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WINTER ENERGY COSTS & HIGH INTEREST RATES AFFECTING GRANITE STATERS; MOST SEE HOUSING AS SERIOUS PROBLEM

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DURHAM, NH - Granite Staters say they are worse off financially than a year ago and report struggling to afford basic necessities and paying winter energy costs. However, New Hampshire residents are slightly more optimistic about their future finances and the overall business conditions in the state. Most say they have been impacted by rising interest rates, and that high interest rates have made them less likely to purchase a car. Nearly three-quarters of residents feel that affordable housing is a serious problem in the state and Granite Staters most often attribute this issue to a lack of supply, greed, and out of state or wealthy buyers.

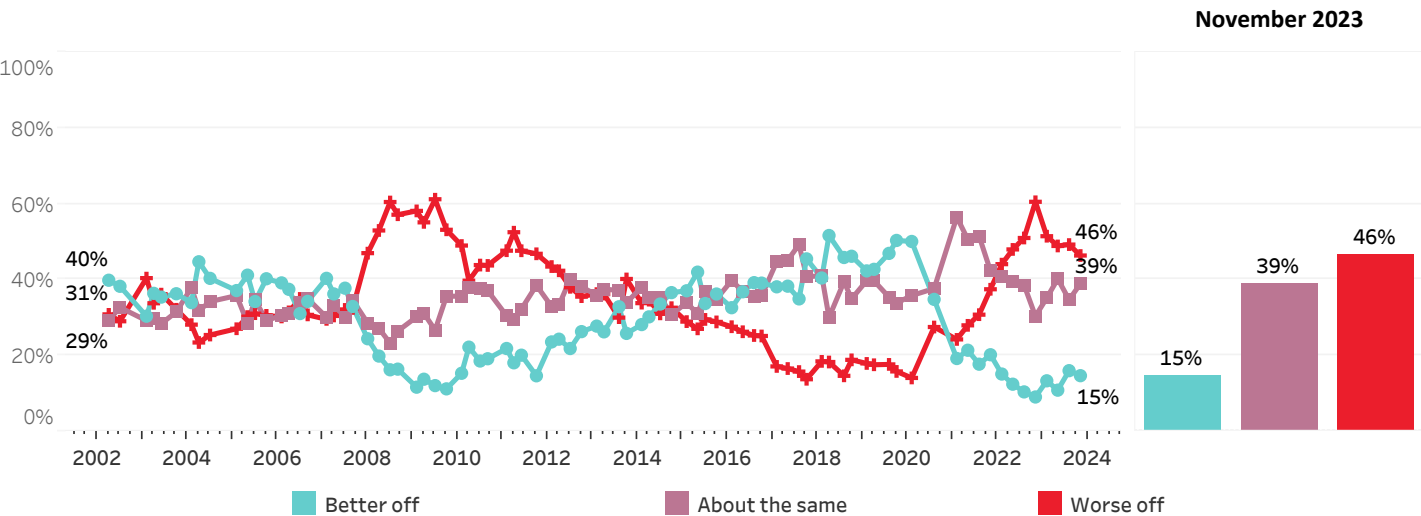
Personal Financial Conditions

Despite continued low unemployment and declining inflation rates, Granite Staters remain pessimistic about the economy. Nearly half of Granite Staters (46%) think their household is worse off financially than a year ago, only 15% say their household is better off, and 39% say their finances are about the same. The percentage who think they are worse off (46%) has fallen compared to a year ago (61%) but remains considerably higher than in 2021.

Lower income households report greater economic concerns than do higher income households. More than half (55%) of Granite Staters with a household income below \$75,000 say they are worse off than they were a year ago but only 37% of those with a household income of \$150,000 or more report being worse off. Partisanship plays a large role: among Democrats with a household income below \$75,000, only 27% say they are worse off than a year ago, while half of Independents (49%) and most Republicans (86%) with incomes under \$75,000 say they are worse off. Overall, the percentage of Republicans who say they are worse off is near an all-time high, while the percentage of Independents and Democrats who say this has fallen considerably in the past year.

“New Hampshire’s strong economy continues to provide great opportunities for workers,” said Michael Skelton, president and CEO of the Business & Industry Association. “But the scarcity of housing continues to keep rent and homeownership difficult for many, especially those with moderate to low incomes. The high cost of housing also makes it more difficult to pay energy costs in New Hampshire that are among the nation’s highest. These remain top issues for our elected leaders to tackle to expand prosperity.”

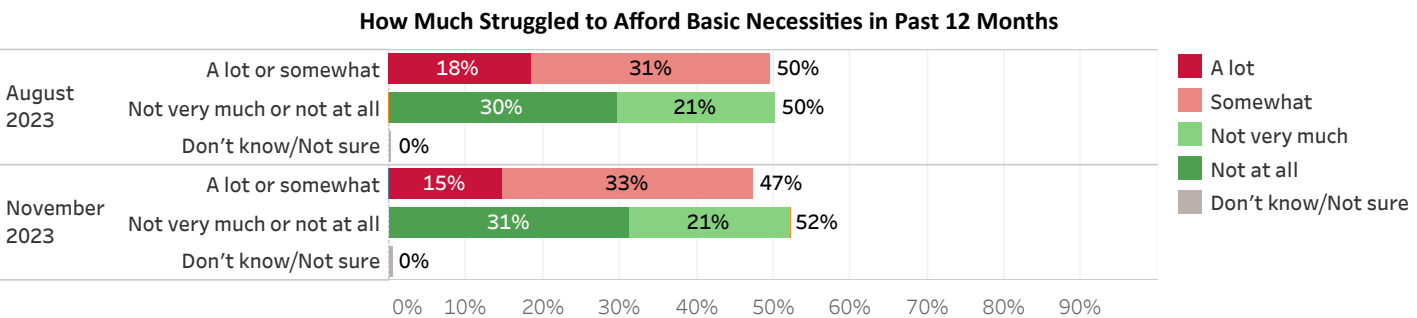
Household Financial Condition Compared to 12 Months Ago



\* 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.

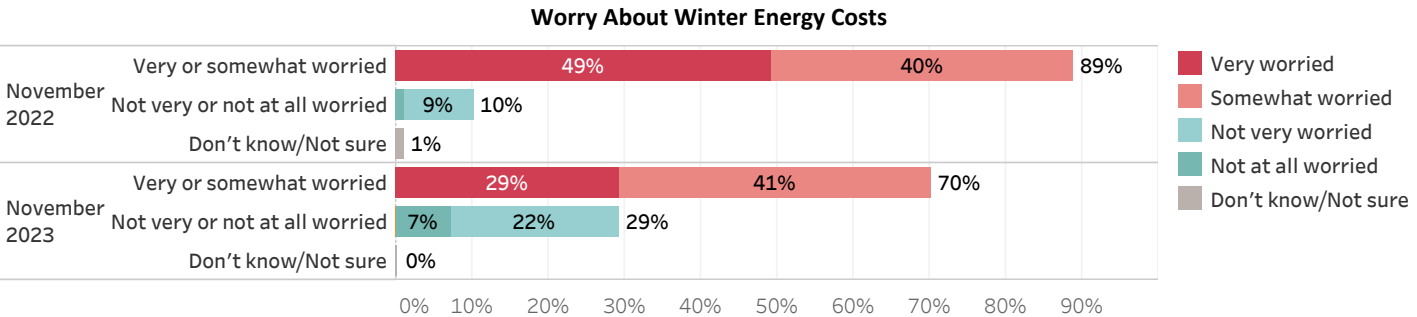
Forty-seven percent of New Hampshire residents say they have struggled a lot (15%) or somewhat (33%) in the past twelve months to afford basic necessities, like food, clothing, and electricity, 21% say they have not struggled very much to afford these things and 31% say they have not struggled at all. These findings are similar to those reported in August 2023.

More than two-thirds (69%) of those with a household income below \$75,000 and 47% of those with a household income between \$75,000 and \$149,999 say they have struggled to afford basic necessities in the past twelve months, while only 16% of those with a household income of \$150,000 or more say the same.

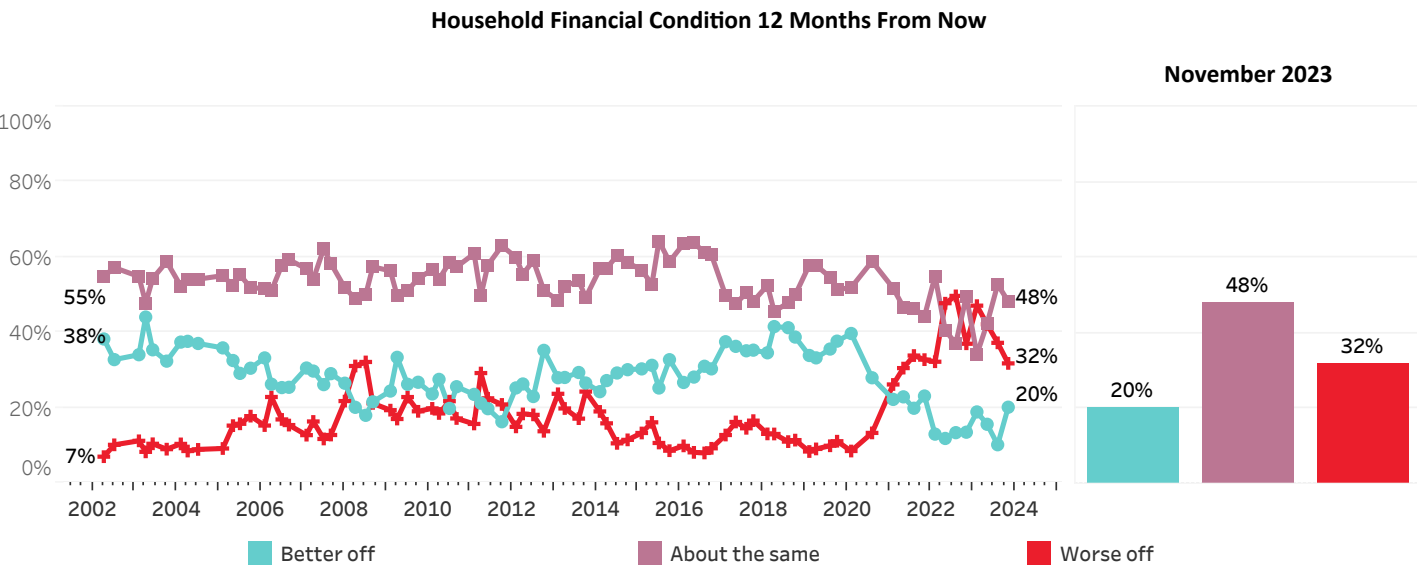


Seven in ten (70%) Granite Staters say they are very (29%) or somewhat (41%) worried about energy costs heading into the winter season, 29% say they are not very (22%) or not at all (7%) worried, and less than 1% are unsure. The percentage who are worried (70%) has declined compared to November 2022 (89%) but still remains high.

Almost three-quarters of households with incomes below \$75,000 (73%) or between \$75,000 and \$149,999 (75%) are worried about winter energy costs but only 46% of those with household incomes of \$150,000 or more are worried.

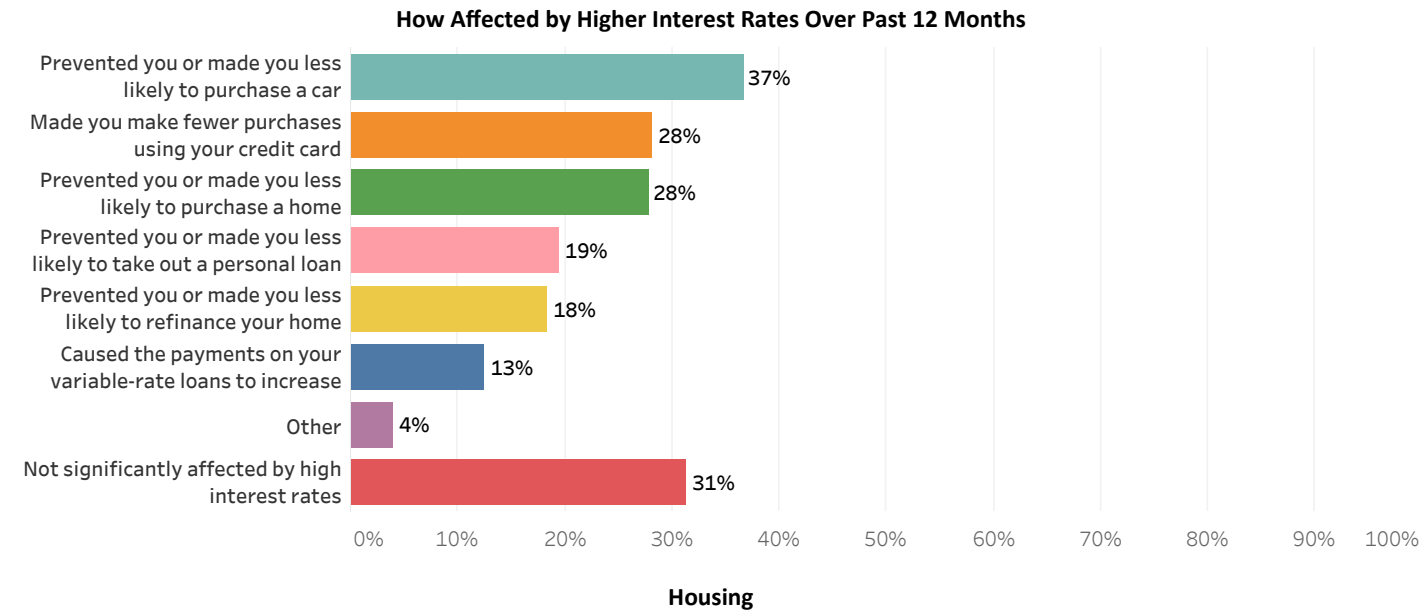


Looking ahead, 20% of Granite Staters expect their personal finances will be better a year from now, 32% think they will be worse off, and 48% think their finances will be about the same as they are now. The percentage of New Hampshire residents who think they will be better off next year has increased 10 percentage points since August and the percentage who expect to be worse off is at its lowest point since February 2022.

