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COVID-19 HITS CONSUMER CONFIDENCE IN NH

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DURHAM, NH - Pessimism about business conditions in New Hampshire and the country as a whole has increased since the onset of the COVID-19 pandemic. However, most New Hampshire residents continue to rate their personal finances the same or better than a year ago and anticipate their finances will be better or the same a year from now. Optimism about the economy has fallen among New Hampshire Republicans and Democrats: optimism among Republicans is similar to what it was during the Obama administration while optimism among Democrats is at record lows.

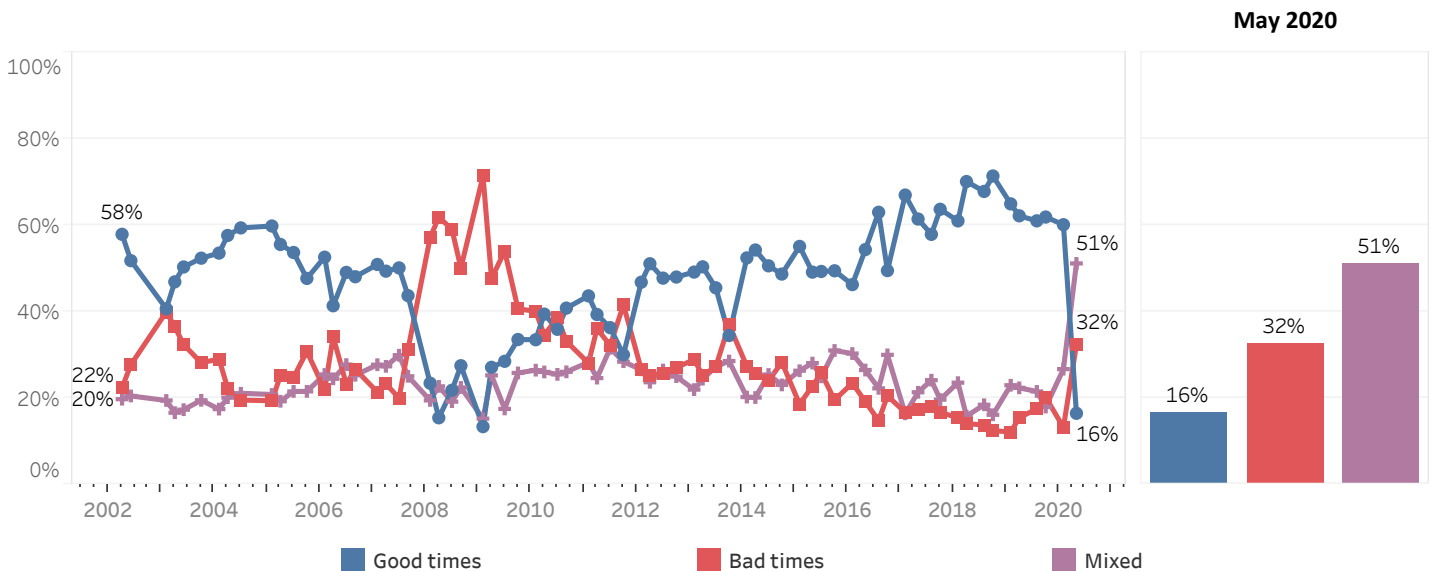
These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence***, conducted by the University of New Hampshire Survey Center using the Granite State Panel. Eight hundred forty (840) Granite State Panel members completed the survey online between May 14 and May 18, 2020. 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, as well as party registration levels provided by the New Hampshire Secretary of State. All previous data comes from Granite State Poll telephone surveys.

N.H. Business Conditions

The closure of much of the New Hampshire economy has greatly impacted the state and residents are feeling the pain. When asked how they expect New Hampshire businesses will do in the upcoming year, only 16% of Granite Staters think state businesses will enjoy good times financially, 32% think they will experience bad times, and 51% anticipate mixed conditions. The percentage of New Hampshire adults thinking that business conditions in the state will enjoy good times in the coming year has dropped by 44 percentage points since February, a steeper drop than before the 2008 recession.

"Unfortunately, the disparity of perceptions about our economic future between Republicans and Democrats persists," said BIA President Jim Roche. "The new story though, is the extraordinary impact the pandemic has had on the confidence in the state and U.S. economies. Regardless of party affiliation, the numbers of those anticipating good business conditions over the next 12 months has plummeted," said Roche.

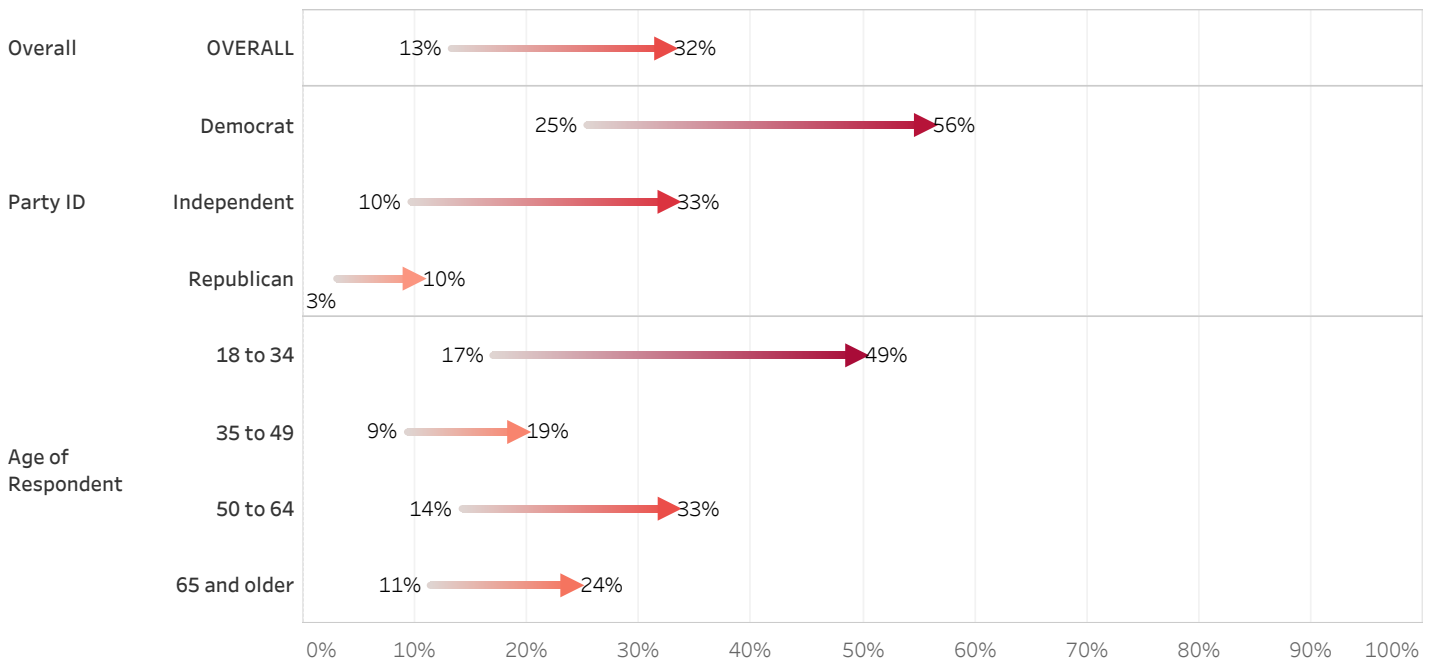
Business Conditions in New Hampshire During Next 12 Months



* We ask that this copyrighted information be referred to as *the Granite State Panel*, conducted by the University of New Hampshire Survey Center.

