

# THE BIA REPORT ON CONSUMER CONFIDENCE

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

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### NH: ECONOMIC OPTIMISM

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[www.unh.edu/survey-center](http://www.unh.edu/survey-center)  
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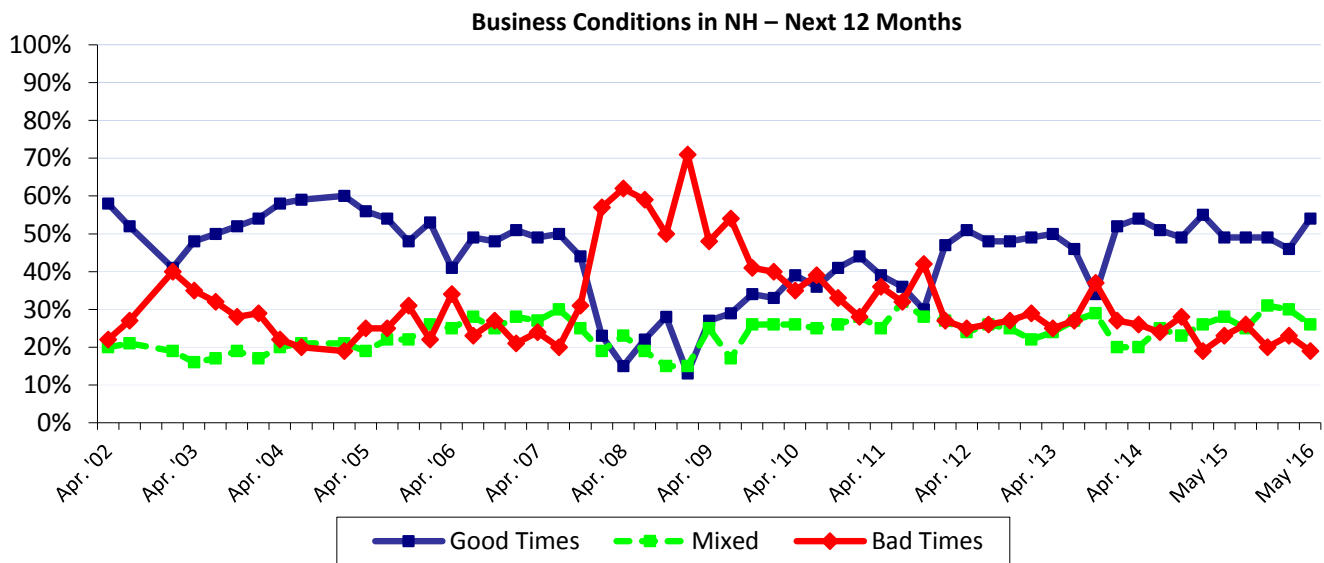
DURHAM, NH – New Hampshire residents remain optimistic about business conditions in the state and are somewhat optimistic about the national economy. The majority of Granite Staters don't expect their household financial condition to change over the next year and few expect things will get worse.

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 two (502) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between April 18 and May 3, 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 be positive. When asked how New Hampshire businesses will do over the next year, over half of Granite Staters (54%) think state businesses will enjoy good times financially, only 19% think they will experience bad times, and 26% anticipate mixed conditions. The percentage predicting good times financially has increased eight percentage points since February. More importantly, the percentage expecting bad times is the lowest since 2005.

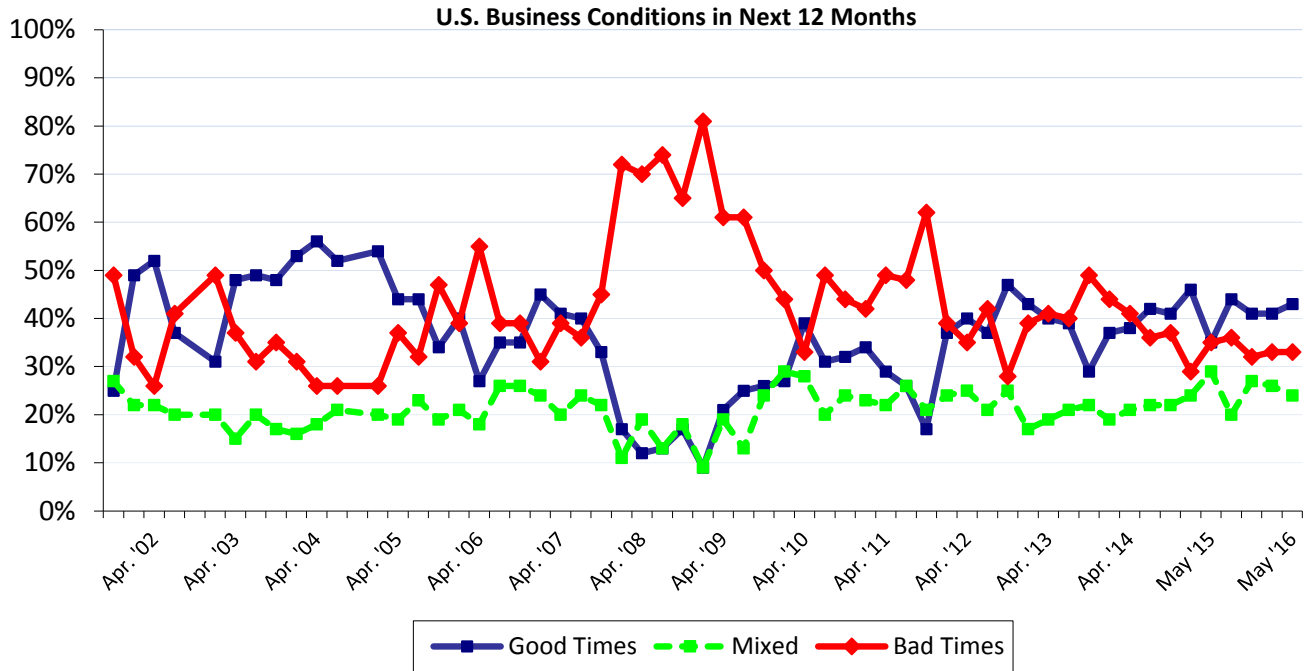
"The latest results from the BIA Consumer Confidence Report once again reflect a pronounced dichotomy between optimism over New Hampshire's economic outlook versus the US's economic outlook. Perhaps this is because Granite Staters are less certain about policy leaders' ability to work together in our nation's capital to navigate long-term economic headwinds than they are about home state policy leaders' ability to work together," 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.

