

# THE BIA REPORT ON CONSUMER CONFIDENCE

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

April 8, 2014

### GRANITE STATERS STILL OPTIMISTIC ABOUT BUSINESS IN NH, PESSIMISTIC ABOUT CONDITIONS IN US

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[www.unh.edu/survey-center](http://www.unh.edu/survey-center)  
 603/862-2226

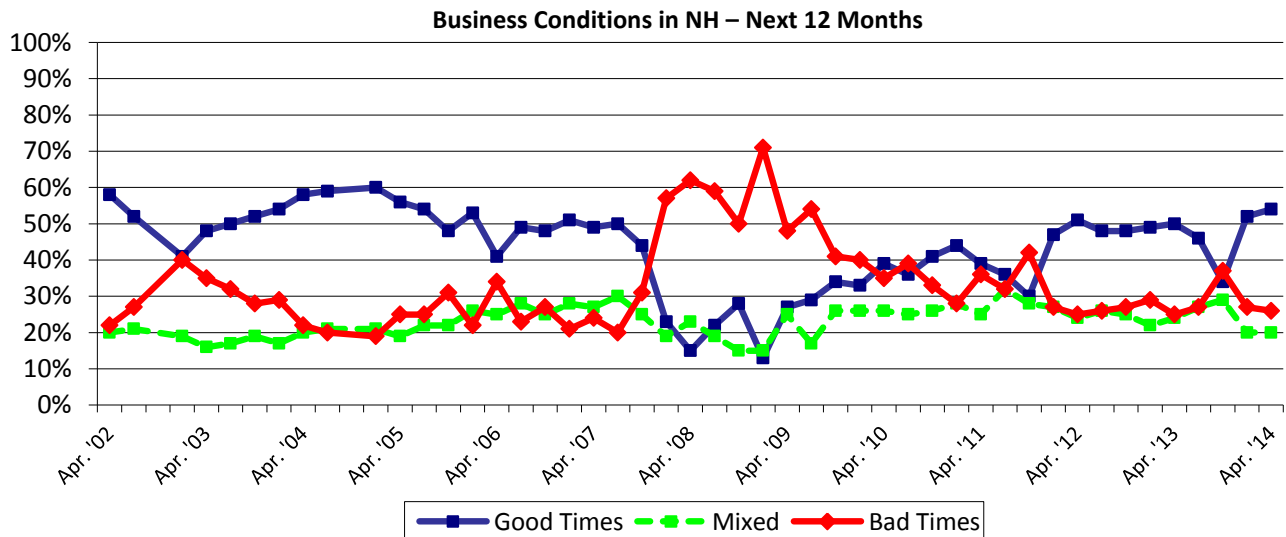
DURHAM, NH – Perceptions about New Hampshire’s future business conditions continue to improve and have reached their highest level in nine years. However, New Hampshire residents’ perceptions about nationwide business conditions, while getting better, remain pessimistic. Granite Staters also think it is a good time to buy a major household item.

These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence**,\* conducted by the University of New Hampshire Survey Center. Five hundred and ten (510) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between March 24 and April 1, 2014. The margin of sampling error for the survey is +/- 4.3 percent.

#### N.H. Business Conditions

New Hampshire residents’ expectations that the Granite State will experience good business conditions in the upcoming year continue to increase, reversing a steep drop last fall. When asked how New Hampshire businesses will do over the next year, a majority of Granite Staters (54%) think state businesses will enjoy good times financially, only 26% think they will experience bad times, and 20% anticipate mixed conditions. This is the most confident New Hampshire residents have been about business prospects in the state since July 2005.

