

THE BIA REPORT ON CONSUMER CONFIDENCE

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

July 28, 2015

CONSUMER CONFIDENCE STEADY IN NH

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

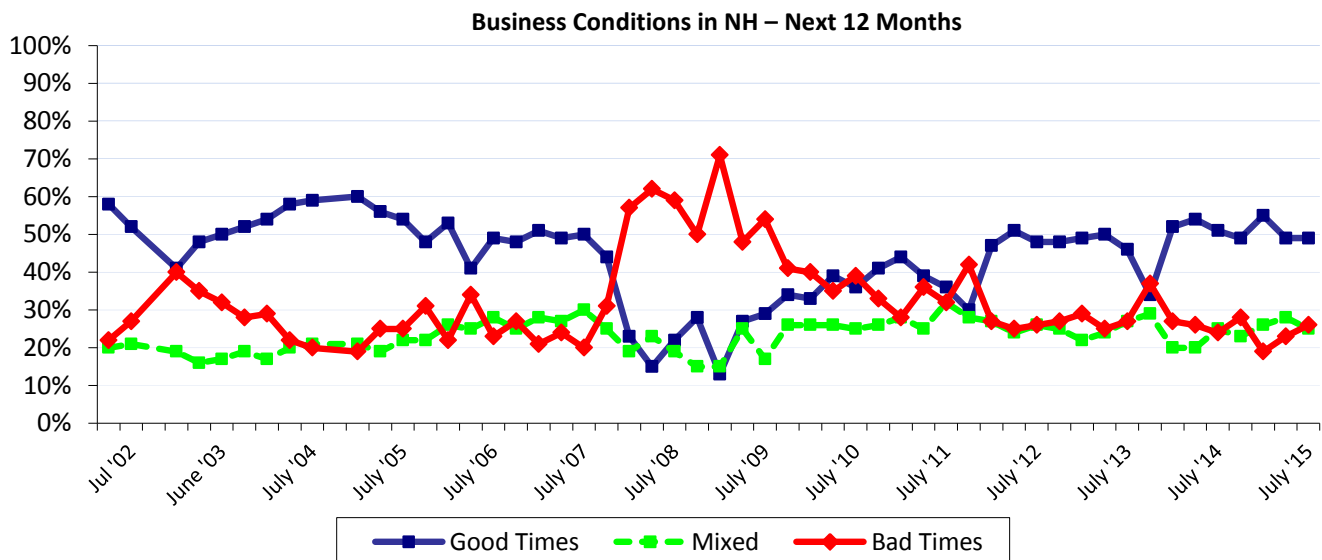
DURHAM, NH – New Hampshire residents continue to feel optimistic about business conditions in the state. They are less optimistic about the U.S. economy. Granite Staters also feel it is a good time to buy a major household item.

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-two (532) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 7 and July 20, 2015. The margin of sampling error for the survey is +/- 4.2 percent. Included were four hundred seventy-two (472) likely 2016 general election voters (MSE = +/- 4.5%).

N.H. Business Conditions

The U.S. economy has shown signs of improvement over the past year and New Hampshire’s has as well. Unemployment in the Granite State has dropped below 4% and residents’ expectations about economic conditions in the state are 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 26% think they will experience bad times, and 25% anticipate mixed conditions. This measure has stayed relatively steady over the past year.

