

# THE BIA REPORT ON CONSUMER CONFIDENCE

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

July 28, 2014

### CONSUMER CONFIDENCE ON THE RISE IN NH

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[www.unh.edu/survey-center](http://www.unh.edu/survey-center)  
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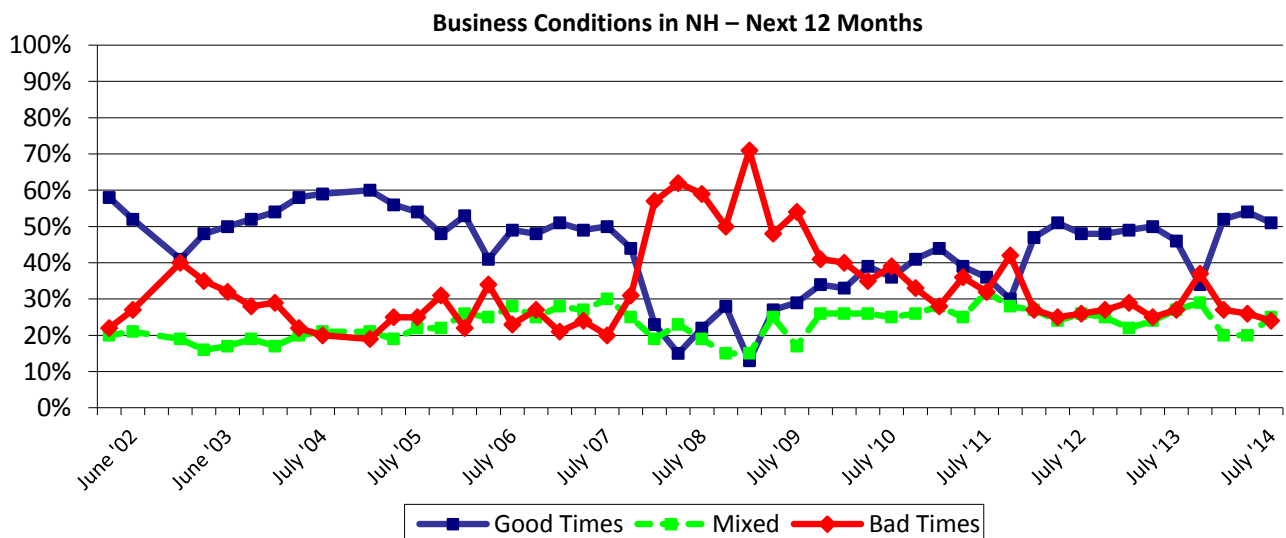
DURHAM, NH – Perceptions about New Hampshire’s future business conditions remain high and the percentage of residents who believe they are better off than they were a year ago is at its highest level in seven years. While New Hampshire residents’ continue to be pessimistic about nationwide business conditions, these figures continue to improve.

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 eighteen (518) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 7 and July 14, 2014. The margin of sampling error for the survey is +/- 4.3 percent.

#### N.H. Business Conditions

New Hampshire residents’ expectations about economic conditions in the Granite State remain positive, maintaining the recovery since a steep drop last fall. When asked how New Hampshire businesses will do over the next year, a majority of Granite Staters (51%) think state businesses will enjoy good times financially, only 24% think they will experience bad times, and 25% anticipate mixed conditions. This level of confidence has stayed steady since January.

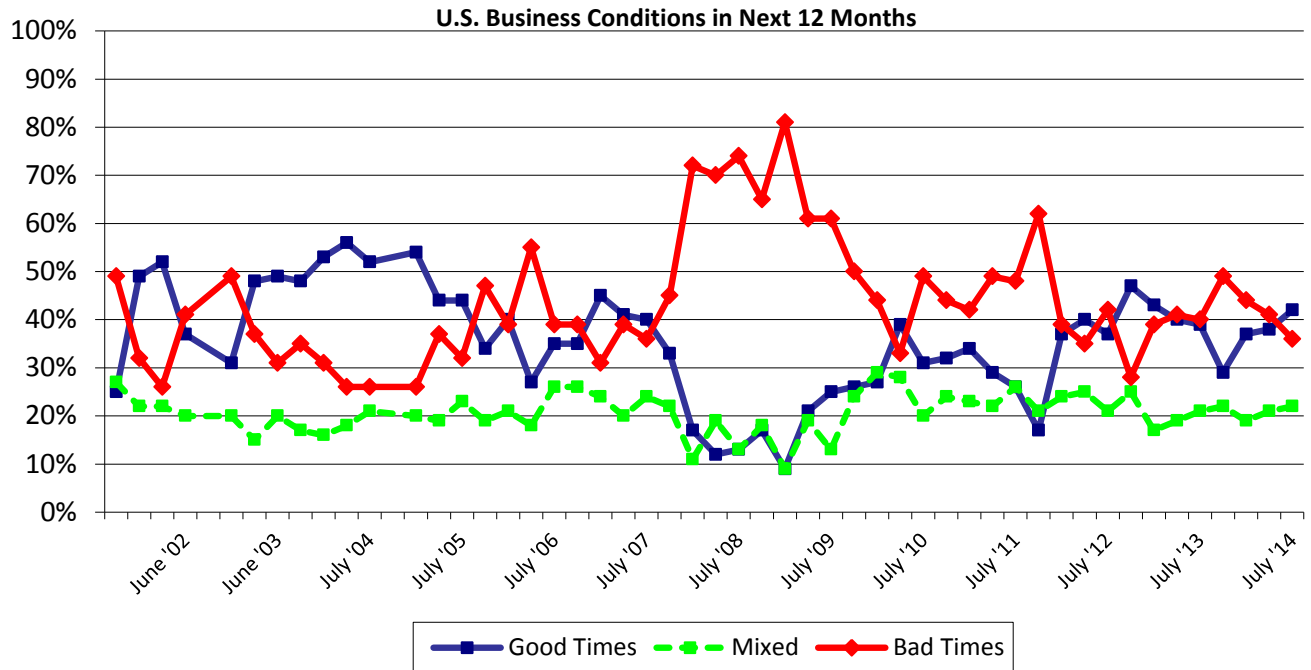
“New Hampshire residents’ confidence about business performance in New Hampshire continues to increase and that’s encouraging,” said BIA President Jim Roche. “However, their level of confidence in business performance nationally is rising at a slower rate and their opinion about long-term prospects for the U.S. economy are still pessimistic. This should serve as a reminder that New Hampshire, while in a good position economically relative to other states and regions, could easily lose that edge if we don’t continue to support business friendly policies and implement long-term strategies to ensure the state’s continued economic growth.”



