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**NH CONSUMER CONFIDENCE REMAINS HIGH**

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DURHAM, NH - Optimism about business conditions in New Hampshire over the next 12 months is at an all-time high. However, deep partisan differences persist in perceptions of the short and long-term economic outlook for the country as well as perception of personal finances.

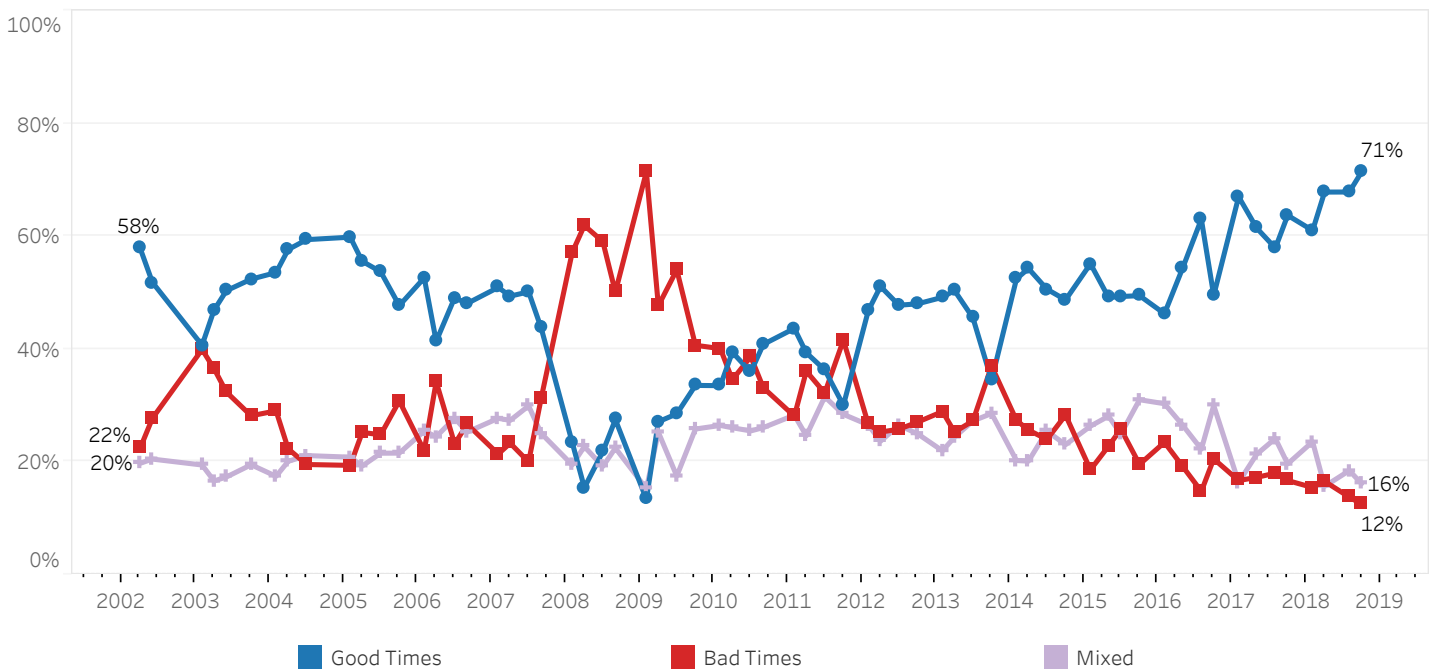
These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence\***, conducted by the University of New Hampshire Survey Center. Six hundred and forty-three (643) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between October 10 and October 18, 2018. The margin of sampling error for the survey is +/- 3.9 percent.

**N.H. Business Conditions**

Confidence in the New Hampshire economy has set another new an all-time high. When asked how they expect New Hampshire businesses will do in the upcoming year, 71% of Granite Staters think state businesses will enjoy good times financially, 12% think they will experience bad times, and 16% anticipate mixed conditions. Seven in eight Republicans (87%), two-thirds of Independents (67%), and 55% of Democrats anticipate good times. Optimism among Democrats is at its highest point during Governor Sununu's administration.

"We continue to see very strong numbers in areas tied to residents' direct experiences, such as New Hampshire business conditions, their household finances, and confidence in making major purchases," said BIA Senior Vice President of Public Policy David Juvet. "But the continuing partisan divides over the US economic outlook, with Republicans expressing optimism while Democrats feel far less positive, is troubling. Midterm elections winners from both parties need to be aware of the effect their rhetoric is having on consumer confidence."

**Business Conditions in NH - Next 12 Months**

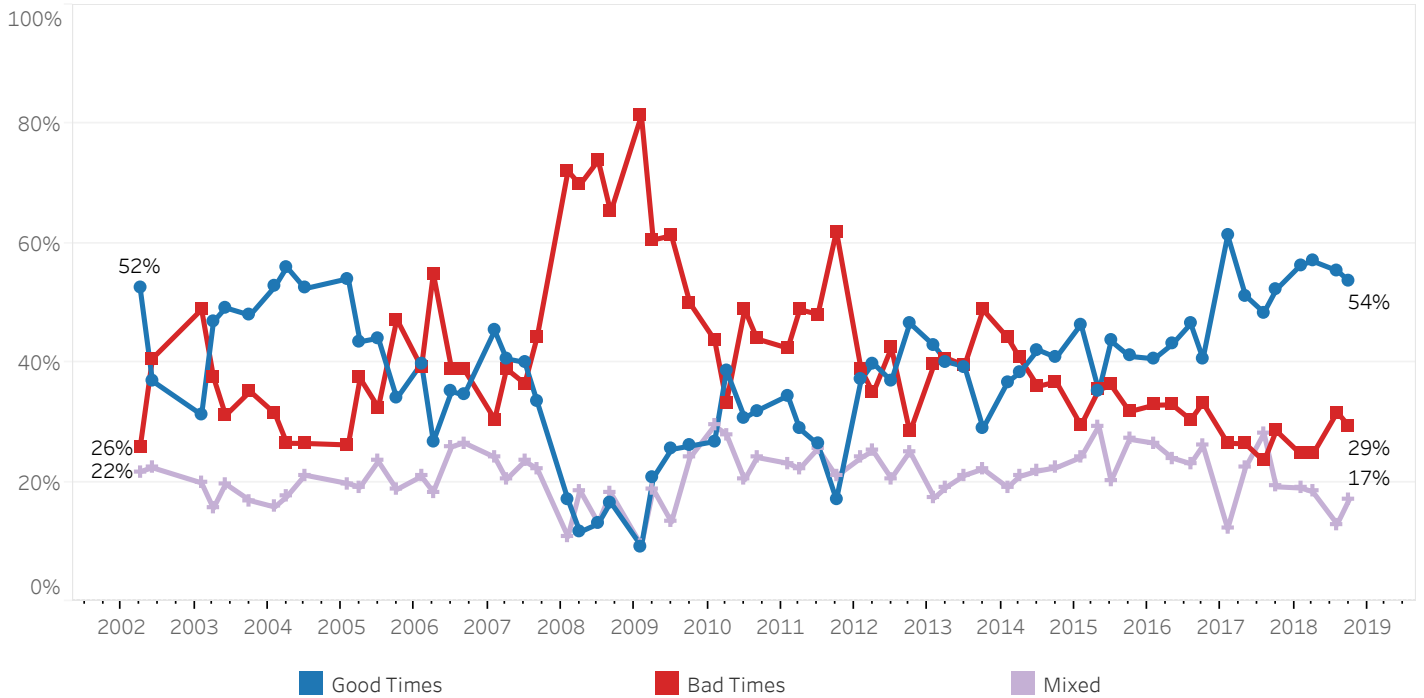


\*We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, sponsored by the New Hampshire Business and Industry Association, and conducted by the University of New Hampshire Survey Center.

