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GRANITE STATERS STILL PESSIMISTIC ABOUT ECONOMY; TRUST NH SMALL BUSINESSES FAR MORE THAN NATIONAL CORPORATIONS

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DURHAM, NH - New Hampshire residents remain pessimistic about the state and national economies and few report positive developments in their personal finances or expect good economic conditions in the future. Most Granite Staters say they have confidence in small businesses in the state but most say they have little or no trust in large national businesses located outside of the state.

Personal Financial Conditions

The past few months have seen conflicting news about the economy with inflation stabilizing but remaining stubbornly high, unemployment at historic lows, but also mass layoffs at many large corporations. Amid this uncertainty, half (49%) of Granite Staters think that their household is worse off than a year ago, only 11% think they are better off, and 40% say their finances are about the same. The percentage of residents who say that they are worse off (49%) has fallen for the second consecutive quarter but remains very high relative to the past decade.

Granite Staters on opposite ends of the income spectrum do not differ substantially in how they answer this question: 47% of those with a household income below $75,000 and 42% of those with a household income of $150,000 or more report being worse off than a year ago. Three-quarters (75%) of New Hampshire Republicans and 48% of Independents consider themselves worse off financially than a year ago, but only 24% of Democrats agree.

"While stubborn inflation continues to challenge Granite Staters, New Hampshire residents are benefiting from a robust economy, evidenced in survey respondents' trust in small businesses here," said Michael Skelton, president and CEO of the Business & Industry Association. "Seventy-four percent of BIA's member employers have 100 or fewer employees and 35% have 10 or fewer employees. The diversity of New Hampshire's employers remains a great strength of the Granite State economy."

Household Financial Condition Compared to 12 Months Ago

May 2023
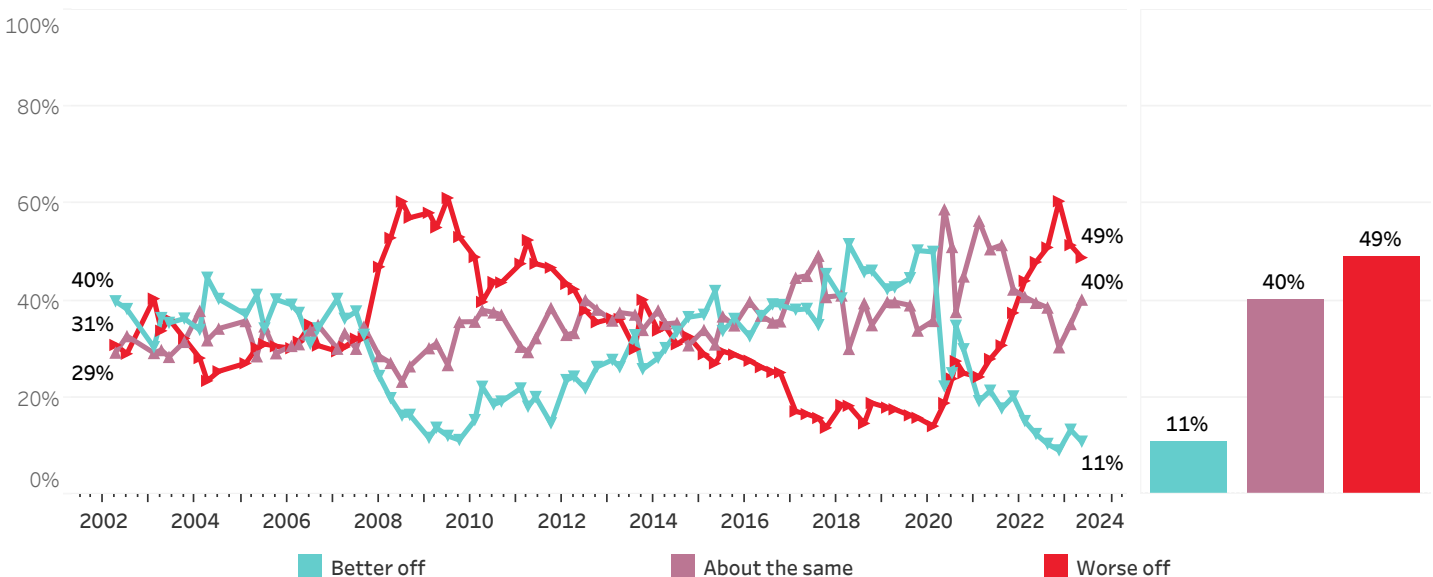
Legend: Better off (teal) | About the same (mauve) | Worse off (red)

Looking ahead, only 16% of Granite Staters expect their personal finances will be better a year from now, 42% anticipate being worse off, and 42% think their finances will be about the same as they are now. Nearly half (47%) of those with a household income of $150,000 or more expect to be worse off in a year while those with a household income below $75,000 (40%) or between $75,000 and $149,999 (37%) are slightly less likely to expect to be worse off in a year.