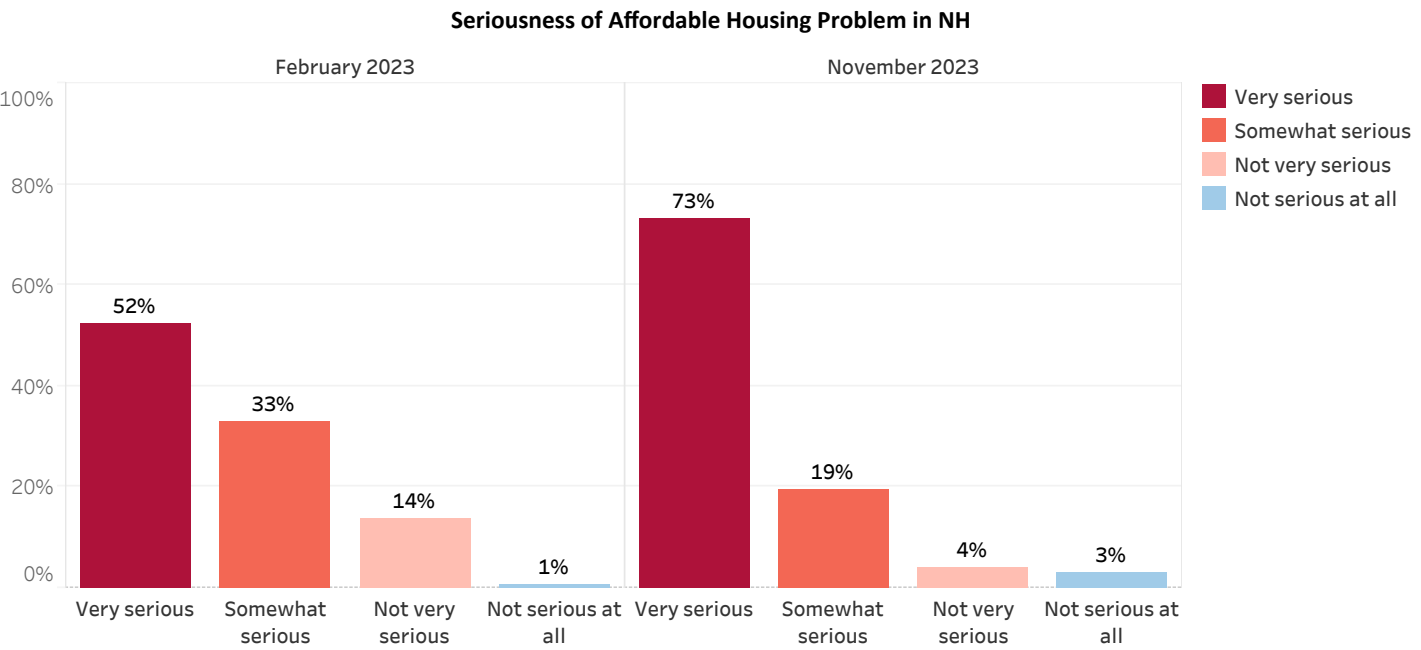


When asked how they have been impacted by higher interest rates over the past twelve months, 37% say that higher interest rates have prevented them or made them less likely to purchase a car, 28% say they made fewer purchases using their credit card, and another 28% say higher interest rates prevented them or made them less likely to purchase a home. Less than a quarter of respondents say that higher interests prevented them or made them less likely to take out a personal loan (19%) or to refinance their home (18%), while 13% say it has caused the payments on their variable-rate loans to increase and 4% say they have been affected in another way. Just under one-third (31%) say they have not been significantly affected by higher interest rates in the past year.

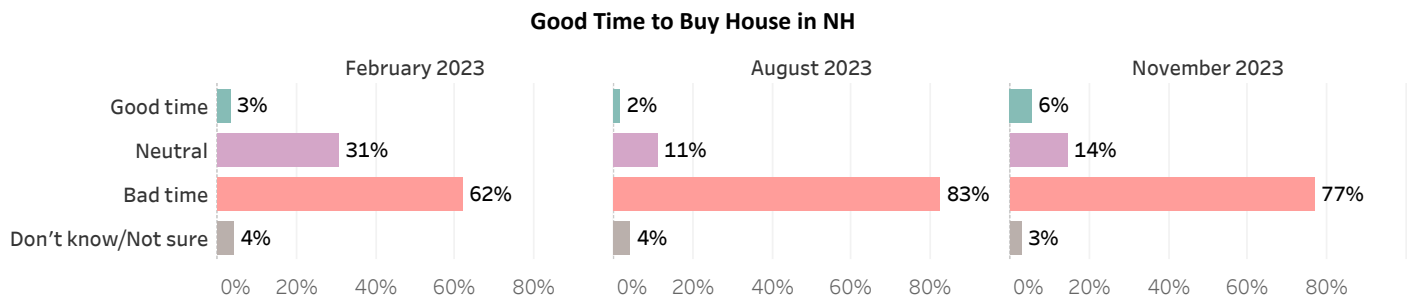
About three-quarters of those with a household income below \$75,000 (73%) and those with a household income between \$75,000 and \$149,999 (76%) say they have been affected in at least one way by higher interest rates while less than half (48%) of those with a household income of \$150,000 or more say they have been affected.



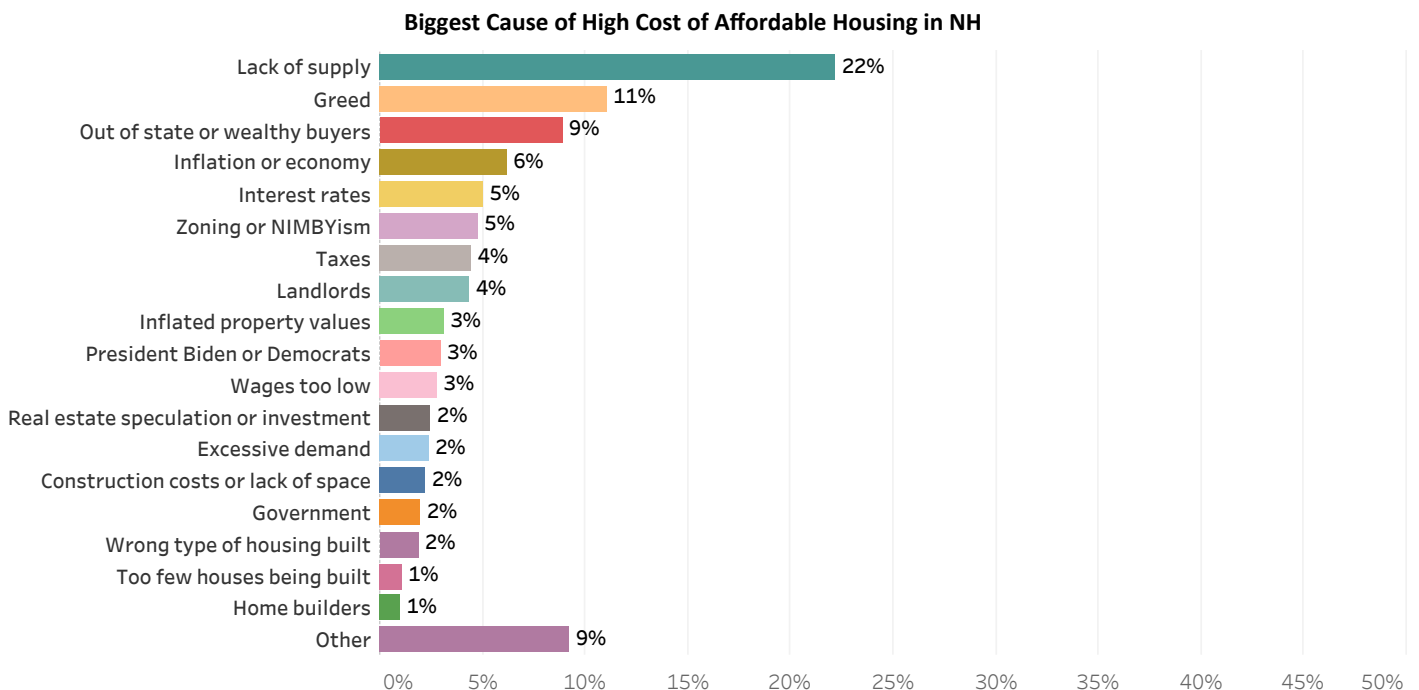
Nearly three-quarters (73%) of New Hampshire residents believe the affordable housing problem in New Hampshire is very serious and an additional 19% believe the problem is somewhat serious. Only 7% believe the problem is not very serious or not serious at all. The percentage of Granite Staters who think affordable housing is very serious has increased by 21 percentage points since February. There are political differences about the housing problem with Democrats (88%) being more likely than Independents (70%) and Republicans (59%) to say the problem is very serious. Interestingly, opinions about the seriousness of the affordable housing problem do not vary among people of different income levels.



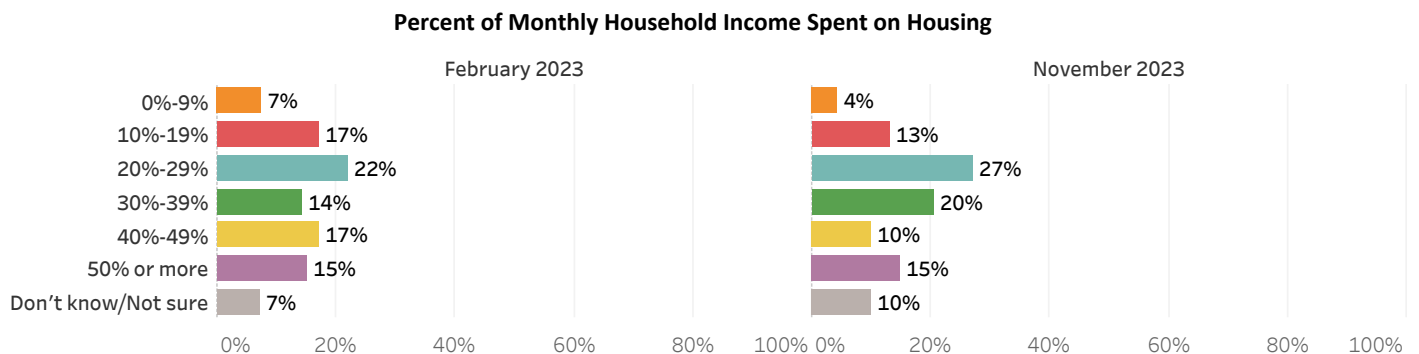
Only 6% of Granite Staters believe now is a good time to buy a home, 77% think it is a bad time, 14% are neutral, and 3% are unsure. The percentage of Granite Staters who think it is a bad time to buy a home has declined somewhat since August. Responses to this question do not differ significantly based on income level or partisanship.



When asked what they feel is the biggest cause of the high cost of affordable housing in New Hampshire, respondents most often mention a lack of supply (22%), greed (11%), out of state or wealthy buyers (9%), inflation or the economy (6%), interest rates (5%), or zoning or NIMBYism (5%). Less than 5% mention taxes (4%), landlords (4%), inflated property values (3%), President Biden or Democrats (3%), wages being too low (3%), real estate speculation or investments (2%), excessive demand (2%), construction costs or lack of space (2%), the government (2%), the wrong type of housing being built (2%), too few houses being built (1%), or home builders (1%). Those with a household income below \$75,000 are more likely to say the biggest cause is taxes or landlords while those with a household income of \$150,000 or more are more likely to blame a lack of supply.



Many experts suggest that people should spend no more than 30% of their income on housing. However, 45% of Granite Staters say they spend more than 30% of their income on housing, 27% spend 20%-29%, 13% spend 10%-19%, and only 4% spend 0%-9%. Nearly two-thirds (65%) of those with a household income below \$75,000 say that they spend more than 30% of their income on housing.

