



BUSINESS & INDUSTRY ASSOCIATION
New Hampshire's Statewide
Chamber of Commerce

2024 Business Leader Survey

Contents

3	Summary of Findings
4	Questions Tested
8	Charts
15	Marginals
27	Crosstabulations
92	Organizational Characteristics of Respondents

Summary of Findings

Larger companies are more pessimistic about the coming year. 46% of participating companies with more than 500 employees expect New Hampshire's business climate to decline over the next year, versus 23% that expect it to improve (net -23%). Net outlook improves as head count gets smaller: 201-500 (-10%), 51-200 (-7%), 11-50 (+10%), <11 (+27%).

However, all cohorts are optimistic about their own prospects. 56% of participating companies expect their own business activity to increase over the next year, versus 7% that expect it to decline (net +49%). The largest (+54%) and smallest (+57%) are most optimistic.

Employment is expected to remain stable. 38% expect to increase headcount over the next year, while only 3% expect to reduce. 59% expect headcount to remain the same. Midsized companies (51-200) are most likely to hire, with 48% expecting to hire, while only 27% of the smallest companies expect to hire.

Healthcare, wages, and energy pace expected cost increases. 88% expect their healthcare expenses to increase, while 81% expect increases in salary and wages. 68% expect energy costs to rise.

Cybersecurity is the current top concern of respondents. 52% are very concerned about cybersecurity risks, while 50% are very concerned about political and social instability.

Artificial Intelligence ("AI") dominates emerging technologies in importance. 62% believe that AI will be the most important technology to their companies over the next five years, well ahead of cloud computing and advanced energy, cited by 13% each.

A plurality of respondents report already using AI. 44% of participating companies report having already adopted AI, while an additional 42% are willing to use it. Only 8% report being averse to using AI.

Housing supply and affordability is the top policy concern, followed by workforce availability. 86% cite housing as a concern, while 74% cite workforce.

Government and transportation are not seen as a barrier to business and growth; a lack of housing and qualified workers are. Only 29% of respondents agree with the statement: "It is difficult to do business in New Hampshire and to work with local and state governments." 38% agree with the statement: "New Hampshire transportation infrastructure is inadequate to our company's efforts to attract and retain employees and to our overall business operations." By contrast, 85% agree with the statement: "New Hampshire's lack of available housing options challenges our company's ability to attract and retain workers." 74% agree with the statement: "The lack of qualified workers in New Hampshire hampers our company's ability to grow."

Questions Tested

How would you rate New Hampshire's business climate for this time of year?

- Much better than usual
- Somewhat better than usual
- About the same
- Somewhat worse than usual
- Much worse than usual

How do you expect New Hampshire's business climate to change over the next 12 months?

- Improve significantly
- Improve somewhat
- Remain about the same
- Decline somewhat
- Decline significantly

How do you expect business activity at your company to change over the next 12 months?

How do you expect employment at your company to change over the next 12 months?

- Increase significantly
- Increase somewhat
- Remain about the same
- Decline somewhat
- Decline significantly

Please indicate how you expect each of the costs listed below to change over the next 12 months:

Energy

Financing/Borrowing

Healthcare

Legal/insurance

Salary/wages

Supply Chain

Taxes/Regulations

Workers comp

- Increase significantly
- Increase somewhat
- Remain about the same
- Decline somewhat
- Decline Significantly

Please indicate how concerned you are about each of the below risks over the next 12 months:

Cybersecurity

Economic uncertainty

Environmental risks

Geopolitical/trade

Political/social instability

- Very concerned
- Somewhat concerned
- Not at all concerned

Which of the below technologies will be most important to your company over the next five years?

- Advanced materials
- Artificial intelligence
- Biometrics
- Blockchain
- Cloud computing
- Genomics
- Renewable energy/battery storage/hydrogen fuels
- Robotics/drones
- Space technology
- Virtual/augmented reality
- Not applicable

Even if none are completely accurate, which of the below statements is closest to your company's attitude toward adopting artificial intelligence (AI)?

"Already using AI, or eager to integrate it into our current operations."

"Willing to give AI a try, but it's not a business priority."

"Averse or cautious about the risks of using AI."

- Already using
- Willing to use
- Averse to using
- Unsure

2024 Business Leader Survey

For New Hampshire to be more economically competitive with other states, which issue or policy areas are most important? Please select up to three.

- Housing supply and affordability
- Improved legal environment
- Lower taxes/tax incentives
- Streamlined regulatory climate
- Transportation and infrastructure
- Workforce availability

For the next several questions, you will read a statement. Please indicate how strongly you agree with each statement.

The lack of qualified workers in New Hampshire hampers our company's ability to grow.

Legal immigration is a useful solution to the lack of available workers.

The lack of available childcare options challenges our company's ability to attract and retain workers.

New Hampshire's lack of available housing options challenges our company's ability to attract and retain workers.

The State should use tax dollars to improve municipal infrastructure that can support new housing.

Local zoning and delayed approval processes are a significant reason that there is a shortage of housing in New Hampshire.

The State should enact reasonable limits on restrictive local zoning regulations, as well as on the time required for approval of new developments.

The high cost of energy in New Hampshire threatens our company's success.

New Hampshire should encourage new energy generation sources within the state.

It is difficult to do business in New Hampshire and to work with local and state governments.

New Hampshire transportation infrastructure is inadequate to our company's efforts to attract and retain employees and to our overall business operations.

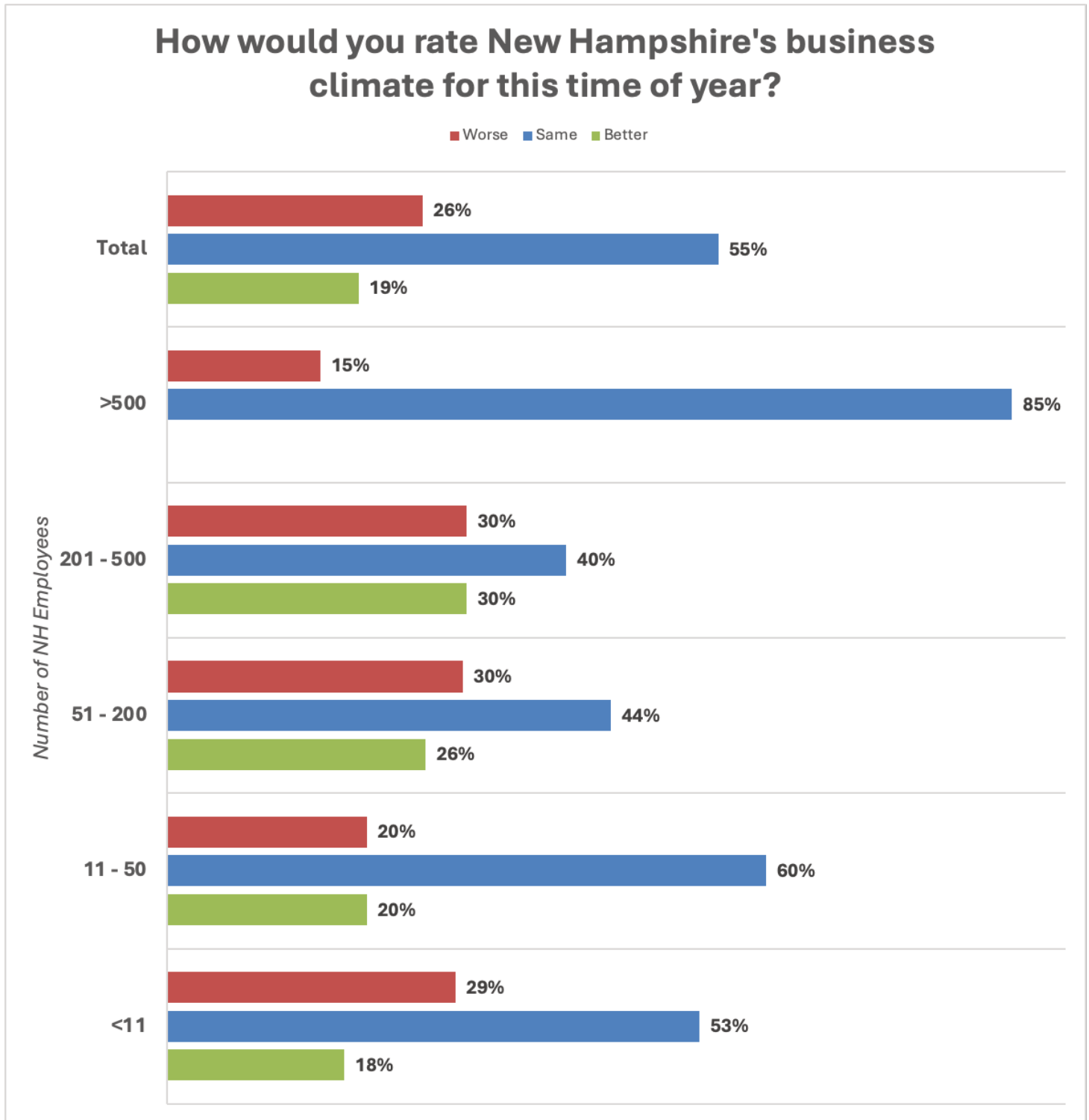
The State should align the university and community college systems, as well as high school career and technical education centers, with the needs of employers.

The lack of robust high school and community college programs for the trades are a challenge for our business.

The State isn't doing enough to control rising health care costs for our employees, constricting our ability to grow.

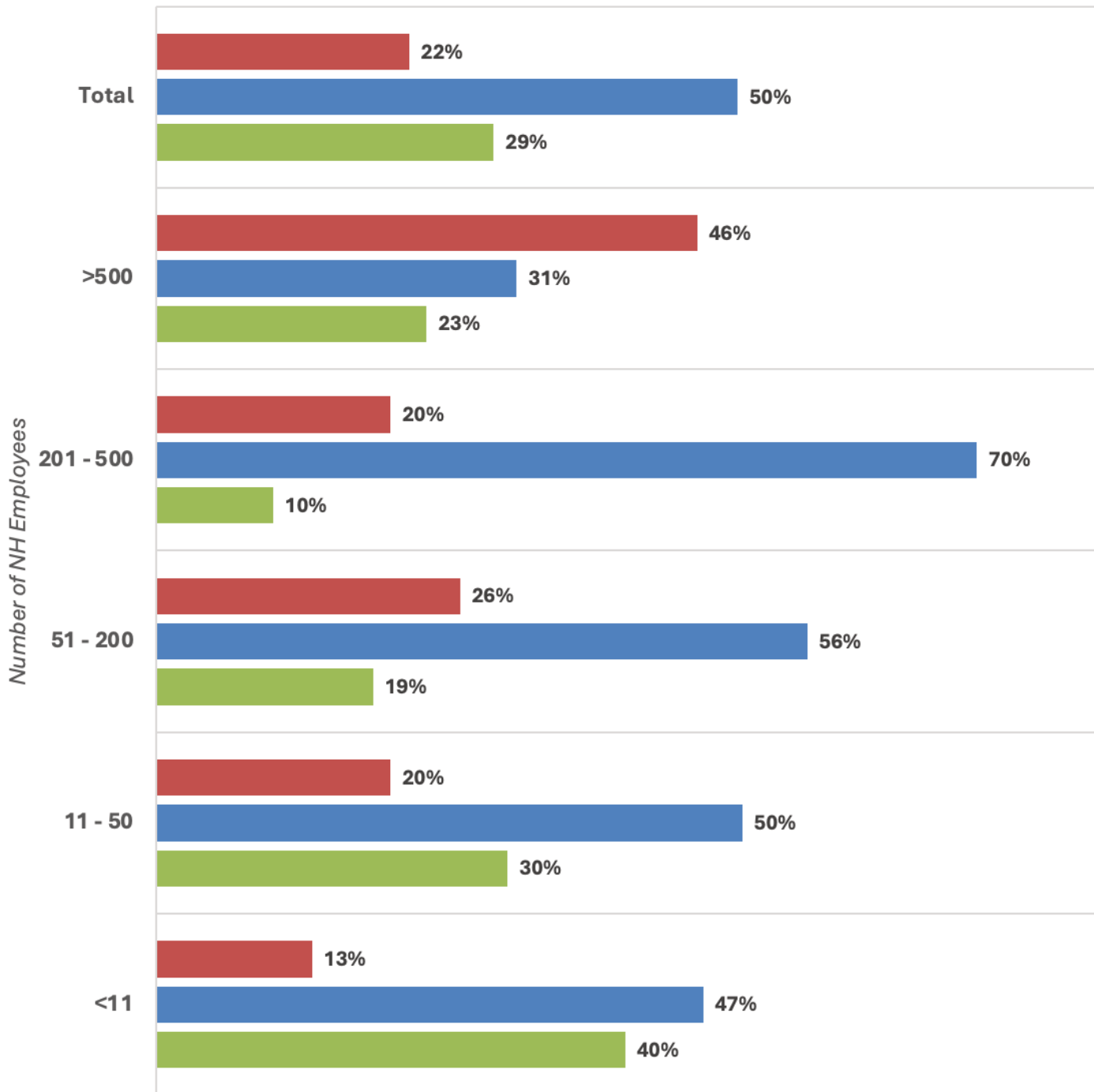
- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Charts



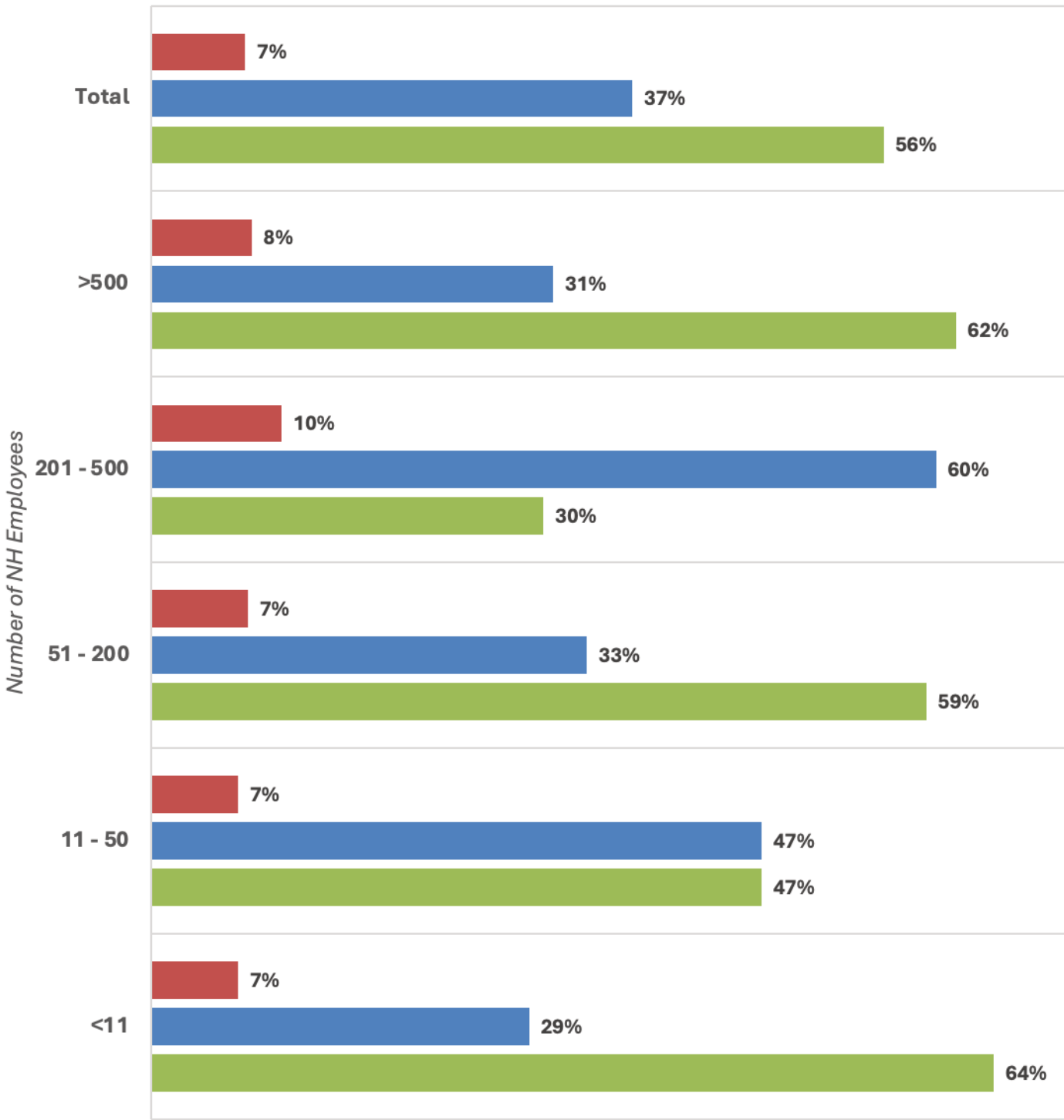
How do you expect New Hampshire's business climate to change over the next 12 months?

