

November 30, 2022

RECORD NUMBER OF GRANITE STATERS FEEL WORSE OFF FINANCIALLY THAN YEAR AGO; NINE IN TEN CONCERNED ABOUT WINTER HEATING

By: Sean P. McKinley, M.A. J. Mitchell Scacchi, M.A.
 Zachary S. Azem, M.A. Andrew E. Smith, Ph.D.

andrew.smith@unh.edu
 603-862-2226
 cola.unh.edu/unh-survey-center

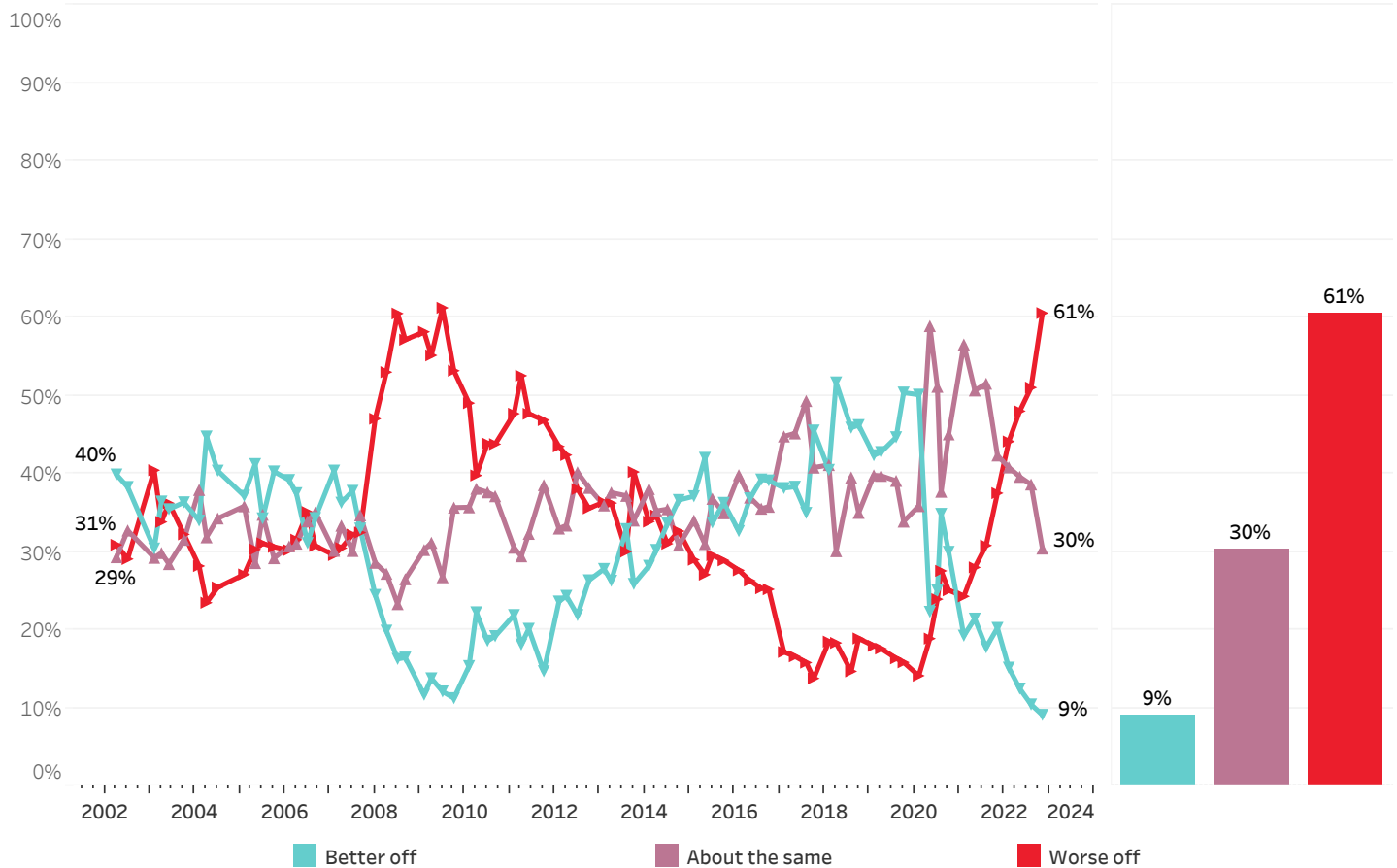
DURHAM, NH - A record six in ten New Hampshire residents feel their household is worse off financially than a year ago and nine in ten are worried about paying home heating bills during the winter months.

Personal Financial Conditions

With stubbornly high inflation, Granite Staters are increasingly concerned about their personal finances. Sixty-one percent think their household is worse off than a year ago, 30% say their finances are about the same, and only 9% consider their household finances to be better than twelve months ago. The percentage of residents who say they are worse off has increased for seven consecutive quarters and matches the high set in July of 2009. Among those with a household income below \$75,000, three-quarters (74%) say they are worse off than twelve months ago, up from 60% in August, while 55% of those with a household income of \$75,000 or more say the same.

Household Financial Condition Compared to 12 Months Ago

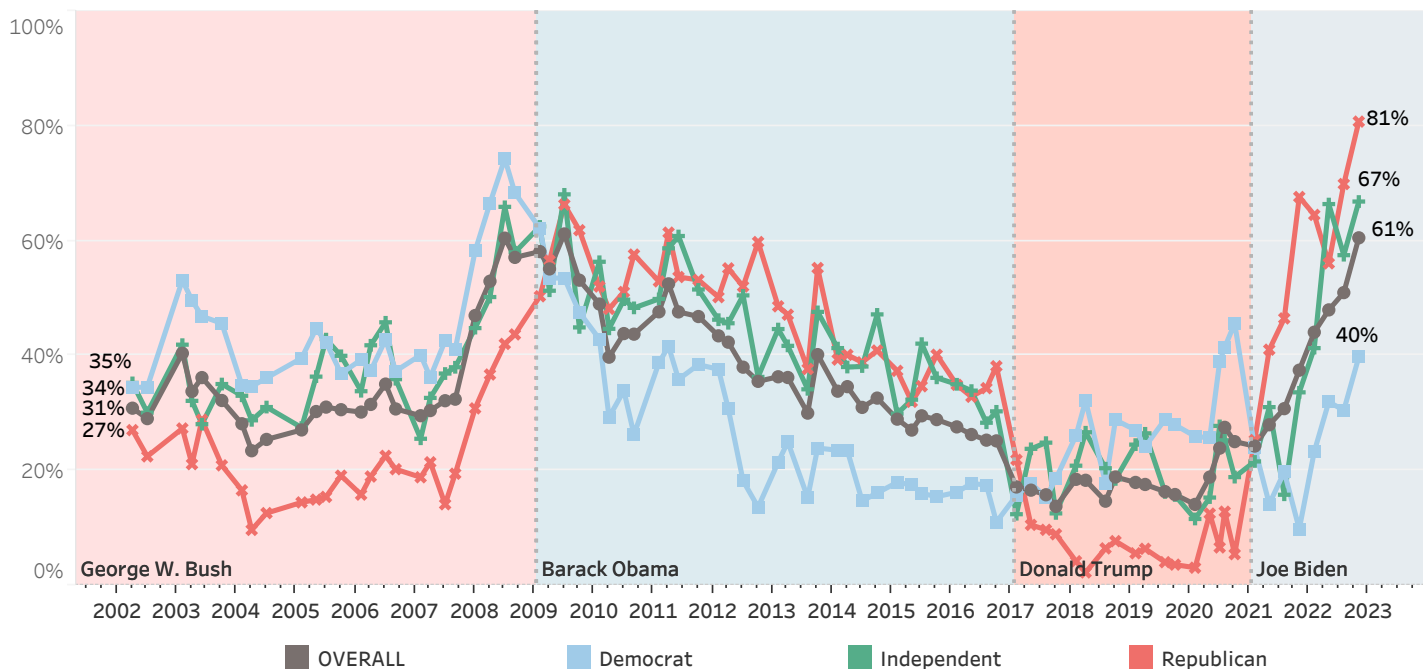
November 2022



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

Four in five (81%) New Hampshire Republicans consider themselves worse off financially than a year ago, a record high. Two-thirds (67%) of Independents feel this way, while 40% of Democrats agree. The proportion of Democrats who feel their household is worse off than a year ago is at its highest point of President Biden's tenure in office.

