

# THE BIA REPORT ON CONSUMER CONFIDENCE

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

October 12, 2015

### NH CONSUMERS REMAIN OPTIMISTIC ABOUT FUTURE ECONOMIC PROSPECTS

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

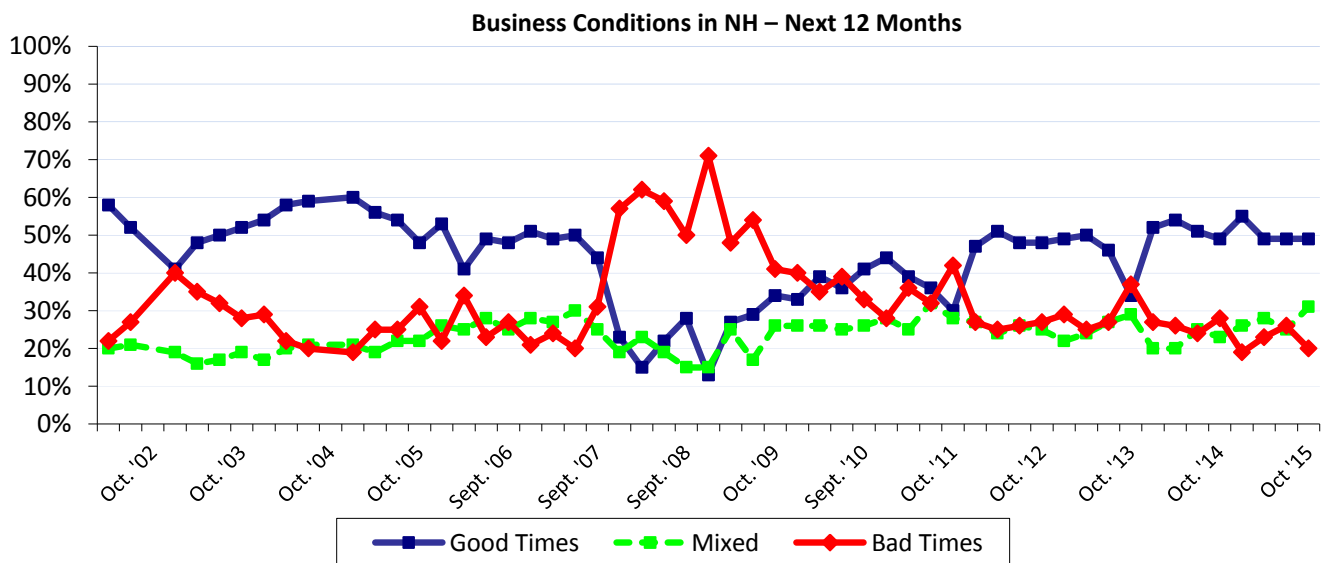
DURHAM, NH – New Hampshire residents are optimistic that their household financial condition will be better in the next year. Granite Staters are becoming less pessimistic about the national economic outlook over the next 5 years.

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 eighty-seven (587) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between September 24 and October 2, 2015. The margin of sampling error for the survey is +/- 4.0 percent. Included were five hundred and nineteen (519) likely 2016 general election voters (MSE = +/- 4.3%).

#### 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 (49%) think state businesses will enjoy good times financially, only 20% think they will experience bad times, and 31% anticipate mixed conditions. This measure has remained unchanged over the past year.

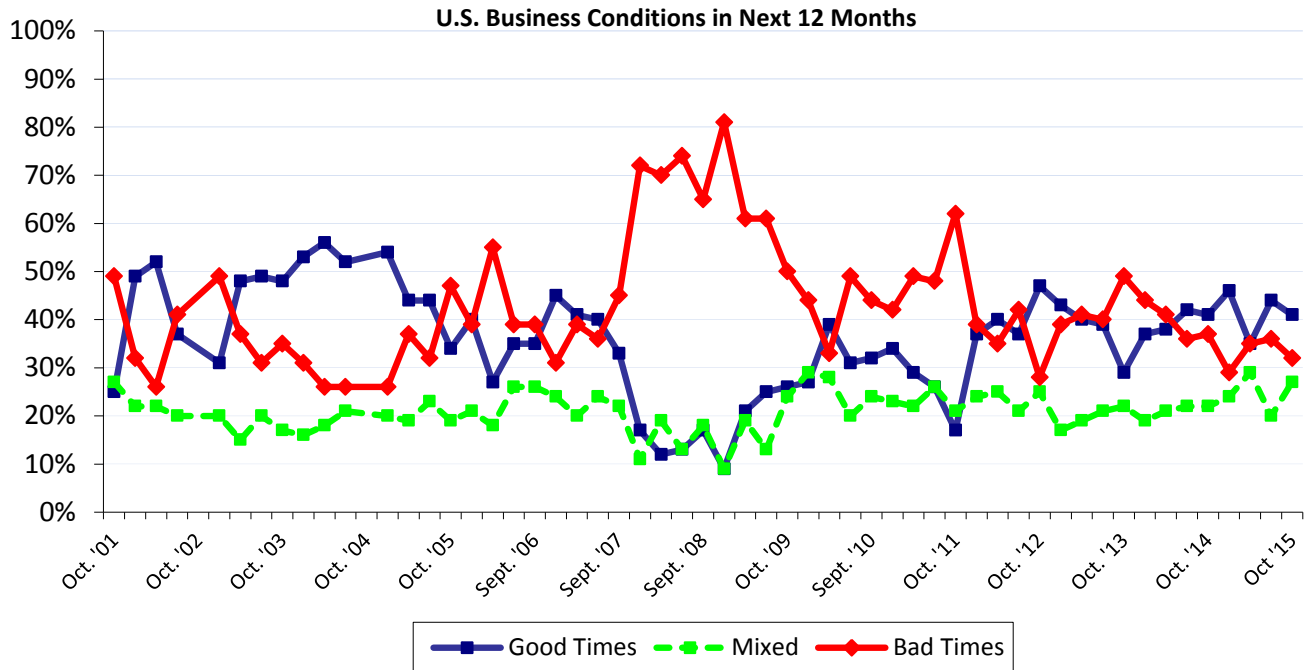
“Nearly half of Granite Staters remain confident about business conditions and employment over the next 12 months, locally and across the country, and that is encouraging,” said BIA President Jim Roche. “They are also becoming a little more positive about the overall U.S. economic outlook over the next five years, although it is not as certain. State policymakers should pay attention to the policies they enact and ensure those policies are helping, not hindering, long-term economic growth and job creation in New Hampshire.”