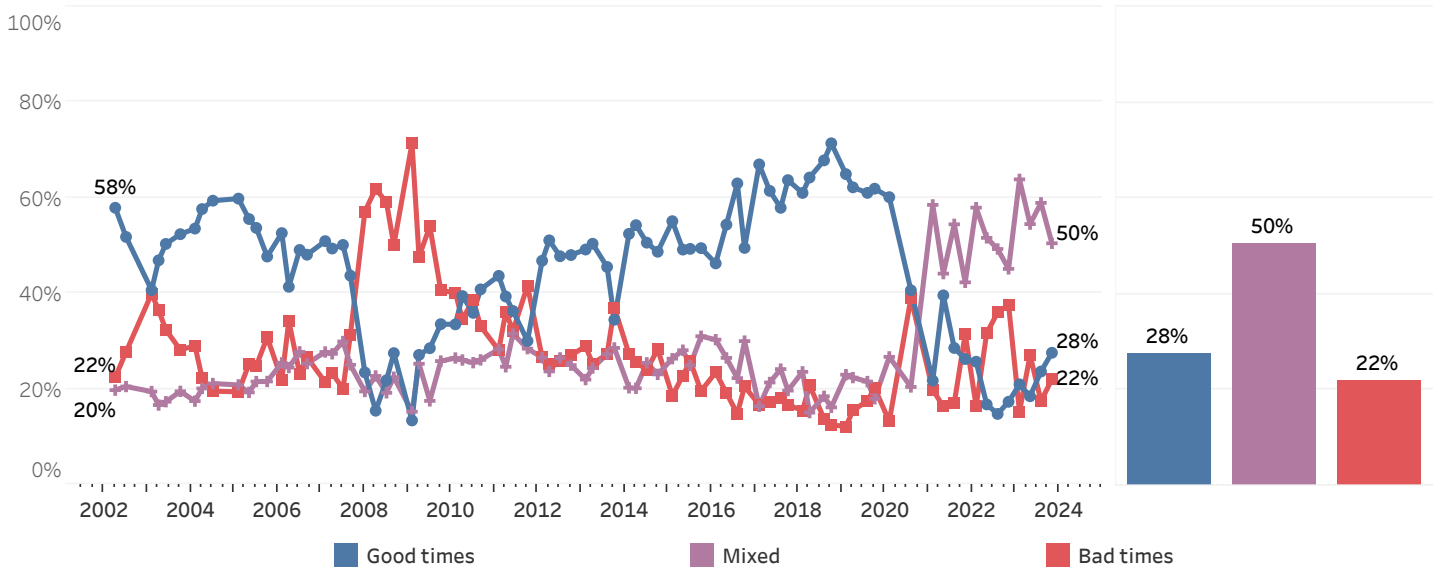


## NH Business Conditions

When asked how they expect New Hampshire businesses will do in the upcoming year, 28% of Granite Staters think state businesses will enjoy good times financially, 22% think they will experience bad times, and 50% anticipate mixed conditions. The percentage who expect good times (28%) is at its highest point since August 2021. Forty-five percent of Democrats anticipate good business conditions in New Hampshire during the next twelve months, but only 20% of Independents and 11% of Republicans feel that way.

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

November 2023



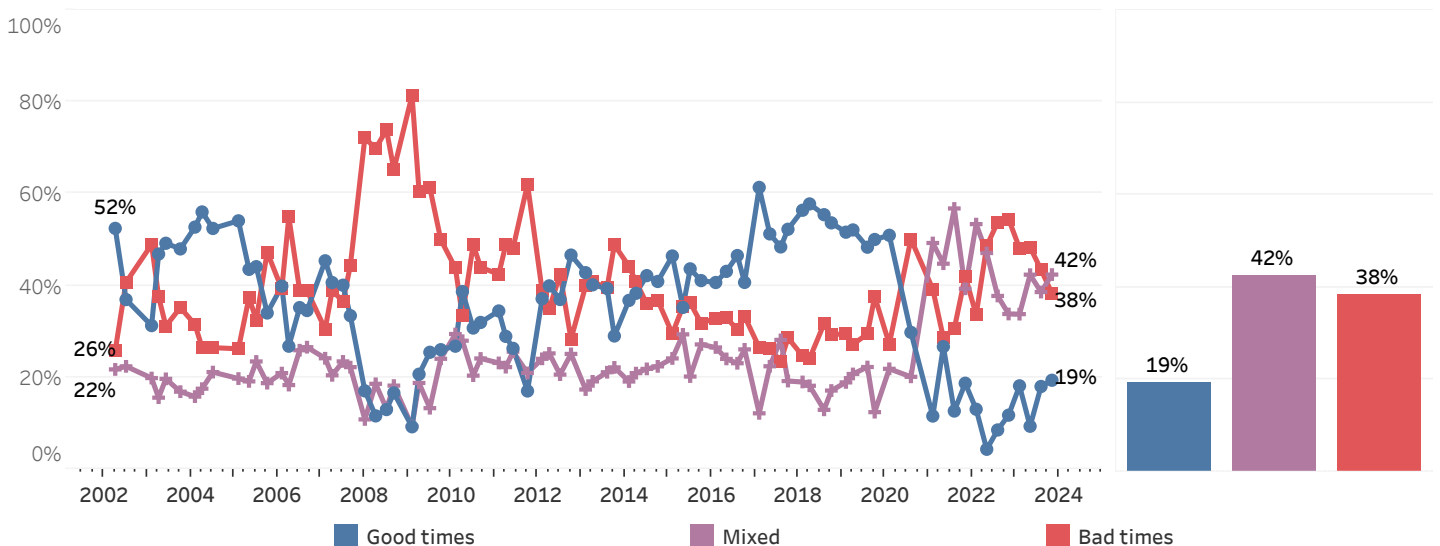
## U.S. Business Conditions

Granite Staters remain more pessimistic about the national economy than the New Hampshire economy. Only 19% of New Hampshire adults think businesses across the country will experience good times in the next twelve months, 38% anticipate businesses will have bad times and 42% think conditions will be mixed. The percentage of New Hampshire residents who anticipate bad times for U.S. businesses (38%) has declined from 54% a year ago.

Sixty-two percent of New Hampshire Republicans and 51% of Independents feel that U.S. businesses will experience bad times over the next twelve months but only 11% of Democrats expect bad times.

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

November 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. Nine hundred and eighty-nine (989) Granite State Panel members completed the survey online between November 24 and November 28, 2023. The margin of sampling error for the survey is +/- 3.1 percent. These MSE's have not been adjusted for design effect. The response rate for the November 2023 BIA Report on Consumer Confidence is 30%. The design effect for the survey is 2.4%.

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 6,300 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, November 2023 Demographics

|                      |                                | %   | N   |
|----------------------|--------------------------------|-----|-----|
| Gender of Respondent | Men                            | 50% | 481 |
|                      | Women                          | 50% | 488 |
| Age of Respondent    | 18 to 34                       | 27% | 262 |
|                      | 35 to 49                       | 18% | 174 |
|                      | 50 to 64                       | 32% | 313 |
|                      | 65 and older                   | 24% | 231 |
| Level of Education   | High school or less            | 33% | 328 |
|                      | Tech school/Some college       | 29% | 289 |
|                      | College graduate               | 23% | 225 |
|                      | Postgraduate work              | 15% | 143 |
| Region of State      | Central/Lakes                  | 18% | 178 |
|                      | Connecticut Valley             | 14% | 141 |
|                      | Manchester Area                | 18% | 172 |
|                      | Mass Border                    | 24% | 232 |
|                      | North Country                  | 10% | 98  |
|                      | Seacoast                       | 17% | 163 |
| Party ID             | Democrat                       | 44% | 437 |
|                      | Independent                    | 13% | 125 |
|                      | Republican                     | 43% | 420 |
| Voting Registration  | Registered Democrat            | 31% | 300 |
|                      | Registered Undeclared/Not Reg. | 38% | 363 |
|                      | Registered Republican          | 31% | 295 |
| Household Income     | Less than \$45,000             | 13% | 106 |
|                      | \$45,000 - \$74,999            | 19% | 159 |
|                      | \$75,000 - \$99,999            | 21% | 177 |
|                      | \$100,000 - \$149,999          | 26% | 221 |
|                      | \$150,000 or more              | 21% | 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?

|                             |                                | <u>Better off</u> | <u>About the same</u> | <u>Worse off</u> | <u>N</u> |
|-----------------------------|--------------------------------|-------------------|-----------------------|------------------|----------|
| <b>STATEWIDE</b>            | <b>November 2023</b>           | 15%               | 39%                   | 46%              | 984      |
| <b>Voting Registration</b>  | Registered Democrat            | 33%               | 51%                   | 16%              | 299      |
|                             | Registered Undeclared/Not Reg. | 9%                | 46%                   | 44%              | 359      |
|                             | Registered Republican          | 2%                | 17%                   | 81%              | 295      |
| <b>Party ID</b>             | Democrat                       | 29%               | 54%                   | 17%              | 432      |
|                             | Independent                    | 9%                | 49%                   | 42%              | 125      |
|                             | Republican                     | 1%                | 20%                   | 78%              | 420      |
| <b>Political Ideology</b>   | Socialist                      | 23%               | 52%                   | 25%              | 80       |
|                             | Progressive                    | 30%               | 55%                   | 15%              | 95       |
|                             | Liberal                        | 36%               | 54%                   | 9%               | 146      |
|                             | Moderate                       | 15%               | 44%                   | 41%              | 272      |
|                             | Conservative                   | 1%                | 22%                   | 77%              | 254      |
|                             | Libertarian                    | 1%                | 37%                   | 62%              | 67       |
| <b>Age of Respondent</b>    | 18 to 34                       | 19%               | 38%                   | 43%              | 262      |
|                             | 35 to 49                       | 17%               | 43%                   | 40%              | 174      |
|                             | 50 to 64                       | 14%               | 35%                   | 51%              | 309      |
|                             | 65 and older                   | 9%                | 44%                   | 47%              | 230      |
| <b>Gender of Respondent</b> | Men                            | 14%               | 26%                   | 59%              | 480      |
|                             | Women                          | 15%               | 52%                   | 33%              | 483      |
| <b>Level of Education</b>   | High school or less            | 7%                | 22%                   | 71%              | 324      |
|                             | Tech school/Some college       | 15%               | 46%                   | 39%              | 289      |
|                             | College graduate               | 22%               | 46%                   | 32%              | 225      |
|                             | Postgraduate work              | 18%               | 53%                   | 29%              | 143      |
| <b>Region of State</b>      | Central/Lakes                  | 16%               | 38%                   | 46%              | 178      |
|                             | Connecticut Valley             | 16%               | 36%                   | 49%              | 136      |
|                             | Manchester Area                | 14%               | 34%                   | 52%              | 172      |
|                             | Mass Border                    | 17%               | 40%                   | 43%              | 231      |
|                             | North Country                  | 8%                | 39%                   | 52%              | 98       |
|                             | Seacoast                       | 15%               | 44%                   | 41%              | 163      |
| <b>Household Income</b>     | Less than \$45,000             | 19%               | 34%                   | 46%              | 106      |
|                             | \$45,000 - \$74,999            | 10%               | 29%                   | 61%              | 158      |
|                             | \$75,000 - \$99,999            | 19%               | 35%                   | 46%              | 177      |
|                             | \$100,000 - \$149,999          | 10%               | 46%                   | 44%              | 221      |
|                             | \$150,000 or more              | 21%               | 41%                   | 37%              | 180      |
| <b>Own or Rent Home</b>     | Own home                       | 14%               | 44%                   | 42%              | 687      |
|                             | Rent home                      | 20%               | 19%                   | 61%              | 238      |
| <b>Media Usage</b>          | CNN viewer                     | 23%               | 54%                   | 23%              | 213      |
|                             | Conservative radio listener    | 2%                | 26%                   | 72%              | 102      |
|                             | Fox News viewer                | 1%                | 20%                   | 78%              | 248      |
|                             | Joe Rogan listener             | 3%                | 41%                   | 56%              | 102      |
|                             | Local NH news viewer           | 16%               | 44%                   | 40%              | 610      |
|                             | MSNBC viewer                   | 26%               | 49%                   | 25%              | 149      |
|                             | NHPR listener                  | 22%               | 40%                   | 38%              | 400      |