Household Financial Condition 12 Months From Now
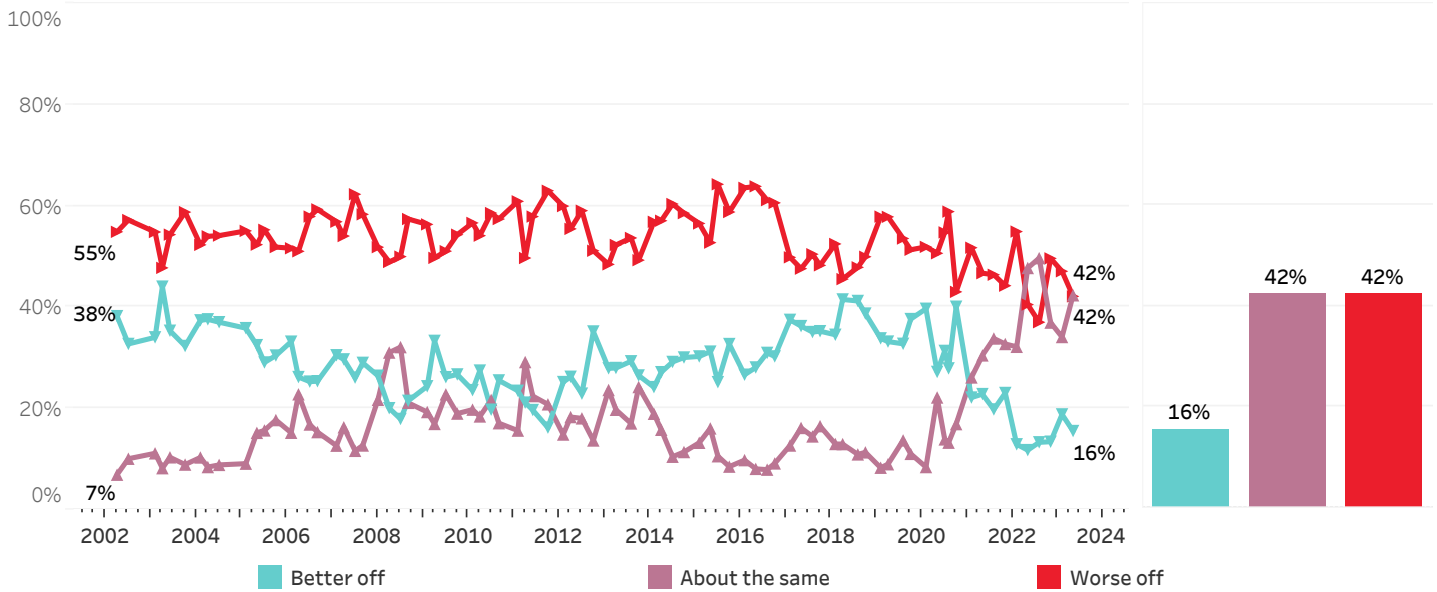
When asked how they expect New Hampshire businesses will do in the upcoming year, only 18% of Granite Staters think state businesses will enjoy good times financially, 54% anticipate mixed conditions, and 27% think they will experience bad times. The percentage who expect bad times (27%) has increased since February (15%). Twenty-eight percent of New Hampshire Democrats and 23% of Independents anticipate good business conditions in New Hampshire during the next twelve months, but only 8% of Republicans feel that way.

N.H. Business Conditions

Business Conditions in New Hampshire During Next 12 Months

Overall, the percentage of respondents who anticipate bad business conditions in New Hampshire over the next twelve months (27%) has increased since February (15%). Those aged 35 to 49 (+30 percentage points), women (+20), those with a high school education or less (+17), and self-identified Republicans (+15) are particularly more likely than in February to anticipate bad conditions.
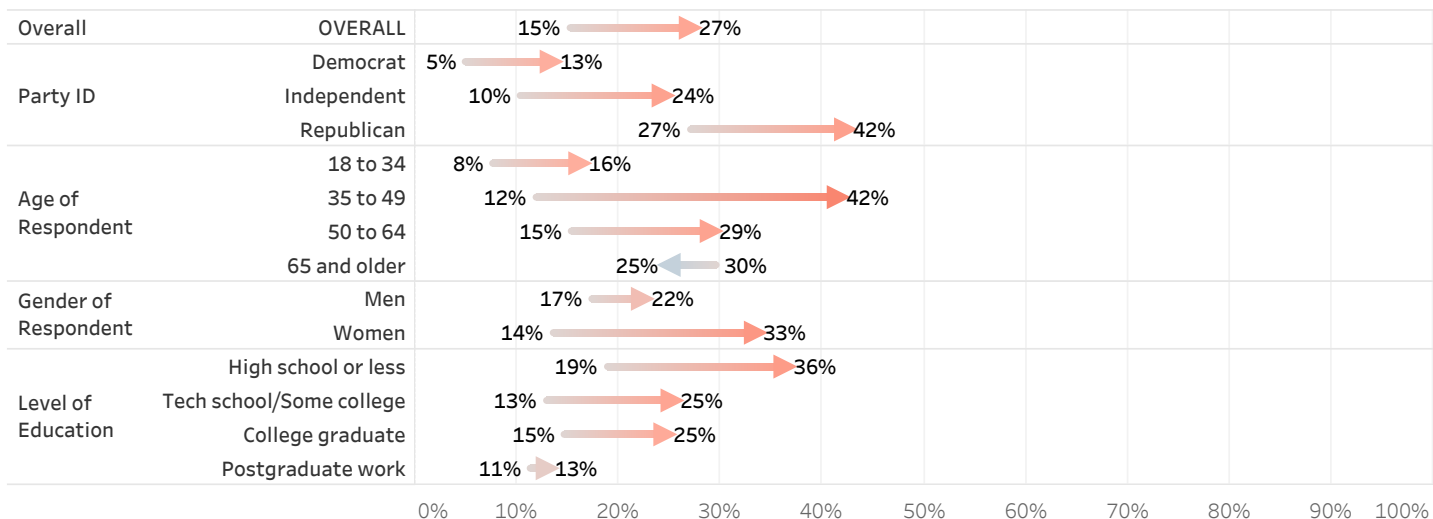
Anticipate Bad Business Conditions in N.H. in Next 12 Months - Change from February 2023 to May 2023 - By Selected Demographics

Overall	OVERALL	15% → 27%
Party ID	Democrat	5% → 13%
	Independent	10% → 24%
	Republican	27% → 42%
Age of Respondent	18 to 34	8% → 16%
	35 to 49	12% → 42%
	50 to 64	15% → 29%
	65 and older	25% ← 30%
Gender of Respondent	Men	17% → 22%
	Women	14% → 33%
Level of Education	High school or less	19% → 36%
	Tech school/Some college	13% → 25%
	College graduate	15% → 25%
	Postgraduate work	11% → 13%

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

U.S. Business Conditions

Granite Staters are even more pessimistic about the national economy than the state economy. Only 9% of New Hampshire adults think businesses across the country will experience good times in the next twelve months, 42% think conditions will be mixed, and 48% anticipate businesses will have bad times. The percentage of New Hampshire residents who anticipate bad times for U.S. businesses (48%) is unchanged since February (48%) but remains high.

Seventy-four percent of New Hampshire Republicans and 55% of Independents feel that U.S. businesses will experience bad times over the next twelve months. By contrast, 22% of Democrats expect bad times.

