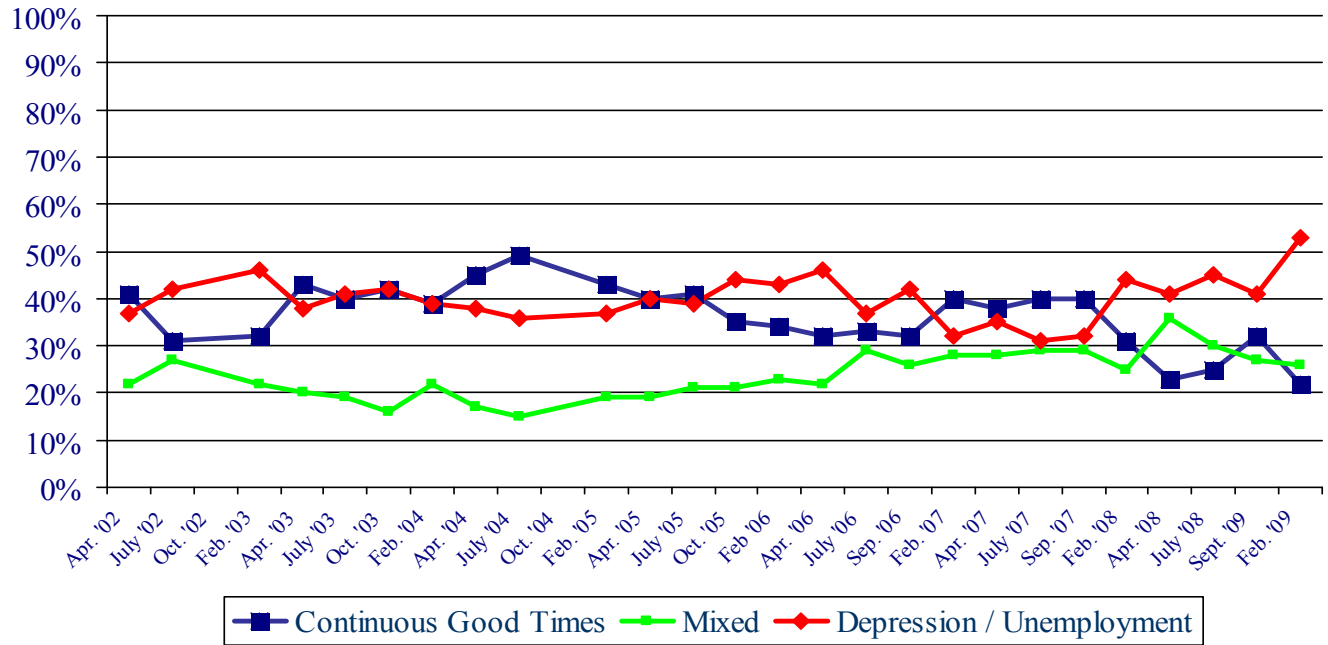
U.S. Business Conditions in Next 12 Months



Granite Staters are also as pessimistic as they ever have been about the long-term direction of the U.S. economy. Only 22% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 53% expect periods of widespread unemployment and depression, and 26% see a mix of good and bad conditions. This marks the first time a majority have viewed the long term economic outlook for the country as negative.

