

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

May 23, 2017

ECONOMIC OPTIMISM REMAINS HIGH IN NH

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DURHAM, NH - Granite Staters' optimism about business conditions in the state and the country as well as the long-term financial outlook of the country remain high. New Hampshire residents remain largely optimistic about their personal finances, though they are increasingly divided on these microeconomic questions by partisanship, with Republicans and Independents generally optimistic and Democrats largely pessimistic.

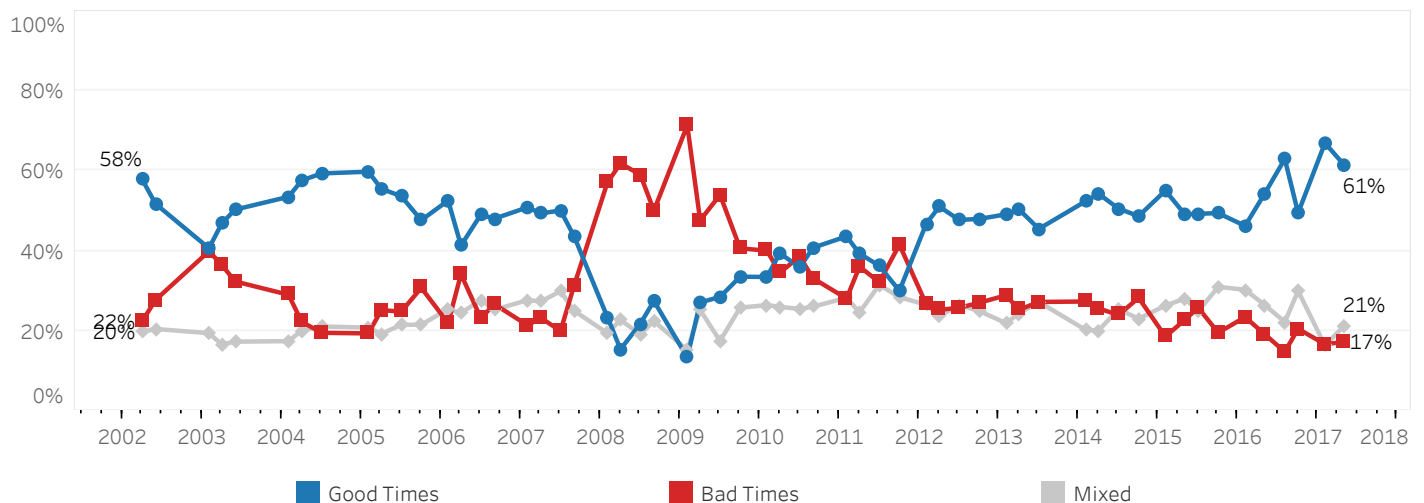
These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence**,* conducted by the University of New Hampshire Survey Center. Five hundred (500) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between May 5 and May 15, 2017. The margin of sampling error for the survey is +/- 4.4 percent.

N.H. Business Conditions

Confidence in the New Hampshire economy remains near record highs. When asked how New Hampshire businesses will do in the upcoming year, 61% of Granite Staters think state businesses will enjoy good times financially, 17% think they will experience bad times, and 21% anticipate mixed conditions. This is a slight decline from February. Majorities of Republicans (83%) and Independents (63%) are optimistic while only 44% of Democrats agree.

"Granite Staters' confidence in the state and national economies continues to be striking. That's the great news. Worrisome is the gap in confidence between those self-identifying as Republicans and those self-identifying as Democrats. The fact is, continued partisanship could affect conditions required for economic prosperity," said BIA President Jim Roche.

