

## The BIA Report on Consumer Confidence The University of New Hampshire Survey Center

February 22, 2018

### RESIDENTS OPTIMISTIC ON STATE, NATIONAL ECONOMY; OPTIMISM VERY HIGH AMONG NH REPUBLICANS

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

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

DURHAM, NH - New Hampshire residents remain optimistic about the future of the NH and US economies. Republicans are very optimistic about the national economy while Democrats have become slightly more optimistic since October. NH residents are divided about the U.S. economy's long-term outlook; optimism is at an all-time high among Republicans but at an all-time low among Democrats. A record number of Republicans (78%) say they are better off than they were a year ago, while less than third of Independents and Democrats agree.

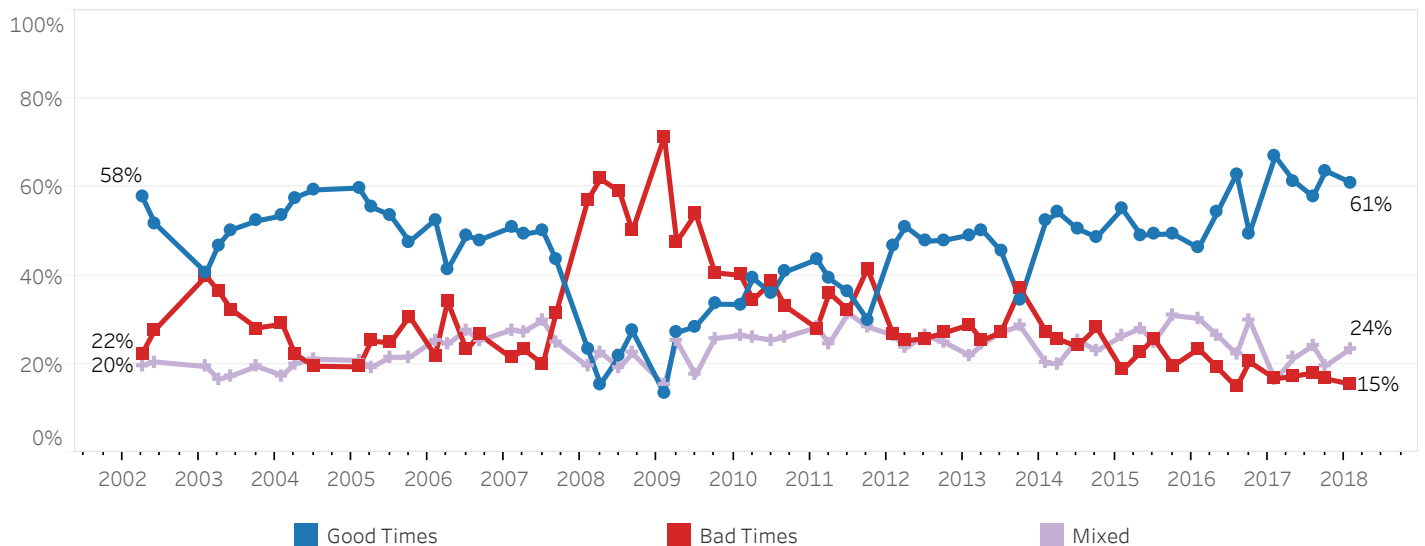
These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence\***, conducted by the University of New Hampshire Survey Center. Five hundred and twenty-three (523) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between January 28 and February 10, 2018. The margin of sampling error for the survey is +/- 4.3 percent.

#### N.H. Business Conditions

Confidence in the New Hampshire economy remains high. When asked how they expect New Hampshire businesses will do in the upcoming year, 61% of Granite Staters think state businesses will enjoy good times financially, 15% think they will experience bad times, and 24% anticipate mixed conditions. Confidence in the NH economy is since Donald Trump was elected. Majorities of Republicans (89%) and Independents (55%) are optimistic about the future for NH businesses but only 47% of Democrats expect good times.

"The economy continues to grow, unemployment is low and the stock market, even with recent corrections, is healthy. But clearly peoples' opinions are being shaped by partisanship. These two very distinct, very different Granite Stater 'realities' are a reflection of the larger divides that we are witnessing at the federal level," said Business and Industry Association President Jim Roche.