Decline Remain the Same Improve



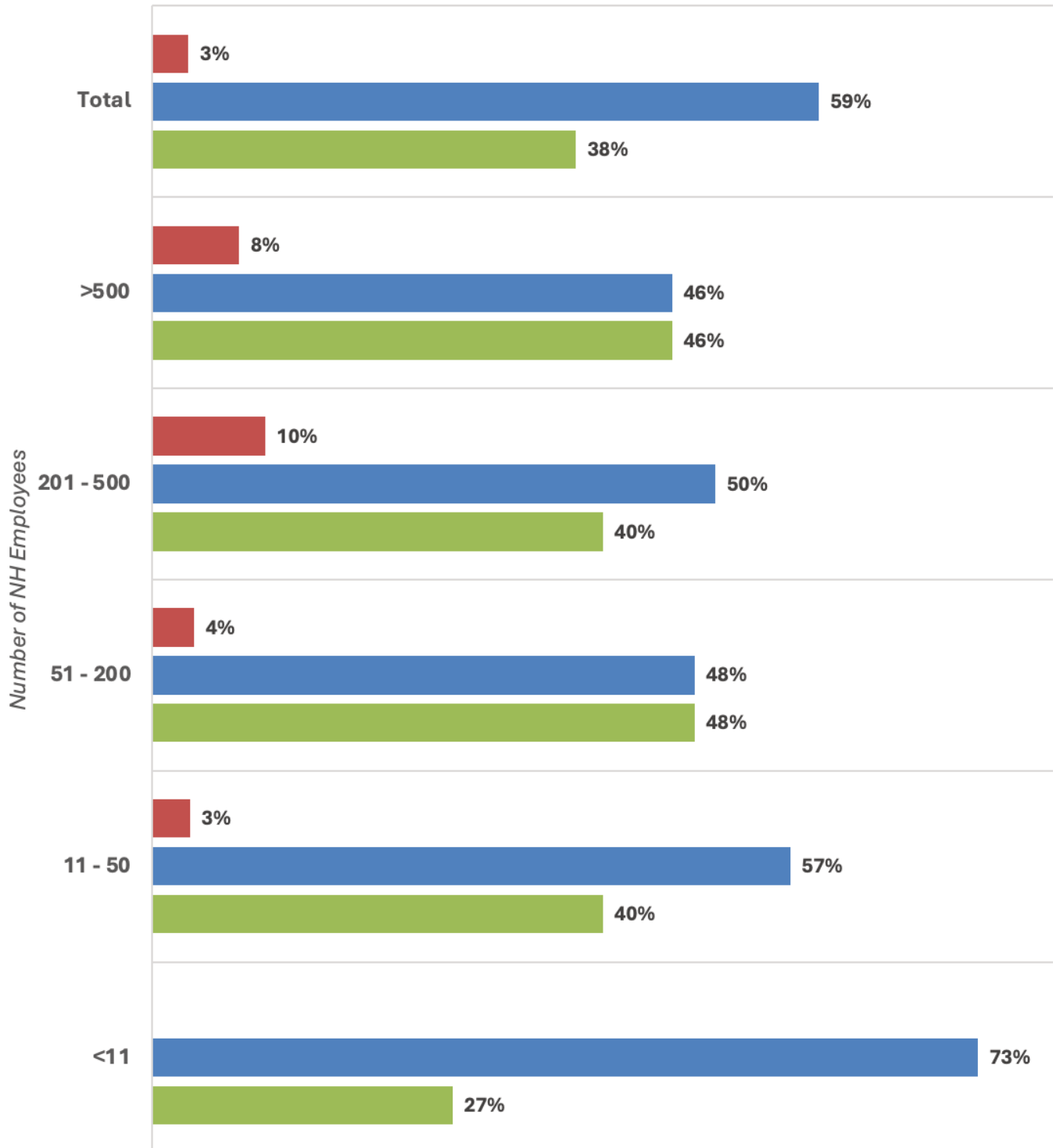
How do you expect business activity at your company to change over the next 12 months?

Decline Remain the Same Increase

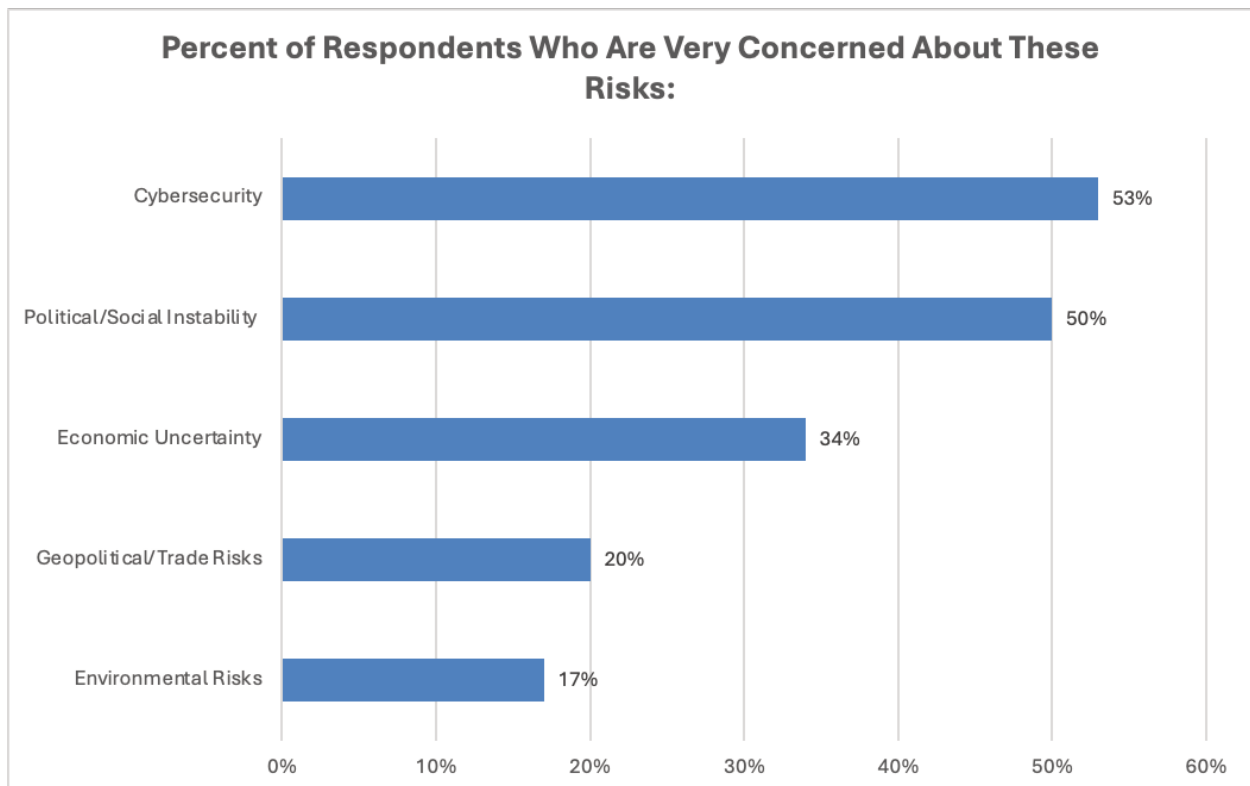
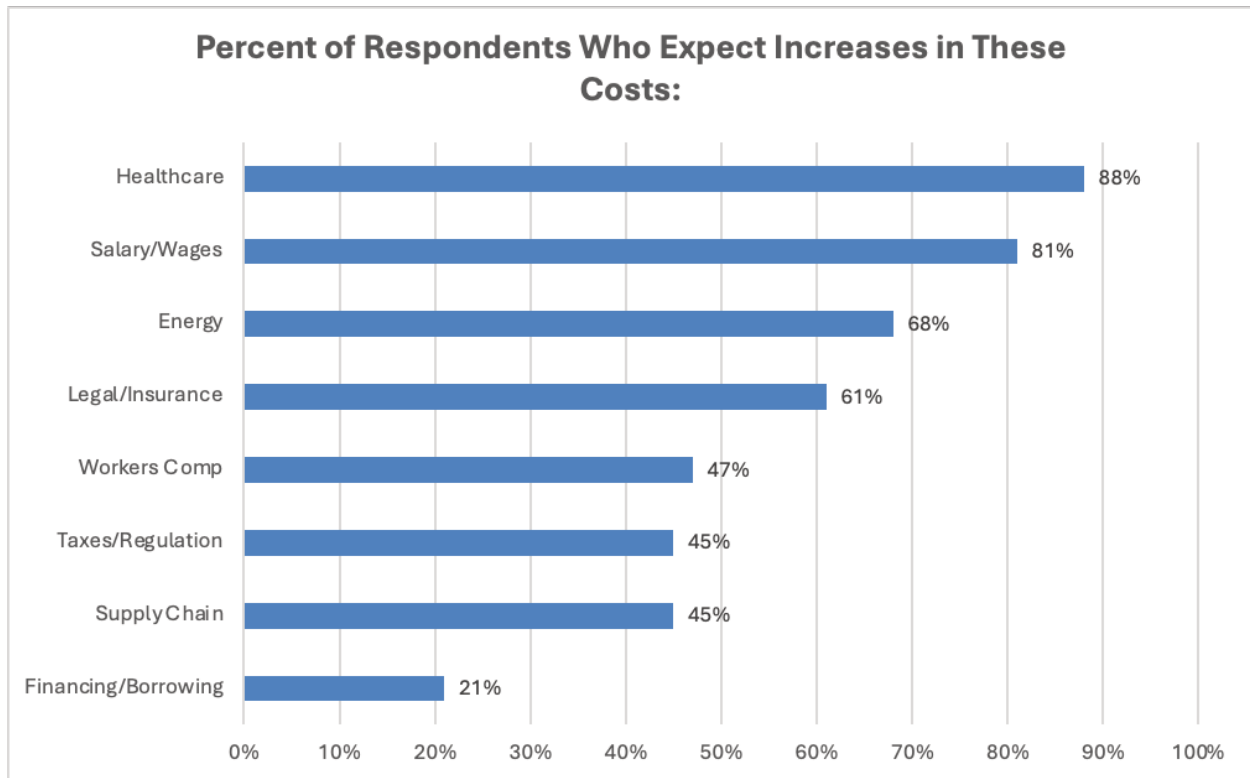


How do you expect employment at your company to change over the next 12 months?

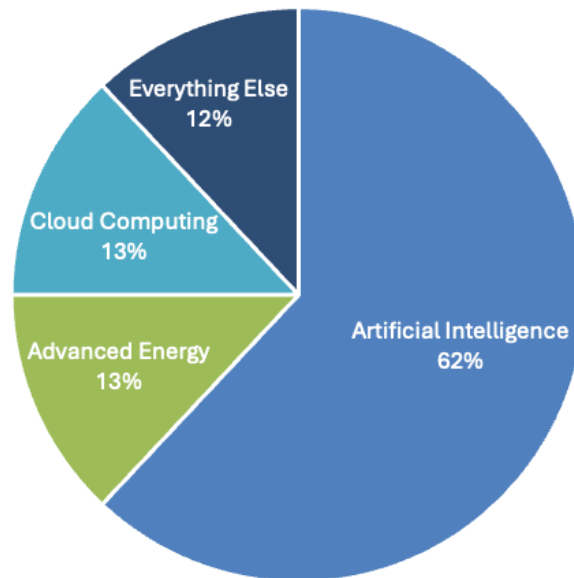
Decline Remain the Same Increase



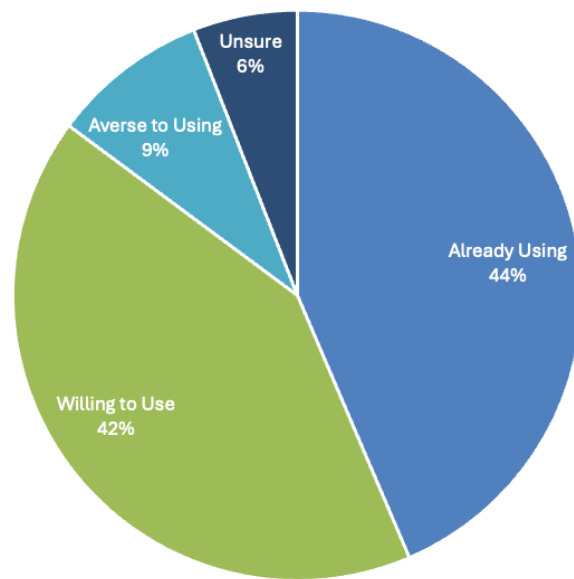
2024 Business Leader Survey



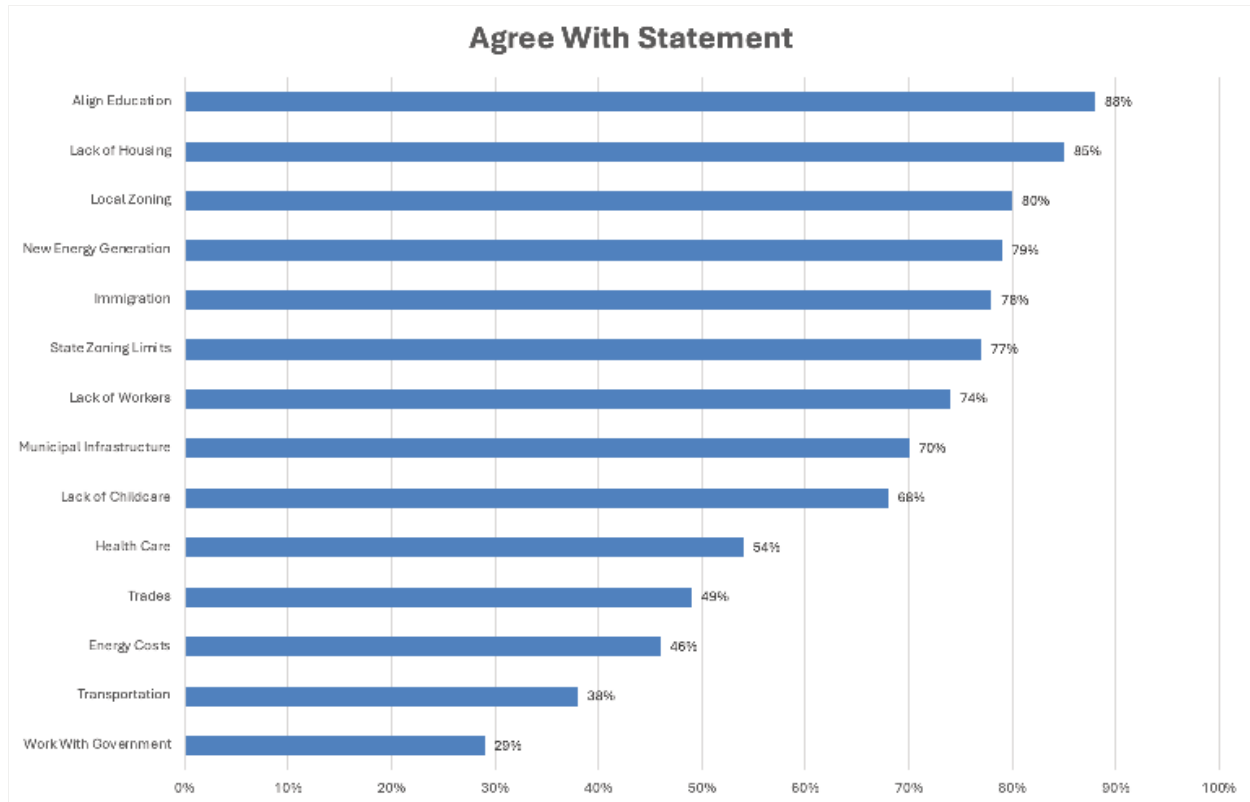
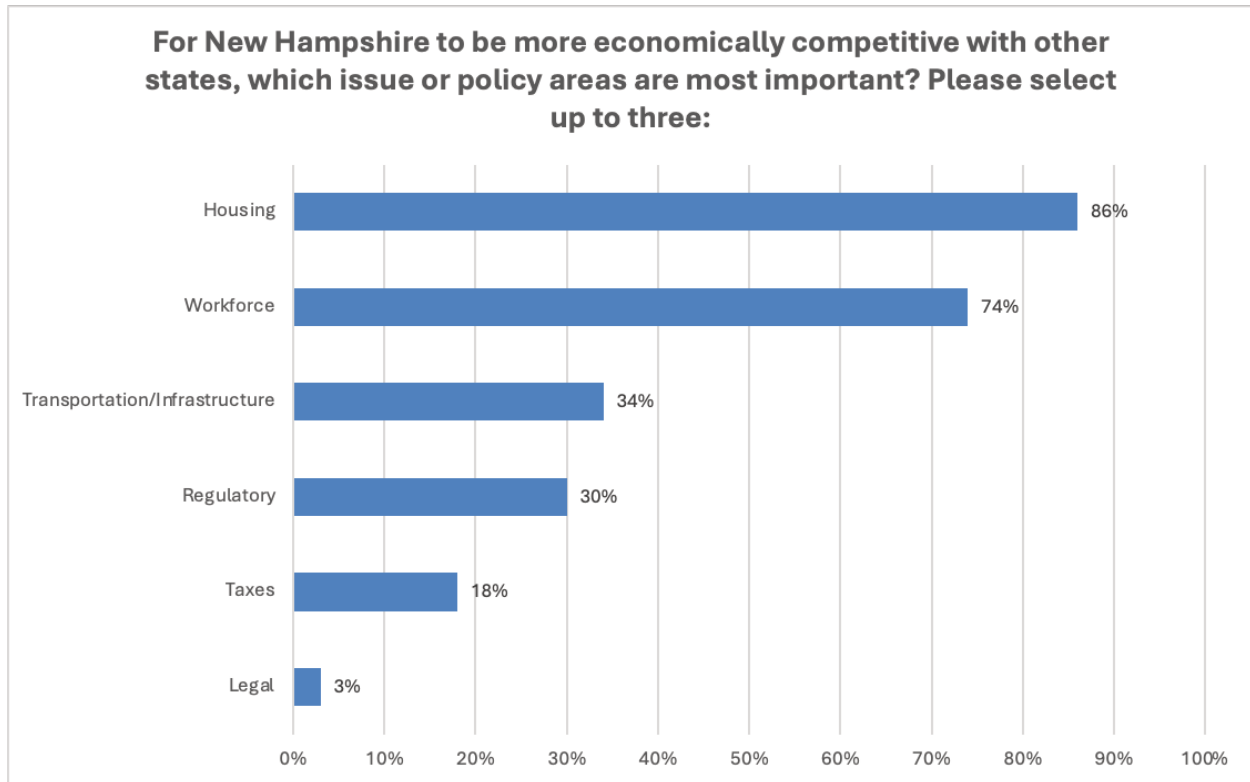
Which of the below technologies will be most important to your company over the next five years?



