

# THE BIA REPORT ON CONSUMER CONFIDENCE

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

May 5, 2016

### NH: ECONOMIC OPTIMISM

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[www.unh.edu/survey-center](http://www.unh.edu/survey-center)  
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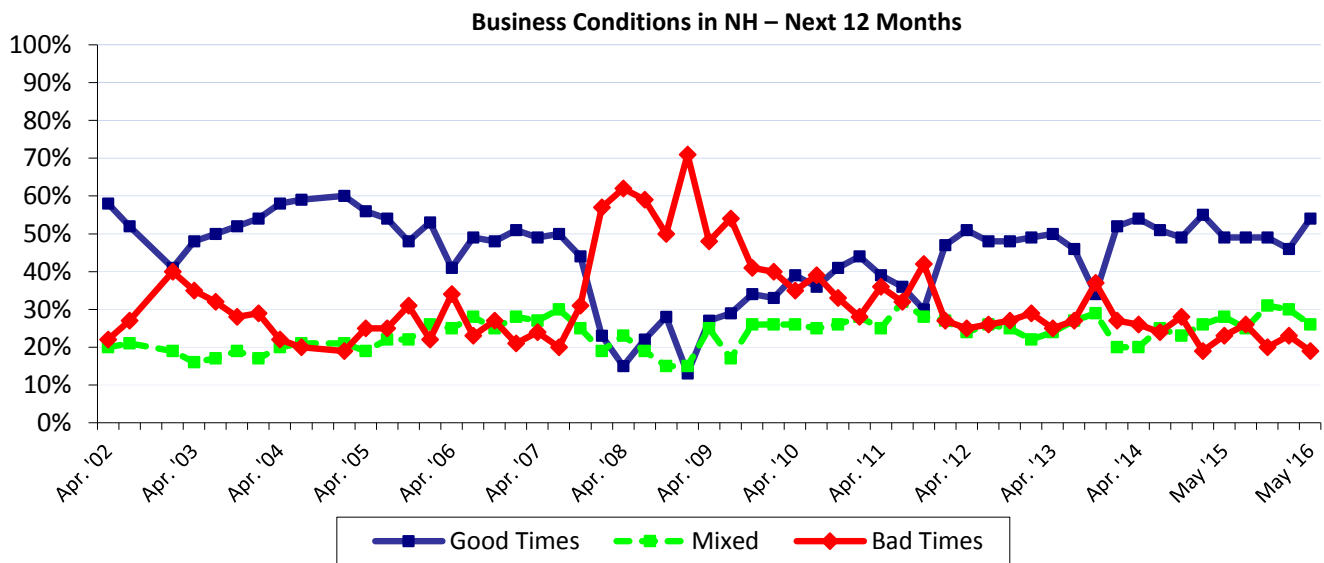
DURHAM, NH – New Hampshire residents remain optimistic about business conditions in the state and are somewhat optimistic about the national economy. The majority of Granite Staters don't expect their household financial condition to change over the next year and few expect things will get worse.

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 two (502) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between April 18 and May 3, 2016. The margin of sampling error for the survey is +/- 4.4 percent.

#### N.H. Business Conditions

New Hampshire residents' expectations about economic conditions in the state continue to be positive. When asked how New Hampshire businesses will do over the next year, over half of Granite Staters (54%) think state businesses will enjoy good times financially, only 19% think they will experience bad times, and 26% anticipate mixed conditions. The percentage predicting good times financially has increased eight percentage points since February. More importantly, the percentage expecting bad times is the lowest since 2005.

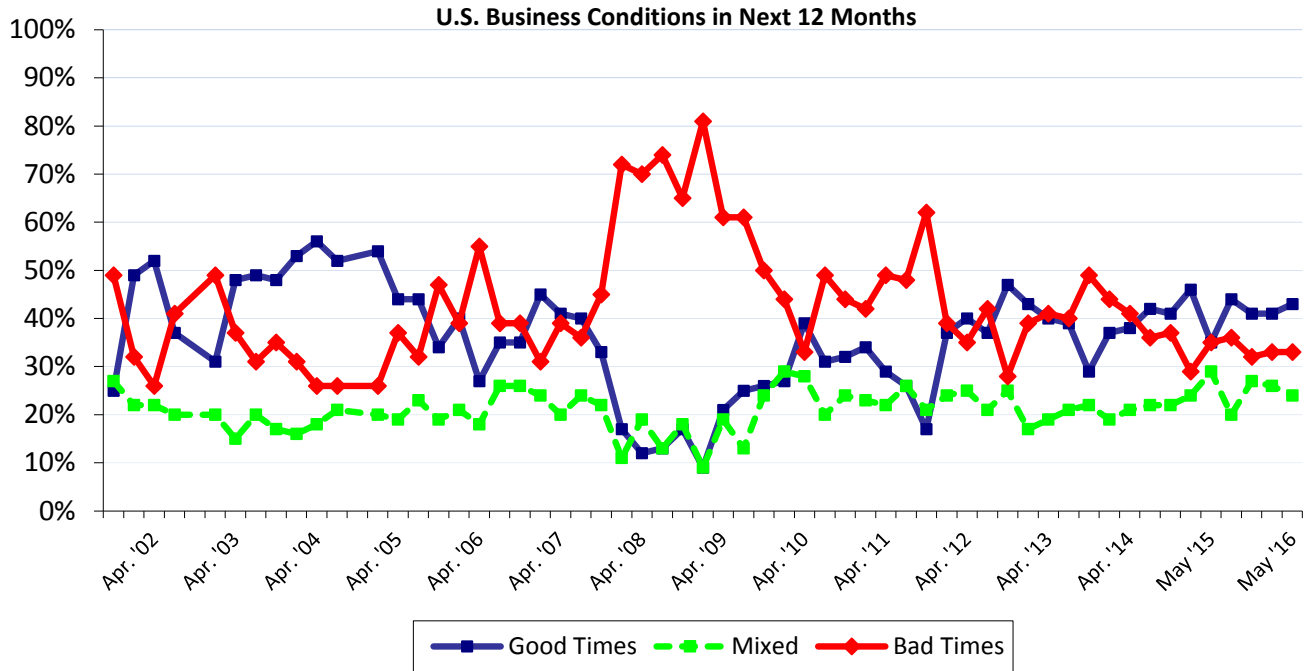
"The latest results from the BIA Consumer Confidence Report once again reflect a pronounced dichotomy between optimism over New Hampshire's economic outlook versus the US's economic outlook. Perhaps this is because Granite Staters are less certain about policy leaders' ability to work together in our nation's capital to navigate long-term economic headwinds than they are about home state policy leaders' ability to work together," said BIA President Jim Roche.



