

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

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

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

DURHAM, NH - 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.

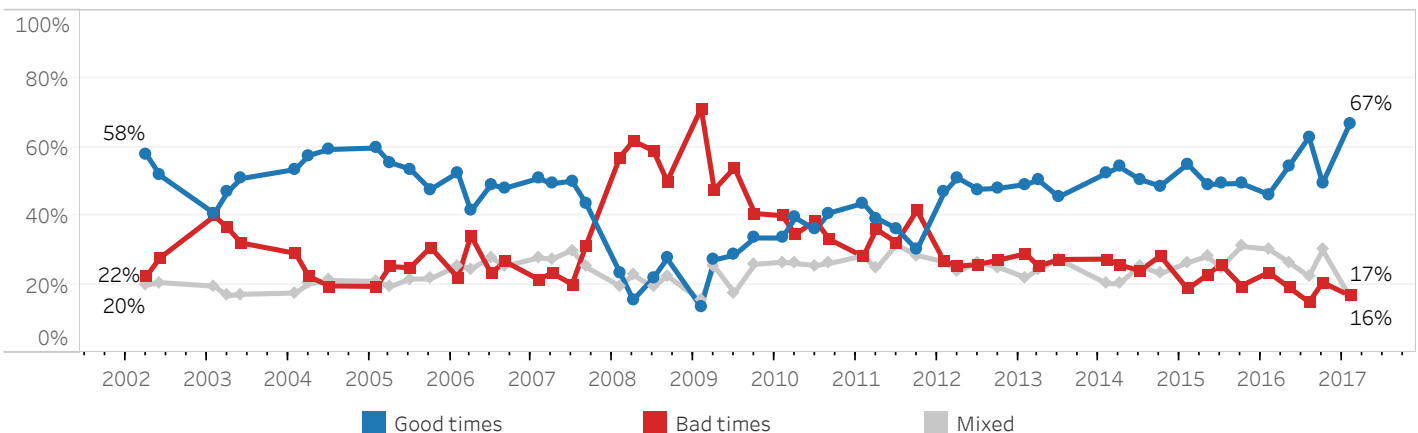
These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence**,* conducted by the University of New Hampshire Survey Center. Five hundred and thirteen (513) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between 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



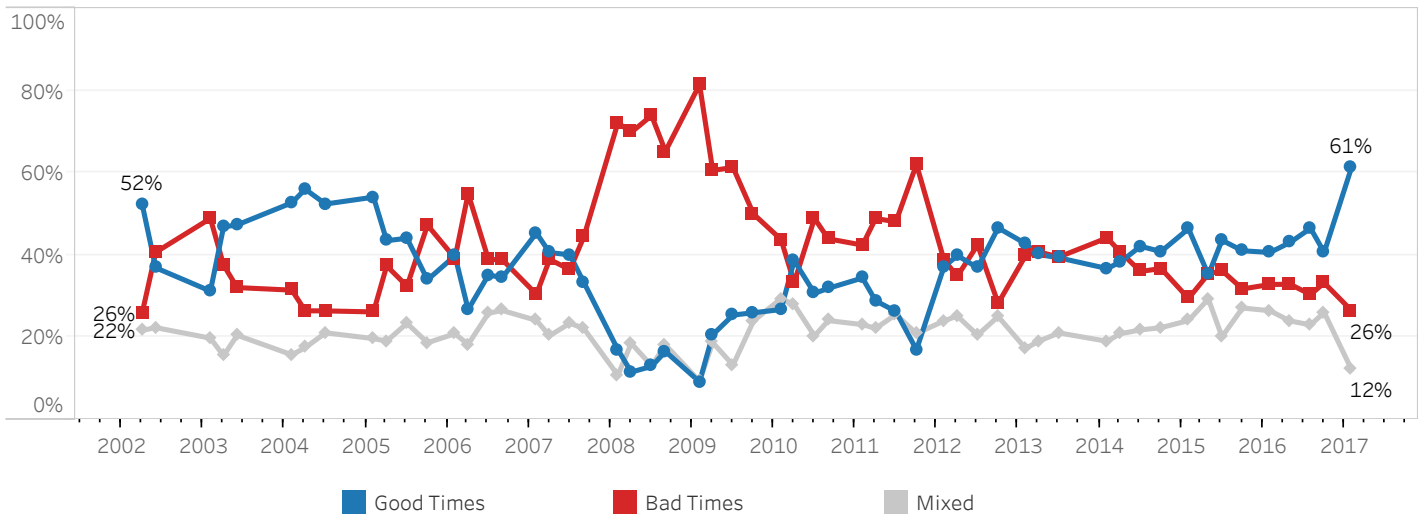
*We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, sponsored by the New Hampshire Business and Industry Association, and conducted by the University of New Hampshire Survey Center.

