

# THE BIA REPORT ON CONSUMER CONFIDENCE

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

May 7, 2013

### CONFIDENCE IN NH ECONOMY UNCHANGED, GROWING CONCERNS ABOUT U.S. ECONOMY

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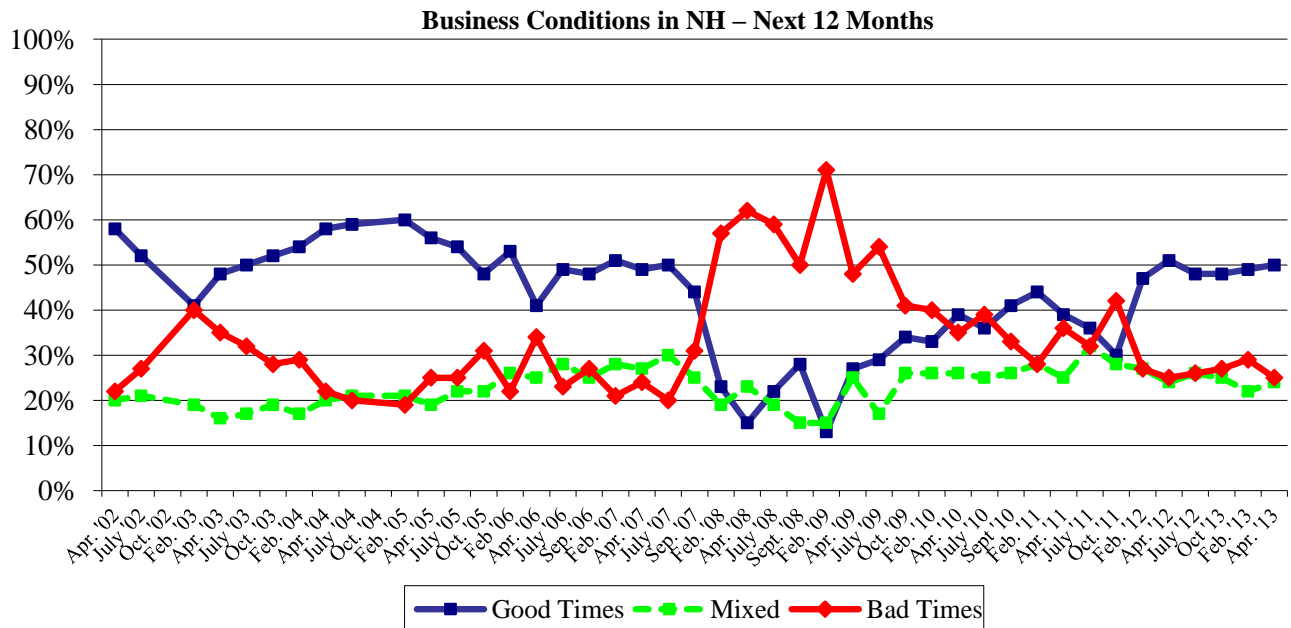
DURHAM, NH –New Hampshire’s views over the direction of the national and state economy are unchanged. The outlook of the national economy over the next 5 years is more negative. Perceptions about their own families remain more positive.

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 seven (507) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between April 4 and April 9, 2013. The margin of sampling error for the survey is +/- 4.4 percent.

#### N.H. Business Conditions

After a significant improvement from 2011 to 2012, perceptions about the New Hampshire economy have stayed steady in 2013. When asked how New Hampshire businesses will do over the next year, half of Granite Staters (50%) think local business will enjoy good times financially, 25% think they will experience bad times, and 24% anticipate mixed conditions. While there is no sign of improvement, these figures are consistent with views prior to the 2008 recession.

