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NH CONSUMERS STILL DOWNBEAT, AFFORDABLE HOUSING REMAINS ELUSIVE IN GRANITE STATE

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DURHAM, NH - While the outlook for the state’s economy has improved somewhat, most New Hampshire residents remain pessimistic about economic conditions in the state. Housing affordability is a significant problem, as nearly half of state residents report spending 30% or more of their income on housing and virtually no one thinks it is a good time to buy a house in New Hampshire.

Personal Financial Conditions

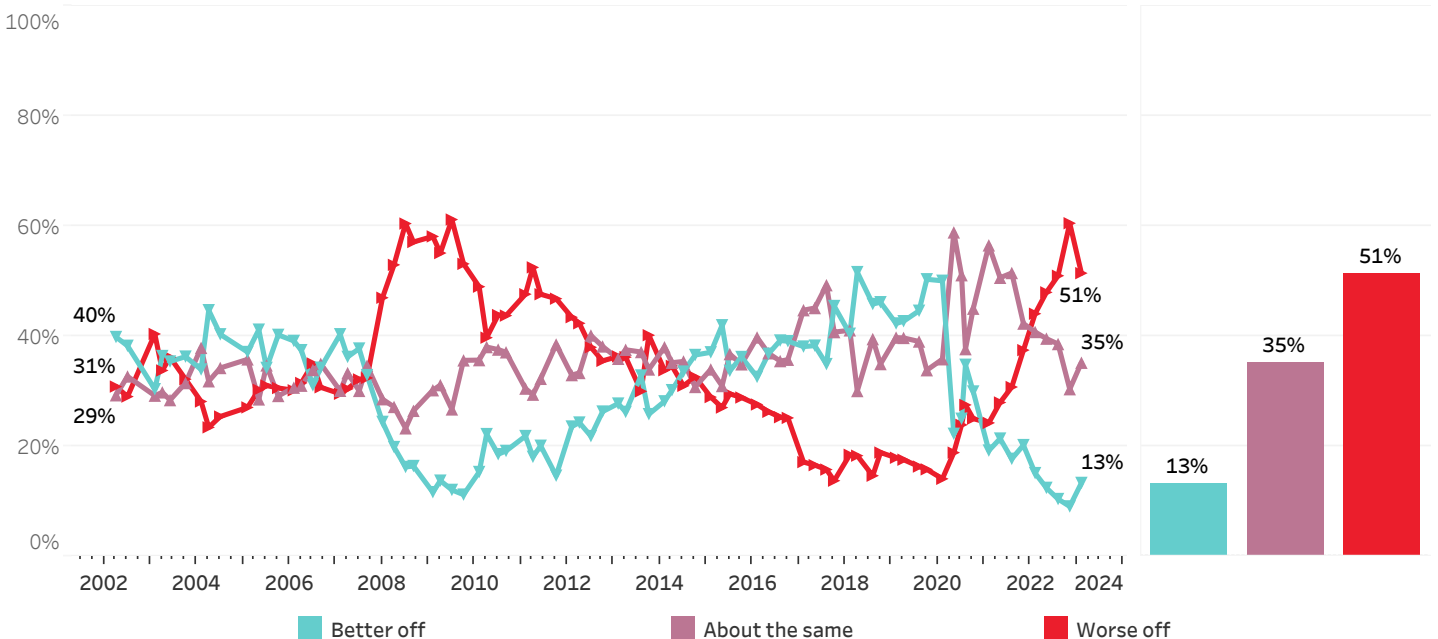
With inflation beginning to ebb slightly and unemployment historically low, Granite Staters are marginally more optimistic about their personal finances, although pessimism remains very high. Fifty-one percent think their household is worse off than a year ago, only 13% think they are better off, and 35% say their finances are about the same. The percentage of residents who say they are worse off (51%) has declined since November (61%) but remains high. Among those with a household income below \$75,000, 54% say they are worse off than twelve months ago, down from 74% in November.

Three-quarters (76%) of New Hampshire Republicans and 59% of Independents consider themselves worse off financially than a year ago, but only 22% of Democrats agree.

“Increasing a diversified housing stock that includes options affordable for more workers has long been a public policy priority for BIA and our members,” said Michael Skelton, president and CEO of the Business & Industry Association, New Hampshire’s statewide chamber of commerce and leading nonpartisan business advocate. “Many factors contribute to the state’s worker shortage, but the need for more housing is the most pronounced. BIA will continue to advocate for state efforts to restore balance to New Hampshire’s housing supply, which will help businesses, provide more opportunities for workers, and strengthen the state economy.”

Household Financial Condition Compared to 12 Months Ago

February 2023

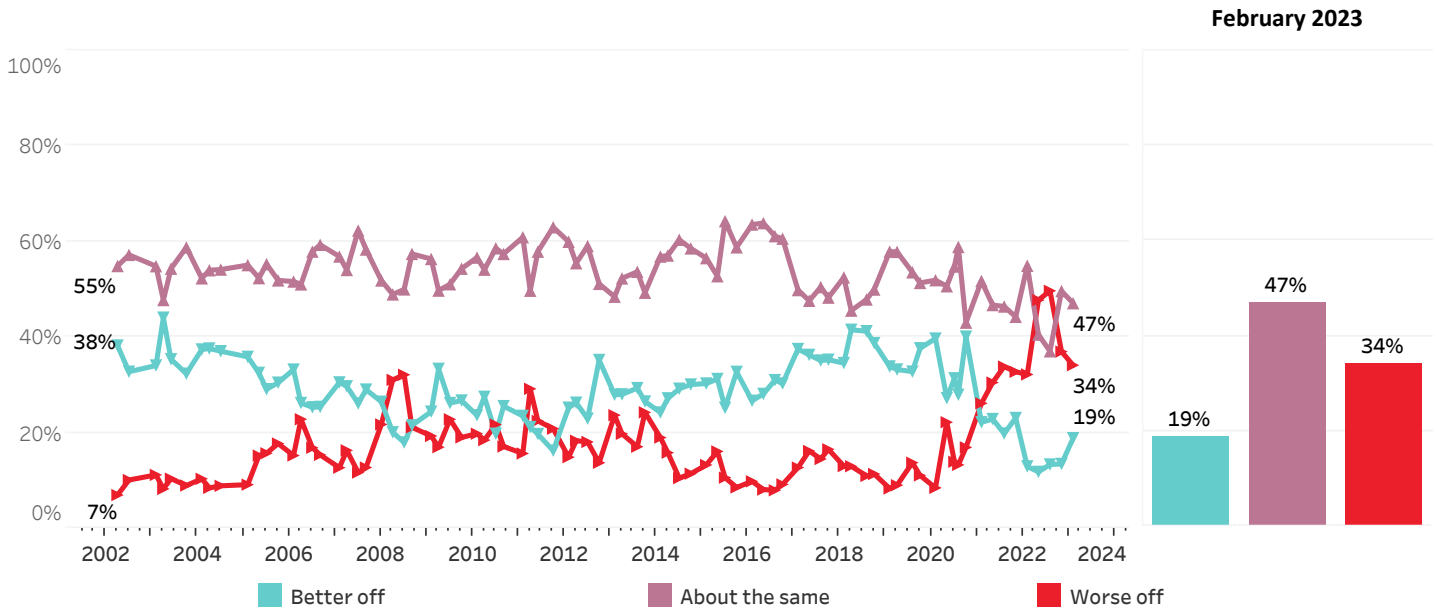


* We ask that this copyrighted information be referred to as *the BIA Report on Consumer Confidence*, conducted by the University of New Hampshire Survey Center.

Looking ahead, only 19% of Granite Staters expect their personal finances will be better a year from now, 34% anticipate being worse off, and 47% think their finances will be about the same as they are now. The percentage who anticipate being worse off (34%) has declined sharply since August (50%).

Respondents of all income levels are about equally likely to say they expect to be better off in a year. There is, however, a substantial difference based on partisanship, as 37% of Democrats but only 15% of Independents and 1% of Republicans expect to be better off in a year.