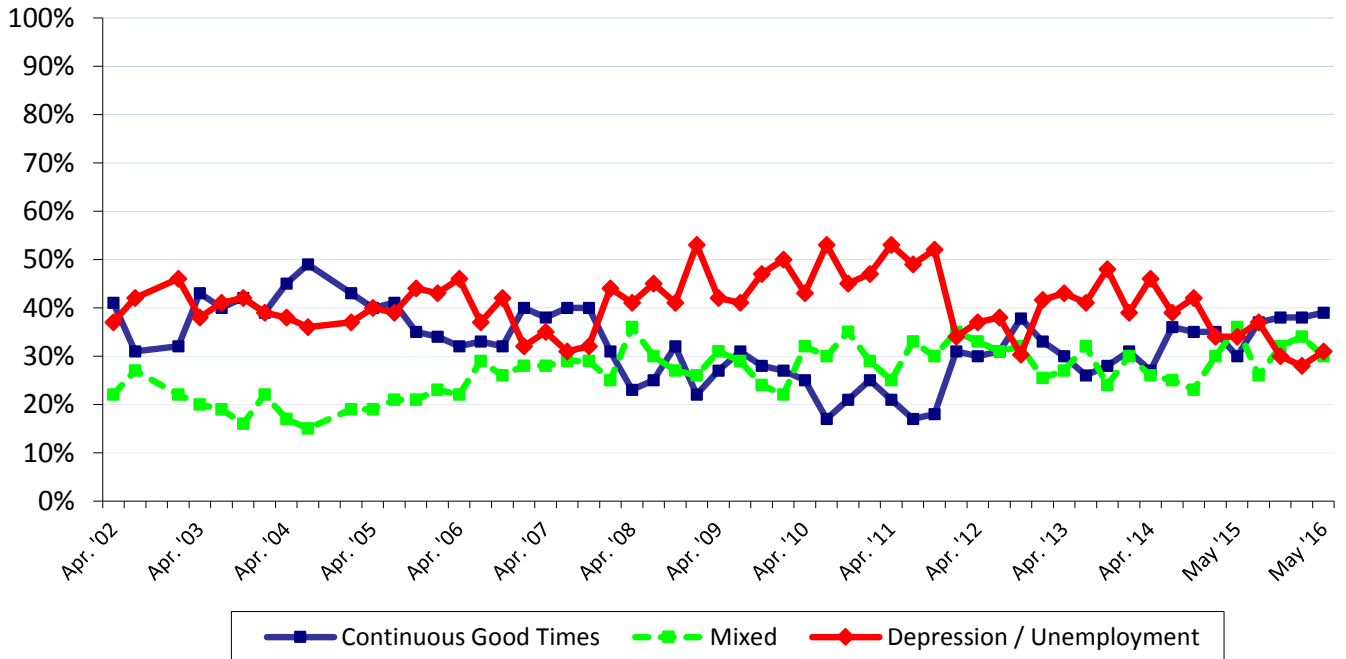
### U.S. Business Conditions

Turning to expectations about the U.S. economy -- 43% of New Hampshire adults think that business in the country as a whole are in for good times over the next 12 months, 33% think businesses will have bad times, and 24% think conditions will be mixed. This measure has stayed steady over the past year.



New Hampshire residents continue to become less pessimistic 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, 31% expect periods of widespread unemployment and depression, and 30% see a mix of good and bad conditions. This marks the third straight quarter that more Granite Staters project continuous good times over the next 5 years than widespread unemployment and depression.

