

THE BIA REPORT ON CONSUMER CONFIDENCE

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

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GRANITE STATERS OPTIMISTIC ABOUT BUSINESS CONDITIONS IN NEW HAMPSHIRE

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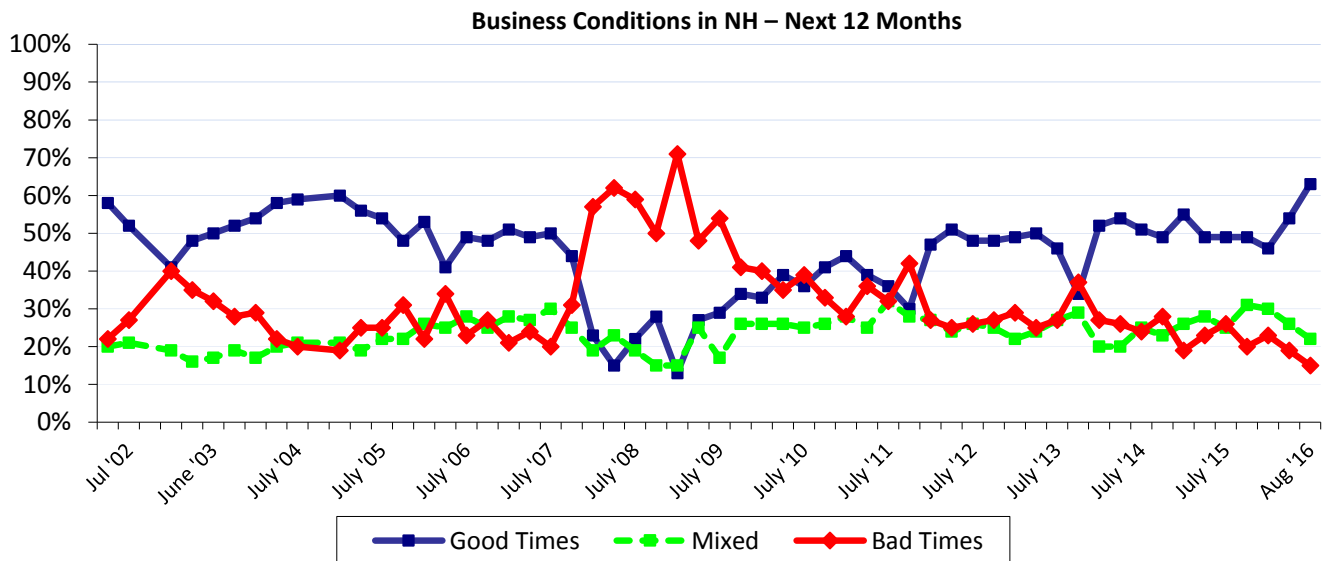
DURHAM, NH – New Hampshire residents are increasingly optimistic about state business conditions and remain optimistic about the national economy. The majority of Granite Staters say their household financial condition is better or about the same since last year and most don't expect it to change over 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 (500) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 19 and August 1, 2016. The margin of sampling error for the survey is +/- 4.4 percent.

N.H. Business Conditions

New Hampshire residents' expectations about economic conditions in the state continue to improve. When asked how New Hampshire businesses will do over the upcoming year, over half of Granite Staters (63%) think state businesses will enjoy good times financially, only 15% think they will experience bad times, and 22% anticipate mixed conditions. The percentage predicting good times is at an all-time high. Optimism about New Hampshire business conditions is bipartisan – 70% of Democrats, 59% of Republicans and 52% of Independents believe the state will enjoy good financial times.