Business Conditions in NH - Next 12 Months

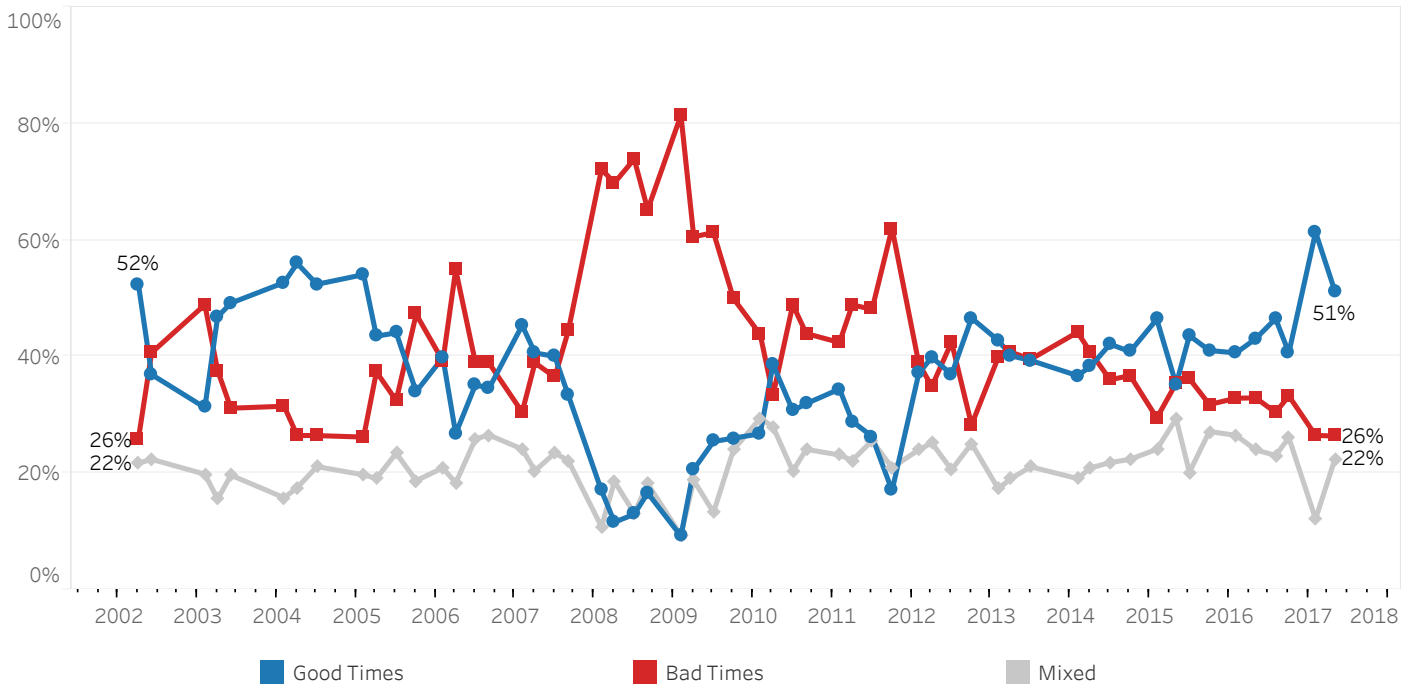


*We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, sponsored by the New Hampshire Business and Industry Association, and conducted by the University of New Hampshire Survey Center.

U.S. Business Conditions

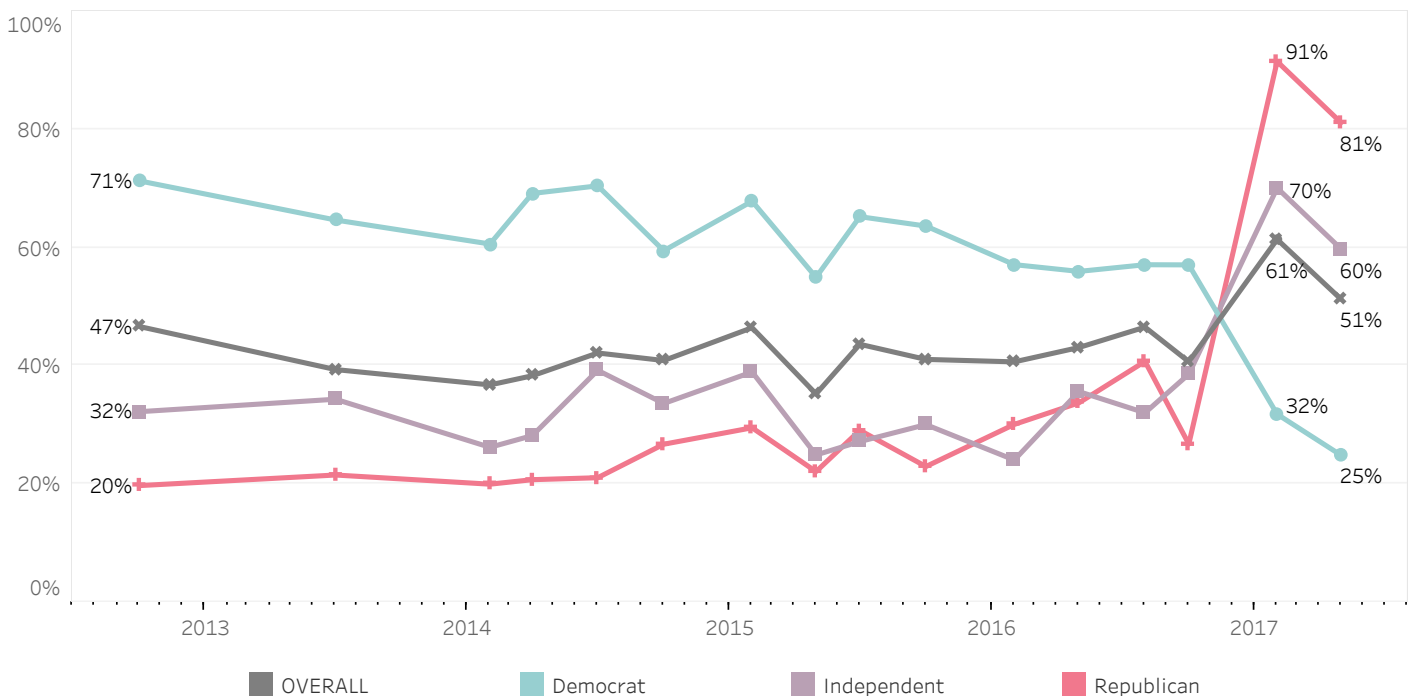
However, there has been a decline in optimism about expectations for the U.S. economy as a whole, after reaching an all-time high in February. Fifty-one percent of Granite Staters think that businesses across the country will experience good times over the next 12 months, 26% anticipate businesses will have bad times, and 22% think conditions will be mixed.

Business Conditions in US - Next 12 Months



While expectations on U.S business conditions remain highly tied to partisanship - 81% of Republicans and 60% of Independents anticipate good times but only 25% of Democrats agree - optimism declined by similar levels among all three groups since February. The percentage of Republicans and Independents expecting good times for US businesses declined by 10% and among Democrats by 7% since February.