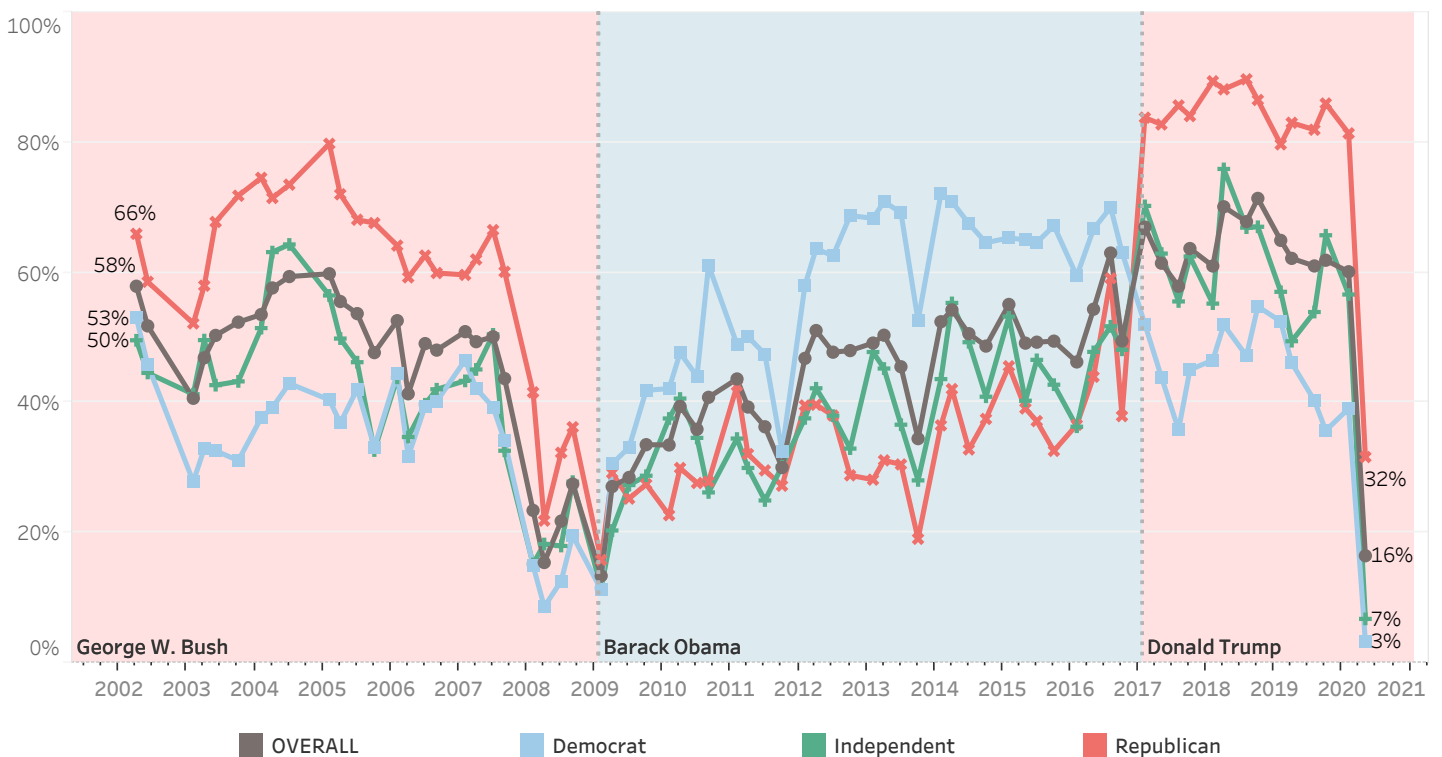
The percentage of Democrats who believe New Hampshire will have bad times during the next twelve months has increased by 31 percentage points since late February and by 23 points among Independents but has only increased by 7 points among Republicans. Residents under the age of 35 showed the greatest rise in pessimism - 32 percentage points since February.

Anticipate Bad Business Conditions in N.H. During Next 12 Months - Change from February 2020 to Present - By Selected Demographics



While pessimism about the prospects for the New Hampshire economy has increased among all political groups, Democrats and Independents are least optimistic. Only 7% of Independents and 3% of Democrats believe that New Hampshire businesses will experience good times in the coming year, both of which are all-time lows. Only 32% of Republicans believe New Hampshire businesses will experience good times during the next year, similar to levels recorded during the Obama administration.

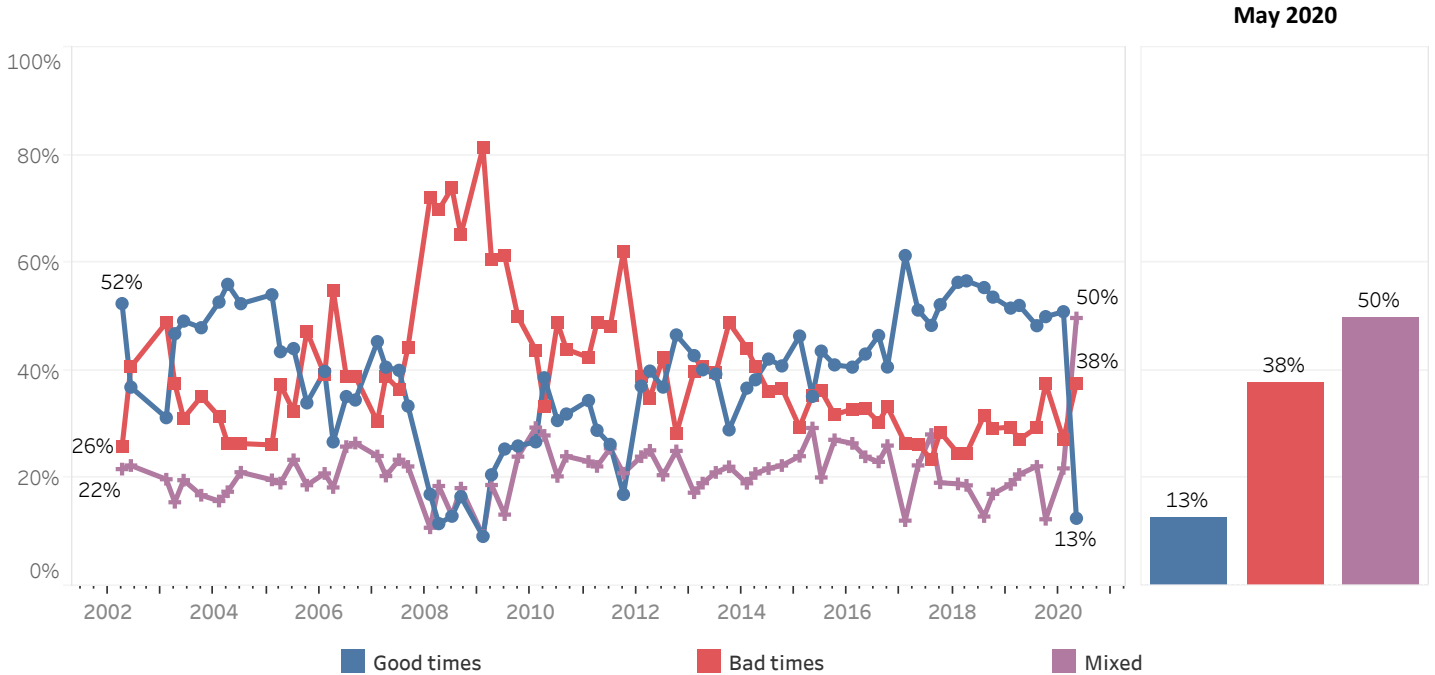
Anticipate Good Business Conditions in N.H. During Next 12 Months - By Party ID



