

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

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NH CONSUMER CONFIDENCE AT RECORD HIGH, BUT POLARIZED

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DURHAM, NH - Granite Staters' optimism about business conditions in the state and in the country over the next year are at record highs. They are also optimistic about their personal finances and the long-term economic prospects of the U.S. economy. However, Granite Staters are deeply divided in their economic outlook by partisanship, with Republicans and Independents generally optimistic and Democrats largely pessimistic. This represents a substantial change from October 2016, when Republicans were far less optimistic than Democrats or Independents.

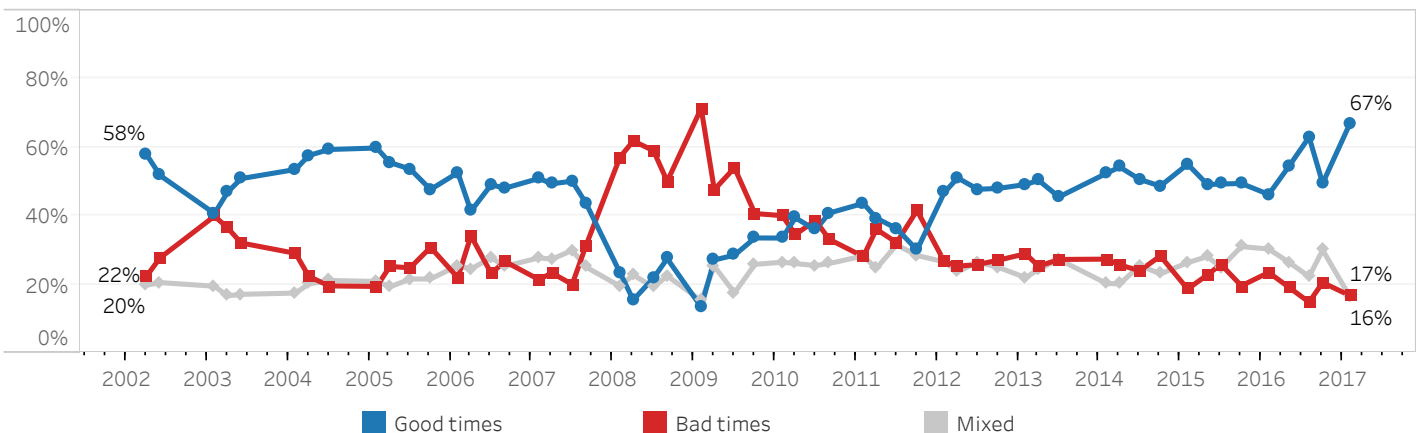
These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence**,* conducted by the University of New Hampshire Survey Center. Five hundred and thirteen (513) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between February 10 and February 19, 2017. The margin of sampling error for the survey is +/- 4.3 percent.

N.H. Business Conditions

Confidence in the New Hampshire economy is at a 15 year high. When asked how New Hampshire businesses will do in the upcoming year, two-thirds of Granite Staters (67%) think state businesses will enjoy good times financially, only 17% think they will experience bad times, and 16% anticipate mixed conditions. The percentage predicting good times has increased significantly since last fall. Majorities of Republicans (84%), Independents (70%) and Democrats (52%) are optimistic about business conditions in the state. Independents and particularly Republicans are significantly more optimistic about business conditions in the state than in October 2016, when only 48% of Independents and 38% of Republicans anticipated good times. Democrats meanwhile are slightly less likely to foresee good times than did so in October 2016 (63%).

"Granite Staters' confidence in the state and national economies is 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



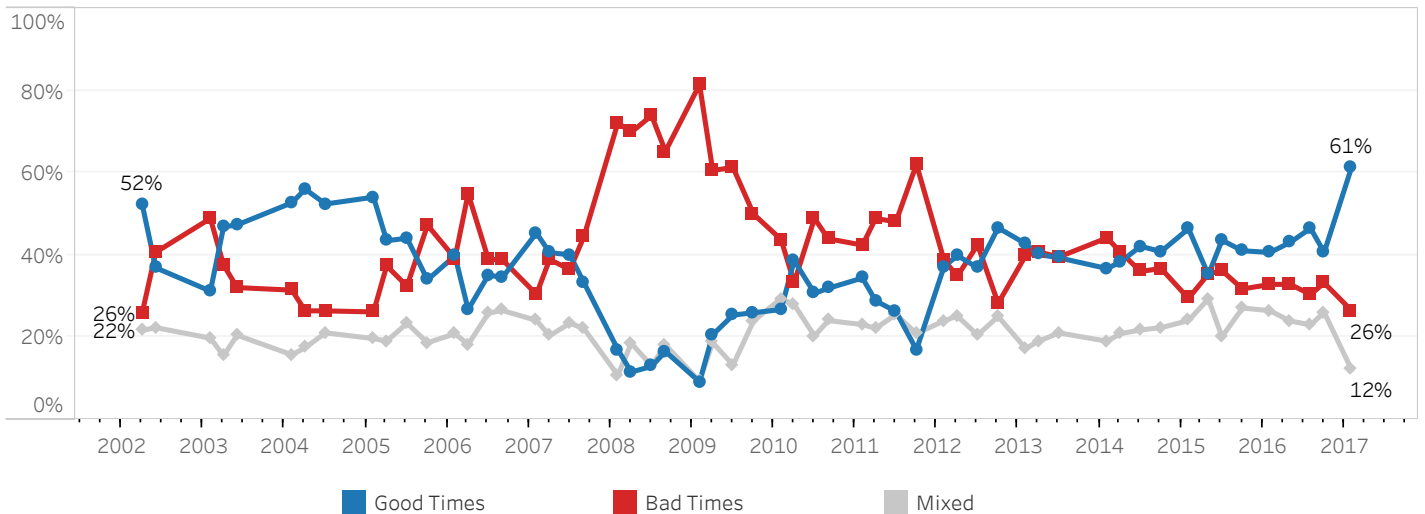
*We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, sponsored by the New Hampshire Business and Industry Association, and conducted by the University of New Hampshire Survey Center.

U.S. Business Conditions

New Hampshire adults are similarly optimistic about expectations for the U.S. economy as a whole. Three in five (61%) 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 12% think conditions will be mixed. The percentage of Granite Staters who think national business conditions are good is at its highest point in more than 15 years.

While optimism about U.S. business conditions has increased markedly since October 2016 - when 41% anticipated good times - feelings are highly polarized based on partisanship. Nearly all Republicans (91%) and seven in ten Independents (70%) anticipate good times for the U.S. economy, but only 32% of Democrats agree. The percentage of Republicans who foresee good economic times for the country has increased by sixty-four points since October 2016 (27%).

