

# The BIA Report on Consumer Confidence

August 30, 2023

## NH PESSIMISTIC ABOUT PERSONAL FINANCES, HALF REPORT STRUGGLES TO AFFORD BASIC NECESSITIES

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DURHAM, NH - Confidence in the economy remains low in New Hampshire. Only one in ten, a record low, expect to be better off a year from now, and a majority expect the U.S. economy to enter a recession in the next twelve months. Nearly half of Granite Staters report struggling to afford basic necessities over the past year, including more than two-thirds of those with low to moderate incomes. Half of state residents report having postponed or opted not to make a major purchase because of cost in the past year.

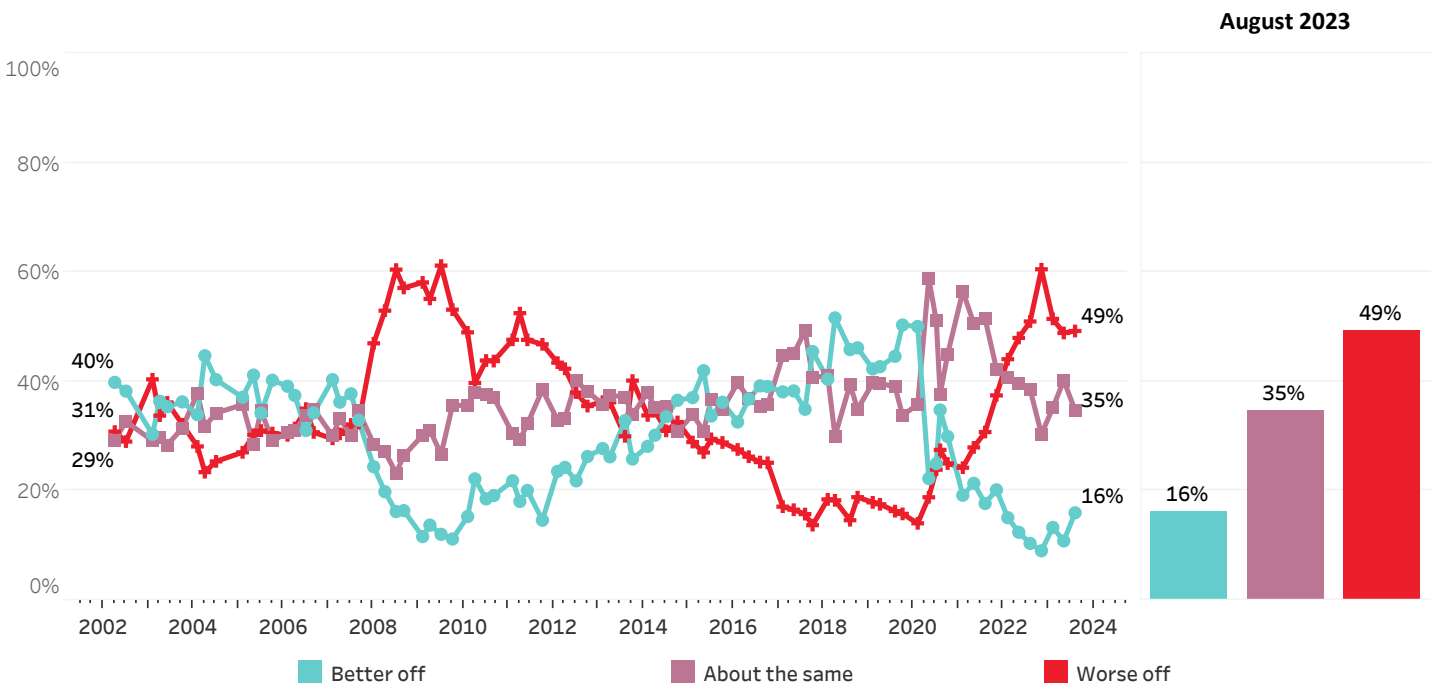
### Personal Financial Conditions

Although inflation has slowed in the past year, Granite Staters are not feeling optimistic about the economy. Nearly half (49%) of Granite Staters think that their household is worse off financially than a year ago, only 16% say their household is better off, and 35% say their finances are about the same. Responses to this question are unchanged since May.

Granite Staters on opposite ends of the income spectrum do not differ substantially in how they answer this question: 44% of those with a household income below \$75,000 and 48% of those with a household income of \$150,000 or more report being worse off than a year ago. Nearly three-quarters (73%) of New Hampshire Republicans and 48% of Independents consider themselves worse off, but only 26% of Democrats agree.

“While inflation has slowed, challenges remain, especially for those with tight business and personal budgets,” said Michael Skelton, president and CEO of the Business & Industry Association. “The New Hampshire economy continues to be strong with historically low unemployment. Employers are investing in their workers, and continuing to grow the Granite State economy is the best thing New Hampshire can do to reduce the impact of inflation.”

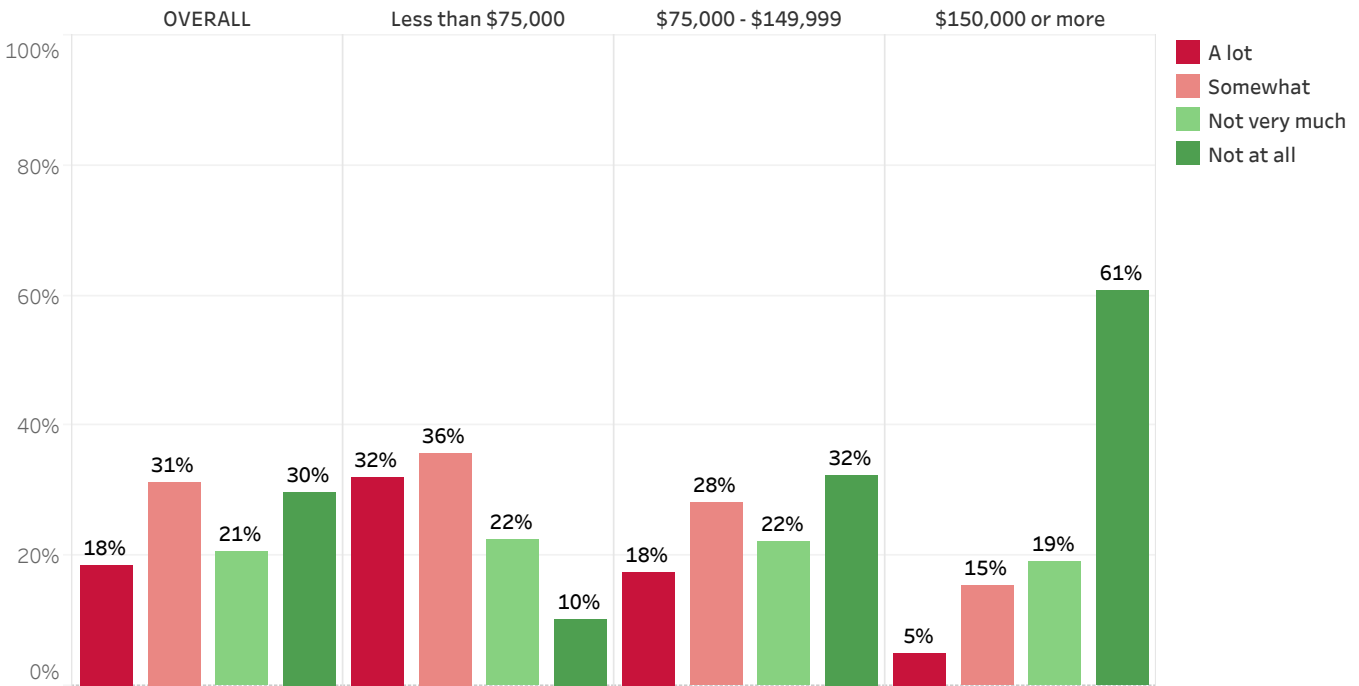
### Household Financial Condition Compared to 12 Months Ago



\* 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.