**Business Conditions in NH - Next 12 Months**

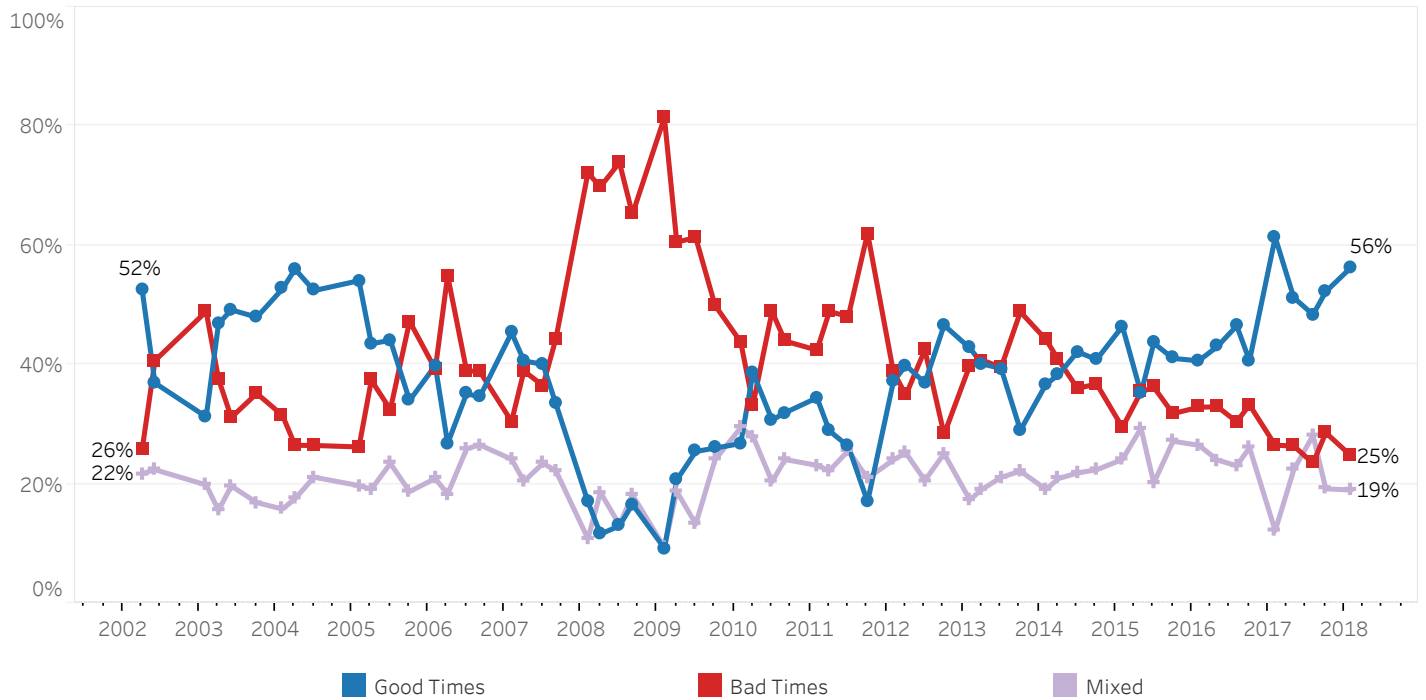


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## U.S. Business Conditions

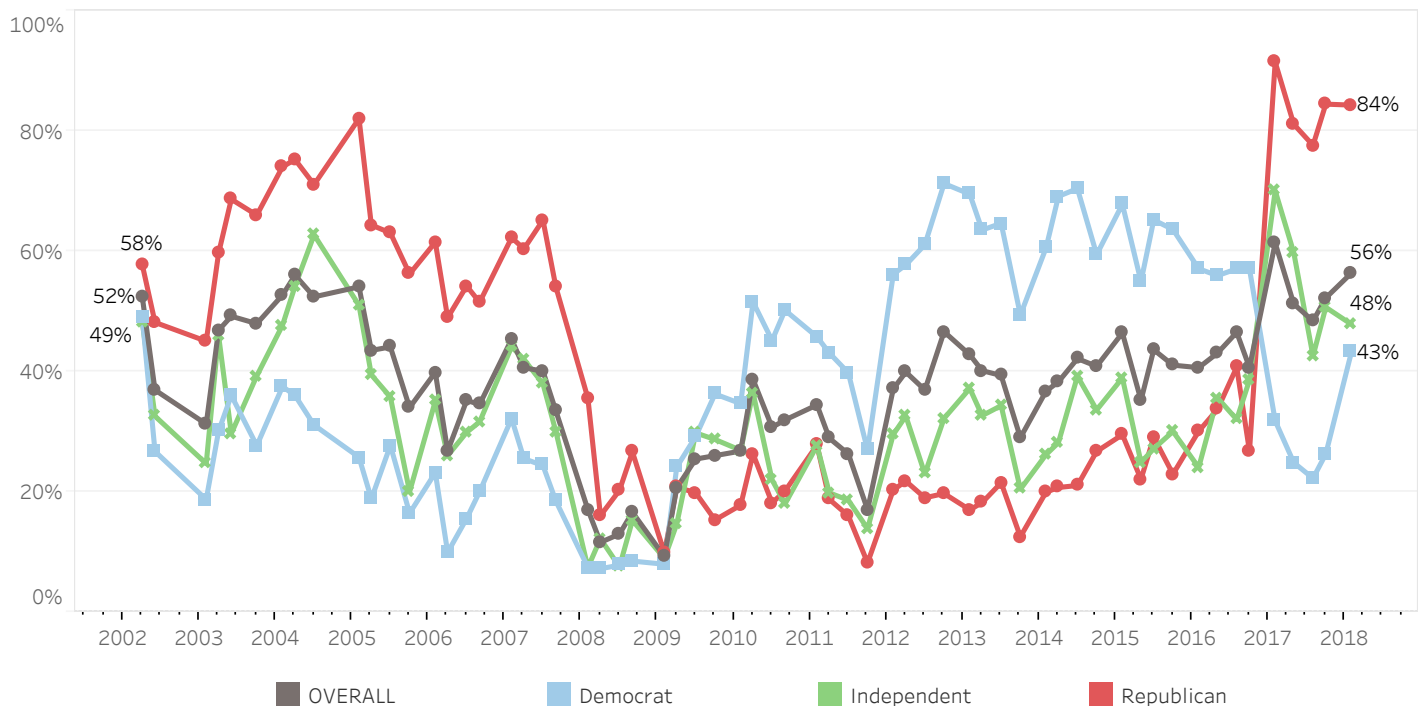
Granite Staters are also optimistic about the U.S. economy as a whole. Fifty-six percent think businesses across the country will experience good times in the next 12 months, 25% anticipate businesses will have bad times, and 19% think conditions will be mixed.

### Business Conditions in US - Next 12 Months



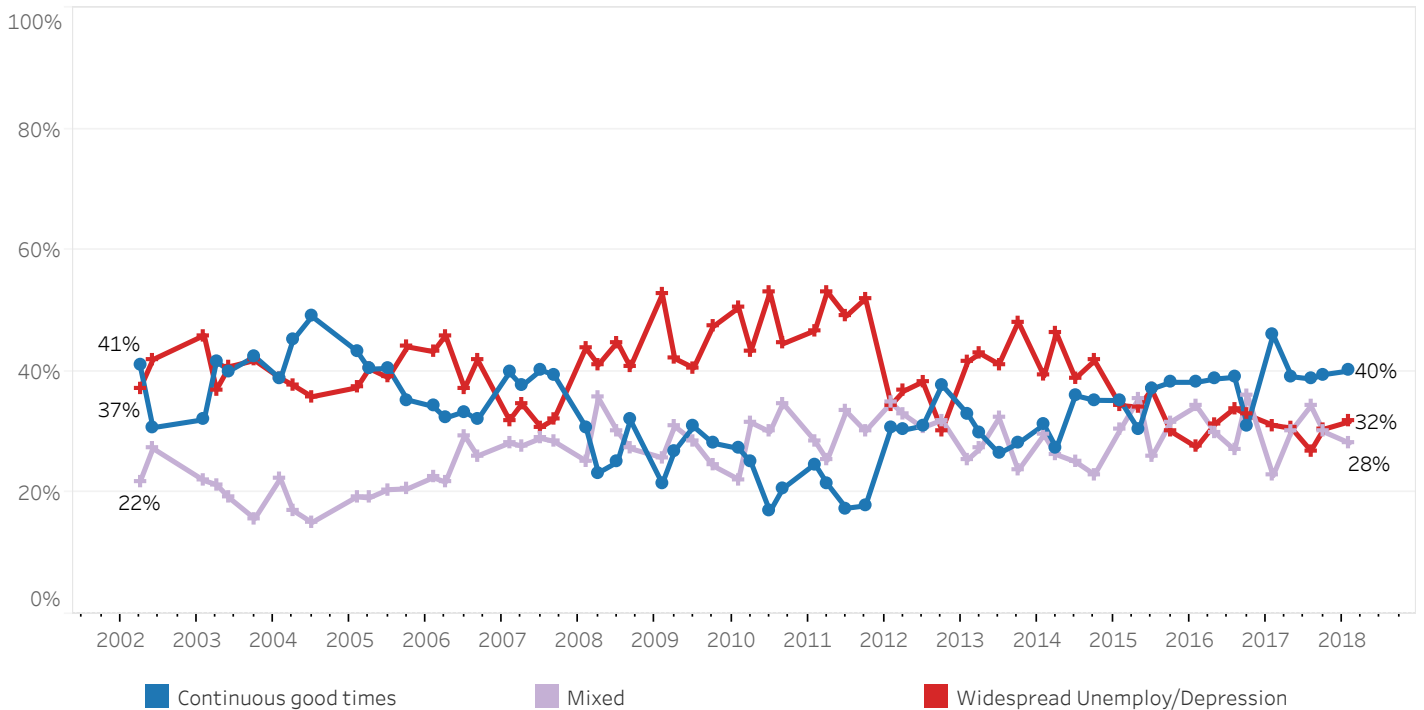
Eighty-four percent of Republicans feel U.S. business conditions will be good over the next year while 48% of Independents and 43% of Democrats agree. Optimism among Republicans and Independents over the past quarter has remained steady, while optimism among Democrats (43%) has increased significantly since October (26%).