Even if none are completely accurate, which of the below statements is closest to your company's attitude toward adopting artificial intelligence (AI)?



2024 Business Leader Survey



Marginals

How would you rate New Hampshire's business climate for this time of year?			
		Frequency	Percent
	Much Better	1	1
	Somewhat Better	23	18
	Same	69	55
	Somewhat Worse	29	23
	Much Worse	3	2
	Better	24	19
	Same	69	55
	Worse	32	26
	Total	125	100

How do you expect New Hampshire's business climate to change over the next 12 months?			
		Frequency	Percent
	Improve Significantly	1	1
	Improve Somewhat	35	28
	Remain the Same	62	50
	Decline Somewhat	25	20
	Decline Significantly	2	2
	Improve	36	29
	Remain the Same	62	50
	Decline	27	22
	Total	125	100

2024 Business Leader Survey

How do you expect business activity at your company to change over the next 12 months?

		Frequency	Percent
	Increase Significantly	19	15
	Increase Somewhat	51	41
	Remain the Same	46	37
	Decline Somewhat	7	6
	Decline Significantly	2	2
	Increase	70	56
	Remain the Same	46	37
	Decline	9	7
	Total	125	100

How do you expect employment at your company to change over the next 12 months?

		Frequency	Percent
	Increase Significantly	4	3
	Increase Somewhat	43	34
	Remain the Same	74	59
	Decline Somewhat	4	3
	Increase	47	38
	Remain the Same	74	59
	Decline	4	3
	Total	125	100

Please indicate how you expect each of the costs listed below to change over the next 12 months:

A) Energy			
		Frequency	Percent
	Increase Significantly	14	11
	Increase Somewhat	71	57
	Remain the Same	38	30
	Decline Somewhat	2	2
	Increase	85	68
	Remain the Same	38	30
	Decline	2	2
	Total	125	100

B) Financing/Borrowing			
		Frequency	Percent
	Increase Significantly	5	4
	Increase Somewhat	21	17
	Remain the Same	46	37
	Decline Somewhat	52	42
	Decline Significantly	1	1
	Increase	26	21
	Remain the Same	46	37
	Decline	53	42
	Total	125	100

C) Healthcare			
		Frequency	Percent
	Increase Significantly	26	21
	Increase Somewhat	84	67
	Remain the Same	13	10
	Decline Somewhat	2	2
	Increase	110	88
	Remain the Same	13	10
	Decline	2	2
	Total	125	100

2024 Business Leader Survey

D) Legal/Insurance			
		Frequency	Percent
	Increase Significantly	13	10
	Increase Somewhat	63	50
	Remain the Same	48	38
	Decline Somewhat	1	1
	Increase	76	61
	Remain the Same	48	38
	Decline	1	1
	Total	125	100

E) Salary/Wages			
		Frequency	Percent
	Increase Significantly	14	11
	Increase Somewhat	87	70
	Remain the Same	24	19
	Increase	101	81
	Remain the Same	24	19
	Total	125	100

F) Supply Chain			
		Frequency	Percent
	Increase Significantly	6	5
	Increase Somewhat	50	40
	Remain the Same	64	51
	Decline Somewhat	5	4
	Increase	56	45
	Remain the Same	64	51
	Decline	5	4
	Total	125	100

G) Taxes/Regulation			
		Frequency	Percent
	Increase Significantly	8	6
	Increase Somewhat	39	31
	Remain the Same	76	61
	Decline Somewhat	2	2
	Increase	47	38
	Remain the Same	76	61
	Decline	2	2
	Total	125	100

H) Workers Comp			
		Frequency	Percent
	Increase Significantly	3	2
	Increase Somewhat	56	45
	Remain the Same	65	52
	Decline Somewhat	1	1
	Increase	59	47
	Remain the Same	65	52
	Decline	1	1
	Total	125	100

Please indicate how concerned you are about each of the below risks over the next 12 months:

A) Cybersecurity			
		Frequency	Percent
	Very	66	53
	Somewhat	51	41
	Not at All	8	6
	Concerned	117	94
	Unconcerned	8	6
	Total	125	100

2024 Business Leader Survey

B) Economic Uncertainty			
		Frequency	Percent
	Very	42	34
	Somewhat	76	61
	Not at All	7	6
	Concerned	118	94
	Unconcerned	7	6
	Total	125	100

C) Environmental Risks			
		Frequency	Percent
	Very	21	17
	Somewhat	58	46
	Not at All	46	37
	Concerned	79	63
	Unconcerned	46	37
	Total	125	100

D) Geopolitical/Trade Risks			
		Frequency	Percent
	Very	25	20
	Somewhat	66	53
	Not at All	34	27
	Concerned	91	73
	Unconcerned	34	27
	Total	125	100

E) Political/Social Instability			
		Frequency	Percent
	Very	63	50
	Somewhat	53	42
	Not at All	9	7
	Concerned	116	93
	Unconcerned	9	7
	Total	125	100

Which of the below technologies will be most important to your company over the next five years?

		Frequency	Percent
	Artificial Intelligence	63	62
	Advanced Energy	13	13
	Cloud Computing	13	13
	Robotics/Drones	5	5
	Advanced Materials	3	3
	Virtual/Augmented Reality	2	2
	Blockchain	1	1
	Genomics	1	1
	Space Technology	1	1
	Total	102	100

Even if none are completely accurate, which of the below statements is closest to your company's attitude toward adopting artificial intelligence (AI)?

"Already using AI, or eager to integrate it into our current operations."

"Willing to give AI a try, but it's not a business priority."

"Averse or cautious about the risks of using AI."

		Frequency	Percent
	Already Using	55	44
	Willing to Use	52	42
	Averse to Using	11	9
	Unsure	7	6
	Total	125	100

For New Hampshire to be more economically competitive with other states, which issue or policy areas are most important? Please select up to three:

		Frequency	Percent
	Housing	107	86
	Workforce	92	74
	Transportation/Infrastructure	43	34
	Regulatory	38	30
	Taxes	22	18
	Legal	4	3

2024 Business Leader Survey

For the next several questions, you will read a statement. Please indicate how strongly you agree with each statement:

A) The lack of qualified workers in New Hampshire hampers our company's ability to grow.

		Frequency	Percent
	Strongly Agree	33	26
	Somewhat Agree	59	47
	Neither	20	16
	Somewhat Disagree	10	8
	Strongly Disagree	3	2
	Agree	92	74
	Neither	20	16
	Disagree	13	10
	Total	125	100

B) Legal immigration is a useful solution to the lack of available workers.

		Frequency	Percent
	Strongly Agree	51	41
	Somewhat Agree	46	37
	Neither	20	16
	Somewhat Disagree	5	4
	Strongly Disagree	3	2
	Agree	97	78
	Neither	20	16
	Disagree	8	6
	Total	125	100

C) The lack of available childcare options challenges our company's ability to attract and retain workers.

		Frequency	Percent
	Strongly Agree	36	29
	Somewhat Agree	49	39
	Neither	31	25
	Somewhat Disagree	4	3
	Strongly Disagree	5	4
	Agree	85	68
	Neither	31	25
	Disagree	9	7
	Total	125	100

D) New Hampshire's lack of available housing options challenges our company's ability to attract and retain workers.

		Frequency	Percent
	Strongly Agree	69	55
	Somewhat Agree	37	30
	Neither	14	11
	Somewhat Disagree	4	3
	Strongly Disagree	1	1
	Agree	106	85
	Neither	14	11
	Disagree	5	4
	Total	125	100

E) The State should use tax dollars to improve municipal infrastructure that can support new housing.

		Frequency	Percent
	Strongly Agree	51	41
	Somewhat Agree	37	30
	Neither	20	16
	Somewhat Disagree	15	12
	Strongly Disagree	2	2
	Agree	88	70
	Neither	20	16
	Disagree	17	14
	Total	125	100

F) Local zoning and delayed approval processes are a significant reason that there is a shortage of housing in New Hampshire.

		Frequency	Percent
	Strongly Agree	58	46
	Somewhat Agree	42	34
	Neither	23	18
	Somewhat Disagree	2	2
	Agree	100	80
	Neither	23	18
	Disagree	2	2
	Total	125	100

2024 Business Leader Survey

G) The State should enact reasonable limits on restrictive local zoning regulations, as well as on the time required for approval of new developments.

		Frequency	Percent
	Strongly Agree	48	38
	Somewhat Agree	48	38
	Neither	15	12
	Somewhat Disagree	13	10
	Strongly Disagree	1	1
	Agree	96	77
	Neither	15	12
	Disagree	14	11
	Total	125	100

H) The high cost of energy in New Hampshire threatens our company's success.

		Frequency	Percent
	Strongly Agree	17	14
	Somewhat Agree	41	33
	Neither	48	38
	Somewhat Disagree	16	13
	Strongly Disagree	3	2
	Agree	58	46
	Neither	48	38
	Disagree	19	15
	Total	125	100

I) New Hampshire should encourage new energy generation sources within the state.

		Frequency	Percent
	Strongly Agree	46	37
	Somewhat Agree	53	42
	Neither	23	18
	Somewhat Disagree	3	2
	Agree	99	79
	Neither	23	18
	Disagree	3	2
	Total	125	100

J) It is difficult to do business in New Hampshire and to work with local and state governments.

		Frequency	Percent
	Strongly Agree	8	6
	Somewhat Agree	28	22
	Neither	32	26
	Somewhat Disagree	36	29
	Strongly Disagree	21	17
	Agree	36	29
	Neither	32	26
	Disagree	57	46
	Total	125	100

K) New Hampshire transportation infrastructure is inadequate to our company's efforts to attract and retain employees and to our overall business operations.

		Frequency	Percent
	Strongly Agree	23	18
	Somewhat Agree	25	20
	Neither	46	37
	Somewhat Disagree	23	18
	Strongly Disagree	8	6
	Agree	48	38
	Neither	46	37
	Disagree	31	25
	Total	125	100

L) The State should align the university and community college systems, as well as high school career and technical education centers, with the needs of employers.

		Frequency	Percent
	Strongly Agree	60	48
	Somewhat Agree	50	40
	Neither	10	8
	Somewhat Disagree	2	2
	Strongly Disagree	3	2
	Agree	110	88
	Neither	10	8
	Disagree	5	4
	Total	125	100

2024 Business Leader Survey

M) The lack of robust high school and community college programs for the trades are a challenge for our business.

		Frequency	Percent
	Strongly Agree	27	22
	Somewhat Agree	34	27
	Neither	47	38
	Somewhat Disagree	12	10
	Strongly Disagree	5	4
	Agree	61	49
	Neither	47	38
	Disagree	17	14
	Total	125	100

N) The State isn't doing enough to control rising health care costs for our employees, constricting our ability to grow.

		Frequency	Percent
	Strongly Agree	26	21
	Somewhat Agree	42	34
	Neither	50	40
	Somewhat Disagree	5	4
	Strongly Disagree	2	2
	Agree	68	54
	Neither	50	40
	Disagree	7	6
	Total	125	100

Crosstabulations

How would you rate New Hampshire's business climate for this time of year?				
		Better	Same	Worse
Annual Revenue	<\$1 Million	7%	64%	29%
	\$1 - \$10 Million	30%	47%	23%
	\$10 - \$100 Million	13%	61%	26%
	>\$100 Million	22%	52%	26%
NH Employees	<11	18%	53%	29%
	11 - 50	20%	60%	20%
	51 - 200	26%	44%	30%
	201 - 500	30%	40%	30%
	>500		85%	15%
Sector	Construction/Real Estate	17%	67%	17%
	Education		67%	33%
	Energy/Utilities	25%	50%	25%
	Financial Services	38%	38%	25%
	Healthcare	22%	56%	22%
	Manufacturing/Agriculture		60%	40%
	Marketing	9%	91%	
	Non-Profit	15%	69%	15%
	Professional Services	22%	56%	22%
	Technology			100%
	Tourism/Retail	20%	40%	40%
	Trade Association		33%	67%
	Transportation/Logistics	67%		33%
Region	North Country/Lakes	10%	40%	50%
	Monadnock/Dartmouth	11%	33%	56%
	Merrimack Valley	20%	62%	18%
	Seacoast/Border	23%	45%	32%
Total		19%	55%	26%

2024 Business Leader Survey

How would you rate New Hampshire's business climate for this time of year?						
		Much Better	Somewhat Better	Same	Somewhat Worse	Much Worse
Annual Revenue	<\$1 Million		7%	64%	29%	
	\$1 - \$10 Million	2%	28%	47%	21%	2%
	\$10 - \$100 Million		13%	61%	23%	3%
	>\$100 Million		22%	52%	22%	4%
NH Employees	<11	2%	16%	53%	27%	2%
	11 - 50		20%	60%	20%	
	51 - 200		26%	44%	26%	4%
	201 - 500		30%	40%	30%	
	>500			85%	8%	8%
Sector	Construction/Real Estate		17%	67%	17%	
	Education			67%	33%	
	Energy/Utilities	25%		50%	25%	
	Financial Services		38%	38%	25%	
	Healthcare		22%	56%	11%	11%
	Manufacturing/Agriculture			60%	40%	
	Marketing		9%	91%		
	Non-Profit		15%	69%	15%	
	Professional Services		22%	56%	22%	
	Technology					100%
	Tourism/Retail		20%	40%	30%	10%
	Trade Association			33%	67%	
	Transportation/Logistics		67%		33%	
Region	North Country/Lakes		10%	40%	40%	10%
	Monadnock/Dartmouth	11%		33%	56%	
	Merrimack Valley		20%	62%	18%	
	Seacoast/Border		23%	45%	23%	9%
Total		1%	18%	55%	23%	2%

How do you expect New Hampshire's business climate to change over the next 12 months?