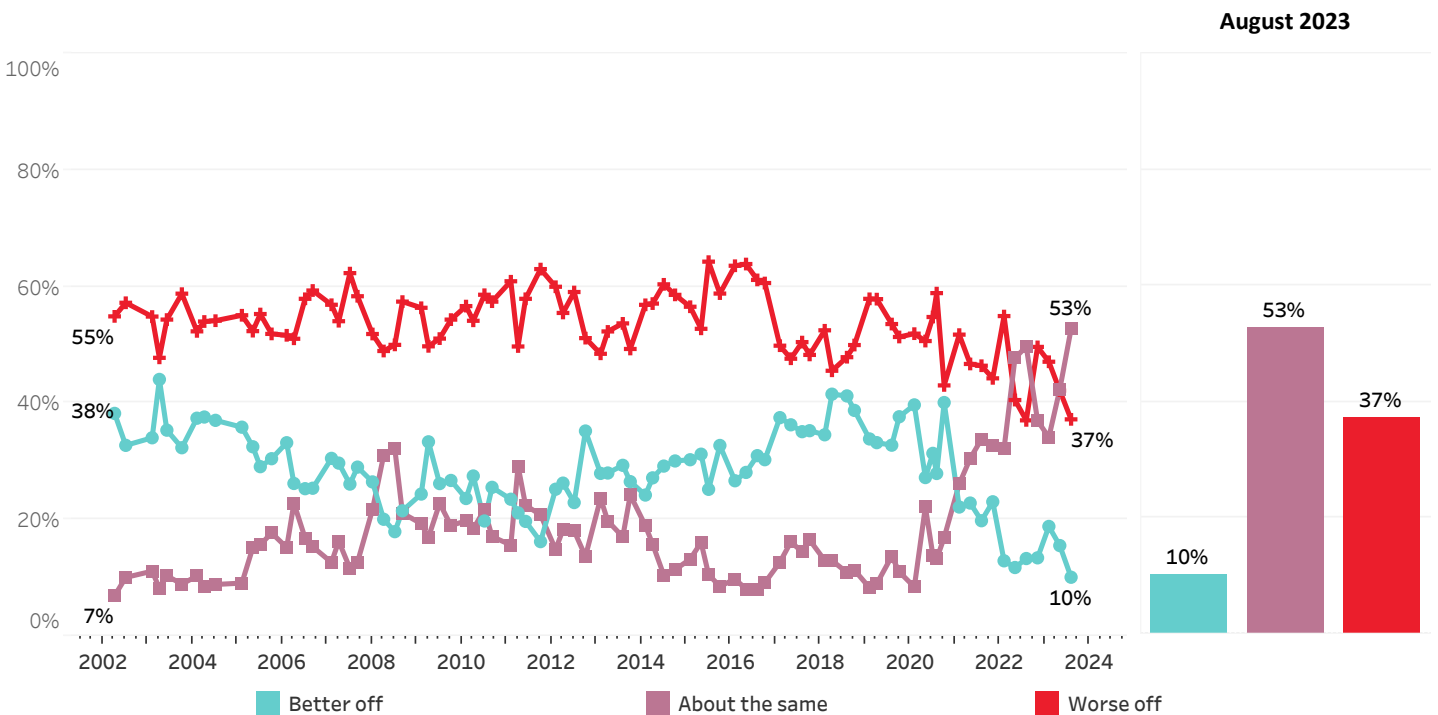
Nearly half (49%) of New Hampshire residents say that they have struggled a lot (18%) or somewhat (31%) in the past twelve months to afford basic necessities like food, clothing, and electricity. Twenty-one percent say that they have not struggled very much to afford these things and 30% say they have not struggled at all. More than two-thirds (68%) of those with a household income below \$75,000 and 46% of those with a household income between \$75,000 and \$149,999 say that they have struggled a lot or somewhat to afford basic necessities in the past twelve months, while only 20% of those with a household income of \$150,000 or more say the same.

**How Much Struggled to Afford Basic Necessities in Past 12 Months - by Household Income**

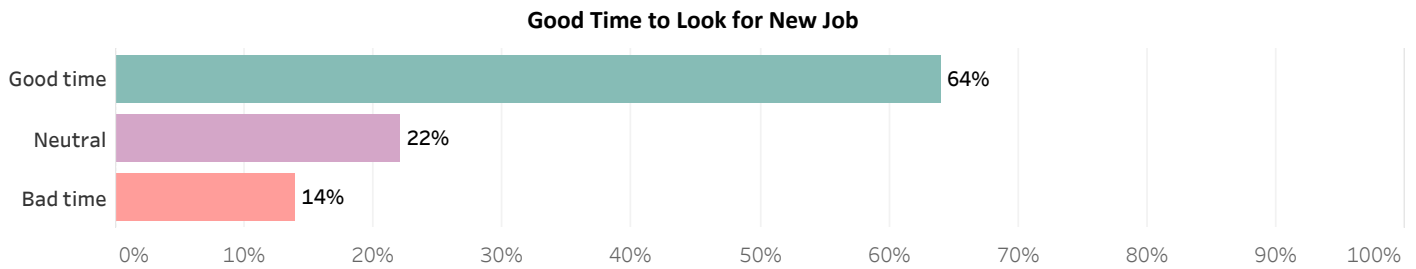


Looking ahead, only 10% of Granite Staters expect their personal finances will be better a year from now, 37% anticipate being worse off, and 53% think their finances will be about the same as they are now. The percentage of residents who anticipate being better off (10%) is at an all-time low. Responses to this question are broadly similar regardless of one's household income.

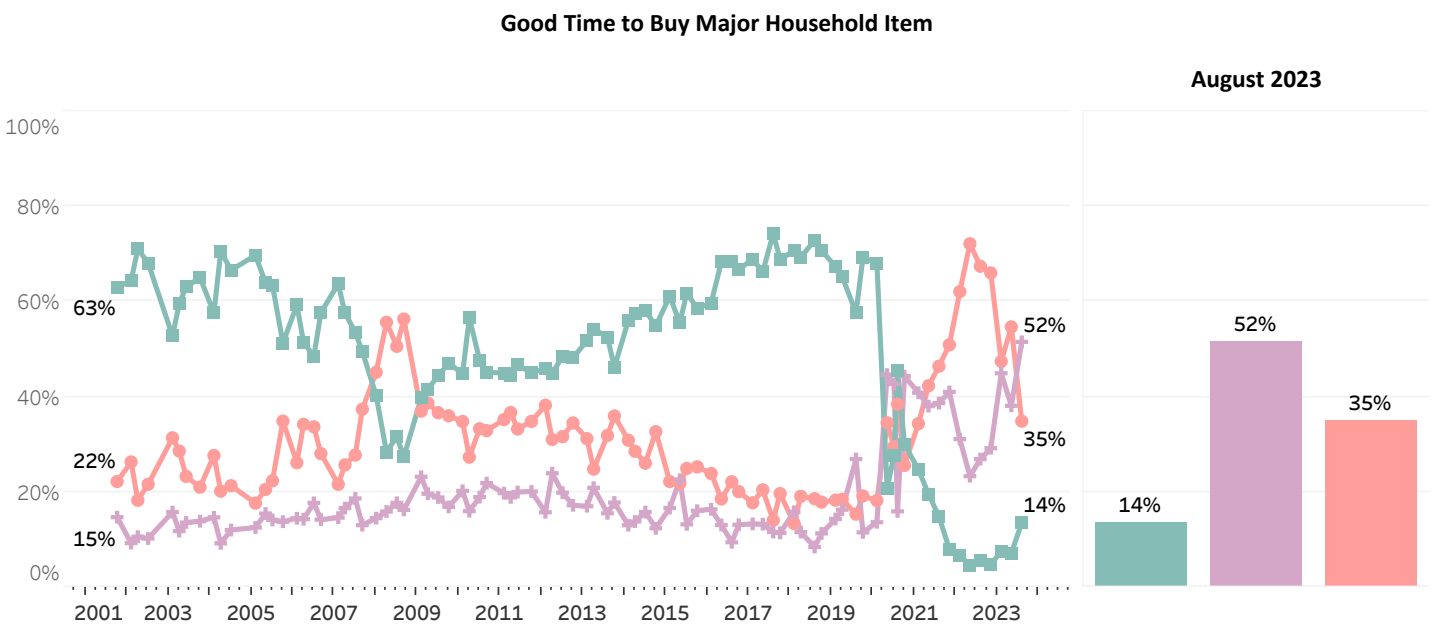
**Household Financial Condition 12 Months From Now**