Business Conditions in U.S. During Next 12 Months

May 2023

Good times   Mixed   Bad times
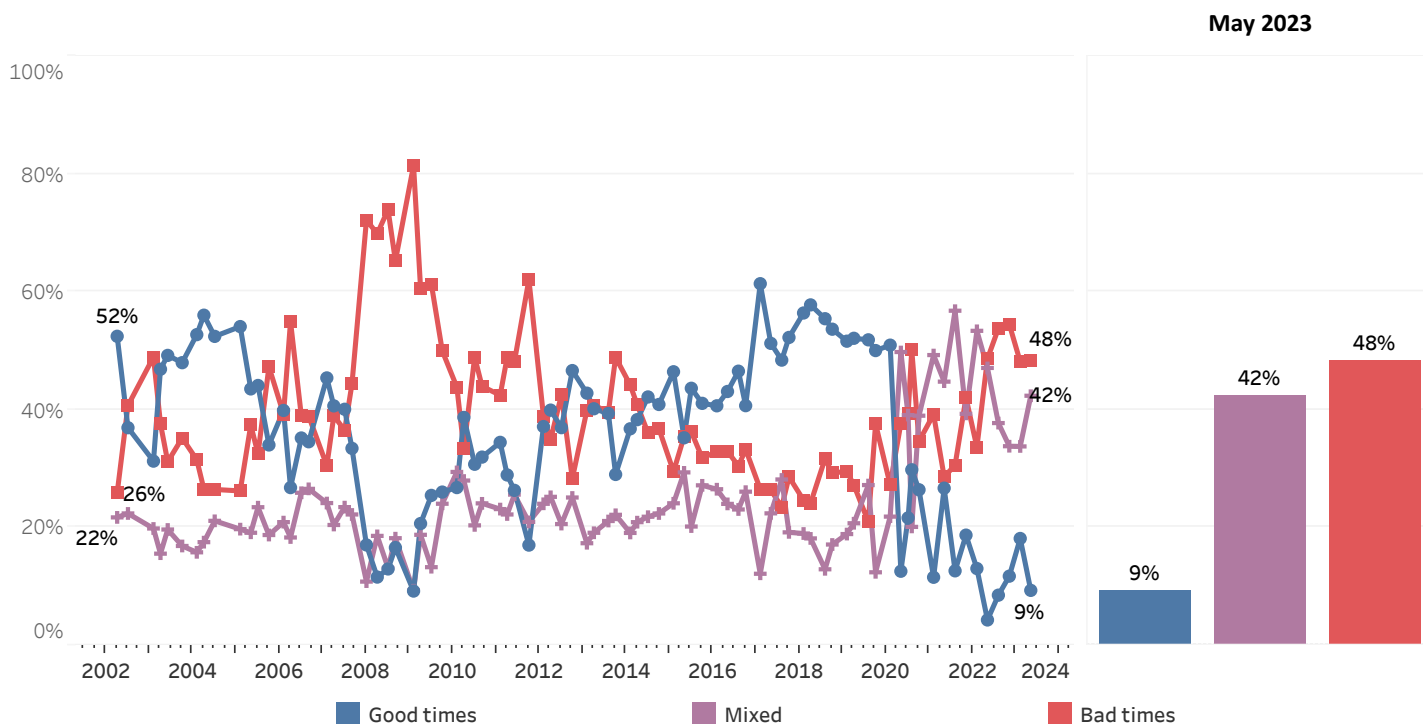
Long-Term National Outlook

Over the next five years, a majority (57%) of New Hampshire residents expect mixed conditions for the U.S. economy, while 6% expect continuous good times and 37% expect periods of widespread unemployment and depression.

Fifty-four percent of Republicans and 52% of Independents anticipate widespread unemployment and depression over the next five years while only 18% of Democrats feel this way.

5-Year Economic Outlook - U.S.
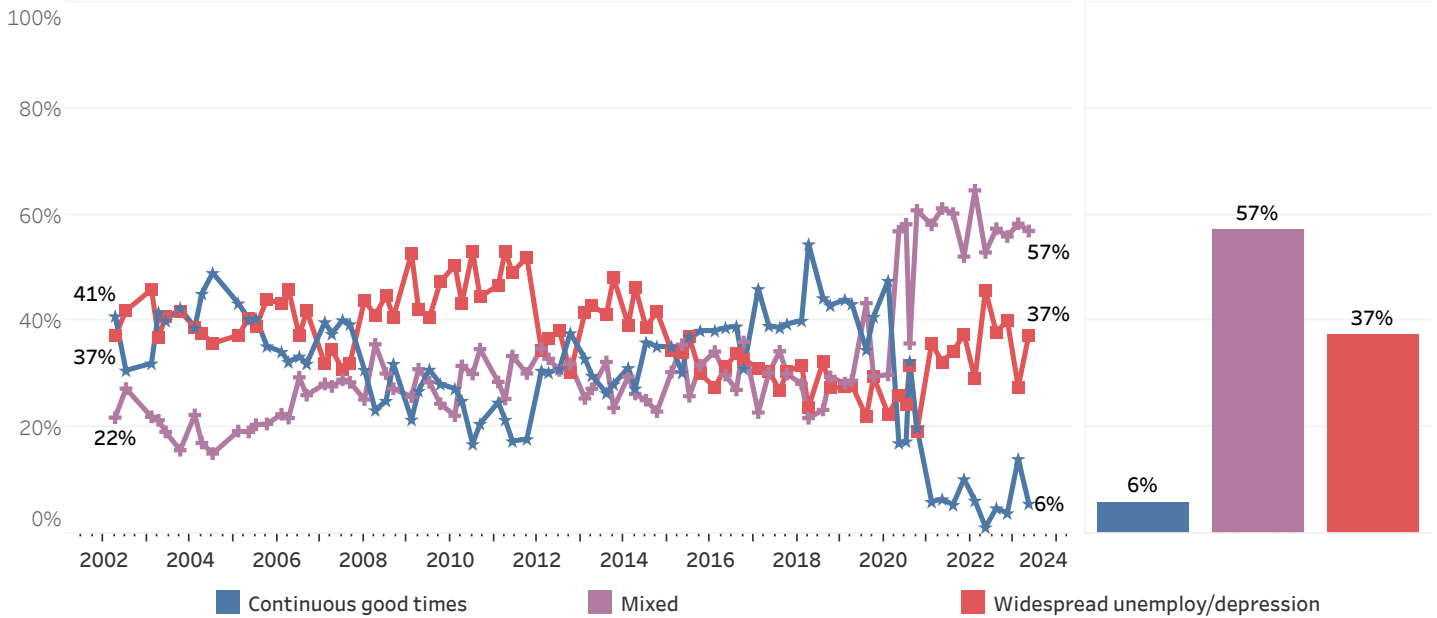
Only 7% of Granite Staters think now is a good time to buy major items for their home, 38% are neutral or think it depends on the person's finances, and 55% think it is a bad time. The percentage of respondents who believe now is a bad time to purchase a major item (55%) has ticked back up slightly after falling for three consecutive quarters. About two-thirds of Republicans (68%) and Independents (65%) think now is a bad time to buy a major item, but only 37% of Democrats feel this way.

