

# THE GRANITE STATE POLL

## UNIVERSITY OF NEW HAMPSHIRE

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### CONSUMER CONFIDENCE IN NH RECOVERS AFTER SPRING SLIP

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[www.unh.edu/survey-center](http://www.unh.edu/survey-center)

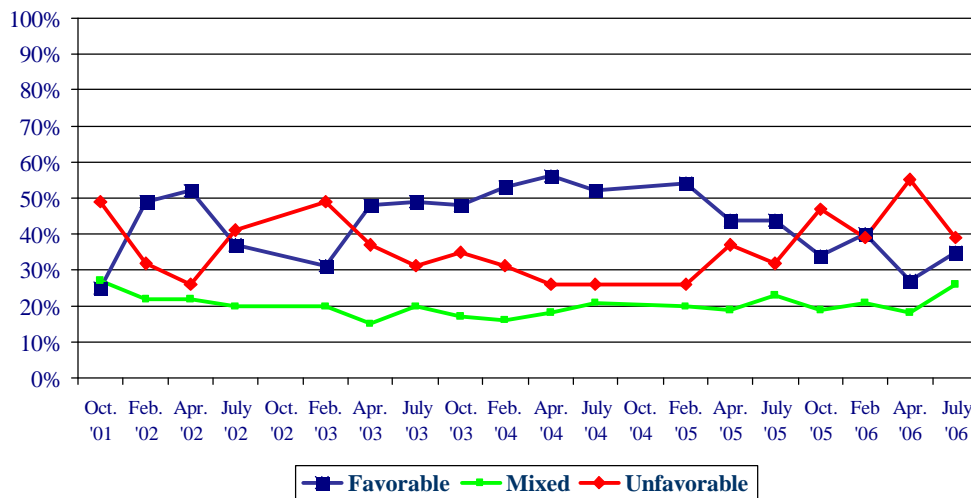
DURHAM, NH – Despite increased prices for gas and oil, New Hampshire consumers are optimistic about economic conditions in New Hampshire but remain bearish on the economic prospects of the country.

These findings are based on the latest **Granite State Poll**,<sup>?</sup> conducted by the University of New Hampshire Survey Center. The Granite State Poll is sponsored by the University of New Hampshire. Five hundred ten (510) randomly selected New Hampshire adults were interviewed by telephone between July 21 and July 31, 2006. The margin of sampling error for the survey is +/-4.3 percent.

#### U.S. Business Conditions

While both the U.S. and New Hampshire economies continue to grow, New Hampshire residents remain pessimistic about the short and long-term prospects of the U.S. economy. In the most recent Granite State Poll, only 35 percent of New Hampshire residents say that they expect businesses in the U.S. will experience good times in the next 12 months, 39 percent anticipate bad times for U.S. businesses, and 26 percent think conditions will be mixed. But this is a marked improvement since this spring when only 27 percent believed U.S. businesses would have good times in the next 12 months and 55 percent believed there would be bad times for U.S. businesses.

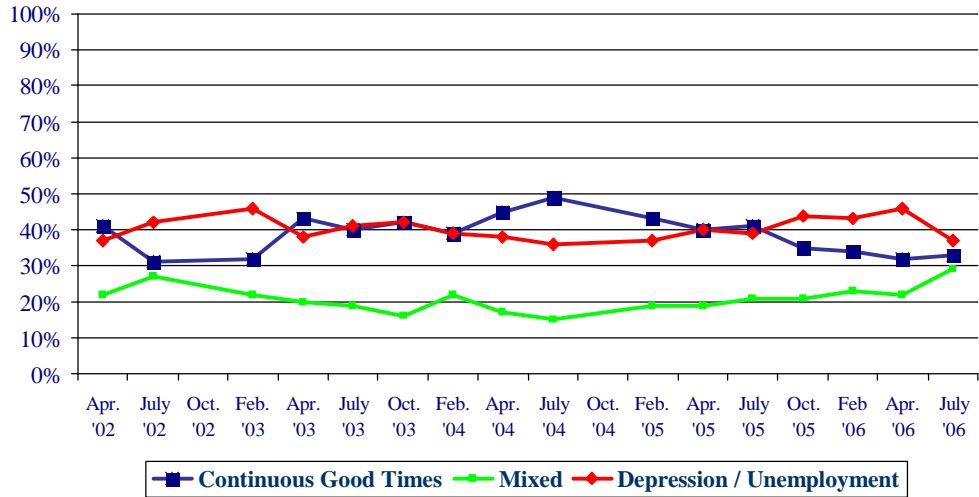
**U.S. Business Conditions in Next 12 Months**



