

August 27, 2018

RECORD OPTIMISM ABOUT PERSONAL FINANCES AMONG NH RESIDENTS BUT DEEP PARTISAN DIFFERENCES REMAIN

By: Sean P. McKinley, M.A.
 Zachary S. Azem, M.A.
 Andrew E. Smith, Ph.D.

andrew.smith@unh.edu
 603-862-2226
 cola.unh.edu/survey-center

DURHAM, NH - The percentage of New Hampshire adults who say they are better off financially than a year ago and anticipate being better off in a year are at or near all-time highs. More than two-thirds foresee good times in the next 12 months in the state economy. However, deep partisan differences remain: Republicans and Independents are much more optimistic than Democrats, who are more pessimistic about the long-term national outlook than during the Great Recession.

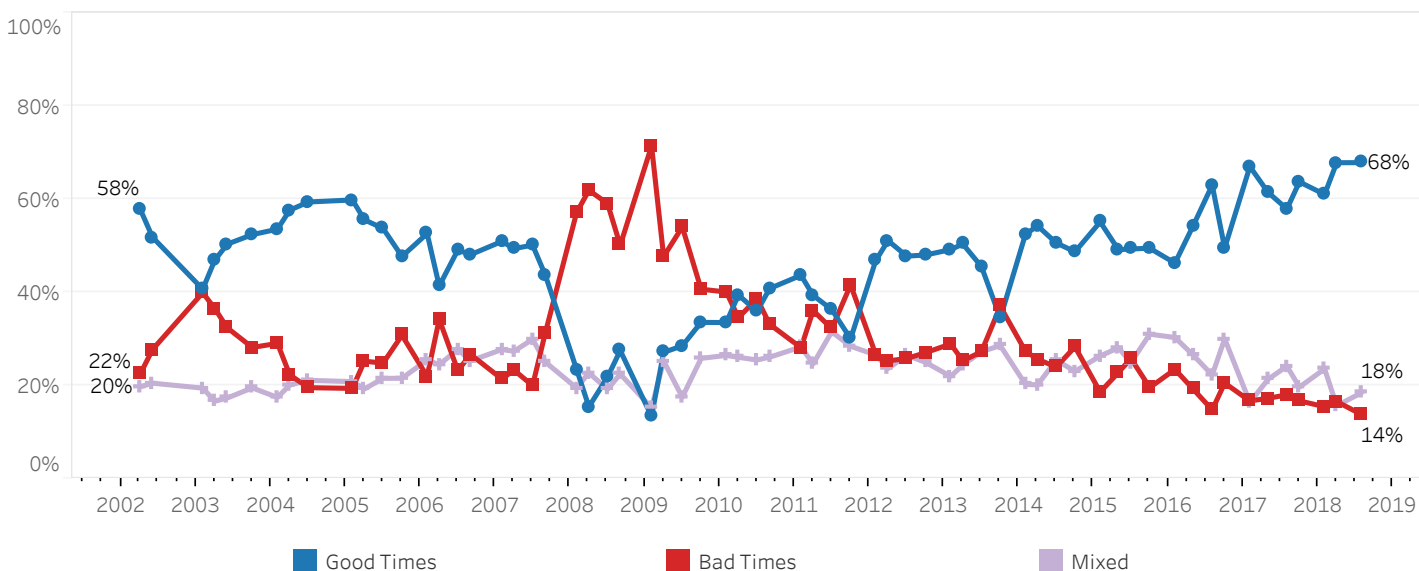
These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence***, conducted by the University of New Hampshire Survey Center. Five hundred and one (501) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between August 2 and August 19, 2018. The margin of sampling error for the survey is +/- 4.4 percent.

N.H. Business Conditions

Confidence in the New Hampshire economy remains at an all-time high. When asked how they expect New Hampshire businesses will do in the upcoming year, 68% of Granite Staters think state businesses will enjoy good times financially, 14% think they will experience bad times, and 18% anticipate mixed conditions. Nearly all Republicans (90%) and two-thirds of Independents (67%) anticipate good times, but only 47% of Democrats agree. Optimism among Republicans is at an all-time high.

“The elephant in the room is the growing partisan divide that significantly affects New Hampshire adults’ economic outlook. Although New Hampshire residents of all political stripes report good personal financial conditions, the BIA Consumer Confidence Report shows opinions about the outlook for business conditions are directly linked to party affiliation. Something is wrong when a record number of people say their personal finances have gotten better compared to a year ago, but their perceptions of what the future holds for business varies so greatly based on political party affiliation,” said BIA President Jim Roche. “Leaders of both parties, particularly at the federal level, need to be mindful that inflammatory rhetoric creates perceptions which contribute to harmful, negative animus.”

Business Conditions in NH - Next 12 Months

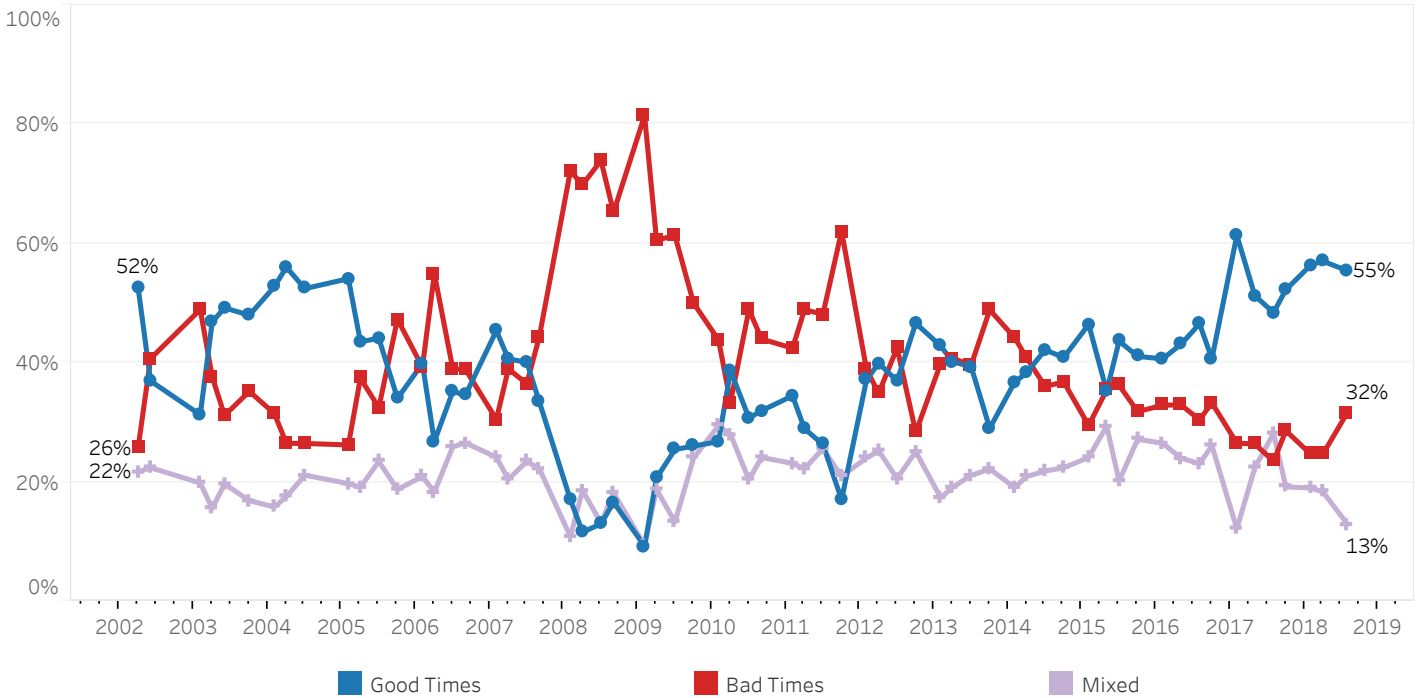


*We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, sponsored by the New Hampshire Business and Industry Association, and conducted by the University of New Hampshire Survey Center.

