# The BIA Report on Consumer Confidence

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## NH CONSUMER CONFIDENCE SLIGHTLY DOWN FROM PREVIOUS ALL-TIME HIGHS

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DURHAM, NH - New Hampshire residents remain optimistic about business conditions in New Hampshire and the country. Republicans are significantly more optimistic about the economy than are Democrats.
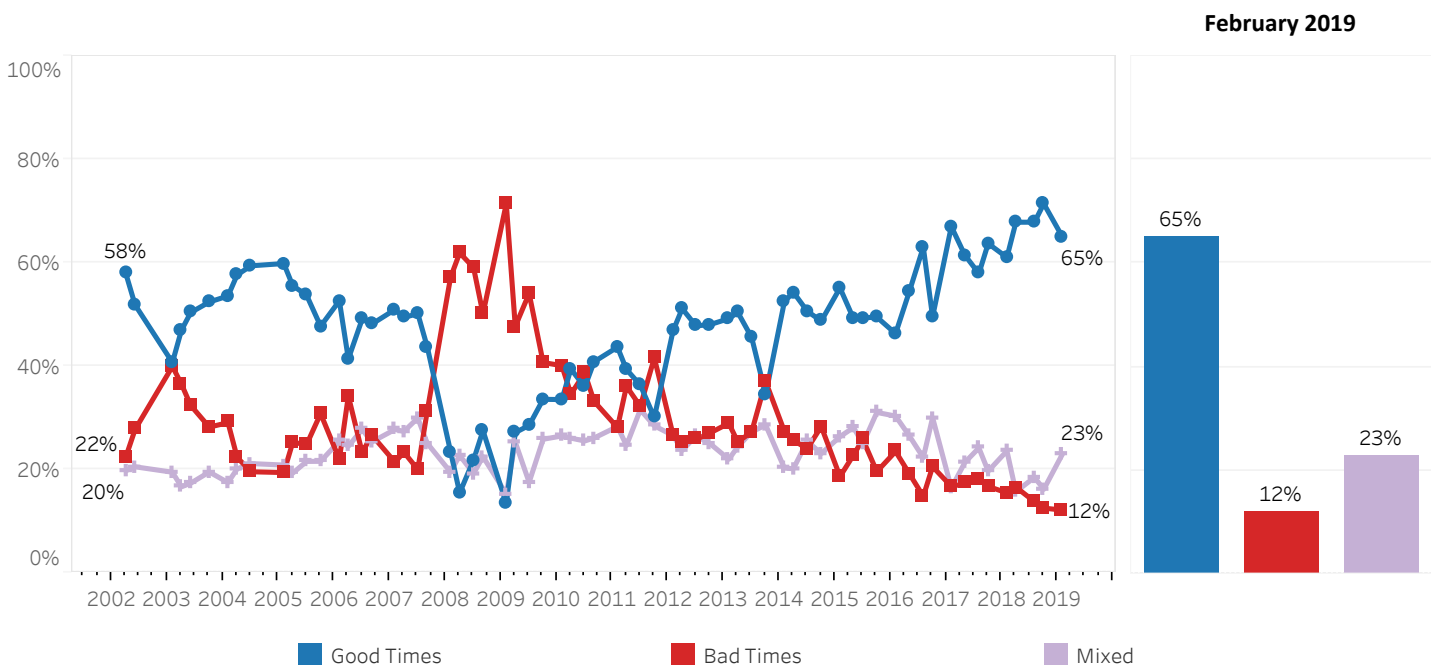
These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence\***, conducted by the University of New Hampshire Survey Center. Six hundred four (604) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between February 18 and February 26, 2019. The margin of sampling error for the survey is +/- 4.0 percent.

### N.H. Business Conditions

New Hamshire currently enjoys a strong economy and very low unemployment rates, but there are some sign of concern among residents. When asked how they expect New Hampshire businesses will do in the upcoming year, 65% of Granite Staters think state businesses will enjoy good times financially, 12% think they will experience bad times, and 23% anticipate mixed conditions. Four in five Republicans (80%), 57% of Independents, and 52% of Democrats anticipate good times. Optimism about the state's economy among Independents (57%) has declined somewhat since October 2018 (67%).

*"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



February 2019

Good Times | Bad Times | Mixed

# U.S. Business Conditions

Granite Staters are slightly less optimistic about the future of the U.S. economy, but a majority still anticipate good times nationally. Fifty-two percent think businesses across the country will experience good times in the next 12 months, 30% anticipate businesses will have bad times, and 19% think conditions will be mixed. Confidence in the U.S. economy has slightly declined over the past three quarters but remains higher than at any point from 2005 to 2016.

## Business Conditions in US - Next 12 Months

**February 2019**



Good Times ■  Bad Times ■  Mixed ■
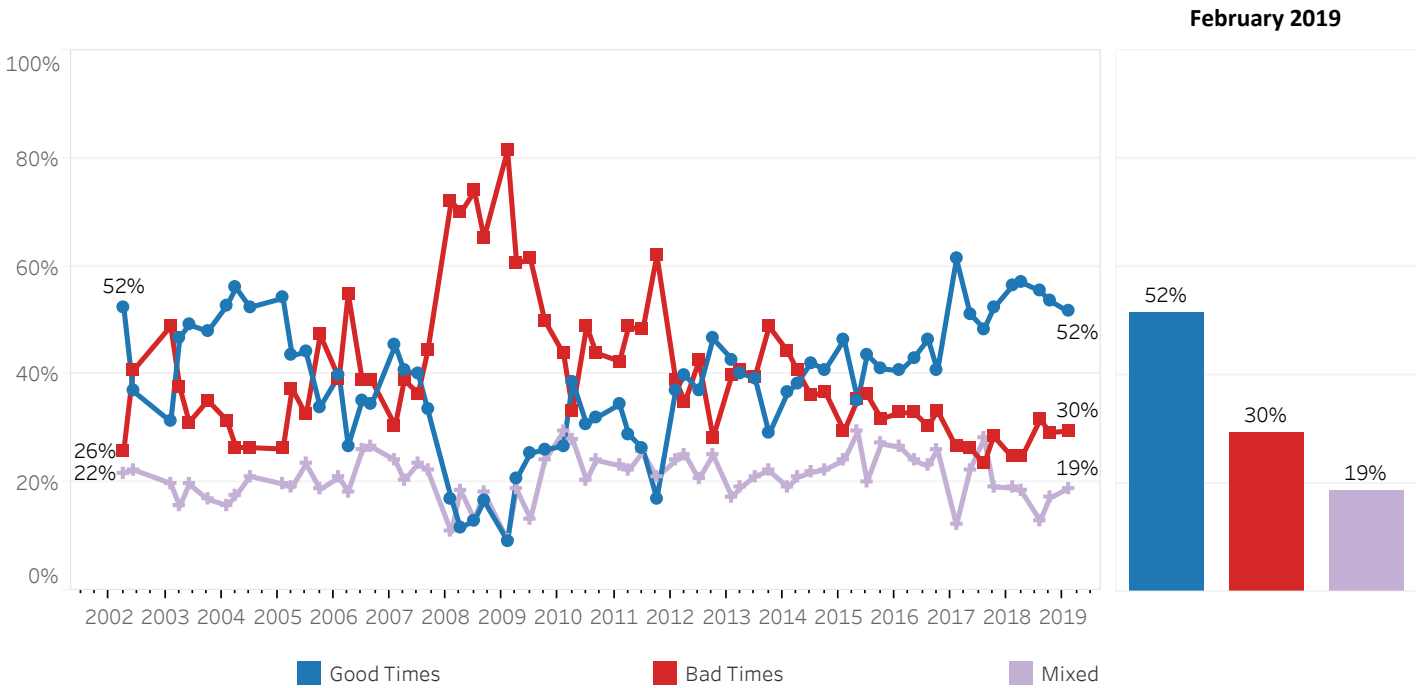
Seventy-eight percent of Republicans feel U.S. businesses will experience good times over the next year but only 43% of Independents and 27% of Democrats agree. Optimism among Republicans (78%) is tied for its lowest point in the Trump presidency.

