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NH Consumer Confidence Still Low

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Media Relations

NH Consumer Confidence Still Low

October 7, 2010

DURHAM, NH -- New Hampshire remains pessimistic about business conditions in the state and in the United States. Most continue to believe their personal finances will remain unchanged in the year ahead.

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. Five hundred fifteen (515) randomly selected New Hampshire adults were interviewed by telephone between Sept. 23 and Sept. 29, 2010. The margin of sampling error for the survey is +/- 4.3 percent.

For complete press release and detailed tabular results, please click:
http://www.unh.edu/survey-center/news/pdf/gsp2010_fall_ccon100510.pdf

The UNH Survey Center has conducted survey research projects at the University of New Hampshire since 1976. The center has grown rapidly during the past 30 years and now conducts approximately 40 to 50 major survey projects each year. More information:
<http://www.unh.edu/survey-center/>.

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PHOTO

Andrew Smith, director of the UNH Survey Center.
http://www.unh.edu/news/img/Andy_Smith.jpg

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