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



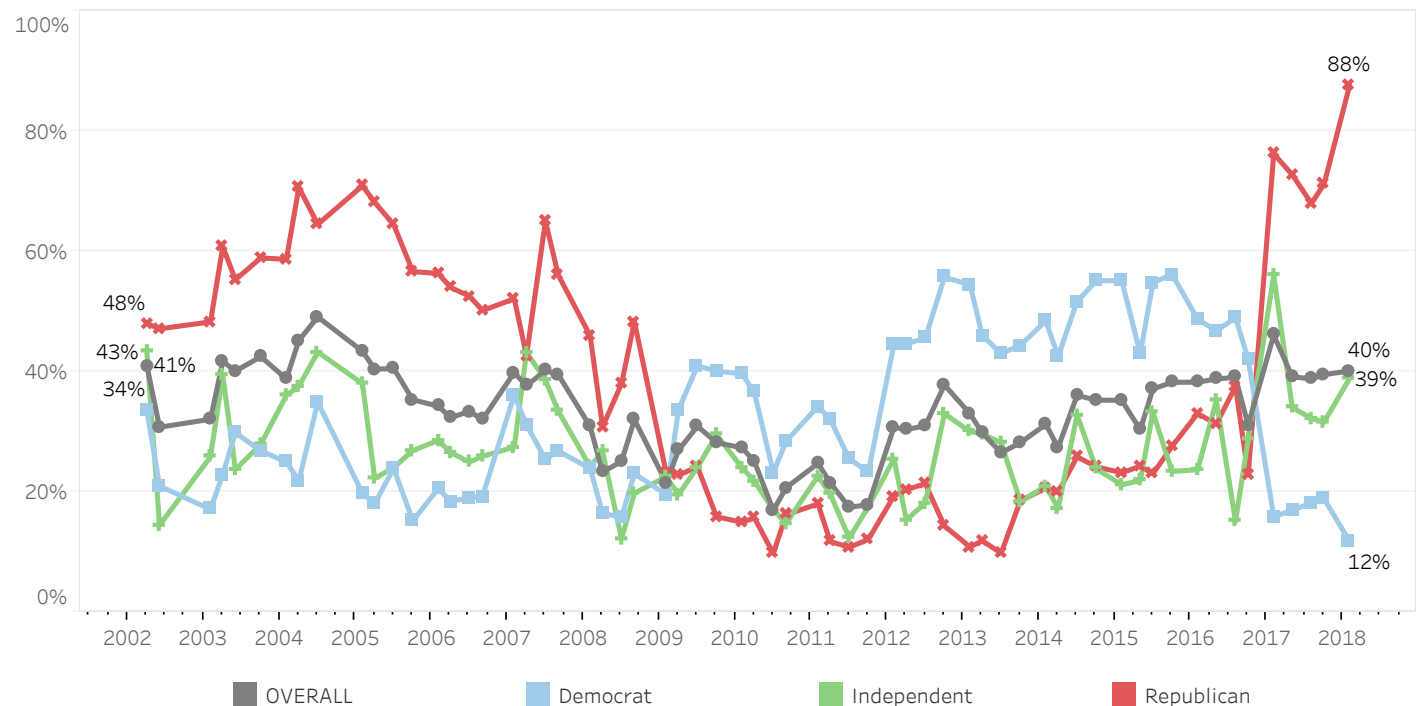
Looking further into the future, 40% of New Hampshire residents believe the U.S. economy will enjoy continuous good times over the next 5 years, 32% expect periods of widespread unemployment and depression, and 28% see a mix of good and bad conditions. This has remained largely stable over the past two years.

**U.S. 5 Year Economic Outlook**



Optimism among Republicans on the country's economic outlook is at an all-time high, while optimism among Democrats is at an all-time low: 88% of Republicans anticipate continuous good times for the U.S. economy in the next five years, but only 39% of Independents and 12% of Democrats expect good times.