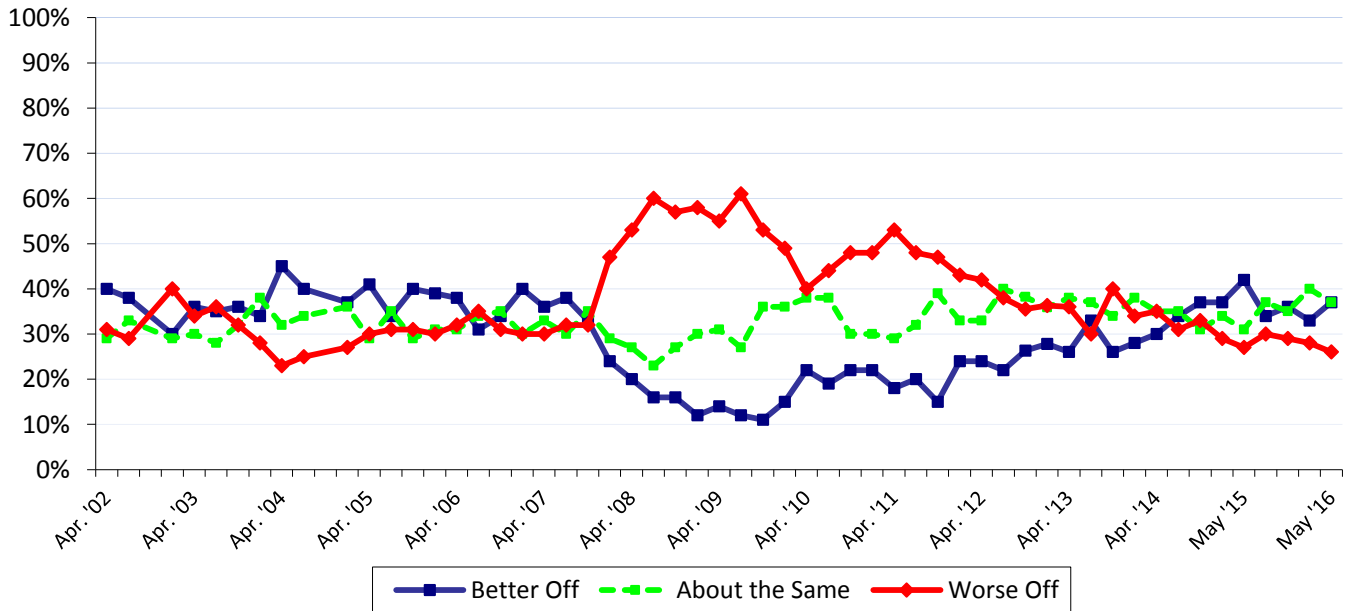
### U.S. 5 Year Economic Outlook



### Personal Financial Conditions

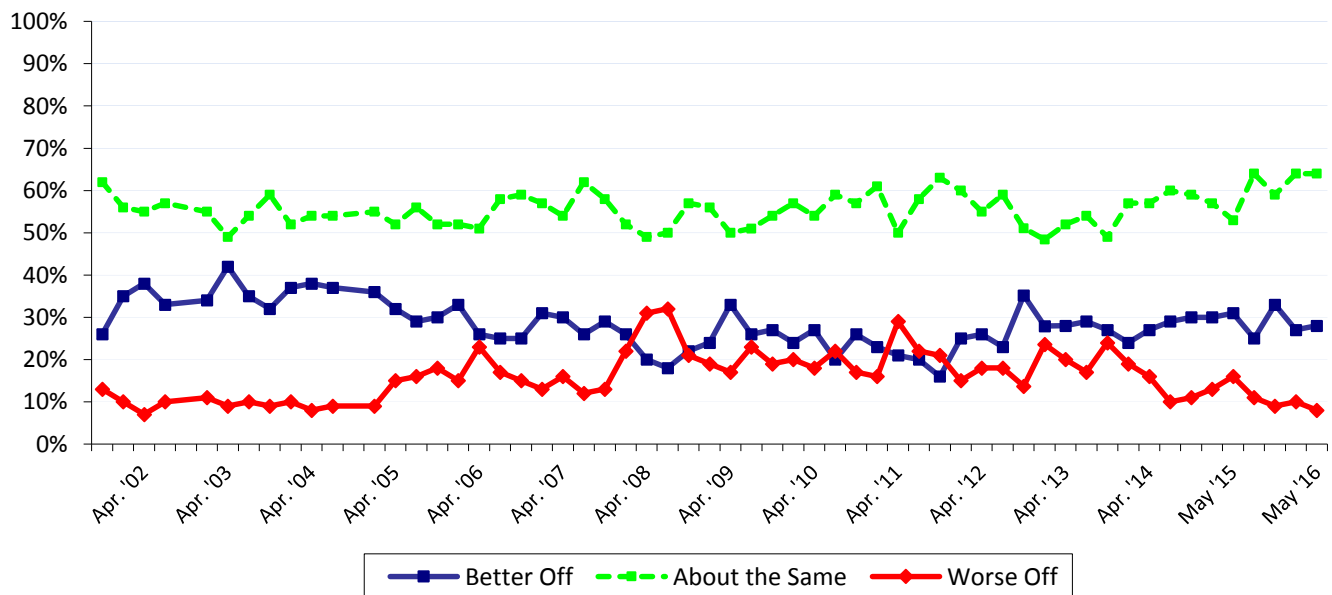
When asked about their household finances, most New Hampshire adults think they are financially better off or about the same as they were a year ago -- 37% say they are better off now than they were a year ago, 26% say they are worse off, and 37% say things are about the same. The percentage who say they are worse off is the lowest it has been since July 2004.

