

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

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GRANITE STATERS OPTIMISTIC ABOUT BUSINESS CONDITIONS

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DURHAM, NH - Most Granite Staters are optimistic about business conditions in the state, while a plurality are optimistic about business conditions in the country. Half of New Hampshire residents say their household financial condition has stayed the same over the past year and that they believe it will stay the same over the next year. A record high believe that now is a good time to buy a major household item.

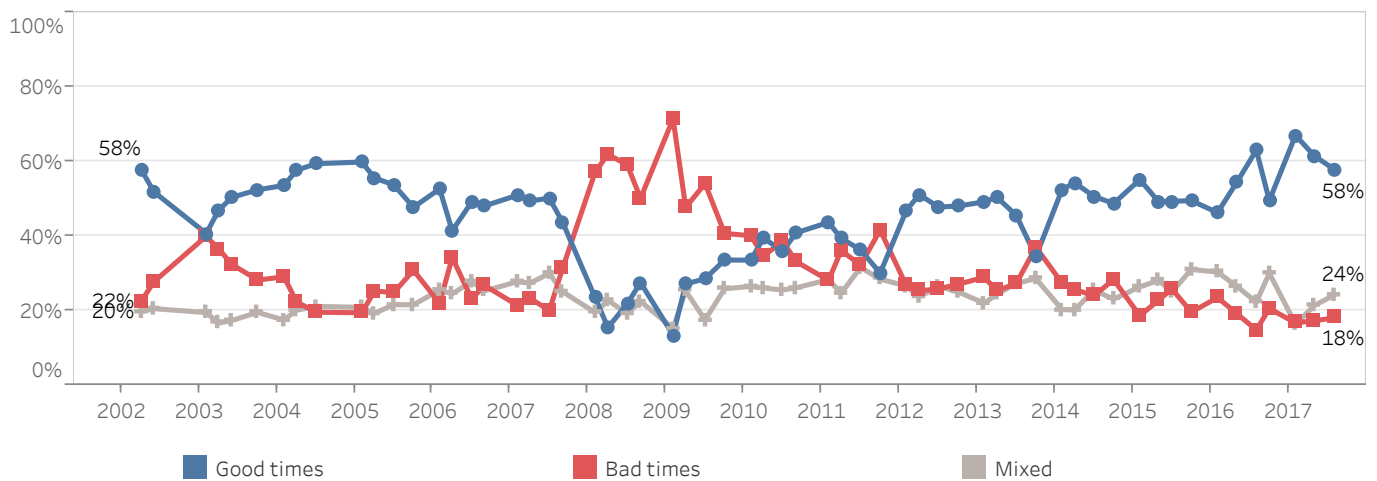
These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence**,* conducted by the University of New Hampshire Survey Center. Five hundred and two (502) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 29 and August 8, 2017. The margin of sampling error for the survey is +/- 4.4 percent.

N.H. Business Conditions

Confidence in the New Hampshire economy remains high. When asked how New Hampshire businesses will do in the upcoming year, 58% of Granite Staters think state businesses will enjoy good times financially, 18% think they will experience bad times, and 24% anticipate mixed conditions. This has decreased from a record high of 67% in February. Majorities of Republicans (86%) and Independents (56%) are optimistic while only 36% of Democrats agree.

“New Hampshire residents’ overall confidence about prospects for continued strength in the state and national economies over the coming 12 months is good news. Less encouraging are the continued partisan divides between those identifying as Republicans and those identifying as Democrats. The confidence of both groups is markedly different, mirroring a continued, unhealthy inability for policy leaders to find middle ground on pressing issues. This inability or unwillingness to compromise and reach consensus does not bode well for long-term economic growth and prosperity,” said BIA President Jim Roche.