\* 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.

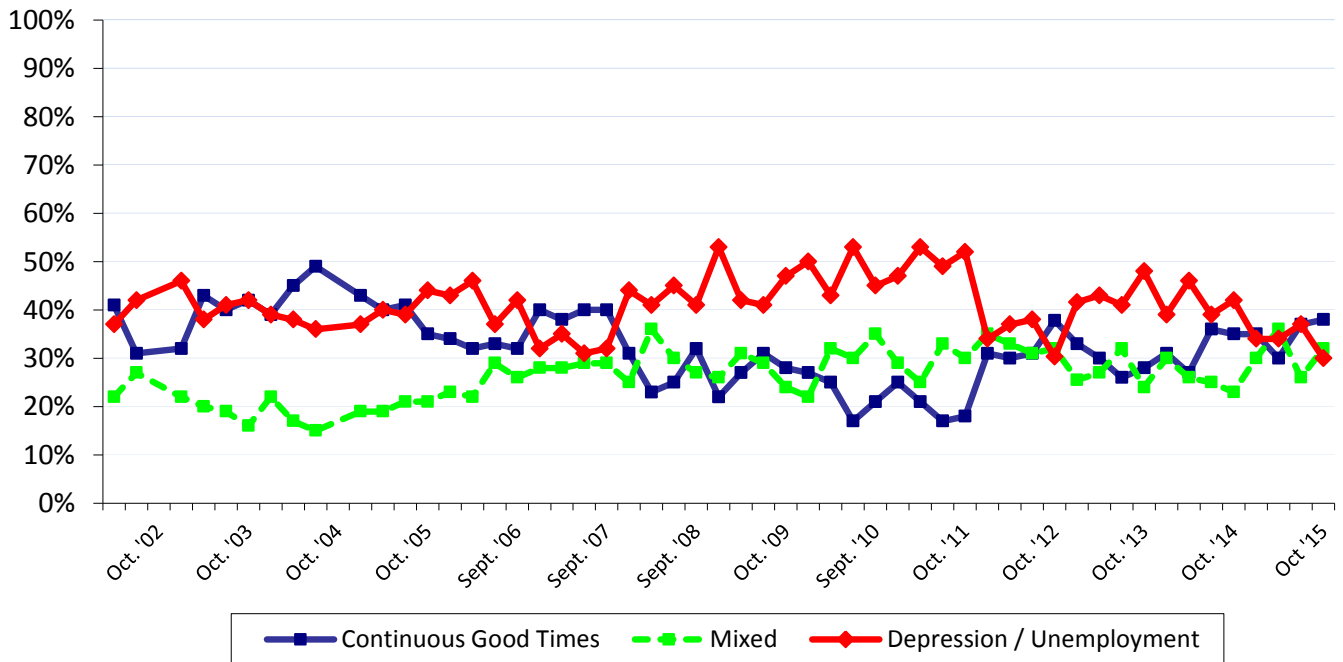
### U.S. Business Conditions

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, 32% think businesses will have bad times, and 27% think conditions will be mixed. The percentage of Granite Staters expecting bad times has been steadily declining for the past two years. Residents with less formal education are more likely to say that US business conditions will be good in the next 12 months while residents with a lower household income are more likely to say they will be bad.



New Hampshire residents are somewhat less pessimistic about the long-term prospects for the U.S. economy. In the most recent Granite State Poll, 38% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 30% expect periods of widespread unemployment and depression, and 32% see a mix of good and bad conditions. This marks the first time in three years that more Granite Staters project continuous good times over the next 5 years than widespread unemployment and depression.