Good Time to Buy Major Household Item
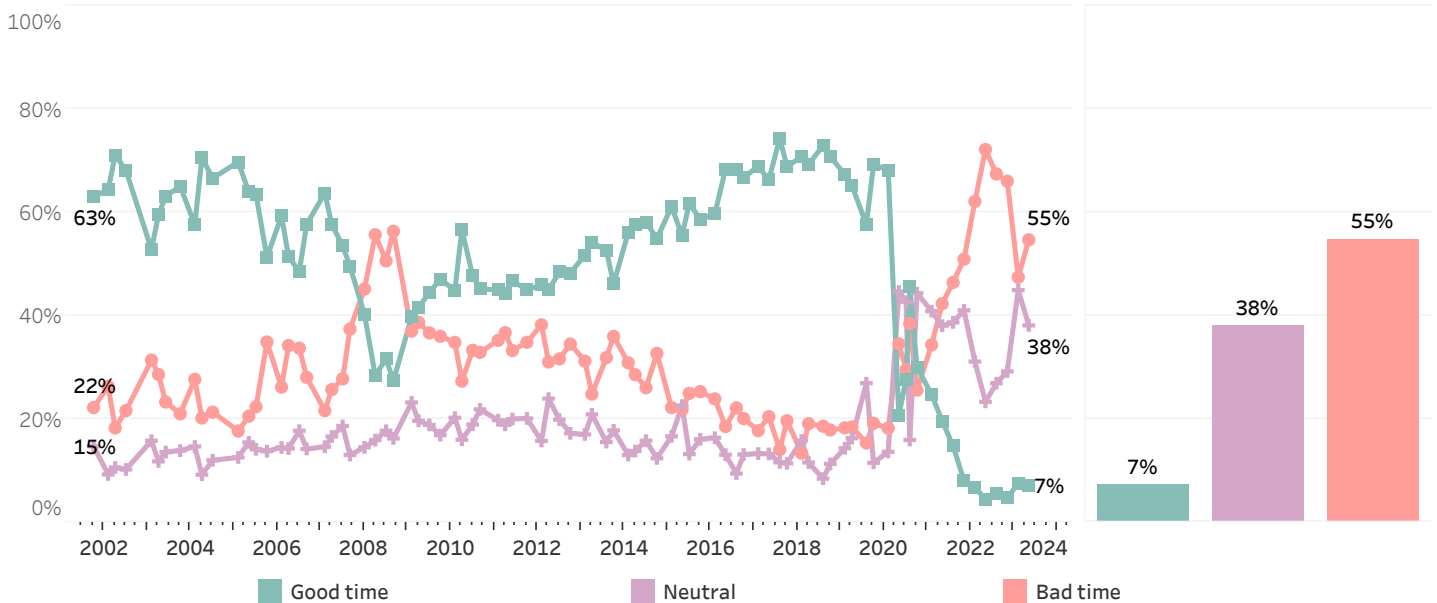
Trust in Business Community

Half (49%) of New Hampshire residents say that they have a lot of trust in small New Hampshire businesses, 46% say they have some trust, 3% have not very much trust, less than 1% have no trust at all, and 1% are unsure.

More than half of self-identified Republicans, self-described moderates and conservatives, and those aged 50 and over are more likely than others to say they have a lot of trust in small businesses in New Hampshire, while less than one-third of self-described socialists and those aged 35 to 49 have a lot of trust.

Trust in Small NH Businesses - By Age - May 2023
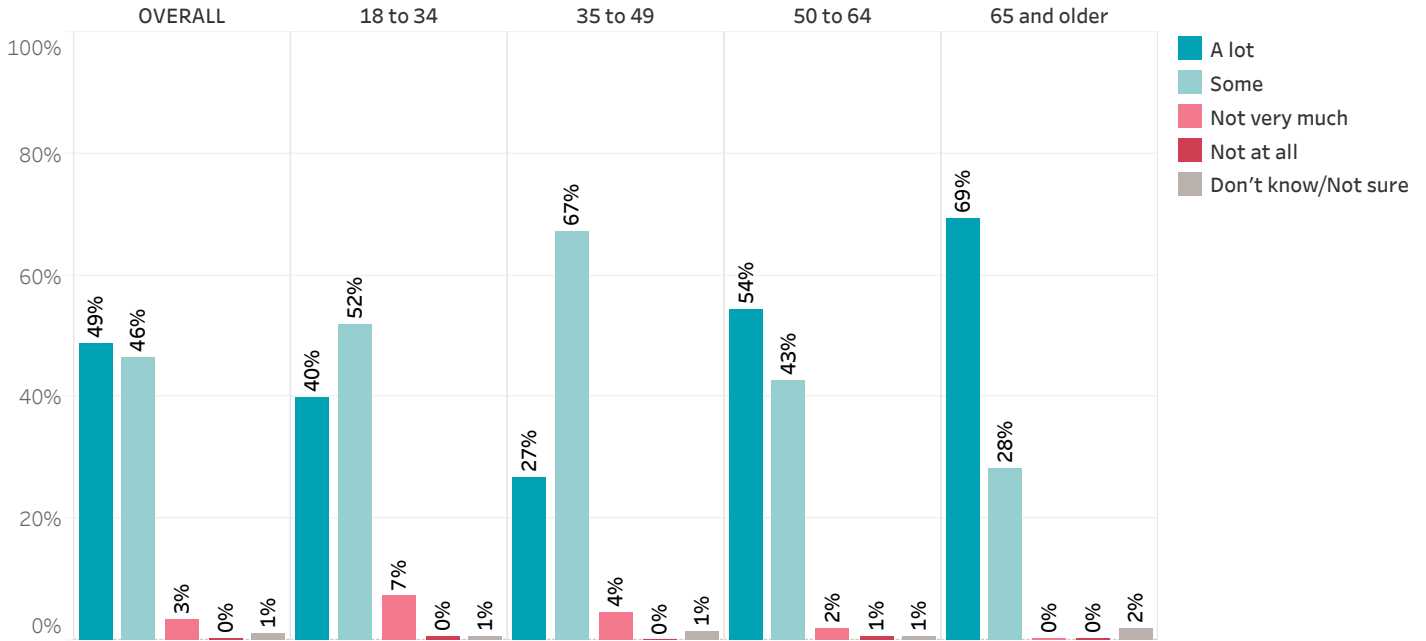
Conversely, only 3% of New Hampshire residents say that they have a lot of trust in large U.S. corporations, 22% say they have some trust, 36% have not very much trust, 39% have no trust at all, and <1% are unsure.