\* 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.

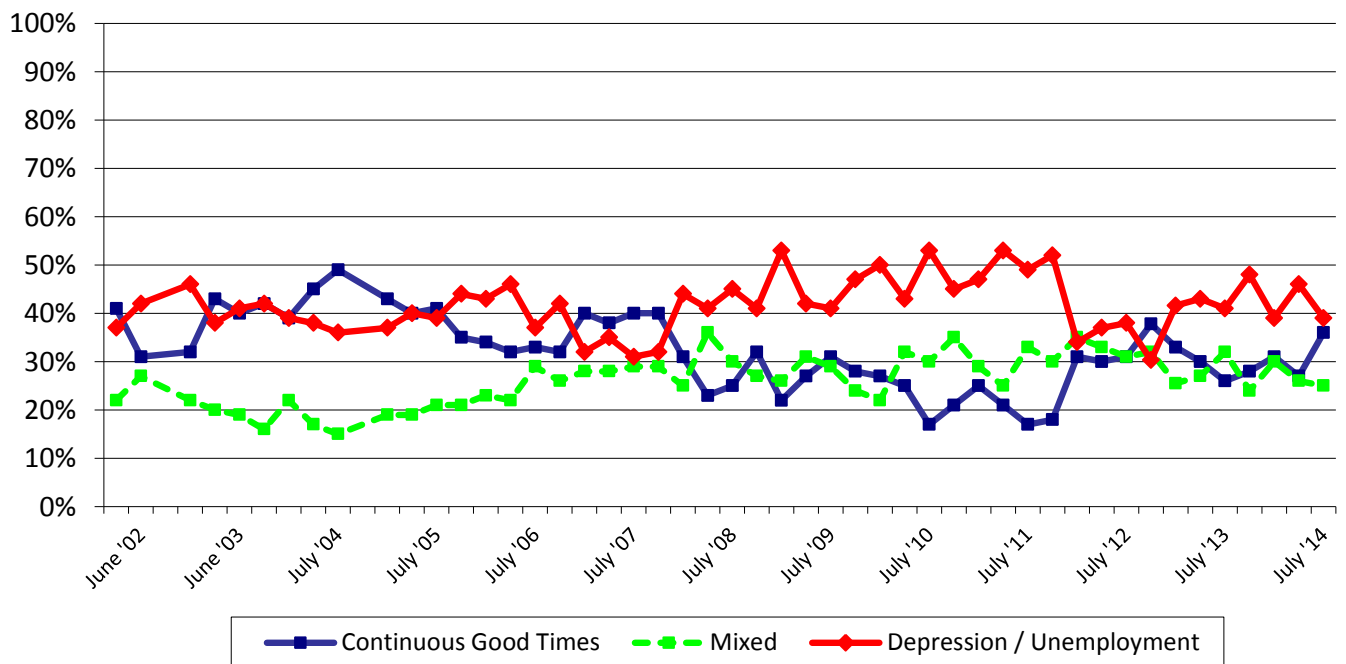
### U.S. Business Conditions

Expectations for the U.S. economy continue to slowly improve. Currently, 42% of New Hampshire adults think that business in the country as a whole are in for good times financially over the next 12 months, 36% think businesses will have bad times, and 22% think conditions will be mixed. This represents the first time since February 2013 that more Granite Staters believe that there will be good times than bad times.