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

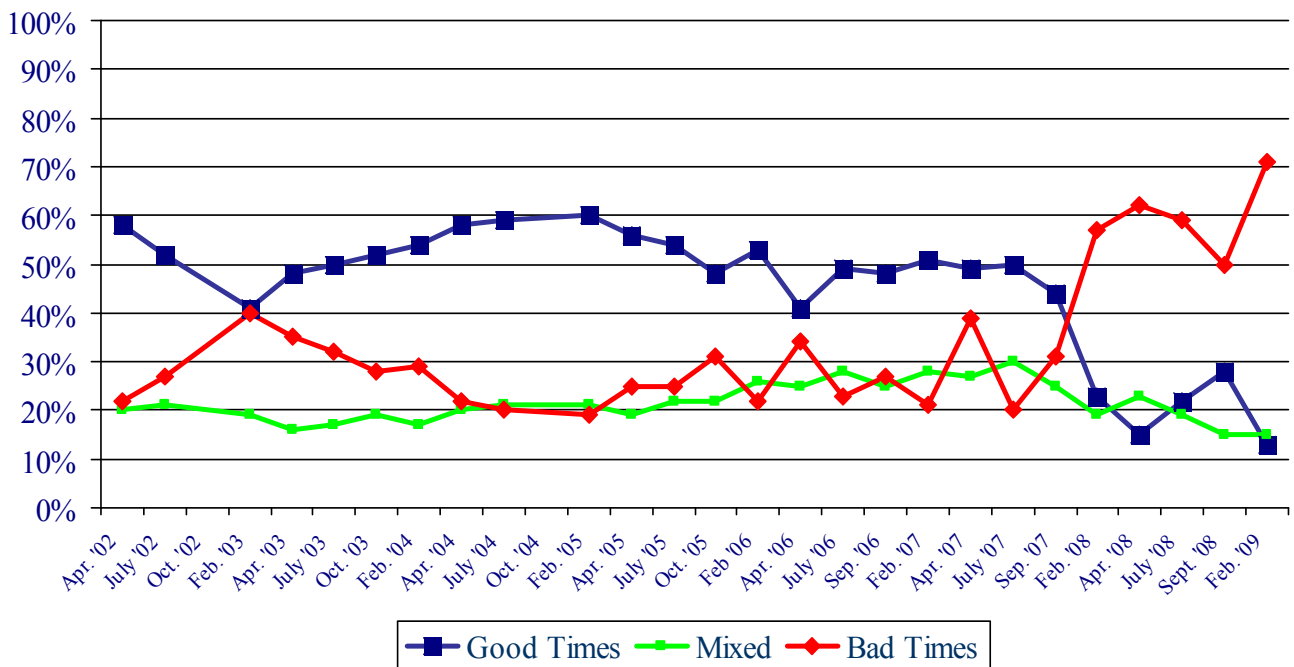
U.S. 5 Year Economic Outlook



N.H. Business Conditions

Granite staters are also more pessimistic about the state economy than they ever have been. Looking at economic conditions in New Hampshire, only 13% think New Hampshire will enjoy good economic times over the next twelve months, 71% think the New Hampshire economy is in for bad times, and 15% foresee mixed conditions.

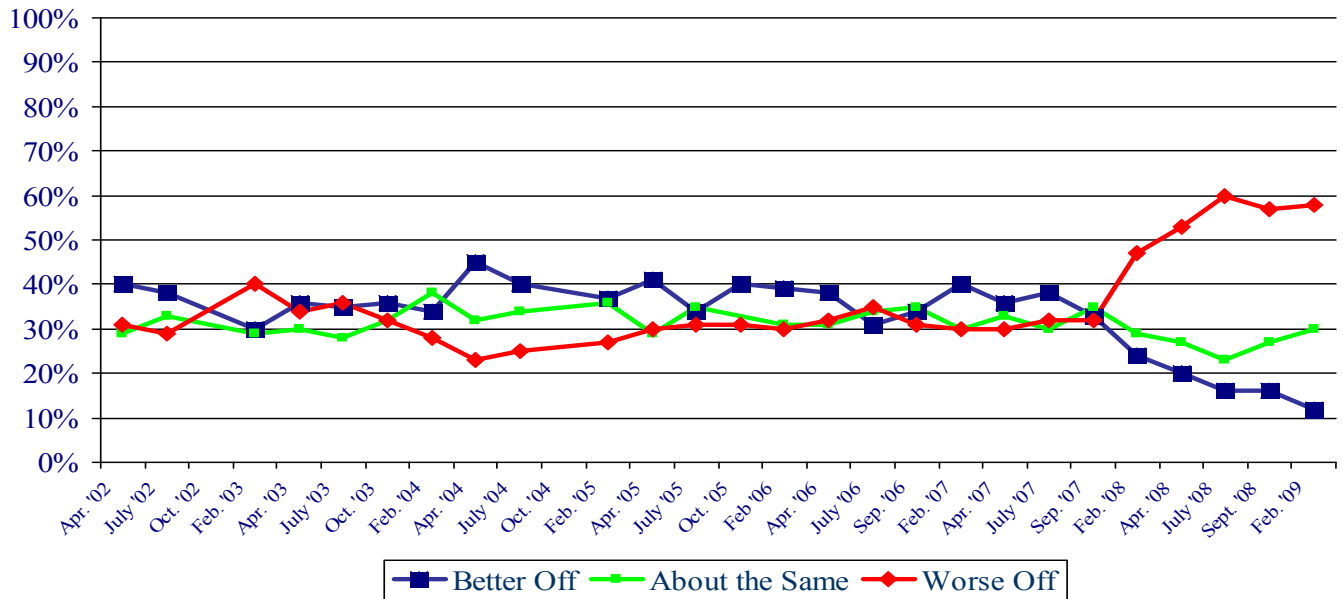
Business Conditions in NH – Next 12 Months



