The BIA Report on Consumer Confidence
The University of New Hampshire Survey Center

October 20, 2017

GRANITE STATERS SEE THEMSELVES AS BETTER OFF FINANCIALLY THAN YEAR AGO

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DURHAM, NH - Nearly half of New Hampshire residents (45%) say they are better off financially than a year ago, while only 14% say they are worse off. Nearly two-thirds of Granite Staters are optimistic about business conditions in the state, while a slight majority are optimistic about business conditions in the country. Most anticipate their financial condition will improve or stay the same over the next year.
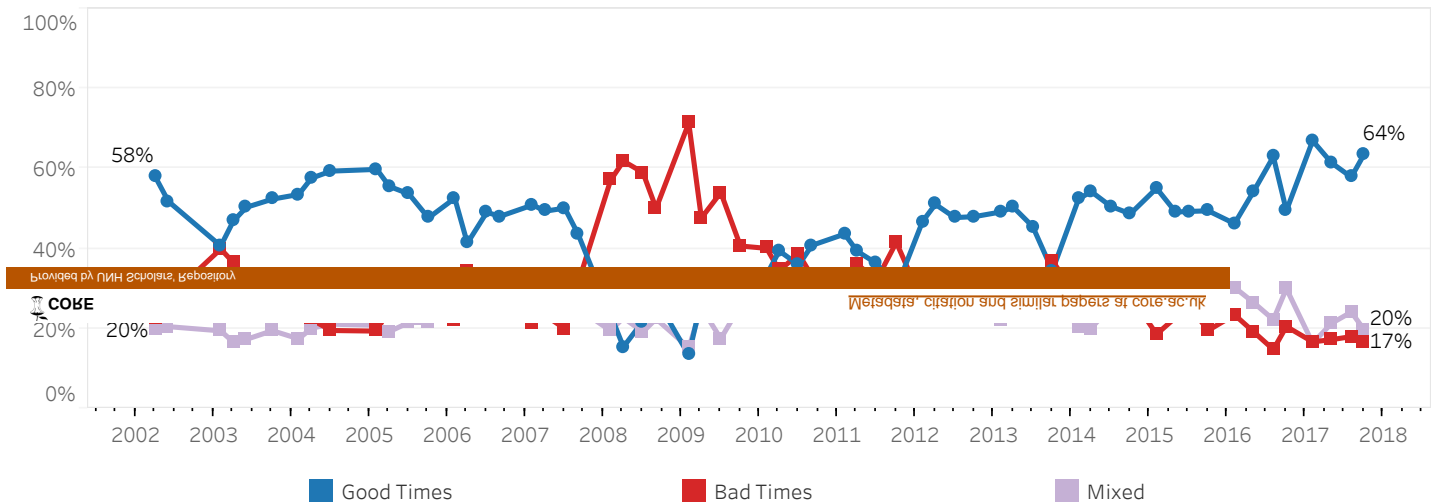
These findings are based on the latest **Business and Industry Association (BIA) Report on Consumer Confidence***, conducted by the University of New Hampshire Survey Center. Five hundred and seventy-three (573) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between October 3 and October 15, 2017. The margin of sampling error for the survey is +/- 4.1 percent.

N.H. Business Conditions

Confidence in the New Hampshire economy remains high. When asked how they expect New Hampshire businesses will do in the upcoming year, 64% of Granite Staters think state businesses will enjoy good times financially, 17% think they will experience bad times, and 20% anticipate mixed conditions. Confidence in the NH economy has slightly increased since August (58%) and is near the record high; majorities of Republicans (84%) and Independents (62%) are optimistic about the future for NH businesses while only 45% of Democrats expect good times.

"Clearly, New Hampshire residents are feeling good about business conditions and their own finances, and they should; unemployment is low, the stock market is growing, the economy is healthy. One cloud on the horizon is the inability of Congress and the President to reach an accord on healthcare, taxes, and infrastructure, to name a few things. Barring something unpredictable, the fate of business conditions and personal finances is in their hands," said BIA President Jim Roche.

**Business Conditions in NH - Next 12 Months**

U.S. Business Conditions

Granite Staters are also optimistic about expectations for the U.S. economy as a whole. Fifty-two percent think businesses across the country will experience good times in the next 12 months, 29% anticipate businesses will have bad times, and 19% think conditions will be mixed.

Business Conditions in US - Next 12 Months
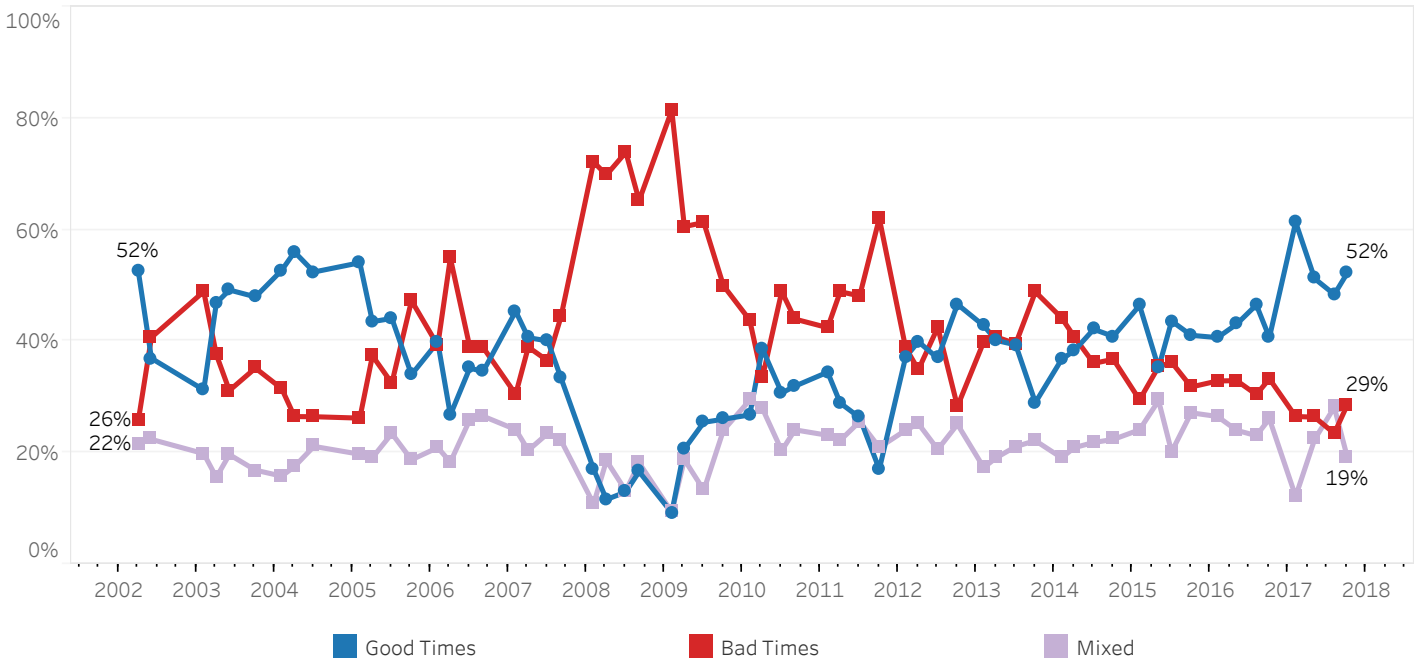
Optimism about U.S. business conditions typically tracks closely with whether one's party controls the presidency, but the differences between parties since the election of Trump have been particularly stark. Eighty-four percent of Republicans feel U.S. business conditions will be good over the next year while just 27% felt this way in October 2016, the final quarter of Barack Obama's presidency. Conversely just, 26% of Democrats are optimistic about US business conditions now while 57% felt this way in October 2016.