U.S. Business Conditions

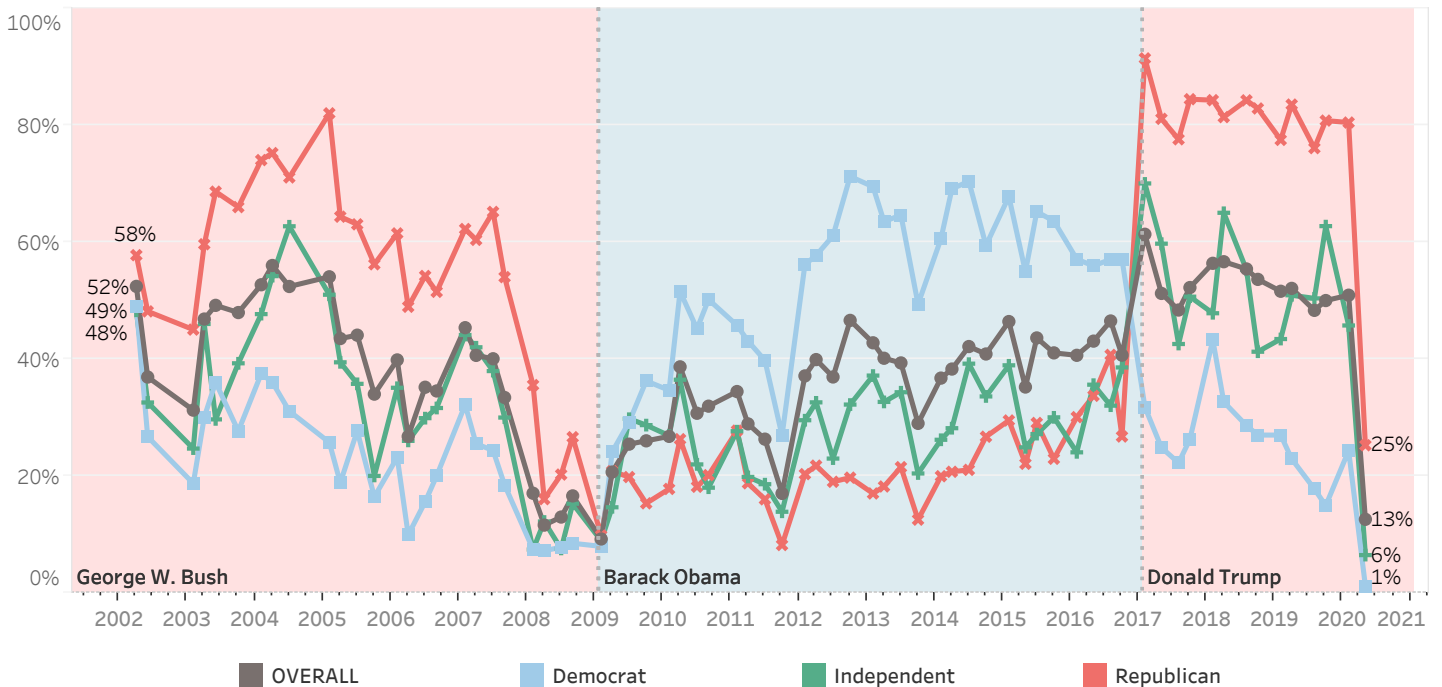
Granite Staters are even less optimistic about the future of the U.S. economy. Only 13% think businesses across the country will experience good times in the next twelve months, 38% anticipate businesses will have bad times, and half (50%) think conditions will be mixed. The percentage of New Hampshire residents who anticipate good times for U.S. businesses has decreased by 38 percentage points since February, before the COVID-19 crisis hit.

Business Conditions in U.S. During Next 12 Months



Only a quarter (25%) of Republicans feel that U.S. businesses will experience good times over the next twelve months, a drop of 55 percentage points since February. Democrats and Independents are even less optimistic - only 1% of Democrats and 6% of Independents expect good times for U.S. businesses in the coming year.

Anticipate Good Business Conditions in U.S. During Next 12 Months - By Party ID

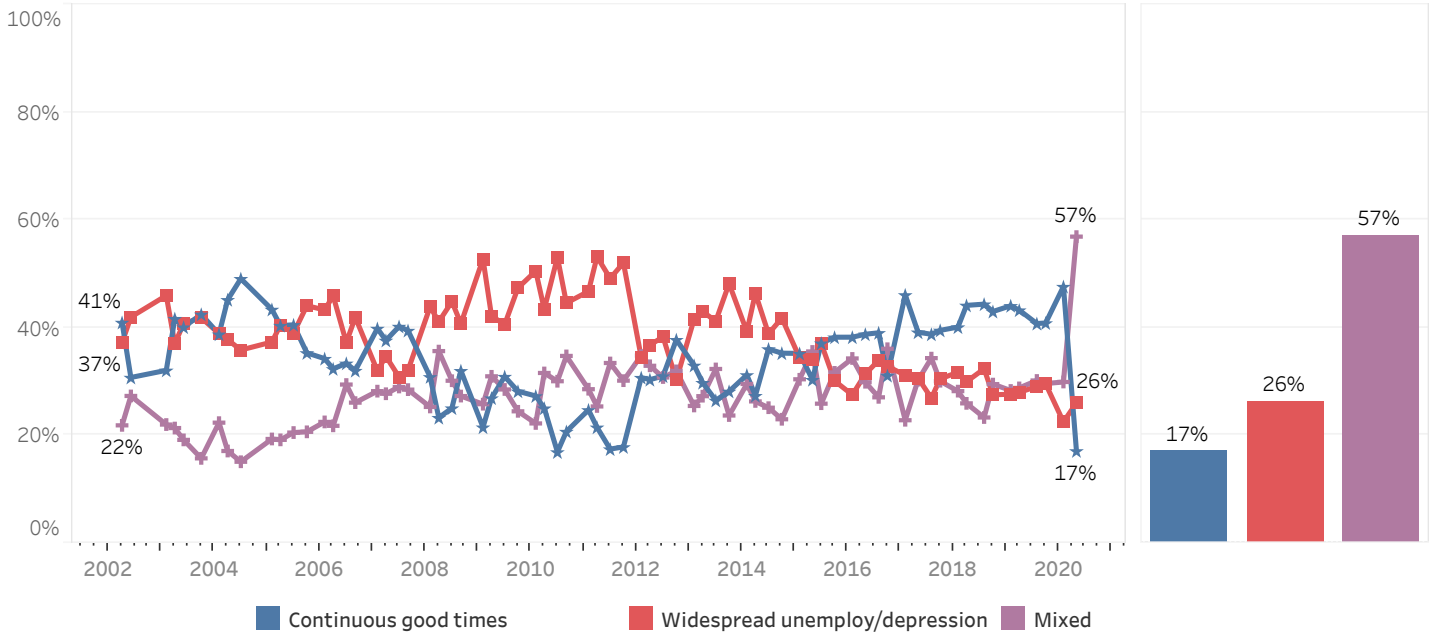


Long-Term National Outlook

New Hampshire residents are slightly more positive about the U.S. economy when looking further into the future: 17% believe the economy will enjoy continuous good times over the next five years, 26% expect periods of widespread unemployment and depression, and 57% see a mix of good and bad conditions. The percentage who anticipate continuous good times over the next five years matches an all-time low, while the percentage who anticipate mixed conditions is at a record high.

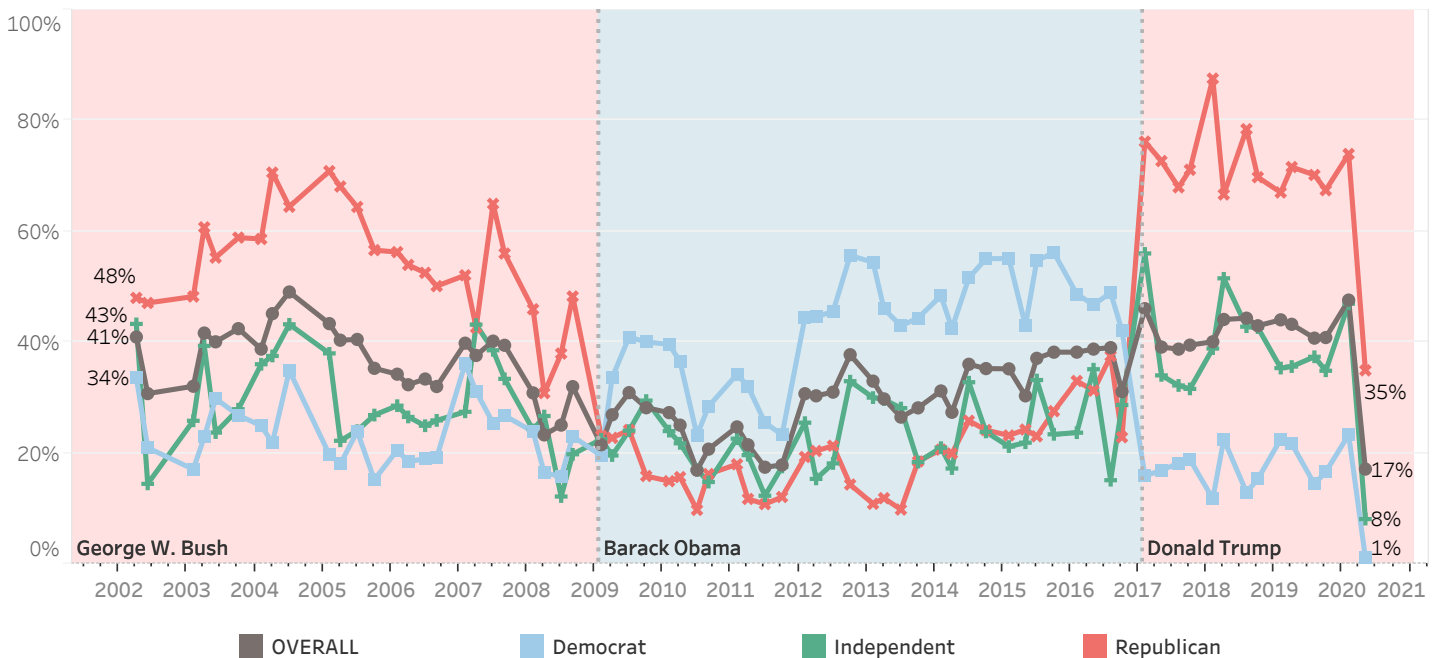
5-Year Economic Outlook

May 2020



More than a third (35%) of Republicans feel that U.S. businesses will experience continuous good times over the next five years but only 8% of Independents and 1% of Democrats agree. The percentage of Independents and Democrats who anticipate continuous good times is at an all-time low but the percentage of Republicans who anticipate good times remains well above its level during the Obama administration.