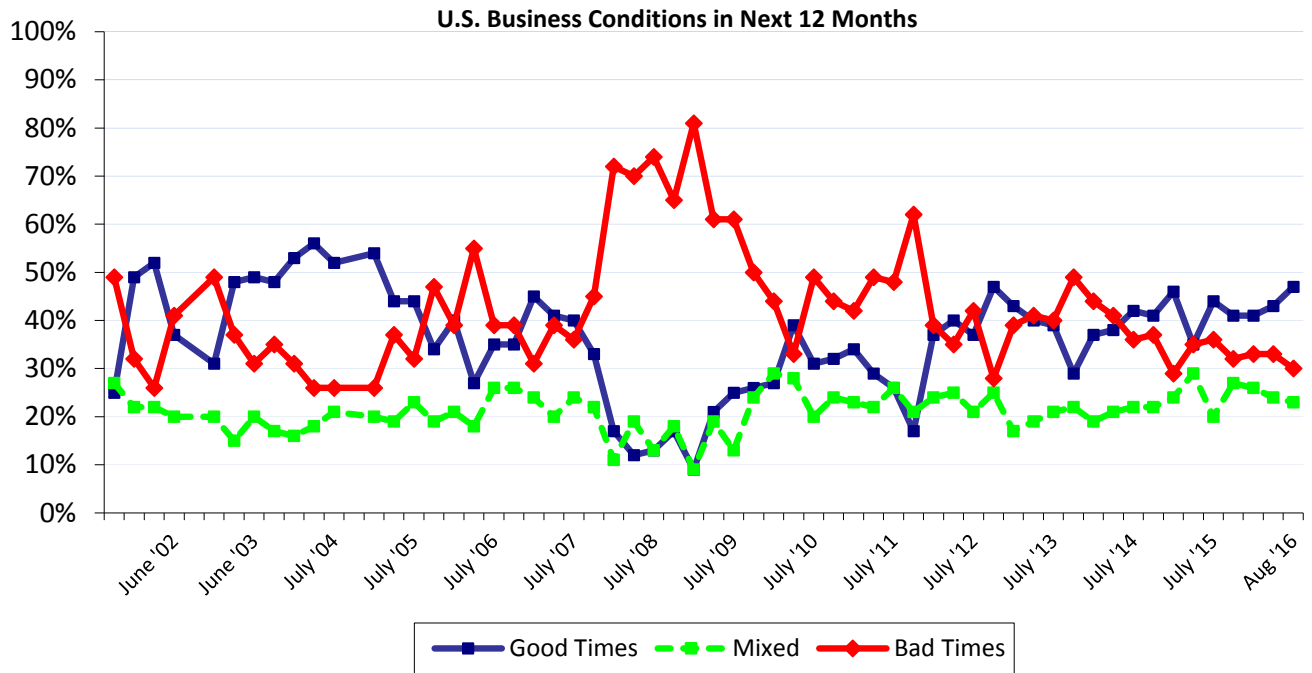
"The latest report reveals confidence is up in all state and national categories surveyed. This is an excellent sign regarding anticipated economic growth in New Hampshire and beyond. As we enter the election season, we urge our current and future policy leaders to support initiatives that will keep this momentum going," said BIA President Jim Roche.



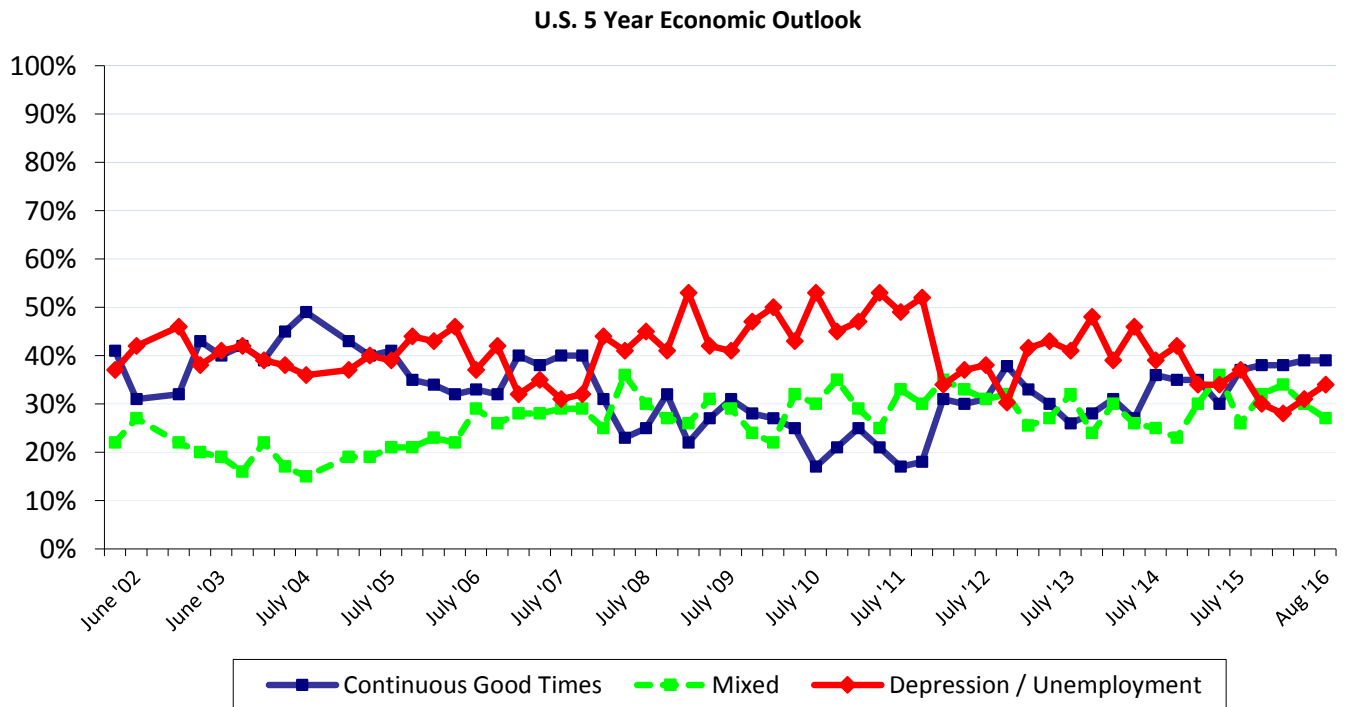
* We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, sponsored by the New Hampshire Business and Industry Association, and conducted by the University of New Hampshire Survey Center.