However, New Hampshire residents remain pessimistic about the long-term prospects for the U.S. economy. In the most recent Granite State Poll, 36% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 39% expect periods of widespread unemployment and depression, and 25% see a mix of good and bad conditions. This is the most optimistic residents have been about the U.S. economic outlook since October 2012.

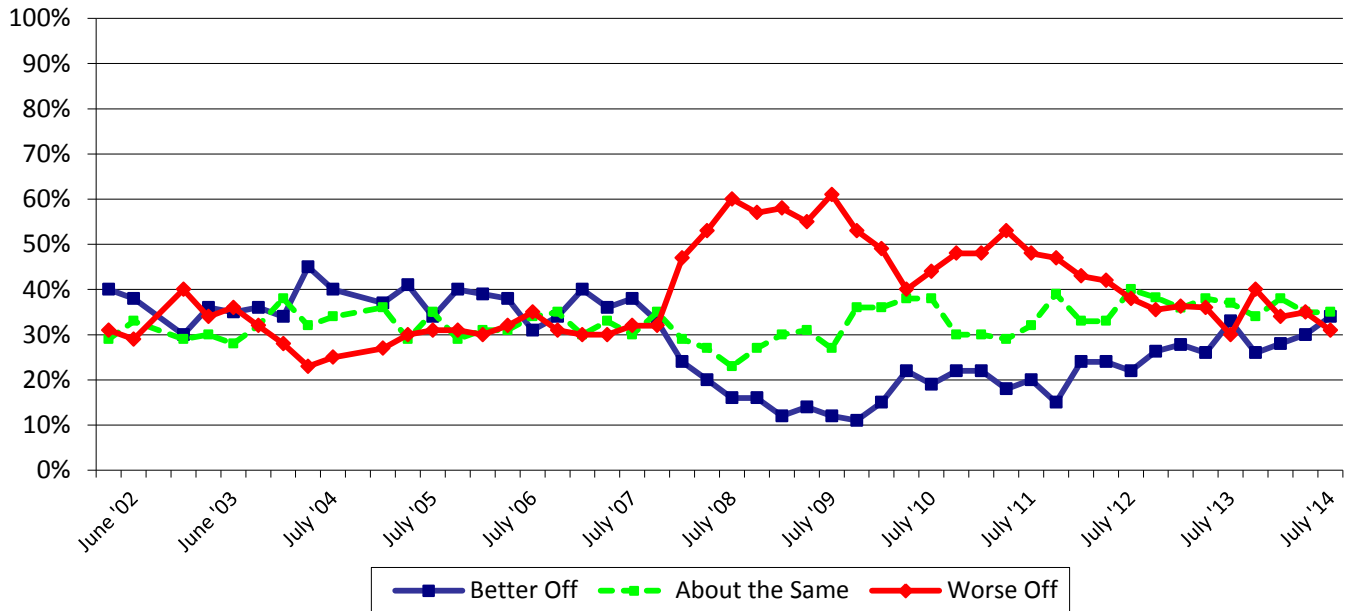
### U.S. 5 Year Economic Outlook



## Personal Financial Conditions

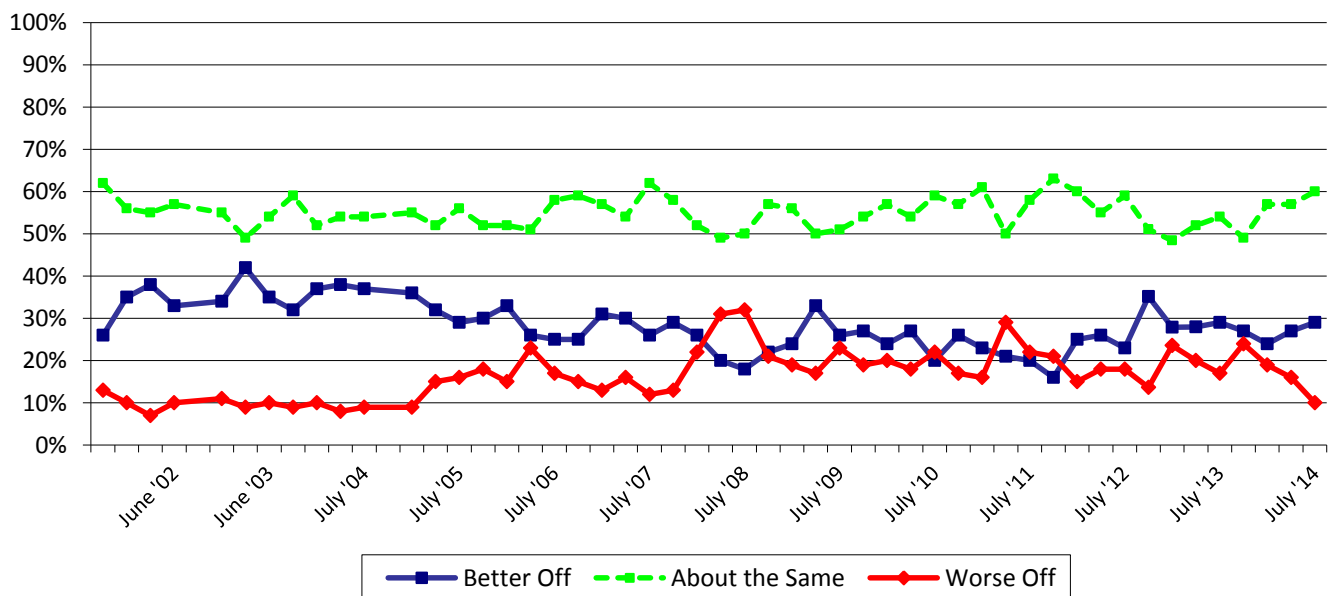
Turning to household finances, most New Hampshire adults think they are financially better off or about the same as they were a year ago. When asked about their household's financial condition, only 34% of New Hampshire adults say they are better off now than they were a year ago, 31% say they are worse off, and 35% say things are about the same. This is the highest percentage of Granite Staters who consider themselves better off since before the recession.