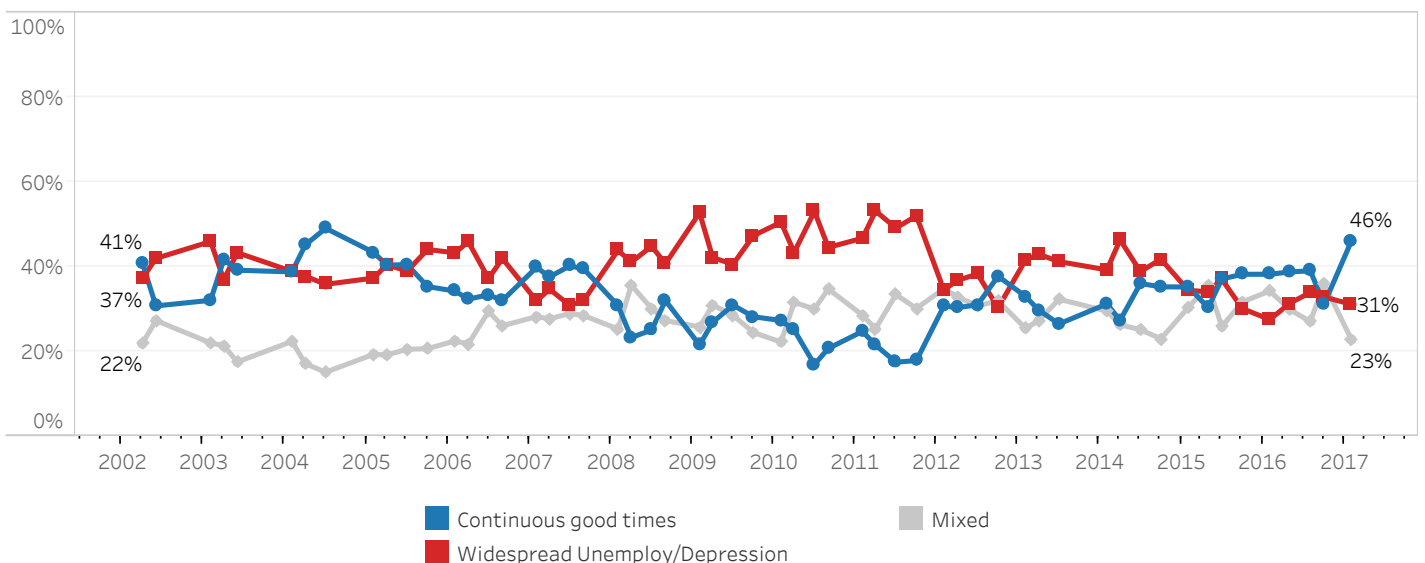
Business Conditions in US - Next 12 Months



New Hampshire residents are increasingly optimistic about the long-term prospects for the U.S. economy. Currently 46% 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 23% see a mix of good and bad conditions. The percentage of residents expecting continuous good times has increased by fifteen percentage points since October 2016.

As with other questions, responses are closely linked to partisan attachments. More than three-quarters of Republicans (76%) and a majority of Independents (56%) anticipate continuous good times for the U.S. economy in the next five years, but only 16% of Democrats foresee this.

U.S. 5 Year Economic Outlook

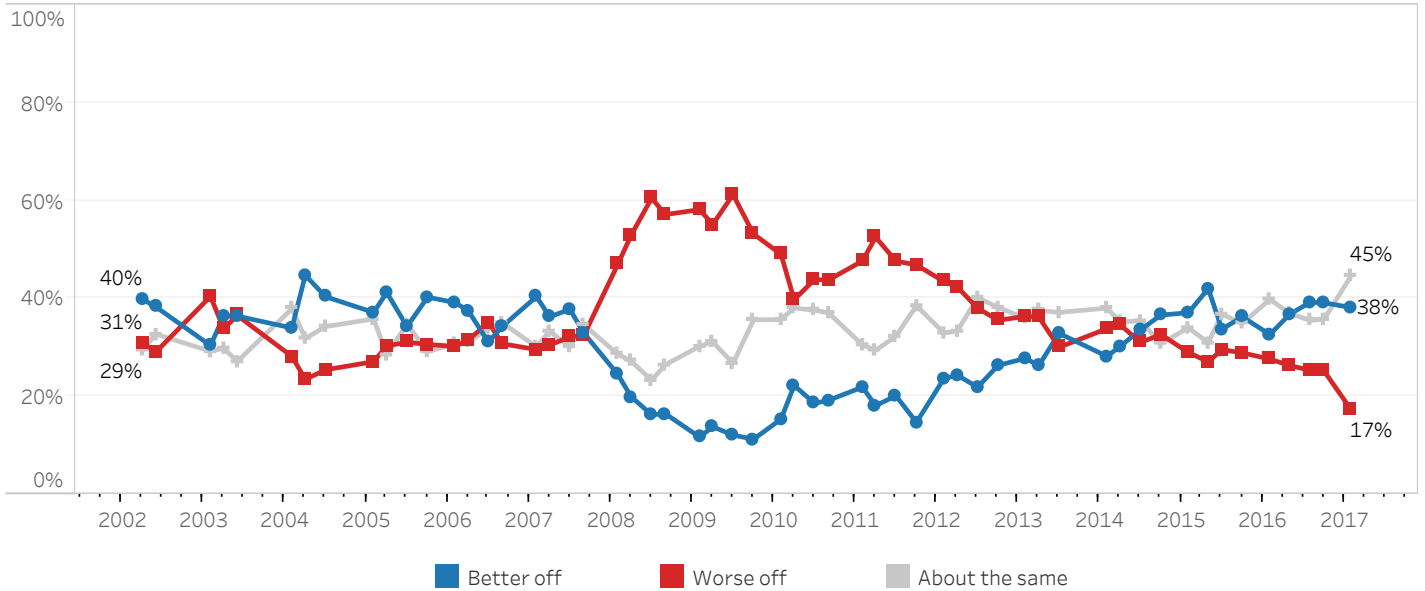


Personal Financial Conditions

Most New Hampshire adults 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. Unlike other questions, responses are not closely tied to partisanship: 41% of Republicans, 40% of Independents, and 34% of Democrats say they are better off.

Residents aged 18 to 34 (57% better off) are most likely to say they are better off financially, while those who attend religious services at least once a week (27%) and those aged 65 and older (15%) are least likely to say so.