Business Conditions in NH - Next 12 Months

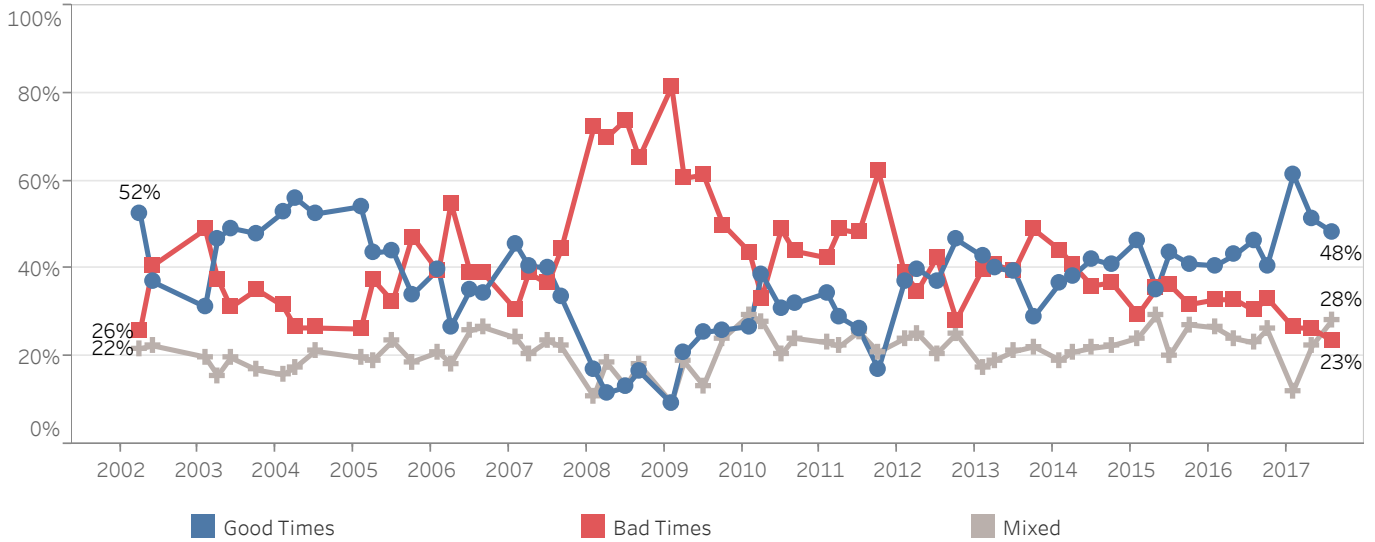


*We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, sponsored by the New Hampshire Business and Industry Association, and conducted by the University of New Hampshire Survey Center.

U.S. Business Conditions

Granite Staters are somewhat optimistic about expectations for the U.S. economy as a whole. Forty-eight percent of Granite Staters think that businesses across the country will experience good times over the next 12 months, 23% anticipate businesses will have bad times, and 28% think conditions will be mixed. The percentage anticipating good times has decreased thirteen points since February when it was at an all-time high of 61%.

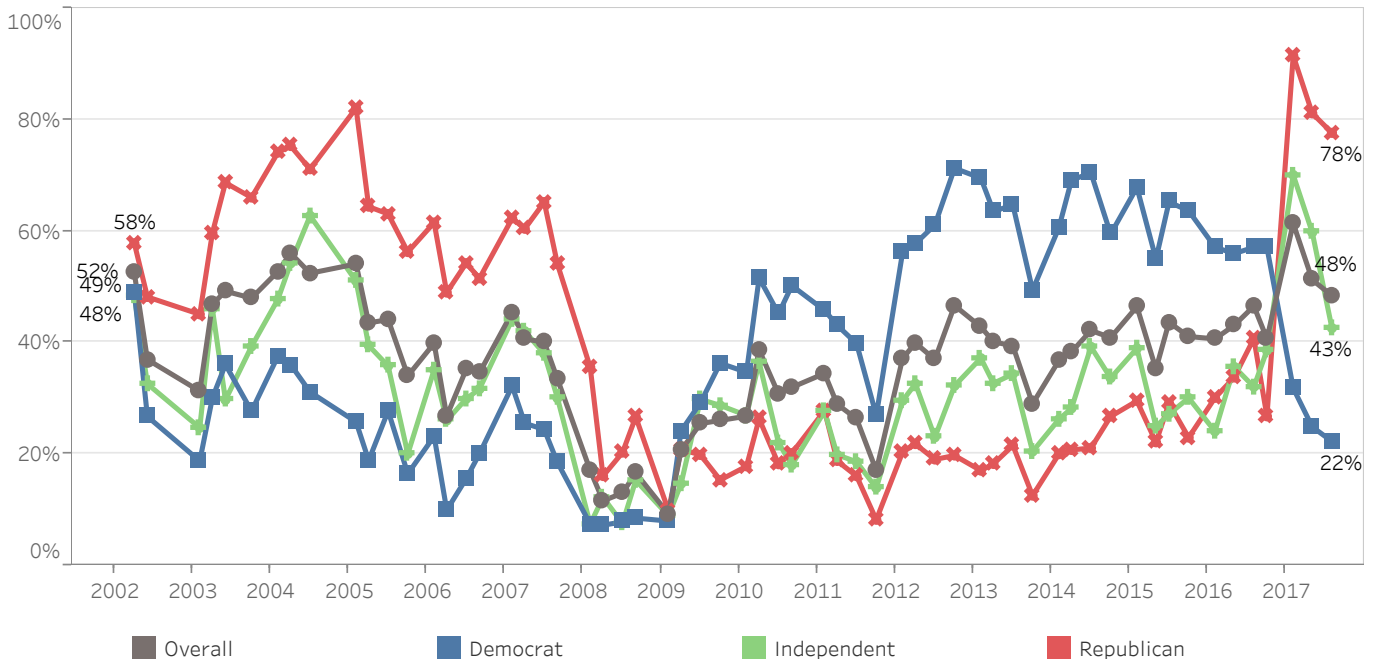
Business Conditions in US - Next 12 Months



Optimism of U.S. business conditions is usually the highest among Granite Staters who have a member of their party as President. 78% of Republicans feel U.S. business conditions will be good over the next year while just 27% felt this way in October 2016, the final quarter of Barack Obama's presidency. Conversely just, 22% of Democrats are optimistic about US business conditions now while 57% felt this way in October 2016.

Optimism among Independents has fallen as only 43% are now optimistic about national business conditions, compared to 70% in February and 60% in April.