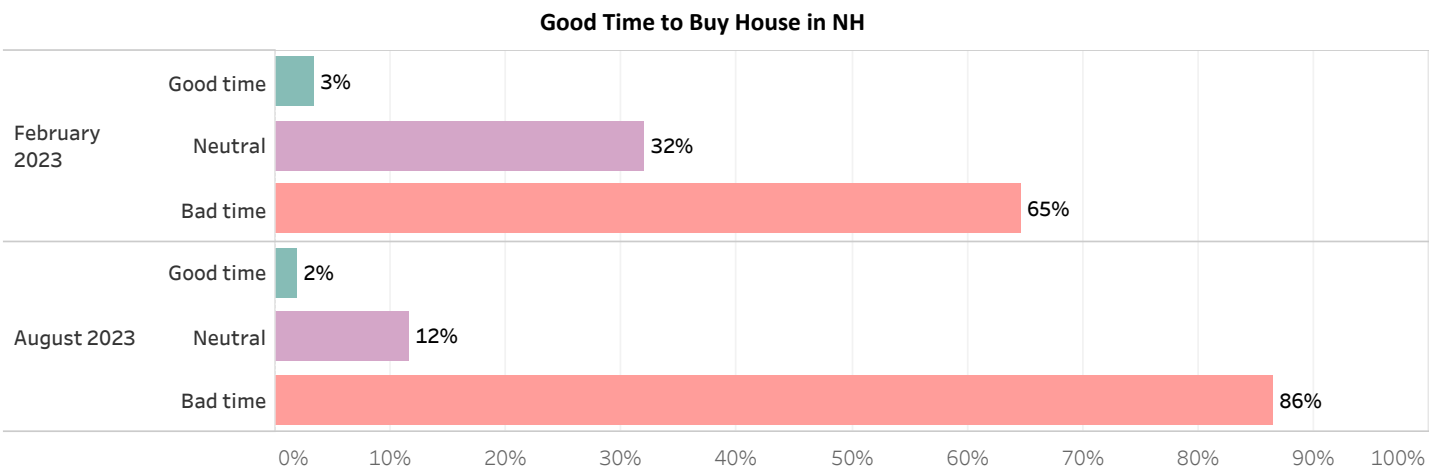
Nearly two-thirds (64%) of New Hampshire residents think that now is a good time to look for a new job in New Hampshire, 14% think it is a bad time, and 22% are neutral or are unsure. Respondents with a household income of \$150,000 or more are slightly less likely to say it is a good time to look for a job.



Only 14% of Granite Staters think now is a good time to buy major items for their home, 52% are neutral or think it depends on the person's finances, and 35% think it is a bad time. The percentage of respondents who believe now is a bad time to purchase a major item (35%) has fallen significantly since May (55%) and is substantially lower than in May of 2022 (71%). Fifty-one percent of Independents and 46% of Republicans think now is a bad time to buy a major item but only 18% of Democrats feel this way.



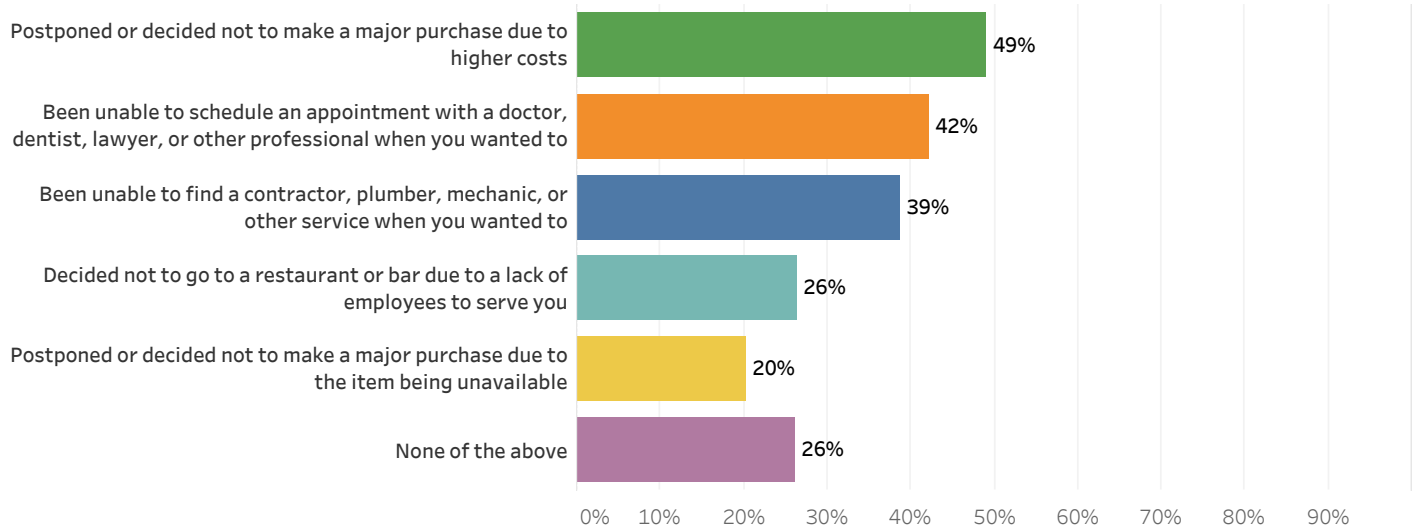
Most Granite Staters (86%) think now is a bad time to buy a house in New Hampshire, only 2% think it is a good time and 12% are neutral or think it depends. The percentage who say it is a bad time to buy a house (86%) has increased significantly since February (65%). Those with a household income between \$75,000 and \$149,999 are particularly likely to say that now is a bad time to buy a house in New Hampshire.



Nearly half (49%) of Granite Staters say that in the past twelve months they have postponed or decided not to make a major purchase due to higher costs, 42% have been unable to schedule an appointment with a doctor, dentist, lawyer, or other professional when they wanted to, 39% were unable to find a contractor, plumber, mechanic, or other service when they wanted to, 26% decided not to go to a restaurant or bar due to a lack of employees to serve them, and 20% postponed or decided not to make a major purchase due to the item being unavailable.

Respondents with a household income of \$150,000 or more are more likely to report being unable to find a service they wanted and postponing or deciding not to make a major purchase due to the item being unavailable, while those with a household income between \$75,000 and \$149,999 are more likely to have postponed or decided not to make a purchase due to higher costs.

