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The BIA Report on Consumer Confidence

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PESSIMISM ABOUT FUTURE PERSONAL FINANCES EBBING IN NH BUT MAJORITY EXPECT A RECESSION WITHIN A YEAR

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DURHAM, NH - New Hampshire residents remain downbeat about their personal finances and nearly half of state residents report at least some difficulty affording basic necessities within the last year. However, Granite Staters are less pessimistic about their economic future. Compared to May, fewer people expect to be worse off financially next year or expect bad times for the state or national economies. Despite this, six in ten think the country is in a recession or is likely to enter one within the next year.

### Personal Financial Conditions

Despite low unemployment in the state, 45% of New Hampshire adults think their household is worse off financially than a year ago, only 14% think they are better off, and 42% say their finances are about the same. The percentage who think they are worse off has fallen since reaching 61% in November 2022 but remains far higher than from 2018-2021.

This pessimism cuts across income groups: 46% of households with an annual income below $75,000, 43% of those with an income of $150,000 or more, and 37% of those with an income between $75,000 and $149,999 feel they are worse off financially than a year ago. Differences based on partisanship are much greater: 72% of Republicans and more than half of Independents (52%) say they are worse off than a year ago but only 16% of Democrats agree.

"The influence of party affiliation on responses can't be ignored, but most importantly, it's clear inflation, despite easing, continues to pull down consumer confidence," said Michael Skelton, president and CEO of the Business & Industry Association. "BIA continues to promote that New Hampshire's economy is strong and we are committed to addressing key public policy priorities such as lowering the cost of housing, energy, and childcare. Lowering consumer costs and increasing well-paying career opportunities in the state is certain to boost confidence levels."

**Household Financial Condition Compared to 12 Months Ago**

August 2024
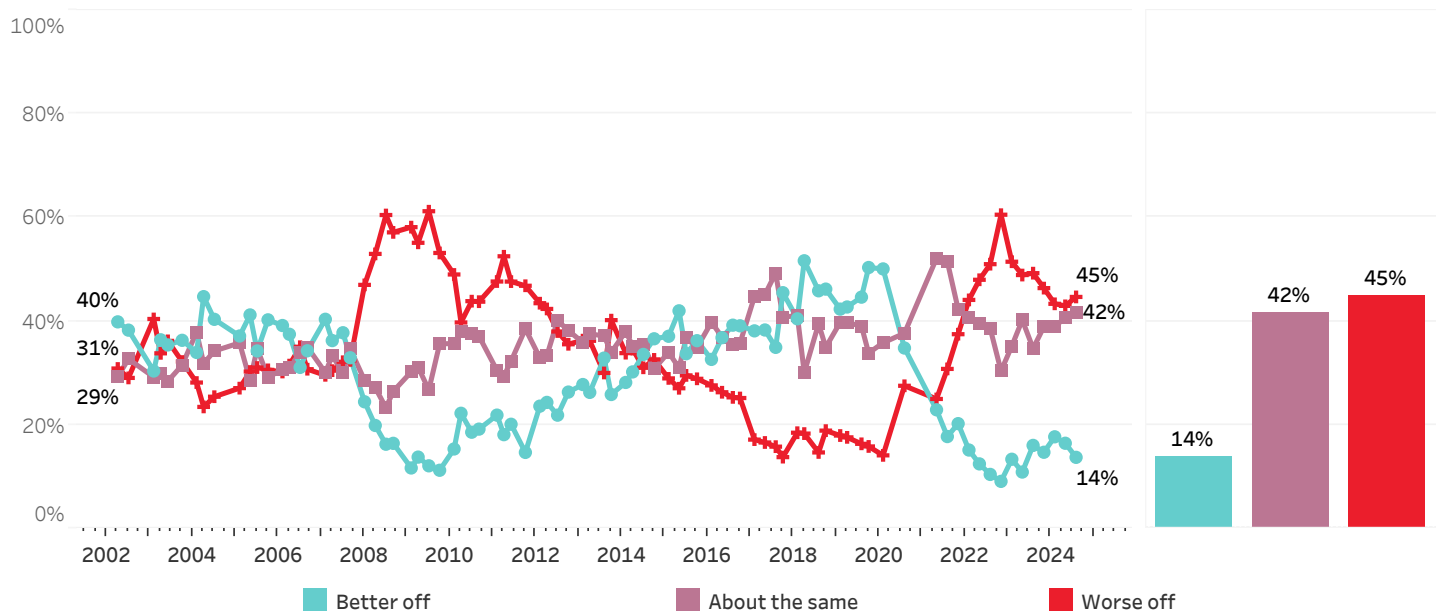
*   We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence,* conducted by the University of New Hampshire Survey Center.

The pessimism about personal finances can be seen in basic purchases - 15% of Granite Staters say that they have struggled a lot to afford basic necessities in the past twelve months, 32% say they have struggled some in that time, 22% have not struggled very much, and 31% have not struggled to afford basic necessities at all. A year ago, 50% of New Hampshire residents said that they had struggled a lot or somewhat to afford basic necessities.

Among those with a household income below $75,000, 62% say they have struggled a lot or somewhat while 40% of those with a household income between $75,000 and $149,999 and 32% of those with a household income of $150,000 or more have struggled a lot or somewhat.

