

# THE BIA REPORT ON CONSUMER CONFIDENCE

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

February 23, 2016

### NH CONSUMERS OPTIMISTIC ABOUT NH BUSINESS CONDITIONS, BELIEVE HOUSEHOLD FINANCES WILL STAY THE SAME

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

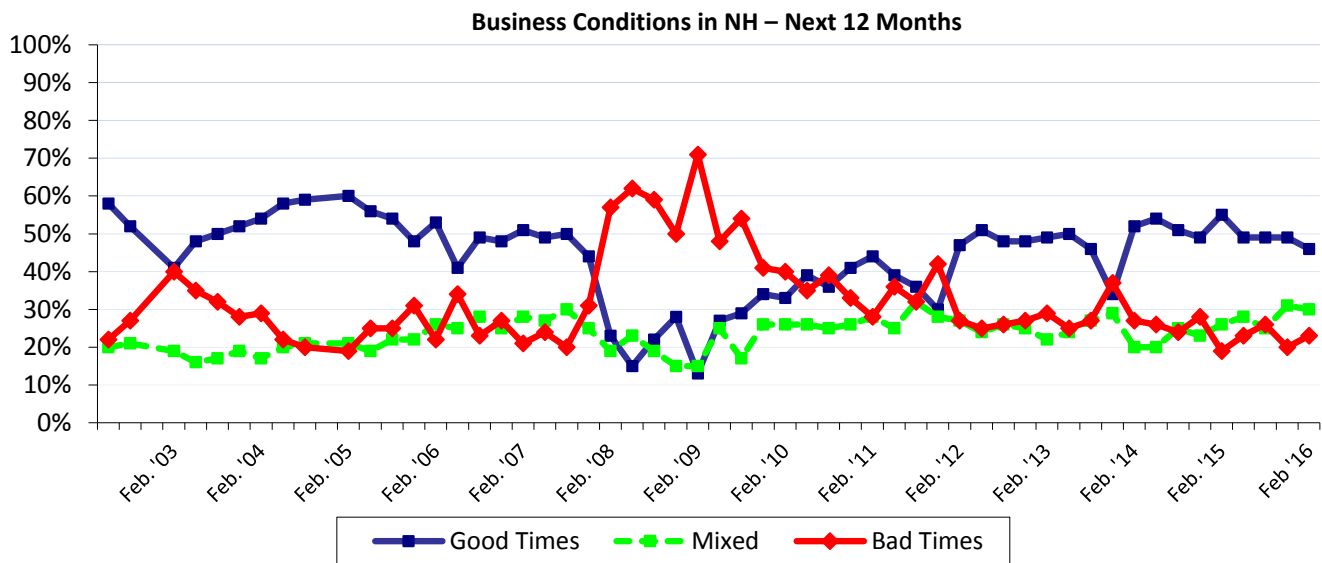
DURHAM, NH – New Hampshire residents remain optimistic about business conditions in the state and are somewhat optimistic about the national economy. A plurality of Granite Staters say their household financial condition did not change over the past year and a majority don't expect their household financial condition to change over the next year.

These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence**,\* conducted by the University of New Hampshire Survey Center. Five hundred and thirty-four (534) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between February 12 and February 18, 2016. The margin of sampling error for the survey is +/- 4.2 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, nearly half of Granite Staters (46%) think state businesses will enjoy good times financially, only 23% think they will experience bad times, and 30% anticipate mixed conditions. The percentage predicting good times financially has decreased 9 points since last year.

