

THE GRANITE STATE POLL

UNIVERSITY OF NEW HAMPSHIRE

May 29, 2008

CONSUMER CONFIDENCE IN NH AT NEW LOWS

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

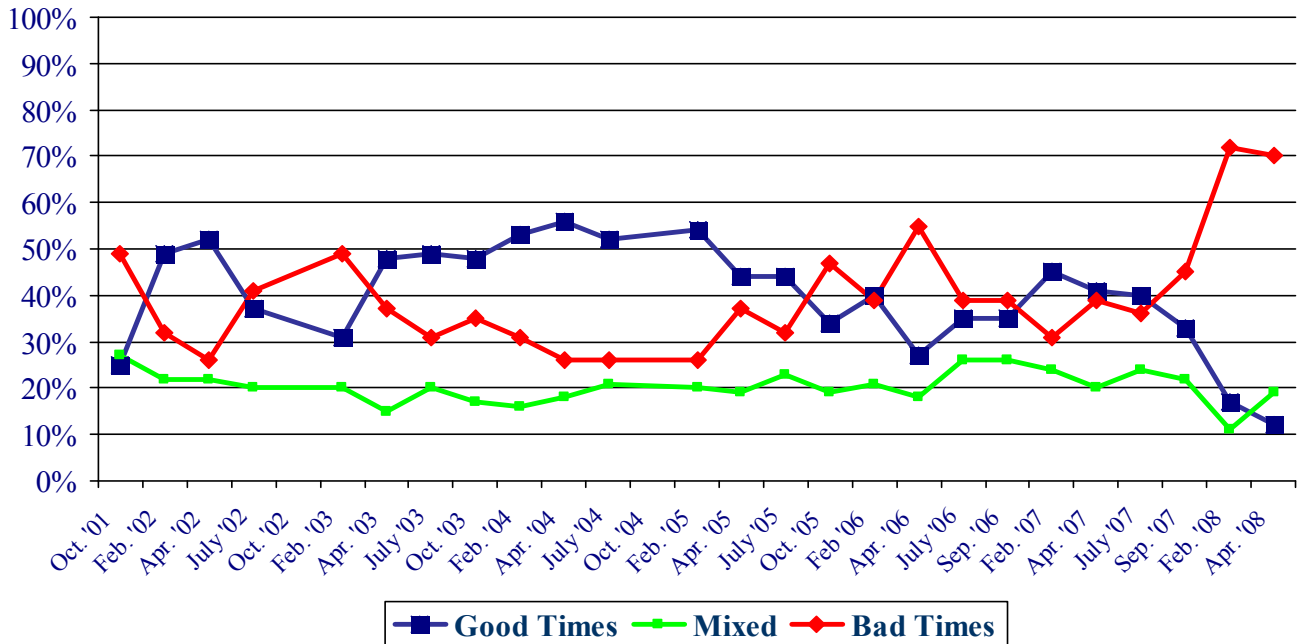
DURHAM, NH – Consumer confidence in New Hampshire has dropped dramatically in recent months and residents are increasingly worried about their household finances. New Hampshire consumers are pessimistic about the direction of the U.S. and New Hampshire economy and believe both will be worse off in the coming year.

These findings are based on the latest **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 April 25 and April 30, 2008. The margin of sampling error for the survey is +/-4.4 percent.

U.S. Business Conditions

Increasing gas and food prices, coupled with a weak housing market has led New Hampshire residents to be very pessimistic about U.S. economic prospects for the next year. Only 12 percent of New Hampshire adults believe the U.S. will experience good economic times in the next 12 months, 70 percent think we will have bad times, and 19 percent think things will be mixed. The percentage that believe the U.S. will see good economic times is at its lowest since the Granite State began measuring consumer confidence.