How Much Struggled to Afford Basic Necessities in Past 12 Months - by Household Income - August 2024
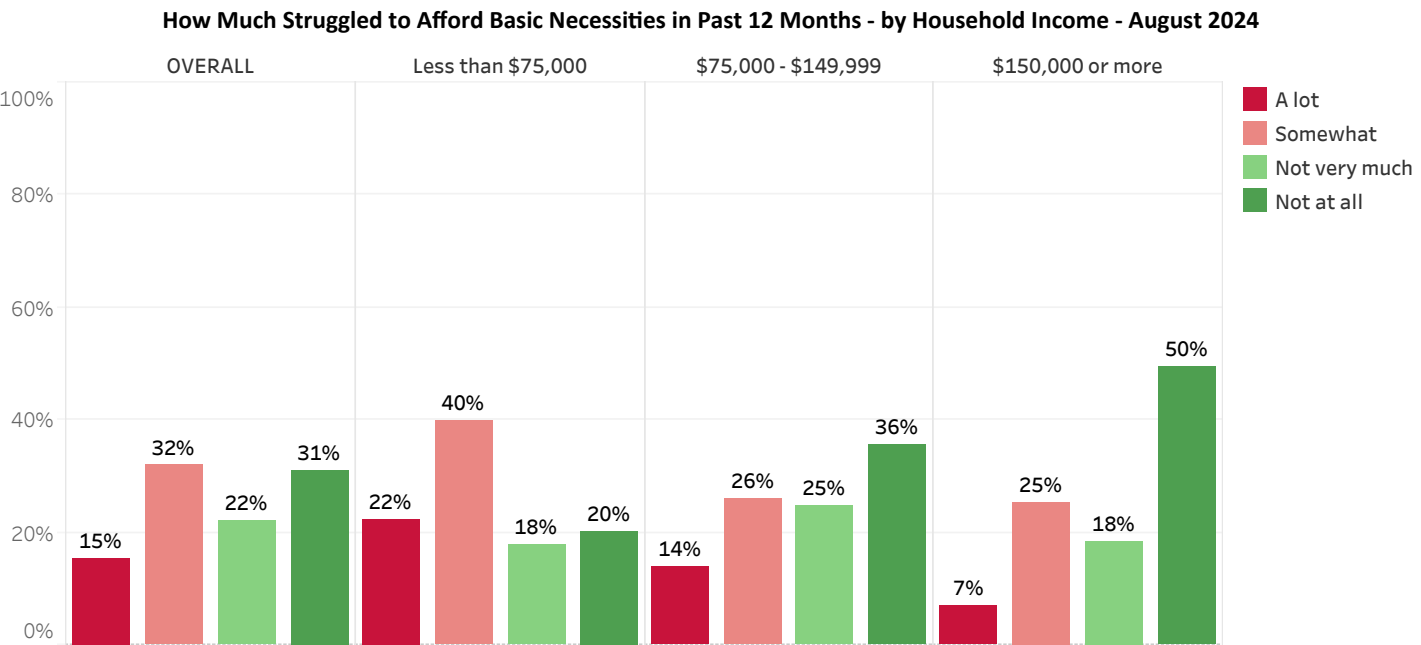
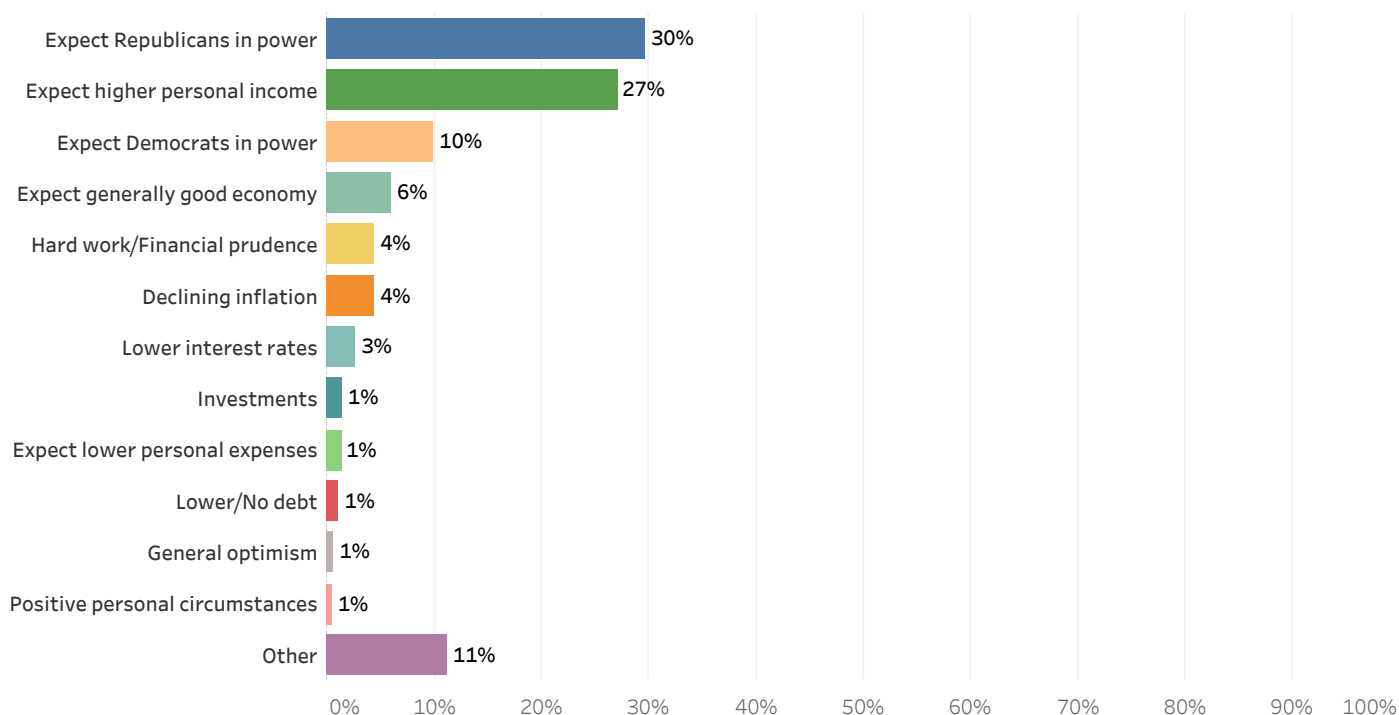Looking ahead, a quarter of Granite Staters (25%) expect their personal finances will be better a year from now, 17% think they will be worse off, and 58% think their finances will be about the same as they are now. The percentage of New Hampshire residents who think they will be worse off next year has declined since May (31%) and from a high of 50% in August 2022.