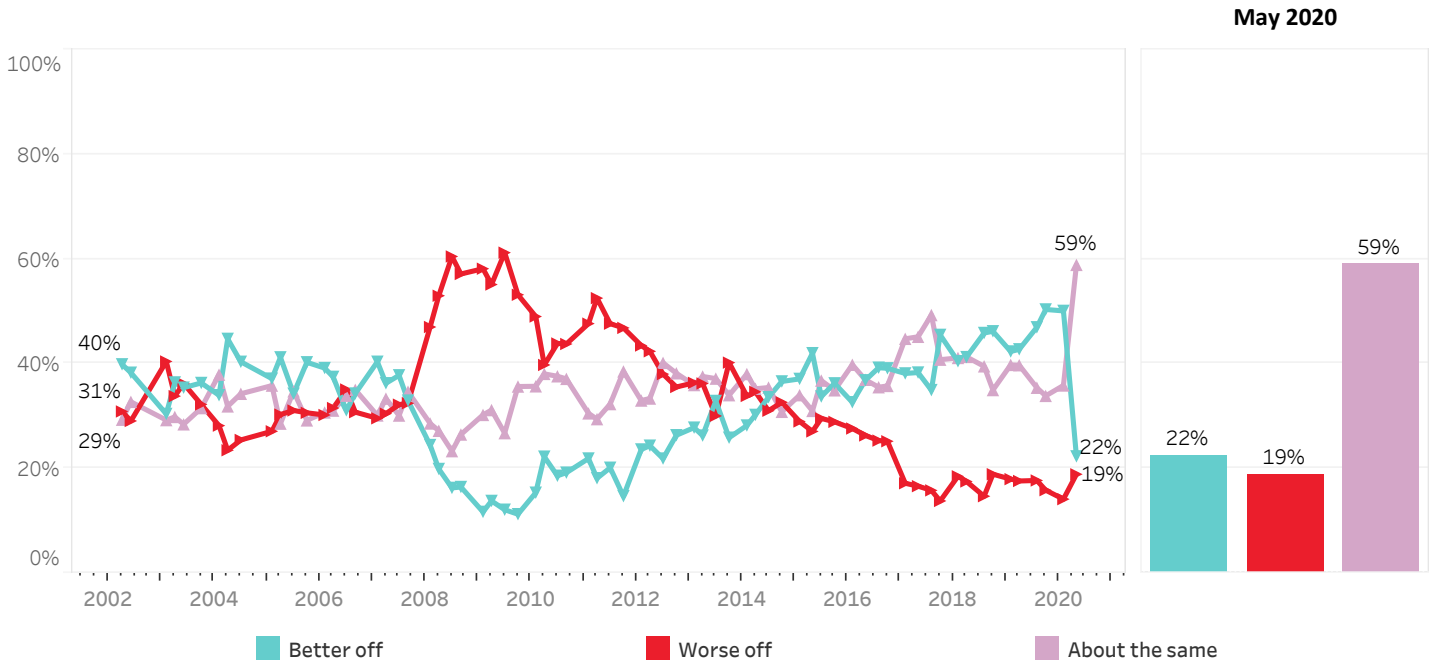
Anticipate Continuous Good Times Over Next 5 Years for U.S. Economy - By Party ID



Personal Financial Conditions

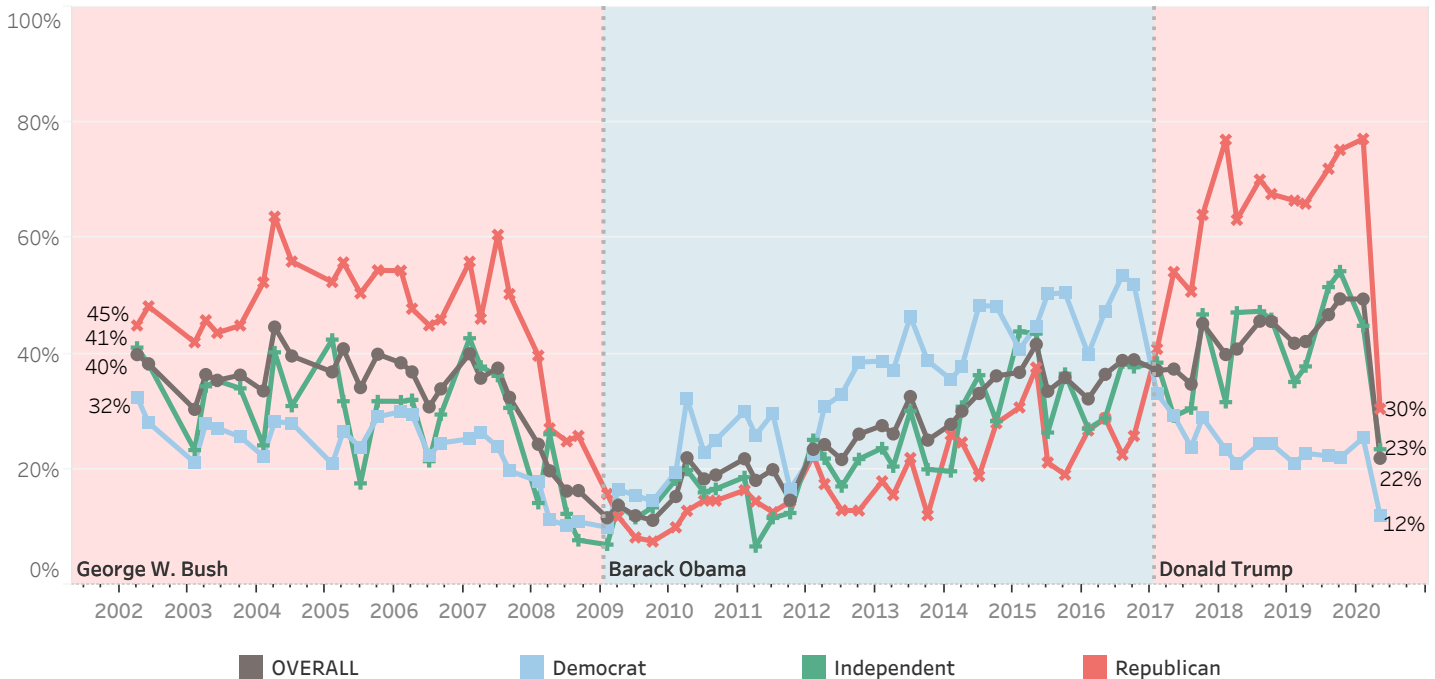
Turning to personal finances, 22% of New Hampshire residents consider themselves to be better off financially than they were a year ago, while 59% say their finances are about the same and 19% say they are worse off. The percentage who say they are better off than a year ago has declined by 28 percentage points since February and is at its lowest point since July 2012. However, the percentage of respondents who say they are worse off financially than a year ago is largely unchanged since February, and an all-time high now say their finances are about the same as a year ago.

Household Financial Condition Compared to 12 Months Ago



Three in ten (30%) Republicans and 22% of Independents consider themselves better off financially than a year ago but only 12% of Democrats agree. The percentage of Republicans who feel better off has fallen by 47 points since February but has fallen by only 13 points among Democrats.