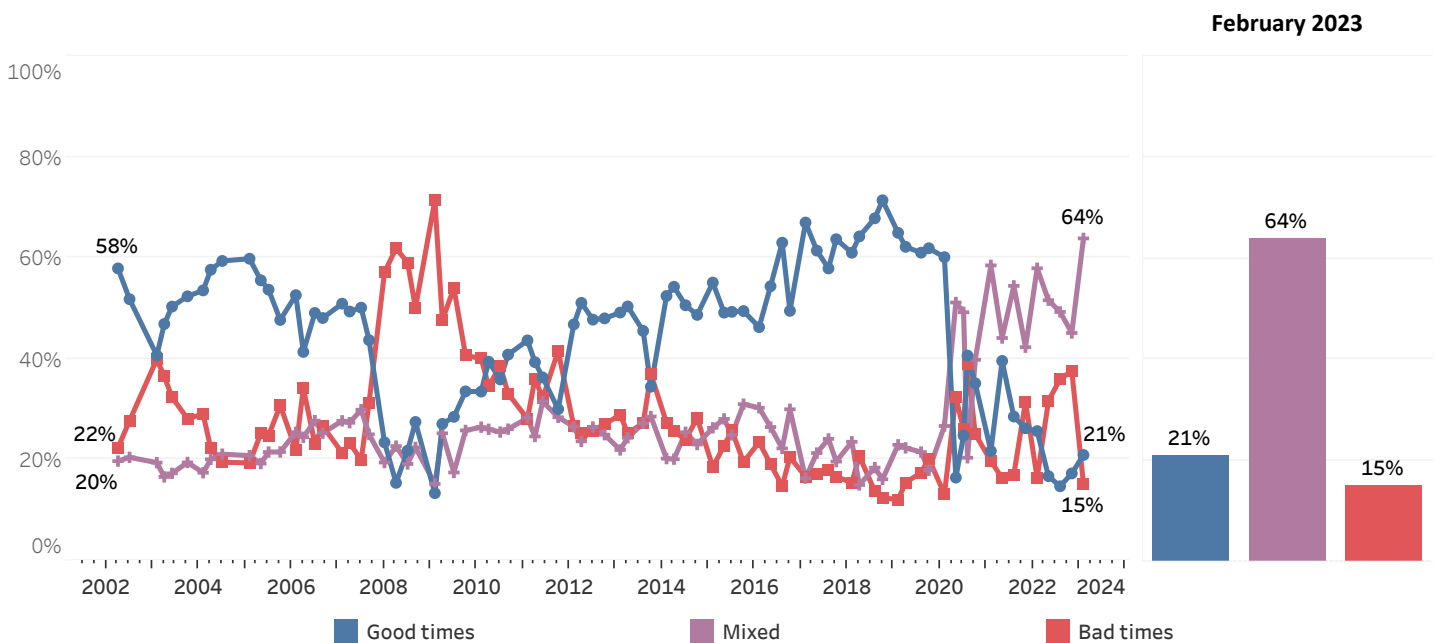
Household Financial Condition 12 Months From Now



N.H. Business Conditions

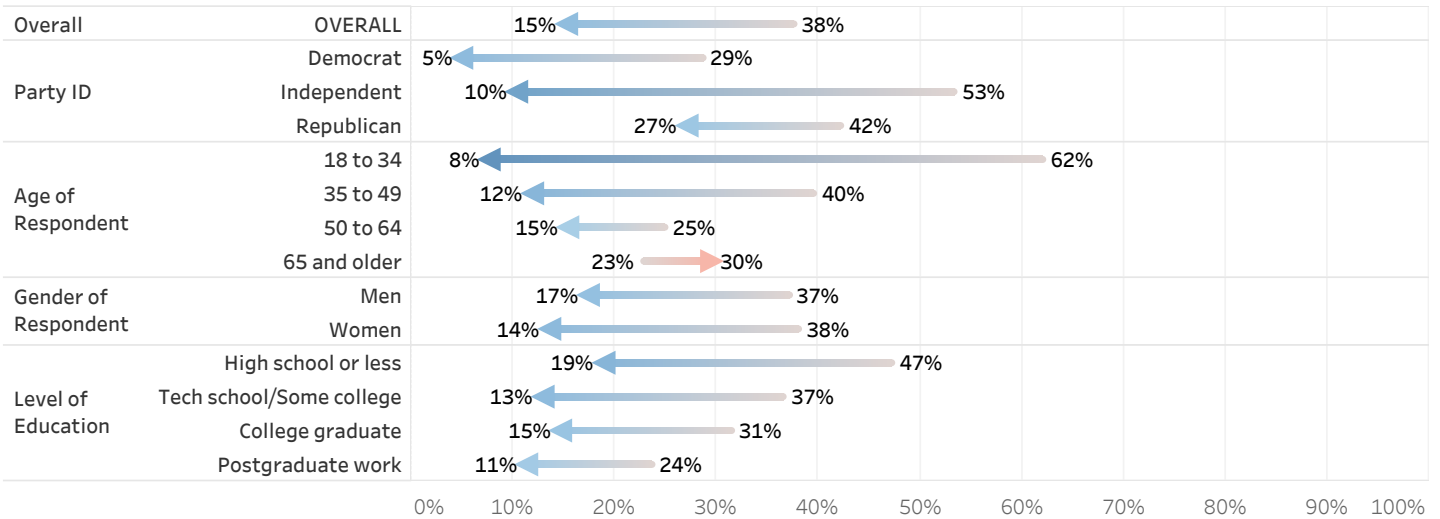
When asked how they expect New Hampshire businesses will do in the upcoming year, 21% of Granite Staters think state businesses will enjoy good times financially, 64% anticipate mixed conditions, and 15% think they will experience bad times. One-third (33%) of New Hampshire Democrats and 23% of Independents anticipate good business conditions in New Hampshire during the next twelve months, but only 8% of Republicans feel that way.

Business Conditions in New Hampshire During Next 12 Months



Overall, the percentage of respondents who anticipate bad business conditions in New Hampshire over the next twelve months (15%) has declined substantially since November (38%). Those aged 18 to 34 (-54 percentage points), Independents (-43), and those with a high school education or less (-28) are particularly less likely than in November to anticipate bad conditions.

Anticipate Bad Business Conditions in N.H. in Next 12 Months - Change from November 2022 to February 2023 - By Selected Demographics

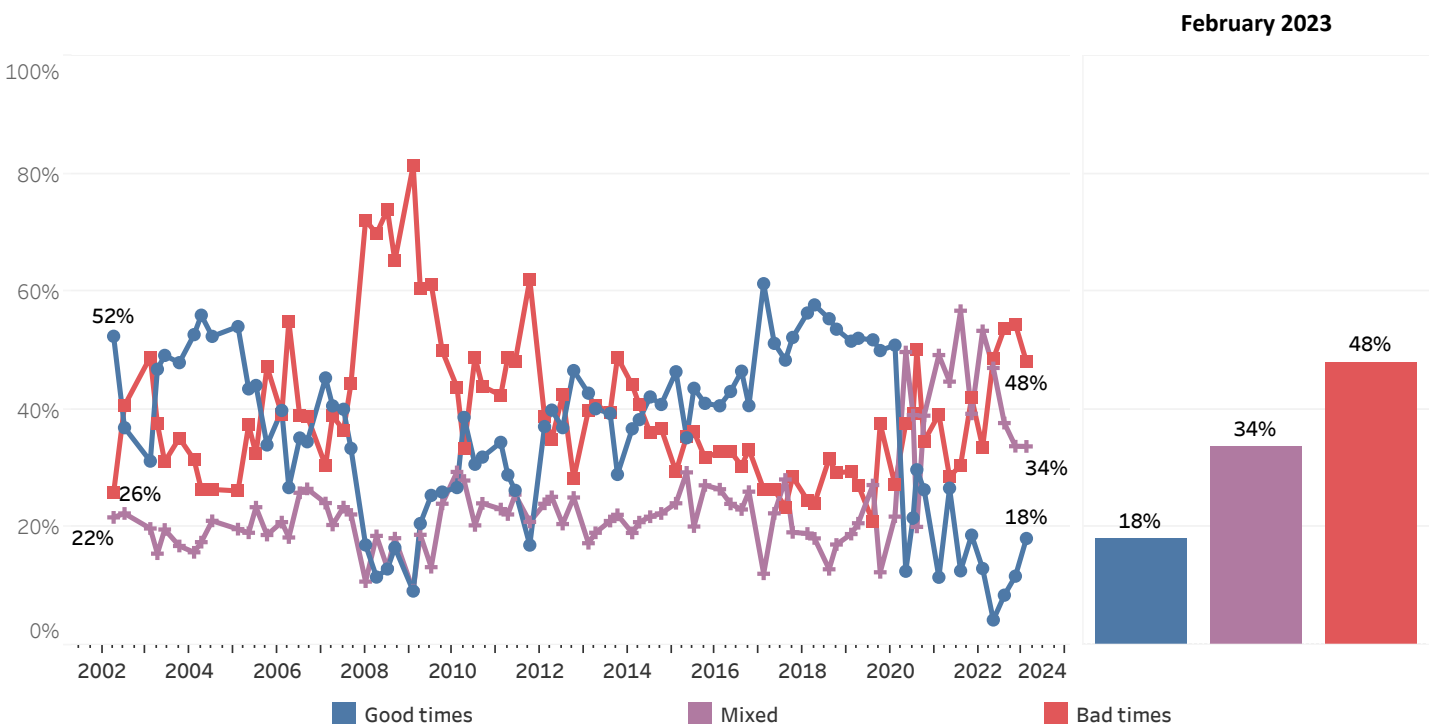


U.S. Business Conditions

Granite Staters are more pessimistic about the national economy than the state economy. Eighteen percent of New Hampshire adults think businesses across the country will experience good times in the next twelve months, 34% think conditions will be mixed, and 48% anticipate businesses will have bad times. The percentage of New Hampshire residents who anticipate bad times for U.S. businesses (48%) has declined slightly since November (54%) but remains high.