Optimism among Independents has slightly increased since August (43%) but remains below an all-time high of 70% in February.

Business Conditions in US - Good Times - Next 12 Months - By Party ID
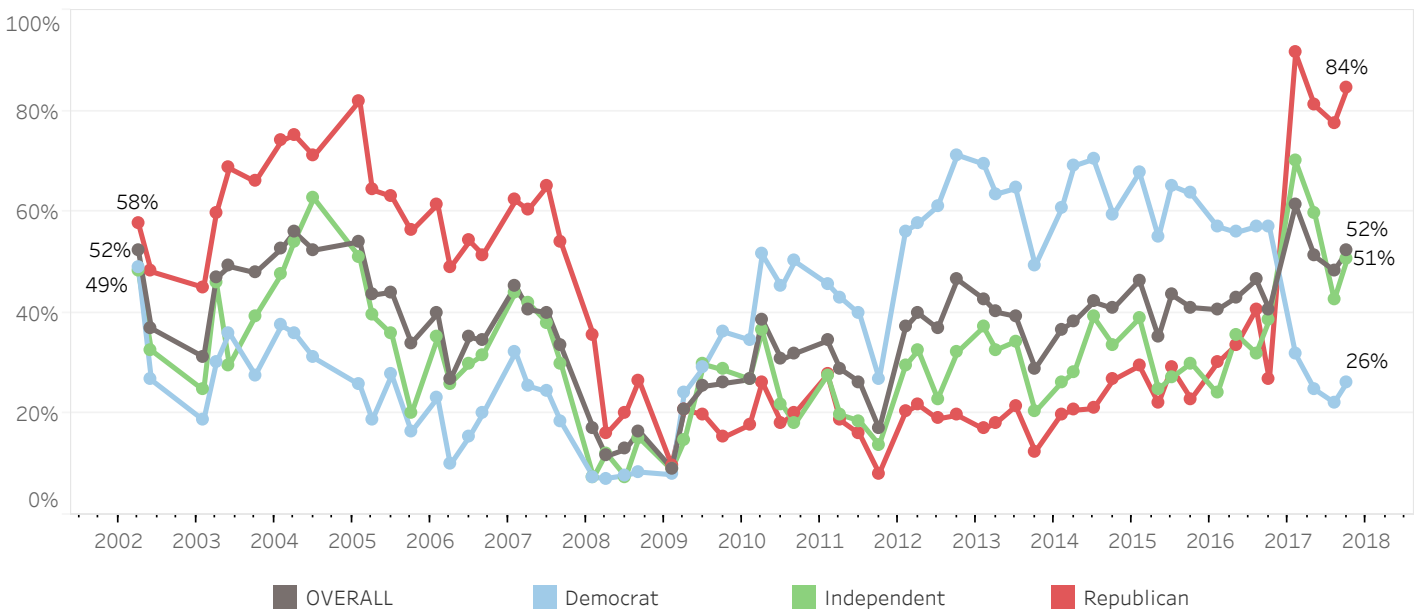
Looking further into the future, 39% of New Hampshire residents believe the U.S. economy will enjoy continuous good times over the next 5 years, 30% expect periods of widespread unemployment and depression, and 30% see a mix of good and bad conditions. This has remained largely stable over the past two years.

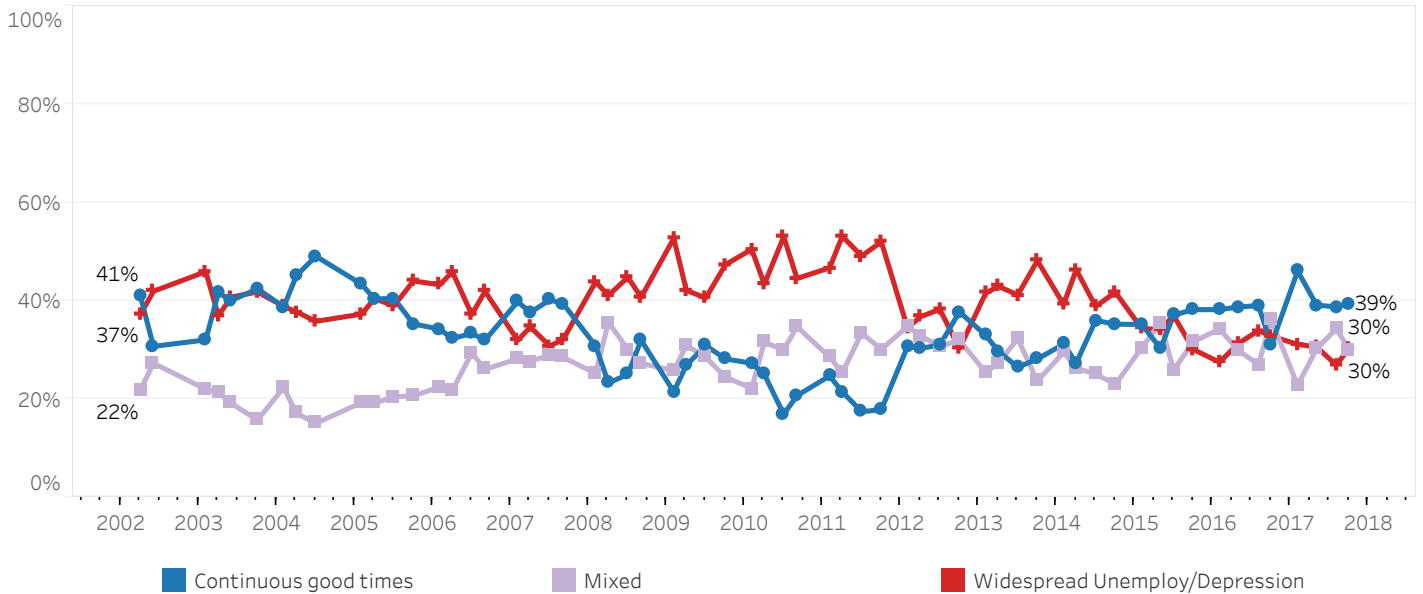As with other questions, responses are closely linked to partisan attachments. Seventy-one percent of Republicans anticipate continuous good times for the U.S. economy in the next five years, but only 32% of Independents and 19% of Democrats expect good times.

U.S. 5 Year Economic Outlook

Continuous good times   Mixed   Widespread Unemploy/Depression

Personal Financial Conditions

Nearly half of New Hampshire adults (45%) consider themselves to be better off financially than they were a year ago, while 41% say their finances are about the same, and 14% say they are worse off. The proportion of respondents who say they are better off (45%) has increased since August (35%) and is at its highest point since April 2004, while the proportion who say they are worse off financially (14%) continues to decline and is now at an all-time low.