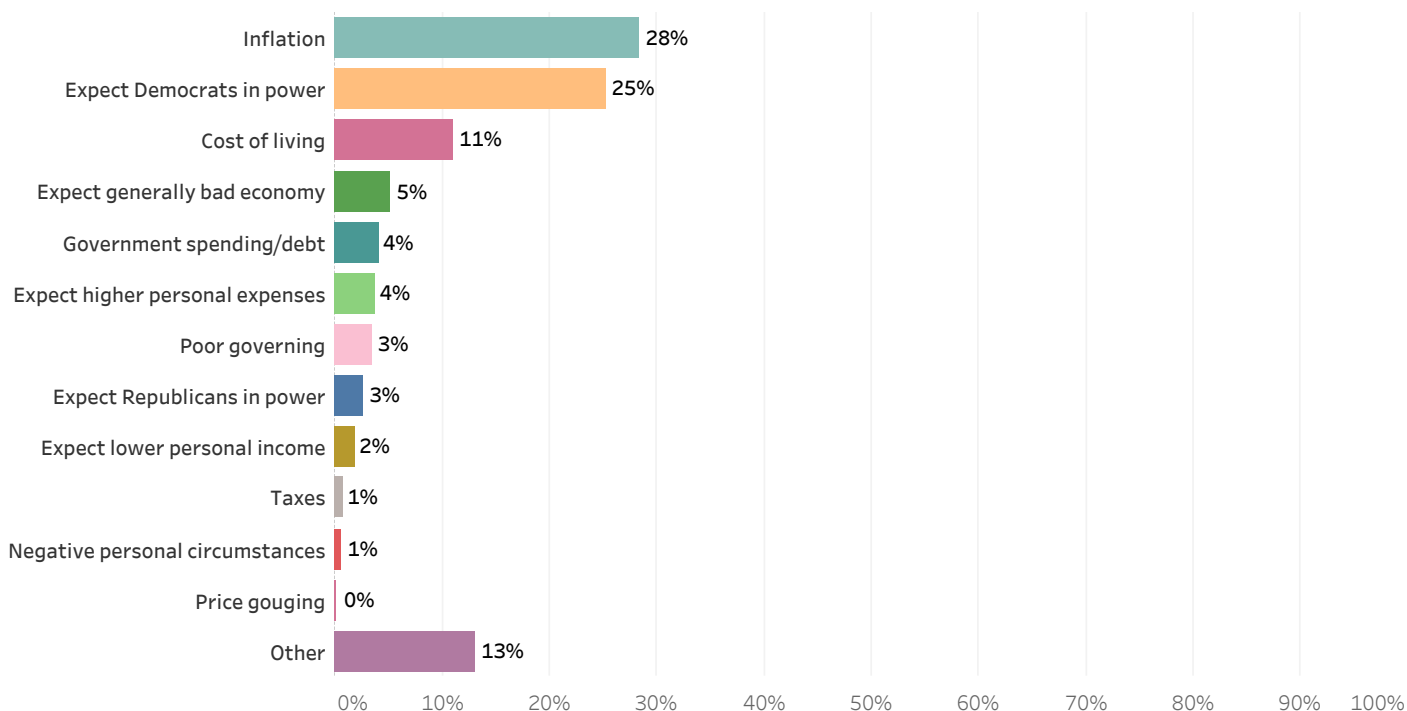**Household Financial Condition 12 Months From Now**
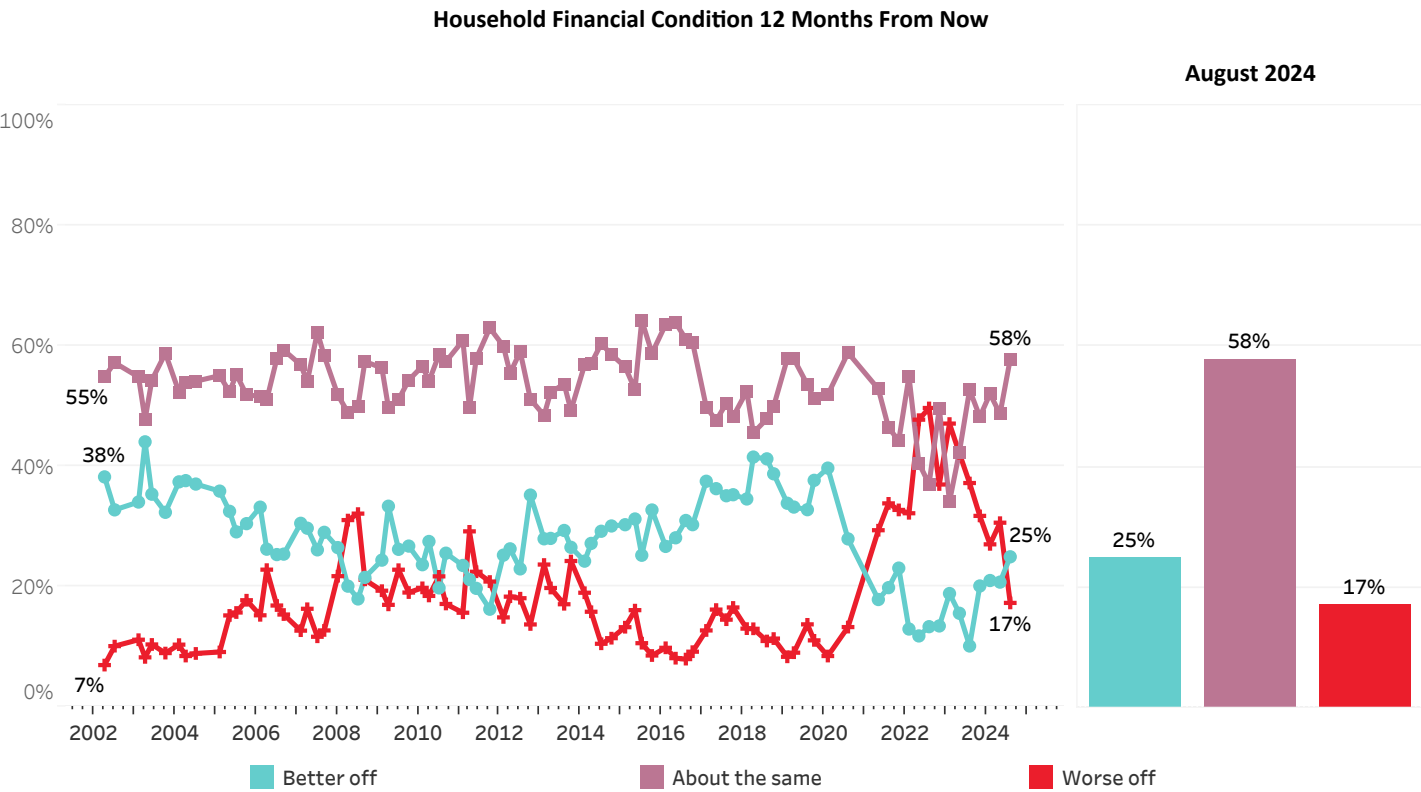
Those who expect to be better off financially a year from now (N=366) most often say they feel that way because they expect Republicans to be in power (30%) or because they expect higher personal income (27%). Smaller percentages think they will be better off because they expect Democrats in power (10%), they expect a generally good economy (6%), due to their own hard work or financial prudence (4%), or due to declining inflation (4%).

Why Expect to be Better Off Financially in Year (coded) - August 2024

Category	Percent
Expect Republicans in power	30%
Expect higher personal income	27%
Expect Democrats in power	10%
Expect generally good economy	6%
Hard work/Financial prudence	4%
Declining inflation	4%
Lower interest rates	3%
Investments	1%
Expect lower personal expenses	1%
Lower/No debt	1%
General optimism	1%
Positive personal circumstances	1%
Other	11%

Among those who expect to be worse off financially a year from now (N=258), 28% say that they feel that way because of inflation, while 25% feel that way because they expect Democrats to be in power and 11% cite the cost of living. Fewer respondents expect to be worse off financially in a year due to a generally bad economy (5%), government spending or debt (4%), or expected higher personal expenses (4%).

Why Expect to be Worse Off Financially in Year (coded) - August 2024

Category	Percent
Inflation	28%
Expect Democrats in power	25%
Cost of living	11%
Expect generally bad economy	5%
Government spending/debt	4%
Expect higher personal expenses	4%
Poor governing	3%
Expect Republicans in power	3%
Expect lower personal income	2%
Taxes	1%
Negative personal circumstances	1%
Price gouging	0%
Other	13%

NH Business Conditions

When asked how they expect New Hampshire businesses will do in the upcoming year, 33% of Granite Staters think state businesses will enjoy good times financially, only 11% think they will experience bad times, and 56% anticipate mixed conditions. The percentage who expect bad times (11%) has fallen considerably since May (26%). Forty-seven percent of Democrats anticipate good business conditions in New Hampshire during the next twelve months, but only 23% of Independents and 19% of Republicans feel that way.

Business Conditions in New Hampshire During Next 12 Months

August 2024
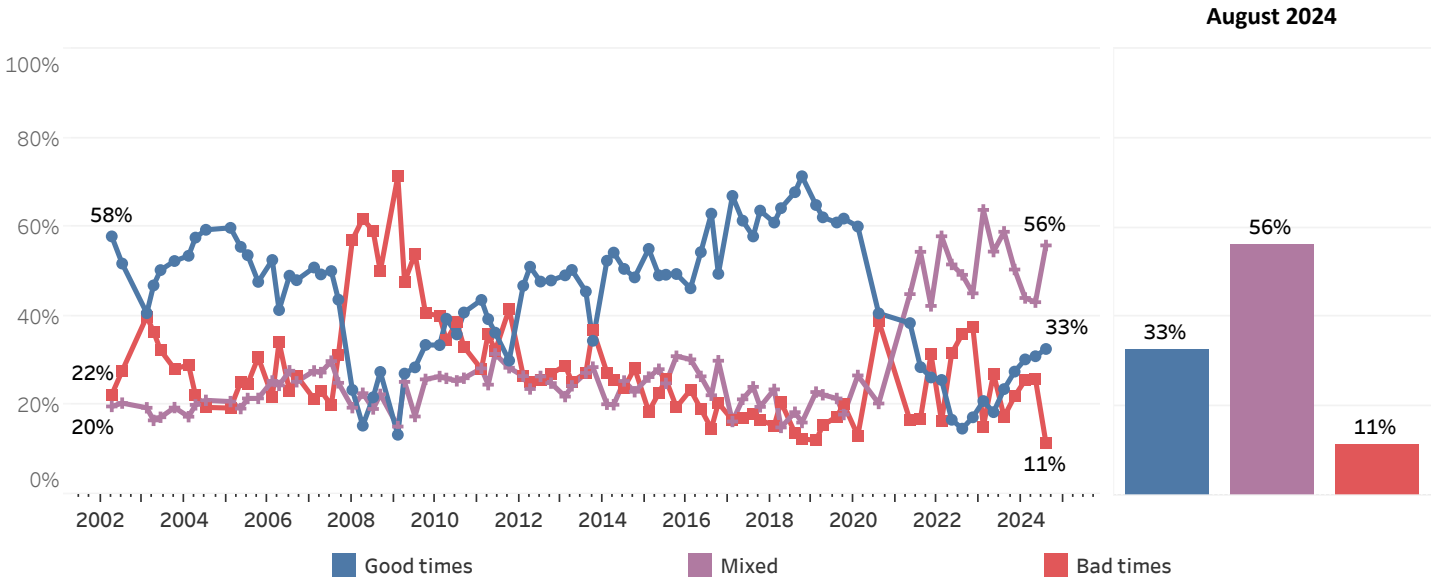
U.S. Business Conditions

Twenty-eight percent of New Hampshire adults anticipate U.S. businesses will have good times over the coming year, 23% think they will experience good times, and 49% think conditions will be mixed. The percentage of Granite Staters who expect bad times (23%) has fallen substantially since May (40%) and from a recent high of 54% in November 2022.