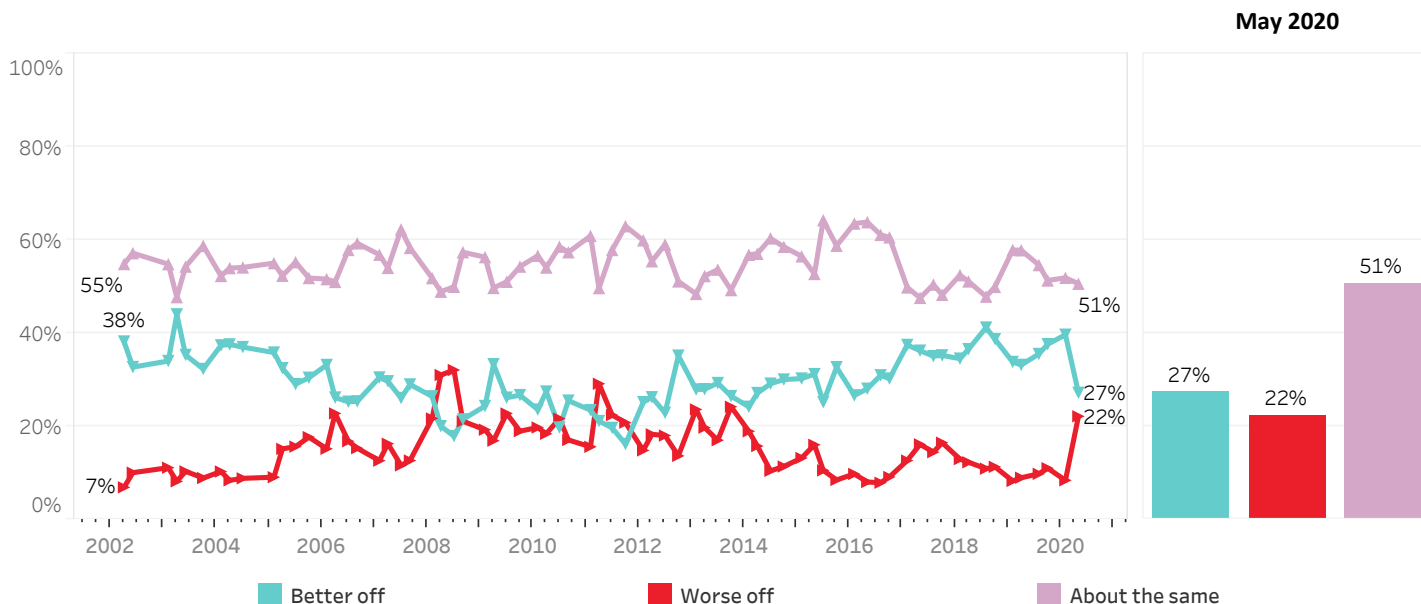
Household Better Off Financially Compared to 12 Months Ago - By Party ID



Granite Staters are less optimistic about their personal finances a year from now than they were in February, but most think they will be doing better, or at least the same, as they are now. A quarter (27%) believe they will be better off in a year than they are now; 51% think they will be doing about the same, and 22% believe they will be worse off in a year. The percentage of respondents who believe they will be better off in a year has fallen by 13 percentage points since February while the percentage who believe they will be worse off has increased by 14 percentage points.

Republicans are more optimistic than Democrats: 46% of Republicans anticipate being better off financially next year but only 18% of Independents and 8% of Democrats feel similarly.

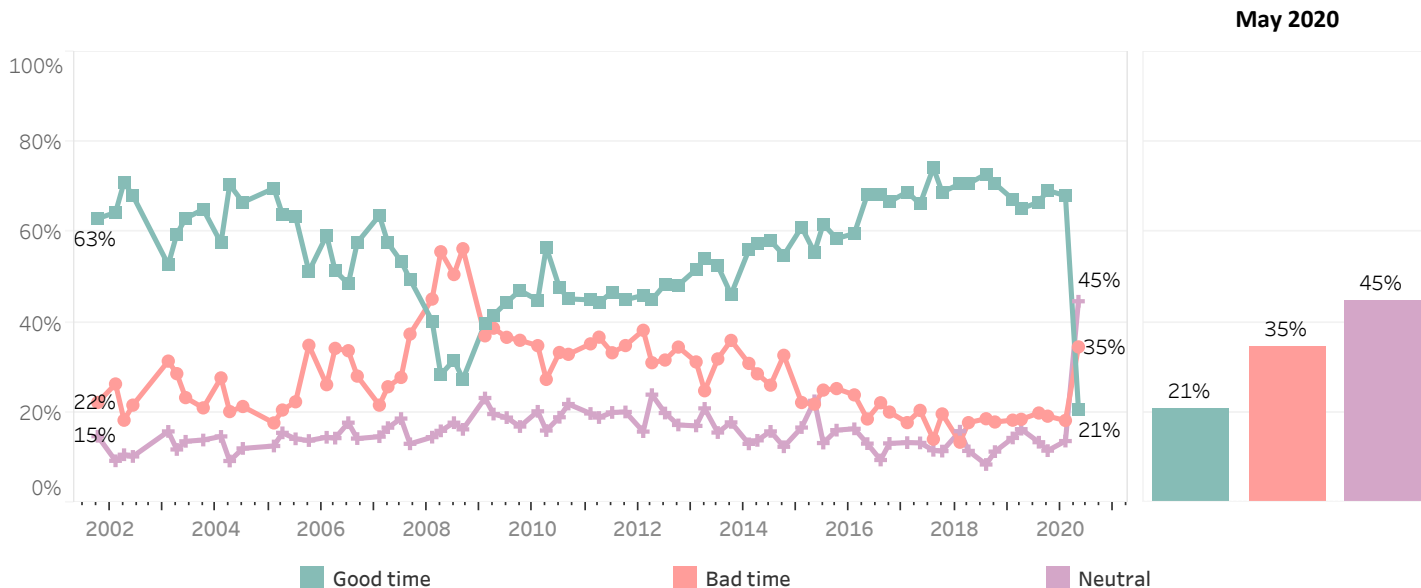
Household Financial Condition 12 Months From Now



Granite Staters are unlikely to spend money on major purchases, which should slow the economic recovery - only 21% think it is a good time to buy major items for their home, 35% think it is a bad time, and 45% are neutral or think it depends on the person's finances. The percentage of respondents who believe now is a good time to purchase a major item has fallen by 47 percentage points since February and is at an all-time low.

Twenty-seven percent of Republicans and 24% of Independents believe now is a good time to buy major items for their home, but only 13% of Democrats agree.

Good Time to Buy 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 using the Granite State Panel. Eight hundred forty (840) Granite State Panel members completed the survey online between May 14 and May 18, 2020. 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, as well as party registration levels provided by the New Hampshire Secretary of State. All previous data comes from Granite State Poll telephone surveys.

The Granite State Panel is part of an effort by the University of New Hampshire Survey Center to investigate new ways of gathering and understanding the opinion of New Hampshire residents. Granite State Panel members are recruited from randomly-selected landline and cell phone numbers across New Hampshire. Respondents to the Granite State Poll were asked if they wished to participate in further research and asked to provide an email address. Those who agreed and provided an email address were added to the panel. Panel members were also recruited by texting a random sample of cellular telephones in the state and inviting the recipient to take a short survey.

For each survey which they complete, panel members are entered into quarterly drawings to earn rewards, such as gift certificates from statewide and internet companies. 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 Granite State Panel, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

BIA Report on Consumer Confidence, May 2020 Demographics

		N	%
Gender of Respondent	Female	416	51%
	Male	401	49%
Age of Respondent	18 to 34	221	27%
	35 to 49	180	22%
	50 to 64	252	31%
	65 and older	168	21%
Level of Education	High school or less	299	36%
	Tech school/Some college	256	31%
	College graduate	172	21%
	Postgraduate work	103	12%
Region of State	Central / Lakes	156	19%
	Connecticut Valley	110	13%
	Manchester Area	183	22%
	Mass Border	154	18%
	North Country	74	9%
	Seacoast	156	19%
Party ID	Democrat	350	42%
	Independent	103	12%
	Republican	372	45%
Voting Registration	Registered Democrat	227	28%
	Registered Undeclared/Not Reg.	345	43%
	Registered Republican	237	29%

Business Conditions in New Hampshire During Next 12 Months

What about 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?

