

The BIA Report on Consumer Confidence

February 21, 2024

GRANITE STATERS ARE MORE OPTIMISTIC ABOUT ECONOMY BUT DON'T FEEL IMPROVING INFLATION

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DURHAM, NH - Granite Staters' perceptions of the U.S. economy and their personal financial condition have improved somewhat over the past year but remain low. Inflation continues to be seen as a serious problem, and nearly half of those who expect to be worse off in a year cite inflation or the cost of living as the reason. Partisanship continues to play a large part in Granite Staters' perceptions of the economy.

Personal Financial Conditions

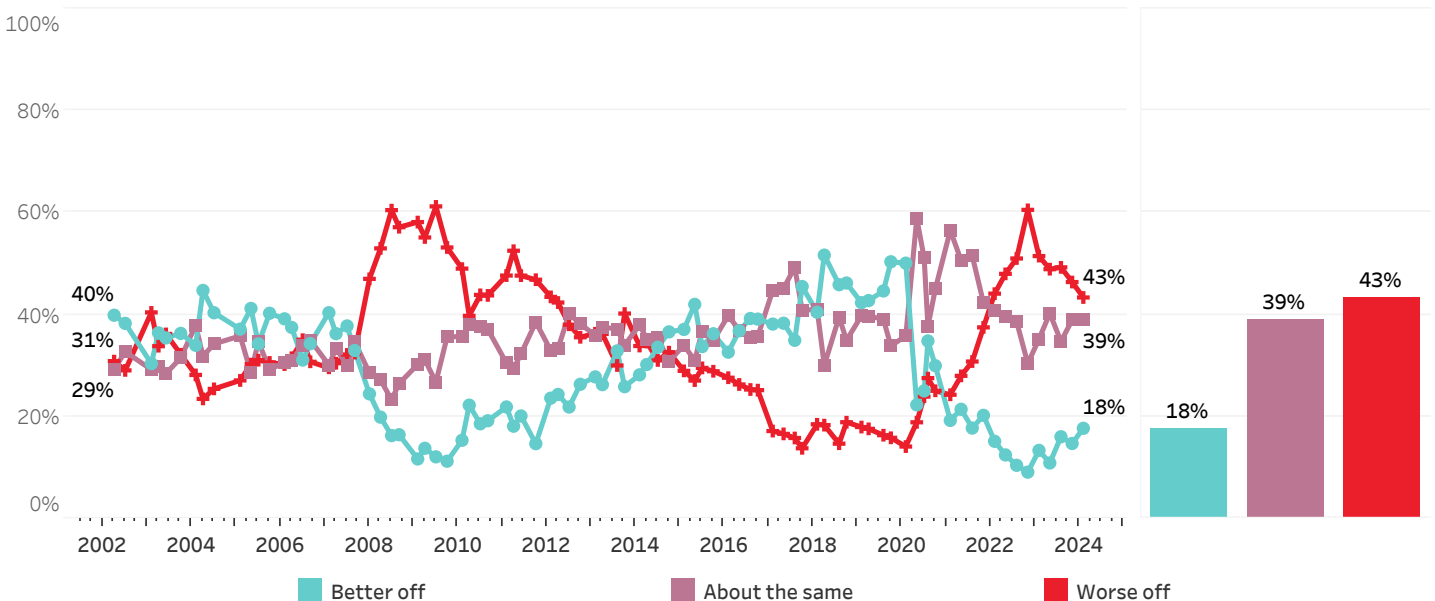
Despite strong economic data nationally and in New Hampshire, only 18% of Granite Staters think their household is better off financially than a year ago, 39% say their finances are about the same, and 43% say that their household is worse off. The percentage who think they are worse off (43%) continues to decline but remains far higher than from 2018-2021.

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 30% of those with a household income of \$150,000 or more report being worse off. There are also enormous differences based on partisanship: three-quarters of Republicans (75%) and a majority of Independents (57%) say they are worse off than a year ago but only 10% of Democrats say the same.

"While there are positive economic indicators, the first BIA Report on Consumer Confidence of 2024 shows concerns about inflation and economic conditions persist among Granite Staters and particularly lower-income households," said Michael Skelton, president and CEO of the Business & Industry Association. "BIA's vision is for New Hampshire to be the leading state for business, creating economic opportunities and prosperity for all Granite Staters. Our top efforts continue to include work to expand housing options that are affordable for our workforce, and lower energy costs, while driving economic growth that increases the number of well-paying jobs."

Household Financial Condition Compared to 12 Months Ago

February 2024

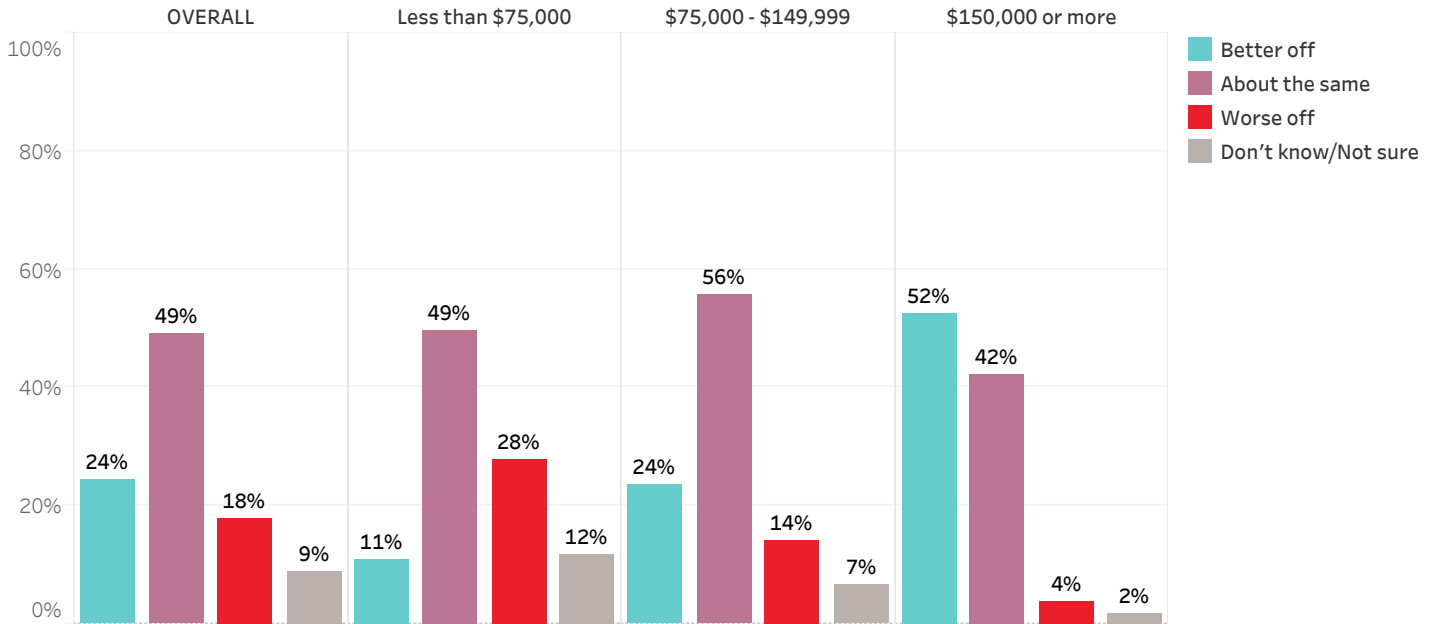


* We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, conducted by the University of New Hampshire Survey Center.

Twenty-four percent of New Hampshire residents believe they are better off financially than the majority of people in their local community, 49% think they are about the same as their neighbors, 18% think that they are worse off, and 9% are unsure.

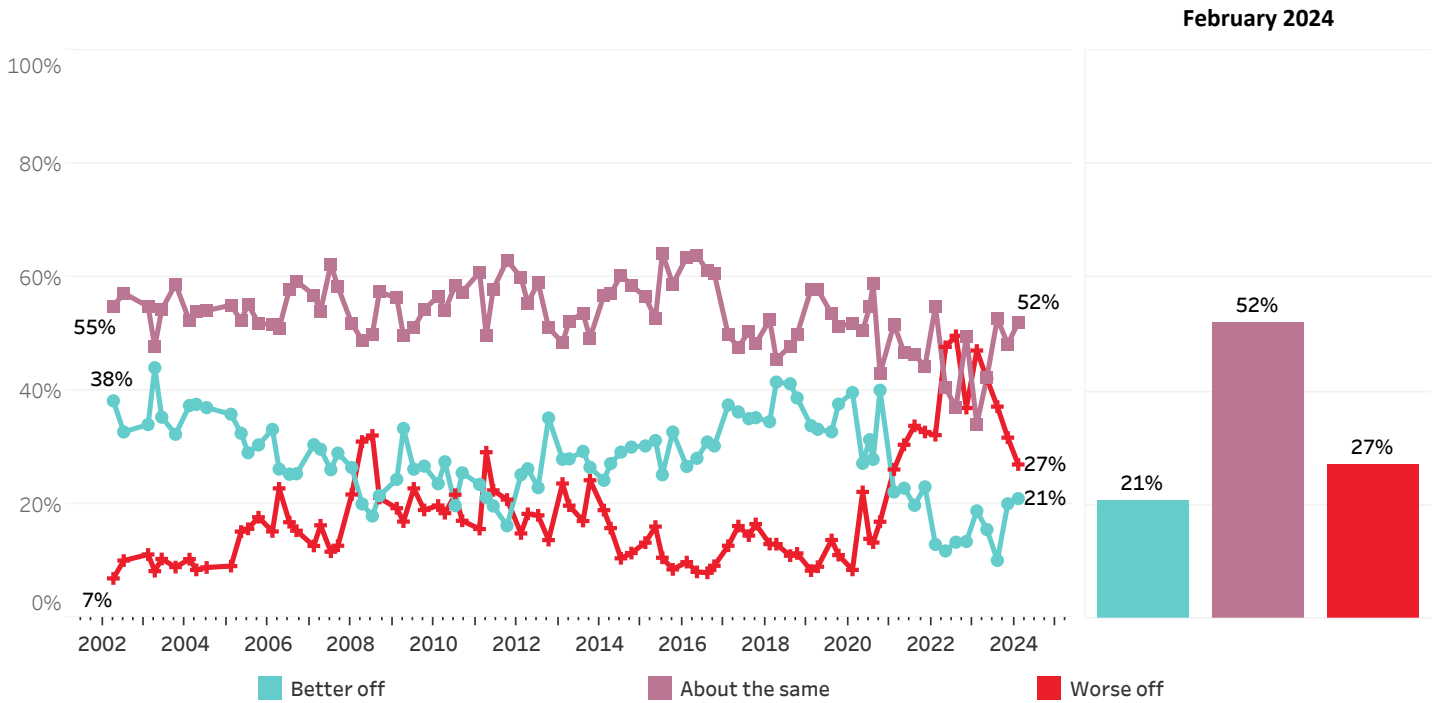
Only 11% of those with household incomes under \$75,000 and 24% of those with incomes between \$75,000 and \$149,999 believe they are better off than the majority of people in their local community while a majority (52%) of those with a household income of \$150,000 or more feel that they are better off than the majority of their community. Democrats (32%) are also more likely than Republicans (18%) and Independents (16%) to say that they are better off than the majority in their community.

Better or Worse Off Financially than Majority of People in Local Community - by Household Income - February 2024



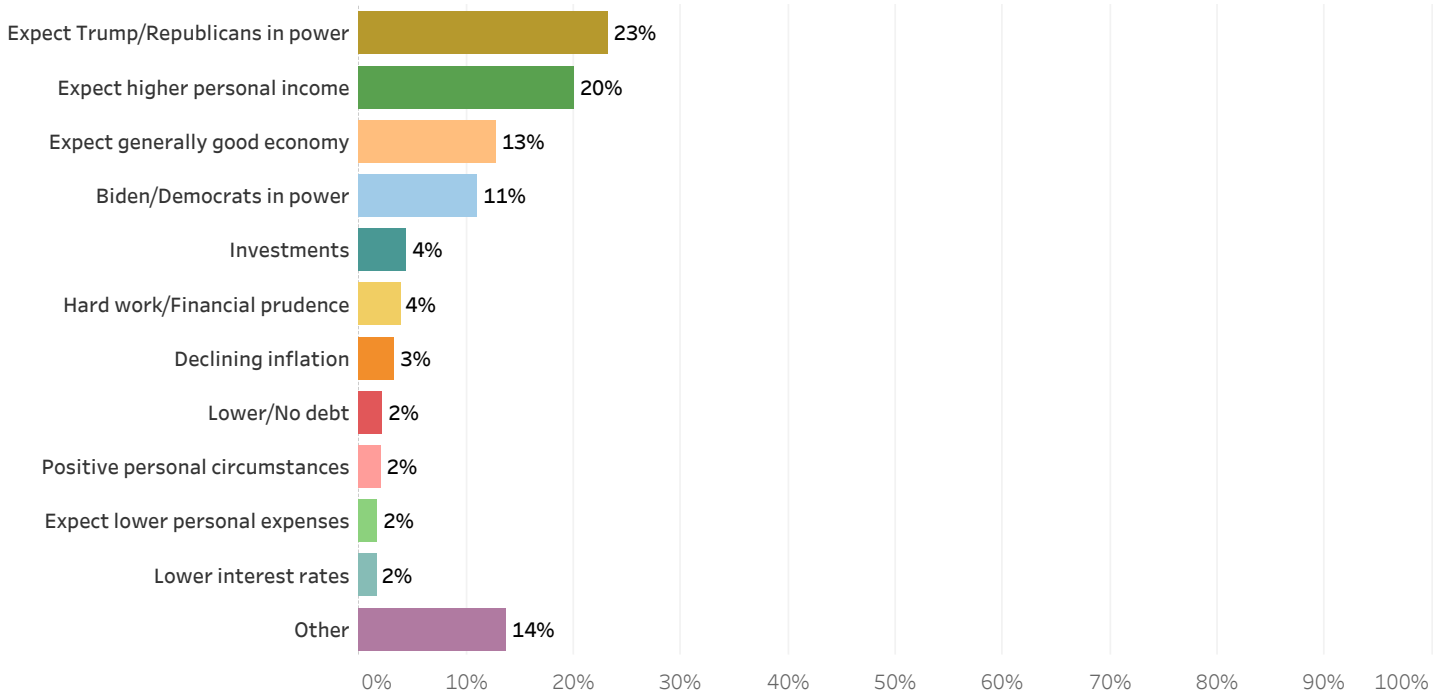
Looking ahead, 21% of Granite Staters expect their personal finances will be better a year from now, 27% think they will be worse off, and 52% think their finances will be about the same as they are now. The percentage of New Hampshire residents who think they will be worse off next year continues to decline from a high of 50% in August 2022 and is now at its lowest point in President Biden's administration.