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%).

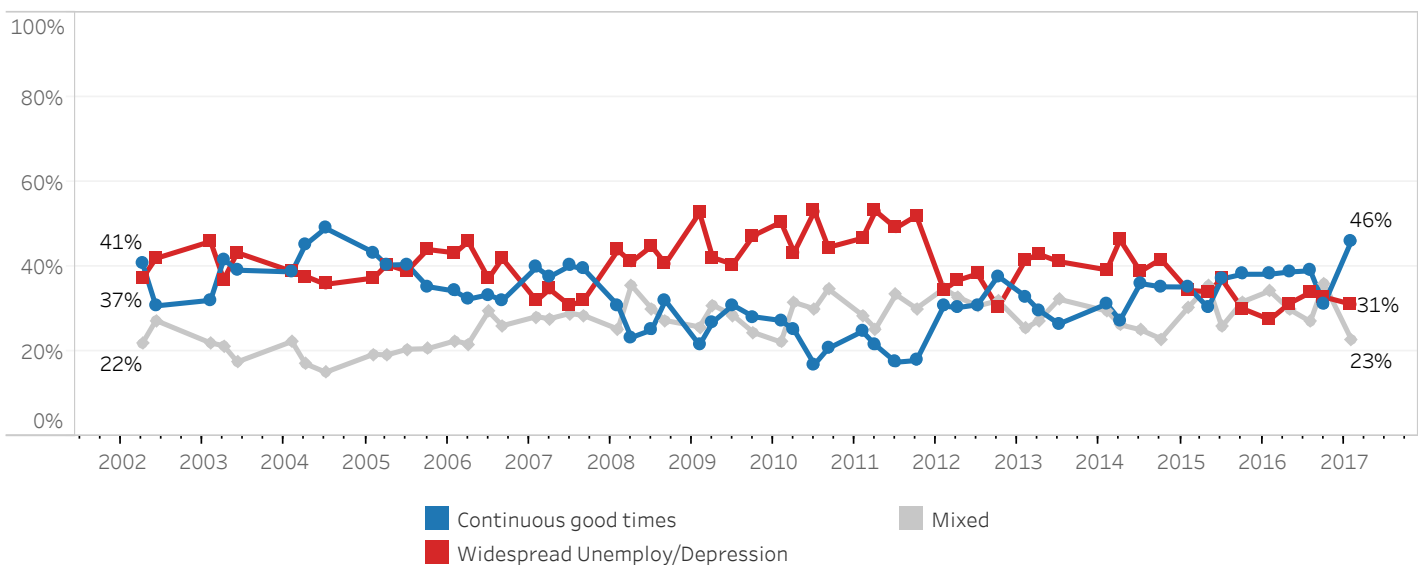
Business Conditions in US - Next 12 Months