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

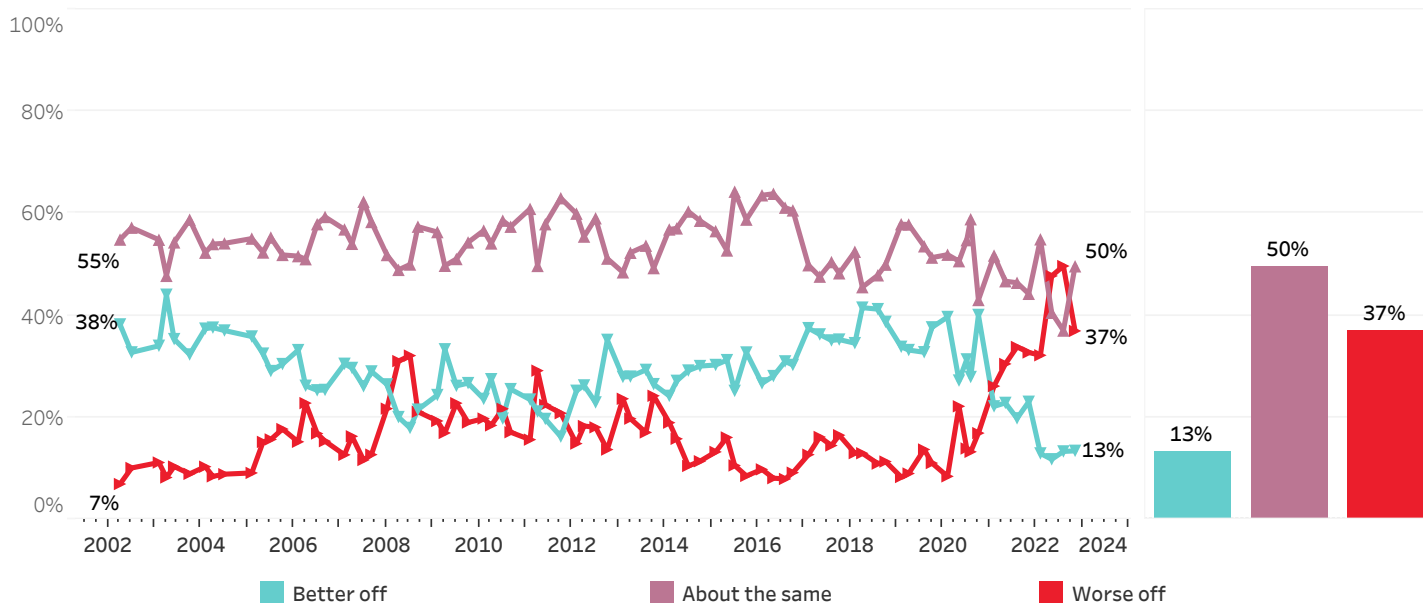


Looking ahead, only 13% of Granite Staters expect their personal finances will be better a year from now, half (50%) think their finances will be about the same as they are now, and 37% anticipate being worse off. The percentage who anticipate being worse off (37%) has declined sharply since August (50%).

Much of this decline in pessimism comes from wealthier households; only 28% of those with a household income of more than \$75,000 anticipate being worse off a year from now, down from 45% who felt that way in August. Meanwhile, nearly half (48%) of those with a household income below \$75,000 expect to be worse off in a year, largely unchanged since August (52%). Republicans (66%) and Independents (52%) are far more likely than Democrats (10%) to expect to be worse off in a year.

Household Financial Condition 12 Months From Now

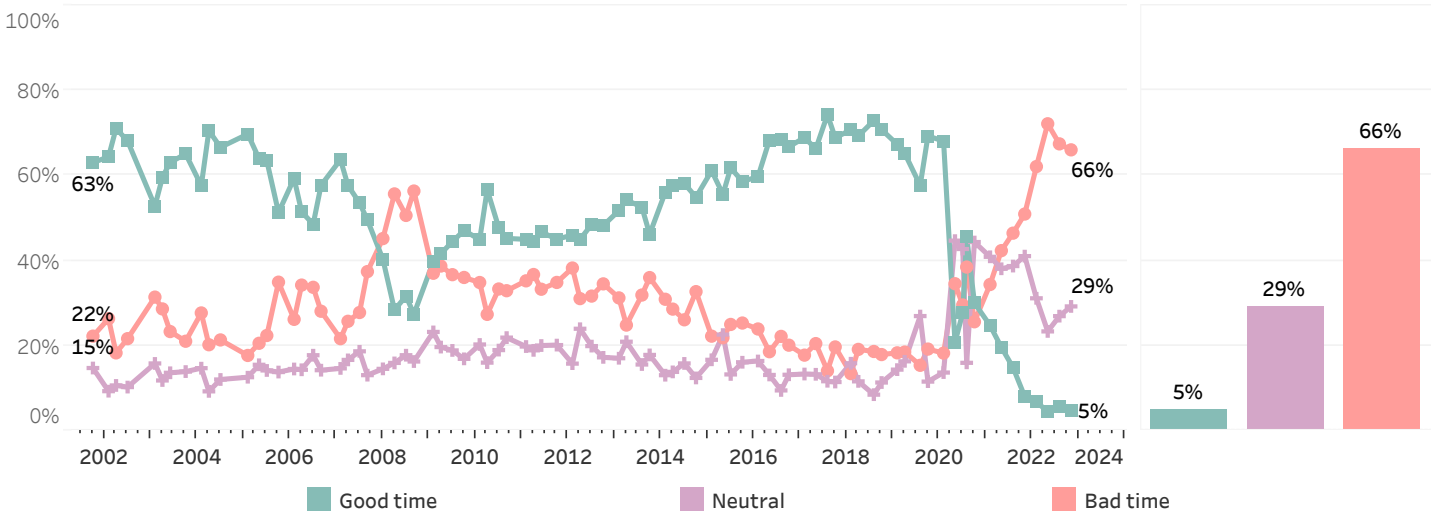
November 2022



Only 5% of Granite Staters think now is a good time to buy major items for their home, 29% are neutral or think it depends on the person's finances, and two-thirds (66%) think it is a bad time. The percentage of respondents who believe now is a bad time to purchase a major item (66%) remains slightly lower than in May, before which it had increased for the previous six quarters. About three-quarters of Republicans (77%) and Independents (74%) think now is a bad time to buy a major item, while 52% of Democrats feel this way.

