

THE BIA REPORT ON CONSUMER CONFIDENCE

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

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NH CONSUMERS CAUTIOUSLY OPTIMISTIC ABOUT ECONOMY

By: Andrew E. Smith, Ph.D.
 Zachary S. Azem, M.A.
 UNH Survey Center
www.unh.edu/survey-center
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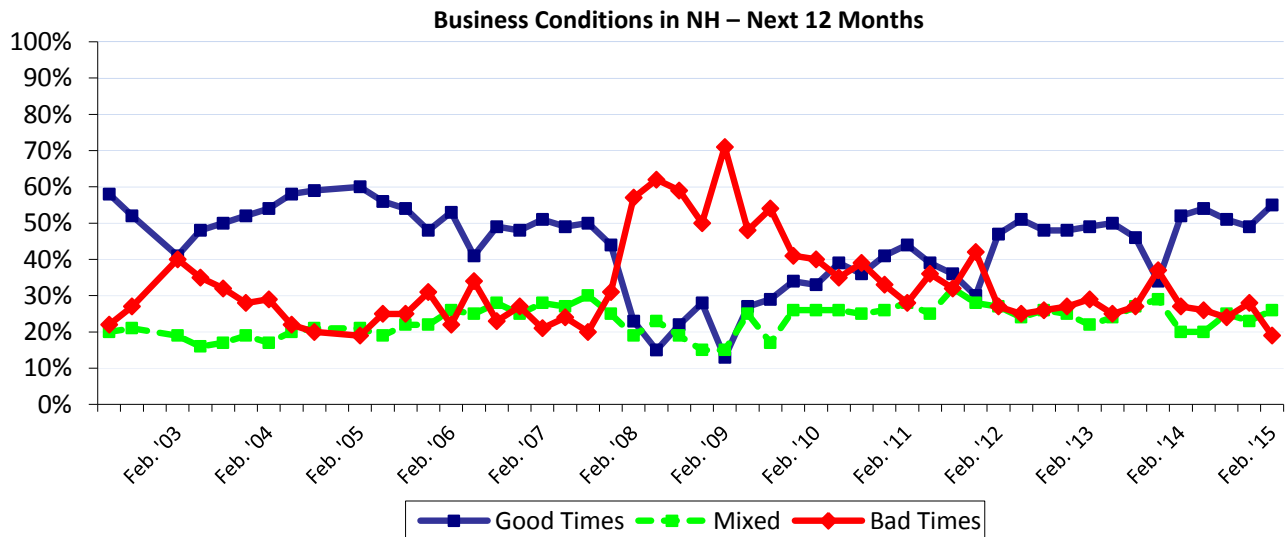
DURHAM, NH – Granite Staters remain optimistic about the national and state economies. They are also increasingly optimistic about their personal financial conditions.

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 nine (509) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between February 5 and February 12, 2015. The margin of sampling error for the survey is +/- 4.3 percent.

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 is down to 4% and residents' expectations about economic conditions in the state are positive. When asked how New Hampshire businesses will do over the next year, a majority of Granite Staters (55%) think state businesses will enjoy good times financially, only 19% think they will experience bad times, and 26% anticipate mixed conditions. This is the most optimistic residents have been about NH business conditions in nearly a decade.