## U.S. Business Conditions

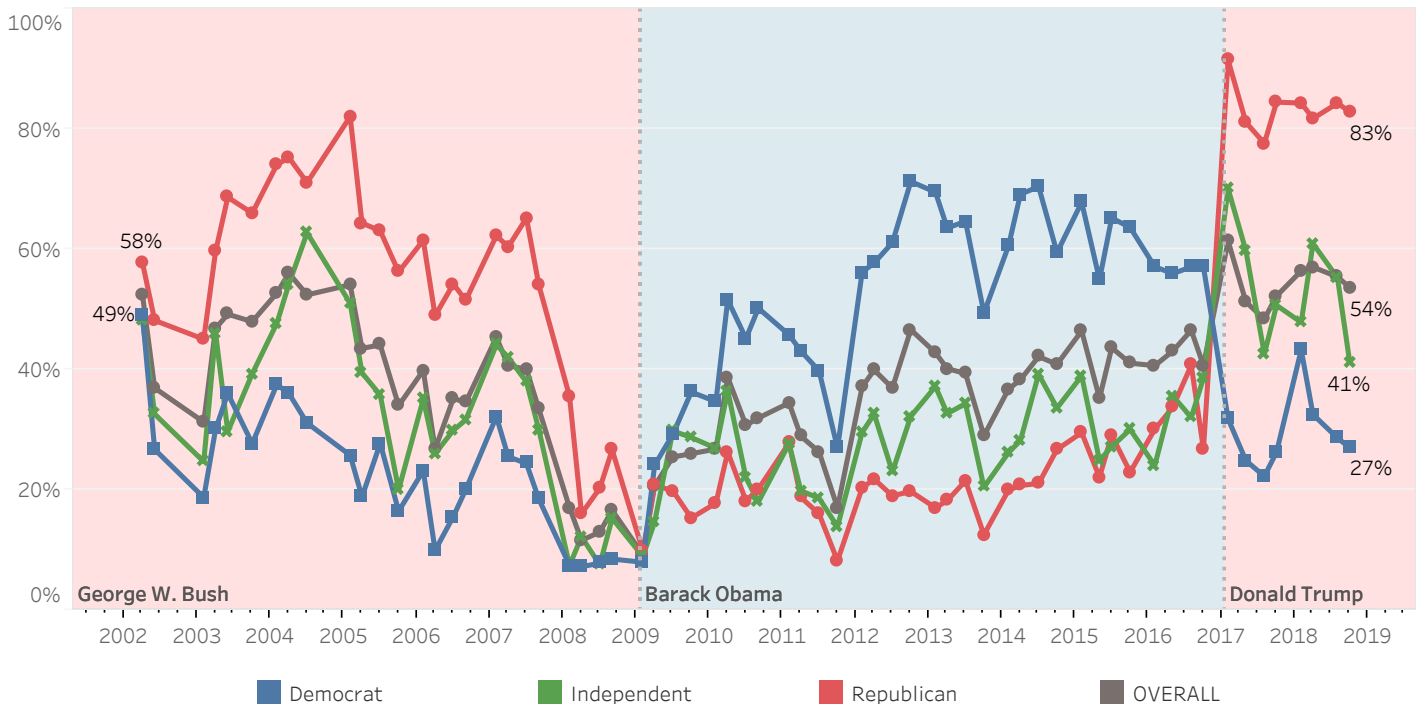
Granite Staters are less optimistic about the U.S. economy, but a majority still anticipate good times nationally. Fifty-four percent think businesses across the country will experience good times in the next 12 months, 29% anticipate businesses will have bad times, and 17% think conditions will be mixed.

### Business Conditions in US - Next 12 Months



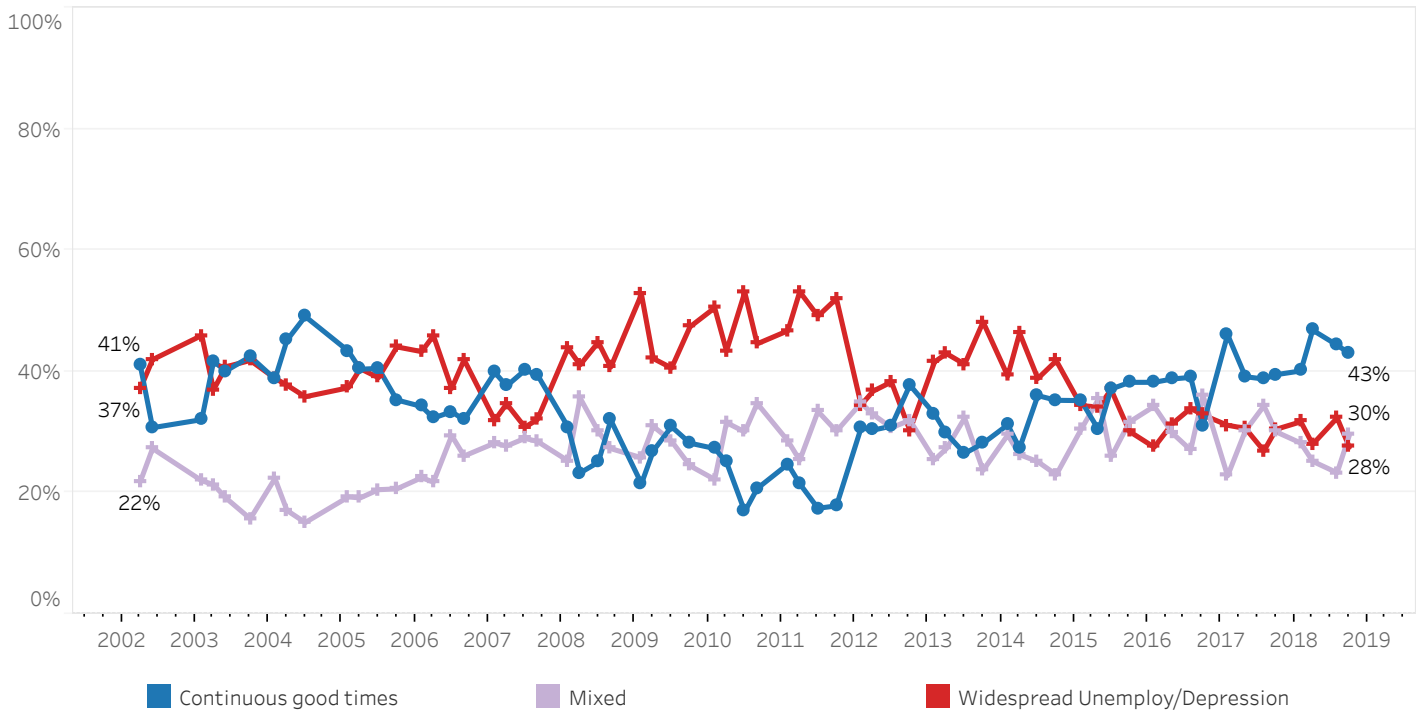
Eighty-three percent of Republicans feel U.S. businesses will experience good times over the next year but only 41% of Independents and 27% of Democrats agree. Optimism among Independents (41%) has fallen dramatically since the beginning of Trump's presidency (70%) and optimism among Democrats has declined for three consecutive quarters.