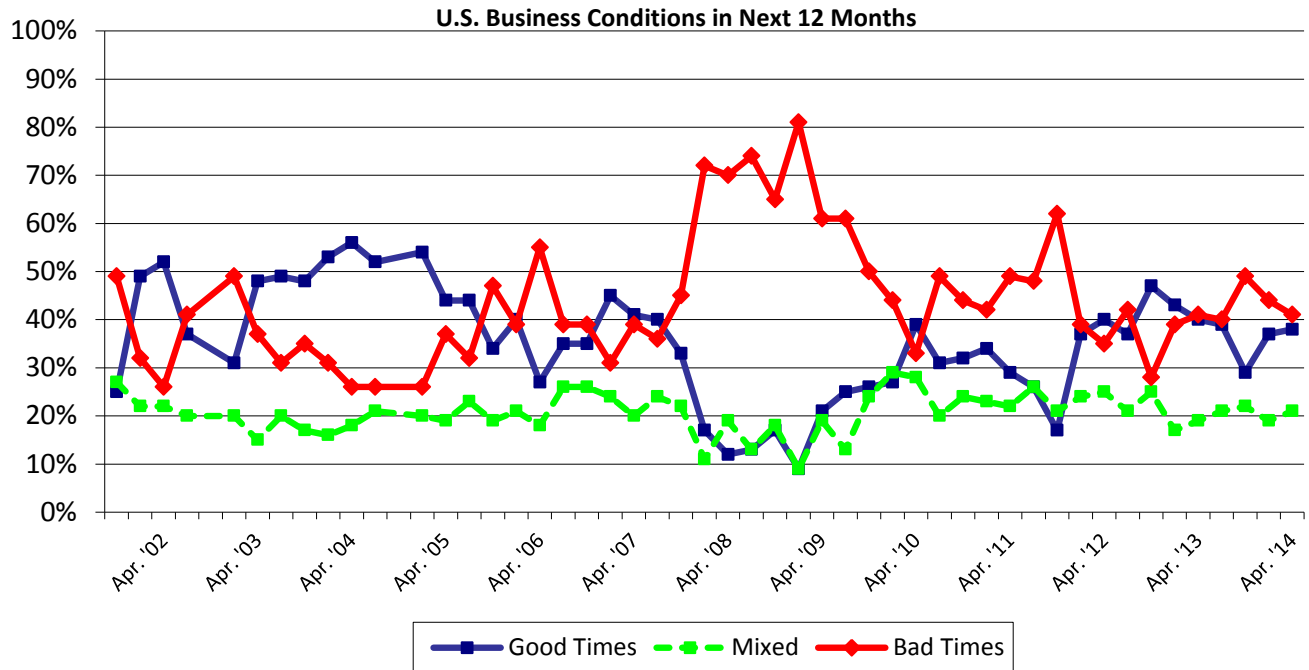
“The level of confidence about business performance in New Hampshire continues to increase, which is very encouraging,” said BIA President Jim Roche. “Consumer confidence is a huge factor in economic activity. In fact, the survey shows Granite Staters who think it’s a good time to buy a major household item is at its highest level in seven years. Interestingly, the same level of confidence is not shared when reflecting on national business performance. This dichotomy should serve as a reminder to New Hampshire policy makers to stay focused on making New Hampshire the most business friendly place in the Northeast. A place where companies from all over the U.S. will look to create jobs.”



\* 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.

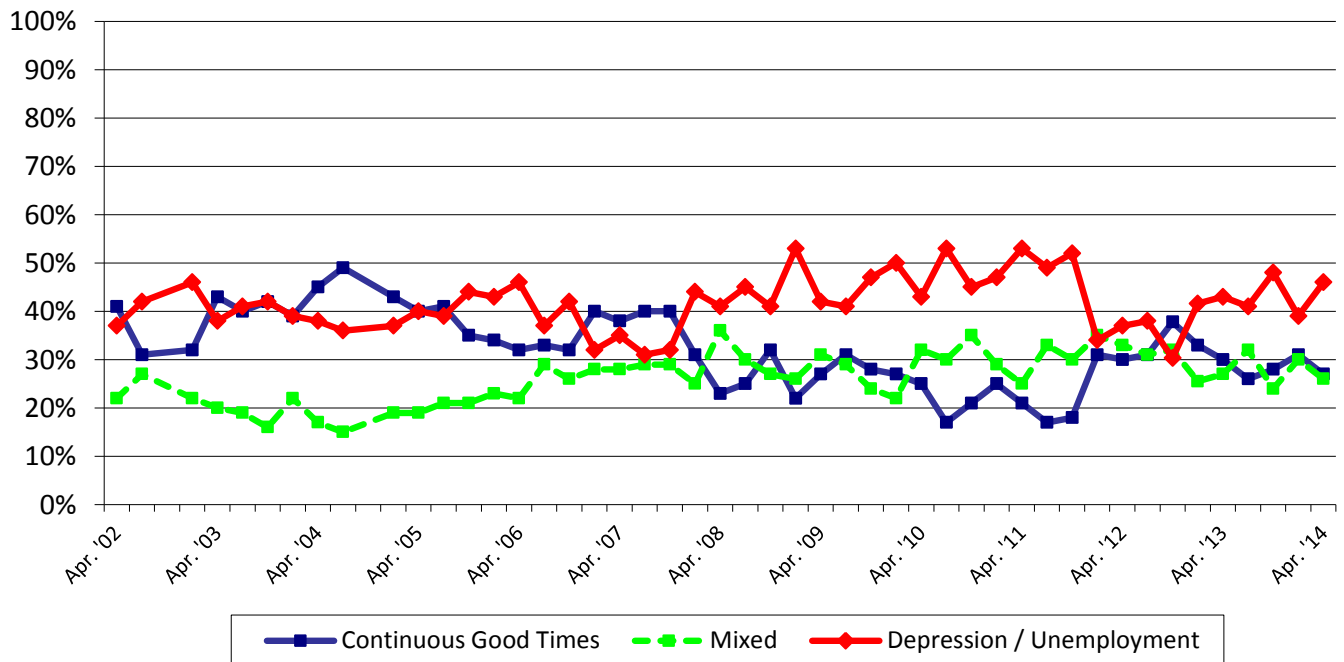
### U.S. Business Conditions

Expectations for the U.S. economy continue to slowly improve, yet most Granite Staters remain pessimistic. Currently, only 38% of New Hampshire adults think that business in the country as a whole are in for good times financially over the next 12 months, 41% think businesses will have bad times, and 21% think conditions will be mixed.