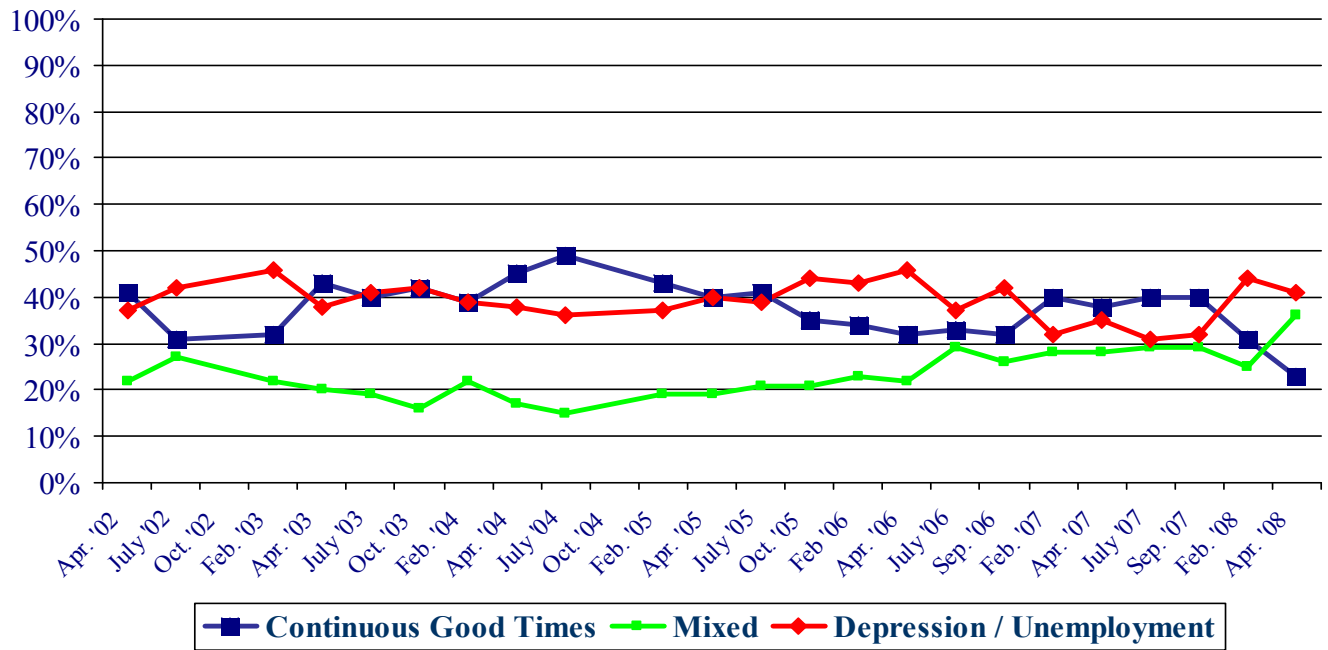
U.S. Business Conditions in Next 12 Months



Granite Staters are also very pessimistic about the long-term outlook for the U.S. economy. Only 23 percent of New Hampshire residents believe that the U.S. economy will experience continuous good times over the next 5 years, 41 percent expect periods of widespread unemployment and depression, and 36 percent see a mix of good and bad conditions.