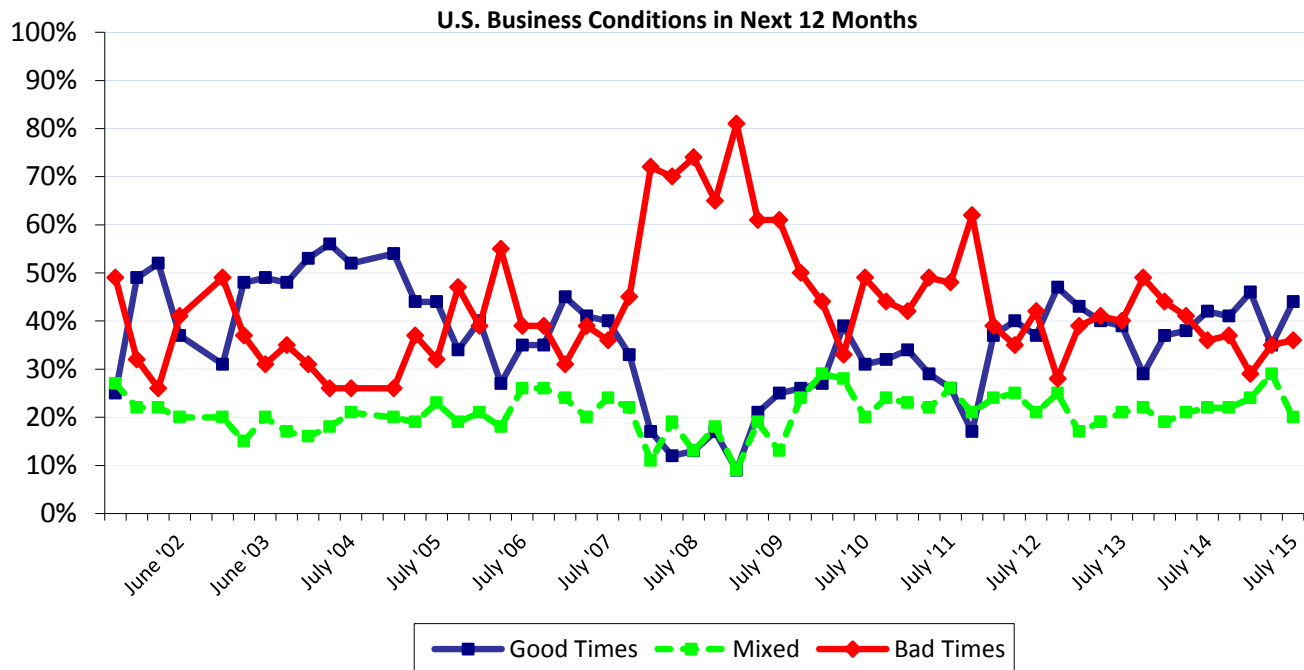
“It is encouraging to see that Granite Staters remain confident about business conditions and employment over the next 12 months, locally and across the country,” said BIA President Jim Roche. “Nearly half (49%) believe New Hampshire businesses will enjoy good times financially over the next year and this number remains steady. The five-year national economic outlook, however, is less certain and should serve to remind state policy makers that their work should help, not hinder, 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.

