

THE BIA REPORT ON CONSUMER CONFIDENCE

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

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GRANITE STATERS BETTER OFF THAN A YEAR AGO, BUT NOT OPTIMISTIC ABOUT US ECONOMY

By: Andrew E. Smith, Ph.D.
 Zachary S. Azem, M.A.
 UNH Survey Center
www.unh.edu/survey-center
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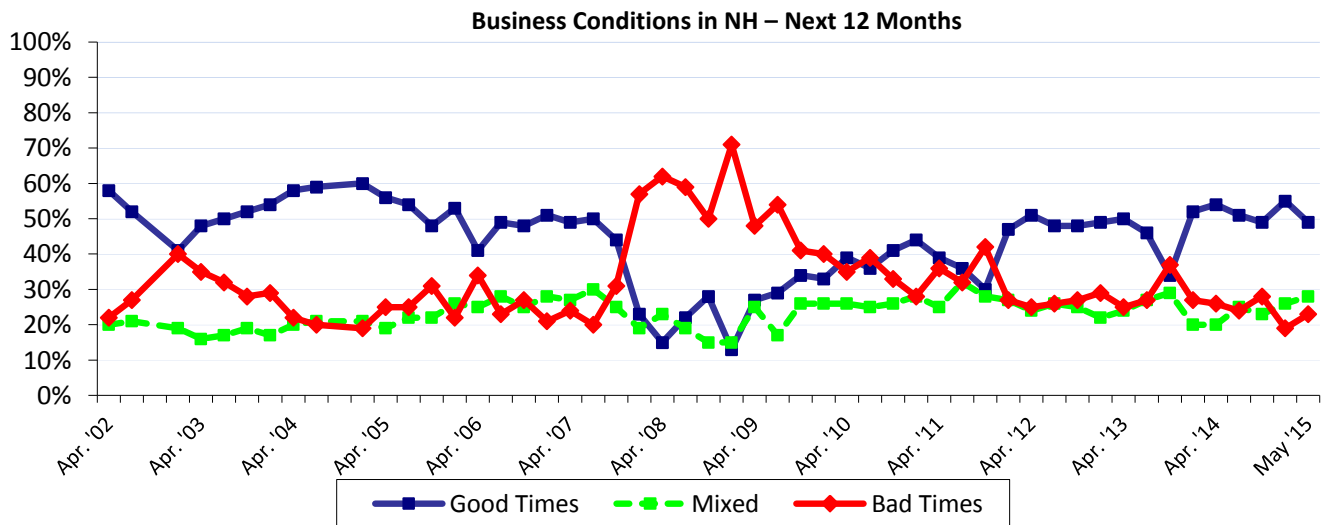
DURHAM, NH – New Hampshire residents feel they are financially better off than they were a year ago, and expect to be in a similar position next year. Granite Staters believe New Hampshire business conditions are improving but are not optimistic about national economic conditions.

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 sixty-seven (567) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between May 6 and May 22, 2015. The margin of sampling error for the survey is +/- 4.1 percent. Included were five hundred twenty-four (524) likely 2016 general election voters (MSE = +/- 4.3%).

N.H. Business Conditions

The U.S. economy has shown signs of improvement over the past year and New Hampshire 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 23% think they will experience bad times, and 28% anticipate mixed conditions. This measure has stayed relatively steady over the past year.

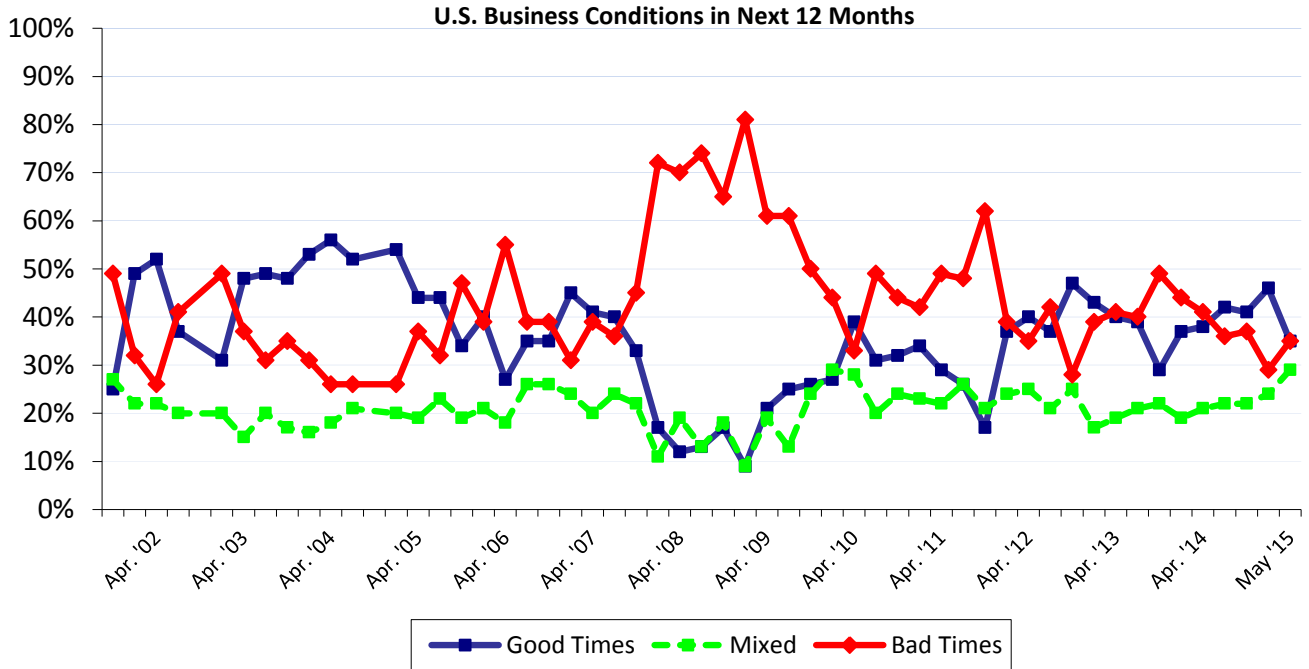
“New Hampshire fared better than other states during the Great Recession in terms of job loss, unemployment and economic recovery and I think that is reflected here in the number of Granite Staters (49%) with positive perceptions of business confidence and the low unemployment rate,” said BIA President Jim Roche. “Five years after the recession, residents have a positive outlook; however, this is not reflected in their attitudes about the rest of the country, with more than a third remaining pessimistic about long-term business conditions. This should remind state and national lawmakers of the importance of protecting the climate for job creation and enacting policies that support a strong economy in the future.”