U.S. Business Conditions

Turning to expectations about the U.S. economy – 47% of New Hampshire adults think that businesses across the country will experience good times over the next 12 months, 30% think businesses will have bad times, and 23% think conditions will be mixed. Optimism about U.S. business conditions has increased somewhat over the past year.



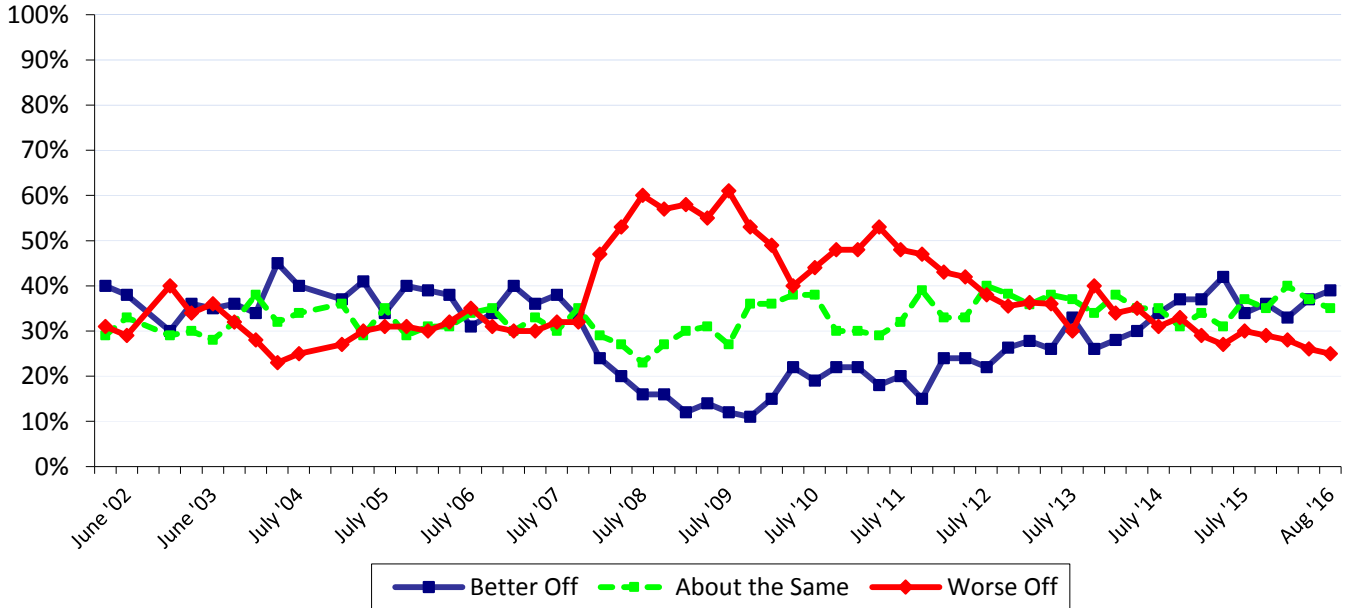
New Hampshire residents are divided about the long-term prospects for the U.S. economy. Currently 39% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 34% expect periods of widespread unemployment and depression, and 27% see a mix of good and bad conditions.