Personal Financial Conditions

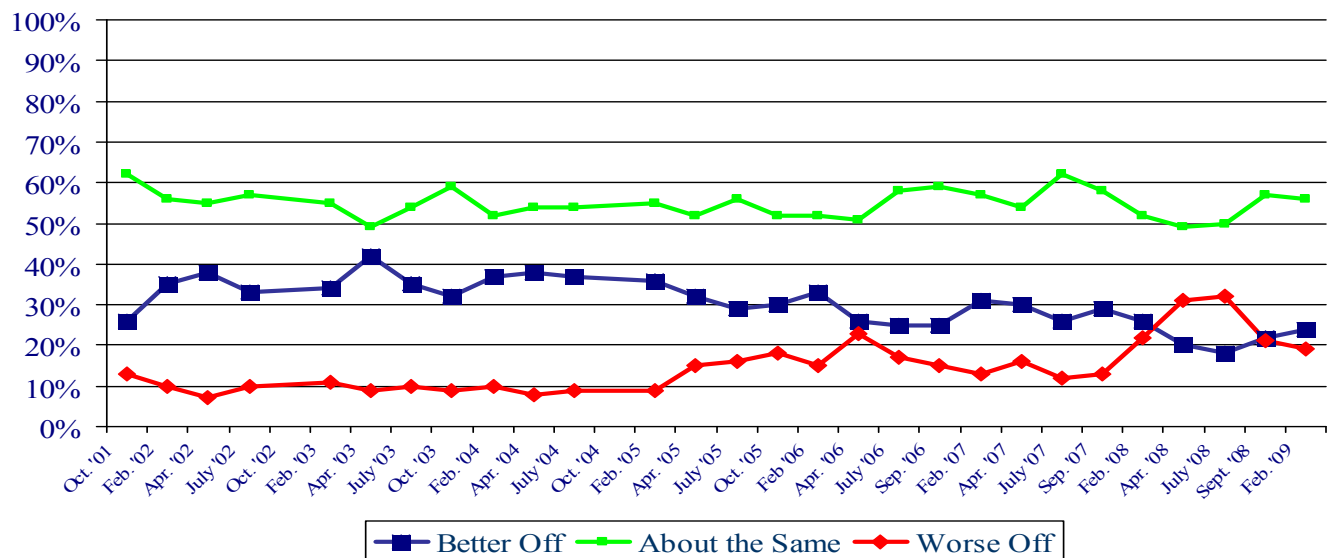
Thinking about their personal financial situation, only 12% of New Hampshire residents say they are better off now than they were a year ago, 58% say they are worse off, and 30% say things are about the same. The percentage of New Hampshire adults who say they are better off has steadily declined over the past year.