* 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.

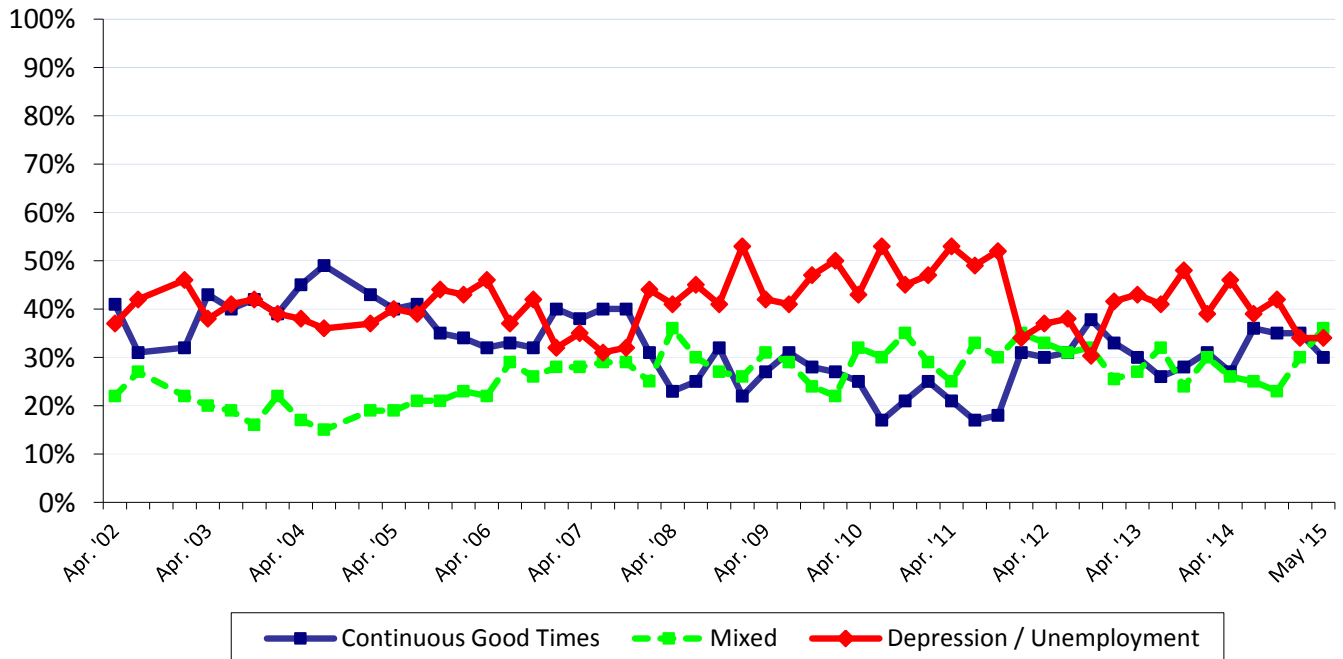
U.S. Business Conditions

However, expectations for the U.S. economy have dipped since February. Currently, 35% of New Hampshire adults think that business in the country as a whole are in for good times over the next 12 months, 35% think businesses will have bad times, and 29% think conditions will be mixed. In February, 46% thought the country was in for good times economically.



New Hampshire residents remain pessimistic about the long-term prospects for the U.S economy. In the most recent Granite State Poll, 30% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 34% expect periods of widespread unemployment and depression, and 36% see a mix of good and bad conditions.