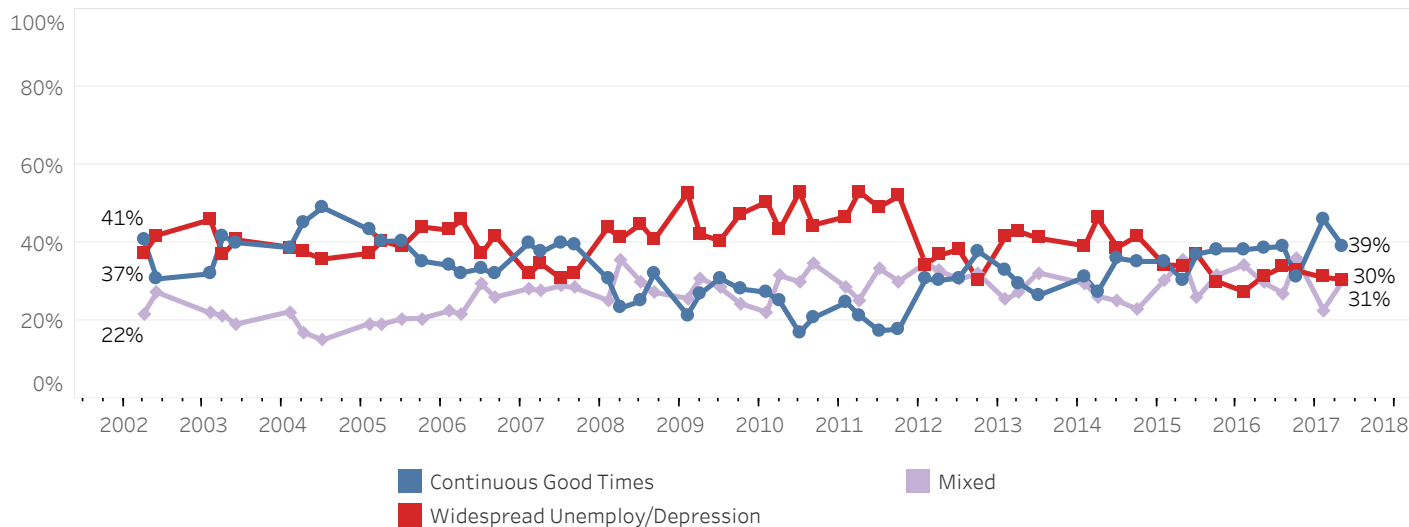
Business Conditions in US - Next 12 Months - % Expecting "Good Times" By Party ID



Looking further into the future, 39% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 31% expect periods of widespread unemployment and depression, and 30% 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. Nearly three-quarters of Republicans (73%) anticipate continuous good times for the U.S. economy in the next five years, but only 34% of Independents and 17% of Democrats agree. Independents are much less optimistic about the long-term outlook for the U.S. economy; in February 56% anticipated continuous good times but only 34% now do so.

U.S. 5 Year Economic Outlook

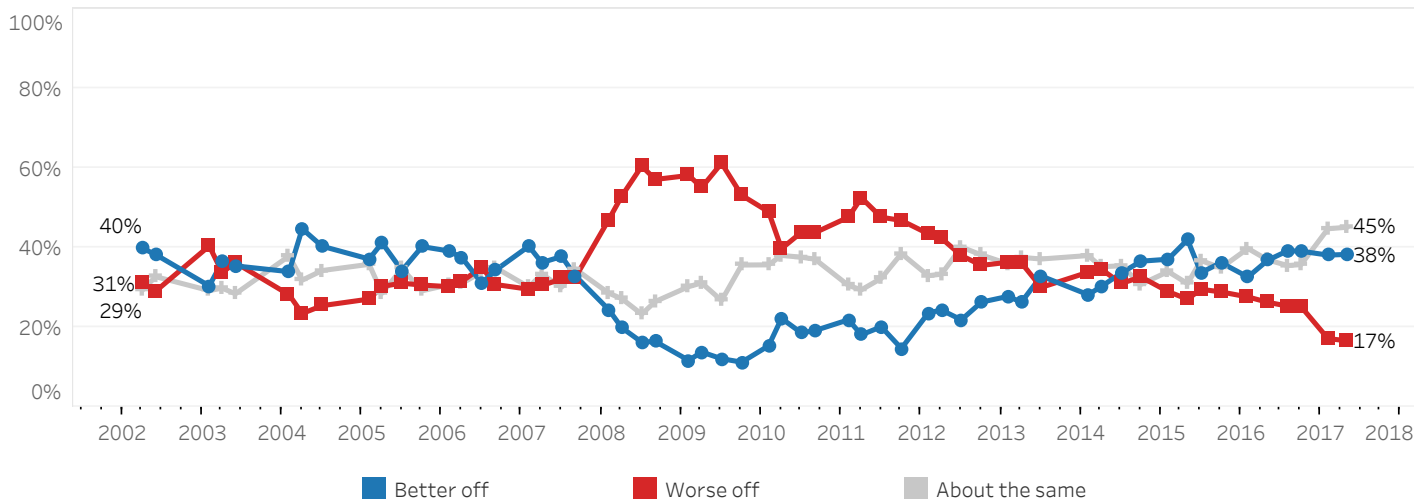


Personal Financial Conditions

Most New Hampshire adults continue to consider themselves better off or about the same as they were a year ago. Forty-five percent say they are about the same financially as a year ago, 38% say they are better off, and 17% say they are worse off, all unchanged since February.

While the overall results have not changed since February, the results have become far more closely tied to partisanship; 54% of Republicans say they are better off than they were a year ago, but only 30% of Independents and Democrats agree. This represents a significant change since February, when 41% of Republicans, 40% of Independents, and 34% of Democrats said they were better off than a year ago.