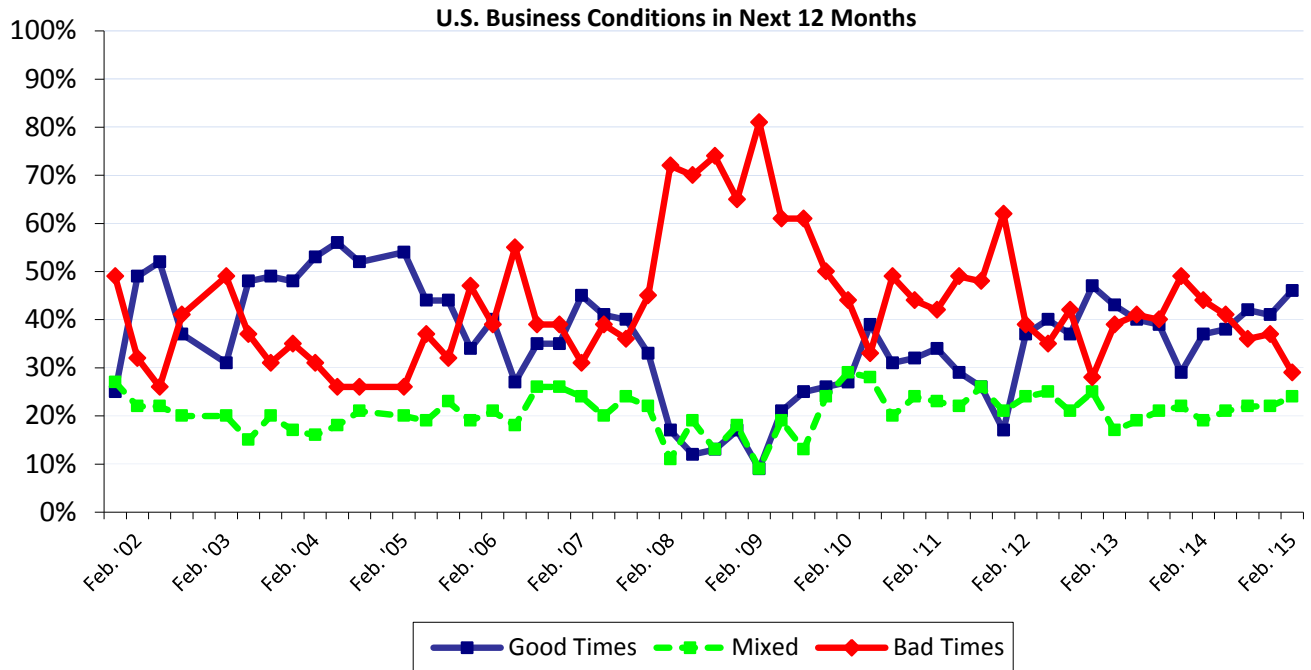
"It is encouraging to see that the majority (55%) of Granite Staters are optimistic about business conditions in New Hampshire over the next year and 46% are optimistic about business conditions across the country," said BIA President Jim Roche. "This is despite the fact that New Hampshire is experiencing some of the highest electricity rates in the country. Possibly because of this and other factors, the five-year outlook remains uncertain, with only a little over a third of New Hampshire residents believing the country will enjoy good times financially in the long-term. We should be mindful of this and work to ensure we're doing everything we can to make New Hampshire a competitive state for job creation and economic expansion."



* 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.

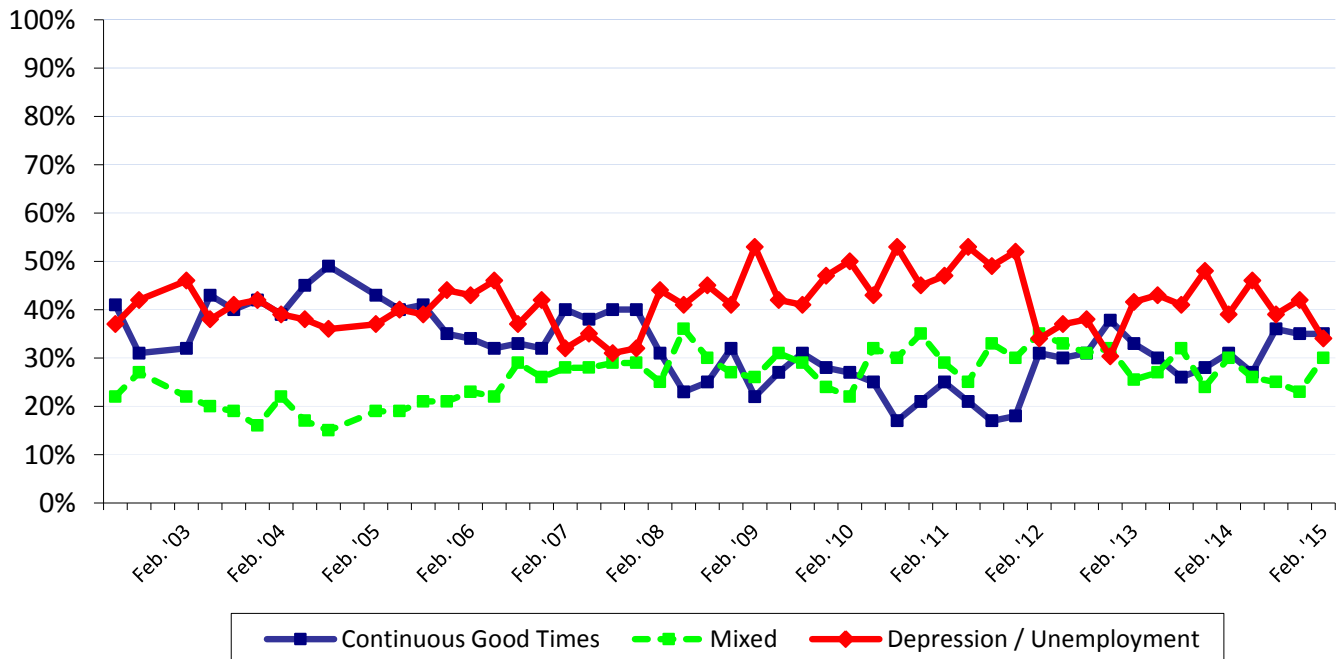
U.S. Business Conditions

Expectations for the U.S. economy have improved as well. Currently, 46% of New Hampshire adults think that business in the country as a whole are in for good times financially over the next 12 months, 29% think businesses will have bad times, and 24% think conditions will be mixed. This is the most optimistic residents have been about US business conditions since October 2012.