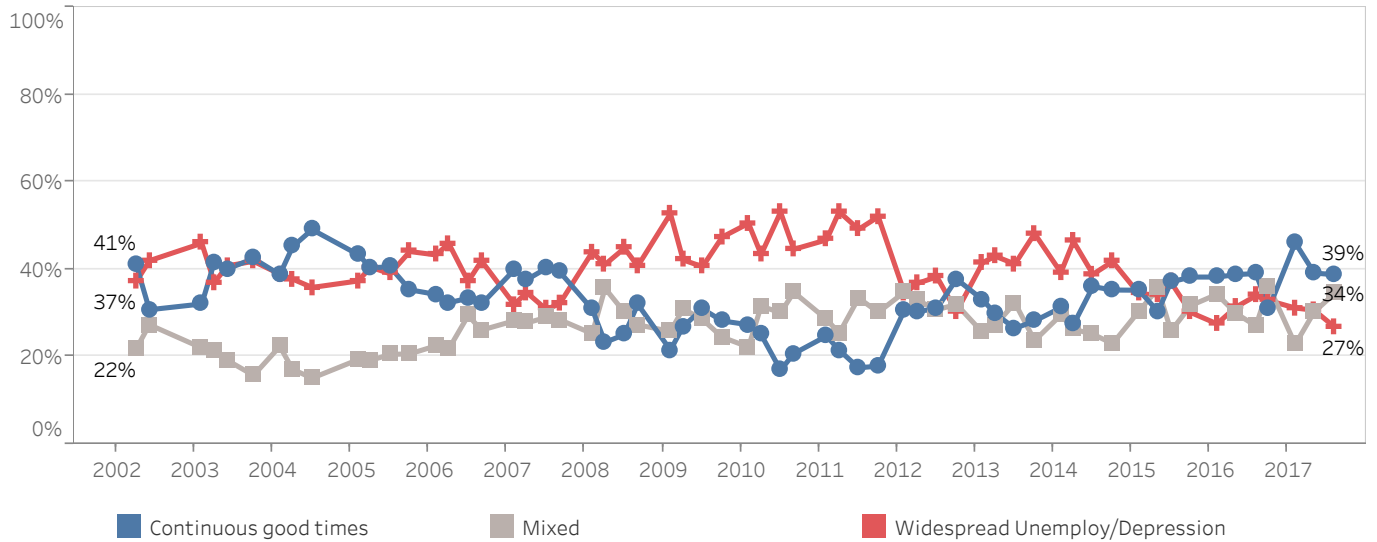
Business Conditions in US - Good Times - Next 12 Months - By Party ID



Looking further into the future, 39% of New Hampshire residents believe the U.S. economy will enjoy continuous good times over the next 5 years, 27% expect periods of widespread unemployment and depression, and 34% see a mix of good and bad conditions. This has remained largely stable over the past two years.

As with other questions, responses are closely linked to partisan attachments. Two in three Republicans (68%) anticipate continuous good times for the U.S. economy in the next five years, but only 32% of Independents and 18% of Democrats agree.