U.S. Business Conditions

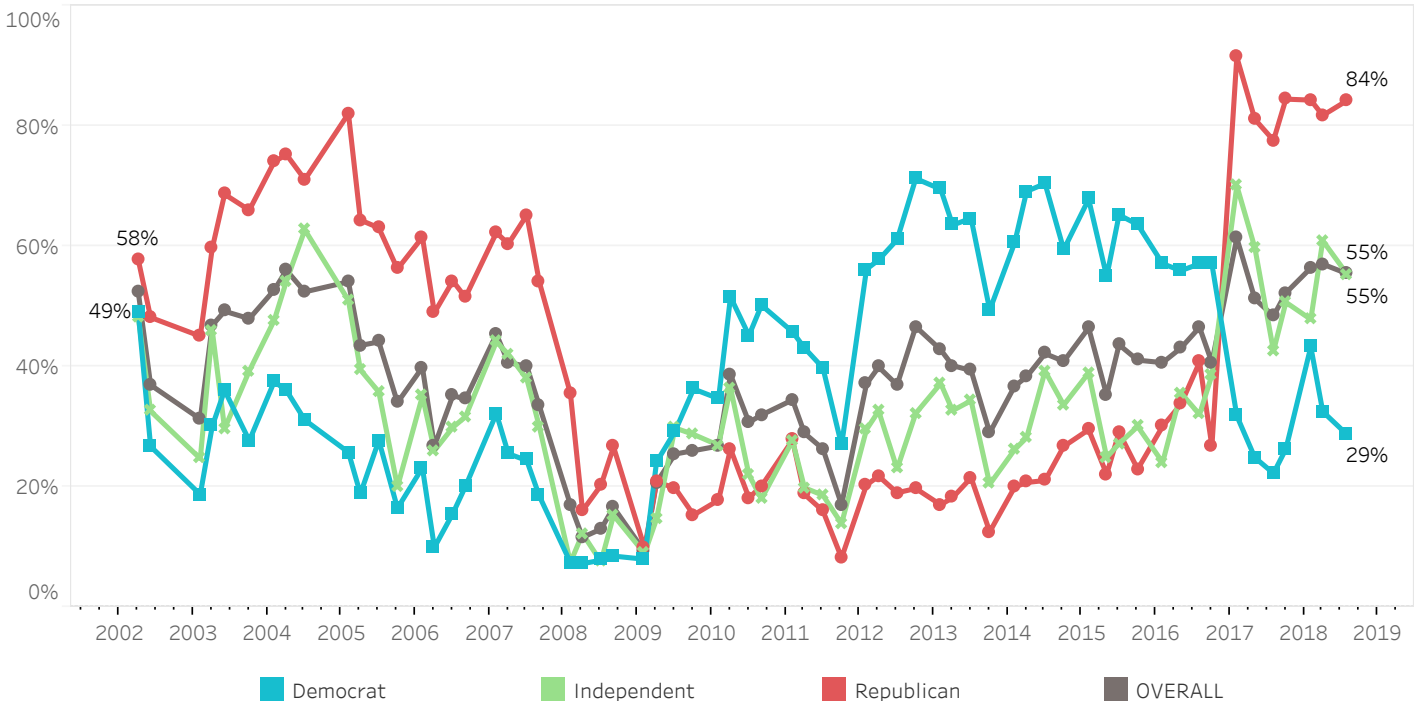
Granite Staters are slightly less optimistic about the U.S. economy, but a majority still anticipate good times nationally. Fifty-five percent think businesses across the country will experience good times in the next 12 months, 32% anticipate businesses will have bad times, and 13% think conditions will be mixed.

Business Conditions in US - Next 12 Months



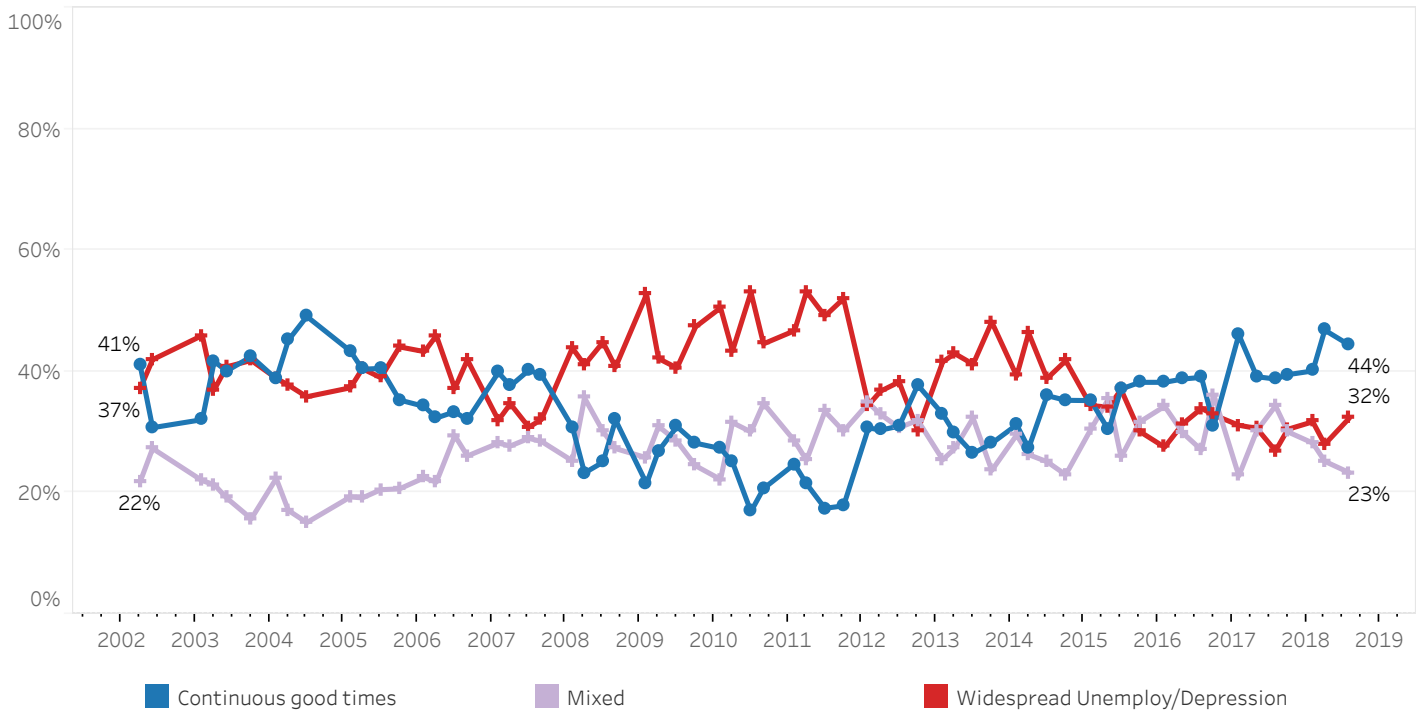
Eighty-four percent of Republicans and 55% of Independents feel U.S. business conditions will be good over the next year but only 29% of Democrats agree. Optimism among Democrats (29%) has declined precipitously since February (43%). The partisan gap in optimism (61%) about the U.S. economy between Republicans and Democrats is near an all-time high.