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

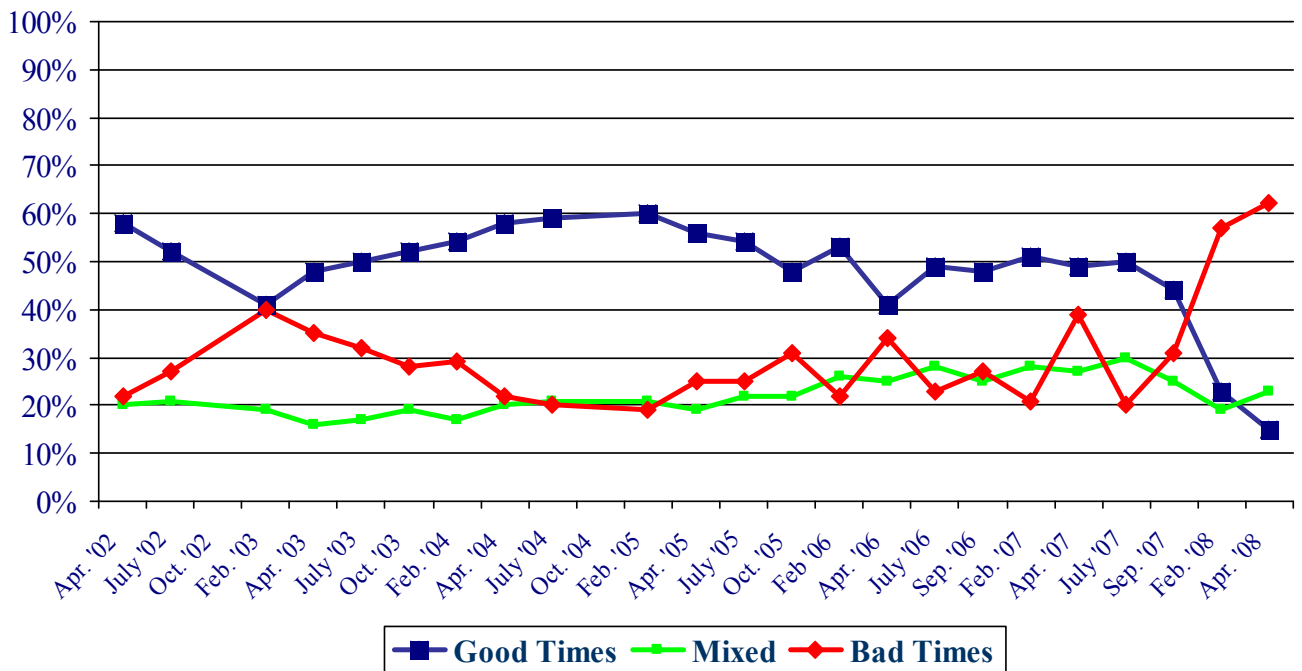
U.S. 5 Year Economic Outlook



N.H. Business Conditions

Turning to economic conditions in New Hampshire, only 15 percent of adults think New Hampshire will have good times economically in the next twelve months, 62 percent feel there will be bad times, and 23 percent foresee mixed conditions. Negative perceptions for the New Hampshire economy are at their highest level since this indicator has been measured by the Granite State Poll and have continued to decline in recent months.

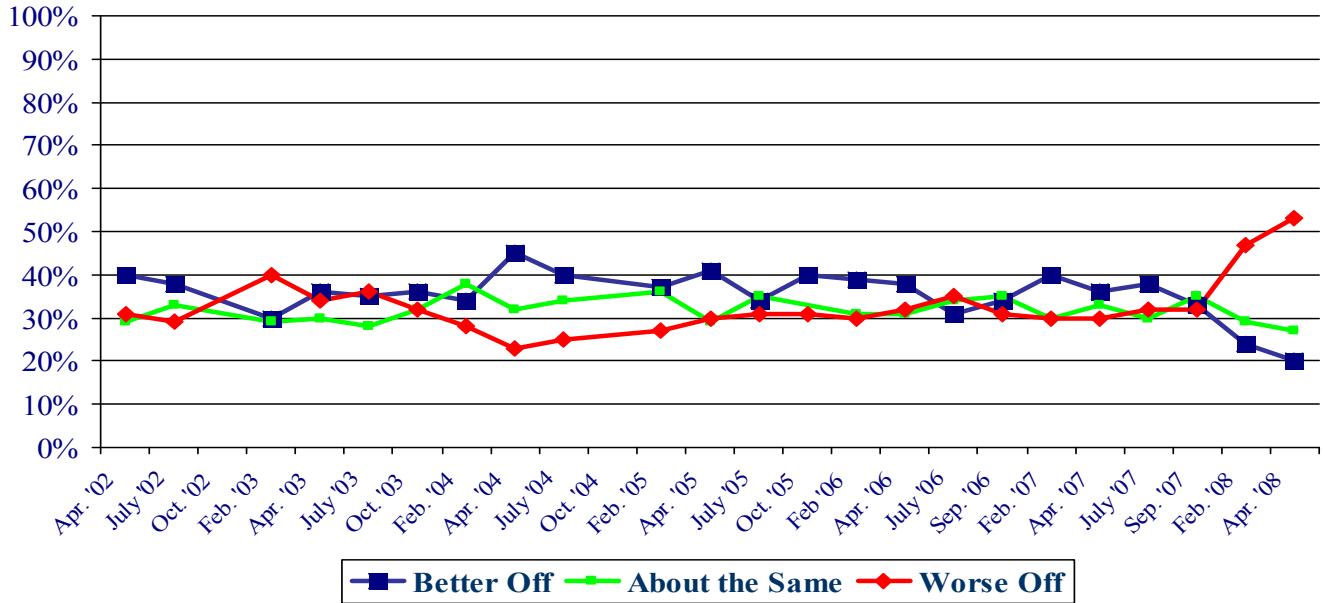
Business Conditions in NH – Next 12 Months