Eighty-five percent of New Hampshire Republicans feel that U.S. businesses will experience bad times over the next twelve months, up from 75% in November. By contrast, only 11% of Democrats expect bad times, down from 30% in November.

Business Conditions in U.S. During Next 12 Months



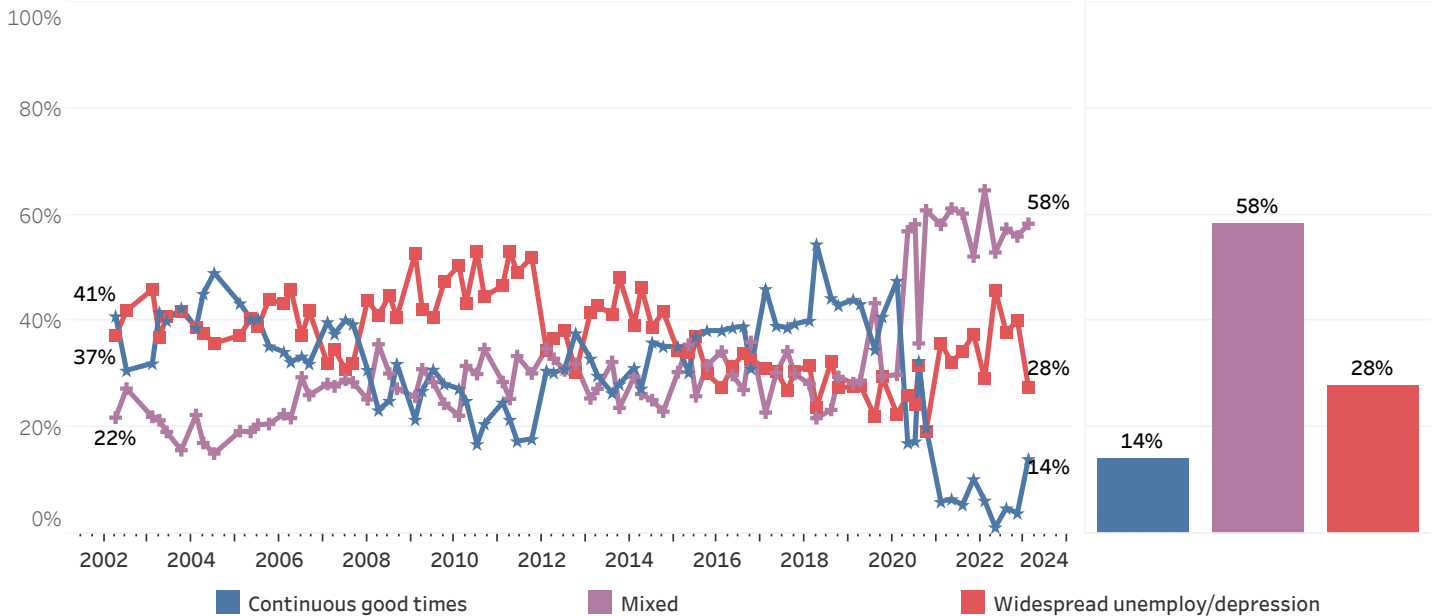
Long-Term National Outlook

Over the next five years, a majority (58%) of New Hampshire residents expect mixed conditions for the U.S. economy, while 14% expect continuous good times and 28% expect periods of widespread unemployment and depression.

Forty-nine percent of Republicans and 34% of Independents anticipate widespread unemployment and depression over the next five years. Only 7% of Democrats feel this way, down from 26% in November.

5-Year Economic Outlook - U.S.

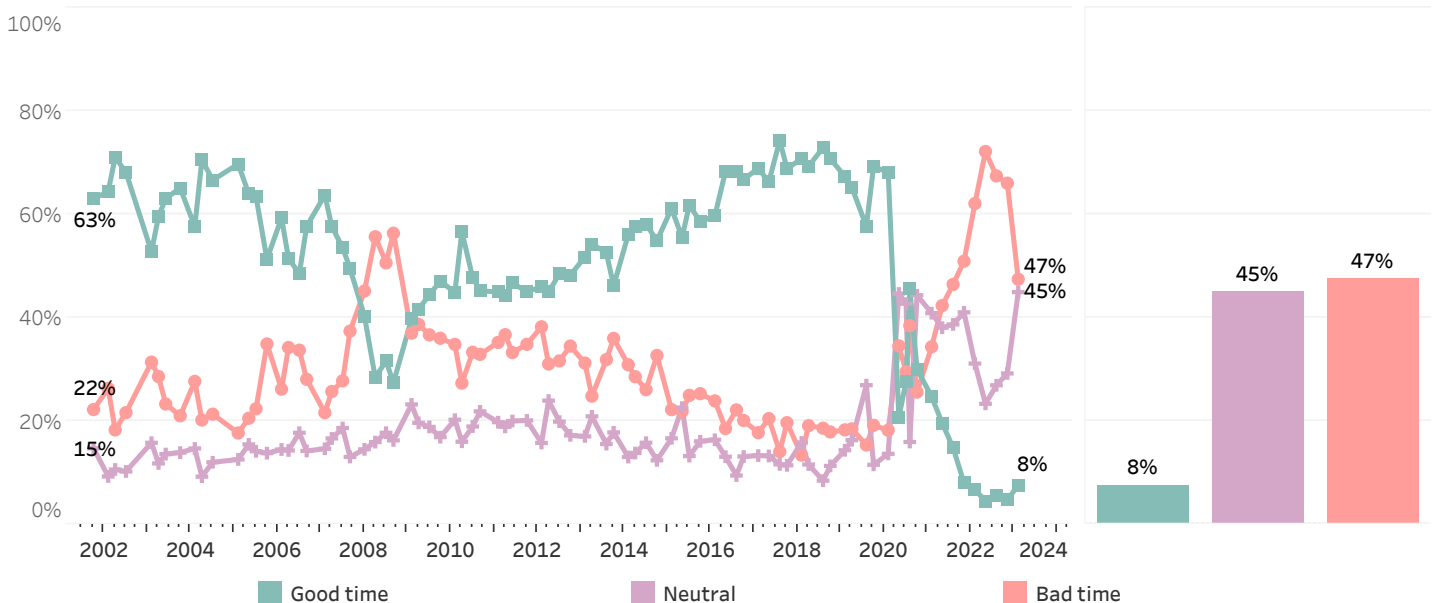
February 2023



Only 8% of Granite Staters think now is a good time to buy major items for their home, 45% are neutral or think it depends on the person's finances, and 47% think it is a bad time. The percentage of respondents who believe now is a bad time to purchase a major item (47%) has declined markedly since November (66%). More than two-thirds of Republicans (69%) and 52% of Independents think now is a bad time to buy a major item, but only 23% of Democrats feel this way.