However, New Hampshire residents remain somewhat pessimistic about the long-term prospects for the U.S. economy. In the most recent Granite State Poll, 35% 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 30% see a mix of good and bad conditions.

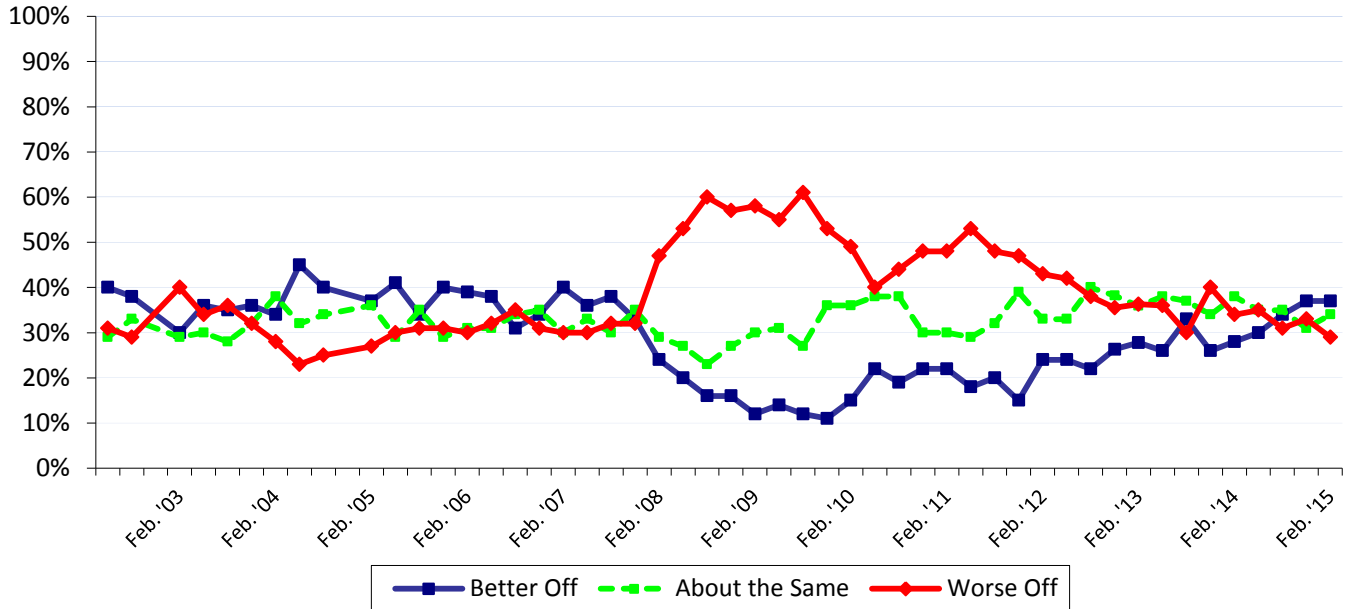
U.S. 5 Year Economic Outlook



Personal Financial Conditions

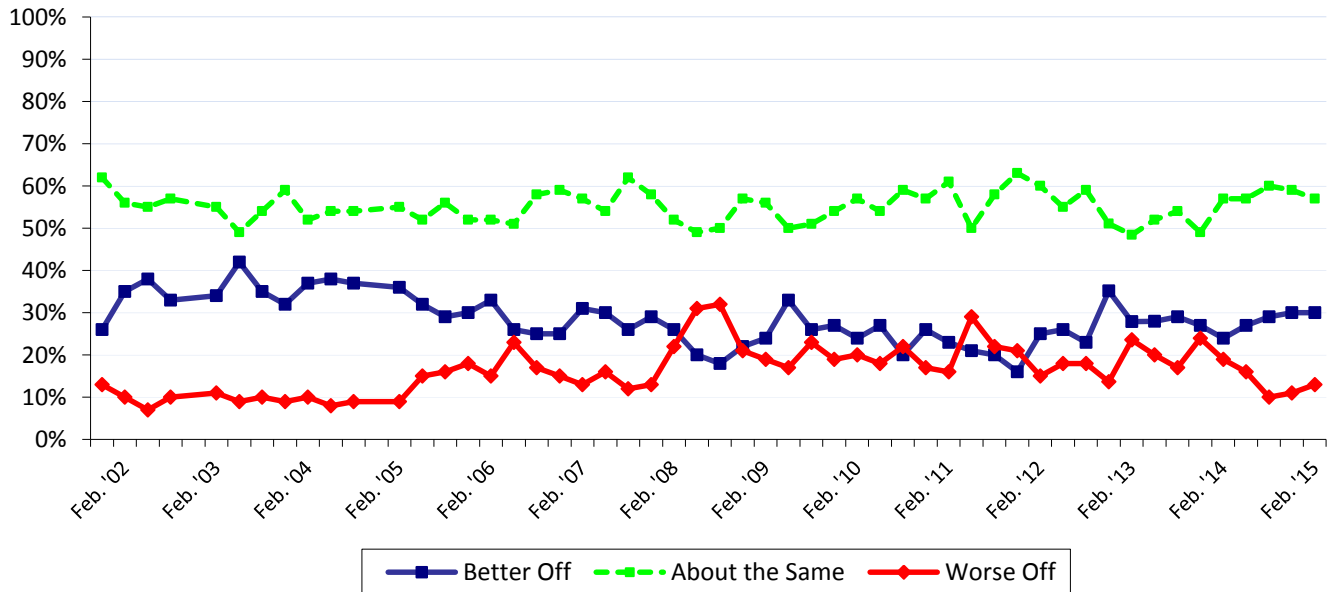
Turning to household finances, most New Hampshire adults think they are financially better off or about the same as they were a year ago. When asked about their household's financial condition, 37% of New Hampshire adults say they are better off now than they were a year ago, 29% say they are worse off, and 34% say things are about the same. The percentage who believe they are worse off is at its lowest point in ten years.