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

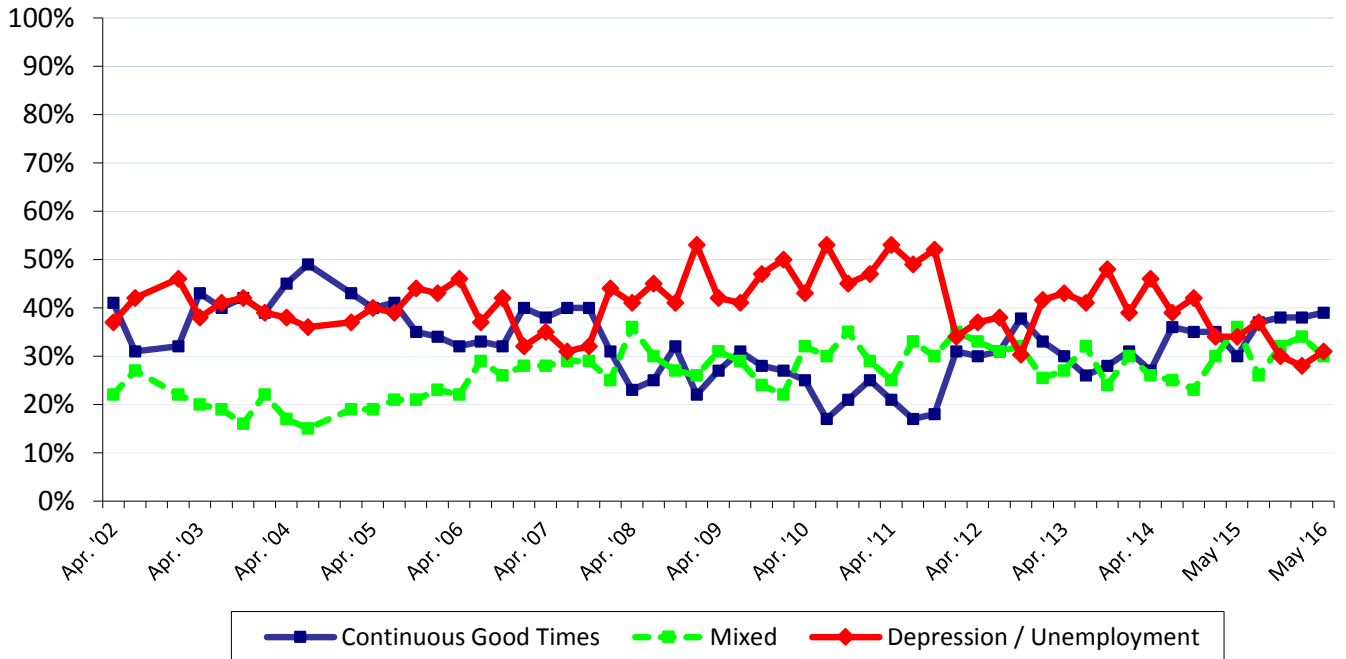
### U.S. Business Conditions

Turning to expectations about the U.S. economy -- 43% of New Hampshire adults think that business in the country as a whole are in for good times over the next 12 months, 33% think businesses will have bad times, and 24% think conditions will be mixed. This measure has stayed steady over the past year.



New Hampshire residents continue to become less pessimistic about the long-term prospects for the U.S. economy. Currently 39% of New Hampshire residents believe that the U.S. economy will enjoy continuous good times over the next 5 years, 31% expect periods of widespread unemployment and depression, and 30% see a mix of good and bad conditions. This marks the third straight quarter that more Granite Staters project continuous good times over the next 5 years than widespread unemployment and depression.