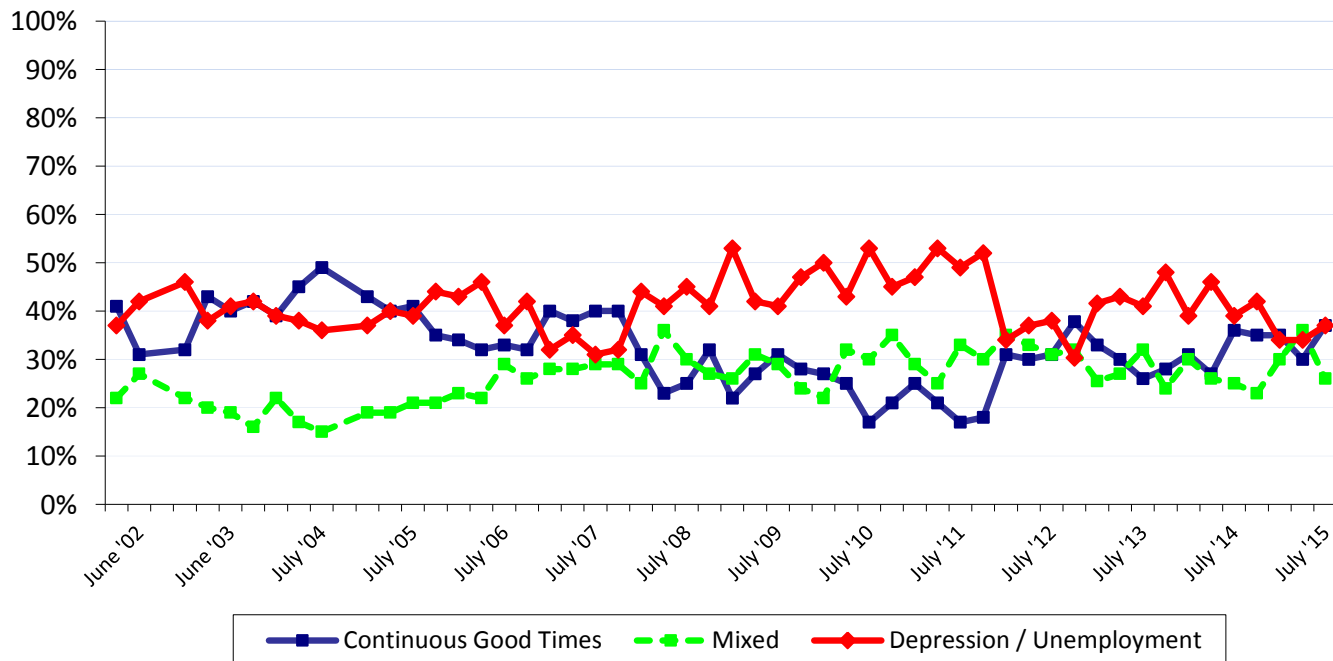
U.S. Business Conditions

As for expectations about the U.S. economy -- 44% of New Hampshire adults think that business in the country as a whole are in for good times over the next 12 months, 36% think businesses will have bad times, and 20% think conditions will be mixed. This measure has rebounded after dipping in May.



New Hampshire residents remain pessimistic about the long-term prospects for the U.S. economy. In the most recent Granite State Poll, 37% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 37% expect periods of widespread unemployment and depression, and 26% see a mix of good and bad conditions.

