

THE BIA REPORT ON CONSUMER CONFIDENCE

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

October 14, 2016

CONSUMER CONFIDENCE DECREASES SOMEWHAT HEADING INTO ELECTION

By: Andrew E. Smith, Ph.D.
Zachary S. Azem, M.A.
UNH Survey Center
www.unh.edu/survey-center
603/862-2226

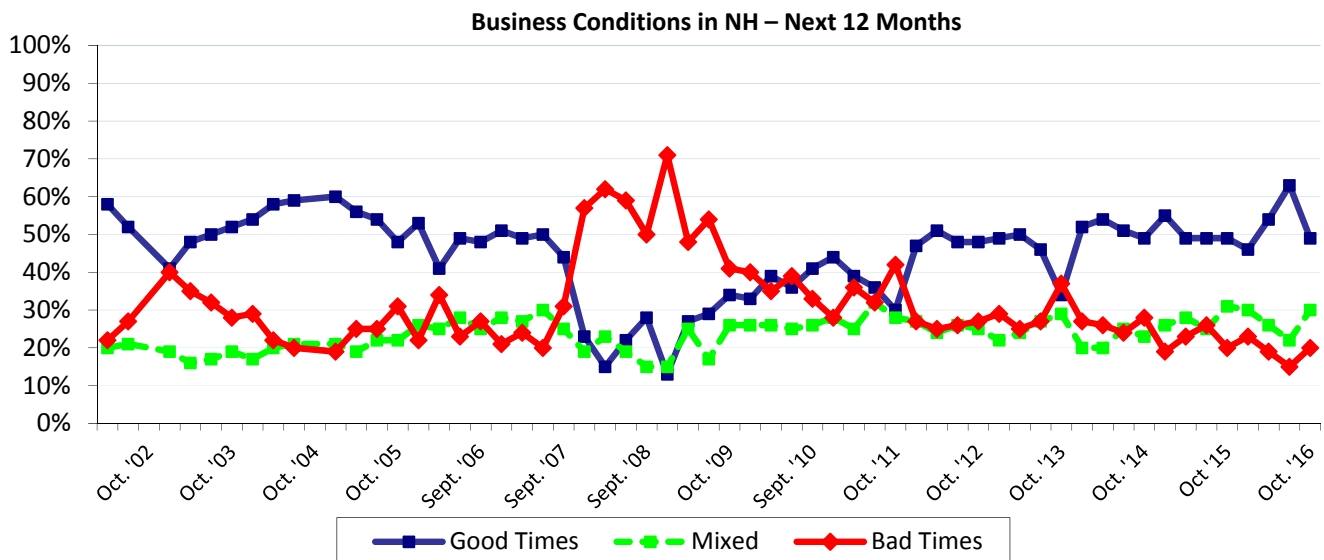
DURHAM, NH – Heading into the 2016 presidential election, New Hampshire residents are less confident about business conditions in the state and in the country than they were earlier this year. A majority of Granite Staters say their household financial condition is better or about the same since last year and most don't expect it to change over the next year.

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 seventy-seven (577) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between October 3 and October 9, 2016. The margin of sampling error for the survey is +/- 4.1 percent.

N.H. Business Conditions

When asked how New Hampshire businesses will do over the upcoming year, nearly half of Granite Staters (49%) think state businesses will enjoy good times financially, only 20% think they will experience bad times, and 30% anticipate mixed conditions. The percentage predicting good times has decreased significantly since this summer. A majority of Democrats (63%) are optimistic about business conditions in the state compared to just 48% of Independents and 38% of Republicans. In August, majorities of Democrats (70%), Independents (52%) and Republicans (59%) all were optimistic about business conditions.

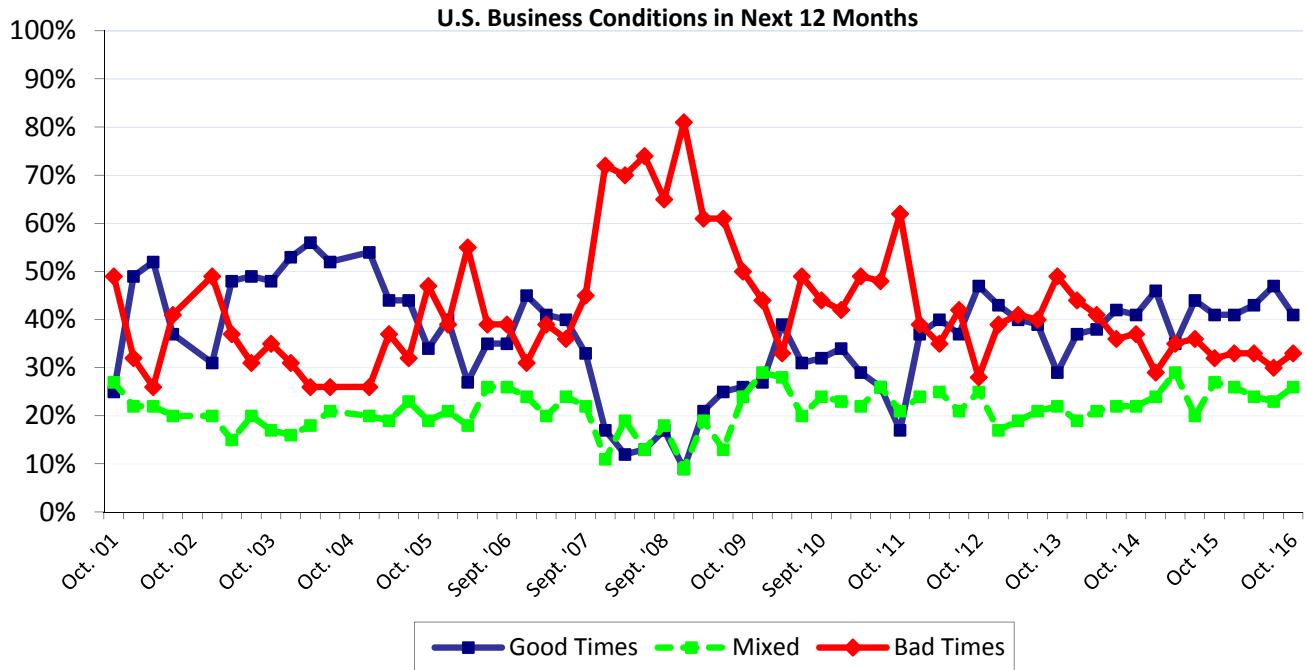
“With confidence in state and national business conditions ebbing somewhat, it will be important for those we elect in November to focus on creating an environment where employers are growing, successful, and adding jobs.” said BIA President Jim Roche.