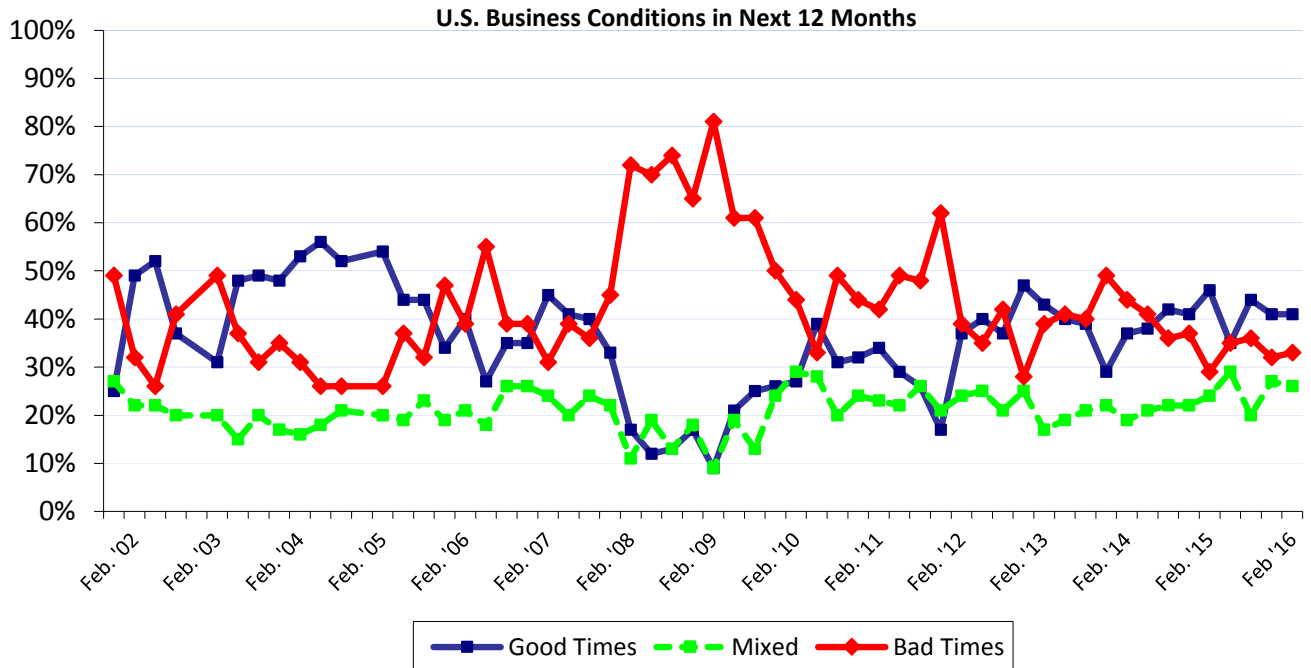
"Results of the BIA Consumer Confidence Report are telling. Most New Hampshire families anticipate stability in their household financial situations and feel good about the prospect of making a major purchase," said BIA President Jim Roche. "Although there is a slight downtick in the number of those who expect to see improvements, it's encouraging that a plurality of respondents believe employment and business conditions locally and nationally are going in the right direction. Especially in an election year, this indicates that lawmakers and policy leaders should make priorities out of initiatives that strengthen businesses and foster economic development," said 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.

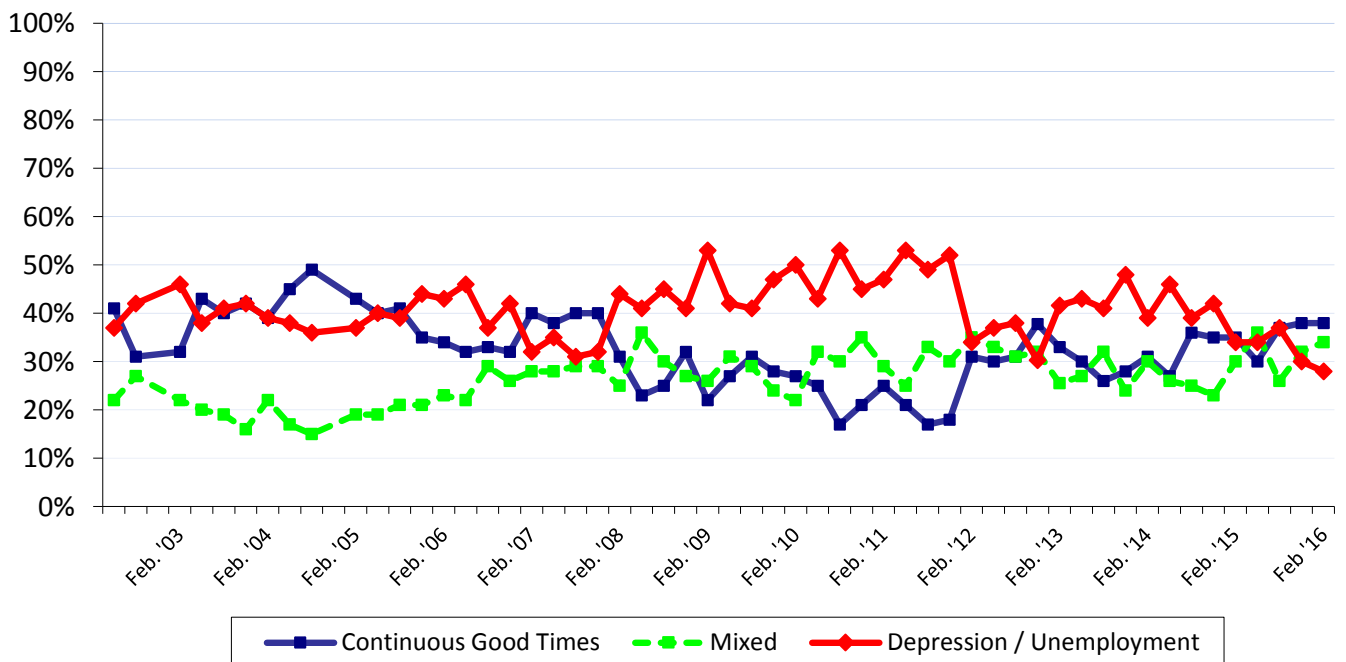
### U.S. Business Conditions

Turning to expectations about the U.S. economy -- 41% 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 26% think conditions will be mixed. This measure is unchanged since October. Positive expectations of the US economy have now been higher than negative expectations for over a year.



New Hampshire residents are becoming less pessimistic about the long-term prospects for the U.S. economy. Currently 38% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 28% expect periods of widespread unemployment and depression, and 34% see a mix of good and bad conditions. This marks the second straight quarter that more Granite Staters project continuous good times over the next 5 years than widespread unemployment and depression.