### Anticipate Good Times in US Business Conditions Over Next 12 Months - By Party ID



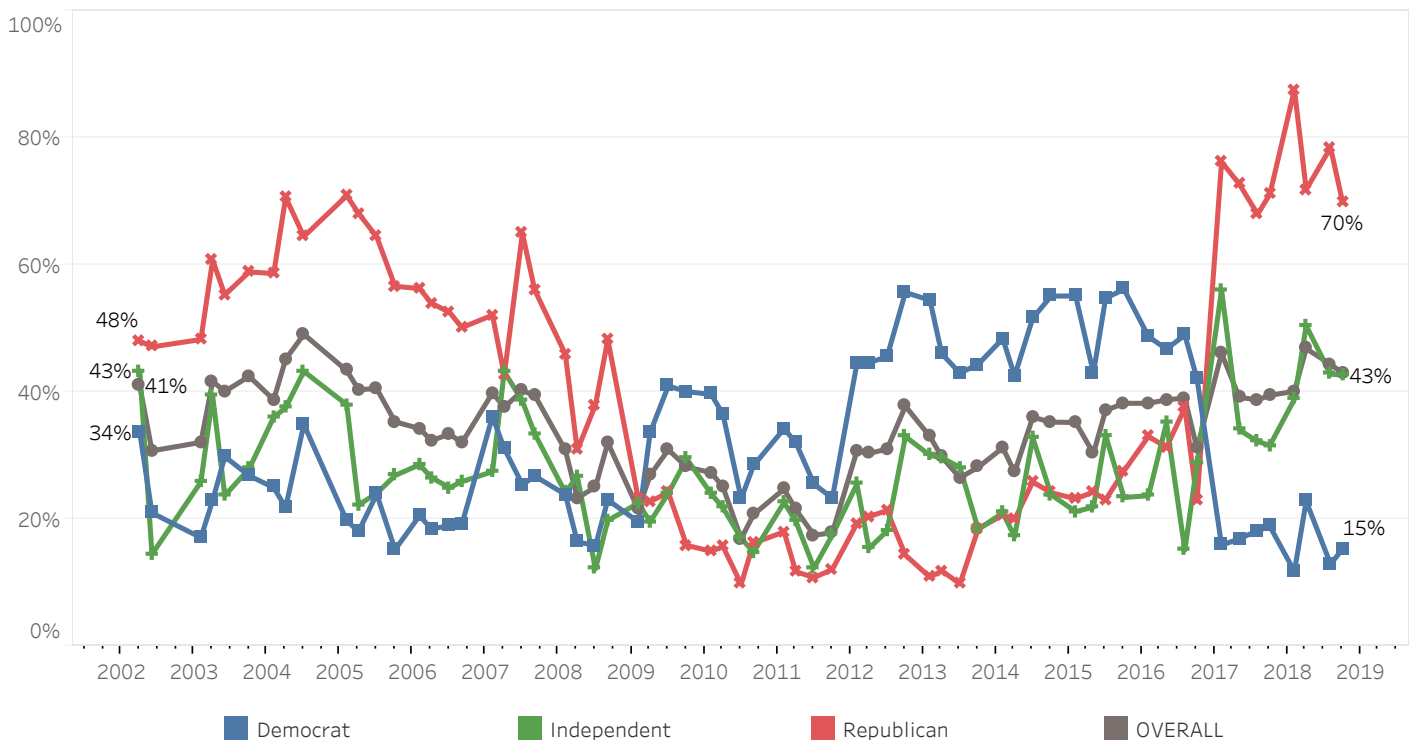
Looking further into the future, just under half (43%) of New Hampshire residents believe the U.S. economy will enjoy continuous good times over the next 5 years, 28% expect periods of widespread unemployment and depression, and 30% see a mix of good and bad conditions. Long-term expectations about the U.S. economy have been consistently high for the past three years.

**US 5 Year Economic Outlook**



Optimism among Republicans about the country's long-term economic outlook (70%) has declined since its all-time high in February (88%) but remains very high. Forty-three percent of Independents foresee a good long-term economic outlook but only 15% of Democrats agree.

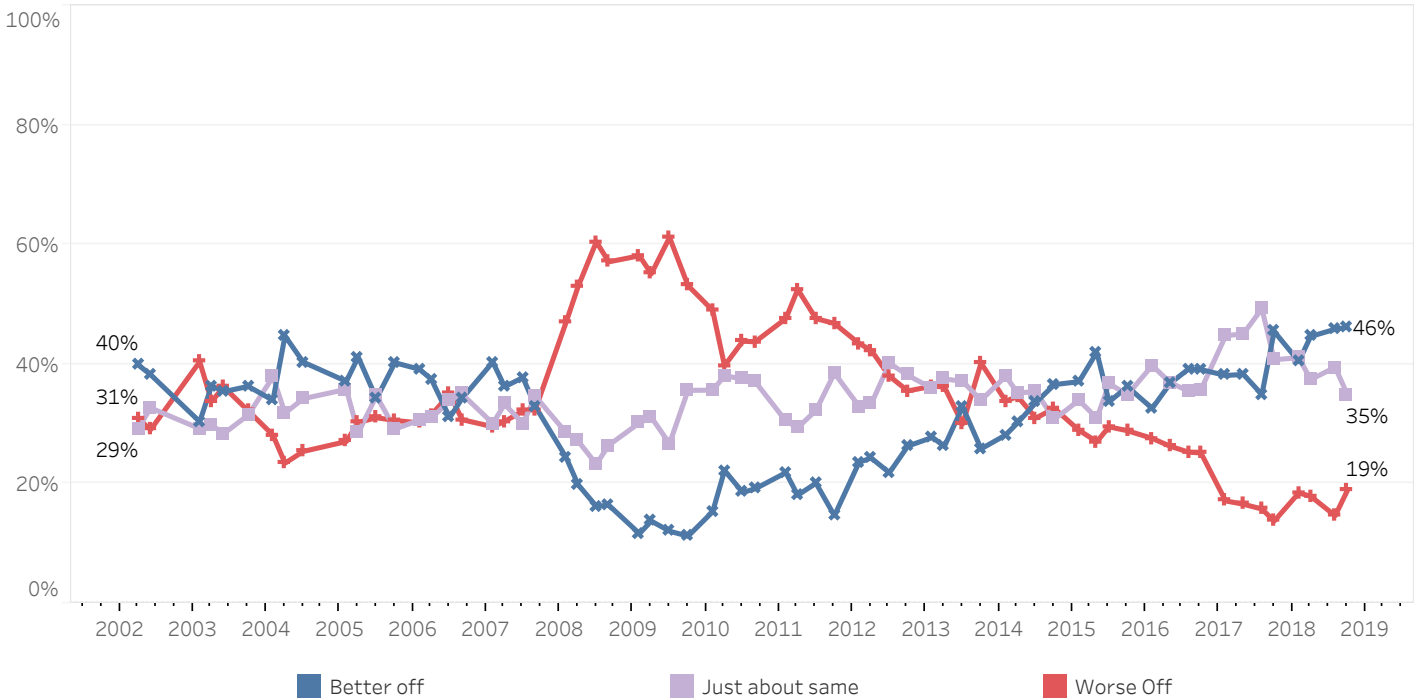
**US 5 Year Economic Outlook - By Party ID**



## Personal Financial Conditions

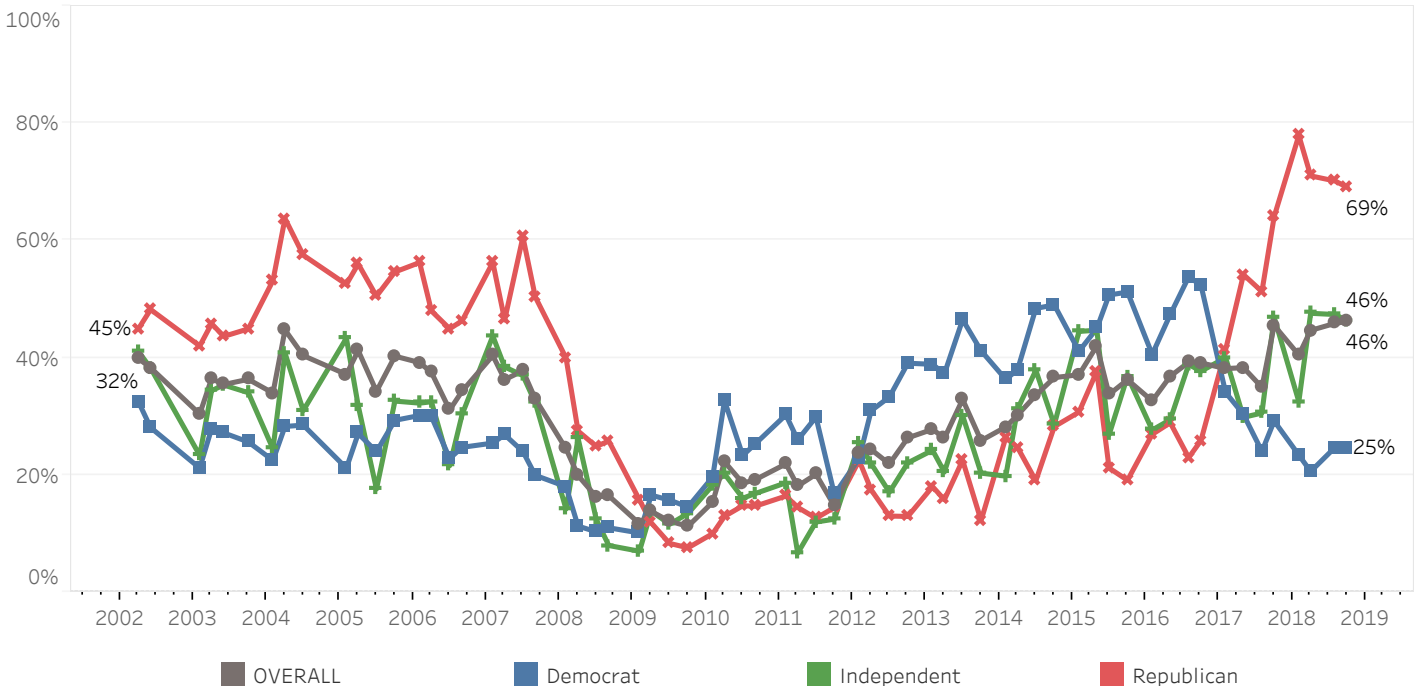
Turning to personal finances, 46% of New Hampshire residents consider themselves to be better off financially than they were a year ago, matching an all-time high, while 35% say their finances are about the same, and 19% say they are worse off.