Partisanship plays a role in how respondents feel about their financial conditions as nearly two-thirds of Republicans (64%) say they are better off than they were a year ago, but only 47% of Independents and 29% of Democrats feel this way.

Household Financial Condition - Compared to 1 Year Ago

Better off   Just about same   Worse Off
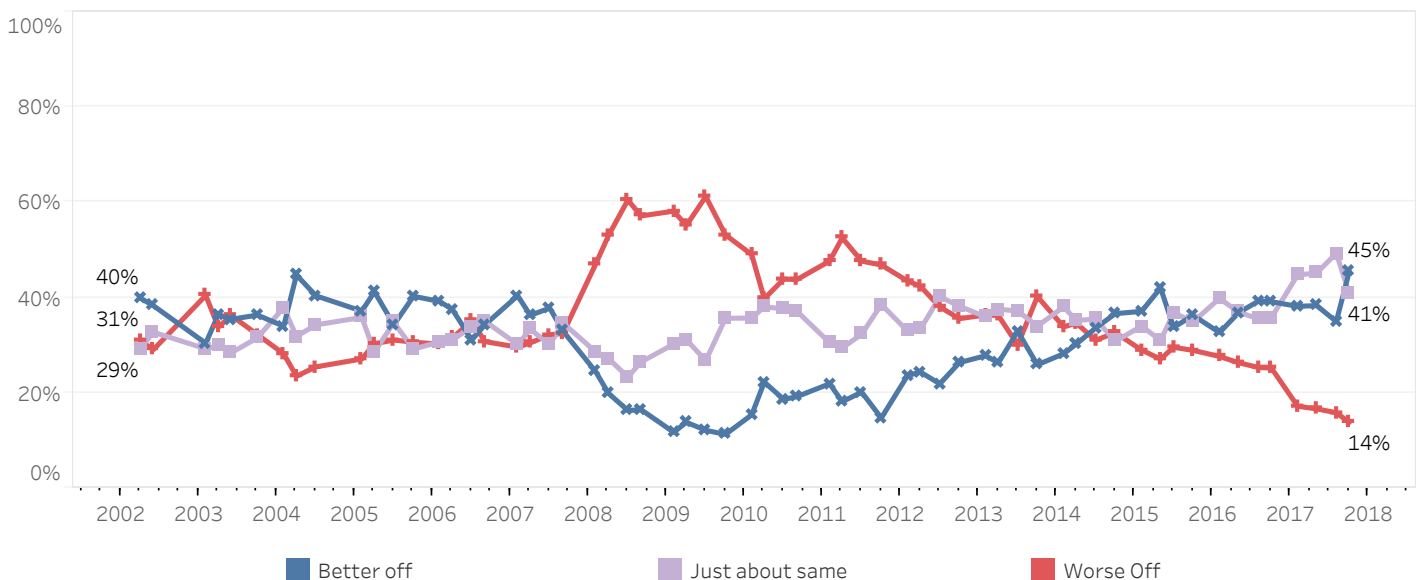
Granite Staters are also optimistic thinking about their household financial condition a year from now. Looking forward, nearly half (48%) of Granite Staters think their households will be in about the same financial condition next year as they are today and 35% think they will be better off, while 17% think they will be worse off. This is largely unchanged since August.

Republicans (55%) are more likely than Independents (34%) or Democrats (18%) to say they anticipate being better off financially next year.

Household Financial Condition - 12 Months From Now
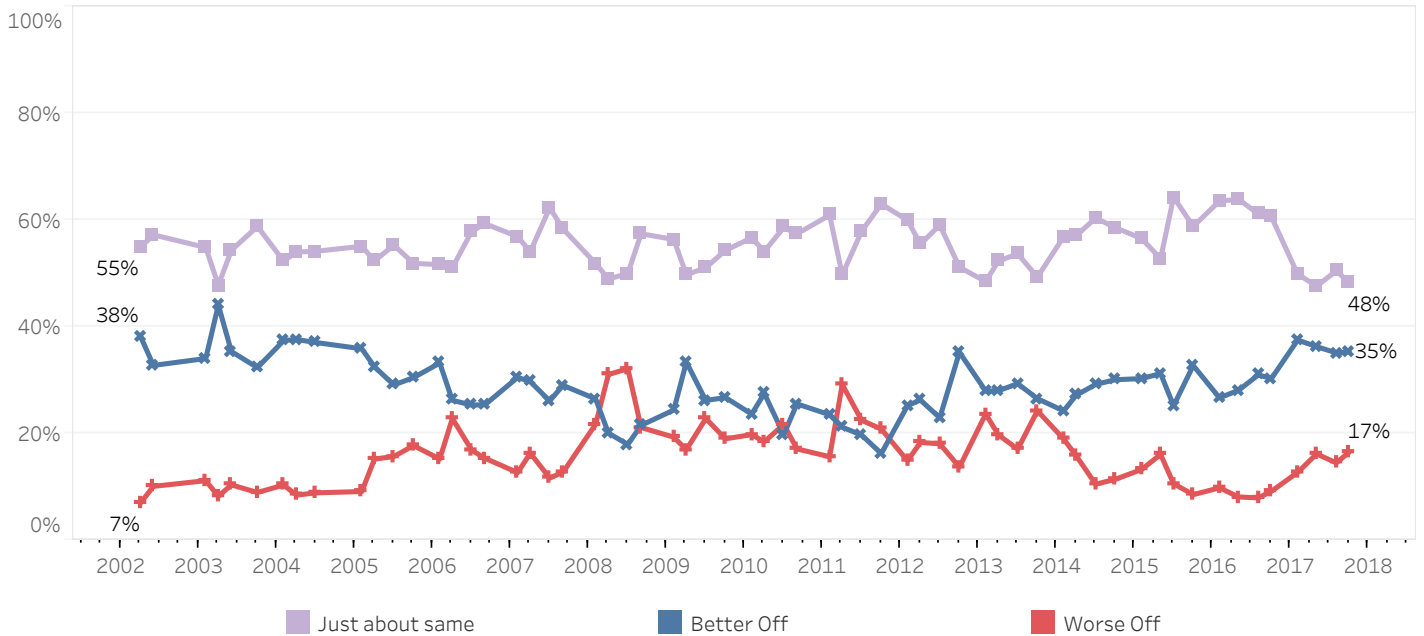
The large majority of New Hampshire adults continue to think it is a good time to buy major items for their home. More than two in three (69%) think now is a good time to buy a major household item, just 20% think it is a bad time, and 11% think it depends on a person's finances.