Household Financial Condition 12 Months From Now



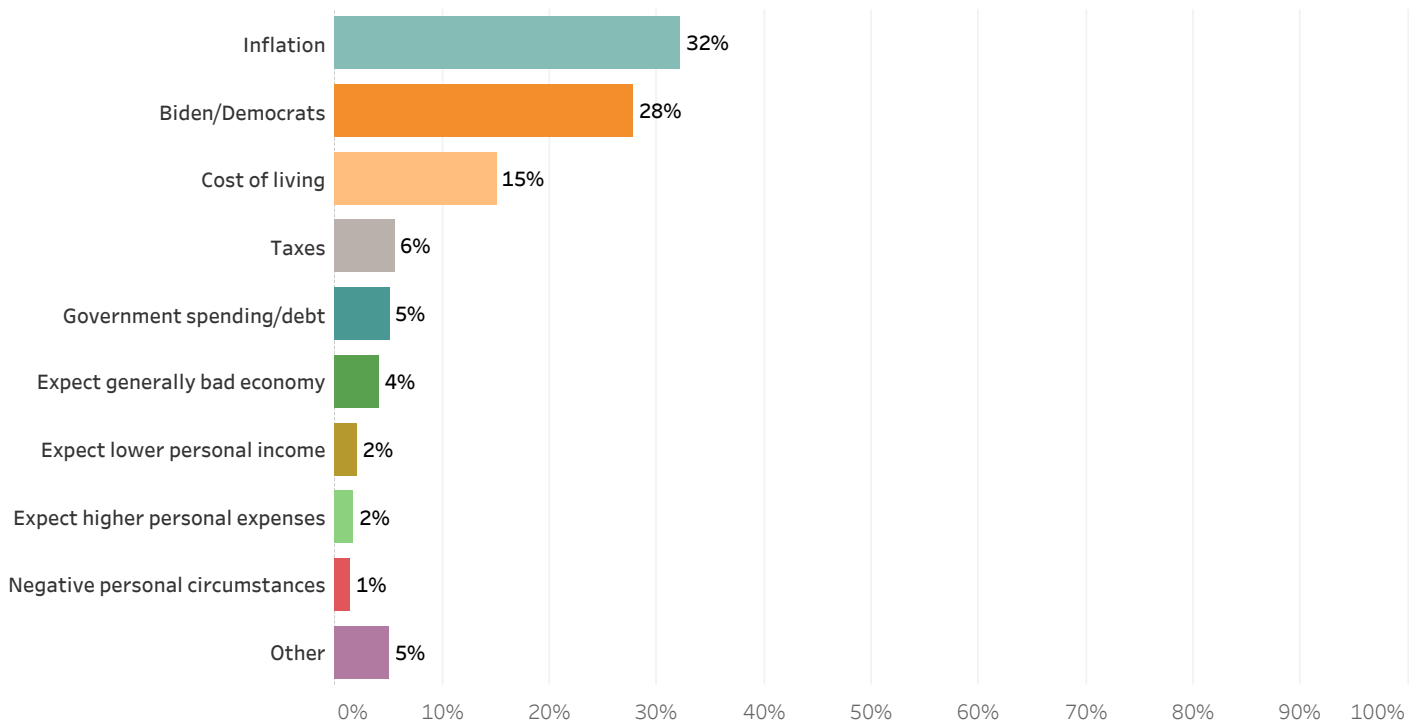
Those who expect to be better off financially a year from now (N=244) most often say that they feel that way because they expect former President Trump or Republicans to be in power (23%), they expect a higher personal income (20%), they expect a generally good economy (13%), or they expect Biden or Democrats to be in power (11%). Fewer respondents cite their investments (4%), hard work or financial prudence on their part (4%), declining inflation (3%), lower or no personal debt (2%), positive personal circumstances (2%), lower expected personal expenses (2%), or lower interest rates (2%).

Why Expect to be Better Off Financially in Year (coded)



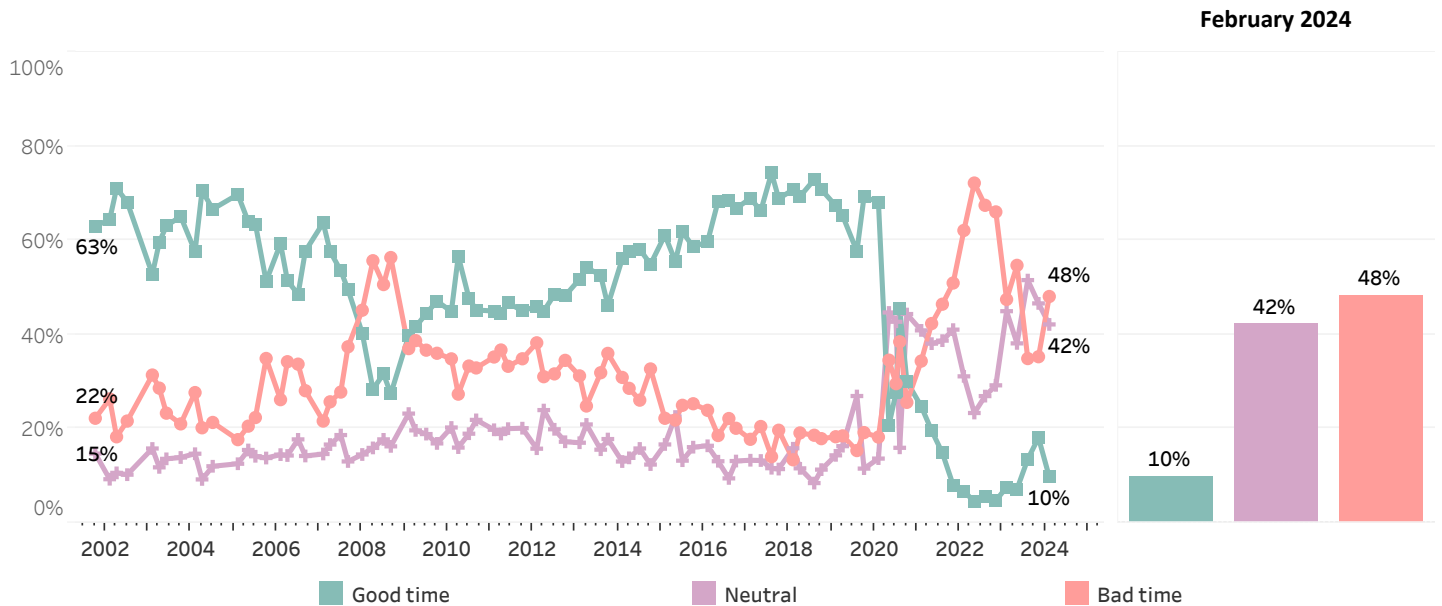
Among those who expect to be worse off financially a year from now (N=321), 32% say that they feel that way because of inflation, 28% mention Biden or Democrats holding political power, and 15% mention the cost of living. Fewer respondents cite taxes (6%), government spending or debt (5%), an expected generally bad economy (4%), lower expected personal income (2%), higher expected personal expenses (2%), or negative personal circumstances (1%).

Why Expect to be Worse Off Financially in Year (coded)



Only 10% of Granite Staters think now is a good time to buy major items for their home, 42% are neutral or think it depends on the person's finances, and 48% think it is a bad time. The percentage of respondents who believe now is a good time to purchase a major item has declined slightly since November 2023 (18%) after increasing over the previous two quarters. Sixty-five percent of Republicans and 60% of Independents feel that now is a bad time to buy a major item but only 28% of Democrats feel this way. Those with household incomes below \$75,000 (53%) are more likely than residents with household incomes of \$150,000 or more (35%) to say now is a bad time to buy a major item.

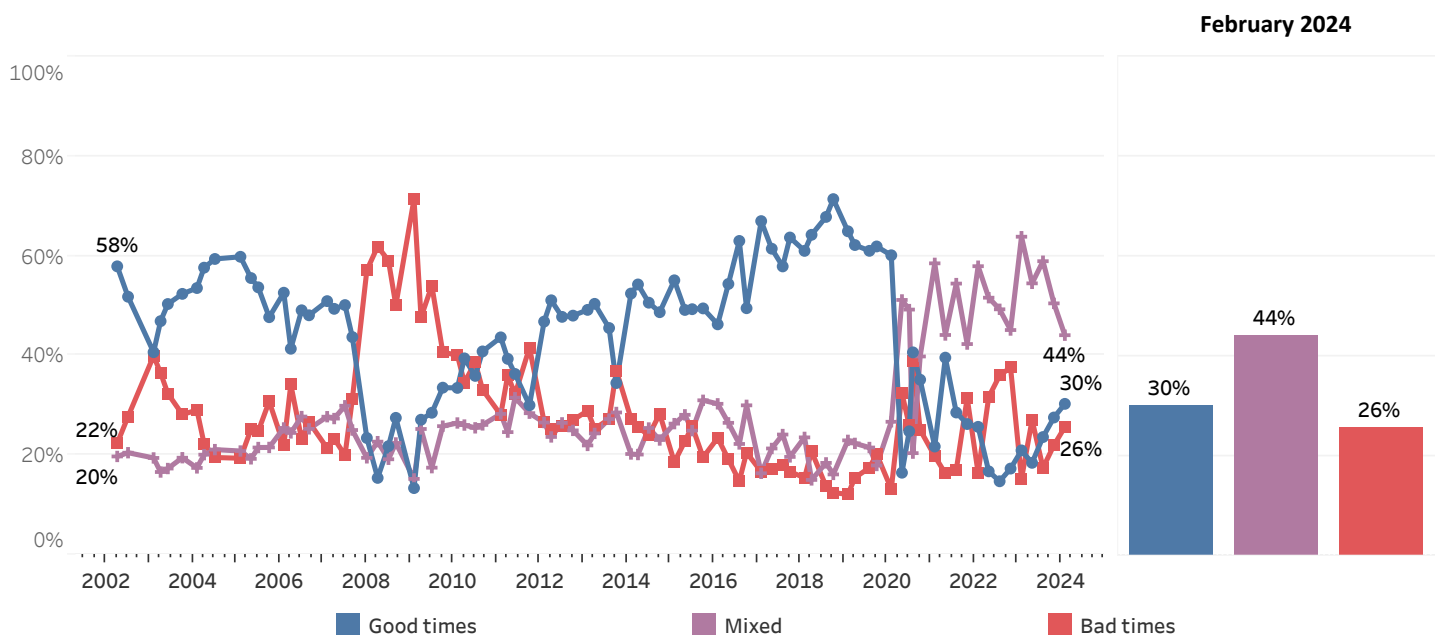
Good Time to Buy Major Household Item



NH Business Conditions

When asked how they expect New Hampshire businesses will do in the upcoming year, 30% of Granite Staters think state businesses will enjoy good times financially, 26% think they will experience bad times, and 44% anticipate mixed conditions. The percentage who expect good times (30%) has increased for three consecutive quarters and is at its highest point since May 2021 (40%). Fifty percent of Democrats anticipate good business conditions in New Hampshire during the next twelve months, but only 21% of Independents and 13% of Republicans feel that way.