## 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>November 2023</b>           | 15%          | 33%             | 21%                  | 31%               | 0%                         | 987      |
| <b>Voting Registration</b>  | Registered Democrat            | 10%          | 16%             | 24%                  | 51%               |                            | 300      |
|                             | Registered Undeclared/Not Reg. | 15%          | 33%             | 20%                  | 30%               | 1%                         | 362      |
|                             | Registered Republican          | 20%          | 49%             | 20%                  | 11%               |                            | 294      |
| <b>Party ID</b>             | Democrat                       | 9%           | 16%             | 22%                  | 52%               | 1%                         | 436      |
|                             | Independent                    | 23%          | 45%             | 19%                  | 12%               |                            | 124      |
|                             | Republican                     | 19%          | 47%             | 20%                  | 15%               |                            | 420      |
| <b>Political Ideology</b>   | Socialist                      | 10%          | 49%             | 18%                  | 23%               |                            | 80       |
|                             | Progressive                    | 9%           | 16%             | 23%                  | 52%               |                            | 95       |
|                             | Liberal                        | 5%           | 11%             | 17%                  | 67%               |                            | 146      |
|                             | Moderate                       | 8%           | 35%             | 25%                  | 30%               | 2%                         | 275      |
|                             | Conservative                   | 16%          | 47%             | 25%                  | 12%               |                            | 254      |
|                             | Libertarian                    | 31%          | 32%             | 12%                  | 25%               |                            | 66       |
| <b>Age of Respondent</b>    | 18 to 34                       | 16%          | 41%             | 12%                  | 31%               |                            | 262      |
|                             | 35 to 49                       | 13%          | 29%             | 18%                  | 40%               |                            | 173      |
|                             | 50 to 64                       | 18%          | 27%             | 25%                  | 28%               | 1%                         | 313      |
|                             | 65 and older                   | 9%           | 33%             | 27%                  | 31%               |                            | 230      |
| <b>Gender of Respondent</b> | Men                            | 18%          | 35%             | 18%                  | 29%               |                            | 479      |
|                             | Women                          | 12%          | 29%             | 24%                  | 34%               | 1%                         | 488      |
| <b>Level of Education</b>   | High school or less            | 19%          | 48%             | 17%                  | 15%               | 1%                         | 328      |
|                             | Tech school/Some college       | 18%          | 33%             | 26%                  | 24%               |                            | 287      |
|                             | College graduate               | 10%          | 20%             | 18%                  | 52%               |                            | 225      |
|                             | Postgraduate work              | 6%           | 20%             | 25%                  | 50%               |                            | 143      |
| <b>Region of State</b>      | Central/Lakes                  | 12%          | 39%             | 22%                  | 27%               |                            | 178      |
|                             | Connecticut Valley             | 25%          | 33%             | 14%                  | 25%               | 3%                         | 140      |
|                             | Manchester Area                | 15%          | 34%             | 23%                  | 28%               |                            | 172      |
|                             | Mass Border                    | 11%          | 29%             | 29%                  | 32%               |                            | 232      |
|                             | North Country                  | 9%           | 50%             | 17%                  | 24%               |                            | 97       |
|                             | Seacoast                       | 19%          | 20%             | 15%                  | 46%               |                            | 163      |
| <b>Household Income</b>     | Less than \$45,000             | 36%          | 40%             | 16%                  | 8%                |                            | 106      |
|                             | \$45,000 - \$74,999            | 26%          | 37%             | 19%                  | 18%               |                            | 158      |
|                             | \$75,000 - \$99,999            | 11%          | 39%             | 22%                  | 28%               |                            | 177      |
|                             | \$100,000 - \$149,999          | 8%           | 37%             | 26%                  | 29%               |                            | 221      |
|                             | \$150,000 or more              | 4%           | 13%             | 19%                  | 65%               |                            | 180      |
| <b>Own or Rent Home</b>     | Own home                       | 10%          | 28%             | 24%                  | 37%               | 1%                         | 690      |
|                             | Rent home                      | 32%          | 35%             | 13%                  | 19%               |                            | 238      |
| <b>Media Usage</b>          | CNN viewer                     | 13%          | 19%             | 18%                  | 48%               | 2%                         | 217      |
|                             | Conservative radio listener    | 21%          | 35%             | 23%                  | 20%               |                            | 102      |
|                             | Fox News viewer                | 25%          | 45%             | 18%                  | 12%               |                            | 248      |
|                             | Joe Rogan listener             | 22%          | 47%             | 15%                  | 16%               |                            | 102      |
|                             | Local NH news viewer           | 13%          | 28%             | 24%                  | 35%               | 1%                         | 613      |
|                             | MSNBC viewer                   | 18%          | 15%             | 24%                  | 40%               | 3%                         | 154      |
|                             | NHPR listener                  | 12%          | 30%             | 21%                  | 38%               |                            | 400      |



## 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>About the same</u> | <u>Worse off</u> | <u>N</u> |
|-----------------------------|--------------------------------|-------------------|-----------------------|------------------|----------|
| <b>STATEWIDE</b>            | <b>November 2023</b>           | 20%               | 48%                   | 32%              | 911      |
| <b>Voting Registration</b>  | Registered Democrat            | 31%               | 59%                   | 10%              | 282      |
|                             | Registered Undeclared/Not Reg. | 24%               | 41%                   | 35%              | 326      |
|                             | Registered Republican          | 4%                | 45%                   | 51%              | 282      |
| <b>Party ID</b>             | Democrat                       | 33%               | 55%                   | 13%              | 410      |
|                             | Independent                    | 31%               | 29%                   | 41%              | 101      |
|                             | Republican                     | 4%                | 46%                   | 50%              | 393      |
| <b>Political Ideology</b>   | Socialist                      | 29%               | 28%                   | 42%              | 77       |
|                             | Progressive                    | 22%               | 63%                   | 15%              | 91       |
|                             | Liberal                        | 42%               | 55%                   | 4%               | 136      |
|                             | Moderate                       | 24%               | 49%                   | 28%              | 259      |
|                             | Conservative                   | 4%                | 49%                   | 47%              | 250      |
|                             | Libertarian                    | 20%               | 28%                   | 52%              | 54       |
| <b>Age of Respondent</b>    | 18 to 34                       | 37%               | 35%                   | 28%              | 232      |
|                             | 35 to 49                       | 16%               | 58%                   | 26%              | 162      |
|                             | 50 to 64                       | 17%               | 50%                   | 33%              | 292      |
|                             | 65 and older                   | 10%               | 52%                   | 38%              | 219      |
| <b>Gender of Respondent</b> | Men                            | 18%               | 47%                   | 36%              | 430      |
|                             | Women                          | 23%               | 51%                   | 26%              | 460      |
| <b>Level of Education</b>   | High school or less            | 11%               | 51%                   | 38%              | 287      |
|                             | Tech school/Some college       | 24%               | 40%                   | 36%              | 275      |
|                             | College graduate               | 24%               | 51%                   | 25%              | 211      |
|                             | Postgraduate work              | 26%               | 53%                   | 21%              | 137      |
| <b>Region of State</b>      | Central/Lakes                  | 20%               | 46%                   | 33%              | 167      |
|                             | Connecticut Valley             | 26%               | 42%                   | 32%              | 110      |
|                             | Manchester Area                | 25%               | 55%                   | 20%              | 160      |
|                             | Mass Border                    | 19%               | 47%                   | 34%              | 217      |
|                             | North Country                  | 7%                | 53%                   | 40%              | 94       |
|                             | Seacoast                       | 19%               | 47%                   | 34%              | 157      |
| <b>Household Income</b>     | Less than \$45,000             | 23%               | 37%                   | 41%              | 102      |
|                             | \$45,000 - \$74,999            | 10%               | 50%                   | 40%              | 122      |
|                             | \$75,000 - \$99,999            | 27%               | 44%                   | 29%              | 165      |
|                             | \$100,000 - \$149,999          | 21%               | 63%                   | 16%              | 219      |
|                             | \$150,000 or more              | 23%               | 40%                   | 38%              | 177      |
| <b>Own or Rent Home</b>     | Own home                       | 18%               | 51%                   | 31%              | 653      |
|                             | Rent home                      | 29%               | 46%                   | 25%              | 198      |
| <b>Media Usage</b>          | CNN viewer                     | 30%               | 59%                   | 12%              | 204      |
|                             | Conservative radio listener    | 5%                | 31%                   | 64%              | 83       |
|                             | Fox News viewer                | 6%                | 47%                   | 47%              | 236      |
|                             | Joe Rogan listener             | 32%               | 15%                   | 52%              | 100      |
|                             | Local NH news viewer           | 22%               | 51%                   | 28%              | 568      |
|                             | MSNBC viewer                   | 34%               | 56%                   | 10%              | 140      |
|                             | NHPR listener                  | 29%               | 54%                   | 17%              | 368      |

## 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 at all worried</u> | <u>N</u> |
|-----------------------------|--------------------------------|---------------------|-------------------------|-------------------------|---------------------------|----------|
| <b>STATEWIDE</b>            | <b>November 2023</b>           | 29%                 | 41%                     | 22%                     | 7%                        | 986      |
| <b>Voting Registration</b>  | Registered Democrat            | 18%                 | 33%                     | 35%                     | 14%                       | 299      |
|                             | Registered Undeclared/Not Reg. | 38%                 | 32%                     | 23%                     | 6%                        | 363      |
|                             | Registered Republican          | 31%                 | 59%                     | 7%                      | 3%                        | 293      |
| <b>Party ID</b>             | Democrat                       | 16%                 | 35%                     | 36%                     | 12%                       | 436      |
|                             | Independent                    | 64%                 | 17%                     | 14%                     | 5%                        | 124      |
|                             | Republican                     | 33%                 | 55%                     | 9%                      | 3%                        | 420      |
| <b>Political Ideology</b>   | Socialist                      | 55%                 | 15%                     | 26%                     | 4%                        | 80       |
|                             | Progressive                    | 20%                 | 37%                     | 33%                     | 10%                       | 95       |
|                             | Liberal                        | 7%                  | 24%                     | 46%                     | 23%                       | 145      |
|                             | Moderate                       | 28%                 | 40%                     | 25%                     | 6%                        | 274      |
|                             | Conservative                   | 30%                 | 60%                     | 8%                      | 3%                        | 254      |
|                             | Libertarian                    | 37%                 | 55%                     | 6%                      | 3%                        | 67       |
| <b>Age of Respondent</b>    | 18 to 34                       | 37%                 | 31%                     | 24%                     | 7%                        | 262      |
|                             | 35 to 49                       | 21%                 | 44%                     | 27%                     | 8%                        | 174      |
|                             | 50 to 64                       | 31%                 | 46%                     | 16%                     | 7%                        | 312      |
|                             | 65 and older                   | 23%                 | 45%                     | 25%                     | 8%                        | 230      |
| <b>Gender of Respondent</b> | Men                            | 27%                 | 44%                     | 21%                     | 8%                        | 479      |
|                             | Women                          | 30%                 | 40%                     | 24%                     | 7%                        | 486      |
| <b>Level of Education</b>   | High school or less            | 32%                 | 57%                     | 9%                      | 2%                        | 328      |
|                             | Tech school/Some college       | 37%                 | 32%                     | 28%                     | 4%                        | 288      |
|                             | College graduate               | 23%                 | 36%                     | 29%                     | 12%                       | 225      |
|                             | Postgraduate work              | 18%                 | 33%                     | 30%                     | 19%                       | 143      |
| <b>Region of State</b>      | Central/Lakes                  | 24%                 | 54%                     | 16%                     | 5%                        | 177      |
|                             | Connecticut Valley             | 56%                 | 31%                     | 10%                     | 3%                        | 139      |
|                             | Manchester Area                | 23%                 | 46%                     | 20%                     | 10%                       | 172      |
|                             | Mass Border                    | 26%                 | 42%                     | 23%                     | 9%                        | 232      |
|                             | North Country                  | 21%                 | 51%                     | 21%                     | 7%                        | 97       |
|                             | Seacoast                       | 29%                 | 24%                     | 38%                     | 9%                        | 163      |
| <b>Household Income</b>     | Less than \$45,000             | 49%                 | 24%                     | 20%                     | 6%                        | 106      |
|                             | \$45,000 - \$74,999            | 40%                 | 35%                     | 19%                     | 7%                        | 158      |
|                             | \$75,000 - \$99,999            | 39%                 | 35%                     | 23%                     | 4%                        | 177      |
|                             | \$100,000 - \$149,999          | 12%                 | 64%                     | 18%                     | 6%                        | 221      |
|                             | \$150,000 or more              | 14%                 | 32%                     | 39%                     | 15%                       | 180      |
| <b>Own or Rent Home</b>     | Own home                       | 23%                 | 45%                     | 25%                     | 8%                        | 690      |
|                             | Rent home                      | 40%                 | 35%                     | 20%                     | 5%                        | 238      |
| <b>Media Usage</b>          | CNN viewer                     | 20%                 | 36%                     | 34%                     | 11%                       | 217      |
|                             | Conservative radio listener    | 42%                 | 48%                     | 10%                     | 1%                        | 102      |
|                             | Fox News viewer                | 36%                 | 54%                     | 6%                      | 4%                        | 248      |
|                             | Joe Rogan listener             | 49%                 | 38%                     | 8%                      | 5%                        | 102      |
|                             | Local NH news viewer           | 25%                 | 43%                     | 25%                     | 7%                        | 612      |
|                             | MSNBC viewer                   | 23%                 | 39%                     | 28%                     | 10%                       | 153      |
|                             | NHPR listener                  | 17%                 | 45%                     | 30%                     | 8%                        | 398      |

## How Affected by Higher Interest Rates Over Past 12 Months

In which of the following ways, if any, have high interest rates significantly impacted you over the past twelve months?