Granite Staters are also somewhat bearish about the long-term outlook for the U.S. economy. Thirty-three percent of New Hampshire residents believe that the U.S. economy will experience continuous good times over the next 5 years, 37 percent expect periods of widespread unemployment and depression, and 29 percent see a mix of good and bad conditions.

<sup>?</sup> We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by the University of New Hampshire.

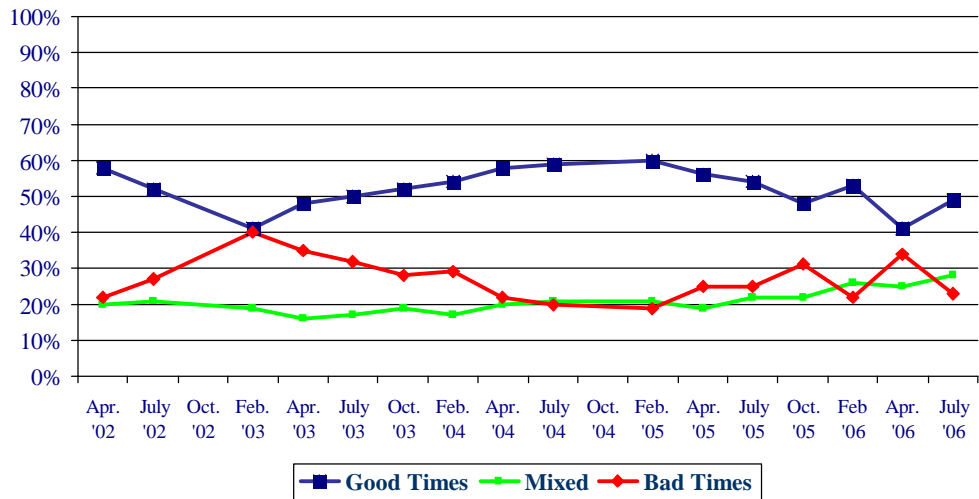
### U.S. 5 Year Economic Outlook



### N.H. Business Conditions

New Hampshire residents are more optimistic about business conditions in New Hampshire than they are about business conditions in the U.S. Currently, 49 percent of adults think New Hampshire will have good times economically in the next twelve months, 23 percent feel there will be bad times, and 28 percent foresee mixed conditions.

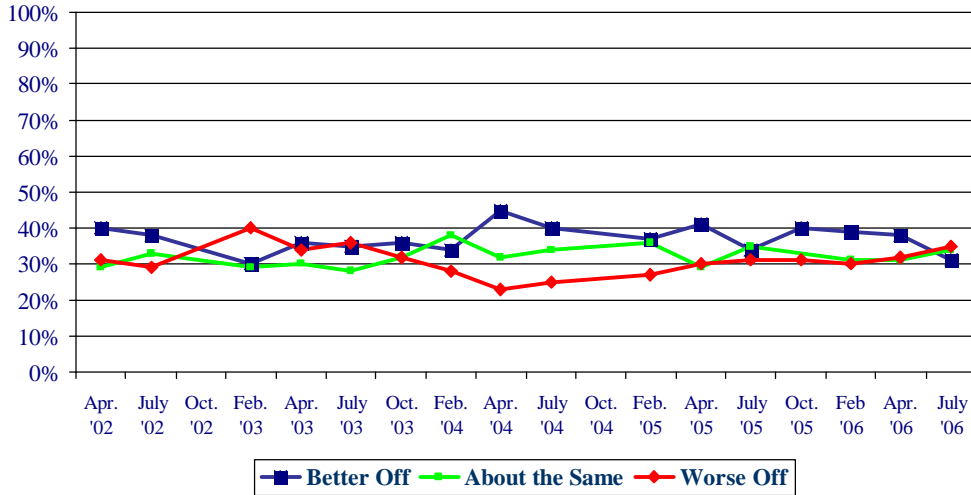
### Business Conditions in NH – Next 12 Months