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



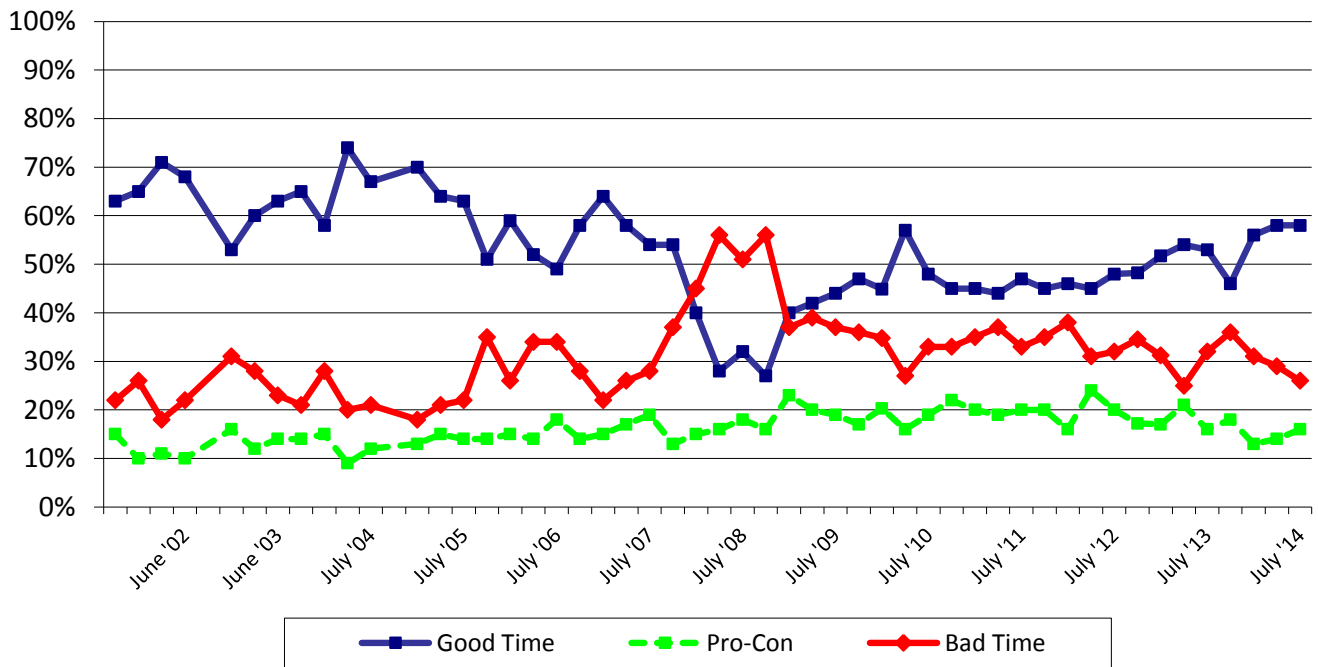
Looking forward, three in five Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 29% think their family will be better off financially a year from now, only 10% think they will be worse off and 60% think their families will be about the same. This is the lowest percentage perceiving they will be worse off in the next year since February 2005.

### 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. More than half of New Hampshire residents (58%) think now is a good time to buy major household items, 26% think it is a bad time, and 16% think it depends on a person's finances. These numbers remain high and steady over the past six months.

### Good Time to Buy Major Household Item?



### Subgroup Analysis

There are few demographic differences in the economic expectations of New Hampshire residents. Democrats and liberals are consistently more optimistic about the economy than are Republicans and conservatives.

Younger residents (18 to 34) are also more likely to be optimistic about economic conditions.