Personal Financial Conditions

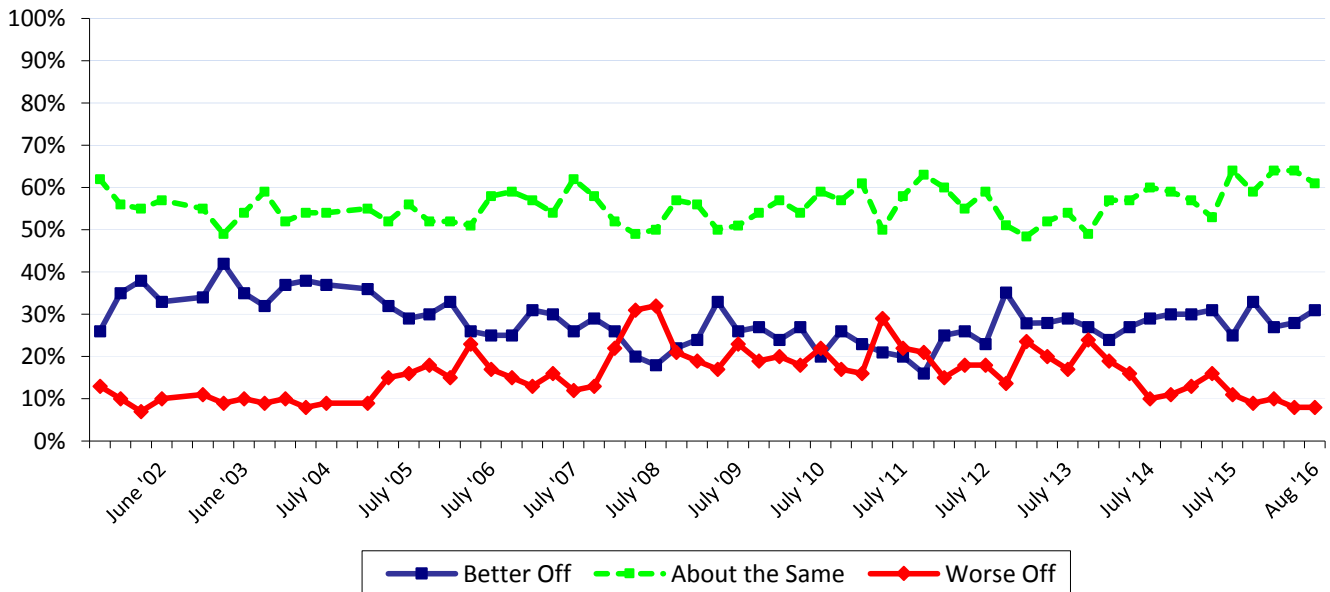
When asked about their household finances, most New Hampshire adults think they are financially better off or about the same as they were a year ago -- 39% say they are better off now than they were a year ago, 25% say they are worse off, and 35% say things are about the same. The percentage who say they are worse off is the lowest it has been since July 2004.