Personal Financial Conditions

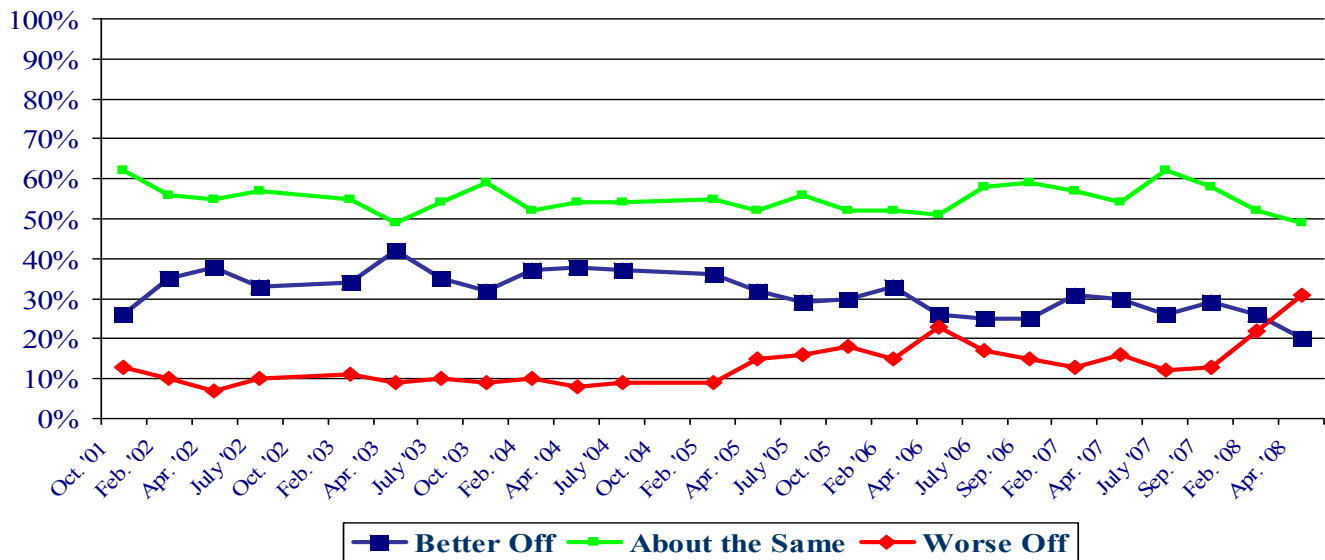
When asked about their personal financial situation, only 20 percent of Granite Staters say they are better off now than they were a year ago, 53 percent say they are worse off, and 27 percent say things are about the same.