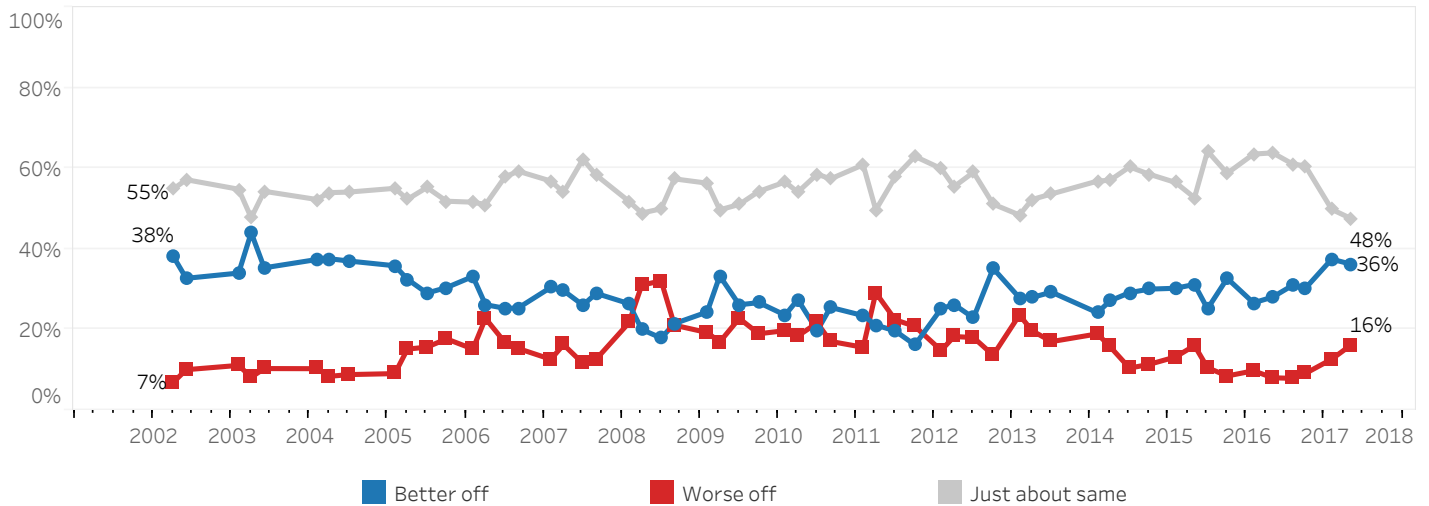
Household Financial Condition - Compared to 1 Year Ago



Looking forward, half (48%) of Granite Staters think their households will be in about the same financial condition next year as they are today and 36% think they will be better off, while 16% think they will be worse off.

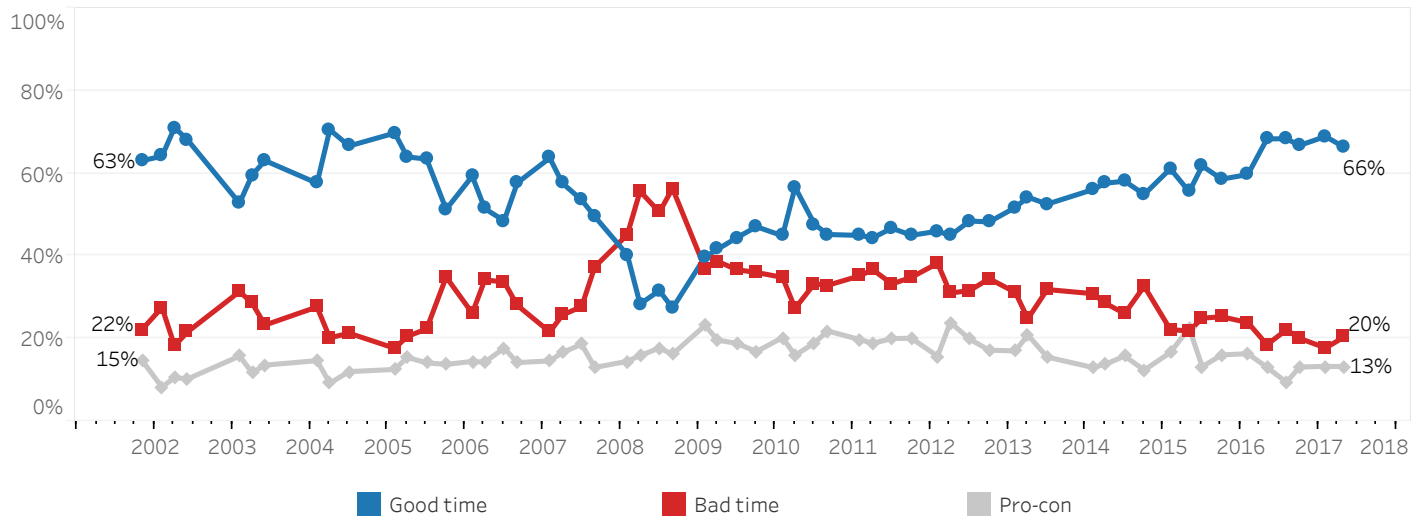
Republicans (63%) are far more likely than Independents (32%) or Democrats (17%) to say they anticipate being better off financially next year.

Household Financial Condition - 12 Months From Now



New Hampshire adults continue to think it is a good time to buy major items for their home. Two in three New Hampshire residents (66%) think now is a good time to buy major household items, 20% think it is a bad time, and 13% think it depends on a person's finances. This measure has largely stayed steady since May 2016.

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 (500) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between May 5 and May 15, 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 1.3%.

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.

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, Spring 2017 Demographics

		N	%
Sex of Respondent	Female	256	51%
	Male	245	49%
Age of Respondent	18 to 34	127	27%
	35 to 49	109	23%
	50 to 64	146	31%
	65 and older	91	19%
Level of Education	High school or less	172	35%
	Technical school/Some college	165	33%
	College graduate	103	21%
	Postgraduate work	55	11%
Region of State	Central / Lakes	86	17%
	Connecticut Valley	60	12%
	Manchester Area	89	18%
	Mass Border	125	25%
	North Country	52	10%
	Seacoast	87	17%
Registered to Vote	Reg. Democrat	116	23%
	Reg. Undeclared/Not Reg.	274	55%
	Reg. Republican	105	21%
Party ID	Democrat	212	44%
	Independent	113	24%
	Republican	156	32%

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

Business Conditions in U.S. in 12 Months

“Turning to business conditions in the country as a whole – do you think that during the next twelve months we’ll have good times financially, or bad times, or what?”