Only 6% of New Hampshire Democrats think U.S. businesses will experience bad times over the next twelve months. Thirty-one percent of Independents and 39% of Republicans expect bad times, but both groups are far less likely to feel this way than in May.

Business Conditions in U.S. During Next 12 Months

August 2024
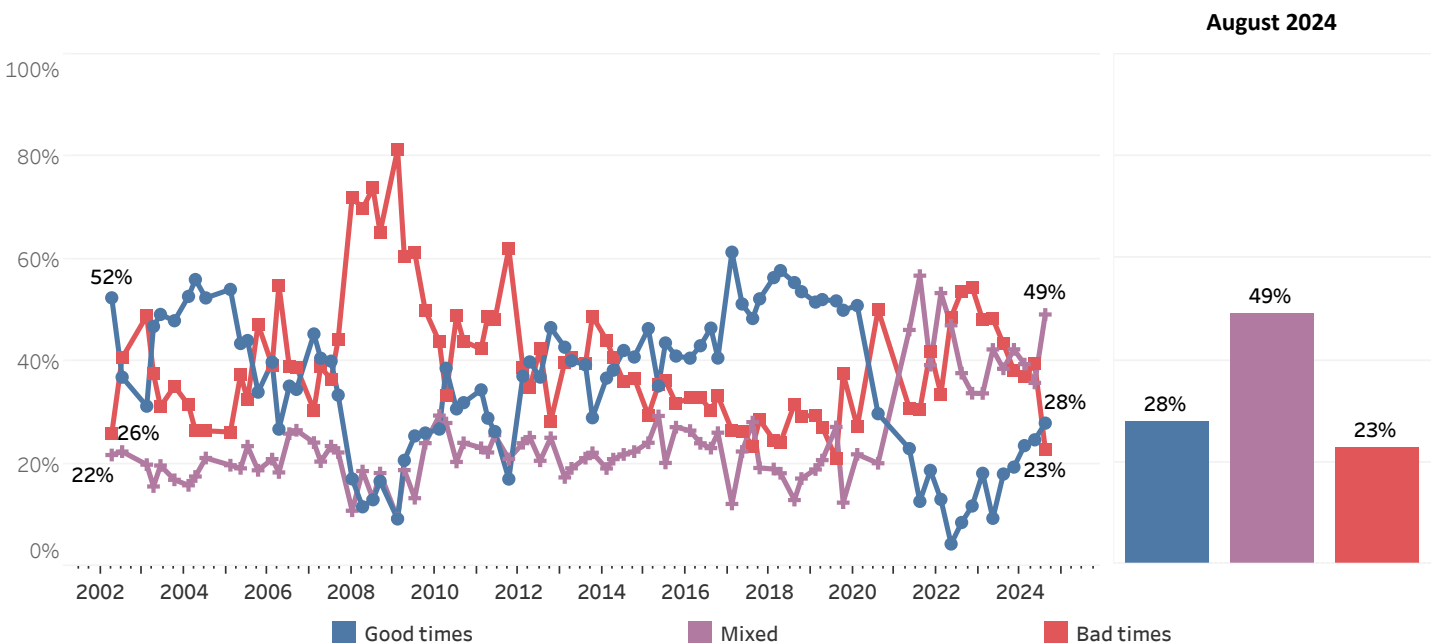
Despite expecting that New Hampshire and US businesses will be doing somewhat better in the next year, Granite Staters are less optimistic about the prospects of a recession. Half (50%) of New Hampshire residents feel it is very (14%) or somewhat (36%) likely that the United States economy will have a recession within the next twelve months while 9% believe the U.S. economy is already in a recession. By contrast, 41% believe a recession is not very likely (32%) or not at all likely (9%). A year ago, two-thirds (67%) of Granite Staters thought that a recession was likely in the next year or that the economy was already in a recession.

Most Republicans (84%) and Independents (69%) believe that a recession is very or somewhat likely within the next year or that we are already in a recession, but only 29% of Democrats feel this way.

Likelihood of Recession Within 12 Months
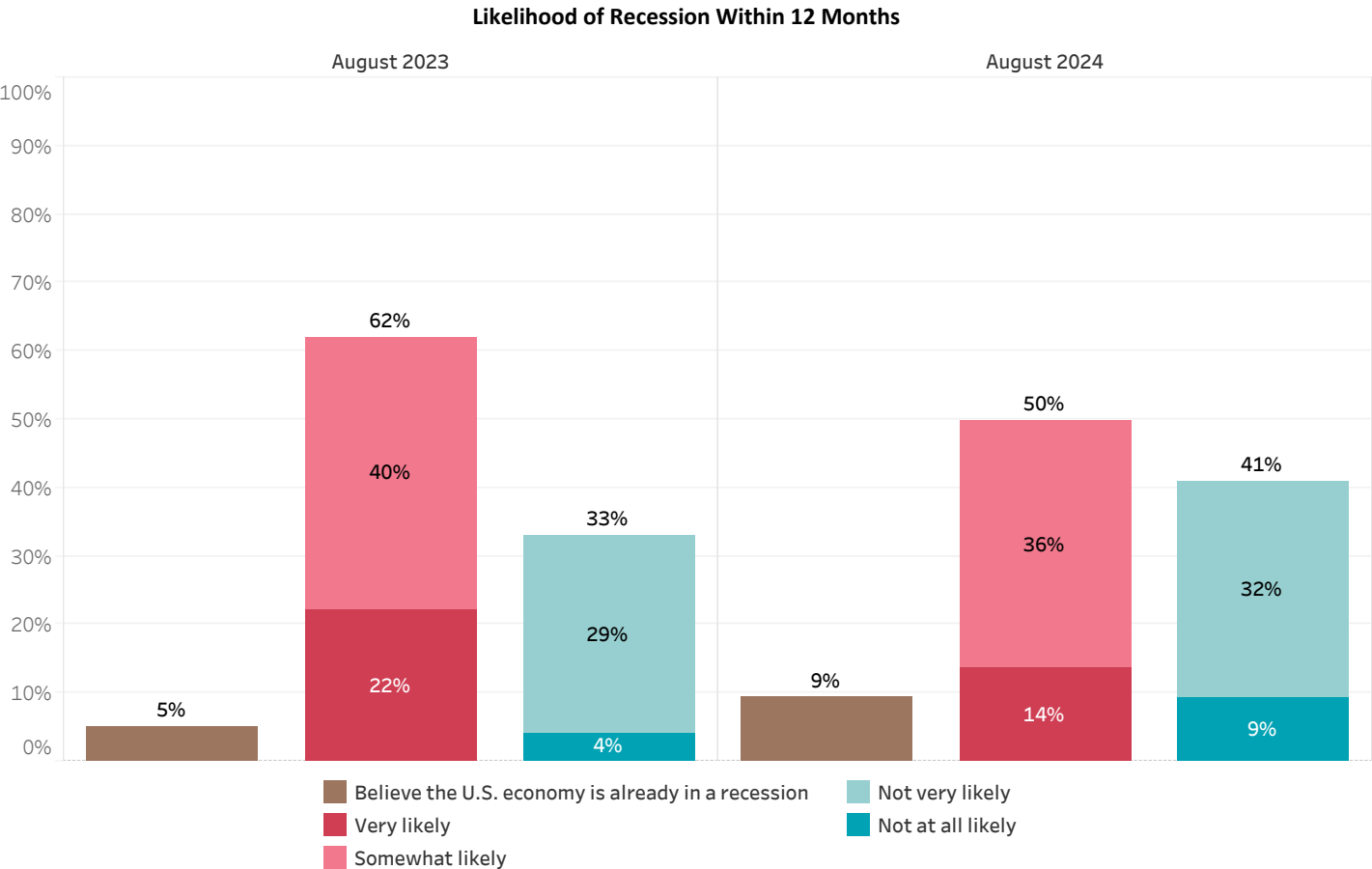
Business and Industry Association Report on Consumer Confidence Methodology