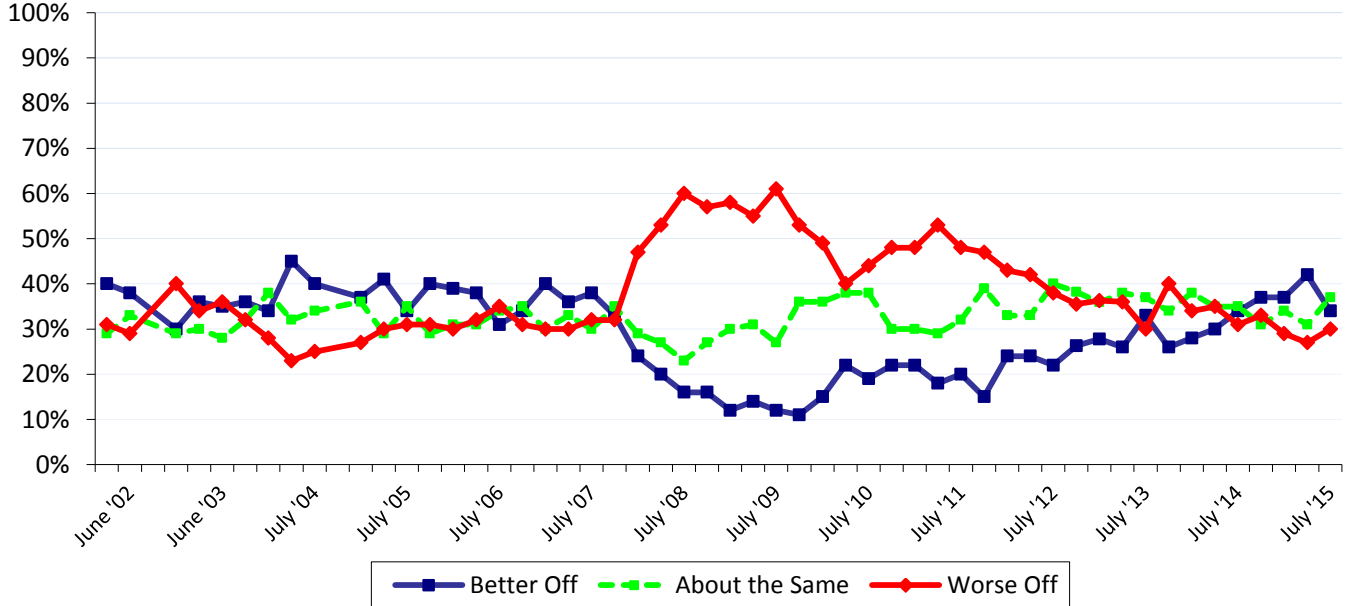
U.S. 5 Year Economic Outlook



Personal Financial Conditions

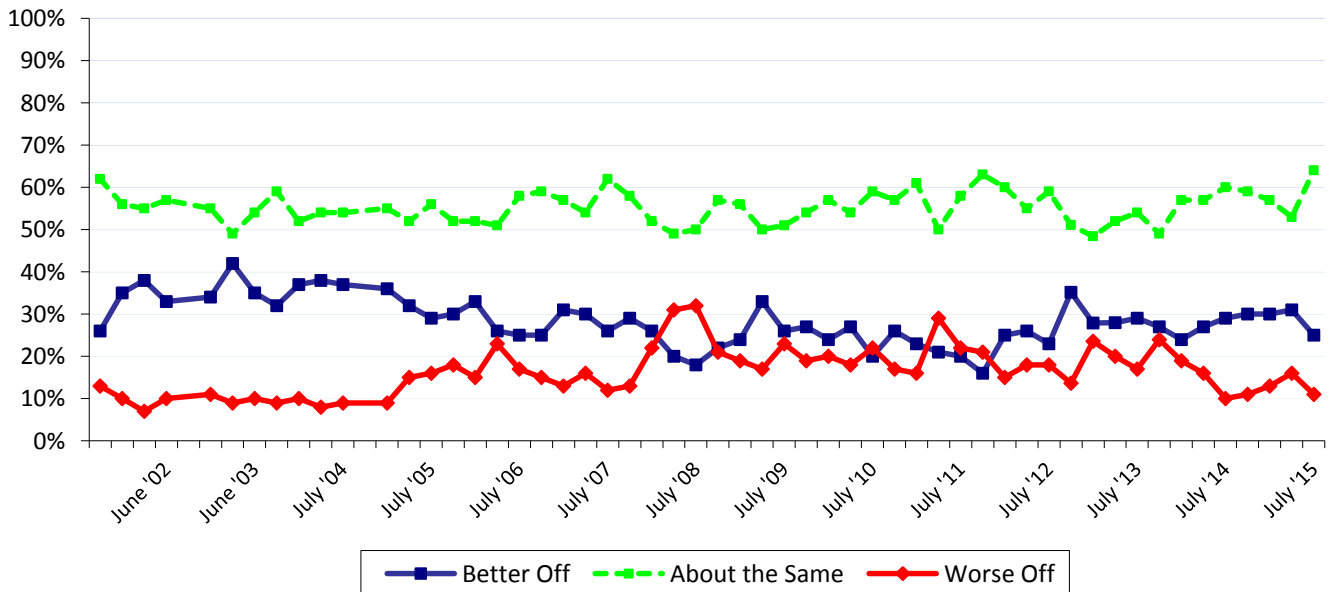
Turning to household finances, most New Hampshire adults think they are financially better off or about the same as they were a year ago. When asked about their household's financial condition, 34% of New Hampshire adults say they are better off now than they were a year ago, 30% say they are worse off, and 37% say things are about the same.