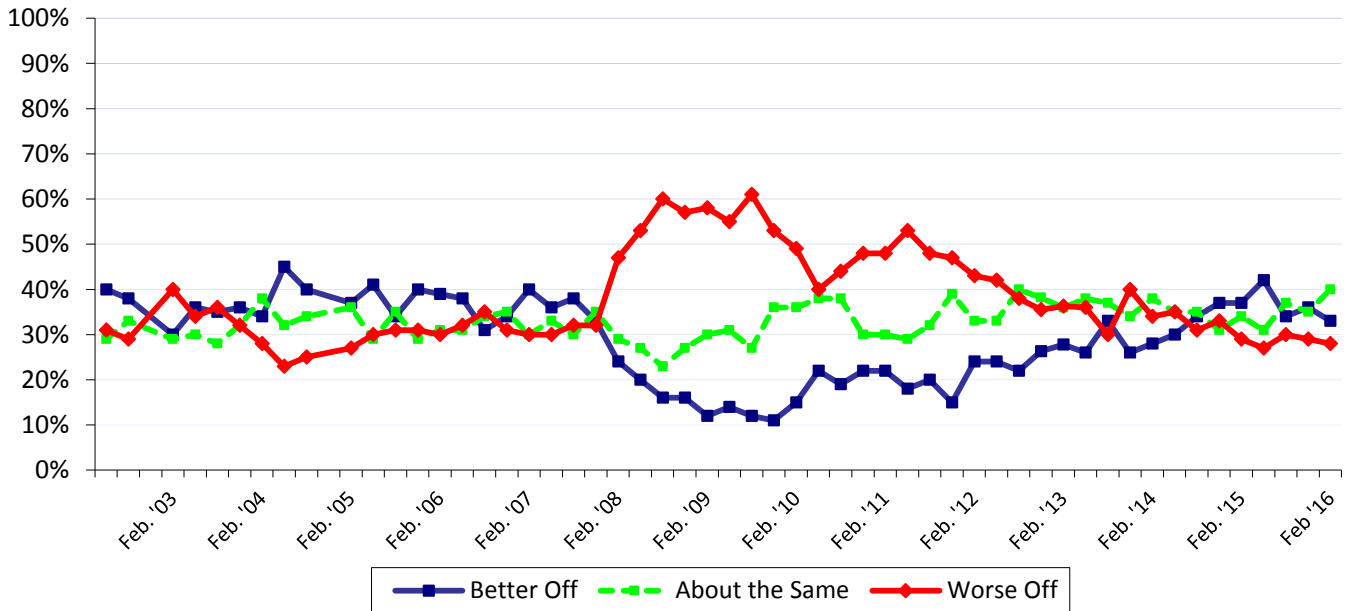
### U.S. 5 Year Economic Outlook



### Personal Financial Conditions

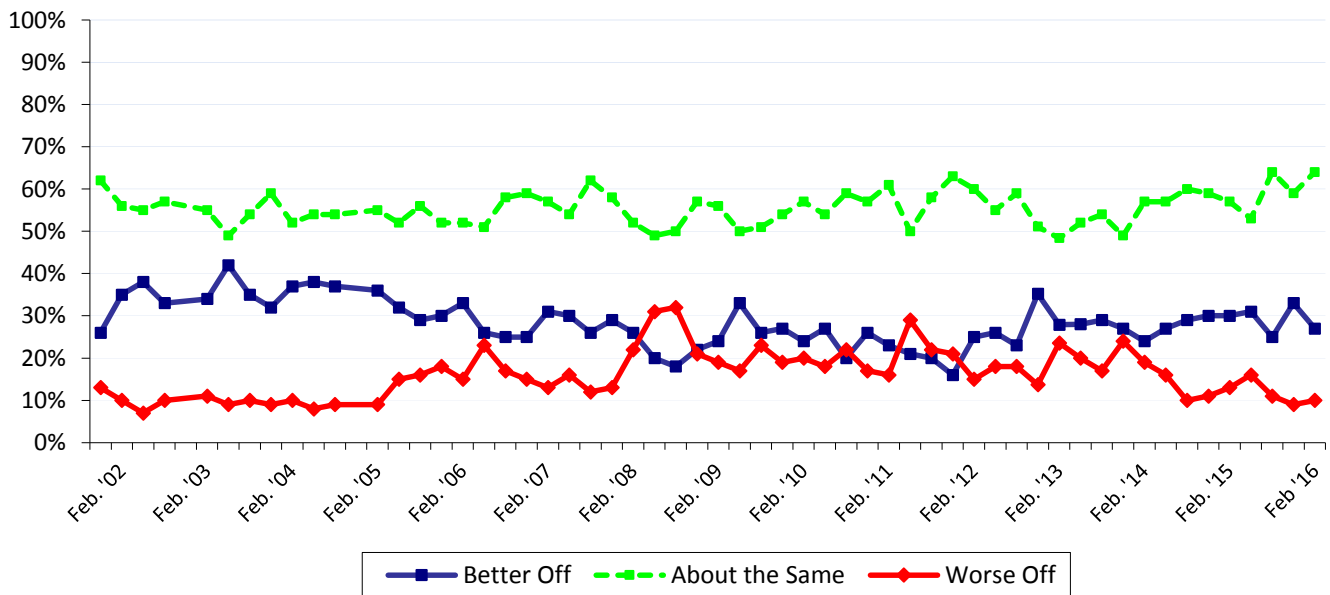
When asked about their household finances, most New Hampshire adults think they are financially better off or about the same as they were a year ago -- 33% say they are better off now than they were a year ago, 28% say they are worse off, and 40% say things are about the same.