Good Time to Buy Major Household Item

November 2022



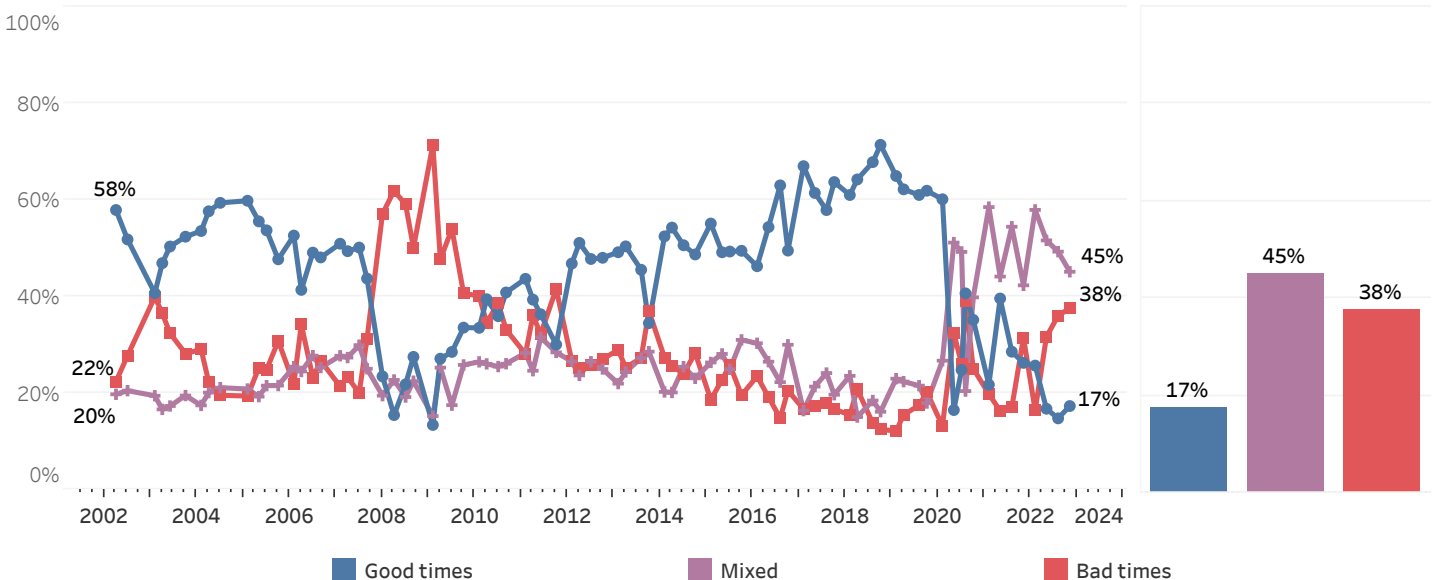
N.H. Business Conditions

When asked how they expect New Hampshire businesses will do in the upcoming year, only 17% of Granite Staters think state businesses will enjoy good times financially, 45% anticipate mixed conditions, and 38% think they will experience bad times. More than half (53%) of New Hampshire Independents and 42% of Republicans anticipate bad business conditions in New Hampshire during the next twelve months, while 29% of Democrats feel that way.

"The high cost of energy, especially for heating fuel this winter, is stressing business owners and residents," said Michael Skelton, president and CEO of the Business & Industry Association. "While there are no easy or immediate fixes, consumer confidence can be boosted by government leaders working together to find some short-term relief and, most importantly, longer term solutions to bring down the cost of energy in New Hampshire."

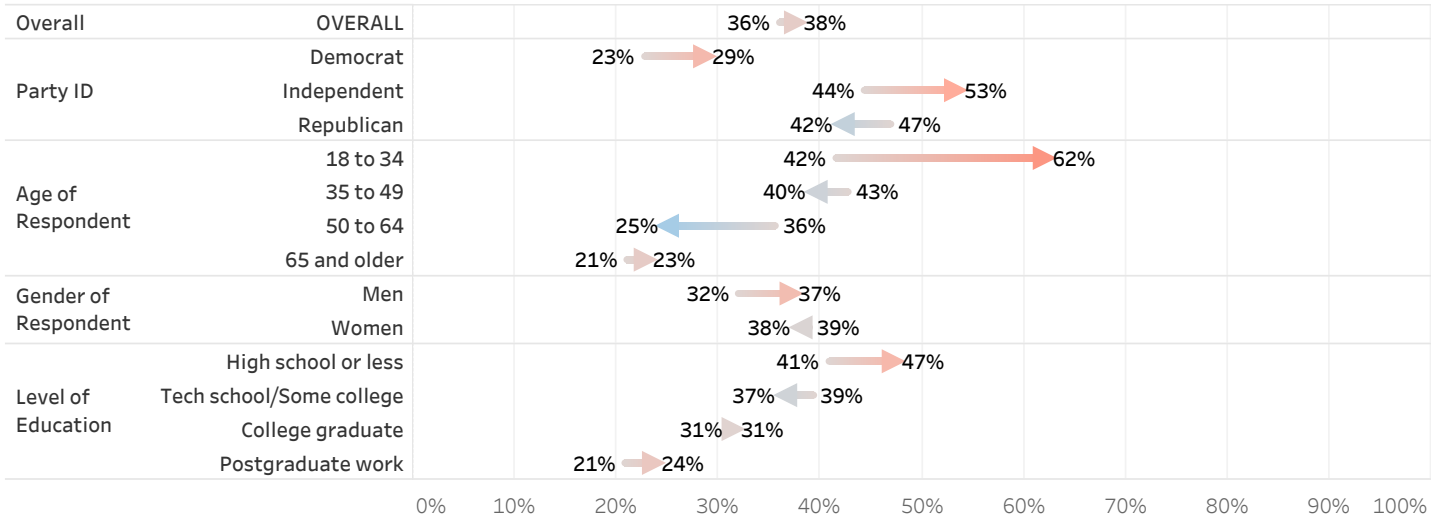
Business Conditions in New Hampshire During Next 12 Months

November 2022



Overall, the percentage of respondents who anticipate bad business conditions in New Hampshire over the next twelve months (38%) is unchanged since August (36%). However, those aged 18 to 34 are much more likely (+20 percentage points) to anticipate bad business conditions, while those aged 50 to 64 are less likely than in August (-11) to anticipate bad conditions.

Anticipate Bad Business Conditions in N.H. in Next 12 Months - Change from August to November 2022 - By Selected Demographics