Household Financial Condition – Compared to 1 Year Ago

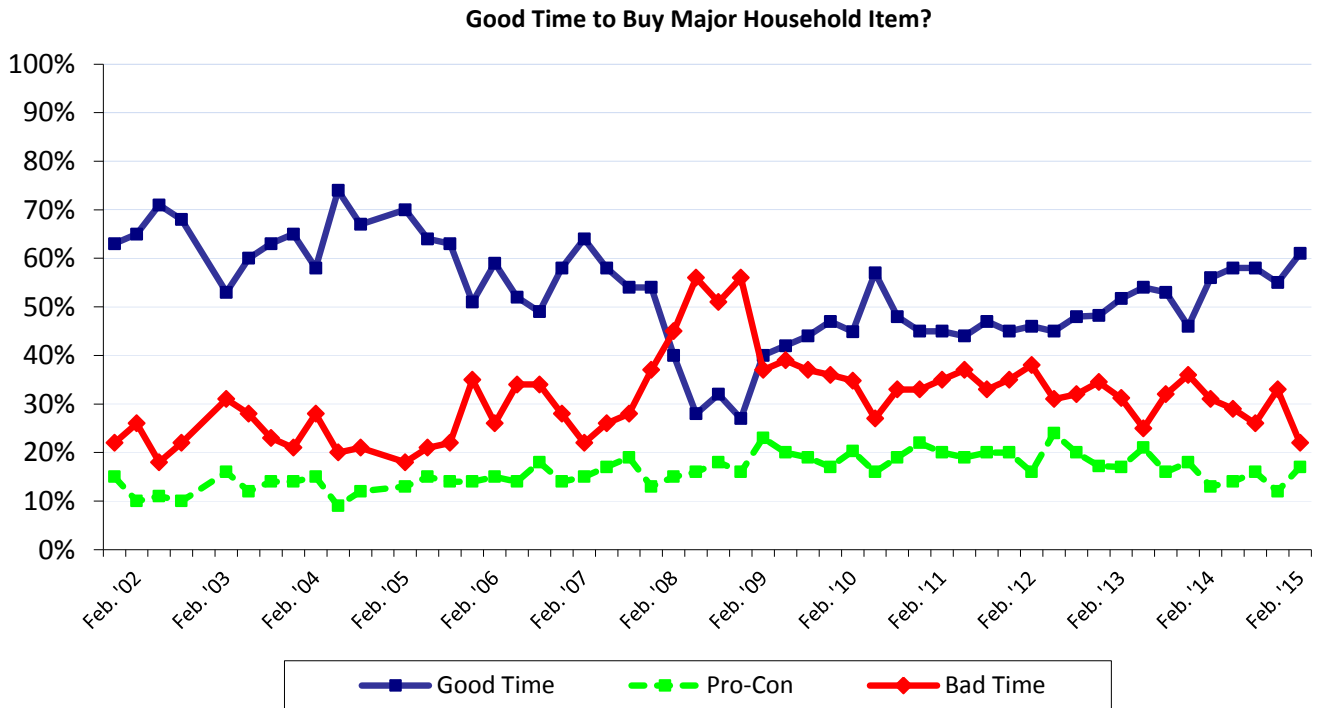


Looking forward, three in five Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 30% think their family will be better off financially a year from now, only 13% think they will be worse off and 57% think their families will be 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. Three in five New Hampshire residents (61%) think now is a good time to buy major household items, 22% think it is a bad time, and 17% think it depends on a person's finances. This represents the highest percentage holding this belief since February 2007, before the recession began.



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 are Republicans and Independents.

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 nine (509) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between February 5 and February 12, 2015. The margin of sampling error for the survey is +/- 4.3 percent.