|                                 |                                | <u>Caused the payments<br/>on your variable-rate<br/>loans to increase</u> | <u>Made you make fewer<br/>purchases using your<br/>credit card</u> | <u>Not significantly<br/>affected by high<br/>interest rates</u> | <u>Prevented you or made<br/>you less likely to<br/>purchase a car</u> |
|---------------------------------|--------------------------------|--|---|--|--|
| <b>STATEWIDE</b>                | <b>November 2023</b>           | 13%  | 28%   | 31%  | 37%  |
| <b>Voting<br/>Registration</b>  | Registered Democrat            | 11%  | 26%   | 40%  | 32%  |
|                                 | Registered Undeclared/Not Reg. | 18%  | 34%   | 28%  | 38%  |
|                                 | Registered Republican          | 8%   | 24%   | 25%  | 41%  |
| <b>Party ID</b>                 | Democrat                       | 11%  | 23%   | 39%  | 31%  |
|                                 | Independent                    | 23%  | 45%   | 19%  | 44%  |
|                                 | Republican                     | 11%  | 29%   | 26%  | 41%  |
| <b>Political<br/>Ideology</b>   | Socialist                      | 7%   | 27%   | 21%  | 38%  |
|                                 | Progressive                    | 15%  | 20%   | 29%  | 41%  |
|                                 | Liberal                        | 5%   | 18%   | 54%  | 20%  |
|                                 | Moderate                       | 10%  | 31%   | 33%  | 35%  |
|                                 | Conservative                   | 10%  | 31%   | 28%  | 35%  |
|                                 | Libertarian                    | 32%  | 26%   | 26%  | 51%  |
| <b>Age of<br/>Respondent</b>    | 18 to 34                       | 17%  | 28%   | 24%  | 40%  |
|                                 | 35 to 49                       | 14%  | 20%   | 23%  | 47%  |
|                                 | 50 to 64                       | 12%  | 34%   | 33%  | 36%  |
|                                 | 65 and older                   | 8%   | 28%   | 44%  | 25%  |
| <b>Gender of<br/>Respondent</b> | Men                            | 17%  | 27%   | 30%  | 37%  |
|                                 | Women                          | 7%   | 29%   | 34%  | 34%  |
| <b>Level of<br/>Education</b>   | High school or less            | 10%  | 30%   | 22%  | 48%  |
|                                 | Tech school/Some college       | 17%  | 37%   | 31%  | 35%  |
|                                 | College graduate               | 11%  | 18%   | 39%  | 29%  |
|                                 | Postgraduate work              | 11%  | 24%   | 39%  | 27%  |
| <b>Region of<br/>State</b>      | Central/Lakes                  | 17%  | 22%   | 27%  | 44%  |
|                                 | Connecticut Valley             | 22%  | 42%   | 30%  | 48%  |
|                                 | Manchester Area                | 16%  | 19%   | 31%  | 17%  |
|                                 | Mass Border                    | 4%   | 29%   | 33%  | 35%  |
|                                 | North Country                  | 8%   | 25%   | 30%  | 52%  |
|                                 | Seacoast                       | 11%  | 36%   | 36%  | 34%  |
| <b>Household<br/>Income</b>     | Less than \$45,000             | 1%   | 38%   | 22%  | 36%  |
|                                 | \$45,000 - \$74,999            | 23%  | 41%   | 30%  | 45%  |
|                                 | \$75,000 - \$99,999            | 14%  | 35%   | 27%  | 46%  |
|                                 | \$100,000 - \$149,999          | 12%  | 21%   | 21%  | 36%  |
|                                 | \$150,000 or more              | 11%  | 12%   | 52%  | 19%  |
| <b>Own or Rent<br/>Home</b>     | Own home                       | 11%  | 24%   | 37%  | 36%  |
|                                 | Rent home                      | 18%  | 43%   | 14%  | 39%  |
| <b>Media Usage</b>              | CNN viewer                     | 12%  | 24%   | 42%  | 31%  |
|                                 | Conservative radio listener    | 18%  | 40%   | 26%  | 45%  |
|                                 | Fox News viewer                | 18%  | 25%   | 22%  | 40%  |
|                                 | Joe Rogan listener             | 23%  | 45%   | 8%   | 72%  |
|                                 | Local NH news viewer           | 11%  | 25%   | 35%  | 30%  |
|                                 | MSNBC viewer                   | 15%  | 30%   | 39%  | 29%  |
|                                 | NHPR listener                  | 11%  | 22%   | 33%  | 33%  |

## How Affected by Higher Interest Rates Over Past 12 Months

In which of the following ways, if any, have high interest rates significantly impacted you over the past twelve months?

|                                 |                                | <u>Prevented you or<br/>made you less likely<br/>to purchase a home</u> | <u>Prevented you or<br/>made you less likely<br/>to refinance your<br/>home</u> | <u>Prevented you or<br/>made you less likely<br/>to take out a<br/>personal loan</u> | <u>Other</u> | <u>N</u> |
|---------------------------------|--------------------------------|---|---|--|--------------|----------|
| <b>STATEWIDE</b>                | <b>November 2023</b>           | 28%   | 18%   | 19%  | 4%           | 969      |
| <b>Voting<br/>Registration</b>  | Registered Democrat            | 19%   | 15%   | 21%  | 3%           | 296      |
|                                 | Registered Undeclared/Not Reg. | 35%   | 22%   | 22%  | 5%           | 360      |
|                                 | Registered Republican          | 27%   | 17%   | 15%  | 4%           | 281      |
| <b>Party ID</b>                 | Democrat                       | 23%   | 14%   | 17%  | 4%           | 431      |
|                                 | Independent                    | 42%   | 36%   | 26%  | 3%           | 124      |
|                                 | Republican                     | 29%   | 19%   | 20%  | 4%           | 407      |
| <b>Political<br/>Ideology</b>   | Socialist                      | 52%   | 44%   | 26%  | 2%           | 80       |
|                                 | Progressive                    | 23%   | 9%  | 25%  | 4%           | 95       |
|                                 | Liberal                        | 15%   | 14%   | 12%  | 6%           | 146      |
|                                 | Moderate                       | 22%   | 18%   | 13%  | 5%           | 270      |
|                                 | Conservative                   | 31%   | 13%   | 13%  | 2%           | 254      |
|                                 | Libertarian                    | 31%   | 34%   | 34%  | 3%           | 66       |
| <b>Age of<br/>Respondent</b>    | 18 to 34                       | 54%   | 38%   | 25%  | 2%           | 260      |
|                                 | 35 to 49                       | 26%   | 23%   | 33%  | 5%           | 173      |
|                                 | 50 to 64                       | 23%   | 15%   | 16%  | 4%           | 298      |
|                                 | 65 and older                   | 7%  | 11%   | 8%   | 5%           | 229      |
| <b>Gender of<br/>Respondent</b> | Men                            | 30%   | 21%   | 24%  | 3%           | 476      |
|                                 | Women                          | 23%   | 15%   | 15%  | 5%           | 472      |
| <b>Level of<br/>Education</b>   | High school or less            | 36%   | 20%   | 21%  | 2%           | 313      |
|                                 | Tech school/Some college       | 23%   | 18%   | 19%  | 2%           | 286      |
|                                 | College graduate               | 26%   | 20%   | 21%  | 7%           | 225      |
|                                 | Postgraduate work              | 21%   | 13%   | 16%  | 7%           | 142      |
| <b>Region of<br/>State</b>      | Central/Lakes                  | 18%   | 6%  | 9%   | 1%           | 177      |
|                                 | Connecticut Valley             | 34%   | 34%   | 35%  | 3%           | 139      |
|                                 | Manchester Area                | 40%   | 19%   | 13%  | 2%           | 172      |
|                                 | Mass Border                    | 24%   | 13%   | 18%  | 7%           | 230      |
|                                 | North Country                  | 33%   | 32%   | 24%  | 7%           | 96       |
|                                 | Seacoast                       | 22%   | 19%   | 26%  | 3%           | 147      |
| <b>Household<br/>Income</b>     | Less than \$45,000             | 29%   | 14%   | 31%  | 3%           | 93       |
|                                 | \$45,000 - \$74,999            | 31%   | 25%   | 29%  | 3%           | 157      |
|                                 | \$75,000 - \$99,999            | 24%   | 25%   | 23%  | 4%           | 177      |
|                                 | \$100,000 - \$149,999          | 31%   | 18%   | 13%  | 2%           | 218      |
|                                 | \$150,000 or more              | 20%   | 14%   | 14%  | 7%           | 180      |
| <b>Own or Rent<br/>Home</b>     | Own home                       | 13%   | 18%   | 15%  | 5%           | 688      |
|                                 | Rent home                      | 66%   |   | 35%  | 3%           | 221      |
| <b>Media Usage</b>              | CNN viewer                     | 22%   | 16%   | 17%  | 5%           | 214      |
|                                 | Conservative radio listener    | 26%   | 14%   | 28%  | 7%           | 102      |
|                                 | Fox News viewer                | 36%   | 25%   | 25%  | 7%           | 235      |
|                                 | Joe Rogan listener             | 17%   | 42%   | 32%  | 4%           | 102      |
|                                 | Local NH news viewer           | 23%   | 15%   | 19%  | 5%           | 610      |
|                                 | MSNBC viewer                   | 19%   | 12%   | 23%  | 5%           | 150      |
|                                 | NHPR listener                  | 27%   | 15%   | 17%  | 4%           | 398      |

## 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

|                             |                                | <u>Good time</u> | <u>Neutral</u> | <u>Bad time</u> | <u>N</u> |
|-----------------------------|--------------------------------|------------------|----------------|-----------------|----------|
| <b>STATEWIDE</b>            | <b>November 2023</b>           | 6%               | 15%            | 79%             | 956      |
| <b>Voting Registration</b>  | Registered Democrat            | 4%               | 16%            | 79%             | 290      |
|                             | Registered Undeclared/Not Reg. | 9%               | 14%            | 77%             | 344      |
|                             | Registered Republican          | 3%               | 15%            | 82%             | 293      |
| <b>Party ID</b>             | Democrat                       | 5%               | 16%            | 79%             | 420      |
|                             | Independent                    | 17%              | 12%            | 71%             | 122      |
|                             | Republican                     | 4%               | 15%            | 82%             | 408      |
| <b>Political Ideology</b>   | Socialist                      | 27%              | 1%             | 72%             | 76       |
|                             | Progressive                    | 3%               | 12%            | 85%             | 95       |
|                             | Liberal                        | 6%               | 20%            | 73%             | 140      |
|                             | Moderate                       | 5%               | 26%            | 70%             | 261      |
|                             | Conservative                   | 4%               | 9%             | 87%             | 251      |
|                             | Libertarian                    |                  | 7%             | 93%             | 64       |
| <b>Age of Respondent</b>    | 18 to 34                       | 9%               | 4%             | 88%             | 258      |
|                             | 35 to 49                       | 6%               | 20%            | 74%             | 165      |
|                             | 50 to 64                       | 4%               | 16%            | 80%             | 308      |
|                             | 65 and older                   | 6%               | 22%            | 72%             | 217      |
| <b>Gender of Respondent</b> | Men                            | 4%               | 18%            | 78%             | 466      |
|                             | Women                          | 8%               | 12%            | 80%             | 471      |
| <b>Level of Education</b>   | High school or less            | 3%               | 14%            | 83%             | 319      |
|                             | Tech school/Some college       | 10%              | 15%            | 75%             | 276      |
|                             | College graduate               | 5%               | 16%            | 79%             | 220      |
|                             | Postgraduate work              | 5%               | 14%            | 80%             | 138      |
| <b>Region of State</b>      | Central/Lakes                  | 7%               | 20%            | 73%             | 172      |
|                             | Connecticut Valley             | 1%               | 11%            | 87%             | 132      |
|                             | Manchester Area                | 3%               | 11%            | 86%             | 163      |
|                             | Mass Border                    | 13%              | 22%            | 65%             | 226      |
|                             | North Country                  | 2%               | 9%             | 89%             | 96       |
|                             | Seacoast                       | 4%               | 10%            | 86%             | 162      |
| <b>Household Income</b>     | Less than \$45,000             | 21%              | 11%            | 68%             | 101      |
|                             | \$45,000 - \$74,999            | 4%               | 10%            | 87%             | 152      |
|                             | \$75,000 - \$99,999            | 2%               | 26%            | 73%             | 166      |
|                             | \$100,000 - \$149,999          | 5%               | 12%            | 83%             | 218      |
|                             | \$150,000 or more              | 4%               | 18%            | 78%             | 179      |
| <b>Own or Rent Home</b>     | Own home                       | 5%               | 19%            | 77%             | 675      |
|                             | Rent home                      | 1%               | 7%             | 92%             | 223      |
| <b>Media Usage</b>          | CNN viewer                     | 6%               | 23%            | 71%             | 208      |
|                             | Conservative radio listener    | 3%               | 14%            | 83%             | 90       |
|                             | Fox News viewer                | 3%               | 10%            | 87%             | 236      |
|                             | Joe Rogan listener             | 2%               | 18%            | 79%             | 97       |
|                             | Local NH news viewer           | 7%               | 16%            | 77%             | 588      |
|                             | MSNBC viewer                   | 9%               | 28%            | 62%             | 145      |
|                             | NHPR listener                  | 4%               | 21%            | 75%             | 378      |