Household Financial Condition – Compared to 1 Year Ago



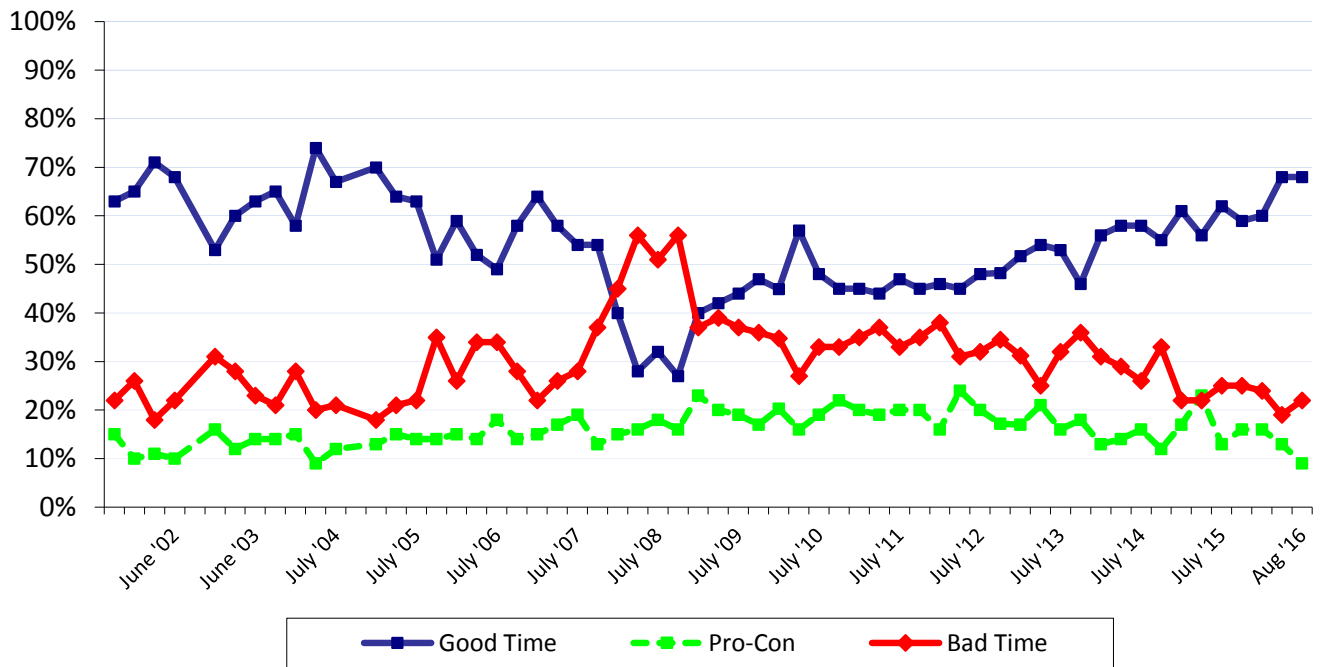
Looking forward, a majority of Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 31% think their family will be better off financially a year from now, only 8% think they will be worse off and 61% think their families will be 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 (68%) think now is a good time to buy major household items, 22% think it is a bad time, and 9% think it depends on a person's finances. This measure has stayed steady since April.

Good Time to Buy Major Household Item?



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 (500) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between July 19 and August 1, 2016. The margin of sampling error for the survey is +/- 4.4 percent. These MSE's have not been adjusted for design effect. The design effect for the survey is 1.1%.

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 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, Summer 2016 Demographics

Sex	N	%	Region	N	%
Male	245	49%	North Country	46	9%
Female	255	51%	Central/Lakes	93	19%
			Connecticut Valley	72	14%
			Mass Border	115	23%
Age	N	%	Seacoast	82	17%
18 to 34	124	27%	Manchester Area	92	18%
35 to 49	125	27%			
50 to 64	132	29%	Party Registration	N	%
65 and Over	83	18%	Democrat	108	23%
			Undeclared/Not Registered	255	53%
Highest Level of Education	N	%	Republican	117	24%
High School or Less	102	21%			
Some College	102	21%	Party Identification	N	%
College Graduate	164	34%	Democrat	206	44%
Post-Graduate	111	23%	Independent	83	18%
			Republican	179	38%
Years Lived in NH	N	%			
10 yrs. Or less	62	13%			
11-20 yrs.	104	22%			
> 20 yrs.	304	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>
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>
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>
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>
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>
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)
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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>
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