Business Conditions in New Hampshire During Next 12 Months

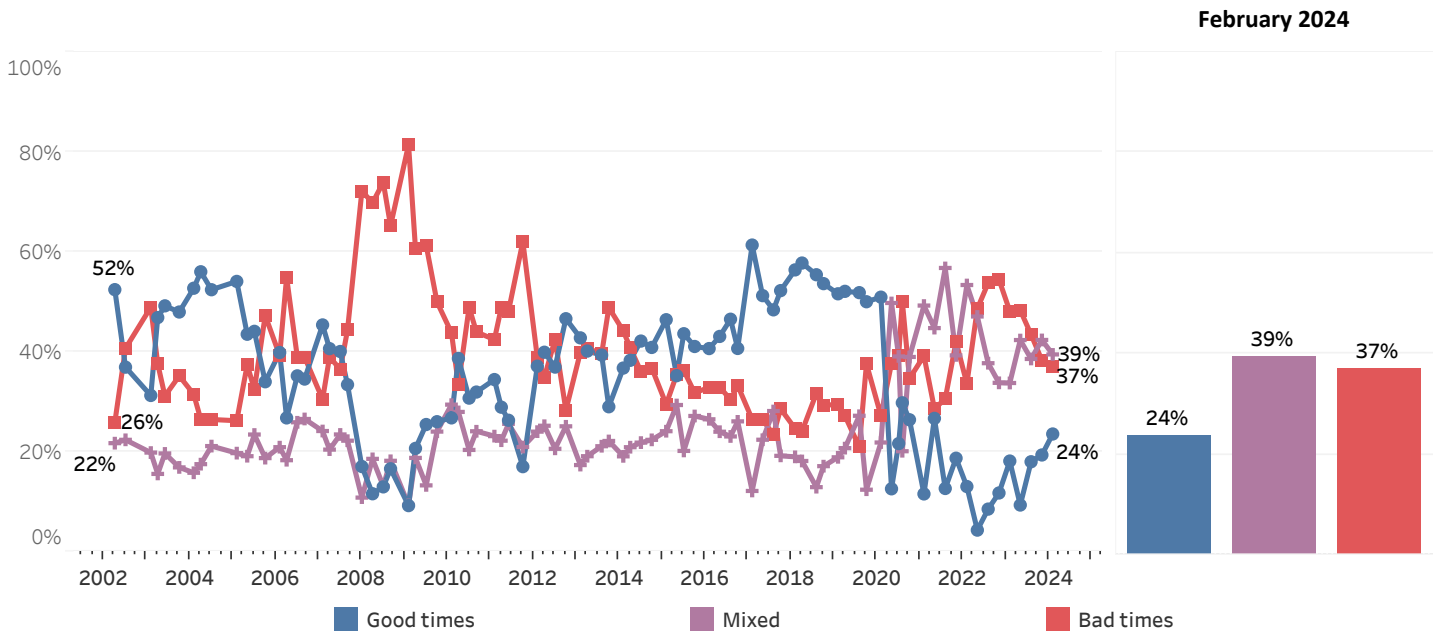


U.S. Business Conditions

Granite Staters remain more pessimistic about the national economy than the New Hampshire economy. Only 24 percent of New Hampshire adults think businesses across the country will experience good times in the next twelve months, 37% anticipate businesses will have bad times and 39% think conditions will be mixed. The percentage of New Hampshire residents who anticipate bad times for U.S. businesses (37%) has declined from a recent high of 54% in November 2022.

Fifty-seven percent of New Hampshire Republicans, down from 85% in February 2023, feel that U.S. businesses will experience bad times over the next twelve months while 46% of Independents agree. Only 14% of Democrats feel that U.S. businesses will experience bad times over the next twelve months.

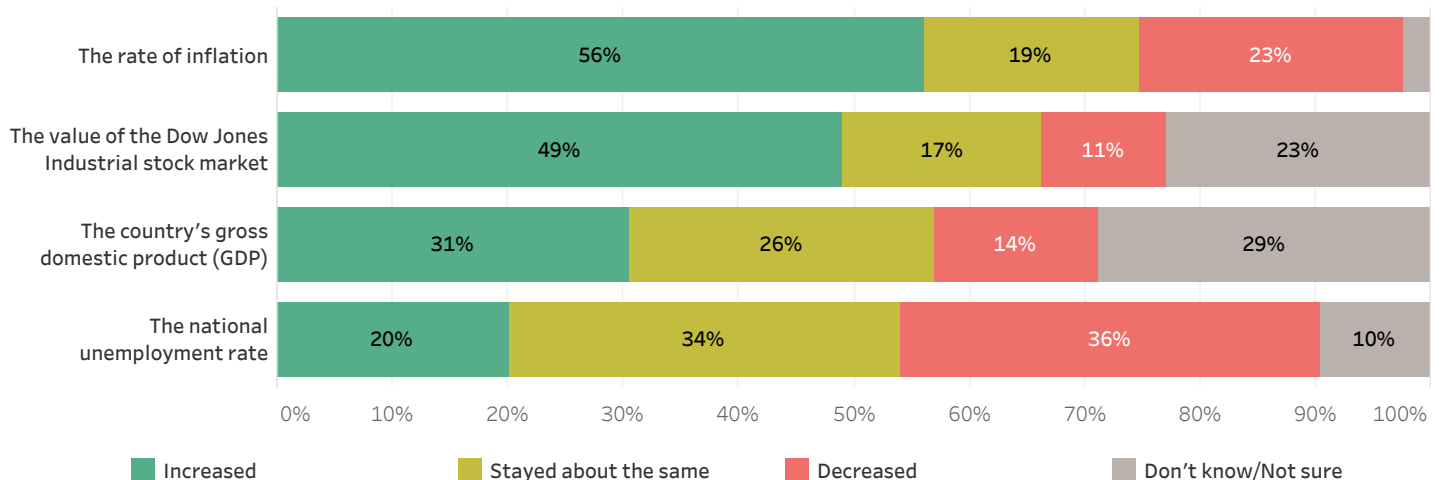
Business Conditions in U.S. During Next 12 Months



Perceptions of U.S. Economic Conditions

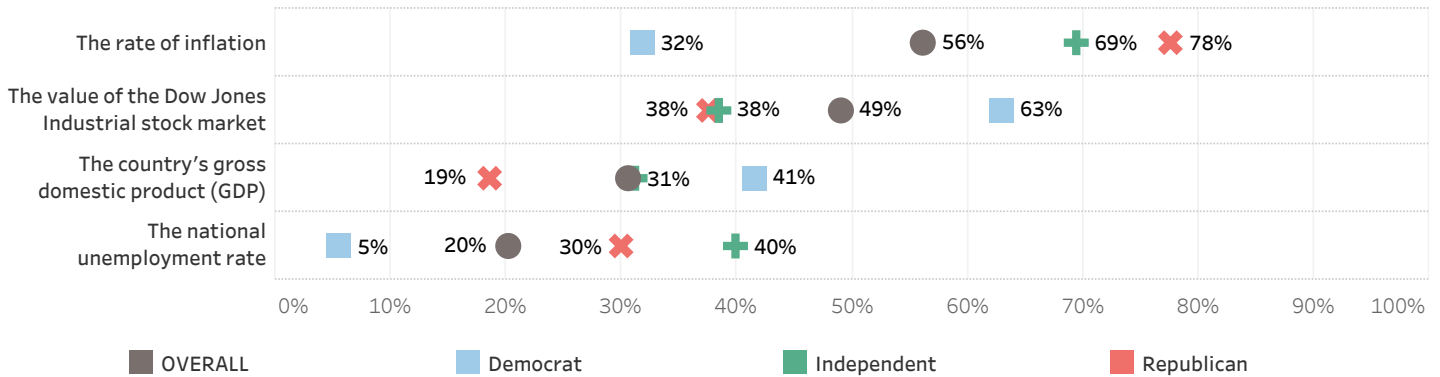
More than half (56%) of Granite Staters believe the rate of inflation in the United States has increased over the past year, 19% think it has stayed about the same, only 23% think it has decreased, and 2% are unsure. Forty-nine percent think that the Dow Jones Industrial stock market value has increased over the past year, 17% believe it has stayed the same, 11% think it has decreased, and 23% are unsure. Thirty-one percent of Granite Staters believe the country's gross domestic product (GDP) has increased over the past year, 26% think it has stayed the same, 14% think it has decreased, and 29% are unsure. Twenty percent think that the national unemployment rate has increased over the past year, 34% think it has stayed about the same, 36% think it has decreased, and 10% are unsure.

Believe Economic Indicators Increased or Decreased Over Past Year - February 2024



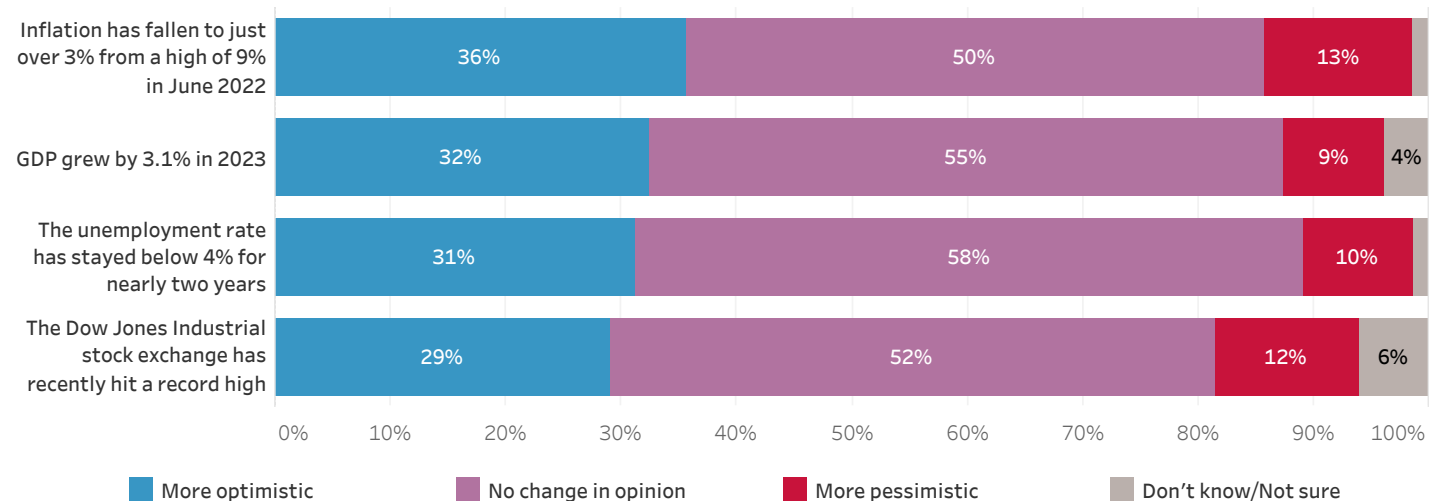
Most self-identified Republicans (78%) and Independents (69%) think the rate of inflation has increased over the past year but only 32% of Democrats feel that way. A majority (63%) of Democrats feel that the Dow Jones has increased in value over the past year but only 38% of Republicans and Independents feel that way.

Believe Economic Indicators Have Increased Over Past Year - by Party ID - February 2024



Only around one-third of Granite Staters are more optimistic about the economy after being presented facts about the national economy: 36% are more optimistic about the economy after reading that the inflation rate has fallen to just over 3% from a high of 9% in June 2022, 32% are more optimistic after reading that GDP grew by 3.1% in 2023, 31% are more optimistic after reading that the unemployment rate has stayed below 4% for nearly two years, and 29% are more optimistic after reading that the Dow Jones Industrial stock exchange has recently hit a record high. Most respondents say reading about these things does not change their opinion about the national economy. Democrats are considerably more likely than Independents and Republicans to say that reading these data things makes them more optimistic about the economy.

Effect of Hearing Economic Facts on Feelings Toward Economy - February 2024



Business and Industry Association Report on Consumer Confidence Methodology

These findings are based on the latest Business and Industry Association (BIA) Report on Consumer Confidence, conducted by the University of New Hampshire Survey Center. One thousand, four hundred and forty-eight (1,448) Granite State Panel members completed the survey online between February 15 and February 19, 2024. The margin of sampling error for the survey is +/- 2.6 percent. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response. These MSE's have not been adjusted for design effect. The response rate for the February 2024 BIA Report on Consumer Confidence is 34%. The design effect for the survey is 2.1%.

The Granite State Panel is a probability-based web panel of New Hampshire residents. Approximately 7,500 New Hampshire adults have been recruited from phone, text-to-web, or mail-to-web surveys sent to randomly-selected phone numbers or addresses. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

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. Surveys were taken in English, all respondent data included passes Qualtrics data quality checks, and single-use survey links were used to prevent multiple submissions by respondents.

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%. All coding of open-ended responses is conducted by human coders.