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, seven hundred and eighty-nine (1,789) Granite State Panel members completed the survey online. The response rate for panel respondents to the August 2024 BIA Report on Consumer Confidence is 34%. In addition, 351 New Hampshire residents completed the survey after receiving an invitation via text message to complete the survey online. Overall, 2,140 individuals completed the survey between August 15 and August 19, 2024. The margin of sampling error for the survey is +/- 2.1 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 design effect for the survey is 2.1%.

The Granite State Panel is a probability-based web panel of New Hampshire residents. Approximately 8,000 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, August 2024 Demographics

		%	N
Gender of Respondent	Men	49%	996
	Women	51%	1,055
Age of Respondent	18 to 34	23%	494
	35 to 49	21%	436
	50 to 64	31%	658
	65 and older	25%	520
Level of Education	High school or less	30%	641
	Tech school/Some college	31%	649
	College graduate	24%	507
	Postgraduate work	15%	320
Region of State	Central/Lakes	18%	386
	Connecticut Valley	11%	229
	Manchester Area	17%	368
	Mass Border	27%	566
	North Country	10%	211
	Seacoast	17%	357
Party ID	Democrat	44%	940
	Independent	12%	245
	Republican	44%	933
Voting Registration	Registered Democrat	30%	635
	Registered Undeclared/Not Reg.	37%	776
	Registered Republican	32%	671
Household Income	Less than $45,000	11%	150
	$45,000 - $74,999	22%	305
	$75,000 - $99,999	22%	302
	$100,000 - $149,999	21%	295
	$150,000 or more	24%	333

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	August 2024	14%	42%	45%	2,107
Voting Registration	Registered Democrat	26%	57%	16%	625
	Registered Undeclared/Not Reg.	12%	44%	44%	768
	Registered Republican	5%	24%	71%	671
Party ID	Democrat	24%	60%	16%	927
	Independent	14%	34%	52%	241
	Republican	4%	25%	72%	930
Political Ideology	Socialist	31%	56%	13%	121
	Progressive	16%	60%	24%	232
	Liberal	33%	56%	11%	275
	Moderate	17%	43%	40%	604
	Conservative	1%	24%	76%	603
	Libertarian	6%	37%	56%	138
Age of Respondent	18 to 34	20%	37%	43%	488
	35 to 49	10%	38%	51%	425
	50 to 64	12%	43%	45%	657
	65 and older	13%	47%	40%	519
Gender of Respondent	Men	16%	38%	46%	991
	Women	12%	45%	43%	1,042
Level of Education	High school or less	11%	40%	49%	641
	Tech school/Some college	11%	41%	48%	640
	College graduate	17%	41%	42%	500
	Postgraduate work	21%	48%	31%	318
Region of State	Central/Lakes	12%	43%	46%	383
	Connecticut Valley	10%	41%	49%	229
	Manchester Area	11%	41%	48%	366
	Mass Border	12%	44%	44%	552
	North Country	15%	30%	55%	211
	Seacoast	23%	45%	32%	357
Household Income	Less than $45,000	17%	38%	45%	150
	$45,000 - $74,999	18%	35%	47%	305
	$75,000 - $99,999	15%	44%	42%	300
	$100,000 - $149,999	19%	50%	31%	295
	$150,000 or more	11%	46%	43%	328
Own or Rent Home	Own home	12%	46%	42%	1,144
	Rent home	20%	39%	41%	301
Media Usage	CNN viewer	23%	57%	20%	499
	Conservative radio listener	2%	26%	72%	200
	Fox News viewer	9%	25%	66%	427
	Joe Rogan listener	3%	40%	57%	124
	Local NH news viewer	16%	45%	39%	1,084
	MSNBC viewer	29%	53%	18%	330
	NHPR listener	25%	49%	25%	573

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?

		A lot	Somewhat	Not very much	Not at all	N
STATEWIDE	August 2024	15%	32%	22%	31%	2,122
Voting Registration	Registered Democrat	6%	21%	29%	45%	635
	Registered Undeclared/Not Reg.	16%	30%	22%	32%	773
	Registered Republican	24%	43%	16%	17%	670
Party ID	Democrat	5%	23%	28%	45%	939
	Independent	20%	35%	18%	27%	244
	Republican	25%	40%	17%	18%	930
Political Ideology	Socialist	7%	22%	48%	24%	121
	Progressive	6%	29%	21%	43%	239
	Liberal	2%	19%	22%	57%	278
	Moderate	11%	32%	26%	31%	607
	Conservative	29%	41%	18%	12%	603
	Libertarian	23%	24%	14%	40%	138
Age of Respondent	18 to 34	8%	32%	24%	36%	494
	35 to 49	22%	34%	14%	30%	435
	50 to 64	18%	31%	23%	27%	656
	65 and older	12%	31%	24%	32%	519
Gender of Respondent	Men	12%	35%	24%	30%	993
	Women	17%	29%	21%	33%	1,054
Level of Education	High school or less	17%	42%	21%	21%	641
	Tech school/Some college	17%	36%	20%	27%	647
	College graduate	17%	25%	20%	39%	505
	Postgraduate work	7%	16%	29%	48%	319
Region of State	Central/Lakes	18%	30%	23%	30%	385
	Connecticut Valley	20%	37%	18%	24%	229
	Manchester Area	12%	32%	19%	37%	367
	Mass Border	14%	29%	23%	34%	564
	North Country	28%	34%	20%	19%	211
	Seacoast	8%	32%	26%	34%	357
Household Income	Less than $45,000	27%	41%	19%	13%	150
	$45,000 - $74,999	20%	39%	17%	24%	305
	$75,000 - $99,999	20%	34%	18%	27%	302
	$100,000 - $149,999	7%	17%	31%	44%	294
	$150,000 or more	7%	25%	18%	50%	332
Own or Rent Home	Own home	12%	31%	23%	34%	1,147
	Rent home	24%	29%	15%	32%	305
Media Usage	CNN viewer	7%	30%	26%	37%	505
	Conservative radio listener	21%	49%	19%	11%	200
	Fox News viewer	27%	39%	18%	15%	428
	Joe Rogan listener	17%	47%	11%	24%	124
	Local NH news viewer	14%	30%	24%	32%	1,100
	MSNBC viewer	10%	24%	27%	38%	334
	NHPR listener	8%	23%	26%	43%	579