## Good Time to Sell House in NH

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

|                             |                                | <u>Good time</u> | <u>Neutral</u> | <u>Bad time</u> | <u>N</u> |
|-----------------------------|--------------------------------|------------------|----------------|-----------------|----------|
| <b>STATEWIDE</b>            | <b>November 2023</b>           | 54%              | 25%            | 21%             | 956      |
| <b>Voting Registration</b>  | Registered Democrat            | 70%              | 19%            | 11%             | 289      |
|                             | Registered Undeclared/Not Reg. | 48%              | 27%            | 25%             | 343      |
|                             | Registered Republican          | 48%              | 29%            | 23%             | 292      |
| <b>Party ID</b>             | Democrat                       | 65%              | 21%            | 15%             | 418      |
|                             | Independent                    | 37%              | 41%            | 22%             | 124      |
|                             | Republican                     | 49%              | 23%            | 28%             | 408      |
| <b>Political Ideology</b>   | Socialist                      | 53%              | 42%            | 5%              | 70       |
|                             | Progressive                    | 71%              | 17%            | 12%             | 91       |
|                             | Liberal                        | 62%              | 23%            | 15%             | 143      |
|                             | Moderate                       | 55%              | 30%            | 15%             | 267      |
|                             | Conservative                   | 48%              | 24%            | 28%             | 251      |
|                             | Libertarian                    | 51%              | 22%            | 28%             | 67       |
| <b>Age of Respondent</b>    | 18 to 34                       | 57%              | 26%            | 17%             | 252      |
|                             | 35 to 49                       | 56%              | 29%            | 15%             | 163      |
|                             | 50 to 64                       | 53%              | 20%            | 27%             | 311      |
|                             | 65 and older                   | 51%              | 27%            | 22%             | 222      |
| <b>Gender of Respondent</b> | Men                            | 57%              | 19%            | 24%             | 465      |
|                             | Women                          | 54%              | 28%            | 18%             | 471      |
| <b>Level of Education</b>   | High school or less            | 52%              | 24%            | 23%             | 328      |
|                             | Tech school/Some college       | 46%              | 33%            | 21%             | 276      |
|                             | College graduate               | 60%              | 19%            | 22%             | 211      |
|                             | Postgraduate work              | 68%              | 18%            | 14%             | 137      |
| <b>Region of State</b>      | Central/Lakes                  | 62%              | 20%            | 18%             | 172      |
|                             | Connecticut Valley             | 45%              | 28%            | 27%             | 137      |
|                             | Manchester Area                | 73%              | 12%            | 15%             | 154      |
|                             | Mass Border                    | 52%              | 32%            | 17%             | 230      |
|                             | North Country                  | 51%              | 30%            | 19%             | 96       |
|                             | Seacoast                       | 41%              | 25%            | 33%             | 161      |
| <b>Household Income</b>     | Less than \$45,000             | 54%              | 21%            | 24%             | 105      |
|                             | \$45,000 - \$74,999            | 47%              | 16%            | 37%             | 150      |
|                             | \$75,000 - \$99,999            | 54%              | 34%            | 13%             | 165      |
|                             | \$100,000 - \$149,999          | 79%              | 7%             | 14%             | 216      |
|                             | \$150,000 or more              | 39%              | 40%            | 21%             | 180      |
| <b>Own or Rent Home</b>     | Own home                       | 55%              | 26%            | 19%             | 678      |
|                             | Rent home                      | 59%              | 14%            | 27%             | 220      |
| <b>Media Usage</b>          | CNN viewer                     | 68%              | 16%            | 16%             | 212      |
|                             | Conservative radio listener    | 45%              | 21%            | 34%             | 95       |
|                             | Fox News viewer                | 57%              | 14%            | 29%             | 238      |
|                             | Joe Rogan listener             | 36%              | 42%            | 22%             | 102      |
|                             | Local NH news viewer           | 58%              | 24%            | 19%             | 588      |
|                             | MSNBC viewer                   | 67%              | 19%            | 14%             | 148      |
|                             | NHPR listener                  | 68%              | 21%            | 12%             | 375      |

## Seriousness of Affordable Housing Problem in NH

How serious of a problem do you believe access to affordable housing is in New Hampshire?

|                             |                                | <u>Very serious</u> | <u>Somewhat serious</u> | <u>Not very serious</u> | <u>Not serious at all</u> | <u>N</u> |
|-----------------------------|--------------------------------|---------------------|-------------------------|-------------------------|---------------------------|----------|
| <b>STATEWIDE</b>            | <b>November 2023</b>           | 73%                 | 20%                     | 4%                      | 3%                        | 985      |
| <b>Voting Registration</b>  | Registered Democrat            | 91%                 | 8%                      | 1%                      |                           | 297      |
|                             | Registered Undeclared/Not Reg. | 74%                 | 17%                     | 2%                      | 7%                        | 362      |
|                             | Registered Republican          | 54%                 | 35%                     | 9%                      | 2%                        | 293      |
| <b>Party ID</b>             | Democrat                       | 88%                 | 10%                     | 1%                      | 1%                        | 435      |
|                             | Independent                    | 70%                 | 15%                     | 0%                      | 14%                       | 125      |
|                             | Republican                     | 59%                 | 30%                     | 9%                      | 2%                        | 418      |
| <b>Political Ideology</b>   | Socialist                      | 97%                 | 3%                      |                         |                           | 80       |
|                             | Progressive                    | 88%                 | 10%                     | 2%                      |                           | 95       |
|                             | Liberal                        | 85%                 | 10%                     | 2%                      | 4%                        | 144      |
|                             | Moderate                       | 73%                 | 20%                     | 6%                      |                           | 276      |
|                             | Conservative                   | 54%                 | 38%                     | 6%                      | 2%                        | 252      |
|                             | Libertarian                    | 74%                 | 21%                     | 3%                      | 1%                        | 66       |
| <b>Age of Respondent</b>    | 18 to 34                       | 67%                 | 22%                     | 2%                      | 9%                        | 262      |
|                             | 35 to 49                       | 75%                 | 14%                     | 10%                     | 0%                        | 174      |
|                             | 50 to 64                       | 76%                 | 19%                     | 3%                      | 2%                        | 310      |
|                             | 65 and older                   | 75%                 | 21%                     | 4%                      | 0%                        | 231      |
| <b>Gender of Respondent</b> | Men                            | 57%                 | 31%                     | 8%                      | 4%                        | 477      |
|                             | Women                          | 89%                 | 8%                      | 1%                      | 2%                        | 487      |
| <b>Level of Education</b>   | High school or less            | 64%                 | 24%                     | 7%                      | 5%                        | 326      |
|                             | Tech school/Some college       | 80%                 | 16%                     | 2%                      | 2%                        | 289      |
|                             | College graduate               | 78%                 | 18%                     | 2%                      | 3%                        | 224      |
|                             | Postgraduate work              | 75%                 | 19%                     | 5%                      | 1%                        | 142      |
| <b>Region of State</b>      | Central/Lakes                  | 79%                 | 12%                     | 9%                      | 0%                        | 177      |
|                             | Connecticut Valley             | 79%                 | 7%                      | 2%                      | 13%                       | 141      |
|                             | Manchester Area                | 62%                 | 32%                     | 4%                      | 2%                        | 172      |
|                             | Mass Border                    | 68%                 | 24%                     | 5%                      | 2%                        | 229      |
|                             | North Country                  | 86%                 | 13%                     | 1%                      |                           | 97       |
|                             | Seacoast                       | 74%                 | 24%                     | 1%                      | 1%                        | 163      |
| <b>Household Income</b>     | Less than \$45,000             | 92%                 | 7%                      | 2%                      |                           | 106      |
|                             | \$45,000 - \$74,999            | 66%                 | 18%                     | 2%                      | 14%                       | 157      |
|                             | \$75,000 - \$99,999            | 75%                 | 14%                     | 10%                     |                           | 176      |
|                             | \$100,000 - \$149,999          | 68%                 | 30%                     | 2%                      |                           | 221      |
|                             | \$150,000 or more              | 69%                 | 22%                     | 5%                      | 4%                        | 180      |
| <b>Own or Rent Home</b>     | Own home                       | 73%                 | 21%                     | 5%                      | 1%                        | 688      |
|                             | Rent home                      | 69%                 | 20%                     | 1%                      | 10%                       | 238      |
| <b>Media Usage</b>          | CNN viewer                     | 83%                 | 11%                     | 3%                      | 3%                        | 215      |
|                             | Conservative radio listener    | 62%                 | 29%                     | 9%                      | 1%                        | 102      |
|                             | Fox News viewer                | 62%                 | 33%                     | 4%                      | 1%                        | 248      |
|                             | Joe Rogan listener             | 59%                 | 19%                     | 17%                     | 5%                        | 102      |
|                             | Local NH news viewer           | 82%                 | 15%                     | 3%                      | 1%                        | 613      |
|                             | MSNBC viewer                   | 84%                 | 9%                      | 3%                      | 4%                        | 151      |
|                             | NHPR listener                  | 75%                 | 18%                     | 5%                      | 1%                        | 400      |

## Biggest Cause of High Cost of Affordable Housing in NH

What do you think is the biggest cause of the high cost of affordable housing in New Hampshire?

|                         |                                | <u>Construction<br/>costs or lack<br/>of space</u> | <u>Excessive<br/>demand</u> | <u>Government</u> | <u>Greed</u> | <u>Home<br/>builders</u> | <u>Inflated<br/>property<br/>values</u> | <u>Inflation or<br/>economy</u> |
|-------------------------|--------------------------------|--|-----------------------------|-------------------|--------------|--------------------------|---|---------------------------------|
| STATEWIDE               | November 2023                  | 2%   | 2%                          | 2%                | 11%          | 1%                       | 3%                                      | 6%                              |
| Voting<br>Registration  | Registered Democrat            | 4%   | 3%                          | 3%                | 12%          | 1%                       | 2%                                      | 3%                              |
|                         | Registered Undeclared/Not Reg. | 1%   | 1%                          | 2%                | 15%          | 1%                       | 4%                                      | 7%                              |
|                         | Registered Republican          | 2%   | 4%                          | 2%                | 4%           | 1%                       | 3%                                      | 10%                             |
| Party ID                | Democrat                       | 2%   | 3%                          | 2%                | 18%          | 1%                       | 3%                                      | 2%                              |
|                         | Independent                    | 1%   | 0%                          | 1%                | 6%           |                          | 3%                                      | 8%                              |
|                         | Republican                     | 2%   | 2%                          | 2%                | 4%           | 1%                       | 3%                                      | 11%                             |
| Political<br>Ideology   | Socialist                      |  | 2%                          | 4%                | 8%           | 1%                       | 1%                                      |                                 |
|                         | Progressive                    | 0%   | 3%                          | 2%                | 14%          | 1%                       | 1%                                      | 6%                              |
|                         | Liberal                        | 2%   | 2%                          | 3%                | 15%          | 1%                       | 5%                                      | 3%                              |
|                         | Moderate                       | 4%   | 3%                          | 2%                | 14%          | 1%                       | 5%                                      | 5%                              |
|                         | Conservative                   | 3%   | 3%                          | 1%                | 5%           | 1%                       | 2%                                      | 13%                             |
|                         | Libertarian                    |  | 3%                          | 1%                | 17%          |                          | 1%                                      | 10%                             |
| Age of<br>Respondent    | 18 to 34                       |  |                             | 2%                | 15%          | 1%                       | 3%                                      | 7%                              |
|                         | 35 to 49                       |  | 5%                          | 2%                | 7%           |                          | 2%                                      | 1%                              |
|                         | 50 to 64                       | 2%   | 2%                          | 2%                | 12%          | 1%                       | 4%                                      | 8%                              |
|                         | 65 and older                   | 6%   | 4%                          | 2%                | 9%           | 1%                       | 4%                                      | 5%                              |
| Gender of<br>Respondent | Men                            | 2%   | 2%                          | 3%                | 11%          | 2%                       | 4%                                      | 5%                              |
|                         | Women                          | 2%   | 2%                          | 1%                | 11%          | 0%                       | 3%                                      | 6%                              |
| Level of<br>Education   | High school or less            | 1%   | 1%                          | 2%                | 12%          |                          | 3%                                      | 5%                              |
|                         | Tech school/Some college       | 3%   | 2%                          | 1%                | 13%          | 2%                       | 2%                                      | 7%                              |
|                         | College graduate               | 3%   | 3%                          | 2%                | 7%           | 0%                       | 4%                                      | 8%                              |
|                         | Postgraduate work              | 2%   | 7%                          | 5%                | 11%          | 2%                       | 6%                                      | 3%                              |
| Region of<br>State      | Central/Lakes                  | 2%   |                             | 0%                | 14%          | 1%                       | 2%                                      | 16%                             |
|                         | Connecticut Valley             | 0%   | 2%                          | 1%                | 8%           | 0%                       | 4%                                      | 7%                              |
|                         | Manchester Area                | 4%   | 4%                          | 2%                | 14%          | 3%                       | 1%                                      | 5%                              |
|                         | Mass Border                    | 1%   | 3%                          | 2%                | 8%           | 1%                       | 5%                                      | 4%                              |
|                         | North Country                  | 2%   | 2%                          | 4%                | 1%           | 0%                       | 5%                                      | 3%                              |
|                         | Seacoast                       | 3%   | 4%                          | 3%                | 20%          | 0%                       | 2%                                      | 2%                              |
| Household<br>Income     | Less than \$45,000             | 3%   | 0%                          | 1%                | 20%          | 1%                       |   | 4%                              |
|                         | \$45,000 - \$74,999            | 4%   | 3%                          | 1%                | 9%           | 0%                       | 4%                                      | 7%                              |
|                         | \$75,000 - \$99,999            | 0%   | 2%                          | 2%                | 6%           | 0%                       | 1%                                      | 10%                             |
|                         | \$100,000 - \$149,999          | 0%   | 3%                          | 2%                | 17%          | 3%                       | 3%                                      | 7%                              |
|                         | \$150,000 or more              | 3%   | 3%                          | 3%                | 11%          | 0%                       | 4%                                      | 2%                              |
| Own or Rent<br>Home     | Own home                       | 3%   | 3%                          | 2%                | 11%          | 1%                       | 4%                                      | 7%                              |
|                         | Rent home                      | 1%   | 1%                          | 2%                | 17%          | 0%                       | 1%                                      | 1%                              |
| Media Usage             | CNN viewer                     | 2%   | 2%                          | 2%                | 17%          | 1%                       | 3%                                      | 1%                              |
|                         | Conservative radio listener    | 1%   | 1%                          | 2%                | 1%           |                          | 6%                                      | 7%                              |
|                         | Fox News viewer                | 2%   | 2%                          | 1%                | 9%           | 0%                       | 4%                                      | 11%                             |
|                         | Joe Rogan listener             |  | 2%                          | 3%                | 14%          | 0%                       |   | 0%                              |
|                         | Local NH news viewer           | 2%   | 2%                          | 2%                | 12%          | 1%                       | 3%                                      | 5%                              |
|                         | MSNBC viewer                   | 3%   | 3%                          | 5%                | 19%          | 1%                       | 3%                                      | 3%                              |
|                         | NHPR listener                  | 2%   | 3%                          | 1%                | 14%          | 1%                       | 3%                                      | 5%                              |