Good Time to Buy a Major Household Item?
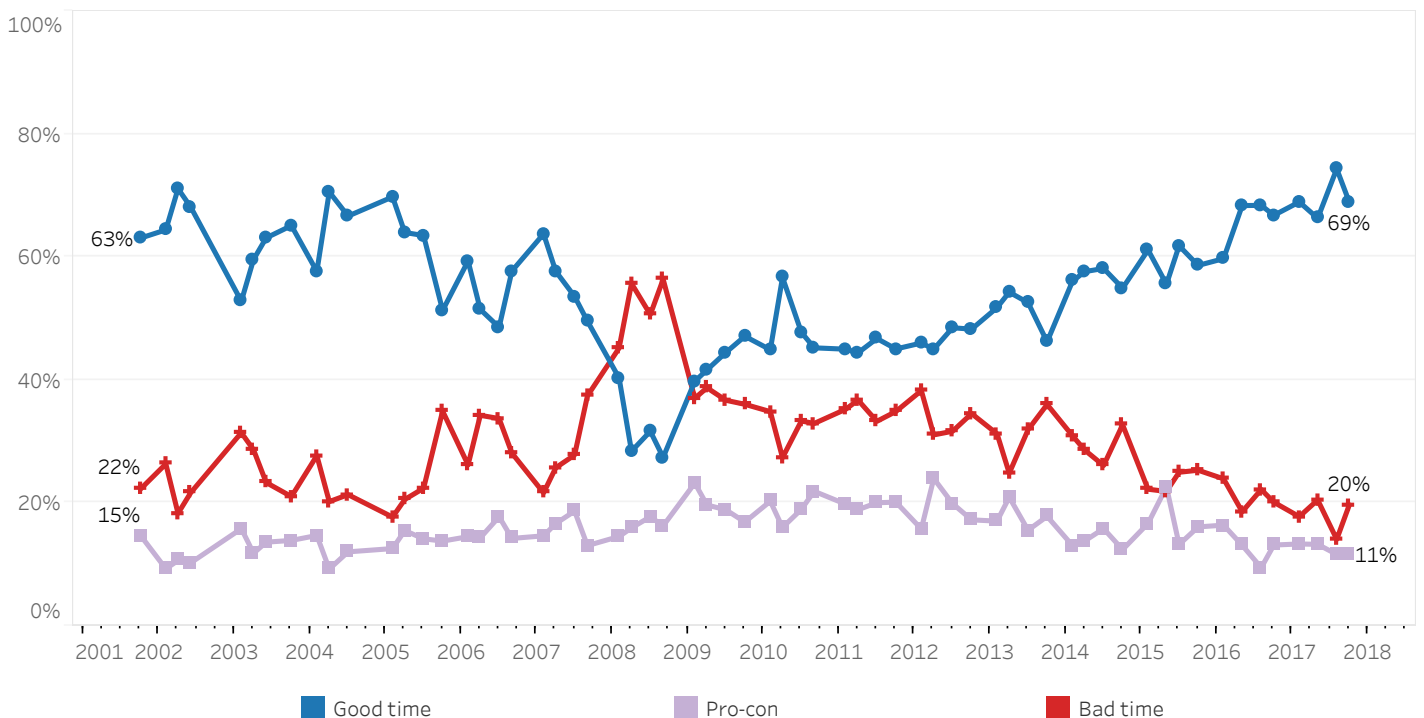
Business and Industry Association Report on Consumer Confidence Methodology

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. Five hundred and seventy-three (573) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between October 3 and October 15, 2017. The margin of sampling error for the survey is +/- 4.1 percent. These MSE's have not been adjusted for design effect. The design effect for the survey is 1.2%.

The random sample used in the BIA Report on Consumer Confidence was purchased from Marketing Systems Group (MSG), Horsham, PA. MSG screens each selected telephone number to eliminate non-working numbers, disconnected numbers, and business numbers to improve the efficiency of the sample, reducing the amount of time interviewers spend calling non-usable numbers.

The data have been weighted to adjust for numbers of adults and telephone lines within households. Additionally, 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. 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. Due to rounding, percentages may not sum to 100%. 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.

For more information about the methodology used in the 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, Fall 2017 Demographics

		N	%
Sex of Respondent	Female	293	51%
	Male	280	49%
Age of Respondent	18 to 34	148	27%
	35 to 49	130	23%
	50 to 64	169	31%
	65 and older	106	19%
Level of Education	High school or less	152	27%
	Technical school/Some college	235	41%
	College graduate	122	21%
	Postgraduate work	60	11%
Region of State	Central / Lakes	103	18%
	Connecticut Valley	76	13%
	Manchester Area	98	17%
	Mass Border	152	26%
	North Country	50	9%
	Seacoast	94	16%
Registered to Vote	Reg. Democrat	135	24%
	Registered Undeclared/Not Reg.	328	58%
	Reg. Republican	105	18%
Party ID	Democrat	234	43%
	Independent	129	24%
	Republican	183	34%

Business Conditions in New Hampshire in 12 Months

Turning to 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, or what?

	Good Times	Bad Times	Mixed	N		Good Times	Bad Times	Mixed	N
April 2002	58%	22%	20%	462	February 2011	44%	28%	28%	481
June 2002	52%	28%	20%	588	April 2011	39%	36%	25%	478
February 2003	41%	40%	19%	577	July 2011	36%	32%	32%	469
April 2003	47%	37%	17%	459	October 2011	30%	42%	28%	498
June 2003	50%	32%	17%	485	February 2012	47%	27%	27%	484
October 2003	52%	28%	19%	449	April 2012	51%	25%	24%	488
February 2004	54%	29%	17%	448	July 2012	48%	26%	26%	456
April 2004	58%	22%	20%	457	October 2012	48%	27%	25%	511
July 2004	59%	20%	21%	444	February 2013	49%	29%	22%	523
February 2005	60%	19%	21%	453	April 2013	50%	25%	24%	454
April 2005	56%	25%	19%	433	July 2013	46%	27%	27%	461
July 2005	54%	25%	22%	429	October 2013	34%	37%	29%	540
October 2005	48%	31%	22%	431	February 2014	52%	27%	20%	502
February 2006	53%	22%	25%	432	April 2014	54%	26%	20%	451
April 2006	41%	34%	24%	457	July 2014	51%	24%	25%	454
July 2006	49%	23%	28%	444	October 2014	49%	28%	23%	480
September 2006	48%	27%	25%	453	February 2015	55%	19%	26%	454
February 2007	51%	21%	28%	462	May 2015	49%	23%	28%	521
April 2007	49%	23%	27%	458	July 2015	49%	26%	25%	463
July 2007	50%	20%	30%	442	October 2015	49%	20%	31%	490
September 2007	44%	31%	25%	433	February 2016	46%	23%	30%	451
February 2008	23%	57%	19%	494	May 2016	54%	19%	26%	430
April 2008	15%	62%	23%	455	August 2016	63%	15%	22%	408
July 2008	22%	59%	19%	481	October 2016	49%	21%	30%	467
September 2008	27%	50%	22%	480	February 2017	67%	17%	16%	436
February 2009	13%	71%	15%	586	May 2017	61%	17%	21%	436
April 2009	27%	48%	25%	472	August 2017	58%	18%	24%	442
July 2009	29%	54%	17%	522	October 2017	64%	17%	20%	492
October 2009	34%	41%	26%	479					
February 2010	33%	40%	26%	460					
April 2010	39%	35%	26%	473					
July 2010	36%	39%	25%	458					
September 2010	41%	33%	26%	475					

Business Conditions in U.S. in 12 Months

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, or what?