New Hampshire residents remain pessimistic about the long-term prospects for the U.S. economy. In the most recent Granite State Poll, only 27% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 46% expect periods of widespread unemployment and depression, and 26% see a mix of good and bad conditions.

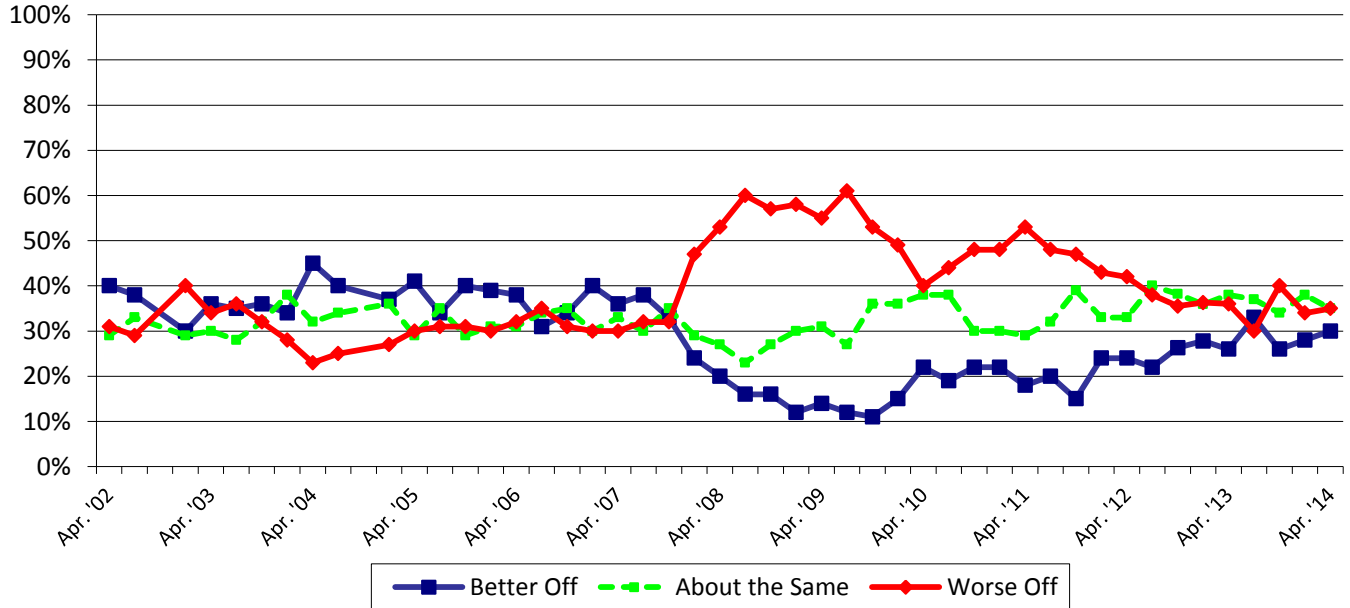
### U.S. 5 Year Economic Outlook



## Personal Financial Conditions

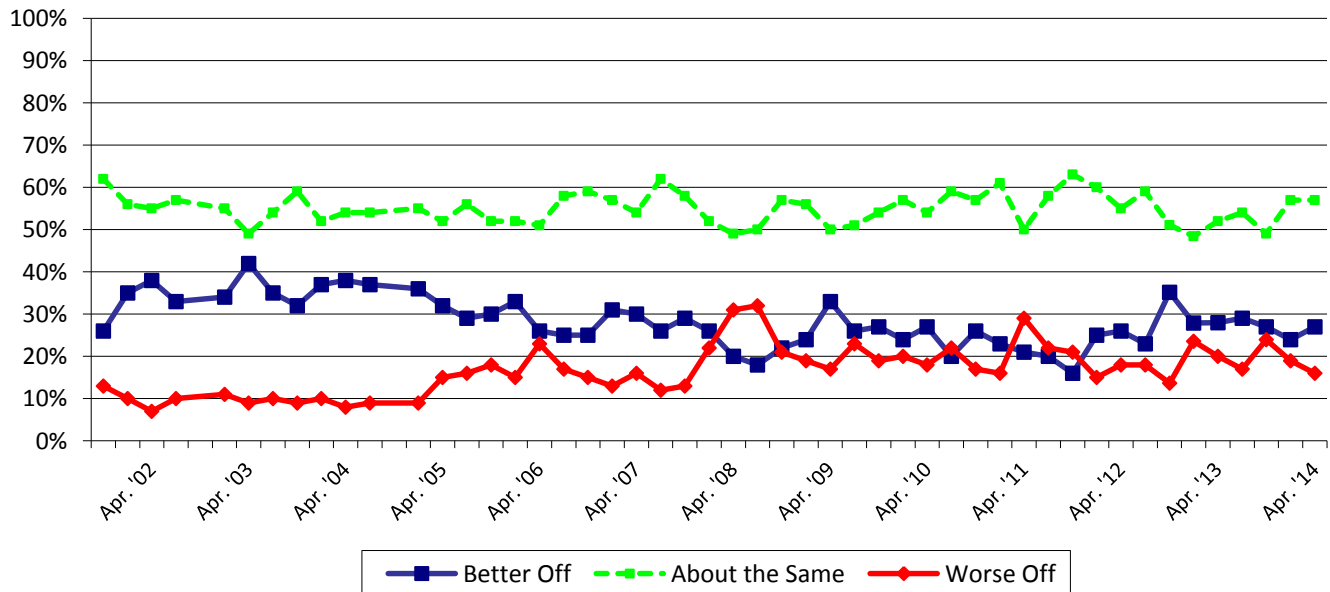
Turning to household finances, most New Hampshire adults think they are about the same or financially worse off now than