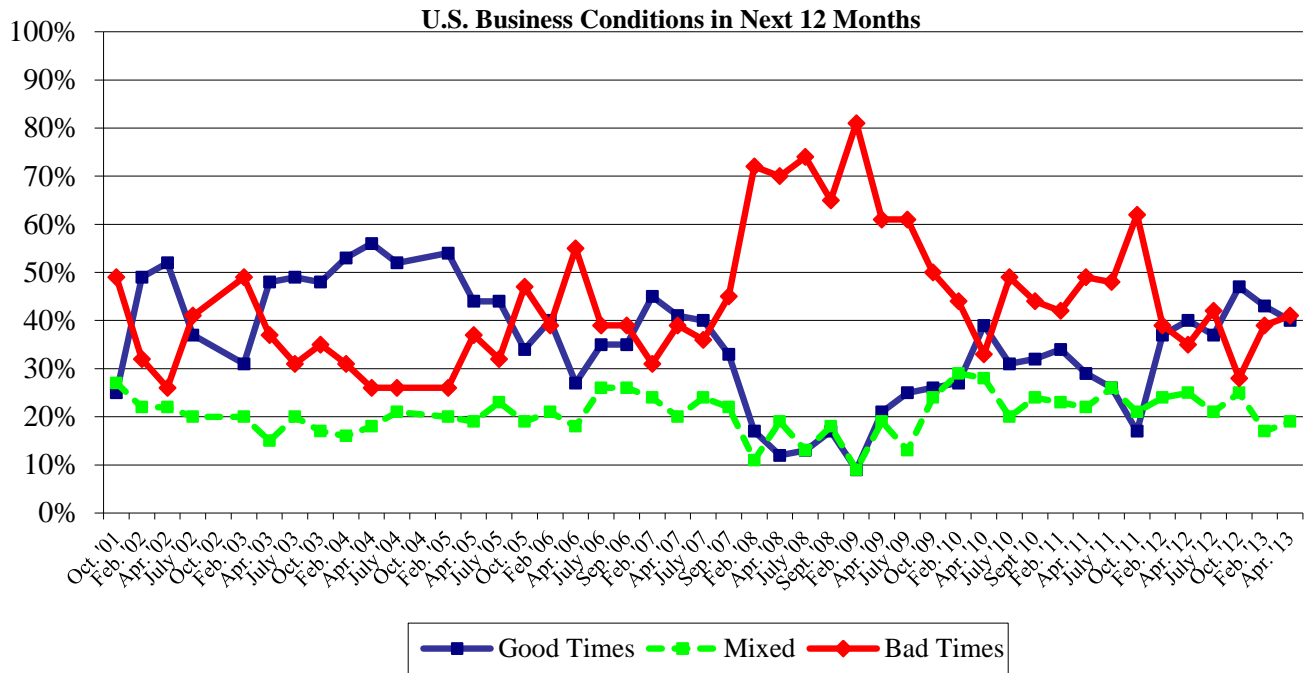
“Business confidence has remained steady during the first part of 2013,” said BIA President Jim Roche. “While we obviously want confidence to improve, it’s a good sign that, despite the inability of Congressional leaders to find compromise and avoid sequestration, Granite Staters are still optimistic. However, the numbers underscore the critical need for political leaders to find consensus, work towards balancing the budget and reducing the nation’s debt, and continue supporting businesses and policies that foster growth and 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.

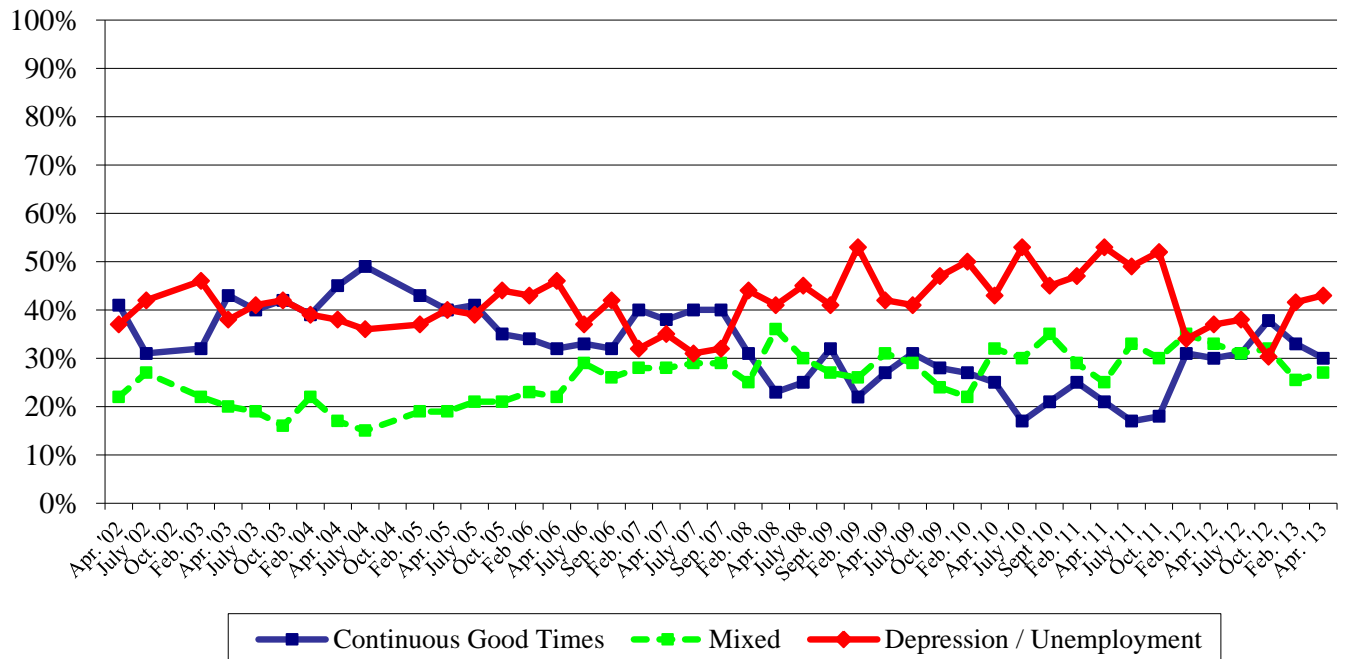
## U.S. Business Conditions

Similarly, expectations that the U.S. economy will improve in the next year have remained steady. Currently, 40% 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 19% think conditions will be mixed.