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, Winter 2015 Demographics

Sex	N	%	Region	N	%
Male	251	49%	North Country	40	8%
Female	258	51%	Central/Lakes	89	17%
			Connecticut Valley	78	15%
Age	N	%	Mass Border	145	28%
18 to 34	131	27%	Seacoast	94	18%
35 to 49	138	28%	Manchester Area	64	13%
50 to 64	134	27%			
65 and Over	89	18%	Party Registration	N	%
			Democrat	104	25%
Highest Level of Education	N	%	Undeclared	187	45%
High School or Less	92	18%	Republican	122	29%
Some College	139	28%			
College Graduate	169	34%	Party Identification	N	%
Post-Graduate	99	20%	Democrat	184	38%
			Independent	98	21%
Years Lived in NH	N	%	Republican	196	41%
10 yrs. Or less	68	13%			
11-20 yrs.	103	21%			
> 20 yrs.	328	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>
Feb. '15	55%	26%	19%	(454)
Oct. '14	49%	23%	28%	(480)
July '14	51%	25%	24%	(454)
Apr. '14	54%	20%	26%	(451)
Feb. '14	52%	20%	27%	(502)
Oct. '13	34%	29%	37%	(540)
July '13	46%	27%	27%	(461)
Apr. '13	50%	24%	25%	(454)
Feb. '13	49%	22%	29%	(523)
Oct. '12	48%	25%	27%	(511)
July '12	48%	26%	26%	(456)
Apr. '12	51%	24%	25%	(488)
Feb. '12	47%	27%	27%	(484)
Oct. '11	30%	28%	42%	(498)
July '11	36%	32%	32%	(469)
Apr. '11	39%	25%	36%	(478)
Feb. '11	44%	28%	28%	(481)
Sept. '10	41%	26%	33%	(475)
July '10	36%	25%	39%	(458)
Apr. '10	39%	26%	35%	(473)
Feb. '10	33%	26%	40%	(460)
Oct. '09	34%	26%	41%	(479)
July '09	29%	17%	54%	(522)
Apr. '09	27%	25%	48%	(472)
Feb. '09	13%	15%	71%	(586)
Sept. '08	28%	22%	50%	(480)
July '08	22%	19%	59%	(481)
Apr. '08	15%	23%	62%	(455)
Feb. '08	23%	19%	57%	(494)
Sept. '07	44%	25%	31%	(433)
July '07	50%	30%	20%	(442)
Apr. '07	49%	27%	24%	(458)
Feb. '07	51%	28%	21%	(462)
Sept. '06	48%	25%	27%	(453)
July '06	49%	28%	23%	(444)
Apr. '06	41%	25%	34%	(457)
Feb. '06	53%	26%	22%	(432)
Oct. '05	48%	22%	31%	(431)
July '05	54%	22%	25%	(429)
Apr. '05	56%	19%	25%	(433)
Feb. '05	60%	21%	19%	(453)
July '04	59%	21%	20%	(444)
Apr. '04	58%	20%	22%	(457)
Feb. '04	54%	17%	29%	(448)
Oct. '03	52%	19 %	28 %	(449)
June '03	50%	17%	32%	(485)
Apr. '03	48%	16%	35%	(462)
Feb. '03	41%	19%	40%	(577)
June '02	52%	21%	27%	(588)
Apr. '02	58%	20%	22%	(462)

Business Conditions in U.S. in 12 Months

“Turning to business conditions in the country as a whole – do you think that during the next twelve months we’ll have good times financially, or bad times, or what?”

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
Feb. '15	46%	24%	29%	(476)
Oct. '14	41%	22%	37%	(512)
July '14	42%	22%	36%	(480)
Apr. '14	38%	21%	41%	(474)
Feb. '14	37%	19%	44%	(524)
Oct. '13	29%	22%	49%	(563)
July '13	39%	21%	40%	(469)
Apr. '13	40%	19%	41%	(480)
Feb. '13	43%	17%	40%	(548)
Oct. '12	47%	25%	28%	(513)
July '12	37%	21%	42%	(464)
Apr. '12	40%	25%	35%	(492)
Feb. '12	37%	24%	39%	(493)
Oct. '11	17%	21%	62%	(517)
July '11	26%	26%	48%	(490)
Apr. '11	29%	22%	49%	(483)
Feb. '11	34%	23%	42%	(495)
Sept. '10	32%	24%	44%	(479)
July '10	31%	20%	49%	(473)
Apr. '10	39%	28%	33%	(483)
Feb. '10	27%	29%	44%	(475)
Oct. '09	26%	24%	50%	(481)
July '09	25%	13%	61%	(546)
Apr. '09	21%	19%	61%	(471)
Feb. '09	9%	9%	81%	(594)
Sept. '08	17%	18%	65%	(508)
July '08	13%	13%	74%	(500)
Apr. '08	12%	19%	70%	(482)
Feb. '08	17%	11%	72%	(529)
Sept. '07	33%	22%	45%	(464)
July '07	40%	24%	36%	(456)
Apr. '07	41%	20%	39%	(479)
Feb. '07	45%	24%	31%	(486)
Sept. '06	35%	26%	39%	(473)
July '06	35%	26%	39%	(454)
Apr. '06	27%	18%	55%	(467)
Feb. '06	40%	21%	39%	(445)
Oct. '05	34%	19%	47%	(459)
July '05	44%	23%	32%	(438)
Apr. '05	44%	19%	37%	(450)
Feb. '05	54%	20%	26%	(488)
July '04	52%	21%	26%	(446)
Apr. '04	56%	18%	26%	(468)
Feb. '04	53%	16%	31%	(461)
Oct. '03	48%	17%	35%	(455)
June '03	49%	20%	31%	(491)
Apr. '03	48%	15%	37%	(477)
Feb. '03	31%	20%	49%	(606)
June '02	37%	22%	41%	(599)
Apr. '02	52%	22%	26%	(484)
Feb. '02	49%	19%	32%	(300)
Oct. '01	25%	27%	49%	(493)