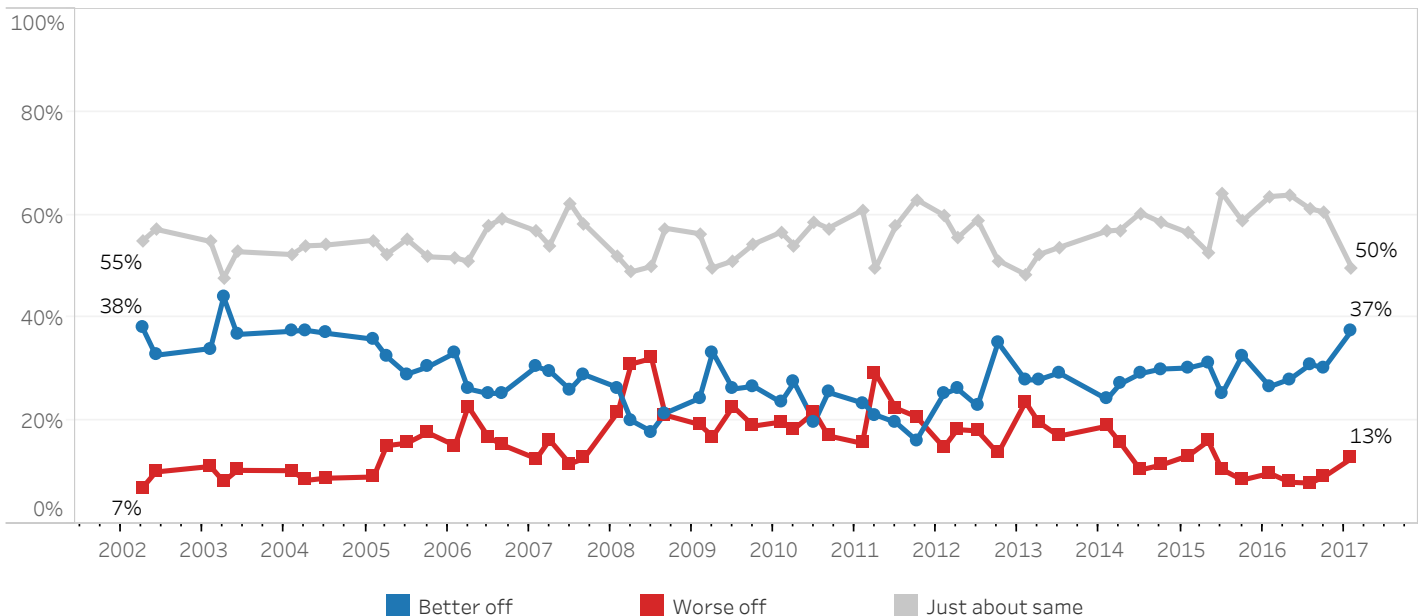
Household Financial Condition - Compared to 1 Year Ago



Looking forward, half of Granite Staters think their households will be in about the same financial condition next year as they are today and 37% think they will be better off, while only 13% think they will be worse off.

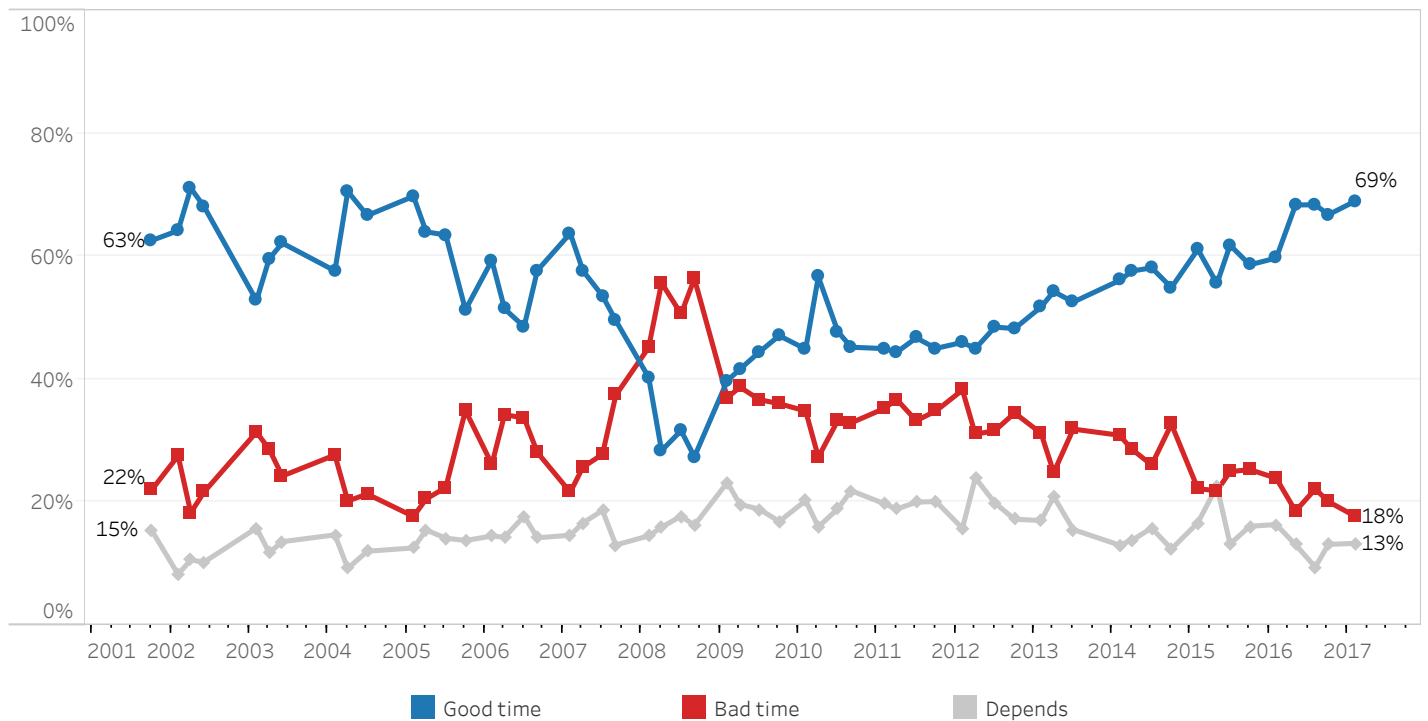
Republicans (69% better off) are more than twice as likely than Independents (30%) and nearly five times as likely than Democrats (14%) to say they anticipate being better off financially next year.

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. More than two in three New Hampshire residents (69%) think now is a good time to buy major household items, 18% 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?



Subgroup Analysis

Residents who voted for Donald Trump in 2016, self-identified and registered Republicans, those who frequently listen to conservative radio, self-identified conservatives, and those who attend religious services at least once a week are most likely to predict good business conditions for New Hampshire and the U.S. as well as see only continuous good economic times for the country over the next five years. Those who frequently read the Boston Globe, those self-identified Democrats, those who voted for Hillary Clinton in 2016, and self-described liberals are least likely to foresee positive macroeconomic conditions.

New Hampshire residents responded less consistently to microeconomic questions about their personal financial situation. Young people (those aged 18 to 34) are most likely to say they are better off financially than a year ago, while older people (those aged 65 and over) are least likely to say so. Responses to one's anticipated financial condition a year from now break down largely along the more partisan lines seen in responses to the macroeconomic questions. There are few demographics differences in respondents' opinion on whether now is a good or a bad time to purchase 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 thirteen (513) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between February 10 and February 19, 2017. 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 1.2%.