Household Financial Condition – Compared to 1 Year Ago

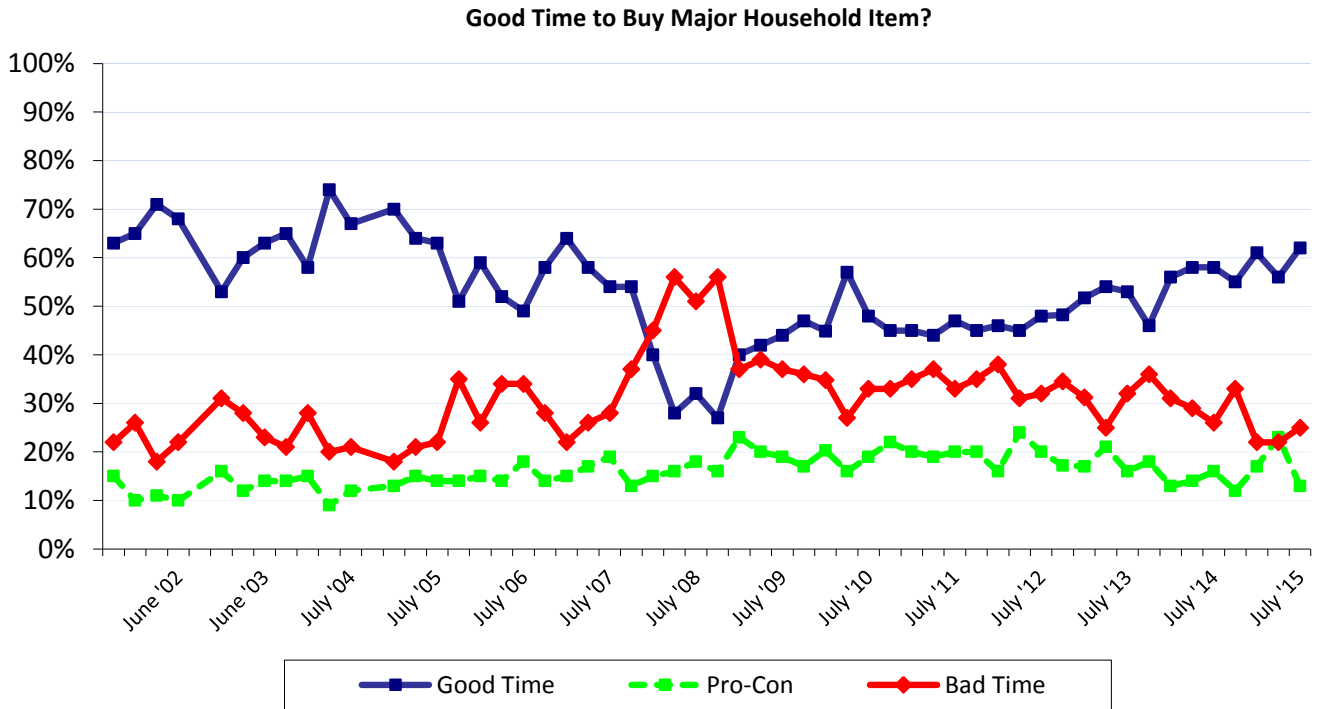


Looking forward, a majority of Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 25% think their family will be better off financially a year from now, only 11% think they will be worse off and 64% think their families will be 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. Sixty-two percent (62%) of New Hampshire residents think now is a good time to buy major household items, 25% think it is a bad time, and 13% 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 thirty-two (532) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 7 and July 20, 2015. The margin of sampling error for the survey is +/- 4.2 percent. Included were four hundred seventy-two (472) likely 2016 general election voters (MSE = +/- 4.5%). These MSE's have not been adjusted for design effect. The design effect for the survey is 1.2% and 1.2% for the sample of likely 2016 general election voters.

The random sample used in the WMUR Granite State Poll was purchased from Scientific Telephone Samples (STS), Foothill Ranch, CA. STS 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.

Granite State Poll, Summer 2015 Demographics

Sex	N	%	Region	N	%
Male	260	49%	North Country	44	8%
Female	272	51%	Central/Lakes	90	17%
			Connecticut Valley	80	15%
			Mass Border	137	26%
Age	N	%	Seacoast	98	19%
18 to 34	135	27%	Manchester Area	82	15%
35 to 49	119	23%			
50 to 64	165	32%	Party Registration	N	%
65 and Over	92	18%	Democrat	112	24%
			Undeclared	226	49%
Highest Level of Education	N	%	Republican	123	27%
High School or Less	101	19%			
Some College	128	24%	Party Identification	N	%
College Graduate	178	34%	Democrat	209	40%
Post-Graduate	120	23%	Independent	102	20%
			Republican	207	40%
Years Lived in NH	N	%			
10 yrs. Or less	84	16%			
11-20 yrs.	131	25%			
> 20 yrs.	305	59%			

Granite State Poll, Summer 2015 Demographics – 2016 Likely Voters

Sex	N	%	Region	N	%
Male	229	48%	North Country	36	8%
Female	244	52%	Central/Lakes	82	17%
			Connecticut Valley	76	16%
Age	N	%	Mass Border	127	27%
18 to 34	107	24%	Seacoast	89	19%
35 to 49	105	23%	Manchester Area	63	13%
50 to 64	156	34%			
65 and Over	87	19%	Party Registration	N	%
			Democrat	108	25%
Highest Level of Education	N	%	Undeclared	210	48%
High School or Less	72	15%	Republican	115	27%
Some College	118	25%			
College Graduate	167	36%	Party Identification	N	%
Post-Graduate	111	24%	Democrat	194	42%
			Independent	78	17%
Years Lived in NH	N	%	Republican	194	42%
10 yrs. Or less	66	14%			
11-20 yrs.	115	25%			
> 20 yrs.	282	61%			