		Improve	Remain the Same	Decline
Annual Revenue	<\$1 Million	43%	46%	11%
	\$1 - \$10 Million	35%	47%	19%
	\$10 - \$100 Million	13%	55%	32%
	>\$100 Million	22%	52%	26%
NH Employees	<11	40%	47%	13%
	11 - 50	30%	50%	20%
	51 - 200	19%	56%	26%
	201 - 500	10%	70%	20%
	>500	23%	31%	46%
Sector	Construction/Real Estate	50%	33%	17%
	Education		67%	33%
	Energy/Utilities	25%	25%	50%
	Financial Services	13%	63%	25%
	Healthcare	33%	56%	11%
	Manufacturing/Agriculture	30%	50%	20%
	Marketing	36%	36%	27%
	Non-Profit	31%	46%	23%
	Professional Services	33%	56%	11%
	Technology			100%
	Tourism/Retail	10%	60%	30%
	Trade Association	50%	33%	17%
	Transportation/Logistics		67%	33%
Region	North Country/Lakes		80%	20%
	Monadnock/Dartmouth	56%	33%	11%
	Merrimack Valley	30%	46%	24%
	Seacoast/Border	27%	55%	18%
Total		29%	50%	22%

2024 Business Leader Survey

How do you expect New Hampshire's business climate to change over the next 12 months?

		Improve Significantly	Improve Somewhat	Remain the Same	Decline Somewhat	Decline Significantly
Annual Revenue	<\$1 Million		43%	46%	11%	
	\$1 - \$10 Million	2%	33%	47%	16%	2%
	\$10 - \$100 Million		13%	55%	32%	
	>\$100 Million		22%	52%	22%	4%
NH Employees	<11	2%	38%	47%	11%	2%
	11 - 50		30%	50%	20%	
	51 - 200		19%	56%	26%	
	201 - 500		10%	70%	20%	
	>500		23%	31%	38%	8%
Sector	Construction/Real Estate		50%	33%	17%	
	Education			67%	33%	
	Energy/Utilities	25%		25%	50%	
	Financial Services		13%	63%	25%	
	Healthcare		33%	56%		11%
	Manufacturing/Agriculture		30%	50%	20%	
	Marketing		36%	36%	27%	
	Non-Profit		31%	46%	23%	
	Professional Services		33%	56%	11%	
	Technology					100%
	Tourism/Retail		10%	60%	30%	
	Trade Association		50%	33%	17%	
	Transportation/Logistics			67%	33%	
Region	North Country/Lakes			80%	20%	
	Monadnock/Dartmouth	11%	44%	33%	11%	
	Merrimack Valley		30%	46%	23%	1%
	Seacoast/Border		27%	55%	14%	5%
Total		1%	28%	50%	20%	2%

How do you expect business activity at your company to change over the next 12 months?

		Increase	Remain the Same	Decline
Annual Revenue	<\$1 Million	68%	29%	4%
	\$1 - \$10 Million	60%	33%	7%
	\$10 - \$100 Million	52%	35%	13%
	>\$100 Million	39%	57%	4%
NH Employees	<11	64%	29%	7%
	11 - 50	47%	47%	7%
	51 - 200	59%	33%	7%
	201 - 500	30%	60%	10%
	>500	62%	31%	8%
Sector	Construction/Real Estate	50%	25%	25%
	Education		100%	
	Energy/Utilities	50%	50%	
	Financial Services	44%	56%	
	Healthcare	67%	22%	11%
	Manufacturing/Agriculture	60%	20%	20%
	Marketing	82%	18%	
	Non-Profit	85%	15%	
	Professional Services	56%	41%	4%
	Technology			100%
	Tourism/Retail	30%	60%	10%
	Trade Association	67%	33%	
	Transportation/Logistics	33%	67%	
Region	North Country/Lakes	20%	80%	
	Monadnock/Dartmouth	67%	33%	
	Merrimack Valley	60%	32%	8%
	Seacoast/Border	55%	36%	9%
Total		56%	37%	7%

2024 Business Leader Survey

How do you expect business activity at your company to change over the next 12 months?

		Increase Significantly	Increase Somewhat	Remain the Same	Decline Somewhat	Decline Significantly
Annual Revenue	<\$1 Million	29%	39%	29%	4%	
	\$1 - \$10 Million	16%	44%	33%	5%	2%
	\$10 - \$100 Million	6%	45%	35%	13%	
	>\$100 Million	9%	30%	57%		4%
NH Employees	<11	24%	40%	29%	4%	2%
	11 - 50	13%	33%	47%	7%	
	51 - 200	11%	48%	33%	7%	
	201 - 500		30%	60%	10%	
	>500	8%	54%	31%		8%
Sector	Construction/Real Estate	8%	42%	25%	25%	
	Education			100%		
	Energy/Utilities	25%	25%	50%		
	Financial Services	6%	38%	56%		
	Healthcare		67%	22%		11%
	Manufacturing/Agriculture	10%	50%	20%	20%	
	Marketing	36%	45%	18%		
	Non-Profit	8%	77%	15%		
	Professional Services	22%	33%	41%	4%	
	Technology					100%
	Tourism/Retail	10%	20%	60%	10%	
	Trade Association	50%	17%	33%		
	Transportation/Logistics		33%	67%		
Region	North Country/Lakes	10%	10%	80%		
	Monadnock/Dartmouth	44%	22%	33%		
	Merrimack Valley	10%	50%	32%	7%	1%
	Seacoast/Border	27%	27%	36%	5%	5%
Total		15%	41%	37%	6%	2%

How do you expect employment at your company to change over the next 12 months?

		Increase	Remain the Same	Decline
Annual Revenue	<\$1 Million	25%	75%	
	\$1 - \$10 Million	40%	58%	2%
	\$10 - \$100 Million	52%	45%	3%
	>\$100 Million	30%	61%	9%
NH Employees	<11	27%	73%	
	11 - 50	40%	57%	3%
	51 - 200	48%	48%	4%
	201 - 500	40%	50%	10%
	>500	46%	46%	8%
Sector	Construction/Real Estate	42%	58%	
	Education	33%	67%	
	Energy/Utilities	50%	50%	
	Financial Services	38%	56%	6%
	Healthcare	56%	33%	11%
	Manufacturing/Agriculture	60%	40%	
	Marketing	55%	45%	
	Non-Profit	62%	31%	8%
	Professional Services	19%	81%	
	Technology		100%	
	Tourism/Retail	10%	80%	10%
	Trade Association	33%	67%	
	Transportation/Logistics		100%	
Region	North Country/Lakes	20%	70%	10%
	Monadnock/Dartmouth	33%	67%	
	Merrimack Valley	44%	54%	2%
	Seacoast/Border	23%	73%	5%
Total		38%	59%	3%

2024 Business Leader Survey

How do you expect employment at your company to change over the next 12 months?

		Increase Significantly	Increase Somewhat	Remain the Same	Decline Somewhat
Annual Revenue	<\$1 Million		25%	75%	
	\$1 - \$10 Million	7%	33%	58%	2%
	\$10 - \$100 Million		52%	45%	3%
	>\$100 Million	4%	26%	61%	9%
NH Employees	<11	2%	24%	73%	
	11 - 50	3%	37%	57%	3%
	51 - 200	4%	44%	48%	4%
	201 - 500		40%	50%	10%
	>500	8%	38%	46%	8%
Sector	Construction/Real Estate		42%	58%	
	Education		33%	67%	
	Energy/Utilities	25%	25%	50%	
	Financial Services	6%	31%	56%	6%
	Healthcare	11%	44%	33%	11%
	Manufacturing/Agriculture		60%	40%	
	Marketing		55%	45%	
	Non-Profit		62%	31%	8%
	Professional Services	4%	15%	81%	
	Technology			100%	
	Tourism/Retail		10%	80%	10%
	Trade Association		33%	67%	
	Transportation/Logistics			100%	
Region	North Country/Lakes		20%	70%	10%
	Monadnock/Dartmouth	11%	22%	67%	
	Merrimack Valley	4%	40%	54%	2%
	Seacoast/Border		23%	73%	5%
Total		3%	34%	59%	3%

A) Energy

		Increase	Remain the Same	Decline
Annual Revenue	<\$1 Million	61%	39%	
	\$1 - \$10 Million	67%	30%	2%
	\$10 - \$100 Million	74%	23%	3%
	>\$100 Million	70%	30%	
NH Employees	<11	64%	36%	
	11 - 50	67%	30%	3%
	51 - 200	70%	26%	4%
	201 - 500	70%	30%	
	>500	77%	23%	
Sector	Construction/Real Estate	58%	42%	
	Education	100%		
	Energy/Utilities	100%		
	Financial Services	69%	19%	13%
	Healthcare	78%	22%	
	Manufacturing/Agriculture	70%	30%	
	Marketing	45%	55%	
	Non-Profit	77%	23%	
	Professional Services	67%	33%	
	Technology		100%	
	Tourism/Retail	90%	10%	
	Trade Association	17%	83%	
	Transportation/Logistics	100%		
Region	North Country/Lakes	70%	30%	
	Monadnock/Dartmouth	67%	33%	
	Merrimack Valley	69%	29%	2%
	Seacoast/Border	64%	36%	
Total		68%	30%	2%

2024 Business Leader Survey

A) Energy					
		Increase Significantly	Increase Somewhat	Remain the Same	Decline Somewhat
Annual Revenue	<\$1 Million	14%	46%	39%	
	\$1 - \$10 Million	12%	56%	30%	2%
	\$10 - \$100 Million	16%	58%	23%	3%
	>\$100 Million		70%	30%	
NH Employees	<11	18%	47%	36%	
	11 - 50	7%	60%	30%	3%
	51 - 200	15%	56%	26%	4%
	201 - 500		70%	30%	
	>500		77%	23%	
Sector	Construction/Real Estate		58%	42%	
	Education	33%	67%		
	Energy/Utilities	25%	75%		
	Financial Services	6%	63%	19%	13%
	Healthcare		78%	22%	
	Manufacturing/Agriculture	30%	40%	30%	
	Marketing	9%	36%	55%	
	Non-Profit	15%	62%	23%	
	Professional Services	19%	48%	33%	
	Technology			100%	
	Tourism/Retail		90%	10%	
	Trade Association		17%	83%	
	Transportation/Logistics		100%		
Region	North Country/Lakes		70%	30%	
	Monadnock/Dartmouth	11%	56%	33%	
	Merrimack Valley	11%	58%	29%	2%
	Seacoast/Border	18%	45%	36%	
Total		11%	57%	30%	2%

B) Financing/Borrowing

		Increase	Remain the Same	Decline
Annual Revenue	<\$1 Million	14%	57%	29%
	\$1 - \$10 Million	23%	30%	47%
	\$10 - \$100 Million	32%	29%	39%
	>\$100 Million	9%	35%	57%
NH Employees	<11	20%	44%	36%
	11 - 50	20%	33%	47%
	51 - 200	22%	33%	44%
	201 - 500	30%	10%	60%
	>500	15%	46%	38%
Sector	Construction/Real Estate		33%	67%
	Education	67%	33%	
	Energy/Utilities	25%		75%
	Financial Services	19%	19%	63%
	Healthcare	22%	44%	33%
	Manufacturing/Agriculture	20%	40%	40%
	Marketing	18%	45%	36%
	Non-Profit	38%	46%	15%
	Professional Services	19%	37%	44%
	Technology			100%
	Tourism/Retail	10%	60%	30%
	Trade Association	33%	50%	17%
	Transportation/Logistics	33%		67%
Region	North Country/Lakes	10%	60%	30%
	Monadnock/Dartmouth		67%	33%
	Merrimack Valley	21%	32%	46%
	Seacoast/Border	32%	32%	36%
Total		21%	37%	42%

2024 Business Leader Survey

B) Financing/Borrowing						
		Increase Significantly	Increase Somewhat	Remain the Same	Decline Somewhat	Decline Significantly
Annual Revenue	<\$1 Million		14%	57%	29%	
	\$1 - \$10 Million	5%	19%	30%	44%	2%
	\$10 - \$100 Million	6%	26%	29%	39%	
	>\$100 Million	4%	4%	35%	57%	
NH Employees	<11		20%	44%	33%	2%
	11 - 50	10%	10%	33%	47%	
	51 - 200	7%	15%	33%	44%	
	201 - 500		30%	10%	60%	
	>500		15%	46%	38%	
Sector	Construction/Real Estate			33%	67%	
	Education	33%	33%	33%		
	Energy/Utilities	25%			75%	
	Financial Services	13%	6%	19%	63%	
	Healthcare		22%	44%	33%	
	Manufacturing/Agriculture		20%	40%	40%	
	Marketing		18%	45%	36%	
	Non-Profit		38%	46%	15%	
	Professional Services	4%	15%	37%	41%	4%
	Technology				100%	
	Tourism/Retail		10%	60%	30%	
	Trade Association		33%	50%	17%	
	Transportation/Logistics		33%		67%	
Region	North Country/Lakes		10%	60%	30%	
	Monadnock/Dartmouth			67%	33%	
	Merrimack Valley	6%	15%	32%	45%	1%
	Seacoast/Border		32%	32%	36%	
Total		4%	17%	37%	42%	1%

C) Healthcare

		Increase	Remain the Same	Decline
Annual Revenue	<\$1 Million	82%	14%	4%
	\$1 - \$10 Million	93%	5%	2%
	\$10 - \$100 Million	87%	13%	
	>\$100 Million	87%	13%	
NH Employees	<11	89%	9%	2%
	11 - 50	90%	7%	3%
	51 - 200	93%	7%	
	201 - 500	80%	20%	
	>500	77%	23%	
Sector	Construction/Real Estate	92%	8%	
	Education	100%		
	Energy/Utilities	100%		
	Financial Services	81%	13%	6%
	Healthcare	78%	22%	
	Manufacturing/Agriculture	90%	10%	
	Marketing	82%	18%	
	Non-Profit	92%	8%	
	Professional Services	96%		4%
	Technology	100%		
	Tourism/Retail	90%	10%	
	Trade Association	50%	50%	
	Transportation/Logistics	100%		
Region	North Country/Lakes	90%	10%	
	Monadnock/Dartmouth	67%	33%	
	Merrimack Valley	94%	5%	1%
	Seacoast/Border	73%	23%	5%
Total		88%	10%	2%

2024 Business Leader Survey

C) Healthcare					
		Increase Significantly	Increase Somewhat	Remain the Same	Decline Somewhat
Annual Revenue	<\$1 Million	14%	68%	14%	4%
	\$1 - \$10 Million	23%	70%	5%	2%
	\$10 - \$100 Million	29%	58%	13%	
	>\$100 Million	13%	74%	13%	
NH Employees	<11	20%	69%	9%	2%
	11 - 50	23%	67%	7%	3%
	51 - 200	19%	74%	7%	
	201 - 500	10%	70%	20%	
	>500	31%	46%	23%	
Sector	Construction/Real Estate	42%	50%	8%	
	Education	33%	67%		
	Energy/Utilities	25%	75%		
	Financial Services	25%	56%	13%	6%
	Healthcare	11%	67%	22%	
	Manufacturing/Agriculture	10%	80%	10%	
	Marketing	9%	73%	18%	
	Non-Profit	31%	62%	8%	
	Professional Services	22%	74%		4%
	Technology		100%		
	Tourism/Retail	20%	70%	10%	
	Trade Association		50%	50%	
	Transportation/Logistics		100%		
Region	North Country/Lakes		90%	10%	
	Monadnock/Dartmouth		67%	33%	
	Merrimack Valley	27%	67%	5%	1%
	Seacoast/Border	14%	59%	23%	5%
Total		21%	67%	10%	2%

D) Legal/Insurance

		Increase	Remain the Same	Decline
Annual Revenue	<\$1 Million	57%	39%	4%
	\$1 - \$10 Million	65%	35%	
	\$10 - \$100 Million	65%	35%	
	>\$100 Million	52%	48%	
NH Employees	<11	58%	40%	2%
	11 - 50	63%	37%	
	51 - 200	59%	41%	
	201 - 500	70%	30%	
	>500	62%	38%	
Sector	Construction/Real Estate	42%	58%	
	Education	67%	33%	
	Energy/Utilities	100%		
	Financial Services	38%	63%	
	Healthcare	56%	44%	
	Manufacturing/Agriculture	90%	10%	
	Marketing	36%	55%	9%
	Non-Profit	69%	31%	
	Professional Services	78%	22%	
	Technology	100%		
	Tourism/Retail	60%	40%	
	Trade Association	33%	67%	
	Transportation/Logistics	67%	33%	
Region	North Country/Lakes	30%	60%	10%
	Monadnock/Dartmouth	56%	44%	
	Merrimack Valley	62%	38%	
	Seacoast/Border	73%	27%	
Total		61%	38%	1%