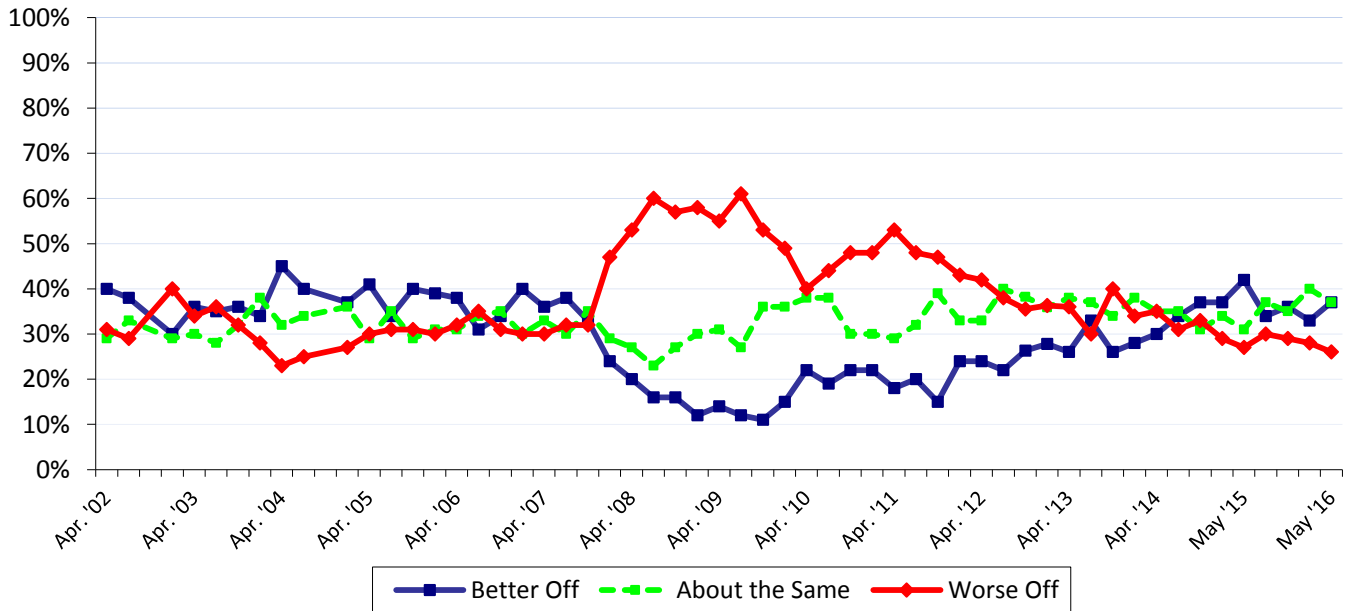
### U.S. 5 Year Economic Outlook



## Personal Financial Conditions

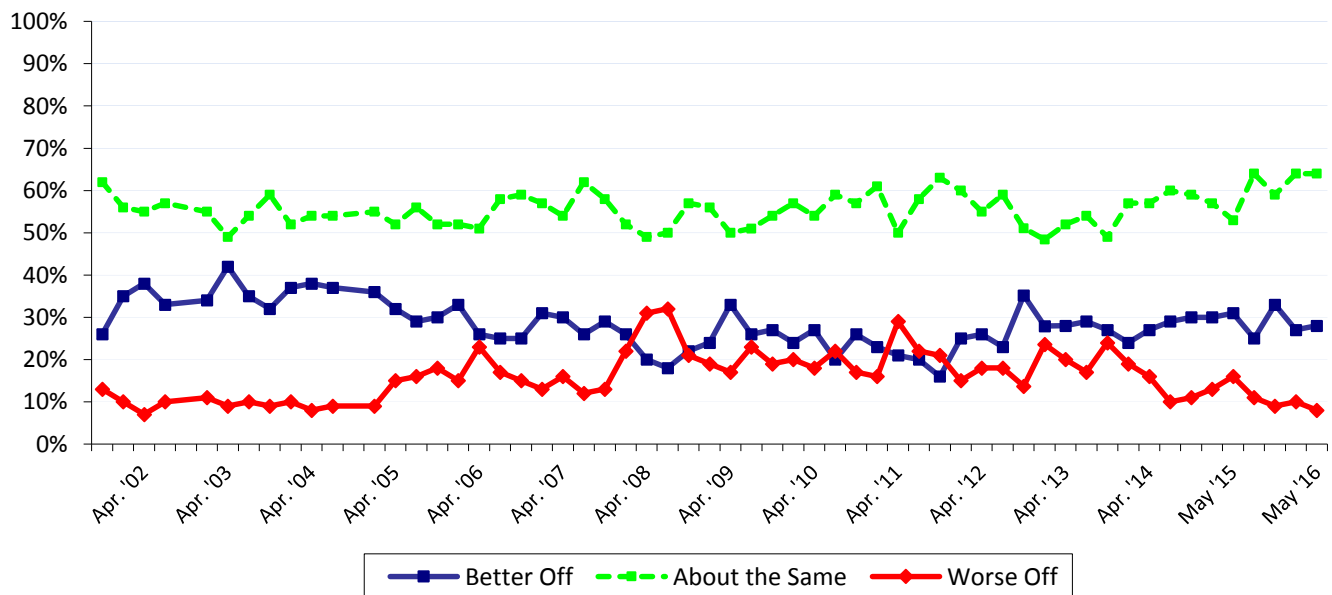
When asked about their household finances, most New Hampshire adults think they are financially better off or about the same as they were a year ago -- 37% say they are better off now than they were a year ago, 26% say they are worse off, and 37% say things are about the same. The percentage who say they are worse off is the lowest it has been since July 2004.

### Household Financial Condition – Compared to 1 Year Ago



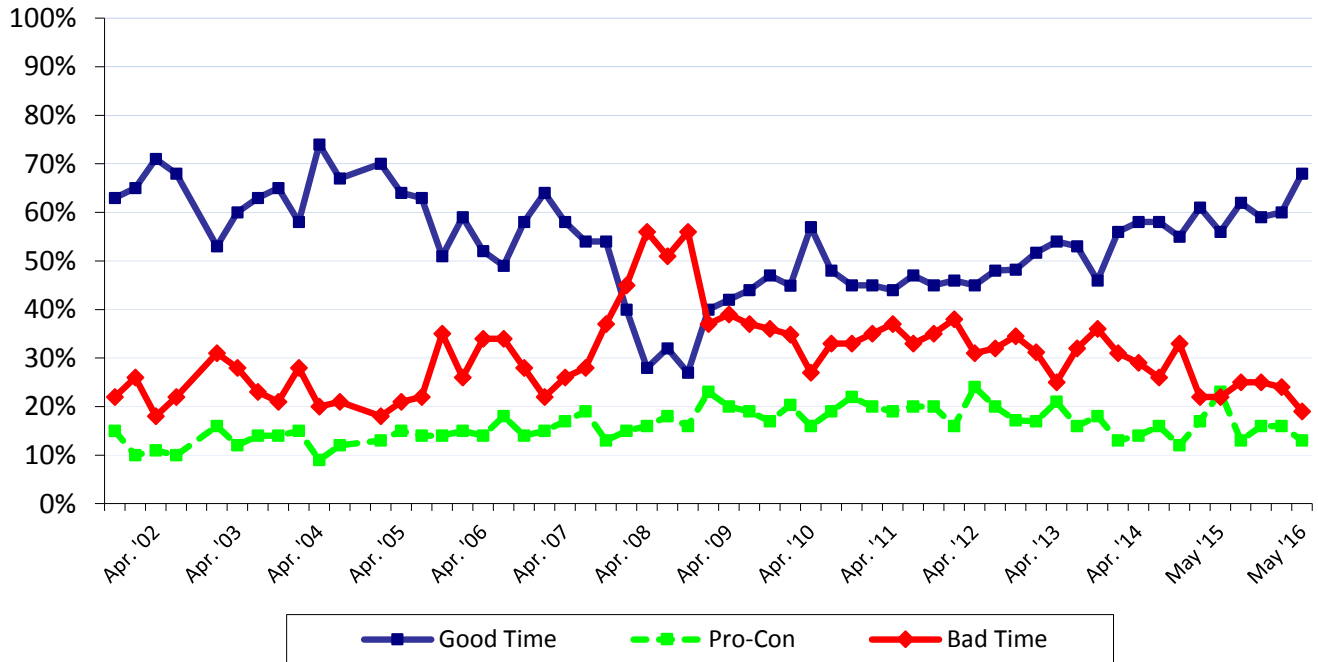
Looking forward, a majority of Granite Staters think their households will be in about the same financial condition next year as they are today. Currently, 28% think their family will be better off financially a year from now, only 8% think they will be worse off and 64% think their families will be about the same.

### Household Financial Condition – 12 Months from Now



New Hampshire adults continue to think it is a good time to buy major items for their home. Two in three (68%) New Hampshire residents think now is a good time to buy major household items, 19% think it is a bad time, and 13% think it depends on a person's finances. This represents the highest percentage of Granite Staters saying it is a good time to buy a major household item in over a decade.