* 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.

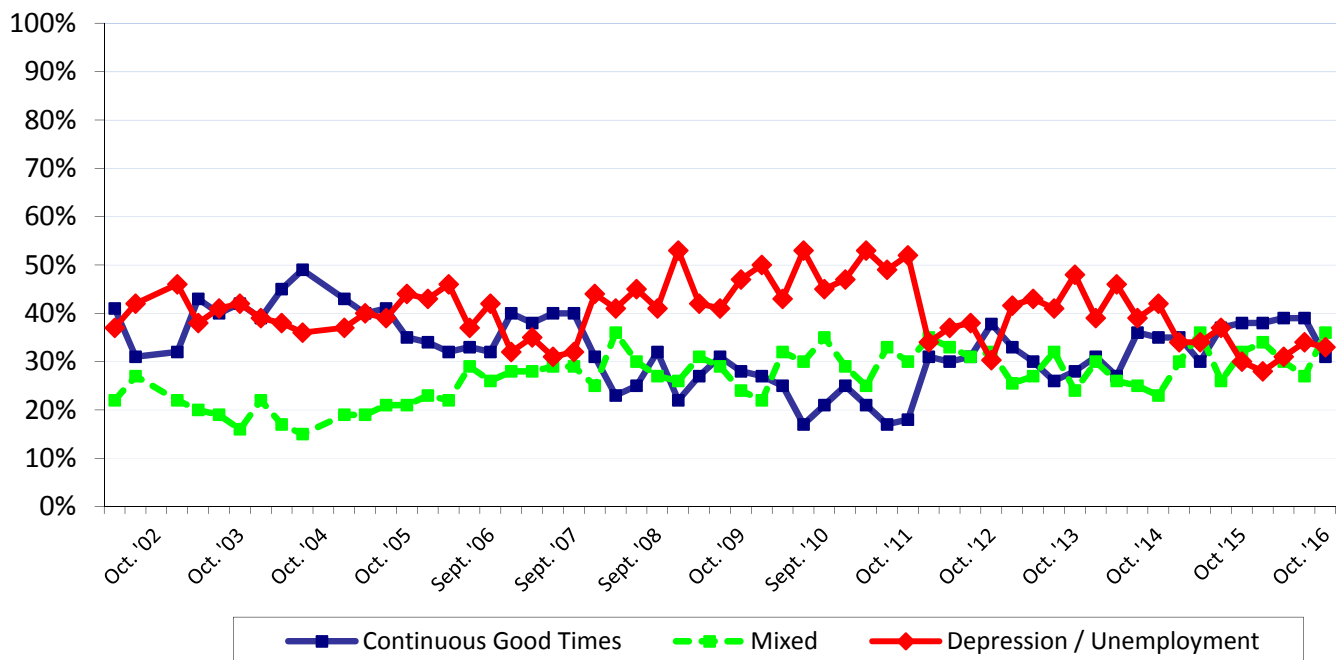
U.S. Business Conditions

Turning to expectations about the U.S. economy as a whole – 41% of New Hampshire adults think that businesses across the country will experience good times over the next 12 months, 33% think businesses will have bad times, and 26% think conditions will be mixed. Optimism about U.S. business conditions has decreased somewhat since August. A majority of Democrats (57%) are optimistic about business conditions in the country, compared to just 39% of Independents and 27% of Republicans.



New Hampshire residents remain divided about the long-term prospects for the U.S. economy. Currently 31% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 33% expect periods of widespread unemployment and depression, and 36% see a mix of good and bad conditions. The percentage of residents expecting continuous good times has decreased eight percentage points since August.