Business Conditions in US - Good Times - Next 12 Months - By Party ID



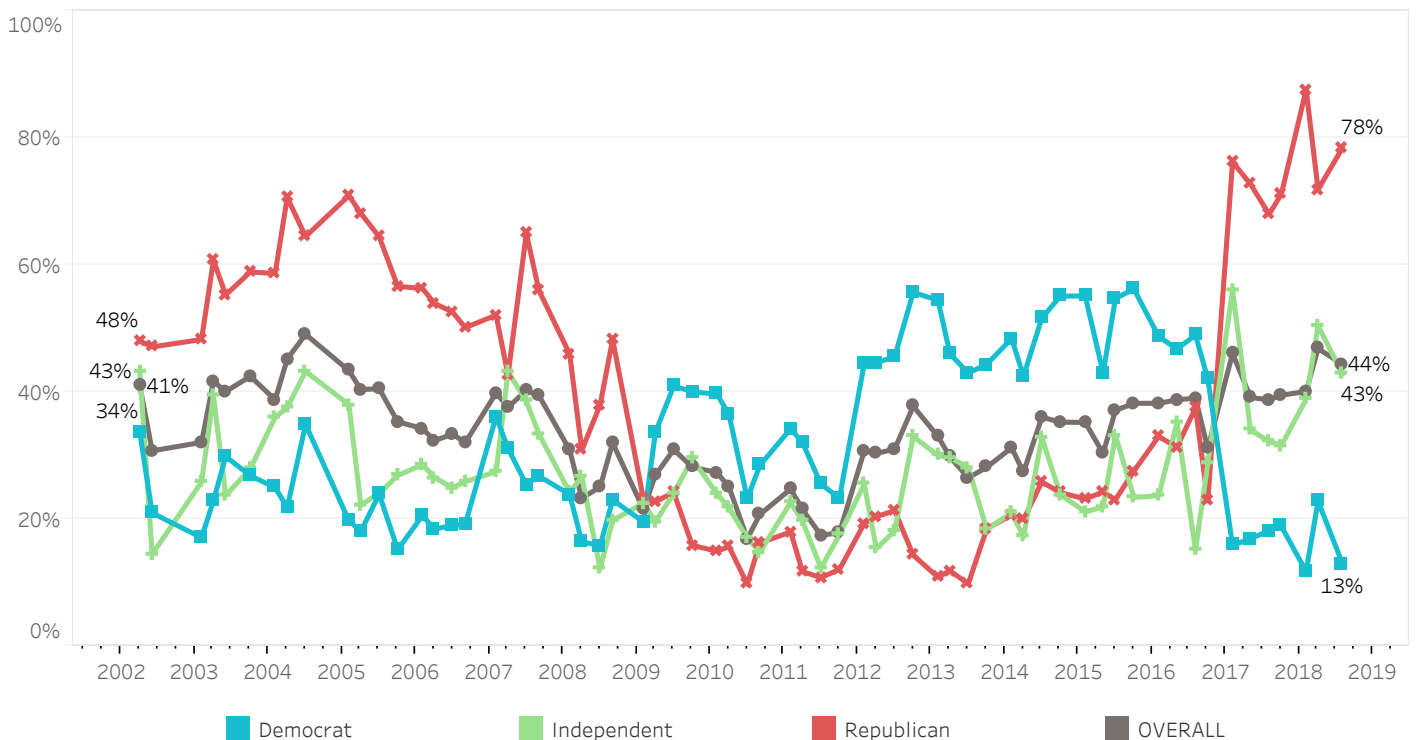
Looking further into the future, just under half (44%) of New Hampshire residents believe the U.S. economy will enjoy continuous good times over the next 5 years, 32% expect periods of widespread unemployment and depression, and 23% see a mix of good and bad conditions.

US 5 Year Economic Outlook



Optimism among Republicans about the country's economic outlook (78%) is at its second highest point ever observed in the Granite State Poll. However, the percentage of Democrats who expect good times in the next five years (13%) is near an all-time low.

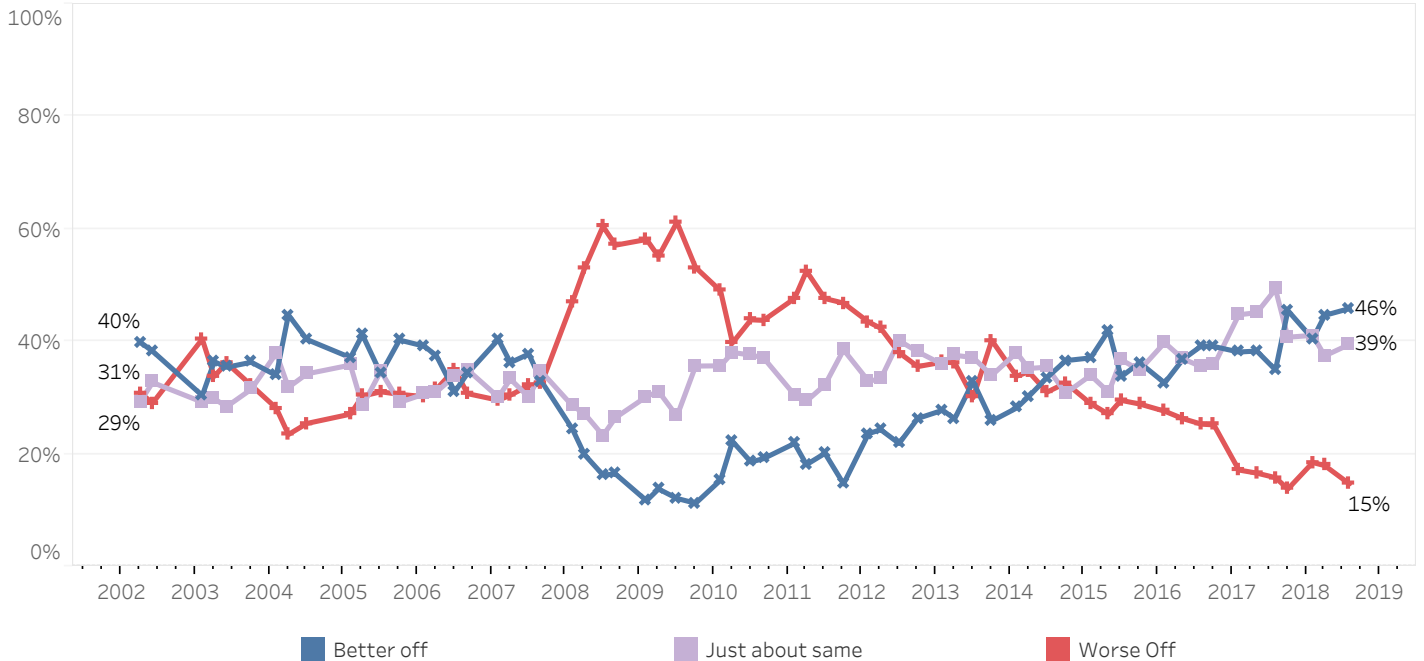
US 5 Year Economic Outlook - By Party ID



Personal Financial Conditions

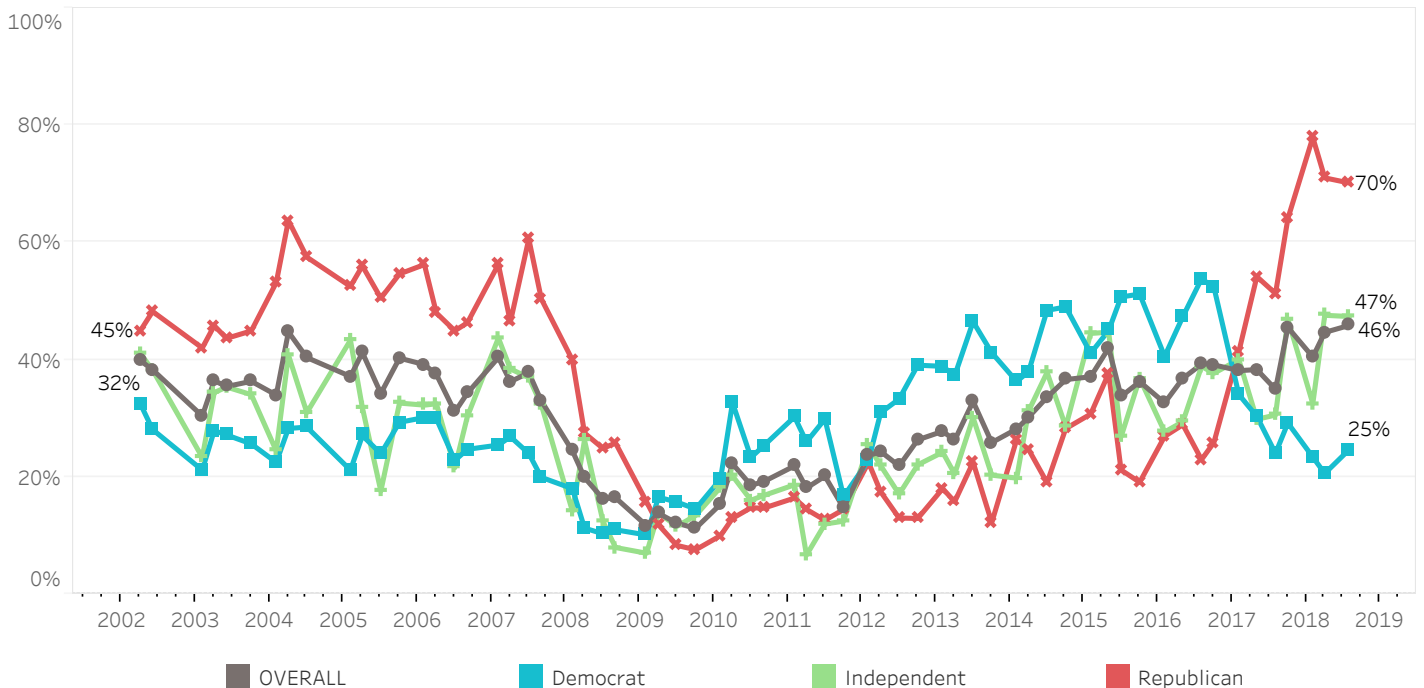
Turning to personal finances, 46% of New Hampshire residents consider themselves to be better off financially than they were a year ago, while 39% say their finances are about the same, and 15% say they are worse off. The percentage of residents who consider themselves better off financially than a year ago (46%) is at an all-time high, while the number who say they are worse off (15%) is near a record low.