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

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>
Apr 2002	41%	37%	22%	463	Feb 2010	27%	50%	22%	472
Jun 2002	31%	42%	27%	603	Apr 2010	25%	43%	32%	472
Feb 2003	32%	46%	22%	607	Jul 2010	17%	53%	30%	477
Apr 2003	42%	37%	21%	468	Sep 2010	21%	45%	35%	486
Jun 2003	40%	41%	19%	479	Feb 2011	25%	47%	29%	482
Feb 2004	39%	39%	22%	454	Apr 2011	21%	53%	25%	479
Apr 2004	45%	38%	17%	467	Jul 2011	17%	49%	33%	484
Jul 2004	49%	36%	15%	431	Oct 2011	18%	52%	30%	515
Feb 2005	43%	37%	19%	497	Feb 2012	31%	34%	35%	479
Apr 2005	40%	40%	19%	455	Apr 2012	30%	37%	33%	465
Jul 2005	41%	39%	21%	461	Jul 2012	31%	38%	31%	453
Oct 2005	35%	44%	21%	460	Oct 2012	38%	30%	32%	490
Feb 2006	34%	43%	22%	444	Feb 2013	33%	42%	25%	562
Apr 2006	32%	46%	22%	471	Apr 2013	30%	43%	27%	471
Jul 2006	33%	37%	29%	447	Jul 2013	26%	41%	32%	485
Sep 2006	32%	42%	26%	473	Feb 2014	31%	39%	30%	529
Feb 2007	40%	32%	28%	478	Apr 2014	27%	46%	26%	461
Apr 2007	38%	35%	28%	472	Jul 2014	36%	39%	25%	460
Jul 2007	40%	31%	29%	432	Oct 2014	35%	42%	23%	493
Sep 2007	39%	32%	28%	443	Feb 2015	35%	34%	30%	460
Feb 2008	31%	44%	25%	502	May 2015	30%	34%	36%	514
Apr 2008	23%	41%	36%	439	Jul 2015	37%	37%	26%	444
Jul 2008	25%	45%	30%	485	Oct 2015	38%	30%	32%	490
Sep 2008	32%	41%	27%	484	Feb 2016	38%	28%	34%	428
Feb 2009	22%	53%	26%	590	May 2016	39%	31%	30%	405
Apr 2009	27%	42%	31%	479	Aug 2016	39%	34%	27%	399
Jul 2009	31%	41%	29%	538	Oct 2016	31%	33%	36%	466
Oct 2009	28%	47%	24%	463	Feb 2017	46%	31%	23%	461
					May 2017	39%	31%	30%	467

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

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>Just about same</u>	<u>N</u>		<u>Better off financially</u>	<u>Worse off</u>	<u>Just about same</u>	<u>N</u>
Apr 2002	38%	7%	55%	462	Feb 2010	24%	20%	57%	473
Jun 2002	33%	10%	57%	588	Apr 2010	27%	18%	54%	492
Feb 2003	34%	11%	55%	577	Jul 2010	20%	22%	59%	487
Apr 2003	44%	8%	48%	459	Sep 2010	26%	17%	57%	497
Jun 2003	35%	10%	54%	485	Feb 2011	23%	16%	61%	500
Feb 2004	37%	10%	52%	448	Apr 2011	21%	29%	50%	484
Apr 2004	38%	8%	54%	457	Jul 2011	20%	22%	58%	499
Jul 2004	37%	9%	54%	444	Oct 2011	16%	21%	63%	532
Feb 2005	36%	9%	55%	453	Feb 2012	25%	15%	60%	486
Apr 2005	32%	15%	52%	433	Apr 2012	26%	18%	55%	493
Jul 2005	29%	16%	55%	429	Jul 2012	23%	18%	59%	473
Oct 2005	30%	18%	52%	431	Oct 2012	35%	14%	51%	519
Feb 2006	33%	15%	52%	432	Feb 2013	28%	24%	48%	563
Apr 2006	26%	23%	51%	457	Apr 2013	28%	20%	52%	487
Jul 2006	25%	17%	58%	444	Jul 2013	29%	17%	54%	495
Sep 2006	25%	15%	59%	453	Feb 2014	24%	19%	57%	546
Feb 2007	30%	13%	57%	462	Apr 2014	27%	16%	57%	486
Apr 2007	30%	16%	54%	458	Jul 2014	29%	10%	60%	503
Jul 2007	26%	12%	62%	442	Oct 2014	30%	11%	59%	512
Sep 2007	29%	13%	58%	433	Feb 2015	30%	13%	57%	498
Feb 2008	26%	22%	52%	494	May 2015	31%	16%	53%	552
Apr 2008	20%	31%	49%	455	Jul 2015	25%	11%	64%	514
Jul 2008	18%	32%	50%	481	Oct 2015	33%	9%	59%	551
Sep 2008	22%	21%	57%	480	Feb 2016	27%	10%	64%	492
Feb 2009	24%	19%	56%	586	May 2016	28%	8%	64%	466
Apr 2009	33%	17%	50%	472	Aug 2016	31%	8%	61%	441
Jul 2009	26%	23%	51%	522	Oct 2016	30%	9%	61%	497
Oct 2009	27%	19%	54%	479	Feb 2017	37%	13%	50%	483
					May 2017	36%	16%	48%	466