they were a year ago. When asked about their household's financial condition, only 30% of New Hampshire adults say they are better off now than they were a year ago, 35% say they are worse off, and 35% say things are about the same.

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

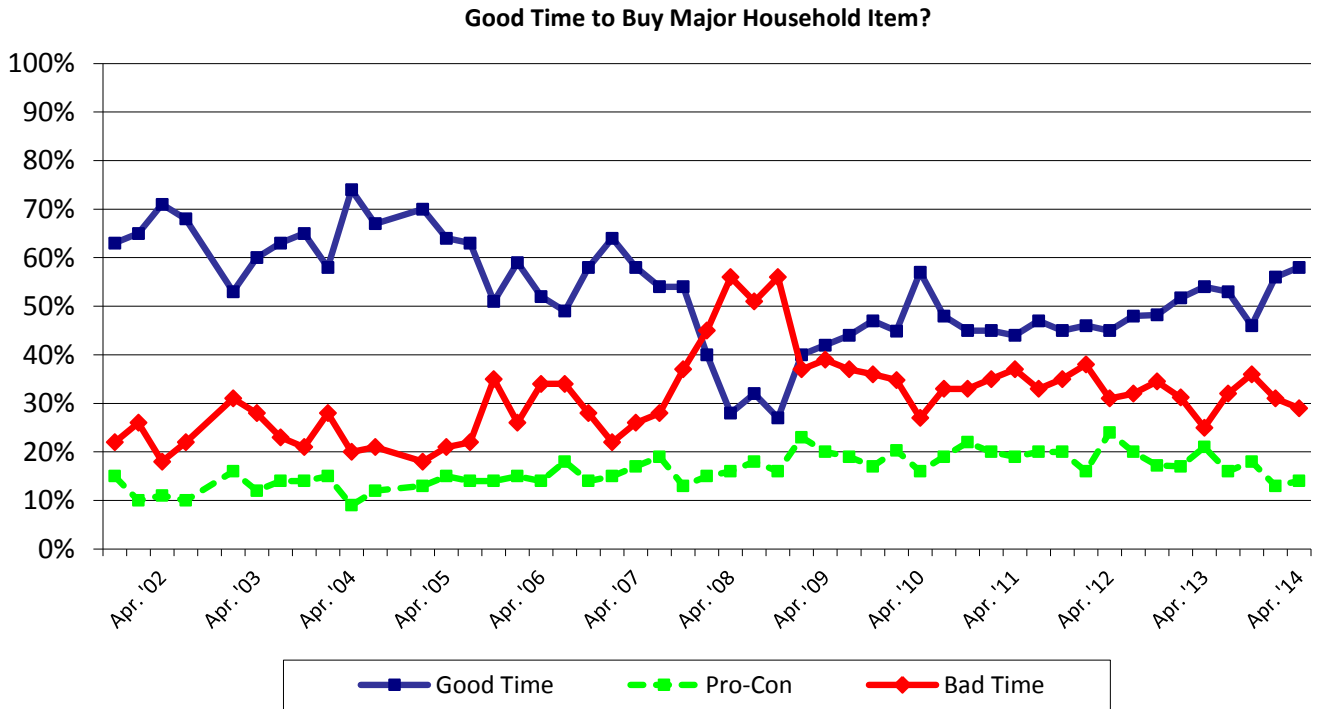


Looking forward, more than half of Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 27% think their family will be better off financially a year from now, 16% think they will be worse off and 57% think their families will be about the same.