Household Financial Condition – Compared to 1 Year Ago



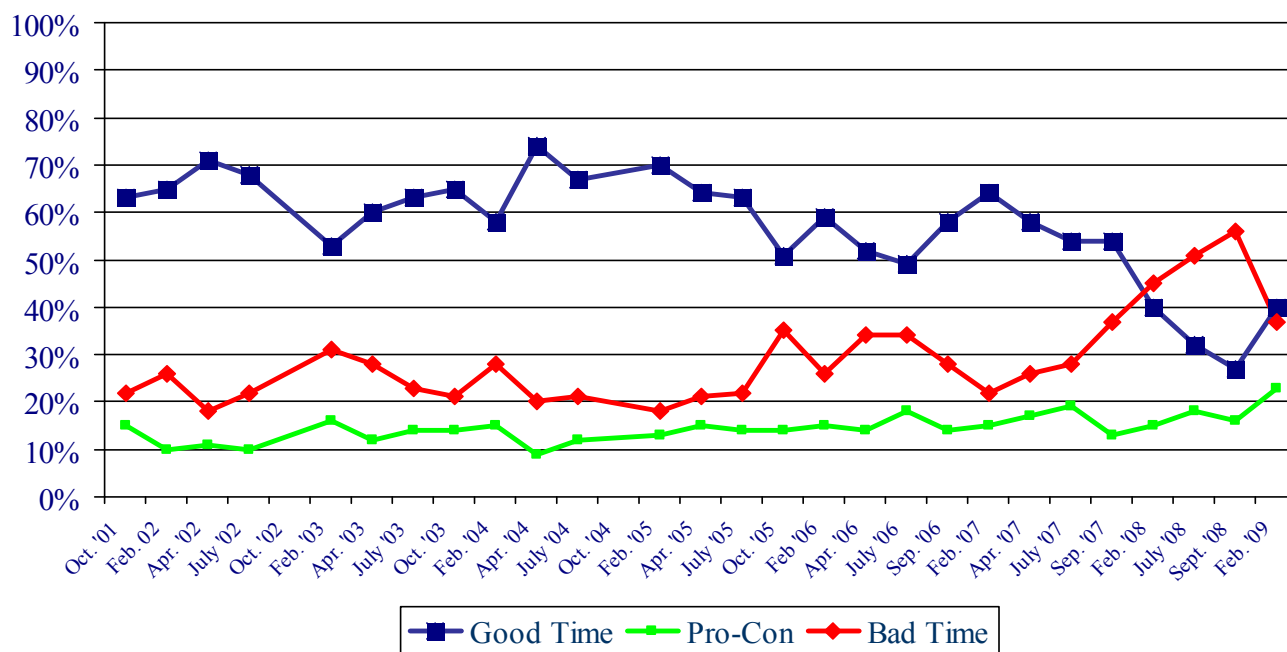
When asked how they expect their household finances will be next year, most people in New Hampshire continue to think they will be in about the same financial shape as they are today. However, the percentage with a positive view of their finances one year from now has slowly been increasing since July of 2008, an indication that many in New Hampshire believe that the economy has turned the corner. Currently, 24% think their families will be better off financially a year from now, 19% think they will be worse off and 56% think they will be about the same.

Household Financial Condition – 12 Months from Now



Retailers, desperately seeking to attract business, have been cutting prices on many consumer goods. This has led many in the state to think that now is a good time to purchase major household items like furniture and appliances. Currently, 40% of Granite staters think it is a good time to buy major household items, 37% think it is a bad time, and 23% think it depends on a person's finances. This indicator of consumer spending has improved significantly since September.

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, the pessimism regarding economic outlooks has been universal across ideological lines since summer of 2008.

Granite State Poll Methodology

These findings are based on the latest **Granite State Poll** conducted by the University of New Hampshire Survey Center. Six hundred nineteen (619) randomly selected New Hampshire adults were interviewed by telephone between February 5 and February 9, 2009. The margin of sampling error for the survey is +/-3.9 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 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. '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. '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)

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. '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)

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. '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. '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. '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)

Personal Financial Condition Compared to 1 Year Ago

	<u>Better Off</u> <u>12%</u>	<u>About</u> <u>the Same</u> <u>30%</u>	<u>Worse Off</u> <u>58%</u>	<u>(N)</u> <u>615</u>
STATEWIDE				
Registered Democrat	8%	27%	65%	180
Registered Undeclared	11%	28%	62%	227
Registered Republican	17%	36%	47%	165
Democrat	10%	28%	62%	260
Independent	7%	31%	63%	123
Republican	16%	34%	50%	222
Liberal	11%	25%	64%	115
Moderate	11%	29%	60%	287
Conservative	13%	38%	49%	169
Union household	14%	26%	60%	90
Non-union	11%	31%	58%	520
10 yrs or less in NH	14%	29%	57%	101
11 to 20 years	14%	32%	54%	110
More than 20 years	10%	30%	60%	399
18 to 34	15%	30%	55%	69
35 to 49	19%	25%	57%	174
50 to 64	8%	26%	66%	219
65 and over	7%	42%	51%	149
Male	13%	34%	52%	304
Female	10%	26%	64%	311
High school or less	12%	32%	55%	140
Some college	14%	29%	57%	140
College graduate	11%	31%	58%	209
Post-graduate	10%	28%	63%	124
Less than \$30K	8%	17%	75%	60
\$30K to \$60K	16%	32%	52%	95
\$60K to \$75K	13%	20%	67%	58
\$75K to \$100K	13%	24%	63%	63
\$100K or more	16%	36%	48%	142
Married	12%	30%	57%	423
Divorced/separated	9%	31%	60%	117
Never married	12%	30%	58%	73
Protestant	10%	35%	55%	215
Catholic	11%	26%	63%	205
Other	16%	28%	56%	169
Attend services 1 or more/week	11%	33%	56%	142
1-2 times a month	15%	31%	54%	84
Less often	10%	31%	59%	193
Never	13%	27%	60%	181
North Country	11%	27%	62%	57
Central / Lakes	15%	31%	54%	106
Connecticut Valley	10%	33%	56%	85
Mass Border	8%	30%	62%	167
Seacoast	16%	29%	55%	108
Manchester Area	11%	30%	59%	92
First Cong. Dist	13%	30%	58%	308
Second Cong. Dist	10%	31%	59%	307
1st E.C. District	12%	30%	58%	125
2nd E.C. District	14%	34%	52%	135
3rd E.C. District	16%	29%	54%	126
4th E.C. District	5%	33%	61%	105
5th E.C. District	9%	25%	67%	125