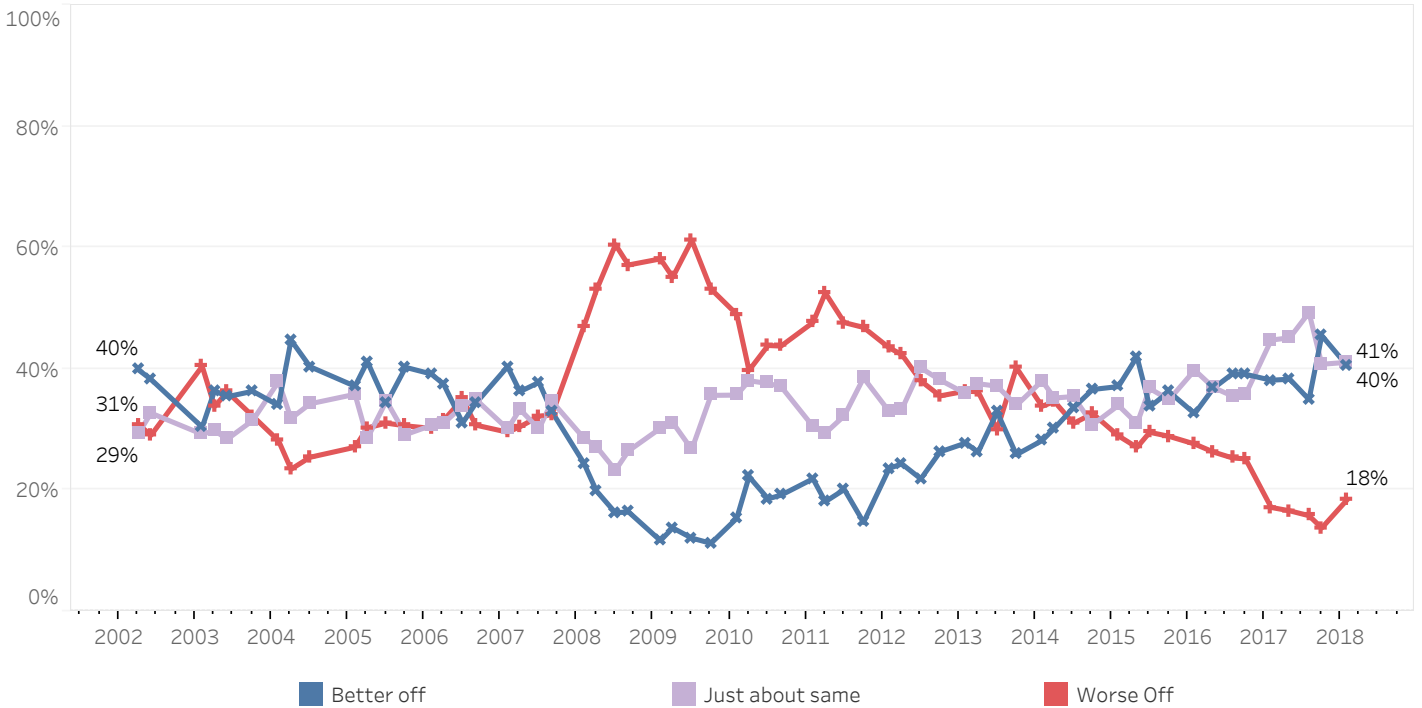
**U.S. 5 Year Economic Outlook - By Party ID**



## Personal Financial Conditions

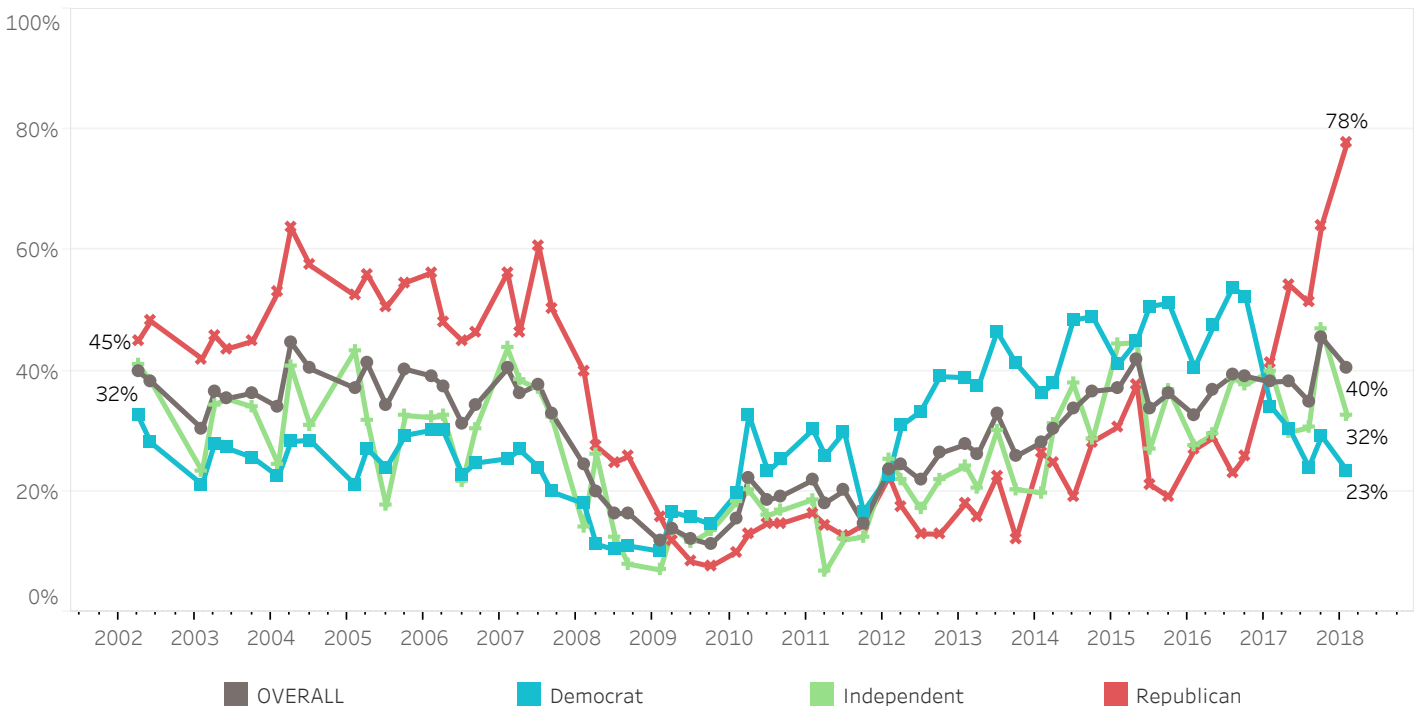
Turning to personal finances, 40% of New Hampshire adults consider themselves to be better off financially than they were a year ago, while 41% say their finances are about the same, and 18% say they are worse off.

### Household Financial Condition - Compared to 1 Year Ago



A record number of Republicans (78%) say they are better off than they were a year ago, while only 32% of Independents and 23% of Democrats say the same. This represents the largest partisanship gap on this measure in the history of the Granite State Poll. A year ago, at the outset of President Trump's administration, only 41% of Republicans said they were better off than a year earlier.