More than half of self-described socialists, libertarians, and progressives and those aged 18 to 34 say that they have no trust at all in large U.S. corporations, while less than one-third of self-identified Republicans and self-described moderates and conservatives have no trust.

Trust in Large U.S. Corporations - By Age - May 2023
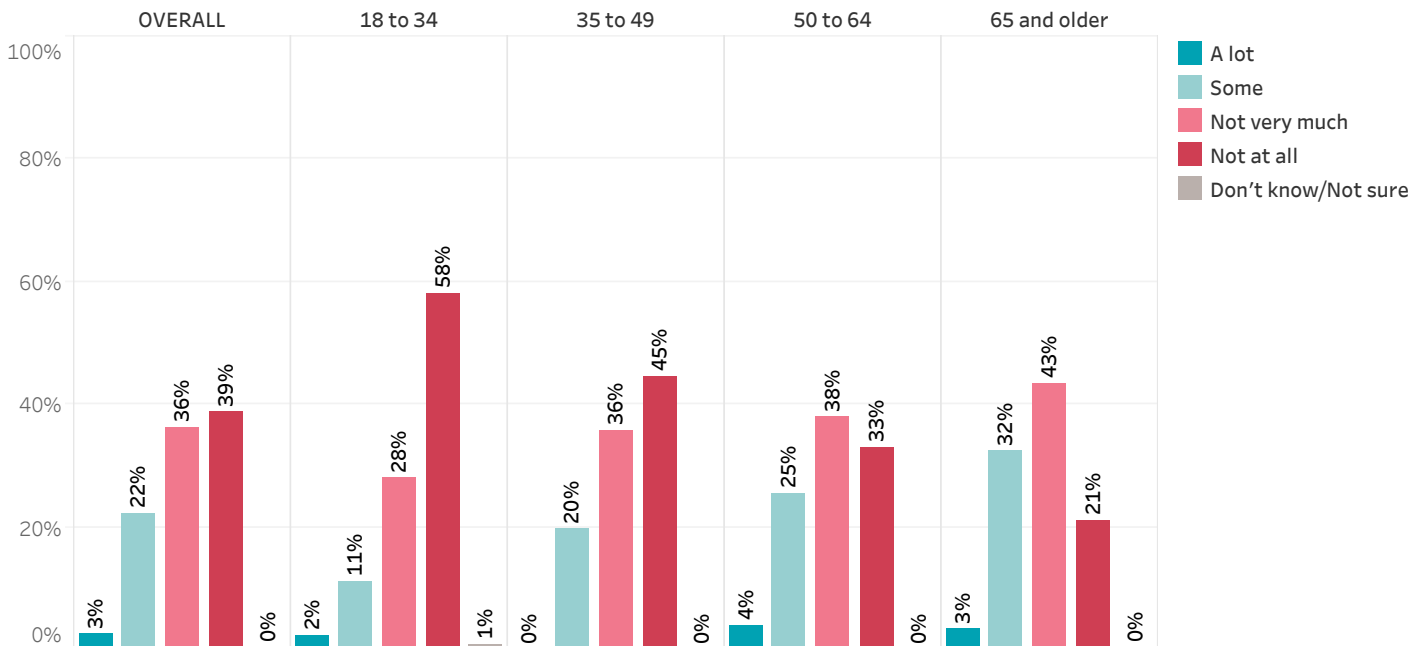
Business and Industry Association Report on Consumer Confidence Methodology

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, one hundred and five (1,105) Granite State Panel members completed the survey online between May 18 and May 22, 2023. The margin of sampling error for the survey is +/- 2.9 percent. These MSE's have not been adjusted for design effect. The response rate for the May 2023 BIA Report on Consumer Confidence is 28%. The design effect for the survey is 2.6%.

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, May 2023 Demographics

		%	N
Gender of Respondent	Men	50%	517
	Women	50%	526
Age of Respondent	18 to 34	27%	291
	35 to 49	19%	206
	50 to 64	31%	337
	65 and older	24%	263
Level of Education	High school or less	33%	367
	Tech school/Some college	29%	323
	College graduate	23%	252
	Postgraduate work	14%	159
Region of State	Central/Lakes	18%	204
	Connecticut Valley	14%	154
	Manchester Area	20%	220
	Mass Border	24%	266
	North Country	8%	88
	Seacoast	15%	169
Party ID	Democrat	44%	477
	Independent	13%	144
	Republican	43%	462
Voting Registration	Registered Democrat	31%	336
	Registered Undeclared/Not Reg.	38%	408
	Registered Republican	31%	330
2020 Presidential Vote	Voted for Biden	52%	566
	Voted for Trump	45%	487
	Did not vote in 2020	3%	33
Household Income	Less than $45,000	19%	176
	$45,000 - $74,999	25%	233
	$75,000 - $99,999	13%	120
	$100,000 - $149,999	25%	230
	$150,000 or more	19%	180

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	May 2023	11%	40%	49%	1,102
Voting Registration	Registered Democrat	19%	54%	27%	333
	Registered Undeclared/Not Reg.	10%	45%	44%	408
	Registered Republican	4%	20%	77%	330
Party ID	Democrat	21%	55%	24%	474
	Independent	5%	46%	48%	144
	Republican	3%	22%	75%	462
Political Ideology	Socialist	48%	37%	15%	89
	Progressive	16%	53%	31%	90
	Liberal	9%	68%	23%	160
	Moderate	8%	52%	40%	303
	Conservative	5%	14%	81%	278
	Libertarian	5%	22%	73%	120
Age of Respondent	18 to 34	18%	49%	33%	291
	35 to 49	14%	33%	53%	206
	50 to 64	9%	35%	56%	337
	65 and older	3%	43%	54%	260
Gender of Respondent	Men	13%	36%	51%	514
	Women	10%	41%	49%	526
Level of Education	High school or less	2%	31%	67%	364
	Tech school/Some college	14%	43%	43%	323
	College graduate	19%	39%	43%	252
	Postgraduate work	13%	56%	30%	159
Region of State	Central/Lakes	10%	32%	59%	204
	Connecticut Valley	22%	13%	66%	154
	Manchester Area	15%	52%	33%	220
	Mass Border	6%	50%	44%	266
	North Country	4%	38%	58%	88
	Seacoast	9%	47%	44%	166
Household Income	Less than $45,000	13%	28%	58%	176
	$45,000 - $74,999	19%	44%	38%	229
	$75,000 - $99,999	10%	35%	54%	120
	$100,000 - $149,999	6%	42%	51%	230
	$150,000 or more	14%	44%	42%	180
Own or Rent Home	Own home	9%	42%	50%	724
	Rent home	20%	31%	49%	266
Media Usage	CNN viewer	8%	59%	33%	131
	Conservative radio listener	3%	39%	58%	70
	Fox News viewer	5%	14%	81%	128
	Joe Rogan listener	5%	9%	86%	59
	Local NH news viewer	12%	41%	48%	396
	MSNBC viewer	17%	58%	25%	101
	NHPR listener	19%	45%	36%	234
2020 Presidential Vote	Voted for Biden	20%	58%	22%	563
	Voted for Trump	1%	19%	80%	487
	Voted for other 2020 candidate	0%	26%	74%	17
	Did not vote in 2020	6%	53%	41%	33