Beliefs about the long-term prospects about the U.S economy are increasingly pessimistic. 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, 43% expect periods of widespread unemployment and depression, and 27% see a mix of good and bad conditions. While this represents the most negative outlook in over a year, current expectations are still significantly improved from 2010 and 2011.

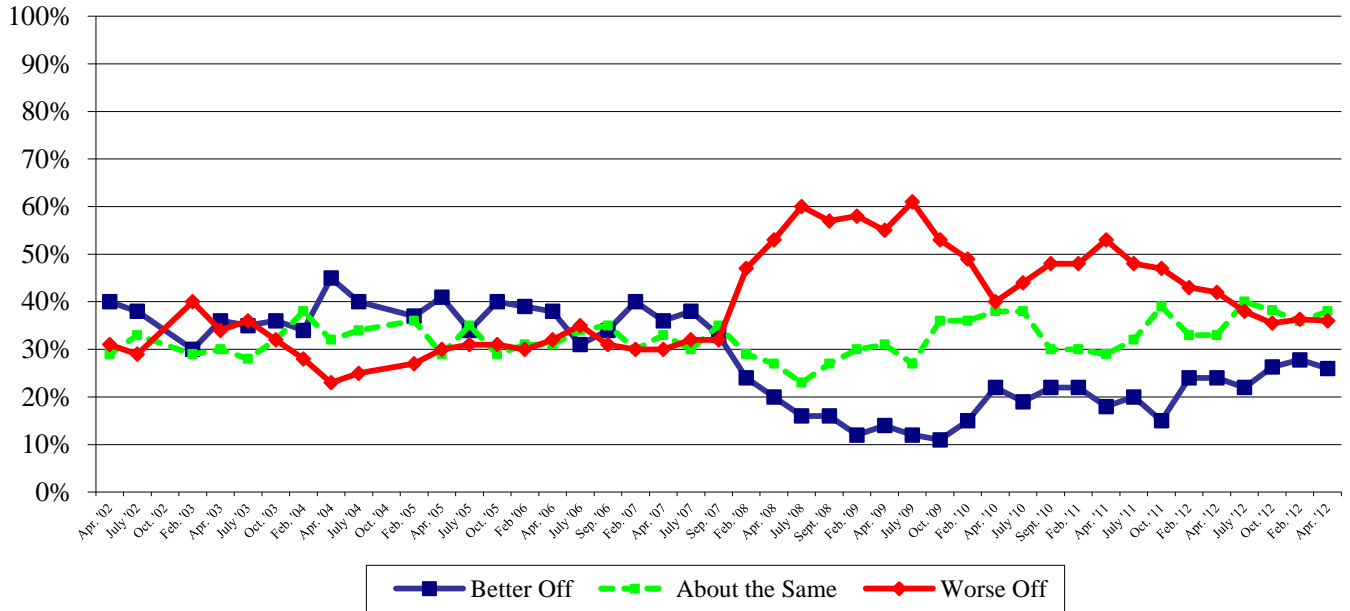
## U.S. 5 Year Economic Outlook



## Personal Financial Conditions

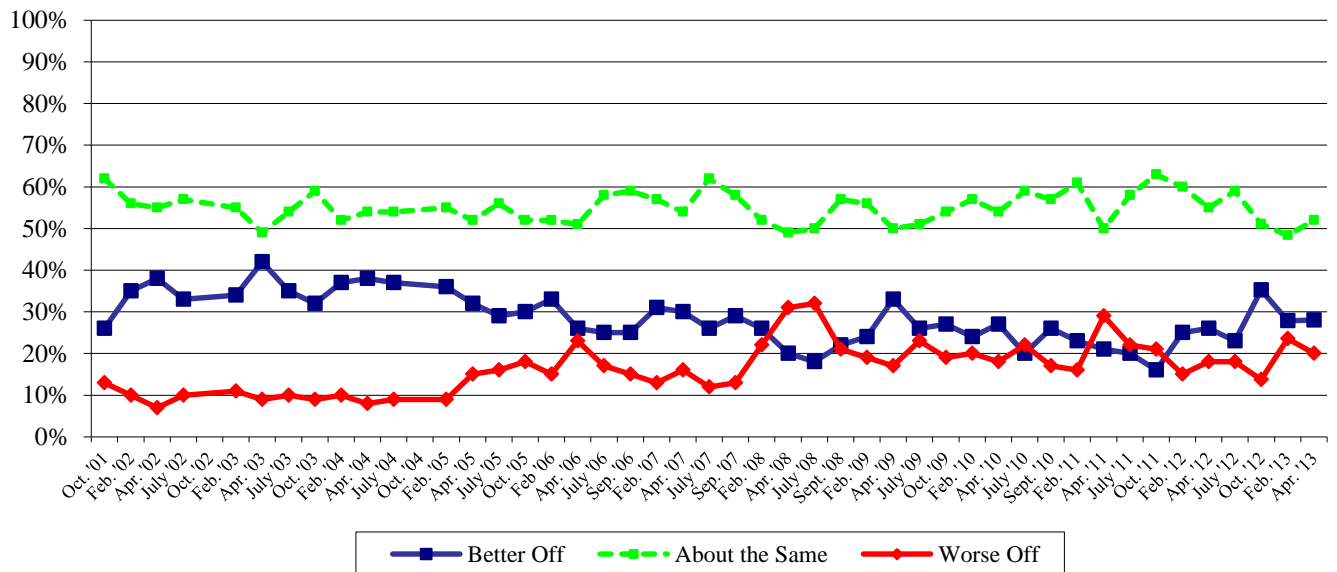
When asked about their personal finances, more New Hampshire adults still think they are worse than think they are better off now compared to a year ago. When asked about their household's financial condition, only 26% of New Hampshire adults say they are better off now than they were a year ago, 38% say they are worse off, and 36% say things are about the same.