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, Winter 2017 Demographics

| | | N | % |
|--------------------|-------------------------------|-----|-----|
| Sex of Respondent | Female | 262 | 51% |
| | Male | 251 | 49% |
| Age of Respondent | 18 to 34 | 132 | 27% |
| | 35 to 49 | 113 | 23% |
| | 50 to 64 | 153 | 31% |
| | 65 and older | 94 | 19% |
| Level of Education | High school or less | 165 | 33% |
| | Technical school/Some college | 178 | 35% |
| | College graduate | 102 | 20% |
| | Postgraduate work | 58 | 11% |
| Region of State | Central / Lakes | 91 | 18% |
| | Connecticut Valley | 77 | 15% |
| | Manchester Area | 82 | 16% |
| | Mass Border | 123 | 24% |
| | North Country | 47 | 9% |
| | Seacoast | 93 | 18% |
| Registered to Vote | Reg. Democrat | 123 | 25% |
| | Reg. Undeclared/Not Reg. | 266 | 53% |
| | Reg. Republican | 112 | 22% |
| Party ID | Democrat | 211 | 42% |
| | Independent | 125 | 25% |
| | Republican | 163 | 33% |

Business Conditions in New Hampshire in 12 Months

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

| | Good Times | Bad Times | Mixed | N | | Good Times | Bad Times | Mixed | N |
|----------------|------------|-----------|-------|-----|----------------|------------|-----------|-------|-----|
| April 2002 | 58% | 22% | 20% | 462 | February 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 | 51% | 32% | 17% | 483 | February 2011 | 44% | 28% | 28% | 481 |
| February 2004 | 54% | 29% | 17% | 448 | April 2011 | 39% | 36% | 25% | 478 |
| April 2004 | 58% | 22% | 20% | 457 | July 2011 | 36% | 32% | 32% | 469 |
| July 2004 | 59% | 20% | 21% | 444 | October 2011 | 30% | 42% | 28% | 498 |
| February 2005 | 60% | 19% | 21% | 453 | February 2012 | 47% | 27% | 27% | 484 |
| April 2005 | 56% | 25% | 19% | 433 | April 2012 | 51% | 25% | 24% | 488 |
| July 2005 | 54% | 25% | 22% | 429 | July 2012 | 48% | 26% | 26% | 456 |
| October 2005 | 48% | 31% | 22% | 431 | October 2012 | 48% | 27% | 25% | 511 |
| February 2006 | 53% | 22% | 25% | 432 | February 2013 | 49% | 29% | 22% | 523 |
| April 2006 | 41% | 34% | 24% | 457 | April 2013 | 50% | 25% | 24% | 454 |
| July 2006 | 49% | 23% | 28% | 444 | July 2013 | 46% | 27% | 27% | 461 |
| 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 |

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 | 47% | 32% | 21% | 489 | February 2011 | 34% | 42% | 23% | 495 |
| February 2004 | 53% | 31% | 16% | 461 | April 2011 | 29% | 49% | 22% | 483 |
| April 2004 | 56% | 26% | 18% | 468 | July 2011 | 26% | 48% | 26% | 490 |
| July 2004 | 52% | 26% | 21% | 446 | October 2011 | 17% | 62% | 21% | 517 |
| February 2005 | 54% | 26% | 20% | 488 | February 2012 | 37% | 39% | 24% | 493 |
| April 2005 | 44% | 37% | 19% | 450 | April 2012 | 40% | 35% | 25% | 492 |
| July 2005 | 44% | 32% | 23% | 438 | July 2012 | 37% | 42% | 21% | 464 |
| October 2005 | 34% | 47% | 19% | 459 | October 2012 | 47% | 28% | 25% | 513 |
| February 2006 | 40% | 39% | 21% | 445 | February 2013 | 43% | 40% | 17% | 548 |
| April 2006 | 27% | 55% | 18% | 467 | April 2013 | 40% | 41% | 19% | 480 |
| July 2006 | 35% | 39% | 26% | 454 | July 2013 | 39% | 40% | 21% | 469 |
| 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 |

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</u> <u>good times</u> | <u>Widespread</u> <u>Unemploy/</u> <u>Depression</u> | <u>Mixed</u> | <u>N</u> | | <u>Continuous</u> <u>good times</u> | <u>Widespread</u> <u>Unemploy/</u> <u>Depression</u> | <u>Mixed</u> | <u>N</u> |
|----------------|--|--|--------------|----------|----------------|--|--|--------------|----------|
| April 2002 | 41% | 37% | 22% | 463 | February 2010 | 27% | 50% | 22% | 472 |
| June 2002 | 31% | 42% | 27% | 603 | April 2010 | 25% | 43% | 32% | 472 |
| February 2003 | 32% | 46% | 22% | 607 | July 2010 | 17% | 53% | 30% | 477 |
| April 2003 | 42% | 37% | 21% | 468 | September 2010 | 21% | 45% | 35% | 486 |
| June 2003 | 39% | 43% | 18% | 475 | February 2011 | 25% | 47% | 29% | 482 |
| February 2004 | 39% | 39% | 22% | 454 | April 2011 | 21% | 53% | 25% | 479 |
| April 2004 | 45% | 38% | 17% | 467 | July 2011 | 17% | 49% | 33% | 484 |
| July 2004 | 49% | 36% | 15% | 431 | October 2011 | 18% | 52% | 30% | 515 |
| February 2005 | 43% | 37% | 19% | 497 | February 2012 | 31% | 34% | 35% | 479 |
| April 2005 | 40% | 40% | 19% | 455 | April 2012 | 30% | 37% | 33% | 465 |
| July 2005 | 41% | 39% | 21% | 461 | July 2012 | 31% | 38% | 31% | 453 |
| October 2005 | 35% | 44% | 21% | 460 | October 2012 | 38% | 30% | 32% | 490 |
| February 2006 | 34% | 43% | 22% | 444 | February 2013 | 33% | 42% | 25% | 562 |
| April 2006 | 32% | 46% | 22% | 471 | April 2013 | 30% | 43% | 27% | 471 |
| July 2006 | 33% | 37% | 29% | 447 | July 2013 | 26% | 41% | 32% | 485 |
| September 2006 | 32% | 42% | 26% | 473 | February 2014 | 31% | 39% | 30% | 529 |
| February 2007 | 40% | 32% | 28% | 478 | April 2014 | 27% | 46% | 26% | 461 |
| April 2007 | 38% | 35% | 28% | 472 | July 2014 | 36% | 39% | 25% | 460 |
| July 2007 | 40% | 31% | 29% | 432 | October 2014 | 35% | 42% | 23% | 493 |
| September 2007 | 39% | 32% | 28% | 443 | February 2015 | 35% | 34% | 30% | 460 |
| February 2008 | 31% | 44% | 25% | 502 | May 2015 | 30% | 34% | 36% | 514 |
| April 2008 | 23% | 41% | 36% | 439 | July 2015 | 37% | 37% | 26% | 444 |
| July 2008 | 25% | 45% | 30% | 485 | October 2015 | 38% | 30% | 32% | 490 |
| September 2008 | 32% | 41% | 27% | 484 | February 2016 | 38% | 28% | 34% | 428 |
| February 2009 | 22% | 53% | 26% | 590 | May 2016 | 39% | 31% | 30% | 405 |
| April 2009 | 27% | 42% | 31% | 479 | August 2016 | 39% | 34% | 27% | 399 |
| July 2009 | 31% | 41% | 29% | 538 | October 2016 | 31% | 33% | 36% | 466 |
| October 2009 | 28% | 47% | 24% | 463 | February 2017 | 46% | 31% | 23% | 461 |