#### Household Financial Condition – Compared to 1 Year Ago



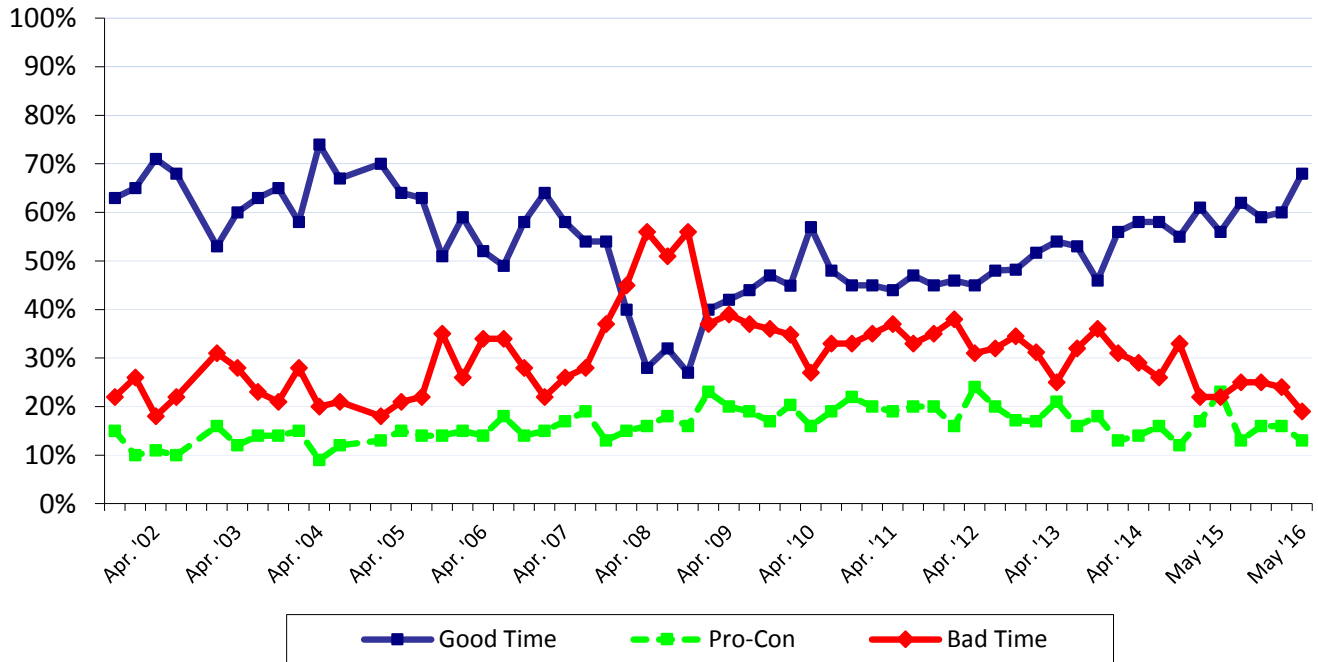
Looking forward, a majority of Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 28% think their family will be better off financially a year from now, only 8% think they will be worse off and 64% think their families will be 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 (68%) New Hampshire residents think now is a good time to buy major household items, 19% think it is a bad time, and 13% think it depends on a person's finances. This represents the highest percentage of Granite Staters saying it is a good time to buy a major household item in over a decade.

**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 and two (502) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between April 18 and May 3, 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 1.2%.

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, 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](mailto:andrew.smith@unh.edu).

### BIA Report on Consumer Confidence, Spring 2016 Demographics

|                                   |          |          |                             |          |          |
|-----------------------------------|----------|----------|-----------------------------|----------|----------|
| <b>Sex</b>                        | <b>N</b> | <b>%</b> | <b>Region</b>               | <b>N</b> | <b>%</b> |
| Male                              | 245      | 49%      | North Country               | 43       | 9%       |
| Female                            | 257      | 51%      | Central/Lakes               | 89       | 18%      |
|                                   |          |          | Connecticut Valley          | 69       | 14%      |
| <b>Age</b>                        | <b>N</b> | <b>%</b> | Mass Border                 | 121      | 24%      |
| 18 to 34                          | 125      | 27%      | Seacoast                    | 92       | 18%      |
| 35 to 49                          | 116      | 24%      | Manchester Area             | 89       | 18%      |
| 50 to 64                          | 145      | 31%      |                             |          |          |
| 65 and Over                       | 84       | 18%      | <b>Party Registration</b>   | <b>N</b> | <b>%</b> |
|                                   |          |          | Democrat                    | 122      | 25%      |
| <b>Highest Level of Education</b> | <b>N</b> | <b>%</b> | Undeclared/Not Registered   | 264      | 54%      |
| High School or Less               | 101      | 21%      | Republican                  | 102      | 21%      |
| Some College                      | 110      | 22%      |                             |          |          |
| College Graduate                  | 145      | 30%      | <b>Party Identification</b> | <b>N</b> | <b>%</b> |
| Post-Graduate                     | 135      | 27%      | Democrat                    | 215      | 45%      |
|                                   |          |          | Independent                 | 120      | 25%      |
| <b>Years Lived in NH</b>          | <b>N</b> | <b>%</b> | Republican                  | 139      | 29%      |
| 10 yrs. Or less                   | 56       | 11%      |                             |          |          |
| 11-20 yrs.                        | 119      | 25%      |                             |          |          |
| > 20 yrs.                         | 308      | 64%      |                             |          |          |

### 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> |
|-----------|-------------------|--------------|------------------|-------------|
| 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> |
|-----------|-------------------|--------------|------------------|-------------|
| 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<br/>Good Times</u> | <u>Mixed</u> | <u>Depression/<br/>Unemployment</u> | <u>(N=)</u> |
|-----------|----------------------------------|--------------|-------------------------------------|-------------|
| 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> |
|-----------|-------------------|-----------------------|------------------|-------------|
| 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> |
|-----------|-------------------|-----------------------|------------------|-------------|
| 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> |
|-----------|------------------|----------------|-----------------|-------------|
| May '15   | 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**