For more information about the methodology used in this BIA Report on Consumer Confidence, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

BIA Report on Consumer Confidence, February 2024 Demographics

| | | % | N |
|----------------------|--------------------------------|-----|-----|
| Gender of Respondent | Men | 49% | 690 |
| | Women | 51% | 716 |
| Age of Respondent | 18 to 34 | 26% | 370 |
| | 35 to 49 | 20% | 291 |
| | 50 to 64 | 30% | 426 |
| | 65 and older | 24% | 342 |
| Level of Education | High school or less | 33% | 467 |
| | Tech school/Some college | 30% | 424 |
| | College graduate | 23% | 331 |
| | Postgraduate work | 15% | 211 |
| Region of State | Central/Lakes | 17% | 247 |
| | Connecticut Valley | 13% | 191 |
| | Manchester Area | 16% | 236 |
| | Mass Border | 23% | 332 |
| | North Country | 10% | 147 |
| | Seacoast | 20% | 281 |
| Party ID | Democrat | 45% | 643 |
| | Independent | 14% | 193 |
| | Republican | 41% | 591 |
| Voting Registration | Registered Democrat | 32% | 445 |
| | Registered Undeclared/Not Reg. | 38% | 537 |
| | Registered Republican | 30% | 426 |
| Household Income | Less than \$45,000 | 14% | 168 |
| | \$45,000 - \$74,999 | 22% | 269 |
| | \$75,000 - \$99,999 | 19% | 224 |
| | \$100,000 - \$149,999 | 23% | 279 |
| | \$150,000 or more | 21% | 254 |

Household Financial Condition Compared to 12 Months Ago

Would you say that you and your family living there are better off or worse off financially than you were a year ago?

| | | Better off | About the same | Worse off | N |
|-----------------------------|--------------------------------|------------|----------------|-----------|-------|
| STATEWIDE | February 2024 | 18% | 39% | 43% | 1,434 |
| Voting Registration | Registered Democrat | 35% | 55% | 10% | 444 |
| | Registered Undeclared/Not Reg. | 15% | 38% | 48% | 534 |
| | Registered Republican | 3% | 23% | 74% | 425 |
| Party ID | Democrat | 32% | 58% | 10% | 642 |
| | Independent | 9% | 33% | 57% | 191 |
| | Republican | 4% | 21% | 75% | 590 |
| Political Ideology | Socialist | 31% | 59% | 9% | 96 |
| | Progressive | 22% | 62% | 16% | 167 |
| | Liberal | 45% | 47% | 8% | 202 |
| | Moderate | 18% | 43% | 39% | 385 |
| | Conservative | 4% | 22% | 74% | 365 |
| | Libertarian | 2% | 19% | 79% | 102 |
| Age of Respondent | 18 to 34 | 19% | 34% | 46% | 368 |
| | 35 to 49 | 14% | 42% | 45% | 291 |
| | 50 to 64 | 19% | 39% | 42% | 426 |
| | 65 and older | 17% | 43% | 41% | 341 |
| Gender of Respondent | Men | 18% | 33% | 50% | 687 |
| | Women | 18% | 47% | 36% | 716 |
| Level of Education | High school or less | 13% | 23% | 64% | 467 |
| | Tech school/Some college | 16% | 46% | 37% | 424 |
| | College graduate | 23% | 44% | 33% | 330 |
| | Postgraduate work | 23% | 51% | 25% | 209 |
| Region of State | Central/Lakes | 13% | 40% | 47% | 246 |
| | Connecticut Valley | 16% | 23% | 62% | 191 |
| | Manchester Area | 20% | 40% | 41% | 236 |
| | Mass Border | 18% | 47% | 35% | 330 |
| | North Country | 9% | 39% | 53% | 147 |
| | Seacoast | 26% | 40% | 34% | 281 |
| Household Income | Less than \$45,000 | 11% | 27% | 62% | 168 |
| | \$45,000 - \$74,999 | 15% | 35% | 50% | 268 |
| | \$75,000 - \$99,999 | 20% | 37% | 43% | 222 |
| | \$100,000 - \$149,999 | 19% | 41% | 41% | 279 |
| | \$150,000 or more | 20% | 50% | 30% | 254 |
| Own or Rent Home | Own home | 17% | 41% | 42% | 976 |
| | Rent home | 20% | 30% | 50% | 306 |
| Media Usage | CNN viewer | 30% | 52% | 18% | 351 |
| | Conservative radio listener | 3% | 20% | 77% | 190 |
| | Fox News viewer | 3% | 25% | 71% | 349 |
| | Joe Rogan listener | 3% | 14% | 84% | 147 |
| | Local NH news viewer | 19% | 43% | 38% | 937 |
| | MSNBC viewer | 40% | 48% | 11% | 256 |
| | NHPR listener | 28% | 48% | 25% | 490 |

Better or Worse Off Financially than Majority of People in Local Community

To the best of your knowledge, would you say that you and your family are better off or worse off financially than the majority of people in your local community?

| | | <u>Better off</u> | <u>About the same</u> | <u>Worse off</u> | <u>Don't know/Not sure</u> | <u>N</u> |
|-----------------------------|--------------------------------|-------------------|-----------------------|------------------|----------------------------|----------|
| STATEWIDE | February 2024 | 24% | 49% | 18% | 9% | 1,437 |
| Voting Registration | Registered Democrat | 35% | 46% | 8% | 11% | 444 |
| | Registered Undeclared/Not Reg. | 20% | 49% | 19% | 12% | 537 |
| | Registered Republican | 20% | 52% | 25% | 3% | 426 |
| Party ID | Democrat | 32% | 45% | 12% | 11% | 642 |
| | Independent | 16% | 50% | 21% | 14% | 193 |
| | Republican | 18% | 53% | 23% | 5% | 591 |
| Political Ideology | Socialist | 32% | 26% | 11% | 31% | 96 |
| | Progressive | 38% | 37% | 22% | 3% | 168 |
| | Liberal | 27% | 50% | 7% | 16% | 202 |
| | Moderate | 20% | 57% | 14% | 9% | 387 |
| | Conservative | 19% | 49% | 25% | 7% | 365 |
| | Libertarian | 26% | 55% | 18% | 1% | 102 |
| Age of Respondent | 18 to 34 | 33% | 30% | 21% | 16% | 370 |
| | 35 to 49 | 28% | 51% | 19% | 2% | 291 |
| | 50 to 64 | 18% | 52% | 21% | 9% | 426 |
| | 65 and older | 21% | 64% | 10% | 6% | 341 |
| Gender of Respondent | Men | 25% | 46% | 17% | 11% | 689 |
| | Women | 22% | 52% | 18% | 7% | 716 |
| Level of Education | High school or less | 13% | 47% | 27% | 13% | 467 |
| | Tech school/Some college | 21% | 53% | 17% | 9% | 424 |
| | College graduate | 35% | 48% | 11% | 6% | 331 |
| | Postgraduate work | 40% | 47% | 9% | 4% | 210 |
| Region of State | Central/Lakes | 21% | 62% | 12% | 5% | 247 |
| | Connecticut Valley | 20% | 49% | 21% | 9% | 191 |
| | Manchester Area | 34% | 43% | 16% | 6% | 236 |
| | Mass Border | 31% | 46% | 16% | 8% | 332 |
| | North Country | 18% | 44% | 31% | 7% | 147 |
| | Seacoast | 18% | 48% | 18% | 16% | 280 |
| Household Income | Less than \$45,000 | 8% | 43% | 29% | 20% | 168 |
| | \$45,000 - \$74,999 | 13% | 53% | 27% | 7% | 269 |
| | \$75,000 - \$99,999 | 18% | 49% | 24% | 9% | 224 |
| | \$100,000 - \$149,999 | 28% | 61% | 6% | 5% | 279 |
| | \$150,000 or more | 52% | 42% | 4% | 2% | 254 |
| Own or Rent Home | Own home | 26% | 56% | 11% | 6% | 976 |
| | Rent home | 17% | 38% | 35% | 9% | 306 |
| Media Usage | CNN viewer | 25% | 51% | 9% | 15% | 352 |
| | Conservative radio listener | 14% | 55% | 19% | 11% | 190 |
| | Fox News viewer | 20% | 54% | 22% | 3% | 350 |
| | Joe Rogan listener | 21% | 56% | 12% | 12% | 147 |
| | Local NH news viewer | 24% | 50% | 17% | 9% | 939 |
| | MSNBC viewer | 26% | 51% | 10% | 13% | 256 |
| | NHPR listener | 34% | 51% | 11% | 5% | 490 |

Household Financial Condition 12 Months From Now

Now, looking ahead, do you think that a year from now you and your family will be better off financially, worse off, or just about the same?

| | | Better off | About the same | Worse off | N |
|-----------------------------|--------------------------------|------------|----------------|-----------|-------|
| STATEWIDE | February 2024 | 21% | 52% | 27% | 1,214 |
| Voting Registration | Registered Democrat | 27% | 65% | 8% | 409 |
| | Registered Undeclared/Not Reg. | 19% | 55% | 25% | 447 |
| | Registered Republican | 16% | 31% | 53% | 335 |
| Party ID | Democrat | 26% | 67% | 7% | 575 |
| | Independent | 24% | 44% | 33% | 167 |
| | Republican | 14% | 36% | 50% | 466 |
| Political Ideology | Socialist | 29% | 65% | 6% | 85 |
| | Progressive | 19% | 66% | 15% | 151 |
| | Liberal | 33% | 67% | 1% | 185 |
| | Moderate | 24% | 54% | 22% | 329 |
| | Conservative | 13% | 36% | 51% | 291 |
| | Libertarian | 4% | 35% | 61% | 76 |
| Age of Respondent | 18 to 34 | 27% | 50% | 23% | 348 |
| | 35 to 49 | 25% | 51% | 24% | 247 |
| | 50 to 64 | 17% | 51% | 32% | 336 |
| | 65 and older | 14% | 58% | 28% | 275 |
| Gender of Respondent | Men | 22% | 49% | 28% | 606 |
| | Women | 19% | 57% | 24% | 580 |
| Level of Education | High school or less | 19% | 37% | 44% | 386 |
| | Tech school/Some college | 22% | 59% | 19% | 344 |
| | College graduate | 19% | 59% | 22% | 292 |
| | Postgraduate work | 26% | 59% | 16% | 189 |
| Region of State | Central/Lakes | 25% | 47% | 28% | 200 |
| | Connecticut Valley | 18% | 45% | 37% | 167 |
| | Manchester Area | 27% | 54% | 19% | 206 |
| | Mass Border | 19% | 54% | 27% | 299 |
| | North Country | 10% | 41% | 49% | 113 |
| | Seacoast | 23% | 63% | 14% | 224 |
| Household Income | Less than \$45,000 | 23% | 46% | 32% | 132 |
| | \$45,000 - \$74,999 | 20% | 38% | 43% | 210 |
| | \$75,000 - \$99,999 | 24% | 54% | 23% | 192 |
| | \$100,000 - \$149,999 | 27% | 51% | 22% | 250 |
| | \$150,000 or more | 21% | 62% | 17% | 237 |
| Own or Rent Home | Own home | 19% | 57% | 24% | 837 |
| | Rent home | 34% | 32% | 35% | 249 |
| Media Usage | CNN viewer | 30% | 57% | 13% | 306 |
| | Conservative radio listener | 20% | 32% | 47% | 154 |
| | Fox News viewer | 17% | 37% | 46% | 264 |
| | Joe Rogan listener | 28% | 39% | 32% | 118 |
| | Local NH news viewer | 20% | 56% | 25% | 794 |
| | MSNBC viewer | 34% | 59% | 7% | 223 |
| | NHPR listener | 28% | 57% | 15% | 439 |

Why Expect to be Better Off Financially in Year (coded)

What is one reason that you think you and your family will be better off a year from now? (coded)

| | | <u>Biden/Democrats in power</u> | <u>Declining inflation</u> | <u>Expect generally good economy</u> | <u>Expect higher personal income</u> | <u>Expect lower personal expenses</u> |
|---------------------------------|--------------------------------|-------------------------------------|----------------------------|--|--|---|
| STATEWIDE | February 2024 | 11% | 3% | 13% | 20% | 2% |
| Voting Registration | Registered Democrat | 21% | 4% | 23% | 28% | 2% |
| | Registered Undeclared/Not Reg. | 7% | 5% | 8% | 22% | 3% |
| | Registered Republican | | | 1% | 1% | 0% |
| Party ID | Democrat | 19% | 5% | 19% | 29% | 3% |
| | Independent | | | 10% | 11% | 1% |
| | Republican | | 0% | 1% | 6% | 0% |
| Political Ideology | Socialist | 70% | 0% | | 21% | 1% |
| | Progressive | 6% | 2% | 3% | 57% | 2% |
| | Liberal | 4% | 4% | 32% | 18% | 4% |
| | Moderate | 8% | 6% | 17% | 15% | 1% |
| | Conservative | | | 1% | 1% | |
| Age of Respondent | 18 to 34 | 8% | 1% | 8% | 19% | |
| | 35 to 49 | 5% | | 8% | 36% | 5% |
| | 50 to 64 | 24% | 5% | 22% | 12% | 2% |
| | 65 and older | 11% | 11% | 11% | 10% | 1% |
| Gender of Respondent | Men | 12% | 4% | 10% | 18% | 2% |
| | Women | 10% | 2% | 17% | 20% | 1% |
| Level of Education | High school or less | 16% | | | 7% | |
| | Tech school/Some college | 16% | 2% | 21% | 16% | 3% |
| | College graduate | 4% | 6% | 18% | 26% | 1% |
| | Postgraduate work | 4% | 8% | 13% | 40% | 3% |
| Region of State | Central/Lakes | 6% | 3% | 6% | 26% | |
| | Connecticut Valley | 11% | 4% | 4% | 5% | 3% |
| | Manchester Area | 17% | 2% | 27% | 1% | |
| | Mass Border | 4% | 4% | 6% | 32% | 4% |
| | North Country | 3% | 11% | 25% | 16% | 7% |
| | Seacoast | 18% | 3% | 14% | 33% | 1% |
| Household Income | Less than \$45,000 | 31% | 2% | 6% | 3% | |
| | \$45,000 - \$74,999 | 3% | 1% | 26% | 17% | 5% |
| | \$75,000 - \$99,999 | 27% | 3% | 6% | 11% | 1% |
| | \$100,000 - \$149,999 | 3% | 1% | 12% | 25% | 1% |
| | \$150,000 or more | 7% | 8% | 6% | 28% | 2% |
| Own or Rent Home | Own home | 11% | 4% | 13% | 17% | 3% |
| | Rent home | 12% | 2% | 10% | 24% | |
| Media Usage | CNN viewer | 15% | 5% | 20% | 20% | 1% |
| | Conservative radio listener | 6% | | 1% | 0% | |
| | Fox News viewer | | | 7% | 9% | |
| | Joe Rogan listener | | | | 3% | 6% |
| | Local NH news viewer | 16% | 4% | 18% | 16% | 3% |
| | MSNBC viewer | 19% | 4% | 26% | 28% | |
| | NHPR listener | 21% | 5% | 16% | 17% | 3% |