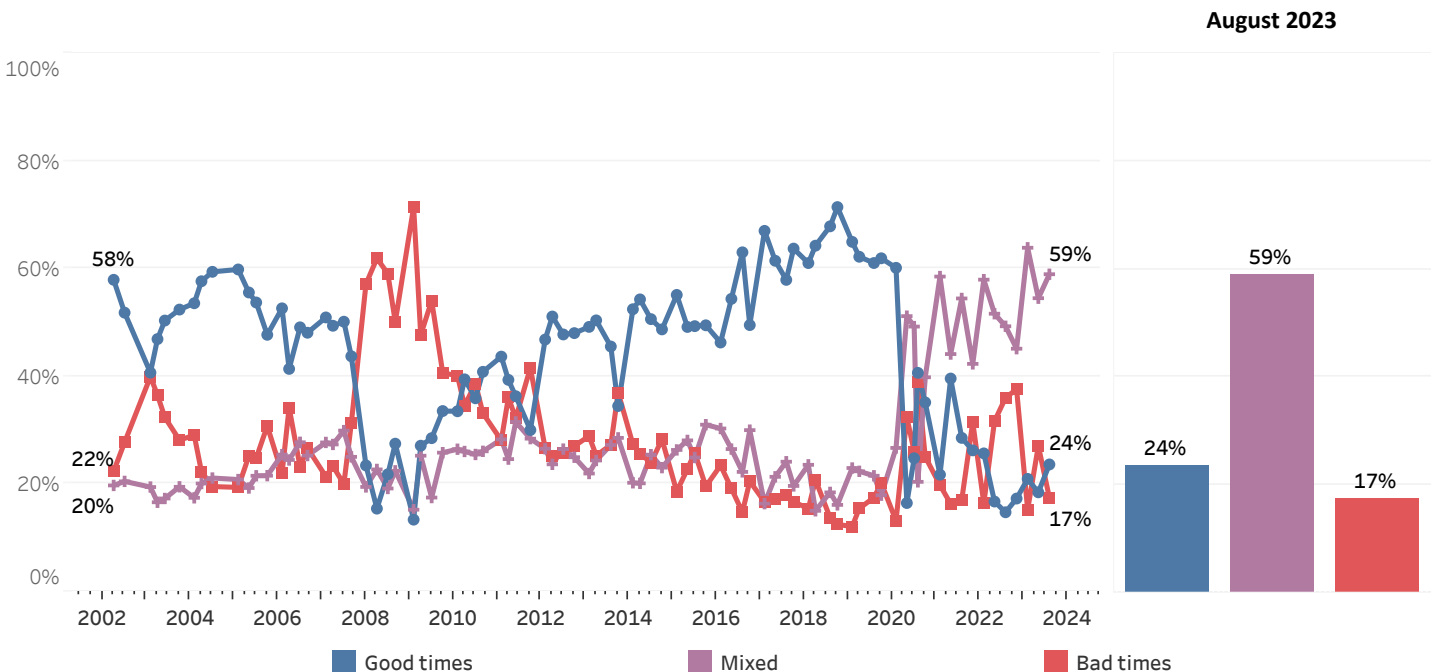
### Economic Effects on Choices in Past 12 Months



### NH Business Conditions

When asked how they expect New Hampshire businesses will do in the upcoming year, 24% of Granite Staters think state businesses will enjoy good times financially, 17% think they will experience bad times and 59% anticipate mixed conditions. The percentage who expect bad times (17%) has declined since May (27%). Thirty-four percent of New Hampshire Democrats and 18% of Republicans anticipate good business conditions in New Hampshire during the next twelve months, but only 9% of Independents feel that way.

### Business Conditions in New Hampshire During Next 12 Months

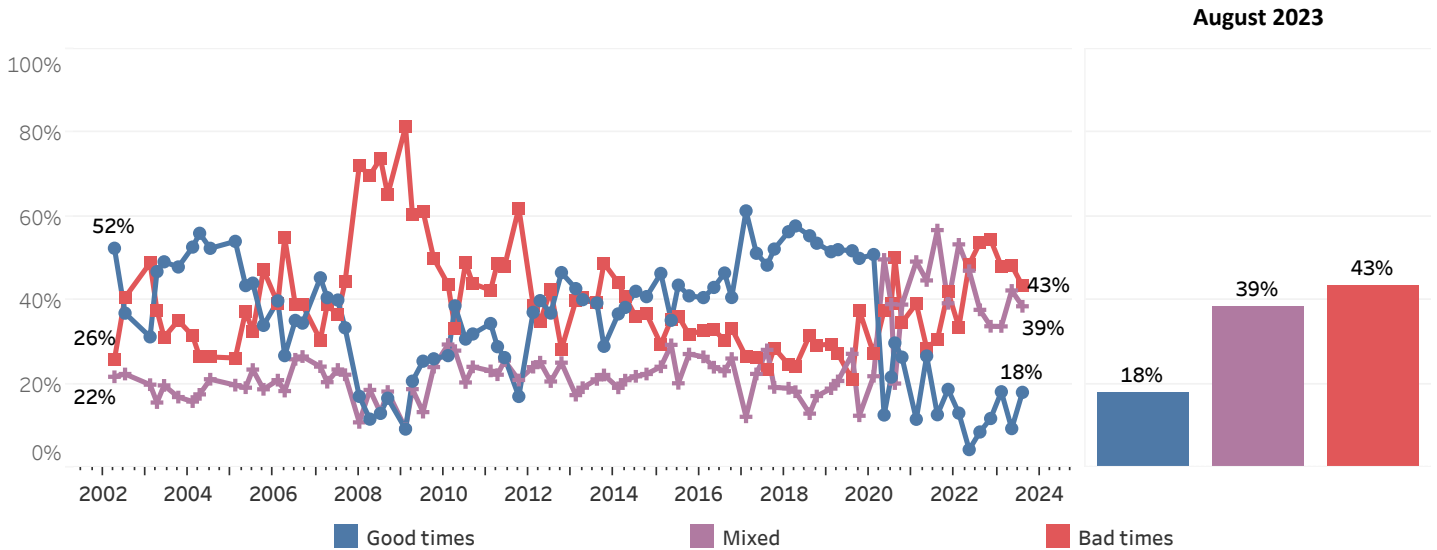


## U.S. Business Conditions

Granite Staters are more pessimistic about the national economy than the state economy. Eighteen percent of New Hampshire adults think businesses across the country will experience good times in the next twelve months, 43% anticipate businesses will have bad times and 39% think conditions will be mixed. The percentage of New Hampshire residents who anticipate bad times for U.S. businesses declined somewhat over the past year but remains high.

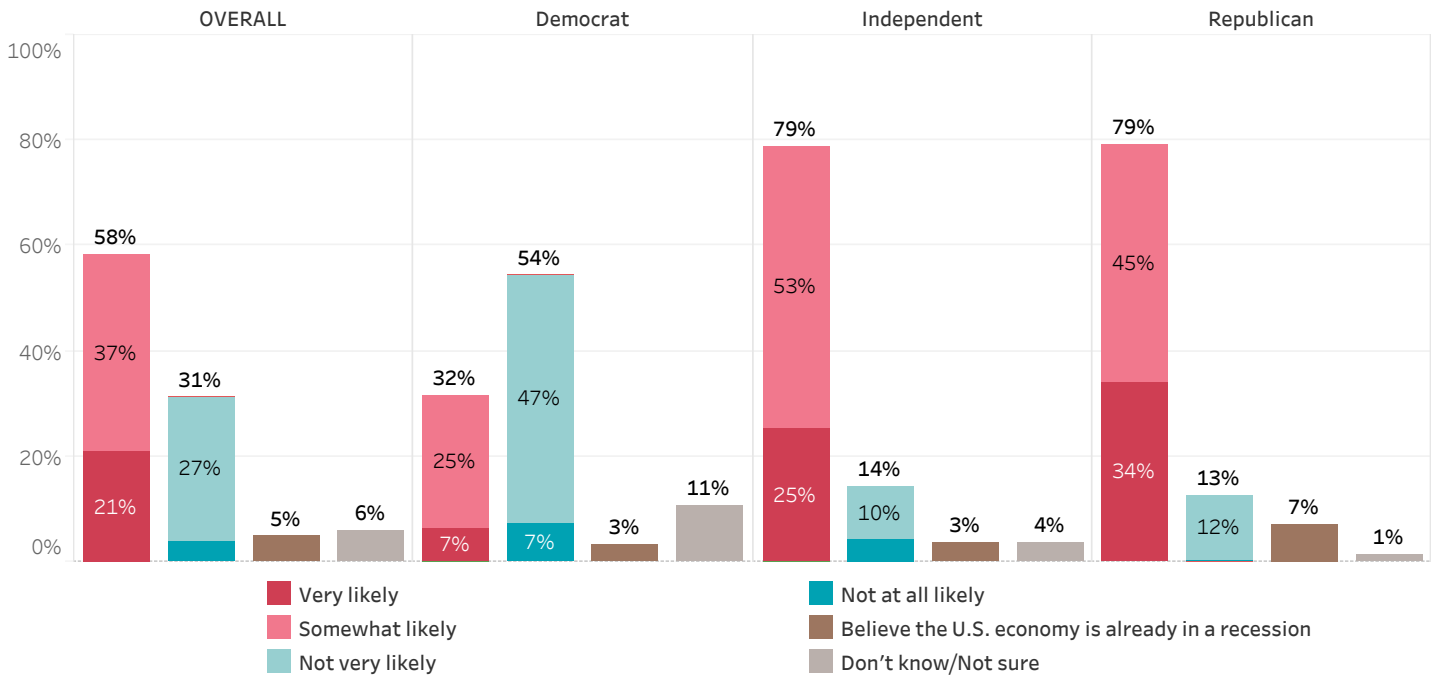
Seventy-one percent of New Hampshire Republicans and 47% of Independents feel that U.S. businesses will experience bad times over the next twelve months but only 15% of Democrats expect bad times.