### Good Time to Buy Major Household Item?



### Subgroup Analysis

There are a few demographic differences in the economic expectations of New Hampshire residents. Democrats and younger residents are consistently more optimistic about the state and national economy than Republicans and Independents. Younger residents are also more likely to be optimistic about their household's financial condition over the past year and over the next year.

## 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 two (502) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between April 18 and May 3, 2016. The margin of sampling error for the survey is +/- 4.4 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, 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](mailto:andrew.smith@unh.edu).

### BIA Report on Consumer Confidence, Spring 2016 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	245	49%	North Country	43	9%
Female	257	51%	Central/Lakes	89	18%
			Connecticut Valley	69	14%
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	121	24%
18 to 34	125	27%	Seacoast	92	18%
35 to 49	116	24%	Manchester Area	89	18%
50 to 64	145	31%			
65 and Over	84	18%	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	122	25%
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared/Not Registered	264	54%
High School or Less	101	21%	Republican	102	21%
Some College	110	22%			
College Graduate	145	30%	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	135	27%	Democrat	215	45%
			Independent	120	25%
<b>Years Lived in NH</b>	<b>N</b>	<b>%</b>	Republican	139	29%
10 yrs. Or less	56	11%			
11-20 yrs.	119	25%			
> 20 yrs.	308	64%			

### Business Conditions in New Hampshire in 12 Months

“Turning to business conditions in the 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?”

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
May '16	54%	26%	19%	(430)
Feb '16	46%	30%	23%	(451)
Oct '15	49%	31%	20%	(490)
July '15	49%	25%	26%	(463)
May '15	49%	28%	23%	(521)
Feb. '15	55%	26%	19%	(454)
Oct. '14	49%	23%	28%	(480)
July '14	51%	25%	24%	(454)
Apr. '14	54%	20%	26%	(451)
Feb. '14	52%	20%	27%	(502)
Oct. '13	34%	29%	37%	(540)
July '13	46%	27%	27%	(461)
Apr. '13	50%	24%	25%	(454)
Feb. '13	49%	22%	29%	(523)
Oct. '12	48%	25%	27%	(511)
July '12	48%	26%	26%	(456)
Apr. '12	51%	24%	25%	(488)
Feb. '12	47%	27%	27%	(484)
Oct. '11	30%	28%	42%	(498)
July '11	36%	32%	32%	(469)
Apr. '11	39%	25%	36%	(478)
Feb. '11	44%	28%	28%	(481)
Sept. '10	41%	26%	33%	(475)
July '10	36%	25%	39%	(458)
Apr. '10	39%	26%	35%	(473)
Feb. '10	33%	26%	40%	(460)
Oct. '09	34%	26%	41%	(479)
July '09	29%	17%	54%	(522)
Apr. '09	27%	25%	48%	(472)
Feb. '09	13%	15%	71%	(586)
Sept. '08	28%	22%	50%	(480)
July '08	22%	19%	59%	(481)
Apr. '08	15%	23%	62%	(455)
Feb. '08	23%	19%	57%	(494)
Sept. '07	44%	25%	31%	(433)
July '07	50%	30%	20%	(442)
Apr. '07	49%	27%	24%	(458)
Feb. '07	51%	28%	21%	(462)
Sept. '06	48%	25%	27%	(453)
July '06	49%	28%	23%	(444)
Apr. '06	41%	25%	34%	(457)
Feb. '06	53%	26%	22%	(432)
Oct. '05	48%	22%	31%	(431)
July '05	54%	22%	25%	(429)
Apr. '05	56%	19%	25%	(433)
Feb. '05	60%	21%	19%	(453)
July '04	59%	21%	20%	(444)
Apr. '04	58%	20%	22%	(457)
Feb. '04	54%	17%	29%	(448)
Oct. '03	52%	19%	28 %	(449)
June '03	50%	17%	32%	(485)
Apr. '03	48%	16%	35%	(462)
Feb. '03	41%	19%	40%	(577)
June '02	52%	21%	27%	(588)
Apr. '02	58%	20%	22%	(462)

## 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?”

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N=)</u>
May '16	43%	24%	33%	(422)
Feb '16	41%	26%	33%	(471)
Oct '15	41%	27%	32%	(508)
July '15	44%	20%	36%	(480)
May '15	35%	29%	35%	(544)
Feb. '15	46%	24%	29%	(476)
Oct. '14	41%	22%	37%	(512)
July '14	42%	22%	36%	(480)
Apr. '14	38%	21%	41%	(474)
Feb. '14	37%	19%	44%	(524)
Oct. '13	29%	22%	49%	(563)
July '13	39%	21%	40%	(469)
Apr. '13	40%	19%	41%	(480)
Feb. '13	43%	17%	40%	(548)
Oct. '12	47%	25%	28%	(513)
July '12	37%	21%	42%	(464)
Apr. '12	40%	25%	35%	(492)
Feb. '12	37%	24%	39%	(493)
Oct. '11	17%	21%	62%	(517)
July '11	26%	26%	48%	(490)
Apr. '11	29%	22%	49%	(483)
Feb. '11	34%	23%	42%	(495)
Sept. '10	32%	24%	44%	(479)
July '10	31%	20%	49%	(473)
Apr. '10	39%	28%	33%	(483)
Feb. '10	27%	29%	44%	(475)
Oct. '09	26%	24%	50%	(481)
July '09	25%	13%	61%	(546)
Apr. '09	21%	19%	61%	(471)
Feb. '09	9%	9%	81%	(594)
Sept. '08	17%	18%	65%	(508)
July '08	13%	13%	74%	(500)
Apr. '08	12%	19%	70%	(482)
Feb. '08	17%	11%	72%	(529)
Sept. '07	33%	22%	45%	(464)
July '07	40%	24%	36%	(456)
Apr. '07	41%	20%	39%	(479)
Feb. '07	45%	24%	31%	(486)
Sept. '06	35%	26%	39%	(473)
July '06	35%	26%	39%	(454)
Apr. '06	27%	18%	55%	(467)
Feb. '06	40%	21%	39%	(445)
Oct. '05	34%	19%	47%	(459)
July '05	44%	23%	32%	(438)
Apr. '05	44%	19%	37%	(450)
Feb. '05	54%	20%	26%	(488)
July '04	52%	21%	26%	(446)
Apr. '04	56%	18%	26%	(468)
Feb. '04	53%	16%	31%	(461)
Oct. '03	48%	17%	35%	(455)
June '03	49%	20%	31%	(491)
Apr. '03	48%	15%	37%	(477)
Feb. '03	31%	20%	49%	(606)
June '02	37%	22%	41%	(599)
Apr. '02	52%	22%	26%	(484)
Feb. '02	49%	19%	32%	(300)
Oct. '01	25%	27%	49%	(493)