HH Finances in 12 Months from Now

	<u>Better Off</u>	<u>Worse Off</u>	<u>About the Same</u>	<u>(N)</u>
STATEWIDE	24%	19%	56%	568
Registered Democrat	23%	17%	60%	172
Registered Undeclared	22%	20%	59%	200
Registered Republican	23%	21%	56%	155
Democrat	23%	16%	61%	246
Independent	30%	22%	48%	104
Republican	23%	21%	56%	210
Liberal	24%	12%	64%	110
Moderate	20%	16%	63%	262
Conservative	25%	28%	47%	157
Union household	21%	18%	61%	83
Non-union	25%	19%	56%	477
10 yrs or less in NH	28%	17%	55%	98
11 to 20 years	23%	22%	55%	99
More than 20 years	24%	19%	57%	366
18 to 34	43%	18%	39%	65
35 to 49	27%	18%	55%	166
50 to 64	16%	20%	63%	203
65 and over	24%	20%	56%	131
Male	25%	20%	55%	279
Female	24%	19%	58%	290
High school or less	30%	18%	52%	129
Some college	22%	14%	65%	129
College graduate	26%	18%	55%	192
Post-graduate	18%	28%	54%	118
Less than \$30K	44%	20%	36%	57
\$30K to \$60K	23%	9%	67%	87
\$60K to \$75K	21%	29%	50%	56
\$75K to \$100K	20%	35%	45%	58
\$100K or more	22%	18%	59%	138
Married	23%	21%	56%	389
Divorced/separated	23%	16%	62%	106
Never married	36%	16%	48%	71
Protestant	24%	15%	60%	206
Catholic	24%	25%	51%	190
Other	23%	20%	57%	154
Attend services 1 or more/week	23%	25%	51%	136
1-2 times a month	34%	14%	52%	78
Less often	20%	26%	54%	178
Never	25%	11%	64%	166
North Country	30%	19%	51%	53
Central / Lakes	25%	20%	55%	98
Connecticut Valley	22%	19%	59%	78
Mass Border	20%	20%	60%	153
Seacoast	26%	13%	61%	102
Manchester Area	28%	26%	46%	85
First Cong. Dist	27%	18%	56%	288
Second Cong. Dist	22%	21%	57%	280
1st E.C. District	26%	19%	54%	115
2nd E.C. District	27%	18%	55%	119
3rd E.C. District	25%	17%	58%	121
4th E.C. District	26%	22%	52%	97
5th E.C. District	17%	21%	62%	117