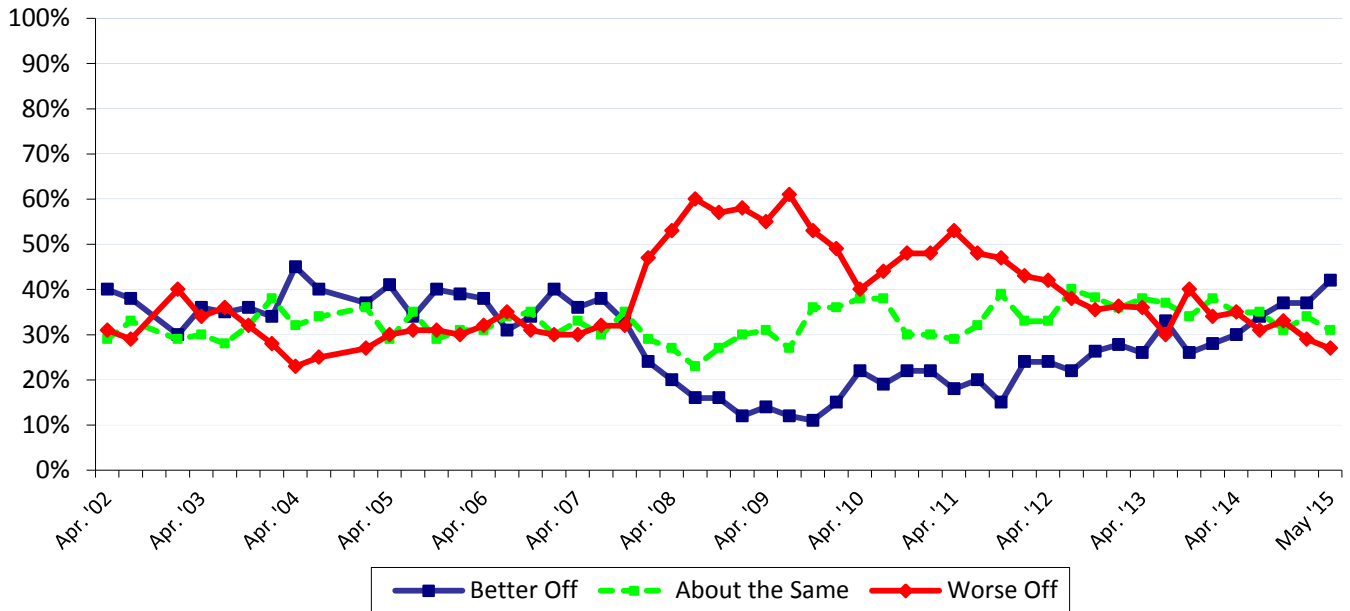
U.S. 5 Year Economic Outlook



Personal Financial Conditions

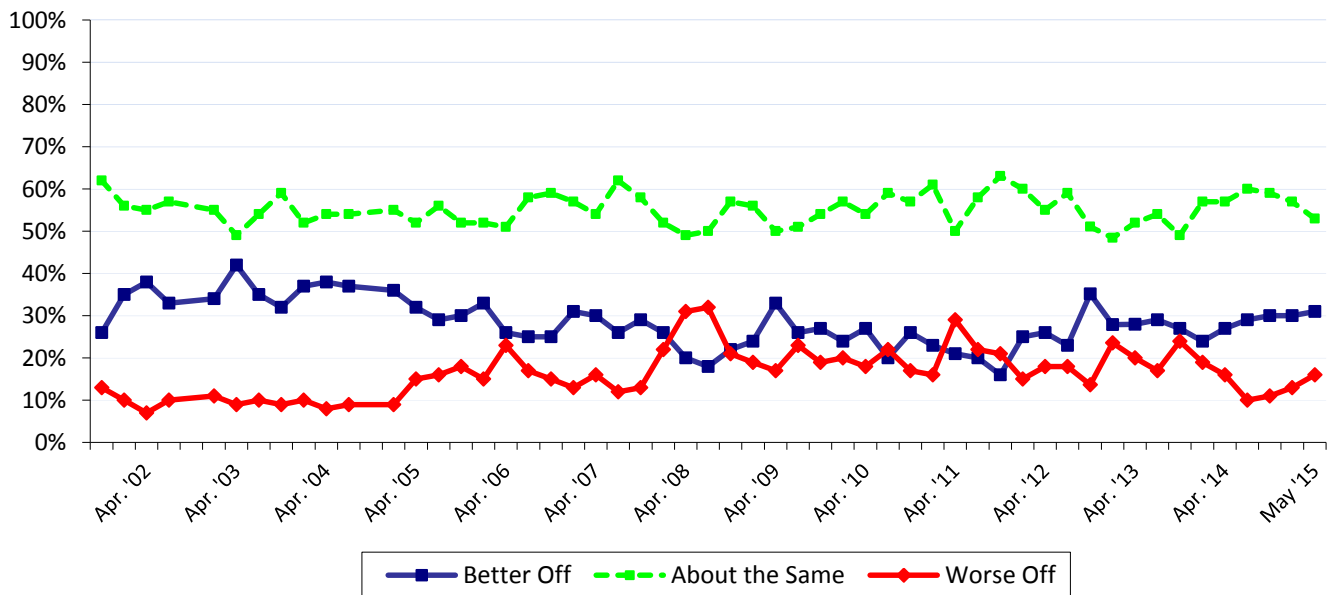
Turning to household finances, most New Hampshire adults think they are financially better off or about the same as they were a year ago. When asked about their household's financial condition, 42% of New Hampshire adults say they are better off now than they were a year ago, 27% say they are worse off, and 31% say things are about the same. The percentage who believe they are better off is at its highest point in over a decade.