Household Financial Condition - Compared to 1 Year Ago



Seventy percent of Republicans and nearly half (47%) of Independents say they are better off than they were a year ago, but only a quarter (25%) of Democrats think the same. The partisan gap in the assessment of personal finances compared to a year ago remains far larger than before the Trump presidency.

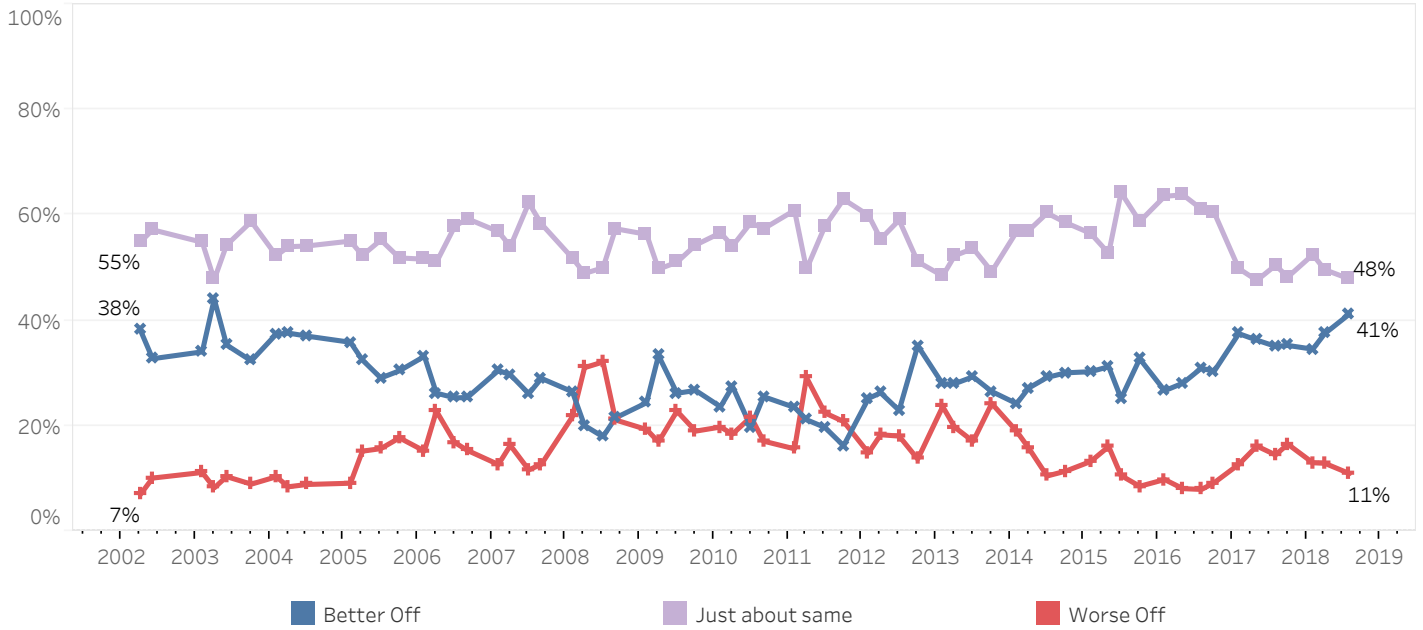
Household Financial Condition - Compared to 1 Year Ago - By Party ID



Just under half (48%) of Granite Staters expect their household will have about the same financial condition next year as they do today; 41% think they will be better off while 11% think they will be worse off. The percentage of residents who anticipate their personal finances will be better a year from now (41%) is at its highest point since April 2003.

Republicans (62%) and Independents (54%) are more than three times as likely as Democrats (17%) to say they anticipate being better off financially in 12 months.

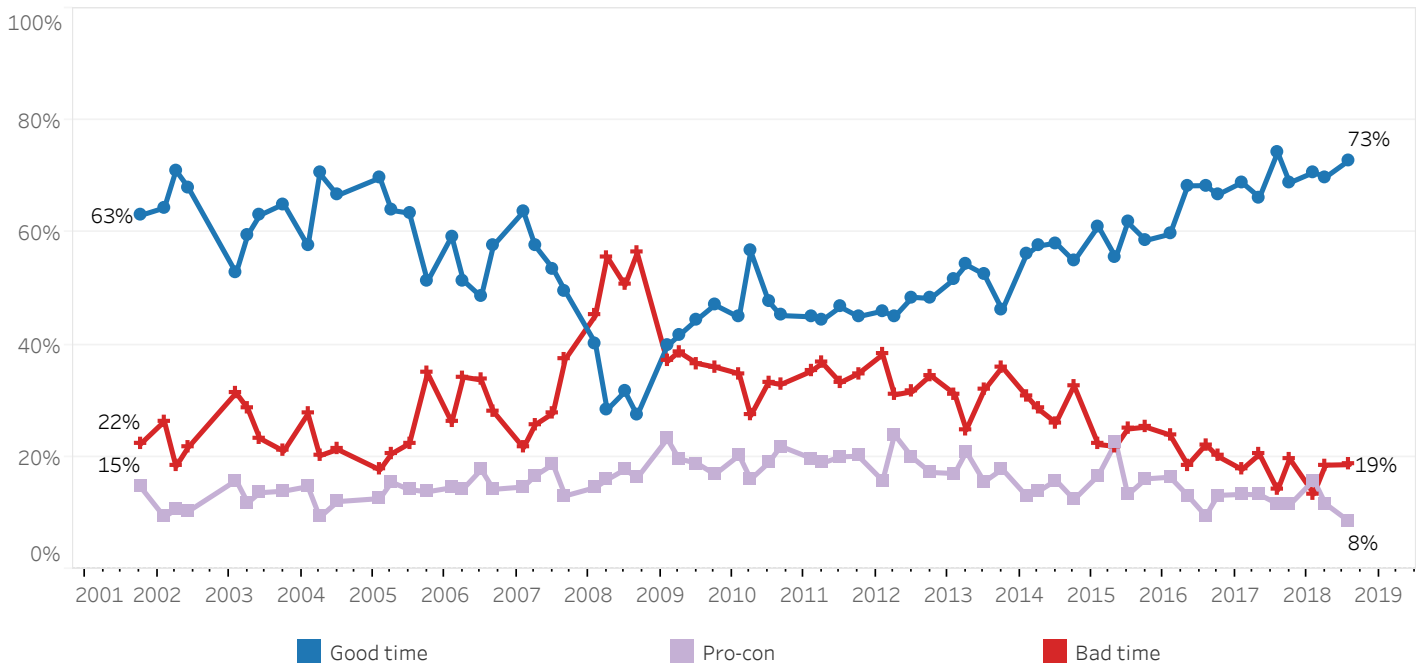
Household Financial Condition - 12 Months From Now



Nearly three-quarters of New Hampshire adults (73%) think it is a good time to buy major items for their home. Just 19% think it is a bad time, and 8% think it depends on a person's finances.

While respondents are divided by party in their assessment of their personal financial conditions, two-thirds or more of Republicans (82%), Independents (69%), and Democrats (66%) agree it is a good time to buy a major household item.

Good Time to Buy a Major Household Item?