5 Year Economic Outlook - U.S.

“Looking ahead, which would you say is more likely – that in the country as a whole we will have continuous GOOD TIMES during the next FIVE YEARS or so, or that we will have periods of WIDESPREAD UNEMPLOYMENT or DEPRESSION, or what?”

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Depression/ Unemployment</u>	<u>(N=)</u>
Feb. '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>
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>
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>
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	37%	34%	29%	499
Democrat	41%	41%	18%	182
Independent	44%	26%	30%	92
Republican	31%	32%	37%	195
Liberal	48%	35%	17%	89
Moderate	43%	34%	23%	197
Conservative	26%	37%	37%	167
Support Tea Party	16%	37%	47%	105
Neutral	39%	29%	32%	184
Oppose Tea Party	45%	39%	16%	182
Employed Full Time	42%	31%	27%	275
Employed Part Time	44%	37%	19%	49
Retired/Not Working	29%	40%	30%	122
Unemployed	15%	0%	85%	19
Student	22%	66%	12%	25
Union household	33%	32%	35%	80
Non-union	38%	34%	28%	412
Read Union Leader	37%	41%	22%	103
Read Boston Globe	38%	45%	17%	72
Read Local Newspapers	39%	38%	23%	186
Watch WMUR	35%	35%	30%	312
Listen to NHPR	40%	39%	21%	125
10 yrs or less in NH	48%	25%	27%	67
11 to 20 years	39%	35%	25%	103
More than 20 years	34%	36%	30%	322
18 to 34	49%	36%	15%	126
35 to 49	37%	32%	31%	137
50 to 64	34%	27%	38%	133
65 and over	26%	45%	29%	94
Male	37%	36%	28%	243
Female	38%	32%	30%	256
High school or less	37%	37%	25%	87
Some college	26%	34%	41%	138
College graduate	41%	34%	25%	168
Post-graduate	45%	32%	23%	98
Less than \$30K	12%	27%	61%	39
\$30K to \$60K	26%	41%	33%	94
\$60K to \$75K	51%	26%	23%	47
\$75K to \$100K	43%	32%	25%	53
\$100K or more	43%	35%	22%	130
North Country	47%	32%	21%	38
Central / Lakes	26%	37%	36%	87
Connecticut Valley	45%	36%	19%	78
Mass Border	33%	31%	36%	139
Seacoast	42%	34%	24%	94
Manchester Area	39%	35%	26%	63
First Cong. Dist	43%	29%	28%	232
Second Cong. Dist	32%	38%	30%	267

HH Financial Condition 12 Months from Now

	<u>Better Off</u>	<u>Worse Off</u>	<u>About the Same</u>	<u>(N)</u>
STATEWIDE	30%	13%	57%	498
Democrat	31%	9%	60%	181
Independent	31%	16%	53%	96
Republican	29%	15%	55%	191
Liberal	21%	10%	69%	91
Moderate	36%	9%	54%	194
Conservative	27%	18%	54%	164
Support Tea Party	19%	36%	45%	105
Neutral	32%	8%	60%	184
Oppose Tea Party	32%	6%	62%	181
Employed Full Time	30%	15%	55%	272
Employed Part Time	38%	9%	52%	53
Retired/Not Working	18%	13%	69%	120
Unemployed	62%	14%	23%	20
Student	43%	0%	57%	25
Union household	23%	19%	58%	80
Non-union	32%	12%	56%	411
Read Union Leader	24%	13%	62%	100
Read Boston Globe	35%	12%	53%	70
Read Local Newspapers	27%	11%	62%	183
Watch WMUR	28%	12%	60%	305
Listen to NHPR	33%	11%	57%	124
10 yrs or less in NH	43%	17%	40%	67
11 to 20 years	30%	11%	59%	102
More than 20 years	27%	13%	59%	320
18 to 34	35%	14%	51%	131
35 to 49	33%	13%	54%	136
50 to 64	34%	15%	51%	130
65 and over	14%	10%	76%	92
Male	29%	10%	61%	245
Female	31%	16%	52%	253
High school or less	26%	10%	64%	91
Some college	46%	14%	39%	137
College graduate	22%	12%	66%	165
Post-graduate	25%	16%	59%	97
Less than \$30K	32%	17%	52%	37
\$30K to \$60K	39%	11%	49%	94
\$60K to \$75K	18%	10%	73%	47
\$75K to \$100K	36%	7%	57%	52
\$100K or more	32%	10%	58%	128
North Country	16%	10%	73%	38
Central / Lakes	38%	22%	40%	86
Connecticut Valley	17%	8%	75%	77
Mass Border	31%	13%	56%	142
Seacoast	28%	14%	57%	92
Manchester Area	46%	9%	45%	62
First Cong. Dist	32%	12%	57%	230
Second Cong. Dist	29%	15%	56%	268