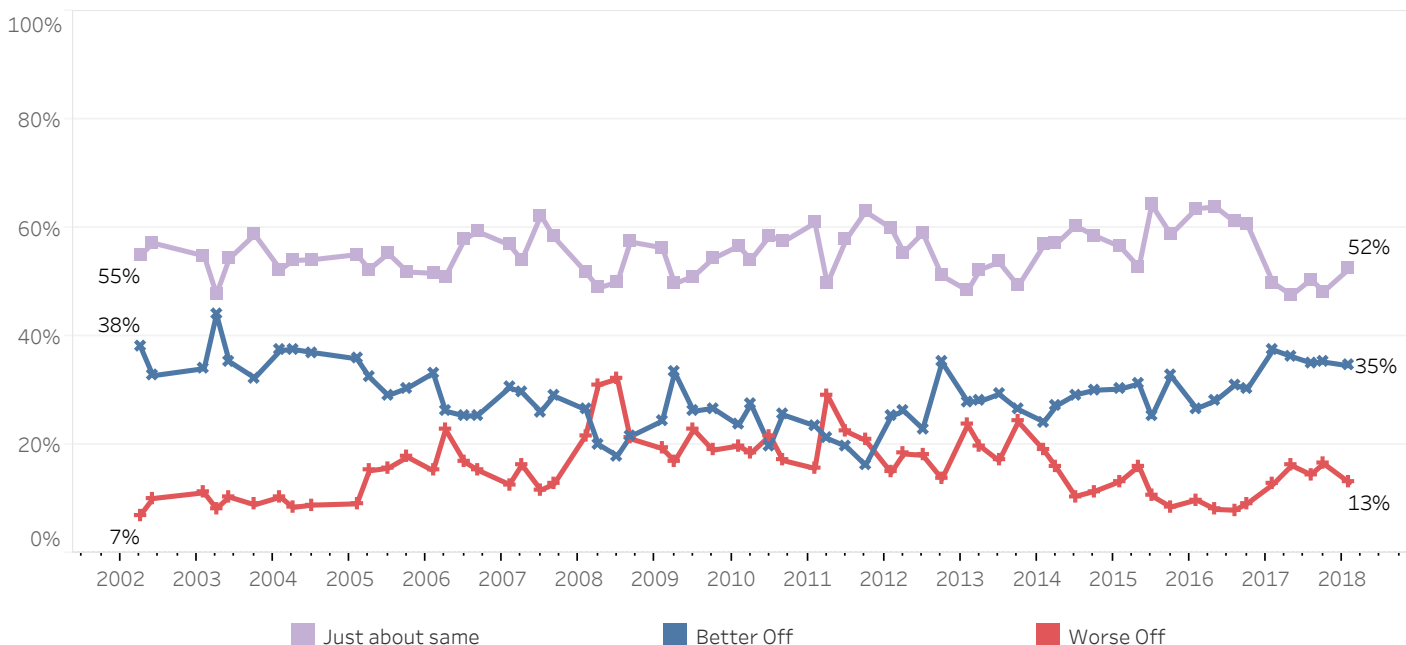
### Household Financial Condition - Compared to 1 Year Ago - By Party ID



A majority of Granite Staters (52%), expect their household will be in about the same financial condition next year as they are today; 35% think they will be better off and while 17% think they will be worse off.

Republicans (60%) are more likely than Independents (40%) or Democrats (18%) to say they anticipate being better off financially next year.

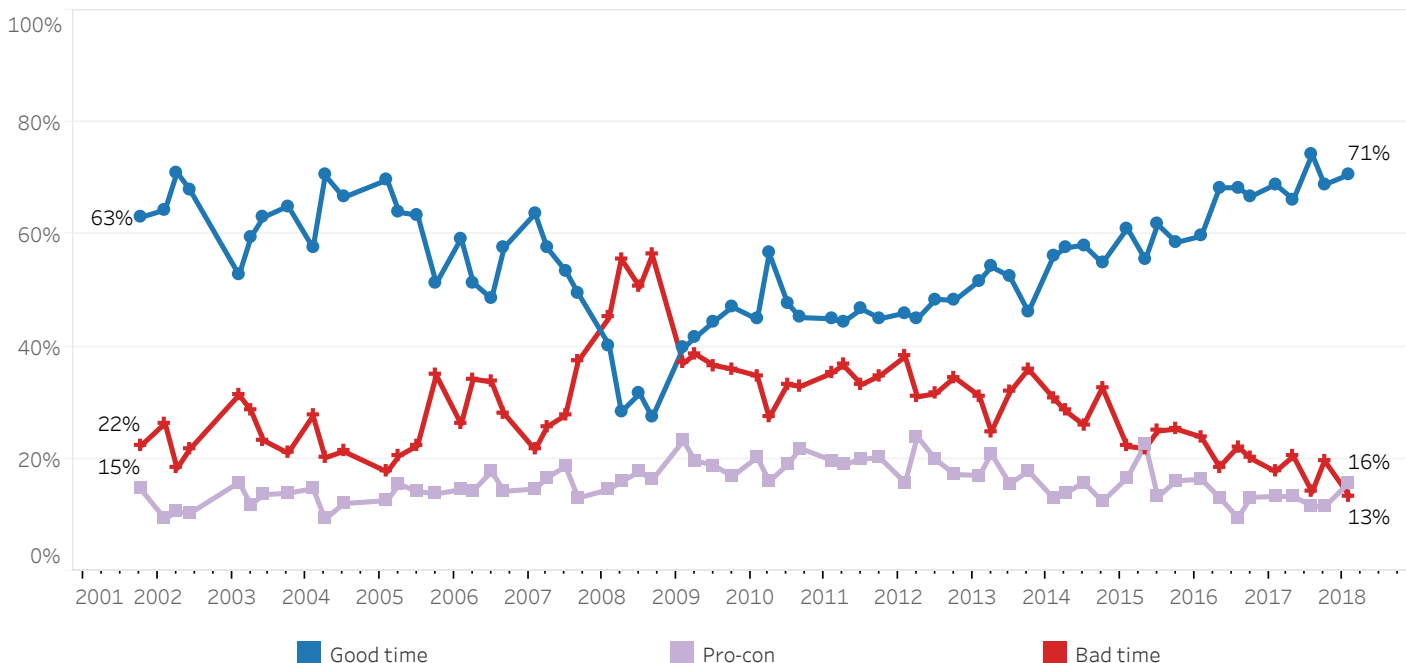
**Household Financial Condition - 12 Months From Now**



The large majority of New Hampshire adults continue to think it is a good time to buy major items for their home. Seventy-one percent think now is a good time to buy a major household item, just 20% think it is a bad time, and 11% think it depends on a person's finances.

While respondents are divided by party in their assessment of the economy and their personal financial conditions, majorities of Republicans (86%), Independents (69%), and Democrats (62%) all 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 twenty-three (523) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between January 28 and February 10, 2018. The margin of sampling error for the survey is +/- 4.3 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](mailto:andrew.smith@unh.edu).

### BIA Report on Consumer Confidence, Winter 2018 Demographics

		N	%
Sex of Respondent	Female	267	51%
	Male	256	49%
Age of Respondent	18 to 34	134	27%
	35 to 49	123	25%
	50 to 64	148	30%
	65 and older	96	19%
Level of Education	High school or less	148	29%
	Technical school/Some college	203	39%
	College graduate	108	21%
	Postgraduate work	57	11%
Region of State	Central / Lakes	84	16%
	Connecticut Valley	66	13%
	Manchester Area	101	19%
	Mass Border	121	23%
	North Country	55	10%
	Seacoast	97	18%
Registered to Vote	Reg. Democrat	124	24%
	Registered Undeclared/Not Reg.	285	55%
	Reg. Republican	109	21%
Party ID	Democrat	237	48%
	Independent	113	23%
	Republican	148	30%

## 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?

	<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
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 2010	39%	35%	26%	473					
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 2010	39%	33%	28%	483					
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 2010	25%	43%	32%	472					
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?