Good Time to Buy Major Household Item

February 2023

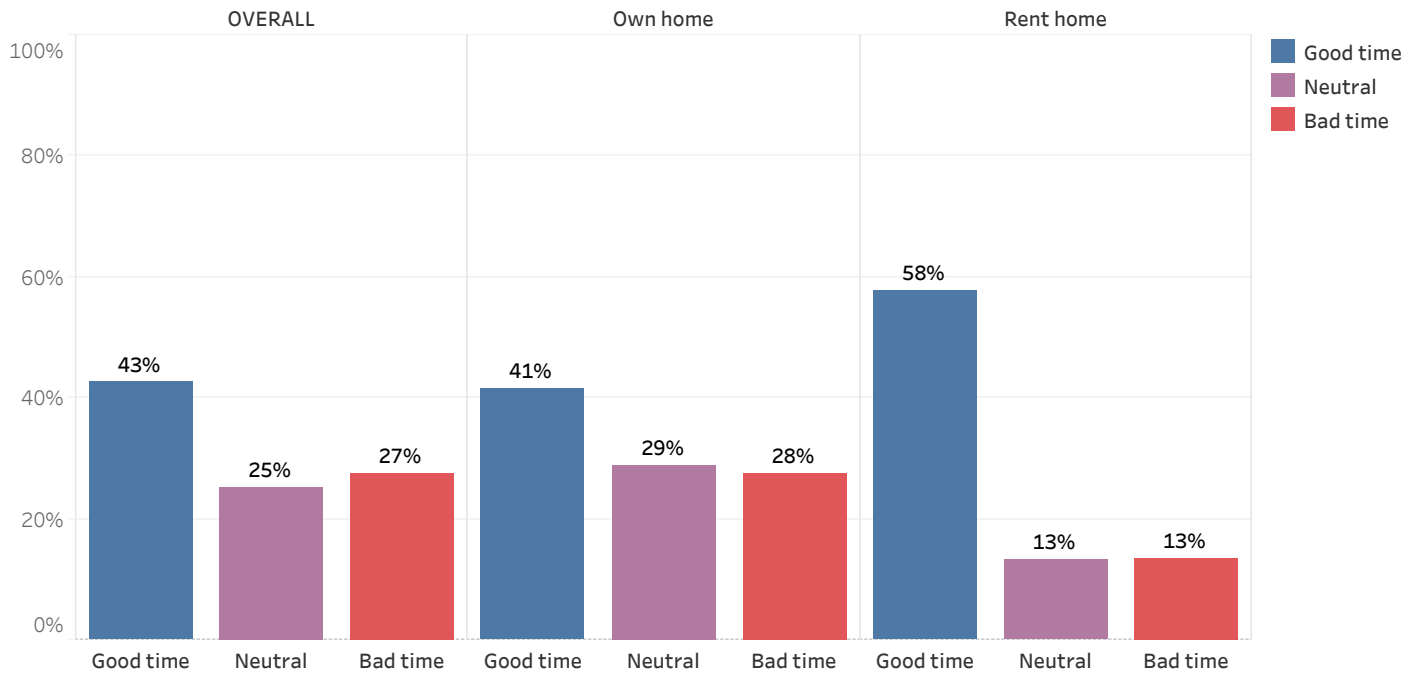


Housing

As the cost of housing continues to increase in New Hampshire and the country at large, 43% of state residents believe that now is a good time to sell a house in New Hampshire, 27% believe it is a bad time, and 25% are neutral. Fifty-eight percent of those who rent their home think now is a good time to sell a home, but only 41% of those who own their home agree.

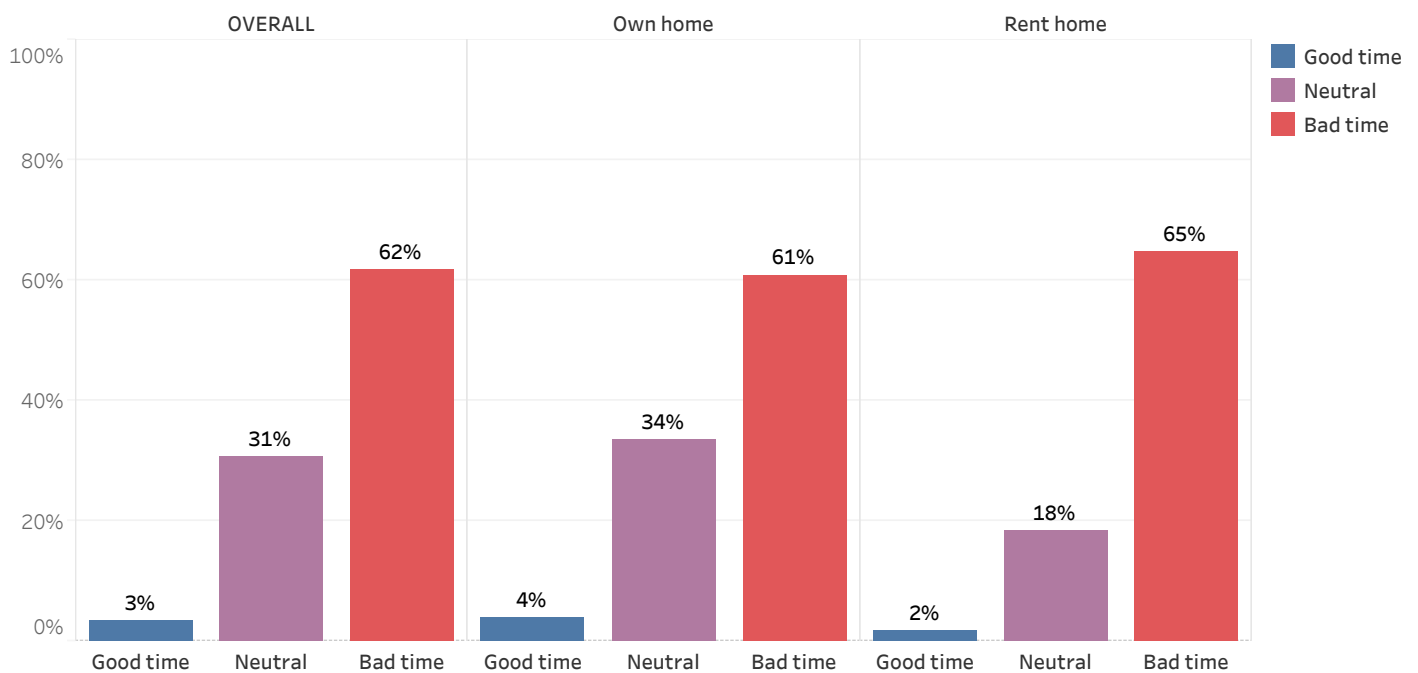
Self-identified Republicans, women, and those over the age of fifty are considerably more likely than Democrats, men, and those under the age of fifty to say it is a bad time to sell a house in the state.

Good Time to Sell House in NH - By Home Ownership - February 2023



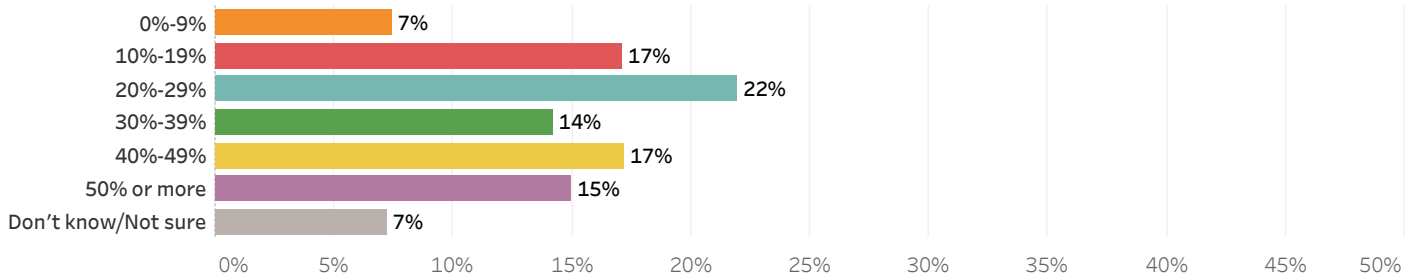
On the flip side, only 3% of state residents believe that now is a good time to buy a house in New Hampshire, 62% believe it is a bad time, and 31% are neutral. Sixty-five percent of those who rent their home think now is a bad time to buy a home, while 61% of those who own their home agree.

Good Time to Buy House in NH - By Home Ownership - February 2023



Housing takes up a large share of New Hampshire household budgets. Only 7% of Granite Staters say that they spend less than 10% of their total household monthly income on housing, 17% spend 10%-19%, 22% spend 20%-29%, 14% spend 30%-39%, 17% spend 40%-49%, 15% spend 50% or more on housing, and 7% are unsure.