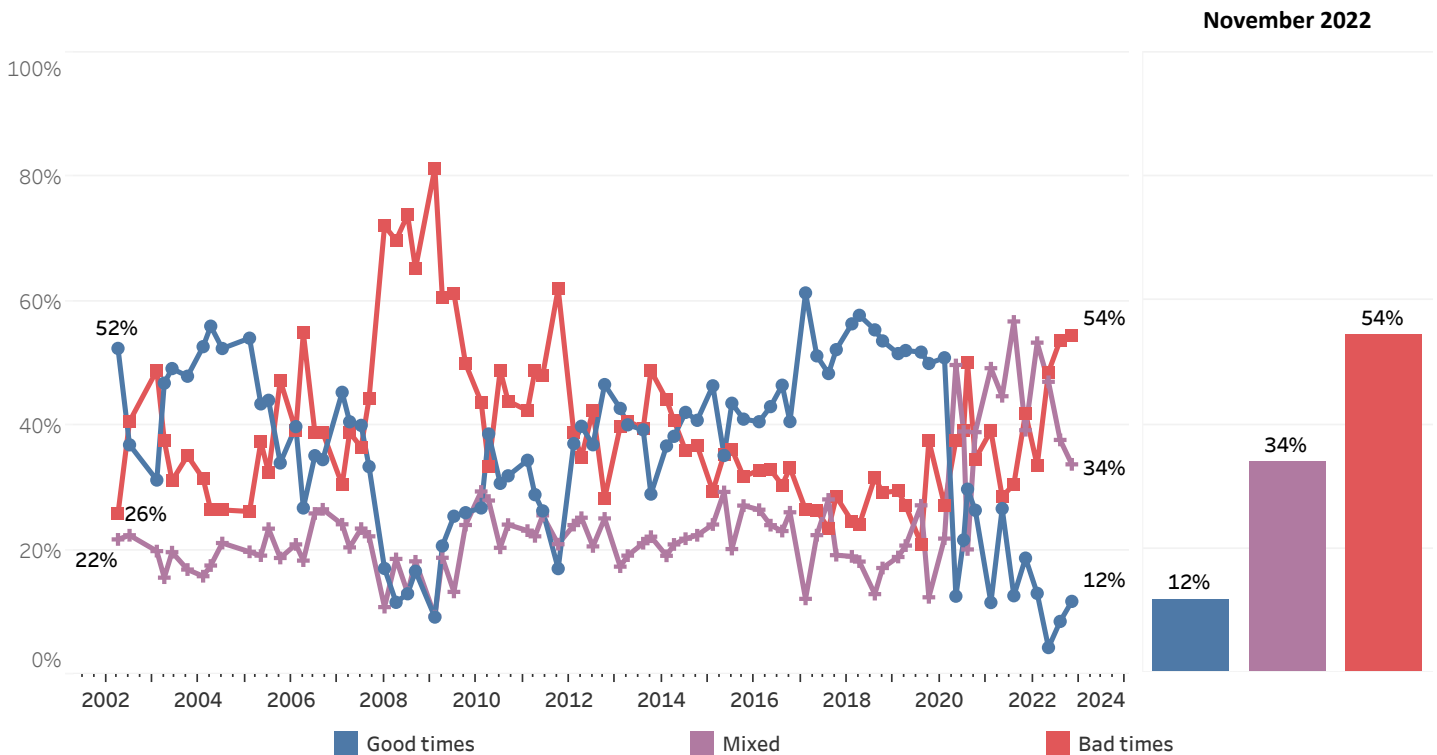


U.S. Business Conditions

Granite Staters are even more pessimistic about the national economy. Only 12% of New Hampshire adults think businesses across the country will experience good times in the next twelve months, 34% think conditions will be mixed, and 54% anticipate businesses will have bad times. The percentage of New Hampshire residents who anticipate bad times for U.S. businesses (54%) is unchanged since August (54%) but remains at its highest point since October 2011 (62%).

Three-quarters (75%) of New Hampshire Republicans and 68% of Independents feel that U.S. businesses will experience bad times over the next twelve months, but only 30% of Democrats expect bad times.

Business Conditions in U.S. During Next 12 Months



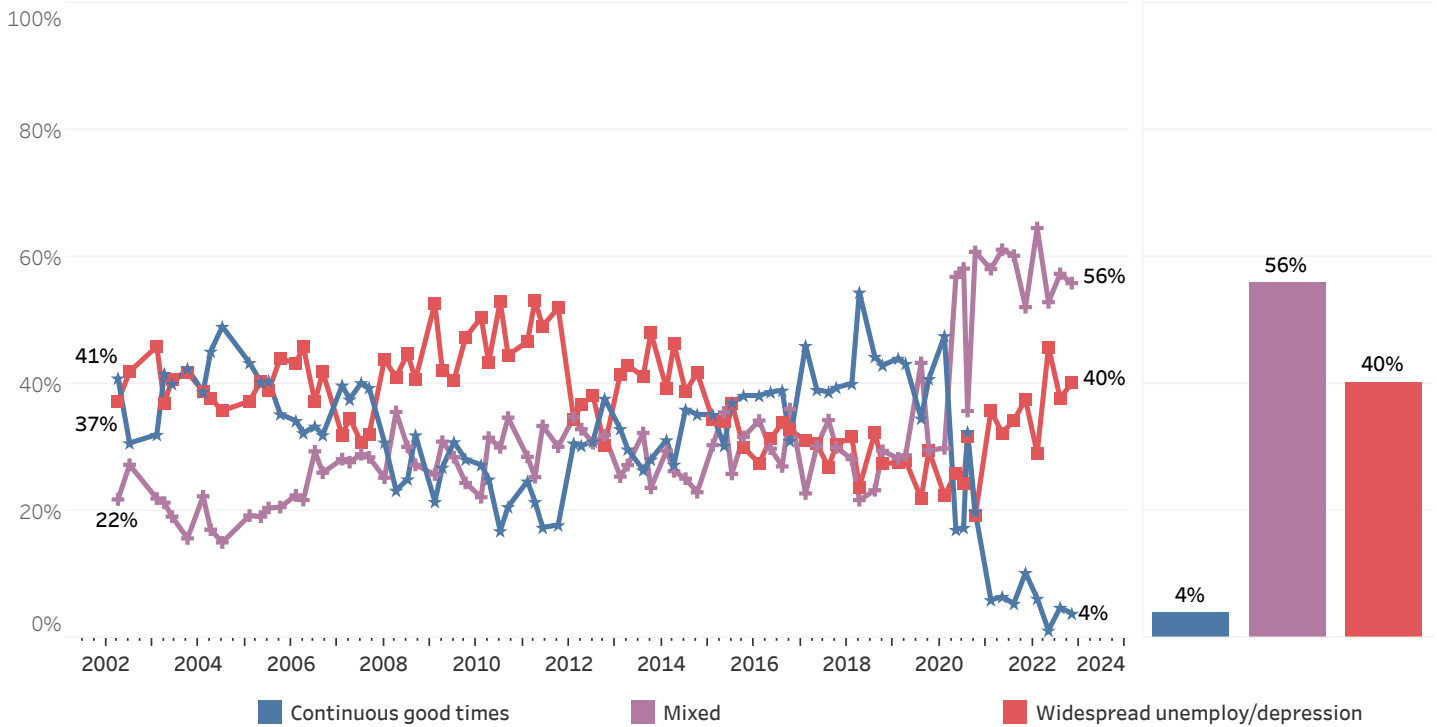
Long-Term National Outlook

Over the next five years, a majority (56%) of New Hampshire residents expect mixed conditions for the U.S. economy, but only 4% expect continuous good times while 40% expect periods of widespread unemployment and depression.

Fifty percent of Republicans and 48% of Independents anticipate widespread unemployment and depression over the next five years. Only a quarter (26%) of Democrats feel this way, but this has increased demonstrably since the same time last year (9%).

