

# THE GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

### CONTINUED PESSIMISM ABOUT NH AND US ECONOMY

July 7, 2009

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 www.unh.edu/survey-center  
 603/862-2226

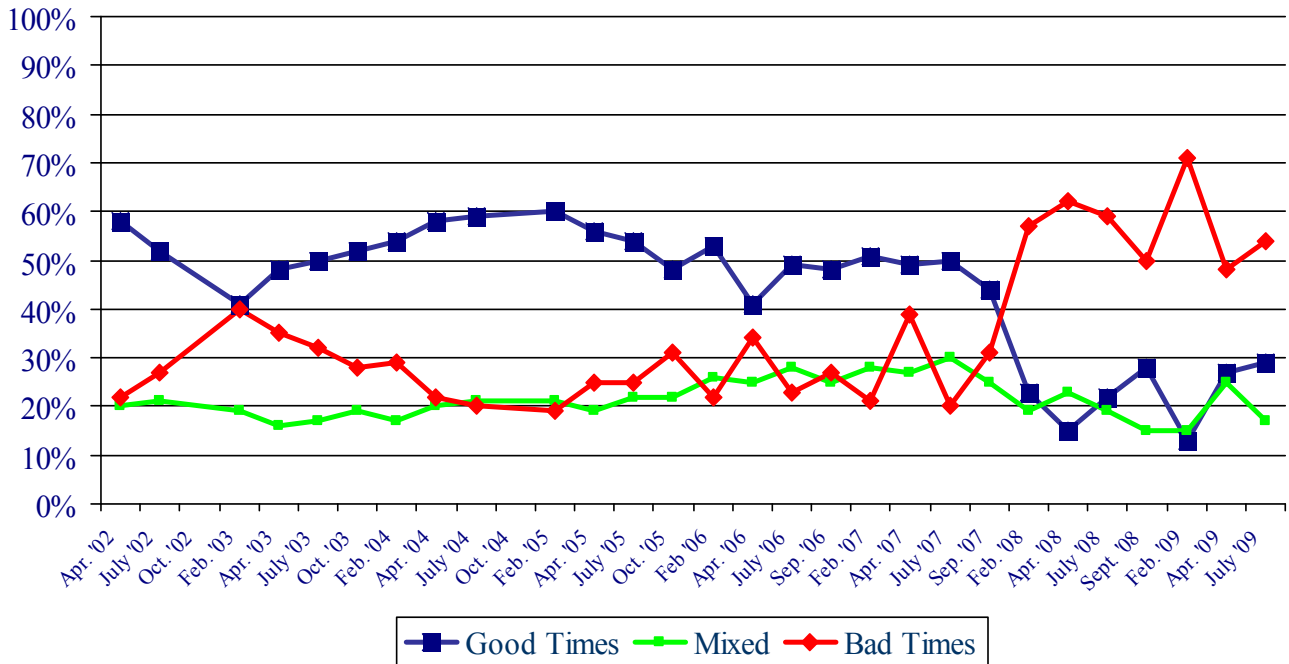
DURHAM, NH – New Hampshire consumers remain pessimistic about the economic outlook for both the state and the country as a whole. An increasing number of Granite staters say they are in worse financial condition than they were a year ago.