U.S. 5 Year Economic Outlook

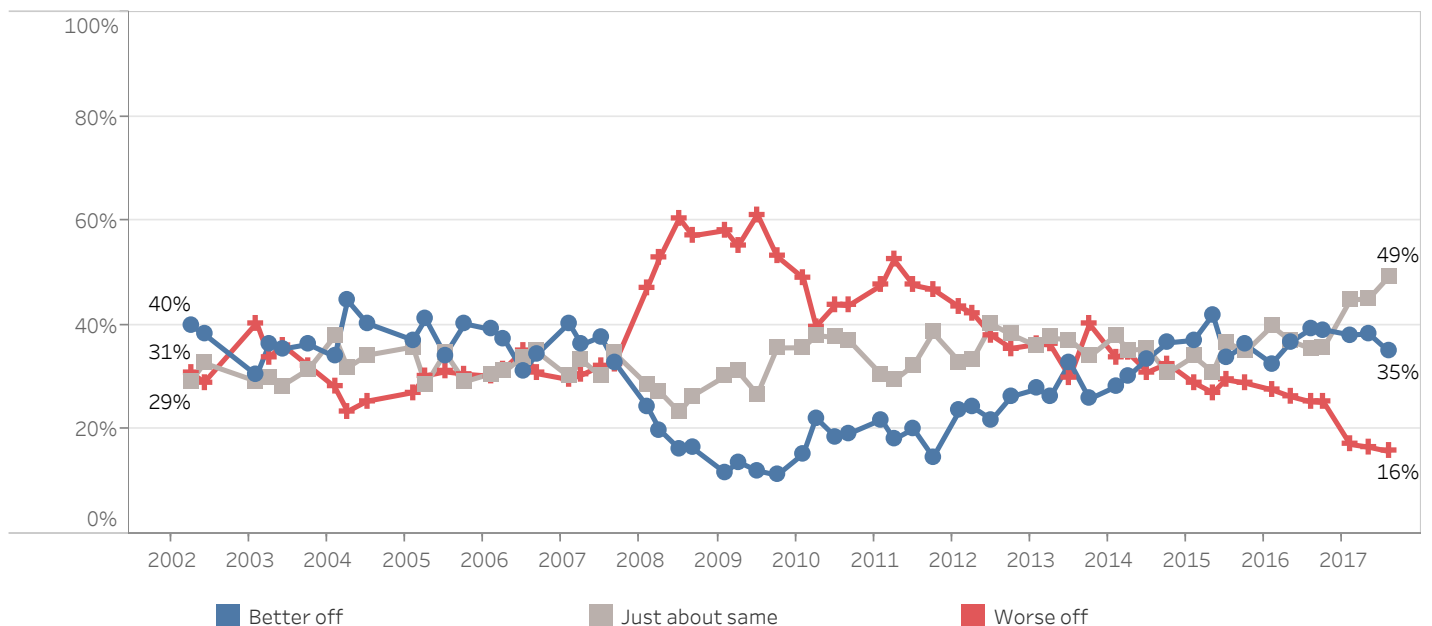


Personal Financial Conditions

Nearly half of New Hampshire adults consider themselves to be in the same financial condition as they were a year ago. Forty-nine percent say they are about the same financially as a year ago, 35% say they are better off, and 16% say they are worse off. The percentage who say their financial condition has been about the same has continued to increase over the past year, while the percentage who say they are worse off has been decreasing since 2013.

There is a partisan split on this question as 51% of Republicans say they are better off than they were a year ago, but only 31% of Independents and 24% of Democrats agree.

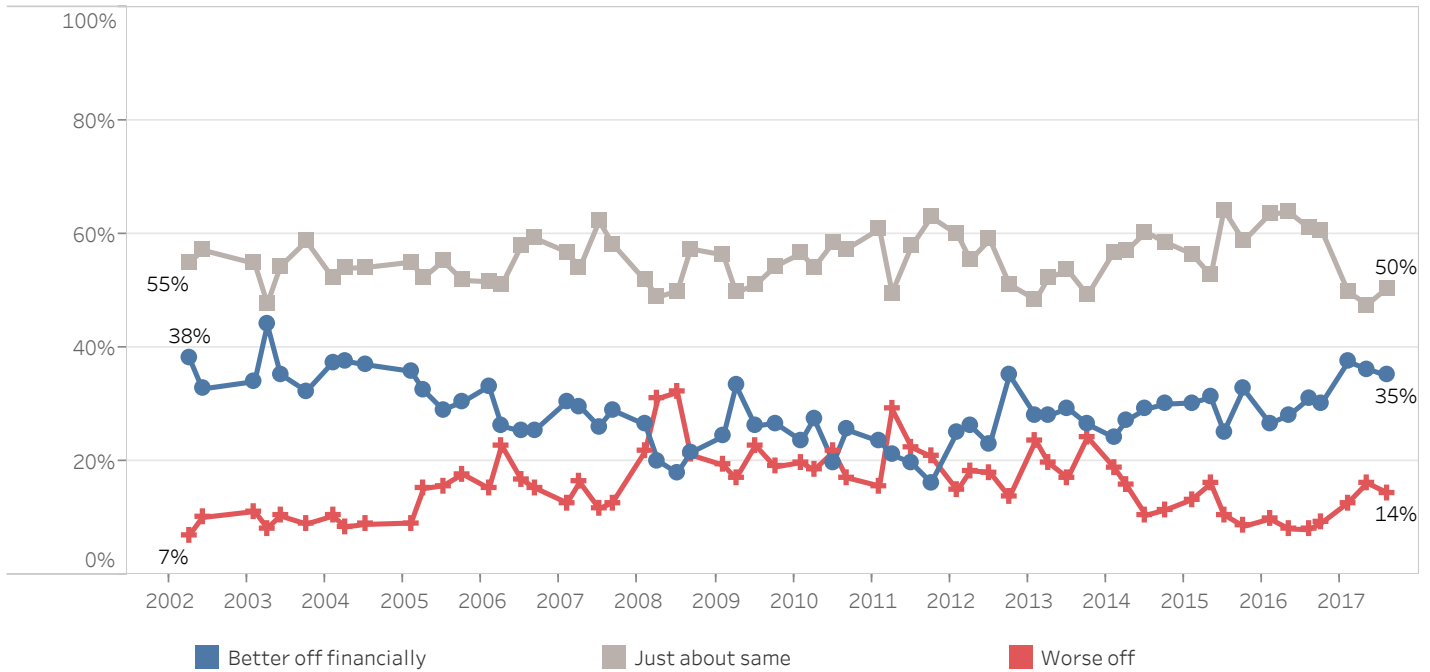
Household Financial Condition - Compared to 1 Year Ago



Looking forward, half (50%) of Granite Staters think their households will be in about the same financial condition next year as they are today and 35% think they will be better off, while 14% think they will be worse off. This is largely unchanged since February.