**Personal Financial Conditions**

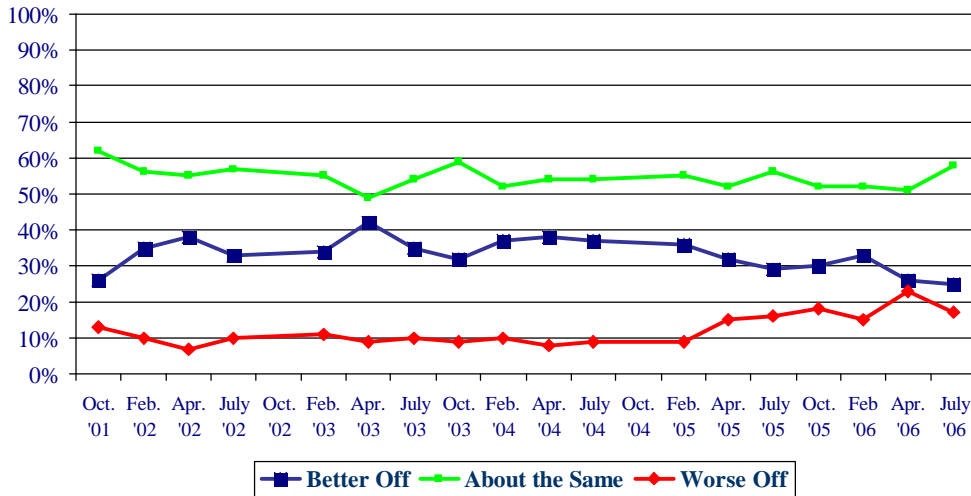
Turning to people’s personal financial situation, only 31 percent of Granite Staters say they are better off now than they were a year ago, 35 percent say they are worse off, and 34 percent say things are about the same. The percentage who said they were better off has declined from 38 percent in the Spring, 2006 Granite State Poll and is the first time since July 2003 that NH residents believed they were worse off than the previous year.

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



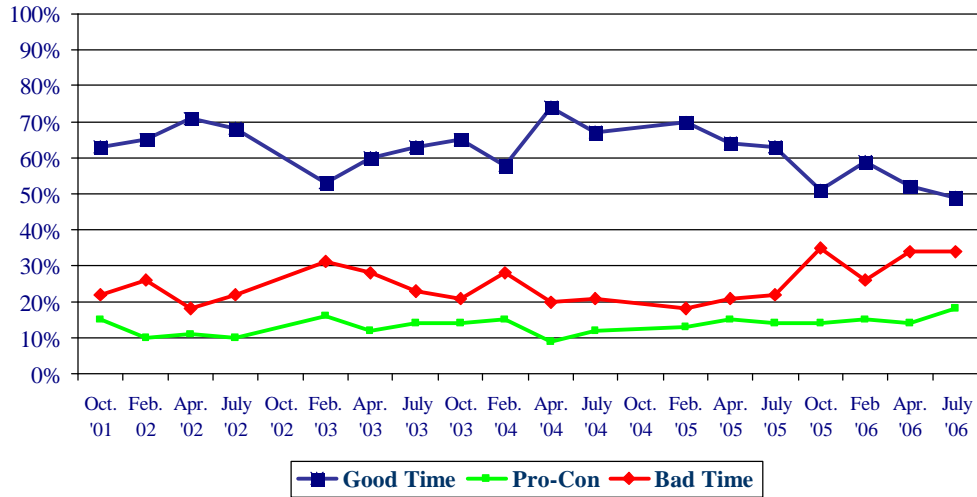
Thinking about their family finances a year from now, most people in New Hampshire think they will be in about the same financial shape as they are today. Only 25 percent of New Hampshire residents believe they will be better off financially a year from now, 17 percent think they will be worse off and 58 percent think they will be about the same. The percentage of Granite Staters who think they will be better off one year from now is at its lowest level since the Granite State Poll began measuring this in October, 2001.