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**

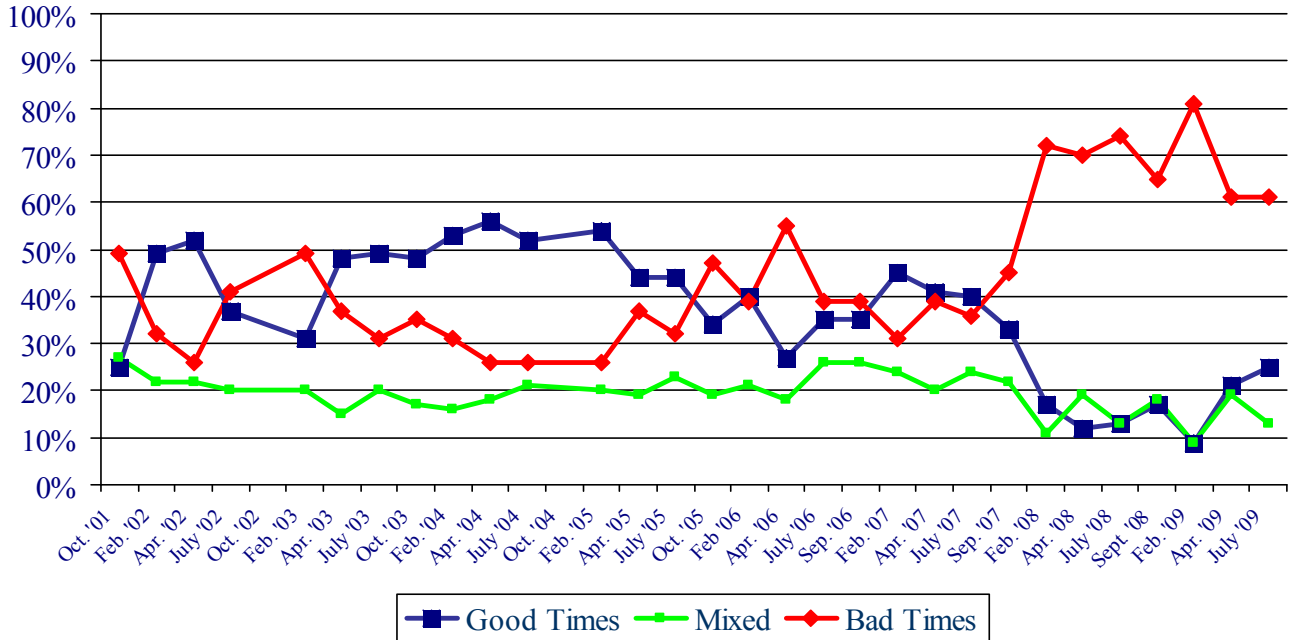


\* We ask that this copyrighted information be referred to as *the Granite State Poll*, conducted by the University of New Hampshire Survey Center.

### U.S. Business Conditions

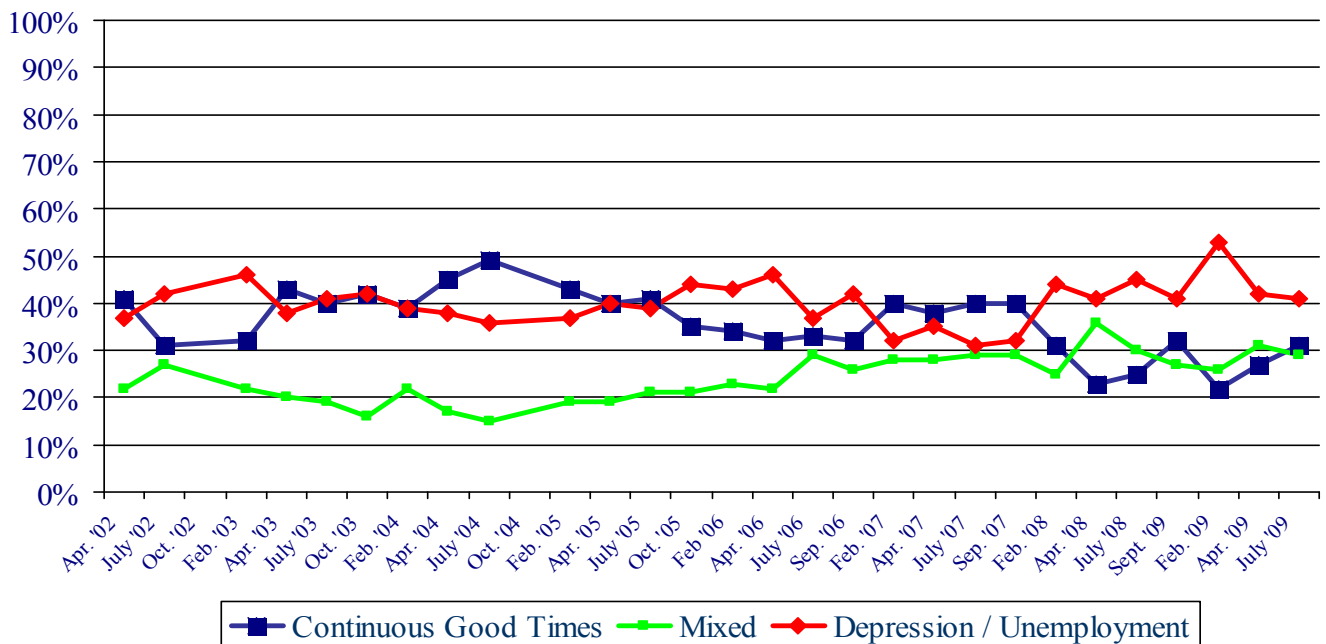
New Hampshire consumers also remain pessimistic about the economic outlook for the country as a whole. Currently, only 25% of adults in New Hampshire think the country as a whole is in for good times financially over the next 12 months, 61% think the country will have bad times, and 13% think the conditions 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.