## Biggest Cause of High Cost of Affordable Housing in NH

What do you think is the biggest cause of the high cost of affordable housing in New Hampshire?

|                             |                                | <u>Interest rates</u> | <u>Lack of supply</u> | <u>Landlords</u> | <u>Out of state or wealthy buyers</u> | <u>President Biden or Democrats</u> | <u>Real estate speculation or investment</u> | <u>Taxes</u> |
|-----------------------------|--------------------------------|-----------------------|-----------------------|------------------|---------------------------------------|-------------------------------------|--|--------------|
| <b>STATEWIDE</b>            | <b>November 2023</b>           | 5%                    | 22%                   | 4%               | 9%                                    | 3%                                  | 2%   | 4%           |
| <b>Voting Registration</b>  | Registered Democrat            | 1%                    | 32%                   | 5%               | 8%                                    |                                     | 1%   | 2%           |
|                             | Registered Undeclared/Not Reg. | 2%                    | 18%                   | 4%               | 7%                                    | 4%                                  | 4%   | 7%           |
|                             | Registered Republican          | 15%                   | 18%                   | 5%               | 12%                                   | 6%                                  | 2%   | 4%           |
| <b>Party ID</b>             | Democrat                       | 1%                    | 29%                   | 5%               | 7%                                    |                                     | 4%   | 2%           |
|                             | Independent                    | 1%                    | 13%                   | 11%              | 9%                                    | 2%                                  | 1%   | 18%          |
|                             | Republican                     | 12%                   | 17%                   | 2%               | 11%                                   | 7%                                  | 2%   | 3%           |
| <b>Political Ideology</b>   | Socialist                      |                       | 20%                   | 19%              | 5%                                    |                                     | 12%  | 23%          |
|                             | Progressive                    | 1%                    | 31%                   | 1%               | 6%                                    |                                     | 1%   | 1%           |
|                             | Liberal                        | 3%                    | 35%                   | 1%               | 7%                                    |                                     | 2%   | 0%           |
|                             | Moderate                       | 4%                    | 18%                   | 3%               | 7%                                    | 2%                                  | 1%   | 2%           |
|                             | Conservative                   | 6%                    | 22%                   | 3%               | 15%                                   | 9%                                  | 2%   | 4%           |
|                             | Libertarian                    | 2%                    | 5%                    | 7%               | 8%                                    | 2%                                  | 1%   | 2%           |
| <b>Age of Respondent</b>    | 18 to 34                       |                       | 20%                   | 8%               | 6%                                    | 1%                                  | 5%   | 12%          |
|                             | 35 to 49                       | 12%                   | 20%                   | 6%               | 7%                                    |                                     | 4%   | 1%           |
|                             | 50 to 64                       | 3%                    | 22%                   | 4%               | 13%                                   | 3%                                  | 1%   | 2%           |
|                             | 65 and older                   | 8%                    | 25%                   | 1%               | 7%                                    | 7%                                  | 2%   | 4%           |
| <b>Gender of Respondent</b> | Men                            | 7%                    | 19%                   | 7%               | 7%                                    | 4%                                  | 2%   | 3%           |
|                             | Women                          | 4%                    | 26%                   | 3%               | 11%                                   | 2%                                  | 0%   | 6%           |
| <b>Level of Education</b>   | High school or less            | 10%                   | 19%                   | 2%               | 11%                                   | 5%                                  | 4%   | 1%           |
|                             | Tech school/Some college       | 2%                    | 15%                   | 9%               | 6%                                    | 4%                                  | 2%   | 10%          |
|                             | College graduate               | 2%                    | 29%                   | 3%               | 12%                                   | 1%                                  | 2%   | 3%           |
|                             | Postgraduate work              | 5%                    | 29%                   | 3%               | 7%                                    | 0%                                  | 2%   | 2%           |
| <b>Region of State</b>      | Central/Lakes                  | 4%                    | 24%                   | 2%               | 8%                                    | 8%                                  | 0%   | 1%           |
|                             | Connecticut Valley             | 1%                    | 19%                   | 2%               | 13%                                   |                                     | 0%   | 3%           |
|                             | Manchester Area                | 4%                    | 41%                   | 2%               | 5%                                    | 2%                                  | 0%   | 1%           |
|                             | Mass Border                    | 5%                    | 19%                   | 8%               | 5%                                    | 3%                                  | 1%   | 11%          |
|                             | North Country                  | 15%                   | 16%                   | 1%               | 23%                                   | 1%                                  | 17%  | 2%           |
|                             | Seacoast                       | 4%                    | 17%                   | 8%               | 5%                                    | 2%                                  | 1%   | 5%           |
| <b>Household Income</b>     | Less than \$45,000             | 2%                    | 12%                   | 12%              | 5%                                    | 2%                                  | 2%   | 21%          |
|                             | \$45,000 - \$74,999            | 7%                    | 17%                   | 7%               | 5%                                    | 1%                                  | 1%   | 7%           |
|                             | \$75,000 - \$99,999            | 3%                    | 23%                   | 7%               | 10%                                   | 7%                                  | 2%   | 2%           |
|                             | \$100,000 - \$149,999          | 10%                   | 20%                   | 2%               | 9%                                    | 1%                                  | 1%   | 2%           |
|                             | \$150,000 or more              | 3%                    | 38%                   | 1%               | 7%                                    | 1%                                  | 2%   | 1%           |
| <b>Own or Rent Home</b>     | Own home                       | 7%                    | 24%                   | 3%               | 8%                                    | 3%                                  | 1%   | 2%           |
|                             | Rent home                      |                       | 18%                   | 13%              | 14%                                   | 5%                                  | 1%   | 4%           |
| <b>Media Usage</b>          | CNN viewer                     | 3%                    | 27%                   | 2%               | 8%                                    | 1%                                  | 2%   | 3%           |
|                             | Conservative radio listener    | 11%                   | 13%                   |                  | 12%                                   | 4%                                  | 0%   | 4%           |
|                             | Fox News viewer                | 15%                   | 17%                   | 1%               | 8%                                    | 8%                                  | 2%   | 4%           |
|                             | Joe Rogan listener             | 5%                    | 2%                    |                  | 9%                                    | 4%                                  |  | 3%           |
|                             | Local NH news viewer           | 6%                    | 25%                   | 4%               | 7%                                    | 3%                                  | 1%   | 5%           |
|                             | MSNBC viewer                   | 1%                    | 23%                   | 2%               | 11%                                   | 1%                                  | 2%   | 2%           |
|                             | NHPR listener                  | 2%                    | 31%                   | 7%               | 7%                                    |                                     | 4%   | 1%           |

## Biggest Cause of High Cost of Affordable Housing in NH

What do you think is the biggest cause of the high cost of affordable housing in New Hampshire?

|                                 |                                | <u>Too few<br/>houses being<br/>built</u> | <u>Wages too<br/>low</u> | <u>Wrong type<br/>of housing<br/>built</u> | <u>Zoning or<br/>NIMBYism</u> | <u>Other</u> | <u>Don't<br/>know/Not<br/>sure</u> | <u>N</u> |
|---------------------------------|--------------------------------|---|--------------------------|--|-------------------------------|--------------|------------------------------------|----------|
| <b>STATEWIDE</b>                | <b>November 2023</b>           | 1%  | 3%                       | 2%   | 5%                            | 9%           | 2%                                 | 802      |
| <b>Voting<br/>Registration</b>  | Registered Democrat            | 2%  | 5%                       | 5%   | 4%                            | 8%           | 1%                                 | 267      |
|                                 | Registered Undeclared/Not Reg. | 1%  | 3%                       | 0%   | 5%                            | 11%          | 3%                                 | 308      |
|                                 | Registered Republican          | 1%  |                          |  | 4%                            | 9%           | 0%                                 | 201      |
| <b>Party ID</b>                 | Democrat                       | 1%  | 4%                       | 4%   | 3%                            | 7%           | 3%                                 | 394      |
|                                 | Independent                    | 2%  | 1%                       | 1%   | 3%                            | 18%          | 3%                                 | 104      |
|                                 | Republican                     | 1%  | 2%                       |  | 8%                            | 10%          | 0%                                 | 301      |
| <b>Political<br/>Ideology</b>   | Socialist                      |   | 2%                       |  | 0%                            | 1%           | 1%                                 | 79       |
|                                 | Progressive                    | 3%  | 7%                       | 4%   | 4%                            | 14%          | 2%                                 | 85       |
|                                 | Liberal                        | 1%  | 5%                       | 9%   | 2%                            | 3%           | 2%                                 | 123      |
|                                 | Moderate                       | 2%  | 2%                       | 0%   | 4%                            | 18%          | 2%                                 | 235      |
|                                 | Conservative                   | 0%  | 1%                       |  | 2%                            | 9%           | 0%                                 | 185      |
|                                 | Libertarian                    |   | 4%                       |  | 31%                           | 1%           | 5%                                 | 60       |
| <b>Age of<br/>Respondent</b>    | 18 to 34                       |   | 3%                       |  | 9%                            | 11%          |                                    | 184      |
|                                 | 35 to 49                       | 3%  | 0%                       | 10%  | 2%                            | 16%          | 2%                                 | 138      |
|                                 | 50 to 64                       | 1%  | 4%                       | 0%   | 5%                            | 8%           | 3%                                 | 269      |
|                                 | 65 and older                   | 1%  | 3%                       | 0%   | 3%                            | 5%           | 2%                                 | 202      |
| <b>Gender of<br/>Respondent</b> | Men                            | 2%  | 3%                       | 0%   | 9%                            | 7%           | 0%                                 | 356      |
|                                 | Women                          | 0%  | 3%                       | 3%   | 1%                            | 11%          | 3%                                 | 425      |
| <b>Level of<br/>Education</b>   | High school or less            |   | 3%                       |  | 6%                            | 12%          | 3%                                 | 225      |
|                                 | Tech school/Some college       | 1%  | 3%                       | 4%   | 2%                            | 12%          | 1%                                 | 255      |
|                                 | College graduate               | 2%  | 4%                       | 2%   | 7%                            | 4%           | 1%                                 | 195      |
|                                 | Postgraduate work              | 2%  | 1%                       | 0%   | 6%                            | 5%           | 1%                                 | 124      |
| <b>Region of<br/>State</b>      | Central/Lakes                  | 0%  | 0%                       | 0%   | 4%                            | 11%          | 2%                                 | 151      |
|                                 | Connecticut Valley             | 3%  | 6%                       |  | 8%                            | 17%          | 7%                                 | 114      |
|                                 | Manchester Area                | 2%  | 5%                       |  | 2%                            | 2%           | 1%                                 | 105      |
|                                 | Mass Border                    | 0%  | 3%                       | 2%   | 9%                            | 10%          | 0%                                 | 200      |
|                                 | North Country                  | 0%  | 3%                       |  | 1%                            | 1%           | 1%                                 | 92       |
|                                 | Seacoast                       | 1%  | 0%                       | 8%   | 3%                            | 10%          | 1%                                 | 137      |
| <b>Household<br/>Income</b>     | Less than \$45,000             | 0%  | 2%                       |  | 9%                            | 4%           |                                    | 88       |
|                                 | \$45,000 - \$74,999            | 1%  | 6%                       | 0%   | 2%                            | 15%          | 4%                                 | 120      |
|                                 | \$75,000 - \$99,999            | 0%  | 2%                       | 0%   | 3%                            | 20%          | 0%                                 | 136      |
|                                 | \$100,000 - \$149,999          | 2%  | 3%                       | 0%   | 6%                            | 7%           | 0%                                 | 169      |
|                                 | \$150,000 or more              | 1%  | 2%                       | 9%   | 5%                            | 3%           | 1%                                 | 155      |
| <b>Own or Rent<br/>Home</b>     | Own home                       | 1%  | 3%                       | 2%   | 5%                            | 8%           | 2%                                 | 607      |
|                                 | Rent home                      | 2%  | 3%                       | 0%   | 1%                            | 15%          |                                    | 139      |
| <b>Media Usage</b>              | CNN viewer                     | 2%  | 9%                       | 2%   | 6%                            | 5%           | 3%                                 | 179      |
|                                 | Conservative radio listener    | 1%  | 3%                       |  | 13%                           | 19%          | 4%                                 | 80       |
|                                 | Fox News viewer                | 0%  | 3%                       | 0%   | 3%                            | 9%           | 0%                                 | 168      |
|                                 | Joe Rogan listener             | 1%  | 5%                       |  | 10%                           | 36%          | 4%                                 | 76       |
|                                 | Local NH news viewer           | 1%  | 3%                       | 3%   | 5%                            | 7%           | 2%                                 | 552      |
|                                 | MSNBC viewer                   | 2%  | 5%                       | 0%   | 4%                            | 2%           | 7%                                 | 127      |
|                                 | NHPR listener                  | 1%  | 5%                       | 1%   | 6%                            | 3%           | 2%                                 | 316      |