## 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 eighteen (518) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 7 and July 14, 2014. 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, Summer 2014 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	255	49%	North Country	43	8%
Female	263	51%	Central/Lakes	88	17%
			Connecticut Valley	84	16%
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	142	27%
18 to 34	124	25%	Seacoast	82	16%
35 to 49	146	30%	Manchester Area	79	15%
50 to 64	139	28%			
65 and Over	84	17%	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	93	22%
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared	226	53%
High School or Less	110	21%	Republican	107	25%
Some College	126	25%			
College Graduate	184	36%	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	93	18%	Democrat	178	37%
			Independent	128	27%
<b>Years Lived in NH</b>	<b>N</b>	<b>%</b>	Republican	178	37%
10 yrs. or less	64	13%			
11-20 yrs.	107	22%			
> 20 yrs.	317	65%			

### Business Conditions in New Hampshire in 12 Months

"Turning to business conditions in the New Hampshire as a whole – do you think that during the next twelve months we'll have good times financially, or bad times, or what?"

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
<b>July '14</b>	<b>51%</b>	<b>25%</b>	<b>24%</b>	<b>(454)</b>
<b>Apr. '14</b>	54%	20%	26%	(451)
<b>Feb. '14</b>	52%	20%	27%	(502)
<b>Oct. '13</b>	34%	29%	37%	(540)
<b>July '13</b>	46%	27%	27%	(461)
<b>Apr. '13</b>	50%	24%	25%	(454)
<b>Feb. '13</b>	49%	22%	29%	(523)
<b>Oct. '12</b>	48%	25%	27%	(511)
<b>July '12</b>	48%	26%	26%	(456)
<b>Apr. '12</b>	51%	24%	25%	(488)
<b>Feb. '12</b>	47%	27%	27%	(484)
<b>Oct. '11</b>	30%	28%	42%	(498)
<b>July '11</b>	36%	32%	32%	(469)
<b>Apr. '11</b>	39%	25%	36%	(478)
<b>Feb. '11</b>	44%	28%	28%	(481)
<b>Sept. '10</b>	41%	26%	33%	(475)
<b>July '10</b>	36%	25%	39%	(458)
<b>Apr. '10</b>	39%	26%	35%	(473)
<b>Feb. '10</b>	33%	26%	40%	(460)
<b>Oct. '09</b>	34%	26%	41%	(479)
<b>July '09</b>	29%	17%	54%	(522)
<b>Apr. '09</b>	27%	25%	48%	(472)
<b>Feb. '09</b>	13%	15%	71%	(586)
<b>Sept. '08</b>	28%	22%	50%	(480)
<b>July '08</b>	22%	19%	59%	(481)
<b>Apr. '08</b>	15%	23%	62%	(455)
<b>Feb. '08</b>	23%	19%	57%	(494)
<b>Sept. '07</b>	44%	25%	31%	(433)
<b>July '07</b>	50%	30%	20%	(442)
<b>Apr. '07</b>	49%	27%	24%	(458)
<b>Feb. '07</b>	51%	28%	21%	(462)
<b>Sept. '06</b>	48%	25%	27%	(453)
<b>July '06</b>	49%	28%	23%	(444)
<b>Apr. '06</b>	41%	25%	34%	(457)
<b>Feb. '06</b>	53%	26%	22%	(432)
<b>Oct. '05</b>	48%	22%	31%	(431)
<b>July '05</b>	54%	22%	25%	(429)
<b>Apr. '05</b>	56%	19%	25%	(433)
<b>Feb. '05</b>	60%	21%	19%	(453)
<b>July '04</b>	59%	21%	20%	(444)
<b>Apr. '04</b>	58%	20%	22%	(457)
<b>Feb. '04</b>	54%	17%	29%	(448)
<b>Oct. '03</b>	52%	19 %	28 %	(449)
<b>June '03</b>	50%	17%	32%	(485)
<b>Apr. '03</b>	48%	16%	35%	(462)
<b>Feb. '03</b>	41%	19%	40%	(577)
<b>June '02</b>	52%	21%	27%	(588)
<b>Apr. '02</b>	58%	20%	22%	(462)