|                          | <b><u>Better Off</u></b> | <b><u>About<br/>the Same</u></b> | <b><u>Worse Off</u></b> | <b><u>(N)</u></b> |
|--------------------------|--------------------------|----------------------------------|-------------------------|-------------------|
| <b>STATEWIDE</b>         | <b>37%</b>               | <b>37%</b>                       | <b>26%</b>              | <b>495</b>        |
| Democrat                 | 47%                      | 35%                              | 18%                     | 213               |
| Independent              | 29%                      | 37%                              | 34%                     | 117               |
| Republican               | 29%                      | 38%                              | 33%                     | 139               |
| Liberal                  | 58%                      | 28%                              | 14%                     | 122               |
| Moderate                 | 31%                      | 43%                              | 25%                     | 191               |
| Conservative             | 26%                      | 37%                              | 37%                     | 135               |
| Support Tea Party        | 17%                      | 35%                              | 47%                     | 62                |
| Neutral                  | 38%                      | 35%                              | 27%                     | 196               |
| Oppose Tea Party         | 43%                      | 38%                              | 19%                     | 198               |
| Employed Full Time       | 44%                      | 31%                              | 26%                     | 289               |
| Employed Part Time       | 49%                      | 19%                              | 31%                     | 45                |
| Retired/Not Working      | 16%                      | 56%                              | 28%                     | 128               |
| Union household          | 42%                      | 32%                              | 26%                     | 70                |
| Non-union                | 36%                      | 37%                              | 27%                     | 419               |
| Read Union Leader        | 35%                      | 31%                              | 34%                     | 90                |
| Read Boston Globe        | 44%                      | 29%                              | 27%                     | 62                |
| Read Local Newspapers    | 40%                      | 34%                              | 25%                     | 163               |
| Watch WMUR               | 32%                      | 40%                              | 28%                     | 267               |
| Listen to NHPR           | 38%                      | 36%                              | 25%                     | 159               |
| Listen to Conserv. Radio | 12%                      | 25%                              | 63%                     | 39                |
| 10 yrs or less in NH     | 29%                      | 48%                              | 22%                     | 54                |
| 11 to 20 years           | 49%                      | 25%                              | 26%                     | 117               |
| More than 20 years       | 34%                      | 39%                              | 27%                     | 307               |
| 18 to 34                 | 54%                      | 25%                              | 22%                     | 122               |
| 35 to 49                 | 41%                      | 32%                              | 27%                     | 116               |
| 50 to 64                 | 30%                      | 46%                              | 24%                     | 145               |
| 65 and over              | 22%                      | 45%                              | 33%                     | 89                |
| Male                     | 35%                      | 37%                              | 28%                     | 243               |
| Female                   | 38%                      | 37%                              | 24%                     | 252               |
| High school or less      | 38%                      | 30%                              | 32%                     | 98                |
| Some college             | 36%                      | 34%                              | 30%                     | 108               |
| College graduate         | 36%                      | 42%                              | 22%                     | 145               |
| Post-graduate            | 38%                      | 38%                              | 25%                     | 134               |
| Less than \$30K          | 28%                      | 39%                              | 33%                     | 46                |
| \$30K to \$60K           | 31%                      | 38%                              | 31%                     | 70                |
| \$60K to \$75K           | 45%                      | 35%                              | 19%                     | 46                |
| \$75K to \$100K          | 38%                      | 31%                              | 31%                     | 59                |
| \$100K or more           | 51%                      | 30%                              | 18%                     | 122               |
| North Country            | 29%                      | 30%                              | 41%                     | 43                |
| Central / Lakes          | 36%                      | 38%                              | 26%                     | 89                |
| Connecticut Valley       | 31%                      | 36%                              | 34%                     | 69                |
| Mass Border              | 39%                      | 45%                              | 16%                     | 117               |
| Seacoast                 | 46%                      | 28%                              | 27%                     | 89                |
| Manchester Area          | 34%                      | 39%                              | 28%                     | 89                |
| First Cong. Dist         | 39%                      | 35%                              | 26%                     | 265               |
| Second Cong. Dist        | 34%                      | 39%                              | 27%                     | 230               |

**HH Financial Condition 12 Months from Now**

|                          | <u>Better Off</u> | <u>Worse Off</u> | <u>About<br/>the Same</u> | <u>(N)</u> |
|--------------------------|-------------------|------------------|---------------------------|------------|
| <b>STATEWIDE</b>         | <b>28%</b>        | <b>8%</b>        | <b>64%</b>                | <b>466</b> |
| Democrat                 | 28%               | 5%               | 67%                       | 208        |
| Independent              | 28%               | 10%              | 62%                       | 102        |
| Republican               | 27%               | 8%               | 64%                       | 132        |
| Liberal                  | 24%               | 5%               | 71%                       | 116        |
| Moderate                 | 29%               | 7%               | 65%                       | 176        |
| Conservative             | 29%               | 10%              | 61%                       | 127        |
| Support Tea Party        | 38%               | 13%              | 50%                       | 57         |
| Neutral                  | 30%               | 6%               | 64%                       | 184        |
| Oppose Tea Party         | 23%               | 7%               | 70%                       | 188        |
| Employed Full Time       | 32%               | 8%               | 60%                       | 270        |
| Employed Part Time       | 38%               | 5%               | 58%                       | 46         |
| Retired/Not Working      | 14%               | 11%              | 75%                       | 116        |
| Union household          | 17%               | 14%              | 69%                       | 68         |
| Non-union                | 30%               | 7%               | 63%                       | 391        |
| Read Union Leader        | 29%               | 8%               | 62%                       | 84         |
| Read Boston Globe        | 28%               | 3%               | 69%                       | 59         |
| Read Local Newspapers    | 27%               | 6%               | 67%                       | 155        |
| Watch WMUR               | 26%               | 9%               | 66%                       | 255        |
| Listen to NHPR           | 30%               | 7%               | 63%                       | 150        |
| Listen to Conserv. Radio | 25%               | 13%              | 62%                       | 36         |
| 10 yrs or less in NH     | 14%               | 10%              | 77%                       | 53         |
| 11 to 20 years           | 24%               | 6%               | 69%                       | 111        |
| More than 20 years       | 32%               | 8%               | 60%                       | 286        |
| 18 to 34                 | 44%               | 2%               | 54%                       | 119        |
| 35 to 49                 | 26%               | 9%               | 65%                       | 113        |
| 50 to 64                 | 21%               | 11%              | 68%                       | 133        |
| 65 and over              | 16%               | 9%               | 75%                       | 80         |
| Male                     | 31%               | 10%              | 59%                       | 227        |
| Female                   | 25%               | 7%               | 68%                       | 239        |
| High school or less      | 29%               | 10%              | 61%                       | 97         |
| Some college             | 30%               | 6%               | 64%                       | 95         |
| College graduate         | 27%               | 7%               | 65%                       | 138        |
| Post-graduate            | 26%               | 8%               | 66%                       | 125        |
| Less than \$30K          | 27%               | 6%               | 67%                       | 42         |
| \$30K to \$60K           | 31%               | 7%               | 62%                       | 66         |
| \$60K to \$75K           | 27%               | 7%               | 66%                       | 40         |
| \$75K to \$100K          | 37%               | 7%               | 56%                       | 54         |
| \$100K or more           | 22%               | 5%               | 73%                       | 118        |
| North Country            | 33%               | 6%               | 61%                       | 42         |
| Central / Lakes          | 26%               | 4%               | 70%                       | 83         |
| Connecticut Valley       | 24%               | 19%              | 58%                       | 59         |
| Mass Border              | 24%               | 8%               | 69%                       | 110        |
| Seacoast                 | 33%               | 6%               | 60%                       | 88         |
| Manchester Area          | 31%               | 9%               | 60%                       | 83         |
| First Cong. Dist         | 28%               | 6%               | 66%                       | 251        |
| Second Cong. Dist        | 28%               | 11%              | 61%                       | 215        |