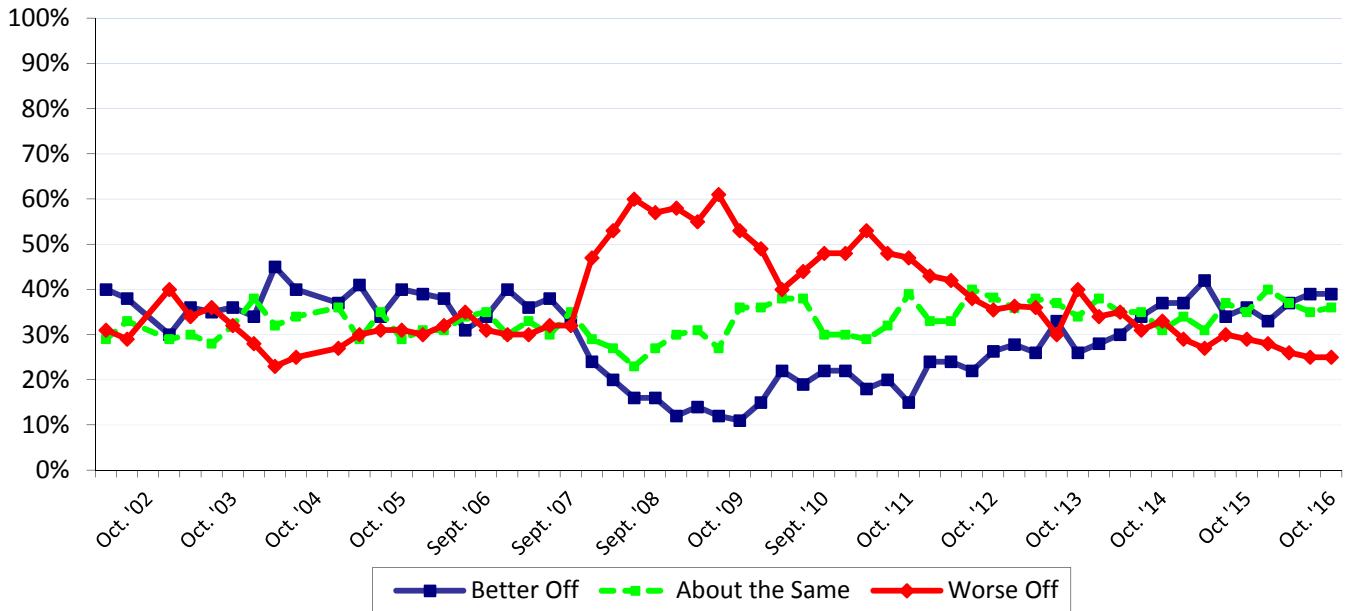
U.S. 5 Year Economic Outlook



Personal Financial Conditions

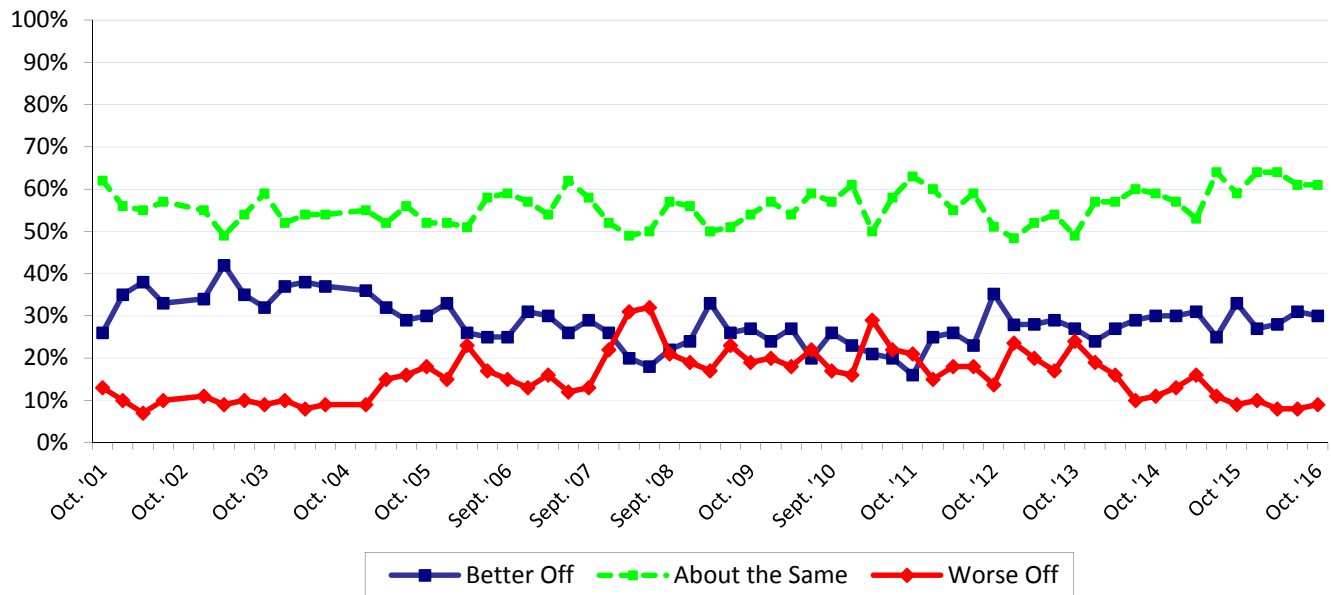
When asked about their household finances, most New Hampshire adults think they are financially better off or about the same as they were a year ago -- 39% say they are better off now than they were a year ago, 25% say they are worse off, and 36% say things are about the same.

Household Financial Condition – Compared to 1 Year Ago

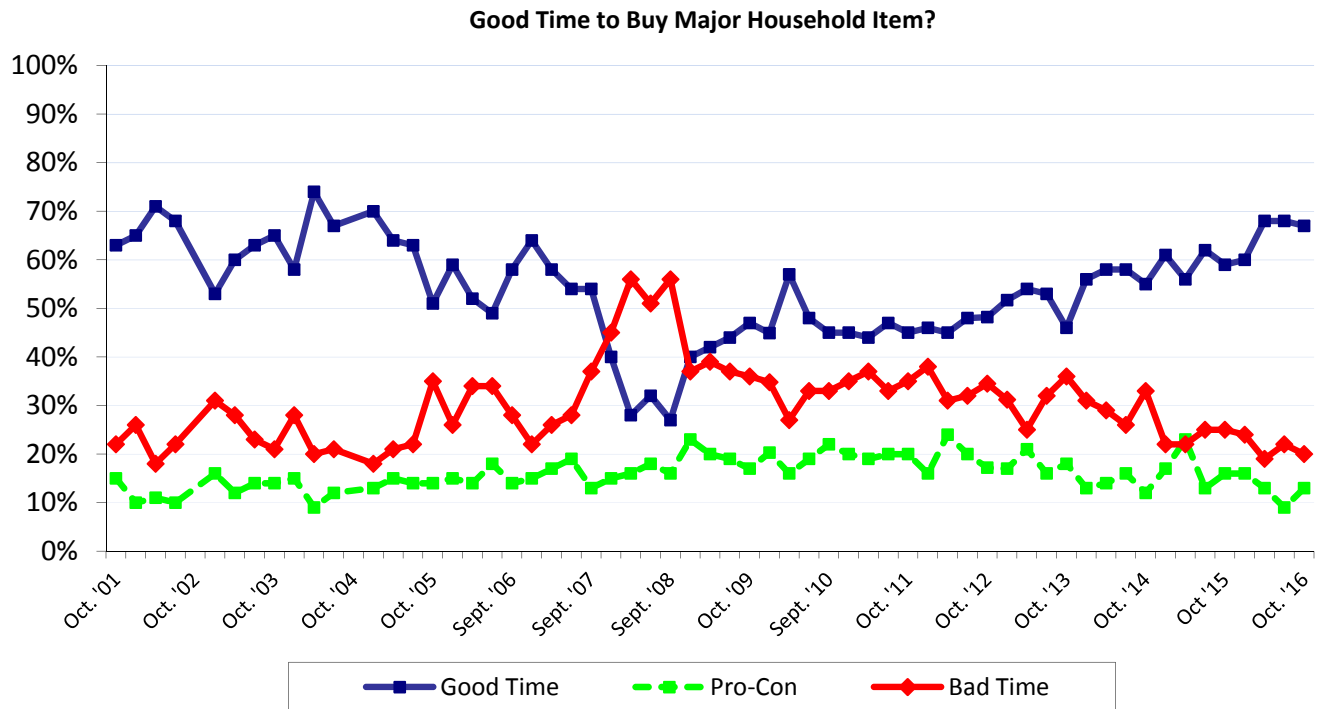


Looking forward, three in five Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 30% think their family will be better off financially a year from now, only 9% think they will be worse off, and 61% think their families will be about the same.