Business Conditions in NH 12 Months from Now

	<u>Good Times</u>	<u>Some Good- Some Bad</u>	<u>Bad Times</u>	<u>(N)</u>
STATEWIDE	13%	15%	71%	586
Registered Democrat	10%	14%	76%	178
Registered Undeclared	9%	15%	76%	212
Registered Republican	21%	16%	63%	155
Democrat	11%	14%	75%	256
Independent	11%	12%	77%	108
Republican	16%	17%	67%	210
Liberal	14%	16%	70%	114
Moderate	10%	15%	75%	271
Conservative	17%	15%	69%	159
Union household	11%	13%	76%	88
Non-union	14%	16%	70%	490
10 yrs or less in NH	13%	15%	73%	94
11 to 20 years	13%	14%	73%	105
More than 20 years	14%	15%	71%	381
18 to 34	18%	13%	69%	70
35 to 49	10%	8%	82%	168
50 to 64	10%	15%	75%	207
65 and over	20%	25%	55%	137
Male	13%	14%	73%	292
Female	13%	16%	70%	294
High school or less	19%	12%	69%	134
Some college	14%	14%	72%	134
College graduate	10%	19%	70%	195
Post-graduate	11%	14%	75%	120
Less than \$30K	18%	17%	64%	58
\$30K to \$60K	18%	15%	67%	92
\$60K to \$75K	11%	10%	80%	56
\$75K to \$100K	8%	12%	80%	63
\$100K or more	6%	17%	77%	136
Married	12%	15%	72%	406
Divorced/separated	11%	20%	69%	102
Never married	22%	8%	70%	74
Protestant	13%	18%	69%	209
Catholic	15%	13%	72%	193
Other	9%	14%	77%	159
Attend services 1 or more/week	19%	17%	65%	133
1-2 times a month	14%	20%	66%	82
Less often	13%	14%	73%	182
Never	8%	13%	78%	175
North Country	17%	18%	64%	55
Central / Lakes	15%	8%	77%	100
Connecticut Valley	16%	16%	67%	83
Mass Border	7%	17%	76%	159
Seacoast	9%	20%	71%	102
Manchester Area	22%	13%	66%	87
First Cong. Dist	14%	15%	70%	294
Second Cong. Dist	12%	15%	73%	291
1st E.C. District	18%	16%	66%	119
2nd E.C. District	16%	15%	69%	126
3rd E.C. District	7%	22%	71%	119
4th E.C. District	24%	8%	68%	102
5th E.C. District	4%	14%	82%	119

Business Conditions in US in 12 Months from Now

STATEWIDE	<u>Good Times</u> 9%	<u>Some Good- Some Bad</u> 9%	<u>Bad Times</u> 81%	<u>(N)</u> 594
Registered Democrat	8%	4%	87%	178
Registered Undeclared	7%	13%	81%	220
Registered Republican	12%	11%	77%	155
Democrat	8%	6%	86%	257
Independent	9%	14%	77%	115
Republican	10%	11%	79%	212
Liberal	10%	8%	81%	115
Moderate	8%	7%	85%	279
Conservative	8%	12%	80%	159
Union household	9%	11%	80%	89
Non-union	9%	9%	81%	497
10 yrs or less in NH	8%	13%	79%	98
11 to 20 years	12%	7%	81%	108
More than 20 years	9%	9%	82%	383
18 to 34	8%	12%	80%	71
35 to 49	9%	5%	86%	172
50 to 64	7%	7%	86%	209
65 and over	14%	16%	71%	138
Male	8%	11%	82%	293
Female	11%	8%	81%	301
High school or less	12%	8%	79%	133
Some college	6%	8%	86%	136
College graduate	9%	12%	79%	202
Post-graduate	9%	9%	83%	122
Less than \$30K	10%	16%	74%	59
\$30K to \$60K	9%	12%	78%	90
\$60K to \$75K	5%	5%	90%	54
\$75K to \$100K	3%	3%	94%	63
\$100K or more	8%	12%	80%	141
Married	8%	9%	83%	405
Divorced/separated	10%	12%	78%	111
Never married	13%	10%	78%	74
Protestant	8%	13%	80%	211
Catholic	11%	8%	82%	198
Other	6%	7%	87%	161
Attend services 1 or more/week	8%	14%	78%	137
1-2 times a month	9%	11%	80%	83
Less often	11%	8%	81%	186
Never	8%	6%	86%	176
North Country	10%	12%	79%	54
Central / Lakes	9%	6%	85%	100
Connecticut Valley	6%	10%	83%	80
Mass Border	8%	11%	81%	163
Seacoast	7%	8%	85%	103
Manchester Area	16%	9%	74%	94
First Cong. Dist	9%	11%	80%	300
Second Cong. Dist	10%	8%	83%	295
1st E.C. District	9%	10%	81%	120
2nd E.C. District	11%	8%	82%	126
3rd E.C. District	5%	11%	85%	122
4th E.C. District	17%	6%	77%	105
5th E.C. District	6%	12%	82%	122