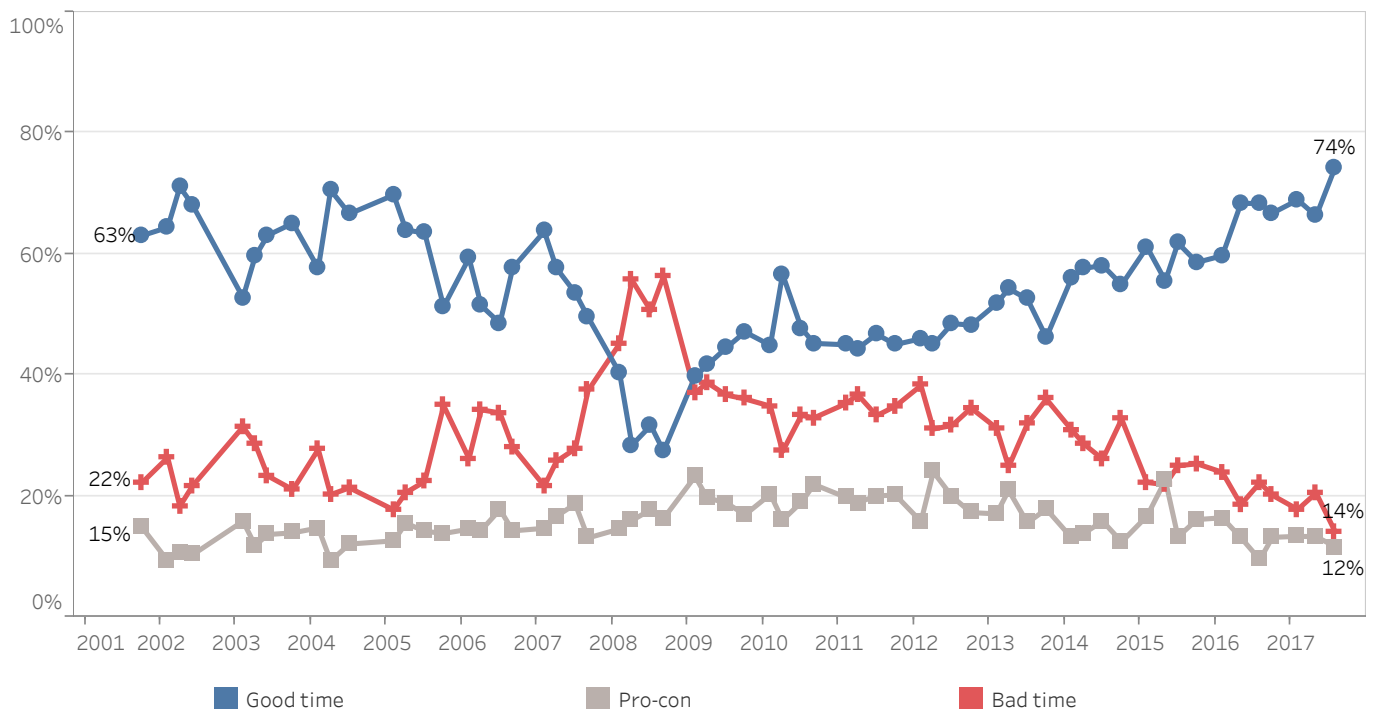
Republicans (52%) are more likely than Independents (40%) or Democrats (15%) to say they anticipate being better off financially next year.

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. Three in four New Hampshire residents (74%) think now is a good time to buy a major household item, which represents an all-time high since this question started being asked in 2001. Just 14% think it is a bad time to buy a major household item, and 12% think it depends on a person's finances.

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. Interviews were conducted by the UNH Survey Center with assistance from the University of North Florida Public Opinion Research Laboratory. Five hundred and two (502) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 29 and August 8, 2017. 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 1.4%.

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.

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 2017 Demographics

		N	%
Sex of Respondent	Female	257	51%
	Male	245	49%
Age of Respondent	18 to 34	130	27%
	35 to 49	116	24%
	50 to 64	148	30%
	65 and older	93	19%
Level of Education	High school or less	148	30%
	Technical school/Some college	190	38%
	College graduate	108	22%
	Postgraduate work	50	10%
Region of State	Central / Lakes	88	17%
	Connecticut Valley	70	14%
	Manchester Area	97	19%
	Mass Border	132	26%
	North Country	44	9%
	Seacoast	71	14%
Registered To Vote	Reg. Democrat	89	18%
	Reg. Undeclared/Not Reg.	288	58%
	Reg. Republican	115	23%
Party ID	Democrat	177	38%
	Independent	134	29%
	Republican	159	34%

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

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

5 Year Economic Outlook - U.S.

“Looking ahead, which would you say is more likely – that in the country as a whole we will have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression, or what?”