Business and Industry Association Report on Consumer Confidence Methodology

These findings are based on the latest Business and Industry Association (BIA) Report on Consumer Confidence, conducted by the University of New Hampshire Survey Center. Five hundred and one (501) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between August 2 and August 19, 2018. The margin of sampling error for the survey is +/- 4.4 percent. These MSE's have not been adjusted for design effect. The design effect for the survey is 1.3%.

The random sample used in the BIA Report on Consumer Confidence was purchased from Marketing Systems Group (MSG), Horsham, PA. MSG screens each selected telephone number to eliminate non-working numbers, disconnected numbers, and business numbers to improve the efficiency of the sample, reducing the amount of time interviewers spend calling non-usable numbers. When a landline number is reached, the interviewer randomly selects a member of the household by asking to speak with the adult currently living in the household who has had the most recent birthday. This selection process ensures that every adult (18 years of age or older) in the household has an equal chance of being included in the survey.

The data have been weighted to adjust for numbers of adults and telephone lines within households. Additionally, data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau. 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. Due to rounding, percentages may not sum to 100%. The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions.

For more information about the methodology used in the BIA Report on Consumer Confidence, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

BIA Report on Consumer Confidence, Summer 2018 Demographics

		N	%
Sex of Respondent	Female	255	51%
	Male	246	49%
Age of Respondent	18 to 34	130	27%
	35 to 49	106	22%
	50 to 64	151	31%
	65 and older	95	20%
Level of Education	High school or less	137	28%
	Technical school/Some college	197	40%
	College graduate	100	20%
	Postgraduate work	60	12%
Region of State	Central / Lakes	88	18%
	Connecticut Valley	66	13%
	Manchester Area	106	21%
	Mass Border	121	24%
	North Country	48	10%
	Seacoast	71	14%
Registered to Vote	Reg. Democrat	117	24%
	Registered Undeclared/Not Reg.	269	54%
	Reg. Republican	110	22%
Party ID	Democrat	213	45%
	Independent	91	19%
	Republican	175	37%
Congressional District	First Congressional District	278	55%
	Second Congressional District	223	45%

Business Conditions in New Hampshire in 12 Months

Turning to business conditions in 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?

	Good Times	Bad Times	Mixed	N		Good Times	Bad Times	Mixed	N
April 2002	58%	22%	20%	462	February 2011	44%	28%	28%	481
June 2002	52%	28%	20%	588	April 2011	39%	36%	25%	478
February 2003	41%	40%	19%	577	July 2011	36%	32%	32%	469
April 2003	47%	37%	17%	459	October 2011	30%	42%	28%	498
June 2003	50%	32%	17%	485	February 2012	47%	27%	27%	484
October 2003	52%	28%	19%	449	April 2012	51%	25%	24%	488
February 2004	54%	29%	17%	448	July 2012	48%	26%	26%	456
April 2004	58%	22%	20%	457	October 2012	48%	27%	25%	511
July 2004	59%	20%	21%	444	February 2013	49%	29%	22%	523
February 2005	60%	19%	21%	453	April 2013	50%	25%	24%	454
April 2005	56%	25%	19%	433	July 2013	46%	27%	27%	461
July 2005	54%	25%	22%	429	October 2013	34%	37%	29%	540
October 2005	48%	31%	22%	431	February 2014	52%	27%	20%	502
February 2006	53%	22%	25%	432	April 2014	54%	26%	20%	451
April 2006	41%	34%	24%	457	July 2014	51%	24%	25%	454
July 2006	49%	23%	28%	444	October 2014	49%	28%	23%	480
September 2006	48%	27%	25%	453	February 2015	55%	19%	26%	454
February 2007	51%	21%	28%	462	May 2015	49%	23%	28%	521
April 2007	49%	23%	27%	458	July 2015	49%	26%	25%	463
July 2007	50%	20%	30%	442	October 2015	49%	20%	31%	490
September 2007	44%	31%	25%	433	February 2016	46%	23%	30%	451
February 2008	23%	57%	19%	494	May 2016	54%	19%	26%	430
April 2008	15%	62%	23%	455	August 2016	63%	15%	22%	408
July 2008	22%	59%	19%	481	October 2016	49%	21%	30%	467
September 2008	27%	50%	22%	480	February 2017	67%	17%	16%	436
February 2009	13%	71%	15%	586	May 2017	61%	17%	21%	436
April 2009	27%	48%	25%	472	August 2017	58%	18%	24%	442
July 2009	29%	54%	17%	522	October 2017	64%	17%	20%	492
October 2009	34%	41%	26%	479	February 2018	61%	15%	24%	435
February 2010	33%	40%	26%	460	April 2018	68%	17%	16%	480
April 2010	39%	35%	26%	473	August 2018	68%	14%	18%	430
July 2010	36%	39%	25%	458					
September 2010	41%	33%	26%	475					

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?

	Good Times	Bad Times	Mixed	N		Good Times	Bad Times	Mixed	N
April 2002	52%	26%	22%	484	February 2011	34%	42%	23%	495
June 2002	37%	41%	22%	599	April 2011	29%	49%	22%	483
February 2003	31%	49%	20%	606	July 2011	26%	48%	26%	490
April 2003	47%	38%	16%	477	October 2011	17%	62%	21%	517
June 2003	49%	31%	20%	491	February 2012	37%	39%	24%	493
October 2003	48%	35%	17%	455	April 2012	40%	35%	25%	492
February 2004	53%	31%	16%	461	July 2012	37%	42%	21%	464
April 2004	56%	26%	18%	468	October 2012	47%	28%	25%	513
July 2004	52%	26%	21%	446	February 2013	43%	40%	17%	548
February 2005	54%	26%	20%	488	April 2013	40%	41%	19%	480
April 2005	44%	37%	19%	450	July 2013	39%	40%	21%	469
July 2005	44%	32%	23%	438	October 2013	29%	49%	22%	563
October 2005	34%	47%	19%	459	February 2014	37%	44%	19%	524
February 2006	40%	39%	21%	445	April 2014	38%	41%	21%	474
April 2006	27%	55%	18%	467	July 2014	42%	36%	22%	480
July 2006	35%	39%	26%	454	October 2014	41%	37%	22%	512
September 2006	35%	39%	27%	473	February 2015	46%	29%	24%	476
February 2007	45%	30%	24%	486	May 2015	35%	35%	29%	544
April 2007	41%	39%	20%	479	July 2015	44%	36%	20%	480
July 2007	40%	36%	23%	456	October 2015	41%	32%	27%	508
September 2007	33%	44%	22%	464	February 2016	41%	33%	26%	471
February 2008	17%	72%	11%	529	May 2016	43%	33%	24%	422
April 2008	12%	70%	19%	482	August 2016	47%	30%	23%	407
July 2008	13%	74%	13%	500	October 2016	41%	33%	26%	467
September 2008	17%	65%	18%	508	February 2017	61%	26%	12%	447
February 2009	9%	81%	9%	594	May 2017	51%	26%	22%	462
April 2009	21%	61%	19%	471	August 2017	48%	23%	28%	443
July 2009	25%	61%	13%	546	October 2017	52%	29%	19%	507
October 2009	26%	50%	24%	481	February 2018	56%	25%	19%	480
February 2010	27%	44%	29%	475	April 2018	57%	25%	18%	488
April 2010	39%	33%	28%	483	August 2018	55%	32%	13%	454
July 2010	31%	49%	20%	473					
September 2010	32%	44%	24%	479					