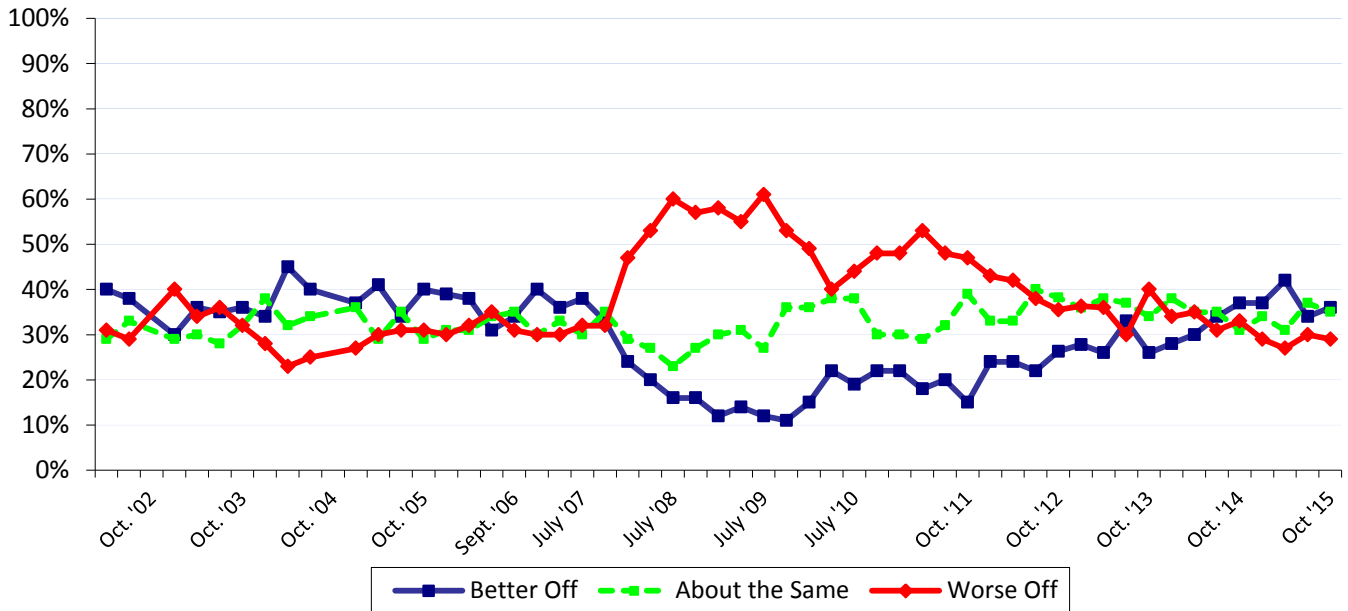
### U.S. 5 Year Economic Outlook



## Personal Financial Conditions

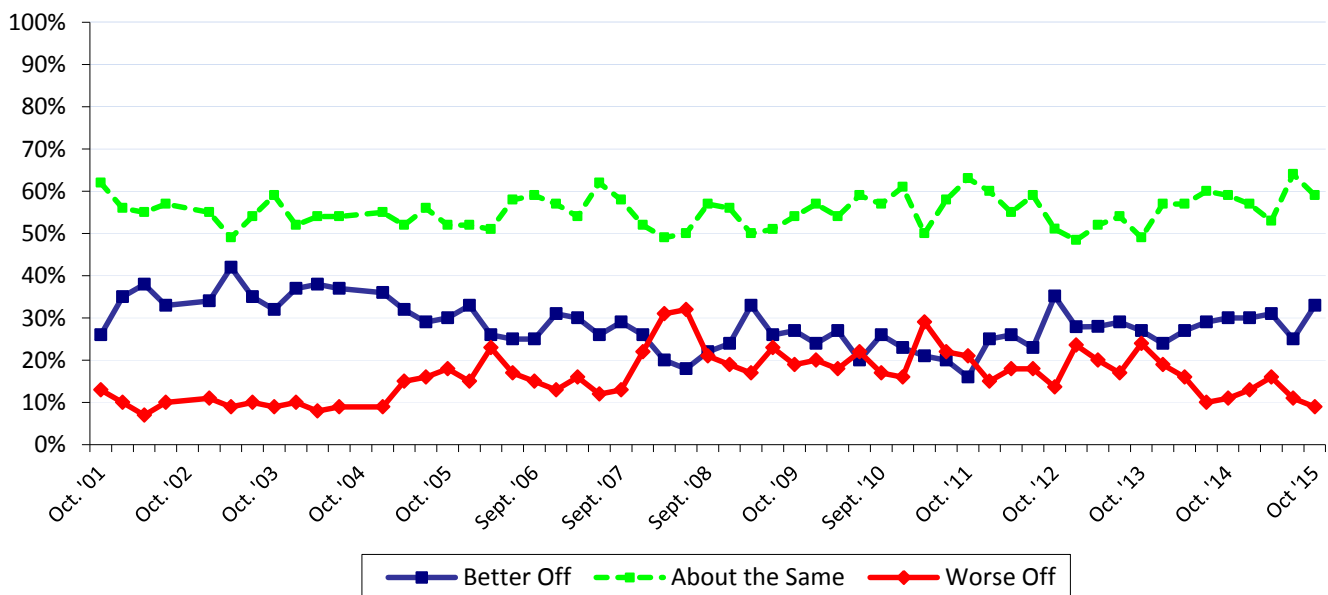
When asked about their household finances, most New Hampshire adults think they are financially better off or about the same as they were a year ago -- 36% say they are better off now than they were a year ago, 29% say they are worse off, and 35% say things are about the same. Residents with a household income between \$60,000 and \$75,000 and Manchester area residents are more likely to say they are worse off than one year ago.

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

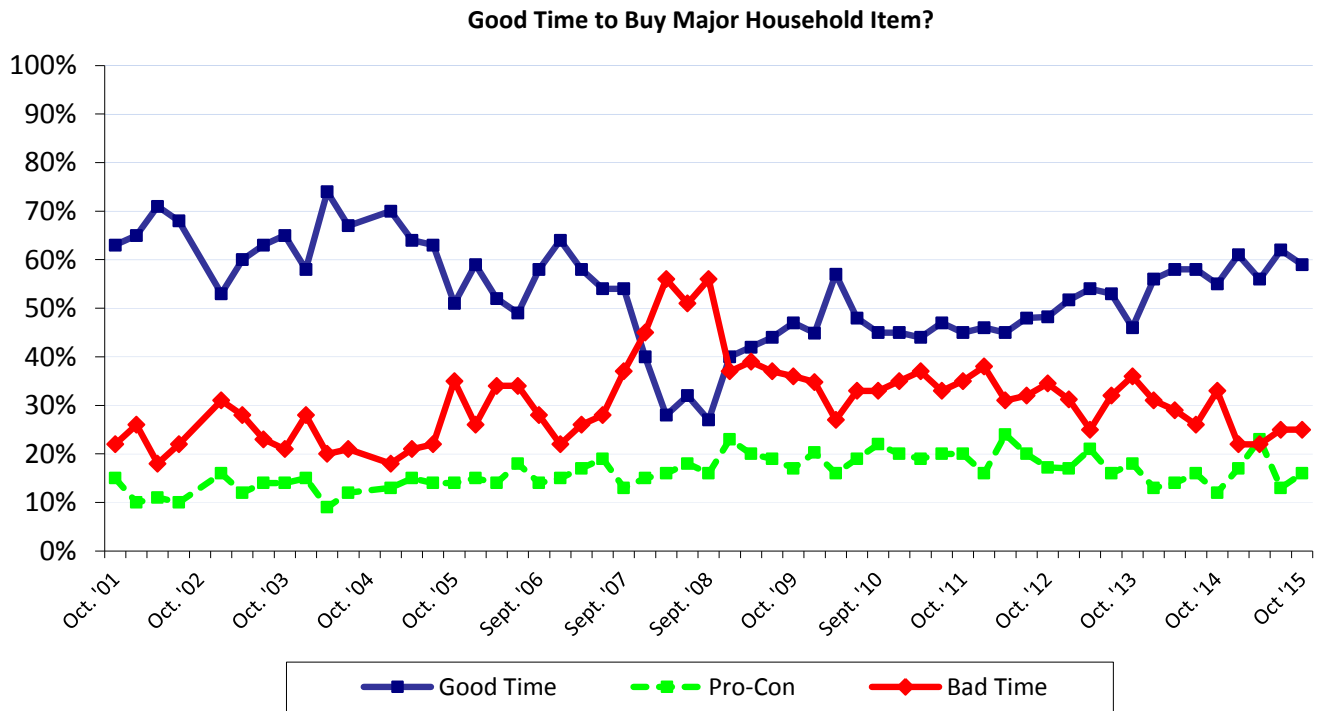


Looking forward, a majority of Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 33% think their family will be better off financially a year from now, only 9% think they will be worse off and 59% think their families will be about the same. This represents the highest percentage of New Hampshire residents who think they will be better off since October 2012, and the lowest percentage who think they will be worse off in over a decade.