2024 Business Leader Survey

D) Legal/Insurance					
		Increase Significantly	Increase Somewhat	Remain the Same	Decline Somewhat
Annual Revenue	<\$1 Million	4%	54%	39%	4%
	\$1 - \$10 Million	12%	53%	35%	
	\$10 - \$100 Million	16%	48%	35%	
	>\$100 Million	9%	43%	48%	
NH Employees	<11	9%	49%	40%	2%
	11 - 50	3%	60%	37%	
	51 - 200	15%	44%	41%	
	201 - 500	20%	50%	30%	
	>500	15%	46%	38%	
Sector	Construction/Real Estate	25%	17%	58%	
	Education		67%	33%	
	Energy/Utilities		100%		
	Financial Services	6%	31%	63%	
	Healthcare	11%	44%	44%	
	Manufacturing/Agriculture	20%	70%	10%	
	Marketing		36%	55%	9%
	Non-Profit	15%	54%	31%	
	Professional Services	7%	70%	22%	
	Technology		100%		
	Tourism/Retail		60%	40%	
	Trade Association		33%	67%	
	Transportation/Logistics	67%		33%	
Region	North Country/Lakes		30%	60%	10%
	Monadnock/Dartmouth		56%	44%	
	Merrimack Valley	12%	50%	38%	
	Seacoast/Border	14%	59%	27%	
Total		10%	50%	38%	1%

E) Salary/Wages

		Increase	Remain the Same
Annual Revenue	<\$1 Million	68%	32%
	\$1 - \$10 Million	86%	14%
	\$10 - \$100 Million	84%	16%
	>\$100 Million	83%	17%
NH Employees	<11	71%	29%
	11 - 50	87%	13%
	51 - 200	89%	11%
	201 - 500	80%	20%
	>500	85%	15%
Sector	Construction/Real Estate	83%	17%
	Education	100%	
	Energy/Utilities	100%	
	Financial Services	69%	31%
	Healthcare	78%	22%
	Manufacturing/Agriculture	100%	
	Marketing	82%	18%
	Non-Profit	77%	23%
	Professional Services	85%	15%
	Technology	100%	
	Tourism/Retail	70%	30%
	Trade Association	50%	50%
	Transportation/Logistics	100%	
Region	North Country/Lakes	40%	60%
	Monadnock/Dartmouth	78%	22%
	Merrimack Valley	86%	14%
	Seacoast/Border	82%	18%
Total		81%	19%

2024 Business Leader Survey

E) Salary/Wages				
		Increase Significantly	Increase Somewhat	Remain the Same
Annual Revenue	<\$1 Million	14%	54%	32%
	\$1 - \$10 Million	16%	70%	14%
	\$10 - \$100 Million	10%	74%	16%
	>\$100 Million		83%	17%
NH Employees	<11	11%	60%	29%
	11 - 50	13%	73%	13%
	51 - 200	15%	74%	11%
	201 - 500	10%	70%	20%
	>500		85%	15%
Sector	Construction/Real Estate		83%	17%
	Education	67%	33%	
	Energy/Utilities		100%	
	Financial Services	6%	63%	31%
	Healthcare	11%	67%	22%
	Manufacturing/Agriculture		100%	
	Marketing	9%	73%	18%
	Non-Profit	23%	54%	23%
	Professional Services	15%	70%	15%
	Technology		100%	
	Tourism/Retail	10%	60%	30%
	Trade Association	17%	33%	50%
	Transportation/Logistics		100%	
Region	North Country/Lakes		40%	60%
	Monadnock/Dartmouth		78%	22%
	Merrimack Valley	13%	73%	14%
	Seacoast/Border	14%	68%	18%
Total		11%	70%	19%

F) Supply Chain

		Increase	Remain the Same	Decline
Annual Revenue	<\$1 Million	43%	54%	4%
	\$1 - \$10 Million	37%	56%	7%
	\$10 - \$100 Million	58%	42%	
	>\$100 Million	43%	52%	4%
NH Employees	<11	49%	47%	4%
	11 - 50	40%	53%	7%
	51 - 200	41%	56%	4%
	201 - 500	40%	60%	
	>500	54%	46%	
Sector	Construction/Real Estate	33%	67%	
	Education	67%	33%	
	Energy/Utilities	25%	50%	25%
	Financial Services	19%	69%	13%
	Healthcare	44%	44%	11%
	Manufacturing/Agriculture	50%	50%	
	Marketing	36%	64%	
	Non-Profit	54%	38%	8%
	Professional Services	56%	44%	
	Technology	100%		
	Tourism/Retail	60%	40%	
	Trade Association	17%	83%	
	Transportation/Logistics	100%		
Region	North Country/Lakes	60%	40%	
	Monadnock/Dartmouth	78%	22%	
	Merrimack Valley	39%	56%	5%
	Seacoast/Border	45%	50%	5%
Total		45%	51%	4%

2024 Business Leader Survey

F) Supply Chain					
		Increase Significantly	Increase Somewhat	Remain the Same	Decline Somewhat
Annual Revenue	<\$1 Million	7%	36%	54%	4%
	\$1 - \$10 Million	2%	35%	56%	7%
	\$10 - \$100 Million	3%	55%	42%	
	>\$100 Million	9%	35%	52%	4%
NH Employees	<11	7%	42%	47%	4%
	11 - 50	3%	37%	53%	7%
	51 - 200		41%	56%	4%
	201 - 500		40%	60%	
	>500	15%	38%	46%	
Sector	Construction/Real Estate	8%	25%	67%	
	Education		67%	33%	
	Energy/Utilities		25%	50%	25%
	Financial Services	6%	13%	69%	13%
	Healthcare	22%	22%	44%	11%
	Manufacturing/Agriculture		50%	50%	
	Marketing		36%	64%	
	Non-Profit		54%	38%	8%
	Professional Services	7%	48%	44%	
	Technology		100%		
	Tourism/Retail		60%	40%	
	Trade Association		17%	83%	
	Transportation/Logistics		100%		
Region	North Country/Lakes		60%	40%	
	Monadnock/Dartmouth	11%	67%	22%	
	Merrimack Valley	5%	35%	56%	5%
	Seacoast/Border	5%	41%	50%	5%
Total		5%	40%	51%	4%

G) Taxes/Regulation

		Increase	Remain the Same	Decline
Annual Revenue	<\$1 Million	32%	61%	7%
	\$1 - \$10 Million	44%	56%	
	\$10 - \$100 Million	42%	58%	
	>\$100 Million	26%	74%	
NH Employees	<11	36%	60%	4%
	11 - 50	43%	57%	
	51 - 200	37%	63%	
	201 - 500	40%	60%	
	>500	31%	69%	
Sector	Construction/Real Estate	50%	42%	8%
	Education	33%	67%	
	Energy/Utilities	50%	50%	
	Financial Services	31%	69%	
	Healthcare	33%	67%	
	Manufacturing/Agriculture	50%	50%	
	Marketing	27%	64%	9%
	Non-Profit	23%	77%	
	Professional Services	33%	67%	
	Technology	100%		
	Tourism/Retail	30%	70%	
	Trade Association	50%	50%	
	Transportation/Logistics	100%		
Region	North Country/Lakes	40%	60%	
	Monadnock/Dartmouth	44%	56%	
	Merrimack Valley	36%	62%	2%
	Seacoast/Border	41%	59%	
Total		38%	61%	2%

2024 Business Leader Survey

G) Taxes/Regulation					
		Increase Significantly	Increase Somewhat	Remain the Same	Decline Somewhat
Annual Revenue	<\$1 Million		32%	61%	7%
	\$1 - \$10 Million	7%	37%	56%	
	\$10 - \$100 Million	13%	29%	58%	
	>\$100 Million	4%	22%	74%	
NH Employees	<11	7%	29%	60%	4%
	11 - 50	3%	40%	57%	
	51 - 200	7%	30%	63%	
	201 - 500		40%	60%	
	>500	15%	15%	69%	
Sector	Construction/Real Estate	17%	33%	42%	8%
	Education		33%	67%	
	Energy/Utilities		50%	50%	
	Financial Services	6%	25%	69%	
	Healthcare	11%	22%	67%	
	Manufacturing/Agriculture	20%	30%	50%	
	Marketing	9%	18%	64%	9%
	Non-Profit	8%	15%	77%	
	Professional Services		33%	67%	
	Technology		100%		
	Tourism/Retail		30%	70%	
	Trade Association		50%	50%	
	Transportation/Logistics		100%		
Region	North Country/Lakes		40%	60%	
	Monadnock/Dartmouth		44%	56%	
	Merrimack Valley	7%	29%	62%	2%
	Seacoast/Border	9%	32%	59%	
Total		6%	31%	61%	2%

H) Workers Comp

		Increase	Remain the Same	Decline
Annual Revenue	<\$1 Million	43%	57%	
	\$1 - \$10 Million	56%	44%	
	\$10 - \$100 Million	52%	45%	3%
	>\$100 Million	30%	70%	
NH Employees	<11	47%	53%	
	11 - 50	50%	50%	
	51 - 200	48%	48%	4%
	201 - 500	60%	40%	
	>500	31%	69%	
Sector	Construction/Real Estate	50%	50%	
	Education	33%	67%	
	Energy/Utilities	75%	25%	
	Financial Services	50%	50%	
	Healthcare	22%	67%	11%
	Manufacturing/Agriculture	70%	30%	
	Marketing	27%	73%	
	Non-Profit	69%	31%	
	Professional Services	37%	63%	
	Technology	100%		
	Tourism/Retail	50%	50%	
	Trade Association	33%	67%	
	Transportation/Logistics	67%	33%	
Region	North Country/Lakes	50%	50%	
	Monadnock/Dartmouth	44%	56%	
	Merrimack Valley	50%	49%	1%
	Seacoast/Border	36%	64%	
Total		47%	52%	1%

2024 Business Leader Survey

H) Workers Comp					
		Increase Significantly	Increase Somewhat	Remain the Same	Decline Somewhat
Annual Revenue	<\$1 Million	4%	39%	57%	
	\$1 - \$10 Million		56%	44%	
	\$10 - \$100 Million	6%	45%	45%	3%
	>\$100 Million		30%	70%	
NH Employees	<11	2%	44%	53%	
	11 - 50	3%	47%	50%	
	51 - 200		48%	48%	4%
	201 - 500		60%	40%	
	>500	8%	23%	69%	
Sector	Construction/Real Estate		50%	50%	
	Education		33%	67%	
	Energy/Utilities		75%	25%	
	Financial Services	6%	44%	50%	
	Healthcare		22%	67%	11%
	Manufacturing/Agriculture		70%	30%	
	Marketing		27%	73%	
	Non-Profit	8%	62%	31%	
	Professional Services	4%	33%	63%	
	Technology		100%		
	Tourism/Retail		50%	50%	
	Trade Association		33%	67%	
	Transportation/Logistics		67%	33%	
Region	North Country/Lakes		50%	50%	
	Monadnock/Dartmouth		44%	56%	
	Merrimack Valley	4%	46%	49%	1%
	Seacoast/Border		36%	64%	
Total		2%	45%	52%	1%

A) Cybersecurity

		Concerned	Unconcerned
Annual Revenue	<\$1 Million	96%	4%
	\$1 - \$10 Million	88%	12%
	\$10 - \$100 Million	97%	3%
	>\$100 Million	96%	4%
NH Employees	<11	93%	7%
	11 - 50	90%	10%
	51 - 200	96%	4%
	201 - 500	100%	
	>500	92%	8%
Sector	Construction/Real Estate	83%	17%
	Education	100%	
	Energy/Utilities	75%	25%
	Financial Services	100%	
	Healthcare	100%	
	Manufacturing/Agriculture	90%	10%
	Marketing	100%	
	Non-Profit	100%	
	Professional Services	93%	7%
	Technology	100%	
	Tourism/Retail	80%	20%
	Trade Association	100%	
	Transportation/Logistics	100%	
Region	North Country/Lakes	90%	10%
	Monadnock/Dartmouth	100%	
	Merrimack Valley	96%	4%
	Seacoast/Border	82%	18%
Total		94%	6%

2024 Business Leader Survey

A) Cybersecurity				
		Very	Somewhat	Not at All
Annual Revenue	<\$1 Million	43%	54%	4%
	\$1 - \$10 Million	51%	37%	12%
	\$10 - \$100 Million	65%	32%	3%
	>\$100 Million	52%	43%	4%
NH Employees	<11	42%	51%	7%
	11 - 50	57%	33%	10%
	51 - 200	56%	41%	4%
	201 - 500	70%	30%	
	>500	62%	31%	8%
Sector	Construction/Real Estate	42%	42%	17%
	Education	67%	33%	
	Energy/Utilities	25%	50%	25%
	Financial Services	69%	31%	
	Healthcare	78%	22%	
	Manufacturing/Agriculture	70%	20%	10%
	Marketing	36%	64%	
	Non-Profit	54%	46%	
	Professional Services	52%	41%	7%
	Technology		100%	
	Tourism/Retail	50%	30%	20%
	Trade Association	33%	67%	
	Transportation/Logistics	33%	67%	
Region	North Country/Lakes	60%	30%	10%
	Monadnock/Dartmouth	22%	78%	
	Merrimack Valley	55%	42%	4%
	Seacoast/Border	55%	27%	18%
Total		53%	41%	6%

B) Economic Uncertainty

		Concerned	Unconcerned
Annual Revenue	<\$1 Million	100%	
	\$1 - \$10 Million	88%	12%
	\$10 - \$100 Million	97%	3%
	>\$100 Million	96%	4%
NH Employees	<11	96%	4%
	11 - 50	90%	10%
	51 - 200	96%	4%
	201 - 500	100%	
	>500	92%	8%
Sector	Construction/Real Estate	92%	8%
	Education	100%	
	Energy/Utilities	100%	
	Financial Services	100%	
	Healthcare	89%	11%
	Manufacturing/Agriculture	90%	10%
	Marketing	100%	
	Non-Profit	92%	8%
	Professional Services	89%	11%
	Technology	100%	
	Tourism/Retail	100%	
	Trade Association	100%	
	Transportation/Logistics	100%	
Region	North Country/Lakes	100%	
	Monadnock/Dartmouth	100%	
	Merrimack Valley	95%	5%
	Seacoast/Border	86%	14%
Total		94%	6%

2024 Business Leader Survey

B) Economic Uncertainty				
		Very	Somewhat	Not at All
Annual Revenue	<\$1 Million	39%	61%	
	\$1 - \$10 Million	28%	60%	12%
	\$10 - \$100 Million	52%	45%	3%
	>\$100 Million	13%	83%	4%
NH Employees	<11	38%	58%	4%
	11 - 50	23%	67%	10%
	51 - 200	33%	63%	4%
	201 - 500	40%	60%	
	>500	38%	54%	8%
Sector	Construction/Real Estate	50%	42%	8%
	Education	67%	33%	
	Energy/Utilities	50%	50%	
	Financial Services	19%	81%	
	Healthcare		89%	11%
	Manufacturing/Agriculture	40%	50%	10%
	Marketing	27%	73%	
	Non-Profit	62%	31%	8%
	Professional Services	22%	67%	11%
	Technology	100%		
	Tourism/Retail	20%	80%	
	Trade Association	67%	33%	
	Transportation/Logistics	33%	67%	
Region	North Country/Lakes	30%	70%	
	Monadnock/Dartmouth	11%	89%	
	Merrimack Valley	37%	58%	5%
	Seacoast/Border	32%	55%	14%
Total		34%	61%	6%

C) Environmental Risks

		Concerned	Unconcerned
Annual Revenue	<\$1 Million	54%	46%
	\$1 - \$10 Million	74%	26%
	\$10 - \$100 Million	61%	39%
	>\$100 Million	57%	43%
NH Employees	<11	60%	40%
	11 - 50	70%	30%
	51 - 200	63%	37%
	201 - 500	50%	50%
	>500	69%	31%
Sector	Construction/Real Estate	50%	50%
	Education	100%	
	Energy/Utilities	50%	50%
	Financial Services	69%	31%
	Healthcare	78%	22%
	Manufacturing/Agriculture	50%	50%
	Marketing	55%	45%
	Non-Profit	62%	38%
	Professional Services	59%	41%
	Technology		100%
	Tourism/Retail	90%	10%
	Trade Association	67%	33%
	Transportation/Logistics	67%	33%
Region	North Country/Lakes	60%	40%
	Monadnock/Dartmouth	78%	22%
	Merrimack Valley	61%	39%
	Seacoast/Border	68%	32%
Total		63%	37%