	Better Off	Worse Off	Just about same	N		Better Off	Worse Off	Just about same	N
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 2010	22%	40%	38%	505					
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 2010	27%	18%	54%	492					
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	October 2001	63%	22%	15%	507
February 2002	64%	26%	9%	303	February 2002	64%	26%	9%	303
April 2002	71%	18%	11%	480	February 2011	45%	35%	20%	478
June 2002	68%	22%	10%	613	April 2011	44%	37%	19%	475
February 2003	53%	31%	16%	600	July 2011	47%	33%	20%	479
April 2003	60%	29%	12%	486	October 2011	45%	35%	20%	514
June 2003	63%	23%	14%	475	February 2012	46%	38%	16%	487
October 2003	65%	21%	14%	468	April 2012	45%	31%	24%	503
February 2004	58%	28%	15%	462	July 2012	48%	32%	20%	468
April 2004	71%	20%	9%	487	October 2012	48%	35%	17%	551
July 2004	67%	21%	12%	456	February 2013	52%	31%	17%	515
February 2005	70%	18%	13%	478	April 2013	54%	25%	21%	468
April 2005	64%	21%	15%	446	July 2013	53%	32%	16%	467
July 2005	63%	22%	14%	441	October 2013	46%	36%	18%	552
October 2005	51%	35%	14%	456	February 2014	56%	31%	13%	498
February 2006	59%	26%	15%	442	April 2014	58%	29%	14%	460
April 2006	51%	34%	14%	448	July 2014	58%	26%	16%	460
July 2006	49%	34%	18%	453	October 2014	55%	33%	12%	495
September 2006	58%	28%	14%	452	February 2015	61%	22%	17%	458
February 2007	64%	22%	15%	488	May 2015	56%	22%	23%	519
April 2007	58%	26%	17%	458	July 2015	62%	25%	13%	466
July 2007	54%	28%	19%	430	October 2015	59%	25%	16%	521
September 2007	50%	37%	13%	433	February 2016	60%	24%	16%	480
February 2008	40%	45%	15%	517	May 2016	68%	19%	13%	443
April 2008	28%	56%	16%	465	August 2016	68%	22%	9%	430
July 2008	32%	51%	18%	487	October 2016	67%	20%	13%	508
September 2008	27%	56%	16%	495	February 2017	69%	18%	13%	450
February 2009	40%	37%	23%	591	May 2017	66%	20%	13%	438
April 2009	42%	39%	20%	491	August 2017	74%	14%	12%	424
July 2009	44%	37%	19%	548	October 2017	69%	20%	11%	500
October 2009	47%	36%	17%	472	February 2018	71%	13%	16%	449
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>
<b>STATEWIDE</b>		61%	15%	24%	435
<b>Registered to Vote</b>	Reg. Democrat	46%	24%	30%	100
	Registered Undeclared/Not Reg.	58%	17%	26%	236
	Reg. Republican	86%	3%	11%	95
<b>Party ID</b>	Democrat	47%	25%	28%	190
	Independent	55%	13%	32%	102
	Republican	89%	1%	10%	130
<b>Ideology</b>	Liberal	49%	21%	30%	98
	Moderate	57%	16%	27%	176
	Conservative	82%	7%	11%	126
<b>Media Usage</b>	Listen to Conserv. Radio	84%	2%	15%	56
	Listen to NHPR	48%	24%	28%	119
	Read Boston Globe	60%	14%	26%	53
	Read Local Newspapers	55%	12%	33%	106
	Read Union Leader	59%	21%	19%	57
	Watch WMUR	62%	17%	21%	223
<b>Age of Respondent</b>	18 to 34	59%	15%	26%	120
	35 to 49	56%	14%	30%	96
	50 to 64	64%	15%	21%	126
	65 and older	63%	18%	19%	77
<b>Sex of Respondent</b>	Female	53%	23%	24%	215
	Male	69%	8%	23%	220
<b>Level of Education</b>	High school or less	52%	24%	24%	122
	Technical school/Some college	69%	13%	18%	172
	College graduate	58%	8%	34%	92
	Postgraduate work	61%	15%	24%	44
<b>Frequency Attending Relig. Services</b>	Once a week or more	61%	18%	21%	75
	Once or twice a month	75%	8%	16%	30
	Few times a year	57%	21%	22%	104
	Never	61%	13%	26%	210
<b>2016 Presidential Vote</b>	Donald Trump	85%	3%	11%	148
	Hillary Clinton	43%	26%	31%	167
	Voted for Other	46%	8%	45%	32
	Did Not Vote	60%	18%	22%	73
<b>Gun Owner in Household</b>	Gun Owner	65%	14%	21%	190
	Not Gun Owner	57%	17%	26%	227
<b>Labor Union Membership</b>	Union household	61%	24%	15%	65
	Non-Union household	61%	14%	25%	364
<b>Veteran/Active in Household</b>	Active/Veteran Military	60%	21%	19%	103
	No Active/Veteran Military	62%	14%	25%	325
<b>Region of State</b>	Central / Lakes	59%	17%	24%	70
	Connecticut Valley	48%	26%	27%	59
	Manchester Area	69%	12%	18%	79
	Mass Border	72%	8%	21%	101
	North Country	52%	11%	36%	42
	Seacoast	56%	21%	23%	84
<b>Congressional District</b>	First Congressional District	61%	16%	23%	219
	Second Congressional District	61%	15%	24%	216