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



OVERALL ■  Democrat ■  Independent ■  Republican ■
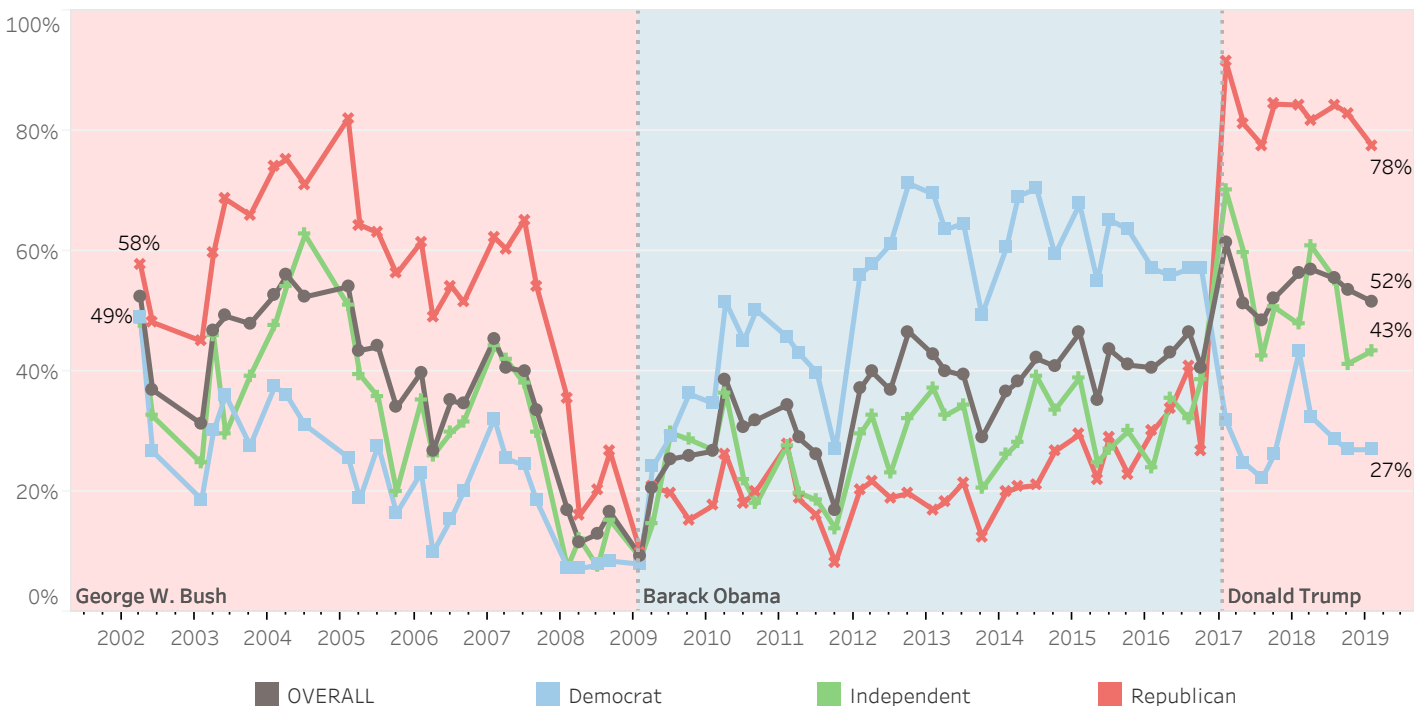
Looking further into the future, just under half (44%) of New Hampshire residents believe the U.S. economy will enjoy continuous good times over the next 5 years, 28% expect periods of widespread unemployment and depression, and 28% see a mix of good and bad conditions. Long-term expectations about the U.S. economy have remained stable over the past two years.

### U.S. 5 Year Economic Outlook

**February 2019**



■ Continuous good times  ■ Widespread Unemploy/Depression  ■ Mixed
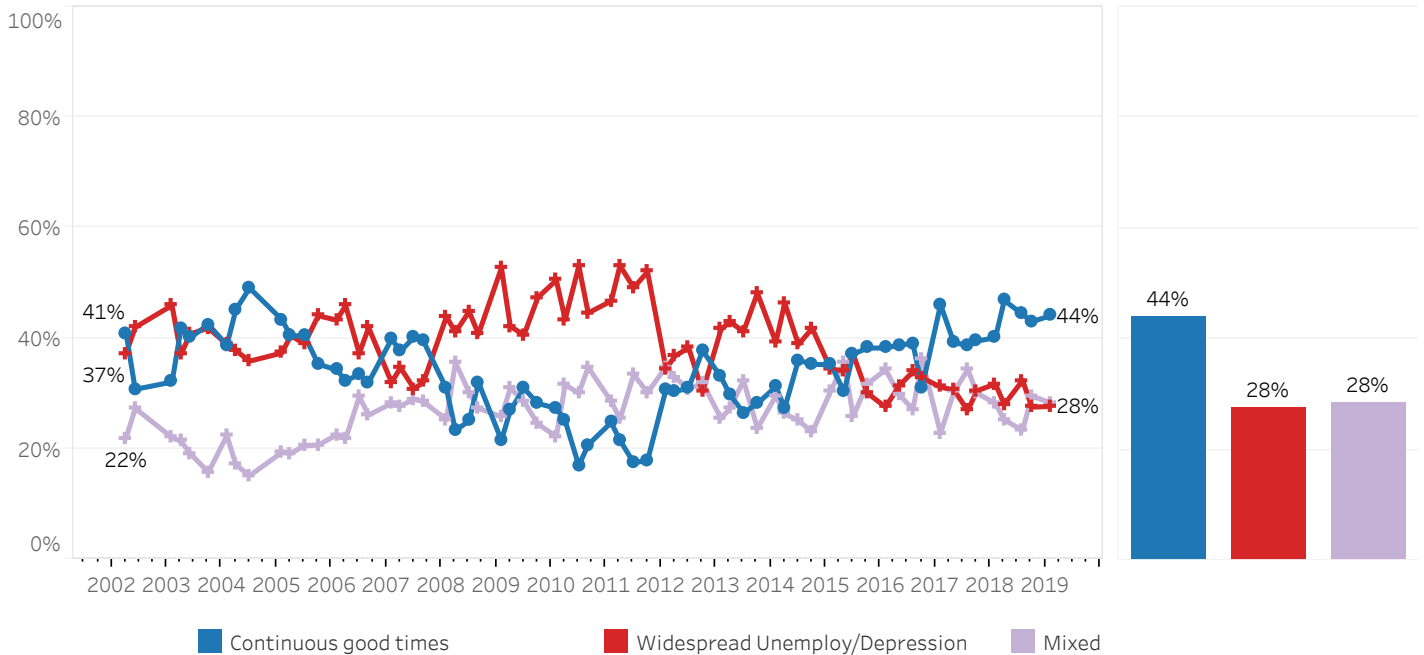
Optimism among Republicans about the country's long-term economic outlook (67%) has declined since its all-time high in February 2018 (88%) and is at its lowest point during the Trump presidency. Thirty-five percent of Independents foresee a good long-term economic outlook but only 23% of Democrats agree.