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

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

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

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

Business Conditions in NH - Next 12 Months

		Good Times	Bad Times	Mixed	(N)
STATEWIDE		58%	18%	24%	442
Registered To Vote	Reg. Democrat	43%	28%	29%	72
	Reg. Undeclared/Not Reg.	50%	22%	28%	254
	Reg. Republican	84%	3%	12%	110
Party ID	Democrat	36%	31%	33%	156
	Independent	56%	13%	32%	117
	Republican	86%	4%	10%	143
Ideology	Liberal	41%	27%	33%	92
	Moderate	52%	20%	28%	167
	Conservative	79%	4%	17%	127
Media Usage	Listen to Conserv. Radio	87%	2%	11%	43
	Listen to NHPR	51%	17%	32%	123
	Read Boston Globe	58%	22%	20%	37
	Read Local Newspapers	51%	25%	24%	140
	Read Union Leader	61%	14%	25%	73
	Watch WMUR	64%	15%	22%	226
Age of Respondent	18 to 34	51%	22%	28%	105
	35 to 49	54%	24%	22%	107
	50 to 64	67%	15%	19%	138
	65 and older	54%	13%	32%	79
Sex of Respondent	Female	54%	23%	23%	223
	Male	62%	13%	25%	219
Level of Education	High school or less	64%	21%	15%	120
	Technical school/Some college	52%	22%	26%	175
	College graduate	60%	12%	28%	93
	Postgraduate work	54%	10%	36%	49
Frequency Attend Relig. Service	Once a week or more	77%	5%	18%	84
	Once-twice a month	52%	12%	36%	29
	Few times a year	58%	20%	22%	117
	Never	51%	24%	25%	195
2016 Presidential Election Vote	Donald Trump	80%	6%	14%	146
	Hillary Clinton	37%	32%	31%	148
	Did Not Vote	65%	18%	17%	76
Gun Owner In Household	Gun Owner	65%	15%	19%	199
	Not Gun Owner	50%	22%	28%	222
Labor Union Member	Union household	46%	32%	22%	62
	Non union household	59%	16%	25%	376
Veteran/Active In Household	Active/Veteran Military	65%	10%	25%	106
	Not Active/Veteran Military	55%	21%	24%	332
Region of State	Central / Lakes	54%	23%	23%	73
	Connecticut Valley	25%	34%	41%	61
	Manchester Area	74%	10%	16%	86
	Mass Border	58%	21%	21%	118
	North Country	73%	11%	17%	43
	Seacoast	62%	6%	32%	61
Congressional District	First Cong. District	68%	12%	20%	242
	Second Cong. District	46%	25%	29%	200

Business Conditions in US - Next 12 Months

		Good Times	Bad Times	Mixed	(N)
STATEWIDE		48%	23%	28%	443
Registered To Vote	Reg. Democrat	28%	47%	26%	81
	Reg. Undeclared/Not Reg.	41%	26%	34%	241
	Reg. Republican	79%	3%	19%	113
Party ID	Democrat	22%	42%	36%	156
	Independent	43%	23%	35%	115
	Republican	78%	6%	17%	153
Ideology	Liberal	29%	44%	26%	101
	Moderate	40%	27%	33%	172
	Conservative	72%	4%	24%	132
Media Usage	Listen to Conserv. Radio	88%	1%	11%	42
	Listen to NHPR	32%	32%	36%	126
	Read Boston Globe	36%	39%	25%	37
	Read Local Newspapers	47%	29%	24%	136
	Read Union Leader	59%	8%	34%	70
	Watch WMUR	54%	21%	26%	233
Age of Respondent	18 to 34	40%	30%	30%	112
	35 to 49	50%	23%	27%	96
	50 to 64	51%	23%	26%	137
	65 and older	52%	17%	31%	85
Sex of Respondent	Female	41%	30%	29%	224
	Male	56%	16%	27%	219
Level of Education	High school or less	54%	24%	23%	118
	Technical school/Some college	46%	20%	33%	177
	College graduate	46%	30%	23%	97
	Postgraduate work	42%	21%	36%	46
Frequency Attend Relig. Service	Once a week or more	68%	17%	14%	86
	Once-twice a month	37%	28%	35%	31
	Few times a year	47%	24%	29%	114
	Never	42%	26%	33%	194
2016 Presidential Election Vote	Donald Trump	72%	4%	24%	151
	Hillary Clinton	24%	43%	33%	146
	Did Not Vote	54%	23%	23%	69
Gun Owner In Household	Gun Owner	56%	17%	27%	204
	Not Gun Owner	39%	30%	30%	221
Labor Union Member	Union household	44%	34%	23%	47
	Non union household	49%	22%	29%	390
Veteran/Active In Household	Active/Veteran Military	60%	19%	20%	114
	Not Active/Veteran Military	44%	25%	31%	325
Region of State	Central / Lakes	51%	27%	22%	79
	Connecticut Valley	35%	22%	43%	50
	Manchester Area	52%	27%	20%	93
	Mass Border	50%	23%	27%	117
	North Country	64%	15%	22%	41
	Seacoast	38%	22%	41%	64
Congressional District	First Cong. District	49%	24%	26%	249
	Second Cong. District	47%	23%	30%	195