### Business Conditions in U.S. in 12 Months

		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
<b>STATEWIDE</b>		56%	25%	19%	480
<b>Registered to Vote</b>	Reg. Democrat	42%	35%	23%	113
	Registered Undeclared/Not Reg.	50%	28%	21%	258
	Reg. Republican	87%	3%	10%	104
<b>Party ID</b>	Democrat	43%	36%	21%	215
	Independent	48%	23%	29%	105
	Republican	84%	6%	9%	145
<b>Ideology</b>	Liberal	47%	29%	24%	109
	Moderate	48%	30%	22%	188
	Conservative	75%	14%	11%	142
<b>Media Usage</b>	Listen to Conserv. Radio	83%	8%	8%	60
	Listen to NHPR	47%	30%	23%	132
	Read Boston Globe	41%	30%	29%	58
	Read Local Newspapers	54%	26%	20%	114
	Read Union Leader	57%	26%	17%	64
	Watch WMUR	59%	21%	20%	246
<b>Age of Respondent</b>	18 to 34	59%	21%	20%	117
	35 to 49	50%	26%	23%	112
	50 to 64	59%	25%	16%	145
	65 and older	57%	25%	18%	86
<b>Sex of Respondent</b>	Female	46%	34%	21%	248
	Male	68%	15%	17%	232
<b>Level of Education</b>	High school or less	57%	30%	13%	132
	Technical school/Some college	58%	25%	17%	193
	College graduate	56%	16%	28%	101
	Postgraduate work	48%	25%	27%	50
<b>Frequency Attending Relig. Services</b>	Once a week or more	63%	25%	12%	83
	Once or twice a month	66%	26%	8%	32
	Few times a year	56%	23%	21%	125
	Never	53%	25%	23%	221
<b>2016 Presidential Vote</b>	Donald Trump	88%	4%	8%	169
	Hillary Clinton	33%	40%	27%	179
	Voted for Other	33%	25%	42%	37
	Did Not Vote	53%	34%	13%	79
<b>Gun Owner in Household</b>	Gun Owner	60%	22%	17%	208
	Not Gun Owner	51%	28%	21%	254
<b>Labor Union Membership</b>	Union household	40%	36%	23%	74
	Non-Union household	59%	23%	18%	397
<b>Veteran/Active in Household</b>	Active/Veteran Military	60%	20%	19%	108
	No Active/Veteran Military	55%	26%	18%	365
<b>Region of State</b>	Central / Lakes	65%	22%	13%	73
	Connecticut Valley	26%	43%	31%	61
	Manchester Area	62%	22%	15%	100
	Mass Border	68%	16%	16%	112
	North Country	45%	19%	35%	46
	Seacoast	54%	30%	15%	89
<b>Congressional District</b>	First Congressional District	61%	23%	16%	257
	Second Congressional District	51%	27%	22%	223

### 5 Year Economic Outlook - U.S.

		<u>Continuous good times</u>	<u>Widespread Unemploy/Depression</u>	<u>Mixed</u>	<u>N</u>
<b>STATEWIDE</b>		40%	32%	28%	477
<b>Registered to Vote</b>	Reg. Democrat	8%	52%	40%	111
	Registered Undeclared/Not Reg.	36%	34%	30%	261
	Reg. Republican	85%	5%	10%	100
<b>Party ID</b>	Democrat	12%	50%	39%	212
	Independent	39%	27%	34%	106
	Republican	88%	6%	6%	139
<b>Ideology</b>	Liberal	13%	49%	38%	110
	Moderate	30%	34%	36%	188
	Conservative	80%	12%	9%	138
<b>Media Usage</b>	Listen to Conserv. Radio	78%	11%	11%	60
	Listen to NHPR	26%	35%	39%	131
	Read Boston Globe	29%	32%	39%	59
	Read Local Newspapers	32%	35%	32%	120
	Read Union Leader	36%	31%	32%	62
	Watch WMUR	42%	29%	28%	245
<b>Age of Respondent</b>	18 to 34	29%	35%	36%	124
	35 to 49	42%	34%	25%	115
	50 to 64	45%	29%	26%	134
	65 and older	44%	30%	26%	85
<b>Sex of Respondent</b>	Female	34%	36%	30%	248
	Male	47%	27%	26%	229
<b>Level of Education</b>	High school or less	31%	44%	25%	130
	Technical school/Some college	48%	27%	26%	194
	College graduate	39%	26%	35%	100
	Postgraduate work	38%	32%	30%	50
<b>Frequency Attending Relig. Services</b>	Once a week or more	53%	23%	24%	83
	Once or twice a month	42%	34%	24%	33
	Few times a year	36%	31%	33%	122
	Never	39%	34%	27%	222
<b>2016 Presidential Vote</b>	Donald Trump	83%	6%	11%	162
	Hillary Clinton	10%	46%	44%	182
	Voted for Other	30%	36%	35%	38
	Did Not Vote	29%	47%	24%	80
<b>Gun Owner in Household</b>	Gun Owner	48%	27%	25%	207
	Not Gun Owner	33%	36%	31%	252
<b>Labor Union Membership</b>	Union household	19%	50%	30%	72
	Non-Union household	45%	28%	27%	397
<b>Veteran/Active in Household</b>	Active/Veteran Military	38%	31%	31%	105
	No Active/Veteran Military	41%	32%	27%	365
<b>Region of State</b>	Central / Lakes	42%	29%	29%	76
	Connecticut Valley	33%	38%	29%	62
	Manchester Area	43%	38%	20%	94
	Mass Border	48%	27%	24%	104
	North Country	33%	25%	42%	49
	Seacoast	35%	33%	32%	92
<b>Congressional District</b>	First Congressional District	43%	33%	23%	254
	Second Congressional District	36%	30%	34%	223

### Household Financial Condition Compared to 12 Months Ago

		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	N
<b>STATEWIDE</b>		40%	18%	41%	507
<b>Registered to Vote</b>	Reg. Democrat	21%	29%	49%	123
	Registered Undeclared/Not Reg.	34%	19%	47%	272
	Reg. Republican	78%	4%	18%	106
<b>Party ID</b>	Democrat	23%	26%	51%	234
	Independent	32%	21%	47%	108
	Republican	78%	4%	18%	144
<b>Ideology</b>	Liberal	27%	30%	44%	115
	Moderate	34%	17%	49%	199
	Conservative	62%	10%	27%	141
<b>Media Usage</b>	Listen to Conserv. Radio	63%	4%	33%	60
	Listen to NHPR	30%	23%	47%	145
	Read Boston Globe	48%	18%	34%	63
	Read Local Newspapers	37%	20%	44%	131
	Read Union Leader	37%	20%	43%	67
	Watch WMUR	40%	22%	38%	259
<b>Age of Respondent</b>	18 to 34	43%	18%	40%	126
	35 to 49	42%	23%	35%	118
	50 to 64	46%	13%	41%	146
	65 and older	28%	24%	49%	94
<b>Sex of Respondent</b>	Female	30%	25%	45%	260
	Male	51%	12%	37%	246
<b>Level of Education</b>	High school or less	40%	26%	34%	139
	Technical school/Some college	39%	16%	45%	196
	College graduate	42%	16%	42%	108
	Postgraduate work	45%	15%	40%	57
<b>Frequency Attending Relig. Services</b>	Once a week or more	49%	26%	25%	86
	Once or twice a month	46%	8%	46%	35
	Few times a year	39%	12%	49%	122
	Never	39%	22%	39%	242
<b>2016 Presidential Vote</b>	Donald Trump	71%	5%	24%	167
	Hillary Clinton	19%	30%	51%	202
	Voted for Other	25%	36%	40%	39
	Did Not Vote	41%	7%	53%	79
<b>Gun Owner in Household</b>	Gun Owner	48%	16%	36%	221
	Not Gun Owner	33%	21%	45%	263
<b>Labor Union Membership</b>	Union household	36%	24%	40%	74
	Non-Union household	41%	18%	41%	422
<b>Veteran/Active in Household</b>	Active/Veteran Military	42%	24%	34%	115
	No Active/Veteran Military	40%	17%	43%	384
<b>Region of State</b>	Central / Lakes	45%	17%	38%	81
	Connecticut Valley	26%	29%	46%	66
	Manchester Area	52%	14%	34%	96
	Mass Border	46%	16%	39%	119
	North Country	36%	23%	41%	48
	Seacoast	30%	18%	51%	97
<b>Congressional District</b>	First Congressional District	42%	17%	41%	268
	Second Congressional District	39%	20%	41%	239