Household Financial Condition – Compared to 1 Year Ago



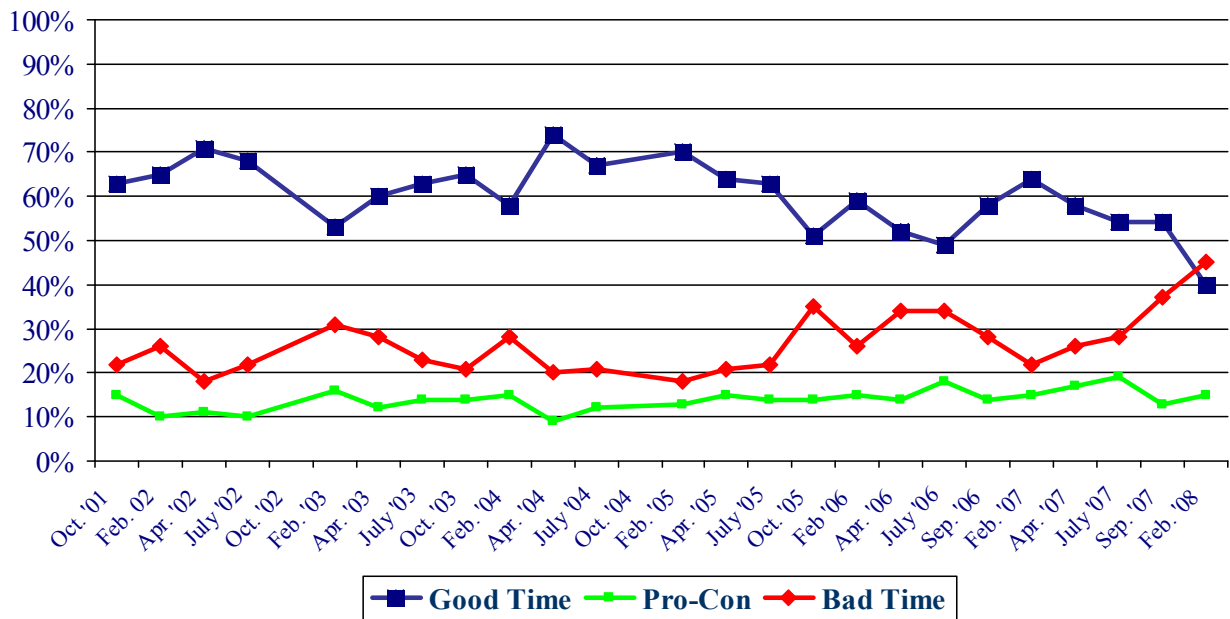
Asked about how their family finances will be next year, most people in New Hampshire think they will be in about the same financial shape as they are today. However, only 20 percent of New Hampshire residents believe they will be better off financially a year from now, 31 percent think they will be worse off and 49 percent think they will be about the same. This is the first time that more New Hampshire residents have been pessimistic about their family's financial outlook than have been optimistic.

Household Financial Condition – 12 Months from Now



When asked about making major household purchases, only 28 percent of New Hampshire adults feel that it is a good time to buy things such as furniture and appliances, 56 percent think it is a bad time, and 16 percent think it depends. This measure of consumer optimism is also at its lowest level since the Granite State Poll began in 2001 and continues to worsen, a bad sign for retailers in coming months.

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 are quite pessimistic. Younger adults are more likely to say they expect to be better off a year from now than are older adults, many of whom have recently retired or expect to retire soon.

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. This has changed in the most recent poll as both Republicans and conservatives are now pessimistic about their personal finances as well larger economy.

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 (500) randomly selected New Hampshire adults were interviewed by telephone between April 25 and April 30, 2008. 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 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>
Apr. '08	12%	19%	70%	(482)
Feb. '08	17%	11%	72%	(529)
Sep. '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>
Apr. '08	23%	36%	41%	(439)
Feb. '08	31%	25%	44%	(502)
Sep. '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>
Apr. '08	15%	23%	62%	(455)
Feb. '08	23%	19%	57%	(494)
Sep. '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>
Apr. '08	20%	27%	53%	(495)
Feb. '08	24%	29%	47%	(550)
Sep. '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>
Apr. '08	20%	49%	31%	(470)
Feb. '08	26%	52%	22%	(518)
Sep. '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>
Apr. '08	28%	16%	56%	(465)
Feb. '08	40%	15%	45%	(517)
Sep. '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

	Better Off	About The Same	Worse Off	(N)
STATEWIDE	20%	27%	53%	495
Registered Democrat	15%	19%	66%	133
Undeclared	19%	29%	53%	211
Registered Republican	28%	34%	37%	116
Not registered	14%	23%	63%	29
Democrat	11%	22%	67%	223
Independent	26%	24%	50%	88
Republican	27%	36%	37%	178
Liberal	17%	30%	53%	77
Moderate	18%	24%	58%	239
Conservative	24%	32%	43%	155
Union household	19%	22%	59%	59
Non-union	20%	28%	52%	434
18 to 34	21%	28%	51%	33
35 to 49	25%	25%	50%	139
50 to 64	18%	21%	61%	200
65 and over	13%	42%	45%	104
Male	25%	24%	51%	237
Female	15%	30%	55%	258
High school or less	15%	29%	57%	127
Some college	17%	26%	57%	112
College graduate	26%	29%	45%	169
Post-graduate	18%	25%	57%	82
Less than \$30K	6%	24%	71%	58
\$30K to \$60K	15%	28%	57%	87
\$60K to \$75K	21%	23%	56%	43
\$75K to \$100K	18%	29%	54%	70
More than \$100K	31%	24%	45%	100
Married	21%	28%	51%	332
Divorced/separated	14%	25%	62%	102
Never married	20%	30%	50%	55
Protestant	15%	26%	59%	192
Catholic	18%	34%	49%	174
Other	27%	20%	53%	100
Attend 1 or more/week	16%	32%	51%	127
1-2 times a month	10%	26%	64%	75
Less often	21%	30%	49%	155
Never	26%	20%	54%	120
Northern NH	8%	34%	58%	45
Central/Lakes	24%	23%	53%	86
Connecticut Valley	24%	25%	51%	77
Massachusetts Border	19%	24%	57%	130
Seacoast	27%	33%	41%	78
Greater Manchester	14%	29%	57%	78
1st Cong. District	20%	27%	53%	248
2nd Cong. District	20%	27%	53%	247
1st E.C. District	16%	27%	57%	103
2nd E.C. District	21%	27%	52%	111
3rd E.C. District	19%	30%	50%	96
4th E.C. District	18%	24%	58%	83
5th E.C. District	24%	27%	49%	103