## Percent of Monthly Household Income Spent on Housing

About what percent of your total monthly household income would you say you are spending on housing costs each month?

|                             |                                | <u>0%-9%</u> | <u>10%-19%</u> | <u>20%-29%</u> | <u>30%-39%</u> | <u>40%-49%</u> | <u>50% or more</u> | <u>N</u> |
|-----------------------------|--------------------------------|--------------|----------------|----------------|----------------|----------------|--------------------|----------|
| <b>STATEWIDE</b>            | <b>November 2023</b>           | 5%           | 15%            | 30%            | 23%            | 11%            | 17%                | 877      |
| <b>Voting Registration</b>  | Registered Democrat            | 5%           | 12%            | 27%            | 31%            | 8%             | 16%                | 247      |
|                             | Registered Undeclared/Not Reg. | 5%           | 17%            | 31%            | 17%            | 10%            | 20%                | 347      |
|                             | Registered Republican          | 4%           | 14%            | 33%            | 23%            | 15%            | 11%                | 265      |
| <b>Party ID</b>             | Democrat                       | 5%           | 17%            | 25%            | 26%            | 8%             | 19%                | 376      |
|                             | Independent                    | 5%           | 8%             | 43%            | 14%            | 3%             | 27%                | 117      |
|                             | Republican                     | 4%           | 14%            | 32%            | 22%            | 16%            | 11%                | 379      |
| <b>Political Ideology</b>   | Socialist                      | 0%           | 0%             | 13%            | 30%            | 8%             | 48%                | 78       |
|                             | Progressive                    | 4%           | 9%             | 30%            | 23%            | 15%            | 19%                | 77       |
|                             | Liberal                        | 9%           | 24%            | 30%            | 23%            | 7%             | 7%                 | 118      |
|                             | Moderate                       | 5%           | 20%            | 32%            | 21%            | 12%            | 10%                | 260      |
|                             | Conservative                   | 5%           | 12%            | 35%            | 23%            | 10%            | 15%                | 226      |
|                             | Libertarian                    | 8%           | 14%            | 26%            | 11%            | 6%             | 35%                | 56       |
| <b>Age of Respondent</b>    | 18 to 34                       | 3%           | 7%             | 45%            | 12%            | 7%             | 26%                | 247      |
|                             | 35 to 49                       | 3%           | 6%             | 38%            | 30%            | 11%            | 12%                | 142      |
|                             | 50 to 64                       | 6%           | 13%            | 21%            | 30%            | 14%            | 16%                | 286      |
|                             | 65 and older                   | 6%           | 30%            | 20%            | 20%            | 13%            | 10%                | 195      |
| <b>Gender of Respondent</b> | Men                            | 6%           | 15%            | 37%            | 21%            | 10%            | 11%                | 449      |
|                             | Women                          | 4%           | 15%            | 23%            | 26%            | 13%            | 20%                | 408      |
| <b>Level of Education</b>   | High school or less            | 3%           | 9%             | 34%            | 29%            | 10%            | 14%                | 292      |
|                             | Tech school/Some college       | 1%           | 18%            | 23%            | 19%            | 12%            | 26%                | 251      |
|                             | College graduate               | 9%           | 17%            | 33%            | 18%            | 12%            | 11%                | 203      |
|                             | Postgraduate work              | 8%           | 16%            | 31%            | 22%            | 10%            | 13%                | 129      |
| <b>Region of State</b>      | Central/Lakes                  | 6%           | 12%            | 39%            | 12%            | 9%             | 21%                | 169      |
|                             | Connecticut Valley             | 2%           | 8%             | 48%            | 13%            | 11%            | 18%                | 122      |
|                             | Manchester Area                | 2%           | 7%             | 44%            | 25%            | 14%            | 8%                 | 153      |
|                             | Mass Border                    | 4%           | 19%            | 20%            | 28%            | 9%             | 20%                | 209      |
|                             | North Country                  | 8%           | 23%            | 15%            | 29%            | 9%             | 16%                | 81       |
|                             | Seacoast                       | 8%           | 16%            | 15%            | 31%            | 15%            | 14%                | 138      |
| <b>Household Income</b>     | Less than \$45,000             | 5%           |                | 7%             | 29%            | 20%            | 39%                | 103      |
|                             | \$45,000 - \$74,999            | 1%           | 12%            | 32%            | 26%            | 12%            | 18%                | 147      |
|                             | \$75,000 - \$99,999            | 3%           | 16%            | 36%            | 19%            | 11%            | 15%                | 165      |
|                             | \$100,000 - \$149,999          | 3%           | 8%             | 42%            | 27%            | 6%             | 13%                | 204      |
|                             | \$150,000 or more              | 13%          | 28%            | 32%            | 19%            | 5%             | 3%                 | 157      |
| <b>Own or Rent Home</b>     | Own home                       | 6%           | 20%            | 31%            | 23%            | 9%             | 12%                | 606      |
|                             | Rent home                      |              | 3%             | 30%            | 28%            | 19%            | 21%                | 217      |
| <b>Media Usage</b>          | CNN viewer                     | 7%           | 17%            | 26%            | 23%            | 5%             | 22%                | 196      |
|                             | Conservative radio listener    | 6%           | 20%            | 19%            | 25%            | 20%            | 11%                | 87       |
|                             | Fox News viewer                | 3%           | 15%            | 29%            | 23%            | 18%            | 12%                | 238      |
|                             | Joe Rogan listener             | 6%           | 11%            | 51%            | 12%            | 5%             | 15%                | 98       |
|                             | Local NH news viewer           | 4%           | 14%            | 25%            | 27%            | 10%            | 20%                | 537      |
|                             | MSNBC viewer                   | 6%           | 24%            | 22%            | 15%            | 6%             | 28%                | 133      |
|                             | NHPR listener                  | 3%           | 12%            | 38%            | 23%            | 10%            | 13%                | 363      |

## 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>November 2023</b>           | 28%               | 50%          | 22%              | 896      |
| <b>Voting Registration</b>  | Registered Democrat            | 49%               | 39%          | 12%              | 280      |
|                             | Registered Undeclared/Not Reg. | 23%               | 63%          | 15%              | 320      |
|                             | Registered Republican          | 11%               | 50%          | 40%              | 266      |
| <b>Party ID</b>             | Democrat                       | 45%               | 46%          | 9%               | 402      |
|                             | Independent                    | 20%               | 69%          | 11%              | 100      |
|                             | Republican                     | 11%               | 50%          | 39%              | 388      |
| <b>Political Ideology</b>   | Socialist                      | 22%               | 61%          | 16%              | 63       |
|                             | Progressive                    | 39%               | 39%          | 22%              | 88       |
|                             | Liberal                        | 55%               | 45%          | 1%               | 141      |
|                             | Moderate                       | 29%               | 63%          | 8%               | 267      |
|                             | Conservative                   | 8%                | 45%          | 47%              | 224      |
|                             | Libertarian                    | 29%               | 30%          | 41%              | 60       |
| <b>Age of Respondent</b>    | 18 to 34                       | 24%               | 46%          | 30%              | 220      |
|                             | 35 to 49                       | 31%               | 52%          | 18%              | 161      |
|                             | 50 to 64                       | 25%               | 50%          | 25%              | 295      |
|                             | 65 and older                   | 32%               | 55%          | 13%              | 211      |
| <b>Gender of Respondent</b> | Men                            | 31%               | 43%          | 26%              | 428      |
|                             | Women                          | 24%               | 57%          | 18%              | 462      |
| <b>Level of Education</b>   | High school or less            | 16%               | 51%          | 33%              | 274      |
|                             | Tech school/Some college       | 33%               | 48%          | 19%              | 273      |
|                             | College graduate               | 32%               | 50%          | 18%              | 213      |
|                             | Postgraduate work              | 33%               | 54%          | 13%              | 132      |
| <b>Region of State</b>      | Central/Lakes                  | 32%               | 57%          | 11%              | 168      |
|                             | Connecticut Valley             | 20%               | 60%          | 20%              | 107      |
|                             | Manchester Area                | 22%               | 43%          | 36%              | 166      |
|                             | Mass Border                    | 30%               | 47%          | 23%              | 216      |
|                             | North Country                  | 18%               | 66%          | 16%              | 84       |
|                             | Seacoast                       | 37%               | 40%          | 22%              | 147      |
| <b>Household Income</b>     | Less than \$45,000             | 31%               | 47%          | 22%              | 97       |
|                             | \$45,000 - \$74,999            | 31%               | 50%          | 18%              | 122      |
|                             | \$75,000 - \$99,999            | 29%               | 57%          | 14%              | 174      |
|                             | \$100,000 - \$149,999          | 27%               | 43%          | 29%              | 214      |
|                             | \$150,000 or more              | 32%               | 48%          | 21%              | 168      |
| <b>Own or Rent Home</b>     | Own home                       | 30%               | 52%          | 18%              | 643      |
|                             | Rent home                      | 23%               | 43%          | 34%              | 208      |
| <b>Media Usage</b>          | CNN viewer                     | 43%               | 49%          | 8%               | 208      |
|                             | Conservative radio listener    | 13%               | 63%          | 23%              | 90       |
|                             | Fox News viewer                | 13%               | 46%          | 40%              | 234      |
|                             | Joe Rogan listener             | 24%               | 59%          | 18%              | 91       |
|                             | Local NH news viewer           | 32%               | 51%          | 17%              | 585      |
|                             | MSNBC viewer                   | 46%               | 47%          | 7%               | 150      |
|                             | NHPR listener                  | 37%               | 46%          | 16%              | 361      |

## 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>November 2023</b>           | 19%               | 42%          | 38%              | 958      |
| <b>Voting Registration</b>  | Registered Democrat            | 39%               | 46%          | 14%              | 287      |
|                             | Registered Undeclared/Not Reg. | 14%               | 48%          | 38%              | 347      |
|                             | Registered Republican          | 4%                | 33%          | 62%              | 293      |
| <b>Party ID</b>             | Democrat                       | 38%               | 51%          | 11%              | 414      |
|                             | Independent                    | 12%               | 37%          | 51%              | 122      |
|                             | Republican                     | 3%                | 35%          | 62%              | 416      |
| <b>Political Ideology</b>   | Socialist                      | 25%               | 64%          | 12%              | 67       |
|                             | Progressive                    | 39%               | 35%          | 25%              | 89       |
|                             | Liberal                        | 42%               | 57%          | 1%               | 143      |
|                             | Moderate                       | 19%               | 51%          | 30%              | 273      |
|                             | Conservative                   | 3%                | 30%          | 67%              | 252      |
|                             | Libertarian                    | 16%               | 13%          | 71%              | 66       |
| <b>Age of Respondent</b>    | 18 to 34                       | 23%               | 31%          | 46%              | 247      |
|                             | 35 to 49                       | 17%               | 55%          | 29%              | 170      |
|                             | 50 to 64                       | 18%               | 40%          | 42%              | 310      |
|                             | 65 and older                   | 19%               | 49%          | 32%              | 222      |
| <b>Gender of Respondent</b> | Men                            | 22%               | 37%          | 41%              | 474      |
|                             | Women                          | 16%               | 49%          | 35%              | 474      |
| <b>Level of Education</b>   | High school or less            | 10%               | 36%          | 53%              | 317      |
|                             | Tech school/Some college       | 21%               | 41%          | 39%              | 282      |
|                             | College graduate               | 26%               | 47%          | 26%              | 222      |
|                             | Postgraduate work              | 27%               | 52%          | 22%              | 134      |
| <b>Region of State</b>      | Central/Lakes                  | 23%               | 46%          | 31%              | 176      |
|                             | Connecticut Valley             | 11%               | 29%          | 60%              | 137      |
|                             | Manchester Area                | 15%               | 45%          | 39%              | 168      |
|                             | Mass Border                    | 22%               | 39%          | 39%              | 231      |
|                             | North Country                  | 10%               | 57%          | 33%              | 85       |
|                             | Seacoast                       | 28%               | 42%          | 29%              | 155      |
| <b>Household Income</b>     | Less than \$45,000             | 25%               | 46%          | 29%              | 104      |
|                             | \$45,000 - \$74,999            | 19%               | 33%          | 48%              | 152      |
|                             | \$75,000 - \$99,999            | 21%               | 43%          | 36%              | 176      |
|                             | \$100,000 - \$149,999          | 21%               | 40%          | 39%              | 215      |
|                             | \$150,000 or more              | 20%               | 49%          | 31%              | 178      |
| <b>Own or Rent Home</b>     | Own home                       | 19%               | 47%          | 34%              | 673      |
|                             | Rent home                      | 21%               | 26%          | 53%              | 237      |
| <b>Media Usage</b>          | CNN viewer                     | 36%               | 49%          | 15%              | 212      |
|                             | Conservative radio listener    | 4%                | 38%          | 58%              | 102      |
|                             | Fox News viewer                | 6%                | 32%          | 62%              | 245      |
|                             | Joe Rogan listener             | 13%               | 24%          | 63%              | 99       |
|                             | Local NH news viewer           | 23%               | 47%          | 30%              | 606      |
|                             | MSNBC viewer                   | 41%               | 48%          | 12%              | 149      |
|                             | NHPR listener                  | 30%               | 48%          | 22%              | 380      |