Household Financial Condition – Compared to 1 Year Ago



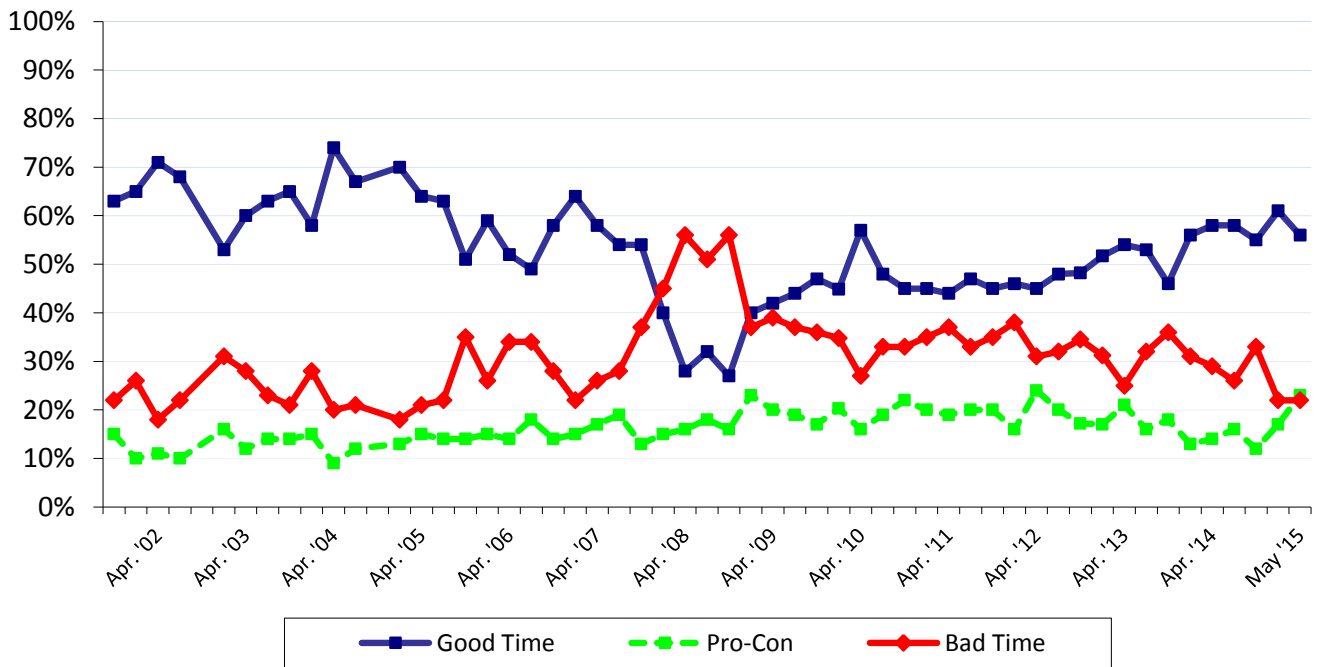
Looking forward, a majority of Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 31% think their family will be better off financially a year from now, only 16% think they will be worse off and 53% think their families will be about the same.

Household Financial Condition – 12 Months from Now



New Hampshire adults also think it is a good time to buy major items for their home. Fifty-six percent (56%) of New Hampshire residents think now is a good time to buy major household items, 22% think it is a bad time, and 23% 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.

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 sixty-seven (567) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between May 6 and May 22, 2015. The margin of sampling error for the survey is +/- 4.1 percent. Included were five hundred twenty-four (524) likely 2016 general election voters (MSE = +/- 4.3%).

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.

Granite State Poll, Spring 2015 Demographics

| | | | | | |
|-----------------------------------|------------|------------|-----------------------------|------------|------------|
| Sex | N | % | Region | N | % |
| Male | 280 | 49% | North Country | 52 | 9% |
| Female | 287 | 51% | Central/Lakes | 88 | 16% |
| | | | Connecticut Valley | 78 | 14% |
| | | | Mass Border | 152 | 27% |
| Age | N | % | Seacoast | 88 | 16% |
| 18 to 34 | 138 | 25% | Manchester Area | 109 | 19% |
| 35 to 49 | 164 | 30% | | | |
| 50 to 64 | 152 | 27% | Party Registration | N | % |
| 65 and Over | 99 | 18% | Democrat | 110 | 23% |
| | | | Undeclared | 245 | 51% |
| Highest Level of Education | N | % | Republican | 129 | 26% |
| High School or Less | 89 | 16% | | | |
| Some College | 152 | 27% | Party Identification | N | % |
| College Graduate | 190 | 34% | Democrat | 206 | 37% |
| Post-Graduate | 127 | 23% | Independent | 139 | 25% |
| | | | Republican | 210 | 38% |
| Years Lived in NH | N | % | | | |
| 10 yrs. Or less | 72 | 13% | | | |
| 11-20 yrs. | 114 | 21% | | | |
| > 20 yrs. | 369 | 67% | | | |