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

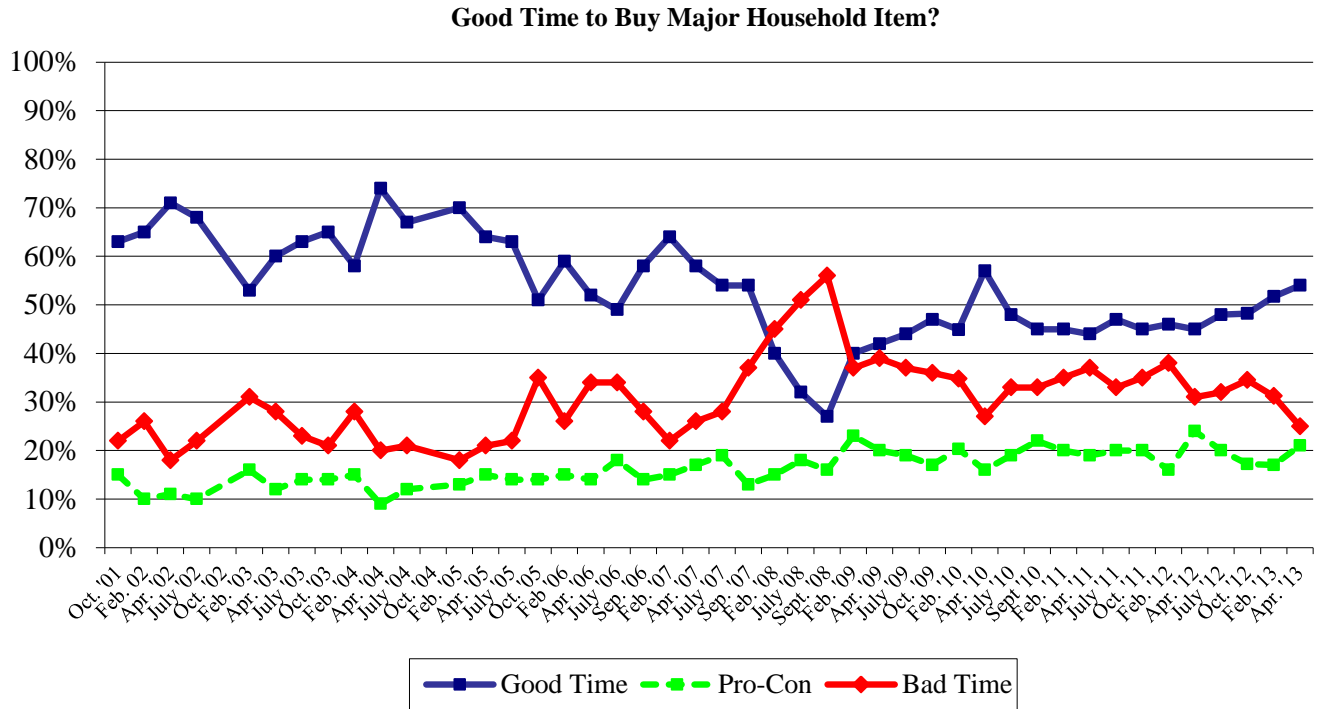


Looking forward, more than half of Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 28% think their family will be better off financially a year from now, 20% think they will be worse off and 52% think their families will be about the same.

### Household Financial Condition – 12 Months from Now



More New Hampshire adults think that now is a good time to purchase major household items. Currently, 54% of New Hampshire residents think now is a good time to buy major household items, 25% think it is a bad time, and 21% think it depends on a person's finances. This is a steady improvement from our last poll and is at the highest level since April 2010.



### 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.

### 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 seven (507) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between April 4 and April 9, 2013. The margin of sampling error for the survey is +/- 4.4 percent.