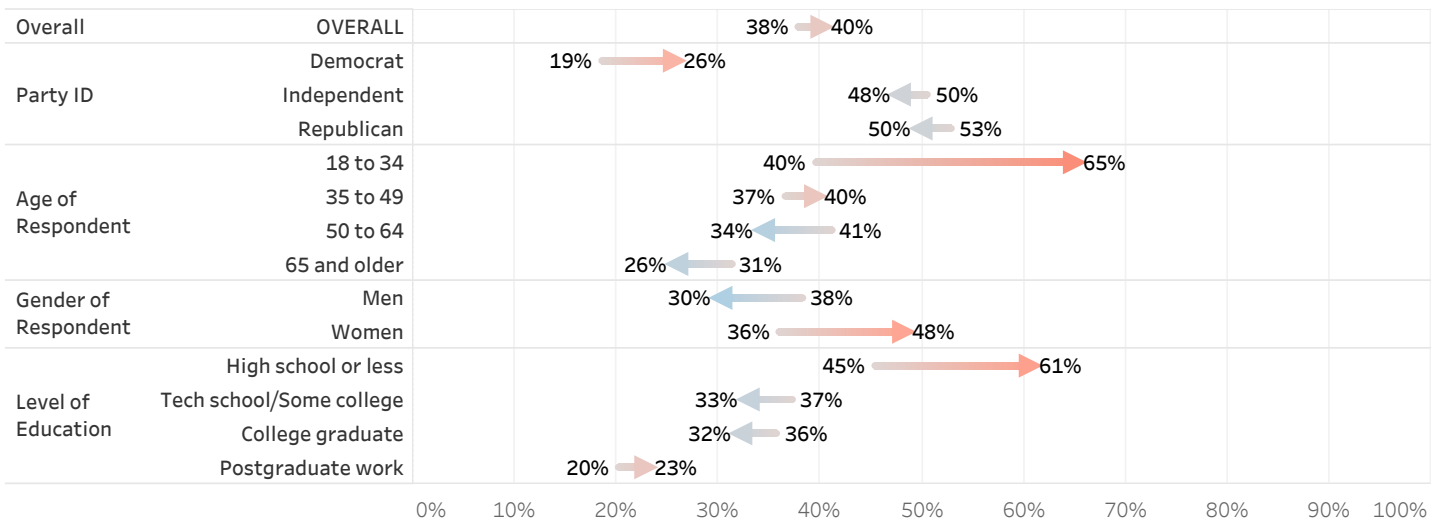
5-Year Economic Outlook - U.S.

November 2022



Overall, the percentage of respondents who anticipate widespread unemployment and depression over the next five years (40%) is largely unchanged since August (38%). However, those aged 18 to 34 (+25 percentage points), those with a high school education or less (+16), and women (+12) are more likely than in August to expect widespread unemployment and depression.

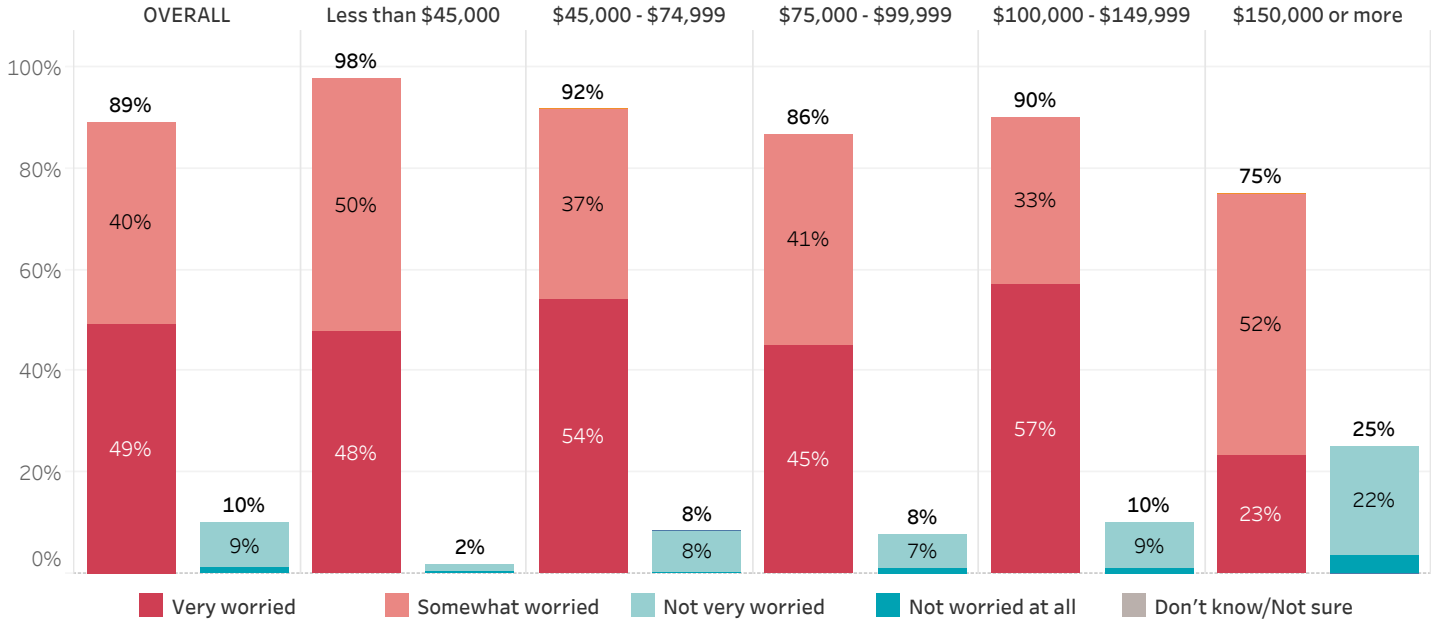
Anticipate Widespread Unemployment and Depression in the U.S. Economy in the Next 5 Years - Change from August to November 2022 - By Selected Demographics



Energy Costs

As winter approaches in New Hampshire, 89% of state residents say they are very (49%) or somewhat (40%) worried about energy costs this winter, 9% are not very worried, and only 1% are not worried at all. Those with lower incomes are particularly concerned; nearly all (98%) respondents with a household income below \$45,000 and 92% of those with a household income between \$45,000 and \$74,999 are very or somewhat concerned about energy costs this winter. Partisanship also appears to play a role, as 65% of Republicans say they are very worried, but only 37% of Independents and 35% of Democrats feel the same way.

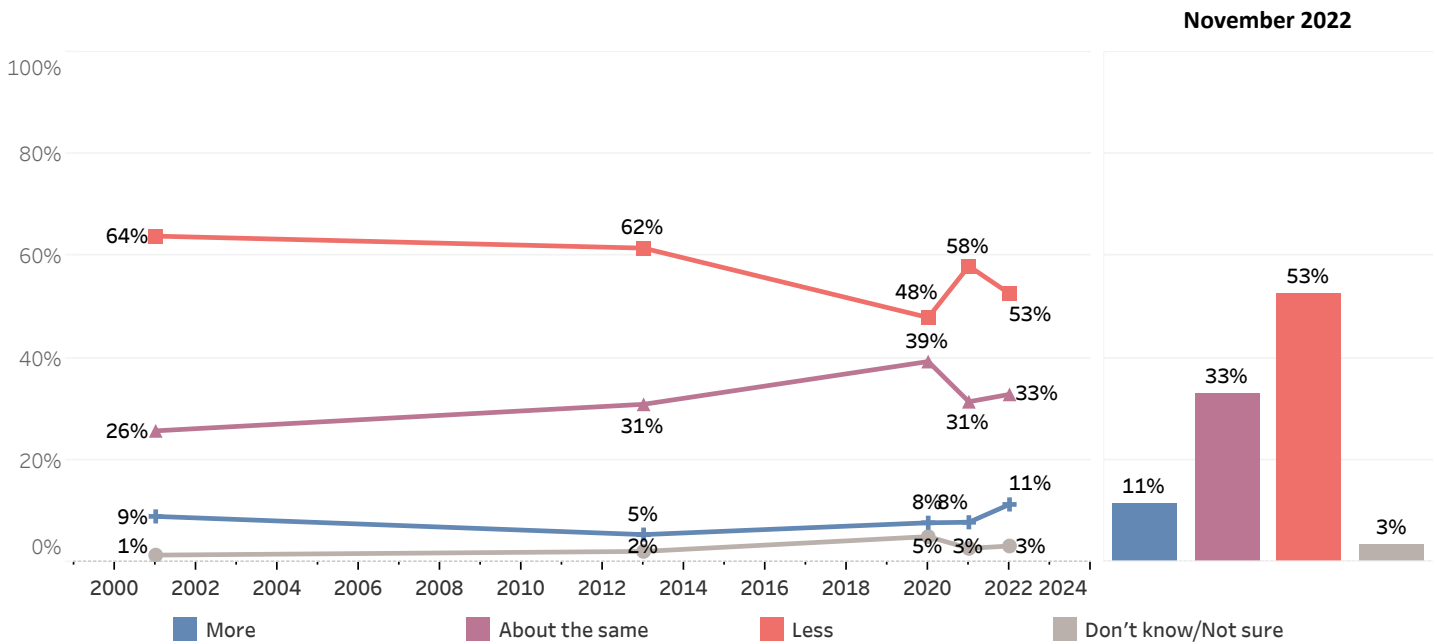
Worry About Winter Energy Costs - By Household Income - November 2022



Holiday Spending

Eleven percent of Granite Staters say they plan to spend more on holiday shopping this year compared to last year, one-third (33%) plan on spending about the same amount, just over half (53%) plan to spend less, and 3% don't know or are unsure. These responses are largely similar to those provided in the past two years, when most said they planned to spend less or about the same as they did in the previous year.