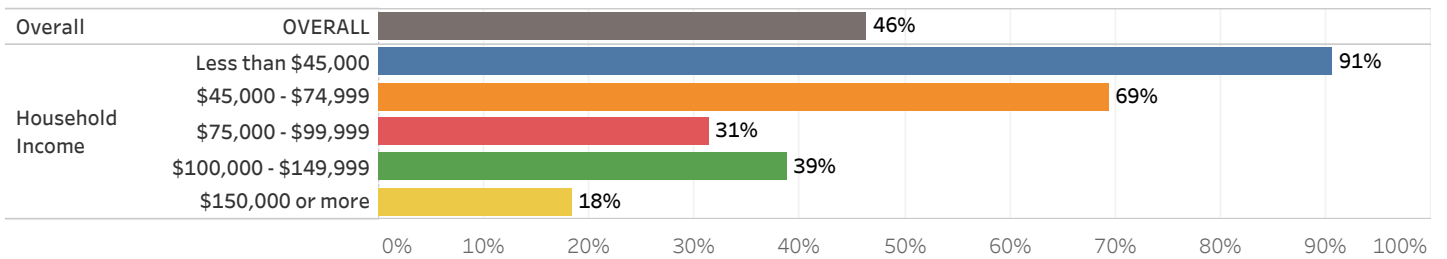
Percent of Monthly Household Income Spent on Housing - February 2023



Some economic experts suggest that a person should plan on spending no more than 30% of their monthly household income on housing, yet 46% of Granite Staters say they are currently spending 30% or more. This is particularly the case among those with lower household incomes, as 91% of those with a household income below \$45,000 say they spend more than 30% of their monthly household income on housing, and more than two-thirds (69%) of those with a household income between \$45,000 and \$74,999 do so.

More than half of those aged 35 to 49 (63%), Massachusetts Border (61%), Central/Lakes Region (56%), and Connecticut Valley (52%) residents, and those with a high school education or less (54%) also report spending 30% or more of their monthly household income on housing.

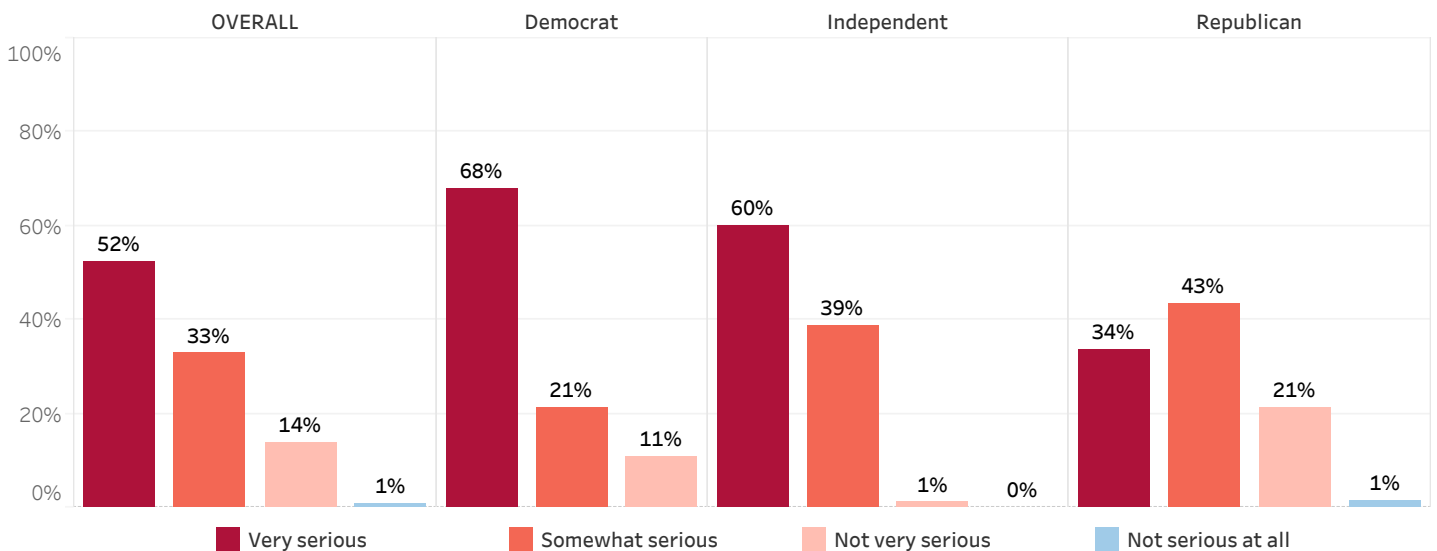
Spend 30% or More of Monthly Household Income on Housing - February 2023



Just over half (52%) of Granite Staters think that affordable housing is a very serious problem in the state, while 33% think it is somewhat serious. Fourteen percent think that affordable housing is a not very serious problem in the state, while 1% think it is not a serious problem at all.

Despite the fact that Republicans report spending slightly more of their income on housing than Democrats, Republicans (34%) are only half as likely as Democrats (68%) to consider affordable housing to be a very serious problem in New Hampshire.

Seriousness of Affordable Housing Problem in NH - By Party ID - February 2023



Business and Industry Association Report on Consumer Confidence Methodology

These findings are based on the latest Business and Industry Association (BIA) Report on Consumer Confidence, conducted by the University of New Hampshire Survey Center. Eight hundred sixty-three (863) Granite State Panel members completed the survey online between February 16 and February 20, 2023. The margin of sampling error for the survey is +/- 3.3 percent. These MSE's have not been adjusted for design effect. The design effect for the survey is 3.3%. The response rate for the BIA Report on Consumer Confidence is 24%.

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and to 2020 election results in New Hampshire.

The Granite State Panel is part of an effort by the University of New Hampshire Survey Center to investigate new ways of gathering and understanding the opinion of New Hampshire residents. Approximately 7,000 New Hampshire adults have been recruited from randomly-selected landline and cell phone numbers to participate in the panel. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions. Due to rounding, percentages may not sum to 100%.

For more information about the methodology used in the Granite State Panel, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

BIA Report on Consumer Confidence, February 2023 Demographics

		%	N
Gender of Respondent	Men	49%	415
	Women	51%	431
Age of Respondent	18 to 34	26%	225
	35 to 49	23%	191
	50 to 64	30%	258
	65 and older	21%	175
Level of Education	High school or less	36%	309
	Tech school/Some college	31%	265
	College graduate	21%	179
	Postgraduate work	13%	109
Region of State	Central/Lakes	21%	178
	Connecticut Valley	15%	132
	Manchester Area	19%	164
	Mass Border	22%	190
	North Country	7%	61
	Seacoast	16%	135
Party ID	Democrat	43%	366
	Independent	14%	119
	Republican	43%	366
Voting Registration	Registered Democrat	28%	237
	Registered Undeclared/Not Reg.	42%	356
	Registered Republican	30%	249
2020 Presidential Vote	Voted for Biden	53%	446
	Voted for Trump	45%	384
	Did not vote in 2020	2%	18
Household Income	Less than \$45,000	9%	61
	\$45,000 - \$74,999	21%	148
	\$75,000 - \$99,999	15%	106
	\$100,000 - \$149,999	40%	277
	\$150,000 or more	15%	108

Household Financial Condition Compared to 12 Months Ago

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

		Better off	About the same	Worse off	N
STATEWIDE	February 2023	13%	35%	51%	843
Voting Registration	Registered Democrat	32%	45%	23%	237
	Registered Undeclared/Not Reg.	8%	37%	54%	338
	Registered Republican	2%	23%	75%	248
Party ID	Democrat	27%	51%	22%	347
	Independent	9%	32%	59%	119
	Republican	2%	22%	76%	365
Political Ideology	Socialist	18%	65%	18%	49
	Progressive	9%	79%	11%	76
	Liberal	45%	32%	23%	111
	Moderate	15%	35%	49%	269
	Conservative	2%	24%	74%	226
	Libertarian	0%	14%	86%	82
Age of Respondent	18 to 34	24%	48%	27%	207
	35 to 49	12%	34%	54%	191
	50 to 64	15%	22%	64%	257
	65 and older	1%	40%	58%	174
Gender of Respondent	Men	12%	35%	53%	415
	Women	16%	36%	49%	411
Level of Education	High school or less	4%	18%	78%	309
	Tech school/Some college	23%	40%	37%	264
	College graduate	18%	50%	31%	160
	Postgraduate work	9%	53%	39%	108
Region of State	Central/Lakes	5%	23%	72%	178
	Connecticut Valley	8%	24%	67%	132
	Manchester Area	39%	32%	29%	146
	Mass Border	8%	50%	42%	189
	North Country	5%	32%	63%	61
	Seacoast	13%	46%	41%	135
Household Income	Less than \$45,000	3%	25%	72%	60
	\$45,000 - \$74,999	8%	46%	46%	148
	\$75,000 - \$99,999	14%	35%	50%	106
	\$100,000 - \$149,999	23%	34%	43%	277
	\$150,000 or more	16%	30%	54%	108
Own or Rent Home	Own home	16%	31%	53%	642
	Rent home	8%	65%	27%	117
Media Usage	CNN viewer	33%	44%	23%	231
	Conservative radio listener	1%	36%	63%	97
	Fox News viewer	2%	31%	67%	157
	Joe Rogan listener	2%	37%	60%	83
	Local NH news viewer	18%	42%	40%	505
	MSNBC viewer	21%	51%	27%	158
	NHPR listener	21%	37%	42%	292
2020 Presidential Vote	Voted for Biden	25%	48%	27%	427
	Voted for Trump	2%	23%	76%	383
	Voted for other 2020 candidate	2%	14%	84%	14
	Did not vote in 2020	7%	12%	81%	18