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, 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. '13</b>	<b>50%</b>	<b>24%</b>	<b>25%</b>	<b>(454)</b>
<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. '13</b>	<b>40%</b>	<b>19%</b>	<b>41%</b>	<b>(480)</b>
<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>
<b>Apr. '13</b>	<b>30%</b>	<b>27%</b>	<b>43%</b>	<b>(471)</b>
<b>Feb. '13</b>	33%	26%	42%	(562)
<b>Oct. '12</b>	38%	32%	30%	(490)
<b>July '12</b>	31%	31%	38%	(453)
<b>Apr. '12</b>	30%	33%	37%	(465)
<b>Feb. '12</b>	31%	35%	34%	(479)
<b>Oct. '11</b>	18%	30%	52%	(515)
<b>July '11</b>	17%	33%	49%	(484)
<b>Apr. '11</b>	21%	25%	53%	(479)
<b>Feb. '11</b>	25%	29%	47%	(482)
<b>Sept. '10</b>	21%	35%	45%	(486)
<b>July '10</b>	17%	30%	53%	(477)
<b>Apr. '10</b>	25%	32%	43%	(472)
<b>Feb. '10</b>	27%	22%	50%	(472)
<b>Oct. '09</b>	28%	24%	47%	(463)
<b>July '09</b>	31%	29%	41%	(538)
<b>Apr. '09</b>	27%	31%	42%	(479)
<b>Feb. '09</b>	22%	26%	53%	(590)
<b>Sept. '08</b>	32%	27%	41%	(484)
<b>July '08</b>	25%	30%	45%	(485)
<b>Apr. '08</b>	23%	36%	41%	(439)
<b>Feb. '08</b>	31%	25%	44%	(502)
<b>Sept. '07</b>	40%	29%	32%	(443)
<b>July '07</b>	40%	29%	31%	(432)
<b>Apr. '07</b>	38%	28%	35%	(472)
<b>Feb. '07</b>	40%	28%	32%	(478)
<b>Sept. '06</b>	32%	26%	42%	(473)
<b>July '06</b>	33%	29%	37%	(447)
<b>Apr. '06</b>	32%	22%	46%	(471)
<b>Feb. '06</b>	34%	23%	43%	(444)
<b>Oct. '05</b>	35%	21%	44%	(460)
<b>July '05</b>	41%	21%	39%	(461)
<b>Apr. '05</b>	40%	19%	40%	(455)
<b>Feb. '05</b>	43%	19%	37%	(497)
<b>July '04</b>	49%	15%	36%	(431)
<b>Apr. '04</b>	45%	17%	38%	(467)
<b>Feb. '04</b>	39%	22%	39%	(454)
<b>Oct. '03</b>	42%	16%	42%	(457)
<b>June '03</b>	40%	19%	41%	(479)
<b>Apr. '03</b>	43%	20%	38%	(470)
<b>Feb. '03</b>	32%	22%	46%	(607)
<b>June '02</b>	31%	27%	42%	(603)
<b>Apr. '02</b>	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. '13</b>	<b>26%</b>	<b>38%</b>	<b>36%</b>	<b>(503)</b>
<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. '13</b>	<b>28%</b>	<b>52%</b>	<b>20%</b>	<b>(487)</b>
<b>Feb. '13</b>	28%	24%	48%	(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)
<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>
<b>Apr. '13</b>	<b>54%</b>	<b>21%</b>	<b>25%</b>	<b>(468)</b>
<b>Feb. '13</b>	52%	17%	31%	(515)
<b>Oct. '12</b>	48%	17%	35%	(551)
<b>July '12</b>	48%	20%	32%	(468)
<b>Apr. '12</b>	45%	24%	31%	(503)
<b>Feb. '12</b>	46%	16%	38%	(487)
<b>July '11</b>	47%	20%	33%	(479)
<b>Apr. '11</b>	44%	19%	37%	(475)
<b>Feb. '11</b>	45%	20%	35%	(478)
<b>Sept. '10</b>	45%	22%	33%	(491)
<b>July '10</b>	48%	19%	33%	(469)
<b>Apr. '10</b>	57%	16%	27%	(471)
<b>Feb. '10</b>	45%	20%	35%	(469)
<b>Oct. '09</b>	47%	17%	36%	(472)
<b>July '09</b>	44%	19%	37%	(548)
<b>Apr. '09</b>	42%	20%	39%	(491)
<b>Feb. '09</b>	40%	23%	37%	(591)
<b>Sept. '08</b>	27%	16%	56%	(495)
<b>July '08</b>	32%	18%	51%	(487)
<b>Apr. '08</b>	28%	16%	56%	(465)
<b>Feb. '08</b>	40%	15%	45%	(517)
<b>Sept. '07</b>	50%	13%	37%	(433)
<b>July '07</b>	54%	19%	28%	(430)
<b>Apr. '07</b>	58%	17%	26%	(458)
<b>Feb. '07</b>	64%	15%	22%	(488)
<b>Sept. '06</b>	58%	14%	28%	(452)
<b>July '06</b>	49%	18%	34%	(453)
<b>Apr. '06</b>	52%	14%	34%	(448)
<b>Feb. '06</b>	59%	15%	26%	(442)
<b>Oct. '05</b>	51%	14%	35%	(456)
<b>July '05</b>	63%	14%	22%	(441)
<b>Apr. '05</b>	64%	15%	21%	(446)
<b>Feb. '05</b>	70%	13%	18%	(478)
<b>July '04</b>	67%	12%	21%	(456)
<b>Apr. '04</b>	71%	9%	20%	(487)
<b>Feb. '04</b>	58%	15%	28%	(462)
<b>Oct. '03</b>	65%	14%	21%	(468)
<b>June '03</b>	63%	14%	23%	(475)
<b>Apr. '03</b>	60%	12%	28%	(487)
<b>Feb. '03</b>	53%	16%	31%	(600)
<b>June '02</b>	68%	10%	22%	(613)
<b>Apr. '02</b>	71%	11%	18%	(480)
<b>Feb. '02</b>	65%	10%	26%	(298)
<b>Oct. '01</b>	63%	15%	22%	(506)