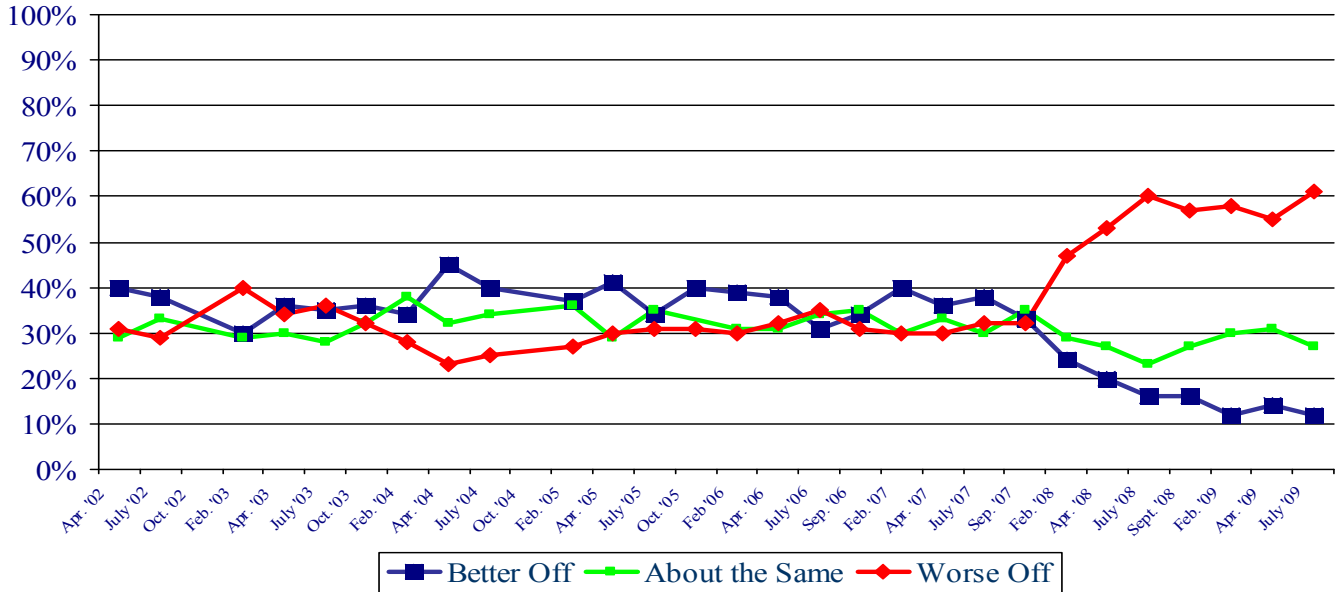
U.S. 5 Year Economic Outlook



## Personal Financial Conditions

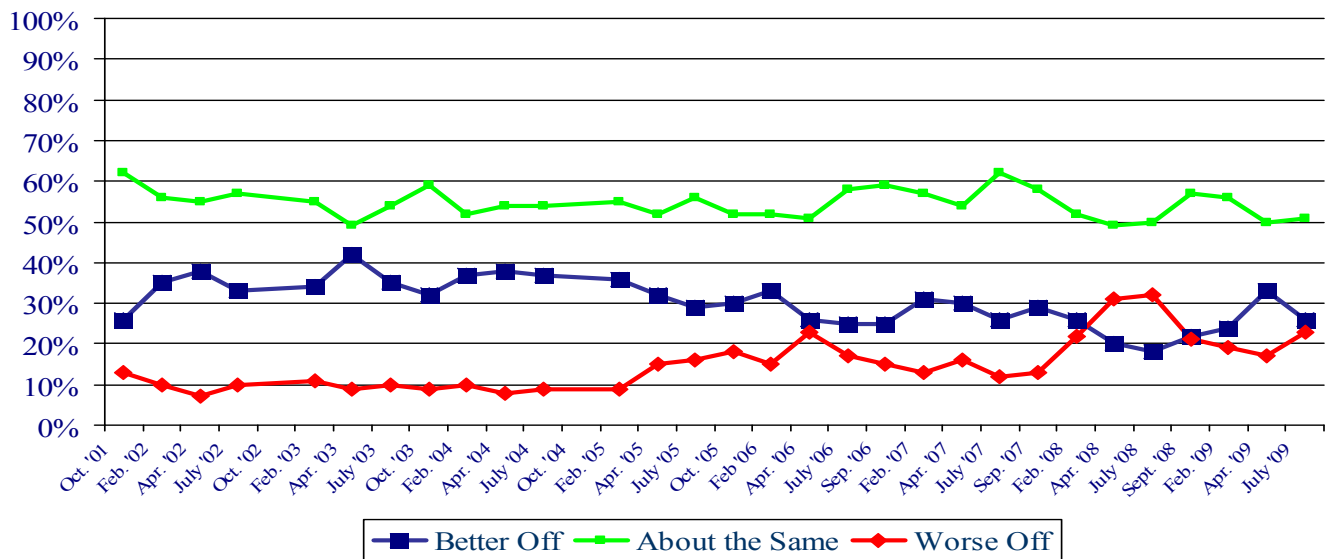
When asked about their personal financial situation, only 12% of New Hampshire residents say they are better off now than they were a year ago, 61% say they are worse off, and 27% say things are about the same. “Consumers are less likely to spend when they feel they economically stressed,” said Andrew 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