Granite State Poll, Spring 2015 Demographics – 2016 Likely Voters

| | | | | | |
|-----------------------------------|------------|------------|-----------------------------|------------|------------|
| Sex | N | % | Region | N | % |
| Male | 261 | 50% | North Country | 46 | 9% |
| Female | 263 | 50% | Central/Lakes | 85 | 16% |
| | | | Connecticut Valley | 72 | 14% |
| Age | N | % | Mass Border | 140 | 27% |
| 18 to 34 | 113 | 22% | Seacoast | 80 | 15% |
| 35 to 49 | 161 | 32% | Manchester Area | 101 | 19% |
| 50 to 64 | 143 | 28% | | | |
| 65 and Over | 94 | 18% | Party Registration | N | % |
| | | | Democrat | 99 | 22% |
| Highest Level of Education | N | % | Undeclared | 236 | 51% |
| High School or Less | 75 | 15% | Republican | 125 | 27% |
| Some College | 144 | 28% | | | |
| College Graduate | 176 | 34% | Party Identification | N | % |
| Post-Graduate | 120 | 23% | Democrat | 188 | 37% |
| | | | Independent | 122 | 24% |
| Years Lived in NH | N | % | Republican | 203 | 40% |
| 10 yrs. Or less | 69 | 13% | | | |
| 11-20 yrs. | 108 | 21% | | | |
| > 20 yrs. | 336 | 66% | | | |

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 '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 '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> |
|-----------|----------------------------------|--------------|-------------------------------------|-------------|
| 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 '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 '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 | 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 | 42% | 31% | 27% | 562 |
| Democrat | 45% | 38% | 18% | 206 |
| Independent | 45% | 23% | 32% | 136 |
| Republican | 38% | 30% | 32% | 210 |
| Liberal | 46% | 38% | 16% | 129 |
| Moderate | 47% | 32% | 21% | 235 |
| Conservative | 29% | 24% | 47% | 157 |
| Support Tea Party | 25% | 32% | 43% | 109 |
| Neutral | 46% | 30% | 24% | 205 |
| Oppose Tea Party | 46% | 34% | 21% | 213 |
| Employed Full Time | 53% | 25% | 22% | 298 |
| Employed Part Time | 40% | 32% | 28% | 61 |
| Retired/Not Working | 22% | 42% | 37% | 146 |
| Unemployed | 9% | 45% | 47% | 25 |
| Student | 70% | 30% | 0% | 22 |
| Union household | 52% | 31% | 17% | 82 |
| Non-union | 40% | 31% | 29% | 467 |
| Read Union Leader | 41% | 33% | 26% | 171 |
| Read Boston Globe | 52% | 36% | 12% | 83 |
| Read Local Newspapers | 41% | 37% | 21% | 210 |
| Watch WMUR | 37% | 32% | 30% | 323 |
| Listen to NHPR | 44% | 34% | 22% | 144 |
| 10 yrs or less in NH | 46% | 36% | 19% | 71 |
| 11 to 20 years | 42% | 33% | 25% | 110 |
| More than 20 years | 41% | 30% | 29% | 368 |
| 18 to 34 | 66% | 18% | 15% | 134 |
| 35 to 49 | 42% | 34% | 25% | 164 |
| 50 to 64 | 33% | 31% | 36% | 151 |
| 65 and over | 25% | 44% | 31% | 104 |
| Male | 45% | 30% | 25% | 279 |
| Female | 39% | 31% | 29% | 283 |
| High school or less | 31% | 26% | 42% | 89 |
| Some college | 48% | 27% | 25% | 148 |
| College graduate | 39% | 35% | 26% | 189 |
| Post-graduate | 47% | 34% | 20% | 127 |
| Less than \$30K | 21% | 27% | 51% | 57 |
| \$30K to \$60K | 38% | 31% | 31% | 96 |
| \$60K to \$75K | 35% | 31% | 34% | 56 |
| \$75K to \$100K | 54% | 30% | 16% | 79 |
| \$100K or more | 51% | 30% | 19% | 161 |
| North Country | 17% | 36% | 47% | 52 |
| Central / Lakes | 36% | 35% | 29% | 87 |
| Connecticut Valley | 38% | 30% | 32% | 74 |
| Mass Border | 44% | 28% | 28% | 152 |
| Seacoast | 52% | 32% | 16% | 88 |
| Manchester Area | 50% | 29% | 22% | 108 |
| First Cong. Dist | 49% | 29% | 22% | 288 |
| Second Cong. Dist | 35% | 33% | 32% | 274 |