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



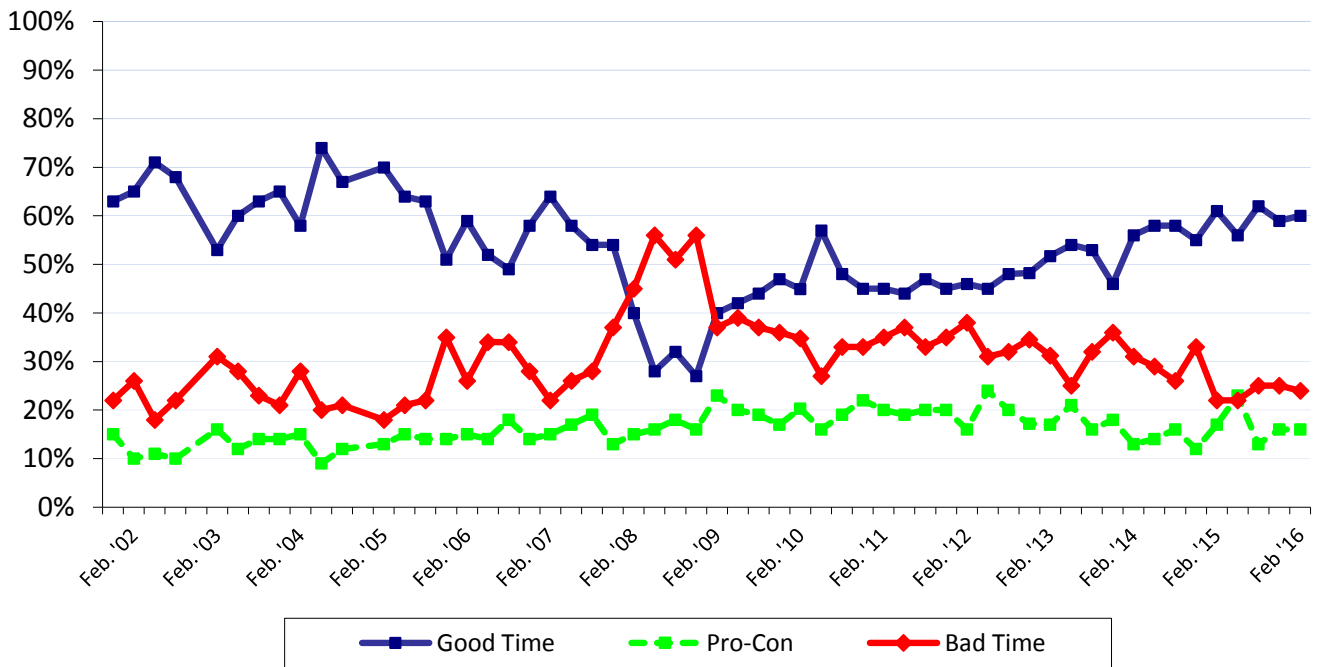
Looking forward, a majority of Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 27% think their family will be better off financially a year from now, only 10% think they will be worse off and 64% think their families will be 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. Three in five (60%) New Hampshire residents think now is a good time to buy major household items, 24% think it is a bad time, and 16% think it depends on a person's finances.

### Good Time to Buy Major Household Item?



### Subgroup Analysis

There are few demographic differences in the economic expectations of New Hampshire residents. Democrats are consistently more optimistic about the state and national economy than Republicans and Independents. Younger residents are 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 thirty-four (534) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between February 12 and February 18, 2016. The margin of sampling error for the survey is +/- 4.2 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](mailto:andrew.smith@unh.edu).

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

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	261	49%	North Country	41	8%
Female	273	51%	Central/Lakes	97	18%
			Connecticut Valley	84	16%
			Mass Border	139	26%
<b>Age</b>	<b>N</b>	<b>%</b>	Seacoast	90	17%
18 to 34	136	26%	Manchester Area	82	15%
35 to 49	129	25%			
50 to 64	157	31%	<b>Party Registration</b>	<b>N</b>	<b>%</b>
65 and Over	92	18%	Democrat	140	27%
			Undeclared/Not Registered	259	49%
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Republican	126	24%
High School or Less	104	20%			
Some College	125	24%	<b>Party Identification</b>	<b>N</b>	<b>%</b>
College Graduate	177	34%	Democrat	225	44%
Post-Graduate	118	23%	Independent	103	20%
			Republican	185	36%
<b>Years Lived in NH</b>	<b>N</b>	<b>%</b>			
10 yrs. Or less	78	15%			
11-20 yrs.	119	23%			
> 20 yrs.	330	63%			