	<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 2012	47%	27%	27%	484
June 2002	52%	28%	20%	588	April 2012	51%	25%	24%	488
February 2003	41%	40%	19%	577	July 2012	48%	26%	26%	456
April 2003	47%	37%	17%	459	October 2012	48%	27%	25%	511
June 2003	50%	32%	17%	485	February 2013	49%	29%	22%	523
October 2003	52%	28%	19%	449	April 2013	50%	25%	24%	454
February 2004	54%	29%	17%	448	July 2013	46%	27%	27%	461
April 2004	58%	22%	20%	457	October 2013	34%	37%	29%	540
July 2004	59%	20%	21%	444	February 2014	52%	27%	20%	502
February 2005	60%	19%	21%	453	April 2014	54%	26%	20%	451
April 2005	56%	25%	19%	433	July 2014	51%	24%	25%	454
July 2005	54%	25%	22%	429	October 2014	49%	28%	23%	480
October 2005	48%	31%	22%	431	February 2015	55%	19%	26%	454
February 2006	53%	22%	25%	432	May 2015	49%	23%	28%	521
April 2006	41%	34%	24%	457	July 2015	49%	26%	25%	463
July 2006	49%	23%	28%	444	October 2015	49%	20%	31%	490
September 2006	48%	27%	25%	453	February 2016	46%	23%	30%	451
February 2007	51%	21%	28%	462	May 2016	54%	19%	26%	430
April 2007	49%	23%	27%	458	August 2016	63%	15%	22%	408
July 2007	50%	20%	30%	442	October 2016	49%	21%	30%	467
September 2007	44%	31%	25%	433	February 2017	67%	17%	16%	436
February 2008	23%	57%	19%	494	May 2017	61%	17%	21%	436
April 2008	15%	62%	23%	455	August 2017	58%	18%	24%	442
July 2008	22%	59%	19%	481	October 2017	64%	17%	20%	492
September 2008	27%	50%	22%	480	February 2018	61%	15%	24%	435
February 2009	13%	71%	15%	586	April 2018	70%	14%	16%	289
April 2009	27%	48%	25%	472	August 2018	68%	14%	18%	430
July 2009	29%	54%	17%	522	October 2018	71%	12%	16%	546
October 2009	34%	41%	26%	479	February 2019	65%	12%	23%	535
February 2010	33%	40%	26%	460	April 2019	62%	15%	22%	479
April 2010	39%	35%	26%	473	August 2019	61%	17%	22%	420
July 2010	36%	39%	25%	458	October 2019	62%	20%	18%	449
September 2010	41%	33%	26%	475	February 2020	60%	13%	27%	552
February 2011	44%	28%	28%	481	May 2020	16%	32%	51%	811
April 2011	39%	36%	25%	478					
July 2011	36%	32%	32%	469					
October 2011	30%	42%	28%	498					

Business Conditions in U.S. During Next 12 Months

Now 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?

	Good times	Bad times	Mixed	N		Good times	Bad times	Mixed	N
April 2002	52%	26%	22%	484	February 2012	37%	39%	24%	493
June 2002	37%	41%	22%	599	April 2012	40%	35%	25%	492
February 2003	31%	49%	20%	606	July 2012	37%	42%	21%	464
April 2003	47%	38%	16%	477	October 2012	47%	28%	25%	513
June 2003	49%	31%	20%	491	February 2013	43%	40%	17%	548
October 2003	48%	35%	17%	455	April 2013	40%	41%	19%	480
February 2004	53%	31%	16%	461	July 2013	39%	40%	21%	469
April 2004	56%	26%	18%	468	October 2013	29%	49%	22%	563
July 2004	52%	26%	21%	446	February 2014	37%	44%	19%	524
February 2005	54%	26%	20%	488	April 2014	38%	41%	21%	474
April 2005	44%	37%	19%	450	July 2014	42%	36%	22%	480
July 2005	44%	32%	23%	438	October 2014	41%	37%	22%	512
October 2005	34%	47%	19%	459	February 2015	46%	29%	24%	476
February 2006	40%	39%	21%	445	May 2015	35%	35%	29%	544
April 2006	27%	55%	18%	467	July 2015	44%	36%	20%	480
July 2006	35%	39%	26%	454	October 2015	41%	32%	27%	508
September 2006	35%	39%	27%	473	February 2016	41%	33%	26%	471
February 2007	45%	30%	24%	486	May 2016	43%	33%	24%	422
April 2007	41%	39%	20%	479	August 2016	47%	30%	23%	407
July 2007	40%	36%	23%	456	October 2016	41%	33%	26%	467
September 2007	33%	44%	22%	464	February 2017	61%	26%	12%	447
February 2008	17%	72%	11%	529	May 2017	51%	26%	22%	462
April 2008	12%	70%	19%	482	August 2017	48%	23%	28%	443
July 2008	13%	74%	13%	500	October 2017	52%	29%	19%	507
September 2008	17%	65%	18%	508	February 2018	56%	25%	19%	480
February 2009	9%	81%	9%	594	April 2018	57%	25%	19%	300
April 2009	21%	61%	19%	471	August 2018	55%	32%	13%	454
July 2009	25%	61%	13%	546	October 2018	54%	29%	17%	580
October 2009	26%	50%	24%	481	February 2019	52%	30%	19%	550
February 2010	27%	44%	29%	475	April 2019	52%	27%	21%	494
April 2010	39%	33%	28%	483	August 2019	48%	29%	22%	444
July 2010	31%	49%	20%	473	October 2019	50%	38%	12%	461
September 2010	32%	44%	24%	479	February 2020	51%	27%	22%	545
February 2011	34%	42%	23%	495	May 2020	13%	38%	50%	815
April 2011	29%	49%	22%	483					
July 2011	26%	48%	26%	490					
October 2011	17%	62%	21%	517					

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?

	<u>Continuous good times</u>	<u>Widespread unemploy/ depression</u>	<u>Mixed</u>	<u>N</u>		<u>Continuous good times</u>	<u>Widespread unemploy/ depression</u>	<u>Mixed</u>	<u>N</u>
April 2002	41%	37%	22%	463	February 2012	31%	34%	35%	479
June 2002	31%	42%	27%	603	April 2012	30%	37%	33%	465
February 2003	32%	46%	22%	607	July 2012	31%	38%	31%	453
April 2003	42%	37%	21%	468	October 2012	38%	30%	32%	490
June 2003	40%	41%	19%	479	February 2013	33%	42%	25%	562
October 2003	42%	42%	16%	457	April 2013	30%	43%	27%	471
February 2004	39%	39%	22%	454	July 2013	26%	41%	32%	485
April 2004	45%	38%	17%	467	October 2013	28%	48%	24%	552
July 2004	49%	36%	15%	431	February 2014	31%	39%	30%	529
February 2005	43%	37%	19%	497	April 2014	27%	46%	26%	461
April 2005	40%	40%	19%	455	July 2014	36%	39%	25%	460
July 2005	41%	39%	21%	461	October 2014	35%	42%	23%	493
October 2005	35%	44%	21%	460	February 2015	35%	34%	30%	460
February 2006	34%	43%	22%	444	May 2015	30%	34%	36%	514
April 2006	32%	46%	22%	471	July 2015	37%	37%	26%	444
July 2006	33%	37%	29%	447	October 2015	38%	30%	32%	490
September 2006	32%	42%	26%	473	February 2016	38%	28%	34%	428
February 2007	40%	32%	28%	478	May 2016	39%	31%	30%	405
April 2007	38%	35%	28%	472	August 2016	39%	34%	27%	399
July 2007	40%	31%	29%	432	October 2016	31%	33%	36%	466
September 2007	39%	32%	28%	443	February 2017	46%	31%	23%	461
February 2008	31%	44%	25%	502	May 2017	39%	31%	30%	467
April 2008	23%	41%	36%	439	August 2017	39%	27%	34%	457
July 2008	25%	45%	30%	485	October 2017	39%	30%	30%	524
September 2008	32%	41%	27%	484	February 2018	40%	32%	28%	477
February 2009	22%	53%	26%	590	April 2018	44%	30%	26%	310
April 2009	27%	42%	31%	479	August 2018	44%	32%	23%	446
July 2009	31%	41%	29%	538	October 2018	43%	28%	30%	577
October 2009	28%	47%	24%	463	February 2019	44%	28%	28%	522
February 2010	27%	50%	22%	472	April 2019	43%	28%	29%	495
April 2010	25%	43%	32%	472	August 2019	41%	29%	30%	425
July 2010	17%	53%	30%	477	October 2019	41%	30%	30%	447
September 2010	21%	45%	35%	486	February 2020	48%	22%	30%	507
February 2011	25%	47%	29%	482	May 2020	17%	26%	57%	776
April 2011	21%	53%	25%	479					
July 2011	17%	49%	33%	484					
October 2011	18%	52%	30%	515					