### Expect Continuous Good Times Over Next 5 Years for U.S. Economy - By Party ID



■ OVERALL  ■ Democrat  ■ Independent  ■ Republican
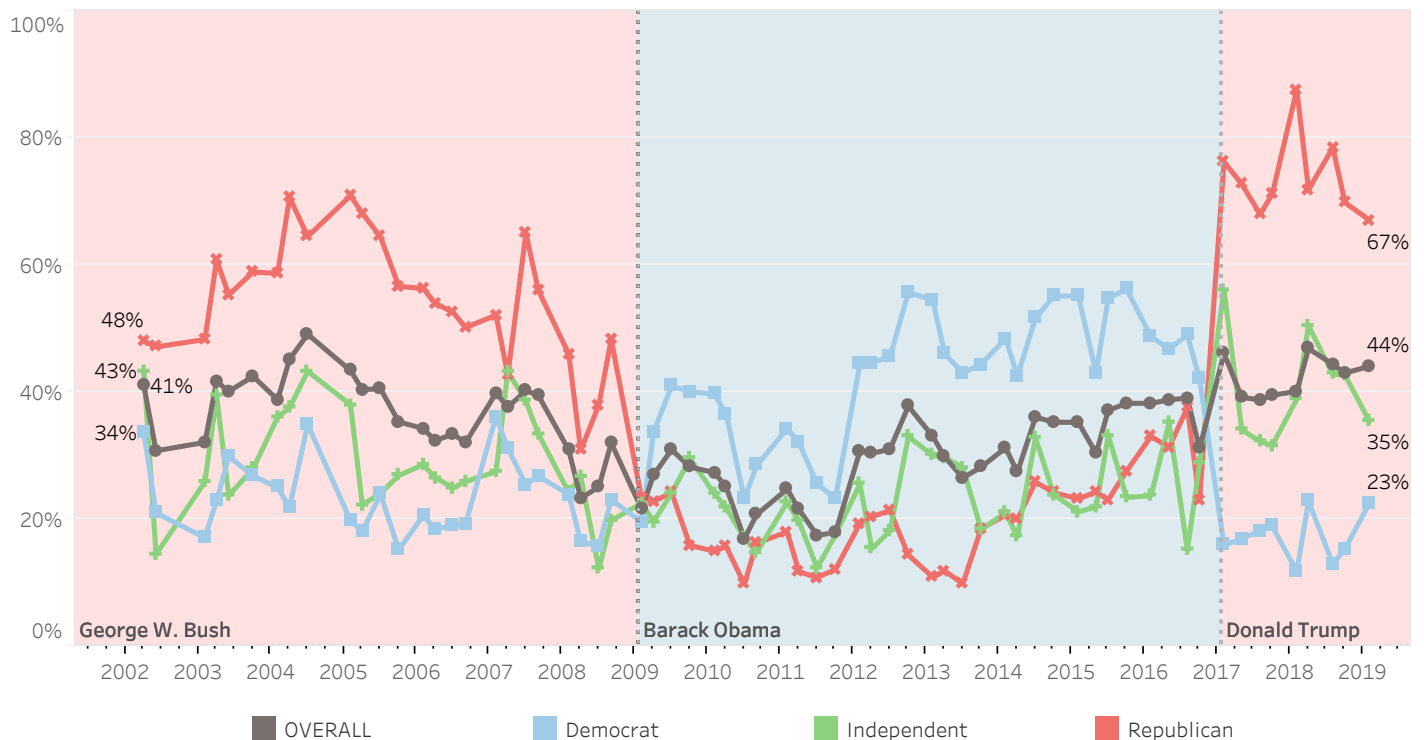
## Personal Financial Conditions

Turning to personal finances, 42% of New Hampshire residents consider themselves to be better off financially than they were a year ago, while 40% say their finances are about the same, and 18% say they are worse off.