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>Bad time</u>	<u>Depends</u>	<u>N</u>		<u>Good time</u>	<u>Bad time</u>	<u>Depends</u>	<u>N</u>
Oct 2001	63%	22%	15%	507	Feb 2010	45%	35%	20%	469
Feb 2002	64%	28%	8%	127	Apr 2010	57%	27%	16%	471
Apr 2002	71%	18%	11%	480	Jul 2010	48%	33%	19%	469
Jun 2002	68%	22%	10%	613	Sep 2010	45%	33%	22%	491
Feb 2003	53%	31%	16%	600	Feb 2011	45%	35%	20%	478
Apr 2003	60%	29%	12%	486	Apr 2011	44%	37%	19%	475
Jun 2003	63%	23%	14%	475	Jul 2011	47%	33%	20%	479
Feb 2004	58%	28%	15%	462	Oct 2011	45%	35%	20%	514
Apr 2004	71%	20%	9%	487	Feb 2012	46%	38%	16%	487
Jul 2004	67%	21%	12%	456	Apr 2012	45%	31%	24%	503
Feb 2005	70%	18%	13%	478	Jul 2012	48%	32%	20%	468
Apr 2005	64%	21%	15%	446	Oct 2012	48%	35%	17%	551
Jul 2005	63%	22%	14%	441	Feb 2013	52%	31%	17%	515
Oct 2005	51%	35%	14%	456	Apr 2013	54%	25%	21%	468
Feb 2006	59%	26%	15%	442	Jul 2013	53%	32%	16%	467
Apr 2006	51%	34%	14%	448	Feb 2014	56%	31%	13%	498
Jul 2006	49%	34%	18%	453	Apr 2014	58%	29%	14%	460
Sep 2006	58%	28%	14%	452	Jul 2014	58%	26%	16%	460
Feb 2007	64%	22%	15%	488	Oct 2014	55%	33%	12%	495
Apr 2007	58%	26%	17%	458	Feb 2015	61%	22%	17%	458
Jul 2007	54%	28%	19%	430	May 2015	56%	22%	23%	519
Sep 2007	50%	37%	13%	433	Jul 2015	62%	25%	13%	466
Feb 2008	40%	45%	15%	517	Oct 2015	59%	25%	16%	521
Apr 2008	28%	56%	16%	465	Feb 2016	60%	24%	16%	480
Jul 2008	32%	51%	18%	487	May 2016	68%	19%	13%	443
Sep 2008	27%	56%	16%	495	Aug 2016	68%	22%	9%	430
Feb 2009	40%	37%	23%	591	Oct 2016	67%	20%	13%	508
Apr 2009	42%	39%	20%	491	Feb 2017	69%	18%	13%	450
Jul 2009	44%	37%	19%	548	May 2017	66%	20%	13%	438
Oct 2009	47%	36%	17%	472					

Business Conditions in NH - Next 12 Months

		Good Times	Bad Times	Mixed	N
STATEWIDE		61%	17%	21%	436
Registered to Vote	Reg. Democrat	39%	33%	28%	95
	Reg. Undeclared/Not Reg.	63%	17%	20%	244
	Reg. Republican	80%	3%	17%	94
Party ID	Democrat	44%	28%	28%	177
	Independent	63%	18%	19%	104
	Republican	83%	4%	13%	143
Political Ideology	Liberal	50%	28%	22%	92
	Moderate	58%	17%	25%	201
	Conservative	78%	5%	18%	111
Media	Listen to Conserv Radio	81%	2%	17%	54
	Listen to NHPR	56%	21%	23%	119
	Read Boston Globe	65%	22%	14%	54
	Read Local Newspapers	57%	19%	24%	155
	Read Union Leader	61%	18%	21%	87
	Watch WMUR	63%	17%	20%	246
Age of Respondent	18 to 34	67%	20%	13%	112
	35 to 49	55%	17%	28%	92
	50 to 64	60%	16%	24%	132
	65 and older	62%	13%	25%	74
Sex of Respondent	Female	59%	19%	22%	213
	Male	64%	16%	21%	223
Level of Education	High school or less	65%	16%	19%	150
	Technical school/Some college	63%	17%	20%	150
	College graduate	58%	21%	22%	84
	Postgraduate work	55%	16%	29%	46
Frequency Attend Relig. Service	Once a week or more often	64%	12%	23%	77
	Once or twice a month	57%	26%	17%	24
	Few times a year	66%	17%	17%	136
	Never	57%	18%	25%	180
2016 Presidential Election Vote	Donald Trump	83%	3%	14%	142
	Hillary Clinton	41%	28%	31%	150
	Other	60%	22%	18%	51
	Did Not Vote	58%	23%	19%	66
Gun Owner in Household	Gun Owner	58%	17%	25%	191
	Not Gun Owner	63%	18%	19%	230
Labor Union Member	Not Union Member	64%	16%	20%	371
	Union Member	46%	28%	27%	58
Veteran/Active in Household	Active/Veteran Military	60%	14%	26%	115
	Not Active/Veteran Military	62%	19%	19%	317
Region of State	Central / Lakes	60%	22%	18%	80
	Connecticut Valley	45%	33%	22%	50
	Manchester Area	65%	15%	21%	77
	Mass Border	59%	16%	25%	114
	North Country	74%	11%	15%	40
	Seacoast	68%	9%	22%	75
Congressional District	1st District	64%	13%	23%	252
	2nd District	58%	24%	18%	184

Business Conditions in US - Next 12 Months

		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE		51%	26%	22%	462
Registered to Vote	Reg. Democrat	26%	43%	31%	102
	Reg. Undeclared/Not Reg.	50%	28%	23%	255
	Reg. Republican	81%	7%	12%	100
Party ID	Democrat	25%	47%	28%	189
	Independent	60%	22%	18%	108
	Republican	81%	2%	16%	147
Political Ideology	Liberal	27%	49%	23%	99
	Moderate	49%	22%	29%	214
	Conservative	76%	12%	11%	113
Media	Listen to Conserv Radio	79%	3%	17%	55
	Listen to NHPR	40%	31%	30%	127
	Read Boston Globe	41%	37%	22%	55
	Read Local Newspapers	53%	29%	19%	170
	Read Union Leader	56%	25%	19%	93
	Watch WMUR	52%	27%	21%	265
Age of Respondent	18 to 34	51%	28%	21%	120
	35 to 49	41%	31%	28%	101
	50 to 64	54%	24%	21%	135
	65 and older	54%	22%	24%	80
Sex of Respondent	Female	46%	32%	22%	235
	Male	56%	21%	23%	227
Level of Education	High school or less	52%	27%	21%	157
	Technical school/Some college	54%	22%	24%	160
	College graduate	51%	30%	20%	92
	Postgraduate work	41%	34%	25%	48
Frequency Attend Relig. Service	Once a week or more often	61%	12%	26%	81
	Once or twice a month	55%	32%	13%	26
	Few times a year	53%	27%	19%	146
	Never	45%	30%	25%	189
2016 Presidential Election Vote	Donald Trump	84%	1%	15%	144
	Hillary Clinton	26%	43%	31%	163
	Other	50%	40%	11%	53
	Did Not Vote	41%	34%	25%	74
Gun Owner in Household	Gun Owner	53%	23%	23%	192
	Not Gun Owner	48%	30%	22%	255
Labor Union Member	Not Union Member	53%	25%	22%	385
	Union Member	41%	34%	25%	69
Veteran/Active in Household	Active/Veteran Military	51%	27%	21%	118
	Not Active/Veteran Military	51%	26%	23%	340
Region of State	Central / Lakes	43%	27%	30%	82
	Connecticut Valley	46%	32%	22%	55
	Manchester Area	53%	23%	25%	82
	Mass Border	53%	31%	16%	117
	North Country	66%	14%	20%	48
	Seacoast	50%	26%	24%	76
Congressional District	1st District	50%	26%	24%	274
	2nd District	53%	26%	20%	187