Household Financial Condition Compared to 12 Months Ago

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>Worse off</u>	<u>About the same</u>	<u>N</u>		<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>
April 2002	40%	31%	29%	507	February 2012	24%	43%	33%	518
June 2002	38%	29%	33%	650	April 2012	24%	42%	33%	533
February 2003	30%	40%	29%	647	July 2012	22%	38%	40%	516
April 2003	36%	34%	30%	505	October 2012	26%	36%	38%	583
June 2003	35%	36%	28%	514	February 2013	28%	36%	36%	575
October 2003	36%	32%	32%	496	April 2013	26%	36%	38%	503
February 2004	34%	28%	38%	503	July 2013	33%	30%	37%	507
April 2004	45%	23%	32%	538	October 2013	26%	40%	34%	584
July 2004	40%	25%	34%	495	February 2014	28%	34%	38%	559
February 2005	37%	27%	36%	537	April 2014	30%	35%	35%	506
April 2005	41%	30%	29%	493	July 2014	34%	31%	35%	510
July 2005	34%	31%	35%	500	October 2014	37%	33%	31%	532
October 2005	40%	31%	29%	503	February 2015	37%	29%	34%	499
February 2006	39%	30%	31%	492	May 2015	42%	27%	31%	562
April 2006	37%	32%	31%	500	July 2015	34%	30%	37%	527
July 2006	31%	35%	34%	504	October 2015	36%	29%	35%	578
September 2006	34%	31%	35%	508	February 2016	33%	28%	40%	525
February 2007	40%	30%	30%	531	May 2016	37%	26%	37%	495
April 2007	36%	30%	33%	507	August 2016	39%	25%	35%	495
July 2007	38%	32%	30%	514	October 2016	39%	25%	36%	574
September 2007	33%	32%	35%	498	February 2017	38%	17%	45%	499
February 2008	24%	47%	29%	550	May 2017	38%	17%	45%	487
April 2008	20%	53%	27%	495	August 2017	35%	16%	49%	499
July 2008	16%	60%	23%	517	October 2017	45%	14%	41%	565
September 2008	16%	57%	26%	543	February 2018	40%	18%	41%	507
February 2009	12%	58%	30%	615	April 2018	41%	17%	41%	334
April 2009	14%	55%	31%	502	August 2018	46%	15%	39%	492
July 2009	12%	61%	27%	550	October 2018	46%	19%	35%	635
October 2009	11%	53%	36%	499	February 2019	42%	18%	40%	593
February 2010	15%	49%	36%	497	April 2019	43%	18%	40%	536
April 2010	22%	40%	38%	505	August 2019	47%	18%	35%	497
July 2010	19%	44%	38%	497	October 2019	50%	16%	34%	498
September 2010	19%	44%	37%	510	February 2020	50%	14%	36%	601
February 2011	22%	48%	30%	518	May 2020	22%	19%	59%	826
April 2011	18%	53%	29%	502					
July 2011	20%	48%	32%	509					
October 2011	15%	47%	39%	553					

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, worse off, or just about the same?

	<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>		<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>
April 2002	38%	7%	55%	479	February 2012	25%	15%	60%	486
June 2002	33%	10%	57%	625	April 2012	26%	18%	55%	493
February 2003	34%	11%	55%	622	July 2012	23%	18%	59%	473
April 2003	44%	8%	48%	487	October 2012	35%	14%	51%	519
June 2003	35%	10%	54%	501	February 2013	28%	24%	48%	563
October 2003	32%	9%	59%	486	April 2013	28%	20%	52%	487
February 2004	37%	10%	52%	488	July 2013	29%	17%	54%	495
April 2004	38%	8%	54%	509	October 2013	27%	24%	49%	569
July 2004	37%	9%	54%	477	February 2014	24%	19%	57%	546
February 2005	36%	9%	55%	524	April 2014	27%	16%	57%	486
April 2005	32%	15%	52%	485	July 2014	29%	10%	60%	503
July 2005	29%	16%	55%	489	October 2014	30%	11%	59%	512
October 2005	30%	18%	52%	481	February 2015	30%	13%	57%	498
February 2006	33%	15%	52%	488	May 2015	31%	16%	53%	552
April 2006	26%	23%	51%	492	July 2015	25%	11%	64%	514
July 2006	25%	17%	58%	484	October 2015	33%	9%	59%	551
September 2006	25%	15%	59%	495	February 2016	27%	10%	64%	492
February 2007	30%	13%	57%	515	May 2016	28%	8%	64%	466
April 2007	30%	16%	54%	492	August 2016	31%	8%	61%	441
July 2007	26%	12%	62%	491	October 2016	30%	9%	61%	497
September 2007	29%	13%	58%	489	February 2017	37%	13%	50%	483
February 2008	26%	22%	52%	518	May 2017	36%	16%	48%	466
April 2008	20%	31%	49%	470	August 2017	35%	14%	50%	479
July 2008	18%	32%	50%	483	October 2017	35%	17%	48%	558
September 2008	22%	21%	57%	486	February 2018	35%	13%	52%	510
February 2009	24%	19%	56%	568	April 2018	37%	12%	51%	315
April 2009	33%	17%	50%	483	August 2018	41%	11%	48%	472
July 2009	26%	23%	51%	531	October 2018	39%	11%	50%	613
October 2009	27%	19%	54%	482	February 2019	34%	8%	58%	584
February 2010	24%	20%	57%	473	April 2019	33%	9%	58%	525
April 2010	27%	18%	54%	492	August 2019	36%	10%	55%	474
July 2010	20%	22%	59%	487	October 2019	38%	11%	51%	484
September 2010	26%	17%	57%	497	February 2020	40%	8%	52%	556
February 2011	23%	16%	61%	500	May 2020	27%	22%	51%	718
April 2011	21%	29%	50%	484					
July 2011	20%	22%	58%	499					
October 2011	16%	21%	63%	532					

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, televisions, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items?

	<u>Good time</u>	<u>Bad time</u>	<u>Neutral</u>	<u>N</u>		<u>Good time</u>	<u>Bad time</u>	<u>Neutral</u>	<u>N</u>
April 2002	71%	18%	11%	480	October 2001	63%	22%	15%	507
June 2002	68%	22%	10%	613	February 2002	64%	26%	9%	303
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	71%	18%	11%	289
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	April 2019	65%	18%	16%	474
September 2010	45%	33%	22%	491	August 2019	67%	20%	13%	435
February 2011	45%	35%	20%	478	October 2019	69%	19%	12%	445
April 2011	44%	37%	19%	475	February 2020	68%	18%	14%	547
July 2011	47%	33%	20%	479	May 2020	21%	35%	45%	752
October 2011	45%	35%	20%	514					

Business Conditions in New Hampshire During Next 12 Months

		Good times	Bad times	Mixed	N
STATEWIDE	May 2020	16%	32%	51%	811
Voting Registration	Registered Democrat	2%	60%	38%	211
	Registered Undeclared/Not Reg.	18%	28%	54%	338
	Registered Republican	27%	14%	59%	231
Party ID	Democrat	3%	56%	41%	333
	Independent	7%	33%	61%	100
	Republican	32%	10%	58%	366
Ideology	Liberal	3%	54%	42%	340
	Moderate	13%	16%	72%	97
	Conservative	32%	15%	53%	332
Media Usage	Boston Globe reader	1%	56%	44%	75
	NHPR listener	17%	31%	52%	707
	Union Leader reader	7%	34%	59%	154
	WMUR viewer	16%	36%	48%	577
Age of Respondent	18 to 34	9%	49%	41%	209
	35 to 49	17%	19%	64%	175
	50 to 64	26%	33%	42%	244
	65 and older	12%	24%	64%	164
Gender of Respondent	Female	10%	36%	53%	397
	Male	23%	27%	50%	396
Level of Education	High school or less	21%	19%	60%	299
	Tech school/Some college	16%	34%	51%	240
	College graduate	12%	43%	45%	165
	Postgraduate work	10%	54%	36%	98
Region of State	Central / Lakes	13%	29%	58%	151
	Connecticut Valley	6%	49%	46%	106
	Manchester Area	16%	23%	60%	181
	Mass Border	21%	30%	49%	143
	North Country	32%	35%	33%	71
	Seacoast	17%	38%	45%	151