Spending More or Less on Holiday Shopping This Year Compared to Last Year



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. One thousand and nine (1,009) Granite State Panel members completed the survey online between November 17 and November 21, 2022. The margin of sampling error for the survey is +/- 3.1 percent. These MSE's have not been adjusted for design effect. The design effect for the survey is 3.1%. The response rate for the BIA Report on Consumer Confidence is 28%.

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 NH Secretary of State and to 2020 election results in New Hampshire.

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. Approximately 7,250 New Hampshire adults have been recruited from randomly-selected landline and cell phone numbers to participate in the panel. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

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. Due to rounding, percentages may not sum to 100%.

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, November 2022 Demographics

		%	N
Gender of Respondent	Men	49%	482
	Women	51%	500
Age of Respondent	18 to 34	27%	264
	35 to 49	21%	209
	50 to 64	32%	313
	65 and older	21%	203
Level of Education	High school or less	36%	359
	Tech school/Some college	31%	309
	College graduate	21%	208
	Postgraduate work	13%	126
Region of State	Central/Lakes	17%	175
	Connecticut Valley	15%	148
	Manchester Area	18%	179
	Mass Border	24%	240
	North Country	8%	82
	Seacoast	18%	181
Party ID	Democrat	46%	443
	Independent	13%	127
	Republican	41%	397
Voting Registration	Registered Democrat	28%	277
	Registered Undeclared/Not Reg.	42%	416
	Registered Republican	29%	290
2020 Presidential Vote	Voted for Biden	53%	508
	Voted for Trump	46%	437
	Did not vote in 2020	2%	14
Household Income	Less than \$45,000	16%	129
	\$45,000 - \$74,999	29%	238
	\$75,000 - \$99,999	19%	159
	\$100,000 - \$149,999	30%	248
	\$150,000 or more	6%	52

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?

		Better off	About the same	Worse off	N
STATEWIDE	November 2022	9%	30%	61%	1,007
Voting Registration	Registered Democrat	12%	46%	42%	277
	Registered Undeclared/Not Reg.	12%	28%	59%	414
	Registered Republican	2%	19%	79%	290
Party ID	Democrat	15%	45%	40%	443
	Independent	6%	27%	67%	127
	Republican	3%	16%	81%	396
Political Ideology	Socialist	8%	16%	76%	87
	Progressive	12%	56%	33%	76
	Liberal	13%	55%	32%	97
	Moderate	14%	39%	48%	323
	Conservative	3%	18%	80%	253
	Libertarian	15%	12%	72%	67
Age of Respondent	18 to 34	15%	15%	70%	264
	35 to 49	9%	33%	59%	209
	50 to 64	9%	30%	61%	313
	65 and older	2%	48%	50%	203
Gender of Respondent	Men	15%	30%	55%	481
	Women	4%	31%	65%	500
Level of Education	High school or less	9%	15%	75%	359
	Tech school/Some college	5%	35%	59%	309
	College graduate	11%	38%	51%	207
	Postgraduate work	15%	48%	37%	126
Region of State	Central/Lakes	18%	22%	60%	175
	Connecticut Valley	4%	26%	70%	147
	Manchester Area	9%	39%	52%	178
	Mass Border	5%	38%	57%	239
	North Country	5%	29%	66%	81
	Seacoast	12%	24%	64%	181
Household Income	Less than \$45,000	3%	29%	68%	129
	\$45,000 - \$74,999	5%	17%	78%	238
	\$75,000 - \$99,999	23%	29%	48%	158
	\$100,000 - \$149,999	7%	30%	63%	247
	\$150,000 or more	10%	54%	36%	51
Media Usage	CNN viewer	11%	51%	38%	222
	Conservative radio listener	8%	28%	64%	124
	Fox News viewer	3%	12%	84%	218
	Joe Rogan listener	13%	30%	57%	89
	Local NH news viewer	10%	30%	60%	708
	MSNBC viewer	9%	51%	39%	166
	NHPR listener	8%	46%	47%	296
2020 Presidential Vote	Voted for Biden	14%	45%	40%	507
	Voted for Trump	4%	15%	81%	436
	Voted for other 2020 candidate	12%	15%	72%	15
	Did not vote in 2020		30%	70%	14

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?

		Better off	About the same	Worse off	N
STATEWIDE	November 2022	13%	50%	37%	819
Voting Registration	Registered Democrat	24%	66%	10%	261
	Registered Undeclared/Not Reg.	12%	45%	44%	327
	Registered Republican	4%	33%	63%	206
Party ID	Democrat	22%	68%	10%	405
	Independent	7%	41%	52%	73
	Republican	4%	29%	66%	322
Political Ideology	Socialist	16%	81%	3%	83
	Progressive	10%	55%	35%	67
	Liberal	36%	60%	4%	89
	Moderate	13%	62%	25%	276
	Conservative	3%	30%	66%	204
	Libertarian	19%	9%	71%	59
Age of Respondent	18 to 34	10%	70%	20%	193
	35 to 49	16%	39%	45%	161
	50 to 64	15%	44%	42%	267
	65 and older	12%	47%	41%	182
Gender of Respondent	Men	16%	46%	38%	410
	Women	12%	55%	33%	386
Level of Education	High school or less	10%	56%	34%	245
	Tech school/Some college	14%	45%	41%	259
	College graduate	17%	39%	44%	193
	Postgraduate work	15%	63%	21%	116
Region of State	Central/Lakes	8%	57%	35%	127
	Connecticut Valley	16%	44%	39%	108
	Manchester Area	15%	37%	48%	156
	Mass Border	20%	45%	35%	194
	North Country	7%	30%	62%	61
	Seacoast	9%	72%	18%	170
Household Income	Less than \$45,000	20%	32%	49%	92
	\$45,000 - \$74,999	14%	39%	47%	162
	\$75,000 - \$99,999	15%	55%	30%	124
	\$100,000 - \$149,999	12%	60%	28%	228
	\$150,000 or more	5%	69%	25%	51
Media Usage	CNN viewer	21%	57%	22%	186
	Conservative radio listener	1%	26%	72%	88
	Fox News viewer	7%	30%	63%	194
	Joe Rogan listener	8%	19%	73%	77
	Local NH news viewer	14%	50%	36%	548
	MSNBC viewer	24%	47%	29%	144
	NHPR listener	18%	52%	30%	243
2020 Presidential Vote	Voted for Biden	21%	67%	12%	458
	Voted for Trump	2%	27%	71%	315
	Voted for other 2020 candidate	28%	20%	51%	15
	Did not vote in 2020		68%	32%	13