### Business Conditions in U.S. During Next 12 Months



More than half (58%) of Granite Staters think it is very (21%) or somewhat (37%) likely that the U.S. economy will enter a recession within the next twelve months, 5% think the economy is already in a recession, 31% think a recession is not very likely (27%) or not at all likely (4%), and 6% are unsure. Most Republicans (86%) and Independents (82%) think it is likely that the country will enter a recession in the next twelve months or is already in one, but only 35% of Democrats feel that way. Those with lower incomes are more likely than those with the highest incomes to feel the country is likely to enter a recession in the next twelve months or is already in one.

### Likelihood of Recession Within 12 months - by Party ID



## 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 fifty-six (1,156) Granite State Panel members completed the survey online between August 17 and August 21, 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 August 2023 BIA Report on Consumer Confidence is 28%. The design effect for the survey is 2.9%.

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](mailto:andrew.smith@unh.edu).

### BIA Report on Consumer Confidence, August 2023 Demographics

		%	N
Gender of Respondent	Men	50%	541
	Women	50%	550
Age of Respondent	18 to 34	26%	301
	35 to 49	19%	224
	50 to 64	30%	349
	65 and older	24%	276
Level of Education	High school or less	33%	385
	Tech school/Some college	29%	338
	College graduate	23%	264
	Postgraduate work	15%	167
Region of State	Central/Lakes	17%	194
	Connecticut Valley	13%	147
	Manchester Area	15%	170
	Mass Border	25%	289
	North Country	10%	118
	Seacoast	20%	233
Party ID	Democrat	44%	503
	Independent	14%	160
	Republican	42%	486
Voting Registration	Registered Democrat	31%	354
	Registered Undeclared/Not Reg.	38%	428
	Registered Republican	31%	348
Household Income	Less than \$45,000	17%	151
	\$45,000 - \$74,999	18%	165
	\$75,000 - \$99,999	20%	185
	\$100,000 - \$149,999	25%	230
	\$150,000 or more	19%	176

## 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
<b>STATEWIDE</b>	<b>August 2023</b>	16%	35%	49%	1,155
<b>Voting Registration</b>	Registered Democrat	27%	47%	26%	354
	Registered Undeclared/Not Reg.	16%	40%	45%	427
	Registered Republican	6%	17%	77%	348
<b>Party ID</b>	Democrat	25%	49%	26%	503
	Independent	20%	32%	48%	159
	Republican	6%	21%	73%	486
<b>Political Ideology</b>	Socialist	26%	41%	33%	49
	Progressive	38%	26%	35%	149
	Liberal	26%	60%	14%	176
	Moderate	12%	35%	53%	321
	Conservative	6%	24%	71%	328
	Libertarian	14%	21%	66%	83
<b>Age of Respondent</b>	18 to 34	22%	24%	53%	301
	35 to 49	22%	25%	54%	224
	50 to 64	13%	41%	46%	349
	65 and older	8%	47%	45%	276
<b>Gender of Respondent</b>	Men	20%	24%	56%	541
	Women	14%	42%	44%	550
<b>Level of Education</b>	High school or less	12%	25%	64%	385
	Tech school/Some college	13%	39%	48%	338
	College graduate	27%	37%	36%	264
	Postgraduate work	15%	44%	40%	167
<b>Region of State</b>	Central/Lakes	23%	32%	45%	194
	Connecticut Valley	19%	29%	53%	147
	Manchester Area	23%	40%	36%	170
	Mass Border	10%	33%	56%	288
	North Country	11%	57%	32%	118
	Seacoast	13%	27%	60%	233
<b>Household Income</b>	Less than \$45,000	11%	41%	48%	151
	\$45,000 - \$74,999	26%	35%	40%	165
	\$75,000 - \$99,999	28%	35%	37%	185
	\$100,000 - \$149,999	12%	28%	59%	230
	\$150,000 or more	22%	30%	48%	176
<b>Own or Rent Home</b>	Own home	13%	42%	45%	759
	Rent home	23%	18%	59%	328
<b>Media Usage</b>	CNN viewer	18%	55%	28%	241
	Conservative radio listener	6%	28%	66%	138
	Fox News viewer	5%	24%	71%	194
	Joe Rogan listener	23%	8%	68%	136
	Local NH news viewer	18%	33%	49%	820
	MSNBC viewer	19%	56%	26%	182
	NHPR listener	19%	47%	34%	375

## How Much Struggled to Afford Basic Necessities in Past 12 Months

How much, if at all, would you say that you have struggled to afford basic necessities like food, clothing, and electricity over the past twelve months?

		<u>A lot</u>	<u>Somewhat</u>	<u>Not very much</u>	<u>Not at all</u>	<u>Don't know/Not sure</u>	<u>N</u>
<b>STATEWIDE</b>	<b>August 2023</b>	18%	31%	21%	30%	0%	1,156
<b>Voting Registration</b>	Registered Democrat	16%	12%	32%	40%		354
	Registered Undeclared/Not Reg.	17%	36%	20%	26%	0%	427
	Registered Republican	21%	44%	11%	24%		348
<b>Party ID</b>	Democrat	14%	18%	29%	39%		503
	Independent	27%	34%	19%	20%	0%	160
	Republican	20%	44%	13%	23%		485
<b>Political Ideology</b>	Socialist	19%	38%	28%	15%		49
	Progressive	15%	30%	23%	32%		149
	Liberal	10%	8%	39%	44%		176
	Moderate	20%	30%	17%	33%	0%	321
	Conservative	14%	48%	14%	24%		328
	Libertarian	34%	22%	20%	25%		83
<b>Age of Respondent</b>	18 to 34	13%	36%	25%	25%		301
	35 to 49	30%	30%	13%	26%	0%	224
	50 to 64	23%	25%	21%	31%		349
	65 and older	9%	35%	20%	36%		276
<b>Gender of Respondent</b>	Men	17%	34%	19%	29%		541
	Women	18%	28%	23%	31%		550
<b>Level of Education</b>	High school or less	25%	46%	10%	18%		385
	Tech school/Some college	22%	31%	21%	26%		338
	College graduate	10%	20%	29%	41%		264
	Postgraduate work	9%	15%	30%	45%	0%	167
<b>Region of State</b>	Central/Lakes	14%	39%	19%	28%	0%	194
	Connecticut Valley	18%	40%	25%	16%		147
	Manchester Area	26%	16%	26%	32%		170
	Mass Border	26%	24%	17%	33%		289
	North Country	12%	22%	27%	39%		118
	Seacoast	10%	43%	16%	30%		233
<b>Household Income</b>	Less than \$45,000	46%	38%	14%	2%		151
	\$45,000 - \$74,999	19%	34%	30%	17%		165
	\$75,000 - \$99,999	10%	28%	29%	33%		185
	\$100,000 - \$149,999	23%	28%	17%	32%		230
	\$150,000 or more	5%	15%	19%	61%		176
<b>Own or Rent Home</b>	Own home	13%	25%	24%	38%	0%	759
	Rent home	27%	49%	16%	8%		328
<b>Media Usage</b>	CNN viewer	20%	20%	21%	39%	0%	241
	Conservative radio listener	19%	21%	24%	36%		138
	Fox News viewer	17%	35%	16%	31%	0%	194
	Joe Rogan listener	37%	26%	20%	17%		136
	Local NH news viewer	16%	33%	21%	30%	0%	820
	MSNBC viewer	14%	17%	32%	37%		182
	NHPR listener	14%	25%	26%	35%		375