### Household Financial Condition Compared to 12 Months Ago

<b>STATEWIDE</b>	<b><u>Better Off</u></b> <b>26%</b>	<b><u>About the Same</u></b> <b>38%</b>	<b><u>Worse Off</u></b> <b>36%</b>	<b><u>(N)</u></b> <b>503</b>
Democrat	37%	38%	25%	201
Independent	20%	38%	42%	122
Republican	16%	37%	47%	168
Liberal	41%	42%	17%	108
Moderate	27%	37%	36%	222
Conservative	14%	35%	51%	146
Support Tea Party	12%	31%	57%	102
Neutral	26%	37%	37%	158
Oppose Tea Party	33%	41%	27%	206
Romney/Ryan Voter	14%	34%	52%	203
Obama/Biden Voter	36%	42%	22%	230
Other	11%	34%	55%	13
Did Not Vote in 2008	41%	30%	28%	38
Union household	22%	34%	44%	64
Non union	27%	38%	35%	435
Read Union Leader	19%	37%	44%	149
Read Boston Globe	33%	36%	31%	76
Watch WMUR	25%	39%	36%	335
Listen to NHPR	34%	39%	26%	153
10 yrs or less in NH	30%	43%	27%	86
11 to 20 years	34%	32%	34%	88
More than 20 years	23%	39%	38%	318
18 to 34	45%	34%	21%	57
35 to 49	26%	32%	42%	128
50 to 64	30%	32%	38%	175
65 and over	13%	54%	33%	134
Male	33%	34%	34%	247
Female	20%	41%	39%	256
High school or less	21%	35%	44%	97
Some college	21%	45%	33%	115
College graduate	25%	36%	38%	157
Post graduate	36%	35%	30%	128
Less than \$30K	14%	49%	36%	34
\$30K to \$60K	19%	38%	43%	80
\$60K to \$75K	34%	22%	45%	33
\$75K to \$100K	21%	42%	36%	45
\$100K or more	39%	35%	26%	135
Attend services 1 or more/week	17%	45%	38%	116
1 2 times a month	36%	30%	34%	52
Less often	20%	31%	49%	135
Never	34%	39%	28%	186
North Country	27%	38%	35%	39
Central / Lakes	28%	38%	34%	82
Connecticut Valley	25%	38%	37%	82
Mass Border	25%	42%	32%	134
Seacoast	28%	35%	37%	85
Manchester Area	24%	31%	45%	81
First Cong. Dist	23%	37%	40%	228
Second Cong. Dist	29%	38%	33%	275

**HH Financial Condition 12 Months from Now**

<b>STATEWIDE</b>	<b><u>Better Off</u></b> <b>28%</b>	<b><u>Worse Off</u></b> <b>20%</b>	<b><u>About</u></b> <b><u>the Same</u></b> <b>52%</b>	<b><u>(N)</u></b> <b>487</b>
Democrat	41%	6%	53%	196
Independent	21%	27%	52%	116
Republican	16%	32%	52%	165
Liberal	49%	9%	42%	106
Moderate	29%	17%	55%	211
Conservative	12%	33%	56%	144
Support Tea Party	14%	38%	48%	99
Neutral	23%	23%	54%	155
Oppose Tea Party	37%	10%	53%	199
Romney/Ryan Voter	14%	34%	52%	200
Obama/Biden Voter	40%	7%	52%	224
Other	19%	22%	59%	11
Did Not Vote in 2008	42%	18%	40%	35
Union household	30%	22%	48%	64
Non union	28%	19%	53%	418
Read Union Leader	18%	24%	58%	146
Read Boston Globe	31%	15%	55%	75
Watch WMUR	26%	20%	55%	321
Listen to NHPR	33%	14%	54%	149
10 yrs or less in NH	31%	19%	50%	85
11 to 20 years	27%	15%	59%	86
More than 20 years	28%	20%	52%	306
18 to 34	47%	12%	42%	58
35 to 49	26%	17%	57%	123
50 to 64	31%	19%	49%	168
65 and over	16%	26%	57%	130
Male	33%	20%	47%	237
Female	24%	19%	57%	250
High school or less	26%	22%	53%	98
Some college	27%	19%	54%	106
College graduate	22%	19%	58%	150
Post graduate	37%	19%	44%	128
Less than \$30K	29%	24%	47%	32
\$30K to \$60K	27%	16%	57%	78
\$60K to \$75K	31%	12%	57%	31
\$75K to \$100K	23%	30%	47%	44
\$100K or more	31%	15%	54%	135
Attend services 1 or more/week	17%	26%	58%	111
1 2 times a month	35%	18%	47%	51
Less often	26%	27%	47%	133
Never	36%	10%	54%	177
North Country	26%	14%	59%	37
Central / Lakes	26%	15%	59%	82
Connecticut Valley	34%	21%	45%	78
Mass Border	31%	21%	47%	129
Seacoast	27%	22%	52%	81
Manchester Area	21%	22%	58%	81
First Cong. Dist	24%	21%	54%	223
Second Cong. Dist	31%	18%	51%	264