**Business Conditions in NH 12 Months**

|                          | <u>Good Times</u> | <u>Mixed</u> | <u>Bad Times</u> | <u>(N)</u> |
|--------------------------|-------------------|--------------|------------------|------------|
| <b>STATEWIDE</b>         | <b>54%</b>        | <b>26%</b>   | <b>19%</b>       | <b>430</b> |
| Democrat                 | 67%               | 21%          | 13%              | 189        |
| Independent              | 48%               | 25%          | 27%              | 105        |
| Republican               | 44%               | 31%          | 25%              | 114        |
| Liberal                  | 71%               | 21%          | 7%               | 108        |
| Moderate                 | 58%               | 22%          | 20%              | 164        |
| Conservative             | 40%               | 33%          | 28%              | 122        |
| Support Tea Party        | 48%               | 27%          | 25%              | 57         |
| Neutral                  | 51%               | 27%          | 22%              | 171        |
| Oppose Tea Party         | 64%               | 25%          | 11%              | 171        |
| Employed Full Time       | 51%               | 29%          | 20%              | 250        |
| Employed Part Time       | 73%               | 18%          | 9%               | 44         |
| Retired/Not Working      | 48%               | 28%          | 24%              | 107        |
| Union household          | 46%               | 34%          | 20%              | 67         |
| Non-union                | 56%               | 25%          | 19%              | 358        |
| Read Union Leader        | 59%               | 19%          | 22%              | 79         |
| Read Boston Globe        | 65%               | 16%          | 19%              | 55         |
| Read Local Newspapers    | 60%               | 25%          | 15%              | 149        |
| Watch WMUR               | 56%               | 23%          | 21%              | 238        |
| Listen to NHPR           | 60%               | 27%          | 14%              | 138        |
| Listen to Conserv. Radio | 38%               | 20%          | 42%              | 34         |
| 10 yrs or less in NH     | 51%               | 32%          | 17%              | 47         |
| 11 to 20 years           | 57%               | 27%          | 16%              | 108        |
| More than 20 years       | 54%               | 25%          | 21%              | 261        |
| 18 to 34                 | 69%               | 20%          | 11%              | 113        |
| 35 to 49                 | 48%               | 32%          | 20%              | 96         |
| 50 to 64                 | 52%               | 26%          | 22%              | 131        |
| 65 and over              | 46%               | 29%          | 25%              | 73         |
| Male                     | 49%               | 29%          | 22%              | 213        |
| Female                   | 60%               | 24%          | 16%              | 217        |
| High school or less      | 51%               | 31%          | 18%              | 89         |
| Some college             | 48%               | 33%          | 19%              | 93         |
| College graduate         | 59%               | 23%          | 18%              | 121        |
| Post-graduate            | 57%               | 22%          | 20%              | 118        |
| Less than \$30K          | 42%               | 23%          | 35%              | 43         |
| \$30K to \$60K           | 53%               | 32%          | 15%              | 59         |
| \$60K to \$75K           | 73%               | 21%          | 6%               | 40         |
| \$75K to \$100K          | 59%               | 19%          | 22%              | 52         |
| \$100K or more           | 59%               | 25%          | 16%              | 109        |
| North Country            | 45%               | 19%          | 36%              | 38         |
| Central / Lakes          | 48%               | 27%          | 25%              | 75         |
| Connecticut Valley       | 44%               | 30%          | 26%              | 60         |
| Mass Border              | 56%               | 28%          | 16%              | 100        |
| Seacoast                 | 66%               | 27%          | 7%               | 82         |
| Manchester Area          | 59%               | 25%          | 16%              | 75         |
| First Cong. Dist         | 57%               | 29%          | 14%              | 235        |
| Second Cong. Dist        | 51%               | 24%          | 25%              | 196        |