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	May 2023	16%	42%	42%	992
Voting Registration	Registered Democrat	25%	55%	20%	292
	Registered Undeclared/Not Reg.	17%	48%	35%	372
	Registered Republican	5%	25%	70%	314
Party ID	Democrat	21%	58%	21%	424
	Independent	38%	27%	34%	130
	Republican	4%	31%	65%	431
Political Ideology	Socialist	54%	42%	4%	88
	Progressive	18%	44%	38%	86
	Liberal	17%	65%	18%	141
	Moderate	12%	54%	34%	272
	Conservative	5%	26%	69%	269
	Libertarian	8%	24%	67%	102
Age of Respondent	18 to 34	31%	38%	31%	267
	35 to 49	14%	28%	57%	180
	50 to 64	11%	50%	39%	300
	65 and older	6%	47%	47%	238
Gender of Respondent	Men	17%	39%	44%	477
	Women	10%	47%	43%	455
Level of Education	High school or less	10%	31%	60%	321
	Tech school/Some college	19%	41%	40%	283
	College graduate	17%	48%	36%	245
	Postgraduate work	20%	63%	17%	139
Region of State	Central/Lakes	19%	28%	53%	195
	Connecticut Valley	22%	27%	51%	147
	Manchester Area	19%	54%	27%	197
	Mass Border	8%	51%	41%	225
	North Country	13%	45%	42%	71
	Seacoast	13%	47%	40%	153
Household Income	Less than $45,000	16%	35%	49%	153
	$45,000 - $74,999	31%	35%	33%	206
	$75,000 - $99,999	16%	66%	18%	107
	$100,000 - $149,999	8%	45%	47%	210
	$150,000 or more	14%	39%	47%	175
Own or Rent Home	Own home	14%	44%	42%	671
	Rent home	22%	39%	39%	226
Media Usage	CNN viewer	10%	62%	28%	110
	Conservative radio listener	4%	39%	56%	68
	Fox News viewer	10%	29%	60%	126
	Joe Rogan listener	5%	8%	87%	59
	Local NH news viewer	16%	51%	32%	348
	MSNBC viewer	34%	52%	13%	74
	NHPR listener	11%	58%	31%	220
2020 Presidential Vote	Voted for Biden	25%	59%	17%	489
	Voted for Trump	3%	28%	69%	453
	Voted for other 2020 candidate	2%	24%	74%	15
	Did not vote in 2020	57%	5%	38%	33

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?

		Good times	Mixed	Bad times	N
STATEWIDE	May 2023	18%	54%	27%	1,024
Voting Registration	Registered Democrat	30%	56%	15%	310
	Registered Undeclared/Not Reg.	17%	58%	25%	360
	Registered Republican	11%	48%	41%	324
Party ID	Democrat	28%	59%	13%	427
	Independent	23%	52%	24%	135
	Republican	8%	49%	42%	441
Political Ideology	Socialist	12%	78%	10%	76
	Progressive	20%	58%	22%	79
	Liberal	32%	58%	9%	141
	Moderate	29%	52%	19%	285
	Conservative	9%	56%	35%	271
	Libertarian	2%	41%	57%	117
Age of Respondent	18 to 34	20%	64%	16%	266
	35 to 49	11%	47%	42%	197
	50 to 64	20%	51%	29%	303
	65 and older	21%	54%	25%	250
Gender of Respondent	Men	19%	59%	22%	483
	Women	17%	50%	33%	490
Level of Education	High school or less	11%	53%	36%	341
	Tech school/Some college	18%	57%	25%	313
	College graduate	22%	54%	25%	220
	Postgraduate work	34%	53%	13%	147
Region of State	Central/Lakes	13%	60%	27%	198
	Connecticut Valley	4%	48%	49%	141
	Manchester Area	25%	56%	19%	198
	Mass Border	17%	58%	24%	246
	North Country	27%	51%	22%	87
	Seacoast	27%	48%	25%	150
Household Income	Less than $45,000	5%	45%	50%	142
	$45,000 - $74,999	26%	54%	20%	228
	$75,000 - $99,999	14%	60%	26%	106
	$100,000 - $149,999	19%	57%	24%	219
	$150,000 or more	28%	49%	23%	177
Own or Rent Home	Own home	20%	55%	25%	700
	Rent home	12%	51%	37%	214
Media Usage	CNN viewer	29%	62%	9%	127
	Conservative radio listener	13%	58%	29%	69
	Fox News viewer	22%	57%	21%	123
	Joe Rogan listener	4%	79%	17%	59
	Local NH news viewer	25%	55%	21%	351
	MSNBC viewer	35%	54%	11%	95
	NHPR listener	24%	65%	11%	202
2020 Presidential Vote	Voted for Biden	29%	59%	12%	500
	Voted for Trump	9%	49%	42%	473
	Voted for other 2020 candidate	4%	37%	59%	17
	Did not vote in 2020	2%	61%	37%	33