### Household Financial Condition – 12 Months from Now



New Hampshire adults continue to think it is a good time to buy major things for their home. More than half of New Hampshire residents (58%) think now is a good time to buy major household items, 29% think it is a bad time, and 14% think it depends on a person's finances. This measure of consumer confidence is at its highest level since April 2007.



**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 ten (510) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between March 24 and April 1, 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.

### 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>Apr. '14</b>	<b>54%</b>	<b>20%</b>	<b>26%</b>	<b>(451)</b>
<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>Apr. '14</b>	<b>38%</b>	<b>21%</b>	<b>41%</b>	<b>(474)</b>
<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>
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>
<b>Apr. '14</b>	<b>30%</b>	<b>35%</b>	<b>35%</b>	<b>(506)</b>
<b>Feb. '14</b>	28%	38%	34%	(559)
<b>Oct. '13</b>	26%	34%	40%	(584)
<b>July '13</b>	33%	37%	30%	(507)
<b>Apr. '13</b>	26%	38%	36%	(503)
<b>Feb. '13</b>	28%	36%	36%	(575)
<b>Oct. '12</b>	26%	38%	36%	(583)
<b>July '12</b>	22%	40%	38%	(516)
<b>Apr. '12</b>	24%	33%	42%	(533)
<b>Feb. '12</b>	24%	33%	43%	(518)
<b>Oct. '11</b>	15%	39%	47%	(553)
<b>July '11</b>	20%	32%	48%	(509)
<b>Apr. '11</b>	18%	29%	53%	(502)
<b>Feb. '11</b>	22%	30%	48%	(518)
<b>Sept. '10</b>	19%	37%	44%	(510)
<b>July '10</b>	19%	38%	44%	(497)
<b>Apr. '10</b>	22%	38%	40%	(505)
<b>Feb. '10</b>	15%	36%	49%	(497)
<b>Oct. '09</b>	11%	36%	53%	(499)
<b>July '09</b>	12%	27%	61%	(550)
<b>Apr. '09</b>	14%	31%	55%	(502)
<b>Feb. '09</b>	12%	30%	58%	(615)
<b>Sept. '08</b>	16%	27%	57%	(543)
<b>July '08</b>	16%	23%	60%	(517)
<b>Apr. '08</b>	20%	27%	53%	(495)
<b>Feb. '08</b>	24%	29%	47%	(550)
<b>Sept. '07</b>	33%	35%	32%	(498)
<b>July '07</b>	38%	30%	32%	(514)
<b>Apr. '07</b>	36%	33%	30%	(507)
<b>Feb. '07</b>	40%	30%	30%	(531)
<b>Sept. '06</b>	34%	35%	31%	(508)
<b>July '06</b>	31%	34%	35%	(504)
<b>Apr. '06</b>	38%	31%	32%	(500)
<b>Feb. '06</b>	39%	31%	30%	(492)
<b>Oct. '05</b>	40%	29%	31%	(503)
<b>July '05</b>	34%	35%	31%	(500)
<b>Apr. '05</b>	41%	29%	30%	(493)
<b>Feb. '05</b>	37%	36%	27%	(537)
<b>July '04</b>	40%	34%	25%	(495)
<b>Apr. '04</b>	45%	32%	23%	(538)
<b>Feb. '04</b>	34%	38%	28%	(503)
<b>Oct. '03</b>	36 %	32 %	32%	(496)
<b>June '03</b>	35%	28%	36%	(514)
<b>Apr. '03</b>	36%	30%	34%	(504)
<b>Feb. '03</b>	30%	29%	40%	(647)
<b>June '02</b>	38%	33%	29%	(650)
<b>Apr. '02</b>	40%	29%	31%	(507)



### Household Financial Condition 12 Months from Now

“Now, looking ahead – do you think that a year from now you and your family will be better off financially ... or worse off ... or just about the same?”