## 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?”

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Depression/ Unemployment</u>	<u>(N=)</u>
May '16	39%	30%	31%	(405)
Feb '16	38%	34%	28%	(428)
Oct '15	38%	32%	30%	(490)
July '15	37%	26%	37%	(444)
May '15	30%	36%	34%	(514)
Feb. '15	35%	30%	34%	(460)
Oct. '14	35%	23%	42%	(493)
July '14	36%	25%	39%	(460)
Apr. '14	27%	26%	46%	(461)
Feb. '14	31%	30%	39%	(529)
Oct. '13	28%	24%	48%	(552)
July '13	26%	32%	41%	(485)
Apr. '13	30%	27%	43%	(471)
Feb. '13	33%	26%	42%	(562)
Oct. '12	38%	32%	30%	(490)
July '12	31%	31%	38%	(453)
Apr. '12	30%	33%	37%	(465)
Feb. '12	31%	35%	34%	(479)
Oct. '11	18%	30%	52%	(515)
July '11	17%	33%	49%	(484)
Apr. '11	21%	25%	53%	(479)
Feb. '11	25%	29%	47%	(482)
Sept. '10	21%	35%	45%	(486)
July '10	17%	30%	53%	(477)
Apr. '10	25%	32%	43%	(472)
Feb. '10	27%	22%	50%	(472)
Oct. '09	28%	24%	47%	(463)
July '09	31%	29%	41%	(538)
Apr. '09	27%	31%	42%	(479)
Feb. '09	22%	26%	53%	(590)
Sept. '08	32%	27%	41%	(484)
July '08	25%	30%	45%	(485)
Apr. '08	23%	36%	41%	(439)
Feb. '08	31%	25%	44%	(502)
Sept. '07	40%	29%	32%	(443)
July '07	40%	29%	31%	(432)
Apr. '07	38%	28%	35%	(472)
Feb. '07	40%	28%	32%	(478)
Sept. '06	32%	26%	42%	(473)
July '06	33%	29%	37%	(447)
Apr. '06	32%	22%	46%	(471)
Feb. '06	34%	23%	43%	(444)
Oct. '05	35%	21%	44%	(460)
July '05	41%	21%	39%	(461)
Apr. '05	40%	19%	40%	(455)
Feb. '05	43%	19%	37%	(497)
July '04	49%	15%	36%	(431)
Apr. '04	45%	17%	38%	(467)
Feb. '04	39%	22%	39%	(454)
Oct. '03	42%	16%	42%	(457)
June '03	40%	19%	41%	(479)
Apr. '03	43%	20%	38%	(470)
Feb. '03	32%	22%	46%	(607)
June '02	31%	27%	42%	(603)
Apr. '02	41%	22%	37%	(463)



## 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?"

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
May '16	37%	37%	26%	(495)
Feb '16	33%	40%	28%	(525)
Oct '15	36%	35%	29%	(578)
July '15	34%	37%	30%	(527)
May '15	42%	31%	27%	(562)
Feb. '15	37%	34%	29%	(499)
Oct. '14	37%	31%	33%	(532)
July '14	34%	35%	31%	(510)
Apr. '14	30%	35%	35%	(506)
Feb. '14	28%	38%	34%	(559)
Oct. '13	26%	34%	40%	(584)
July '13	33%	37%	30%	(507)
Apr. '13	26%	38%	36%	(503)
Feb. '13	28%	36%	36%	(575)
Oct. '12	26%	38%	36%	(583)
July '12	22%	40%	38%	(516)
Apr. '12	24%	33%	42%	(533)
Feb. '12	24%	33%	43%	(518)
Oct. '11	15%	39%	47%	(553)
July '11	20%	32%	48%	(509)
Apr. '11	18%	29%	53%	(502)
Feb. '11	22%	30%	48%	(518)
Sept. '10	19%	37%	44%	(510)
July '10	19%	38%	44%	(497)
Apr. '10	22%	38%	40%	(505)
Feb. '10	15%	36%	49%	(497)
Oct. '09	11%	36%	53%	(499)
July '09	12%	27%	61%	(550)
Apr. '09	14%	31%	55%	(502)
Feb. '09	12%	30%	58%	(615)
Sept. '08	16%	27%	57%	(543)
July '08	16%	23%	60%	(517)
Apr. '08	20%	27%	53%	(495)
Feb. '08	24%	29%	47%	(550)
Sept. '07	33%	35%	32%	(498)
July '07	38%	30%	32%	(514)
Apr. '07	36%	33%	30%	(507)
Feb. '07	40%	30%	30%	(531)
Sept. '06	34%	35%	31%	(508)
July '06	31%	34%	35%	(504)
Apr. '06	38%	31%	32%	(500)
Feb. '06	39%	31%	30%	(492)
Oct. '05	40%	29%	31%	(503)
July '05	34%	35%	31%	(500)
Apr. '05	41%	29%	30%	(493)
Feb. '05	37%	36%	27%	(537)
July '04	40%	34%	25%	(495)
Apr. '04	45%	32%	23%	(538)
Feb. '04	34%	38%	28%	(503)
Oct. '03	36 %	32 %	32%	(496)
June '03	35%	28%	36%	(514)
Apr. '03	36%	30%	34%	(504)
Feb. '03	30%	29%	40%	(647)
June '02	38%	33%	29%	(650)
Apr. '02	40%	29%	31%	(507)