### 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
<b>STATEWIDE</b>	<b>August 2023</b>	10%	53%	37%	1,041
<b>Voting Registration</b>	Registered Democrat	22%	67%	10%	316
	Registered Undeclared/Not Reg.	8%	61%	31%	372
	Registered Republican	1%	26%	72%	326
<b>Party ID</b>	Democrat	21%	64%	15%	452
	Independent	3%	69%	28%	125
	Republican	1%	37%	61%	455
<b>Political Ideology</b>	Socialist	27%	30%	43%	44
	Progressive	18%	74%	8%	116
	Liberal	22%	75%	2%	173
	Moderate	9%	53%	38%	300
	Conservative	2%	34%	64%	306
	Libertarian	3%	53%	44%	76
<b>Age of Respondent</b>	18 to 34	16%	38%	46%	277
	35 to 49	12%	51%	37%	204
	50 to 64	7%	63%	30%	308
	65 and older	5%	58%	37%	246
<b>Gender of Respondent</b>	Men	10%	42%	47%	515
	Women	10%	64%	26%	481
<b>Level of Education</b>	High school or less	1%	49%	49%	363
	Tech school/Some college	9%	52%	39%	269
	College graduate	22%	51%	27%	248
	Postgraduate work	14%	64%	21%	160
<b>Region of State</b>	Central/Lakes	7%	58%	35%	183
	Connecticut Valley	16%	38%	46%	129
	Manchester Area	21%	54%	25%	163
	Mass Border	6%	60%	34%	229
	North Country	11%	61%	28%	110
	Seacoast	5%	44%	51%	221
<b>Household Income</b>	Less than \$45,000	11%	69%	20%	102
	\$45,000 - \$74,999	17%	39%	43%	150
	\$75,000 - \$99,999	11%	67%	22%	168
	\$100,000 - \$149,999	10%	49%	41%	213
	\$150,000 or more	15%	51%	34%	169
<b>Own or Rent Home</b>	Own home	10%	57%	33%	704
	Rent home	10%	45%	45%	287
<b>Media Usage</b>	CNN viewer	8%	69%	23%	223
	Conservative radio listener		35%	65%	118
	Fox News viewer	1%	39%	60%	170
	Joe Rogan listener	2%	47%	51%	126
	Local NH news viewer	10%	54%	36%	743
	MSNBC viewer	11%	74%	15%	158
	NHPR listener	11%	72%	18%	346

## Good Time to Buy Major Household Item

Generally speaking, do you think now is a good time or bad time for people to do the following things in New Hampshire? Buy a major household item (i.e. furniture, a stove, a television, etc.)

		<u>Good time</u>	<u>Neutral</u>	<u>Bad time</u>	<u>N</u>
<b>STATEWIDE</b>	<b>August 2023</b>	14%	52%	35%	1,073
<b>Voting Registration</b>	Registered Democrat	19%	63%	17%	329
	Registered Undeclared/Not Reg.	9%	54%	38%	404
	Registered Republican	14%	38%	48%	322
<b>Party ID</b>	Democrat	19%	63%	18%	457
	Independent	4%	45%	51%	143
	Republican	12%	42%	46%	465
<b>Political Ideology</b>	Socialist	38%	36%	26%	32
	Progressive	16%	71%	13%	146
	Liberal	14%	67%	19%	157
	Moderate	15%	59%	25%	311
	Conservative	12%	34%	54%	302
	Libertarian	4%	40%	57%	77
<b>Age of Respondent</b>	18 to 34	13%	33%	54%	282
	35 to 49	7%	65%	29%	213
	50 to 64	16%	56%	27%	323
	65 and older	16%	56%	28%	250
<b>Gender of Respondent</b>	Men	14%	46%	40%	508
	Women	14%	58%	28%	506
<b>Level of Education</b>	High school or less	10%	54%	36%	344
	Tech school/Some college	11%	51%	38%	316
	College graduate	14%	52%	33%	252
	Postgraduate work	25%	46%	29%	159
<b>Region of State</b>	Central/Lakes	15%	62%	24%	188
	Connecticut Valley	18%	51%	31%	106
	Manchester Area	24%	55%	21%	154
	Mass Border	13%	52%	35%	281
	North Country	10%	55%	35%	114
	Seacoast	7%	38%	55%	224
<b>Household Income</b>	Less than \$45,000	13%	39%	48%	139
	\$45,000 - \$74,999	8%	53%	39%	145
	\$75,000 - \$99,999	20%	55%	25%	179
	\$100,000 - \$149,999	15%	56%	28%	227
	\$150,000 or more	19%	60%	21%	162
<b>Own or Rent Home</b>	Own home	18%	55%	27%	713
	Rent home	6%	44%	51%	293
<b>Media Usage</b>	CNN viewer	18%	58%	24%	199
	Conservative radio listener	13%	53%	34%	135
	Fox News viewer	7%	43%	50%	187
	Joe Rogan listener	5%	55%	40%	135
	Local NH news viewer	12%	51%	37%	774
	MSNBC viewer	17%	64%	19%	174
	NHPR listener	15%	54%	31%	350

## Good Time to Buy House in NH

Generally speaking, do you think now is a good time or bad time for people to do the following things in New Hampshire? Buy a home

		Good time	Neutral	Bad time	N
<b>STATEWIDE</b>	<b>August 2023</b>	2%	12%	86%	1,104
<b>Voting Registration</b>	Registered Democrat	3%	11%	86%	346
	Registered Undeclared/Not Reg.	1%	14%	85%	408
	Registered Republican	2%	8%	90%	332
<b>Party ID</b>	Democrat	3%	14%	84%	479
	Independent	0%	16%	84%	150
	Republican	2%	7%	91%	467
<b>Political Ideology</b>	Socialist	0%	2%	98%	33
	Progressive	1%	15%	84%	148
	Liberal	4%	10%	86%	172
	Moderate	3%	12%	85%	317
	Conservative	2%	10%	88%	305
	Libertarian	0%	9%	91%	80
<b>Age of Respondent</b>	18 to 34	0%	3%	96%	285
	35 to 49	1%	12%	87%	213
	50 to 64	3%	10%	87%	345
	65 and older	4%	22%	75%	255
<b>Gender of Respondent</b>	Men	3%	10%	87%	510
	Women	2%	12%	86%	530
<b>Level of Education</b>	High school or less	2%	4%	94%	362
	Tech school/Some college	2%	19%	79%	321
	College graduate	2%	12%	86%	256
	Postgraduate work	3%	12%	85%	164
<b>Region of State</b>	Central/Lakes	2%	12%	87%	192
	Connecticut Valley	1%	16%	83%	107
	Manchester Area	3%	13%	85%	168
	Mass Border	3%	14%	83%	287
	North Country	1%	11%	88%	117
	Seacoast	1%	5%	94%	228
<b>Household Income</b>	Less than \$45,000	1%	15%	84%	140
	\$45,000 - \$74,999	2%	14%	84%	148
	\$75,000 - \$99,999	2%	8%	90%	183
	\$100,000 - \$149,999	2%	9%	89%	229
	\$150,000 or more	4%	11%	85%	160
<b>Own or Rent Home</b>	Own home	3%	12%	85%	734
	Rent home	1%	10%	89%	302
<b>Media Usage</b>	CNN viewer	2%	17%	81%	216
	Conservative radio listener	4%	7%	89%	137
	Fox News viewer	1%	11%	88%	192
	Joe Rogan listener		3%	97%	133
	Local NH news viewer	2%	10%	88%	791
	MSNBC viewer	4%	22%	74%	180
	NHPR listener	2%	13%	86%	358

## Good Time to Look for New Job

Generally speaking, do you think now is a good time or bad time for people to do the following things in New Hampshire? Look for a new job