### 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>
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>
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>
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>
<b>Feb '16</b>	<b>33%</b>	<b>40%</b>	<b>28%</b>	<b>(525)</b>
<b>Oct '15</b>	36%	35%	29%	(578)
<b>July '15</b>	34%	37%	30%	(527)
<b>May '15</b>	42%	31%	27%	(562)
<b>Feb. '15</b>	37%	34%	29%	(499)
<b>Oct. '14</b>	37%	31%	33%	(532)
<b>July '14</b>	34%	35%	31%	(510)
<b>Apr. '14</b>	30%	35%	35%	(506)
<b>Feb. '14</b>	28%	38%	34%	(559)
<b>Oct. '13</b>	26%	34%	40%	(584)
<b>July '13</b>	33%	37%	30%	(507)
<b>Apr. '13</b>	26%	38%	36%	(503)
<b>Feb. '13</b>	28%	36%	36%	(575)
<b>Oct. '12</b>	26%	38%	36%	(583)
<b>July '12</b>	22%	40%	38%	(516)
<b>Apr. '12</b>	24%	33%	42%	(533)
<b>Feb. '12</b>	24%	33%	43%	(518)
<b>Oct. '11</b>	15%	39%	47%	(553)
<b>July '11</b>	20%	32%	48%	(509)
<b>Apr. '11</b>	18%	29%	53%	(502)
<b>Feb. '11</b>	22%	30%	48%	(518)
<b>Sept. '10</b>	19%	37%	44%	(510)
<b>July '10</b>	19%	38%	44%	(497)
<b>Apr. '10</b>	22%	38%	40%	(505)
<b>Feb. '10</b>	15%	36%	49%	(497)
<b>Oct. '09</b>	11%	36%	53%	(499)
<b>July '09</b>	12%	27%	61%	(550)
<b>Apr. '09</b>	14%	31%	55%	(502)
<b>Feb. '09</b>	12%	30%	58%	(615)
<b>Sept. '08</b>	16%	27%	57%	(543)
<b>July '08</b>	16%	23%	60%	(517)
<b>Apr. '08</b>	20%	27%	53%	(495)
<b>Feb. '08</b>	24%	29%	47%	(550)
<b>Sept. '07</b>	33%	35%	32%	(498)
<b>July '07</b>	38%	30%	32%	(514)
<b>Apr. '07</b>	36%	33%	30%	(507)
<b>Feb. '07</b>	40%	30%	30%	(531)
<b>Sept. '06</b>	34%	35%	31%	(508)
<b>July '06</b>	31%	34%	35%	(504)
<b>Apr. '06</b>	38%	31%	32%	(500)
<b>Feb. '06</b>	39%	31%	30%	(492)
<b>Oct. '05</b>	40%	29%	31%	(503)
<b>July '05</b>	34%	35%	31%	(500)
<b>Apr. '05</b>	41%	29%	30%	(493)
<b>Feb. '05</b>	37%	36%	27%	(537)
<b>July '04</b>	40%	34%	25%	(495)
<b>Apr. '04</b>	45%	32%	23%	(538)
<b>Feb. '04</b>	34%	38%	28%	(503)
<b>Oct. '03</b>	36 %	32 %	32%	(496)
<b>June '03</b>	35%	28%	36%	(514)
<b>Apr. '03</b>	36%	30%	34%	(504)
<b>Feb. '03</b>	30%	29%	40%	(647)
<b>June '02</b>	38%	33%	29%	(650)
<b>Apr. '02</b>	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>
<b>Feb '16</b>	<b>27%</b>	<b>64%</b>	<b>10%</b>	<b>(492)</b>
<b>Oct '15</b>	33%	59%	9%	(551)
<b>July '15</b>	25%	64%	11%	(514)
<b>May '15</b>	31%	53%	16%	(552)
<b>Feb. '15</b>	30%	57%	13%	(498)
<b>Oct. '14</b>	30%	59%	11%	(512)
<b>July '14</b>	29%	60%	10%	(503)
<b>Apr. '14</b>	27%	57%	16%	(486)
<b>Feb. '14</b>	24%	57%	19%	(546)
<b>Oct. '13</b>	27%	49%	24%	(569)
<b>July '13</b>	29%	54%	17%	(495)
<b>Apr. '13</b>	28%	52%	20%	(487)
<b>Feb. '13</b>	28%	48%	24%	(563)
<b>Oct. '12</b>	35%	51%	14%	(519)
<b>July '12</b>	23%	59%	18%	(473)
<b>Apr. '12</b>	26%	55%	18%	(493)
<b>Feb. '12</b>	25%	60%	15%	(486)
<b>Oct. '11</b>	16%	63%	21%	(532)
<b>July '11</b>	20%	58%	22%	(499)