HH Financial Condition 12 Months from Now

| | <u>Better Off</u> | <u>Worse Off</u> | <u>About the Same</u> | <u>(N)</u> |
|-----------------------|-------------------|------------------|---------------------------|------------|
| STATEWIDE | 31% | 16% | 53% | 552 |
| Democrat | 30% | 11% | 59% | 204 |
| Independent | 34% | 17% | 49% | 135 |
| Republican | 29% | 21% | 50% | 203 |
| Liberal | 34% | 9% | 56% | 130 |
| Moderate | 35% | 14% | 51% | 235 |
| Conservative | 23% | 26% | 51% | 147 |
| Support Tea Party | 26% | 24% | 50% | 99 |
| Neutral | 32% | 15% | 53% | 209 |
| Oppose Tea Party | 29% | 14% | 57% | 210 |
| Employed Full Time | 36% | 11% | 52% | 287 |
| Employed Part Time | 38% | 15% | 47% | 61 |
| Retired/Not Working | 16% | 24% | 61% | 145 |
| Unemployed | 21% | 24% | 54% | 25 |
| Student | 51% | 15% | 34% | 26 |
| Union household | 36% | 18% | 46% | 74 |
| Non-union | 30% | 15% | 55% | 466 |
| Read Union Leader | 37% | 16% | 47% | 164 |
| Read Boston Globe | 43% | 8% | 49% | 83 |
| Read Local Newspapers | 27% | 13% | 61% | 204 |
| Watch WMUR | 29% | 19% | 53% | 318 |
| Listen to NHPR | 24% | 15% | 61% | 140 |
| 10 yrs or less in NH | 31% | 17% | 52% | 72 |
| 11 to 20 years | 45% | 12% | 42% | 113 |
| More than 20 years | 26% | 17% | 57% | 355 |
| 18 to 34 | 47% | 8% | 45% | 138 |
| 35 to 49 | 31% | 15% | 54% | 154 |
| 50 to 64 | 27% | 22% | 51% | 149 |
| 65 and over | 16% | 18% | 66% | 103 |
| Male | 37% | 17% | 46% | 268 |
| Female | 26% | 15% | 59% | 284 |
| High school or less | 30% | 20% | 51% | 89 |
| Some college | 30% | 13% | 57% | 146 |
| College graduate | 30% | 18% | 52% | 187 |
| Post-graduate | 35% | 13% | 52% | 123 |
| Less than \$30K | 23% | 30% | 47% | 53 |
| \$30K to \$60K | 25% | 17% | 57% | 96 |
| \$60K to \$75K | 39% | 14% | 47% | 56 |
| \$75K to \$100K | 25% | 12% | 63% | 75 |
| \$100K or more | 43% | 13% | 44% | 160 |
| North Country | 12% | 33% | 56% | 52 |
| Central / Lakes | 23% | 16% | 61% | 87 |
| Connecticut Valley | 29% | 15% | 56% | 76 |
| Mass Border | 42% | 12% | 46% | 146 |
| Seacoast | 25% | 14% | 61% | 85 |
| Manchester Area | 39% | 16% | 45% | 106 |
| First Cong. Dist | 33% | 15% | 51% | 281 |
| Second Cong. Dist | 29% | 17% | 54% | 271 |

Business Conditions in NH 12 Months

| | <u>Good Times</u> | <u>Mixed</u> | <u>Bad Times</u> | <u>(N)</u> |
|-----------------------|-------------------|--------------|------------------|------------|
| STATEWIDE | 49% | 28% | 23% | 521 |
| Democrat | 65% | 22% | 13% | 188 |
| Independent | 40% | 39% | 20% | 127 |
| Republican | 39% | 28% | 33% | 196 |
| Liberal | 62% | 27% | 11% | 122 |
| Moderate | 46% | 33% | 22% | 212 |
| Conservative | 41% | 27% | 32% | 147 |
| Support Tea Party | 32% | 27% | 41% | 102 |
| Neutral | 51% | 30% | 20% | 188 |
| Oppose Tea Party | 54% | 30% | 16% | 199 |
| Employed Full Time | 47% | 27% | 27% | 270 |
| Employed Part Time | 70% | 19% | 10% | 60 |
| Retired/Not Working | 49% | 33% | 18% | 135 |
| Unemployed | 29% | 28% | 43% | 21 |
| Student | 41% | 42% | 17% | 26 |
| Union household | 42% | 32% | 26% | 71 |
| Non-union | 50% | 28% | 22% | 438 |
| Read Union Leader | 50% | 31% | 20% | 160 |
| Read Boston Globe | 57% | 35% | 7% | 73 |
| Read Local Newspapers | 52% | 30% | 18% | 192 |
| Watch WMUR | 50% | 28% | 22% | 303 |
| Listen to NHPR | 52% | 32% | 15% | 135 |
| 10 yrs or less in NH | 49% | 39% | 11% | 61 |
| 11 to 20 years | 55% | 23% | 22% | 109 |
| More than 20 years | 47% | 28% | 25% | 340 |
| 18 to 34 | 49% | 31% | 19% | 132 |
| 35 to 49 | 52% | 23% | 26% | 145 |
| 50 to 64 | 45% | 30% | 25% | 142 |
| 65 and over | 48% | 31% | 21% | 94 |
| Male | 47% | 28% | 25% | 258 |
| Female | 51% | 28% | 21% | 262 |
| High school or less | 49% | 34% | 18% | 88 |
| Some college | 48% | 24% | 28% | 141 |
| College graduate | 49% | 25% | 26% | 167 |
| Post-graduate | 51% | 34% | 14% | 118 |
| Less than \$30K | 42% | 32% | 26% | 53 |
| \$30K to \$60K | 41% | 26% | 33% | 91 |
| \$60K to \$75K | 42% | 29% | 28% | 54 |
| \$75K to \$100K | 55% | 26% | 19% | 68 |
| \$100K or more | 53% | 32% | 15% | 150 |
| North Country | 54% | 23% | 23% | 51 |
| Central / Lakes | 39% | 35% | 25% | 78 |
| Connecticut Valley | 39% | 30% | 31% | 74 |
| Mass Border | 50% | 33% | 17% | 136 |
| Seacoast | 58% | 16% | 25% | 79 |
| Manchester Area | 53% | 27% | 21% | 102 |
| First Cong. Dist | 58% | 21% | 21% | 263 |
| Second Cong. Dist | 40% | 35% | 25% | 258 |