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	Mixed	Bad times	N
STATEWIDE	May 2023	9%	42%	48%	1,053
Voting Registration	Registered Democrat	19%	62%	19%	309
	Registered Undeclared/Not Reg.	10%	41%	49%	387
	Registered Republican	0%	25%	75%	326
Party ID	Democrat	16%	61%	22%	444
	Independent	17%	28%	55%	140
	Republican	0%	26%	74%	450
Political Ideology	Socialist	2%	49%	49%	91
	Progressive	15%	53%	32%	79
	Liberal	23%	66%	11%	142
	Moderate	13%	50%	37%	290
	Conservative	1%	29%	71%	276
	Libertarian	0%	10%	90%	119
Age of Respondent	18 to 34	9%	43%	47%	281
	35 to 49	5%	35%	61%	201
	50 to 64	12%	43%	45%	311
	65 and older	10%	46%	44%	253
Gender of Respondent	Men	8%	43%	49%	493
	Women	10%	42%	48%	509
Level of Education	High school or less	7%	31%	61%	345
	Tech school/Some college	8%	53%	39%	315
	College graduate	12%	37%	51%	240
	Postgraduate work	13%	56%	32%	151
Region of State	Central/Lakes	7%	31%	62%	200
	Connecticut Valley	4%	35%	61%	145
	Manchester Area	14%	50%	37%	215
	Mass Border	5%	49%	46%	250
	North Country	25%	22%	53%	87
	Seacoast	8%	56%	35%	153
Household Income	Less than $45,000	4%	26%	70%	167
	$45,000 - $74,999	19%	46%	35%	229
	$75,000 - $99,999	7%	43%	50%	108
	$100,000 - $149,999	9%	43%	49%	222
	$150,000 or more	7%	50%	43%	179
Own or Rent Home	Own home	11%	41%	49%	710
	Rent home	8%	45%	47%	233
Media Usage	CNN viewer	12%	57%	31%	129
	Conservative radio listener	0%	42%	57%	69
	Fox News viewer	6%	27%	67%	126
	Joe Rogan listener	0%	12%	88%	59
	Local NH news viewer	14%	44%	42%	377
	MSNBC viewer	27%	51%	22%	99
	NHPR listener	13%	50%	38%	219
2020 Presidential Vote	Voted for Biden	17%	63%	19%	520
	Voted for Trump	2%	22%	76%	482
	Voted for other 2020 candidate	0%	22%	78%	16
	Did not vote in 2020		10%	90%	33

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?

		Continuous good times	Mixed	Widespread unemploy/depression	N
STATEWIDE	May 2023	6%	57%	37%	1,034
Voting Registration	Registered Democrat	14%	67%	19%	306
	Registered Undeclared/Not Reg.	4%	57%	39%	385
	Registered Republican	0%	47%	53%	315
Party ID	Democrat	11%	72%	18%	438
	Independent	9%	39%	52%	137
	Republican	0%	46%	54%	438
Political Ideology	Socialist	1%	54%	45%	92
	Progressive	5%	64%	31%	85
	Liberal	15%	81%	4%	142
	Moderate	10%	69%	21%	279
	Conservative	0%	46%	54%	269
	Libertarian		16%	84%	109
Age of Respondent	18 to 34	9%	55%	37%	276
	35 to 49	2%	53%	44%	198
	50 to 64	7%	53%	40%	313
	65 and older	3%	67%	29%	239
Gender of Respondent	Men	5%	60%	35%	479
	Women	5%	57%	38%	494
Level of Education	High school or less	4%	48%	48%	339
	Tech school/Some college	6%	61%	33%	298
	College graduate	8%	56%	36%	243
	Postgraduate work	6%	71%	23%	149
Region of State	Central/Lakes	3%	55%	41%	195
	Connecticut Valley	4%	36%	60%	150
	Manchester Area	13%	64%	23%	212
	Mass Border	2%	59%	39%	249
	North Country	0%	55%	45%	73
	Seacoast	9%	68%	23%	151
Household Income	Less than $45,000	2%	53%	45%	171
	$45,000 - $74,999	12%	53%	35%	207
	$75,000 - $99,999	3%	54%	43%	116
	$100,000 - $149,999	3%	60%	36%	216
	$150,000 or more	9%	59%	32%	176
Own or Rent Home	Own home	4%	58%	38%	692
	Rent home	7%	59%	33%	246
Media Usage	CNN viewer	6%	75%	20%	121
	Conservative radio listener	0%	51%	49%	67
	Fox News viewer	0%	64%	36%	125
	Joe Rogan listener	1%	62%	38%	59
	Local NH news viewer	10%	64%	25%	359
	MSNBC viewer	23%	67%	10%	92
	NHPR listener	5%	85%	11%	208
2020 Presidential Vote	Voted for Biden	11%	74%	14%	521
	Voted for Trump	0%	41%	59%	462
	Voted for other 2020 candidate		66%	34%	16
	Did not vote in 2020		4%	96%	32

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?

		Good time	Neutral	Bad time	N
STATEWIDE	May 2023	7%	38%	55%	1,034
Voting Registration	Registered Democrat	12%	48%	40%	319
	Registered Undeclared/Not Reg.	8%	38%	55%	379
	Registered Republican	3%	28%	70%	319
Party ID	Democrat	11%	52%	37%	440
	Independent	8%	27%	65%	140
	Republican	3%	28%	68%	447
Political Ideology	Socialist	10%	41%	48%	77
	Progressive	17%	35%	48%	86
	Liberal	4%	56%	39%	154
	Moderate	9%	47%	44%	288
	Conservative	5%	30%	64%	264
	Libertarian	5%	13%	82%	118
Age of Respondent	18 to 34	5%	42%	53%	265
	35 to 49	7%	39%	53%	188
	50 to 64	10%	35%	55%	319
	65 and older	6%	38%	57%	254
Gender of Respondent	Men	8%	46%	45%	497
	Women	6%	31%	63%	485
Level of Education	High school or less	5%	32%	63%	342
	Tech school/Some college	8%	43%	49%	308
	College graduate	10%	38%	53%	226
	Postgraduate work	8%	41%	51%	154
Region of State	Central/Lakes	7%	35%	57%	196
	Connecticut Valley	4%	29%	66%	151
	Manchester Area	15%	31%	54%	189
	Mass Border	5%	43%	53%	253
	North Country	2%	32%	66%	85
	Seacoast	8%	54%	39%	157
Household Income	Less than $45,000	4%	10%	85%	159
	$45,000 - $74,999	10%	49%	41%	217
	$75,000 - $99,999	3%	42%	55%	118
	$100,000 - $149,999	10%	41%	49%	223
	$150,000 or more	7%	43%	50%	168
Own or Rent Home	Own home	9%	34%	57%	701
	Rent home	4%	47%	50%	235
Media Usage	CNN viewer	4%	60%	36%	113
	Conservative radio listener	1%	48%	51%	57
	Fox News viewer	0%	35%	65%	119
	Joe Rogan listener	3%	73%	24%	50
	Local NH news viewer	9%	39%	52%	363
	MSNBC viewer	21%	47%	31%	83
	NHPR listener	8%	65%	27%	212
2020 Presidential Vote	Voted for Biden	11%	53%	35%	515
	Voted for Trump	3%	24%	73%	469
	Voted for other 2020 candidate	17%	10%	73%	16
	Did not vote in 2020	1%	4%	95%	31