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

**February 2019**
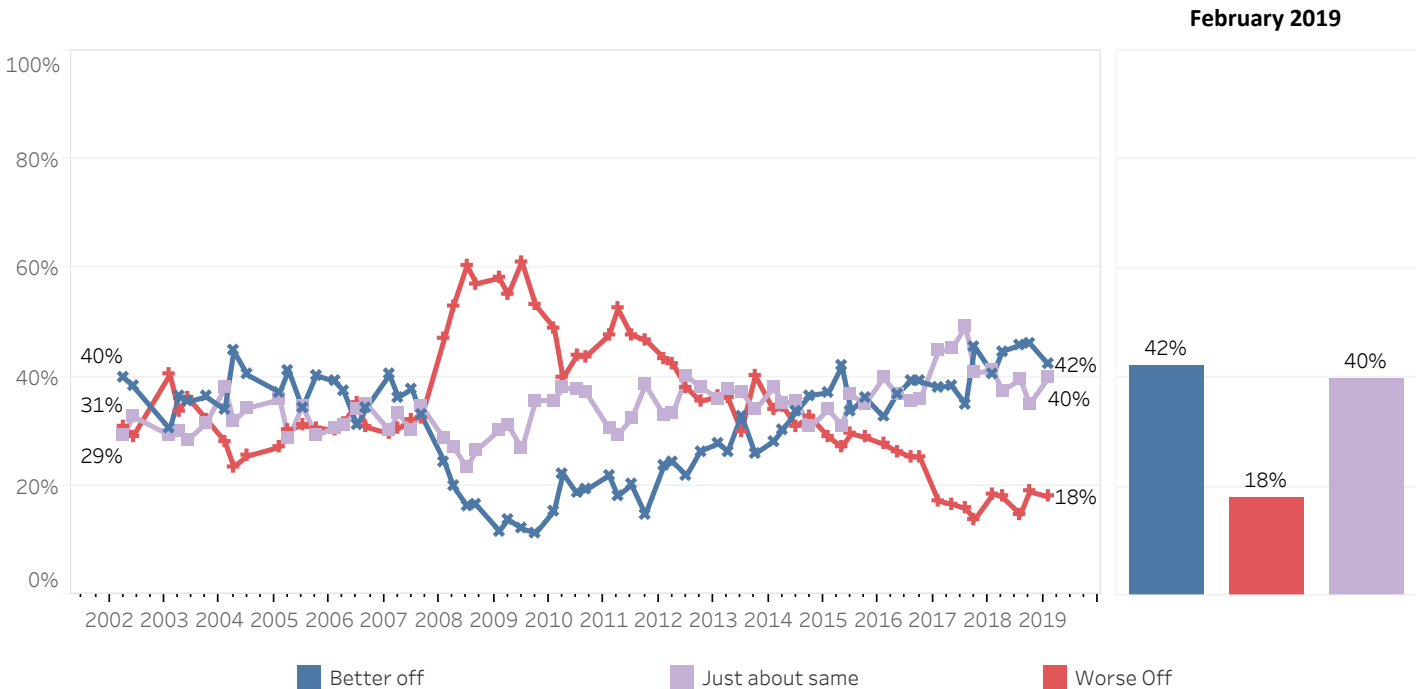


Sixty-seven percent of Republicans say they are better off than they were a year ago but only 36% of Independents and 21% of Democrats agree. The percentage of Republicans who say they are better off than a year ago (67%) has declined from an all-time high a year ago (78%). The partisan gap in the assessment of personal finances compared to a year ago remains far larger during the Trump presidency than it was during the Bush and Obama presidencies.

### Better Off Compared to 1 Year Ago - By Party ID
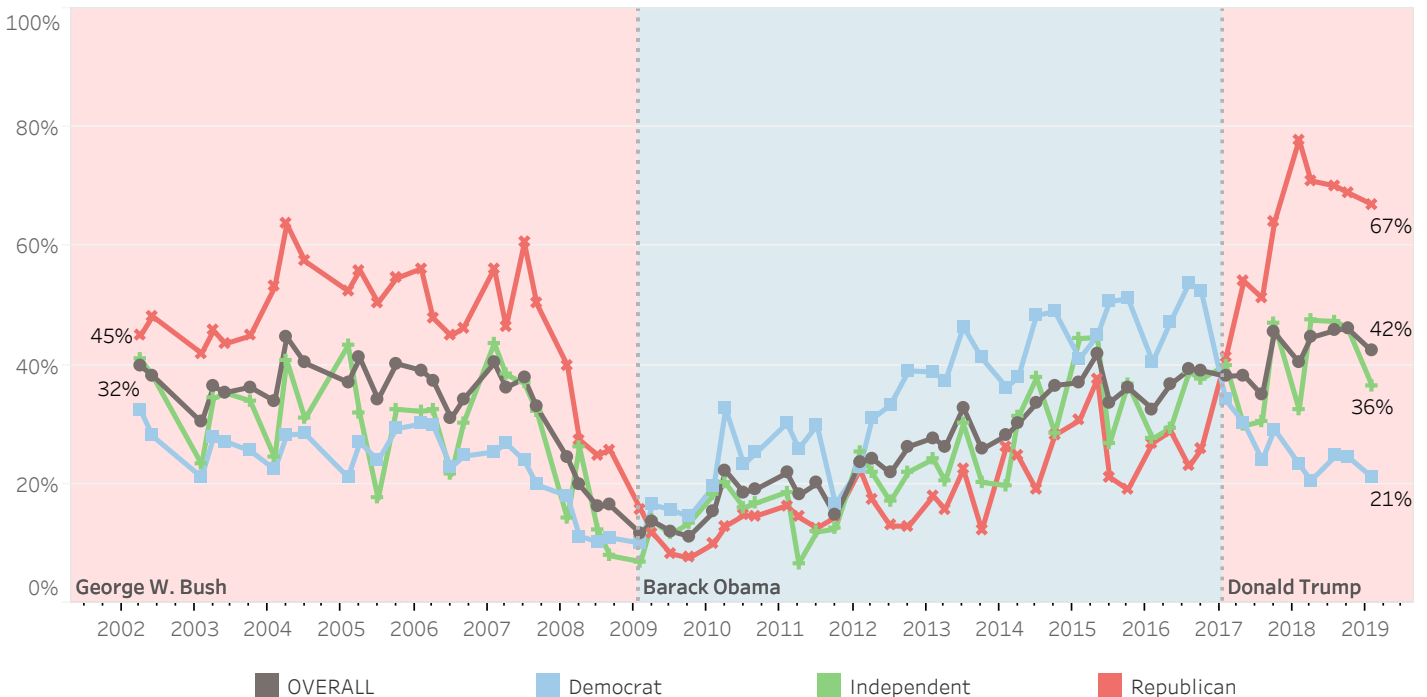
More than half (58%) of Granite Staters expect their household will have about the same financial condition next year as they do today, 34% think they will be better off, and only 8% think they will be worse off. Responses to this question have remained largely stable over Trump's administration.

Republicans (49%) are more likely than Independents (38%) and Democrats (17%) to say they anticipate being better off financially in 12 months. Republicans (49%) are less likely to anticipate being better off financially in 12 months than they were in October 2018 (60%).