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

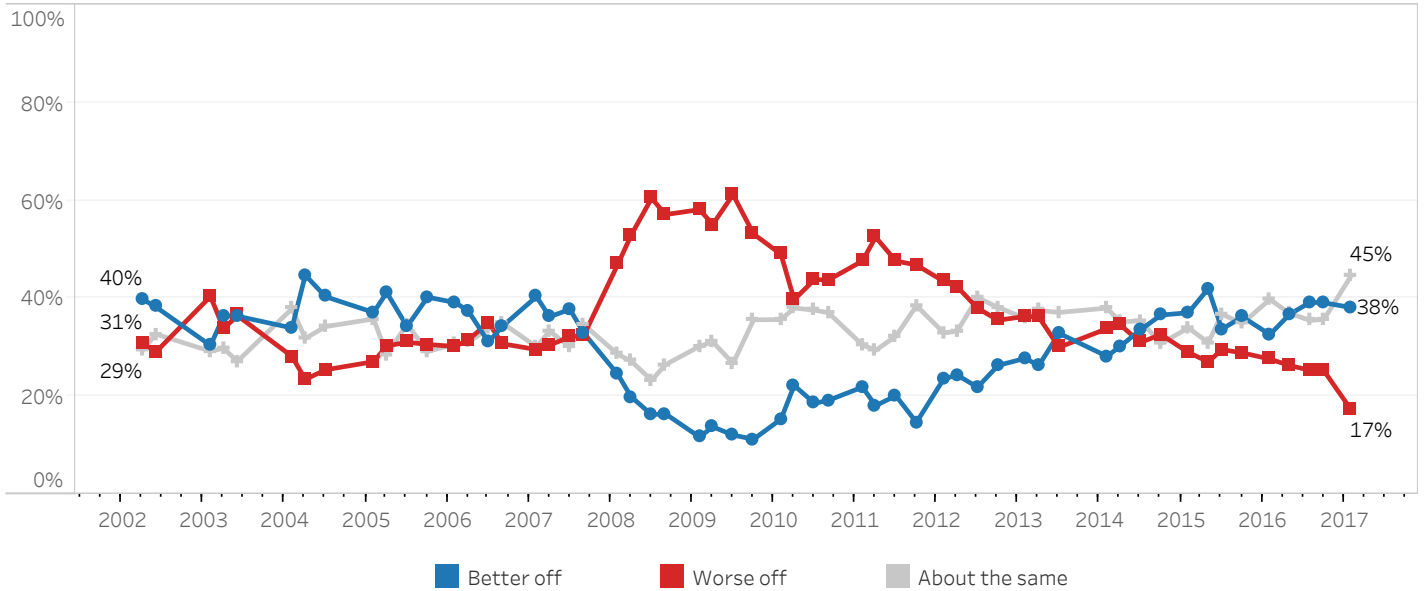


Personal Financial Conditions

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.

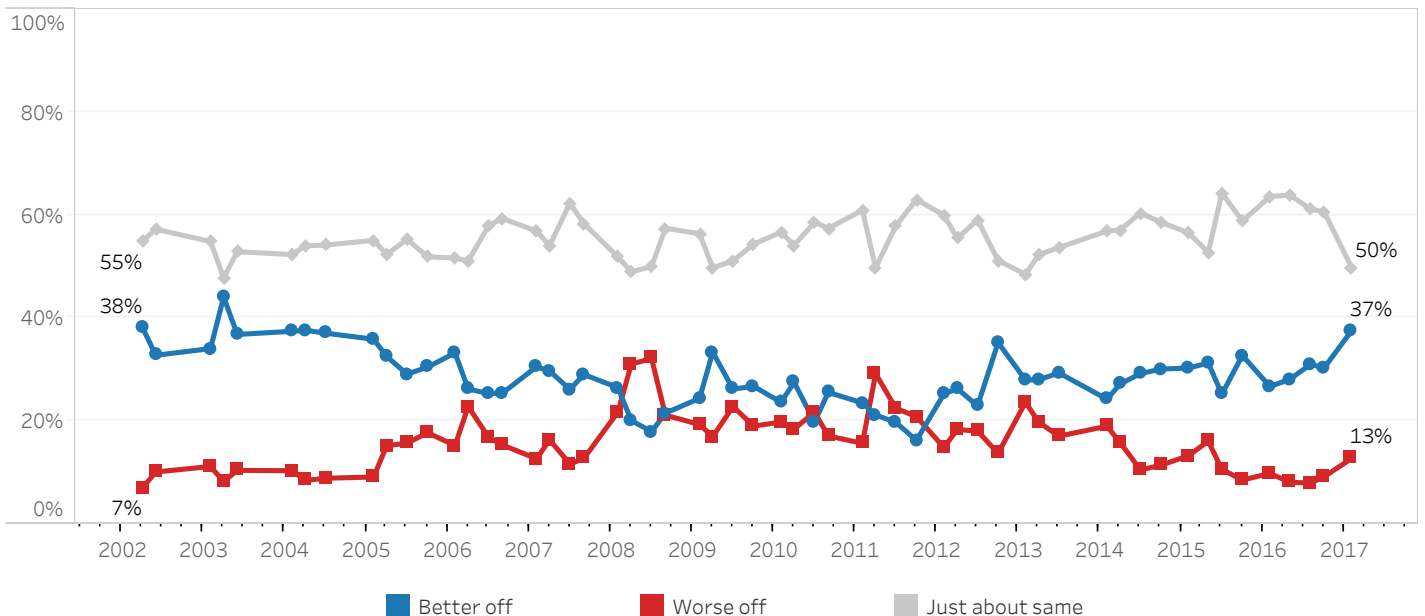
Household Financial Condition - Compared to 1 Year Ago