	Good Times	Bad Times	Mixed	N		Good Times	Bad Times	Mixed	N
April 2002	52%	26%	22%	484	February 2011	34%	42%	23%	495
June 2002	37%	41%	22%	599	April 2011	29%	49%	22%	483
February 2003	31%	49%	20%	606	July 2011	26%	48%	26%	490
April 2003	47%	38%	16%	477	October 2011	17%	62%	21%	517
June 2003	49%	31%	20%	491	February 2012	37%	39%	24%	493
October 2003	48%	35%	17%	455	April 2012	40%	35%	25%	492
February 2004	53%	31%	16%	461	July 2012	37%	42%	21%	464
April 2004	56%	26%	18%	468	October 2012	47%	28%	25%	513
July 2004	52%	26%	21%	446	February 2013	43%	40%	17%	548
February 2005	54%	26%	20%	488	April 2013	40%	41%	19%	480
April 2005	44%	37%	19%	450	July 2013	39%	40%	21%	469
July 2005	44%	32%	23%	438	October 2013	29%	49%	22%	563
October 2005	34%	47%	19%	459	February 2014	37%	44%	19%	524
February 2006	40%	39%	21%	445	April 2014	38%	41%	21%	474
April 2006	27%	55%	18%	467	July 2014	42%	36%	22%	480
July 2006	35%	39%	26%	454	October 2014	41%	37%	22%	512
September 2006	35%	39%	27%	473	February 2015	46%	29%	24%	476
February 2007	45%	30%	24%	486	May 2015	35%	35%	29%	544
April 2007	41%	39%	20%	479	July 2015	44%	36%	20%	480
July 2007	40%	36%	23%	456	October 2015	41%	32%	27%	508
September 2007	33%	44%	22%	464	February 2016	41%	33%	26%	471
February 2008	17%	72%	11%	529	May 2016	43%	33%	24%	422
April 2008	12%	70%	19%	482	August 2016	47%	30%	23%	407
July 2008	13%	74%	13%	500	October 2016	41%	33%	26%	467
September 2008	17%	65%	18%	508	February 2017	61%	26%	12%	447
February 2009	9%	81%	9%	594	May 2017	51%	26%	22%	462
April 2009	21%	61%	19%	471	August 2017	48%	23%	28%	443
July 2009	25%	61%	13%	546	October 2017	52%	29%	19%	507
October 2009	26%	50%	24%	481					
February 2010	27%	44%	29%	475					
April 2010	39%	33%	28%	483					
July 2010	31%	49%	20%	473					
September 2010	32%	44%	24%	479					

5 Year Economic Outlook - U.S.

Looking ahead, which would you say is more likely – that in the country as a whole we will have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression, or what?

	Continuous good times	Widespread Unemploy/ Depression	Mixed	N		Continuous good times	Widespread Unemploy/ Depression	Mixed	N
April 2002	41%	37%	22%	463	February 2011	25%	47%	29%	482
June 2002	31%	42%	27%	603	April 2011	21%	53%	25%	479
February 2003	32%	46%	22%	607	July 2011	17%	49%	33%	484
April 2003	42%	37%	21%	468	October 2011	18%	52%	30%	515
June 2003	40%	41%	19%	479	February 2012	31%	34%	35%	479
October 2003	42%	42%	16%	457	April 2012	30%	37%	33%	465
February 2004	39%	39%	22%	454	July 2012	31%	38%	31%	453
April 2004	45%	38%	17%	467	October 2012	38%	30%	32%	490
July 2004	49%	36%	15%	431	February 2013	33%	42%	25%	562
February 2005	43%	37%	19%	497	April 2013	30%	43%	27%	471
April 2005	40%	40%	19%	455	July 2013	26%	41%	32%	485
July 2005	41%	39%	21%	461	October 2013	28%	48%	24%	552
October 2005	35%	44%	21%	460	February 2014	31%	39%	30%	529
February 2006	34%	43%	22%	444	April 2014	27%	46%	26%	461
April 2006	32%	46%	22%	471	July 2014	36%	39%	25%	460
July 2006	33%	37%	29%	447	October 2014	35%	42%	23%	493
September 2006	32%	42%	26%	473	February 2015	35%	34%	30%	460
February 2007	40%	32%	28%	478	May 2015	30%	34%	36%	514
April 2007	38%	35%	28%	472	July 2015	37%	37%	26%	444
July 2007	40%	31%	29%	432	October 2015	38%	30%	32%	490
September 2007	39%	32%	28%	443	February 2016	38%	28%	34%	428
February 2008	31%	44%	25%	502	May 2016	39%	31%	30%	405
April 2008	23%	41%	36%	439	August 2016	39%	34%	27%	399
July 2008	25%	45%	30%	485	October 2016	31%	33%	36%	466
September 2008	32%	41%	27%	484	February 2017	46%	31%	23%	461
February 2009	22%	53%	26%	590	May 2017	39%	31%	30%	467
April 2009	27%	42%	31%	479	August 2017	39%	27%	34%	457
July 2009	31%	41%	29%	538	October 2017	39%	30%	30%	524
October 2009	28%	47%	24%	463					
February 2010	27%	50%	22%	472					
April 2010	25%	43%	32%	472					
July 2010	17%	53%	30%	477					
September 2010	21%	45%	35%	486					

Household Financial Condition Compared to 12 Months Ago

We are interested in how people are getting along financially these days. 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	Worse Off	Just about same	N		Better Off	Worse Off	Just about same	N
April 2002	40%	31%	29%	507	February 2011	22%	48%	30%	518
June 2002	38%	29%	33%	650	April 2011	18%	53%	29%	502
February 2003	30%	40%	29%	647	July 2011	20%	48%	32%	509
April 2003	36%	34%	30%	505	October 2011	15%	47%	39%	553
June 2003	35%	36%	28%	514	February 2012	24%	43%	33%	518
October 2003	36%	32%	32%	496	April 2012	24%	42%	33%	533
February 2004	34%	28%	38%	503	July 2012	22%	38%	40%	516
April 2004	45%	23%	32%	538	October 2012	26%	36%	38%	583
July 2004	40%	25%	34%	495	February 2013	28%	36%	36%	575
February 2005	37%	27%	36%	537	April 2013	26%	36%	38%	503
April 2005	41%	30%	29%	493	July 2013	33%	30%	37%	507
July 2005	34%	31%	35%	500	October 2013	26%	40%	34%	584
October 2005	40%	31%	29%	503	February 2014	28%	34%	38%	559
February 2006	39%	30%	31%	492	April 2014	30%	35%	35%	506
April 2006	37%	32%	31%	500	July 2014	34%	31%	35%	510
July 2006	31%	35%	34%	504	October 2014	37%	33%	31%	532
September 2006	34%	31%	35%	508	February 2015	37%	29%	34%	499
February 2007	40%	30%	30%	531	May 2015	42%	27%	31%	562
April 2007	36%	30%	33%	507	July 2015	34%	30%	37%	527
July 2007	38%	32%	30%	514	October 2015	36%	29%	35%	578
September 2007	33%	32%	35%	498	February 2016	33%	28%	40%	525
February 2008	24%	47%	29%	550	May 2016	37%	26%	37%	495
April 2008	20%	53%	27%	495	August 2016	39%	25%	35%	495
July 2008	16%	60%	23%	517	October 2016	39%	25%	36%	574
September 2008	16%	57%	26%	543	February 2017	38%	17%	45%	499
February 2009	12%	58%	30%	615	May 2017	38%	17%	45%	487
April 2009	14%	55%	31%	502	August 2017	35%	16%	49%	499
July 2009	12%	61%	27%	550	October 2017	45%	14%	41%	565
October 2009	11%	53%	36%	499					
February 2010	15%	49%	36%	497					
April 2010	22%	40%	38%	505					
July 2010	19%	44%	38%	497					
September 2010	19%	44%	37%	510					

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 … or worse off … or just about the same?