		Good time	Neutral	Bad time	N
<b>STATEWIDE</b>	<b>August 2023</b>	64%	22%	14%	1,089
<b>Voting Registration</b>	Registered Democrat	74%	17%	9%	344
	Registered Undeclared/Not Reg.	65%	27%	8%	401
	Registered Republican	54%	20%	27%	325
<b>Party ID</b>	Democrat	72%	20%	8%	484
	Independent	68%	24%	8%	139
	Republican	54%	24%	22%	460
<b>Political Ideology</b>	Socialist	84%	11%	6%	46
	Progressive	69%	14%	17%	147
	Liberal	72%	23%	5%	169
	Moderate	66%	30%	4%	302
	Conservative	51%	21%	27%	297
	Libertarian	58%	18%	24%	80
<b>Age of Respondent</b>	18 to 34	48%	17%	35%	288
	35 to 49	71%	22%	7%	211
	50 to 64	69%	24%	7%	337
	65 and older	69%	26%	5%	247
<b>Gender of Respondent</b>	Men	60%	18%	22%	522
	Women	68%	26%	6%	505
<b>Level of Education</b>	High school or less	59%	20%	21%	358
	Tech school/Some college	68%	25%	7%	327
	College graduate	65%	19%	16%	251
	Postgraduate work	65%	27%	9%	152
<b>Region of State</b>	Central/Lakes	82%	13%	5%	183
	Connecticut Valley	72%	22%	6%	120
	Manchester Area	81%	9%	10%	168
	Mass Border	59%	35%	6%	283
	North Country	75%	19%	6%	106
	Seacoast	34%	24%	42%	224
<b>Household Income</b>	Less than \$45,000	77%	18%	5%	139
	\$45,000 - \$74,999	59%	23%	19%	155
	\$75,000 - \$99,999	78%	18%	4%	179
	\$100,000 - \$149,999	65%	25%	9%	219
	\$150,000 or more	59%	26%	15%	161
<b>Own or Rent Home</b>	Own home	66%	25%	9%	706
	Rent home	59%	13%	28%	317
<b>Media Usage</b>	CNN viewer	73%	22%	5%	217
	Conservative radio listener	60%	32%	9%	133
	Fox News viewer	58%	32%	10%	184
	Joe Rogan listener	66%	21%	13%	135
	Local NH news viewer	61%	23%	16%	776
	MSNBC viewer	77%	16%	7%	173
	NHPR listener	71%	21%	8%	349

### Economic Effects on Choices in Past 12 Months

Which of the following, if any, have happened to you in the past twelve months? (Please select all that apply)

		<u>Been unable to find a contractor, plumber, mechanic, or other service when you wanted to</u>	<u>Been unable to schedule an appointment with a doctor, dentist, lawyer, or other professional when you wanted to</u>	<u>Decided not to go to a restaurant or bar due to a lack of employees to serve you</u>
<b>STATEWIDE</b>	<b>August 2023</b>	39%	42%	26%
<b>Voting Registration</b>	Registered Democrat	39%	43%	10%
	Registered Undeclared/Not Reg.	37%	44%	32%
	Registered Republican	41%	39%	36%
<b>Party ID</b>	Democrat	36%	45%	12%
	Independent	37%	43%	38%
	Republican	41%	39%	38%
<b>Political Ideology</b>	Socialist	15%	29%	6%
	Progressive	59%	66%	33%
	Liberal	29%	40%	5%
	Moderate	56%	52%	33%
	Conservative	27%	33%	34%
	Libertarian	33%	29%	29%
<b>Age of Respondent</b>	18 to 34	29%	35%	12%
	35 to 49	47%	57%	26%
	50 to 64	38%	37%	34%
	65 and older	42%	44%	31%
<b>Gender of Respondent</b>	Men	34%	37%	24%
	Women	44%	48%	30%
<b>Level of Education</b>	High school or less	35%	35%	32%
	Tech school/Some college	37%	43%	23%
	College graduate	43%	47%	23%
	Postgraduate work	45%	49%	26%
<b>Region of State</b>	Central/Lakes	54%	60%	35%
	Connecticut Valley	38%	40%	28%
	Manchester Area	35%	33%	15%
	Mass Border	36%	38%	36%
	North Country	41%	47%	24%
	Seacoast	30%	38%	16%
<b>Household Income</b>	Less than \$45,000	17%	36%	15%
	\$45,000 - \$74,999	43%	52%	37%
	\$75,000 - \$99,999	47%	47%	32%
	\$100,000 - \$149,999	48%	53%	30%
	\$150,000 or more	54%	54%	28%
<b>Own or Rent Home</b>	Own home	47%	44%	30%
	Rent home	20%	39%	20%
<b>Media Usage</b>	CNN viewer	37%	41%	14%
	Conservative radio listener	47%	35%	38%
	Fox News viewer	47%	42%	45%
	Joe Rogan listener	51%	58%	40%
	Local NH news viewer	38%	42%	28%
	MSNBC viewer	40%	50%	12%
	NHPR listener	42%	50%	26%

### Economic Effects on Choices in Past 12 Months

Which of the following, if any, have happened to you in the past twelve months? (Please select all that apply)

		<u>Postponed or decided not to make a major purchase due to higher costs</u>	<u>Postponed or decided not to make a major purchase due to the item being unavailable</u>	<u>None of the above</u>	<u>N</u>
<b>STATEWIDE</b>	<b>August 2023</b>	49%	20%	26%	1,146
<b>Voting Registration</b>	Registered Democrat	34%	14%	28%	352
	Registered Undeclared/Not Reg.	58%	15%	20%	420
	Registered Republican	51%	31%	32%	348
<b>Party ID</b>	Democrat	34%	15%	30%	494
	Independent	67%	9%	16%	159
	Republican	57%	29%	26%	485
<b>Political Ideology</b>	Socialist	31%	8%	63%	49
	Progressive	56%	16%	20%	141
	Liberal	23%	15%	34%	175
	Moderate	54%	21%	13%	320
	Conservative	49%	23%	36%	328
	Libertarian	68%	37%	18%	83
<b>Age of Respondent</b>	18 to 34	39%	18%	38%	300
	35 to 49	74%	29%	9%	224
	50 to 64	49%	18%	28%	341
	65 and older	40%	18%	26%	276
<b>Gender of Respondent</b>	Men	47%	18%	31%	540
	Women	49%	23%	23%	542
<b>Level of Education</b>	High school or less	46%	18%	38%	385
	Tech school/Some college	55%	15%	20%	331
	College graduate	49%	24%	21%	264
	Postgraduate work	45%	31%	19%	165
<b>Region of State</b>	Central/Lakes	57%	29%	12%	194
	Connecticut Valley	51%	24%	30%	147
	Manchester Area	43%	19%	34%	163
	Mass Border	61%	20%	17%	287
	North Country	41%	14%	34%	118
	Seacoast	34%	14%	39%	232
<b>Household Income</b>	Less than \$45,000	59%	11%	27%	144
	\$45,000 - \$74,999	49%	20%	26%	164
	\$75,000 - \$99,999	63%	21%	14%	185
	\$100,000 - \$149,999	67%	24%	11%	228
	\$150,000 or more	38%	33%	16%	176
<b>Own or Rent Home</b>	Own home	51%	25%	21%	757
	Rent home	42%	9%	44%	320
<b>Media Usage</b>	CNN viewer	39%	12%	28%	232
	Conservative radio listener	75%	40%	15%	137
	Fox News viewer	71%	28%	10%	192
	Joe Rogan listener	85%	34%	7%	136
	Local NH news viewer	51%	17%	24%	811
	MSNBC viewer	38%	12%	25%	174
	NHPR listener	57%	21%	16%	366