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

**February 2019**



Better Off  ■ Just about same  ■ Worse Off
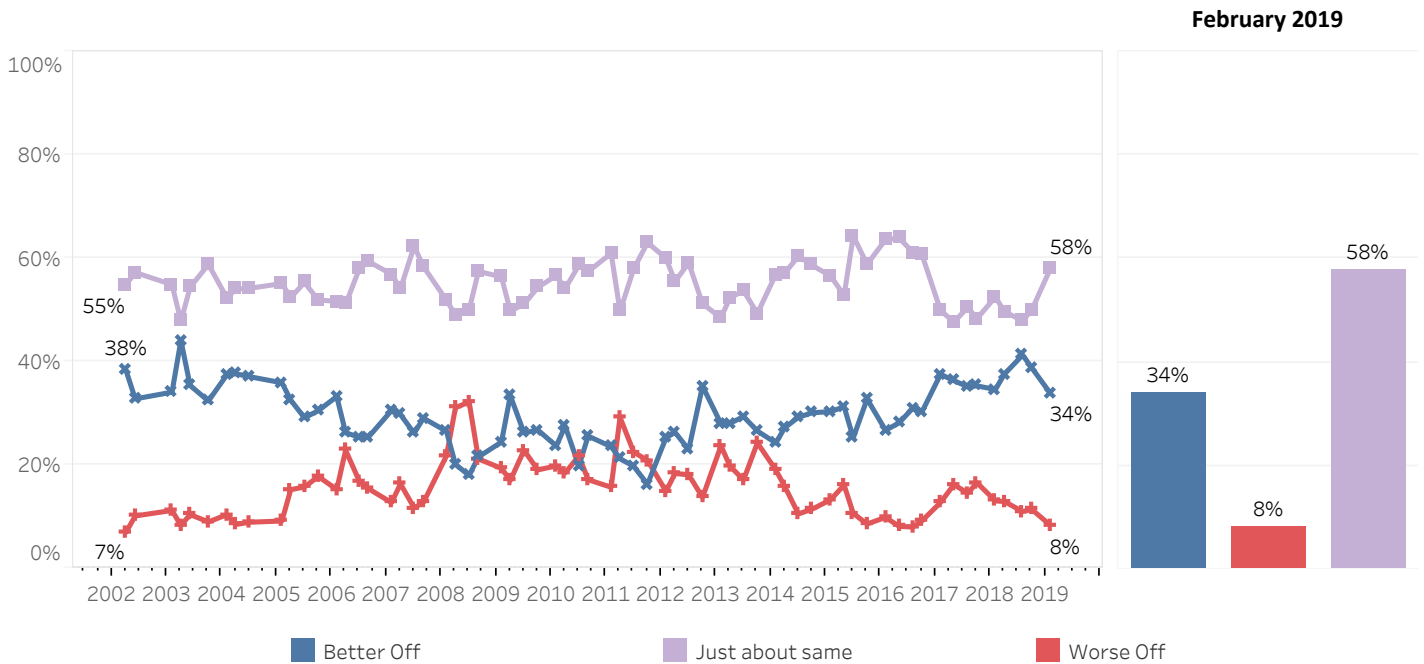
Two-thirds of New Hampshire adults (67%) think it is a good time to buy major items for their home. Just 18% think it is a bad time and 14% think it depends on a person's finances.

Eighty percent of Republicans believe now is a good time to buy major items for their home, while 60% of Democrats and 58% of Independents agree.

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

**February 2019**



Good time  ■ Pro-con  ■ Bad time
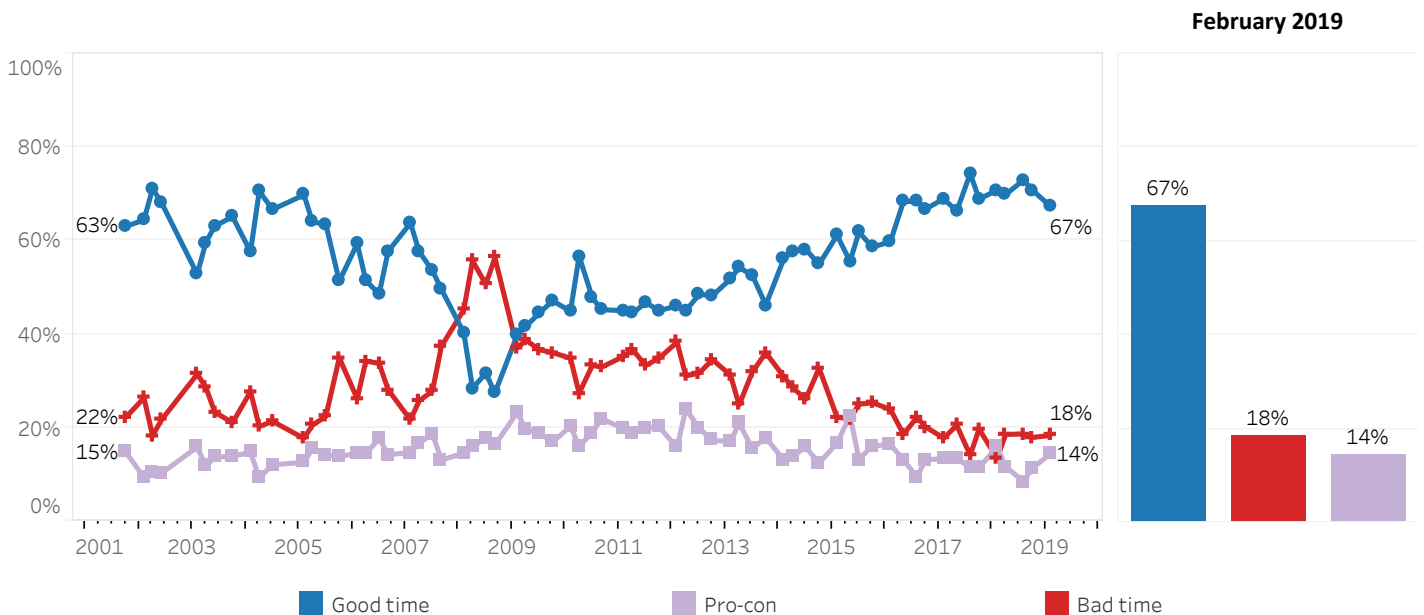
**Business and Industry Association Report on Consumer Confidence Methodology**

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 four (604) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between February 18 and February 26, 2019. The margin of sampling error for the survey is +/- 4.0 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 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.


**BIA Report on Consumer Confidence, Winter 2019 Demographics**

|  |  | **N** | **%** |
|---|---|---|---|
| Sex of Respondent | Female | 307 | 51% |
|  | Male | 297 | 49% |
| Age of Respondent | 18 to 34 | 156 | 27% |
|  | 35 to 49 | 136 | 23% |
|  | 50 to 64 | 172 | 30% |
|  | 65 and older | 115 | 20% |
| Level of Education | High school or less | 175 | 30% |
|  | Technical school/Some college | 225 | 38% |
|  | College graduate | 112 | 19% |
|  | Postgraduate work | 79 | 13% |
| Region of State | Central / Lakes | 107 | 18% |
|  | Connecticut Valley | 85 | 14% |
|  | Manchester Area | 106 | 18% |
|  | Mass Border | 147 | 24% |
|  | North Country | 54 | 9% |
|  | Seacoast | 105 | 17% |
| Registered to Vote | Reg. Democrat | 139 | 23% |
|  | Registered Undeclared/Not Reg. | 309 | 51% |
|  | Reg. Republican | 153 | 25% |
| Party ID | Democrat | 233 | 40% |
|  | Independent | 113 | 19% |
|  | Republican | 238 | 41% |
| Congressional District | First Congressional District | 311 | 52% |
|  | Second Congressional District | 293 | 48% |