U.S. 5 Year Economic Outlook

		<u>Continuous good times</u>	<u>Widespread Unemploy/Depression</u>	<u>Mixed</u>	<u>(N)</u>
STATEWIDE		39%	27%	34%	457
Registered To Vote	Reg. Democrat	15%	49%	36%	76
	Reg. Undeclared/Not Reg.	32%	30%	38%	262
	Reg. Republican	70%	5%	25%	111
Party ID	Democrat	18%	46%	36%	160
	Independent	32%	22%	46%	124
	Republican	68%	8%	24%	154
Ideology	Liberal	21%	46%	33%	98
	Moderate	32%	32%	36%	176
	Conservative	66%	4%	30%	135
Media Usage	Listen to Conserv. Radio	63%	1%	36%	41
	Listen to NHPR	30%	29%	41%	128
	Read Boston Globe	30%	28%	42%	39
	Read Local Newspapers	37%	28%	34%	143
	Read Union Leader	41%	26%	34%	73
	Watch WMUR	43%	24%	33%	235
Age of Respondent	18 to 34	34%	26%	40%	120
	35 to 49	36%	36%	28%	109
	50 to 64	42%	25%	33%	136
	65 and older	41%	23%	36%	81
Sex of Respondent	Female	34%	32%	34%	226
	Male	43%	22%	34%	231
Level of Education	High school or less	39%	31%	30%	131
	Technical school/Some college	41%	22%	37%	177
	College graduate	34%	27%	38%	98
	Postgraduate work	36%	34%	30%	48
Frequency Attend Relig. Service	Once a week or more	53%	16%	31%	82
	Once-twice a month	45%	28%	27%	30
	Few times a year	32%	28%	40%	126
	Never	36%	31%	32%	205
2016 Presidential Election Vote	Donald Trump	70%	6%	24%	153
	Hillary Clinton	13%	49%	38%	151
	Did Not Vote	44%	20%	36%	81
Gun Owner In Household	Gun Owner	47%	25%	28%	207
	Not Gun Owner	31%	31%	38%	232
Labor Union Member	Union household	25%	43%	32%	54
	Non union household	41%	25%	34%	399
Veteran/Active In Household	Active/Veteran Military	49%	24%	26%	111
	Not Active/Veteran Military	35%	28%	37%	343
Region of State	Central / Lakes	38%	33%	29%	80
	Connecticut Valley	29%	36%	36%	63
	Manchester Area	44%	17%	39%	92
	Mass Border	40%	30%	30%	121
	North Country	43%	22%	36%	39
	Seacoast	37%	22%	41%	62
Congressional District	First Cong. District	38%	23%	39%	246
	Second Cong. District	39%	32%	29%	211

Household Financial Condition - Compared to 1 Year Ago

		<u>Better Off</u>	<u>Worse Off</u>	<u>About The Same</u>	<u>(N)</u>
STATEWIDE		35%	16%	49%	499
Registered To Vote	Reg. Democrat	23%	19%	58%	88
	Reg. Undeclared/Not Reg.	32%	18%	50%	286
	Reg. Republican	52%	8%	41%	114
Party ID	Democrat	24%	15%	61%	176
	Independent	31%	25%	45%	134
	Republican	51%	10%	39%	157
Ideology	Liberal	32%	19%	48%	111
	Moderate	26%	12%	63%	187
	Conservative	49%	12%	38%	140
Media Usage	Listen to Conserv. Radio	54%	7%	39%	43
	Listen to NHPR	23%	19%	58%	145
	Read Boston Globe	31%	10%	59%	39
	Read Local Newspapers	28%	11%	61%	157
	Read Union Leader	42%	15%	43%	77
	Watch WMUR	32%	14%	54%	255
Age of Respondent	18 to 34	46%	18%	36%	130
	35 to 49	39%	14%	48%	116
	50 to 64	34%	14%	52%	145
	65 and older	17%	20%	63%	93
Sex of Respondent	Female	25%	18%	57%	255
	Male	45%	13%	42%	244
Level of Education	High school or less	35%	17%	48%	148
	Technical school/Some college	36%	18%	46%	187
	College graduate	34%	11%	55%	107
	Postgraduate work	29%	15%	56%	50
Frequency Attend Relig. Service	Once a week or more	34%	13%	54%	91
	Once-twice a month	30%	20%	50%	33
	Few times a year	36%	21%	43%	133
	Never	36%	13%	51%	222
2016 Presidential Election Vote	Donald Trump	57%	10%	34%	160
	Hillary Clinton	23%	20%	57%	169
	Did Not Vote	31%	11%	58%	88
Gun Owner In Household	Gun Owner	39%	12%	49%	222
	Not Gun Owner	29%	19%	51%	255
Labor Union Member	Union household	27%	18%	55%	64
	Non union household	36%	16%	49%	427
Veteran/Active In Household	Active/Veteran Military	39%	11%	50%	123
	Not Active/Veteran Military	33%	18%	49%	371
Region of State	Central / Lakes	34%	9%	58%	86
	Connecticut Valley	33%	12%	55%	70
	Manchester Area	37%	20%	43%	95
	Mass Border	30%	21%	49%	132
	North Country	32%	12%	57%	43
	Seacoast	46%	16%	38%	71
Congressional District	First Cong. District	37%	15%	48%	269
	Second Cong. District	33%	17%	51%	230