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N)</u>
STATEWIDE	39%	35%	25%	495
Democrat	54%	29%	17%	204
Independent	39%	33%	28%	82
Republican	23%	43%	34%	176
Liberal	51%	27%	22%	130
Moderate	45%	34%	20%	173
Conservative	19%	46%	36%	133
Support Tea Party	26%	44%	30%	62
Neutral	41%	29%	30%	184
Oppose Tea Party	43%	36%	21%	200
Employed Full Time	44%	32%	24%	279
Employed Part Time	54%	29%	17%	60
Retired/Not Working	21%	50%	28%	97
Union household	59%	22%	19%	56
Non-union	37%	37%	26%	412
Read Union Leader	26%	35%	39%	94
Read Boston Globe	39%	47%	14%	51
Read Local Newspapers	38%	36%	27%	162
Watch WMUR	37%	38%	25%	264
Listen to NHPR	44%	31%	25%	166
Listen to Conserv. Radio	29%	40%	31%	51
10 yrs or less in NH	43%	41%	16%	61
11 to 20 years	37%	27%	36%	103
More than 20 years	40%	36%	24%	300
18 to 34	54%	21%	24%	124
35 to 49	36%	38%	26%	125
50 to 64	38%	35%	27%	129
65 and over	26%	50%	24%	90
Male	40%	37%	23%	244
Female	39%	34%	28%	250
High school or less	31%	35%	34%	102
Some college	39%	32%	29%	100
College graduate	45%	31%	24%	162
Post-graduate	38%	45%	17%	109
Less than \$30K	31%	36%	33%	41
\$30K to \$60K	37%	30%	32%	73
\$60K to \$75K	48%	25%	27%	46
\$75K to \$100K	44%	34%	21%	52
\$100K or more	48%	38%	14%	138
North Country	45%	21%	34%	46
Central / Lakes	49%	31%	21%	91
Connecticut Valley	32%	33%	35%	72
Mass Border	36%	47%	17%	113
Seacoast	38%	35%	26%	82
Manchester Area	37%	36%	27%	90
First Cong. Dist	39%	35%	25%	252
Second Cong. Dist	39%	36%	25%	242

HH Financial Condition 12 Months from Now

	<u>Better Off</u>	<u>Worse Off</u>	<u>About the Same</u>	<u>(N)</u>
STATEWIDE	31%	8%	61%	441
Democrat	28%	5%	67%	190
Independent	31%	16%	53%	70
Republican	32%	9%	59%	154
Liberal	30%	8%	62%	119
Moderate	33%	6%	61%	160
Conservative	29%	11%	60%	112
Support Tea Party	38%	5%	58%	49
Neutral	27%	9%	64%	164
Oppose Tea Party	31%	7%	61%	189
Employed Full Time	35%	7%	59%	247
Employed Part Time	22%	9%	69%	53
Retired/Not Working	22%	11%	67%	89
Union household	34%	1%	65%	51
Non-union	30%	9%	60%	369
Read Union Leader	28%	14%	59%	83
Read Boston Globe	38%	2%	59%	46
Read Local Newspapers	27%	9%	63%	137
Watch WMUR	27%	11%	62%	234
Listen to NHPR	31%	7%	62%	154
Listen to Conserv. Radio	28%	5%	67%	40
10 yrs or less in NH	39%	0%	61%	55
11 to 20 years	30%	11%	59%	94
More than 20 years	30%	8%	62%	265
18 to 34	37%	5%	58%	119
35 to 49	34%	7%	58%	112
50 to 64	32%	6%	62%	112
65 and over	17%	14%	69%	75
Male	37%	7%	56%	221
Female	25%	8%	66%	219
High school or less	27%	7%	66%	87
Some college	35%	6%	60%	85
College graduate	32%	11%	57%	149
Post-graduate	29%	7%	64%	103
Less than \$30K	33%	7%	60%	37
\$30K to \$60K	37%	4%	59%	70
\$60K to \$75K	19%	12%	69%	42
\$75K to \$100K	47%	7%	46%	44
\$100K or more	28%	7%	64%	131
North Country	33%	0%	67%	36
Central / Lakes	27%	9%	64%	83
Connecticut Valley	27%	9%	64%	60
Mass Border	31%	9%	61%	105
Seacoast	27%	8%	65%	73
Manchester Area	41%	8%	51%	83
First Cong. Dist	33%	6%	61%	227
Second Cong. Dist	29%	10%	61%	214