Household Financial Condition 12 Months From Now

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

		Better off	About the same	Worse off	N
STATEWIDE	February 2023	19%	47%	34%	750
Voting Registration	Registered Democrat	45%	48%	7%	227
	Registered Undeclared/Not Reg.	11%	57%	32%	303
	Registered Republican	3%	33%	63%	201
Party ID	Democrat	37%	55%	8%	323
	Independent	15%	42%	43%	100
	Republican	1%	41%	58%	316
Political Ideology	Socialist	55%	37%	8%	44
	Progressive	5%	77%	18%	70
	Liberal	55%	44%	1%	111
	Moderate	16%	56%	28%	243
	Conservative	0%	39%	60%	216
	Libertarian	21%	2%	77%	41
Age of Respondent	18 to 34	43%	40%	17%	201
	35 to 49	14%	47%	39%	148
	50 to 64	13%	53%	35%	228
	65 and older	3%	44%	52%	160
Gender of Respondent	Men	21%	38%	41%	381
	Women	17%	57%	26%	353
Level of Education	High school or less	7%	39%	54%	253
	Tech school/Some college	35%	44%	21%	237
	College graduate	17%	50%	33%	152
	Postgraduate work	15%	67%	18%	106
Region of State	Central/Lakes	3%	48%	49%	169
	Connecticut Valley	30%	25%	45%	91
	Manchester Area	46%	35%	19%	137
	Mass Border	9%	63%	28%	175
	North Country	4%	34%	62%	46
	Seacoast	21%	58%	21%	132
Household Income	Less than \$45,000	9%	49%	42%	46
	\$45,000 - \$74,999	25%	41%	33%	136
	\$75,000 - \$99,999	9%	49%	42%	102
	\$100,000 - \$149,999	23%	51%	26%	263
	\$150,000 or more	20%	45%	35%	108
Own or Rent Home	Own home	19%	44%	37%	595
	Rent home	19%	59%	22%	113
Media Usage	CNN viewer	33%	56%	11%	217
	Conservative radio listener	8%	44%	48%	96
	Fox News viewer	7%	34%	59%	156
	Joe Rogan listener	1%	35%	65%	83
	Local NH news viewer	21%	52%	27%	460
	MSNBC viewer	22%	64%	14%	146
	NHPR listener	31%	43%	26%	266
2020 Presidential Vote	Voted for Biden	36%	55%	10%	393
	Voted for Trump	0%	41%	59%	331
	Voted for other 2020 candidate	2%	4%	95%	13
	Did not vote in 2020		28%	72%	12

Business Conditions in New Hampshire During Next 12 Months

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

		<u>Good times</u>	<u>Mixed</u>	<u>Bad times</u>	<u>N</u>
STATEWIDE	February 2023	21%	64%	15%	827
Voting Registration	Registered Democrat	32%	62%	6%	230
	Registered Undeclared/Not Reg.	22%	64%	14%	336
	Registered Republican	11%	64%	25%	241
Party ID	Democrat	33%	62%	5%	352
	Independent	23%	67%	10%	113
	Republican	8%	65%	27%	355
Political Ideology	Socialist	14%	79%	8%	60
	Progressive	39%	56%	5%	73
	Liberal	23%	70%	7%	111
	Moderate	34%	52%	13%	262
	Conservative	5%	72%	23%	219
	Libertarian	1%	73%	26%	77
Age of Respondent	18 to 34	12%	81%	8%	213
	35 to 49	20%	68%	12%	189
	50 to 64	28%	57%	15%	244
	65 and older	24%	46%	30%	169
Gender of Respondent	Men	23%	60%	17%	401
	Women	19%	67%	14%	411
Level of Education	High school or less	21%	60%	19%	303
	Tech school/Some college	13%	74%	13%	255
	College graduate	27%	58%	15%	166
	Postgraduate work	28%	60%	11%	101
Region of State	Central/Lakes	10%	71%	18%	178
	Connecticut Valley	8%	59%	33%	126
	Manchester Area	25%	64%	11%	162
	Mass Border	33%	60%	7%	176
	North Country	33%	43%	24%	54
	Seacoast	22%	72%	6%	130
Household Income	Less than \$45,000	45%	50%	5%	60
	\$45,000 - \$74,999	16%	62%	22%	136
	\$75,000 - \$99,999	21%	60%	19%	100
	\$100,000 - \$149,999	19%	72%	9%	277
	\$150,000 or more	17%	48%	35%	105
Own or Rent Home	Own home	22%	60%	18%	615
	Rent home	25%	69%	6%	134
Media Usage	CNN viewer	35%	59%	6%	226
	Conservative radio listener	10%	72%	18%	96
	Fox News viewer	5%	61%	33%	156
	Joe Rogan listener	2%	82%	16%	81
	Local NH news viewer	28%	59%	13%	503
	MSNBC viewer	43%	48%	9%	154
	NHPR listener	28%	65%	7%	282
2020 Presidential Vote	Voted for Biden	33%	62%	6%	426
	Voted for Trump	8%	68%	25%	370
	Voted for other 2020 candidate	0%	94%	5%	12
	Did not vote in 2020	35%	17%	48%	17

Business Conditions in U.S. During Next 12 Months

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

		<u>Good times</u>	<u>Mixed</u>	<u>Bad times</u>	<u>N</u>
STATEWIDE	February 2023	18%	34%	48%	830
Voting Registration	Registered Democrat	30%	64%	6%	230
	Registered Undeclared/Not Reg.	20%	28%	52%	339
	Registered Republican	6%	13%	81%	241
Party ID	Democrat	35%	54%	11%	355
	Independent	14%	35%	51%	118
	Republican	3%	12%	85%	349
Political Ideology	Socialist	19%	43%	38%	60
	Progressive	41%	47%	12%	75
	Liberal	20%	74%	6%	111
	Moderate	29%	33%	38%	258
	Conservative	3%	12%	84%	219
	Libertarian	0%	12%	88%	82
Age of Respondent	18 to 34	17%	41%	42%	213
	35 to 49	18%	32%	50%	189
	50 to 64	19%	27%	54%	244
	65 and older	17%	37%	46%	171
Gender of Respondent	Men	19%	32%	49%	399
	Women	18%	36%	47%	414
Level of Education	High school or less	16%	14%	70%	303
	Tech school/Some college	11%	54%	36%	255
	College graduate	22%	36%	42%	168
	Postgraduate work	36%	40%	23%	103
Region of State	Central/Lakes	10%	13%	77%	178
	Connecticut Valley	8%	31%	61%	128
	Manchester Area	19%	53%	27%	161
	Mass Border	27%	32%	41%	176
	North Country	27%	33%	40%	54
	Seacoast	22%	43%	35%	133
Household Income	Less than \$45,000	38%	34%	28%	58
	\$45,000 - \$74,999	12%	47%	41%	140
	\$75,000 - \$99,999	11%	36%	53%	100
	\$100,000 - \$149,999	20%	30%	50%	272
	\$150,000 or more	15%	46%	39%	106
Own or Rent Home	Own home	16%	39%	45%	618
	Rent home	25%	24%	51%	133
Media Usage	CNN viewer	33%	58%	9%	229
	Conservative radio listener		18%	82%	97
	Fox News viewer	2%	24%	74%	157
	Joe Rogan listener		7%	93%	82
	Local NH news viewer	23%	37%	40%	505
	MSNBC viewer	46%	42%	12%	156
	NHPR listener	27%	49%	24%	284
2020 Presidential Vote	Voted for Biden	33%	55%	12%	429
	Voted for Trump	2%	10%	88%	369
	Voted for other 2020 candidate	0%	7%	93%	12
	Did not vote in 2020		43%	57%	17

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?