2024 Business Leader Survey

C) Environmental Risks				
		Very	Somewhat	Not at All
Annual Revenue	<\$1 Million	18%	36%	46%
	\$1 - \$10 Million	19%	56%	26%
	\$10 - \$100 Million	16%	45%	39%
	>\$100 Million	13%	43%	43%
NH Employees	<11	22%	38%	40%
	11 - 50	13%	57%	30%
	51 - 200	7%	56%	37%
	201 - 500	20%	30%	50%
	>500	23%	46%	31%
Sector	Construction/Real Estate	8%	42%	50%
	Education	33%	67%	
	Energy/Utilities		50%	50%
	Financial Services	19%	50%	31%
	Healthcare	33%	44%	22%
	Manufacturing/Agriculture	10%	40%	50%
	Marketing	9%	45%	45%
	Non-Profit	23%	38%	38%
	Professional Services	22%	37%	41%
	Technology			100%
	Tourism/Retail		90%	10%
	Trade Association	33%	33%	33%
	Transportation/Logistics		67%	33%
Region	North Country/Lakes		60%	40%
	Monadnock/Dartmouth	11%	67%	22%
	Merrimack Valley	17%	44%	39%
	Seacoast/Border	27%	41%	32%
Total		17%	46%	37%

D) Geopolitical/Trade Risks

		Concerned	Unconcerned
Annual Revenue	<\$1 Million	75%	25%
	\$1 - \$10 Million	72%	28%
	\$10 - \$100 Million	68%	32%
	>\$100 Million	78%	22%
NH Employees	<11	78%	22%
	11 - 50	63%	37%
	51 - 200	70%	30%
	201 - 500	70%	30%
	>500	85%	15%
Sector	Construction/Real Estate	58%	42%
	Education	100%	
	Energy/Utilities	75%	25%
	Financial Services	69%	31%
	Healthcare	78%	22%
	Manufacturing/Agriculture	80%	20%
	Marketing	91%	9%
	Non-Profit	62%	38%
	Professional Services	70%	30%
	Technology	100%	
	Tourism/Retail	80%	20%
	Trade Association	67%	33%
	Transportation/Logistics	67%	33%
Region	North Country/Lakes	70%	30%
	Monadnock/Dartmouth	89%	11%
	Merrimack Valley	71%	29%
	Seacoast/Border	73%	27%
Total		73%	27%

2024 Business Leader Survey

D) Geopolitical/Trade Risks				
		Very	Somewhat	Not at All
Annual Revenue	<\$1 Million	18%	57%	25%
	\$1 - \$10 Million	19%	53%	28%
	\$10 - \$100 Million	19%	48%	32%
	>\$100 Million	26%	52%	22%
NH Employees	<11	18%	60%	22%
	11 - 50	13%	50%	37%
	51 - 200	26%	44%	30%
	201 - 500	30%	40%	30%
	>500	23%	62%	15%
Sector	Construction/Real Estate	42%	17%	42%
	Education	33%	67%	
	Energy/Utilities		75%	25%
	Financial Services	38%	31%	31%
	Healthcare		78%	22%
	Manufacturing/Agriculture	10%	70%	20%
	Marketing	9%	82%	9%
	Non-Profit	15%	46%	38%
	Professional Services	15%	56%	30%
	Technology		100%	
	Tourism/Retail	30%	50%	20%
	Trade Association	17%	50%	33%
	Transportation/Logistics	33%	33%	33%
Region	North Country/Lakes	30%	40%	30%
	Monadnock/Dartmouth	11%	78%	11%
	Merrimack Valley	20%	51%	29%
	Seacoast/Border	18%	55%	27%
Total		20%	53%	27%

E) Political/Social Instability

		Concerned	Unconcerned
Annual Revenue	<\$1 Million	93%	7%
	\$1 - \$10 Million	93%	7%
	\$10 - \$100 Million	94%	6%
	>\$100 Million	91%	9%
NH Employees	<11	91%	9%
	11 - 50	97%	3%
	51 - 200	96%	4%
	201 - 500	80%	20%
	>500	92%	8%
Sector	Construction/Real Estate	92%	8%
	Education	100%	
	Energy/Utilities	100%	
	Financial Services	88%	13%
	Healthcare	89%	11%
	Manufacturing/Agriculture	90%	10%
	Marketing	82%	18%
	Non-Profit	100%	
	Professional Services	93%	7%
	Technology	100%	
	Tourism/Retail	100%	
	Trade Association	100%	
	Transportation/Logistics	100%	
Region	North Country/Lakes	100%	
	Monadnock/Dartmouth	100%	
	Merrimack Valley	92%	8%
	Seacoast/Border	91%	9%
Total		93%	7%

2024 Business Leader Survey

E) Political/Social Instability				
		Very	Somewhat	Not at All
Annual Revenue	<\$1 Million	61%	32%	7%
	\$1 - \$10 Million	44%	49%	7%
	\$10 - \$100 Million	58%	35%	6%
	>\$100 Million	39%	52%	9%
NH Employees	<11	51%	40%	9%
	11 - 50	47%	50%	3%
	51 - 200	44%	52%	4%
	201 - 500	50%	30%	20%
	>500	69%	23%	8%
Sector	Construction/Real Estate	58%	33%	8%
	Education	67%	33%	
	Energy/Utilities	50%	50%	
	Financial Services	50%	38%	13%
	Healthcare	56%	33%	11%
	Manufacturing/Agriculture	60%	30%	10%
	Marketing	27%	55%	18%
	Non-Profit	77%	23%	
	Professional Services	41%	52%	7%
	Technology	100%		
	Tourism/Retail	30%	70%	
	Trade Association	67%	33%	
	Transportation/Logistics	33%	67%	
Region	North Country/Lakes	30%	70%	
	Monadnock/Dartmouth	44%	56%	
	Merrimack Valley	50%	42%	8%
	Seacoast/Border	64%	27%	9%
Total		50%	42%	7%

Which of the below technologies will be most important to your company over the next five years?

		AI	Advanced Energy	Cloud Computing	Robotics/ Drones	Advanced Materials	Virtual/Augme nted Reality	Blockchain	Genomics	Space Technology
Annual Revenue	<\$1 Million	56%	17%	22%	6%					
	\$1 - \$10 Million	71%	15%	6%	3%	3%	3%			
	\$10 - \$100 Million	54%	7%	18%	11%	7%	4%			
	>\$100 Million	64%	14%	9%				5%	5%	5%
NH Employees	<11	65%	13%	16%	3%		3%			
	11 - 50	67%	13%	8%	8%	4%				
	51 - 200	58%	19%	8%	8%	4%	4%			
	201 - 500	50%		38%		13%				
	>500	62%	8%	8%				8%	8%	8%
Sector	Construction/Real Estate	58%	25%		17%					
	Education	100%								
	Energy/Utilities	25%	50%					25%		
	Financial Services	69%	13%	19%						
	Healthcare	71%		14%					14%	
	Manufacturing/Agriculture	33%			11%	33%	11%			11%
	Marketing	89%		11%						
	Non-Profit	89%		11%						
	Professional Services	58%	5%	26%	5%		5%			
	Technology		100%							
	Tourism/Retail	50%	17%	17%	17%					
	Trade Association	60%	20%	20%						
	Transportation/Logistics		100%							
Region	North Country/Lakes	63%	13%	25%						
	Monadnock/Dartmouth	75%		13%					13%	
	Merrimack Valley	64%	13%	10%	6%	1%	3%	1%		
	Seacoast/Border	47%	16%	16%	5%	11%				5%
Total		62%	13%	13%	5%	3%	2%	1%	1%	1%

2024 Business Leader Survey

Even if none are completely accurate, which of the below statements is closest to your company's attitude toward adopting artificial intelligence (AI)?

"Already using AI, or eager to integrate it into our current operations."

"Willing to give AI a try, but it's not a business priority."

"Averse or cautious about the risks of using AI."

		Already Using	Willing to Use	Averse to Using	Unsure
Annual Revenue	<\$1 Million	29%	46%	14%	11%
	\$1 - \$10 Million	53%	40%	2%	5%
	\$10 - \$100 Million	39%	42%	13%	6%
	>\$100 Million	52%	39%	9%	
NH Employees	<11	38%	49%	7%	7%
	11 - 50	53%	33%	7%	7%
	51 - 200	33%	52%	11%	4%
	201 - 500	60%	20%	20%	
	>500	54%	31%	8%	8%
Sector	Construction/Real Estate	33%	50%	8%	8%
	Education	67%	33%		
	Energy/Utilities	50%	50%		
	Financial Services	56%	31%	13%	
	Healthcare	44%	44%		11%
	Manufacturing/Agriculture	40%	50%		10%
	Marketing	91%			9%
	Non-Profit	15%	62%	8%	15%
	Professional Services	22%	56%	19%	4%
	Technology	100%			
	Tourism/Retail	40%	50%	10%	
	Trade Association	100%			
	Transportation/Logistics	33%	33%	33%	
Region	North Country/Lakes	50%	30%	10%	10%
	Monadnock/Dartmouth	67%	33%		
	Merrimack Valley	44%	43%	8%	5%
	Seacoast/Border	32%	45%	14%	9%
Total		44%	42%	9%	6%

For New Hampshire to be more economically competitive with other states, which issue or policy areas are most important? Please select up to three:

		Housing	Workforce	Transport/ Infrastruc- ture	Regulatory	Taxes	Legal
Annual Revenue	<\$1 Million	89%	68%	43%	32%	25%	
	\$1 - \$10 Million	86%	77%	37%	23%	12%	2%
	\$10 - \$100 Million	87%	77%	29%	32%	19%	6%
	>\$100 Million	78%	70%	26%	39%	17%	4%
NH Employees	<11	84%	69%	42%	29%	22%	2%
	11 - 50	90%	83%	23%	30%	17%	3%
	51 - 200	85%	70%	30%	37%	19%	4%
	201 - 500	90%	60%	40%	40%	10%	10%
	>500	77%	85%	38%	15%	8%	
Sector	Construction/Real Estate	100%	75%	33%	42%	42%	
	Education	100%	100%	100%			
	Energy/Utilities		25%		75%		
	Financial Services	88%	56%	38%	63%	6%	6%
	Healthcare	89%	89%	44%	11%	11%	
	Manufacturing/Agriculture	80%	80%	30%	30%	20%	
	Marketing	91%	82%	18%	9%	45%	
	Non-Profit	92%	77%	38%	31%	8%	
	Professional Services	78%	74%	26%	19%	26%	4%
	Technology	100%	100%				
	Tourism/Retail	100%	70%	40%	30%		10%
	Trade Association	100%	67%	83%	33%		
	Transportation/Logistics	67%	100%		33%		33%
Region	North Country/Lakes	90%	60%	30%	40%	30%	10%
	Monadnock/Dartmouth	89%	78%	56%	44%	11%	
	Merrimack Valley	83%	73%	33%	32%	18%	1%
	Seacoast/Border	91%	82%	32%	14%	14%	9%
Total		86%	74%	34%	30%	18%	3%

2024 Business Leader Survey

A) The lack of qualified workers in New Hampshire hampers our company's ability to grow.

		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	57%	25%	18%
	\$1 - \$10 Million	77%	16%	7%
	\$10 - \$100 Million	87%	3%	10%
	>\$100 Million	70%	22%	9%
NH Employees	<11	62%	27%	11%
	11 - 50	80%	13%	7%
	51 - 200	78%	7%	15%
	201 - 500	80%	10%	10%
	>500	85%	8%	8%
Sector	Construction/Real Estate	83%	17%	
	Education	67%		33%
	Energy/Utilities	100%		
	Financial Services	69%	25%	6%
	Healthcare	89%		11%
	Manufacturing/Agriculture	100%		
	Marketing	45%	36%	18%
	Non-Profit	85%	15%	
	Professional Services	74%	15%	11%
	Technology	100%		
	Tourism/Retail	60%	20%	20%
	Trade Association	33%	33%	33%
	Transportation/Logistics	67%		33%
Region	North Country/Lakes	50%	10%	40%
	Monadnock/Dartmouth	56%	33%	11%
	Merrimack Valley	77%	18%	5%
	Seacoast/Border	77%	5%	18%
Total		74%	16%	10%

A) The lack of qualified workers in New Hampshire hampers our company's ability to grow.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Annual Revenue	<\$1 Million	21%	36%	25%	11%	7%
	\$1 - \$10 Million	23%	53%	16%	7%	
	\$10 - \$100 Million	42%	45%	3%	6%	3%
	>\$100 Million	17%	52%	22%	9%	
NH Employees	<11	22%	40%	27%	7%	4%
	11 - 50	30%	50%	13%	7%	
	51 - 200	26%	52%	7%	11%	4%
	201 - 500	20%	60%	10%	10%	
	>500	38%	46%	8%	8%	
Sector	Construction/Real Estate	25%	58%	17%		
	Education	67%			33%	
	Energy/Utilities		100%			
	Financial Services	13%	56%	25%	6%	
	Healthcare	33%	56%		11%	
	Manufacturing/Agriculture	50%	50%			
	Marketing	18%	27%	36%	18%	
	Non-Profit	15%	69%	15%		
	Professional Services	41%	33%	15%	11%	
	Technology	100%				
	Tourism/Retail		60%	20%		20%
	Trade Association	17%	17%	33%	17%	17%
	Transportation/Logistics	33%	33%		33%	
Region	North Country/Lakes	10%	40%	10%	20%	20%
	Monadnock/Dartmouth	33%	22%	33%		11%
	Merrimack Valley	26%	51%	18%	5%	
	Seacoast/Border	32%	45%	5%	18%	
Total		26%	47%	16%	8%	2%

2024 Business Leader Survey

B) Legal immigration is a useful solution to the lack of available workers.

		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	82%	11%	7%
	\$1 - \$10 Million	79%	19%	2%
	\$10 - \$100 Million	77%	16%	6%
	>\$100 Million	70%	17%	13%
NH Employees	<11	84%	11%	4%
	11 - 50	70%	27%	3%
	51 - 200	70%	15%	15%
	201 - 500	80%	20%	
	>500	85%	8%	8%
Sector	Construction/Real Estate	83%	8%	8%
	Education	100%		
	Energy/Utilities	50%	25%	25%
	Financial Services	56%	31%	13%
	Healthcare	78%	22%	
	Manufacturing/Agriculture	90%		10%
	Marketing	73%	27%	
	Non-Profit	77%	23%	
	Professional Services	81%	15%	4%
	Technology	100%		
	Tourism/Retail	80%	10%	10%
	Trade Association	83%		17%
	Transportation/Logistics	100%		
Region	North Country/Lakes	60%	20%	20%
	Monadnock/Dartmouth	89%	11%	
	Merrimack Valley	76%	18%	6%
	Seacoast/Border	86%	9%	5%
Total		78%	16%	6%

B) Legal immigration is a useful solution to the lack of available workers.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Annual Revenue	<\$1 Million	39%	43%	11%	7%	
	\$1 - \$10 Million	44%	35%	19%	2%	
	\$10 - \$100 Million	45%	32%	16%	3%	3%
	>\$100 Million	30%	39%	17%	4%	9%
NH Employees	<11	44%	40%	11%	4%	
	11 - 50	37%	33%	27%	3%	
	51 - 200	33%	37%	15%	7%	7%
	201 - 500	60%	20%	20%		
	>500	38%	46%	8%		8%
Sector	Construction/Real Estate	42%	42%	8%		8%
	Education	33%	67%			
	Energy/Utilities	25%	25%	25%	25%	
	Financial Services	31%	25%	31%		13%
	Healthcare	44%	33%	22%		
	Manufacturing/Agriculture	60%	30%		10%	
	Marketing	27%	45%	27%		
	Non-Profit	46%	31%	23%		
	Professional Services	44%	37%	15%	4%	
	Technology	100%				
	Tourism/Retail	30%	50%	10%	10%	
	Trade Association	33%	50%		17%	
	Transportation/Logistics	67%	33%			
Region	North Country/Lakes	30%	30%	20%	20%	
	Monadnock/Dartmouth	67%	22%	11%		
	Merrimack Valley	40%	36%	18%	2%	4%
	Seacoast/Border	36%	50%	9%	5%	
Total		41%	37%	16%	4%	2%

2024 Business Leader Survey

C) The lack of available childcare options challenges our company's ability to attract and retain workers.