**Household Financial Condition – 12 Months from Now**



When asked about making major household purchases, 49 percent of New Hampshire adults feel that it is a good time to buy things such as furniture and appliances, 34 percent think it is a bad time, and 18 percent think it depends. This measure of consumer optimism is also at its lowest level since the Granite State Poll began in 2001.

### Good Time to Buy Major Household Item?



### Subgroup Analysis

There are few demographic differences in the economic expectations of New Hampshire residents, but there are meaningful political differences. Younger adults are more likely to say they are better off financially than they were a year ago and that 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. Upper income residents (those earning more than \$75,000 annually) report being in better financial shape now than a year ago and also expect to be better off next year. However, lower income residents are significantly more likely than others to say they are worse off now than they were a year ago.

Republicans and conservatives are consistently more optimistic about current and future economic conditions than are Democrats and liberals.

### Granite State Poll Methodology

These findings are based on the most recent Granite State Poll conducted by the University of New Hampshire Survey Center from July 21 and July 31, 2006. A random sample of 510 New Hampshire adults was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 4.3 percent. Results reported for other subgroups have potential for somewhat larger variation than those for the entire population.

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>
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>
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>
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>
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>
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>
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**

<b>STATEWIDE</b>	<b><u>Better Off</u> 31%</b>	<b><u>About The Same</u> 34%</b>	<b><u>Worse Off</u> 35%</b>	<b><u>(N)</u> 504</b>
Registered Democrat	19%	38%	43%	93
Undeclared	30%	31%	39%	175
Registered Republican	41%	38%	21%	139
Not registered	32%	28%	40%	82
Democrat	23%	34%	43%	184
Independent	22%	33%	46%	90
Republican	45%	33%	23%	202
Liberal	26%	36%	38%	91
Moderate	27%	35%	38%	192
Conservative	42%	30%	28%	163
Union household	40%	33%	27%	70
Non-union	30%	34%	36%	423
18 to 34	58%	23%	19%	84
35 to 49	35%	29%	36%	137
50 to 64	27%	33%	40%	164
65 and over	11%	51%	38%	94
Male	35%	36%	29%	241
Female	27%	32%	40%	263
High school or less	23%	32%	45%	121
Some college	31%	36%	33%	114
College graduate	35%	29%	36%	151
Post-graduate	35%	41%	23%	109
Less than \$30K	13%	32%	55%	50
\$30K to \$60K	31%	32%	36%	97
\$60K to \$75K	36%	28%	36%	50
\$75K to \$100K	46%	27%	27%	57
More than \$100K	47%	35%	18%	91
Married	34%	35%	31%	330
Divorced/separated	17%	32%	50%	97
Never married	42%	23%	35%	63
Protestant	34%	31%	35%	167
Catholic	31%	34%	35%	193
Other	31%	34%	36%	113
Attend 1 or more/week	36%	31%	33%	123
1-2 times a month	35%	33%	32%	64
Less often	37%	27%	36%	158
Never	20%	44%	36%	128
Northern NH	35%	42%	24%	47
Central/Lakes	28%	38%	34%	83
Connecticut Valley	15%	34%	51%	70
Massachusetts Border	40%	24%	36%	135
Seacoast	26%	38%	36%	89
Greater Manchester	38%	37%	26%	79
1st Cong. District	30%	35%	35%	256
2nd Cong. District	32%	33%	36%	248
1st E.C. District	25%	42%	33%	106
2nd E.C. District	31%	31%	38%	99
3rd E.C. District	30%	36%	34%	105
4th E.C. District	39%	34%	27%	83
5th E.C. District	32%	27%	41%	111