		<u>Continuous good times</u>	<u>Mixed</u>	<u>Widespread unemployment/depression</u>	<u>N</u>
STATEWIDE	February 2023	14%	58%	28%	801
Voting Registration	Registered Democrat	27%	65%	8%	235
	Registered Undeclared/Not Reg.	14%	64%	22%	308
	Registered Republican	2%	47%	51%	240
Party ID	Democrat	29%	63%	7%	357
	Independent	7%	59%	34%	115
	Republican	0%	51%	49%	318
Political Ideology	Socialist	14%	69%	16%	67
	Progressive	27%	59%	13%	76
	Liberal	47%	51%	2%	111
	Moderate	12%	74%	14%	260
	Conservative	0%	53%	47%	181
	Libertarian	0%	14%	86%	81
Age of Respondent	18 to 34	29%	53%	17%	220
	35 to 49	16%	49%	36%	186
	50 to 64	7%	63%	30%	209
	65 and older	3%	66%	31%	173
Gender of Respondent	Men	8%	67%	24%	403
	Women	20%	48%	31%	381
Level of Education	High school or less	2%	55%	43%	269
	Tech school/Some college	23%	59%	18%	253
	College graduate	18%	62%	21%	171
	Postgraduate work	17%	60%	23%	106
Region of State	Central/Lakes	5%	68%	27%	137
	Connecticut Valley	1%	41%	58%	131
	Manchester Area	39%	50%	11%	163
	Mass Border	16%	55%	29%	186
	North Country	1%	72%	27%	51
	Seacoast	9%	75%	16%	133
Household Income	Less than \$45,000	15%	81%	4%	56
	\$45,000 - \$74,999	11%	70%	20%	137
	\$75,000 - \$99,999	5%	55%	40%	105
	\$100,000 - \$149,999	23%	57%	20%	234
	\$150,000 or more	10%	61%	29%	107
Own or Rent Home	Own home	14%	61%	25%	589
	Rent home	18%	64%	18%	134
Media Usage	CNN viewer	35%	58%	6%	228
	Conservative radio listener		53%	47%	97
	Fox News viewer	3%	56%	42%	157
	Joe Rogan listener		70%	30%	83
	Local NH news viewer	20%	61%	18%	507
	MSNBC viewer	21%	66%	12%	153
	NHPR listener	27%	67%	6%	288
2020 Presidential Vote	Voted for Biden	26%	66%	8%	432
	Voted for Trump		47%	53%	336
	Voted for other 2020 candidate	0%	93%	7%	14
	Did not vote in 2020		53%	47%	17

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, televisions, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items?

		<u>Good time</u>	<u>Neutral</u>	<u>Bad time</u>	<u>N</u>
STATEWIDE	February 2023	8%	45%	47%	791
Voting Registration	Registered Democrat	10%	72%	18%	224
	Registered Undeclared/Not Reg.	10%	37%	53%	313
	Registered Republican	3%	30%	67%	234
Party ID	Democrat	14%	63%	23%	334
	Independent	2%	46%	52%	99
	Republican	3%	28%	69%	347
Political Ideology	Socialist	21%	50%	29%	49
	Progressive	25%	51%	24%	71
	Liberal	4%	87%	9%	104
	Moderate	8%	45%	46%	255
	Conservative	3%	31%	65%	209
	Libertarian	1%	18%	82%	76
Age of Respondent	18 to 34	9%	59%	32%	198
	35 to 49	11%	45%	45%	173
	50 to 64	8%	34%	58%	247
	65 and older	4%	42%	55%	159
Gender of Respondent	Men	8%	49%	43%	388
	Women	7%	41%	52%	386
Level of Education	High school or less	4%	32%	64%	299
	Tech school/Some college	8%	60%	32%	244
	College graduate	13%	45%	42%	147
	Postgraduate work	10%	46%	44%	100
Region of State	Central/Lakes	3%	46%	51%	173
	Connecticut Valley	4%	26%	69%	131
	Manchester Area	9%	67%	24%	127
	Mass Border	17%	44%	39%	177
	North Country	2%	20%	77%	53
	Seacoast	5%	53%	42%	130
Household Income	Less than \$45,000	3%	31%	66%	60
	\$45,000 - \$74,999	8%	59%	34%	130
	\$75,000 - \$99,999	9%	46%	45%	97
	\$100,000 - \$149,999	4%	51%	45%	259
	\$150,000 or more	7%	42%	51%	103
Own or Rent Home	Own home	7%	51%	42%	599
	Rent home	15%	32%	52%	115
Media Usage	CNN viewer	11%	65%	24%	220
	Conservative radio listener	1%	19%	80%	88
	Fox News viewer	1%	33%	66%	144
	Joe Rogan listener	3%	41%	56%	78
	Local NH news viewer	10%	49%	41%	468
	MSNBC viewer	20%	49%	31%	157
	NHPR listener	12%	61%	28%	280
2020 Presidential Vote	Voted for Biden	13%	60%	27%	401
	Voted for Trump	2%	30%	68%	357
	Voted for other 2020 candidate	11%	3%	86%	14
	Did not vote in 2020		42%	58%	18

Good Time to Sell House in NH

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

		<u>Good time</u>	<u>Neutral</u>	<u>Bad time</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	February 2023	43%	25%	27%	5%	844
Voting Registration	Registered Democrat	41%	44%	6%	9%	237
	Registered Undeclared/Not Reg.	43%	22%	32%	4%	337
	Registered Republican	44%	12%	41%	3%	249
Party ID	Democrat	47%	41%	6%	7%	348
	Independent	47%	20%	24%	9%	118
	Republican	37%	12%	50%	2%	366
Political Ideology	Socialist	51%	6%	10%	34%	49
	Progressive	78%	15%	2%	4%	76
	Liberal	36%	56%	7%	2%	112
	Moderate	41%	39%	18%	2%	268
	Conservative	43%	7%	47%	3%	227
	Libertarian	16%	3%	72%	10%	82
Age of Respondent	18 to 34	45%	35%	9%	12%	207
	35 to 49	57%	8%	28%	6%	191
	50 to 64	34%	28%	38%	1%	256
	65 and older	37%	27%	35%	1%	175
Gender of Respondent	Men	51%	24%	18%	8%	415
	Women	35%	26%	37%	2%	411
Level of Education	High school or less	33%	17%	50%		309
	Tech school/Some college	35%	40%	13%	12%	265
	College graduate	61%	17%	17%	5%	160
	Postgraduate work	60%	26%	13%	1%	109
Region of State	Central/Lakes	37%	22%	40%	1%	178
	Connecticut Valley	19%	17%	51%	13%	132
	Manchester Area	43%	36%	14%	7%	146
	Mass Border	64%	16%	19%	1%	189
	North Country	43%	27%	18%	12%	61
	Seacoast	42%	39%	17%	2%	135
Household Income	Less than \$45,000	32%	34%	30%	4%	61
	\$45,000 - \$74,999	37%	25%	17%	21%	148
	\$75,000 - \$99,999	56%	27%	18%	0%	106
	\$100,000 - \$149,999	49%	27%	23%	1%	277
	\$150,000 or more	36%	29%	35%	0%	108
Own or Rent Home	Own home	41%	29%	28%	2%	643
	Rent home	58%	13%	13%	16%	117
Media Usage	CNN viewer	40%	48%	8%	4%	231
	Conservative radio listener	52%	6%	34%	8%	97
	Fox News viewer	55%	16%	23%	6%	158
	Joe Rogan listener	82%	6%	12%		83
	Local NH news viewer	46%	31%	19%	4%	504
	MSNBC viewer	44%	41%	9%	6%	158
	NHPR listener	47%	37%	12%	4%	294
2020 Presidential Vote	Voted for Biden	49%	37%	7%	8%	426
	Voted for Trump	37%	13%	48%	2%	384
	Voted for other 2020 candidate	8%	12%	79%	0%	14
	Did not vote in 2020	39%	8%	40%	13%	18