Business Conditions in NH 12 Months

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
STATEWIDE	55%	26%	19%	454
Democrat	65%	28%	7%	168
Independent	53%	22%	24%	81
Republican	46%	27%	28%	178
Liberal	65%	27%	8%	85
Moderate	58%	27%	14%	180
Conservative	46%	26%	28%	147
Support Tea Party	32%	21%	46%	101
Neutral	61%	28%	11%	166
Oppose Tea Party	64%	27%	9%	167
Employed Full Time	55%	26%	19%	247
Employed Part Time	65%	14%	21%	50
Retired/Not Working	50%	29%	22%	108
Unemployed	61%	22%	17%	20
Student	61%	39%	0%	23
Union household	54%	19%	28%	74
Non-union	55%	28%	17%	376
Read Union Leader	45%	32%	23%	98
Read Boston Globe	59%	35%	5%	65
Read Local Newspapers	59%	28%	13%	169
Watch WMUR	58%	25%	17%	284
Listen to NHPR	63%	24%	14%	113
10 yrs or less in NH	65%	20%	14%	61
11 to 20 years	63%	20%	17%	92
More than 20 years	51%	29%	20%	294
18 to 34	62%	25%	14%	123
35 to 49	53%	27%	20%	125
50 to 64	53%	25%	21%	117
65 and over	51%	30%	20%	83
Male	58%	26%	16%	222
Female	52%	26%	21%	233
High school or less	53%	22%	25%	76
Some college	59%	21%	20%	128
College graduate	53%	31%	15%	152
Post-graduate	56%	26%	18%	90
Less than \$30K	44%	17%	39%	32
\$30K to \$60K	60%	24%	16%	89
\$60K to \$75K	62%	25%	12%	43
\$75K to \$100K	55%	36%	8%	49
\$100K or more	56%	27%	17%	121
North Country	59%	23%	18%	35
Central / Lakes	53%	22%	25%	79
Connecticut Valley	43%	35%	22%	72
Mass Border	58%	26%	16%	126
Seacoast	59%	29%	12%	84
Manchester Area	59%	20%	21%	58
First Cong. Dist	60%	23%	16%	208
Second Cong. Dist	51%	29%	21%	246

Business Conditions in US in 12 Months

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
STATEWIDE	46%	24%	29%	476
Democrat	68%	19%	13%	175
Independent	39%	25%	36%	84
Republican	29%	28%	42%	186
Liberal	65%	19%	15%	87
Moderate	53%	29%	18%	184
Conservative	30%	22%	48%	160
Support Tea Party	19%	12%	69%	106
Neutral	51%	25%	23%	171
Oppose Tea Party	61%	25%	14%	174
Employed Full Time	46%	25%	28%	260
Employed Part Time	54%	27%	19%	52
Retired/Not Working	35%	20%	44%	114
Unemployed	71%	17%	12%	19
Student	64%	24%	12%	23
Union household	48%	20%	32%	75
Non-union	46%	25%	29%	395
Read Union Leader	48%	23%	29%	102
Read Boston Globe	43%	28%	29%	71
Read Local Newspapers	58%	22%	20%	178
Watch WMUR	47%	20%	33%	294
Listen to NHPR	60%	24%	16%	120
10 yrs or less in NH	39%	31%	30%	65
11 to 20 years	41%	23%	36%	96
More than 20 years	50%	23%	28%	306
18 to 34	47%	27%	26%	124
35 to 49	47%	22%	32%	134
50 to 64	43%	26%	30%	121
65 and over	48%	21%	31%	89
Male	49%	27%	24%	234
Female	44%	22%	34%	242
High school or less	40%	31%	29%	80
Some college	37%	20%	42%	132
College graduate	51%	24%	24%	159
Post-graduate	52%	24%	24%	96
Less than \$30K	29%	26%	45%	33
\$30K to \$60K	43%	19%	37%	92
\$60K to \$75K	58%	22%	20%	45
\$75K to \$100K	48%	32%	21%	50
\$100K or more	50%	24%	26%	125
North Country	49%	28%	23%	37
Central / Lakes	40%	22%	38%	82
Connecticut Valley	47%	28%	25%	72
Mass Border	41%	23%	36%	134
Seacoast	50%	23%	27%	88
Manchester Area	60%	24%	16%	63
First Cong. Dist	50%	25%	25%	219
Second Cong. Dist	43%	24%	33%	257