HH Finances in 12 Months From Now

STATEWIDE	<u>Better Off</u> 20%	<u>Worse Off</u> 31%	<u>About the Same</u> 49%	<u>(N)</u> 470
Registered Democrat	19%	29%	53%	126
Undeclared	21%	37%	42%	200
Registered Republican	19%	26%	55%	112
Not registered	26%	24%	49%	26
Democrat	17%	37%	47%	208
Independent	29%	34%	37%	81
Republican	21%	23%	56%	175
Liberal	9%	37%	54%	75
Moderate	18%	34%	48%	228
Conservative	27%	24%	49%	150
Union household	18%	34%	48%	57
Non-union	20%	31%	49%	411
18 to 34	46%	24%	30%	32
35 to 49	17%	27%	55%	131
50 to 64	22%	33%	45%	193
65 and over	11%	36%	53%	97
Male	24%	28%	48%	235
Female	16%	34%	50%	234
High school or less	19%	40%	41%	117
Some college	23%	28%	48%	108
College graduate	19%	25%	55%	160
Post-graduate	19%	32%	49%	81
Less than \$30K	11%	39%	49%	53
\$30K to \$60K	22%	35%	43%	78
\$60K to \$75K	26%	42%	32%	43
\$75K to \$100K	24%	31%	45%	68
More than \$100K	17%	21%	62%	97
Married	22%	30%	49%	318
Divorced/separated	14%	37%	49%	95
Never married	21%	30%	49%	51
Protestant	16%	35%	49%	181
Catholic	21%	29%	50%	164
Other	25%	30%	45%	98
Attend 1 or more/week	21%	34%	45%	119
1-2 times a month	21%	36%	43%	71
Less often	18%	28%	54%	148
Never	21%	31%	48%	115
Northern NH	20%	42%	38%	40
Central/Lakes	14%	31%	55%	84
Connecticut Valley	20%	29%	52%	73
Massachusetts Border	27%	30%	43%	125
Seacoast	18%	31%	51%	75
Greater Manchester	18%	30%	53%	74
1st Cong. District	22%	31%	47%	240
2nd Cong. District	18%	31%	51%	230
1st E.C. District	19%	31%	50%	96
2nd E.C. District	17%	39%	44%	105
3rd E.C. District	19%	32%	49%	93
4th E.C. District	24%	26%	51%	81
5th E.C. District	23%	26%	51%	96