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



Sixty-nine percent of Republicans and nearly half (46%) of Independents say they are better off than they were a year ago, but only a quarter (25%) of Democrats think the same. The partisan gap in the assessment of personal finances compared to a year ago remains far larger during the Trump presidency than it was during the Bush and Obama presidencies.

### Household Financial Condition - Compared to 1 Year Ago - By Party ID

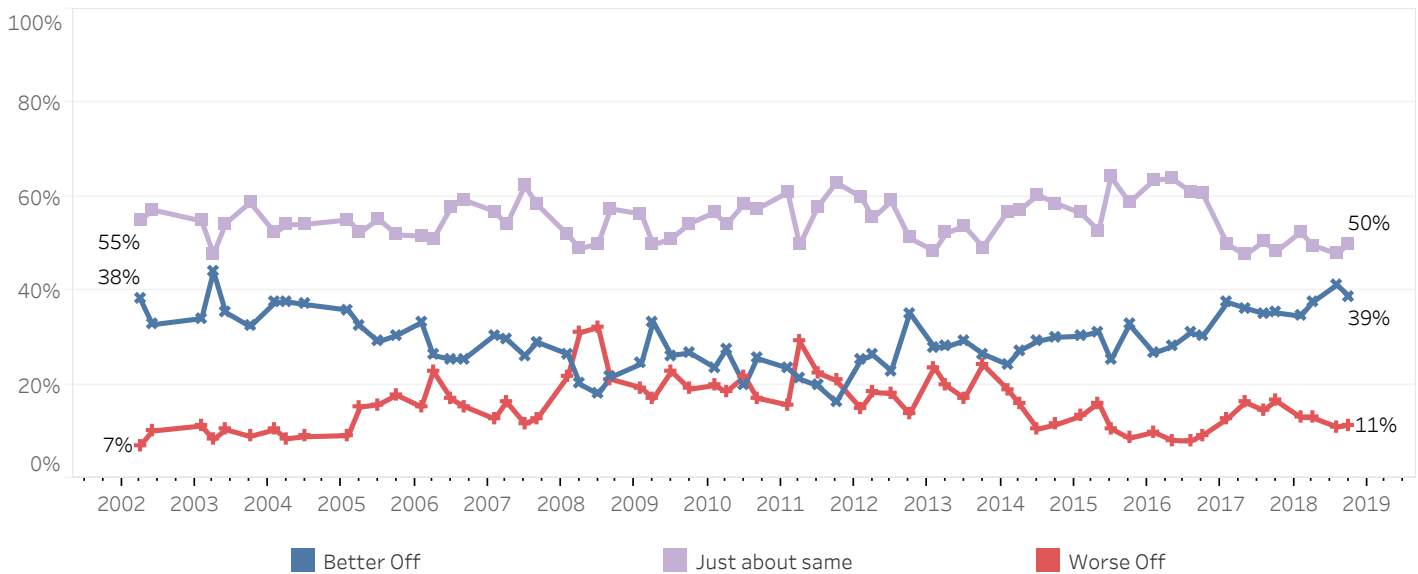


Half (50%) of Granite Staters expect their household will have about the same financial condition next year as they do today, 39% think they will be better off, and 11% think they will be worse off. Responses to this question have remained largely stable over Trump's administration.

Republicans (60%) are nearly twice as likely as Independents (35%) and more than three times as likely as Democrats (18%) to say they anticipate being better off financially in 12 months.

Overall, 27% of New Hampshire adults say they are better off than a year ago and anticipate being better off in a year, 23% say they are financially just about the same as last year and anticipate being just about the same a year from now, and just 5% say they are worse off than a year ago and anticipate being worse off a year from now.

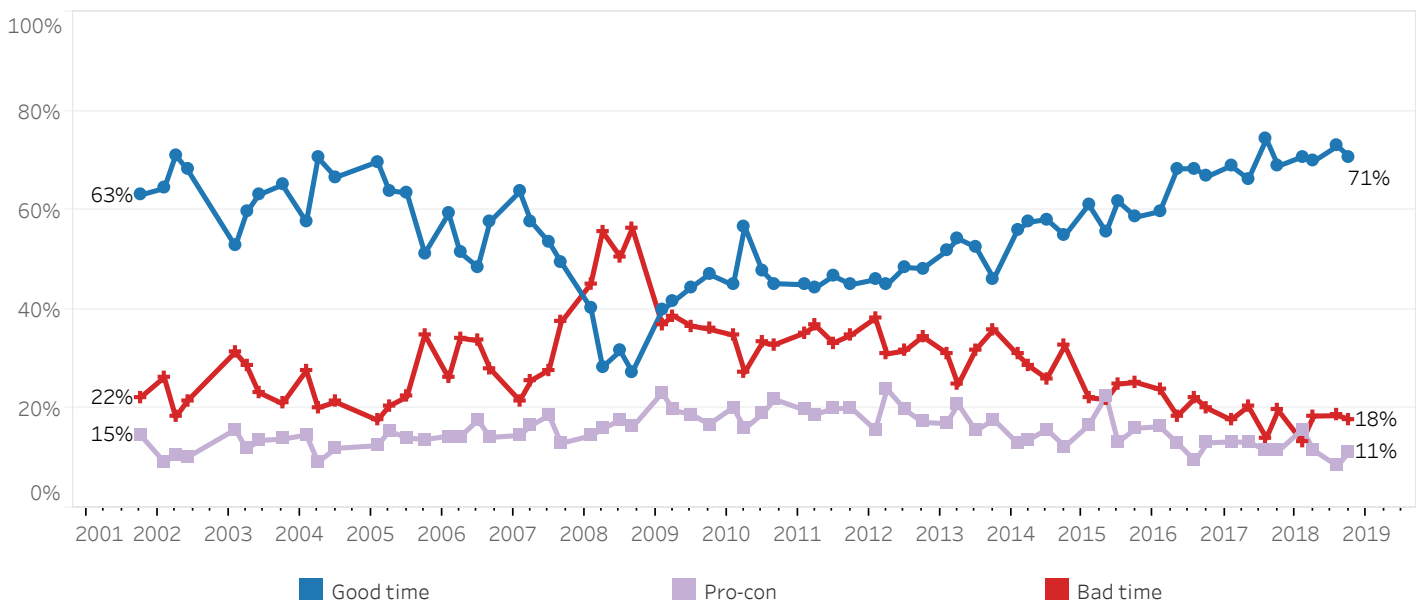
**Household Financial Condition - 12 Months From Now**



Seven in ten New Hampshire adults (71%) think it is a good time to buy major items for their home. Just 18% think it is a bad time, and 11% think it depends on a person's finances. This is an indicator that points to continuing consumer spending and economy growth.

Eighty-five percent of Republicans believe now is a good time to buy major items for their home, while 62% of Democrats and 53% of Independents agree.

**Good Time to Buy a Major Household Item**



## Business and Industry Association Report on Consumer Confidence 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. Six hundred and forty-three (643) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between October 10 and October 18, 2018. The margin of sampling error for the survey is +/- 3.9 percent. These MSE's have not been adjusted for design effect. The design effect for the survey is 1.2%.

The random sample used in the BIA Report on Consumer Confidence was purchased from Scientific Telephone Samples (STS), Rancho Santo Margarita, CA. STS screens each selected telephone number to eliminate non-working numbers, disconnected numbers, and business numbers to improve the efficiency of the sample, reducing the amount of time interviewers spend calling non-usable numbers. When a landline number is reached, the interviewer randomly selects a member of the household by asking to speak with the adult currently living in the household who has had the most recent birthday. This selection process ensures that every adult (18 years of age or older) in the household has an equal chance of being included in the survey.