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

Household Financial Condition Compared to 12 Months Ago

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N)</u>
STATEWIDE	34%	37%	30%	527
Democrat	51%	33%	16%	208
Independent	27%	31%	42%	100
Republican	21%	44%	35%	207
Liberal	54%	27%	20%	135
Moderate	29%	44%	27%	213
Conservative	24%	38%	38%	148
Support Tea Party	21%	34%	46%	100
Neutral	30%	34%	36%	161
Oppose Tea Party	42%	41%	17%	234
Employed Full Time	39%	37%	23%	281
Employed Part Time	33%	25%	43%	77
Retired/Not Working	20%	43%	36%	126
Unemployed	39%	21%	40%	13
Student	48%	41%	12%	20
Union household	33%	42%	25%	72
Non-union	34%	36%	30%	451
Read Union Leader	33%	44%	23%	112
Read Boston Globe	47%	38%	16%	56
Read Local Newspapers	34%	38%	28%	195
Watch WMUR	30%	40%	31%	308
Listen to NHPR	38%	47%	16%	141
10 yrs or less in NH	45%	30%	24%	85
11 to 20 years	35%	35%	30%	129
More than 20 years	30%	40%	30%	302
18 to 34	46%	31%	23%	135
35 to 49	36%	30%	35%	117
50 to 64	31%	41%	28%	164
65 and over	21%	47%	31%	100
Male	32%	38%	31%	258
Female	36%	36%	29%	269
High school or less	40%	29%	31%	101
Some college	30%	38%	32%	125
College graduate	30%	38%	32%	178
Post-graduate	39%	41%	20%	119
Less than \$30K	41%	14%	45%	56
\$30K to \$60K	28%	41%	32%	81
\$60K to \$75K	45%	30%	25%	48
\$75K to \$100K	41%	31%	28%	56
\$100K or more	41%	42%	17%	125
North Country	39%	20%	41%	44
Central / Lakes	24%	45%	31%	90
Connecticut Valley	25%	38%	38%	79
Mass Border	36%	42%	22%	137
Seacoast	46%	29%	25%	97
Manchester Area	33%	35%	32%	81
First Cong. Dist	37%	33%	30%	246
Second Cong. Dist	31%	40%	29%	281

HH Financial Condition 12 Months from Now

	<u>Better Off</u>	<u>Worse Off</u>	<u>About the Same</u>	<u>(N)</u>
STATEWIDE	25%	11%	64%	514
Democrat	27%	4%	70%	205
Independent	29%	17%	54%	98
Republican	22%	14%	64%	199
Liberal	28%	2%	70%	135
Moderate	22%	13%	65%	207
Conservative	23%	16%	61%	141
Support Tea Party	18%	18%	64%	96
Neutral	27%	13%	61%	155
Oppose Tea Party	25%	6%	69%	231
Employed Full Time	30%	10%	60%	277
Employed Part Time	23%	6%	71%	74
Retired/Not Working	15%	17%	69%	121
Unemployed	52%	7%	41%	13
Student	23%	0%	77%	20
Union household	24%	10%	66%	70
Non-union	25%	10%	64%	441
Read Union Leader	24%	11%	65%	110
Read Boston Globe	40%	8%	52%	55
Read Local Newspapers	26%	10%	64%	193
Watch WMUR	24%	12%	64%	297
Listen to NHPR	28%	8%	64%	135
10 yrs or less in NH	24%	12%	64%	82
11 to 20 years	26%	8%	65%	127
More than 20 years	26%	11%	63%	294
18 to 34	34%	3%	63%	135
35 to 49	29%	9%	61%	116
50 to 64	22%	14%	64%	156
65 and over	15%	15%	70%	97
Male	26%	13%	61%	253
Female	25%	8%	67%	261
High school or less	25%	10%	64%	97
Some college	24%	9%	67%	124
College graduate	26%	10%	63%	170
Post-graduate	25%	12%	63%	119
Less than \$30K	27%	11%	62%	57
\$30K to \$60K	24%	11%	64%	79
\$60K to \$75K	32%	10%	57%	47
\$75K to \$100K	24%	4%	72%	53
\$100K or more	29%	12%	58%	123
North Country	27%	13%	60%	44
Central / Lakes	20%	5%	74%	86
Connecticut Valley	12%	11%	77%	80
Mass Border	35%	15%	50%	131
Seacoast	26%	11%	63%	94
Manchester Area	25%	7%	68%	78
First Cong. Dist	27%	9%	64%	239
Second Cong. Dist	24%	12%	64%	275