## Business Conditions in U.S. in 12 Months

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

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

## 5 Year Economic Outlook - U.S.

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

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Depression/ Unemployment</u>	<u>(N=)</u>
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 '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>
<b>July '14</b>	<b>29%</b>	<b>60%</b>	<b>10%</b>	<b>(503)</b>
<b>Apr. '14</b>	27%	57%	16%	(486)
<b>Feb. '14</b>	24%	57%	19%	(546)
<b>Oct. '13</b>	27%	49%	24%	(569)
<b>July '13</b>	29%	54%	17%	(495)
<b>Apr. '13</b>	28%	52%	20%	(487)
<b>Feb. '13</b>	28%	48%	24%	(563)
<b>Oct. '12</b>	35%	51%	14%	(519)
<b>July '12</b>	23%	59%	18%	(473)
<b>Apr. '12</b>	26%	55%	18%	(493)
<b>Feb. '12</b>	25%	60%	15%	(486)
<b>Oct. '11</b>	16%	63%	21%	(532)
<b>July '11</b>	20%	58%	22%	(499)
<b>Apr. '11</b>	21%	50%	29%	(484)
<b>Feb. '11</b>	23%	61%	16%	(500)
<b>Sept. '10</b>	26%	57%	17%	(497)
<b>July '10</b>	20%	59%	22%	(487)
<b>Apr. '10</b>	27%	54%	18%	(492)
<b>Feb. '10</b>	24%	57%	20%	(473)
<b>Oct. '09</b>	27%	54%	19%	(482)
<b>July '09</b>	26%	51%	23%	(531)
<b>Apr. '09</b>	33%	50%	17%	(483)
<b>Feb. '09</b>	24%	56%	19%	(568)
<b>Sept. '08</b>	22%	57%	21%	(486)
<b>July '08</b>	18%	50%	32%	(483)
<b>Apr. '08</b>	20%	49%	31%	(470)
<b>Feb. '08</b>	26%	52%	22%	(518)
<b>Sept. '07</b>	29%	58%	13%	(489)
<b>July '07</b>	26%	62%	12%	(442)
<b>Apr. '07</b>	30%	54%	16%	(492)
<b>Feb. '07</b>	31%	57%	13%	(515)
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<b>Apr. '06</b>	26%	51%	23%	(492)
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<b>Feb. '05</b>	36%	55%	9%	(524)
<b>July '04</b>	37%	54%	9%	(477)
<b>Apr. '04</b>	38%	54%	8%	(509)
<b>Feb. '04</b>	37%	52%	10%	(488)
<b>Oct. '03</b>	32%	59%	9%	(486)
<b>June '03</b>	35%	54%	10%	(501)
<b>Apr. '03</b>	42%	49%	9%	(489)
<b>Feb. '03</b>	34%	55%	11%	(622)
<b>June '02</b>	33%	57%	10%	(625)
<b>Apr. '02</b>	38%	55%	7%	(479)
<b>Feb. '02</b>	35%	56%	10%	(305)
<b>Oct. '01</b>	26%	62%	13%	(500)

### Good Time to Buy Major Household Item

“Now thinking about the big things people buy for their home – such as furniture, a refrigerator, a stove, television and things like that. Generally speaking, do you think now is a good time or a bad time for people to buy major household items?”

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N=)</u>
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>
<b>STATEWIDE</b>	<b>34%</b>	<b>35%</b>	<b>31%</b>	<b>510</b>
Democrat	48%	37%	15%	178
Independent	38%	24%	38%	123
Republican	19%	42%	39%	176
Liberal	49%	35%	17%	126
Moderate	35%	37%	28%	190
Conservative	19%	33%	48%	144
Support Tea Party	12%	43%	45%	100
Neutral	33%	35%	32%	202
Oppose Tea Party	45%	36%	19%	175
Employed Full Time	40%	32%	27%	307
Employed Part Time	26%	44%	30%	46
Retired/Not Working	19%	45%	36%	120
Unemployed	25%	0%	75%	16
Student	57%	25%	18%	12
Union household	33%	44%	23%	74
Non-union	34%	34%	33%	428
Read Union Leader	30%	28%	42%	96
Read Boston Globe	32%	41%	27%	50
Watch WMUR	24%	43%	32%	285
Listen to NHPR	43%	39%	18%	147
10 yrs or less in NH	56%	19%	25%	64
11 to 20 years	39%	40%	22%	102
More than 20 years	27%	38%	36%	314
18 to 34	60%	31%	9%	119
35 to 49	28%	33%	39%	146
50 to 64	28%	33%	39%	139
65 and over	19%	47%	34%	90
Male	36%	34%	30%	250
Female	32%	37%	32%	261
High school or less	24%	38%	38%	105
Some college	23%	42%	36%	124
College graduate	45%	29%	26%	183
Post-graduate	38%	35%	28%	93
Less than \$30K	16%	33%	51%	44
\$30K to \$60K	21%	30%	49%	67
\$60K to \$75K	40%	40%	20%	58
\$75K to \$100K	31%	40%	29%	61
\$100K or more	47%	30%	24%	119
North Country	19%	38%	43%	38
Central / Lakes	39%	35%	26%	88
Connecticut Valley	28%	40%	31%	83
Mass Border	40%	30%	30%	141
Seacoast	33%	39%	28%	82
Manchester Area	30%	35%	36%	79
First Cong. Dist	34%	34%	32%	247
Second Cong. Dist	32%	37%	31%	255