Business Conditions in US in 12 Months

| | <u>Good Times</u> | <u>Mixed</u> | <u>Bad Times</u> | <u>(N)</u> |
|-----------------------|-------------------|--------------|------------------|------------|
| STATEWIDE | 35% | 29% | 35% | 544 |
| Democrat | 55% | 29% | 16% | 193 |
| Independent | 25% | 43% | 32% | 134 |
| Republican | 22% | 21% | 57% | 205 |
| Liberal | 55% | 26% | 19% | 126 |
| Moderate | 35% | 32% | 32% | 225 |
| Conservative | 17% | 26% | 57% | 152 |
| Support Tea Party | 12% | 27% | 61% | 108 |
| Neutral | 34% | 32% | 34% | 196 |
| Oppose Tea Party | 47% | 29% | 25% | 206 |
| Employed Full Time | 32% | 30% | 39% | 285 |
| Employed Part Time | 41% | 31% | 28% | 58 |
| Retired/Not Working | 37% | 29% | 34% | 141 |
| Unemployed | 33% | 20% | 46% | 24 |
| Student | 49% | 34% | 17% | 26 |
| Union household | 46% | 25% | 29% | 75 |
| Non-union | 33% | 30% | 37% | 455 |
| Read Union Leader | 28% | 29% | 43% | 164 |
| Read Boston Globe | 45% | 35% | 20% | 81 |
| Read Local Newspapers | 34% | 34% | 32% | 195 |
| Watch WMUR | 37% | 28% | 35% | 308 |
| Listen to NHPR | 44% | 29% | 27% | 141 |
| 10 yrs or less in NH | 42% | 25% | 33% | 69 |
| 11 to 20 years | 44% | 24% | 32% | 109 |
| More than 20 years | 31% | 32% | 37% | 353 |
| 18 to 34 | 37% | 32% | 30% | 138 |
| 35 to 49 | 32% | 33% | 35% | 154 |
| 50 to 64 | 38% | 20% | 41% | 147 |
| 65 and over | 31% | 34% | 35% | 97 |
| Male | 39% | 22% | 38% | 273 |
| Female | 31% | 36% | 33% | 271 |
| High school or less | 29% | 35% | 36% | 87 |
| Some college | 37% | 30% | 34% | 147 |
| College graduate | 34% | 21% | 44% | 178 |
| Post-graduate | 39% | 36% | 25% | 123 |
| Less than \$30K | 33% | 37% | 31% | 55 |
| \$30K to \$60K | 32% | 32% | 37% | 93 |
| \$60K to \$75K | 33% | 25% | 41% | 53 |
| \$75K to \$100K | 21% | 30% | 49% | 77 |
| \$100K or more | 41% | 35% | 24% | 156 |
| North Country | 24% | 46% | 30% | 51 |
| Central / Lakes | 24% | 34% | 42% | 85 |
| Connecticut Valley | 40% | 26% | 34% | 75 |
| Mass Border | 34% | 29% | 36% | 145 |
| Seacoast | 46% | 23% | 30% | 83 |
| Manchester Area | 39% | 25% | 37% | 105 |
| First Cong. Dist | 37% | 27% | 36% | 278 |
| Second Cong. Dist | 33% | 32% | 35% | 265 |