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>Widespread Unemploy/ Depression</u>	<u>Mixed</u>	<u>N</u>		<u>Continuous good times</u>	<u>Widespread Unemploy/ Depression</u>	<u>Mixed</u>	<u>N</u>
April 2002	41%	37%	22%	463	February 2011	25%	47%	29%	482
June 2002	31%	42%	27%	603	April 2011	21%	53%	25%	479
February 2003	32%	46%	22%	607	July 2011	17%	49%	33%	484
April 2003	42%	37%	21%	468	October 2011	18%	52%	30%	515
June 2003	40%	41%	19%	479	February 2012	31%	34%	35%	479
October 2003	42%	42%	16%	457	April 2012	30%	37%	33%	465
February 2004	39%	39%	22%	454	July 2012	31%	38%	31%	453
April 2004	45%	38%	17%	467	October 2012	38%	30%	32%	490
July 2004	49%	36%	15%	431	February 2013	33%	42%	25%	562
February 2005	43%	37%	19%	497	April 2013	30%	43%	27%	471
April 2005	40%	40%	19%	455	July 2013	26%	41%	32%	485
July 2005	41%	39%	21%	461	October 2013	28%	48%	24%	552
October 2005	35%	44%	21%	460	February 2014	31%	39%	30%	529
February 2006	34%	43%	22%	444	April 2014	27%	46%	26%	461
April 2006	32%	46%	22%	471	July 2014	36%	39%	25%	460
July 2006	33%	37%	29%	447	October 2014	35%	42%	23%	493
September 2006	32%	42%	26%	473	February 2015	35%	34%	30%	460
February 2007	40%	32%	28%	478	May 2015	30%	34%	36%	514
April 2007	38%	35%	28%	472	July 2015	37%	37%	26%	444
July 2007	40%	31%	29%	432	October 2015	38%	30%	32%	490
September 2007	39%	32%	28%	443	February 2016	38%	28%	34%	428
February 2008	31%	44%	25%	502	May 2016	39%	31%	30%	405
April 2008	23%	41%	36%	439	August 2016	39%	34%	27%	399
July 2008	25%	45%	30%	485	October 2016	31%	33%	36%	466
September 2008	32%	41%	27%	484	February 2017	46%	31%	23%	461
February 2009	22%	53%	26%	590	May 2017	39%	31%	30%	467
April 2009	27%	42%	31%	479	August 2017	39%	27%	34%	457
July 2009	31%	41%	29%	538	October 2017	39%	30%	30%	524
October 2009	28%	47%	24%	463	February 2018	40%	32%	28%	477
February 2010	27%	50%	22%	472	April 2018	47%	28%	25%	497
April 2010	25%	43%	32%	472	August 2018	44%	32%	23%	446
July 2010	17%	53%	30%	477					
September 2010	21%	45%	35%	486					

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>Worse Off</u>	<u>Just about same</u>	<u>N</u>		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	<u>N</u>
April 2002	40%	31%	29%	507	February 2011	22%	48%	30%	518
June 2002	38%	29%	33%	650	April 2011	18%	53%	29%	502
February 2003	30%	40%	29%	647	July 2011	20%	48%	32%	509
April 2003	36%	34%	30%	505	October 2011	15%	47%	39%	553
June 2003	35%	36%	28%	514	February 2012	24%	43%	33%	518
October 2003	36%	32%	32%	496	April 2012	24%	42%	33%	533
February 2004	34%	28%	38%	503	July 2012	22%	38%	40%	516
April 2004	45%	23%	32%	538	October 2012	26%	36%	38%	583
July 2004	40%	25%	34%	495	February 2013	28%	36%	36%	575
February 2005	37%	27%	36%	537	April 2013	26%	36%	38%	503
April 2005	41%	30%	29%	493	July 2013	33%	30%	37%	507
July 2005	34%	31%	35%	500	October 2013	26%	40%	34%	584
October 2005	40%	31%	29%	503	February 2014	28%	34%	38%	559
February 2006	39%	30%	31%	492	April 2014	30%	35%	35%	506
April 2006	37%	32%	31%	500	July 2014	34%	31%	35%	510
July 2006	31%	35%	34%	504	October 2014	37%	33%	31%	532
September 2006	34%	31%	35%	508	February 2015	37%	29%	34%	499
February 2007	40%	30%	30%	531	May 2015	42%	27%	31%	562
April 2007	36%	30%	33%	507	July 2015	34%	30%	37%	527
July 2007	38%	32%	30%	514	October 2015	36%	29%	35%	578
September 2007	33%	32%	35%	498	February 2016	33%	28%	40%	525
February 2008	24%	47%	29%	550	May 2016	37%	26%	37%	495
April 2008	20%	53%	27%	495	August 2016	39%	25%	35%	495
July 2008	16%	60%	23%	517	October 2016	39%	25%	36%	574
September 2008	16%	57%	26%	543	February 2017	38%	17%	45%	499
February 2009	12%	58%	30%	615	May 2017	38%	17%	45%	487
April 2009	14%	55%	31%	502	August 2017	35%	16%	49%	499
July 2009	12%	61%	27%	550	October 2017	45%	14%	41%	565
October 2009	11%	53%	36%	499	February 2018	40%	18%	41%	507
February 2010	15%	49%	36%	497	April 2018	45%	18%	37%	539
April 2010	22%	40%	38%	505	August 2018	46%	15%	39%	492
July 2010	19%	44%	38%	497					
September 2010	19%	44%	37%	510					

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>Worse Off</u>	<u>Just about same</u>	<u>N</u>		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	<u>N</u>
April 2002	38%	7%	55%	479	February 2011	23%	16%	61%	500
June 2002	33%	10%	57%	625	April 2011	21%	29%	50%	484
February 2003	34%	11%	55%	622	July 2011	20%	22%	58%	499
April 2003	44%	8%	48%	487	October 2011	16%	21%	63%	532
June 2003	35%	10%	54%	501	February 2012	25%	15%	60%	486
October 2003	32%	9%	59%	486	April 2012	26%	18%	55%	493
February 2004	37%	10%	52%	488	July 2012	23%	18%	59%	473
April 2004	38%	8%	54%	509	October 2012	35%	14%	51%	519
July 2004	37%	9%	54%	477	February 2013	28%	24%	48%	563
February 2005	36%	9%	55%	524	April 2013	28%	20%	52%	487
April 2005	32%	15%	52%	485	July 2013	29%	17%	54%	495
July 2005	29%	16%	55%	489	October 2013	27%	24%	49%	569
October 2005	30%	18%	52%	481	February 2014	24%	19%	57%	546
February 2006	33%	15%	52%	488	April 2014	27%	16%	57%	486
April 2006	26%	23%	51%	492	July 2014	29%	10%	60%	503
July 2006	25%	17%	58%	484	October 2014	30%	11%	59%	512
September 2006	25%	15%	59%	495	February 2015	30%	13%	57%	498
February 2007	30%	13%	57%	515	May 2015	31%	16%	53%	552
April 2007	30%	16%	54%	492	July 2015	25%	11%	64%	514
July 2007	26%	12%	62%	491	October 2015	33%	9%	59%	551
September 2007	29%	13%	58%	489	February 2016	27%	10%	64%	492
February 2008	26%	22%	52%	518	May 2016	28%	8%	64%	466
April 2008	20%	31%	49%	470	August 2016	31%	8%	61%	441
July 2008	18%	32%	50%	483	October 2016	30%	9%	61%	497
September 2008	22%	21%	57%	486	February 2017	37%	13%	50%	483
February 2009	24%	19%	56%	568	May 2017	36%	16%	48%	466
April 2009	33%	17%	50%	483	August 2017	35%	14%	50%	479
July 2009	26%	23%	51%	531	October 2017	35%	17%	48%	558
October 2009	27%	19%	54%	482	February 2018	35%	13%	52%	510
February 2010	24%	20%	57%	473	April 2018	37%	13%	50%	512
April 2010	27%	18%	54%	492	August 2018	41%	11%	48%	472
July 2010	20%	22%	59%	487					
September 2010	26%	17%	57%	497					

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?