**HH Finances 12 Months From Now**

<b>STATEWIDE</b>	<b><u>Better Off</u></b> <b>25%</b>	<b><u>Worse Off</u></b> <b>17%</b>	<b><u>About the Same</u></b> <b>58%</b>	<b><u>(N)</u></b> <b>484</b>
Registered Democrat	18%	23%	59%	92
Undeclared	23%	19%	58%	167
Registered Republican	29%	11%	60%	132
Not registered	34%	16%	50%	81
Democrat	19%	24%	57%	182
Independent	22%	18%	60%	83
Republican	33%	10%	56%	198
Liberal	19%	19%	63%	91
Moderate	17%	19%	64%	186
Conservative	35%	13%	51%	156
Union household	31%	20%	49%	69
Non-union	24%	16%	59%	406
18 to 34	46%	3%	51%	85
35 to 49	30%	14%	55%	135
50 to 64	18%	22%	59%	155
65 and over	9%	26%	65%	90
Male	29%	16%	54%	231
Female	21%	17%	61%	253
High school or less	19%	20%	60%	113
Some college	21%	18%	61%	111
College graduate	32%	15%	53%	146
Post-graduate	25%	16%	58%	107
Less than \$30K	16%	27%	57%	47
\$30K to \$60K	22%	12%	65%	97
\$60K to \$75K	22%	12%	66%	50
\$75K to \$100K	38%	20%	42%	56
More than \$100K	25%	14%	61%	91
Married	29%	17%	54%	324
Divorced/separated	12%	20%	68%	87
Never married	27%	13%	60%	63
Protestant	26%	18%	56%	161
Catholic	27%	16%	57%	190
Other	21%	15%	64%	108
Attend 1 or more/week	25%	14%	61%	123
1-2 times a month	28%	21%	51%	63
Less often	28%	15%	56%	153
Never	20%	17%	63%	118
Northern NH	13%	21%	65%	41
Central/Lakes	26%	16%	58%	81
Connecticut Valley	22%	12%	65%	66
Massachusetts Border	23%	17%	60%	132
Seacoast	32%	21%	48%	85
Greater Manchester	30%	15%	55%	78
1st Cong. District	25%	15%	59%	248
2nd Cong. District	25%	18%	56%	236
1st E.C. District	16%	14%	71%	98
2nd E.C. District	33%	22%	45%	95
3rd E.C. District	27%	17%	57%	100
4th E.C. District	33%	20%	47%	81
5th E.C. District	21%	13%	66%	110

**Business Conditions in NH - 12 Months From Now**

	<u>Good Times</u> 49%	<u>Some Good- Some Bad</u> 28%	<u>Bad Times</u> 23%	<u>(N)</u> 444
<b>STATEWIDE</b>				
Registered Democrat	43%	33%	24%	88
Undeclared	44%	28%	27%	158
Registered Republican	61%	25%	14%	120
Not registered	49%	26%	25%	64
Democrat	39%	32%	29%	164
Independent	40%	38%	23%	81
Republican	63%	19%	18%	178
Liberal	44%	28%	28%	79
Moderate	47%	28%	25%	177
Conservative	60%	21%	19%	142
Union household	42%	33%	24%	65
Non-union	51%	26%	23%	369
18 to 34	55%	27%	17%	75
35 to 49	45%	29%	26%	116
50 to 64	46%	28%	26%	150
65 and over	56%	25%	19%	80
Male	55%	29%	16%	211
Female	44%	26%	30%	233
High school or less	38%	27%	35%	106
Some college	51%	29%	20%	106
College graduate	57%	23%	21%	131
Post-graduate	50%	32%	18%	93
Less than \$30K	42%	31%	27%	45
\$30K to \$60K	52%	28%	20%	87
\$60K to \$75K	46%	20%	34%	47
\$75K to \$100K	48%	26%	27%	54
More than \$100K	58%	29%	12%	82
Married	52%	27%	21%	300
Divorced/separated	38%	29%	33%	81
Never married	48%	33%	19%	54
Protestant	55%	27%	18%	148
Catholic	47%	29%	23%	171
Other	47%	23%	30%	97
Attend 1 or more/week	55%	28%	16%	109
1-2 times a month	44%	32%	23%	56
Less often	52%	22%	26%	142
Never	45%	31%	24%	110
Northern NH	47%	26%	27%	40
Central/Lakes	51%	27%	22%	67
Connecticut Valley	41%	29%	31%	65
Massachusetts Border	43%	32%	26%	122
Seacoast	54%	25%	20%	75
Greater Manchester	62%	23%	15%	74
1st Cong. District	52%	27%	21%	223
2nd Cong. District	46%	28%	25%	222
1st E.C. District	48%	29%	22%	93
2nd E.C. District	58%	21%	22%	83
3rd E.C. District	53%	28%	19%	88
4th E.C. District	53%	31%	17%	75
5th E.C. District	37%	30%	33%	105