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> |
|----------------|-------------------|------------------|-----------------------|----------|----------------|-------------------|------------------|-----------------------|----------|
| April 2002 | 40% | 31% | 29% | 507 | February 2010 | 15% | 49% | 36% | 473 |
| June 2002 | 38% | 29% | 33% | 650 | April 2010 | 22% | 40% | 38% | 492 |
| February 2003 | 30% | 40% | 29% | 647 | July 2010 | 19% | 44% | 38% | 487 |
| April 2003 | 36% | 34% | 30% | 505 | September 2010 | 19% | 44% | 37% | 497 |
| June 2003 | 36% | 37% | 27% | 514 | February 2011 | 22% | 48% | 30% | 500 |
| February 2004 | 34% | 28% | 38% | 503 | April 2011 | 18% | 53% | 29% | 484 |
| April 2004 | 45% | 23% | 32% | 538 | July 2011 | 20% | 48% | 32% | 499 |
| July 2004 | 40% | 25% | 34% | 495 | October 2011 | 15% | 47% | 39% | 532 |
| February 2005 | 37% | 27% | 36% | 537 | February 2012 | 24% | 43% | 33% | 486 |
| April 2005 | 41% | 30% | 29% | 493 | April 2012 | 24% | 42% | 33% | 493 |
| July 2005 | 34% | 31% | 35% | 500 | July 2012 | 22% | 38% | 40% | 473 |
| October 2005 | 40% | 31% | 29% | 503 | October 2012 | 26% | 36% | 38% | 519 |
| February 2006 | 39% | 30% | 31% | 492 | February 2013 | 28% | 36% | 36% | 563 |
| April 2006 | 37% | 32% | 31% | 500 | April 2013 | 26% | 36% | 38% | 487 |
| July 2006 | 31% | 35% | 34% | 504 | July 2013 | 33% | 30% | 37% | 495 |
| September 2006 | 34% | 31% | 35% | 508 | February 2014 | 28% | 34% | 38% | 546 |
| February 2007 | 40% | 30% | 30% | 531 | April 2014 | 30% | 35% | 35% | 486 |
| April 2007 | 36% | 30% | 33% | 507 | July 2014 | 34% | 31% | 35% | 503 |
| July 2007 | 38% | 32% | 30% | 514 | October 2014 | 37% | 33% | 31% | 512 |
| September 2007 | 33% | 32% | 35% | 498 | February 2015 | 37% | 29% | 34% | 498 |
| February 2008 | 24% | 47% | 29% | 550 | May 2015 | 42% | 27% | 31% | 552 |
| April 2008 | 20% | 53% | 27% | 495 | July 2015 | 34% | 30% | 37% | 514 |
| July 2008 | 16% | 60% | 23% | 517 | October 2015 | 36% | 29% | 35% | 551 |
| September 2008 | 16% | 57% | 26% | 543 | February 2016 | 33% | 28% | 40% | 492 |
| February 2009 | 12% | 58% | 30% | 615 | May 2016 | 37% | 26% | 37% | 466 |
| April 2009 | 14% | 55% | 31% | 502 | August 2016 | 39% | 25% | 35% | 441 |
| July 2009 | 12% | 61% | 27% | 550 | October 2016 | 39% | 25% | 36% | 497 |
| October 2009 | 11% | 53% | 36% | 499 | February 2017 | 38% | 17% | 45% | 483 |

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 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 | 37% | 10% | 53% | 500 | February 2011 | 23% | 16% | 61% | 500 |
| February 2004 | 37% | 10% | 52% | 488 | April 2011 | 21% | 29% | 50% | 484 |
| April 2004 | 38% | 8% | 54% | 509 | July 2011 | 20% | 22% | 58% | 499 |
| July 2004 | 37% | 9% | 54% | 477 | October 2011 | 16% | 21% | 63% | 532 |
| February 2005 | 36% | 9% | 55% | 524 | February 2012 | 25% | 15% | 60% | 486 |
| April 2005 | 32% | 15% | 52% | 485 | April 2012 | 26% | 18% | 55% | 493 |
| July 2005 | 29% | 16% | 55% | 489 | July 2012 | 23% | 18% | 59% | 473 |
| October 2005 | 30% | 18% | 52% | 481 | October 2012 | 35% | 14% | 51% | 519 |
| February 2006 | 33% | 15% | 52% | 488 | February 2013 | 28% | 24% | 48% | 563 |
| April 2006 | 26% | 23% | 51% | 492 | April 2013 | 28% | 20% | 52% | 487 |
| July 2006 | 25% | 17% | 58% | 484 | July 2013 | 29% | 17% | 54% | 495 |
| 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 |

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> |
|----------------|------------------|-----------------|----------------|----------|----------------|------------------|-----------------|----------------|----------|
| October 2001 | 63% | 22% | 15% | 506 | February 2010 | 45% | 35% | 20% | 469 |
| February 2002 | 64% | 28% | 8% | 127 | April 2010 | 57% | 27% | 16% | 471 |
| April 2002 | 71% | 18% | 11% | 480 | July 2010 | 48% | 33% | 19% | 469 |
| June 2002 | 68% | 22% | 10% | 613 | September 2010 | 45% | 33% | 22% | 491 |
| February 2003 | 53% | 31% | 16% | 600 | February 2011 | 45% | 35% | 20% | 478 |
| April 2003 | 60% | 29% | 12% | 486 | April 2011 | 44% | 37% | 19% | 475 |
| June 2003 | 62% | 24% | 14% | 471 | July 2011 | 47% | 33% | 20% | 479 |
| February 2004 | 58% | 28% | 15% | 462 | October 2011 | 45% | 35% | 20% | 514 |
| April 2004 | 71% | 20% | 9% | 487 | February 2012 | 46% | 38% | 16% | 487 |
| July 2004 | 67% | 21% | 12% | 456 | April 2012 | 45% | 31% | 24% | 503 |
| February 2005 | 70% | 18% | 13% | 478 | July 2012 | 48% | 32% | 20% | 468 |
| April 2005 | 64% | 21% | 15% | 446 | October 2012 | 48% | 35% | 17% | 551 |
| July 2005 | 63% | 22% | 14% | 441 | February 2013 | 52% | 31% | 17% | 515 |
| October 2005 | 51% | 35% | 14% | 456 | April 2013 | 54% | 25% | 21% | 468 |
| February 2006 | 59% | 26% | 15% | 442 | July 2013 | 53% | 32% | 16% | 467 |
| April 2006 | 51% | 34% | 14% | 448 | February 2014 | 56% | 31% | 13% | 498 |
| July 2006 | 49% | 34% | 18% | 453 | April 2014 | 58% | 29% | 14% | 460 |
| September 2006 | 58% | 28% | 14% | 452 | July 2014 | 58% | 26% | 16% | 460 |
| February 2007 | 64% | 22% | 15% | 488 | October 2014 | 55% | 33% | 12% | 495 |
| April 2007 | 58% | 26% | 17% | 458 | February 2015 | 61% | 22% | 17% | 458 |
| July 2007 | 54% | 28% | 19% | 430 | May 2015 | 56% | 22% | 23% | 519 |
| September 2007 | 50% | 37% | 13% | 433 | July 2015 | 62% | 25% | 13% | 466 |
| February 2008 | 40% | 45% | 15% | 517 | October 2015 | 59% | 25% | 16% | 521 |
| April 2008 | 28% | 56% | 16% | 465 | February 2016 | 60% | 24% | 16% | 480 |
| July 2008 | 32% | 51% | 18% | 487 | May 2016 | 68% | 19% | 13% | 443 |
| September 2008 | 27% | 56% | 16% | 495 | August 2016 | 68% | 22% | 9% | 430 |
| February 2009 | 40% | 37% | 23% | 591 | October 2016 | 67% | 20% | 13% | 508 |
| April 2009 | 42% | 39% | 20% | 491 | February 2017 | 69% | 18% | 13% | 450 |
| July 2009 | 44% | 37% | 19% | 548 | | | | | |
| October 2009 | 47% | 36% | 17% | 472 | | | | | |