### 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?”

	<u>Better Off</u>	<u>About the Same</u>	<u>Worse Off</u>	<u>(N=)</u>
May '16	28%	64%	8%	(466)
Feb '16	27%	64%	10%	(492)
Oct '15	33%	59%	9%	(551)
July '15	25%	64%	11%	(514)
May '15	31%	53%	16%	(552)
Feb. '15	30%	57%	13%	(498)
Oct. '14	30%	59%	11%	(512)
July '14	29%	60%	10%	(503)
Apr. '14	27%	57%	16%	(486)
Feb. '14	24%	57%	19%	(546)
Oct. '13	27%	49%	24%	(569)
July '13	29%	54%	17%	(495)
Apr. '13	28%	52%	20%	(487)
Feb. '13	28%	48%	24%	(563)
Oct. '12	35%	51%	14%	(519)
July '12	23%	59%	18%	(473)
Apr. '12	26%	55%	18%	(493)
Feb. '12	25%	60%	15%	(486)
Oct. '11	16%	63%	21%	(532)
July '11	20%	58%	22%	(499)
Apr. '11	21%	50%	29%	(484)
Feb. '11	23%	61%	16%	(500)
Sept. '10	26%	57%	17%	(497)
July '10	20%	59%	22%	(487)
Apr. '10	27%	54%	18%	(492)
Feb. '10	24%	57%	20%	(473)
Oct. '09	27%	54%	19%	(482)
July '09	26%	51%	23%	(531)
Apr. '09	33%	50%	17%	(483)
Feb. '09	24%	56%	19%	(568)
Sept. '08	22%	57%	21%	(486)
July '08	18%	50%	32%	(483)
Apr. '08	20%	49%	31%	(470)
Feb. '08	26%	52%	22%	(518)
Sept. '07	29%	58%	13%	(489)
July '07	26%	62%	12%	(442)
Apr. '07	30%	54%	16%	(492)
Feb. '07	31%	57%	13%	(515)
Sept. '06	25%	59%	15%	(495)
July '06	25%	58%	17%	(484)
Apr. '06	26%	51%	23%	(492)
Feb. '06	33%	52%	15%	(488)
Oct. '05	30%	52%	18%	(481)
July '05	29%	56%	16%	(489)
Apr. '05	32%	52%	15%	(485)
Feb. '05	36%	55%	9%	(524)
July '04	37%	54%	9%	(477)
Apr. '04	38%	54%	8%	(509)
Feb. '04	37%	52%	10%	(488)
Oct. '03	32%	59%	9%	(486)
June '03	35%	54%	10%	(501)
Apr. '03	42%	49%	9%	(489)
Feb. '03	34%	55%	11%	(622)
June '02	33%	57%	10%	(625)
Apr. '02	38%	55%	7%	(479)
Feb. '02	35%	56%	10%	(305)
Oct. '01	26%	62%	13%	(500)

### 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?”

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N=)</u>
<b>May '15</b>	<b>68%</b>	<b>13%</b>	<b>19%</b>	<b>(443)</b>
<b>Feb '16</b>	60%	16%	24%	(480)
<b>Oct '15</b>	59%	16%	25%	(521)
<b>July '15</b>	62%	13%	25%	(466)
<b>May '15</b>	56%	23%	22%	(519)
<b>Feb. '15</b>	61%	17%	22%	(458)
<b>Oct. '14</b>	55%	12%	33%	(495)
<b>July '14</b>	58%	16%	26%	(460)
<b>Apr. '14</b>	58%	14%	29%	(460)
<b>Feb. '14</b>	56%	13%	31%	(498)
<b>Oct. '13</b>	46%	18%	36%	(552)
<b>July '13</b>	53%	16%	32%	(467)
<b>Apr. '13</b>	54%	21%	25%	(468)
<b>Feb. '13</b>	52%	17%	31%	(515)
<b>Oct. '12</b>	48%	17%	35%	(551)
<b>July '12</b>	48%	20%	32%	(468)
<b>Apr. '12</b>	45%	24%	31%	(503)
<b>Feb. '12</b>	46%	16%	38%	(487)
<b>July '11</b>	47%	20%	33%	(479)
<b>Apr. '11</b>	44%	19%	37%	(475)
<b>Feb. '11</b>	45%	20%	35%	(478)
<b>Sept. '10</b>	45%	22%	33%	(491)
<b>July '10</b>	48%	19%	33%	(469)
<b>Apr. '10</b>	57%	16%	27%	(471)
<b>Feb. '10</b>	45%	20%	35%	(469)
<b>Oct. '09</b>	47%	17%	36%	(472)
<b>July '09</b>	44%	19%	37%	(548)
<b>Apr. '09</b>	42%	20%	39%	(491)
<b>Feb. '09</b>	40%	23%	37%	(591)
<b>Sept. '08</b>	27%	16%	56%	(495)
<b>July '08</b>	32%	18%	51%	(487)
<b>Apr. '08</b>	28%	16%	56%	(465)
<b>Feb. '08</b>	40%	15%	45%	(517)
<b>Sept. '07</b>	50%	13%	37%	(433)
<b>July '07</b>	54%	19%	28%	(430)
<b>Apr. '07</b>	58%	17%	26%	(458)
<b>Feb. '07</b>	64%	15%	22%	(488)
<b>Sept. '06</b>	58%	14%	28%	(452)
<b>July '06</b>	49%	18%	34%	(453)
<b>Apr. '06</b>	52%	14%	34%	(448)
<b>Feb. '06</b>	59%	15%	26%	(442)
<b>Oct. '05</b>	51%	14%	35%	(456)
<b>July '05</b>	63%	14%	22%	(441)
<b>Apr. '05</b>	64%	15%	21%	(446)
<b>Feb. '05</b>	70%	13%	18%	(478)
<b>July '04</b>	67%	12%	21%	(456)
<b>Apr. '04</b>	71%	9%	20%	(487)
<b>Feb. '04</b>	58%	15%	28%	(462)
<b>Oct. '03</b>	65%	14%	21%	(468)
<b>June '03</b>	63%	14%	23%	(475)
<b>Apr. '03</b>	60%	12%	28%	(487)
<b>Feb. '03</b>	53%	16%	31%	(600)
<b>June '02</b>	68%	10%	22%	(613)
<b>Apr. '02</b>	71%	11%	18%	(480)
<b>Feb. '02</b>	65%	10%	26%	(298)
<b>Oct. '01</b>	63%	15%	22%	(506)