**Business Conditions in US - 12 Months From Now**

<b>STATEWIDE</b>	<b>Good Times 35%</b>	<b>Some Good-Some Bad 26%</b>	<b>Bad Times 39%</b>	<b>(N) 454</b>
Registered Democrat	21%	31%	48%	88
Undeclared	28%	29%	44%	159
Registered Republican	56%	22%	21%	121
Not registered	31%	20%	49%	73
Democrat	16%	27%	57%	168
Independent	30%	34%	36%	83
Republican	54%	20%	25%	184
Liberal	21%	22%	57%	79
Moderate	30%	28%	42%	182
Conservative	51%	24%	25%	149
Union household	30%	17%	53%	67
Non-union	36%	27%	37%	378
18 to 34	41%	24%	35%	77
35 to 49	31%	22%	47%	120
50 to 64	32%	30%	38%	151
65 and over	40%	24%	36%	84
Male	41%	30%	30%	223
Female	30%	22%	48%	231
High school or less	36%	19%	45%	103
Some college	37%	29%	34%	109
College graduate	36%	23%	41%	138
Post-graduate	32%	31%	37%	96
Less than \$30K	30%	26%	45%	49
\$30K to \$60K	30%	29%	40%	91
\$60K to \$75K	38%	15%	47%	44
\$75K to \$100K	36%	21%	43%	55
More than \$100K	32%	37%	31%	85
Married	39%	27%	34%	298
Divorced/separated	21%	25%	54%	84
Never married	34%	22%	44%	60
Protestant	42%	26%	32%	149
Catholic	35%	25%	40%	172
Other	27%	24%	49%	107
Attend 1 or more/week	43%	33%	25%	114
1-2 times a month	28%	28%	44%	57
Less often	34%	21%	45%	137
Never	33%	24%	43%	119
Northern NH	39%	28%	33%	42
Central/Lakes	35%	36%	28%	71
Connecticut Valley	24%	25%	51%	64
Massachusetts Border	36%	20%	44%	123
Seacoast	34%	26%	41%	81
Greater Manchester	45%	24%	31%	70
1st Cong. District	36%	27%	37%	236
2nd Cong. District	34%	24%	41%	218
1st E.C. District	33%	32%	34%	95
2nd E.C. District	35%	33%	32%	83
3rd E.C. District	37%	26%	38%	95
4th E.C. District	36%	22%	42%	74
5th E.C. District	35%	18%	48%	106