Business Conditions in NH - Next 12 Months

| | | Good Times | Bad Times | Mixed | N |
|--|--------------------------------|------------|-----------|-------|-----|
| STATEWIDE | | 67% | 17% | 16% | 436 |
| Registered to Vote | Reg. Democrat | 50% | 23% | 27% | 100 |
| | Reg. Undeclared/Not Reg. | 67% | 18% | 15% | 225 |
| | Reg. Republican | 82% | 7% | 11% | 100 |
| Party ID | Democrat | 52% | 25% | 23% | 170 |
| | Independent | 70% | 13% | 16% | 115 |
| | Republican | 84% | 9% | 7% | 139 |
| Political Ideology | Liberal | 47% | 30% | 22% | 114 |
| | Moderate | 71% | 12% | 18% | 167 |
| | Conservative | 82% | 8% | 10% | 119 |
| Media | Listen to Conserv Radio | 83% | 12% | 5% | 54 |
| | Listen to NHPR | 67% | 15% | 18% | 131 |
| | Read Boston Globe | 56% | 20% | 24% | 47 |
| | Read Local Newspapers | 67% | 16% | 17% | 147 |
| | Read Union Leader | 81% | 7% | 12% | 75 |
| | Watch WMUR | 68% | 16% | 16% | 265 |
| Age of Respondent | 18 to 34 | 64% | 20% | 16% | 102 |
| | 35 to 49 | 71% | 10% | 19% | 108 |
| | 50 to 64 | 70% | 16% | 14% | 134 |
| | 65 and older | 62% | 20% | 17% | 75 |
| Sex of Respondent | Female | 64% | 16% | 20% | 226 |
| | Male | 71% | 17% | 12% | 210 |
| Level of Education | High school or less | 69% | 17% | 14% | 138 |
| | Technical school/Some college | 70% | 16% | 14% | 153 |
| | College graduate | 61% | 19% | 20% | 91 |
| | Postgraduate work | 64% | 14% | 22% | 45 |
| Frequency Attend Relig. Service | Attend services 1 or more/week | 79% | 12% | 9% | 64 |
| | Once-twice a month | 60% | 17% | 23% | 42 |
| | Few times a year | 72% | 13% | 15% | 145 |
| | Never | 62% | 21% | 17% | 161 |
| 2016 Presidential Election Vote | Donald Trump | 86% | 6% | 8% | 160 |
| | Hillary Clinton | 48% | 27% | 25% | 188 |
| | Other | 60% | 18% | 21% | 19 |
| | Did Not Vote | 71% | 15% | 14% | 43 |
| Gun Owner in Household | Gun Owner | 71% | 17% | 13% | 186 |
| | Not Gun Owner | 64% | 17% | 19% | 229 |
| Labor Union Member | Not Union Member | 68% | 15% | 17% | 357 |
| | Union Member | 65% | 24% | 11% | 69 |
| Veteran/Active in Household | Active/Veteran Military | 71% | 14% | 15% | 105 |
| | Not Active/Veteran Military | 66% | 17% | 17% | 325 |
| Region of State | Central / Lakes | 70% | 17% | 13% | 76 |
| | Connecticut Valley | 70% | 12% | 18% | 64 |
| | Manchester Area | 78% | 15% | 7% | 71 |
| | Mass Border | 57% | 19% | 24% | 111 |
| | North Country | 60% | 21% | 19% | 33 |
| | Seacoast | 68% | 17% | 15% | 80 |
| Congressional District | First Cong. District | 67% | 18% | 14% | 226 |
| | Second Cong. District | 66% | 15% | 19% | 210 |

Business Conditions in US - Next 12 Months

| | | <u>Good Times</u> | <u>Bad Times</u> | <u>Mixed</u> | <u>N</u> |
|--|--------------------------------|-------------------|------------------|--------------|----------|
| STATEWIDE | | 61% | 26% | 12% | 447 |
| Registered to Vote | Reg. Democrat | 36% | 52% | 13% | 104 |
| | Reg. Undeclared/Not Reg. | 61% | 25% | 14% | 231 |
| | Reg. Republican | 90% | 5% | 4% | 101 |
| Party ID | Democrat | 32% | 52% | 16% | 172 |
| | Independent | 70% | 18% | 12% | 114 |
| | Republican | 91% | 4% | 4% | 148 |
| Political Ideology | Liberal | 25% | 60% | 15% | 113 |
| | Moderate | 63% | 26% | 11% | 171 |
| | Conservative | 88% | 2% | 10% | 125 |
| Media | Listen to Conserv Radio | 90% | 4% | 6% | 53 |
| | Listen to NHPR | 52% | 32% | 16% | 135 |
| | Read Boston Globe | 51% | 33% | 16% | 52 |
| | Read Local Newspapers | 59% | 27% | 13% | 147 |
| | Read Union Leader | 69% | 23% | 8% | 81 |
| | Watch WMUR | 64% | 25% | 11% | 267 |
| Age of Respondent | 18 to 34 | 60% | 29% | 11% | 111 |
| | 35 to 49 | 63% | 26% | 10% | 105 |
| | 50 to 64 | 67% | 26% | 8% | 133 |
| | 65 and older | 55% | 24% | 21% | 79 |
| Sex of Respondent | Female | 53% | 34% | 13% | 219 |
| | Male | 69% | 20% | 11% | 228 |
| Level of Education | High school or less | 72% | 18% | 11% | 135 |
| | Technical school/Some college | 63% | 29% | 8% | 162 |
| | College graduate | 51% | 35% | 14% | 94 |
| | Postgraduate work | 49% | 32% | 19% | 48 |
| Frequency Attend Relig. Service | Attend services 1 or more/week | 72% | 15% | 13% | 66 |
| | Once-twice a month | 61% | 19% | 20% | 40 |
| | Few times a year | 68% | 23% | 9% | 145 |
| | Never | 54% | 37% | 9% | 173 |
| 2016 Presidential Election Vote | Donald Trump | 94% | 2% | 4% | 166 |
| | Hillary Clinton | 29% | 51% | 19% | 184 |
| | Other | 76% | 15% | 9% | 24 |
| | Did Not Vote | 54% | 36% | 10% | 44 |
| Gun Owner in Household | Gun Owner | 72% | 20% | 8% | 194 |
| | Not Gun Owner | 51% | 34% | 15% | 231 |
| Labor Union Member | Not Union Member | 64% | 25% | 10% | 365 |
| | Union Member | 49% | 33% | 18% | 72 |
| Veteran/Active in Household | Active/Veteran Military | 73% | 14% | 13% | 111 |
| | Not Active/Veteran Military | 58% | 31% | 11% | 329 |
| Region of State | Central / Lakes | 60% | 25% | 15% | 75 |
| | Connecticut Valley | 55% | 27% | 18% | 64 |
| | Manchester Area | 73% | 21% | 5% | 79 |
| | Mass Border | 60% | 25% | 14% | 113 |
| | North Country | 60% | 28% | 12% | 37 |
| | Seacoast | 58% | 34% | 9% | 80 |
| Congressional District | First Cong. District | 59% | 30% | 11% | 236 |
| | Second Cong. District | 64% | 23% | 13% | 211 |