**HH Financial Condition 12 Months from Now**

	<u>Better Off</u>	<u>Worse Off</u>	<u>About the Same</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>29%</b>	<b>10%</b>	<b>60%</b>	<b>503</b>
Democrat	30%	5%	65%	176
Independent	40%	11%	49%	126
Republican	22%	17%	61%	168
Liberal	40%	4%	56%	130
Moderate	24%	6%	69%	182
Conservative	27%	22%	51%	142
Support Tea Party	17%	24%	59%	97
Neutral	34%	8%	58%	205
Oppose Tea Party	30%	5%	65%	169
Employed Full Time	36%	7%	57%	304
Employed Part Time	28%	7%	65%	49
Retired/Not Working	14%	21%	65%	113
Unemployed	40%	8%	52%	15
Student	18%	0%	82%	12
Union household	27%	15%	58%	73
Non-union	30%	10%	61%	423
Read Union Leader	20%	16%	64%	92
Read Boston Globe	24%	9%	66%	48
Watch WMUR	25%	12%	63%	280
Listen to NHPR	33%	6%	61%	144
10 yrs or less in NH	35%	8%	56%	64
11 to 20 years	41%	8%	51%	104
More than 20 years	25%	12%	63%	308
18 to 34	50%	1%	48%	124
35 to 49	33%	3%	64%	144
50 to 64	19%	18%	63%	135
65 and over	12%	23%	65%	85
Male	31%	14%	55%	245
Female	27%	7%	66%	258
High school or less	26%	15%	59%	107
Some college	20%	8%	72%	120
College graduate	38%	6%	57%	179
Post-graduate	30%	18%	52%	91
Less than \$30K	23%	22%	55%	43
\$30K to \$60K	32%	11%	56%	66
\$60K to \$75K	34%	3%	63%	58
\$75K to \$100K	33%	5%	63%	60
\$100K or more	30%	10%	59%	121
North Country	15%	16%	69%	41
Central / Lakes	33%	12%	55%	85
Connecticut Valley	12%	7%	81%	83
Mass Border	39%	8%	52%	139
Seacoast	32%	13%	55%	80
Manchester Area	29%	12%	58%	75
First Cong. Dist	33%	12%	55%	246
Second Cong. Dist	26%	9%	65%	249

**Business Conditions in NH 12 Months**

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>51%</b>	<b>25%</b>	<b>24%</b>	<b>454</b>
Democrat	68%	21%	12%	154
Independent	49%	27%	24%	118
Republican	33%	31%	37%	153
Liberal	71%	22%	7%	119
Moderate	53%	27%	20%	160
Conservative	37%	27%	36%	131
Support Tea Party	37%	26%	37%	93
Neutral	48%	29%	23%	182
Oppose Tea Party	65%	21%	14%	154
Employed Full Time	50%	28%	22%	277
Employed Part Time	64%	21%	15%	48
Retired/Not Working	51%	19%	30%	100
Unemployed	44%	12%	44%	11
Student	33%	43%	24%	9
Union household	42%	37%	21%	67
Non-union	52%	24%	24%	379
Read Union Leader	50%	18%	32%	88
Read Boston Globe	58%	11%	31%	42
Watch WMUR	50%	24%	26%	249
Listen to NHPR	63%	22%	15%	131
10 yrs or less in NH	37%	36%	27%	55
11 to 20 years	65%	23%	12%	95
More than 20 years	48%	24%	28%	277
18 to 34	52%	37%	11%	106
35 to 49	52%	20%	28%	130
50 to 64	52%	23%	25%	125
65 and over	49%	21%	30%	78
Male	52%	24%	25%	230
Female	50%	27%	23%	224
High school or less	51%	21%	28%	84
Some college	47%	25%	28%	116
College graduate	52%	31%	17%	163
Post-graduate	54%	20%	26%	86
Less than \$30K	35%	22%	42%	39
\$30K to \$60K	55%	17%	28%	63
\$60K to \$75K	67%	13%	20%	54
\$75K to \$100K	39%	46%	15%	48
\$100K or more	56%	22%	21%	120
North Country	49%	20%	31%	41
Central / Lakes	40%	32%	28%	77
Connecticut Valley	48%	23%	29%	66
Mass Border	55%	27%	18%	125
Seacoast	57%	25%	18%	72
Manchester Area	51%	21%	28%	73
First Cong. Dist	54%	22%	24%	229
Second Cong. Dist	48%	30%	23%	217

**Business Conditions in US in 12 Months**

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>42%</b>	<b>22%</b>	<b>36%</b>	<b>480</b>
Democrat	70%	16%	13%	165
Independent	39%	30%	31%	117
Republican	21%	20%	58%	165
Liberal	66%	23%	12%	123
Moderate	46%	21%	33%	173
Conservative	21%	20%	59%	139
Support Tea Party	16%	17%	67%	96
Neutral	41%	24%	35%	189
Oppose Tea Party	64%	21%	15%	164
Employed Full Time	40%	25%	35%	288
Employed Part Time	58%	21%	22%	46
Retired/Not Working	42%	13%	45%	109
Unemployed	38%	22%	40%	15
Student	56%	26%	18%	12
Union household	38%	25%	37%	74
Non-union	43%	21%	36%	398
Read Union Leader	34%	18%	49%	90
Read Boston Globe	54%	16%	30%	44
Watch WMUR	38%	23%	39%	263
Listen to NHPR	58%	20%	21%	130
10 yrs or less in NH	41%	26%	33%	54
11 to 20 years	56%	15%	29%	102
More than 20 years	39%	22%	40%	296
18 to 34	53%	29%	18%	111
35 to 49	36%	22%	43%	136
50 to 64	43%	18%	39%	135
65 and over	40%	17%	43%	82
Male	42%	20%	38%	234
Female	42%	23%	34%	247
High school or less	40%	17%	43%	100
Some college	36%	24%	39%	117
College graduate	48%	22%	30%	170
Post-graduate	42%	23%	35%	88
Less than \$30K	30%	16%	53%	40
\$30K to \$60K	40%	20%	40%	64
\$60K to \$75K	54%	14%	31%	53
\$75K to \$100K	43%	28%	30%	54
\$100K or more	46%	17%	37%	120
North Country	46%	7%	47%	38
Central / Lakes	38%	26%	36%	83
Connecticut Valley	43%	14%	43%	69
Mass Border	46%	28%	27%	139
Seacoast	44%	22%	34%	74
Manchester Area	35%	22%	43%	77
First Cong. Dist	40%	24%	36%	236
Second Cong. Dist	44%	20%	36%	236