Why Expect to be Better Off Financially in Year (coded)

What is one reason that you think you and your family will be better off a year from now? (coded)

| | | <u>Expect Trump/Republicans in power</u> | <u>Hard work/Financial prudence</u> | <u>Investments</u> | <u>Lower interest rates</u> |
|---------------------------------|--------------------------------|--|---|--------------------|-----------------------------|
| STATEWIDE | February 2024 | 23% | 4% | 4% | 2% |
| Voting Registration | Registered Democrat | | 4% | 7% | 3% |
| | Registered Undeclared/Not Reg. | 8% | 7% | 4% | 1% |
| | Registered Republican | 93% | 1% | 1% | |
| Party ID | Democrat | 0% | 3% | 7% | 3% |
| | Independent | 15% | 11% | 1% | |
| | Republican | 80% | 2% | 1% | |
| Political Ideology | Socialist | | | | 1% |
| | Progressive | | 2% | 13% | 0% |
| | Liberal | | 9% | 7% | 1% |
| | Moderate | 10% | 2% | 4% | 4% |
| | Conservative | 87% | 1% | 1% | |
| Age of Respondent | 18 to 34 | 28% | 2% | 1% | |
| | 35 to 49 | 24% | 3% | 2% | 2% |
| | 50 to 64 | 20% | 3% | 6% | 1% |
| | 65 and older | 18% | 10% | 14% | 7% |
| Gender of Respondent | Men | 35% | 3% | 4% | 3% |
| | Women | 10% | 5% | 6% | |
| Level of Education | High school or less | 63% | 3% | 4% | 3% |
| | Tech school/Some college | 7% | | | |
| | College graduate | 11% | 5% | 6% | 4% |
| | Postgraduate work | 1% | 9% | 10% | 0% |
| Region of State | Central/Lakes | 36% | 8% | 3% | 0% |
| | Connecticut Valley | 2% | 0% | 2% | |
| | Manchester Area | 48% | 1% | 1% | |
| | Mass Border | 5% | 8% | 7% | 5% |
| | North Country | 8% | 3% | 13% | 1% |
| | Seacoast | 20% | 1% | 7% | 2% |
| Household Income | Less than \$45,000 | 32% | | | |
| | \$45,000 - \$74,999 | 12% | 6% | 13% | 5% |
| | \$75,000 - \$99,999 | 0% | 0% | 1% | 1% |
| | \$100,000 - \$149,999 | 53% | 1% | 3% | 0% |
| | \$150,000 or more | 7% | 10% | 6% | 3% |
| Own or Rent Home | Own home | 18% | 6% | 5% | 3% |
| | Rent home | 37% | | 2% | |
| Media Usage | CNN viewer | 7% | 4% | 7% | 5% |
| | Conservative radio listener | 80% | | 1% | |
| | Fox News viewer | 75% | | 0% | 5% |
| | Joe Rogan listener | 27% | | | |
| | Local NH news viewer | 27% | 4% | 4% | 1% |
| | MSNBC viewer | 0% | 1% | 6% | 4% |
| | NHPR listener | 13% | 4% | 6% | 1% |

Why Expect to be Better Off Financially in Year (coded)

What is one reason that you think you and your family will be better off a year from now? (coded)

| | | <u>Lower/No debt</u> | <u>Positive personal circumstances</u> | <u>Other</u> | <u>N</u> |
|-----------------------------|--------------------------------|----------------------|--|--------------|----------|
| STATEWIDE | February 2024 | 2% | 2% | 14% | 244 |
| Voting Registration | Registered Democrat | 4% | 2% | 3% | 102 |
| | Registered Undeclared/Not Reg. | 1% | 4% | 32% | 83 |
| | Registered Republican | 2% | | 2% | 54 |
| Party ID | Democrat | 3% | 3% | 7% | 142 |
| | Independent | 0% | | 51% | 39 |
| | Republican | 2% | 2% | 7% | 63 |
| Political Ideology | Socialist | | 3% | 3% | 24 |
| | Progressive | 3% | 4% | 8% | 29 |
| | Liberal | 5% | 3% | 12% | 54 |
| | Moderate | 1% | | 30% | 75 |
| | Conservative | 3% | 3% | 4% | 37 |
| Age of Respondent | 18 to 34 | | 1% | 31% | 93 |
| | 35 to 49 | 4% | 6% | 6% | 60 |
| | 50 to 64 | 2% | 1% | 2% | 50 |
| | 65 and older | 5% | | 2% | 38 |
| Gender of Respondent | Men | 1% | 1% | 6% | 133 |
| | Women | 4% | 0% | 24% | 105 |
| Level of Education | High school or less | | | 4% | 72 |
| | Tech school/Some college | 1% | 3% | 31% | 71 |
| | College graduate | 6% | 3% | 10% | 56 |
| | Postgraduate work | 2% | 2% | 7% | 46 |
| Region of State | Central/Lakes | 1% | 7% | 5% | 46 |
| | Connecticut Valley | 0% | | 69% | 29 |
| | Manchester Area | 2% | 2% | | 55 |
| | Mass Border | 4% | 1% | 19% | 53 |
| | North Country | 15% | | | 10 |
| | Seacoast | | | 2% | 52 |
| Household Income | Less than \$45,000 | 1% | 10% | 14% | 27 |
| | \$45,000 - \$74,999 | 4% | | 8% | 41 |
| | \$75,000 - \$99,999 | 1% | | 49% | 41 |
| | \$100,000 - \$149,999 | 1% | | 0% | 67 |
| | \$150,000 or more | 6% | 4% | 12% | 49 |
| Own or Rent Home | Own home | 3% | 1% | 17% | 157 |
| | Rent home | | 2% | 10% | 78 |
| Media Usage | CNN viewer | 4% | 2% | 10% | 83 |
| | Conservative radio listener | | 12% | | 26 |
| | Fox News viewer | | 4% | | 43 |
| | Joe Rogan listener | | 3% | 60% | 33 |
| | Local NH news viewer | 3% | | 5% | 147 |
| | MSNBC viewer | 2% | 3% | 7% | 69 |
| | NHPR listener | 4% | 3% | 8% | 113 |

Why Expect to be Worse Off Financially in Year (coded)

What is one reason that you think you and your family will be worse off a year from now? (coded)

| | | <u>Biden/Democrats</u> | <u>Cost of living</u> | <u>Expect generally bad economy</u> | <u>Expect higher personal expenses</u> | <u>Expect lower personal income</u> |
|-----------------------------|--------------------------------|------------------------|-----------------------|-------------------------------------|--|-------------------------------------|
| STATEWIDE | February 2024 | 28% | 15% | 4% | 2% | 2% |
| Voting Registration | Registered Democrat | 21% | 15% | 7% | 10% | |
| | Registered Undeclared/Not Reg. | 10% | 15% | 5% | 2% | 6% |
| | Registered Republican | 41% | 14% | 3% | 0% | |
| Party ID | Democrat | 8% | 14% | 5% | 12% | 11% |
| | Independent | 6% | 19% | 0% | | 0% |
| | Republican | 36% | 14% | 5% | 0% | 1% |
| Political Ideology | Progressive | | 18% | | 20% | 17% |
| | Moderate | 18% | 24% | 9% | 0% | 3% |
| | Conservative | 46% | 15% | 3% | 0% | 0% |
| | Libertarian | 23% | 10% | 0% | | |
| Age of Respondent | 18 to 34 | 4% | 8% | 2% | 6% | 7% |
| | 35 to 49 | 55% | 6% | 8% | | |
| | 50 to 64 | 30% | 21% | 1% | 0% | 1% |
| | 65 and older | 27% | 20% | 8% | 1% | 0% |
| Gender of Respondent | Men | 23% | 11% | 2% | 0% | 1% |
| | Women | 36% | 20% | 7% | 3% | 3% |
| Level of Education | High school or less | 31% | 10% | 5% | | 2% |
| | Tech school/Some college | 33% | 19% | 0% | | |
| | College graduate | 20% | 25% | 4% | 6% | 3% |
| | Postgraduate work | 13% | 14% | 7% | 6% | 1% |
| Region of State | Central/Lakes | 14% | 25% | 8% | 3% | 1% |
| | Connecticut Valley | 13% | 5% | 1% | 5% | 0% |
| | Manchester Area | 26% | 18% | 1% | 0% | |
| | Mass Border | 38% | 16% | 1% | 0% | 7% |
| | North Country | 45% | 12% | 12% | 0% | |
| | Seacoast | 27% | 10% | 1% | 1% | 0% |
| Household Income | Less than \$45,000 | 20% | 16% | | | |
| | \$45,000 - \$74,999 | 12% | 21% | 6% | 4% | |
| | \$75,000 - \$99,999 | 54% | 10% | 2% | | |
| | \$100,000 - \$149,999 | 31% | 18% | 1% | 3% | 0% |
| | \$150,000 or more | 44% | 5% | 2% | | 16% |
| Own or Rent Home | Own home | 27% | 20% | 4% | 1% | 1% |
| | Rent home | 21% | 8% | 6% | 4% | |
| Media Usage | CNN viewer | 12% | 18% | 1% | 1% | 14% |
| | Conservative radio listener | 22% | 14% | 1% | | |
| | Fox News viewer | 51% | 8% | 1% | 0% | 0% |
| | Joe Rogan listener | 58% | 5% | | | |
| | Local NH news viewer | 32% | 19% | 4% | 3% | 2% |
| | MSNBC viewer | 2% | 3% | 32% | 2% | |
| | NHPR listener | 11% | 19% | 1% | 5% | 6% |

Why Expect to be Worse Off Financially in Year (coded)

What is one reason that you think you and your family will be worse off a year from now? (coded)

| | | <u>Government spending/debt</u> | <u>Inflation</u> | <u>Negative personal circumstances</u> | <u>Taxes</u> | <u>Other</u> | <u>N</u> |
|---------------------------------|--------------------------------|-------------------------------------|------------------|--|--------------|--------------|----------|
| STATEWIDE | February 2024 | 5% | 32% | 1% | 6% | 5% | 321 |
| Voting Registration | Registered Democrat | 2% | 38% | | 1% | 7% | 30 |
| | Registered Undeclared/Not Reg. | 4% | 33% | 4% | 13% | 8% | 113 |
| | Registered Republican | 6% | 31% | | 2% | 3% | 173 |
| Party ID | Democrat | 2% | 34% | 10% | 0% | 4% | 39 |
| | Independent | 2% | 51% | | 5% | 17% | 54 |
| | Republican | 6% | 27% | 0% | 7% | 2% | 227 |
| Political Ideology | Progressive | 3% | 41% | | 1% | 0% | 23 |
| | Moderate | 0% | 29% | 1% | 2% | 14% | 73 |
| | Conservative | 10% | 22% | | 1% | 3% | 141 |
| | Libertarian | 3% | 36% | | 28% | | 47 |
| Age of Respondent | 18 to 34 | 1% | 65% | 2% | 4% | 1% | 81 |
| | 35 to 49 | 1% | 8% | | 19% | 4% | 59 |
| | 50 to 64 | 8% | 26% | 3% | 2% | 8% | 104 |
| | 65 and older | 9% | 26% | | 2% | 8% | 73 |
| Gender of Respondent | Men | 8% | 46% | | 2% | 6% | 164 |
| | Women | 1% | 13% | 3% | 8% | 4% | 140 |
| Level of Education | High school or less | 7% | 35% | | 7% | 3% | 163 |
| | Tech school/Some college | 4% | 25% | 6% | 4% | 8% | 64 |
| | College graduate | 3% | 28% | 1% | 2% | 7% | 63 |
| | Postgraduate work | 3% | 42% | | 4% | 9% | 29 |
| Region of State | Central/Lakes | 5% | 41% | | 1% | 2% | 56 |
| | Connecticut Valley | 1% | 55% | | 19% | 0% | 62 |
| | Manchester Area | 2% | 46% | | 3% | 3% | 36 |
| | Mass Border | 14% | 20% | | 2% | 2% | 80 |
| | North Country | 0% | 12% | 4% | 0% | 15% | 56 |
| | Seacoast | 4% | 23% | 10% | 9% | 16% | 29 |
| Household Income | Less than \$45,000 | 0% | 25% | 9% | 27% | 3% | 42 |
| | \$45,000 - \$74,999 | 5% | 43% | 1% | 1% | 6% | 88 |
| | \$75,000 - \$99,999 | 9% | 21% | | 0% | 5% | 40 |
| | \$100,000 - \$149,999 | 4% | 39% | | 4% | 1% | 56 |
| | \$150,000 or more | 0% | 26% | | 2% | 5% | 39 |
| Own or Rent Home | Own home | 5% | 33% | 2% | 2% | 5% | 192 |
| | Rent home | 3% | 36% | | 15% | 8% | 86 |
| Media Usage | CNN viewer | 1% | 28% | 5% | 5% | 14% | 39 |
| | Conservative radio listener | 17% | 37% | 1% | 2% | 6% | 73 |
| | Fox News viewer | 8% | 27% | 1% | 1% | 2% | 121 |
| | Joe Rogan listener | 12% | 21% | | 3% | 1% | 38 |
| | Local NH news viewer | 7% | 24% | 2% | 3% | 4% | 194 |
| | MSNBC viewer | 3% | 23% | 12% | 12% | 11% | 16 |
| | NHPR listener | 5% | 37% | 4% | 0% | 11% | 66 |