	Good Time	Bad Time	Pro-con	N		Good Time	Bad Time	Pro-con	N
October 2001	63%	22%	15%	507	February 2011	45%	35%	20%	478
February 2002	64%	26%	9%	303	April 2011	44%	37%	19%	475
April 2002	71%	18%	11%	480	July 2011	47%	33%	20%	479
June 2002	68%	22%	10%	613	October 2011	45%	35%	20%	514
February 2003	53%	31%	16%	600	February 2012	46%	38%	16%	487
April 2003	60%	29%	12%	486	April 2012	45%	31%	24%	503
June 2003	63%	23%	14%	475	July 2012	48%	32%	20%	468
October 2003	65%	21%	14%	468	October 2012	48%	35%	17%	551
February 2004	58%	28%	15%	462	February 2013	52%	31%	17%	515
April 2004	71%	20%	9%	487	April 2013	54%	25%	21%	468
July 2004	67%	21%	12%	456	July 2013	53%	32%	16%	467
February 2005	70%	18%	13%	478	October 2013	46%	36%	18%	552
April 2005	64%	21%	15%	446	February 2014	56%	31%	13%	498
July 2005	63%	22%	14%	441	April 2014	58%	29%	14%	460
October 2005	51%	35%	14%	456	July 2014	58%	26%	16%	460
February 2006	59%	26%	15%	442	October 2014	55%	33%	12%	495
April 2006	51%	34%	14%	448	February 2015	61%	22%	17%	458
July 2006	49%	34%	18%	453	May 2015	56%	22%	23%	519
September 2006	58%	28%	14%	452	July 2015	62%	25%	13%	466
February 2007	64%	22%	15%	488	October 2015	59%	25%	16%	521
April 2007	58%	26%	17%	458	February 2016	60%	24%	16%	480
July 2007	54%	28%	19%	430	May 2016	68%	19%	13%	443
September 2007	50%	37%	13%	433	August 2016	68%	22%	9%	430
February 2008	40%	45%	15%	517	October 2016	67%	20%	13%	508
April 2008	28%	56%	16%	465	February 2017	69%	18%	13%	450
July 2008	32%	51%	18%	487	May 2017	66%	20%	13%	438
September 2008	27%	56%	16%	495	August 2017	74%	14%	12%	424
February 2009	40%	37%	23%	591	October 2017	69%	20%	11%	500
April 2009	42%	39%	20%	491	February 2018	71%	13%	16%	449
July 2009	44%	37%	19%	548	April 2018	70%	19%	12%	465
October 2009	47%	36%	17%	472	August 2018	73%	19%	8%	435
February 2010	45%	35%	20%	469					
April 2010	57%	27%	16%	471					
July 2010	48%	33%	19%	469					
September 2010	45%	33%	22%	491					

Business Conditions in New Hampshire in 12 Months

		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE		68%	14%	18%	430
Registered to Vote	Reg. Democrat	49%	26%	24%	97
	Registered Undeclared/Not Reg.	65%	14%	22%	223
	Reg. Republican	91%	3%	7%	106
Party ID	Democrat	47%	23%	29%	172
	Independent	67%	14%	19%	77
	Republican	90%	3%	7%	166
Ideology	Liberal	42%	24%	34%	82
	Moderate	65%	15%	20%	172
	Conservative	85%	6%	8%	143
Media Usage	Listen to Conserv. Radio	94%		6%	41
	Listen to NHPR	53%	18%	29%	107
	Read Boston Globe	51%	19%	29%	52
	Read Local Newspapers	63%	17%	20%	135
	Read Union Leader	62%	12%	26%	90
	Watch WMUR	68%	14%	19%	209
Age of Respondent	18 to 34	68%	12%	21%	105
	35 to 49	68%	16%	16%	87
	50 to 64	69%	17%	14%	140
	65 and older	64%	12%	25%	81
Sex of Respondent	Female	65%	14%	21%	211
	Male	70%	13%	16%	219
Level of Education	High school or less	72%	14%	14%	113
	Technical school/Some college	67%	13%	20%	180
	College graduate	70%	14%	16%	84
	Postgraduate work	57%	17%	26%	48
Frequency Attending Relig. Services	Once a week or more	74%	8%	18%	91
	Once or twice a month	69%	8%	23%	37
	Few times a year	64%	23%	13%	105
	Never	65%	13%	21%	179
2016 Presidential Vote	Donald Trump	92%	4%	4%	150
	Hillary Clinton	46%	24%	30%	143
	Voted for Other	54%	19%	26%	64
	Did Not Vote	70%	12%	18%	52
Gun Owner in Household	Gun Owner	74%	11%	14%	212
	Not Gun Owner	57%	18%	24%	196
Veteran/Active in Household	Active/Veteran Military	73%	12%	15%	119
	No Active/Veteran Military	66%	15%	20%	306
Region of State	Central / Lakes	64%	9%	27%	75
	Connecticut Valley	67%	20%	13%	54
	Manchester Area	67%	14%	18%	93
	Mass Border	66%	13%	21%	104
	North Country	65%	14%	21%	42
	Seacoast	79%	14%	7%	61
Congressional District	First Congressional District	70%	13%	18%	239
	Second Congressional District	65%	15%	19%	192

Business Conditions in US in 12 Months

		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE		55%	32%	13%	454
Registered to Vote	Reg. Democrat	29%	54%	17%	104
	Registered Undeclared/Not Reg.	51%	33%	16%	239
	Reg. Republican	89%	8%	3%	106
Party ID	Democrat	29%	54%	17%	189
	Independent	55%	24%	21%	78
	Republican	84%	10%	5%	172
Ideology	Liberal	24%	55%	21%	103
	Moderate	48%	39%	14%	174
	Conservative	86%	8%	6%	145
Media Usage	Listen to Conserv. Radio	81%	12%	8%	44
	Listen to NHPR	40%	47%	13%	112
	Read Boston Globe	34%	53%	14%	61
	Read Local Newspapers	45%	45%	10%	147
	Read Union Leader	46%	39%	15%	99
	Watch WMUR	58%	32%	10%	220
Age of Respondent	18 to 34	51%	35%	14%	118
	35 to 49	47%	35%	18%	93
	50 to 64	65%	28%	8%	141
	65 and older	52%	33%	15%	83
Sex of Respondent	Female	52%	33%	15%	233
	Male	59%	30%	10%	222
Level of Education	High school or less	56%	34%	9%	120
	Technical school/Some college	57%	29%	14%	189
	College graduate	55%	31%	13%	87
	Postgraduate work	46%	37%	17%	52
Frequency Attending Relig. Services	Once a week or more	62%	23%	14%	90
	Once or twice a month	66%	30%	4%	40
	Few times a year	57%	31%	13%	108
	Never	48%	37%	15%	197
2016 Presidential Vote	Donald Trump	97%	1%	3%	150
	Hillary Clinton	19%	64%	18%	151
	Voted for Other	40%	37%	23%	74
	Did Not Vote	58%	28%	14%	60
Gun Owner in Household	Gun Owner	61%	29%	10%	225
	Not Gun Owner	46%	38%	16%	206
Veteran/Active in Household	Active/Veteran Military	62%	27%	10%	123
	No Active/Veteran Military	53%	34%	14%	325
Region of State	Central / Lakes	56%	31%	12%	79
	Connecticut Valley	37%	47%	16%	56
	Manchester Area	56%	32%	12%	98
	Mass Border	59%	34%	6%	110
	North Country	58%	20%	22%	44
	Seacoast	61%	23%	17%	67
Congressional District	First Congressional District	56%	32%	12%	254
	Second Congressional District	54%	32%	14%	200

5 Year Economic Outlook - US

		<u>Continuous good times</u>	<u>Widespread Unemploy/Depression</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE		44%	32%	23%	446
Registered to Vote	Reg. Democrat	11%	58%	31%	105
	Registered Undeclared/Not Reg.	45%	33%	22%	235
	Reg. Republican	76%	4%	21%	101
Party ID	Democrat	13%	57%	30%	187
	Independent	43%	29%	29%	74
	Republican	78%	8%	14%	168
Ideology	Liberal	8%	70%	22%	105
	Moderate	38%	31%	31%	169
	Conservative	80%	5%	15%	134
Media Usage	Listen to Conserv. Radio	77%	12%	11%	42
	Listen to NHPR	28%	46%	26%	110
	Read Boston Globe	20%	52%	28%	59
	Read Local Newspapers	33%	44%	24%	145
	Read Union Leader	40%	36%	24%	97
	Watch WMUR	45%	29%	26%	214
Age of Respondent	18 to 34	40%	37%	22%	115
	35 to 49	36%	42%	21%	95
	50 to 64	57%	24%	19%	135
	65 and older	37%	28%	34%	83
Sex of Respondent	Female	41%	35%	24%	233
	Male	48%	29%	22%	213
Level of Education	High school or less	44%	29%	28%	124
	Technical school/Some college	49%	32%	19%	176
	College graduate	41%	35%	24%	84
	Postgraduate work	36%	37%	27%	55
Frequency Attending Relig. Services	Once a week or more	58%	19%	23%	85
	Once or twice a month	50%	31%	18%	38
	Few times a year	46%	30%	24%	110
	Never	35%	40%	24%	193
2016 Presidential Vote	Donald Trump	85%	3%	12%	147
	Hillary Clinton	10%	58%	31%	147
	Voted for Other	27%	37%	36%	70
	Did Not Vote	46%	39%	15%	62
Gun Owner in Household	Gun Owner	52%	21%	27%	217
	Not Gun Owner	32%	47%	21%	207
Veteran/Active in Household	Active/Veteran Military	53%	24%	23%	125
	No Active/Veteran Military	41%	36%	24%	314
Region of State	Central / Lakes	45%	27%	28%	78
	Connecticut Valley	36%	37%	27%	63
	Manchester Area	45%	34%	21%	95
	Mass Border	43%	40%	17%	106
	North Country	48%	20%	32%	43
	Seacoast	51%	28%	21%	60
Congressional District	First Congressional District	45%	31%	24%	239
	Second Congressional District	43%	34%	22%	207