The data have been weighted to adjust for numbers of adults and telephone lines within households. Additionally, data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau. 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. Due to rounding, percentages may not sum to 100%. The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions.

For more information about the methodology used in the BIA Report on Consumer Confidence, contact Dr. Andrew Smith at (603) 862-2226 or by email at [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu).

### BIA Report on Consumer Confidence, Fall 2018 Demographics

		N	%
Sex of Respondent	Female	327	51%
	Male	316	49%
Age of Respondent	18 to 34	168	27%
	35 to 49	145	23%
	50 to 64	189	30%
	65 and older	124	20%
Level of Education	High school or less	164	26%
	Technical school/Some college	266	42%
	College graduate	126	20%
	Postgraduate work	81	13%
Region of State	Central / Lakes	107	17%
	Connecticut Valley	90	14%
	Manchester Area	125	19%
	Mass Border	154	24%
	North Country	60	9%
	Seacoast	108	17%
Registered to Vote	Reg. Democrat	140	22%
	Registered Undeclared/Not Reg.	362	57%
	Reg. Republican	133	21%
Party ID	Democrat	263	43%
	Independent	102	17%
	Republican	250	41%
Congressional District	First Congressional District	354	55%
	Second Congressional District	289	45%

## Business Conditions in New Hampshire in 12 Months

Turning to business conditions in 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>Bad Times</u>	<u>Mixed</u>	<u>N</u>		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
April 2002	58%	22%	20%	462	February 2011	44%	28%	28%	481
June 2002	52%	28%	20%	588	April 2011	39%	36%	25%	478
February 2003	41%	40%	19%	577	July 2011	36%	32%	32%	469
April 2003	47%	37%	17%	459	October 2011	30%	42%	28%	498
June 2003	50%	32%	17%	485	February 2012	47%	27%	27%	484
October 2003	52%	28%	19%	449	April 2012	51%	25%	24%	488
February 2004	54%	29%	17%	448	July 2012	48%	26%	26%	456
April 2004	58%	22%	20%	457	October 2012	48%	27%	25%	511
July 2004	59%	20%	21%	444	February 2013	49%	29%	22%	523
February 2005	60%	19%	21%	453	April 2013	50%	25%	24%	454
April 2005	56%	25%	19%	433	July 2013	46%	27%	27%	461
July 2005	54%	25%	22%	429	October 2013	34%	37%	29%	540
October 2005	48%	31%	22%	431	February 2014	52%	27%	20%	502
February 2006	53%	22%	25%	432	April 2014	54%	26%	20%	451
April 2006	41%	34%	24%	457	July 2014	51%	24%	25%	454
July 2006	49%	23%	28%	444	October 2014	49%	28%	23%	480
September 2006	48%	27%	25%	453	February 2015	55%	19%	26%	454
February 2007	51%	21%	28%	462	May 2015	49%	23%	28%	521
April 2007	49%	23%	27%	458	July 2015	49%	26%	25%	463
July 2007	50%	20%	30%	442	October 2015	49%	20%	31%	490
September 2007	44%	31%	25%	433	February 2016	46%	23%	30%	451
February 2008	23%	57%	19%	494	May 2016	54%	19%	26%	430
April 2008	15%	62%	23%	455	August 2016	63%	15%	22%	408
July 2008	22%	59%	19%	481	October 2016	49%	21%	30%	467
September 2008	27%	50%	22%	480	February 2017	67%	17%	16%	436
February 2009	13%	71%	15%	586	May 2017	61%	17%	21%	436
April 2009	27%	48%	25%	472	August 2017	58%	18%	24%	442
July 2009	29%	54%	17%	522	October 2017	64%	17%	20%	492
October 2009	34%	41%	26%	479	February 2018	61%	15%	24%	435
February 2010	33%	40%	26%	460	April 2018	68%	17%	16%	480
April 2010	39%	35%	26%	473	August 2018	68%	14%	18%	430
July 2010	36%	39%	25%	458	October 2018	71%	12%	16%	546
September 2010	41%	33%	26%	475					

## 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>Bad Times</u>	<u>Mixed</u>	<u>N</u>		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
April 2002	52%	26%	22%	484	February 2011	34%	42%	23%	495
June 2002	37%	41%	22%	599	April 2011	29%	49%	22%	483
February 2003	31%	49%	20%	606	July 2011	26%	48%	26%	490
April 2003	47%	38%	16%	477	October 2011	17%	62%	21%	517
June 2003	49%	31%	20%	491	February 2012	37%	39%	24%	493
October 2003	48%	35%	17%	455	April 2012	40%	35%	25%	492
February 2004	53%	31%	16%	461	July 2012	37%	42%	21%	464
April 2004	56%	26%	18%	468	October 2012	47%	28%	25%	513
July 2004	52%	26%	21%	446	February 2013	43%	40%	17%	548
February 2005	54%	26%	20%	488	April 2013	40%	41%	19%	480
April 2005	44%	37%	19%	450	July 2013	39%	40%	21%	469
July 2005	44%	32%	23%	438	October 2013	29%	49%	22%	563
October 2005	34%	47%	19%	459	February 2014	37%	44%	19%	524
February 2006	40%	39%	21%	445	April 2014	38%	41%	21%	474
April 2006	27%	55%	18%	467	July 2014	42%	36%	22%	480
July 2006	35%	39%	26%	454	October 2014	41%	37%	22%	512
September 2006	35%	39%	27%	473	February 2015	46%	29%	24%	476
February 2007	45%	30%	24%	486	May 2015	35%	35%	29%	544
April 2007	41%	39%	20%	479	July 2015	44%	36%	20%	480
July 2007	40%	36%	23%	456	October 2015	41%	32%	27%	508
September 2007	33%	44%	22%	464	February 2016	41%	33%	26%	471
February 2008	17%	72%	11%	529	May 2016	43%	33%	24%	422
April 2008	12%	70%	19%	482	August 2016	47%	30%	23%	407
July 2008	13%	74%	13%	500	October 2016	41%	33%	26%	467
September 2008	17%	65%	18%	508	February 2017	61%	26%	12%	447
February 2009	9%	81%	9%	594	May 2017	51%	26%	22%	462
April 2009	21%	61%	19%	471	August 2017	48%	23%	28%	443
July 2009	25%	61%	13%	546	October 2017	52%	29%	19%	507
October 2009	26%	50%	24%	481	February 2018	56%	25%	19%	480
February 2010	27%	44%	29%	475	April 2018	57%	25%	18%	488
April 2010	39%	33%	28%	483	August 2018	55%	32%	13%	454
July 2010	31%	49%	20%	473	October 2018	54%	29%	17%	580
September 2010	32%	44%	24%	479					



## 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>Widespread Unemploy/ Depression</u>	<u>N</u>		<u>Continuous good times</u>	<u>Mixed</u>	<u>Widespread Unemploy/ Depression</u>	<u>N</u>
April 2002	41%	22%	37%	463	February 2011	25%	29%	47%	482
June 2002	31%	27%	42%	603	April 2011	21%	25%	53%	479
February 2003	32%	22%	46%	607	July 2011	17%	33%	49%	484
April 2003	42%	21%	37%	468	October 2011	18%	30%	52%	515
June 2003	40%	19%	41%	479	February 2012	31%	35%	34%	479
October 2003	42%	16%	42%	457	April 2012	30%	33%	37%	465
February 2004	39%	22%	39%	454	July 2012	31%	31%	38%	453
April 2004	45%	17%	38%	467	October 2012	38%	32%	30%	490
July 2004	49%	15%	36%	431	February 2013	33%	25%	42%	562
February 2005	43%	19%	37%	497	April 2013	30%	27%	43%	471
April 2005	40%	19%	40%	455	July 2013	26%	32%	41%	485
July 2005	41%	21%	39%	461	October 2013	28%	24%	48%	552
October 2005	35%	21%	44%	460	February 2014	31%	30%	39%	529
February 2006	34%	22%	43%	444	April 2014	27%	26%	46%	461
April 2006	32%	22%	46%	471	July 2014	36%	25%	39%	460
July 2006	33%	29%	37%	447	October 2014	35%	23%	42%	493
September 2006	32%	26%	42%	473	February 2015	35%	30%	34%	460
February 2007	40%	28%	32%	478	May 2015	30%	36%	34%	514
April 2007	38%	28%	35%	472	July 2015	37%	26%	37%	444
July 2007	40%	29%	31%	432	October 2015	38%	32%	30%	490
September 2007	39%	28%	32%	443	February 2016	38%	34%	28%	428
February 2008	31%	25%	44%	502	May 2016	39%	30%	31%	405
April 2008	23%	36%	41%	439	August 2016	39%	27%	34%	399
July 2008	25%	30%	45%	485	October 2016	31%	36%	33%	466
September 2008	32%	27%	41%	484	February 2017	46%	23%	31%	461
February 2009	22%	26%	53%	590	May 2017	39%	30%	31%	467
April 2009	27%	31%	42%	479	August 2017	39%	34%	27%	457
July 2009	31%	29%	41%	538	October 2017	39%	30%	30%	524
October 2009	28%	24%	47%	463	February 2018	40%	28%	32%	477
February 2010	27%	22%	50%	472	April 2018	47%	25%	28%	497
April 2010	25%	32%	43%	472	August 2018	44%	23%	32%	446
July 2010	17%	30%	53%	477	October 2018	43%	30%	28%	577
September 2010	21%	35%	45%	486					