<b>Apr. '11</b>	21%	50%	29%	(484)
<b>Feb. '11</b>	23%	61%	16%	(500)
<b>Sept. '10</b>	26%	57%	17%	(497)
<b>July '10</b>	20%	59%	22%	(487)
<b>Apr. '10</b>	27%	54%	18%	(492)
<b>Feb. '10</b>	24%	57%	20%	(473)
<b>Oct. '09</b>	27%	54%	19%	(482)
<b>July '09</b>	26%	51%	23%	(531)
<b>Apr. '09</b>	33%	50%	17%	(483)
<b>Feb. '09</b>	24%	56%	19%	(568)
<b>Sept. '08</b>	22%	57%	21%	(486)
<b>July '08</b>	18%	50%	32%	(483)
<b>Apr. '08</b>	20%	49%	31%	(470)
<b>Feb. '08</b>	26%	52%	22%	(518)
<b>Sept. '07</b>	29%	58%	13%	(489)
<b>July '07</b>	26%	62%	12%	(442)
<b>Apr. '07</b>	30%	54%	16%	(492)
<b>Feb. '07</b>	31%	57%	13%	(515)
<b>Sept. '06</b>	25%	59%	15%	(495)
<b>July '06</b>	25%	58%	17%	(484)
<b>Apr. '06</b>	26%	51%	23%	(492)
<b>Feb. '06</b>	33%	52%	15%	(488)
<b>Oct. '05</b>	30%	52%	18%	(481)
<b>July '05</b>	29%	56%	16%	(489)
<b>Apr. '05</b>	32%	52%	15%	(485)
<b>Feb. '05</b>	36%	55%	9%	(524)
<b>July '04</b>	37%	54%	9%	(477)
<b>Apr. '04</b>	38%	54%	8%	(509)
<b>Feb. '04</b>	37%	52%	10%	(488)
<b>Oct. '03</b>	32%	59%	9%	(486)
<b>June '03</b>	35%	54%	10%	(501)
<b>Apr. '03</b>	42%	49%	9%	(489)
<b>Feb. '03</b>	34%	55%	11%	(622)
<b>June '02</b>	33%	57%	10%	(625)
<b>Apr. '02</b>	38%	55%	7%	(479)
<b>Feb. '02</b>	35%	56%	10%	(305)
<b>Oct. '01</b>	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>
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 the Same</u></b>	<b><u>Worse Off</u></b>	<b><u>(N)</u></b>
<b>STATEWIDE</b>	<b>33%</b>	<b>40%</b>	<b>28%</b>	<b>525</b>
Democrat	41%	43%	16%	220
Independent	28%	37%	35%	101
Republican	27%	38%	35%	184
Liberal	41%	43%	17%	127
Moderate	35%	40%	25%	216
Conservative	20%	39%	41%	138
Support Tea Party	18%	33%	48%	81
Neutral	33%	34%	32%	192
Oppose Tea Party	38%	46%	16%	224
Employed Full Time	38%	37%	25%	326
Employed Part Time	38%	37%	25%	54
Retired/Not Working	15%	51%	34%	115
Union household	40%	47%	13%	70
Non-union	31%	39%	30%	452
Read Union Leader	27%	34%	38%	83
Read Boston Globe	48%	37%	15%	72
Read Local Newspapers	39%	39%	22%	197
Watch WMUR	30%	40%	30%	285
Listen to NHPR	38%	41%	20%	186
10 yrs or less in NH	36%	49%	15%	75
11 to 20 years	31%	40%	29%	115
More than 20 years	33%	37%	30%	327
18 to 34	49%	30%	22%	131
35 to 49	40%	36%	25%	127
50 to 64	26%	38%	36%	157
65 and over	15%	58%	27%	102
Male	38%	32%	30%	260
Female	28%	47%	25%	265
High school or less	32%	34%	33%	103
Some college	29%	44%	27%	123
College graduate	32%	39%	29%	174
Post-graduate	38%	42%	20%	117
Less than \$30K	19%	30%	51%	51
\$30K to \$60K	37%	33%	30%	92
\$60K to \$75K	39%	45%	16%	43
\$75K to \$100K	23%	44%	33%	56
\$100K or more	40%	43%	17%	136
North Country	23%	27%	50%	41
Central / Lakes	35%	46%	20%	97
Connecticut Valley	39%	36%	25%	82
Mass Border	34%	37%	29%	137
Seacoast	38%	36%	26%	86
Manchester Area	21%	51%	27%	82
First Cong. Dist	30%	40%	29%	255
Second Cong. Dist	35%	39%	26%	270