Business Conditions in NH 12 Months

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
STATEWIDE	63%	22%	15%	408
Democrat	70%	17%	13%	168
Independent	52%	27%	21%	64
Republican	59%	25%	16%	154
Liberal	69%	18%	13%	113
Moderate	70%	16%	13%	145
Conservative	49%	32%	19%	106
Support Tea Party	53%	36%	10%	47
Neutral	61%	21%	18%	161
Oppose Tea Party	70%	16%	14%	168
Employed Full Time	63%	23%	13%	232
Employed Part Time	67%	7%	26%	54
Retired/Not Working	60%	26%	14%	77
Union household	65%	25%	10%	42
Non-union	62%	22%	16%	347
Read Union Leader	58%	17%	26%	78
Read Boston Globe	83%	10%	7%	40
Read Local Newspapers	66%	20%	14%	137
Watch WMUR	66%	20%	14%	226
Listen to NHPR	65%	22%	14%	138
Listen to Conserv. Radio	40%	41%	19%	41
10 yrs or less in NH	69%	24%	8%	45
11 to 20 years	60%	20%	20%	86
More than 20 years	64%	21%	15%	253
18 to 34	73%	17%	10%	103
35 to 49	55%	28%	17%	105
50 to 64	60%	21%	19%	111
65 and over	66%	19%	15%	69
Male	62%	25%	14%	201
Female	64%	20%	16%	206
High school or less	59%	24%	18%	77
Some college	63%	22%	14%	90
College graduate	63%	21%	16%	141
Post-graduate	67%	20%	13%	85
Less than \$30K	42%	21%	38%	33
\$30K to \$60K	66%	20%	13%	56
\$60K to \$75K	74%	18%	7%	40
\$75K to \$100K	59%	17%	24%	41
\$100K or more	70%	18%	12%	122
North Country	72%	25%	3%	30
Central / Lakes	72%	11%	16%	79
Connecticut Valley	53%	27%	20%	58
Mass Border	56%	24%	20%	95
Seacoast	76%	12%	12%	67
Manchester Area	54%	35%	10%	77
First Cong. Dist	64%	24%	13%	210
Second Cong. Dist	62%	21%	17%	198

Business Conditions in US in 12 Months

STATEWIDE	<u>Good Times</u> 47%	<u>Mixed</u> 23%	<u>Bad Times</u> 30%	<u>(N)</u> 407
Democrat	57%	19%	24%	167
Independent	32%	33%	35%	70
Republican	41%	22%	37%	149
Liberal	54%	21%	25%	106
Moderate	48%	24%	28%	147
Conservative	39%	22%	40%	113
Support Tea Party	35%	35%	30%	53
Neutral	41%	23%	36%	157
Oppose Tea Party	57%	18%	25%	166
Employed Full Time	46%	24%	29%	233
Employed Part Time	47%	20%	33%	48
Retired/Not Working	50%	21%	29%	79
Union household	40%	34%	26%	43
Non-union	48%	21%	31%	348
Read Union Leader	48%	11%	41%	80
Read Boston Globe	45%	13%	42%	41
Read Local Newspapers	46%	24%	30%	131
Watch WMUR	47%	20%	33%	228
Listen to NHPR	57%	22%	20%	133
Listen to Conserv. Radio	37%	26%	37%	38
10 yrs or less in NH	55%	16%	29%	50
11 to 20 years	42%	24%	34%	86
More than 20 years	48%	23%	29%	250
18 to 34	51%	24%	25%	106
35 to 49	42%	23%	35%	107
50 to 64	45%	22%	33%	108
65 and over	55%	20%	25%	67
Male	48%	23%	29%	202
Female	45%	23%	32%	205
High school or less	40%	17%	43%	84
Some college	46%	22%	32%	88
College graduate	52%	23%	24%	133
Post-graduate	47%	26%	27%	90
Less than \$30K	45%	6%	49%	34
\$30K to \$60K	41%	23%	36%	54
\$60K to \$75K	39%	41%	20%	42
\$75K to \$100K	47%	20%	32%	42
\$100K or more	56%	17%	28%	124
North Country	50%	24%	26%	33
Central / Lakes	60%	11%	29%	75
Connecticut Valley	40%	34%	27%	60
Mass Border	40%	25%	35%	99
Seacoast	49%	17%	34%	69
Manchester Area	43%	29%	28%	73
First Cong. Dist	43%	23%	34%	208
Second Cong. Dist	50%	23%	27%	200