Good Time to Buy Major Household Item

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

| | | <u>Good time</u> | <u>Neutral</u> | <u>Bad time</u> | <u>N</u> |
|-----------------------------|--------------------------------|------------------|----------------|-----------------|----------|
| STATEWIDE | February 2024 | 10% | 42% | 48% | 1,287 |
| Voting Registration | Registered Democrat | 28% | 19% | 53% | 386 |
| | Registered Undeclared/Not Reg. | 47% | 8% | 45% | 466 |
| | Registered Republican | 67% | 3% | 30% | 406 |
| Party ID | Democrat | 28% | 18% | 54% | 574 |
| | Independent | 60% | 5% | 35% | 156 |
| | Republican | 65% | 3% | 32% | 550 |
| Political Ideology | Socialist | 49% | 12% | 39% | 89 |
| | Progressive | 44% | 15% | 42% | 150 |
| | Liberal | 13% | 21% | 66% | 181 |
| | Moderate | 43% | 14% | 44% | 322 |
| | Conservative | 62% | 2% | 37% | 345 |
| | Libertarian | 74% | 1% | 24% | 95 |
| Age of Respondent | 18 to 34 | 55% | 4% | 41% | 318 |
| | 35 to 49 | 51% | 8% | 41% | 271 |
| | 50 to 64 | 48% | 12% | 39% | 394 |
| | 65 and older | 38% | 14% | 49% | 299 |
| Gender of Respondent | Men | 44% | 8% | 49% | 644 |
| | Women | 51% | 12% | 37% | 613 |
| Level of Education | High school or less | 54% | 7% | 39% | 428 |
| | Tech school/Some college | 48% | 13% | 39% | 379 |
| | College graduate | 46% | 8% | 46% | 299 |
| | Postgraduate work | 37% | 13% | 49% | 178 |
| Region of State | Central/Lakes | 53% | 9% | 38% | 227 |
| | Connecticut Valley | 51% | 6% | 44% | 159 |
| | Manchester Area | 36% | 13% | 50% | 218 |
| | Mass Border | 55% | 12% | 34% | 295 |
| | North Country | 58% | 6% | 36% | 131 |
| | Seacoast | 39% | 9% | 52% | 252 |
| Household Income | Less than \$45,000 | 52% | 8% | 40% | 158 |
| | \$45,000 - \$74,999 | 54% | 6% | 40% | 242 |
| | \$75,000 - \$99,999 | 48% | 12% | 39% | 178 |
| | \$100,000 - \$149,999 | 44% | 10% | 46% | 260 |
| | \$150,000 or more | 35% | 13% | 53% | 228 |
| Own or Rent Home | Own home | 42% | 11% | 47% | 864 |
| | Rent home | 59% | 10% | 31% | 282 |
| Media Usage | CNN viewer | 30% | 19% | 51% | 315 |
| | Conservative radio listener | 56% | 3% | 41% | 180 |
| | Fox News viewer | 61% | 3% | 36% | 325 |
| | Joe Rogan listener | 59% | | 41% | 117 |
| | Local NH news viewer | 46% | 11% | 43% | 862 |
| | MSNBC viewer | 25% | 25% | 49% | 228 |
| | NHPR listener | 32% | 14% | 53% | 444 |

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> |
|-----------------------------|--------------------------------|-------------------|--------------|------------------|----------|
| STATEWIDE | February 2024 | 30% | 44% | 26% | 1,339 |
| Voting Registration | Registered Democrat | 52% | 33% | 16% | 416 |
| | Registered Undeclared/Not Reg. | 28% | 47% | 25% | 507 |
| | Registered Republican | 11% | 52% | 37% | 393 |
| Party ID | Democrat | 50% | 38% | 13% | 592 |
| | Independent | 21% | 48% | 31% | 186 |
| | Republican | 13% | 49% | 38% | 550 |
| Political Ideology | Socialist | 25% | 39% | 35% | 88 |
| | Progressive | 52% | 40% | 8% | 141 |
| | Liberal | 51% | 42% | 6% | 197 |
| | Moderate | 37% | 48% | 15% | 364 |
| | Conservative | 16% | 43% | 42% | 350 |
| | Libertarian | 8% | 45% | 47% | 86 |
| Age of Respondent | 18 to 34 | 26% | 38% | 36% | 331 |
| | 35 to 49 | 17% | 56% | 27% | 279 |
| | 50 to 64 | 35% | 41% | 24% | 403 |
| | 65 and older | 40% | 44% | 16% | 318 |
| Gender of Respondent | Men | 35% | 39% | 27% | 660 |
| | Women | 27% | 49% | 24% | 660 |
| Level of Education | High school or less | 29% | 35% | 37% | 436 |
| | Tech school/Some college | 27% | 51% | 22% | 393 |
| | College graduate | 29% | 49% | 22% | 313 |
| | Postgraduate work | 44% | 44% | 12% | 192 |
| Region of State | Central/Lakes | 26% | 51% | 23% | 220 |
| | Connecticut Valley | 28% | 42% | 30% | 185 |
| | Manchester Area | 34% | 41% | 25% | 215 |
| | Mass Border | 27% | 48% | 26% | 319 |
| | North Country | 26% | 34% | 40% | 141 |
| | Seacoast | 40% | 42% | 17% | 255 |
| Household Income | Less than \$45,000 | 30% | 46% | 24% | 155 |
| | \$45,000 - \$74,999 | 25% | 42% | 33% | 242 |
| | \$75,000 - \$99,999 | 36% | 40% | 24% | 210 |
| | \$100,000 - \$149,999 | 29% | 43% | 28% | 271 |
| | \$150,000 or more | 34% | 52% | 15% | 248 |
| Own or Rent Home | Own home | 33% | 48% | 18% | 920 |
| | Rent home | 24% | 33% | 43% | 279 |
| Media Usage | CNN viewer | 51% | 37% | 12% | 336 |
| | Conservative radio listener | 17% | 49% | 34% | 172 |
| | Fox News viewer | 8% | 50% | 42% | 332 |
| | Joe Rogan listener | 17% | 61% | 22% | 132 |
| | Local NH news viewer | 33% | 43% | 24% | 872 |
| | MSNBC viewer | 60% | 29% | 11% | 239 |
| | NHPR listener | 44% | 45% | 12% | 447 |

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> |
|-----------------------------|--------------------------------|-------------------|--------------|------------------|----------|
| STATEWIDE | February 2024 | 24% | 39% | 37% | 1,354 |
| Voting Registration | Registered Democrat | 46% | 37% | 17% | 420 |
| | Registered Undeclared/Not Reg. | 20% | 44% | 36% | 503 |
| | Registered Republican | 5% | 38% | 57% | 410 |
| Party ID | Democrat | 45% | 40% | 14% | 586 |
| | Independent | 15% | 38% | 46% | 188 |
| | Republican | 4% | 39% | 57% | 570 |
| Political Ideology | Socialist | 27% | 34% | 39% | 87 |
| | Progressive | 50% | 34% | 16% | 139 |
| | Liberal | 46% | 47% | 8% | 196 |
| | Moderate | 28% | 50% | 22% | 371 |
| | Conservative | 5% | 31% | 64% | 352 |
| | Libertarian | 3% | 30% | 68% | 94 |
| Age of Respondent | 18 to 34 | 14% | 43% | 42% | 340 |
| | 35 to 49 | 18% | 45% | 37% | 277 |
| | 50 to 64 | 28% | 34% | 38% | 404 |
| | 65 and older | 32% | 39% | 30% | 326 |
| Gender of Respondent | Men | 23% | 37% | 40% | 662 |
| | Women | 24% | 42% | 34% | 672 |
| Level of Education | High school or less | 14% | 39% | 47% | 439 |
| | Tech school/Some college | 26% | 37% | 38% | 402 |
| | College graduate | 26% | 42% | 31% | 314 |
| | Postgraduate work | 37% | 41% | 22% | 195 |
| Region of State | Central/Lakes | 24% | 42% | 34% | 219 |
| | Connecticut Valley | 16% | 43% | 41% | 187 |
| | Manchester Area | 28% | 40% | 32% | 227 |
| | Mass Border | 21% | 36% | 43% | 323 |
| | North Country | 22% | 19% | 59% | 133 |
| | Seacoast | 30% | 48% | 22% | 260 |
| Household Income | Less than \$45,000 | 23% | 38% | 40% | 147 |
| | \$45,000 - \$74,999 | 21% | 34% | 45% | 249 |
| | \$75,000 - \$99,999 | 27% | 41% | 32% | 222 |
| | \$100,000 - \$149,999 | 21% | 43% | 36% | 265 |
| | \$150,000 or more | 30% | 41% | 29% | 246 |
| Own or Rent Home | Own home | 26% | 44% | 30% | 931 |
| | Rent home | 22% | 23% | 55% | 271 |
| Media Usage | CNN viewer | 39% | 42% | 18% | 338 |
| | Conservative radio listener | 7% | 35% | 58% | 178 |
| | Fox News viewer | 6% | 35% | 58% | 331 |
| | Joe Rogan listener | 5% | 52% | 43% | 138 |
| | Local NH news viewer | 26% | 37% | 37% | 877 |
| | MSNBC viewer | 49% | 34% | 17% | 244 |
| | NHPR listener | 42% | 40% | 18% | 452 |

Believe Rate of Inflation Has Increased or Decreased Over Past Year

Over the past year, do you feel that the following have increased, decreased, or stayed about the same? The rate of inflation

| | | <u>Increased</u> | <u>Stayed about the same</u> | <u>Decreased</u> | <u>Don't know/Not sure</u> | <u>N</u> |
|-----------------------------|--------------------------------|------------------|------------------------------|------------------|----------------------------|----------|
| STATEWIDE | February 2024 | 56% | 19% | 23% | 2% | 1,435 |
| Voting Registration | Registered Democrat | 31% | 20% | 44% | 5% | 444 |
| | Registered Undeclared/Not Reg. | 60% | 18% | 20% | 2% | 535 |
| | Registered Republican | 75% | 18% | 6% | 0% | 426 |
| Party ID | Democrat | 32% | 23% | 40% | 5% | 640 |
| | Independent | 69% | 14% | 16% | 1% | 193 |
| | Republican | 78% | 16% | 6% | 0% | 591 |
| Political Ideology | Socialist | 42% | 23% | 26% | 9% | 96 |
| | Progressive | 45% | 14% | 40% | 2% | 167 |
| | Liberal | 27% | 28% | 45% | 0% | 201 |
| | Moderate | 47% | 24% | 28% | 1% | 387 |
| | Conservative | 84% | 11% | 4% | 0% | 365 |
| | Libertarian | 63% | 21% | 16% | 0% | 102 |
| Age of Respondent | 18 to 34 | 59% | 17% | 18% | 6% | 370 |
| | 35 to 49 | 55% | 23% | 21% | 1% | 291 |
| | 50 to 64 | 56% | 21% | 21% | 1% | 426 |
| | 65 and older | 53% | 15% | 31% | 1% | 340 |
| Gender of Respondent | Men | 54% | 22% | 24% | 1% | 689 |
| | Women | 58% | 16% | 23% | 4% | 714 |
| Level of Education | High school or less | 74% | 17% | 8% | 1% | 466 |
| | Tech school/Some college | 53% | 18% | 24% | 4% | 424 |
| | College graduate | 43% | 21% | 32% | 3% | 331 |
| | Postgraduate work | 42% | 20% | 38% | 1% | 211 |
| Region of State | Central/Lakes | 60% | 20% | 18% | 2% | 245 |
| | Connecticut Valley | 60% | 13% | 25% | 2% | 191 |
| | Manchester Area | 53% | 19% | 26% | 2% | 236 |
| | Mass Border | 55% | 20% | 20% | 5% | 332 |
| | North Country | 73% | 12% | 14% | 1% | 146 |
| | Seacoast | 44% | 23% | 32% | 1% | 281 |
| Household Income | Less than \$45,000 | 74% | 5% | 21% | 0% | 166 |
| | \$45,000 - \$74,999 | 65% | 16% | 19% | 1% | 269 |
| | \$75,000 - \$99,999 | 57% | 22% | 19% | 2% | 224 |
| | \$100,000 - \$149,999 | 51% | 23% | 25% | 1% | 279 |
| | \$150,000 or more | 42% | 25% | 32% | 1% | 254 |
| Own or Rent Home | Own home | 54% | 20% | 25% | 1% | 974 |
| | Rent home | 67% | 11% | 21% | 1% | 306 |
| Media Usage | CNN viewer | 33% | 31% | 34% | 2% | 350 |
| | Conservative radio listener | 78% | 12% | 10% | 0% | 190 |
| | Fox News viewer | 71% | 20% | 9% | 0% | 350 |
| | Joe Rogan listener | 78% | 15% | 7% | 0% | 147 |
| | Local NH news viewer | 52% | 21% | 23% | 3% | 937 |
| | MSNBC viewer | 21% | 35% | 42% | 3% | 256 |
| | NHPR listener | 40% | 19% | 39% | 1% | 490 |