**Business Conditions in NH 12 Months**

<b>STATEWIDE</b>	<b><u>Good Times</u></b> <b>50%</b>	<b><u>Mixed</u></b> <b>24%</b>	<b><u>Bad Times</u></b> <b>25%</b>	<b><u>(N)</u></b> <b>454</b>
Democrat	71%	19%	10%	179
Independent	45%	29%	26%	113
Republican	31%	28%	41%	156
Liberal	74%	12%	14%	99
Moderate	53%	28%	19%	200
Conservative	30%	28%	41%	133
Support Tea Party	25%	33%	43%	94
Neutral	41%	26%	33%	146
Oppose Tea Party	68%	19%	13%	186
Romney/Ryan Voter	30%	29%	41%	190
Obama/Biden Voter	71%	19%	11%	204
Other	29%	42%	28%	12
Did Not Vote in 2008	50%	20%	29%	33
Union household	48%	29%	23%	54
Non union	51%	24%	25%	398
Read Union Leader	48%	23%	29%	137
Read Boston Globe	68%	18%	13%	68
Watch WMUR	51%	24%	25%	306
Listen to NHPR	66%	16%	18%	144
10 yrs or less in NH	49%	28%	23%	73
11 to 20 years	47%	25%	28%	78
More than 20 years	52%	23%	25%	296
18 to 34	58%	15%	26%	45
35 to 49	45%	24%	31%	115
50 to 64	53%	21%	25%	164
65 and over	49%	32%	19%	124
Male	52%	25%	23%	228
Female	49%	24%	27%	226
High school or less	50%	21%	29%	88
Some college	49%	22%	28%	100
College graduate	47%	27%	27%	148
Post graduate	55%	26%	18%	115
Less than \$30K	60%	13%	27%	32
\$30K to \$60K	52%	21%	28%	74
\$60K to \$75K	57%	20%	23%	30
\$75K to \$100K	49%	35%	16%	42
\$100K or more	51%	26%	23%	124
Attend services 1 or more/week	41%	28%	31%	104
1 2 times a month	46%	27%	27%	45
Less often	47%	25%	28%	126
Never	60%	21%	19%	168
North Country	44%	21%	36%	33
Central / Lakes	51%	24%	25%	78
Connecticut Valley	47%	34%	19%	73
Mass Border	52%	21%	26%	120
Seacoast	53%	23%	24%	77
Manchester Area	50%	23%	27%	74
First Cong. Dist	53%	22%	25%	209
Second Cong. Dist	48%	26%	26%	245

**Business Conditions in US in 12 Months**

<b>STATEWIDE</b>	<b><u>Good Times</u></b> <b>40%</b>	<b><u>Mixed</u></b> <b>19%</b>	<b><u>Bad Times</u></b> <b>41%</b>	<b><u>(N)</u></b> <b>480</b>
Democrat	64%	18%	18%	189
Independent	33%	21%	46%	115
Republican	18%	19%	63%	165
Liberal	67%	13%	21%	99
Moderate	43%	21%	36%	212
Conservative	18%	20%	61%	142
Support Tea Party	10%	21%	69%	99
Neutral	27%	18%	55%	154
Oppose Tea Party	65%	18%	18%	194
Romney/Ryan Voter	16%	18%	66%	197
Obama/Biden Voter	64%	18%	18%	217
Other	18%	54%	28%	12
Did Not Vote in 2008	34%	19%	47%	37
Union household	41%	19%	39%	61
Non union	40%	19%	41%	415
Read Union Leader	35%	20%	45%	142
Read Boston Globe	54%	14%	32%	71
Watch WMUR	41%	18%	42%	319
Listen to NHPR	56%	16%	28%	141
10 yrs or less in NH	45%	25%	30%	88
11 to 20 years	36%	20%	45%	84
More than 20 years	41%	16%	43%	299
18 to 34	45%	18%	37%	55
35 to 49	35%	17%	48%	122
50 to 64	42%	19%	39%	169
65 and over	42%	21%	37%	128
Male	39%	19%	42%	235
Female	42%	19%	39%	245
High school or less	35%	14%	51%	91
Some college	37%	20%	42%	110
College graduate	39%	19%	42%	153
Post graduate	49%	20%	31%	122
Less than \$30K	57%	7%	36%	30
\$30K to \$60K	33%	27%	40%	76
\$60K to \$75K	49%	8%	43%	32
\$75K to \$100K	36%	24%	40%	44
\$100K or more	45%	14%	41%	134
Attend services 1 or more/week	31%	22%	48%	113
1 2 times a month	37%	27%	36%	50
Less often	44%	17%	39%	129
Never	46%	15%	39%	175
North Country	34%	26%	40%	38
Central / Lakes	40%	16%	45%	78
Connecticut Valley	48%	24%	28%	75
Mass Border	37%	20%	43%	128
Seacoast	41%	11%	47%	82
Manchester Area	40%	21%	39%	78
First Cong. Dist	40%	14%	46%	221
Second Cong. Dist	40%	24%	36%	259