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 (67%) 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 stayed steady since April.



Subgroup Analysis

There are a few demographic differences in the economic expectations of New Hampshire residents. Democrats and younger residents are consistently more optimistic about the state and national economy than Republicans and Independents. Younger residents are also more likely to be optimistic about their household's financial condition over the past year and over the next year.

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 seventy-seven (577) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between October 3 and October 9, 2016. The margin of sampling error for the survey is +/- 4.1 percent. These MSE's have not been adjusted for design effect. The design effect for the survey is 1.1%.

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 the numbers of adults and telephone lines within households. Additionally, data were weighted by respondent sex, age, 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, Fall 2016 Demographics

Sex	N	%	Region	N	%
Male	282	49%	North Country	55	10%
Female	295	51%	Central/Lakes	95	17%
			Connecticut Valley	85	15%
			Mass Border	137	24%
Age	N	%	Seacoast	103	18%
18 to 34	145	27%	Manchester Area	101	18%
35 to 49	143	26%			
50 to 64	159	29%	Party Registration	N	%
65 and Over	97	18%	Democrat	130	23%
			Undeclared/Not Registered	303	54%
Highest Level of Education	N	%	Republican	130	23%
High School or Less	112	20%			
Some College	131	23%	Party Identification	N	%
College Graduate	199	35%	Democrat	213	39%
Post-Graduate	124	22%	Independent	122	22%
			Republican	215	39%
Years Lived in NH	N	%			
10 yrs. Or less	75	14%			
11-20 yrs.	120	22%			
> 20 yrs.	358	65%			

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?”

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
Oct '16	49%	30%	20%	(467)
Aug '16	63%	22%	15%	(408)
May '16	54%	26%	19%	(430)
Feb '16	46%	30%	23%	(451)
Oct '15	49%	31%	20%	(490)
July '15	49%	25%	26%	(463)
May '15	49%	28%	23%	(521)
Feb. '15	55%	26%	19%	(454)
Oct. '14	49%	23%	28%	(480)
July '14	51%	25%	24%	(454)
Apr. '14	54%	20%	26%	(451)
Feb. '14	52%	20%	27%	(502)
Oct. '13	34%	29%	37%	(540)
July '13	46%	27%	27%	(461)
Apr. '13	50%	24%	25%	(454)
Feb. '13	49%	22%	29%	(523)
Oct. '12	48%	25%	27%	(511)
July '12	48%	26%	26%	(456)
Apr. '12	51%	24%	25%	(488)
Feb. '12	47%	27%	27%	(484)
Oct. '11	30%	28%	42%	(498)
July '11	36%	32%	32%	(469)
Apr. '11	39%	25%	36%	(478)
Feb. '11	44%	28%	28%	(481)
Sept. '10	41%	26%	33%	(475)
July '10	36%	25%	39%	(458)
Apr. '10	39%	26%	35%	(473)
Feb. '10	33%	26%	40%	(460)
Oct. '09	34%	26%	41%	(479)
July '09	29%	17%	54%	(522)
Apr. '09	27%	25%	48%	(472)
Feb. '09	13%	15%	71%	(586)
Sept. '08	28%	22%	50%	(480)
July '08	22%	19%	59%	(481)
Apr. '08	15%	23%	62%	(455)
Feb. '08	23%	19%	57%	(494)
Sept. '07	44%	25%	31%	(433)
July '07	50%	30%	20%	(442)
Apr. '07	49%	27%	24%	(458)
Feb. '07	51%	28%	21%	(462)
Sept. '06	48%	25%	27%	(453)
July '06	49%	28%	23%	(444)
Apr. '06	41%	25%	34%	(457)
Feb. '06	53%	26%	22%	(432)
Oct. '05	48%	22%	31%	(431)
July '05	54%	22%	25%	(429)
Apr. '05	56%	19%	25%	(433)
Feb. '05	60%	21%	19%	(453)
July '04	59%	21%	20%	(444)
Apr. '04	58%	20%	22%	(457)
Feb. '04	54%	17%	29%	(448)
Oct. '03	52%	19%	28 %	(449)
June '03	50%	17%	32%	(485)
Apr. '03	48%	16%	35%	(462)
Feb. '03	41%	19%	40%	(577)
June '02	52%	21%	27%	(588)
Apr. '02	58%	20%	22%	(462)

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>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
Oct '16	41%	26%	33%	(467)
Aug '16	47%	23%	30%	(407)
May '16	43%	24%	33%	(422)
Feb '16	41%	26%	33%	(471)
Oct '15	41%	27%	32%	(508)
July '15	44%	20%	36%	(480)
May '15	35%	29%	35%	(544)
Feb. '15	46%	24%	29%	(476)
Oct. '14	41%	22%	37%	(512)
July '14	42%	22%	36%	(480)
Apr. '14	38%	21%	41%	(474)
Feb. '14	37%	19%	44%	(524)
Oct. '13	29%	22%	49%	(563)
July '13	39%	21%	40%	(469)
Apr. '13	40%	19%	41%	(480)
Feb. '13	43%	17%	40%	(548)
Oct. '12	47%	25%	28%	(513)
July '12	37%	21%	42%	(464)
Apr. '12	40%	25%	35%	(492)
Feb. '12	37%	24%	39%	(493)
Oct. '11	17%	21%	62%	(517)
July '11	26%	26%	48%	(490)
Apr. '11	29%	22%	49%	(483)
Feb. '11	34%	23%	42%	(495)
Sept. '10	32%	24%	44%	(479)
July '10	31%	20%	49%	(473)
Apr. '10	39%	28%	33%	(483)
Feb. '10	27%	29%	44%	(475)
Oct. '09	26%	24%	50%	(481)
July '09	25%	13%	61%	(546)
Apr. '09	21%	19%	61%	(471)
Feb. '09	9%	9%	81%	(594)
Sept. '08	17%	18%	65%	(508)
July '08	13%	13%	74%	(500)
Apr. '08	12%	19%	70%	(482)
Feb. '08	17%	11%	72%	(529)
Sept. '07	33%	22%	45%	(464)
July '07	40%	24%	36%	(456)
Apr. '07	41%	20%	39%	(479)
Feb. '07	45%	24%	31%	(486)
Sept. '06	35%	26%	39%	(473)
July '06	35%	26%	39%	(454)
Apr. '06	27%	18%	55%	(467)
Feb. '06	40%	21%	39%	(445)
Oct. '05	34%	19%	47%	(459)
July '05	44%	23%	32%	(438)
Apr. '05	44%	19%	37%	(450)
Feb. '05	54%	20%	26%	(488)
July '04	52%	21%	26%	(446)
Apr. '04	56%	18%	26%	(468)
Feb. '04	53%	16%	31%	(461)
Oct. '03	48%	17%	35%	(455)
June '03	49%	20%	31%	(491)
Apr. '03	48%	15%	37%	(477)
Feb. '03	31%	20%	49%	(606)
June '02	37%	22%	41%	(599)
Apr. '02	52%	22%	26%	(484)
Feb. '02	49%	19%	32%	(300)
Oct. '01	25%	27%	49%	(493)