**Business Conditions in US in 12 Months**

| <b>STATEWIDE</b>         | <b><u>Good Times</u></b><br><b>43%</b> | <b><u>Mixed</u></b><br><b>24%</b> | <b><u>Bad Times</u></b><br><b>33%</b> | <b><u>(N)</u></b><br><b>422</b> |
|--------------------------|--|-----------------------------------|---------------------------------------|---------------------------------|
| Democrat                 | 56%                                    | 21%                               | 23%                                   | 176                             |
| Independent              | 36%                                    | 26%                               | 38%                                   | 108                             |
| Republican               | 34%                                    | 23%                               | 43%                                   | 115                             |
| Liberal                  | 56%                                    | 25%                               | 19%                                   | 100                             |
| Moderate                 | 41%                                    | 24%                               | 34%                                   | 165                             |
| Conservative             | 35%                                    | 21%                               | 44%                                   | 116                             |
| Support Tea Party        | 48%                                    | 12%                               | 40%                                   | 51                              |
| Neutral                  | 36%                                    | 24%                               | 40%                                   | 174                             |
| Oppose Tea Party         | 52%                                    | 27%                               | 21%                                   | 164                             |
| Employed Full Time       | 38%                                    | 26%                               | 36%                                   | 241                             |
| Employed Part Time       | 61%                                    | 13%                               | 26%                                   | 45                              |
| Retired/Not Working      | 38%                                    | 27%                               | 35%                                   | 108                             |
| Union household          | 39%                                    | 33%                               | 29%                                   | 65                              |
| Non-union                | 44%                                    | 22%                               | 34%                                   | 352                             |
| Read Union Leader        | 46%                                    | 21%                               | 33%                                   | 74                              |
| Read Boston Globe        | 41%                                    | 31%                               | 28%                                   | 53                              |
| Read Local Newspapers    | 49%                                    | 24%                               | 27%                                   | 132                             |
| Watch WMUR               | 44%                                    | 23%                               | 33%                                   | 233                             |
| Listen to NHPR           | 49%                                    | 23%                               | 28%                                   | 129                             |
| Listen to Conserv. Radio | 23%                                    | 24%                               | 53%                                   | 33                              |
| 10 yrs or less in NH     | 37%                                    | 31%                               | 32%                                   | 47                              |
| 11 to 20 years           | 48%                                    | 20%                               | 32%                                   | 94                              |
| More than 20 years       | 43%                                    | 23%                               | 34%                                   | 265                             |
| 18 to 34                 | 57%                                    | 19%                               | 23%                                   | 103                             |
| 35 to 49                 | 36%                                    | 28%                               | 35%                                   | 103                             |
| 50 to 64                 | 41%                                    | 21%                               | 37%                                   | 122                             |
| 65 and over              | 40%                                    | 26%                               | 34%                                   | 76                              |
| Male                     | 44%                                    | 22%                               | 34%                                   | 204                             |
| Female                   | 43%                                    | 25%                               | 32%                                   | 218                             |
| High school or less      | 44%                                    | 21%                               | 35%                                   | 83                              |
| Some college             | 39%                                    | 24%                               | 36%                                   | 90                              |
| College graduate         | 41%                                    | 29%                               | 30%                                   | 127                             |
| Post-graduate            | 49%                                    | 20%                               | 31%                                   | 113                             |
| Less than \$30K          | 41%                                    | 26%                               | 33%                                   | 41                              |
| \$30K to \$60K           | 49%                                    | 15%                               | 36%                                   | 60                              |
| \$60K to \$75K           | 50%                                    | 38%                               | 12%                                   | 39                              |
| \$75K to \$100K          | 41%                                    | 22%                               | 37%                                   | 49                              |
| \$100K or more           | 48%                                    | 19%                               | 33%                                   | 113                             |
| North Country            | 40%                                    | 10%                               | 50%                                   | 36                              |
| Central / Lakes          | 35%                                    | 25%                               | 39%                                   | 72                              |
| Connecticut Valley       | 33%                                    | 31%                               | 36%                                   | 57                              |
| Mass Border              | 45%                                    | 24%                               | 31%                                   | 101                             |
| Seacoast                 | 52%                                    | 25%                               | 23%                                   | 77                              |
| Manchester Area          | 48%                                    | 24%                               | 29%                                   | 78                              |
| First Cong. Dist         | 47%                                    | 23%                               | 30%                                   | 230                             |
| Second Cong. Dist        | 39%                                    | 25%                               | 36%                                   | 192                             |

**5 Year Economic Outlook – U.S.**

|                          | <b><u>Continuous<br/>Good Times</u></b> | <b><u>Mixed</u></b> | <b><u>Widespread<br/>Unemployment/<br/>Depression</u></b> | <b><u>(N)</u></b> |
|--------------------------|---|---------------------|---|-------------------|
| <b>STATEWIDE</b>         | <b>39%</b>                              | <b>30%</b>          | <b>31%</b>  | <b>405</b>        |
| Democrat                 | 47%                                     | 34%                 | 19%   | 173               |
| Independent              | 35%                                     | 24%                 | 41%   | 97                |
| Republican               | 31%                                     | 27%                 | 41%   | 113               |
| Liberal                  | 54%                                     | 27%                 | 18%   | 95                |
| Moderate                 | 33%                                     | 37%                 | 29%   | 156               |
| Conservative             | 34%                                     | 21%                 | 45%   | 113               |
| Support Tea Party        | 30%                                     | 20%                 | 49%   | 44                |
| Neutral                  | 35%                                     | 31%                 | 34%   | 168               |
| Oppose Tea Party         | 44%                                     | 34%                 | 22%   | 163               |
| Employed Full Time       | 39%                                     | 30%                 | 31%   | 243               |
| Employed Part Time       | 45%                                     | 15%                 | 40%   | 35                |
| Retired/Not Working      | 32%                                     | 35%                 | 33%   | 96                |
| Union household          | 36%                                     | 39%                 | 25%   | 60                |
| Non-union                | 39%                                     | 28%                 | 32%   | 339               |
| Read Union Leader        | 44%                                     | 17%                 | 39%   | 74                |
| Read Boston Globe        | 47%                                     | 34%                 | 19%   | 52                |
| Read Local Newspapers    | 45%                                     | 28%                 | 27%   | 135               |
| Watch WMUR               | 41%                                     | 25%                 | 34%   | 218               |
| Listen to NHPR           | 46%                                     | 27%                 | 27%   | 125               |
| Listen to Conserv. Radio | 20%                                     | 19%                 | 61%   | 32                |
| 10 yrs or less in NH     | 35%                                     | 35%                 | 30%   | 47                |
| 11 to 20 years           | 45%                                     | 31%                 | 24%   | 106               |
| More than 20 years       | 37%                                     | 28%                 | 35%   | 240               |
| 18 to 34                 | 55%                                     | 24%                 | 21%   | 110               |
| 35 to 49                 | 33%                                     | 30%                 | 36%   | 93                |
| 50 to 64                 | 33%                                     | 32%                 | 35%   | 116               |
| 65 and over              | 34%                                     | 32%                 | 35%   | 68                |
| Male                     | 41%                                     | 24%                 | 35%   | 205               |
| Female                   | 37%                                     | 36%                 | 28%   | 199               |
| High school or less      | 42%                                     | 21%                 | 37%   | 79                |
| Some college             | 41%                                     | 28%                 | 31%   | 81                |
| College graduate         | 39%                                     | 32%                 | 29%   | 122               |
| Post-graduate            | 36%                                     | 35%                 | 29%   | 114               |
| Less than \$30K          | 32%                                     | 24%                 | 44%   | 36                |
| \$30K to \$60K           | 36%                                     | 32%                 | 31%   | 60                |
| \$60K to \$75K           | 42%                                     | 32%                 | 26%   | 41                |
| \$75K to \$100K          | 37%                                     | 32%                 | 31%   | 50                |
| \$100K or more           | 43%                                     | 29%                 | 28%   | 101               |
| North Country            | 27%                                     | 40%                 | 33%   | 36                |
| Central / Lakes          | 40%                                     | 27%                 | 33%   | 68                |
| Connecticut Valley       | 41%                                     | 14%                 | 45%   | 52                |
| Mass Border              | 39%                                     | 38%                 | 23%   | 99                |
| Seacoast                 | 35%                                     | 36%                 | 28%   | 78                |
| Manchester Area          | 45%                                     | 21%                 | 34%   | 72                |
| First Cong. Dist         | 40%                                     | 30%                 | 31%   | 218               |
| Second Cong. Dist        | 37%                                     | 30%                 | 32%   | 186               |