Household Financial Condition Compared to 12 Months Ago

		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	N
STATEWIDE		46%	15%	39%	492
Registered to Vote	Reg. Democrat	23%	14%	63%	117
	Registered Undeclared/Not Reg.	44%	19%	37%	261
	Reg. Republican	74%	4%	22%	110
Party ID	Democrat	25%	18%	57%	211
	Independent	47%	20%	32%	86
	Republican	70%	6%	23%	174
Ideology	Liberal	22%	13%	65%	109
	Moderate	39%	21%	40%	190
	Conservative	71%	8%	20%	148
Media Usage	Listen to Conserv. Radio	80%	9%	12%	45
	Listen to NHPR	33%	12%	55%	123
	Read Boston Globe	32%	11%	58%	63
	Read Local Newspapers	43%	12%	45%	154
	Read Union Leader	48%	10%	42%	100
	Watch WMUR	41%	14%	45%	233
Age of Respondent	18 to 34	55%	14%	31%	122
	35 to 49	40%	8%	52%	106
	50 to 64	47%	19%	34%	150
	65 and older	35%	18%	47%	95
Sex of Respondent	Female	40%	15%	44%	247
	Male	51%	14%	35%	245
Level of Education	High school or less	54%	14%	31%	132
	Technical school/Some college	44%	15%	41%	197
	College graduate	45%	16%	38%	96
	Postgraduate work	34%	11%	55%	60
Frequency Attending Relig. Services	Once a week or more	49%	19%	32%	103
	Once or twice a month	52%	8%	40%	42
	Few times a year	45%	15%	40%	121
	Never	44%	14%	43%	206
2016 Presidential Vote	Donald Trump	78%	3%	19%	156
	Hillary Clinton	19%	18%	63%	170
	Voted for Other	33%	27%	40%	73
	Did Not Vote	51%	21%	28%	71
Gun Owner in Household	Gun Owner	50%	12%	38%	239
	Not Gun Owner	38%	19%	43%	229
Veteran/Active in Household	Active/Veteran Military	50%	10%	40%	137
	No Active/Veteran Military	44%	17%	39%	349
Region of State	Central / Lakes	49%	9%	42%	88
	Connecticut Valley	29%	25%	46%	66
	Manchester Area	44%	12%	44%	99
	Mass Border	53%	16%	31%	120
	North Country	48%	13%	39%	48
	Seacoast	47%	14%	39%	70
Congressional District	First Congressional District	47%	12%	41%	272
	Second Congressional District	44%	18%	38%	221

Household Financial Condition 12 Months from Now

		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	N
STATEWIDE		41%	11%	48%	472
Registered to Vote	Reg. Democrat	15%	19%	66%	109
	Registered Undeclared/Not Reg.	43%	11%	46%	251
	Reg. Republican	63%	2%	35%	107
Party ID	Democrat	17%	21%	61%	195
	Independent	54%	4%	42%	88
	Republican	62%	2%	36%	173
Ideology	Liberal	19%	14%	67%	102
	Moderate	39%	15%	46%	186
	Conservative	57%	3%	40%	146
Media Usage	Listen to Conserv. Radio	78%		22%	44
	Listen to NHPR	39%	13%	48%	114
	Read Boston Globe	25%	15%	59%	58
	Read Local Newspapers	37%	15%	48%	147
	Read Union Leader	50%	11%	38%	98
	Watch WMUR	35%	14%	51%	222
Age of Respondent	18 to 34	55%	3%	42%	124
	35 to 49	35%	19%	46%	103
	50 to 64	42%	10%	48%	143
	65 and older	29%	11%	60%	86
Sex of Respondent	Female	38%	15%	47%	239
	Male	44%	7%	49%	233
Level of Education	High school or less	50%	6%	44%	130
	Technical school/Some college	40%	16%	44%	186
	College graduate	37%	7%	55%	93
	Postgraduate work	32%	10%	58%	57
Frequency Attending Relig. Services	Once a week or more	56%	6%	38%	93
	Once or twice a month	41%	16%	43%	40
	Few times a year	34%	9%	57%	119
	Never	39%	12%	49%	202
2016 Presidential Vote	Donald Trump	66%	1%	34%	153
	Hillary Clinton	18%	21%	61%	164
	Voted for Other	40%	17%	43%	69
	Did Not Vote	45%	3%	52%	67
Gun Owner in Household	Gun Owner	52%	8%	40%	227
	Not Gun Owner	26%	14%	60%	222
Veteran/Active in Household	Active/Veteran Military	48%	7%	45%	131
	No Active/Veteran Military	39%	12%	49%	336
Region of State	Central / Lakes	34%	10%	55%	84
	Connecticut Valley	45%	21%	34%	64
	Manchester Area	54%	11%	35%	99
	Mass Border	31%	7%	61%	115
	North Country	53%	14%	33%	44
	Seacoast	36%	6%	57%	67
Congressional District	First Congressional District	43%	8%	49%	265
	Second Congressional District	39%	15%	46%	208

Good Time to Buy Major Household Item

		<u>Good Time</u>	<u>Bad Time</u>	<u>Pro-con</u>	<u>N</u>
STATEWIDE		73%	19%	8%	435
Registered to Vote	Reg. Democrat	65%	26%	9%	95
	Registered Undeclared/Not Reg.	73%	19%	8%	238
	Reg. Republican	80%	11%	9%	99
Party ID	Democrat	66%	27%	8%	185
	Independent	69%	20%	11%	72
	Republican	82%	9%	9%	163
Ideology	Liberal	61%	30%	9%	90
	Moderate	76%	17%	7%	168
	Conservative	76%	14%	10%	140
Media Usage	Listen to Conserv. Radio	86%	9%	4%	43
	Listen to NHPR	71%	22%	7%	109
	Read Boston Globe	80%	10%	10%	51
	Read Local Newspapers	71%	17%	11%	135
	Read Union Leader	78%	15%	8%	82
	Watch WMUR	77%	15%	8%	208
Age of Respondent	18 to 34	75%	20%	5%	104
	35 to 49	70%	26%	4%	96
	50 to 64	79%	12%	9%	134
	65 and older	65%	20%	15%	83
Sex of Respondent	Female	73%	17%	10%	212
	Male	73%	20%	7%	224
Level of Education	High school or less	71%	22%	7%	119
	Technical school/Some college	73%	20%	8%	175
	College graduate	77%	13%	10%	85
	Postgraduate work	72%	18%	11%	50
Frequency Attending Relig. Services	Once a week or more	76%	16%	7%	87
	Once or twice a month	64%	18%	17%	39
	Few times a year	69%	22%	9%	109
	Never	76%	19%	4%	181
2016 Presidential Vote	Donald Trump	82%	9%	9%	142
	Hillary Clinton	67%	24%	9%	144
	Voted for Other	67%	26%	8%	69
	Did Not Vote	70%	24%	6%	62
Gun Owner in Household	Gun Owner	77%	15%	8%	215
	Not Gun Owner	67%	24%	9%	197
Veteran/Active in Household	Active/Veteran Military	71%	19%	11%	119
	No Active/Veteran Military	74%	19%	8%	311
Region of State	Central / Lakes	68%	21%	12%	81
	Connecticut Valley	70%	26%	4%	57
	Manchester Area	83%	10%	7%	85
	Mass Border	65%	20%	15%	110
	North Country	78%	16%	6%	40
	Seacoast	79%	20%	1%	64
Congressional District	First Congressional District	74%	18%	7%	231
	Second Congressional District	71%	19%	10%	204