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	15%	23%	62%	455
Registered Democrat	10%	13%	77%	124
Undeclared	13%	22%	64%	194
Registered Republican	23%	35%	41%	110
Not registered	21%	20%	59%	24
Democrat	9%	12%	80%	200
Independent	18%	26%	55%	85
Republican	22%	34%	44%	165
Liberal	8%	19%	72%	72
Moderate	16%	20%	65%	223
Conservative	19%	28%	53%	144
Union household	11%	24%	64%	54
Non-union	16%	23%	62%	399
18 to 34	0%	34%	66%	29
35 to 49	16%	22%	62%	133
50 to 64	12%	23%	66%	184
65 and over	26%	18%	56%	90
Male	19%	22%	59%	225
Female	12%	23%	65%	231
High school or less	14%	23%	63%	111
Some college	14%	29%	57%	109
College graduate	15%	24%	61%	153
Post-graduate	20%	11%	68%	78
Less than \$30K	18%	13%	69%	47
\$30K to \$60K	14%	23%	63%	84
\$60K to \$75K	10%	39%	52%	41
\$75K to \$100K	16%	23%	60%	64
More than \$100K	22%	15%	63%	97
Married	14%	26%	60%	302
Divorced/separated	21%	15%	64%	95
Never married	10%	22%	68%	53
Protestant	15%	27%	58%	176
Catholic	13%	21%	66%	157
Other	21%	16%	63%	96
Attend 1 or more/week	17%	28%	55%	114
1-2 times a month	4%	22%	75%	71
Less often	11%	21%	67%	141
Never	25%	19%	56%	112
Northern NH	9%	30%	61%	42
Central/Lakes	11%	28%	61%	80
Connecticut Valley	21%	18%	61%	67
Massachusetts Border	13%	22%	66%	120
Seacoast	20%	25%	55%	72
Greater Manchester	18%	17%	65%	74
1st Cong. District	14%	20%	65%	235
2nd Cong. District	16%	25%	58%	220
1st E.C. District	17%	22%	61%	92
2nd E.C. District	10%	27%	63%	101
3rd E.C. District	18%	23%	60%	86
4th E.C. District	12%	16%	71%	78
5th E.C. District	19%	24%	56%	99

Business Conditions in US in 12 Months From Now

	<u>Good Times</u> 12%	<u>Some Good- Some Bad</u> 19%	<u>Bad Times</u> 70%	<u>(N)</u> 482
STATEWIDE				
Registered Democrat	9%	11%	80%	130
Undeclared	9%	19%	73%	204
Registered Republican	17%	29%	55%	114
Not registered	19%	16%	65%	30
Democrat	7%	10%	83%	216
Independent	12%	24%	64%	87
Republican	16%	27%	57%	173
Liberal	5%	17%	77%	73
Moderate	11%	17%	73%	235
Conservative	15%	22%	63%	153
Union household	7%	17%	76%	58
Non-union	12%	19%	69%	422
18 to 34	4%	25%	71%	33
35 to 49	11%	17%	73%	138
50 to 64	10%	19%	71%	194
65 and over	16%	18%	66%	99
Male	15%	16%	68%	234
Female	8%	21%	71%	248
High school or less	11%	23%	67%	123
Some college	12%	25%	64%	113
College graduate	11%	15%	74%	162
Post-graduate	13%	12%	75%	81
Less than \$30K	11%	17%	72%	56
\$30K to \$60K	12%	17%	71%	85
\$60K to \$75K	12%	18%	71%	41
\$75K to \$100K	14%	17%	69%	64
More than \$100K	12%	16%	73%	99
Married	12%	19%	69%	322
Divorced/separated	8%	18%	75%	99
Never married	11%	18%	71%	55
Protestant	13%	24%	62%	185
Catholic	11%	13%	76%	169
Other	9%	15%	76%	100
Attend 1 or more/week	14%	23%	63%	123
1-2 times a month	6%	15%	79%	74
Less often	9%	15%	76%	149
Never	15%	19%	66%	118
Northern NH	11%	25%	64%	44
Central/Lakes	10%	18%	72%	87
Connecticut Valley	11%	20%	68%	73
Massachusetts Border	14%	12%	74%	127
Seacoast	11%	24%	65%	75
Greater Manchester	11%	18%	71%	76
1st Cong. District	11%	22%	67%	242
2nd Cong. District	12%	16%	73%	239
1st E.C. District	15%	21%	64%	100
2nd E.C. District	5%	19%	76%	110
3rd E.C. District	13%	19%	68%	91
4th E.C. District	9%	15%	76%	79
5th E.C. District	16%	18%	66%	101