5 Year Economic Outlook – U.S.

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Widespread Unemployment/ Depression</u>	<u>(N)</u>
STATEWIDE	35%	30%	34%	460
Democrat	55%	28%	17%	169
Independent	21%	32%	47%	83
Republican	23%	34%	43%	181
Liberal	55%	24%	20%	87
Moderate	42%	34%	24%	180
Conservative	18%	29%	53%	148
Support Tea Party	15%	18%	67%	100
Neutral	33%	37%	31%	166
Oppose Tea Party	53%	27%	20%	171
Employed Full Time	37%	27%	36%	252
Employed Part Time	32%	48%	20%	50
Retired/Not Working	30%	31%	40%	107
Unemployed	19%	29%	52%	20
Student	60%	38%	2%	23
Union household	30%	32%	38%	77
Non-union	36%	30%	34%	380
Read Union Leader	40%	19%	41%	95
Read Boston Globe	56%	21%	23%	70
Read Local Newspapers	46%	30%	24%	166
Watch WMUR	41%	26%	34%	280
Listen to NHPR	45%	33%	23%	118
10 yrs or less in NH	37%	26%	37%	66
11 to 20 years	41%	32%	26%	96
More than 20 years	33%	31%	36%	289
18 to 34	42%	27%	31%	122
35 to 49	33%	30%	37%	130
50 to 64	29%	35%	37%	120
65 and over	37%	31%	31%	81
Male	41%	30%	29%	227
Female	30%	31%	39%	233
High school or less	27%	38%	35%	80
Some college	36%	22%	43%	127
College graduate	33%	34%	33%	153
Post-graduate	43%	30%	27%	93
Less than \$30K	31%	26%	43%	32
\$30K to \$60K	36%	28%	36%	91
\$60K to \$75K	46%	42%	12%	41
\$75K to \$100K	41%	37%	22%	48
\$100K or more	38%	27%	36%	125
North Country	47%	29%	25%	37
Central / Lakes	43%	21%	36%	77
Connecticut Valley	28%	37%	34%	71
Mass Border	25%	37%	37%	131
Seacoast	51%	24%	25%	84
Manchester Area	26%	28%	46%	59
First Cong. Dist	41%	26%	33%	209
Second Cong. Dist	30%	34%	36%	251

Good Time to Buy Major Household Item

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N)</u>
STATEWIDE	61%	17%	22%	458
Democrat	72%	17%	11%	163
Independent	52%	22%	26%	83
Republican	56%	12%	32%	183
Liberal	69%	15%	16%	78
Moderate	73%	10%	17%	180
Conservative	49%	19%	32%	159
Support Tea Party	40%	17%	43%	99
Neutral	60%	21%	20%	165
Oppose Tea Party	74%	13%	12%	168
Employed Full Time	61%	17%	22%	254
Employed Part Time	60%	15%	25%	45
Retired/Not Working	59%	17%	24%	109
Unemployed	61%	35%	4%	19
Student	75%	0%	25%	22
Union household	55%	12%	33%	73
Non-union	62%	17%	20%	378
Read Union Leader	55%	18%	27%	92
Read Boston Globe	60%	20%	20%	61
Read Local Newspapers	65%	17%	18%	168
Watch WMUR	65%	14%	22%	283
Listen to NHPR	71%	15%	14%	115
10 yrs or less in NH	57%	22%	21%	60
11 to 20 years	63%	20%	17%	88
More than 20 years	62%	14%	23%	299
18 to 34	62%	21%	17%	110
35 to 49	62%	14%	24%	128
50 to 64	62%	13%	24%	122
65 and over	60%	17%	23%	87
Male	68%	18%	14%	224
Female	55%	15%	30%	234
High school or less	64%	17%	18%	79
Some college	57%	18%	25%	125
College graduate	63%	15%	22%	153
Post-graduate	61%	16%	24%	91
Less than \$30K	32%	17%	51%	31
\$30K to \$60K	58%	17%	25%	90
\$60K to \$75K	53%	32%	15%	41
\$75K to \$100K	76%	6%	17%	46
\$100K or more	66%	13%	21%	123
North Country	60%	19%	21%	39
Central / Lakes	65%	9%	26%	78
Connecticut Valley	73%	11%	15%	74
Mass Border	57%	17%	27%	137
Seacoast	52%	26%	22%	80
Manchester Area	64%	19%	16%	49
First Cong. Dist	59%	22%	19%	209
Second Cong. Dist	63%	12%	25%	249