U.S. 5 Year Economic Outlook

| | | Continuous good times | Widespread Unemploy/Depression | Mixed | N |
|--|--------------------------------|-----------------------|-----------------------------------|-------|-----|
| STATEWIDE | | 46% | 31% | 23% | 461 |
| Registered to Vote | Reg. Democrat | 19% | 52% | 29% | 115 |
| | Reg. Undeclared/Not Reg. | 44% | 33% | 22% | 231 |
| | Reg. Republican | 79% | 6% | 15% | 106 |
| Party ID | Democrat | 16% | 54% | 30% | 188 |
| | Independent | 56% | 27% | 17% | 104 |
| | Republican | 76% | 7% | 16% | 157 |
| Political Ideology | Liberal | 13% | 64% | 22% | 126 |
| | Moderate | 48% | 23% | 29% | 169 |
| | Conservative | 72% | 13% | 15% | 127 |
| Media | Listen to Conserv Radio | 79% | 2% | 19% | 57 |
| | Listen to NHPR | 31% | 43% | 26% | 138 |
| | Read Boston Globe | 32% | 31% | 37% | 53 |
| | Read Local Newspapers | 38% | 37% | 25% | 152 |
| | Read Union Leader | 50% | 26% | 23% | 85 |
| | Watch WMUR | 45% | 31% | 24% | 270 |
| Age of Respondent | 18 to 34 | 35% | 44% | 21% | 120 |
| | 35 to 49 | 49% | 26% | 25% | 106 |
| | 50 to 64 | 55% | 28% | 18% | 137 |
| | 65 and older | 42% | 25% | 32% | 79 |
| Sex of Respondent | Female | 44% | 35% | 21% | 233 |
| | Male | 48% | 27% | 25% | 228 |
| Level of Education | High school or less | 50% | 35% | 15% | 138 |
| | Technical school/Some college | 48% | 28% | 24% | 170 |
| | College graduate | 41% | 34% | 25% | 96 |
| | Postgraduate work | 40% | 27% | 34% | 48 |
| Frequency Attend Relig. Service | Attend services 1 or more/week | 56% | 14% | 31% | 71 |
| | Once-twice a month | 53% | 29% | 19% | 42 |
| | Few times a year | 43% | 32% | 25% | 147 |
| | Never | 44% | 38% | 18% | 180 |
| 2016 Presidential Election Vote | Donald Trump | 83% | 3% | 14% | 173 |
| | Hillary Clinton | 16% | 55% | 29% | 191 |
| | Other | 39% | 36% | 26% | 23 |
| | Did Not Vote | 30% | 44% | 26% | 48 |
| Gun Owner in Household | Gun Owner | 59% | 23% | 18% | 189 |
| | Not Gun Owner | 34% | 40% | 26% | 246 |
| Labor Union Member | Not Union Member | 48% | 31% | 21% | 376 |
| | Union Member | 38% | 33% | 29% | 74 |
| Veteran/Active in Household | Active/Veteran Military | 63% | 19% | 18% | 121 |
| | Not Active/Veteran Military | 40% | 36% | 24% | 332 |
| Region of State | Central/ Lakes | 42% | 29% | 29% | 83 |
| | Connecticut Valley | 37% | 40% | 23% | 61 |
| | Manchester Area | 55% | 24% | 21% | 73 |
| | Mass Border | 50% | 34% | 17% | 113 |
| | North Country | 53% | 28% | 19% | 43 |
| | Seacoast | 40% | 31% | 28% | 87 |
| Congressional District | First Cong. District | 48% | 29% | 23% | 246 |
| | Second Cong. District | 44% | 34% | 22% | 215 |

Household Financial Condition - Compared to 1 Year Ago

| | | Better off | Worse off | About the same | N |
|--|--------------------------------|------------|-----------|----------------|-----|
| STATEWIDE | | 38% | 17% | 45% | 499 |
| Registered to Vote | Reg. Democrat | 34% | 11% | 55% | 119 |
| | Reg. Undeclared/Not Reg. | 40% | 15% | 45% | 257 |
| | Reg. Republican | 37% | 28% | 35% | 110 |
| Party ID | Democrat | 34% | 16% | 50% | 206 |
| | Independent | 40% | 12% | 48% | 120 |
| | Republican | 41% | 22% | 37% | 161 |
| Political Ideology | Liberal | 31% | 18% | 51% | 137 |
| | Moderate | 42% | 14% | 44% | 184 |
| | Conservative | 39% | 23% | 38% | 137 |
| Media | Listen to Conserv Radio | 36% | 30% | 34% | 57 |
| | Listen to NHPR | 34% | 18% | 49% | 151 |
| | Read Boston Globe | 38% | 18% | 44% | 59 |
| | Read Local Newspapers | 34% | 19% | 47% | 163 |
| | Read Union Leader | 36% | 19% | 45% | 88 |
| | Watch WMUR | 41% | 15% | 43% | 293 |
| Age of Respondent | 18 to 34 | 57% | 13% | 30% | 125 |
| | 35 to 49 | 47% | 20% | 33% | 108 |
| | 50 to 64 | 30% | 22% | 48% | 153 |
| | 65 and older | 15% | 14% | 71% | 93 |
| Sex of Respondent | Female | 33% | 18% | 49% | 257 |
| | Male | 44% | 16% | 40% | 241 |
| Level of Education | High school or less | 43% | 16% | 41% | 158 |
| | Technical school/Some college | 34% | 18% | 48% | 174 |
| | College graduate | 39% | 19% | 43% | 101 |
| | Postgraduate work | 39% | 15% | 46% | 56 |
| Frequency Attend Relig. Service | Attend services 1 or more/week | 27% | 21% | 52% | 76 |
| | Once-twice a month | 29% | 13% | 58% | 45 |
| | Few times a year | 41% | 17% | 42% | 162 |
| | Never | 43% | 18% | 40% | 195 |
| 2016 Presidential Election Vote | Donald Trump | 36% | 21% | 44% | 180 |
| | Hillary Clinton | 35% | 13% | 52% | 208 |
| | Other | 59% | 14% | 27% | 23 |
| | Did Not Vote | 41% | 20% | 39% | 57 |
| Gun Owner in Household | Gun Owner | 33% | 19% | 48% | 209 |
| | Not Gun Owner | 42% | 15% | 42% | 264 |
| Labor Union Member | Not Union Member | 38% | 18% | 44% | 410 |
| | Union Member | 39% | 13% | 49% | 77 |
| Veteran/Active in Household | Active/Veteran Military | 29% | 16% | 56% | 122 |
| | Not Active/Veteran Military | 41% | 18% | 41% | 369 |
| Region of State | Central / Lakes | 38% | 22% | 40% | 89 |
| | Connecticut Valley | 22% | 13% | 64% | 77 |
| | Manchester Area | 42% | 8% | 50% | 77 |
| | Mass Border | 46% | 20% | 34% | 118 |
| | North Country | 38% | 17% | 46% | 47 |
| | Seacoast | 39% | 18% | 42% | 91 |
| Congressional District | First Cong. District | 40% | 17% | 43% | 256 |
| | Second Cong. District | 36% | 18% | 46% | 242 |