**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?

| | Good Times | Bad Times | Mixed | N | | Good Times | Bad Times | Mixed | N |
|---|---|---|---|---|---|---|---|---|---|
| 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 | February 2019 | 65% | 12% | 23% | 535 |

# 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?

| | Good Times | Bad Times | Mixed | N | | Good Times | Bad Times | Mixed | N |
|---|---|---|---|---|---|---|---|---|---|
| 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 | February 2019 | 52% | 30% | 19% | 550 |

# 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?

| | Continuous good times | Mixed | Widespread Unemploy/ Depression | N | | Continuous good times | Mixed | Widespread Unemploy/ Depression | N |
|---|---|---|---|---|---|---|---|---|---|
| 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 | February 2019 | 44% | 28% | 28% | 522 |

# 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 | February 2019 | 42% | 18% | 40% | 593 |

# 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?

| | Better Off | Worse Off | Just about same | N | | Better Off | Worse Off | Just about same | N |
|---|---|---|---|---|---|---|---|---|---|
| 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 | February 2019 | 34% | 8% | 58% | 584 |

# 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 | February 2019 | 67% | 18% | 14% | 513 |
| July 2010 | 48% | 33% | 19% | 469 | | | | | |
| September 2010 | 45% | 33% | 22% | 491 | | | | | |

# Business Conditions in New Hampshire in 12 Months

| | | Good Times | Bad Times | Mixed | N |
|---|---|---|---|---|---|
| STATEWIDE | | 65% | 12% | 23% | 535 |
| Registered to Vote | Reg. Democrat | 52% | 21% | 26% | 115 |
| | Registered Undeclared/Not Reg. | 62% | 12% | 25% | 275 |
| | Reg. Republican | 81% | 4% | 15% | 143 |
| Party ID | Democrat | 52% | 17% | 30% | 193 |
| | Independent | 57% | 15% | 28% | 102 |
| | Republican | 80% | 7% | 14% | 224 |
| Ideology | Liberal | 46% | 21% | 33% | 100 |
| | Moderate | 64% | 14% | 23% | 230 |
| | Conservative | 82% | 5% | 13% | 170 |
| Media Usage | Listen to Conserv. Radio | 88% | 2% | 10% | 60 |
| | Listen to NHPR | 59% | 12% | 29% | 130 |
| | Read Local Newspapers | 54% | 16% | 30% | 63 |
| | Read Union Leader | 65% | 16% | 19% | 113 |
| | Watch WMUR | 67% | 11% | 22% | 264 |
| Age of Respondent | 18 to 34 | 68% | 8% | 24% | 138 |
| | 35 to 49 | 54% | 15% | 31% | 120 |
| | 50 to 64 | 74% | 12% | 14% | 156 |
| | 65 and older | 58% | 14% | 28% | 102 |
| Sex of Respondent | Female | 60% | 16% | 24% | 264 |
| | Male | 70% | 9% | 22% | 271 |
| Level of Education | High school or less | 67% | 10% | 24% | 163 |
| | Technical school/Some college | 68% | 9% | 23% | 193 |
| | College graduate | 61% | 17% | 22% | 100 |
| | Postgraduate work | 55% | 19% | 26% | 70 |
| Frequency Attending Relig. Services | Once a week or more | 69% | 15% | 16% | 101 |
| | Once or twice a month | 74% | 11% | 15% | 33 |
| | Few times a year | 73% | 7% | 20% | 137 |
| | Never | 57% | 14% | 29% | 245 |
| 2016 Presidential Vote | Donald Trump | 84% | 5% | 11% | 194 |
| | Hillary Clinton | 47% | 20% | 32% | 162 |
| | Voted for Other | 48% | 12% | 40% | 57 |
| | Did Not Vote | 60% | 12% | 29% | 87 |
| Gun Owner in Household | Gun Owner | 73% | 7% | 20% | 242 |
| | Not Gun Owner | 57% | 17% | 26% | 268 |
| Region of State | Central / Lakes | 68% | 13% | 19% | 97 |
| | Connecticut Valley | 59% | 16% | 25% | 73 |
| | Manchester Area | 60% | 15% | 25% | 100 |
| | Mass Border | 75% | 7% | 18% | 128 |
| | North Country | 58% | 12% | 30% | 49 |
| | Seacoast | 61% | 12% | 27% | 89 |
| Congressional District | First Congressional District | 68% | 11% | 21% | 274 |
| | Second Congressional District | 62% | 13% | 25% | 261 |

# Business Conditions in US in 12 Months

| | | Good Times | Bad Times | Mixed | N |
|---|---|---|---|---|---|
| STATEWIDE | | 52% | 30% | 19% | 550 |
| Registered to Vote | Reg. Democrat | 24% | 50% | 27% | 121 |
| | Registered Undeclared/Not Reg. | 48% | 33% | 19% | 283 |
| | Reg. Republican | 83% | 5% | 12% | 143 |
| Party ID | Democrat | 27% | 52% | 21% | 203 |
| | Independent | 43% | 33% | 23% | 106 |
| | Republican | 78% | 8% | 15% | 223 |
| Ideology | Liberal | 21% | 53% | 26% | 107 |
| | Moderate | 48% | 37% | 15% | 228 |
| | Conservative | 78% | 8% | 15% | 175 |
| Media Usage | Listen to Conserv. Radio | 93% | | 7% | 60 |
| | Listen to NHPR | 30% | 46% | 24% | 132 |
| | Read Local Newspapers | 41% | 39% | 20% | 66 |
| | Read Union Leader | 53% | 29% | 18% | 110 |
| | Watch WMUR | 52% | 30% | 19% | 270 |
| Age of Respondent | 18 to 34 | 57% | 24% | 19% | 146 |
| | 35 to 49 | 44% | 32% | 24% | 119 |
| | 50 to 64 | 53% | 30% | 17% | 160 |
| | 65 and older | 50% | 33% | 17% | 102 |
| Sex of Respondent | Female | 42% | 39% | 19% | 272 |
| | Male | 61% | 20% | 19% | 278 |
| Level of Education | High school or less | 59% | 25% | 17% | 166 |
| | Technical school/Some college | 53% | 28% | 19% | 199 |
| | College graduate | 44% | 37% | 19% | 100 |
| | Postgraduate work | 38% | 35% | 27% | 73 |
| Frequency Attending Relig. Services | Once a week or more | 69% | 19% | 12% | 102 |
| | Once or twice a month | 48% | 32% | 21% | 34 |
| | Few times a year | 53% | 24% | 23% | 143 |
| | Never | 42% | 38% | 20% | 248 |
| 2016 Presidential Vote | Donald Trump | 84% | 6% | 10% | 200 |
| | Hillary Clinton | 17% | 57% | 26% | 167 |
| | Voted for Other | 24% | 44% | 32% | 60 |
| | Did Not Vote | 56% | 25% | 19% | 87 |
| Gun Owner in Household | Gun Owner | 65% | 17% | 18% | 247 |
| | Not Gun Owner | 37% | 43% | 20% | 272 |
| Region of State | Central / Lakes | 54% | 27% | 19% | 96 |
| | Connecticut Valley | 43% | 33% | 23% | 73 |
| | Manchester Area | 60% | 30% | 10% | 95 |
| | Mass Border | 58% | 24% | 18% | 141 |
| | North Country | 48% | 22% | 30% | 50 |
| | Seacoast | 40% | 40% | 20% | 95 |
| Congressional District | First Congressional District | 52% | 31% | 16% | 283 |
| | Second Congressional District | 51% | 28% | 22% | 267 |