Business Conditions in U.S. During Next 12 Months

		Good times	Bad times	Mixed	N
STATEWIDE	May 2020	13%	38%	50%	815
Voting Registration	Registered Democrat	1%	71%	28%	217
	Registered Undeclared/Not Reg.	11%	33%	56%	334
	Registered Republican	26%	17%	57%	234
Party ID	Democrat	1%	64%	34%	338
	Independent	6%	41%	53%	101
	Republican	25%	12%	62%	364
Ideology	Liberal	1%	65%	34%	347
	Moderate	12%	19%	69%	96
	Conservative	26%	14%	61%	330
Media Usage	Boston Globe reader	2%	74%	23%	75
	NHPR listener	13%	37%	50%	711
	Union Leader reader	4%	37%	58%	154
	WMUR viewer	11%	43%	46%	579
Age of Respondent	18 to 34	4%	45%	51%	210
	35 to 49	17%	30%	53%	178
	50 to 64	20%	37%	43%	247
	65 and older	7%	38%	55%	160
Gender of Respondent	Female	7%	44%	49%	403
	Male	19%	33%	49%	394
Level of Education	High school or less	15%	23%	62%	294
	Tech school/Some college	14%	40%	46%	245
	College graduate	9%	47%	44%	167
	Postgraduate work	5%	62%	32%	100
Region of State	Central / Lakes	6%	33%	61%	151
	Connecticut Valley	6%	54%	40%	107
	Manchester Area	17%	26%	57%	183
	Mass Border	15%	41%	44%	144
	North Country	32%	32%	36%	74
	Seacoast	7%	45%	47%	150

5-Year Economic Outlook - U.S.

		<u>Continuous good times</u>	<u>Widespread unemploy/depression</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE	May 2020	17%	26%	57%	776
Voting Registration	Registered Democrat	0%	46%	54%	204
	Registered Undeclared/Not Reg.	13%	28%	59%	325
	Registered Republican	39%	6%	55%	217
Party ID	Democrat	1%	41%	57%	320
	Independent	8%	47%	45%	100
	Republican	35%	5%	60%	345
Ideology	Liberal	1%	46%	53%	328
	Moderate	15%	17%	68%	95
	Conservative	36%	9%	54%	310
Media Usage	Boston Globe reader	3%	35%	63%	65
	NHPR listener	19%	24%	57%	675
	Union Leader reader	8%	22%	70%	153
	WMUR viewer	17%	30%	54%	552
Age of Respondent	18 to 34	8%	31%	62%	195
	35 to 49	30%	15%	55%	173
	50 to 64	22%	27%	51%	234
	65 and older	9%	30%	61%	155
Gender of Respondent	Female	11%	32%	57%	369
	Male	24%	21%	55%	389
Level of Education	High school or less	21%	19%	60%	293
	Tech school/Some college	20%	31%	49%	217
	College graduate	13%	30%	57%	159
	Postgraduate work	7%	32%	61%	98
Region of State	Central / Lakes	11%	23%	66%	144
	Connecticut Valley	20%	42%	39%	106
	Manchester Area	21%	14%	66%	165
	Mass Border	14%	31%	55%	137
	North Country	35%	22%	43%	71
	Seacoast	12%	29%	59%	148

Household Financial Condition Compared to 12 Months Ago

		Better off	Worse off	About the same	N
STATEWIDE	May 2020	22%	19%	59%	826
Voting Registration	Registered Democrat	10%	29%	62%	213
	Registered Undeclared/Not Reg.	23%	14%	63%	345
	Registered Republican	32%	16%	51%	237
Party ID	Democrat	13%	26%	62%	337
	Independent	23%	16%	61%	103
	Republican	30%	13%	57%	372
Ideology	Liberal	16%	24%	61%	344
	Moderate	9%	13%	78%	98
	Conservative	33%	10%	56%	337
Media Usage	Boston Globe reader	9%	47%	44%	75
	NHPR listener	24%	17%	59%	721
	Union Leader reader	16%	19%	65%	154
	WMUR viewer	23%	19%	58%	580
Age of Respondent	18 to 34	18%	14%	68%	209
	35 to 49	38%	18%	44%	180
	50 to 64	25%	17%	58%	250
	65 and older	6%	29%	65%	168
Gender of Respondent	Female	12%	21%	67%	415
	Male	32%	17%	51%	401
Level of Education	High school or less	24%	16%	60%	288
	Tech school/Some college	23%	19%	58%	256
	College graduate	20%	22%	58%	171
	Postgraduate work	20%	22%	59%	103
Region of State	Central / Lakes	24%	12%	64%	156
	Connecticut Valley	21%	16%	63%	110
	Manchester Area	33%	18%	49%	171
	Mass Border	18%	17%	66%	152
	North Country	30%	16%	54%	74
	Seacoast	12%	33%	56%	155

Household Financial Condition 12 Months From Now

		<u>Better off</u>	<u>Worse off</u>	<u>About the same</u>	<u>N</u>
STATEWIDE	May 2020	27%	22%	51%	718
Voting Registration	Registered Democrat	5%	44%	51%	195
	Registered Undeclared/Not Reg.	26%	21%	54%	304
	Registered Republican	51%	5%	44%	196
Party ID	Democrat	8%	39%	53%	290
	Independent	18%	28%	55%	96
	Republican	46%	6%	48%	325
Ideology	Liberal	11%	38%	51%	299
	Moderate	12%	13%	75%	92
	Conservative	45%	11%	44%	290
Media Usage	Boston Globe reader	19%	41%	40%	64
	NHPR listener	29%	21%	51%	632
	Union Leader reader	18%	23%	59%	139
	WMUR viewer	27%	25%	48%	505
Age of Respondent	18 to 34	24%	27%	49%	181
	35 to 49	48%	13%	39%	146
	50 to 64	27%	24%	49%	223
	65 and older	10%	23%	67%	150
Gender of Respondent	Female	14%	27%	60%	336
	Male	39%	16%	45%	362
Level of Education	High school or less	28%	16%	56%	281
	Tech school/Some college	34%	24%	42%	203
	College graduate	20%	27%	53%	140
	Postgraduate work	18%	30%	52%	87
Region of State	Central / Lakes	27%	17%	56%	138
	Connecticut Valley	17%	44%	38%	96
	Manchester Area	41%	14%	45%	163
	Mass Border	24%	16%	60%	141
	North Country	28%	17%	54%	68
	Seacoast	20%	34%	46%	108

Good Time to Buy Major Household Item

		Good time	Bad time	Neutral	N
STATEWIDE	May 2020	21%	35%	45%	752
Voting Registration	Registered Democrat	11%	52%	36%	199
	Registered Undeclared/Not Reg.	22%	35%	44%	313
	Registered Republican	25%	21%	55%	216
Party ID	Democrat	13%	53%	34%	298
	Independent	24%	49%	27%	100
	Republican	27%	15%	58%	340
Ideology	Liberal	11%	54%	34%	308
	Moderate	30%	15%	55%	90
	Conservative	30%	18%	53%	308
Media Usage	Boston Globe reader	9%	59%	32%	71
	NHPR listener	23%	34%	43%	656
	Union Leader reader	19%	30%	51%	150
	WMUR viewer	21%	35%	44%	540
Age of Respondent	18 to 34	18%	29%	53%	184
	35 to 49	17%	23%	60%	176
	50 to 64	30%	38%	33%	231
	65 and older	16%	48%	36%	144
Gender of Respondent	Female	20%	40%	39%	352
	Male	22%	27%	51%	379
Level of Education	High school or less	19%	36%	44%	277
	Tech school/Some college	23%	32%	45%	214
	College graduate	22%	32%	46%	156
	Postgraduate work	19%	39%	42%	95
Region of State	Central / Lakes	25%	23%	52%	134
	Connecticut Valley	14%	38%	47%	98
	Manchester Area	28%	36%	36%	164
	Mass Border	17%	45%	39%	136
	North Country	22%	18%	60%	72
	Seacoast	15%	41%	44%	142