**5 Year Economic Outlook – U.S.**

<b>STATEWIDE</b>	<b><u>Continuous Good Times</u> 30%</b>	<b><u>Mixed</u> 27%</b>	<b><u>Widespread Unemployment/ Depression</u> 43%</b>	<b><u>(N)</u> 471</b>
Democrat	46%	34%	20%	185
Independent	30%	22%	48%	113
Republican	12%	22%	66%	162
Liberal	48%	27%	26%	102
Moderate	31%	31%	37%	201
Conservative	14%	19%	68%	140
Support Tea Party	10%	16%	74%	98
Neutral	15%	29%	57%	149
Oppose Tea Party	50%	32%	18%	191
Romney/Ryan Voter	13%	16%	70%	192
Obama/Biden Voter	47%	35%	18%	217
Other	9%	38%	53%	12
Did Not Vote in 2008	21%	26%	53%	35
Union household	27%	33%	40%	61
Non union	30%	26%	44%	405
Read Union Leader	31%	23%	46%	143
Read Boston Globe	38%	25%	37%	69
Watch WMUR	33%	28%	39%	317
Listen to NHPR	42%	26%	32%	141
10 yrs or less in NH	33%	25%	43%	84
11 to 20 years	27%	26%	47%	83
More than 20 years	30%	28%	42%	293
18 to 34	26%	23%	51%	53
35 to 49	22%	30%	48%	126
50 to 64	34%	28%	38%	165
65 and over	33%	26%	41%	119
Male	30%	28%	43%	232
Female	30%	27%	43%	239
High school or less	28%	26%	46%	92
Some college	25%	20%	55%	106
College graduate	32%	27%	41%	146
Post graduate	31%	33%	35%	122
Less than \$30K	39%	16%	44%	31
\$30K to \$60K	34%	23%	43%	77
\$60K to \$75K	45%	15%	40%	32
\$75K to \$100K	28%	24%	48%	42
\$100K or more	30%	31%	38%	133
Attend services 1 or more/week	26%	29%	46%	109
1 2 times a month	25%	18%	56%	43
Less often	33%	22%	45%	128
Never	30%	32%	38%	175
North Country	28%	26%	47%	38
Central / Lakes	29%	34%	36%	78
Connecticut Valley	32%	33%	36%	77
Mass Border	32%	18%	50%	125
Seacoast	24%	32%	45%	78
Manchester Area	32%	26%	42%	75
First Cong. Dist	30%	27%	43%	213
Second Cong. Dist	30%	28%	43%	258

### Good Time to Buy Major Household Item

	<u>Good Time</u> 54%	<u>Pro-Con</u> 21%	<u>Bad Time</u> 25%	<u>(N)</u> 468
<b>STATEWIDE</b>				
Democrat	64%	20%	16%	193
Independent	44%	26%	30%	111
Republican	49%	18%	33%	153
Liberal	65%	22%	13%	104
Moderate	59%	19%	23%	210
Conservative	44%	20%	36%	132
Support Tea Party	43%	21%	36%	94
Neutral	50%	20%	29%	150
Oppose Tea Party	63%	22%	15%	193
Romney/Ryan Voter	46%	18%	36%	187
Obama/Biden Voter	63%	24%	13%	219
Other	55%	23%	22%	10
Did Not Vote in 2008	43%	12%	44%	37
Union household	52%	26%	22%	61
Non union	55%	20%	25%	403
Read Union Leader	51%	27%	22%	144
Read Boston Globe	58%	19%	23%	72
Watch WMUR	56%	20%	24%	314
Listen to NHPR	63%	24%	13%	143
10 yrs or less in NH	60%	21%	19%	78
11 to 20 years	58%	14%	28%	81
More than 20 years	53%	22%	25%	300
18 to 34	56%	9%	35%	52
35 to 49	52%	22%	25%	116
50 to 64	64%	19%	18%	170
65 and over	42%	28%	29%	124
Male	60%	18%	22%	233
Female	49%	24%	27%	235
High school or less	48%	14%	38%	88
Some college	55%	16%	29%	107
College graduate	52%	28%	20%	147
Post graduate	61%	21%	18%	122
Less than \$30K	52%	23%	25%	32
\$30K to \$60K	52%	20%	28%	78
\$60K to \$75K	47%	24%	28%	32
\$75K to \$100K	55%	16%	29%	42
\$100K or more	60%	20%	19%	126
Attend services 1 or more/week	56%	19%	26%	108
1 2 times a month	56%	19%	26%	50
Less often	51%	25%	24%	126
Never	56%	19%	25%	170
North Country	53%	18%	29%	37
Central / Lakes	57%	18%	25%	74
Connecticut Valley	45%	34%	21%	78
Mass Border	58%	19%	23%	125
Seacoast	55%	19%	26%	78
Manchester Area	55%	16%	28%	77
First Cong. Dist	56%	18%	26%	213
Second Cong. Dist	53%	23%	24%	255