Household Financial Condition - 12 Months From Now

		<u>Better off financially</u>	<u>About The Same</u>	<u>Worse Off</u>	<u>(N)</u>
STATEWIDE		35%	50%	14%	479
Registered To Vote	Reg. Democrat	16%	56%	27%	86
	Reg. Undeclared/Not Reg.	33%	52%	14%	269
	Reg. Republican	51%	44%	4%	114
Party ID	Democrat	15%	60%	25%	169
	Independent	40%	48%	12%	121
	Republican	52%	43%	5%	158
Ideology	Liberal	24%	55%	21%	108
	Moderate	29%	50%	21%	179
	Conservative	48%	50%	2%	139
Media Usage	Listen to Conserv. Radio	59%	40%	1%	41
	Listen to NHPR	24%	54%	22%	142
	Read Boston Globe	29%	48%	23%	38
	Read Local Newspapers	27%	57%	16%	150
	Read Union Leader	35%	55%	10%	76
	Watch WMUR	32%	53%	15%	246
Age of Respondent	18 to 34	36%	47%	18%	130
	35 to 49	47%	46%	6%	109
	50 to 64	35%	48%	18%	138
	65 and older	20%	64%	16%	88
Sex of Respondent	Female	31%	52%	17%	240
	Male	39%	49%	12%	239
Level of Education	High school or less	29%	55%	15%	137
	Technical school/Some college	42%	44%	14%	182
	College graduate	36%	52%	12%	105
	Postgraduate work	21%	60%	18%	49
Frequency Attend Relig. Service	Once a week or more	39%	46%	15%	92
	Once-twice a month	39%	40%	21%	32
	Few times a year	31%	56%	13%	123
	Never	35%	50%	15%	217
2016 Presidential Election Vote	Donald Trump	56%	42%	3%	160
	Hillary Clinton	14%	59%	27%	157
	Did Not Vote	35%	50%	14%	84
Gun Owner In Household	Gun Owner	43%	47%	10%	219
	Not Gun Owner	25%	56%	18%	241
Labor Union Member	Union household	28%	47%	24%	52
	Non union household	36%	51%	13%	420
Veteran/Active In Household	Active/Veteran Military	49%	43%	8%	118
	Not Active/Veteran Military	30%	53%	16%	356
Region of State	Central / Lakes	29%	48%	22%	79
	Connecticut Valley	33%	55%	12%	70
	Manchester Area	46%	43%	11%	95
	Mass Border	35%	46%	20%	122
	North Country	44%	53%	3%	43
	Seacoast	24%	65%	11%	68
Congressional District	First Cong. District	39%	49%	13%	265
	Second Cong. District	31%	53%	17%	213

Good Time To Buy A Major Household Item

		<u>Good Time</u>	<u>Bad Time</u>	<u>Depends</u>	<u>(N)</u>
STATEWIDE		74%	14%	12%	424
Registered To Vote	Reg. Democrat	67%	20%	13%	76
	Reg. Undeclared/Not Reg.	73%	14%	13%	232
	Reg. Republican	82%	10%	7%	108
Party ID	Democrat	69%	17%	14%	144
	Independent	77%	13%	11%	110
	Republican	82%	7%	11%	144
Ideology	Liberal	69%	16%	15%	88
	Moderate	74%	13%	12%	165
	Conservative	79%	10%	11%	127
Media Usage	Listen to Conserv. Radio	83%	4%	12%	40
	Listen to NHPR	68%	17%	15%	129
	Read Boston Globe	48%	26%	26%	37
	Read Local Newspapers	80%	11%	9%	141
	Read Union Leader	74%	15%	11%	71
	Watch WMUR	80%	13%	7%	233
Age of Respondent	18 to 34	68%	18%	14%	95
	35 to 49	76%	20%	4%	103
	50 to 64	76%	12%	13%	137
	65 and older	75%	7%	18%	81
Sex of Respondent	Female	74%	12%	13%	211
	Male	74%	16%	10%	213
Level of Education	High school or less	83%	12%	5%	128
	Technical school/Some college	67%	16%	17%	151
	College graduate	76%	12%	13%	95
	Postgraduate work	69%	19%	11%	45
Frequency Attend Relig. Service	Once a week or more	85%	7%	8%	85
	Once-twice a month	73%	13%	15%	32
	Few times a year	72%	14%	14%	112
	Never	70%	18%	12%	184
2016 Presidential Election Vote	Donald Trump	83%	9%	8%	143
	Hillary Clinton	70%	14%	15%	135
	Did Not Vote	73%	20%	7%	81
Gun Owner In Household	Gun Owner	76%	13%	11%	193
	Not Gun Owner	74%	14%	12%	212
Labor Union Member	Union household	70%	14%	16%	52
	Non union household	75%	14%	11%	368
Veteran/Active In Household	Active/Veteran Military	76%	11%	14%	101
	Not Active/Veteran Military	74%	15%	11%	319
Region of State	Central / Lakes	79%	6%	14%	77
	Connecticut Valley	60%	29%	11%	63
	Manchester Area	79%	11%	10%	84
	Mass Border	78%	11%	11%	108
	North Country	65%	26%	8%	36
	Seacoast	76%	11%	13%	55
Congressional District	First Cong. District	78%	12%	11%	229
	Second Cong. District	70%	17%	13%	195