US 5 Year Economic Outlook

STATEWIDE	<u>Continuous Good Times</u> 23%	<u>Mixed</u> 36%	<u>Widespread Unemployment/ Depression</u> 41%	<u>(N)</u> 439
Registered Democrat	18%	36%	46%	116
Undeclared	23%	35%	42%	188
Registered Republican	30%	36%	34%	101
Not registered	24%	32%	44%	29
Democrat	16%	33%	51%	194
Independent	27%	34%	39%	83
Republican	31%	39%	30%	156
Liberal	15%	35%	49%	68
Moderate	17%	41%	42%	217
Conservative	38%	27%	35%	132
Union household	32%	27%	41%	53
Non-union	22%	37%	41%	384
18 to 34	37%	20%	44%	30
35 to 49	25%	36%	39%	131
50 to 64	21%	34%	45%	177
65 and over	22%	39%	39%	89
Male	29%	34%	37%	219
Female	17%	38%	45%	219
High school or less	19%	27%	54%	113
Some college	21%	37%	42%	100
College graduate	30%	37%	33%	147
Post-graduate	20%	46%	34%	75
Less than \$30K	17%	28%	55%	47
\$30K to \$60K	17%	38%	45%	81
\$60K to \$75K	23%	20%	57%	41
\$75K to \$100K	29%	34%	37%	62
More than \$100K	30%	37%	33%	90
Married	27%	35%	37%	297
Divorced/separated	8%	41%	51%	87
Never married	24%	27%	49%	49
Protestant	23%	43%	34%	166
Catholic	25%	32%	44%	152
Other	22%	36%	41%	94
Attend 1 or more/week	28%	38%	34%	102
1-2 times a month	19%	32%	49%	69
Less often	21%	43%	36%	142
Never	22%	29%	49%	108
Northern NH	18%	37%	45%	39
Central/Lakes	21%	35%	44%	71
Connecticut Valley	12%	40%	48%	72
Massachusetts Border	24%	35%	40%	112
Seacoast	32%	38%	29%	73
Greater Manchester	30%	29%	41%	70
1st Cong. District	28%	32%	41%	214
2nd Cong. District	19%	39%	41%	224
1st E.C. District	17%	35%	48%	92
2nd E.C. District	18%	39%	43%	94
3rd E.C. District	30%	37%	33%	80
4th E.C. District	30%	29%	41%	74
5th E.C. District	24%	36%	39%	99

Good Time To Buy Major Household Item

	<u>Good Time</u> 28%	<u>Pro-Con</u> 16%	<u>Bad Time</u> 56%	<u>(N)</u> 465
STATEWIDE				
Registered Democrat	22%	17%	62%	126
Undeclared	26%	12%	62%	201
Registered Republican	37%	21%	42%	108
Not registered	32%	22%	46%	26
Democrat	21%	14%	65%	212
Independent	32%	17%	51%	81
Republican	36%	17%	46%	166
Liberal	22%	11%	67%	75
Moderate	28%	16%	56%	229
Conservative	34%	19%	47%	141
Union household	22%	15%	63%	55
Non-union	29%	16%	55%	408
18 to 34	37%	16%	47%	31
35 to 49	29%	14%	56%	132
50 to 64	22%	17%	61%	188
65 and over	31%	18%	51%	98
Male	31%	16%	53%	219
Female	26%	16%	58%	246
High school or less	25%	21%	53%	115
Some college	26%	14%	60%	109
College graduate	34%	14%	52%	158
Post-graduate	24%	15%	62%	79
Less than \$30K	28%	17%	55%	52
\$30K to \$60K	23%	24%	53%	83
\$60K to \$75K	37%	19%	44%	40
\$75K to \$100K	25%	8%	67%	64
More than \$100K	28%	12%	60%	96
Married	28%	16%	56%	311
Divorced/separated	25%	13%	62%	95
Never married	33%	21%	47%	53
Protestant	30%	15%	55%	183
Catholic	23%	17%	60%	161
Other	31%	15%	54%	93
Attend 1 or more/week	28%	18%	54%	125
1-2 times a month	14%	17%	68%	68
Less often	31%	13%	55%	146
Never	30%	16%	53%	110
Northern NH	28%	13%	59%	43
Central/Lakes	38%	14%	48%	82
Connecticut Valley	18%	17%	65%	74
Massachusetts Border	27%	16%	57%	121
Seacoast	31%	13%	57%	76
Greater Manchester	29%	21%	51%	70
1st Cong. District	27%	16%	58%	234
2nd Cong. District	30%	16%	54%	231
1st E.C. District	19%	14%	67%	98
2nd E.C. District	37%	15%	48%	104
3rd E.C. District	30%	10%	60%	93
4th E.C. District	27%	20%	53%	75
5th E.C. District	28%	21%	51%	95