		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	64%	32%	4%
	\$1 - \$10 Million	63%	28%	9%
	\$10 - \$100 Million	77%	13%	10%
	>\$100 Million	70%	26%	4%
NH Employees	<11	62%	29%	9%
	11 - 50	63%	33%	3%
	51 - 200	74%	19%	7%
	201 - 500	80%	10%	10%
	>500	77%	15%	8%
Sector	Construction/Real Estate	50%	42%	8%
	Education	100%		
	Energy/Utilities	75%	25%	
	Financial Services	75%	25%	
	Healthcare	100%		
	Manufacturing/Agriculture	70%	10%	20%
	Marketing	36%	45%	18%
	Non-Profit	69%	23%	8%
	Professional Services	70%	26%	4%
	Technology	100%		
	Tourism/Retail	60%	30%	10%
	Trade Association	67%	33%	
	Transportation/Logistics	67%		33%
Region	North Country/Lakes	40%	40%	20%
	Monadnock/Dartmouth	89%	11%	
	Merrimack Valley	70%	24%	6%
	Seacoast/Border	64%	27%	9%
Total		68%	25%	7%

C) The lack of available childcare options challenges our company's ability to attract and retain workers.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Annual Revenue	<\$1 Million	39%	25%	32%		4%
	\$1 - \$10 Million	33%	30%	28%	2%	7%
	\$10 - \$100 Million	23%	55%	13%	10%	
	>\$100 Million	17%	52%	26%		4%
NH Employees	<11	33%	29%	29%		9%
	11 - 50	27%	37%	33%	3%	
	51 - 200	26%	48%	19%	7%	
	201 - 500	30%	50%	10%	10%	
	>500	23%	54%	15%		8%
Sector	Construction/Real Estate	25%	25%	42%		8%
	Education	67%	33%			
	Energy/Utilities	25%	50%	25%		
	Financial Services	25%	50%	25%		
	Healthcare	33%	67%			
	Manufacturing/Agriculture	10%	60%	10%	10%	10%
	Marketing	9%	27%	45%	9%	9%
	Non-Profit	31%	38%	23%	8%	
	Professional Services	41%	30%	26%		4%
	Technology		100%			
	Tourism/Retail	20%	40%	30%		10%
	Trade Association	33%	33%	33%		
	Transportation/Logistics	67%			33%	
Region	North Country/Lakes		40%	40%	10%	10%
	Monadnock/Dartmouth	22%	67%	11%		
	Merrimack Valley	32%	38%	24%	4%	2%
	Seacoast/Border	32%	32%	27%		9%
Total		29%	39%	25%	3%	4%

2024 Business Leader Survey

D) New Hampshire's lack of available housing options challenges our company's ability to attract and retain workers.				
		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	89%	11%	
	\$1 - \$10 Million	81%	9%	9%
	\$10 - \$100 Million	94%	3%	3%
	>\$100 Million	74%	26%	
NH Employees	<11	82%	16%	2%
	11 - 50	90%	3%	7%
	51 - 200	78%	15%	7%
	201 - 500	90%	10%	
	>500	92%	8%	
Sector	Construction/Real Estate	83%	17%	
	Education	100%		
	Energy/Utilities	25%	75%	
	Financial Services	81%	19%	
	Healthcare	100%		
	Manufacturing/Agriculture	90%		10%
	Marketing	82%	9%	9%
	Non-Profit	85%	15%	
	Professional Services	89%	4%	7%
	Technology	100%		
	Tourism/Retail	100%		
	Trade Association	83%	17%	
	Transportation/Logistics	33%	33%	33%
Region	North Country/Lakes	90%	10%	
	Monadnock/Dartmouth	78%	22%	
	Merrimack Valley	83%	13%	4%
	Seacoast/Border	91%		9%
Total		85%	11%	4%

D) New Hampshire's lack of available housing options challenges our company's ability to attract and retain workers.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Annual Revenue	<\$1 Million	71%	18%	11%		
	\$1 - \$10 Million	53%	28%	9%	7%	2%
	\$10 - \$100 Million	58%	35%	3%	3%	
	>\$100 Million	35%	39%	26%		
NH Employees	<11	60%	22%	16%		2%
	11 - 50	57%	33%	3%	7%	
	51 - 200	41%	37%	15%	7%	
	201 - 500	70%	20%	10%		
	>500	54%	38%	8%		
Sector	Construction/Real Estate	50%	33%	17%		
	Education	100%				
	Energy/Utilities	25%		75%		
	Financial Services	44%	38%	19%		
	Healthcare	67%	33%			
	Manufacturing/Agriculture	50%	40%		10%	
	Marketing	45%	36%	9%	9%	
	Non-Profit	62%	23%	15%		
	Professional Services	52%	37%	4%	4%	4%
	Technology	100%				
	Tourism/Retail	80%	20%			
	Trade Association	67%	17%	17%		
	Transportation/Logistics	33%		33%	33%	
Region	North Country/Lakes	70%	20%	10%		
	Monadnock/Dartmouth	56%	22%	22%		
	Merrimack Valley	54%	30%	13%	2%	1%
	Seacoast/Border	55%	36%		9%	
Total		55%	30%	11%	3%	1%

2024 Business Leader Survey

E) The State should use tax dollars to improve municipal infrastructure that can support new housing.

		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	71%	18%	11%
	\$1 - \$10 Million	79%	12%	9%
	\$10 - \$100 Million	68%	13%	19%
	>\$100 Million	57%	26%	17%
NH Employees	<11	71%	20%	9%
	11 - 50	83%	7%	10%
	51 - 200	59%	19%	22%
	201 - 500	70%	10%	20%
	>500	62%	23%	15%
Sector	Construction/Real Estate	83%	8%	8%
	Education	67%	33%	
	Energy/Utilities	25%	25%	50%
	Financial Services	69%	19%	13%
	Healthcare	78%	11%	11%
	Manufacturing/Agriculture	80%	10%	10%
	Marketing	73%	18%	9%
	Non-Profit	77%	15%	8%
	Professional Services	63%	19%	19%
	Technology	100%		
	Tourism/Retail	80%	10%	10%
	Trade Association	83%		17%
	Transportation/Logistics		67%	33%
Region	North Country/Lakes	70%	30%	
	Monadnock/Dartmouth	89%	11%	
	Merrimack Valley	71%	12%	17%
	Seacoast/Border	59%	27%	14%
Total		70%	16%	14%

E) The State should use tax dollars to improve municipal infrastructure that can support new housing.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Annual Revenue	<\$1 Million	54%	18%	18%	11%	
	\$1 - \$10 Million	47%	33%	12%	5%	5%
	\$10 - \$100 Million	32%	35%	13%	19%	
	>\$100 Million	26%	30%	26%	17%	
NH Employees	<11	47%	24%	20%	7%	2%
	11 - 50	47%	37%	7%	7%	3%
	51 - 200	37%	22%	19%	22%	
	201 - 500	10%	60%	10%	20%	
	>500	38%	23%	23%	15%	
Sector	Construction/Real Estate	58%	25%	8%	8%	
	Education	67%		33%		
	Energy/Utilities		25%	25%	50%	
	Financial Services	31%	38%	19%	13%	
	Healthcare	56%	22%	11%	11%	
	Manufacturing/Agriculture	40%	40%	10%	10%	
	Marketing	36%	36%	18%		9%
	Non-Profit	38%	38%	15%	8%	
	Professional Services	33%	30%	19%	15%	4%
	Technology	100%				
	Tourism/Retail	60%	20%	10%	10%	
	Trade Association	50%	33%		17%	
	Transportation/Logistics			67%	33%	
Region	North Country/Lakes	50%	20%	30%		
	Monadnock/Dartmouth	67%	22%	11%		
	Merrimack Valley	40%	31%	12%	15%	1%
	Seacoast/Border	27%	32%	27%	9%	5%
Total		41%	30%	16%	12%	2%

2024 Business Leader Survey

F) Local zoning and delayed approval processes are a significant reason that there is a shortage of housing in New Hampshire.

		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	86%	11%	4%
	\$1 - \$10 Million	77%	21%	2%
	\$10 - \$100 Million	81%	19%	
	>\$100 Million	78%	22%	
NH Employees	<11	76%	20%	4%
	11 - 50	87%	13%	
	51 - 200	78%	22%	
	201 - 500	90%	10%	
	>500	77%	23%	
Sector	Construction/Real Estate	92%	8%	
	Education	67%	33%	
	Energy/Utilities	50%	50%	
	Financial Services	88%	13%	
	Healthcare	67%	33%	
	Manufacturing/Agriculture	90%	10%	
	Marketing	91%	9%	
	Non-Profit	77%	23%	
	Professional Services	81%	11%	7%
	Technology	100%		
	Tourism/Retail	60%	40%	
	Trade Association	83%	17%	
	Transportation/Logistics	67%	33%	
Region	North Country/Lakes	70%	30%	
	Monadnock/Dartmouth	78%	22%	
	Merrimack Valley	81%	18%	1%
	Seacoast/Border	82%	14%	5%
Total		80%	18%	2%

F) Local zoning and delayed approval processes are a significant reason that there is a shortage of housing in New Hampshire.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree
Annual Revenue	<\$1 Million	43%	43%	11%	4%
	\$1 - \$10 Million	42%	35%	21%	2%
	\$10 - \$100 Million	61%	19%	19%	
	>\$100 Million	39%	39%	22%	
NH Employees	<11	40%	36%	20%	4%
	11 - 50	53%	33%	13%	
	51 - 200	41%	37%	22%	
	201 - 500	70%	20%	10%	
	>500	46%	31%	23%	
Sector	Construction/Real Estate	67%	25%	8%	
	Education	67%		33%	
	Energy/Utilities	25%	25%	50%	
	Financial Services	56%	31%	13%	
	Healthcare	44%	22%	33%	
	Manufacturing/Agriculture	70%	20%	10%	
	Marketing	64%	27%	9%	
	Non-Profit	38%	38%	23%	
	Professional Services	33%	48%	11%	7%
	Technology	100%			
	Tourism/Retail	20%	40%	40%	
	Trade Association	33%	50%	17%	
	Transportation/Logistics	33%	33%	33%	
Region	North Country/Lakes	50%	20%	30%	
	Monadnock/Dartmouth	56%	22%	22%	
	Merrimack Valley	45%	36%	18%	1%
	Seacoast/Border	45%	36%	14%	5%
Total		46%	34%	18%	2%

2024 Business Leader Survey

G) The State should enact reasonable limits on restrictive local zoning regulations, as well as on the time required for approval of new developments.

		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	75%	11%	14%
	\$1 - \$10 Million	79%	12%	9%
	\$10 - \$100 Million	84%	10%	6%
	>\$100 Million	65%	17%	17%
NH Employees	<11	71%	16%	13%
	11 - 50	87%	10%	3%
	51 - 200	74%	11%	15%
	201 - 500	90%	10%	
	>500	69%	8%	23%
Sector	Construction/Real Estate	75%	25%	
	Education	67%		33%
	Energy/Utilities	50%		50%
	Financial Services	75%	6%	19%
	Healthcare	78%	22%	
	Manufacturing/Agriculture	100%		
	Marketing	100%		
	Non-Profit	85%	15%	
	Professional Services	63%	15%	22%
	Technology	100%		
	Tourism/Retail	70%	20%	10%
	Trade Association	100%		
	Transportation/Logistics	33%	33%	33%
Region	North Country/Lakes	70%	20%	10%
	Monadnock/Dartmouth	100%		
	Merrimack Valley	75%	14%	11%
	Seacoast/Border	77%	5%	18%
Total		77%	12%	11%

G) The State should enact reasonable limits on restrictive local zoning regulations, as well as on the time required for approval of new developments.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Annual Revenue	<\$1 Million	32%	43%	11%	11%	4%
	\$1 - \$10 Million	35%	44%	12%	9%	
	\$10 - \$100 Million	52%	32%	10%	6%	
	>\$100 Million	35%	30%	17%	17%	
NH Employees	<11	29%	42%	16%	11%	2%
	11 - 50	43%	43%	10%	3%	
	51 - 200	41%	33%	11%	15%	
	201 - 500	40%	50%	10%		
	>500	54%	15%	8%	23%	
Sector	Construction/Real Estate	67%	8%	25%		
	Education	67%			33%	
	Energy/Utilities	25%	25%		50%	
	Financial Services	31%	44%	6%	19%	
	Healthcare	33%	44%	22%		
	Manufacturing/Agriculture	70%	30%			
	Marketing	18%	82%			
	Non-Profit	31%	54%	15%		
	Professional Services	41%	22%	15%	19%	4%
	Technology		100%			
	Tourism/Retail	40%	30%	20%	10%	
	Trade Association	17%	83%			
	Transportation/Logistics		33%	33%	33%	
Region	North Country/Lakes	60%	10%	20%	10%	
	Monadnock/Dartmouth	56%	44%			
	Merrimack Valley	38%	37%	14%	10%	1%
	Seacoast/Border	23%	55%	5%	18%	
Total		38%	38%	12%	10%	1%

2024 Business Leader Survey

H) The high cost of energy in New Hampshire threatens our company's success.

		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	54%	36%	11%
	\$1 - \$10 Million	47%	44%	9%
	\$10 - \$100 Million	45%	32%	23%
	>\$100 Million	39%	39%	22%
NH Employees	<11	51%	33%	16%
	11 - 50	50%	50%	
	51 - 200	48%	30%	22%
	201 - 500	20%	40%	40%
	>500	38%	46%	15%
Sector	Construction/Real Estate	67%	25%	8%
	Education	33%	67%	
	Energy/Utilities	100%		
	Financial Services	25%	44%	31%
	Healthcare	33%	33%	33%
	Manufacturing/Agriculture	80%	10%	10%
	Marketing	55%	45%	
	Non-Profit	23%	54%	23%
	Professional Services	41%	44%	15%
	Technology	100%		
	Tourism/Retail	60%	30%	10%
	Trade Association	50%	33%	17%
	Transportation/Logistics		100%	
Region	North Country/Lakes	10%	70%	20%
	Monadnock/Dartmouth	67%	22%	11%
	Merrimack Valley	45%	38%	17%
	Seacoast/Border	59%	32%	9%
Total		46%	38%	15%

H) The high cost of energy in New Hampshire threatens our company's success.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Annual Revenue	<\$1 Million	21%	32%	36%	7%	4%
	\$1 - \$10 Million	16%	30%	44%	7%	2%
	\$10 - \$100 Million	13%	32%	32%	19%	3%
	>\$100 Million		39%	39%	22%	
NH Employees	<11	20%	31%	33%	11%	4%
	11 - 50	17%	33%	50%		
	51 - 200	7%	41%	30%	19%	4%
	201 - 500	10%	10%	40%	40%	
	>500		38%	46%	15%	
Sector	Construction/Real Estate	8%	58%	25%	8%	
	Education		33%	67%		
	Energy/Utilities	25%	75%			
	Financial Services	6%	19%	44%	31%	
	Healthcare		33%	33%	22%	11%
	Manufacturing/Agriculture	50%	30%	10%	10%	
	Marketing	9%	45%	45%		
	Non-Profit	8%	15%	54%	23%	
	Professional Services	15%	26%	44%	11%	4%
	Technology		100%			
	Tourism/Retail	20%	40%	30%	10%	
	Trade Association	17%	33%	33%		17%
	Transportation/Logistics			100%		
Region	North Country/Lakes		10%	70%	20%	
	Monadnock/Dartmouth	11%	56%	22%		11%
	Merrimack Valley	13%	32%	38%	14%	2%
	Seacoast/Border	23%	36%	32%	9%	
Total		14%	33%	38%	13%	2%

2024 Business Leader Survey

I) New Hampshire should encourage new energy generation sources within the state.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree
Annual Revenue	<\$1 Million	39%	43%	18%	
	\$1 - \$10 Million	40%	40%	19%	2%
	\$10 - \$100 Million	39%	48%	10%	3%
	>\$100 Million	26%	39%	30%	4%
NH Employees	<11	36%	44%	20%	
	11 - 50	43%	33%	20%	3%
	51 - 200	37%	48%	7%	7%
	201 - 500	30%	50%	20%	
	>500	31%	38%	31%	
Sector	Construction/Real Estate	33%	67%		
	Education	33%	67%		
	Energy/Utilities	75%	25%		
	Financial Services	19%	50%	25%	6%
	Healthcare	22%	33%	44%	
	Manufacturing/Agriculture	90%	10%		
	Marketing	36%	45%	18%	
	Non-Profit	15%	62%	23%	
	Professional Services	33%	41%	22%	4%
	Technology	100%			
	Tourism/Retail	40%	30%	20%	10%
	Trade Association	50%	33%	17%	
	Transportation/Logistics	33%	33%	33%	
Region	North Country/Lakes	30%	40%	30%	
	Monadnock/Dartmouth	56%	33%		11%
	Merrimack Valley	35%	44%	20%	1%
	Seacoast/Border	41%	41%	14%	5%
Total		37%	42%	18%	2%

I) New Hampshire should encourage new energy generation sources within the state.