## 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?

	Better Off	Worse Off	Just about same	N		Better Off	Worse Off	Just about same	N
April 2002	40%	31%	29%	507	February 2011	22%	48%	30%	518
June 2002	38%	29%	33%	650	April 2011	18%	53%	29%	502
February 2003	30%	40%	29%	647	July 2011	20%	48%	32%	509
April 2003	36%	34%	30%	505	October 2011	15%	47%	39%	553
June 2003	35%	36%	28%	514	February 2012	24%	43%	33%	518
October 2003	36%	32%	32%	496	April 2012	24%	42%	33%	533
February 2004	34%	28%	38%	503	July 2012	22%	38%	40%	516
April 2004	45%	23%	32%	538	October 2012	26%	36%	38%	583
July 2004	40%	25%	34%	495	February 2013	28%	36%	36%	575
February 2005	37%	27%	36%	537	April 2013	26%	36%	38%	503
April 2005	41%	30%	29%	493	July 2013	33%	30%	37%	507
July 2005	34%	31%	35%	500	October 2013	26%	40%	34%	584
October 2005	40%	31%	29%	503	February 2014	28%	34%	38%	559
February 2006	39%	30%	31%	492	April 2014	30%	35%	35%	506
April 2006	37%	32%	31%	500	July 2014	34%	31%	35%	510
July 2006	31%	35%	34%	504	October 2014	37%	33%	31%	532
September 2006	34%	31%	35%	508	February 2015	37%	29%	34%	499
February 2007	40%	30%	30%	531	May 2015	42%	27%	31%	562
April 2007	36%	30%	33%	507	July 2015	34%	30%	37%	527
July 2007	38%	32%	30%	514	October 2015	36%	29%	35%	578
September 2007	33%	32%	35%	498	February 2016	33%	28%	40%	525
February 2008	24%	47%	29%	550	May 2016	37%	26%	37%	495
April 2008	20%	53%	27%	495	August 2016	39%	25%	35%	495
July 2008	16%	60%	23%	517	October 2016	39%	25%	36%	574
September 2008	16%	57%	26%	543	February 2017	38%	17%	45%	499
February 2009	12%	58%	30%	615	May 2017	38%	17%	45%	487
April 2009	14%	55%	31%	502	August 2017	35%	16%	49%	499
July 2009	12%	61%	27%	550	October 2017	45%	14%	41%	565
October 2009	11%	53%	36%	499	February 2018	40%	18%	41%	507
February 2010	15%	49%	36%	497	April 2018	45%	18%	37%	539
April 2010	22%	40%	38%	505	August 2018	46%	15%	39%	492
July 2010	19%	44%	38%	497	October 2018	46%	19%	35%	635
September 2010	19%	44%	37%	510					

### 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>Worse Off</u>	<u>Just about same</u>	<u>N</u>		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	<u>N</u>
April 2002	38%	7%	55%	479	February 2011	23%	16%	61%	500
June 2002	33%	10%	57%	625	April 2011	21%	29%	50%	484
February 2003	34%	11%	55%	622	July 2011	20%	22%	58%	499
April 2003	44%	8%	48%	487	October 2011	16%	21%	63%	532
June 2003	35%	10%	54%	501	February 2012	25%	15%	60%	486
October 2003	32%	9%	59%	486	April 2012	26%	18%	55%	493
February 2004	37%	10%	52%	488	July 2012	23%	18%	59%	473
April 2004	38%	8%	54%	509	October 2012	35%	14%	51%	519
July 2004	37%	9%	54%	477	February 2013	28%	24%	48%	563
February 2005	36%	9%	55%	524	April 2013	28%	20%	52%	487
April 2005	32%	15%	52%	485	July 2013	29%	17%	54%	495
July 2005	29%	16%	55%	489	October 2013	27%	24%	49%	569
October 2005	30%	18%	52%	481	February 2014	24%	19%	57%	546
February 2006	33%	15%	52%	488	April 2014	27%	16%	57%	486
April 2006	26%	23%	51%	492	July 2014	29%	10%	60%	503
July 2006	25%	17%	58%	484	October 2014	30%	11%	59%	512
September 2006	25%	15%	59%	495	February 2015	30%	13%	57%	498
February 2007	30%	13%	57%	515	May 2015	31%	16%	53%	552
April 2007	30%	16%	54%	492	July 2015	25%	11%	64%	514
July 2007	26%	12%	62%	491	October 2015	33%	9%	59%	551
September 2007	29%	13%	58%	489	February 2016	27%	10%	64%	492
February 2008	26%	22%	52%	518	May 2016	28%	8%	64%	466
April 2008	20%	31%	49%	470	August 2016	31%	8%	61%	441
July 2008	18%	32%	50%	483	October 2016	30%	9%	61%	497
September 2008	22%	21%	57%	486	February 2017	37%	13%	50%	483
February 2009	24%	19%	56%	568	May 2017	36%	16%	48%	466
April 2009	33%	17%	50%	483	August 2017	35%	14%	50%	479
July 2009	26%	23%	51%	531	October 2017	35%	17%	48%	558
October 2009	27%	19%	54%	482	February 2018	35%	13%	52%	510
February 2010	24%	20%	57%	473	April 2018	37%	13%	50%	512
April 2010	27%	18%	54%	492	August 2018	41%	11%	48%	472
July 2010	20%	22%	59%	487	October 2018	39%	11%	50%	613
September 2010	26%	17%	57%	497					

### 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?

	Good Time	Bad Time	Pro-con	N		Good Time	Bad Time	Pro-con	N
October 2001	63%	22%	15%	507	February 2011	45%	35%	20%	478
February 2002	64%	26%	9%	303	April 2011	44%	37%	19%	475
April 2002	71%	18%	11%	480	July 2011	47%	33%	20%	479
June 2002	68%	22%	10%	613	October 2011	45%	35%	20%	514
February 2003	53%	31%	16%	600	February 2012	46%	38%	16%	487
April 2003	60%	29%	12%	486	April 2012	45%	31%	24%	503
June 2003	63%	23%	14%	475	July 2012	48%	32%	20%	468
October 2003	65%	21%	14%	468	October 2012	48%	35%	17%	551
February 2004	58%	28%	15%	462	February 2013	52%	31%	17%	515
April 2004	71%	20%	9%	487	April 2013	54%	25%	21%	468
July 2004	67%	21%	12%	456	July 2013	53%	32%	16%	467
February 2005	70%	18%	13%	478	October 2013	46%	36%	18%	552
April 2005	64%	21%	15%	446	February 2014	56%	31%	13%	498
July 2005	63%	22%	14%	441	April 2014	58%	29%	14%	460
October 2005	51%	35%	14%	456	July 2014	58%	26%	16%	460
February 2006	59%	26%	15%	442	October 2014	55%	33%	12%	495
April 2006	51%	34%	14%	448	February 2015	61%	22%	17%	458
July 2006	49%	34%	18%	453	May 2015	56%	22%	23%	519
September 2006	58%	28%	14%	452	July 2015	62%	25%	13%	466
February 2007	64%	22%	15%	488	October 2015	59%	25%	16%	521
April 2007	58%	26%	17%	458	February 2016	60%	24%	16%	480
July 2007	54%	28%	19%	430	May 2016	68%	19%	13%	443
September 2007	50%	37%	13%	433	August 2016	68%	22%	9%	430
February 2008	40%	45%	15%	517	October 2016	67%	20%	13%	508
April 2008	28%	56%	16%	465	February 2017	69%	18%	13%	450
July 2008	32%	51%	18%	487	May 2017	66%	20%	13%	438
September 2008	27%	56%	16%	495	August 2017	74%	14%	12%	424
February 2009	40%	37%	23%	591	October 2017	69%	20%	11%	500
April 2009	42%	39%	20%	491	February 2018	71%	13%	16%	449
July 2009	44%	37%	19%	548	April 2018	70%	19%	12%	465
October 2009	47%	36%	17%	472	August 2018	73%	19%	8%	435
February 2010	45%	35%	20%	469	October 2018	71%	18%	11%	549
April 2010	57%	27%	16%	471					
July 2010	48%	33%	19%	469					
September 2010	45%	33%	22%	491					