### 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. Fifty-nine percent (59%) of New Hampshire residents think now is a good time to buy major household items, 25% think it is a bad time, and 16% think it depends on a person's finances.



### 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.

## Granite State Poll 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 eighty-seven (587) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between September 24 and October 2, 2015. The margin of sampling error for the survey is +/- 4.0 percent. Included were five hundred and nineteen (519) likely 2016 general election voters (MSE = +/- 4.3%). These MSE's have not been adjusted for design effect. The design effect for the survey is 1.1% and 1.1% for the sample of likely 2016 general election voters.

The random sample used in the WMUR Granite State Poll 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, respondent sex, age, and region of the state. 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 WMUR Granite State Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu).

### Granite State Poll, Fall 2015 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	<b>287</b>	<b>49%</b>	North Country	<b>56</b>	<b>9%</b>
Female	<b>300</b>	<b>51%</b>	Central/Lakes	<b>103</b>	<b>18%</b>
			Connecticut Valley	<b>81</b>	<b>14%</b>
			Mass Border	<b>156</b>	<b>27%</b>
<b>Age</b>	<b>N</b>	<b>%</b>	Seacoast	<b>107</b>	<b>18%</b>
18 to 34	<b>147</b>	<b>27%</b>	Manchester Area	<b>84</b>	<b>14%</b>
35 to 49	<b>147</b>	<b>27%</b>			
50 to 64	<b>161</b>	<b>29%</b>	<b>Party Registration</b>	<b>N</b>	<b>%</b>
65 and Over	<b>99</b>	<b>18%</b>	Democrat	<b>128</b>	<b>27%</b>
			Undeclared	<b>226</b>	<b>48%</b>
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Republican	<b>116</b>	<b>25%</b>
High School or Less	<b>91</b>	<b>16%</b>			
Some College	<b>143</b>	<b>25%</b>	<b>Party Identification</b>	<b>N</b>	<b>%</b>
College Graduate	<b>213</b>	<b>37%</b>	Democrat	<b>235</b>	<b>42%</b>
Post-Graduate	<b>125</b>	<b>22%</b>	Independent	<b>127</b>	<b>23%</b>
			Republican	<b>194</b>	<b>35%</b>
<b>Years Lived in NH</b>	<b>N</b>	<b>%</b>			
10 yrs. Or less	<b>85</b>	<b>15%</b>			
11-20 yrs.	<b>139</b>	<b>25%</b>			
> 20 yrs.	<b>341</b>	<b>60%</b>			