5 Year Economic Outlook - U.S.

“Looking ahead, which would you say is more likely – that in the country as a whole we will have continuous GOOD TIMES during the next FIVE YEARS or so, or that we will have periods of WIDESPREAD UNEMPLOYMENT or DEPRESSION, or what?”

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Depression/ Unemployment</u>	<u>(N=)</u>
Oct '16	31%	36%	33%	(466)
Aug '16	39%	27%	34%	(399)
May '16	39%	30%	31%	(405)
Feb '16	38%	34%	28%	(428)
Oct '15	38%	32%	30%	(490)
July '15	37%	26%	37%	(444)
May '15	30%	36%	34%	(514)
Feb. '15	35%	30%	34%	(460)
Oct. '14	35%	23%	42%	(493)
July '14	36%	25%	39%	(460)
Apr. '14	27%	26%	46%	(461)
Feb. '14	31%	30%	39%	(529)
Oct. '13	28%	24%	48%	(552)
July '13	26%	32%	41%	(485)
Apr. '13	30%	27%	43%	(471)
Feb. '13	33%	26%	42%	(562)
Oct. '12	38%	32%	30%	(490)
July '12	31%	31%	38%	(453)
Apr. '12	30%	33%	37%	(465)
Feb. '12	31%	35%	34%	(479)
Oct. '11	18%	30%	52%	(515)
July '11	17%	33%	49%	(484)
Apr. '11	21%	25%	53%	(479)
Feb. '11	25%	29%	47%	(482)
Sept. '10	21%	35%	45%	(486)
July '10	17%	30%	53%	(477)
Apr. '10	25%	32%	43%	(472)
Feb. '10	27%	22%	50%	(472)
Oct. '09	28%	24%	47%	(463)
July '09	31%	29%	41%	(538)
Apr. '09	27%	31%	42%	(479)
Feb. '09	22%	26%	53%	(590)
Sept. '08	32%	27%	41%	(484)
July '08	25%	30%	45%	(485)
Apr. '08	23%	36%	41%	(439)
Feb. '08	31%	25%	44%	(502)
Sept. '07	40%	29%	32%	(443)
July '07	40%	29%	31%	(432)
Apr. '07	38%	28%	35%	(472)
Feb. '07	40%	28%	32%	(478)
Sept. '06	32%	26%	42%	(473)
July '06	33%	29%	37%	(447)
Apr. '06	32%	22%	46%	(471)
Feb. '06	34%	23%	43%	(444)
Oct. '05	35%	21%	44%	(460)
July '05	41%	21%	39%	(461)
Apr. '05	40%	19%	40%	(455)
Feb. '05	43%	19%	37%	(497)
July '04	49%	15%	36%	(431)
Apr. '04	45%	17%	38%	(467)
Feb. '04	39%	22%	39%	(454)
Oct. '03	42%	16%	42%	(457)
June '03	40%	19%	41%	(479)
Apr. '03	43%	20%	38%	(470)
Feb. '03	32%	22%	46%	(607)
June '02	31%	27%	42%	(603)
Apr. '02	41%	22%	37%	(463)

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>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
Oct '16	39%	36%	25%	(574)
Aug '16	39%	35%	25%	(495)
May '16	37%	37%	26%	(495)
Feb '16	33%	40%	28%	(525)
Oct '15	36%	35%	29%	(578)
July '15	34%	37%	30%	(527)
May '15	42%	31%	27%	(562)
Feb. '15	37%	34%	29%	(499)
Oct. '14	37%	31%	33%	(532)
July '14	34%	35%	31%	(510)
Apr. '14	30%	35%	35%	(506)
Feb. '14	28%	38%	34%	(559)
Oct. '13	26%	34%	40%	(584)
July '13	33%	37%	30%	(507)
Apr. '13	26%	38%	36%	(503)
Feb. '13	28%	36%	36%	(575)
Oct. '12	26%	38%	36%	(583)
July '12	22%	40%	38%	(516)
Apr. '12	24%	33%	42%	(533)
Feb. '12	24%	33%	43%	(518)
Oct. '11	15%	39%	47%	(553)
July '11	20%	32%	48%	(509)
Apr. '11	18%	29%	53%	(502)
Feb. '11	22%	30%	48%	(518)
Sept. '10	19%	37%	44%	(510)
July '10	19%	38%	44%	(497)
Apr. '10	22%	38%	40%	(505)
Feb. '10	15%	36%	49%	(497)
Oct. '09	11%	36%	53%	(499)
July '09	12%	27%	61%	(550)
Apr. '09	14%	31%	55%	(502)
Feb. '09	12%	30%	58%	(615)
Sept. '08	16%	27%	57%	(543)
July '08	16%	23%	60%	(517)
Apr. '08	20%	27%	53%	(495)
Feb. '08	24%	29%	47%	(550)
Sept. '07	33%	35%	32%	(498)
July '07	38%	30%	32%	(514)
Apr. '07	36%	33%	30%	(507)
Feb. '07	40%	30%	30%	(531)
Sept. '06	34%	35%	31%	(508)
July '06	31%	34%	35%	(504)
Apr. '06	38%	31%	32%	(500)
Feb. '06	39%	31%	30%	(492)
Oct. '05	40%	29%	31%	(503)
July '05	34%	35%	31%	(500)
Apr. '05	41%	29%	30%	(493)
Feb. '05	37%	36%	27%	(537)
July '04	40%	34%	25%	(495)
Apr. '04	45%	32%	23%	(538)
Feb. '04	34%	38%	28%	(503)
Oct. '03	36 %	32 %	32%	(496)
June '03	35%	28%	36%	(514)
Apr. '03	36%	30%	34%	(504)
Feb. '03	30%	29%	40%	(647)
June '02	38%	33%	29%	(650)
Apr. '02	40%	29%	31%	(507)