# 5 Year Economic Outlook - US

| | | Continuous good times | Mixed | Widespread Unemploy/Depression | N |
|---|---|---|---|---|---|
| STATEWIDE | | 44% | 28% | 28% | 522 |
| Registered to Vote | Reg. Democrat | 23% | 33% | 44% | 117 |
| | Registered Undeclared/Not Reg. | 44% | 28% | 28% | 270 |
| | Reg. Republican | 64% | 25% | 11% | 133 |
| Party ID | Democrat | 23% | 34% | 43% | 206 |
| | Independent | 35% | 35% | 29% | 90 |
| | Republican | 67% | 20% | 13% | 212 |
| Ideology | Liberal | 23% | 30% | 47% | 113 |
| | Moderate | 38% | 33% | 30% | 219 |
| | Conservative | 66% | 22% | 12% | 160 |
| Media Usage | Listen to Conserv. Radio | 72% | 25% | 2% | 55 |
| | Listen to NHPR | 32% | 34% | 33% | 123 |
| | Read Local Newspapers | 40% | 30% | 31% | 67 |
| | Read Union Leader | 46% | 23% | 31% | 103 |
| | Watch WMUR | 45% | 29% | 26% | 253 |
| Age of Respondent | 18 to 34 | 45% | 25% | 30% | 139 |
| | 35 to 49 | 37% | 31% | 32% | 116 |
| | 50 to 64 | 45% | 31% | 24% | 151 |
| | 65 and older | 45% | 28% | 27% | 98 |
| Sex of Respondent | Female | 38% | 28% | 34% | 263 |
| | Male | 50% | 29% | 21% | 259 |
| Level of Education | High school or less | 53% | 26% | 21% | 153 |
| | Technical school/Some college | 44% | 27% | 30% | 194 |
| | College graduate | 39% | 28% | 33% | 96 |
| | Postgraduate work | 29% | 40% | 31% | 72 |
| Frequency Attending Relig. Services | Once a week or more | 51% | 23% | 25% | 95 |
| | Once or twice a month | 41% | 37% | 22% | 33 |
| | Few times a year | 47% | 23% | 30% | 133 |
| | Never | 39% | 33% | 29% | 244 |
| 2016 Presidential Vote | Donald Trump | 70% | 23% | 7% | 181 |
| | Hillary Clinton | 20% | 32% | 48% | 169 |
| | Voted for Other | 31% | 38% | 31% | 53 |
| | Did Not Vote | 42% | 27% | 31% | 86 |
| Gun Owner in Household | Gun Owner | 54% | 25% | 21% | 226 |
| | Not Gun Owner | 34% | 31% | 35% | 269 |
| Region of State | Central / Lakes | 48% | 25% | 27% | 99 |
| | Connecticut Valley | 35% | 37% | 28% | 70 |
| | Manchester Area | 48% | 28% | 24% | 90 |
| | Mass Border | 46% | 29% | 25% | 129 |
| | North Country | 46% | 24% | 30% | 47 |
| | Seacoast | 38% | 26% | 36% | 87 |
| Congressional District | First Congressional District | 42% | 30% | 29% | 266 |
| | Second Congressional District | 46% | 27% | 27% | 257 |

## Household Financial Condition Compared to 12 Months Ago

|  |  | Better Off | Worse Off | Just about same | N |
|---|---|---|---|---|---|
| STATEWIDE |  | 42% | 18% | 40% | 593 |
| Registered to Vote | Reg. Democrat | 21% | 26% | 53% | 138 |
|  | Registered Undeclared/Not Reg. | 39% | 20% | 41% | 303 |
|  | Reg. Republican | 69% | 7% | 24% | 150 |
| Party ID | Democrat | 21% | 27% | 52% | 232 |
|  | Independent | 36% | 25% | 39% | 108 |
|  | Republican | 67% | 6% | 27% | 233 |
| Ideology | Liberal | 25% | 21% | 54% | 126 |
|  | Moderate | 37% | 24% | 39% | 240 |
|  | Conservative | 64% | 9% | 28% | 185 |
| Media Usage | Listen to Conserv. Radio | 68% | 0% | 32% | 62 |
|  | Listen to NHPR | 34% | 18% | 48% | 137 |
|  | Read Local Newspapers | 35% | 29% | 36% | 69 |
|  | Read Union Leader | 41% | 22% | 37% | 116 |
|  | Watch WMUR | 42% | 19% | 39% | 286 |
| Age of Respondent | 18 to 34 | 44% | 17% | 39% | 153 |
|  | 35 to 49 | 55% | 15% | 30% | 131 |
|  | 50 to 64 | 41% | 18% | 42% | 172 |
|  | 65 and older | 31% | 22% | 48% | 114 |
| Sex of Respondent | Female | 35% | 22% | 43% | 297 |
|  | Male | 50% | 14% | 37% | 296 |
| Level of Education | High school or less | 44% | 20% | 36% | 173 |
|  | Technical school/Some college | 43% | 16% | 42% | 220 |
|  | College graduate | 43% | 17% | 40% | 111 |
|  | Postgraduate work | 38% | 22% | 40% | 77 |
| Frequency Attending Relig. Services | Once a week or more | 44% | 20% | 36% | 108 |
|  | Once or twice a month | 41% | 16% | 43% | 36 |
|  | Few times a year | 46% | 15% | 40% | 152 |
|  | Never | 41% | 19% | 41% | 273 |
| 2016 Presidential Vote | Donald Trump | 67% | 6% | 28% | 206 |
|  | Hillary Clinton | 19% | 21% | 59% | 191 |
|  | Voted for Other | 27% | 43% | 30% | 60 |
|  | Did Not Vote | 48% | 18% | 35% | 93 |
| Gun Owner in Household | Gun Owner | 51% | 16% | 34% | 260 |
|  | Not Gun Owner | 34% | 21% | 46% | 301 |
| Region of State | Central / Lakes | 42% | 15% | 43% | 106 |
|  | Connecticut Valley | 39% | 20% | 41% | 82 |
|  | Manchester Area | 47% | 17% | 36% | 106 |
|  | Mass Border | 45% | 21% | 34% | 146 |
|  | North Country | 47% | 14% | 39% | 54 |
|  | Seacoast | 34% | 19% | 47% | 100 |
| Congressional District | First Congressional District | 40% | 19% | 41% | 305 |
|  | Second Congressional District | 44% | 17% | 38% | 288 |