		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	82%	18%	
	\$1 - \$10 Million	79%	19%	2%
	\$10 - \$100 Million	87%	10%	3%
	>\$100 Million	65%	30%	4%
NH Employees	<11	80%	20%	
	11 - 50	77%	20%	3%
	51 - 200	85%	7%	7%
	201 - 500	80%	20%	
	>500	69%	31%	
Sector	Construction/Real Estate	100%		
	Education	100%		
	Energy/Utilities	100%		
	Financial Services	69%	25%	6%
	Healthcare	56%	44%	
	Manufacturing/Agriculture	100%		
	Marketing	82%	18%	
	Non-Profit	77%	23%	
	Professional Services	74%	22%	4%
	Technology	100%		
	Tourism/Retail	70%	20%	10%
	Trade Association	83%	17%	
	Transportation/Logistics	67%	33%	
Region	North Country/Lakes	70%	30%	
	Monadnock/Dartmouth	89%		11%
	Merrimack Valley	79%	20%	1%
	Seacoast/Border	82%	14%	5%
Total		79%	18%	2%

2024 Business Leader Survey

J) It is difficult to do business in New Hampshire and to work with local and state governments.

		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	29%	14%	57%
	\$1 - \$10 Million	23%	26%	51%
	\$10 - \$100 Million	39%	26%	35%
	>\$100 Million	26%	39%	35%
NH Employees	<11	29%	18%	53%
	11 - 50	27%	27%	47%
	51 - 200	33%	30%	37%
	201 - 500	10%	40%	50%
	>500	38%	31%	31%
Sector	Construction/Real Estate	33%	25%	42%
	Education	33%	67%	
	Energy/Utilities	25%	50%	25%
	Financial Services	31%	38%	31%
	Healthcare	44%	22%	33%
	Manufacturing/Agriculture	20%	50%	30%
	Marketing		18%	82%
	Non-Profit	38%	8%	54%
	Professional Services	37%	11%	52%
	Technology		100%	
	Tourism/Retail	20%	40%	40%
	Trade Association	33%	17%	50%
	Transportation/Logistics			100%
Region	North Country/Lakes	50%	20%	30%
	Monadnock/Dartmouth	22%	67%	11%
	Merrimack Valley	25%	23%	52%
	Seacoast/Border	36%	23%	41%
Total		29%	26%	46%

J) It is difficult to do business in New Hampshire and to work with local and state governments.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Annual Revenue	<\$1 Million		29%	14%	25%	32%
	\$1 - \$10 Million	5%	19%	26%	40%	12%
	\$10 - \$100 Million	13%	26%	26%	19%	16%
	>\$100 Million	9%	17%	39%	26%	9%
NH Employees	<11		29%	18%	27%	27%
	11 - 50	7%	20%	27%	43%	3%
	51 - 200	7%	26%	30%	22%	15%
	201 - 500	10%		40%	30%	20%
	>500	23%	15%	31%	15%	15%
Sector	Construction/Real Estate		33%	25%	33%	8%
	Education		33%	67%		
	Energy/Utilities	25%		50%	25%	
	Financial Services	13%	19%	38%	25%	6%
	Healthcare	22%	22%	22%	11%	22%
	Manufacturing/Agriculture		20%	50%	10%	20%
	Marketing			18%	55%	27%
	Non-Profit	15%	23%	8%	46%	8%
	Professional Services	4%	33%	11%	22%	30%
	Technology			100%		
	Tourism/Retail		20%	40%	30%	10%
	Trade Association		33%	17%	33%	17%
	Transportation/Logistics				67%	33%
Region	North Country/Lakes	10%	40%	20%	10%	20%
	Monadnock/Dartmouth	11%	11%	67%		11%
	Merrimack Valley	7%	18%	23%	36%	17%
	Seacoast/Border		36%	23%	23%	18%
Total		6%	22%	26%	29%	17%

2024 Business Leader Survey

K) New Hampshire transportation infrastructure is inadequate to our company's efforts to attract and retain employees and to our overall business operations.

		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	46%	39%	14%
	\$1 - \$10 Million	42%	37%	21%
	\$10 - \$100 Million	29%	39%	32%
	>\$100 Million	35%	30%	35%
NH Employees	<11	49%	36%	16%
	11 - 50	33%	43%	23%
	51 - 200	26%	37%	37%
	201 - 500	30%	40%	30%
	>500	46%	23%	31%
Sector	Construction/Real Estate	25%	42%	33%
	Education	33%	33%	33%
	Energy/Utilities		50%	50%
	Financial Services	31%	38%	31%
	Healthcare	44%	33%	22%
	Manufacturing/Agriculture	40%	40%	20%
	Marketing	18%	45%	36%
	Non-Profit	46%	38%	15%
	Professional Services	48%	33%	19%
	Technology	100%		
	Tourism/Retail	40%	40%	20%
	Trade Association	67%	33%	
	Transportation/Logistics	33%		67%
Region	North Country/Lakes	30%	50%	20%
	Monadnock/Dartmouth	44%	56%	
	Merrimack Valley	37%	37%	26%
	Seacoast/Border	45%	23%	32%
Total		38%	37%	25%

K) New Hampshire transportation infrastructure is inadequate to our company's efforts to attract and retain employees and to our overall business operations.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Annual Revenue	<\$1 Million	25%	21%	39%	11%	4%
	\$1 - \$10 Million	21%	21%	37%	16%	5%
	\$10 - \$100 Million	16%	13%	39%	19%	13%
	>\$100 Million	9%	26%	30%	30%	4%
NH Employees	<11	27%	22%	36%	11%	4%
	11 - 50	13%	20%	43%	23%	
	51 - 200	7%	19%	37%	19%	19%
	201 - 500	20%	10%	40%	30%	
	>500	23%	23%	23%	23%	8%
Sector	Construction/Real Estate	25%		42%	33%	
	Education		33%	33%	33%	
	Energy/Utilities			50%	50%	
	Financial Services	6%	25%	38%	31%	
	Healthcare	44%		33%	22%	
	Manufacturing/Agriculture	20%	20%	40%		20%
	Marketing		18%	45%	36%	
	Non-Profit	23%	23%	38%	15%	
	Professional Services	22%	26%	33%	7%	11%
	Technology	100%				
	Tourism/Retail	10%	30%	40%	10%	10%
	Trade Association	33%	33%	33%		
	Transportation/Logistics		33%			67%
Region	North Country/Lakes	30%		50%	10%	10%
	Monadnock/Dartmouth	11%	33%	56%		
	Merrimack Valley	17%	20%	37%	21%	5%
	Seacoast/Border	23%	23%	23%	18%	14%
Total		18%	20%	37%	18%	6%

2024 Business Leader Survey

L) The State should align the university and community college systems, as well as high school career and technical education centers, with the needs of employers.				
		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	93%		7%
	\$1 - \$10 Million	81%	12%	7%
	\$10 - \$100 Million	90%	10%	
	>\$100 Million	91%	9%	
NH Employees	<11	84%	7%	9%
	11 - 50	90%	7%	3%
	51 - 200	89%	11%	
	201 - 500	90%	10%	
	>500	92%	8%	
Sector	Construction/Real Estate	83%	17%	
	Education	100%		
	Energy/Utilities	75%	25%	
	Financial Services	81%	19%	
	Healthcare	100%		
	Manufacturing/Agriculture	100%		
	Marketing	82%	9%	9%
	Non-Profit	77%	15%	8%
	Professional Services	93%		7%
	Technology	100%		
	Tourism/Retail	80%	10%	10%
	Trade Association	100%		
	Transportation/Logistics	100%		
Region	North Country/Lakes	70%	20%	10%
	Monadnock/Dartmouth	89%	11%	
	Merrimack Valley	89%	7%	4%
	Seacoast/Border	91%	5%	5%
Total		88%	8%	4%

L) The State should align the university and community college systems, as well as high school career and technical education centers, with the needs of employers.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Annual Revenue	<\$1 Million	54%	39%		4%	4%
	\$1 - \$10 Million	53%	28%	12%	2%	5%
	\$10 - \$100 Million	42%	48%	10%		
	>\$100 Million	39%	52%	9%		
NH Employees	<11	47%	38%	7%	4%	4%
	11 - 50	63%	27%	7%		3%
	51 - 200	30%	59%	11%		
	201 - 500	40%	50%	10%		
	>500	62%	31%	8%		
Sector	Construction/Real Estate	50%	33%	17%		
	Education	67%	33%			
	Energy/Utilities	50%	25%	25%		
	Financial Services	19%	63%	19%		
	Healthcare	56%	44%			
	Manufacturing/Agriculture	80%	20%			
	Marketing	45%	36%	9%		9%
	Non-Profit	46%	31%	15%		8%
	Professional Services	41%	52%		7%	
	Technology	100%				
	Tourism/Retail	50%	30%	10%		10%
	Trade Association	67%	33%			
	Transportation/Logistics	67%	33%			
Region	North Country/Lakes	50%	20%	20%		10%
	Monadnock/Dartmouth	44%	44%	11%		
	Merrimack Valley	48%	42%	7%	1%	2%
	Seacoast/Border	50%	41%	5%	5%	
Total		48%	40%	8%	2%	2%

2024 Business Leader Survey

M) The lack of robust high school and community college programs for the trades are a challenge for our business.

		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	43%	50%	7%
	\$1 - \$10 Million	42%	37%	21%
	\$10 - \$100 Million	65%	29%	6%
	>\$100 Million	48%	35%	17%
NH Employees	<11	40%	51%	9%
	11 - 50	50%	33%	17%
	51 - 200	59%	26%	15%
	201 - 500	40%	30%	30%
	>500	62%	31%	8%
Sector	Construction/Real Estate	67%	33%	
	Education	33%	33%	33%
	Energy/Utilities	75%	25%	
	Financial Services	44%	31%	25%
	Healthcare	56%	44%	
	Manufacturing/Agriculture	90%	10%	
	Marketing	27%	55%	18%
	Non-Profit	31%	38%	31%
	Professional Services	41%	48%	11%
	Technology	100%		
	Tourism/Retail	70%	20%	10%
	Trade Association	17%	67%	17%
	Transportation/Logistics	33%	33%	33%
Region	North Country/Lakes	40%	50%	10%
	Monadnock/Dartmouth	44%	44%	11%
	Merrimack Valley	51%	33%	15%
	Seacoast/Border	45%	45%	9%
Total		49%	38%	14%

M) The lack of robust high school and community college programs for the trades are a challenge for our business.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Annual Revenue	<\$1 Million	21%	21%	50%	4%	4%
	\$1 - \$10 Million	21%	21%	37%	14%	7%
	\$10 - \$100 Million	29%	35%	29%	3%	3%
	>\$100 Million	13%	35%	35%	17%	
NH Employees	<11	18%	22%	51%	4%	4%
	11 - 50	27%	23%	33%	10%	7%
	51 - 200	26%	33%	26%	11%	4%
	201 - 500	20%	20%	30%	30%	
	>500	15%	46%	31%	8%	
Sector	Construction/Real Estate	33%	33%	33%		
	Education	33%		33%	33%	
	Energy/Utilities	25%	50%	25%		
	Financial Services	13%	31%	31%	19%	6%
	Healthcare	22%	33%	44%		
	Manufacturing/Agriculture	70%	20%	10%		
	Marketing		27%	55%		18%
	Non-Profit	8%	23%	38%	15%	15%
	Professional Services	22%	19%	48%	11%	
	Technology		100%			
	Tourism/Retail	30%	40%	20%	10%	
	Trade Association		17%	67%	17%	
	Transportation/Logistics		33%	33%	33%	
Region	North Country/Lakes	20%	20%	50%	10%	
	Monadnock/Dartmouth	22%	22%	44%	11%	
	Merrimack Valley	21%	30%	33%	10%	6%
	Seacoast/Border	23%	23%	45%	9%	
Total		22%	27%	38%	10%	4%

2024 Business Leader Survey

N) The State isn't doing enough to control rising health care costs for our employees, constricting our ability to grow.

		Agree	Neither	Disagree
Annual Revenue	<\$1 Million	54%	43%	4%
	\$1 - \$10 Million	58%	37%	5%
	\$10 - \$100 Million	61%	35%	3%
	>\$100 Million	39%	48%	13%
NH Employees	<11	40%	56%	4%
	11 - 50	73%	23%	3%
	51 - 200	59%	33%	7%
	201 - 500	50%	50%	
	>500	54%	31%	15%
Sector	Construction/Real Estate	58%	33%	8%
	Education	67%	33%	
	Energy/Utilities	50%	50%	
	Financial Services	63%	31%	6%
	Healthcare	33%	44%	22%
	Manufacturing/Agriculture	70%	30%	
	Marketing	64%	27%	9%
	Non-Profit	54%	46%	
	Professional Services	41%	52%	7%
	Technology	100%		
	Tourism/Retail	70%	30%	
	Trade Association	33%	67%	
	Transportation/Logistics	67%	33%	
Region	North Country/Lakes	60%	40%	
	Monadnock/Dartmouth	56%	44%	
	Merrimack Valley	54%	40%	6%
	Seacoast/Border	55%	36%	9%
Total		54%	40%	6%

N) The State isn't doing enough to control rising health care costs for our employees, constricting our ability to grow.

		Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
Annual Revenue	<\$1 Million	14%	39%	43%	4%	
	\$1 - \$10 Million	23%	35%	37%	2%	2%
	\$10 - \$100 Million	26%	35%	35%	3%	
	>\$100 Million	17%	22%	48%	9%	4%
NH Employees	<11	13%	27%	56%	2%	2%
	11 - 50	30%	43%	23%	3%	
	51 - 200	22%	37%	33%	7%	
	201 - 500	20%	30%	50%		
	>500	23%	31%	31%	8%	8%
Sector	Construction/Real Estate	33%	25%	33%	8%	
	Education		67%	33%		
	Energy/Utilities	50%		50%		
	Financial Services	31%	31%	31%	6%	
	Healthcare	22%	11%	44%	11%	11%
	Manufacturing/Agriculture	30%	40%	30%		
	Marketing	18%	45%	27%	9%	
	Non-Profit	15%	38%	46%		
	Professional Services	19%	22%	52%	4%	4%
	Technology		100%			
	Tourism/Retail	10%	60%	30%		
	Trade Association		33%	67%		
	Transportation/Logistics		67%	33%		
Region	North Country/Lakes	20%	40%	40%		
	Monadnock/Dartmouth	22%	33%	44%		
	Merrimack Valley	23%	31%	40%	6%	
	Seacoast/Border	14%	41%	36%		9%
Total		21%	34%	40%	4%	2%

2024 Business Leader Survey

Organizational Characteristics of Respondents

Annual Revenue			
		Frequency	Percent
	<\$1 Million	28	22
	\$1 - \$10 Million	43	34
	\$10 - \$100 Million	31	25
	>\$100 Million	23	18
	Total	125	100

NH Employees			
		Frequency	Percent
	<11	45	36
	11 - 50	30	24
	51 - 200	27	22
	201 - 500	10	8
	>500	13	10
	Total	125	100

Sector			
		Frequency	Percent
	Construction/Real Estate	12	10
	Education	3	2
	Energy/Utilities	4	3
	Financial Services	16	13
	Healthcare	9	7
	Manufacturing/Agriculture	10	8
	Marketing	11	9
	Non-Profit	13	10
	Professional Services	27	22
	Technology	1	1
	Tourism/Retail	10	8
	Trade Association	6	5
	Transportation/Logistics	3	2
	Total	125	100

Region			
		Frequency	Percent
	North Country/Lakes	10	8
	Monadnock/Dartmouth	9	7
	Merrimack Valley	84	67
	Seacoast/Border	22	18
	Total	125	100

County			
		Frequency	Percent
	Belknap	3	2
	Carroll	5	4
	Cheshire	2	2
	Coos	2	2
	Grafton	7	6
	Hillsborough	49	39
	Merrimack	35	28
	Rockingham	16	13
	Strafford	6	5
	Total	125	100