Household Financial Condition - 12 Months From Now

| | | Better off | Worse off | Just about same | N |
|--|--------------------------------|------------|-----------|-----------------|-----|
| STATEWIDE | | 37% | 13% | 50% | 483 |
| Registered to Vote | Reg. Democrat | 24% | 25% | 52% | 107 |
| | Reg. Undeclared/Not Reg. | 31% | 11% | 59% | 256 |
| | Reg. Republican | 63% | 5% | 32% | 109 |
| Party ID | Democrat | 14% | 21% | 65% | 188 |
| | Independent | 30% | 12% | 58% | 122 |
| | Republican | 69% | 3% | 28% | 160 |
| Political Ideology | Liberal | 18% | 24% | 58% | 126 |
| | Moderate | 31% | 13% | 56% | 177 |
| | Conservative | 59% | 1% | 40% | 139 |
| Media | Listen to Conserv Radio | 78% | 5% | 18% | 54 |
| | Listen to NHPR | 26% | 18% | 56% | 144 |
| | Read Boston Globe | 30% | 15% | 55% | 55 |
| | Read Local Newspapers | 27% | 17% | 56% | 155 |
| | Read Union Leader | 46% | 6% | 48% | 87 |
| | Watch WMUR | 33% | 13% | 55% | 278 |
| Age of Respondent | 18 to 34 | 36% | 7% | 57% | 123 |
| | 35 to 49 | 48% | 9% | 43% | 109 |
| | 50 to 64 | 42% | 14% | 43% | 147 |
| | 65 and older | 16% | 18% | 66% | 84 |
| Sex of Respondent | Female | 29% | 16% | 54% | 241 |
| | Male | 45% | 9% | 46% | 242 |
| Level of Education | High school or less | 36% | 10% | 53% | 155 |
| | Technical school/Some college | 39% | 12% | 50% | 164 |
| | College graduate | 37% | 17% | 46% | 100 |
| | Postgraduate work | 31% | 12% | 57% | 56 |
| Frequency Attend Relig. Service | Attend services 1 or more/week | 48% | 8% | 45% | 71 |
| | Once-twice a month | 36% | 11% | 54% | 42 |
| | Few times a year | 36% | 12% | 51% | 162 |
| | Never | 35% | 14% | 51% | 185 |
| 2016 Presidential Election Vote | Donald Trump | 70% | 2% | 28% | 178 |
| | Hillary Clinton | 12% | 23% | 66% | 198 |
| | Other | 38% | 9% | 52% | 24 |
| | Did Not Vote | 24% | 14% | 61% | 51 |
| Gun Owner in Household | Gun Owner | 46% | 10% | 44% | 209 |
| | Not Gun Owner | 28% | 14% | 58% | 249 |
| Labor Union Member | Not Union Member | 39% | 12% | 49% | 396 |
| | Union Member | 26% | 15% | 60% | 76 |
| Veteran/Active in Household | Active/Veteran Military | 45% | 10% | 46% | 117 |
| | Not Active/Veteran Military | 35% | 13% | 52% | 359 |
| Region of State | Central / Lakes | 40% | 9% | 51% | 85 |
| | Connecticut Valley | 19% | 14% | 68% | 65 |
| | Manchester Area | 40% | 8% | 52% | 80 |
| | Mass Border | 39% | 15% | 47% | 119 |
| | North Country | 42% | 13% | 45% | 43 |
| | Seacoast | 43% | 17% | 40% | 92 |
| Congressional District | First Cong. District | 38% | 14% | 48% | 256 |
| | Second Cong. District | 37% | 11% | 51% | 227 |

Good Time to Buy a Major Household Item?

| | | Good time | Bad time | Depends | N |
|--|--------------------------------|-----------|----------|---------|-----|
| STATEWIDE | | 69% | 18% | 13% | 450 |
| Registered to Vote | Reg. Democrat | 73% | 19% | 8% | 108 |
| | Reg. Undeclared/Not Reg. | 65% | 19% | 16% | 239 |
| | Reg. Republican | 73% | 14% | 12% | 92 |
| Party ID | Democrat | 67% | 18% | 15% | 193 |
| | Independent | 64% | 23% | 13% | 112 |
| | Republican | 75% | 14% | 11% | 133 |
| Political Ideology | Liberal | 68% | 17% | 14% | 125 |
| | Moderate | 75% | 19% | 7% | 163 |
| | Conservative | 68% | 14% | 18% | 121 |
| Media | Listen to Conserv Radio | 71% | 8% | 21% | 49 |
| | Listen to NHPR | 74% | 17% | 9% | 140 |
| | Read Boston Globe | 67% | 24% | 10% | 54 |
| | Read Local Newspapers | 68% | 21% | 11% | 151 |
| | Read Union Leader | 74% | 18% | 8% | 80 |
| | Watch WMUR | 72% | 19% | 9% | 270 |
| Age of Respondent | 18 to 34 | 67% | 21% | 13% | 115 |
| | 35 to 49 | 76% | 12% | 11% | 100 |
| | 50 to 64 | 69% | 19% | 12% | 136 |
| | 65 and older | 65% | 16% | 19% | 79 |
| Sex of Respondent | Female | 71% | 15% | 14% | 230 |
| | Male | 66% | 21% | 13% | 220 |
| Level of Education | High school or less | 59% | 23% | 18% | 144 |
| | Technical school/Some college | 76% | 12% | 12% | 153 |
| | College graduate | 69% | 19% | 11% | 93 |
| | Postgraduate work | 74% | 18% | 8% | 51 |
| Frequency Attend Relig. Service | Attend services 1 or more/week | 63% | 13% | 24% | 62 |
| | Once-twice a month | 64% | 21% | 15% | 40 |
| | Few times a year | 70% | 18% | 12% | 146 |
| | Never | 69% | 20% | 11% | 179 |
| 2016 Presidential Election Vote | Donald Trump | 68% | 17% | 15% | 150 |
| | Hillary Clinton | 76% | 15% | 10% | 195 |
| | Other | 58% | 38% | 4% | 23 |
| | Did Not Vote | 50% | 29% | 21% | 51 |
| Gun Owner in Household | Gun Owner | 70% | 20% | 10% | 183 |
| | Not Gun Owner | 69% | 17% | 14% | 244 |
| Labor Union Member | Not Union Member | 68% | 18% | 13% | 369 |
| | Union Member | 71% | 16% | 13% | 72 |
| Veteran/Active in Household | Active/Veteran Military | 68% | 15% | 17% | 107 |
| | Not Active/Veteran Military | 69% | 19% | 12% | 336 |
| Region of State | Central / Lakes | 68% | 16% | 16% | 82 |
| | Connecticut Valley | 60% | 19% | 21% | 63 |
| | Manchester Area | 74% | 20% | 6% | 74 |
| | Mass Border | 70% | 17% | 14% | 112 |
| | North Country | 64% | 19% | 16% | 41 |
| | Seacoast | 73% | 17% | 9% | 78 |
| Congressional District | First Cong. District | 71% | 16% | 13% | 240 |
| | Second Cong. District | 66% | 20% | 14% | 210 |