**HH Financial Condition 12 Months from Now**

	<u>Better Off</u>	<u>Worse Off</u>	<u>About the Same</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>27%</b>	<b>10%</b>	<b>64%</b>	<b>492</b>
Democrat	31%	8%	61%	213
Independent	26%	9%	65%	94
Republican	23%	12%	65%	169
Liberal	35%	11%	54%	120
Moderate	22%	9%	68%	206
Conservative	26%	10%	65%	127
Support Tea Party	18%	16%	66%	72
Neutral	29%	11%	59%	180
Oppose Tea Party	26%	7%	67%	213
Employed Full Time	30%	8%	62%	308
Employed Part Time	29%	8%	63%	53
Retired/Not Working	15%	14%	71%	101
Union household	22%	13%	65%	68
Non-union	27%	9%	64%	421
Read Union Leader	26%	7%	67%	77
Read Boston Globe	29%	5%	66%	71
Read Local Newspapers	27%	11%	62%	185
Watch WMUR	26%	9%	65%	259
Listen to NHPR	29%	8%	63%	175
10 yrs or less in NH	25%	8%	67%	70
11 to 20 years	25%	12%	63%	110
More than 20 years	27%	10%	63%	306
18 to 34	42%	9%	49%	129
35 to 49	24%	7%	69%	122
50 to 64	24%	12%	65%	145
65 and over	15%	12%	73%	89
Male	27%	12%	61%	240
Female	27%	7%	66%	252
High school or less	30%	13%	58%	98
Some college	31%	11%	58%	118
College graduate	24%	7%	69%	160
Post-graduate	22%	9%	69%	109
Less than \$30K	24%	17%	60%	51
\$30K to \$60K	28%	6%	66%	86
\$60K to \$75K	34%	3%	64%	44
\$75K to \$100K	25%	7%	68%	48
\$100K or more	23%	12%	65%	129
North Country	23%	18%	60%	36
Central / Lakes	23%	8%	69%	86
Connecticut Valley	22%	12%	67%	81
Mass Border	26%	11%	63%	131
Seacoast	30%	11%	59%	81
Manchester Area	35%	4%	61%	76
First Cong. Dist	28%	12%	59%	236
Second Cong. Dist	25%	7%	67%	256

**Business Conditions in NH 12 Months**

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>46%</b>	<b>30%</b>	<b>23%</b>	<b>451</b>
Democrat	59%	30%	10%	192
Independent	36%	30%	34%	84
Republican	37%	30%	33%	159
Liberal	56%	33%	11%	109
Moderate	46%	29%	24%	192
Conservative	36%	32%	32%	121
Support Tea Party	33%	18%	50%	72
Neutral	43%	35%	21%	157
Oppose Tea Party	54%	32%	13%	202
Employed Full Time	44%	32%	24%	281
Employed Part Time	61%	24%	16%	49
Retired/Not Working	43%	28%	29%	97
Union household	52%	36%	12%	58
Non-union	45%	30%	25%	391
Read Union Leader	42%	25%	32%	70
Read Boston Globe	56%	36%	7%	67
Read Local Newspapers	50%	27%	23%	176
Watch WMUR	46%	30%	24%	250
Listen to NHPR	56%	27%	16%	169
10 yrs or less in NH	34%	40%	26%	62
11 to 20 years	50%	31%	19%	105
More than 20 years	47%	28%	25%	278
18 to 34	53%	32%	15%	111
35 to 49	43%	39%	18%	113
50 to 64	43%	24%	33%	134
65 and over	46%	28%	26%	87
Male	48%	27%	25%	231
Female	45%	34%	22%	220
High school or less	47%	28%	25%	90
Some college	44%	33%	24%	107
College graduate	47%	28%	25%	149
Post-graduate	45%	35%	20%	98
Less than \$30K	43%	26%	31%	41
\$30K to \$60K	37%	38%	25%	78
\$60K to \$75K	39%	41%	20%	40
\$75K to \$100K	36%	34%	30%	48
\$100K or more	59%	24%	17%	126
North Country	52%	9%	39%	36
Central / Lakes	43%	37%	20%	83
Connecticut Valley	45%	28%	27%	73
Mass Border	45%	31%	25%	116
Seacoast	53%	31%	16%	75
Manchester Area	44%	35%	22%	69
First Cong. Dist	46%	31%	24%	214
Second Cong. Dist	47%	30%	23%	237

**Business Conditions in US in 12 Months**

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>41%</b>	<b>26%</b>	<b>33%</b>	<b>471</b>
Democrat	57%	24%	19%	200
Independent	24%	36%	40%	80
Republican	30%	24%	46%	173
Liberal	59%	20%	21%	117
Moderate	36%	31%	34%	188
Conservative	28%	29%	43%	132
Support Tea Party	25%	18%	58%	75
Neutral	36%	32%	32%	170
Oppose Tea Party	49%	25%	25%	203
Employed Full Time	41%	26%	33%	297
Employed Part Time	50%	25%	25%	45
Retired/Not Working	35%	29%	36%	101
Union household	52%	27%	21%	64
Non-union	39%	27%	35%	404
Read Union Leader	25%	26%	49%	75
Read Boston Globe	59%	22%	19%	68
Read Local Newspapers	45%	25%	30%	177
Watch WMUR	38%	27%	35%	258
Listen to NHPR	49%	23%	28%	162
10 yrs or less in NH	41%	25%	34%	71
11 to 20 years	39%	25%	36%	110
More than 20 years	42%	27%	31%	282
18 to 34	51%	26%	23%	118
35 to 49	41%	25%	34%	115
50 to 64	35%	24%	42%	139
65 and over	36%	34%	30%	92
Male	43%	21%	36%	240
Female	38%	32%	30%	230
High school or less	40%	25%	36%	90
Some college	42%	26%	32%	113
College graduate	41%	24%	35%	155
Post-graduate	38%	32%	30%	103
Less than \$30K	43%	25%	32%	42
\$30K to \$60K	43%	21%	36%	83
\$60K to \$75K	41%	35%	24%	44
\$75K to \$100K	40%	25%	35%	48
\$100K or more	45%	25%	30%	125
North Country	39%	20%	41%	35
Central / Lakes	35%	36%	29%	86
Connecticut Valley	48%	16%	36%	69
Mass Border	36%	28%	36%	124
Seacoast	52%	18%	30%	84
Manchester Area	36%	35%	29%	73
First Cong. Dist	42%	26%	32%	232
Second Cong. Dist	39%	27%	33%	239