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>Neutral</u>	<u>Bad time</u>	<u>N</u>
STATEWIDE	November 2022	5%	29%	66%	954
Voting Registration	Registered Democrat	9%	37%	54%	267
	Registered Undeclared/Not Reg.	5%	31%	64%	388
	Registered Republican	1%	20%	79%	283
Party ID	Democrat	7%	40%	52%	416
	Independent	5%	22%	74%	122
	Republican	2%	21%	77%	375
Political Ideology	Socialist	2%	19%	79%	86
	Progressive	7%	25%	68%	75
	Liberal	18%	39%	43%	91
	Moderate	4%	46%	51%	294
	Conservative	2%	16%	82%	249
	Libertarian	7%	29%	64%	61
Age of Respondent	18 to 34	4%	21%	75%	253
	35 to 49	3%	25%	72%	194
	50 to 64	7%	28%	65%	301
	65 and older	5%	44%	51%	187
Gender of Respondent	Men	5%	37%	58%	443
	Women	4%	21%	74%	487
Level of Education	High school or less	3%	21%	76%	347
	Tech school/Some college	3%	36%	61%	285
	College graduate	6%	32%	63%	199
	Postgraduate work	13%	31%	55%	116
Region of State	Central/Lakes	4%	28%	68%	167
	Connecticut Valley	2%	31%	67%	146
	Manchester Area	7%	30%	63%	176
	Mass Border	5%	33%	62%	217
	North Country	8%	27%	65%	79
	Seacoast	3%	25%	72%	166
Household Income	Less than \$45,000	5%	16%	79%	117
	\$45,000 - \$74,999	2%	22%	76%	228
	\$75,000 - \$99,999	3%	49%	47%	148
	\$100,000 - \$149,999	4%	19%	77%	235
	\$150,000 or more	12%	56%	32%	49
Media Usage	CNN viewer	7%	45%	48%	213
	Conservative radio listener	3%	22%	75%	122
	Fox News viewer	2%	19%	79%	214
	Joe Rogan listener	11%	13%	76%	85
	Local NH news viewer	5%	30%	65%	671
	MSNBC viewer	9%	41%	50%	164
	NHPR listener	6%	38%	57%	271
2020 Presidential Vote	Voted for Biden	6%	41%	53%	477
	Voted for Trump	3%	16%	81%	415
	Voted for other 2020 candidate	20%	65%	15%	15
	Did not vote in 2020		1%	99%	14

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>
STATEWIDE	November 2022	17%	38%	45%	972
Voting Registration	Registered Democrat	25%	36%	39%	267
	Registered Undeclared/Not Reg.	12%	37%	52%	395
	Registered Republican	18%	38%	44%	284
Party ID	Democrat	21%	29%	50%	423
	Independent	12%	53%	35%	122
	Republican	16%	42%	42%	387
Political Ideology	Socialist	11%	75%	14%	84
	Progressive	18%	31%	51%	68
	Liberal	28%	23%	49%	94
	Moderate	21%	15%	64%	315
	Conservative	19%	49%	33%	246
	Libertarian	6%	50%	43%	63
Age of Respondent	18 to 34	8%	62%	29%	262
	35 to 49	19%	40%	42%	202
	50 to 64	19%	25%	56%	293
	65 and older	23%	23%	55%	196
Gender of Respondent	Men	19%	37%	44%	472
	Women	16%	38%	46%	475
Level of Education	High school or less	16%	47%	37%	357
	Tech school/Some college	16%	37%	47%	291
	College graduate	17%	31%	52%	195
	Postgraduate work	24%	24%	52%	123
Region of State	Central/Lakes	9%	50%	40%	171
	Connecticut Valley	31%	34%	34%	141
	Manchester Area	20%	23%	57%	167
	Mass Border	19%	21%	60%	235
	North Country	22%	37%	41%	76
	Seacoast	8%	63%	28%	177
Household Income	Less than \$45,000	35%	30%	35%	117
	\$45,000 - \$74,999	14%	45%	41%	229
	\$75,000 - \$99,999	12%	24%	64%	156
	\$100,000 - \$149,999	12%	48%	41%	243
	\$150,000 or more	19%	43%	38%	51
Media Usage	CNN viewer	24%	22%	54%	214
	Conservative radio listener	13%	45%	42%	120
	Fox News viewer	11%	43%	45%	214
	Joe Rogan listener	14%	65%	20%	87
	Local NH news viewer	19%	31%	50%	680
	MSNBC viewer	32%	17%	51%	155
	NHPR listener	20%	29%	51%	278
2020 Presidential Vote	Voted for Biden	22%	27%	51%	484
	Voted for Trump	14%	49%	37%	425
	Voted for other 2020 candidate	8%	61%	31%	14
	Did not vote in 2020	5%	52%	43%	14

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?

		<u>Good times</u>	<u>Bad times</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE	November 2022	12%	54%	34%	970
Voting Registration	Registered Democrat	20%	38%	42%	271
	Registered Undeclared/Not Reg.	14%	50%	36%	384
	Registered Republican	2%	77%	22%	290
Party ID	Democrat	24%	30%	46%	435
	Independent	3%	68%	29%	123
	Republican	1%	75%	23%	371
Political Ideology	Socialist	9%	73%	17%	86
	Progressive	17%	36%	47%	75
	Liberal	20%	27%	53%	94
	Moderate	22%	30%	48%	311
	Conservative	0%	84%	16%	234
	Libertarian	0%	78%	22%	66
Age of Respondent	18 to 34	15%	68%	17%	263
	35 to 49	4%	63%	33%	203
	50 to 64	12%	47%	41%	285
	65 and older	14%	40%	46%	199
Gender of Respondent	Men	15%	52%	33%	469
	Women	9%	56%	35%	475
Level of Education	High school or less	12%	72%	16%	335
	Tech school/Some college	11%	52%	37%	305
	College graduate	10%	41%	49%	201
	Postgraduate work	18%	35%	48%	122
Region of State	Central/Lakes	20%	54%	27%	172
	Connecticut Valley	13%	62%	26%	143
	Manchester Area	11%	44%	45%	159
	Mass Border	11%	46%	42%	238
	North Country	7%	63%	30%	76
	Seacoast	7%	64%	28%	178
Household Income	Less than \$45,000	9%	56%	35%	127
	\$45,000 - \$74,999	9%	69%	22%	214
	\$75,000 - \$99,999	24%	34%	42%	152
	\$100,000 - \$149,999	9%	60%	32%	245
	\$150,000 or more	11%	59%	30%	51
Media Usage	CNN viewer	19%	32%	49%	214
	Conservative radio listener	1%	94%	5%	124
	Fox News viewer	3%	77%	20%	200
	Joe Rogan listener	1%	88%	11%	89
	Local NH news viewer	12%	51%	37%	676
	MSNBC viewer	28%	31%	41%	164
	NHPR listener	13%	44%	44%	286
2020 Presidential Vote	Voted for Biden	23%	29%	48%	491
	Voted for Trump	1%	80%	19%	416
	Voted for other 2020 candidate	0%	87%	13%	15
	Did not vote in 2020	0%	78%	22%	14