U.S. 5 Year Economic Outlook

		<u>Continuous good times</u>	<u>Widespread Unemploy/Depression</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE		39%	31%	30%	467
Registered to Vote	Reg. Democrat	41%	28%	32%	105
	Reg. Undeclared/Not Reg.	30%	41%	29%	256
	Reg. Republican	22%	51%	27%	102
Party ID	Democrat	33%	38%	29%	197
	Independent	26%	45%	29%	105
	Republican	35%	40%	25%	149
Political Ideology	Liberal	34%	38%	28%	105
	Moderate	33%	36%	30%	216
	Conservative	31%	45%	24%	116
Media	Listen to Conserv Radio	61%	17%	22%	54
	Listen to NHPR	30%	36%	34%	131
	Read Boston Globe	32%	32%	36%	58
	Read Local Newspapers	36%	34%	31%	171
	Read Union Leader	43%	28%	29%	96
	Watch WMUR	40%	30%	30%	262
Age of Respondent	18 to 34	36%	37%	27%	116
	35 to 49	29%	43%	28%	104
	50 to 64	29%	41%	30%	141
	65 and older	30%	38%	32%	80
Sex of Respondent	Female	32%	46%	23%	234
	Male	45%	30%	25%	233
Level of Education	High school or less	31%	47%	22%	163
	Technical school/Some college	32%	42%	27%	155
	College graduate	34%	37%	29%	95
	Postgraduate work	32%	35%	33%	50
Frequency Attend Relig. Service	Once a week or more often	31%	40%	29%	80
	Once or twice a month	34%	39%	27%	26
	Few times a year	33%	40%	27%	151
	Never	33%	40%	27%	191
2016 Presidential Election Vote	Donald Trump	79%	3%	18%	143
	Hillary Clinton	15%	55%	31%	169
	Other	33%	30%	37%	56
	Did Not Vote	32%	39%	29%	72
Gun Owner in Household	Gun Owner	32%	41%	27%	194
	Not Gun Owner	38%	32%	30%	260
Labor Union Member	Not Union Member	32%	40%	28%	396
	Union Member	33%	39%	28%	64
Veteran/Active in Household	Active/Veteran Military	31%	40%	29%	116
	Not Active/Veteran Military	36%	35%	29%	348
Region of State	Central / Lakes	31%	39%	31%	78
	Connecticut Valley	29%	42%	29%	55
	Manchester Area	33%	41%	26%	87
	Mass Border	32%	40%	28%	122
	North Country	31%	43%	26%	46
	Seacoast	32%	37%	31%	79
Congressional District	1st District	34%	39%	27%	273
	2nd District	31%	41%	28%	194

Household Financial Condition - Compared to 1 Year Ago

		Better off	Worse off	About the same	N
STATEWIDE		38%	17%	45%	487
Registered to Vote	Reg. Democrat	30%	20%	50%	107
	Reg. Undeclared/Not Reg.	36%	18%	47%	253
	Reg. Republican	55%	11%	35%	101
Party ID	Democrat	30%	18%	52%	193
	Independent	30%	24%	46%	104
	Republican	54%	11%	35%	152
Political Ideology	Liberal	28%	21%	51%	99
	Moderate	36%	16%	48%	218
	Conservative	59%	10%	31%	114
Media	Listen to Conserv Radio	63%	16%	20%	53
	Listen to NHPR	36%	15%	48%	132
	Read Boston Globe	23%	16%	62%	53
	Read Local Newspapers	40%	19%	42%	174
	Read Union Leader	38%	21%	41%	94
	Watch WMUR	40%	16%	44%	259
Age of Respondent	18 to 34	50%	16%	34%	115
	35 to 49	34%	16%	50%	107
	50 to 64	38%	17%	44%	135
	65 and older	23%	17%	60%	85
Sex of Respondent	Female	35%	19%	46%	236
	Male	42%	14%	45%	230
Level of Education	High school or less	46%	19%	35%	160
	Technical school/Some college	30%	18%	52%	151
	College graduate	44%	13%	44%	98
	Postgraduate work	28%	15%	58%	52
Frequency Attend Relig. Service	Once a week or more often	42%	11%	48%	84
	Once or twice a month	47%	31%	22%	26
	Few times a year	43%	13%	43%	145
	Never	32%	20%	48%	192
2016 Presidential Election Vote	Donald Trump	56%	10%	34%	149
	Hillary Clinton	23%	20%	57%	170
	Other	37%	16%	47%	50
	Did Not Vote	38%	24%	38%	70
Gun Owner in Household	Gun Owner	42%	12%	45%	204
	Not Gun Owner	33%	21%	46%	249
Labor Union Member	Not Union Member	37%	17%	45%	390
	Union Member	46%	12%	43%	69
Veteran/Active in Household	Active/Veteran Military	36%	20%	44%	120
	Not Active/Veteran Military	39%	16%	45%	343
Region of State	Central / Lakes	36%	16%	48%	83
	Connecticut Valley	45%	18%	37%	58
	Manchester Area	32%	14%	54%	85
	Mass Border	35%	17%	49%	119
	North Country	33%	19%	49%	45
	Seacoast	50%	17%	33%	75
Congressional District	1st District	38%	18%	44%	269
	2nd District	38%	15%	47%	198