### 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>
<b>Oct '15</b>	<b>49%</b>	<b>31%</b>	<b>20%</b>	<b>(490)</b>
<b>July '15</b>	49%	25%	26%	(463)
<b>May '15</b>	49%	28%	23%	(521)
<b>Feb. '15</b>	55%	26%	19%	(454)
<b>Oct. '14</b>	49%	23%	28%	(480)
<b>July '14</b>	51%	25%	24%	(454)
<b>Apr. '14</b>	54%	20%	26%	(451)
<b>Feb. '14</b>	52%	20%	27%	(502)
<b>Oct. '13</b>	34%	29%	37%	(540)
<b>July '13</b>	46%	27%	27%	(461)
<b>Apr. '13</b>	50%	24%	25%	(454)
<b>Feb. '13</b>	49%	22%	29%	(523)
<b>Oct. '12</b>	48%	25%	27%	(511)
<b>July '12</b>	48%	26%	26%	(456)
<b>Apr. '12</b>	51%	24%	25%	(488)
<b>Feb. '12</b>	47%	27%	27%	(484)
<b>Oct. '11</b>	30%	28%	42%	(498)
<b>July '11</b>	36%	32%	32%	(469)
<b>Apr. '11</b>	39%	25%	36%	(478)
<b>Feb. '11</b>	44%	28%	28%	(481)
<b>Sept. '10</b>	41%	26%	33%	(475)
<b>July '10</b>	36%	25%	39%	(458)
<b>Apr. '10</b>	39%	26%	35%	(473)
<b>Feb. '10</b>	33%	26%	40%	(460)
<b>Oct. '09</b>	34%	26%	41%	(479)
<b>July '09</b>	29%	17%	54%	(522)
<b>Apr. '09</b>	27%	25%	48%	(472)
<b>Feb. '09</b>	13%	15%	71%	(586)
<b>Sept. '08</b>	28%	22%	50%	(480)
<b>July '08</b>	22%	19%	59%	(481)
<b>Apr. '08</b>	15%	23%	62%	(455)
<b>Feb. '08</b>	23%	19%	57%	(494)
<b>Sept. '07</b>	44%	25%	31%	(433)
<b>July '07</b>	50%	30%	20%	(442)
<b>Apr. '07</b>	49%	27%	24%	(458)
<b>Feb. '07</b>	51%	28%	21%	(462)
<b>Sept. '06</b>	48%	25%	27%	(453)
<b>July '06</b>	49%	28%	23%	(444)
<b>Apr. '06</b>	41%	25%	34%	(457)
<b>Feb. '06</b>	53%	26%	22%	(432)
<b>Oct. '05</b>	48%	22%	31%	(431)
<b>July '05</b>	54%	22%	25%	(429)
<b>Apr. '05</b>	56%	19%	25%	(433)
<b>Feb. '05</b>	60%	21%	19%	(453)
<b>July '04</b>	59%	21%	20%	(444)
<b>Apr. '04</b>	58%	20%	22%	(457)
<b>Feb. '04</b>	54%	17%	29%	(448)
<b>Oct. '03</b>	52%	19 %	28 %	(449)
<b>June '03</b>	50%	17%	32%	(485)
<b>Apr. '03</b>	48%	16%	35%	(462)
<b>Feb. '03</b>	41%	19%	40%	(577)
<b>June '02</b>	52%	21%	27%	(588)
<b>Apr. '02</b>	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>
<b>Oct '15</b>	<b>41%</b>	<b>27%</b>	<b>32%</b>	<b>(508)</b>
<b>July '15</b>	44%	20%	36%	(480)
<b>May '15</b>	35%	29%	35%	(544)
<b>Feb. '15</b>	46%	24%	29%	(476)
<b>Oct. '14</b>	41%	22%	37%	(512)
<b>July '14</b>	42%	22%	36%	(480)
<b>Apr. '14</b>	38%	21%	41%	(474)
<b>Feb. '14</b>	37%	19%	44%	(524)
<b>Oct. '13</b>	29%	22%	49%	(563)
<b>July '13</b>	39%	21%	40%	(469)
<b>Apr. '13</b>	40%	19%	41%	(480)
<b>Feb. '13</b>	43%	17%	40%	(548)
<b>Oct. '12</b>	47%	25%	28%	(513)
<b>July '12</b>	37%	21%	42%	(464)
<b>Apr. '12</b>	40%	25%	35%	(492)
<b>Feb. '12</b>	37%	24%	39%	(493)
<b>Oct. '11</b>	17%	21%	62%	(517)
<b>July '11</b>	26%	26%	48%	(490)
<b>Apr. '11</b>	29%	22%	49%	(483)
<b>Feb. '11</b>	34%	23%	42%	(495)
<b>Sept. '10</b>	32%	24%	44%	(479)
<b>July '10</b>	31%	20%	49%	(473)
<b>Apr. '10</b>	39%	28%	33%	(483)
<b>Feb. '10</b>	27%	29%	44%	(475)
<b>Oct. '09</b>	26%	24%	50%	(481)
<b>July '09</b>	25%	13%	61%	(546)
<b>Apr. '09</b>	21%	19%	61%	(471)
<b>Feb. '09</b>	9%	9%	81%	(594)
<b>Sept. '08</b>	17%	18%	65%	(508)
<b>July '08</b>	13%	13%	74%	(500)
<b>Apr. '08</b>	12%	19%	70%	(482)
<b>Feb. '08</b>	17%	11%	72%	(529)
<b>Sept. '07</b>	33%	22%	45%	(464)
<b>July '07</b>	40%	24%	36%	(456)
<b>Apr. '07</b>	41%	20%	39%	(479)
<b>Feb. '07</b>	45%	24%	31%	(486)
<b>Sept. '06</b>	35%	26%	39%	(473)
<b>July '06</b>	35%	26%	39%	(454)
<b>Apr. '06</b>	27%	18%	55%	(467)
<b>Feb. '06</b>	40%	21%	39%	(445)
<b>Oct. '05</b>	34%	19%	47%	(459)
<b>July '05</b>	44%	23%	32%	(438)
<b>Apr. '05</b>	44%	19%	37%	(450)
<b>Feb. '05</b>	54%	20%	26%	(488)
<b>July '04</b>	52%	21%	26%	(446)
<b>Apr. '04</b>	56%	18%	26%	(468)
<b>Feb. '04</b>	53%	16%	31%	(461)
<b>Oct. '03</b>	48%	17%	35%	(455)
<b>June '03</b>	49%	20%	31%	(491)
<b>Apr. '03</b>	48%	15%	37%	(477)
<b>Feb. '03</b>	31%	20%	49%	(606)
<b>June '02</b>	37%	22%	41%	(599)
<b>Apr. '02</b>	52%	22%	26%	(484)
<b>Feb. '02</b>	49%	19%	32%	(300)
<b>Oct. '01</b>	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>
<b>Oct '15</b>	<b>38%</b>	<b>32%</b>	<b>30%</b>	<b>(490)</b>