## 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>Mixed</u>	<u>Bad times</u>	<u>N</u>
<b>STATEWIDE</b>	<b>August 2023</b>	24%	59%	17%	1,085
<b>Voting Registration</b>	Registered Democrat	33%	59%	9%	333
	Registered Undeclared/Not Reg.	23%	57%	20%	398
	Registered Republican	16%	65%	19%	329
<b>Party ID</b>	Democrat	34%	55%	11%	471
	Independent	9%	56%	35%	149
	Republican	18%	64%	18%	459
<b>Political Ideology</b>	Socialist	6%	80%	13%	34
	Progressive	18%	68%	14%	139
	Liberal	40%	57%	3%	173
	Moderate	27%	53%	20%	312
	Conservative	18%	64%	18%	307
	Libertarian	21%	55%	24%	81
<b>Age of Respondent</b>	18 to 34	17%	64%	20%	274
	35 to 49	10%	67%	23%	217
	50 to 64	27%	58%	15%	338
	65 and older	38%	48%	14%	251
<b>Gender of Respondent</b>	Men	24%	61%	15%	519
	Women	25%	58%	17%	505
<b>Level of Education</b>	High school or less	20%	69%	11%	368
	Tech school/Some college	21%	56%	23%	311
	College graduate	30%	49%	21%	243
	Postgraduate work	27%	56%	17%	160
<b>Region of State</b>	Central/Lakes	21%	61%	17%	190
	Connecticut Valley	18%	54%	28%	108
	Manchester Area	31%	51%	19%	164
	Mass Border	20%	60%	20%	284
	North Country	39%	44%	16%	113
	Seacoast	20%	71%	8%	222
<b>Household Income</b>	Less than \$45,000	18%	51%	31%	135
	\$45,000 - \$74,999	29%	43%	28%	142
	\$75,000 - \$99,999	26%	59%	14%	184
	\$100,000 - \$149,999	16%	66%	17%	225
	\$150,000 or more	32%	56%	12%	157
<b>Own or Rent Home</b>	Own home	27%	56%	16%	721
	Rent home	17%	69%	14%	298
<b>Media Usage</b>	CNN viewer	34%	49%	17%	221
	Conservative radio listener	14%	73%	12%	131
	Fox News viewer	16%	58%	26%	183
	Joe Rogan listener	6%	82%	12%	131
	Local NH news viewer	24%	58%	18%	776
	MSNBC viewer	41%	44%	15%	179
	NHPR listener	27%	58%	16%	369

## 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>Mixed</u>	<u>Bad times</u>	<u>N</u>
<b>STATEWIDE</b>	<b>August 2023</b>	18%	39%	43%	1,123
<b>Voting Registration</b>	Registered Democrat	40%	48%	12%	347
	Registered Undeclared/Not Reg.	12%	40%	48%	405
	Registered Republican	3%	25%	71%	346
<b>Party ID</b>	Democrat	37%	48%	15%	481
	Independent	5%	48%	47%	155
	Republican	3%	26%	71%	481
<b>Political Ideology</b>	Socialist	8%	76%	16%	34
	Progressive	31%	50%	18%	148
	Liberal	46%	48%	6%	173
	Moderate	18%	37%	46%	317
	Conservative	5%	30%	65%	323
	Libertarian	1%	31%	68%	82
<b>Age of Respondent</b>	18 to 34	16%	27%	57%	287
	35 to 49	6%	49%	45%	217
	50 to 64	22%	38%	40%	346
	65 and older	25%	43%	32%	267
<b>Gender of Respondent</b>	Men	15%	35%	50%	525
	Women	23%	41%	36%	537
<b>Level of Education</b>	High school or less	17%	30%	53%	382
	Tech school/Some college	10%	47%	43%	321
	College graduate	24%	40%	37%	256
	Postgraduate work	27%	40%	32%	163
<b>Region of State</b>	Central/Lakes	13%	42%	45%	192
	Connecticut Valley	11%	44%	45%	128
	Manchester Area	34%	31%	35%	170
	Mass Border	17%	37%	46%	283
	North Country	18%	44%	38%	116
	Seacoast	16%	37%	47%	231
<b>Household Income</b>	Less than \$45,000	22%	41%	37%	140
	\$45,000 - \$74,999	20%	44%	37%	151
	\$75,000 - \$99,999	18%	48%	35%	184
	\$100,000 - \$149,999	15%	27%	59%	227
	\$150,000 or more	21%	41%	38%	176
<b>Own or Rent Home</b>	Own home	19%	40%	41%	746
	Rent home	19%	33%	48%	311
<b>Media Usage</b>	CNN viewer	34%	43%	24%	226
	Conservative radio listener	1%	44%	55%	136
	Fox News viewer	3%	36%	60%	190
	Joe Rogan listener	2%	25%	73%	136
	Local NH news viewer	17%	38%	45%	801
	MSNBC viewer	43%	41%	16%	180
	NHPR listener	24%	52%	24%	370



### Likelihood of Recession Within 12 months

How likely do you think it is that the United States economy will enter into a recession within the next twelve months?

		<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not very likely</u>	<u>Not at all likely</u>	<u>Believe the U.S. economy is already in a recession</u>	<u>Don't know/Not sure</u>	<u>N</u>
<b>STATEWIDE</b>	<b>August 2023</b>	21%	37%	27%	4%	5%	6%	1,156
<b>Voting Registration</b>	Registered Democrat	5%	21%	50%	9%	2%	12%	354
	Registered Undeclared/Not Reg.	23%	42%	21%	3%	8%	4%	428
	Registered Republican	33%	49%	12%	0%	4%	2%	348
<b>Party ID</b>	Democrat	7%	25%	47%	7%	3%	11%	503
	Independent	25%	53%	10%	4%	3%	4%	160
	Republican	34%	45%	12%	0%	7%	1%	486
<b>Political Ideology</b>	Socialist	10%	58%	10%	4%	8%	10%	49
	Progressive	12%	29%	33%	9%	6%	11%	149
	Liberal	0%	18%	63%	5%	1%	12%	176
	Moderate	22%	35%	32%	6%	3%	3%	321
	Conservative	34%	49%	9%	0%	6%	2%	328
	Libertarian	39%	26%	17%		16%	2%	83
<b>Age of Respondent</b>	18 to 34	9%	55%	26%	1%	5%	3%	301
	35 to 49	30%	36%	22%	3%	3%	6%	224
	50 to 64	25%	27%	25%	6%	7%	10%	349
	65 and older	21%	31%	37%	4%	3%	4%	276
<b>Gender of Respondent</b>	Men	20%	46%	22%	4%	4%	4%	541
	Women	23%	27%	32%	4%	5%	8%	550
<b>Level of Education</b>	High school or less	26%	42%	19%	3%	4%	6%	385
	Tech school/Some college	20%	44%	20%	4%	7%	5%	338
	College graduate	21%	23%	40%	4%	6%	6%	264
	Postgraduate work	10%	35%	39%	7%	3%	6%	167
<b>Region of State</b>	Central/Lakes	19%	40%	25%	4%	6%	7%	194
	Connecticut Valley	29%	38%	13%	4%	5%	11%	147
	Manchester Area	14%	21%	45%	7%	11%	1%	170
	Mass Border	33%	33%	23%	2%	3%	6%	289
	North Country	16%	46%	22%	4%	3%	9%	118
	Seacoast	11%	47%	34%	3%	3%	2%	233
<b>Household Income</b>	Less than \$45,000	15%	42%	16%	4%	8%	16%	151
	\$45,000 - \$74,999	27%	28%	32%	1%	6%	5%	165
	\$75,000 - \$99,999	25%	38%	23%	9%	3%	3%	185
	\$100,000 - \$149,999	25%	28%	34%	3%	8%	2%	230
	\$150,000 or more	21%	30%	37%	4%	2%	6%	176
<b>Own or Rent Home</b>	Own home	24%	32%	32%	3%	4%	5%	759
	Rent home	16%	48%	18%	5%	7%	6%	328
<b>Media Usage</b>	CNN viewer	13%	29%	41%	6%	5%	5%	241
	Conservative radio listener	23%	63%	4%	1%	8%	0%	138
	Fox News viewer	38%	38%	11%	2%	9%	3%	194
	Joe Rogan listener	32%	52%	2%		12%	1%	136
	Local NH news viewer	21%	40%	26%	5%	5%	4%	821
	MSNBC viewer	13%	18%	41%	13%	7%	8%	183
	NHPR listener	11%	34%	35%	5%	8%	7%	375