5 Year Economic Outlook – U.S.

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Widespread Unemployment/ Depression</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>36%</b>	<b>25%</b>	<b>39%</b>	<b>460</b>
Democrat	52%	27%	21%	156
Independent	33%	23%	44%	114
Republican	26%	27%	47%	160
Liberal	52%	25%	23%	114
Moderate	41%	28%	31%	176
Conservative	19%	21%	59%	127
Support Tea Party	17%	12%	71%	90
Neutral	33%	27%	40%	188
Oppose Tea Party	53%	29%	18%	151
Employed Full Time	38%	26%	36%	280
Employed Part Time	46%	19%	34%	44
Retired/Not Working	28%	31%	41%	100
Unemployed	12%	20%	68%	14
Student	67%	0%	33%	12
Union household	37%	29%	34%	71
Non-union	35%	25%	40%	382
Read Union Leader	35%	19%	46%	84
Read Boston Globe	40%	18%	42%	43
Watch WMUR	30%	28%	42%	255
Listen to NHPR	40%	29%	30%	129
10 yrs or less in NH	44%	24%	32%	56
11 to 20 years	46%	16%	38%	91
More than 20 years	33%	28%	40%	285
18 to 34	51%	25%	24%	111
35 to 49	29%	23%	48%	132
50 to 64	37%	23%	40%	127
65 and over	29%	32%	39%	76
Male	34%	29%	37%	229
Female	38%	21%	41%	231
High school or less	25%	26%	50%	89
Some college	35%	21%	44%	109
College graduate	42%	29%	29%	169
Post-graduate	38%	23%	39%	87
Less than \$30K	29%	26%	45%	43
\$30K to \$60K	30%	14%	56%	58
\$60K to \$75K	46%	23%	31%	49
\$75K to \$100K	31%	23%	46%	58
\$100K or more	39%	25%	35%	116
North Country	31%	9%	60%	37
Central / Lakes	33%	29%	38%	79
Connecticut Valley	30%	27%	43%	73
Mass Border	39%	31%	30%	128
Seacoast	43%	15%	41%	75
Manchester Area	35%	28%	37%	67
First Cong. Dist	35%	26%	39%	228
Second Cong. Dist	38%	24%	38%	228



**Good Time to Buy Major Household Item**

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>58%</b>	<b>16%</b>	<b>26%</b>	<b>460</b>
Democrat	71%	9%	19%	157
Independent	61%	18%	21%	113
Republican	50%	21%	29%	161
Liberal	67%	12%	21%	115
Moderate	73%	11%	16%	168
Conservative	40%	20%	40%	133
Support Tea Party	33%	28%	39%	89
Neutral	63%	12%	25%	186
Oppose Tea Party	71%	12%	16%	157
Employed Full Time	60%	16%	24%	280
Employed Part Time	74%	11%	15%	41
Retired/Not Working	49%	20%	31%	105
Unemployed	29%	17%	55%	13
Student	82%	0%	18%	12
Union household	63%	11%	25%	71
Non-union	57%	17%	26%	381
Read Union Leader	45%	18%	37%	91
Read Boston Globe	66%	18%	16%	48
Watch WMUR	58%	17%	24%	265
Listen to NHPR	70%	10%	19%	121
10 yrs or less in NH	47%	22%	31%	53
11 to 20 years	73%	6%	21%	92
More than 20 years	56%	17%	27%	288
18 to 34	79%	6%	15%	103
35 to 49	50%	15%	36%	136
50 to 64	59%	17%	24%	127
65 and over	51%	25%	24%	79
Male	59%	15%	26%	228
Female	58%	16%	26%	231
High school or less	52%	13%	35%	100
Some college	56%	19%	25%	108
College graduate	64%	14%	22%	160
Post-graduate	59%	19%	22%	86
Less than \$30K	46%	21%	33%	36
\$30K to \$60K	59%	10%	31%	60
\$60K to \$75K	61%	3%	36%	52
\$75K to \$100K	64%	22%	14%	58
\$100K or more	64%	14%	22%	116
North Country	59%	15%	26%	38
Central / Lakes	52%	11%	37%	83
Connecticut Valley	39%	24%	37%	70
Mass Border	71%	17%	12%	128
Seacoast	63%	10%	27%	76
Manchester Area	56%	18%	26%	65
First Cong. Dist	62%	17%	21%	223
Second Cong. Dist	54%	15%	30%	228