Good Time to Buy House in NH

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

		<u>Good time</u>	<u>Neutral</u>	<u>Bad time</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	February 2023	3%	31%	62%	4%	844
Voting Registration	Registered Democrat	2%	47%	42%	9%	237
	Registered Undeclared/Not Reg.	1%	26%	71%	1%	338
	Registered Republican	5%	23%	68%	3%	249
Party ID	Democrat	2%	45%	45%	8%	348
	Independent	0%	19%	79%	2%	119
	Republican	5%	20%	73%	2%	366
Political Ideology	Socialist		35%	32%	34%	49
	Progressive	3%	22%	72%	3%	76
	Liberal	3%	56%	37%	5%	111
	Moderate	2%	38%	58%	2%	269
	Conservative	5%	21%	70%	3%	227
	Libertarian	8%	3%	89%	0%	82
Age of Respondent	18 to 34	3%	34%	50%	13%	207
	35 to 49	3%	30%	64%	3%	191
	50 to 64	1%	28%	70%	1%	258
	65 and older	7%	28%	64%	1%	175
Gender of Respondent	Men	6%	32%	56%	6%	415
	Women	1%	28%	69%	2%	412
Level of Education	High school or less	4%	30%	66%		309
	Tech school/Some college	1%	41%	50%	9%	265
	College graduate	5%	19%	71%	4%	160
	Postgraduate work	4%	26%	65%	6%	109
Region of State	Central/Lakes	1%	27%	71%	1%	178
	Connecticut Valley	5%	16%	64%	14%	132
	Manchester Area	5%	48%	46%	1%	146
	Mass Border	3%	33%	64%	0%	190
	North Country	1%	16%	70%	12%	61
	Seacoast	4%	34%	58%	4%	135
Household Income	Less than \$45,000	1%	39%	57%	3%	60
	\$45,000 - \$74,999	6%	10%	65%	18%	148
	\$75,000 - \$99,999	5%	41%	54%	0%	106
	\$100,000 - \$149,999	3%	39%	58%	1%	277
	\$150,000 or more	3%	28%	67%	1%	108
Own or Rent Home	Own home	4%	34%	61%	2%	644
	Rent home	2%	18%	65%	15%	116
Media Usage	CNN viewer	4%	50%	45%	1%	232
	Conservative radio listener	6%	20%	73%	1%	97
	Fox News viewer	9%	14%	77%	0%	158
	Joe Rogan listener	8%	42%	50%		83
	Local NH news viewer	2%	33%	61%	3%	505
	MSNBC viewer	8%	50%	42%	1%	158
	NHPR listener	5%	50%	43%	2%	294
2020 Presidential Vote	Voted for Biden	2%	41%	50%	6%	427
	Voted for Trump	3%	20%	75%	2%	384
	Voted for other 2020 candidate	0%	11%	89%	0%	14
	Did not vote in 2020	33%	31%	22%	14%	18

Seriousness of Affordable Housing Problem in NH

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

		<u>Very serious</u>	<u>Somewhat serious</u>	<u>Not very serious</u>	<u>Not serious at all</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	February 2023	52%	33%	14%	1%	0%	863
Voting Registration	Registered Democrat	58%	27%	16%		0%	237
	Registered Undeclared/Not Reg.	63%	34%	2%	0%	0%	356
	Registered Republican	28%	40%	30%	1%	1%	249
Party ID	Democrat	68%	21%	11%		0%	366
	Independent	60%	39%	1%	0%	0%	119
	Republican	34%	43%	21%	1%	1%	366
Political Ideology	Socialist	100%	0%				67
	Progressive	70%	30%	0%			76
	Liberal	42%	24%	34%		0%	112
	Moderate	65%	28%	6%	1%	0%	269
	Conservative	27%	43%	28%	1%	1%	227
	Libertarian	32%	67%	1%		0%	82
Age of Respondent	18 to 34	52%	20%	27%	1%		225
	35 to 49	47%	35%	17%			191
	50 to 64	50%	44%	5%	1%	0%	258
	65 and older	61%	32%	6%	0%	1%	175
Gender of Respondent	Men	47%	32%	19%	1%	0%	415
	Women	56%	34%	9%	0%	0%	431
Level of Education	High school or less	38%	47%	15%			309
	Tech school/Some college	50%	25%	24%	1%	1%	265
	College graduate	70%	26%	3%	0%	0%	179
	Postgraduate work	68%	26%	4%	2%	0%	109
Region of State	Central/Lakes	47%	36%	17%	0%	0%	178
	Connecticut Valley	63%	36%	1%			132
	Manchester Area	46%	24%	28%	1%	0%	164
	Mass Border	47%	43%	8%	2%	0%	190
	North Country	70%	21%	9%	0%	0%	61
	Seacoast	55%	29%	15%		1%	135
Household Income	Less than \$45,000	74%	25%	1%			61
	\$45,000 - \$74,999	62%	32%	5%	0%	0%	148
	\$75,000 - \$99,999	62%	28%	9%	0%	0%	106
	\$100,000 - \$149,999	37%	29%	34%	0%	0%	277
	\$150,000 or more	59%	35%	5%	2%	0%	108
Own or Rent Home	Own home	50%	34%	15%	0%	0%	644
	Rent home	69%	16%	15%			135
Media Usage	CNN viewer	58%	25%	17%	1%	0%	232
	Conservative radio listener	32%	35%	32%	1%	0%	97
	Fox News viewer	44%	29%	23%	2%	1%	158
	Joe Rogan listener	23%	15%	61%	1%	0%	83
	Local NH news viewer	59%	26%	14%	1%	0%	524
	MSNBC viewer	70%	30%	0%	0%		159
	NHPR listener	54%	23%	23%	0%	0%	294
2020 Presidential Vote	Voted for Biden	67%	23%	10%		0%	446
	Voted for Trump	35%	43%	20%	1%	1%	384
	Voted for other 2020 candidate	9%	91%	0%	0%		14
	Did not vote in 2020	88%	12%				18

Percent of Monthly Household Income Spent on Housing

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

		0%-9%	10%-19%	20%-29%	30%-39%	40%-49%	50% or more	Don't know/Not sure	N
STATEWIDE	February 2023	7%	17%	22%	14%	17%	15%	7%	855
Voting Registration	Registered Democrat	7%	29%	17%	22%	8%	6%	11%	236
	Registered Undeclared/Not Reg.	4%	17%	20%	7%	20%	27%	5%	350
	Registered Republican	13%	8%	29%	15%	23%	7%	6%	248
Party ID	Democrat	6%	25%	19%	17%	13%	11%	9%	358
	Independent	6%	22%	16%	3%	31%	19%	4%	119
	Republican	8%	8%	27%	15%	17%	18%	6%	366
Political Ideology	Socialist	0%	2%	35%	26%	27%	8%	1%	67
	Progressive	1%	11%	10%	29%	14%	20%	13%	76
	Liberal	4%	41%	22%	12%	7%	5%	8%	112
	Moderate	9%	27%	16%	8%	18%	11%	11%	261
	Conservative	13%	6%	29%	20%	3%	24%	5%	227
	Libertarian	1%	6%	18%	1%	62%	12%	0%	82
Age of Respondent	18 to 34	11%	20%	31%	15%	17%	4%	2%	225
	35 to 49	1%	15%	12%	18%	33%	13%	9%	191
	50 to 64	7%	17%	15%	8%	12%	29%	12%	257
	65 and older	8%	16%	34%	19%	10%	8%	4%	168
Gender of Respondent	Men	10%	15%	24%	17%	17%	10%	7%	408
	Women	4%	19%	20%	12%	18%	19%	8%	430
Level of Education	High school or less	5%	14%	20%	16%	17%	21%	7%	302
	Tech school/Some college	12%	22%	14%	13%	14%	15%	9%	265
	College graduate	3%	15%	37%	16%	14%	10%	4%	178
	Postgraduate work	10%	16%	21%	9%	30%	4%	10%	108
Region of State	Central/Lakes	3%	16%	17%	22%	2%	32%	8%	172
	Connecticut Valley	8%	7%	30%	15%	30%	7%	4%	132
	Manchester Area	1%	37%	28%	8%	13%	9%	5%	164
	Mass Border	6%	6%	20%	19%	21%	21%	7%	189
	North Country	2%	35%	14%	9%	10%	13%	18%	61
	Seacoast	25%	12%	20%	7%	28%	2%	7%	135
Household Income	Less than \$45,000	1%	2%	4%	17%	30%	43%	3%	54
	\$45,000 - \$74,999	2%	14%	10%	29%	27%	13%	5%	148
	\$75,000 - \$99,999	8%	15%	31%	6%	15%	11%	14%	106
	\$100,000 - \$149,999	13%	28%	17%	16%	6%	17%	3%	277
	\$150,000 or more	6%	18%	51%	7%	11%	0%	6%	108
Own or Rent Home	Own home	6%	22%	22%	15%	11%	16%	8%	636
	Rent home	16%	1%	28%	20%	19%	14%	2%	135
Media Usage	CNN viewer	10%	35%	10%	14%	14%	9%	8%	225
	Conservative radio listener	22%	5%	24%	12%	21%	14%	3%	97
	Fox News viewer	17%	4%	29%	15%	16%	12%	8%	158
	Joe Rogan listener	25%	5%	23%	35%	4%	6%	1%	83
	Local NH news viewer	9%	25%	18%	11%	15%	13%	8%	516
	MSNBC viewer	11%	20%	10%	15%	21%	13%	11%	152
	NHPR listener	3%	28%	19%	18%	13%	13%	7%	285
2020 Presidential Vote	Voted for Biden	6%	26%	20%	15%	17%	8%	9%	437
	Voted for Trump	9%	8%	25%	15%	18%	20%	5%	384
	Voted for other 2020 candidate	0%	4%	2%	1%	3%	81%	9%	14
	Did not vote in 2020	1%	1%	38%	7%	14%	31%	7%	18