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	August 2024	25%	58%	17%	1,568
Voting Registration	Registered Democrat	26%	65%	9%	552
	Registered Undeclared/Not Reg.	21%	60%	19%	575
	Registered Republican	27%	45%	28%	400
Party ID	Democrat	26%	67%	7%	812
	Independent	21%	47%	32%	161
	Republican	24%	48%	28%	587
Political Ideology	Socialist	22%	70%	8%	99
	Progressive	22%	63%	15%	198
	Liberal	33%	63%	4%	260
	Moderate	30%	56%	15%	469
	Conservative	21%	48%	32%	366
	Libertarian	18%	47%	35%	79
Age of Respondent	18 to 34	36%	45%	18%	394
	35 to 49	29%	58%	13%	312
	50 to 64	17%	65%	18%	468
	65 and older	20%	62%	18%	385
Gender of Respondent	Men	30%	51%	20%	764
	Women	21%	66%	13%	758
Level of Education	High school or less	27%	57%	16%	439
	Tech school/Some college	22%	57%	22%	462
	College graduate	26%	56%	18%	402
	Postgraduate work	25%	64%	11%	266
Region of State	Central/Lakes	30%	52%	18%	264
	Connecticut Valley	22%	54%	24%	168
	Manchester Area	17%	66%	18%	279
	Mass Border	29%	55%	16%	416
	North Country	13%	60%	26%	160
	Seacoast	30%	62%	8%	277
Household Income	Less than $45,000	28%	52%	20%	111
	$45,000 - $74,999	34%	46%	21%	215
	$75,000 - $99,999	25%	62%	13%	221
	$100,000 - $149,999	19%	65%	16%	232
	$150,000 or more	28%	58%	15%	288
Own or Rent Home	Own home	23%	59%	18%	882
	Rent home	29%	55%	16%	208
Media Usage	CNN viewer	34%	57%	9%	423
	Conservative radio listener	29%	32%	39%	128
	Fox News viewer	30%	39%	31%	290
	Joe Rogan listener	34%	45%	21%	71
	Local NH news viewer	27%	59%	14%	860
	MSNBC viewer	36%	57%	7%	299
	NHPR listener	29%	60%	10%	478

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)

		Declining inflation	Expect Democrats in power	Expect generally good economy	Expect higher personal income	Expect lower personal expenses
STATEWIDE	August 2024	4%	10%	6%	27%	1%
Voting Registration	Registered Democrat	7%	21%	7%	34%	3%
	Registered Undeclared/Not Reg.	6%	8%	11%	40%	1%
	Registered Republican	0%	1%		3%	0%
Party ID	Democrat	7%	18%	9%	34%	2%
	Independent	4%	2%	3%	78%	
	Republican	0%	0%	1%	6%	0%
Political Ideology	Progressive	4%	12%	6%	51%	5%
	Liberal	2%	16%	4%	23%	2%
	Moderate	7%	10%	8%	36%	0%
	Conservative	1%	1%		1%	
Age of Respondent	18 to 34	4%		2%	51%	
	35 to 49	2%	5%	5%	23%	1%
	50 to 64	7%	13%	7%	15%	3%
	65 and older	6%	29%	13%	1%	2%
Gender of Respondent	Men	4%	9%	4%	28%	1%
	Women	4%	9%	9%	27%	2%
Level of Education	High school or less		7%	3%	25%	
	Tech school/Some college	4%	12%	8%	9%	2%
	College graduate	7%	10%	6%	38%	1%
	Postgraduate work	9%	11%	10%	41%	3%
Region of State	Central/Lakes	2%	5%	7%	15%	0%
	Connecticut Valley	4%	12%	4%	20%	4%
	Manchester Area	3%	8%	8%	9%	
	Mass Border	4%	9%	6%	31%	0%
	Seacoast	7%	15%	4%	43%	2%
Household Income	Less than $45,000	9%	2%	6%	2%	
	$45,000 - $74,999	1%	3%	2%	44%	
	$75,000 - $99,999	9%	18%	2%	36%	
	$100,000 - $149,999	7%	13%	12%	28%	2%
	$150,000 or more	4%	4%	6%	22%	3%
Own or Rent Home	Own home	4%	12%	7%	16%	1%
	Rent home	13%	4%	6%	40%	3%
Media Usage	CNN viewer	5%	11%	6%	31%	2%
	Conservative radio listener	1%			1%	
	Fox News viewer	1%	1%	2%	26%	1%
	Joe Rogan listener		1%		5%	
	Local NH news viewer	5%	7%	6%	27%	1%
	MSNBC viewer	6%	15%	11%	27%	2%
	NHPR listener	7%	13%	7%	28%	2%

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)

		Expect Republicans in power	General optimism	Hard work/Financial prudence	Investments
STATEWIDE	August 2024	30%	1%	4%	1%
Voting Registration	Registered Democrat	2%	1%	10%	2%
	Registered Undeclared/Not Reg.	14%		2%	2%
	Registered Republican	74%	0%	0%	1%
Party ID	Democrat	2%	1%	8%	1%
	Independent	3%	1%	0%	4%
	Republican	75%		1%	1%
Political Ideology	Progressive	3%		5%	3%
	Liberal			9%	2%
	Moderate	30%	1%	2%	1%
	Conservative	82%	1%	1%	1%
Age of Respondent	18 to 34	25%		3%	
	35 to 49	47%		2%	2%
	50 to 64	24%	3%	6%	0%
	65 and older	24%		8%	4%
Gender of Respondent	Men	32%	1%	3%	2%
	Women	27%	0%	7%	0%
Level of Education	High school or less	43%		4%	
	Tech school/Some college	43%	2%	2%	2%
	College graduate	15%		8%	2%
	Postgraduate work	7%	1%	3%	3%
Region of State	Central/Lakes	52%		12%	2%
	Connecticut Valley	10%	5%		2%
	Manchester Area	48%		4%	3%
	Mass Border	27%	0%	3%	1%
	Seacoast	14%	0%	2%	
Household Income	Less than $45,000	15%			
	$45,000 - $74,999	31%		10%	0%
	$75,000 - $99,999	32%	1%		0%
	$100,000 - $149,999	20%	0%	5%	4%
	$150,000 or more	37%		3%	3%
Own or Rent Home	Own home	39%	0%	6%	2%
	Rent home	10%			2%
Media Usage	CNN viewer	19%	0%	3%	2%
	Conservative radio listener	94%		1%	
	Fox News viewer	46%	0%	1%	1%
	Joe Rogan listener	88%			5%
	Local NH news viewer	27%	0%	5%	1%
	MSNBC viewer	8%	1%	2%	1%
	NHPR listener	13%	0%	6%	2%

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)