Household Financial Condition - 12 Months From Now

		<u>Better off financially</u>	<u>Worse off</u>	<u>Just about same</u>	<u>N</u>
STATEWIDE		36%	16%	48%	466
Registered to Vote	Reg. Democrat	15%	24%	61%	107
	Reg. Undeclared/Not Reg.	39%	18%	44%	253
	Reg. Republican	55%	4%	42%	101
Party ID	Democrat	17%	24%	59%	193
	Independent	32%	20%	48%	104
	Republican	63%	5%	32%	152
Political Ideology	Liberal	18%	21%	60%	99
	Moderate	35%	18%	48%	218
	Conservative	57%	8%	36%	114
Media	Listen to Conserv Radio	73%	3%	24%	53
	Listen to NHPR	29%	18%	52%	132
	Read Boston Globe	26%	28%	46%	53
	Read Local Newspapers	33%	17%	51%	174
	Read Union Leader	43%	19%	38%	94
	Watch WMUR	33%	18%	49%	259
Age of Respondent	18 to 34	44%	13%	43%	115
	35 to 49	31%	17%	52%	107
	50 to 64	35%	20%	45%	135
	65 and older	31%	16%	53%	85
Sex of Respondent	Female	28%	20%	52%	236
	Male	44%	12%	43%	230
Level of Education	High school or less	36%	19%	45%	160
	Technical school/Some college	41%	15%	43%	151
	College graduate	34%	12%	53%	98
	Postgraduate work	24%	18%	58%	52
Frequency Attend Relig. Service	Once a week or more often	38%	13%	49%	84
	Once or twice a month	36%	28%	36%	26
	Few times a year	44%	17%	39%	145
	Never	30%	14%	56%	192
2016 Presidential Election Vote	Donald Trump	63%	4%	33%	149
	Hillary Clinton	12%	25%	63%	170
	Other	29%	23%	48%	50
	Did Not Vote	37%	20%	43%	70
Gun Owner in Household	Gun Owner	40%	16%	44%	204
	Not Gun Owner	32%	16%	52%	249
Labor Union Member	Not Union Member	35%	16%	49%	390
	Union Member	40%	20%	40%	69
Veteran/Active in Household	Active/Veteran Military	37%	15%	48%	120
	Not Active/Veteran Military	36%	17%	47%	343
Region of State	Central / Lakes	37%	19%	44%	83
	Connecticut Valley	36%	12%	52%	58
	Manchester Area	44%	17%	39%	85
	Mass Border	32%	13%	55%	119
	North Country	38%	26%	36%	45
	Seacoast	32%	15%	53%	75
Congressional District	1st District	34%	15%	51%	269
	2nd District	40%	17%	43%	198

Good Time to Buy a Major Household Item?

		Good time	Bad time	Depends	N
STATEWIDE		66%	20%	13%	438
Registered to Vote	Reg. Democrat	61%	27%	13%	102
	Reg. Undeclared/Not Reg.	63%	22%	15%	237
	Reg. Republican	79%	10%	11%	94
Party ID	Democrat	68%	23%	9%	184
	Independent	58%	23%	19%	102
	Republican	71%	14%	15%	139
Political Ideology	Liberal	67%	23%	10%	105
	Moderate	63%	19%	18%	197
	Conservative	70%	19%	11%	108
Media	Listen to Conserv Radio	75%	6%	19%	53
	Listen to NHPR	65%	24%	11%	117
	Read Boston Globe	65%	26%	10%	54
	Read Local Newspapers	56%	29%	15%	155
	Read Union Leader	70%	21%	10%	87
	Watch WMUR	65%	23%	12%	248
Age of Respondent	18 to 34	59%	31%	10%	109
	35 to 49	76%	13%	11%	97
	50 to 64	67%	19%	14%	132
	65 and older	60%	20%	20%	76
Sex of Respondent	Female	63%	25%	12%	217
	Male	70%	16%	14%	221
Level of Education	High school or less	61%	28%	10%	159
	Technical school/Some college	62%	17%	20%	143
	College graduate	80%	15%	6%	84
	Postgraduate work	69%	15%	17%	47
Frequency Attend Relig. Service	Once a week or more often	63%	16%	20%	77
	Once or twice a month	40%	41%	19%	25
	Few times a year	73%	17%	10%	138
	Never	66%	23%	11%	179
2016 Presidential Election Vote	Donald Trump	72%	15%	13%	137
	Hillary Clinton	67%	22%	11%	155
	Other	61%	26%	13%	52
	Did Not Vote	52%	32%	16%	69
Gun Owner in Household	Gun Owner	65%	23%	12%	180
	Not Gun Owner	68%	19%	13%	244
Labor Union Member	Not Union Member	65%	22%	13%	372
	Union Member	77%	11%	11%	60
Veteran/Active in Household	Active/Veteran Military	67%	19%	14%	115
	Not Active/Veteran Military	66%	21%	13%	319
Region of State	Central / Lakes	72%	12%	17%	81
	Connecticut Valley	74%	19%	7%	50
	Manchester Area	76%	16%	8%	80
	Mass Border	61%	22%	17%	114
	North Country	56%	31%	14%	41
	Seacoast	58%	29%	13%	72
Congressional District	1st District	63%	22%	15%	255
	2nd District	71%	18%	10%	183