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>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
Oct '16	30%	61%	9%	(497)
Aug '16	31%	61%	8%	(441)
May '16	28%	64%	8%	(466)
Feb '16	27%	64%	10%	(492)
Oct '15	33%	59%	9%	(551)
July '15	25%	64%	11%	(514)
May '15	31%	53%	16%	(552)
Feb. '15	30%	57%	13%	(498)
Oct. '14	30%	59%	11%	(512)
July '14	29%	60%	10%	(503)
Apr. '14	27%	57%	16%	(486)
Feb. '14	24%	57%	19%	(546)
Oct. '13	27%	49%	24%	(569)
July '13	29%	54%	17%	(495)
Apr. '13	28%	52%	20%	(487)
Feb. '13	28%	48%	24%	(563)
Oct. '12	35%	51%	14%	(519)
July '12	23%	59%	18%	(473)
Apr. '12	26%	55%	18%	(493)
Feb. '12	25%	60%	15%	(486)
Oct. '11	16%	63%	21%	(532)
July '11	20%	58%	22%	(499)
Apr. '11	21%	50%	29%	(484)
Feb. '11	23%	61%	16%	(500)
Sept. '10	26%	57%	17%	(497)
July '10	20%	59%	22%	(487)
Apr. '10	27%	54%	18%	(492)
Feb. '10	24%	57%	20%	(473)
Oct. '09	27%	54%	19%	(482)
July '09	26%	51%	23%	(531)
Apr. '09	33%	50%	17%	(483)
Feb. '09	24%	56%	19%	(568)
Sept. '08	22%	57%	21%	(486)
July '08	18%	50%	32%	(483)
Apr. '08	20%	49%	31%	(470)
Feb. '08	26%	52%	22%	(518)
Sept. '07	29%	58%	13%	(489)
July '07	26%	62%	12%	(442)
Apr. '07	30%	54%	16%	(492)
Feb. '07	31%	57%	13%	(515)
Sept. '06	25%	59%	15%	(495)
July '06	25%	58%	17%	(484)
Apr. '06	26%	51%	23%	(492)
Feb. '06	33%	52%	15%	(488)
Oct. '05	30%	52%	18%	(481)
July '05	29%	56%	16%	(489)
Apr. '05	32%	52%	15%	(485)
Feb. '05	36%	55%	9%	(524)
July '04	37%	54%	9%	(477)
Apr. '04	38%	54%	8%	(509)
Feb. '04	37%	52%	10%	(488)
Oct. '03	32%	59%	9%	(486)
June '03	35%	54%	10%	(501)
Apr. '03	42%	49%	9%	(489)
Feb. '03	34%	55%	11%	(622)
June '02	33%	57%	10%	(625)
Apr. '02	38%	55%	7%	(479)
Feb. '02	35%	56%	10%	(305)
Oct. '01	26%	62%	13%	(500)

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>Pro-Con</u>	<u>Bad Time</u>	<u>(N=)</u>
Oct '16	67%	13%	20%	(508)
Aug '16	68%	9%	22%	(430)
May '16	68%	13%	19%	(443)
Feb '16	60%	16%	24%	(480)
Oct '15	59%	16%	25%	(521)
July '15	62%	13%	25%	(466)
May '15	56%	23%	22%	(519)
Feb. '15	61%	17%	22%	(458)
Oct. '14	55%	12%	33%	(495)
July '14	58%	16%	26%	(460)
Apr. '14	58%	14%	29%	(460)
Feb. '14	56%	13%	31%	(498)
Oct. '13	46%	18%	36%	(552)
July '13	53%	16%	32%	(467)
Apr. '13	54%	21%	25%	(468)
Feb. '13	52%	17%	31%	(515)
Oct. '12	48%	17%	35%	(551)
July '12	48%	20%	32%	(468)
Apr. '12	45%	24%	31%	(503)
Feb. '12	46%	16%	38%	(487)
July '11	47%	20%	33%	(479)
Apr. '11	44%	19%	37%	(475)
Feb. '11	45%	20%	35%	(478)
Sept. '10	45%	22%	33%	(491)
July '10	48%	19%	33%	(469)
Apr. '10	57%	16%	27%	(471)
Feb. '10	45%	20%	35%	(469)
Oct. '09	47%	17%	36%	(472)
July '09	44%	19%	37%	(548)
Apr. '09	42%	20%	39%	(491)
Feb. '09	40%	23%	37%	(591)
Sept. '08	27%	16%	56%	(495)
July '08	32%	18%	51%	(487)
Apr. '08	28%	16%	56%	(465)
Feb. '08	40%	15%	45%	(517)
Sept. '07	50%	13%	37%	(433)
July '07	54%	19%	28%	(430)
Apr. '07	58%	17%	26%	(458)
Feb. '07	64%	15%	22%	(488)
Sept. '06	58%	14%	28%	(452)
July '06	49%	18%	34%	(453)
Apr. '06	52%	14%	34%	(448)
Feb. '06	59%	15%	26%	(442)
Oct. '05	51%	14%	35%	(456)
July '05	63%	14%	22%	(441)
Apr. '05	64%	15%	21%	(446)
Feb. '05	70%	13%	18%	(478)
July '04	67%	12%	21%	(456)
Apr. '04	71%	9%	20%	(487)
Feb. '04	58%	15%	28%	(462)
Oct. '03	65%	14%	21%	(468)
June '03	63%	14%	23%	(475)
Apr. '03	60%	12%	28%	(487)
Feb. '03	53%	16%	31%	(600)
June '02	68%	10%	22%	(613)
Apr. '02	71%	11%	18%	(480)
Feb. '02	65%	10%	26%	(298)
Oct. '01	63%	15%	22%	(506)