Trust in Small NH Businesses

How much would you say that you trust the following institutions or groups? Small businesses in New Hampshire

		A lot	Some	Not very much	Not at all	Don't know/Not sure	N
STATEWIDE	May 2023	49%	46%	3%	0%	1%	1,104
Voting Registration	Registered Democrat	39%	58%	2%	1%	1%	336
	Registered Undeclared/Not Reg.	55%	37%	6%	0%	1%	407
	Registered Republican	53%	46%	0%	0%	0%	330
Party ID	Democrat	42%	50%	6%	1%	1%	477
	Independent	50%	46%	2%	1%	1%	144
	Republican	57%	41%	1%		1%	462
Political Ideology	Socialist	19%	61%	18%		2%	93
	Progressive	46%	43%	10%	0%	0%	90
	Liberal	42%	54%	2%	1%	1%	159
	Moderate	58%	39%	1%	1%	1%	303
	Conservative	59%	39%	1%		2%	278
	Libertarian	37%	61%	2%			120
Age of Respondent	18 to 34	40%	52%	7%	0%	1%	291
	35 to 49	27%	67%	4%	0%	1%	206
	50 to 64	54%	43%	2%	1%	1%	337
	65 and older	69%	28%	0%	0%	2%	262
Gender of Respondent	Men	45%	51%	2%	0%	1%	517
	Women	54%	40%	5%	0%	1%	526
Level of Education	High school or less	50%	47%	2%		1%	366
	Tech school/Some college	56%	41%	2%	1%	0%	323
	College graduate	34%	54%	8%	0%	3%	252
	Postgraduate work	54%	43%	2%	1%	0%	159
Region of State	Central/Lakes	44%	53%	1%	1%	1%	204
	Connecticut Valley	31%	66%	1%		2%	154
	Manchester Area	56%	36%	8%	1%		220
	Mass Border	52%	45%	2%		1%	266
	North Country	63%	29%	8%		0%	88
	Seacoast	49%	48%	3%	0%	1%	169
Household Income	Less than $45,000	26%	60%	13%	0%	1%	175
	$45,000 - $74,999	60%	36%	1%		2%	232
	$75,000 - $99,999	54%	42%	4%			120
	$100,000 - $149,999	52%	46%	0%	1%	1%	230
	$150,000 or more	54%	43%	2%	0%	2%	180
Own or Rent Home	Own home	52%	45%	2%	0%	1%	727
	Rent home	29%	61%	9%	0%	1%	266
Media Usage	CNN viewer	48%	48%	2%	1%	1%	130
	Conservative radio listener	75%	22%	3%			70
	Fox News viewer	60%	35%	1%		4%	128
	Joe Rogan listener	25%	75%				59
	Local NH news viewer	53%	42%	5%	0%	0%	399
	MSNBC viewer	34%	64%	2%		0%	100
	NHPR listener	41%	49%	8%	1%	1%	237
2020 Presidential Vote	Voted for Biden	45%	49%	5%	1%	1%	566
	Voted for Trump	57%	41%	1%	0%	1%	487
	Voted for other 2020 candidate	27%	71%	1%	1%		16
	Did not vote in 2020	13%	68%	19%			33

Trust in Large U.S. Corporations

How much would you say that you trust the following institutions or groups? Large corporations in the U.S.

		A lot	Some	Not very much	Not at all	Don't know/Not sure	N
STATEWIDE	May 2023	3%	22%	36%	39%	0%	1,104
Voting Registration	Registered Democrat	0%	15%	38%	46%	1%	336
	Registered Undeclared/Not Reg.	2%	24%	38%	36%	0%	407
	Registered Republican	5%	28%	31%	35%	0%	330
Party ID	Democrat	0%	13%	43%	44%	0%	477
	Independent	5%	17%	29%	49%		144
	Republican	4%	34%	30%	32%	0%	462
Political Ideology	Socialist	0%	1%	7%	92%		93
	Progressive	0%	17%	29%	55%		89
	Liberal	1%	15%	51%	33%		160
	Moderate	0%	29%	43%	28%	0%	303
	Conservative	7%	34%	37%	22%	0%	278
	Libertarian		11%	25%	64%		120
Age of Respondent	18 to 34	2%	11%	28%	58%	1%	291
	35 to 49	0%	20%	36%	45%	0%	206
	50 to 64	4%	25%	38%	33%	0%	336
	65 and older	3%	32%	43%	21%	0%	263
Gender of Respondent	Men	2%	23%	40%	36%	0%	517
	Women	3%	21%	36%	40%	0%	526
Level of Education	High school or less	5%	31%	26%	38%		367
	Tech school/Some college	3%	19%	48%	31%		323
	College graduate	1%	15%	37%	47%	0%	252
	Postgraduate work	0%	20%	35%	43%	2%	159
Region of State	Central/Lakes	7%	28%	42%	23%	0%	204
	Connecticut Valley		8%	16%	76%		154
	Manchester Area	3%	32%	36%	29%	0%	220
	Mass Border	1%	25%	38%	37%	0%	266
	North Country	8%	14%	37%	39%	2%	88
	Seacoast	0%	15%	46%	38%		169
Household Income	Less than $45,000	0%	7%	29%	63%	1%	176
	$45,000 - $74,999	3%	20%	39%	38%	0%	233
	$75,000 - $99,999	1%	33%	37%	30%	0%	120
	$100,000 - $149,999	8%	28%	32%	33%	0%	230
	$150,000 or more	0%	18%	45%	37%		180
Own or Rent Home	Own home	2%	26%	40%	31%	0%	727
	Rent home	0%	9%	29%	62%	1%	266
Media Usage	CNN viewer	5%	16%	52%	27%		131
	Conservative radio listener	25%	35%	15%	25%		70
	Fox News viewer	10%	33%	28%	29%	0%	128
	Joe Rogan listener	0%	40%	20%	39%	0%	59
	Local NH news viewer	1%	27%	33%	38%	1%	399
	MSNBC viewer	1%	22%	59%	18%		101
	NHPR listener	3%	22%	38%	37%		236
2020 Presidential Vote	Voted for Biden	0%	17%	44%	38%	0%	566
	Voted for Trump	5%	30%	30%	35%	0%	487
	Voted for other 2020 candidate	0%	4%	21%	74%	0%	17
	Did not vote in 2020	1%	1%	6%	92%		33