Business Conditions in NH 12 Months

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
STATEWIDE	49%	25%	26%	463
Democrat	65%	22%	14%	179
Independent	47%	18%	36%	83
Republican	37%	31%	32%	189
Liberal	66%	17%	18%	115
Moderate	51%	29%	20%	187
Conservative	35%	27%	39%	138
Support Tea Party	28%	26%	46%	87
Neutral	48%	26%	26%	136
Oppose Tea Party	62%	25%	13%	211
Employed Full Time	50%	28%	22%	260
Employed Part Time	49%	21%	30%	62
Retired/Not Working	44%	22%	34%	105
Unemployed	68%	14%	18%	10
Student	74%	0%	26%	17
Union household	51%	23%	26%	64
Non-union	49%	25%	26%	395
Read Union Leader	46%	22%	32%	100
Read Boston Globe	61%	22%	18%	51
Read Local Newspapers	53%	23%	24%	172
Watch WMUR	48%	26%	26%	277
Listen to NHPR	57%	28%	14%	124
10 yrs or less in NH	45%	24%	31%	73
11 to 20 years	58%	21%	21%	111
More than 20 years	47%	26%	27%	269
18 to 34	58%	18%	24%	115
35 to 49	46%	30%	24%	107
50 to 64	47%	24%	29%	145
65 and over	45%	28%	27%	87
Male	45%	27%	28%	239
Female	54%	23%	23%	224
High school or less	48%	16%	36%	88
Some college	51%	22%	27%	104
College graduate	50%	26%	23%	159
Post-graduate	47%	32%	20%	107
Less than \$30K	55%	6%	39%	51
\$30K to \$60K	29%	34%	37%	69
\$60K to \$75K	62%	17%	21%	41
\$75K to \$100K	54%	25%	20%	52
\$100K or more	55%	26%	19%	114
North Country	60%	7%	33%	42
Central / Lakes	41%	27%	32%	80
Connecticut Valley	51%	27%	23%	65
Mass Border	48%	29%	23%	115
Seacoast	56%	25%	18%	86
Manchester Area	45%	24%	31%	75
First Cong. Dist	53%	22%	26%	217
Second Cong. Dist	46%	28%	26%	246

Business Conditions in US in 12 Months

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
STATEWIDE	44%	20%	36%	480
Democrat	65%	19%	16%	193
Independent	27%	26%	46%	83
Republican	29%	18%	52%	192
Liberal	61%	19%	19%	127
Moderate	47%	20%	33%	190
Conservative	24%	21%	55%	139
Support Tea Party	16%	22%	62%	93
Neutral	34%	22%	45%	141
Oppose Tea Party	62%	19%	19%	217
Employed Full Time	47%	21%	33%	266
Employed Part Time	40%	26%	34%	67
Retired/Not Working	35%	16%	49%	107
Unemployed	50%	28%	23%	10
Student	50%	12%	38%	20
Union household	50%	22%	29%	67
Non-union	43%	20%	37%	409
Read Union Leader	42%	20%	38%	103
Read Boston Globe	62%	15%	23%	52
Read Local Newspapers	40%	24%	36%	172
Watch WMUR	39%	22%	39%	287
Listen to NHPR	62%	23%	15%	129
10 yrs or less in NH	59%	22%	19%	81
11 to 20 years	32%	23%	44%	116
More than 20 years	43%	19%	38%	272
18 to 34	51%	18%	31%	127
35 to 49	43%	26%	32%	105
50 to 64	39%	17%	44%	149
65 and over	40%	24%	36%	89
Male	41%	22%	38%	240
Female	46%	19%	35%	241
High school or less	39%	16%	45%	92
Some college	44%	21%	35%	111
College graduate	43%	21%	36%	158
Post-graduate	49%	22%	30%	114
Less than \$30K	56%	9%	34%	53
\$30K to \$60K	32%	26%	42%	73
\$60K to \$75K	40%	18%	42%	44
\$75K to \$100K	37%	19%	44%	53
\$100K or more	56%	16%	28%	113
North Country	52%	8%	40%	40
Central / Lakes	29%	23%	47%	86
Connecticut Valley	43%	19%	38%	71
Mass Border	46%	23%	32%	124
Seacoast	50%	22%	28%	85
Manchester Area	45%	18%	37%	75
First Cong. Dist	47%	19%	33%	221
Second Cong. Dist	41%	21%	39%	259