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

	<b><u>Better Off</u></b>	<b><u>About the Same</u></b>	<b><u>Worse Off</u></b>	<b><u>(N)</u></b>
<b>STATEWIDE</b>	<b>37%</b>	<b>37%</b>	<b>26%</b>	<b>495</b>
Democrat	47%	35%	18%	213
Independent	29%	37%	34%	117
Republican	29%	38%	33%	139
Liberal	58%	28%	14%	122
Moderate	31%	43%	25%	191
Conservative	26%	37%	37%	135
Support Tea Party	17%	35%	47%	62
Neutral	38%	35%	27%	196
Oppose Tea Party	43%	38%	19%	198
Employed Full Time	44%	31%	26%	289
Employed Part Time	49%	19%	31%	45
Retired/Not Working	16%	56%	28%	128
Union household	42%	32%	26%	70
Non-union	36%	37%	27%	419
Read Union Leader	35%	31%	34%	90
Read Boston Globe	44%	29%	27%	62
Read Local Newspapers	40%	34%	25%	163
Watch WMUR	32%	40%	28%	267
Listen to NHPR	38%	36%	25%	159
Listen to Conserv. Radio	12%	25%	63%	39
10 yrs or less in NH	29%	48%	22%	54
11 to 20 years	49%	25%	26%	117
More than 20 years	34%	39%	27%	307
18 to 34	54%	25%	22%	122
35 to 49	41%	32%	27%	116
50 to 64	30%	46%	24%	145
65 and over	22%	45%	33%	89
Male	35%	37%	28%	243
Female	38%	37%	24%	252
High school or less	38%	30%	32%	98
Some college	36%	34%	30%	108
College graduate	36%	42%	22%	145
Post-graduate	38%	38%	25%	134
Less than \$30K	28%	39%	33%	46
\$30K to \$60K	31%	38%	31%	70
\$60K to \$75K	45%	35%	19%	46
\$75K to \$100K	38%	31%	31%	59
\$100K or more	51%	30%	18%	122
North Country	29%	30%	41%	43
Central / Lakes	36%	38%	26%	89
Connecticut Valley	31%	36%	34%	69
Mass Border	39%	45%	16%	117
Seacoast	46%	28%	27%	89
Manchester Area	34%	39%	28%	89
First Cong. Dist	39%	35%	26%	265
Second Cong. Dist	34%	39%	27%	230

**HH Financial Condition 12 Months from Now**

	<u>Better Off</u>	<u>Worse Off</u>	<u>About the Same</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>28%</b>	<b>8%</b>	<b>64%</b>	<b>466</b>
Democrat	28%	5%	67%	208
Independent	28%	10%	62%	102
Republican	27%	8%	64%	132
Liberal	24%	5%	71%	116
Moderate	29%	7%	65%	176
Conservative	29%	10%	61%	127
Support Tea Party	38%	13%	50%	57
Neutral	30%	6%	64%	184
Oppose Tea Party	23%	7%	70%	188
Employed Full Time	32%	8%	60%	270
Employed Part Time	38%	5%	58%	46
Retired/Not Working	14%	11%	75%	116
Union household	17%	14%	69%	68
Non-union	30%	7%	63%	391
Read Union Leader	29%	8%	62%	84
Read Boston Globe	28%	3%	69%	59
Read Local Newspapers	27%	6%	67%	155
Watch WMUR	26%	9%	66%	255
Listen to NHPR	30%	7%	63%	150
Listen to Conserv. Radio	25%	13%	62%	36
10 yrs or less in NH	14%	10%	77%	53
11 to 20 years	24%	6%	69%	111
More than 20 years	32%	8%	60%	286
18 to 34	44%	2%	54%	119
35 to 49	26%	9%	65%	113
50 to 64	21%	11%	68%	133
65 and over	16%	9%	75%	80
Male	31%	10%	59%	227
Female	25%	7%	68%	239
High school or less	29%	10%	61%	97
Some college	30%	6%	64%	95
College graduate	27%	7%	65%	138
Post-graduate	26%	8%	66%	125
Less than \$30K	27%	6%	67%	42
\$30K to \$60K	31%	7%	62%	66
\$60K to \$75K	27%	7%	66%	40
\$75K to \$100K	37%	7%	56%	54
\$100K or more	22%	5%	73%	118
North Country	33%	6%	61%	42
Central / Lakes	26%	4%	70%	83
Connecticut Valley	24%	19%	58%	59
Mass Border	24%	8%	69%	110
Seacoast	33%	6%	60%	88
Manchester Area	31%	9%	60%	83
First Cong. Dist	28%	6%	66%	251
Second Cong. Dist	28%	11%	61%	215

**Business Conditions in NH 12 Months**

	<u>Good Times</u>	<u>Mixed</u>	<u>Bad Times</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>54%</b>	<b>26%</b>	<b>19%</b>	<b>430</b>
Democrat	67%	21%	13%	189
Independent	48%	25%	27%	105
Republican	44%	31%	25%	114
Liberal	71%	21%	7%	108
Moderate	58%	22%	20%	164
Conservative	40%	33%	28%	122
Support Tea Party	48%	27%	25%	57
Neutral	51%	27%	22%	171
Oppose Tea Party	64%	25%	11%	171
Employed Full Time	51%	29%	20%	250
Employed Part Time	73%	18%	9%	44
Retired/Not Working	48%	28%	24%	107
Union household	46%	34%	20%	67
Non-union	56%	25%	19%	358
Read Union Leader	59%	19%	22%	79
Read Boston Globe	65%	16%	19%	55
Read Local Newspapers	60%	25%	15%	149
Watch WMUR	56%	23%	21%	238
Listen to NHPR	60%	27%	14%	138
Listen to Conserv. Radio	38%	20%	42%	34
10 yrs or less in NH	51%	32%	17%	47
11 to 20 years	57%	27%	16%	108
More than 20 years	54%	25%	21%	261
18 to 34	69%	20%	11%	113
35 to 49	48%	32%	20%	96
50 to 64	52%	26%	22%	131
65 and over	46%	29%	25%	73
Male	49%	29%	22%	213
Female	60%	24%	16%	217
High school or less	51%	31%	18%	89
Some college	48%	33%	19%	93
College graduate	59%	23%	18%	121
Post-graduate	57%	22%	20%	118
Less than \$30K	42%	23%	35%	43
\$30K to \$60K	53%	32%	15%	59
\$60K to \$75K	73%	21%	6%	40
\$75K to \$100K	59%	19%	22%	52
\$100K or more	59%	25%	16%	109
North Country	45%	19%	36%	38
Central / Lakes	48%	27%	25%	75
Connecticut Valley	44%	30%	26%	60
Mass Border	56%	28%	16%	100
Seacoast	66%	27%	7%	82
Manchester Area	59%	25%	16%	75
First Cong. Dist	57%	29%	14%	235
Second Cong. Dist	51%	24%	25%	196