	Better Off	Worse Off	Just about same	N		Better Off	Worse Off	Just about same	N
April 2002	38%	7%	55%	479	February 2011	23%	16%	61%	500
June 2002	33%	10%	57%	625	April 2011	21%	29%	50%	484
February 2003	34%	11%	55%	622	July 2011	20%	22%	58%	499
April 2003	44%	8%	48%	487	October 2011	16%	21%	63%	532
June 2003	35%	10%	54%	501	February 2012	25%	15%	60%	486
October 2003	32%	9%	59%	486	April 2012	26%	18%	55%	493
February 2004	37%	10%	52%	488	July 2012	23%	18%	59%	473
April 2004	38%	8%	54%	509	October 2012	35%	14%	51%	519
July 2004	37%	9%	54%	477	February 2013	28%	24%	48%	563
February 2005	36%	9%	55%	524	April 2013	28%	20%	52%	487
April 2005	32%	15%	52%	485	July 2013	29%	17%	54%	495
July 2005	29%	16%	55%	489	October 2013	27%	24%	49%	569
October 2005	30%	18%	52%	481	February 2014	24%	19%	57%	546
February 2006	33%	15%	52%	488	April 2014	27%	16%	57%	486
April 2006	26%	23%	51%	492	July 2014	29%	10%	60%	503
July 2006	25%	17%	58%	484	October 2014	30%	11%	59%	512
September 2006	25%	15%	59%	495	February 2015	30%	13%	57%	498
February 2007	30%	13%	57%	515	May 2015	31%	16%	53%	552
April 2007	30%	16%	54%	492	July 2015	25%	11%	64%	514
July 2007	26%	12%	62%	491	October 2015	33%	9%	59%	551
September 2007	29%	13%	58%	489	February 2016	27%	10%	64%	492
February 2008	26%	22%	52%	518	May 2016	28%	8%	64%	466
April 2008	20%	31%	49%	470	August 2016	31%	8%	61%	441
July 2008	18%	32%	50%	483	October 2016	30%	9%	61%	497
September 2008	22%	21%	57%	486	February 2017	37%	13%	50%	483
February 2009	24%	19%	56%	568	May 2017	36%	16%	48%	466
April 2009	33%	17%	50%	483	August 2017	35%	14%	50%	479
July 2009	26%	23%	51%	531	October 2017	35%	17%	48%	558
October 2009	27%	19%	54%	482					
February 2010	24%	20%	57%	473					
April 2010	27%	18%	54%	492					
July 2010	20%	22%	59%	487					
September 2010	26%	17%	57%	497					

Good Time to Buy Major Household Item

Now thinking about the big things people buy for their home – such as furniture, a refrigerator, a stove, television and things like that. Generally speaking, do you think now is a good time or a bad time for people to buy major household items?

	Good Time	Bad Time	Pro-con	N		Good Time	Bad Time	Pro-con	N
October 2001	63%	22%	15%	507	October 2001	63%	22%	15%	507
February 2002	64%	26%	9%	303	February 2002	64%	26%	9%	303
April 2002	71%	18%	11%	480	February 2011	45%	35%	20%	478
June 2002	68%	22%	10%	613	April 2011	44%	37%	19%	475
February 2003	53%	31%	16%	600	July 2011	47%	33%	20%	479
April 2003	60%	29%	12%	486	October 2011	45%	35%	20%	514
June 2003	63%	23%	14%	475	February 2012	46%	38%	16%	487
October 2003	65%	21%	14%	468	April 2012	45%	31%	24%	503
February 2004	58%	28%	15%	462	July 2012	48%	32%	20%	468
April 2004	71%	20%	9%	487	October 2012	48%	35%	17%	551
July 2004	67%	21%	12%	456	February 2013	52%	31%	17%	515
February 2005	70%	18%	13%	478	April 2013	54%	25%	21%	468
April 2005	64%	21%	15%	446	July 2013	53%	32%	16%	467
July 2005	63%	22%	14%	441	October 2013	46%	36%	18%	552
October 2005	51%	35%	14%	456	February 2014	56%	31%	13%	498
February 2006	59%	26%	15%	442	April 2014	58%	29%	14%	460
April 2006	51%	34%	14%	448	July 2014	58%	26%	16%	460
July 2006	49%	34%	18%	453	October 2014	55%	33%	12%	495
September 2006	58%	28%	14%	452	February 2015	61%	22%	17%	458
February 2007	64%	22%	15%	488	May 2015	56%	22%	23%	519
April 2007	58%	26%	17%	458	July 2015	62%	25%	13%	466
July 2007	54%	28%	19%	430	October 2015	59%	25%	16%	521
September 2007	50%	37%	13%	433	February 2016	60%	24%	16%	480
February 2008	40%	45%	15%	517	May 2016	68%	19%	13%	443
April 2008	28%	56%	16%	465	August 2016	68%	22%	9%	430
July 2008	32%	51%	18%	487	October 2016	67%	20%	13%	508
September 2008	27%	56%	16%	495	February 2017	69%	18%	13%	450
February 2009	40%	37%	23%	591	May 2017	66%	20%	13%	438
April 2009	42%	39%	20%	491	August 2017	74%	14%	12%	424
July 2009	44%	37%	19%	548	October 2017	69%	20%	11%	500
October 2009	47%	36%	17%	472					
February 2010	45%	35%	20%	469					
April 2010	57%	27%	16%	471					
July 2010	48%	33%	19%	469					
September 2010	45%	33%	22%	491					