<b>July '15</b>	37%	26%	37%	(444)
<b>May '15</b>	30%	36%	34%	(514)
<b>Feb. '15</b>	35%	30%	34%	(460)
<b>Oct. '14</b>	35%	23%	42%	(493)
<b>July '14</b>	36%	25%	39%	(460)
<b>Apr. '14</b>	27%	26%	46%	(461)
<b>Feb. '14</b>	31%	30%	39%	(529)
<b>Oct. '13</b>	28%	24%	48%	(552)
<b>July '13</b>	26%	32%	41%	(485)
<b>Apr. '13</b>	30%	27%	43%	(471)
<b>Feb. '13</b>	33%	26%	42%	(562)
<b>Oct. '12</b>	38%	32%	30%	(490)
<b>July '12</b>	31%	31%	38%	(453)
<b>Apr. '12</b>	30%	33%	37%	(465)
<b>Feb. '12</b>	31%	35%	34%	(479)
<b>Oct. '11</b>	18%	30%	52%	(515)
<b>July '11</b>	17%	33%	49%	(484)
<b>Apr. '11</b>	21%	25%	53%	(479)
<b>Feb. '11</b>	25%	29%	47%	(482)
<b>Sept. '10</b>	21%	35%	45%	(486)
<b>July '10</b>	17%	30%	53%	(477)
<b>Apr. '10</b>	25%	32%	43%	(472)
<b>Feb. '10</b>	27%	22%	50%	(472)
<b>Oct. '09</b>	28%	24%	47%	(463)
<b>July '09</b>	31%	29%	41%	(538)
<b>Apr. '09</b>	27%	31%	42%	(479)
<b>Feb. '09</b>	22%	26%	53%	(590)
<b>Sept. '08</b>	32%	27%	41%	(484)
<b>July '08</b>	25%	30%	45%	(485)
<b>Apr. '08</b>	23%	36%	41%	(439)
<b>Feb. '08</b>	31%	25%	44%	(502)
<b>Sept. '07</b>	40%	29%	32%	(443)
<b>July '07</b>	40%	29%	31%	(432)
<b>Apr. '07</b>	38%	28%	35%	(472)
<b>Feb. '07</b>	40%	28%	32%	(478)
<b>Sept. '06</b>	32%	26%	42%	(473)
<b>July '06</b>	33%	29%	37%	(447)
<b>Apr. '06</b>	32%	22%	46%	(471)
<b>Feb. '06</b>	34%	23%	43%	(444)
<b>Oct. '05</b>	35%	21%	44%	(460)
<b>July '05</b>	41%	21%	39%	(461)
<b>Apr. '05</b>	40%	19%	40%	(455)
<b>Feb. '05</b>	43%	19%	37%	(497)
<b>July '04</b>	49%	15%	36%	(431)
<b>Apr. '04</b>	45%	17%	38%	(467)
<b>Feb. '04</b>	39%	22%	39%	(454)
<b>Oct. '03</b>	42%	16%	42%	(457)
<b>June '03</b>	40%	19%	41%	(479)
<b>Apr. '03</b>	43%	20%	38%	(470)
<b>Feb. '03</b>	32%	22%	46%	(607)
<b>June '02</b>	31%	27%	42%	(603)
<b>Apr. '02</b>	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>Oct '15</b>	<b>36%</b>	<b>35%</b>	<b>29%</b>	<b>(578)</b>
<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>Oct '15</b>	<b>33%</b>	<b>59%</b>	<b>9%</b>	<b>(551)</b>
<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>
<b>Oct '15</b>	<b>59%</b>	<b>16%</b>	<b>25%</b>	<b>(521)</b>
<b>July '15</b>	62%	13%	25%	(466)
<b>May '15</b>	56%	23%	22%	(519)
<b>Feb. '15</b>	61%	17%	22%	(458)
<b>Oct. '14</b>	55%	12%	33%	(495)
<b>July '14</b>	58%	16%	26%	(460)
<b>Apr. '14</b>	58%	14%	29%	(460)
<b>Feb. '14</b>	56%	13%	31%	(498)
<b>Oct. '13</b>	46%	18%	36%	(552)
<b>July '13</b>	53%	16%	32%	(467)
<b>Apr. '13</b>	54%	21%	25%	(468)
<b>Feb. '13</b>	52%	17%	31%	(515)
<b>Oct. '12</b>	48%	17%	35%	(551)
<b>July '12</b>	48%	20%	32%	(468)
<b>Apr. '12</b>	45%	24%	31%	(503)
<b>Feb. '12</b>	46%	16%	38%	(487)
<b>July '11</b>	47%	20%	33%	(479)
<b>Apr. '11</b>	44%	19%	37%	(475)
<b>Feb. '11</b>	45%	20%	35%	(478)
<b>Sept. '10</b>	45%	22%	33%	(491)
<b>July '10</b>	48%	19%	33%	(469)
<b>Apr. '10</b>	57%	16%	27%	(471)
<b>Feb. '10</b>	45%	20%	35%	(469)
<b>Oct. '09</b>	47%	17%	36%	(472)
<b>July '09</b>	44%	19%	37%	(548)
<b>Apr. '09</b>	42%	20%	39%	(491)
<b>Feb. '09</b>	40%	23%	37%	(591)
<b>Sept. '08</b>	27%	16%	56%	(495)
<b>July '08</b>	32%	18%	51%	(487)
<b>Apr. '08</b>	28%	16%	56%	(465)
<b>Feb. '08</b>	40%	15%	45%	(517)
<b>Sept. '07</b>	50%	13%	37%	(433)
<b>July '07</b>	54%	19%	28%	(430)
<b>Apr. '07</b>	58%	17%	26%	(458)
<b>Feb. '07</b>	64%	15%	22%	(488)
<b>Sept. '06</b>	58%	14%	28%	(452)
<b>July '06</b>	49%	18%	34%	(453)
<b>Apr. '06</b>	52%	14%	34%	(448)
<b>Feb. '06</b>	59%	15%	26%	(442)
<b>Oct. '05</b>	51%	14%	35%	(456)
<b>July '05</b>	63%	14%	22%	(441)
<b>Apr. '05</b>	64%	15%	21%	(446)
<b>Feb. '05</b>	70%	13%	18%	(478)
<b>July '04</b>	67%	12%	21%	(456)
<b>Apr. '04</b>	71%	9%	20%	(487)
<b>Feb. '04</b>	58%	15%	28%	(462)
<b>Oct. '03</b>	65%	14%	21%	(468)
<b>June '03</b>	63%	14%	23%	(475)
<b>Apr. '03</b>	60%	12%	28%	(487)
<b>Feb. '03</b>	53%	16%	31%	(600)
<b>June '02</b>	68%	10%	22%	(613)
<b>Apr. '02</b>	71%	11%	18%	(480)
<b>Feb. '02</b>	65%	10%	26%	(298)
<b>Oct. '01</b>	63%	15%	22%	(506)