5 Year Economic Outlook – U.S.

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Widespread Unemployment/ Depression</u>	<u>(N)</u>
STATEWIDE	39%	27%	34%	399
Democrat	49%	25%	26%	163
Independent	15%	29%	56%	63
Republican	38%	30%	33%	152
Liberal	53%	20%	27%	104
Moderate	34%	37%	29%	141
Conservative	36%	25%	39%	110
Support Tea Party	30%	26%	44%	54
Neutral	32%	28%	39%	151
Oppose Tea Party	50%	26%	24%	161
Employed Full Time	36%	31%	33%	228
Employed Part Time	24%	20%	57%	49
Retired/Not Working	52%	28%	20%	77
Union household	40%	45%	15%	44
Non-union	38%	25%	37%	339
Read Union Leader	36%	24%	40%	80
Read Boston Globe	47%	24%	29%	42
Read Local Newspapers	43%	31%	26%	129
Watch WMUR	43%	29%	28%	222
Listen to NHPR	48%	24%	28%	133
Listen to Conserv. Radio	34%	21%	46%	39
10 yrs or less in NH	42%	15%	43%	50
11 to 20 years	39%	22%	39%	86
More than 20 years	39%	32%	30%	242
18 to 34	35%	19%	45%	107
35 to 49	29%	34%	37%	102
50 to 64	44%	27%	29%	108
65 and over	56%	30%	14%	63
Male	39%	28%	33%	204
Female	39%	26%	35%	195
High school or less	31%	21%	48%	87
Some college	32%	31%	36%	82
College graduate	45%	26%	28%	130
Post-graduate	43%	32%	25%	88
Less than \$30K	36%	19%	45%	33
\$30K to \$60K	38%	26%	35%	57
\$60K to \$75K	30%	35%	35%	39
\$75K to \$100K	45%	30%	25%	44
\$100K or more	41%	30%	29%	115
North Country	49%	20%	31%	36
Central / Lakes	40%	29%	31%	74
Connecticut Valley	42%	27%	31%	52
Mass Border	31%	25%	44%	96
Seacoast	43%	33%	24%	67
Manchester Area	39%	26%	35%	75
First Cong. Dist	38%	29%	33%	205
Second Cong. Dist	40%	25%	35%	195

Good Time to Buy Major Household Item

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N)</u>
STATEWIDE	68%	9%	22%	430
Democrat	73%	6%	21%	178
Independent	59%	9%	33%	66
Republican	65%	14%	21%	162
Liberal	73%	5%	22%	115
Moderate	70%	11%	19%	156
Conservative	60%	12%	27%	116
Support Tea Party	54%	18%	28%	56
Neutral	66%	10%	24%	171
Oppose Tea Party	76%	6%	18%	171
Employed Full Time	69%	8%	23%	246
Employed Part Time	69%	6%	25%	58
Retired/Not Working	64%	15%	21%	80
Union household	77%	9%	14%	49
Non-union	66%	10%	24%	361
Read Union Leader	58%	8%	34%	85
Read Boston Globe	68%	3%	30%	46
Read Local Newspapers	66%	14%	21%	141
Watch WMUR	68%	11%	21%	239
Listen to NHPR	69%	9%	22%	148
Listen to Conserv. Radio	49%	19%	32%	46
10 yrs or less in NH	57%	8%	35%	52
11 to 20 years	71%	9%	20%	94
More than 20 years	68%	10%	22%	262
18 to 34	71%	3%	26%	109
35 to 49	61%	14%	26%	114
50 to 64	68%	12%	20%	112
65 and over	73%	10%	17%	73
Male	70%	11%	18%	215
Female	67%	8%	26%	214
High school or less	65%	8%	27%	90
Some college	57%	11%	31%	89
College graduate	71%	8%	21%	140
Post-graduate	74%	12%	13%	94
Less than \$30K	55%	11%	34%	36
\$30K to \$60K	62%	5%	33%	67
\$60K to \$75K	81%	12%	7%	41
\$75K to \$100K	81%	3%	16%	44
\$100K or more	71%	10%	19%	126
North Country	63%	10%	27%	39
Central / Lakes	71%	7%	22%	83
Connecticut Valley	60%	11%	29%	58
Mass Border	65%	13%	21%	103
Seacoast	73%	7%	20%	72
Manchester Area	74%	7%	19%	75
First Cong. Dist	71%	10%	19%	218
Second Cong. Dist	66%	9%	25%	212