Business Conditions in New Hampshire in 12 Months

		Good Times	Bad Times	Mixed	N
STATEWIDE		64%	17%	20%	492
Registered to Vote	Reg. Democrat	42%	26%	33%	110
	Registered Undeclared/Not Reg.	65%	17%	18%	284
	Reg. Republican	85%	5%	10%	96
Party ID	Democrat	45%	25%	30%	188
	Independent	62%	17%	21%	110
	Republican	84%	6%	10%	171
Ideology	Liberal	40%	31%	29%	102
	Moderate	65%	14%	21%	216
	Conservative	81%	10%	10%	141
Media Usage	Listen to Conserv. Radio	89%	2%	9%	65
	Listen to NHPR	58%	18%	23%	132
	Read Boston Globe	55%	25%	21%	53
	Read Local Newspapers	60%	27%	13%	124
	Read Union Leader	63%	16%	22%	86
	Watch WMUR	60%	21%	19%	266
Age of Respondent	18 to 34	58%	19%	24%	121
	35 to 49	71%	13%	16%	117
	50 to 64	59%	20%	22%	151
	65 and older	66%	16%	18%	89
Sex of Respondent	Female	57%	22%	21%	238
	Male	70%	11%	19%	255
Level of Education	High school or less	62%	23%	15%	128
	Technical school/Some college	64%	13%	22%	208
	College graduate	69%	13%	18%	103
	Postgraduate work	55%	21%	23%	51
Frequency Attending Relig. Services	Once a week or more	73%	15%	12%	76
	Once or twice a month	56%	16%	28%	43
	Few times a year	60%	22%	18%	152
	Never	64%	14%	22%	204
2016 Presidential Vote	Donald Trump	84%	8%	8%	173
	Hillary Clinton	45%	26%	29%	191
	Voted for Other	64%	10%	25%	51
	Did Not Vote	61%	17%	22%	63
Gun Owner in Household	Gun Owner	68%	13%	19%	231
	Not Gun Owner	59%	20%	21%	250
Labor Union Membership	Union household	67%	22%	11%	74
	Non-Union household	63%	16%	21%	405
Veteran/Active in Household	Active/Veteran Military	67%	14%	19%	139
	No Active/Veteran Military	62%	18%	20%	350
Region of State	Central / Lakes	63%	11%	26%	85
	Connecticut Valley	55%	20%	25%	66
	Manchester Area	74%	17%	9%	90
	Mass Border	71%	11%	18%	123
	North Country	46%	32%	22%	46
	Seacoast	59%	20%	21%	84
Congressional District	First Congressional District	63%	18%	19%	233
	Second Congressional District	64%	15%	20%	259

Business Conditions in U.S. in 12 Months

		Good Times	Bad Times	Mixed	N
STATEWIDE		52%	29%	19%	507
Registered to Vote	Reg. Democrat	26%	48%	26%	116
	Registered Undeclared/Not Reg.	53%	28%	19%	290
	Reg. Republican	81%	8%	11%	97
Party ID	Democrat	26%	48%	26%	202
	Independent	51%	28%	21%	113
	Republican	84%	6%	9%	169
Ideology	Liberal	27%	50%	23%	114
	Moderate	51%	28%	21%	217
	Conservative	80%	13%	7%	141
Media Usage	Listen to Conserv. Radio	87%	4%	9%	66
	Listen to NHPR	38%	38%	24%	131
	Read Boston Globe	49%	34%	17%	56
	Read Local Newspapers	50%	35%	15%	131
	Read Union Leader	59%	28%	13%	95
	Watch WMUR	52%	29%	19%	269
Age of Respondent	18 to 34	60%	25%	15%	131
	35 to 49	48%	36%	16%	116
	50 to 64	52%	27%	21%	149
	65 and older	47%	31%	22%	93
Sex of Respondent	Female	38%	36%	26%	256
	Male	67%	21%	12%	251
Level of Education	High school or less	55%	34%	12%	129
	Technical school/Some college	54%	24%	23%	211
	College graduate	52%	29%	19%	111
	Postgraduate work	43%	37%	20%	53
Frequency Attending Relig. Services	Once a week or more	57%	28%	15%	78
	Once or twice a month	62%	21%	17%	52
	Few times a year	54%	29%	17%	147
	Never	48%	32%	20%	210
2016 Presidential Vote	Donald Trump	84%	8%	8%	169
	Hillary Clinton	27%	46%	27%	205
	Voted for Other	46%	35%	20%	50
	Did Not Vote	55%	30%	15%	67
Gun Owner in Household	Gun Owner	62%	20%	17%	225
	Not Gun Owner	43%	36%	21%	267
Labor Union Membership	Union household	55%	36%	9%	75
	Non-Union household	52%	28%	20%	419
Veteran/Active in Household	Active/Veteran Military	52%	29%	18%	133
	No Active/Veteran Military	52%	29%	19%	369
Region of State	Central / Lakes	57%	20%	23%	89
	Connecticut Valley	50%	30%	19%	62
	Manchester Area	58%	31%	11%	93
	Mass Border	58%	18%	25%	132
	North Country	46%	40%	14%	46
	Seacoast	38%	44%	18%	85
Congressional District	First Congressional District	49%	32%	19%	246
	Second Congressional District	56%	25%	19%	261

5 Year Economic Outlook - U.S.

		Continuous good times	Widespread Unemploy/Depression	Mixed	N
STATEWIDE		39%	30%	30%	524
Registered to Vote	Reg. Democrat	15%	50%	35%	118
	Registered Undeclared/Not Reg.	39%	28%	32%	302
	Reg. Republican	69%	15%	17%	100
Party ID	Democrat	19%	46%	35%	206
	Independent	32%	28%	40%	119
	Republican	71%	14%	15%	174
Ideology	Liberal	22%	53%	25%	111
	Moderate	34%	27%	38%	224
	Conservative	64%	18%	18%	145
Media Usage	Listen to Conserv. Radio	81%	8%	11%	66
	Listen to NHPR	31%	37%	32%	136
	Read Boston Globe	37%	28%	35%	62
	Read Local Newspapers	34%	33%	33%	131
	Read Union Leader	35%	32%	33%	101
	Watch WMUR	44%	28%	28%	283
Age of Respondent	18 to 34	33%	34%	32%	135
	35 to 49	34%	33%	33%	123
	50 to 64	45%	29%	26%	159
	65 and older	42%	28%	30%	91
Sex of Respondent	Female	30%	38%	32%	265
	Male	49%	23%	28%	259
Level of Education	High school or less	44%	29%	27%	139
	Technical school/Some college	41%	30%	30%	213
	College graduate	35%	30%	35%	113
	Postgraduate work	32%	42%	26%	55
Frequency Attending Relig. Services	Once a week or more	47%	27%	25%	82
	Once or twice a month	33%	12%	55%	56
	Few times a year	44%	32%	24%	147
	Never	34%	37%	29%	218
2016 Presidential Vote	Donald Trump	74%	14%	13%	172
	Hillary Clinton	18%	43%	39%	203
	Voted for Other	16%	35%	49%	52
	Did Not Vote	35%	35%	30%	80
Gun Owner in Household	Gun Owner	51%	26%	24%	233
	Not Gun Owner	28%	35%	37%	275
Labor Union Membership	Union household	33%	34%	33%	76
	Non-Union household	41%	30%	29%	439
Veteran/Active in Household	Active/Veteran Military	41%	30%	29%	144
	No Active/Veteran Military	39%	31%	30%	376
Region of State	Central / Lakes	53%	20%	27%	91
	Connecticut Valley	24%	45%	31%	68
	Manchester Area	44%	25%	31%	94
	Mass Border	43%	26%	31%	142
	North Country	31%	26%	43%	45
	Seacoast	31%	46%	23%	84
Congressional District	First Congressional District	38%	32%	30%	250
	Second Congressional District	41%	29%	30%	274