Believe Unemployment Rate Has Increased or Decreased Over Past Year

Over the past year, do you feel that the following have increased, decreased, or stayed about the same? The national unemployment rate

| | | <u>Increased</u> | <u>Stayed about the same</u> | <u>Decreased</u> | <u>Don't know/Not sure</u> | <u>N</u> |
|-----------------------------|--------------------------------|------------------|------------------------------|------------------|----------------------------|----------|
| STATEWIDE | February 2024 | 20% | 34% | 36% | 10% | 1,436 |
| Voting Registration | Registered Democrat | 5% | 20% | 67% | 9% | 444 |
| | Registered Undeclared/Not Reg. | 24% | 38% | 30% | 8% | 535 |
| | Registered Republican | 32% | 41% | 14% | 13% | 426 |
| Party ID | Democrat | 5% | 24% | 64% | 7% | 642 |
| | Independent | 40% | 34% | 22% | 4% | 192 |
| | Republican | 30% | 45% | 11% | 14% | 591 |
| Political Ideology | Socialist | 23% | 17% | 46% | 14% | 96 |
| | Progressive | 3% | 24% | 67% | 6% | 168 |
| | Liberal | 2% | 27% | 70% | 1% | 202 |
| | Moderate | 15% | 38% | 40% | 7% | 385 |
| | Conservative | 35% | 39% | 14% | 12% | 365 |
| | Libertarian | 32% | 55% | 5% | 9% | 102 |
| Age of Respondent | 18 to 34 | 27% | 26% | 30% | 17% | 370 |
| | 35 to 49 | 22% | 40% | 31% | 7% | 291 |
| | 50 to 64 | 19% | 37% | 36% | 8% | 425 |
| | 65 and older | 13% | 34% | 47% | 6% | 341 |
| Gender of Respondent | Men | 21% | 40% | 34% | 5% | 689 |
| | Women | 20% | 28% | 38% | 14% | 715 |
| Level of Education | High school or less | 27% | 32% | 27% | 14% | 467 |
| | Tech school/Some college | 21% | 35% | 35% | 9% | 423 |
| | College graduate | 16% | 35% | 43% | 6% | 331 |
| | Postgraduate work | 12% | 35% | 48% | 5% | 210 |
| Region of State | Central/Lakes | 25% | 33% | 35% | 7% | 247 |
| | Connecticut Valley | 30% | 28% | 27% | 15% | 191 |
| | Manchester Area | 15% | 39% | 37% | 8% | 236 |
| | Mass Border | 19% | 37% | 34% | 9% | 331 |
| | North Country | 20% | 37% | 34% | 9% | 145 |
| | Seacoast | 14% | 29% | 47% | 10% | 281 |
| Household Income | Less than \$45,000 | 22% | 27% | 39% | 11% | 168 |
| | \$45,000 - \$74,999 | 23% | 35% | 33% | 9% | 269 |
| | \$75,000 - \$99,999 | 32% | 28% | 33% | 7% | 224 |
| | \$100,000 - \$149,999 | 17% | 39% | 37% | 7% | 279 |
| | \$150,000 or more | 13% | 41% | 42% | 4% | 254 |
| Own or Rent Home | Own home | 19% | 38% | 38% | 6% | 974 |
| | Rent home | 21% | 31% | 34% | 13% | 306 |
| Media Usage | CNN viewer | 9% | 28% | 58% | 5% | 352 |
| | Conservative radio listener | 30% | 39% | 16% | 15% | 190 |
| | Fox News viewer | 28% | 48% | 16% | 9% | 350 |
| | Joe Rogan listener | 49% | 28% | 5% | 18% | 147 |
| | Local NH news viewer | 15% | 37% | 39% | 9% | 939 |
| | MSNBC viewer | 6% | 28% | 66% | 1% | 257 |
| | NHPR listener | 11% | 28% | 58% | 4% | 488 |

Believe U.S. Gross Domestic Product (GDP) Has Increased or Decreased Over Past Year

Over the past year, do you feel that the following have increased, decreased, or stayed about the same? The country's gross domestic product (GDP)

| | | <u>Increased</u> | <u>Stayed about the same</u> | <u>Decreased</u> | <u>Don't know/Not sure</u> | <u>N</u> |
|-----------------------------|--------------------------------|------------------|------------------------------|------------------|----------------------------|----------|
| STATEWIDE | February 2024 | 31% | 26% | 14% | 29% | 1,429 |
| Voting Registration | Registered Democrat | 41% | 18% | 4% | 37% | 443 |
| | Registered Undeclared/Not Reg. | 31% | 28% | 14% | 28% | 536 |
| | Registered Republican | 20% | 35% | 26% | 19% | 419 |
| Party ID | Democrat | 41% | 20% | 3% | 36% | 642 |
| | Independent | 31% | 32% | 14% | 23% | 192 |
| | Republican | 19% | 32% | 26% | 23% | 583 |
| Political Ideology | Socialist | 40% | 15% | 3% | 43% | 96 |
| | Progressive | 41% | 17% | 3% | 38% | 168 |
| | Liberal | 50% | 19% | 2% | 29% | 202 |
| | Moderate | 33% | 27% | 14% | 26% | 385 |
| | Conservative | 21% | 31% | 27% | 20% | 358 |
| | Libertarian | 14% | 36% | 31% | 19% | 102 |
| Age of Respondent | 18 to 34 | 30% | 24% | 4% | 43% | 370 |
| | 35 to 49 | 29% | 27% | 19% | 25% | 291 |
| | 50 to 64 | 29% | 24% | 21% | 27% | 421 |
| | 65 and older | 35% | 33% | 12% | 20% | 339 |
| Gender of Respondent | Men | 32% | 34% | 19% | 16% | 683 |
| | Women | 30% | 20% | 10% | 40% | 714 |
| Level of Education | High school or less | 25% | 31% | 13% | 32% | 461 |
| | Tech school/Some college | 30% | 20% | 20% | 29% | 423 |
| | College graduate | 33% | 28% | 12% | 26% | 331 |
| | Postgraduate work | 41% | 26% | 9% | 24% | 211 |
| Region of State | Central/Lakes | 27% | 30% | 19% | 24% | 247 |
| | Connecticut Valley | 18% | 34% | 15% | 33% | 191 |
| | Manchester Area | 27% | 28% | 15% | 30% | 236 |
| | Mass Border | 32% | 26% | 16% | 26% | 332 |
| | North Country | 34% | 27% | 14% | 25% | 141 |
| | Seacoast | 42% | 17% | 7% | 34% | 280 |
| Household Income | Less than \$45,000 | 44% | 22% | 5% | 30% | 168 |
| | \$45,000 - \$74,999 | 23% | 29% | 18% | 30% | 269 |
| | \$75,000 - \$99,999 | 30% | 18% | 14% | 38% | 224 |
| | \$100,000 - \$149,999 | 28% | 32% | 20% | 20% | 279 |
| | \$150,000 or more | 41% | 35% | 10% | 13% | 247 |
| Own or Rent Home | Own home | 29% | 29% | 16% | 26% | 968 |
| | Rent home | 28% | 28% | 13% | 32% | 305 |
| Media Usage | CNN viewer | 44% | 27% | 6% | 23% | 351 |
| | Conservative radio listener | 17% | 30% | 31% | 22% | 190 |
| | Fox News viewer | 23% | 31% | 25% | 22% | 345 |
| | Joe Rogan listener | 20% | 17% | 24% | 40% | 147 |
| | Local NH news viewer | 35% | 25% | 14% | 26% | 932 |
| | MSNBC viewer | 47% | 24% | 11% | 18% | 255 |
| | NHPR listener | 43% | 22% | 9% | 25% | 484 |

Believe Dow Jones Industrial Has Increased or Decreased Over Past Year

Over the past year, do you feel that the following have increased, decreased, or stayed about the same? The value of the Dow Jones Industrial stock market

| | | <u>Increased</u> | <u>Stayed about the same</u> | <u>Decreased</u> | <u>Don't know/Not sure</u> | <u>N</u> |
|-----------------------------|--------------------------------|------------------|------------------------------|------------------|----------------------------|----------|
| STATEWIDE | February 2024 | 49% | 17% | 11% | 23% | 1,434 |
| Voting Registration | Registered Democrat | 64% | 6% | 3% | 27% | 444 |
| | Registered Undeclared/Not Reg. | 44% | 17% | 12% | 27% | 536 |
| | Registered Republican | 42% | 30% | 18% | 10% | 424 |
| Party ID | Democrat | 63% | 7% | 3% | 27% | 641 |
| | Independent | 38% | 18% | 10% | 33% | 193 |
| | Republican | 38% | 28% | 20% | 14% | 589 |
| Political Ideology | Socialist | 47% | 6% | 4% | 43% | 96 |
| | Progressive | 60% | 7% | 5% | 27% | 168 |
| | Liberal | 64% | 5% | 3% | 28% | 201 |
| | Moderate | 61% | 19% | 9% | 11% | 387 |
| | Conservative | 40% | 26% | 21% | 14% | 363 |
| | Libertarian | 37% | 31% | 24% | 8% | 102 |
| Age of Respondent | 18 to 34 | 32% | 20% | 3% | 45% | 370 |
| | 35 to 49 | 41% | 22% | 17% | 20% | 291 |
| | 50 to 64 | 56% | 12% | 15% | 17% | 426 |
| | 65 and older | 65% | 17% | 10% | 9% | 339 |
| Gender of Respondent | Men | 53% | 20% | 9% | 17% | 688 |
| | Women | 45% | 15% | 12% | 28% | 714 |
| Level of Education | High school or less | 37% | 18% | 15% | 30% | 467 |
| | Tech school/Some college | 47% | 21% | 10% | 22% | 423 |
| | College graduate | 58% | 15% | 9% | 18% | 330 |
| | Postgraduate work | 66% | 11% | 7% | 16% | 211 |
| Region of State | Central/Lakes | 45% | 18% | 16% | 20% | 247 |
| | Connecticut Valley | 34% | 22% | 18% | 27% | 191 |
| | Manchester Area | 53% | 27% | 5% | 15% | 236 |
| | Mass Border | 49% | 14% | 13% | 25% | 331 |
| | North Country | 57% | 13% | 12% | 19% | 147 |
| | Seacoast | 56% | 11% | 4% | 29% | 281 |
| Household Income | Less than \$45,000 | 49% | 7% | 11% | 33% | 168 |
| | \$45,000 - \$74,999 | 45% | 17% | 15% | 23% | 268 |
| | \$75,000 - \$99,999 | 49% | 23% | 8% | 20% | 223 |
| | \$100,000 - \$149,999 | 44% | 26% | 11% | 19% | 279 |
| | \$150,000 or more | 69% | 14% | 7% | 10% | 254 |
| Own or Rent Home | Own home | 56% | 19% | 10% | 15% | 974 |
| | Rent home | 38% | 13% | 17% | 32% | 306 |
| Media Usage | CNN viewer | 67% | 10% | 3% | 20% | 351 |
| | Conservative radio listener | 39% | 31% | 13% | 17% | 190 |
| | Fox News viewer | 48% | 31% | 11% | 11% | 350 |
| | Joe Rogan listener | 28% | 34% | 15% | 22% | 147 |
| | Local NH news viewer | 53% | 17% | 9% | 21% | 939 |
| | MSNBC viewer | 70% | 11% | 3% | 17% | 255 |
| | NHPR listener | 66% | 12% | 6% | 16% | 490 |

Effect of Hearing Inflation Has Fallen Since June 2022 on Feelings Toward Economy