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.

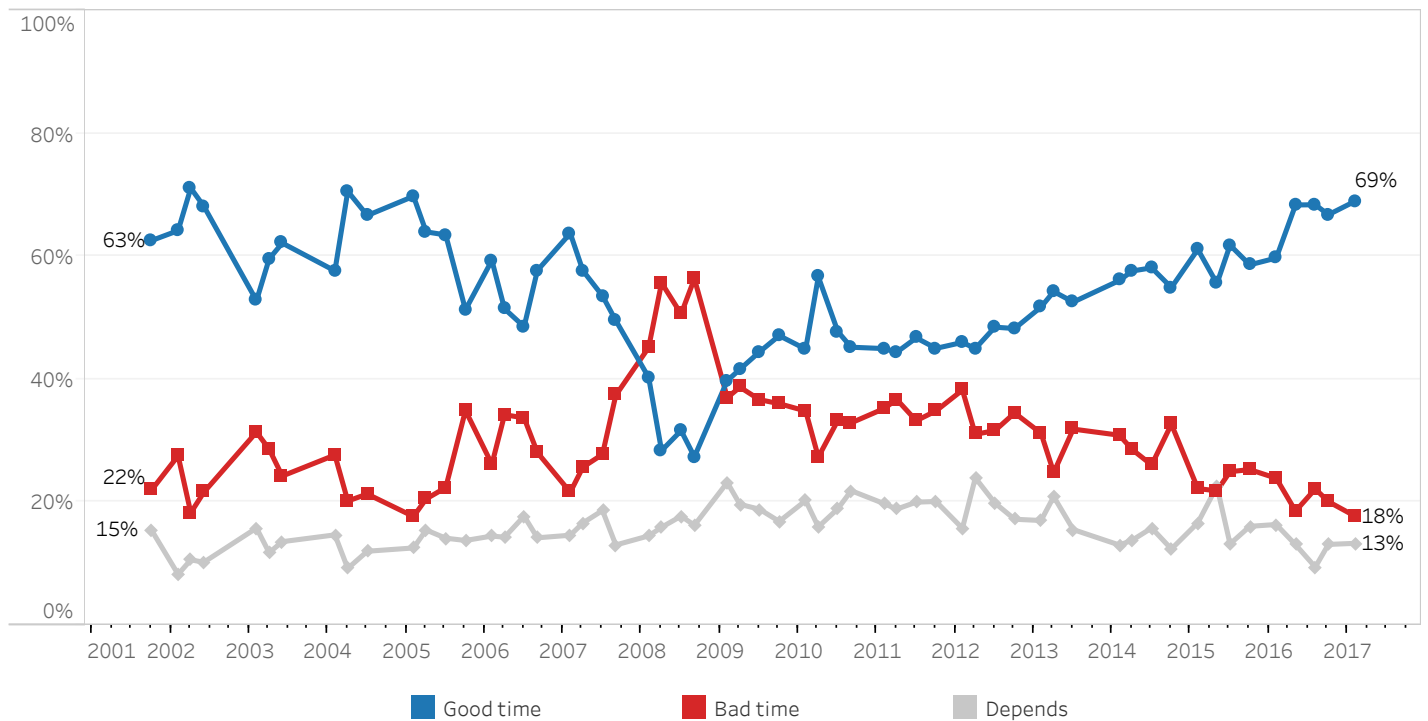
Republicans (69% better off) are more than twice as likely than Independents (30%) and nearly five times as likely than Democrats (14%) to say they anticipate being better off financially next year.

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