5 Year Economic Outlook – U.S.

| | Continuous Good Times | Mixed | Widespread Unemployment/ Depression | (N) |
|-----------------------|----------------------------------|--------------|--|------------|
| STATEWIDE | 30% | 36% | 34% | 514 |
| Democrat | 43% | 35% | 22% | 187 |
| Independent | 22% | 44% | 34% | 121 |
| Republican | 24% | 31% | 45% | 195 |
| Liberal | 47% | 28% | 25% | 117 |
| Moderate | 29% | 43% | 27% | 218 |
| Conservative | 21% | 26% | 54% | 146 |
| Support Tea Party | 21% | 31% | 49% | 97 |
| Neutral | 31% | 37% | 32% | 192 |
| Oppose Tea Party | 34% | 36% | 30% | 195 |
| Employed Full Time | 31% | 30% | 38% | 274 |
| Employed Part Time | 31% | 53% | 15% | 56 |
| Retired/Not Working | 28% | 38% | 34% | 128 |
| Unemployed | 15% | 30% | 55% | 22 |
| Student | 39% | 49% | 11% | 26 |
| Union household | 39% | 33% | 28% | 76 |
| Non-union | 29% | 36% | 36% | 426 |
| Read Union Leader | 35% | 33% | 32% | 158 |
| Read Boston Globe | 38% | 36% | 26% | 80 |
| Read Local Newspapers | 33% | 36% | 30% | 190 |
| Watch WMUR | 32% | 33% | 35% | 292 |
| Listen to NHPR | 38% | 31% | 30% | 133 |
| 10 yrs or less in NH | 30% | 47% | 23% | 63 |
| 11 to 20 years | 43% | 28% | 29% | 107 |
| More than 20 years | 26% | 36% | 38% | 332 |
| 18 to 34 | 32% | 41% | 27% | 128 |
| 35 to 49 | 34% | 31% | 36% | 146 |
| 50 to 64 | 27% | 31% | 42% | 138 |
| 65 and over | 27% | 44% | 29% | 93 |
| Male | 30% | 34% | 36% | 257 |
| Female | 31% | 37% | 32% | 257 |
| High school or less | 27% | 36% | 38% | 79 |
| Some college | 31% | 38% | 31% | 139 |
| College graduate | 29% | 31% | 40% | 170 |
| Post-graduate | 33% | 40% | 26% | 117 |
| Less than \$30K | 14% | 40% | 46% | 54 |
| \$30K to \$60K | 34% | 36% | 30% | 92 |
| \$60K to \$75K | 25% | 32% | 43% | 53 |
| \$75K to \$100K | 42% | 22% | 35% | 76 |
| \$100K or more | 31% | 47% | 22% | 146 |
| North Country | 17% | 44% | 39% | 46 |
| Central / Lakes | 19% | 45% | 36% | 79 |
| Connecticut Valley | 29% | 29% | 42% | 67 |
| Mass Border | 31% | 36% | 34% | 138 |
| Seacoast | 30% | 40% | 30% | 84 |
| Manchester Area | 46% | 24% | 29% | 99 |
| First Cong. Dist | 36% | 33% | 31% | 264 |
| Second Cong. Dist | 25% | 38% | 37% | 251 |

Good Time to Buy Major Household Item

| | <u>Good Time</u> | <u>Pro-Con</u> | <u>Bad Time</u> | <u>(N)</u> |
|-----------------------|------------------|----------------|-----------------|------------|
| STATEWIDE | 56% | 23% | 22% | 519 |
| Democrat | 68% | 19% | 14% | 185 |
| Independent | 48% | 22% | 30% | 131 |
| Republican | 47% | 28% | 25% | 194 |
| Liberal | 64% | 20% | 16% | 117 |
| Moderate | 53% | 27% | 19% | 219 |
| Conservative | 49% | 18% | 33% | 146 |
| Support Tea Party | 40% | 23% | 37% | 100 |
| Neutral | 51% | 30% | 19% | 194 |
| Oppose Tea Party | 65% | 18% | 18% | 194 |
| Employed Full Time | 56% | 18% | 26% | 272 |
| Employed Part Time | 54% | 29% | 17% | 59 |
| Retired/Not Working | 53% | 27% | 20% | 132 |
| Unemployed | 57% | 26% | 18% | 23 |
| Student | 62% | 32% | 6% | 26 |
| Union household | 60% | 21% | 20% | 76 |
| Non-union | 55% | 22% | 23% | 431 |
| Read Union Leader | 54% | 24% | 22% | 151 |
| Read Boston Globe | 60% | 27% | 13% | 80 |
| Read Local Newspapers | 56% | 28% | 16% | 195 |
| Watch WMUR | 55% | 22% | 23% | 296 |
| Listen to NHPR | 55% | 22% | 23% | 131 |
| 10 yrs or less in NH | 63% | 25% | 12% | 66 |
| 11 to 20 years | 67% | 17% | 15% | 109 |
| More than 20 years | 50% | 23% | 27% | 333 |
| 18 to 34 | 57% | 28% | 15% | 131 |
| 35 to 49 | 55% | 18% | 27% | 148 |
| 50 to 64 | 57% | 17% | 26% | 141 |
| 65 and over | 52% | 29% | 18% | 91 |
| Male | 58% | 19% | 23% | 262 |
| Female | 53% | 26% | 21% | 257 |
| High school or less | 45% | 24% | 30% | 84 |
| Some college | 54% | 22% | 24% | 142 |
| College graduate | 62% | 21% | 17% | 174 |
| Post-graduate | 54% | 25% | 21% | 111 |
| Less than \$30K | 48% | 25% | 26% | 49 |
| \$30K to \$60K | 50% | 23% | 27% | 96 |
| \$60K to \$75K | 44% | 26% | 29% | 53 |
| \$75K to \$100K | 60% | 14% | 26% | 77 |
| \$100K or more | 61% | 25% | 14% | 146 |
| North Country | 33% | 14% | 52% | 46 |
| Central / Lakes | 45% | 40% | 15% | 74 |
| Connecticut Valley | 42% | 26% | 31% | 70 |
| Mass Border | 61% | 23% | 17% | 147 |
| Seacoast | 69% | 20% | 11% | 81 |
| Manchester Area | 65% | 12% | 23% | 100 |
| First Cong. Dist | 62% | 17% | 21% | 267 |
| Second Cong. Dist | 49% | 28% | 22% | 252 |