		Lower interest rates	Lower/No debt	Positive personal circumstances	Other	N
STATEWIDE	August 2024	3%	1%	1%	11%	366
Voting Registration	Registered Democrat	6%	1%	1%	5%	126
	Registered Undeclared/Not Reg.	1%	2%	0%	13%	117
	Registered Republican	1%		0%	19%	103
Party ID	Democrat	5%	2%	1%	10%	193
	Independent	1%	2%		2%	32
	Republican	0%		0%	15%	138
Political Ideology	Progressive	2%	1%	1%	7%	43
	Liberal	6%		1%	37%	71
	Moderate	0%	2%	1%	2%	135
	Conservative			0%	12%	74
Age of Respondent	18 to 34	3%			13%	131
	35 to 49	2%		1%	9%	84
	50 to 64	2%	2%	1%	16%	76
	65 and older	4%	3%	1%	5%	75
Gender of Respondent	Men	3%	1%	1%	11%	217
	Women	3%	1%	1%	11%	142
Level of Education	High school or less				19%	119
	Tech school/Some college	2%	2%		11%	92
	College graduate	8%	1%	1%	3%	92
	Postgraduate work	1%	1%	2%	8%	63
Region of State	Central/Lakes	2%		1%	1%	77
	Connecticut Valley		0%	1%	39%	34
	Manchester Area		4%	2%	12%	39
	Mass Border	5%	1%	0%	12%	122
	Seacoast	2%	1%	0%	9%	79
Household Income	Less than $45,000	3%			64%	31
	$45,000 - $74,999	0%	2%	0%	7%	64
	$75,000 - $99,999	0%		0%	1%	54
	$100,000 - $149,999	2%	3%		3%	40
	$150,000 or more	8%	1%	1%	7%	75
Own or Rent Home	Own home	2%	2%	1%	10%	192
	Rent home	1%	1%	0%	21%	54
Media Usage	CNN viewer	3%	1%	0%	17%	142
	Conservative radio listener			0%	2%	37
	Fox News viewer	5%		1%	16%	88
	Joe Rogan listener				2%	24
	Local NH news viewer	3%	1%	0%	14%	215
	MSNBC viewer	6%	1%	0%	20%	107
	NHPR listener	6%	2%	0%	13%	132

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)

		Cost of living	Expect Democrats in power	Expect generally bad economy	Expect higher personal expenses	Expect lower personal income
STATEWIDE	August 2024	11%	25%	5%	4%	2%
Voting Registration	Registered Democrat	14%	6%	9%	5%	6%
	Registered Undeclared/Not Reg.	13%	25%	2%	5%	1%
	Registered Republican	7%	33%	7%	2%	1%
Party ID	Democrat	17%	4%	10%	6%	7%
	Independent	13%	18%	2%	6%	
	Republican	8%	35%	5%	2%	1%
Political Ideology	Progressive	1%	0%		4%	6%
	Moderate	15%	24%	8%	5%	2%
	Conservative	9%	33%	6%	1%	0%
	Libertarian	13%	41%	1%		1%
Age of Respondent	18 to 34	8%	11%	5%	4%	2%
	35 to 49	22%	17%	3%	10%	
	50 to 64	10%	30%	3%	1%	2%
	65 and older	10%	39%	9%	4%	2%
Gender of Respondent	Men	11%	30%	3%	1%	2%
	Women	13%	21%	9%	6%	1%
Level of Education	High school or less	8%	37%			
	Tech school/Some college	14%	22%	6%	4%	1%
	College graduate	8%	22%	9%	7%	2%
	Postgraduate work	16%	16%	5%	5%	8%
Region of State	Central/Lakes	16%	28%	11%	2%	4%
	Connecticut Valley	8%	44%	12%	8%	0%
	Manchester Area	13%	10%	4%	1%	1%
	Mass Border	5%	30%	1%	6%	0%
	North Country	11%	3%	1%	3%	2%
	Seacoast	10%	43%	2%		5%
Household Income	Less than $45,000	14%	51%	12%	10%	1%
	$45,000 - $74,999	8%	30%	5%		4%
	$75,000 - $99,999	14%	41%	1%	2%	2%
	$100,000 - $149,999	14%	16%		2%	4%
	$150,000 or more	2%	26%	7%	7%	1%
Own or Rent Home	Own home	9%	26%	5%	3%	2%
	Rent home	19%	40%		6%	4%
Media Usage	CNN viewer	24%	23%		8%	2%
	Conservative radio listener	1%	32%	1%		
	Fox News viewer	6%	39%	7%		0%
	Local NH news viewer	13%	29%	4%	5%	1%
	NHPR listener	10%	17%	6%	5%	5%

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)

		Expect Republicans in power	Government spending/debt	Inflation	Negative personal circumstances
STATEWIDE	August 2024	3%	4%	28%	1%
Voting Registration	Registered Democrat	9%		48%	2%
	Registered Undeclared/Not Reg.	3%	4%	24%	0%
	Registered Republican		5%	25%	0%
Party ID	Democrat	11%		41%	1%
	Independent		2%	34%	
	Republican	1%	6%	22%	0%
Political Ideology	Progressive	13%		68%	3%
	Moderate	2%	1%	20%	0%
	Conservative		6%	24%	
	Libertarian		14%	22%	
Age of Respondent	18 to 34			46%	
	35 to 49	11%	10%	19%	2%
	50 to 64	4%	2%	18%	0%
	65 and older		6%	25%	1%
Gender of Respondent	Men	2%	4%	28%	1%
	Women	4%	5%	31%	0%
Level of Education	High school or less		1%	40%	
	Tech school/Some college	7%	4%	22%	0%
	College graduate		4%	28%	0%
	Postgraduate work		9%	27%	3%
Region of State	Central/Lakes		4%	23%	1%
	Connecticut Valley		2%	20%	
	Manchester Area	9%	1%	32%	1%
	Mass Border		4%	23%	
	North Country	4%	9%	62%	
	Seacoast	8%	5%	8%	3%
Household Income	Less than $45,000		0%	9%	
	$45,000 - $74,999	4%	5%	25%	1%
	$75,000 - $99,999	13%	10%	10%	
	$100,000 - $149,999	4%	3%	43%	
	$150,000 or more		1%	16%	1%
Own or Rent Home	Own home	2%	5%	26%	0%
	Rent home	12%	4%	6%	2%
Media Usage	CNN viewer	5%	13%	9%	1%
	Conservative radio listener		11%	20%	
	Fox News viewer		9%	18%	
	Local NH news viewer	5%	6%	21%	1%
	NHPR listener	8%	5%	22%	1%

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)

		Poor governing	Price gouging	Taxes	Other	N
STATEWIDE	August 2024	3%	0%	1%	13%	258
Voting Registration	Registered Democrat				1%	43
	Registered Undeclared/Not Reg.	3%	0%	1%	17%	104
	Registered Republican	5%		1%	15%	109
Party ID	Democrat	0%	1%	2%	0%	52
	Independent	3%		1%	21%	52
	Republican	5%			0%	15%	154
Political Ideology	Progressive	5%				30
	Moderate			2%	22%	68
	Conservative	6%		0%	14%	107
	Libertarian	2%	1%	0%	3%	27
Age of Respondent	18 to 34	5%			19%	70
	35 to 49	1%	1%	1%	3%	36
	50 to 64	5%		2%	23%	79
	65 and older	2%		0%	2%	69
Gender of Respondent	Men	1%		0%	15%	140
	Women	3%	0%	1%	3%	95
Level of Education	High school or less				14%	65
	Tech school/Some college	4%			16%	100
	College graduate	7%	1%	1%	12%	65
	Postgraduate work	1%		4%	5%	29
Region of State	Central/Lakes	4%			7%	46
	Connecticut Valley			1%	5%	41
	Manchester Area	1%		1%	26%	43
	Mass Border	6%		1%	24%	64
	North Country			0%	5%	39
	Seacoast	13%	1%		1%	23
Household Income	Less than $45,000	1%			1%	20
	$45,000 - $74,999	1%	1%		15%	40
	$75,000 - $99,999	7%				29
	$100,000 - $149,999	4%		1%	7%	36
	$150,000 or more			1%	39%	40
Own or Rent Home	Own home	5%		1%	15%	155
	Rent home	1%	1%		5%	32
Media Usage	CNN viewer	12%			4%	34
	Conservative radio listener	4%			31%	47
	Fox News viewer	3%			17%	87
	Local NH news viewer	3%	0%	1%	12%	116
	NHPR listener	13%		1%	7%	48

Business Conditions in New Hampshire During Next 12 Months

What about business conditions in New Hampshire as a whole, do you think that during the next twelve months we'll have good times financially, or bad times?