US 5 Year Economic Outlook

STATEWIDE	Continuous Good Times 22%	Mixed 26%	Widespread Unemployment/ Depression 53%	(N) 590
Registered Democrat	20%	28%	52%	172
Registered Undeclared	21%	26%	53%	219
Registered Republican	23%	24%	54%	159
Democrat	20%	25%	56%	248
Independent	22%	31%	46%	120
Republican	23%	22%	55%	212
Liberal	18%	29%	54%	112
Moderate	24%	22%	55%	279
Conservative	17%	27%	56%	160
Union household	22%	27%	50%	84
Non-union	21%	25%	53%	497
10 yrs or less in NH	15%	31%	55%	98
11 to 20 years	22%	24%	54%	105
More than 20 years	23%	25%	52%	383
18 to 34	20%	28%	52%	69
35 to 49	26%	19%	55%	169
50 to 64	19%	27%	54%	209
65 and over	20%	30%	50%	139
Male	22%	28%	50%	294
Female	21%	24%	56%	296
High school or less	24%	23%	53%	131
Some college	16%	22%	63%	137
College graduate	24%	33%	43%	204
Post-graduate	22%	21%	57%	117
Less than \$30K	19%	25%	56%	58
\$30K to \$60K	26%	25%	49%	90
\$60K to \$75K	22%	15%	63%	56
\$75K to \$100K	12%	21%	68%	63
\$100K or more	23%	28%	48%	139
Married	23%	26%	50%	406
Divorced/separated	17%	23%	60%	112
Never married	19%	28%	53%	69
Protestant	21%	29%	50%	208
Catholic	25%	21%	54%	193
Other	18%	24%	58%	164
Attend services 1 or more/week	21%	27%	52%	134
1-2 times a month	29%	26%	45%	83
Less often	23%	23%	54%	189
Never	17%	26%	56%	169
North Country	27%	19%	54%	55
Central / Lakes	30%	30%	40%	104
Connecticut Valley	15%	26%	59%	81
Mass Border	18%	22%	60%	162
Seacoast	20%	29%	51%	100
Manchester Area	21%	28%	51%	88
First Cong. Dist	24%	27%	49%	291
Second Cong. Dist	19%	24%	57%	299
1st E.C. District	25%	22%	52%	121
2nd E.C. District	27%	33%	40%	128
3rd E.C. District	20%	22%	58%	121
4th E.C. District	24%	24%	52%	94
5th E.C. District	12%	27%	61%	127

Good Time to Buy Major Household Item

STATEWIDE	<u>Good Time</u> 40%	<u>Pro-Con</u> 23%	<u>Bad Time</u> 37%	<u>(N)</u> 591
Registered Democrat	35%	24%	42%	172
Registered Undeclared	37%	27%	36%	218
Registered Republican	49%	20%	31%	162
Democrat	40%	21%	39%	251
Independent	21%	34%	45%	111
Republican	50%	19%	31%	218
Liberal	37%	20%	43%	113
Moderate	44%	20%	36%	275
Conservative	38%	27%	35%	163
Union household	43%	24%	33%	83
Non-union	39%	23%	38%	500
10 yrs or less in NH	39%	23%	38%	99
11 to 20 years	36%	25%	39%	105
More than 20 years	41%	23%	36%	382
18 to 34	41%	18%	42%	70
35 to 49	41%	22%	37%	163
50 to 64	37%	23%	39%	211
65 and over	41%	27%	32%	143
Male	44%	19%	37%	291
Female	35%	28%	37%	300
High school or less	36%	19%	45%	135
Some college	41%	25%	34%	134
College graduate	44%	21%	35%	200
Post-graduate	37%	30%	33%	120
Less than \$30K	38%	28%	34%	58
\$30K to \$60K	42%	17%	41%	93
\$60K to \$75K	32%	19%	49%	54
\$75K to \$100K	32%	27%	41%	60
\$100K or more	52%	19%	29%	135
Married	41%	22%	37%	401
Divorced/separated	36%	30%	34%	113
Never married	38%	20%	42%	73
Protestant	41%	26%	33%	212
Catholic	36%	23%	42%	194
Other	42%	20%	38%	162
Attend services 1 or more/week	31%	28%	41%	138
1-2 times a month	45%	22%	34%	82
Less often	43%	20%	37%	186
Never	41%	23%	36%	170
North Country	40%	23%	37%	57
Central / Lakes	32%	33%	35%	100
Connecticut Valley	28%	28%	44%	80
Mass Border	40%	25%	35%	159
Seacoast	50%	16%	35%	103
Manchester Area	46%	15%	39%	92
First Cong. Dist	44%	20%	36%	295
Second Cong. Dist	36%	26%	38%	296
1st E.C. District	36%	26%	38%	122
2nd E.C. District	35%	26%	39%	127
3rd E.C. District	48%	17%	35%	121
4th E.C. District	41%	16%	43%	102
5th E.C. District	40%	29%	31%	119