### Business Conditions in New Hampshire in 12 Months

		<u>Good Times</u>	<u>Bad Times</u>	<u>Mixed</u>	<u>N</u>
<b>STATEWIDE</b>		71%	12%	16%	546
<b>Registered to Vote</b>	Reg. Democrat	47%	29%	24%	112
	Registered Undeclared/Not Reg.	74%	9%	16%	301
	Reg. Republican	87%	3%	9%	127
<b>Party ID</b>	Democrat	55%	23%	22%	200
	Independent	67%	13%	20%	89
	Republican	87%	4%	10%	236
<b>Ideology</b>	Liberal	53%	27%	20%	102
	Moderate	67%	12%	21%	212
	Conservative	88%	3%	10%	182
<b>Media Usage</b>	Listen to Conserv. Radio	90%	4%	6%	82
	Listen to NHPR	62%	14%	25%	153
	Read Boston Globe	65%	19%	16%	61
	Read Local Newspapers	68%	12%	19%	163
	Read Union Leader	62%	14%	24%	97
	Watch WMUR	71%	13%	16%	296
<b>Age of Respondent</b>	18 to 34	71%	13%	16%	133
	35 to 49	80%	9%	11%	123
	50 to 64	69%	15%	16%	166
	65 and older	70%	12%	18%	107
<b>Sex of Respondent</b>	Female	65%	17%	18%	261
	Male	77%	8%	15%	284
<b>Level of Education</b>	High school or less	79%	10%	12%	141
	Technical school/Some college	71%	13%	16%	227
	College graduate	71%	12%	17%	106
	Postgraduate work	59%	19%	22%	65
<b>Frequency Attending Relig. Services</b>	Once a week or more	80%	5%	15%	95
	Once or twice a month	69%	15%	16%	47
	Few times a year	73%	17%	10%	141
	Never	68%	13%	19%	246
<b>2016 Presidential Vote</b>	Donald Trump	89%	2%	9%	223
	Hillary Clinton	51%	28%	21%	171
	Voted for Other	64%	19%	17%	48
	Did Not Vote	70%	9%	21%	83
<b>Gun Owner in Household</b>	Gun Owner	80%	7%	13%	247
	Not Gun Owner	65%	18%	18%	279
<b>Region of State</b>	Central/ Lakes	69%	7%	24%	90
	Connecticut Valley	68%	10%	23%	75
	Manchester Area	79%	10%	11%	113
	Mass Border	77%	11%	12%	121
	North Country	56%	23%	21%	50
	Seacoast	69%	19%	12%	97
<b>Congressional District</b>	First Congressional District	69%	14%	17%	311
	Second Congressional District	74%	11%	15%	235

### Business Conditions in US in 12 Months

		Good Times	Bad Times	Mixed	N
<b>STATEWIDE</b>		54%	29%	17%	580
<b>Registered to Vote</b>	Reg. Democrat	23%	52%	25%	123
	Registered Undeclared/Not Reg.	54%	29%	17%	327
	Reg. Republican	84%	6%	10%	124
<b>Party ID</b>	Democrat	27%	53%	20%	235
	Independent	41%	31%	28%	90
	Republican	83%	6%	11%	234
<b>Ideology</b>	Liberal	26%	56%	18%	126
	Moderate	47%	31%	22%	216
	Conservative	84%	4%	12%	182
<b>Media Usage</b>	Listen to Conserv. Radio	92%	3%	5%	80
	Listen to NHPR	39%	38%	23%	158
	Read Boston Globe	50%	32%	18%	63
	Read Local Newspapers	51%	29%	20%	175
	Read Union Leader	51%	28%	21%	96
	Watch WMUR	54%	25%	20%	303
<b>Age of Respondent</b>	18 to 34	50%	34%	16%	145
	35 to 49	59%	25%	17%	138
	50 to 64	59%	26%	15%	169
	65 and older	46%	32%	22%	112
<b>Sex of Respondent</b>	Female	44%	35%	21%	290
	Male	63%	24%	13%	290
<b>Level of Education</b>	High school or less	67%	16%	18%	139
	Technical school/Some college	53%	29%	18%	247
	College graduate	49%	36%	15%	115
	Postgraduate work	39%	44%	17%	72
<b>Frequency Attending Relig. Services</b>	Once a week or more	59%	16%	26%	102
	Once or twice a month	62%	24%	14%	52
	Few times a year	56%	31%	13%	142
	Never	49%	34%	17%	266
<b>2016 Presidential Vote</b>	Donald Trump	85%	5%	10%	222
	Hillary Clinton	22%	58%	20%	198
	Voted for Other	35%	46%	19%	49
	Did Not Vote	53%	19%	28%	89
<b>Gun Owner in Household</b>	Gun Owner	65%	15%	20%	248
	Not Gun Owner	44%	41%	15%	311
<b>Region of State</b>	Central/ Lakes	49%	27%	24%	101
	Connecticut Valley	41%	40%	19%	82
	Manchester Area	58%	26%	16%	111
	Mass Border	62%	26%	12%	140
	North Country	52%	21%	27%	48
	Seacoast	52%	36%	12%	97
<b>Congressional District</b>	First Congressional District	53%	30%	17%	321
	Second Congressional District	54%	29%	17%	259

### 5 Year Economic Outlook - US

		<u>Continuous good times</u>	<u>Mixed</u>	<u>Widespread Unemploy/Depression</u>	<u>N</u>
<b>STATEWIDE</b>		43%	30%	28%	577
<b>Registered to Vote</b>	Reg. Democrat	16%	33%	51%	121
	Registered Undeclared/Not Reg.	40%	32%	28%	331
	Reg. Republican	77%	19%	4%	124
<b>Party ID</b>	Democrat	15%	36%	49%	229
	Independent	43%	29%	28%	93
	Republican	70%	23%	7%	231
<b>Ideology</b>	Liberal	10%	36%	54%	124
	Moderate	35%	32%	33%	217
	Conservative	74%	22%	4%	184
<b>Media Usage</b>	Listen to Conserv. Radio	77%	17%	6%	77
	Listen to NHPR	24%	44%	32%	164
	Read Boston Globe	21%	49%	30%	66
	Read Local Newspapers	35%	33%	32%	175
	Read Union Leader	37%	38%	25%	96
	Watch WMUR	40%	33%	27%	297
<b>Age of Respondent</b>	18 to 34	38%	31%	30%	153
	35 to 49	42%	31%	27%	134
	50 to 64	50%	28%	22%	171
	65 and older	42%	26%	31%	105
<b>Sex of Respondent</b>	Female	36%	31%	34%	292
	Male	50%	28%	21%	286
<b>Level of Education</b>	High school or less	50%	23%	27%	148
	Technical school/Some college	46%	32%	22%	239
	College graduate	38%	31%	31%	115
	Postgraduate work	26%	33%	42%	71
<b>Frequency Attending Relig. Services</b>	Once a week or more	45%	34%	21%	98
	Once or twice a month	53%	25%	22%	52
	Few times a year	49%	30%	21%	148
	Never	37%	28%	35%	267
<b>2016 Presidential Vote</b>	Donald Trump	75%	18%	6%	219
	Hillary Clinton	12%	37%	52%	197
	Voted for Other	18%	42%	41%	50
	Did Not Vote	48%	34%	18%	88
<b>Gun Owner in Household</b>	Gun Owner	53%	25%	21%	257
	Not Gun Owner	34%	33%	33%	302
<b>Region of State</b>	Central/ Lakes	45%	28%	27%	91
	Connecticut Valley	46%	26%	28%	77
	Manchester Area	42%	28%	29%	117
	Mass Border	50%	25%	26%	140
	North Country	35%	31%	34%	52
	Seacoast	35%	40%	25%	101
<b>Congressional District</b>	First Congressional District	41%	33%	26%	321
	Second Congressional District	46%	25%	29%	256