Household Financial Condition Compared to 12 Months Ago

	Better Off	About the Same	Worse Off	(N)
NH Residents	39%	36%	25%	574
Registered Democrat	43%	45%	12%	129
Registered Undeclared	44%	34%	22%	303
Registered Republican	23%	30%	47%	128
Democrat	52%	37%	11%	212
Independent	38%	32%	30%	122
Republican	26%	36%	38%	213
Liberal	47%	37%	16%	124
Moderate	41%	41%	19%	246
Conservative	26%	30%	44%	152
18 to 34	56%	26%	18%	143
35 to 49	43%	29%	28%	143
50 to 64	30%	39%	31%	158
65 and older	25%	53%	22%	96
Male	44%	32%	24%	280
Female	35%	39%	26%	294
5 years or less in NH	44%	30%	26%	37
6 to 10 years	52%	24%	24%	38
11 to 20 years	41%	44%	15%	120
20 or more years	37%	35%	28%	354
Employed Full Time	45%	34%	21%	336
Employed Part Time	36%	19%	45%	50
Retired/Not Working	27%	43%	31%	132
High school or less	37%	33%	29%	111
Technical school/Some college	36%	32%	32%	131
College graduate	40%	37%	23%	197
Postgraduate work	42%	41%	18%	124
Less than \$30,000	28%	33%	39%	38
\$30,000 to \$59,999	38%	34%	28%	66
\$60,000 to \$74,999	47%	46%	7%	47
\$75,000 to \$99,999	36%	41%	23%	52
\$100,000 or more	49%	27%	24%	137
Attend Service 1 or More/Week	30%	40%	30%	94
Once or twice a month	38%	32%	30%	61
Few times a year	42%	37%	21%	146
Never	41%	33%	25%	247
Central / Lakes	32%	38%	30%	95
Connecticut Valley	37%	36%	26%	85
North Country	47%	32%	20%	55
Manchester Area	40%	33%	27%	99
Mass Border	42%	30%	28%	137
Seacoast	38%	46%	17%	103
First Cong. District	38%	37%	25%	305
Second Cong. District	40%	34%	26%	269

Household Financial Condition 12 Months From Now

	Better Off	Worse Off	About the Same	(N)
NH Residents	30%	9%	61%	497
Registered Democrat	30%	6%	64%	111
Registered Undeclared	33%	10%	58%	273
Registered Republican	26%	11%	63%	103
Democrat	33%	6%	61%	189
Independent	30%	11%	59%	100
Republican	29%	12%	59%	188
Liberal	33%	8%	59%	113
Moderate	29%	8%	64%	211
Conservative	28%	14%	58%	129
18 to 34	37%	7%	56%	130
35 to 49	45%	8%	47%	127
50 to 64	22%	10%	68%	135
65 and older	13%	12%	75%	80
Male	33%	10%	58%	246
Female	28%	9%	64%	251
5 years or less in NH	52%	7%	41%	30
6 to 10 years	50%	10%	40%	34
11 to 20 years	21%	6%	73%	106
20 or more years	29%	10%	61%	312
Employed Full Time	34%	7%	59%	297
Employed Part Time	41%	3%	56%	46
Retired/Not Working	13%	16%	70%	105
High school or less	29%	15%	57%	101
Technical school/Some college	29%	15%	55%	117
College graduate	31%	5%	64%	169
Postgraduate work	31%	4%	65%	102
Less than \$30,000	39%	8%	53%	37
\$30,000 to \$59,999	33%	9%	57%	58
\$60,000 to \$74,999	24%	9%	67%	41
\$75,000 to \$99,999	28%	2%	70%	42
\$100,000 or more	36%	5%	59%	120
Attend Service 1 or More/Week	24%	10%	66%	78
Once or twice a month	27%	10%	63%	52
Few times a year	33%	8%	59%	130
Never	31%	10%	60%	217
Central / Lakes	31%	5%	64%	78
Connecticut Valley	33%	19%	47%	80
North Country	29%	11%	60%	46
Manchester Area	31%	6%	63%	87
Mass Border	33%	8%	59%	116
Seacoast	23%	7%	70%	90
First Cong. District	30%	5%	64%	263
Second Cong. District	30%	13%	57%	234

Business Conditions in New Hampshire in Next 12 Months

	Good Times	Mixed	Bad Times	(N)
NH Residents	49%	30%	20%	467
Registered Democrat	58%	33%	9%	98
Registered Undeclared	53%	29%	18%	255
Registered Republican	34%	29%	37%	102
Democrat	63%	28%	9%	171
Independent	48%	39%	13%	101
Republican	38%	27%	35%	178
Liberal	58%	27%	15%	95
Moderate	55%	29%	16%	207
Conservative	35%	32%	33%	127
18 to 34	60%	25%	15%	121
35 to 49	41%	31%	28%	121
50 to 64	44%	35%	21%	123
65 and older	56%	30%	13%	77
Male	55%	27%	19%	229
Female	45%	33%	22%	237
5 years or less in NH	60%	30%	10%	22
6 to 10 years	28%	39%	33%	29
11 to 20 years	54%	26%	20%	103
20 or more years	49%	31%	20%	292
Employed Full Time	50%	29%	21%	270
Employed Part Time	47%	28%	25%	40
Retired/Not Working	52%	30%	17%	110
High school or less	61%	19%	20%	95
Technical school/Some college	41%	32%	28%	107
College graduate	53%	32%	15%	159
Postgraduate work	42%	38%	21%	97
Less than \$30,000	41%	36%	23%	35
\$30,000 to \$59,999	62%	23%	15%	48
\$60,000 to \$74,999	52%	30%	18%	34
\$75,000 to \$99,999	56%	27%	16%	45
\$100,000 or more	41%	34%	25%	111
Attend Service 1 or More/Week	36%	33%	31%	74
Once or twice a month	42%	38%	20%	47
Few times a year	49%	32%	19%	120
Never	56%	26%	18%	204
Central / Lakes	44%	43%	13%	82
Connecticut Valley	55%	25%	20%	69
North Country	49%	27%	24%	51
Manchester Area	53%	32%	15%	82
Mass Border	49%	24%	27%	104
Seacoast	48%	28%	24%	79
First Cong. District	50%	31%	20%	249
Second Cong. District	49%	29%	21%	218