**US 5 Year Economic Outlook**

<b>STATEWIDE</b>	<b><u>Continuous Good Times</u> 33%</b>	<b><u>Mixed</u> 29%</b>	<b><u>Widespread Unemployment/ Depression</u> 37%</b>	<b><u>(N)</u> 447</b>
Registered Democrat	27%	33%	40%	80
Undeclared	27%	32%	41%	162
Registered Republican	52%	27%	21%	121
Not registered	25%	22%	53%	74
Democrat	19%	30%	51%	168
Independent	25%	32%	43%	83
Republican	53%	28%	20%	175
Liberal	23%	25%	51%	81
Moderate	32%	33%	36%	179
Conservative	47%	26%	27%	142
Union household	38%	29%	33%	66
Non-union	32%	30%	38%	371
18 to 34	40%	22%	38%	83
35 to 49	39%	22%	39%	125
50 to 64	26%	35%	39%	148
65 and over	33%	34%	33%	68
Male	44%	30%	26%	208
Female	24%	29%	47%	240
High school or less	26%	26%	48%	106
Some college	37%	27%	36%	99
College graduate	34%	31%	35%	139
Post-graduate	38%	34%	28%	96
Less than \$30K	17%	18%	65%	42
\$30K to \$60K	28%	37%	35%	85
\$60K to \$75K	28%	23%	49%	47
\$75K to \$100K	43%	27%	30%	52
More than \$100K	48%	29%	23%	88
Married	36%	33%	32%	289
Divorced/separated	22%	28%	50%	82
Never married	37%	20%	42%	64
Protestant	40%	23%	36%	142
Catholic	32%	33%	35%	178
Other	25%	32%	44%	103
Attend 1 or more/week	35%	29%	36%	102
1-2 times a month	31%	33%	36%	58
Less often	33%	30%	38%	145
Never	34%	27%	39%	117
Northern NH	39%	19%	42%	35
Central/Lakes	29%	41%	30%	71
Connecticut Valley	24%	25%	51%	58
Massachusetts Border	37%	28%	35%	123
Seacoast	31%	34%	36%	83
Greater Manchester	40%	24%	37%	76
1st Cong. District	33%	30%	36%	233
2nd Cong. District	34%	28%	38%	214
1st E.C. District	31%	28%	41%	87
2nd E.C. District	31%	37%	32%	84
3rd E.C. District	41%	32%	27%	95
4th E.C. District	38%	25%	36%	80
5th E.C. District	26%	25%	48%	101

**Good Time To Buy Major Household Item**

<b>STATEWIDE</b>	<b><u>Good Time</u></b> <b>49%</b>	<b><u>Pro-Con</u></b> <b>18%</b>	<b><u>Bad Time</u></b> <b>34%</b>	<b><u>(N)</u></b> <b>453</b>
Registered Democrat	33%	11%	55%	87
Undeclared	46%	22%	32%	162
Registered Republican	62%	17%	21%	119
Not registered	45%	18%	36%	73
Democrat	39%	15%	45%	172
Independent	46%	20%	33%	80
Republican	57%	19%	23%	180
Liberal	42%	16%	42%	83
Moderate	42%	18%	40%	178
Conservative	60%	15%	26%	147
Union household	42%	21%	38%	65
Non-union	50%	17%	33%	381
18 to 34	58%	11%	30%	77
35 to 49	46%	13%	40%	130
50 to 64	46%	18%	36%	146
65 and over	46%	30%	24%	79
Male	52%	18%	30%	218
Female	46%	17%	37%	235
High school or less	53%	14%	34%	110
Some college	46%	23%	31%	104
College graduate	58%	11%	31%	140
Post-graduate	33%	25%	42%	95
Less than \$30K	49%	23%	28%	45
\$30K to \$60K	47%	16%	37%	87
\$60K to \$75K	44%	15%	41%	47
\$75K to \$100K	56%	15%	29%	51
More than \$100K	46%	11%	43%	82
Married	50%	17%	33%	302
Divorced/separated	40%	24%	36%	81
Never married	53%	14%	33%	59
Protestant	50%	19%	31%	149
Catholic	52%	14%	34%	179
Other	40%	20%	41%	102
Attend 1 or more/week	57%	14%	28%	113
1-2 times a month	48%	14%	38%	59
Less often	45%	19%	36%	145
Never	45%	21%	34%	114
Northern NH	50%	15%	35%	45
Central/Lakes	52%	24%	24%	70
Connecticut Valley	39%	21%	40%	65
Massachusetts Border	52%	17%	31%	120
Seacoast	40%	18%	42%	76
Greater Manchester	56%	11%	33%	75
1st Cong. District	49%	18%	33%	226
2nd Cong. District	48%	18%	34%	227
1st E.C. District	52%	13%	35%	95
2nd E.C. District	41%	27%	31%	88
3rd E.C. District	45%	16%	39%	90
4th E.C. District	59%	20%	21%	75
5th E.C. District	47%	14%	39%	104