		Good times	Mixed	Bad times	N
STATEWIDE	August 2024	33%	56%	11%	1,775
Voting Registration	Registered Democrat	46%	48%	6%	546
	Registered Undeclared/Not Reg.	32%	54%	15%	677
	Registered Republican	19%	67%	14%	513
Party ID	Democrat	47%	49%	3%	818
	Independent	23%	49%	28%	200
	Republican	19%	65%	16%	747
Political Ideology	Socialist	34%	59%	7%	94
	Progressive	43%	52%	5%	188
	Liberal	53%	43%	4%	260
	Moderate	42%	52%	6%	536
	Conservative	15%	67%	19%	476
	Libertarian	9%	67%	23%	100
Age of Respondent	18 to 34	32%	53%	15%	393
	35 to 49	23%	63%	14%	361
	50 to 64	35%	53%	12%	576
	65 and older	38%	56%	5%	433
Gender of Respondent	Men	34%	52%	14%	874
	Women	31%	60%	9%	844
Level of Education	High school or less	26%	65%	9%	530
	Tech school/Some college	31%	55%	14%	525
	College graduate	36%	51%	13%	444
	Postgraduate work	43%	48%	9%	274
Region of State	Central/Lakes	30%	57%	13%	305
	Connecticut Valley	31%	47%	23%	201
	Manchester Area	33%	57%	10%	308
	Mass Border	33%	56%	10%	491
	North Country	19%	70%	10%	165
	Seacoast	44%	50%	6%	295
Household Income	Less than $45,000	44%	50%	7%	127
	$45,000 - $74,999	33%	51%	16%	268
	$75,000 - $99,999	35%	55%	10%	260
	$100,000 - $149,999	39%	50%	11%	258
	$150,000 or more	32%	57%	11%	296
Own or Rent Home	Own home	31%	58%	11%	1,014
	Rent home	45%	41%	14%	265
Media Usage	CNN viewer	51%	44%	6%	465
	Conservative radio listener	13%	63%	23%	165
	Fox News viewer	20%	63%	17%	365
	Joe Rogan listener	9%	75%	16%	105
	Local NH news viewer	38%	54%	8%	974
	MSNBC viewer	53%	41%	7%	316
	NHPR listener	49%	44%	7%	505

Business Conditions in U.S. During Next 12 Months

Now turning to business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially or bad times?

		Good times	Mixed	Bad times	N
STATEWIDE	August 2024	28%	49%	23%	1,744
Voting Registration	Registered Democrat	45%	44%	11%	548
	Registered Undeclared/Not Reg.	26%	53%	21%	677
	Registered Republican	11%	52%	37%	478
Party ID	Democrat	46%	47%	6%	804
	Independent	19%	50%	31%	223
	Republican	10%	51%	39%	706
Political Ideology	Socialist	30%	62%	8%	105
	Progressive	43%	43%	14%	199
	Liberal	52%	43%	5%	253
	Moderate	37%	49%	14%	509
	Conservative	5%	54%	41%	451
	Libertarian	8%	42%	50%	122
Age of Respondent	18 to 34	27%	48%	25%	442
	35 to 49	22%	55%	24%	333
	50 to 64	28%	46%	26%	536
	65 and older	35%	51%	15%	421
Gender of Respondent	Men	28%	48%	24%	857
	Women	28%	51%	21%	821
Level of Education	High school or less	22%	53%	26%	547
	Tech school/Some college	26%	49%	26%	486
	College graduate	33%	46%	21%	430
	Postgraduate work	37%	48%	15%	279
Region of State	Central/Lakes	21%	54%	25%	319
	Connecticut Valley	23%	45%	32%	194
	Manchester Area	32%	44%	24%	296
	Mass Border	27%	51%	23%	459
	North Country	22%	54%	24%	176
	Seacoast	41%	48%	11%	290
Household Income	Less than $45,000	41%	43%	16%	123
	$45,000 - $74,999	30%	41%	29%	250
	$75,000 - $99,999	31%	51%	17%	255
	$100,000 - $149,999	26%	55%	19%	254
	$150,000 or more	28%	54%	19%	289
Own or Rent Home	Own home	28%	52%	20%	969
	Rent home	33%	36%	30%	256
Media Usage	CNN viewer	44%	48%	7%	455
	Conservative radio listener	6%	56%	38%	153
	Fox News viewer	15%	53%	32%	343
	Joe Rogan listener	6%	50%	44%	97
	Local NH news viewer	33%	51%	16%	929
	MSNBC viewer	54%	37%	9%	305
	NHPR listener	44%	47%	10%	509

Likelihood of Recession Within 12 Months

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

		Very likely	Somewhat likely	Not very likely	Not at all likely	Believe the U.S. economy is already in a recession	N
STATEWIDE	August 2024	14%	36%	32%	9%	9%	1,943
Voting Registration	Registered Democrat	5%	27%	50%	15%	2%	560
	Registered Undeclared/Not Reg.	12%	33%	36%	9%	10%	721
	Registered Republican	24%	47%	11%	3%	15%	622
Party ID	Democrat	2%	25%	53%	18%	2%	818
	Independent	14%	33%	29%	3%	21%	239
	Republican	24%	47%	13%	3%	13%	878
Political Ideology	Socialist	7%	44%	38%	7%	5%	98
	Progressive	1%	33%	48%	18%	0%	203
	Liberal	4%	17%	57%	20%	1%	249
	Moderate	6%	32%	42%	12%	8%	580
	Conservative	29%	47%	9%	1%	14%	566
	Libertarian	25%	53%	11%	0%	11%	132
Age of Respondent	18 to 34	9%	42%	30%	8%	11%	453
	35 to 49	24%	39%	23%	6%	8%	389
	50 to 64	12%	35%	33%	11%	9%	613
	65 and older	11%	31%	40%	11%	8%	474
Gender of Respondent	Men	16%	34%	30%	11%	9%	936
	Women	11%	39%	34%	7%	9%	933
Level of Education	High school or less	10%	46%	25%	9%	10%	612
	Tech school/Some college	17%	35%	28%	9%	11%	581
	College graduate	17%	27%	38%	10%	8%	459
	Postgraduate work	9%	33%	43%	9%	5%	290
Region of State	Central/Lakes	25%	37%	25%	6%	7%	343
	Connecticut Valley	16%	22%	38%	9%	15%	209
	Manchester Area	15%	38%	30%	11%	6%	334
	Mass Border	9%	43%	27%	9%	12%	520
	North Country	10%	44%	27%	10%	9%	196
	Seacoast	6%	29%	46%	10%	8%	333
Household Income	Less than $45,000	11%	16%	43%	15%	14%	138
	$45,000 - $74,999	15%	30%	32%	6%	16%	284
	$75,000 - $99,999	21%	28%	37%	10%	4%	278
	$100,000 - $149,999	9%	38%	33%	11%	8%	284
	$150,000 or more	10%	40%	37%	8%	5%	309
Own or Rent Home	Own home	14%	34%	34%	10%	9%	1,072
	Rent home	12%	27%	32%	12%	16%	280
Media Usage	CNN viewer	5%	24%	50%	17%	4%	463
	Conservative radio listener	27%	49%	7%	4%	13%	195
	Fox News viewer	21%	45%	16%	4%	13%	417
	Joe Rogan listener	34%	39%	10%	1%	17%	123
	Local NH news viewer	11%	34%	36%	11%	9%	1,019
	MSNBC viewer	3%	18%	52%	22%	4%	312
	NHPR listener	9%	25%	48%	16%	3%	531