**Household Financial Condition Compared to 12 Months Ago**

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>36%</b>	<b>35%</b>	<b>29%</b>	<b>578</b>
Democrat	51%	33%	15%	232
Independent	37%	27%	36%	125
Republican	19%	41%	40%	192
Liberal	49%	32%	19%	141
Moderate	39%	34%	26%	234
Conservative	16%	39%	45%	135
Support Tea Party	25%	36%	38%	102
Neutral	32%	32%	36%	186
Oppose Tea Party	46%	36%	18%	249
Employed Full Time	44%	31%	25%	302
Employed Part Time	28%	33%	39%	83
Retired/Not Working	24%	47%	29%	138
Unemployed	30%	26%	44%	21
Student	44%	24%	32%	17
Union household	39%	30%	30%	68
Non-union	36%	35%	29%	493
Read Union Leader	29%	31%	39%	128
Read Boston Globe	38%	44%	18%	81
Read Local Newspapers	34%	40%	26%	214
Watch WMUR	32%	35%	33%	320
Listen to NHPR	39%	44%	18%	196
10 yrs or less in NH	40%	27%	33%	84
11 to 20 years	33%	36%	32%	139
More than 20 years	37%	36%	26%	335
18 to 34	48%	21%	31%	144
35 to 49	41%	34%	25%	145
50 to 64	33%	39%	28%	159
65 and over	21%	47%	33%	109
Male	35%	36%	29%	284
Female	37%	34%	29%	294
High school or less	35%	37%	28%	87
Some college	34%	26%	40%	142
College graduate	43%	33%	23%	210
Post-graduate	29%	44%	28%	125
Less than \$30K	30%	32%	38%	56
\$30K to \$60K	41%	36%	23%	81
\$60K to \$75K	28%	27%	45%	44
\$75K to \$100K	39%	33%	28%	53
\$100K or more	37%	43%	20%	159
North Country	41%	30%	30%	54
Central / Lakes	34%	37%	29%	103
Connecticut Valley	30%	48%	22%	81
Mass Border	33%	38%	28%	154
Seacoast	45%	31%	24%	104
Manchester Area	35%	22%	42%	82
First Cong. Dist	41%	30%	29%	279
Second Cong. Dist	32%	39%	29%	299

**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>33%</b>	<b>9%</b>	<b>59%</b>	<b>551</b>
Democrat	36%	4%	60%	222
Independent	28%	11%	61%	117
Republican	27%	13%	60%	185
Liberal	33%	6%	61%	136
Moderate	32%	8%	60%	225
Conservative	25%	15%	60%	128
Support Tea Party	31%	16%	52%	95
Neutral	28%	10%	62%	175
Oppose Tea Party	38%	5%	58%	243
Employed Full Time	38%	8%	54%	291
Employed Part Time	29%	11%	60%	77
Retired/Not Working	19%	9%	72%	135
Unemployed	56%	8%	36%	17
Student	43%	0%	57%	17
Union household	30%	8%	62%	67
Non-union	33%	9%	58%	468
Read Union Leader	31%	12%	57%	119
Read Boston Globe	23%	5%	72%	76
Read Local Newspapers	30%	7%	63%	207
Watch WMUR	34%	10%	56%	302
Listen to NHPR	38%	4%	58%	191
10 yrs or less in NH	42%	7%	51%	83
11 to 20 years	27%	9%	64%	131
More than 20 years	33%	9%	58%	319
18 to 34	40%	3%	57%	143
35 to 49	38%	8%	55%	135
50 to 64	28%	11%	61%	155
65 and over	21%	15%	64%	100
Male	36%	9%	55%	270
Female	29%	8%	63%	281
High school or less	33%	8%	58%	85
Some college	30%	5%	64%	130
College graduate	32%	10%	58%	203
Post-graduate	34%	9%	57%	119
Less than \$30K	29%	6%	65%	54
\$30K to \$60K	35%	6%	58%	74
\$60K to \$75K	26%	18%	55%	42
\$75K to \$100K	30%	4%	66%	52
\$100K or more	28%	9%	63%	157
North Country	33%	11%	56%	51
Central / Lakes	27%	10%	63%	93
Connecticut Valley	33%	4%	63%	78
Mass Border	29%	14%	57%	147
Seacoast	42%	3%	55%	102
Manchester Area	33%	7%	60%	80
First Cong. Dist	33%	5%	62%	266
Second Cong. Dist	33%	12%	56%	285

**Business Conditions in NH 12 Months**

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>49%</b>	<b>31%</b>	<b>20%</b>	<b>490</b>
Democrat	67%	26%	7%	199
Independent	43%	36%	22%	104
Republican	33%	34%	34%	163
Liberal	67%	26%	7%	122
Moderate	58%	25%	17%	203
Conservative	22%	37%	40%	112
Support Tea Party	32%	32%	36%	88
Neutral	40%	34%	26%	152
Oppose Tea Party	66%	26%	8%	213
Employed Full Time	47%	32%	20%	265
Employed Part Time	47%	39%	14%	65
Retired/Not Working	56%	24%	20%	117
Unemployed	45%	42%	13%	13
Student	55%	22%	22%	17
Union household	54%	31%	15%	62
Non-union	49%	31%	20%	413
Read Union Leader	53%	23%	24%	114
Read Boston Globe	56%	36%	8%	70
Read Local Newspapers	51%	26%	23%	185
Watch WMUR	47%	33%	20%	276
Listen to NHPR	55%	32%	13%	165
10 yrs or less in NH	51%	34%	15%	67
11 to 20 years	50%	32%	18%	112
More than 20 years	50%	30%	20%	295
18 to 34	49%	37%	15%	118
35 to 49	53%	26%	21%	126
50 to 64	48%	33%	19%	142
65 and over	48%	29%	23%	87
Male	49%	32%	19%	241
Female	50%	30%	20%	249
High school or less	54%	28%	18%	72
Some college	52%	31%	18%	119
College graduate	45%	35%	20%	180
Post-graduate	52%	28%	21%	106
Less than \$30K	47%	25%	28%	46
\$30K to \$60K	58%	32%	10%	69
\$60K to \$75K	48%	31%	21%	39
\$75K to \$100K	57%	23%	19%	45
\$100K or more	47%	32%	21%	147
North Country	34%	43%	23%	41
Central / Lakes	38%	43%	19%	91
Connecticut Valley	41%	27%	32%	60
Mass Border	54%	24%	22%	130
Seacoast	63%	23%	14%	93
Manchester Area	54%	35%	11%	75
First Cong. Dist	56%	29%	15%	241
Second Cong. Dist	43%	33%	24%	248