### Household Financial Condition 12 Months from Now

		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	N
<b>STATEWIDE</b>		35%	13%	52%	510
<b>Registered to Vote</b>	Reg. Democrat	29%	19%	52%	121
	Registered Undeclared/Not Reg.	27%	15%	59%	278
<b>Party ID</b>	Reg. Republican	63%	2%	35%	106
	Democrat	18%	20%	63%	231
	Independent	40%	13%	47%	111
<b>Ideology</b>	Republican	60%	2%	38%	144
	Liberal	22%	21%	57%	113
	Moderate	27%	14%	59%	201
<b>Media Usage</b>	Conservative	58%	5%	37%	144
	Listen to Conserv. Radio	64%	2%	33%	60
	Listen to NHPR	34%	18%	48%	141
<b>Age of Respondent</b>	Read Boston Globe	24%	8%	67%	62
	Read Local Newspapers	24%	14%	62%	129
	Read Union Leader	24%	14%	61%	66
	Watch WMUR	34%	17%	49%	254
	18 to 34	34%	7%	59%	131
<b>Sex of Respondent</b>	35 to 49	41%	12%	46%	119
	50 to 64	37%	17%	46%	147
	65 and older	24%	18%	58%	92
<b>Level of Education</b>	Female	28%	15%	57%	262
	Male	41%	11%	47%	248
<b>Frequency Attending Relig. Services</b>	High school or less	27%	19%	54%	143
	Technical school/Some college	37%	11%	52%	201
	College graduate	41%	7%	51%	106
	Postgraduate work	33%	19%	49%	54
<b>2016 Presidential Vote</b>	Once a week or more	45%	7%	48%	83
	Once or twice a month	45%	3%	52%	35
	Few times a year	31%	19%	50%	128
	Never	32%	15%	53%	242
<b>Gun Owner in Household</b>	Donald Trump	65%	2%	33%	166
	Hillary Clinton	16%	24%	61%	198
	Voted for Other	30%	9%	60%	43
	Did Not Vote	24%	11%	65%	83
<b>Labor Union Membership</b>	Gun Owner	40%	13%	47%	220
	Not Gun Owner	31%	13%	56%	269
<b>Veteran/Active in Household</b>	Union household	22%	15%	63%	74
	Non-Union household	37%	13%	51%	426
<b>Region of State</b>	Active/Veteran Military	36%	16%	48%	111
	No Active/Veteran Military	35%	12%	54%	389
	Central / Lakes	35%	5%	60%	82
	Connecticut Valley	24%	24%	52%	66
	Manchester Area	38%	12%	50%	98
	Mass Border	45%	10%	45%	119
<b>Congressional District</b>	North Country	32%	20%	48%	52
	Seacoast	26%	13%	61%	94
	First Congressional District	36%	10%	54%	267
	Second Congressional District	33%	17%	50%	243

### Good Time to Buy Major Household Item

		<u>Good Time</u>	<u>Bad Time</u>	<u>Pro-con</u>	<u>N</u>
<b>STATEWIDE</b>		71%	13%	16%	449
<b>Registered to Vote</b>	Reg. Democrat	58%	22%	20%	117
	Registered Undeclared/Not Reg.	70%	13%	17%	228
	Reg. Republican	88%	3%	9%	98
<b>Party ID</b>	Democrat	62%	19%	19%	203
	Independent	69%	16%	15%	91
	Republican	86%	2%	12%	132
<b>Ideology</b>	Liberal	65%	17%	18%	102
	Moderate	66%	18%	16%	178
	Conservative	87%	4%	8%	128
<b>Media Usage</b>	Listen to Conserv. Radio	84%	3%	13%	58
	Listen to NHPR	60%	21%	19%	127
	Read Boston Globe	44%	26%	30%	53
	Read Local Newspapers	72%	10%	18%	98
	Read Union Leader	64%	20%	16%	55
	Watch WMUR	75%	10%	15%	231
<b>Age of Respondent</b>	18 to 34	74%	15%	11%	112
	35 to 49	69%	15%	16%	102
	50 to 64	70%	9%	20%	132
	65 and older	70%	18%	12%	85
<b>Sex of Respondent</b>	Female	62%	20%	18%	227
	Male	80%	6%	14%	222
<b>Level of Education</b>	High school or less	69%	14%	17%	115
	Technical school/Some college	74%	10%	16%	183
	College graduate	71%	16%	13%	94
	Postgraduate work	62%	21%	17%	52
<b>Frequency Attending Relig. Services</b>	Once a week or more	81%	8%	11%	73
	Once or twice a month	75%	10%	16%	34
	Few times a year	67%	14%	19%	121
	Never	69%	16%	14%	204
<b>2016 Presidential Vote</b>	Donald Trump	82%	3%	16%	156
	Hillary Clinton	62%	22%	16%	173
	Voted for Other	57%	16%	27%	32
	Did Not Vote	75%	15%	10%	78
<b>Gun Owner in Household</b>	Gun Owner	70%	10%	20%	189
	Not Gun Owner	71%	17%	13%	241
<b>Labor Union Membership</b>	Union household	56%	17%	27%	68
	Non-Union household	74%	12%	14%	372
<b>Veteran/Active in Household</b>	Active/Veteran Military	69%	15%	16%	98
	No Active/Veteran Military	72%	13%	16%	342
<b>Region of State</b>	Central / Lakes	78%	16%	7%	73
	Connecticut Valley	61%	20%	19%	55
	Manchester Area	70%	13%	17%	91
	Mass Border	72%	10%	18%	105
	North Country	58%	15%	27%	44
	Seacoast	77%	11%	12%	80
<b>Congressional District</b>	First Congressional District	75%	11%	14%	237
	Second Congressional District	66%	16%	18%	211