### Household Financial Condition Compared to 12 Months Ago

		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	N
<b>STATEWIDE</b>		46%	19%	35%	635
<b>Registered to Vote</b>	Reg. Democrat	22%	26%	52%	139
	Registered Undeclared/Not Reg.	45%	21%	34%	359
	Reg. Republican	75%	5%	19%	130
<b>Party ID</b>	Democrat	25%	29%	47%	261
	Independent	46%	18%	35%	102
	Republican	69%	8%	23%	245
<b>Ideology</b>	Liberal	18%	33%	50%	144
	Moderate	45%	18%	37%	236
	Conservative	68%	8%	24%	196
<b>Media Usage</b>	Listen to Conserv. Radio	79%	8%	13%	83
	Listen to NHPR	35%	21%	44%	176
	Read Boston Globe	33%	26%	40%	71
	Read Local Newspapers	42%	17%	41%	192
	Read Union Leader	49%	13%	38%	107
	Watch WMUR	45%	19%	35%	332
<b>Age of Respondent</b>	18 to 34	48%	22%	30%	164
	35 to 49	59%	11%	30%	141
	50 to 64	47%	21%	33%	189
	65 and older	30%	21%	49%	124
<b>Sex of Respondent</b>	Female	35%	26%	39%	325
	Male	57%	12%	31%	309
<b>Level of Education</b>	High school or less	50%	18%	31%	160
	Technical school/Some college	48%	21%	31%	264
	College graduate	47%	15%	37%	124
	Postgraduate work	30%	17%	53%	80
<b>Frequency Attending Relig. Services</b>	Once a week or more	55%	9%	36%	107
	Once or twice a month	35%	28%	37%	58
	Few times a year	49%	16%	35%	165
	Never	42%	22%	35%	286
<b>2016 Presidential Vote</b>	Donald Trump	68%	9%	23%	231
	Hillary Clinton	20%	26%	54%	224
	Voted for Other	45%	19%	36%	54
	Did Not Vote	48%	26%	26%	99
<b>Gun Owner in Household</b>	Gun Owner	54%	16%	30%	283
	Not Gun Owner	38%	22%	40%	331
<b>Region of State</b>	Central/Lakes	53%	16%	32%	104
	Connecticut Valley	33%	24%	44%	90
	Manchester Area	52%	16%	32%	124
	Mass Border	51%	17%	32%	154
	North Country	36%	17%	47%	58
	Seacoast	43%	25%	32%	105
<b>Congressional District</b>	First Congressional District	49%	19%	32%	349
	Second Congressional District	43%	19%	38%	286



### Household Financial Condition 12 Months from Now

		<u>Better Off</u>	<u>Worse Off</u>	<u>Just about same</u>	N
<b>STATEWIDE</b>		39%	11%	50%	613
<b>Registered to Vote</b>	Reg. Democrat	11%	23%	65%	135
	Registered Undeclared/Not Reg.	41%	11%	48%	344
	Reg. Republican	61%	1%	38%	129
<b>Party ID</b>	Democrat	18%	20%	62%	251
	Independent	35%	13%	52%	95
	Republican	60%	3%	37%	241
<b>Ideology</b>	Liberal	21%	23%	56%	137
	Moderate	29%	13%	58%	231
	Conservative	61%	3%	36%	190
<b>Media Usage</b>	Listen to Conserv. Radio	67%	5%	28%	80
	Listen to NHPR	27%	13%	60%	169
	Read Boston Globe	23%	13%	64%	69
	Read Local Newspapers	29%	17%	54%	186
	Read Union Leader	38%	12%	51%	101
	Watch WMUR	31%	13%	55%	319
<b>Age of Respondent</b>	18 to 34	42%	5%	52%	163
	35 to 49	51%	6%	43%	141
	50 to 64	37%	13%	50%	179
	65 and older	23%	24%	53%	116
<b>Sex of Respondent</b>	Female	29%	13%	58%	312
	Male	49%	9%	42%	301
<b>Level of Education</b>	High school or less	45%	15%	40%	152
	Technical school/Some college	40%	7%	53%	258
	College graduate	37%	12%	52%	119
	Postgraduate work	24%	18%	58%	77
<b>Frequency Attending Relig. Services</b>	Once a week or more	46%	6%	48%	104
	Once or twice a month	39%	6%	55%	57
	Few times a year	36%	11%	53%	156
	Never	37%	15%	48%	280
<b>2016 Presidential Vote</b>	Donald Trump	60%	2%	38%	226
	Hillary Clinton	14%	23%	63%	215
	Voted for Other	40%	12%	48%	54
	Did Not Vote	45%	8%	48%	92
<b>Gun Owner in Household</b>	Gun Owner	49%	11%	40%	272
	Not Gun Owner	29%	12%	59%	321
<b>Region of State</b>	Central/Lakes	39%	6%	55%	101
	Connecticut Valley	32%	12%	56%	84
	Manchester Area	43%	7%	49%	122
	Mass Border	38%	6%	56%	148
	North Country	31%	20%	49%	55
	Seacoast	43%	24%	33%	105
<b>Congressional District</b>	First Congressional District	42%	12%	45%	339
	Second Congressional District	34%	10%	56%	274

## Good Time to Buy Major Household Item

		<u>Good Time</u>	<u>Bad Time</u>	<u>Pro-con</u>	<u>N</u>
<b>STATEWIDE</b>		71%	18%	11%	549
<b>Registered to Vote</b>	Reg. Democrat	57%	31%	13%	108
	Registered Undeclared/Not Reg.	71%	19%	10%	310
	Reg. Republican	83%	5%	12%	125
<b>Party ID</b>	Democrat	62%	26%	12%	215
	Independent	53%	31%	16%	88
	Republican	85%	6%	10%	226
<b>Ideology</b>	Liberal	56%	28%	15%	112
	Moderate	71%	19%	10%	204
	Conservative	83%	5%	12%	188
<b>Media Usage</b>	Listen to Conserv. Radio	80%	10%	10%	79
	Listen to NHPR	65%	24%	12%	157
	Read Boston Globe	66%	18%	16%	66
	Read Local Newspapers	71%	18%	10%	172
	Read Union Leader	66%	18%	15%	97
	Watch WMUR	71%	17%	12%	299
<b>Age of Respondent</b>	18 to 34	65%	26%	9%	131
	35 to 49	69%	15%	16%	126
	50 to 64	73%	18%	9%	174
	65 and older	78%	10%	13%	102
<b>Sex of Respondent</b>	Female	66%	22%	12%	268
	Male	75%	14%	11%	280
<b>Level of Education</b>	High school or less	77%	15%	8%	139
	Technical school/Some college	69%	19%	11%	231
	College graduate	69%	19%	12%	106
	Postgraduate work	64%	20%	16%	68
<b>Frequency Attending Relig. Services</b>	Once a week or more	74%	9%	17%	90
	Once or twice a month	77%	12%	11%	49
	Few times a year	75%	15%	10%	149
	Never	65%	24%	10%	244
<b>2016 Presidential Vote</b>	Donald Trump	83%	8%	8%	214
	Hillary Clinton	60%	27%	13%	185
	Voted for Other	57%	32%	12%	46
	Did Not Vote	66%	18%	16%	82
<b>Gun Owner in Household</b>	Gun Owner	77%	14%	9%	251
	Not Gun Owner	65%	22%	13%	280
<b>Region of State</b>	Central/ Lakes	72%	18%	9%	94
	Connecticut Valley	75%	17%	8%	79
	Manchester Area	77%	11%	12%	102
	Mass Border	67%	22%	11%	127
	North Country	68%	17%	15%	53
	Seacoast	64%	21%	14%	94
<b>Congressional District</b>	First Congressional District	72%	17%	11%	304
	Second Congressional District	69%	20%	12%	245