# Household Financial Condition 12 Months from Now

| | | Better Off | Worse Off | Just about same | N |
|---|---|---|---|---|---|
| STATEWIDE | | 34% | 8% | 58% | 584 |
| Registered to Vote | Reg. Democrat | 16% | 21% | 64% | 134 |
| | Registered Undeclared/Not Reg. | 34% | 5% | 61% | 300 |
| | Reg. Republican | 50% | 3% | 46% | 148 |
| Party ID | Democrat | 17% | 16% | 67% | 222 |
| | Independent | 38% | 6% | 56% | 108 |
| | Republican | 49% | 2% | 49% | 233 |
| Ideology | Liberal | 12% | 13% | 75% | 122 |
| | Moderate | 32% | 12% | 56% | 241 |
| | Conservative | 49% | 1% | 50% | 180 |
| Media Usage | Listen to Conserv. Radio | 69% | | 31% | 60 |
| | Listen to NHPR | 19% | 15% | 66% | 137 |
| | Read Local Newspapers | 25% | 7% | 67% | 69 |
| | Read Union Leader | 32% | 5% | 63% | 115 |
| | Watch WMUR | 33% | 9% | 59% | 283 |
| Age of Respondent | 18 to 34 | 38% | 6% | 56% | 154 |
| | 35 to 49 | 41% | 6% | 53% | 135 |
| | 50 to 64 | 32% | 8% | 59% | 165 |
| | 65 and older | 20% | 15% | 65% | 108 |
| Sex of Respondent | Female | 29% | 11% | 61% | 298 |
| | Male | 39% | 6% | 55% | 286 |
| Level of Education | High school or less | 37% | 4% | 59% | 168 |
| | Technical school/Some college | 37% | 8% | 55% | 216 |
| | College graduate | 32% | 10% | 58% | 108 |
| | Postgraduate work | 20% | 15% | 65% | 78 |
| Frequency Attending Relig. Services | Once a week or more | 37% | 8% | 55% | 107 |
| | Once or twice a month | 41% | 6% | 53% | 35 |
| | Few times a year | 31% | 10% | 59% | 147 |
| | Never | 32% | 8% | 60% | 271 |
| 2016 Presidential Vote | Donald Trump | 53% | 1% | 46% | 198 |
| | Hillary Clinton | 12% | 15% | 72% | 187 |
| | Voted for Other | 38% | 16% | 45% | 63 |
| | Did Not Vote | 28% | 3% | 69% | 94 |
| Gun Owner in Household | Gun Owner | 42% | 7% | 51% | 257 |
| | Not Gun Owner | 25% | 10% | 65% | 295 |
| Region of State | Central / Lakes | 25% | 10% | 65% | 105 |
| | Connecticut Valley | 36% | 15% | 49% | 83 |
| | Manchester Area | 35% | 4% | 60% | 104 |
| | Mass Border | 46% | 7% | 47% | 140 |
| | North Country | 19% | 7% | 75% | 49 |
| | Seacoast | 30% | 8% | 61% | 102 |
| Congressional District | First Congressional District | 34% | 7% | 59% | 299 |
| | Second Congressional District | 33% | 10% | 57% | 285 |

# Good Time to Buy Major Household Item

|  |  | Good Time | Bad Time | Pro-con | N |
|---|---|---|---|---|---|
| STATEWIDE |  | 67% | 18% | 14% | 513 |
| Registered to Vote | Reg. Democrat | 61% | 22% | 17% | 113 |
|  | Registered Undeclared/Not Reg. | 64% | 20% | 16% | 259 |
|  | Reg. Republican | 79% | 11% | 10% | 139 |
| Party ID | Democrat | 60% | 24% | 16% | 190 |
|  | Independent | 58% | 23% | 19% | 94 |
|  | Republican | 80% | 10% | 9% | 210 |
| Ideology | Liberal | 49% | 28% | 23% | 98 |
|  | Moderate | 68% | 20% | 12% | 217 |
|  | Conservative | 82% | 10% | 9% | 167 |
| Media Usage | Listen to Conserv. Radio | 85% | 2% | 13% | 58 |
|  | Listen to NHPR | 61% | 21% | 17% | 126 |
|  | Read Local Newspapers | 68% | 21% | 11% | 61 |
|  | Read Union Leader | 72% | 20% | 8% | 104 |
|  | Watch WMUR | 72% | 17% | 11% | 258 |
| Age of Respondent | 18 to 34 | 69% | 21% | 10% | 132 |
|  | 35 to 49 | 64% | 18% | 18% | 104 |
|  | 50 to 64 | 72% | 16% | 12% | 156 |
|  | 65 and older | 62% | 19% | 18% | 102 |
| Sex of Respondent | Female | 66% | 20% | 14% | 256 |
|  | Male | 69% | 17% | 15% | 257 |
| Level of Education | High school or less | 70% | 15% | 16% | 147 |
|  | Technical school/Some college | 69% | 17% | 13% | 197 |
|  | College graduate | 69% | 23% | 8% | 89 |
|  | Postgraduate work | 58% | 22% | 20% | 69 |
| Frequency Attending Relig. Services | Once a week or more | 75% | 15% | 10% | 97 |
|  | Once or twice a month | 56% | 29% | 16% | 33 |
|  | Few times a year | 73% | 14% | 13% | 135 |
|  | Never | 63% | 21% | 16% | 232 |
| 2016 Presidential Vote | Donald Trump | 82% | 5% | 12% | 185 |
|  | Hillary Clinton | 54% | 26% | 19% | 167 |
|  | Voted for Other | 67% | 23% | 11% | 55 |
|  | Did Not Vote | 64% | 27% | 9% | 77 |
| Gun Owner in Household | Gun Owner | 71% | 15% | 14% | 239 |
|  | Not Gun Owner | 63% | 23% | 14% | 247 |
| Region of State | Central / Lakes | 76% | 16% | 8% | 93 |
|  | Connecticut Valley | 60% | 26% | 14% | 71 |
|  | Manchester Area | 58% | 21% | 21% | 94 |
|  | Mass Border | 68% | 16% | 16% | 128 |
|  | North Country | 68% | 21% | 12% | 41 |
|  | Seacoast | 73% | 14% | 13% | 87 |
| Congressional District | First Congressional District | 69% | 16% | 14% | 269 |
|  | Second Congressional District | 65% | 20% | 15% | 244 |