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 unemployment/depression</u>	<u>Mixed</u>	<u>N</u>
STATEWIDE	November 2022	4%	40%	56%	862
Voting Registration	Registered Democrat	7%	29%	65%	262
	Registered Undeclared/Not Reg.	5%	42%	53%	326
	Registered Republican	0%	49%	50%	257
Party ID	Democrat	7%	26%	68%	386
	Independent	1%	48%	52%	75
	Republican	2%	50%	48%	359
Political Ideology	Socialist	1%	75%	23%	86
	Progressive	4%	30%	66%	70
	Liberal	12%	7%	81%	94
	Moderate	5%	20%	75%	264
	Conservative	0%	52%	48%	233
	Libertarian		73%	27%	59
Age of Respondent	18 to 34	2%	65%	33%	180
	35 to 49	2%	40%	59%	191
	50 to 64	7%	34%	59%	293
	65 and older	4%	26%	70%	180
Gender of Respondent	Men	5%	30%	65%	411
	Women	3%	48%	49%	426
Level of Education	High school or less	3%	61%	36%	274
	Tech school/Some college	3%	33%	64%	269
	College graduate	4%	32%	64%	195
	Postgraduate work	7%	23%	70%	118
Region of State	Central/Lakes	4%	36%	60%	107
	Connecticut Valley	3%	45%	52%	127
	Manchester Area	6%	36%	59%	167
	Mass Border	2%	36%	62%	224
	North Country	9%	47%	43%	65
	Seacoast	3%	45%	52%	168
Household Income	Less than \$45,000	4%	56%	40%	125
	\$45,000 - \$74,999	1%	39%	60%	184
	\$75,000 - \$99,999	8%	34%	58%	100
	\$100,000 - \$149,999	3%	47%	50%	243
	\$150,000 or more	6%	29%	65%	51
Media Usage	CNN viewer	5%	20%	76%	201
	Conservative radio listener		49%	51%	107
	Fox News viewer		49%	51%	201
	Joe Rogan listener		50%	50%	81
	Local NH news viewer	5%	37%	58%	589
	MSNBC viewer	11%	24%	66%	151
	NHPR listener	6%	27%	67%	255
2020 Presidential Vote	Voted for Biden	7%	24%	69%	446
	Voted for Trump	0%	56%	44%	353
	Voted for other 2020 candidate		85%	15%	14
	Did not vote in 2020	0%	50%	50%	14

Worry About Winter Energy Costs

How worried would you say you are about energy costs heading into the winter season?

		<u>Very worried</u>	<u>Somewhat worried</u>	<u>Not very worried</u>	<u>Not worried at all</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	November 2022	49%	40%	9%	1%	1%	1,008
Voting Registration	Registered Democrat	42%	44%	11%	2%	0%	277
	Registered Undeclared/Not Reg.	43%	45%	10%	1%	0%	415
	Registered Republican	65%	29%	5%	0%		290
Party ID	Democrat	35%	48%	13%	2%	2%	443
	Independent	37%	57%	5%	1%		126
	Republican	65%	28%	7%	1%		397
Political Ideology	Socialist	74%	23%	1%	2%		87
	Progressive	43%	40%	15%	3%		76
	Liberal	22%	58%	17%	2%		97
	Moderate	41%	45%	10%	1%	3%	322
	Conservative	67%	26%	6%	0%		253
	Libertarian	56%	38%	4%	2%		67
Age of Respondent	18 to 34	43%	46%	7%	1%	3%	264
	35 to 49	41%	43%	14%	2%	0%	209
	50 to 64	59%	32%	8%	1%		313
	65 and older	52%	38%	9%	1%	0%	202
Gender of Respondent	Men	48%	38%	10%	1%	2%	482
	Women	49%	42%	8%	1%		500
Level of Education	High school or less	59%	38%	2%			359
	Tech school/Some college	47%	36%	14%		3%	309
	College graduate	43%	44%	11%	2%	1%	207
	Postgraduate work	34%	46%	13%	7%		126
Region of State	Central/Lakes	39%	57%	3%	1%		175
	Connecticut Valley	49%	47%	3%	1%	0%	148
	Manchester Area	62%	29%	9%	1%		179
	Mass Border	41%	44%	13%	1%		240
	North Country	60%	30%	10%			81
	Seacoast	53%	25%	14%	3%	6%	181
Household Income	Less than \$45,000	48%	50%	1%	0%	1%	129
	\$45,000 - \$74,999	54%	37%	8%	0%		238
	\$75,000 - \$99,999	45%	41%	7%	1%	6%	158
	\$100,000 - \$149,999	57%	33%	9%	1%		248
	\$150,000 or more	23%	52%	22%	4%		52
Media Usage	CNN viewer	44%	36%	18%	2%		221
	Conservative radio listener	86%	11%	2%	0%		124
	Fox News viewer	76%	17%	6%	1%		219
	Joe Rogan listener	67%	14%	17%	1%		89
	Local NH news viewer	46%	42%	9%	1%	1%	708
	MSNBC viewer	39%	44%	17%	1%		166
	NHPR listener	42%	35%	18%	2%	3%	296
2020 Presidential Vote	Voted for Biden	35%	48%	13%	2%	2%	507
	Voted for Trump	61%	34%	4%	1%	0%	437
	Voted for other 2020 candidate	70%	15%	15%			15
	Did not vote in 2020	71%	3%	26%			14

Spending More or Less on Holiday Shopping This Year Compared to Last Year

Compared to last year, will you be spending more or less money on the holidays this year?

		<u>More</u>	<u>About the same</u>	<u>Less</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	November 2022	11%	33%	53%	3%	984
Voting Registration	Registered Democrat	8%	47%	43%	1%	277
	Registered Undeclared/Not Reg.	10%	30%	59%	2%	391
	Registered Republican	16%	25%	55%	4%	290
Party ID	Democrat	10%	45%	41%	4%	419
	Independent	4%	22%	72%	3%	127
	Republican	12%	24%	61%	3%	396
Political Ideology	Socialist	4%	23%	74%		87
	Progressive	16%	44%	37%	3%	76
	Liberal	13%	57%	29%	1%	97
	Moderate	14%	38%	43%	5%	299
	Conservative	9%	28%	60%	4%	253
	Libertarian	2%	32%	66%		67
Age of Respondent	18 to 34	10%	24%	61%	5%	240
	35 to 49	5%	40%	53%	2%	209
	50 to 64	18%	31%	49%	2%	313
	65 and older	9%	37%	50%	4%	202
Gender of Respondent	Men	15%	33%	46%	6%	458
	Women	7%	33%	58%	1%	500
Level of Education	High school or less	13%	17%	68%	2%	335
	Tech school/Some college	12%	35%	49%	5%	309
	College graduate	10%	41%	46%	3%	208
	Postgraduate work	7%	56%	34%	3%	126
Region of State	Central/Lakes	5%	22%	72%	1%	152
	Connecticut Valley	9%	45%	46%	0%	148
	Manchester Area	12%	35%	46%	7%	179
	Mass Border	21%	33%	45%	1%	240
	North Country	8%	31%	60%	0%	81
	Seacoast	7%	31%	54%	8%	181
Household Income	Less than \$45,000	9%	49%	40%	1%	129
	\$45,000 - \$74,999	9%	23%	66%	2%	238
	\$75,000 - \$99,999	13%	32%	41%	14%	134
	\$100,000 - \$149,999	12%	25%	62%	1%	247
	\$150,000 or more	7%	51%	39%	2%	52
Media Usage	CNN viewer	9%	45%	43%	3%	221
	Conservative radio listener	19%	17%	57%	7%	124
	Fox News viewer	12%	16%	67%	6%	218
	Joe Rogan listener	6%	31%	62%	0%	89
	Local NH news viewer	14%	34%	50%	3%	683
	MSNBC viewer	16%	41%	42%	2%	166
	NHPR listener	15%	43%	36%	7%	296
2020 Presidential Vote	Voted for Biden	9%	46%	41%	4%	483
	Voted for Trump	11%	20%	66%	3%	437
	Voted for other 2020 candidate		32%	68%		15
	Did not vote in 2020	23%	10%	66%		14