5 Year Economic Outlook – U.S.

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Widespread Unemployment/ Depression</u>	<u>(N)</u>
STATEWIDE	37%	26%	37%	444
Democrat	55%	26%	19%	175
Independent	33%	21%	46%	79
Republican	23%	29%	48%	182
Liberal	43%	26%	30%	116
Moderate	49%	25%	26%	182
Conservative	16%	30%	54%	124
Support Tea Party	11%	23%	65%	79
Neutral	35%	23%	42%	138
Oppose Tea Party	50%	30%	20%	201
Employed Full Time	39%	26%	35%	241
Employed Part Time	40%	35%	25%	63
Retired/Not Working	36%	23%	41%	102
Unemployed	32%	3%	65%	12
Student	11%	32%	56%	17
Union household	40%	14%	46%	57
Non-union	37%	28%	36%	384
Read Union Leader	42%	21%	37%	95
Read Boston Globe	54%	18%	28%	47
Read Local Newspapers	37%	27%	36%	171
Watch WMUR	40%	25%	36%	258
Listen to NHPR	47%	24%	29%	121
10 yrs or less in NH	29%	30%	41%	74
11 to 20 years	40%	31%	29%	111
More than 20 years	38%	23%	39%	251
18 to 34	40%	34%	26%	121
35 to 49	36%	13%	51%	99
50 to 64	34%	28%	38%	135
65 and over	40%	28%	32%	80
Male	32%	22%	46%	214
Female	42%	29%	29%	229
High school or less	33%	16%	51%	81
Some college	26%	36%	38%	96
College graduate	43%	21%	36%	153
Post-graduate	42%	31%	26%	109
Less than \$30K	33%	24%	43%	51
\$30K to \$60K	28%	19%	53%	66
\$60K to \$75K	46%	25%	29%	38
\$75K to \$100K	29%	20%	50%	49
\$100K or more	42%	29%	29%	113
North Country	48%	14%	38%	36
Central / Lakes	22%	25%	53%	70
Connecticut Valley	32%	37%	31%	67
Mass Border	36%	25%	39%	119
Seacoast	45%	28%	28%	84
Manchester Area	45%	21%	34%	68
First Cong. Dist	44%	22%	34%	211
Second Cong. Dist	31%	29%	40%	232

Good Time to Buy Major Household Item

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N)</u>
STATEWIDE	62%	13%	25%	466
Democrat	71%	13%	16%	181
Independent	58%	16%	27%	91
Republican	55%	11%	34%	182
Liberal	70%	16%	14%	118
Moderate	61%	12%	27%	187
Conservative	56%	12%	31%	133
Support Tea Party	54%	10%	36%	89
Neutral	54%	18%	28%	137
Oppose Tea Party	69%	12%	19%	211
Employed Full Time	65%	10%	25%	252
Employed Part Time	47%	22%	31%	67
Retired/Not Working	64%	14%	22%	108
Unemployed	35%	18%	47%	11
Student	73%	12%	15%	20
Union household	61%	17%	22%	60
Non-union	62%	13%	25%	403
Read Union Leader	73%	12%	15%	103
Read Boston Globe	82%	7%	10%	48
Read Local Newspapers	69%	12%	19%	171
Watch WMUR	62%	13%	25%	272
Listen to NHPR	72%	15%	13%	126
10 yrs or less in NH	62%	17%	21%	76
11 to 20 years	59%	9%	32%	115
More than 20 years	63%	14%	23%	265
18 to 34	68%	9%	22%	127
35 to 49	50%	18%	32%	100
50 to 64	62%	10%	28%	143
65 and over	65%	18%	17%	87
Male	66%	11%	23%	229
Female	58%	15%	27%	238
High school or less	69%	7%	24%	90
Some college	55%	15%	30%	110
College graduate	61%	14%	25%	159
Post-graduate	64%	15%	22%	104
Less than \$30K	58%	10%	32%	54
\$30K to \$60K	64%	13%	23%	74
\$60K to \$75K	62%	17%	21%	41
\$75K to \$100K	65%	8%	26%	49
\$100K or more	66%	11%	22%	111
North Country	73%	10%	17%	41
Central / Lakes	57%	20%	23%	75
Connecticut Valley	59%	10%	32%	70
Mass Border	64%	11%	25%	127
Seacoast	58%	13%	29%	83
Manchester Area	64%	16%	21%	71
First Cong. Dist	62%	14%	24%	218
Second Cong. Dist	61%	12%	26%	249