Business Conditions in United States in Next 12 Months

	Good Times	Mixed	Bad Times	(N)
NH Residents	41%	26%	33%	467
Registered Democrat	59%	27%	14%	95
Registered Undeclared	41%	26%	33%	261
Registered Republican	22%	26%	52%	101
Democrat	57%	29%	14%	166
Independent	39%	30%	32%	104
Republican	27%	22%	51%	181
Liberal	61%	27%	12%	96
Moderate	44%	26%	31%	205
Conservative	22%	25%	54%	125
18 to 34	50%	23%	27%	124
35 to 49	37%	21%	43%	123
50 to 64	37%	30%	32%	125
65 and older	40%	33%	27%	71
Male	44%	20%	36%	242
Female	37%	32%	31%	225
5 years or less in NH	29%	27%	44%	23
6 to 10 years	34%	21%	45%	30
11 to 20 years	43%	23%	34%	105
20 or more years	40%	27%	32%	290
Employed Full Time	42%	22%	36%	280
Employed Part Time	42%	23%	34%	38
Retired/Not Working	37%	35%	28%	101
High school or less	38%	26%	36%	101
Technical school/Some college	34%	28%	37%	106
College graduate	43%	23%	35%	161
Postgraduate work	46%	31%	22%	92
Less than \$30,000	30%	29%	40%	33
\$30,000 to \$59,999	47%	20%	33%	49
\$60,000 to \$74,999	48%	18%	34%	37
\$75,000 to \$99,999	41%	20%	39%	44
\$100,000 or more	36%	31%	33%	115
Attend Service 1 or More/Week	31%	25%	43%	70
Once or twice a month	33%	30%	38%	48
Few times a year	45%	27%	28%	121
Never	43%	24%	33%	210
Central / Lakes	36%	30%	34%	81
Connecticut Valley	41%	29%	31%	67
North Country	44%	26%	30%	49
Manchester Area	40%	22%	38%	85
Mass Border	47%	21%	32%	103
Seacoast	37%	30%	33%	83
First Cong. District	40%	27%	33%	248
Second Cong. District	42%	25%	33%	219

5 Year Economic Outlook for United States

	Continuous Good Times	Mixed	Widespread Unemployment/Depression	(N)
NH Residents	31%	36%	33%	466
Registered Democrat	36%	41%	23%	98
Registered Undeclared	35%	32%	33%	252
Registered Republican	18%	40%	41%	105
Democrat	42%	40%	18%	168
Independent	29%	37%	34%	102
Republican	23%	33%	45%	175
Liberal	40%	37%	24%	107
Moderate	31%	39%	30%	198
Conservative	25%	34%	41%	122
18 to 34	29%	42%	29%	119
35 to 49	25%	34%	41%	120
50 to 64	31%	38%	32%	128
65 and older	45%	28%	27%	75
Male	35%	31%	33%	235
Female	27%	41%	32%	232
5 years or less in NH	30%	20%	50%	30
6 to 10 years	24%	52%	24%	36
11 to 20 years	37%	32%	32%	97
20 or more years	31%	37%	32%	285
Employed Full Time	30%	36%	33%	270
Employed Part Time	26%	37%	36%	41
Retired/Not Working	36%	32%	32%	105
High school or less	29%	31%	40%	97
Technical school/Some college	32%	38%	30%	99
College graduate	32%	37%	31%	166
Postgraduate work	29%	40%	31%	97
Less than \$30,000	22%	49%	29%	34
\$30,000 to \$59,999	41%	34%	25%	55
\$60,000 to \$74,999	34%	29%	37%	39
\$75,000 to \$99,999	31%	42%	27%	40
\$100,000 or more	25%	40%	35%	110
Attend Service 1 or More/Week	26%	41%	33%	83
Once or twice a month	29%	31%	40%	46
Few times a year	33%	43%	25%	116
Never	32%	32%	36%	202
Central / Lakes	29%	38%	33%	70
Connecticut Valley	27%	34%	39%	66
North Country	40%	32%	29%	43
Manchester Area	29%	39%	31%	91
Mass Border	33%	42%	25%	110
Seacoast	32%	28%	41%	86
First Cong. District	33%	33%	34%	257
Second Cong. District	28%	40%	31%	209

Good Time To Buy Major Household Item

	Good Time	Pro-Con	Bad Time	(N)
NH Residents	67%	13%	20%	508
Registered Democrat	76%	11%	13%	113
Registered Undeclared	68%	13%	19%	267
Registered Republican	55%	13%	31%	116
Democrat	80%	8%	12%	184
Independent	62%	17%	21%	106
Republican	58%	13%	29%	196
Liberal	74%	11%	15%	104
Moderate	73%	14%	14%	219
Conservative	59%	12%	29%	142
18 to 34	67%	13%	20%	122
35 to 49	63%	14%	23%	127
50 to 64	67%	11%	22%	148
65 and older	71%	14%	16%	84
Male	66%	14%	20%	250
Female	68%	12%	20%	258
5 years or less in NH	61%	19%	20%	32
6 to 10 years	49%	28%	24%	26
11 to 20 years	68%	12%	20%	110
20 or more years	68%	12%	20%	324
Employed Full Time	69%	11%	20%	300
Employed Part Time	56%	21%	23%	46
Retired/Not Working	67%	14%	19%	114
High school or less	68%	12%	21%	101
Technical school/Some college	65%	11%	24%	118
College graduate	66%	16%	18%	175
Postgraduate work	69%	12%	19%	105
Less than \$30,000	48%	16%	36%	36
\$30,000 to \$59,999	72%	9%	19%	60
\$60,000 to \$74,999	69%	5%	25%	42
\$75,000 to \$99,999	66%	15%	19%	49
\$100,000 or more	65%	15%	21%	123
Attend Service 1 or More/Week	58%	14%	28%	84
Once or twice a month	66%	15%	18%	58
Few times a year	65%	10%	25%	136
Never	71%	14%	16%	208
Central / Lakes	72%	16%	13%	83
Connecticut Valley	58%	14%	28%	76
North Country	70%	16%	14%	51
Manchester Area	65%	6%	28%	92
Mass Border	68%	14%	18%	119
Seacoast	68%	14%	19%	87
First Cong. District	68%	10%	22%	268
Second Cong. District	66%	16%	18%	240