What effect, if any, would knowing the following have on your opinion of the national economy? Inflation has fallen to just over 3% from a high of 9% in June 2022

| | | <u>More optimistic</u> | <u>No change in opinion</u> | <u>More pessimistic</u> | <u>Don't know/Not sure</u> | <u>N</u> |
|-----------------------------|--------------------------------|------------------------|-----------------------------|-------------------------|----------------------------|----------|
| STATEWIDE | February 2024 | 36% | 50% | 13% | 1% | 1,409 |
| Voting Registration | Registered Democrat | 64% | 34% | 2% | 1% | 437 |
| | Registered Undeclared/Not Reg. | 33% | 56% | 10% | 1% | 528 |
| | Registered Republican | 9% | 60% | 29% | 2% | 414 |
| Party ID | Democrat | 63% | 34% | 1% | 1% | 634 |
| | Independent | 24% | 60% | 15% | 2% | 192 |
| | Republican | 9% | 65% | 25% | 1% | 573 |
| Political Ideology | Socialist | 55% | 42% | 2% | 1% | 96 |
| | Progressive | 55% | 44% | 0% | 1% | 167 |
| | Liberal | 70% | 27% | 0% | 2% | 201 |
| | Moderate | 45% | 45% | 9% | 1% | 381 |
| | Conservative | 5% | 70% | 23% | 1% | 351 |
| | Libertarian | 3% | 71% | 26% | | 98 |
| Age of Respondent | 18 to 34 | 41% | 42% | 16% | 1% | 370 |
| | 35 to 49 | 23% | 63% | 13% | 1% | 290 |
| | 50 to 64 | 36% | 52% | 10% | 2% | 408 |
| | 65 and older | 39% | 45% | 13% | 2% | 335 |
| Gender of Respondent | Men | 31% | 48% | 20% | 1% | 674 |
| | Women | 40% | 52% | 6% | 2% | 705 |
| Level of Education | High school or less | 32% | 47% | 21% | | 462 |
| | Tech school/Some college | 33% | 54% | 10% | 2% | 411 |
| | College graduate | 41% | 48% | 9% | 2% | 326 |
| | Postgraduate work | 41% | 52% | 5% | 2% | 208 |
| Region of State | Central/Lakes | 29% | 55% | 14% | 1% | 244 |
| | Connecticut Valley | 17% | 65% | 18% | 1% | 187 |
| | Manchester Area | 45% | 39% | 15% | 1% | 229 |
| | Mass Border | 37% | 46% | 14% | 2% | 328 |
| | North Country | 23% | 71% | 5% | 1% | 139 |
| | Seacoast | 50% | 38% | 9% | 2% | 280 |
| Household Income | Less than \$45,000 | 40% | 52% | 6% | 1% | 166 |
| | \$45,000 - \$74,999 | 32% | 41% | 24% | 2% | 265 |
| | \$75,000 - \$99,999 | 34% | 60% | 5% | 2% | 223 |
| | \$100,000 - \$149,999 | 26% | 52% | 21% | 1% | 277 |
| | \$150,000 or more | 42% | 49% | 9% | 1% | 243 |
| Own or Rent Home | Own home | 34% | 53% | 12% | 1% | 951 |
| | Rent home | 38% | 38% | 23% | 1% | 305 |
| Media Usage | CNN viewer | 64% | 30% | 5% | 1% | 345 |
| | Conservative radio listener | 5% | 65% | 27% | 3% | 186 |
| | Fox News viewer | 11% | 65% | 21% | 3% | 336 |
| | Joe Rogan listener | 9% | 74% | 18% | | 143 |
| | Local NH news viewer | 40% | 48% | 11% | 1% | 920 |
| | MSNBC viewer | 58% | 39% | 2% | 0% | 253 |
| | NHPR listener | 52% | 39% | 7% | 2% | 480 |

Effect of Hearing Unemployment Rate Stayed Below 4% for Nearly 2 Years on Feelings Toward Economy

What effect, if any, would knowing the following have on your opinion of the national economy? The unemployment rate has stayed below 4% for nearly two years

| | | <u>More optimistic</u> | <u>No change in opinion</u> | <u>More pessimistic</u> | <u>Don't know/Not sure</u> | <u>N</u> |
|-----------------------------|--------------------------------|------------------------|-----------------------------|-------------------------|----------------------------|----------|
| STATEWIDE | February 2024 | 31% | 58% | 10% | 1% | 1,410 |
| Voting Registration | Registered Democrat | 57% | 41% | 1% | 1% | 436 |
| | Registered Undeclared/Not Reg. | 28% | 63% | 8% | 1% | 527 |
| | Registered Republican | 10% | 67% | 21% | 3% | 418 |
| Party ID | Democrat | 55% | 44% | 1% | 0% | 634 |
| | Independent | 20% | 63% | 15% | 1% | 189 |
| | Republican | 9% | 71% | 17% | 2% | 577 |
| Political Ideology | Socialist | 44% | 54% | 1% | 0% | 96 |
| | Progressive | 43% | 56% | | 1% | 167 |
| | Liberal | 57% | 43% | | 0% | 199 |
| | Moderate | 41% | 52% | 5% | 3% | 379 |
| | Conservative | 8% | 72% | 19% | 1% | 351 |
| | Libertarian | 4% | 81% | 14% | 2% | 102 |
| Age of Respondent | 18 to 34 | 32% | 52% | 15% | 0% | 370 |
| | 35 to 49 | 20% | 73% | 7% | | 290 |
| | 50 to 64 | 33% | 57% | 8% | 2% | 410 |
| | 65 and older | 37% | 53% | 7% | 2% | 335 |
| Gender of Respondent | Men | 24% | 60% | 15% | 1% | 677 |
| | Women | 38% | 57% | 4% | 2% | 703 |
| Level of Education | High school or less | 26% | 57% | 16% | 1% | 462 |
| | Tech school/Some college | 30% | 60% | 8% | 2% | 411 |
| | College graduate | 37% | 56% | 6% | 1% | 326 |
| | Postgraduate work | 37% | 59% | 3% | 2% | 208 |
| Region of State | Central/Lakes | 31% | 58% | 10% | 1% | 245 |
| | Connecticut Valley | 16% | 67% | 17% | 1% | 184 |
| | Manchester Area | 35% | 51% | 13% | 0% | 232 |
| | Mass Border | 36% | 55% | 8% | 2% | 329 |
| | North Country | 24% | 70% | 4% | 2% | 139 |
| | Seacoast | 37% | 54% | 6% | 2% | 280 |
| Household Income | Less than \$45,000 | 34% | 59% | 6% | 0% | 164 |
| | \$45,000 - \$74,999 | 34% | 45% | 18% | 2% | 265 |
| | \$75,000 - \$99,999 | 31% | 64% | 3% | 1% | 223 |
| | \$100,000 - \$149,999 | 23% | 59% | 17% | 1% | 276 |
| | \$150,000 or more | 34% | 61% | 5% | 1% | 247 |
| Own or Rent Home | Own home | 30% | 60% | 9% | 2% | 954 |
| | Rent home | 35% | 47% | 17% | 1% | 303 |
| Media Usage | CNN viewer | 55% | 42% | 3% | 1% | 345 |
| | Conservative radio listener | 6% | 75% | 18% | 1% | 186 |
| | Fox News viewer | 11% | 71% | 14% | 4% | 339 |
| | Joe Rogan listener | 10% | 79% | 12% | | 147 |
| | Local NH news viewer | 35% | 57% | 7% | 1% | 921 |
| | MSNBC viewer | 49% | 48% | 2% | 0% | 252 |
| | NHPR listener | 46% | 48% | 6% | 1% | 480 |

Effect of Hearing GDP Grew by 3.1% in 2023 on Feelings Toward Economy

What effect, if any, would knowing the following have on your opinion of the national economy? GDP grew by 3.1% in 2023

| | | <u>More optimistic</u> | <u>No change in opinion</u> | <u>More pessimistic</u> | <u>Don't know/Not sure</u> | <u>N</u> |
|-----------------------------|--------------------------------|------------------------|-----------------------------|-------------------------|----------------------------|----------|
| STATEWIDE | February 2024 | 32% | 55% | 9% | 4% | 1,410 |
| Voting Registration | Registered Democrat | 56% | 36% | 1% | 7% | 436 |
| | Registered Undeclared/Not Reg. | 30% | 57% | 9% | 3% | 527 |
| | Registered Republican | 11% | 71% | 16% | 2% | 417 |
| Party ID | Democrat | 56% | 36% | 2% | 6% | 633 |
| | Independent | 21% | 62% | 16% | 1% | 190 |
| | Republican | 10% | 74% | 14% | 2% | 575 |
| Political Ideology | Socialist | 40% | 48% | 3% | 9% | 96 |
| | Progressive | 40% | 53% | 1% | 6% | 167 |
| | Liberal | 61% | 34% | 1% | 4% | 199 |
| | Moderate | 44% | 46% | 7% | 3% | 380 |
| | Conservative | 8% | 75% | 15% | 2% | 350 |
| | Libertarian | 10% | 74% | 16% | | 102 |
| Age of Respondent | 18 to 34 | 29% | 56% | 9% | 5% | 370 |
| | 35 to 49 | 26% | 63% | 8% | 3% | 290 |
| | 50 to 64 | 34% | 53% | 9% | 3% | 409 |
| | 65 and older | 39% | 49% | 9% | 3% | 334 |
| Gender of Respondent | Men | 30% | 54% | 13% | 2% | 676 |
| | Women | 35% | 56% | 5% | 4% | 703 |
| Level of Education | High school or less | 25% | 59% | 12% | 4% | 462 |
| | Tech school/Some college | 32% | 54% | 10% | 4% | 412 |
| | College graduate | 41% | 51% | 6% | 3% | 325 |
| | Postgraduate work | 37% | 55% | 5% | 3% | 208 |
| Region of State | Central/Lakes | 25% | 64% | 5% | 6% | 244 |
| | Connecticut Valley | 21% | 62% | 15% | 2% | 187 |
| | Manchester Area | 41% | 50% | 9% | 0% | 231 |
| | Mass Border | 37% | 48% | 12% | 3% | 327 |
| | North Country | 18% | 74% | 3% | 6% | 137 |
| | Seacoast | 42% | 45% | 6% | 6% | 280 |
| Household Income | Less than \$45,000 | 25% | 58% | 5% | 12% | 166 |
| | \$45,000 - \$74,999 | 29% | 44% | 21% | 6% | 264 |
| | \$75,000 - \$99,999 | 34% | 59% | 5% | 2% | 223 |
| | \$100,000 - \$149,999 | 28% | 63% | 8% | 2% | 276 |
| | \$150,000 or more | 42% | 53% | 4% | 1% | 247 |
| Own or Rent Home | Own home | 33% | 57% | 8% | 2% | 952 |
| | Rent home | 26% | 49% | 15% | 10% | 305 |
| Media Usage | CNN viewer | 58% | 34% | 3% | 5% | 345 |
| | Conservative radio listener | 10% | 76% | 13% | 1% | 186 |
| | Fox News viewer | 15% | 72% | 11% | 2% | 340 |
| | Joe Rogan listener | 7% | 74% | 19% | | 147 |
| | Local NH news viewer | 38% | 51% | 7% | 4% | 922 |
| | MSNBC viewer | 61% | 35% | 3% | 2% | 251 |
| | NHPR listener | 47% | 46% | 3% | 3% | 478 |

Effect of Hearing Dow Jones Industrial At Record High on Feelings Toward Economy

What effect, if any, would knowing the following have on your opinion of the national economy? The Dow Jones Industrial stock exchange has recently hit a record high

| | | <u>More optimistic</u> | <u>No change in opinion</u> | <u>More pessimistic</u> | <u>Don't know/Not sure</u> | <u>N</u> |
|-----------------------------|--------------------------------|------------------------|-----------------------------|-------------------------|----------------------------|----------|
| STATEWIDE | February 2024 | 29% | 52% | 12% | 6% | 1,411 |
| Voting Registration | Registered Democrat | 45% | 39% | 4% | 12% | 437 |
| | Registered Undeclared/Not Reg. | 26% | 59% | 10% | 5% | 528 |
| | Registered Republican | 16% | 60% | 23% | 1% | 417 |
| Party ID | Democrat | 45% | 38% | 6% | 11% | 633 |
| | Independent | 19% | 63% | 15% | 3% | 190 |
| | Republican | 15% | 64% | 19% | 1% | 577 |
| Political Ideology | Socialist | 28% | 49% | 10% | 13% | 96 |
| | Progressive | 34% | 52% | 10% | 4% | 167 |
| | Liberal | 52% | 35% | 3% | 11% | 199 |
| | Moderate | 43% | 46% | 7% | 4% | 380 |
| | Conservative | 12% | 66% | 21% | 1% | 351 |
| | Libertarian | 8% | 71% | 20% | 0% | 102 |
| Age of Respondent | 18 to 34 | 18% | 44% | 23% | 15% | 370 |
| | 35 to 49 | 20% | 69% | 7% | 3% | 291 |
| | 50 to 64 | 34% | 53% | 10% | 3% | 410 |
| | 65 and older | 42% | 47% | 8% | 3% | 334 |
| Gender of Respondent | Men | 24% | 53% | 18% | 6% | 677 |
| | Women | 34% | 52% | 7% | 7% | 704 |
| Level of Education | High school or less | 26% | 49% | 19% | 6% | 462 |
| | Tech school/Some college | 31% | 52% | 9% | 8% | 413 |
| | College graduate | 30% | 55% | 10% | 5% | 326 |
| | Postgraduate work | 32% | 56% | 8% | 4% | 208 |
| Region of State | Central/Lakes | 25% | 56% | 10% | 8% | 244 |
| | Connecticut Valley | 18% | 64% | 17% | 1% | 187 |
| | Manchester Area | 42% | 43% | 14% | 1% | 231 |
| | Mass Border | 32% | 48% | 14% | 7% | 329 |
| | North Country | 24% | 68% | 6% | 2% | 137 |
| | Seacoast | 29% | 46% | 12% | 13% | 280 |
| Household Income | Less than \$45,000 | 36% | 51% | 8% | 5% | 166 |
| | \$45,000 - \$74,999 | 27% | 44% | 22% | 6% | 265 |
| | \$75,000 - \$99,999 | 27% | 62% | 5% | 7% | 223 |
| | \$100,000 - \$149,999 | 28% | 53% | 19% | 0% | 276 |
| | \$150,000 or more | 32% | 59% | 6% | 3% | 247 |
| Own or Rent Home | Own home | 30% | 56% | 11% | 3% | 952 |
| | Rent home | 31% | 42% | 22% | 5% | 306 |
| Media Usage | CNN viewer | 48% | 34% | 5% | 13% | 346 |
| | Conservative radio listener | 11% | 77% | 12% | 1% | 186 |
| | Fox News viewer | 17% | 65% | 16% | 2% | 340 |
| | Joe Rogan listener | 8% | 74% | 18% | | 147 |
| | Local NH news viewer | 33% | 48% | 11% | 7% | 923 |
| | MSNBC viewer | 51% | 35% | 4% | 11% | 251 |
| | NHPR listener | 42% | 48% | 6% | 4% | 478 |