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
<b>Apr. '14</b>	<b>27%</b>	<b>57%</b>	<b>16%</b>	<b>(486)</b>
<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)
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<b>July '07</b>	26%	62%	12%	(442)
<b>Apr. '07</b>	30%	54%	16%	(492)
<b>Feb. '07</b>	31%	57%	13%	(515)
<b>Sept. '06</b>	25%	59%	15%	(495)
<b>July '06</b>	25%	58%	17%	(484)
<b>Apr. '06</b>	26%	51%	23%	(492)
<b>Feb. '06</b>	33%	52%	15%	(488)
<b>Oct. '05</b>	30%	52%	18%	(481)
<b>July '05</b>	29%	56%	16%	(489)
<b>Apr. '05</b>	32%	52%	15%	(485)
<b>Feb. '05</b>	36%	55%	9%	(524)
<b>July '04</b>	37%	54%	9%	(477)
<b>Apr. '04</b>	38%	54%	8%	(509)
<b>Feb. '04</b>	37%	52%	10%	(488)
<b>Oct. '03</b>	32%	59%	9%	(486)
<b>June '03</b>	35%	54%	10%	(501)
<b>Apr. '03</b>	42%	49%	9%	(489)
<b>Feb. '03</b>	34%	55%	11%	(622)
<b>June '02</b>	33%	57%	10%	(625)
<b>Apr. '02</b>	38%	55%	7%	(479)
<b>Feb. '02</b>	35%	56%	10%	(305)
<b>Oct. '01</b>	26%	62%	13%	(500)

### Good Time to Buy Major Household Item

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

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N=)</u>
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**

	<b><u>Better Off</u></b>	<b><u>About the Same</u></b>	<b><u>Worse Off</u></b>	<b><u>(N)</u></b>
<b>STATEWIDE</b>	<b>30%</b>	<b>35%</b>	<b>35%</b>	<b>506</b>
Democrat	38%	39%	23%	173
Independent	31%	31%	38%	104
Republican	25%	35%	40%	189
Liberal	36%	40%	23%	102
Moderate	39%	35%	26%	191
Conservative	21%	32%	47%	154
Support Tea Party	22%	23%	54%	98
Neutral	27%	32%	42%	196
Oppose Tea Party	39%	48%	13%	165
Employed Full Time	35%	35%	29%	262
Employed Part Time	23%	23%	54%	61
Retired/Not Working	17%	46%	36%	128
Unemployed	10%	15%	76%	16
Student	77%	9%	14%	20
Union household	33%	43%	24%	58
Non-union	30%	34%	36%	436
Read Union Leader	27%	32%	41%	105
Read Boston Globe	49%	25%	26%	44
Watch WMUR	28%	36%	36%	312
Listen to NHPR	32%	37%	31%	156
10 yrs or less in NH	33%	32%	34%	74
11 to 20 years	48%	31%	20%	89
More than 20 years	24%	37%	40%	323
18 to 34	47%	26%	27%	127
35 to 49	31%	38%	32%	137
50 to 64	22%	32%	47%	136
65 and over	16%	51%	33%	88
Male	35%	31%	34%	249
Female	25%	40%	35%	257
High school or less	24%	37%	39%	102
Some college	25%	31%	44%	126
College graduate	30%	36%	34%	169
Post-graduate	43%	37%	20%	95
Less than \$30K	20%	32%	48%	53
\$30K to \$60K	29%	33%	38%	74
\$60K to \$75K	22%	40%	38%	50
\$75K to \$100K	34%	47%	20%	49
\$100K or more	48%	30%	22%	96
North Country	27%	44%	29%	45
Central / Lakes	31%	35%	35%	81
Connecticut Valley	30%	28%	41%	70
Mass Border	30%	35%	36%	136
Seacoast	32%	36%	32%	98
Manchester Area	31%	36%	33%	76
First Cong. Dist	32%	34%	34%	248
Second Cong. Dist	29%	36%	35%	253

**HH Financial Condition 12 Months from Now**

	<b>Better Off</b>	<b>Worse Off</b>	<b>About the Same</b>	<b>(N)</b>
<b>STATEWIDE</b>	<b>27%</b>	<b>16%</b>	<b>57%</b>	<b>486</b>
Democrat	36%	5%	59%	171
Independent	28%	20%	52%	102
Republican	20%	24%	55%	176
Liberal	33%	5%	62%	98
Moderate	31%	14%	55%	186
Conservative	18%	25%	56%	143
Support Tea Party	23%	30%	47%	91
Neutral	24%	14%	61%	185
Oppose Tea Party	31%	7%	62%	165
Employed Full Time	29%	13%	58%	254
Employed Part Time	32%	31%	37%	60
Retired/Not Working	16%	17%	67%	117
Unemployed	44%	4%	52%	16
Student	42%	0%	58%	20
Union household	28%	10%	62%	58
Non-union	27%	16%	57%	416
Read Union Leader	26%	14%	60%	105
Read Boston Globe	35%	20%	44%	44
Watch WMUR	24%	14%	62%	302
Listen to NHPR	22%	16%	62%	154
10 yrs or less in NH	26%	20%	55%	70
11 to 20 years	43%	9%	48%	85
More than 20 years	23%	16%	61%	311
18 to 34	40%	8%	53%	123
35 to 49	29%	18%	53%	139
50 to 64	23%	21%	56%	127
65 and over	12%	16%	73%	80
Male	28%	13%	58%	242
Female	26%	18%	56%	244
High school or less	21%	13%	66%	98
Some college	31%	19%	50%	118
College graduate	30%	17%	53%	167
Post-graduate	24%	12%	64%	91
Less than \$30K	17%	12%	72%	52
\$30K to \$60K	45%	14%	41%	69
\$60K to \$75K	20%	12%	68%	51
\$75K to \$100K	23%	2%	75%	48
\$100K or more	40%	14%	46%	95
North Country	29%	20%	51%	45
Central / Lakes	34%	16%	50%	79
Connecticut Valley	24%	14%	62%	65
Mass Border	23%	17%	59%	131
Seacoast	26%	17%	57%	95
Manchester Area	29%	10%	61%	72
First Cong. Dist	27%	16%	56%	237
Second Cong. Dist	28%	14%	58%	246