**Good Time to Buy Major Household Item**

|                          | <u>Good Time</u> | <u>Pro-Con</u> | <u>Bad Time</u> | <u>(N)</u> |
|--------------------------|------------------|----------------|-----------------|------------|
| <b>STATEWIDE</b>         | <b>68%</b>       | <b>13%</b>     | <b>19%</b>      | <b>443</b> |
| Democrat                 | 77%              | 10%            | 13%             | 193        |
| Independent              | 58%              | 19%            | 24%             | 105        |
| Republican               | 64%              | 13%            | 23%             | 122        |
| Liberal                  | 72%              | 13%            | 15%             | 115        |
| Moderate                 | 74%              | 16%            | 10%             | 162        |
| Conservative             | 59%              | 11%            | 29%             | 121        |
| Support Tea Party        | 56%              | 16%            | 28%             | 55         |
| Neutral                  | 72%              | 10%            | 19%             | 176        |
| Oppose Tea Party         | 71%              | 15%            | 14%             | 180        |
| Employed Full Time       | 69%              | 12%            | 19%             | 261        |
| Employed Part Time       | 82%              | 11%            | 7%              | 43         |
| Retired/Not Working      | 64%              | 17%            | 19%             | 111        |
| Union household          | 66%              | 13%            | 21%             | 67         |
| Non-union                | 69%              | 13%            | 18%             | 368        |
| Read Union Leader        | 61%              | 11%            | 29%             | 79         |
| Read Boston Globe        | 73%              | 12%            | 15%             | 54         |
| Read Local Newspapers    | 70%              | 12%            | 18%             | 145        |
| Watch WMUR               | 70%              | 13%            | 17%             | 237        |
| Listen to NHPR           | 66%              | 12%            | 22%             | 146        |
| Listen to Conserv. Radio | 40%              | 12%            | 47%             | 33         |
| 10 yrs or less in NH     | 57%              | 18%            | 25%             | 53         |
| 11 to 20 years           | 76%              | 10%            | 14%             | 104        |
| More than 20 years       | 68%              | 13%            | 18%             | 270        |
| 18 to 34                 | 73%              | 8%             | 19%             | 115        |
| 35 to 49                 | 70%              | 13%            | 17%             | 101        |
| 50 to 64                 | 68%              | 13%            | 19%             | 130        |
| 65 and over              | 66%              | 19%            | 15%             | 77         |
| Male                     | 62%              | 14%            | 24%             | 218        |
| Female                   | 75%              | 12%            | 13%             | 226        |
| High school or less      | 69%              | 8%             | 23%             | 88         |
| Some college             | 71%              | 11%            | 18%             | 98         |
| College graduate         | 70%              | 14%            | 16%             | 132        |
| Post-graduate            | 63%              | 19%            | 19%             | 114        |
| Less than \$30K          | 72%              | 9%             | 19%             | 42         |
| \$30K to \$60K           | 70%              | 13%            | 17%             | 64         |
| \$60K to \$75K           | 63%              | 7%             | 30%             | 43         |
| \$75K to \$100K          | 70%              | 9%             | 20%             | 54         |
| \$100K or more           | 70%              | 13%            | 17%             | 106        |
| North Country            | 78%              | 3%             | 19%             | 36         |
| Central / Lakes          | 64%              | 13%            | 23%             | 76         |
| Connecticut Valley       | 55%              | 13%            | 33%             | 63         |
| Mass Border              | 76%              | 18%            | 6%              | 112        |
| Seacoast                 | 76%              | 10%            | 14%             | 78         |
| Manchester Area          | 61%              | 14%            | 25%             | 78         |
| First Cong. Dist         | 69%              | 12%            | 18%             | 238        |
| Second Cong. Dist        | 67%              | 14%            | 19%             | 205        |