**Business Conditions in US in 12 Months**

<b>STATEWIDE</b>	<b><u>Good Times</u></b> <b>43%</b>	<b><u>Mixed</u></b> <b>24%</b>	<b><u>Bad Times</u></b> <b>33%</b>	<b><u>(N)</u></b> <b>422</b>
Democrat	56%	21%	23%	176
Independent	36%	26%	38%	108
Republican	34%	23%	43%	115
Liberal	56%	25%	19%	100
Moderate	41%	24%	34%	165
Conservative	35%	21%	44%	116
Support Tea Party	48%	12%	40%	51
Neutral	36%	24%	40%	174
Oppose Tea Party	52%	27%	21%	164
Employed Full Time	38%	26%	36%	241
Employed Part Time	61%	13%	26%	45
Retired/Not Working	38%	27%	35%	108
Union household	39%	33%	29%	65
Non-union	44%	22%	34%	352
Read Union Leader	46%	21%	33%	74
Read Boston Globe	41%	31%	28%	53
Read Local Newspapers	49%	24%	27%	132
Watch WMUR	44%	23%	33%	233
Listen to NHPR	49%	23%	28%	129
Listen to Conserv. Radio	23%	24%	53%	33
10 yrs or less in NH	37%	31%	32%	47
11 to 20 years	48%	20%	32%	94
More than 20 years	43%	23%	34%	265
18 to 34	57%	19%	23%	103
35 to 49	36%	28%	35%	103
50 to 64	41%	21%	37%	122
65 and over	40%	26%	34%	76
Male	44%	22%	34%	204
Female	43%	25%	32%	218
High school or less	44%	21%	35%	83
Some college	39%	24%	36%	90
College graduate	41%	29%	30%	127
Post-graduate	49%	20%	31%	113
Less than \$30K	41%	26%	33%	41
\$30K to \$60K	49%	15%	36%	60
\$60K to \$75K	50%	38%	12%	39
\$75K to \$100K	41%	22%	37%	49
\$100K or more	48%	19%	33%	113
North Country	40%	10%	50%	36
Central / Lakes	35%	25%	39%	72
Connecticut Valley	33%	31%	36%	57
Mass Border	45%	24%	31%	101
Seacoast	52%	25%	23%	77
Manchester Area	48%	24%	29%	78
First Cong. Dist	47%	23%	30%	230
Second Cong. Dist	39%	25%	36%	192

5 Year Economic Outlook – U.S.

	<u>Continuous Good Times</u>	<u>Mixed</u>	<u>Widespread Unemployment/ Depression</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>39%</b>	<b>30%</b>	<b>31%</b>	<b>405</b>
Democrat	47%	34%	19%	173
Independent	35%	24%	41%	97
Republican	31%	27%	41%	113
Liberal	54%	27%	18%	95
Moderate	33%	37%	29%	156
Conservative	34%	21%	45%	113
Support Tea Party	30%	20%	49%	44
Neutral	35%	31%	34%	168
Oppose Tea Party	44%	34%	22%	163
Employed Full Time	39%	30%	31%	243
Employed Part Time	45%	15%	40%	35
Retired/Not Working	32%	35%	33%	96
Union household	36%	39%	25%	60
Non-union	39%	28%	32%	339
Read Union Leader	44%	17%	39%	74
Read Boston Globe	47%	34%	19%	52
Read Local Newspapers	45%	28%	27%	135
Watch WMUR	41%	25%	34%	218
Listen to NHPR	46%	27%	27%	125
Listen to Conserv. Radio	20%	19%	61%	32
10 yrs or less in NH	35%	35%	30%	47
11 to 20 years	45%	31%	24%	106
More than 20 years	37%	28%	35%	240
18 to 34	55%	24%	21%	110
35 to 49	33%	30%	36%	93
50 to 64	33%	32%	35%	116
65 and over	34%	32%	35%	68
Male	41%	24%	35%	205
Female	37%	36%	28%	199
High school or less	42%	21%	37%	79
Some college	41%	28%	31%	81
College graduate	39%	32%	29%	122
Post-graduate	36%	35%	29%	114
Less than \$30K	32%	24%	44%	36
\$30K to \$60K	36%	32%	31%	60
\$60K to \$75K	42%	32%	26%	41
\$75K to \$100K	37%	32%	31%	50
\$100K or more	43%	29%	28%	101
North Country	27%	40%	33%	36
Central / Lakes	40%	27%	33%	68
Connecticut Valley	41%	14%	45%	52
Mass Border	39%	38%	23%	99
Seacoast	35%	36%	28%	78
Manchester Area	45%	21%	34%	72
First Cong. Dist	40%	30%	31%	218
Second Cong. Dist	37%	30%	32%	186



**Good Time to Buy Major Household Item**

	<u>Good Time</u>	<u>Pro-Con</u>	<u>Bad Time</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>68%</b>	<b>13%</b>	<b>19%</b>	<b>443</b>
Democrat	77%	10%	13%	193
Independent	58%	19%	24%	105
Republican	64%	13%	23%	122
Liberal	72%	13%	15%	115
Moderate	74%	16%	10%	162
Conservative	59%	11%	29%	121
Support Tea Party	56%	16%	28%	55
Neutral	72%	10%	19%	176
Oppose Tea Party	71%	15%	14%	180
Employed Full Time	69%	12%	19%	261
Employed Part Time	82%	11%	7%	43
Retired/Not Working	64%	17%	19%	111
Union household	66%	13%	21%	67
Non-union	69%	13%	18%	368
Read Union Leader	61%	11%	29%	79
Read Boston Globe	73%	12%	15%	54
Read Local Newspapers	70%	12%	18%	145
Watch WMUR	70%	13%	17%	237
Listen to NHPR	66%	12%	22%	146
Listen to Conserv. Radio	40%	12%	47%	33
10 yrs or less in NH	57%	18%	25%	53
11 to 20 years	76%	10%	14%	104
More than 20 years	68%	13%	18%	270
18 to 34	73%	8%	19%	115
35 to 49	70%	13%	17%	101
50 to 64	68%	13%	19%	130
65 and over	66%	19%	15%	77
Male	62%	14%	24%	218
Female	75%	12%	13%	226
High school or less	69%	8%	23%	88
Some college	71%	11%	18%	98
College graduate	70%	14%	16%	132
Post-graduate	63%	19%	19%	114
Less than \$30K	72%	9%	19%	42
\$30K to \$60K	70%	13%	17%	64
\$60K to \$75K	63%	7%	30%	43
\$75K to \$100K	70%	9%	20%	54
\$100K or more	70%	13%	17%	106
North Country	78%	3%	19%	36
Central / Lakes	64%	13%	23%	76
Connecticut Valley	55%	13%	33%	63
Mass Border	76%	18%	6%	112
Seacoast	76%	10%	14%	78
Manchester Area	61%	14%	25%	78
First Cong. Dist	69%	12%	18%	238
Second Cong. Dist	67%	14%	19%	205