**Business Conditions in NH 12 Months**

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>54%</b>	<b>20%</b>	<b>26%</b>	<b>451</b>
Democrat	71%	19%	10%	159
Independent	55%	20%	24%	88
Republican	42%	23%	35%	168
Liberal	70%	14%	17%	89
Moderate	59%	23%	18%	176
Conservative	42%	23%	36%	142
Support Tea Party	29%	30%	41%	81
Neutral	58%	17%	25%	171
Oppose Tea Party	66%	18%	16%	157
Employed Full Time	56%	22%	22%	243
Employed Part Time	58%	15%	27%	50
Retired/Not Working	44%	22%	34%	113
Unemployed	64%	5%	30%	15
Student	100%	0%	0%	15
Union household	45%	25%	30%	51
Non-union	56%	19%	25%	389
Read Union Leader	52%	21%	27%	93
Read Boston Globe	73%	12%	15%	41
Watch WMUR	56%	18%	25%	283
Listen to NHPR	66%	17%	18%	130
10 yrs or less in NH	63%	21%	15%	59
11 to 20 years	77%	12%	11%	82
More than 20 years	48%	22%	31%	293
18 to 34	66%	15%	19%	110
35 to 49	58%	21%	21%	131
50 to 64	45%	22%	33%	120
65 and over	50%	22%	28%	75
Male	53%	22%	25%	229
Female	56%	18%	26%	222
High school or less	58%	15%	27%	85
Some college	47%	26%	27%	106
College graduate	58%	16%	26%	159
Post-graduate	55%	24%	21%	90
Less than \$30K	59%	18%	22%	45
\$30K to \$60K	59%	18%	23%	70
\$60K to \$75K	58%	24%	18%	46
\$75K to \$100K	56%	19%	25%	45
\$100K or more	55%	21%	24%	88
North Country	70%	20%	10%	40
Central / Lakes	50%	14%	36%	76
Connecticut Valley	52%	23%	25%	53
Mass Border	52%	18%	30%	119
Seacoast	54%	26%	20%	92
Manchester Area	57%	20%	23%	71
First Cong. Dist	51%	23%	26%	229
Second Cong. Dist	58%	17%	25%	219

**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>38%</b>	<b>21%</b>	<b>41%</b>	<b>474</b>
Democrat	69%	18%	13%	165
Independent	28%	20%	51%	96
Republican	21%	25%	55%	177
Liberal	53%	21%	25%	95
Moderate	47%	21%	32%	180
Conservative	21%	20%	59%	149
Support Tea Party	11%	19%	69%	88
Neutral	38%	18%	44%	180
Oppose Tea Party	53%	23%	24%	161
Employed Full Time	38%	21%	41%	246
Employed Part Time	23%	34%	43%	59
Retired/Not Working	39%	16%	46%	119
Unemployed	67%	2%	32%	16
Student	70%	13%	17%	17
Union household	38%	23%	39%	53
Non-union	38%	20%	42%	410
Read Union Leader	39%	24%	36%	103
Read Boston Globe	52%	25%	23%	44
Watch WMUR	38%	20%	42%	293
Listen to NHPR	46%	19%	34%	148
10 yrs or less in NH	38%	30%	33%	68
11 to 20 years	51%	22%	27%	84
More than 20 years	35%	18%	47%	303
18 to 34	44%	22%	33%	119
35 to 49	40%	22%	38%	128
50 to 64	36%	18%	47%	129
65 and over	33%	21%	46%	82
Male	34%	22%	44%	240
Female	43%	19%	38%	234
High school or less	27%	30%	43%	91
Some college	34%	14%	52%	117
College graduate	45%	17%	38%	164
Post-graduate	46%	24%	30%	89
Less than \$30K	44%	12%	44%	52
\$30K to \$60K	45%	22%	33%	70
\$60K to \$75K	26%	17%	57%	47
\$75K to \$100K	35%	32%	33%	47
\$100K or more	47%	16%	37%	90
North Country	60%	14%	25%	45
Central / Lakes	38%	13%	49%	74
Connecticut Valley	34%	22%	44%	58
Mass Border	33%	23%	44%	131
Seacoast	35%	24%	41%	93
Manchester Area	42%	24%	34%	73
First Cong. Dist	36%	24%	40%	240
Second Cong. Dist	40%	18%	41%	230