**5 Year Economic Outlook – U.S.**

	<b>Continuous Good Times</b>	<b>Mixed</b>	<b>Widespread Unemployment/ Depression</b>	<b>(N)</b>
<b>STATEWIDE</b>	<b>38%</b>	<b>34%</b>	<b>28%</b>	<b>428</b>
Democrat	49%	33%	19%	179
Independent	24%	35%	41%	85
Republican	33%	35%	32%	148
Liberal	52%	32%	16%	100
Moderate	38%	34%	28%	180
Conservative	24%	38%	37%	112
Support Tea Party	26%	26%	48%	69
Neutral	38%	35%	27%	153
Oppose Tea Party	44%	35%	20%	187
Employed Full Time	39%	35%	26%	263
Employed Part Time	55%	26%	19%	47
Retired/Not Working	32%	36%	31%	92
Union household	37%	37%	26%	60
Non-union	38%	34%	28%	366
Read Union Leader	39%	35%	26%	70
Read Boston Globe	56%	30%	14%	58
Read Local Newspapers	39%	34%	27%	164
Watch WMUR	41%	35%	24%	235
Listen to NHPR	41%	32%	27%	155
10 yrs or less in NH	35%	32%	33%	61
11 to 20 years	35%	37%	28%	96
More than 20 years	40%	34%	26%	266
18 to 34	44%	33%	24%	102
35 to 49	41%	33%	25%	108
50 to 64	32%	40%	29%	128
65 and over	37%	30%	33%	85
Male	38%	33%	28%	219
Female	38%	35%	27%	209
High school or less	26%	37%	37%	88
Some college	42%	30%	28%	101
College graduate	43%	31%	26%	131
Post-graduate	36%	43%	21%	99
Less than \$30K	35%	32%	33%	42
\$30K to \$60K	44%	32%	24%	74
\$60K to \$75K	39%	34%	27%	36
\$75K to \$100K	18%	42%	40%	43
\$100K or more	49%	32%	19%	115
North Country	33%	34%	33%	35
Central / Lakes	33%	45%	22%	83
Connecticut Valley	49%	26%	25%	68
Mass Border	40%	31%	29%	112
Seacoast	38%	33%	28%	72
Manchester Area	31%	37%	32%	59
First Cong. Dist	39%	36%	25%	211
Second Cong. Dist	37%	33%	30%	218



**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>60%</b>	<b>16%</b>	<b>24%</b>	<b>480</b>
Democrat	69%	17%	13%	204
Independent	46%	21%	33%	89
Republican	55%	14%	31%	170
Liberal	66%	17%	17%	120
Moderate	57%	18%	25%	199
Conservative	59%	13%	29%	128
Support Tea Party	55%	11%	34%	77
Neutral	54%	13%	33%	170
Oppose Tea Party	68%	19%	13%	208
Employed Full Time	62%	15%	24%	298
Employed Part Time	74%	10%	15%	52
Retired/Not Working	54%	22%	24%	101
Union household	66%	22%	12%	59
Non-union	59%	16%	26%	418
Read Union Leader	50%	19%	31%	74
Read Boston Globe	76%	10%	14%	63
Read Local Newspapers	58%	20%	21%	180
Watch WMUR	61%	15%	24%	270
Listen to NHPR	62%	18%	20%	170
10 yrs or less in NH	65%	21%	14%	71
11 to 20 years	56%	15%	29%	108
More than 20 years	60%	16%	24%	295
18 to 34	62%	15%	23%	124
35 to 49	61%	13%	26%	118
50 to 64	61%	15%	25%	141
65 and over	53%	25%	22%	91
Male	63%	13%	24%	239
Female	56%	20%	24%	241
High school or less	56%	15%	29%	89
Some college	64%	16%	20%	116
College graduate	54%	16%	30%	163
Post-graduate	69%	17%	14%	104
Less than \$30K	59%	13%	28%	47
\$30K to \$60K	53%	15%	32%	82
\$60K to \$75K	60%	15%	26%	44
\$75K to \$100K	54%	31%	15%	48
\$100K or more	75%	12%	13%	128
North Country	48%	12%	40%	39
Central / Lakes	53%	23%	24%	86
Connecticut Valley	72%	10%	18%	82
Mass Border	64%	14%	23%	121
Seacoast	56%	16%	28%	76
Manchester Area	57%	23%	20%	77
First Cong. Dist	56%	18%	26%	232
Second Cong. Dist	63%	14%	22%	248