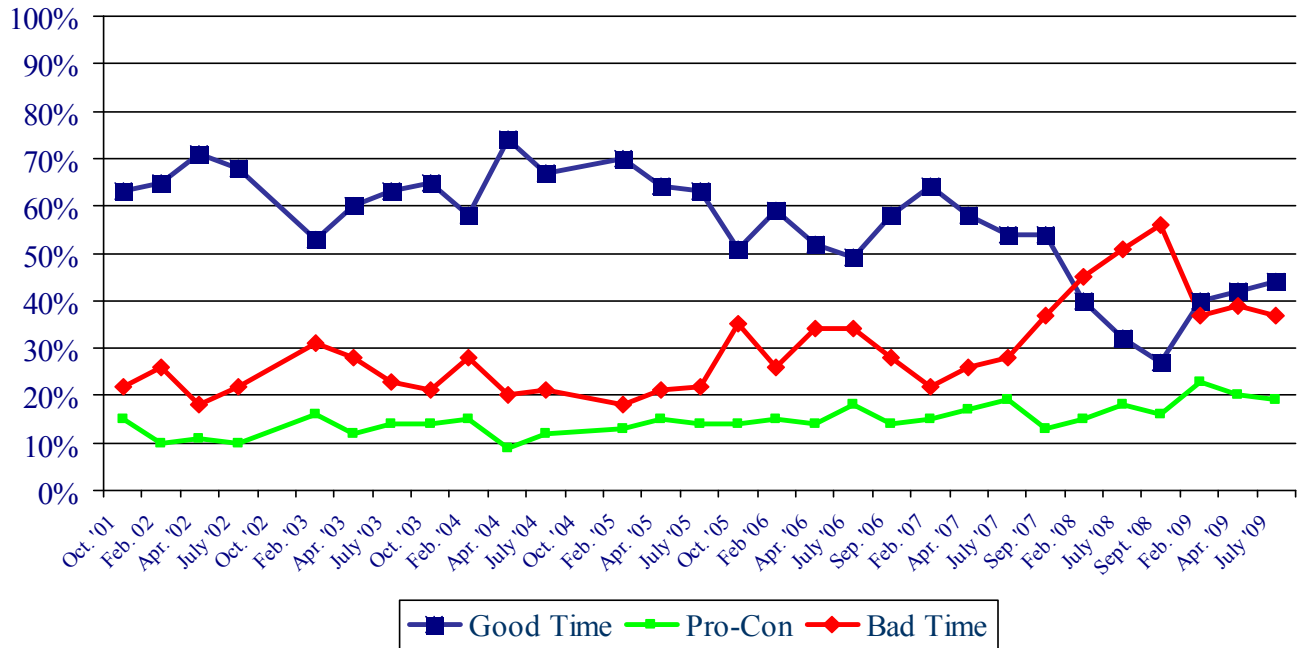
When asked about how they expect their household finances will be next year, most people in New Hampshire think they will be in about the same financial shape as they are today. Currently, 26% think their family will be better off financially a year from now, 23% think they will be worse off and 51% 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<br/>Good Times</u> | <u>Mixed</u> | <u>Depression/<br/>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)        |
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| <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><br>12% | <u>About<br/>the Same</u><br>27% | <u>Worse Off</u><br>61% | <u>(N)</u><br>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><br><b>26%</b> | <b><u>Worse Off</u></b><br><b>23%</b> | <b><u>About</u></b><br><b><u>the Same</u></b><br><b>51%</b> | <b><u>(N)</u></b><br><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><br>29% | <u>Mixed</u><br>17% | <u>Bad Times</u><br>54% | <u>(N)</u><br>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><br><b>25%</b> | <b><u>Mixed</u></b><br><b>13%</b> | <b><u>Bad Times</u></b><br><b>61%</b> | <b><u>(N)</u></b><br><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<br/>Good Times<br/>31%</b> | <b>Mixed<br/>29%</b> | <b>Widespread<br/>Unemployment/<br/>Depression<br/>41%</b> | <b>(N)<br/>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        |