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>27%</b>	<b>26%</b>	<b>46%</b>	<b>461</b>
Democrat	42%	28%	30%	160
Independent	17%	24%	58%	96
Republican	20%	27%	53%	170
Liberal	34%	30%	36%	98
Moderate	32%	28%	41%	178
Conservative	19%	24%	58%	139
Support Tea Party	9%	30%	61%	88
Neutral	24%	22%	54%	175
Oppose Tea Party	41%	28%	31%	156
Employed Full Time	26%	27%	47%	241
Employed Part Time	19%	28%	53%	56
Retired/Not Working	31%	33%	36%	113
Unemployed	29%	9%	62%	14
Student	26%	0%	74%	20
Union household	22%	35%	43%	52
Non-union	28%	25%	47%	399
Read Union Leader	23%	30%	47%	96
Read Boston Globe	27%	32%	41%	40
Watch WMUR	29%	24%	47%	280
Listen to NHPR	28%	29%	44%	141
10 yrs or less in NH	28%	26%	46%	65
11 to 20 years	35%	20%	45%	82
More than 20 years	26%	28%	47%	297
18 to 34	22%	24%	54%	121
35 to 49	32%	23%	45%	129
50 to 64	22%	28%	50%	119
65 and over	36%	33%	31%	77
Male	26%	27%	47%	224
Female	28%	26%	46%	236
High school or less	24%	12%	64%	87
Some college	22%	22%	56%	117
College graduate	28%	34%	38%	164
Post-graduate	36%	32%	32%	82
Less than \$30K	24%	14%	62%	51
\$30K to \$60K	21%	30%	49%	69
\$60K to \$75K	24%	25%	51%	46
\$75K to \$100K	25%	27%	48%	43
\$100K or more	37%	24%	39%	91
North Country	36%	20%	44%	44
Central / Lakes	26%	32%	42%	76
Connecticut Valley	25%	29%	46%	60
Mass Border	30%	23%	47%	124
Seacoast	19%	30%	51%	87
Manchester Area	32%	22%	46%	71
First Cong. Dist	24%	30%	47%	229
Second Cong. Dist	32%	23%	46%	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>14%</b>	<b>29%</b>	<b>460</b>
Democrat	70%	9%	20%	152
Independent	54%	16%	31%	101
Republican	49%	16%	35%	172
Liberal	72%	9%	19%	92
Moderate	60%	13%	27%	175
Conservative	49%	15%	36%	139
Support Tea Party	41%	25%	34%	88
Neutral	61%	8%	31%	179
Oppose Tea Party	68%	11%	21%	149
Employed Full Time	60%	11%	29%	237
Employed Part Time	49%	11%	39%	58
Retired/Not Working	54%	21%	26%	114
Unemployed	47%	0%	53%	15
Student	100%	0%	0%	20
Union household	63%	11%	26%	51
Non-union	57%	14%	29%	397
Read Union Leader	61%	19%	20%	98
Read Boston Globe	73%	10%	17%	41
Watch WMUR	57%	14%	30%	285
Listen to NHPR	65%	15%	20%	141
10 yrs or less in NH	54%	22%	24%	67
11 to 20 years	73%	6%	21%	81
More than 20 years	55%	13%	32%	294
18 to 34	69%	8%	23%	117
35 to 49	56%	8%	35%	123
50 to 64	50%	18%	32%	126
65 and over	58%	21%	20%	79
Male	62%	11%	27%	229
Female	53%	16%	30%	231
High school or less	50%	18%	32%	93
Some college	61%	12%	27%	116
College graduate	59%	13%	28%	155
Post-graduate	62%	10%	28%	83
Less than \$30K	71%	7%	23%	50
\$30K to \$60K	66%	16%	18%	67
\$60K to \$75K	60%	7%	33%	41
\$75K to \$100K	52%	15%	33%	44
\$100K or more	68%	8%	24%	92
North Country	54%	17%	30%	42
Central / Lakes	56%	12%	32%	75
Connecticut Valley	57%	16%	27%	63
Mass Border	58%	18%	24%	125
Seacoast	58%	13%	29%	90
Manchester Area	60%	5%	34%	65
First Cong. Dist	55%	14%	31%	224
Second Cong. Dist	61%	12%	26%	233