Household Financial Condition Compared to 12 Months Ago

		Better Off	Worse Off	Just about same	N
STATEWIDE		45%	14%	41%	565
Registered to Vote	Reg. Democrat	25%	20%	55%	133
	Registered Undeclared/Not Reg.	51%	13%	37%	325
	Reg. Republican	57%	8%	35%	104
Party ID	Democrat	29%	19%	52%	232
	Independent	47%	13%	41%	129
	Republican	64%	9%	27%	182
Ideology	Liberal	23%	19%	57%	129
	Moderate	45%	12%	42%	232
	Conservative	63%	10%	27%	150
Media Usage	Listen to Conserv. Radio	64%	2%	34%	67
	Listen to NHPR	42%	12%	47%	152
	Read Boston Globe	41%	14%	45%	65
	Read Local Newspapers	38%	16%	46%	136
	Read Union Leader	44%	20%	36%	104
	Watch WMUR	46%	17%	38%	303
Age of Respondent	18 to 34	49%	13%	38%	143
	35 to 49	53%	10%	36%	128
	50 to 64	44%	17%	39%	169
	65 and older	31%	15%	54%	103
Sex of Respondent	Female	44%	17%	39%	289
	Male	47%	10%	43%	276
Level of Education	High school or less	42%	16%	42%	148
	Technical school/Some college	55%	12%	33%	231
	College graduate	39%	11%	50%	121
	Postgraduate work	33%	20%	48%	59
Frequency Attending Relig. Services	Once a week or more	47%	11%	42%	86
	Once or twice a month	52%	12%	36%	59
	Few times a year	46%	12%	42%	159
	Never	42%	17%	41%	238
2016 Presidential Vote	Donald Trump	66%	9%	25%	182
	Hillary Clinton	26%	19%	55%	231
	Voted for Other	51%	10%	39%	54
	Did Not Vote	47%	13%	40%	78
Gun Owner in Household	Gun Owner	57%	12%	31%	246
	Not Gun Owner	36%	15%	49%	302
Labor Union Membership	Union household	42%	11%	47%	77
	Non-Union household	46%	14%	39%	470
Veteran/Active in Household	Active/Veteran Military	48%	9%	43%	152
	No Active/Veteran Military	45%	16%	40%	408
Region of State	Central / Lakes	52%	12%	36%	102
	Connecticut Valley	36%	20%	44%	76
	Manchester Area	47%	16%	37%	98
	Mass Border	52%	10%	37%	147
	North Country	40%	5%	55%	50
	Seacoast	37%	18%	45%	93
Congressional District	First Congressional District	41%	13%	45%	271
	Second Congressional District	49%	14%	37%	294

Household Financial Condition 12 Months from Now

		Better Off	Worse Off	Just about same	N
STATEWIDE		35%	17%	48%	558
Registered to Vote	Reg. Democrat	16%	35%	49%	129
	Registered Undeclared/Not Reg.	38%	12%	50%	322
	Reg. Republican	52%	7%	41%	102
Party ID	Democrat	18%	27%	55%	228
	Independent	34%	13%	53%	126
	Republican	55%	7%	38%	177
Ideology	Liberal	22%	31%	47%	130
	Moderate	34%	17%	49%	230
	Conservative	50%	4%	46%	146
Media Usage	Listen to Conserv. Radio	59%	2%	39%	67
	Listen to NHPR	23%	23%	54%	150
	Read Boston Globe	21%	28%	51%	63
	Read Local Newspapers	32%	21%	47%	139
	Read Union Leader	35%	15%	50%	104
	Watch WMUR	30%	20%	51%	299
Age of Respondent	18 to 34	47%	12%	41%	142
	35 to 49	36%	17%	46%	128
	50 to 64	34%	13%	53%	164
	65 and older	17%	30%	53%	104
Sex of Respondent	Female	29%	22%	49%	289
	Male	42%	11%	47%	269
Level of Education	High school or less	31%	19%	50%	145
	Technical school/Some college	40%	15%	45%	233
	College graduate	35%	13%	51%	116
	Postgraduate work	28%	21%	51%	59
Frequency Attending Relig. Services	Once a week or more	45%	17%	37%	83
	Once or twice a month	26%	19%	54%	58
	Few times a year	34%	14%	53%	157
	Never	34%	18%	48%	238
2016 Presidential Vote	Donald Trump	56%	4%	39%	180
	Hillary Clinton	13%	31%	57%	224
	Voted for Other	40%	10%	50%	55
	Did Not Vote	48%	10%	41%	77
Gun Owner in Household	Gun Owner	47%	12%	42%	246
	Not Gun Owner	26%	21%	54%	296
Labor Union Membership	Union household	38%	16%	46%	80
	Non-Union household	35%	16%	48%	460
Veteran/Active in Household	Active/Veteran Military	33%	17%	50%	152
	No Active/Veteran Military	36%	16%	48%	401
Region of State	Central / Lakes	38%	26%	36%	100
	Connecticut Valley	30%	13%	57%	73
	Manchester Area	39%	17%	44%	96
	Mass Border	36%	9%	55%	151
	North Country	40%	18%	42%	46
	Seacoast	28%	21%	51%	92
Congressional District	First Congressional District	34%	14%	52%	267
	Second Congressional District	36%	19%	45%	291

Good Time to Buy Major Household Item

		Good Time	Bad Time	Pro-con	N
STATEWIDE		69%	20%	11%	500
Registered to Vote	Reg. Democrat	68%	21%	11%	114
	Registered Undeclared/Not Reg.	66%	21%	13%	287
	Reg. Republican	77%	15%	8%	95
Party ID	Democrat	64%	23%	13%	198
	Independent	62%	25%	12%	111
	Republican	82%	11%	7%	167
Ideology	Liberal	59%	26%	15%	105
	Moderate	70%	18%	11%	210
	Conservative	75%	16%	8%	142
Media Usage	Listen to Conserv. Radio	76%	11%	13%	61
	Listen to NHPR	65%	23%	12%	136
	Read Boston Globe	61%	27%	13%	57
	Read Local Newspapers	69%	21%	10%	125
	Read Union Leader	65%	21%	14%	97
	Watch WMUR	72%	18%	11%	262
Age of Respondent	18 to 34	64%	32%	4%	122
	35 to 49	70%	15%	15%	120
	50 to 64	72%	19%	8%	147
	65 and older	68%	13%	19%	91
Sex of Respondent	Female	69%	18%	12%	250
	Male	69%	21%	10%	249
Level of Education	High school or less	63%	26%	11%	133
	Technical school/Some college	74%	17%	9%	208
	College graduate	68%	17%	15%	106
	Postgraduate work	66%	22%	12%	49
Frequency Attending Relig. Services	Once a week or more	68%	19%	13%	78
	Once or twice a month	63%	12%	24%	50
	Few times a year	74%	21%	5%	136
	Never	68%	22%	10%	218
2016 Presidential Vote	Donald Trump	82%	10%	8%	164
	Hillary Clinton	67%	19%	15%	196
	Voted for Other	64%	32%	4%	50
	Did Not Vote	53%	39%	8%	69
Gun Owner in Household	Gun Owner	73%	16%	11%	221
	Not Gun Owner	65%	22%	12%	266
Labor Union Membership	Union household	66%	25%	8%	73
	Non-Union household	69%	19%	12%	410
Veteran/Active in Household	Active/Veteran Military	71%	14%	15%	135
	No Active/Veteran Military	68%	22%	10%	361
Region of State	Central / Lakes	67%	21%	12%	91
	Connecticut Valley	68%	20%	12%	64
	Manchester Area	68%	16%	16%	83
	Mass Border	70%	17%	13%	134
	North Country	80%	19%	1%	44
	Seacoast	66%	26%	8%	83
Congressional District	First Congressional District	69%	19%	12%	238
	Second Congressional District	69%	20%	11%	261