**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>27%</b>	<b>32%</b>	<b>508</b>
Democrat	64%	25%	12%	208
Independent	30%	34%	36%	105
Republican	23%	22%	55%	170
Liberal	60%	25%	15%	129
Moderate	42%	28%	30%	207
Conservative	25%	24%	51%	122
Support Tea Party	12%	20%	67%	91
Neutral	30%	33%	37%	162
Oppose Tea Party	62%	24%	13%	222
Employed Full Time	39%	28%	33%	270
Employed Part Time	38%	40%	23%	75
Retired/Not Working	50%	20%	30%	115
Unemployed	30%	18%	52%	19
Student	44%	22%	34%	17
Union household	38%	26%	37%	56
Non-union	42%	27%	31%	439
Read Union Leader	35%	17%	48%	120
Read Boston Globe	53%	31%	16%	72
Read Local Newspapers	48%	22%	30%	187
Watch WMUR	38%	29%	33%	291
Listen to NHPR	53%	26%	21%	178
10 yrs or less in NH	28%	33%	40%	80
11 to 20 years	42%	29%	29%	116
More than 20 years	45%	25%	30%	295
18 to 34	34%	36%	29%	129
35 to 49	49%	23%	28%	124
50 to 64	40%	25%	36%	146
65 and over	41%	26%	33%	91
Male	43%	24%	33%	254
Female	40%	30%	31%	255
High school or less	56%	24%	20%	76
Some college	40%	25%	34%	124
College graduate	34%	30%	36%	186
Post-graduate	45%	25%	30%	111
Less than \$30K	35%	19%	45%	48
\$30K to \$60K	42%	27%	31%	63
\$60K to \$75K	38%	20%	42%	39
\$75K to \$100K	65%	19%	16%	47
\$100K or more	41%	29%	30%	148
North Country	44%	26%	29%	46
Central / Lakes	35%	29%	36%	94
Connecticut Valley	36%	27%	37%	65
Mass Border	44%	25%	31%	138
Seacoast	43%	26%	31%	88
Manchester Area	44%	31%	25%	78
First Cong. Dist	42%	29%	29%	245
Second Cong. Dist	40%	26%	34%	264

5 Year Economic Outlook – U.S.

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Widespread Unemployment/ Depression</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>38%</b>	<b>32%</b>	<b>30%</b>	<b>490</b>
Democrat	56%	29%	15%	193
Independent	23%	37%	39%	111
Republican	28%	31%	42%	158
Liberal	54%	28%	18%	116
Moderate	41%	34%	25%	206
Conservative	25%	24%	51%	109
Support Tea Party	18%	28%	55%	84
Neutral	31%	32%	37%	165
Oppose Tea Party	53%	33%	14%	204
Employed Full Time	33%	35%	31%	263
Employed Part Time	47%	26%	27%	67
Retired/Not Working	48%	26%	26%	115
Unemployed	31%	27%	42%	19
Student	25%	24%	52%	15
Union household	33%	32%	35%	58
Non-union	39%	31%	30%	418
Read Union Leader	29%	26%	45%	112
Read Boston Globe	44%	35%	22%	73
Read Local Newspapers	41%	31%	27%	185
Watch WMUR	38%	30%	32%	274
Listen to NHPR	44%	36%	20%	167
10 yrs or less in NH	37%	35%	29%	73
11 to 20 years	39%	24%	37%	113
More than 20 years	39%	33%	28%	288
18 to 34	41%	26%	33%	126
35 to 49	37%	34%	29%	133
50 to 64	35%	32%	33%	133
65 and over	41%	33%	25%	81
Male	43%	32%	26%	249
Female	34%	32%	34%	241
High school or less	38%	29%	33%	75
Some college	37%	29%	33%	125
College graduate	37%	34%	30%	178
Post-graduate	44%	32%	25%	99
Less than \$30K	28%	25%	47%	49
\$30K to \$60K	35%	33%	32%	67
\$60K to \$75K	37%	22%	41%	37
\$75K to \$100K	53%	30%	17%	46
\$100K or more	39%	33%	27%	138
North Country	49%	28%	23%	50
Central / Lakes	22%	39%	39%	83
Connecticut Valley	45%	29%	26%	63
Mass Border	38%	26%	36%	128
Seacoast	43%	37%	21%	94
Manchester Area	37%	32%	31%	72
First Cong. Dist	42%	32%	27%	236
Second Cong. Dist	35%	32%	33%	254



**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>59%</b>	<b>16%</b>	<b>25%</b>	<b>521</b>
Democrat	73%	11%	16%	211
Independent	47%	23%	30%	115
Republican	46%	20%	33%	171
Liberal	70%	6%	23%	127
Moderate	62%	14%	24%	213
Conservative	46%	23%	31%	115
Support Tea Party	42%	25%	33%	89
Neutral	50%	19%	31%	168
Oppose Tea Party	72%	10%	19%	230
Employed Full Time	62%	15%	23%	274
Employed Part Time	55%	24%	21%	75
Retired/Not Working	57%	20%	24%	124
Unemployed	33%	8%	59%	19
Student	48%	0%	52%	17
Union household	55%	20%	25%	64
Non-union	58%	16%	26%	443
Read Union Leader	59%	17%	24%	120
Read Boston Globe	64%	13%	23%	75
Read Local Newspapers	61%	16%	23%	196
Watch WMUR	61%	15%	24%	290
Listen to NHPR	67%	14%	19%	176
10 yrs or less in NH	50%	15%	35%	76
11 to 20 years	58%	14%	27%	118
More than 20 years	61%	17%	23%	311
18 to 34	52%	15%	33%	134
35 to 49	54%	13%	32%	135
50 to 64	64%	18%	18%	144
65 and over	65%	17%	18%	91
Male	63%	14%	23%	259
Female	54%	18%	28%	263
High school or less	56%	24%	20%	77
Some college	52%	17%	31%	126
College graduate	58%	16%	26%	195
Post-graduate	67%	11%	22%	111
Less than \$30K	64%	2%	33%	48
\$30K to \$60K	50%	14%	35%	71
\$60K to \$75K	60%	15%	25%	39
\$75K to \$100K	56%	18%	26%	51
\$100K or more	64%	14%	22%	146
North Country	56%	15%	29%	48
Central / Lakes	61%	22%	17%	92
Connecticut Valley	59%	10%	32%	69
Mass Border	59%	19%	22%	144
Seacoast	62%	14%	24%	94
Manchester Area	51%	14%	35%	74
First Cong. Dist	59%	15%	26%	251
Second Cong. Dist	58%	17%	25%	270