

2024 Business Leader Survey



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

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

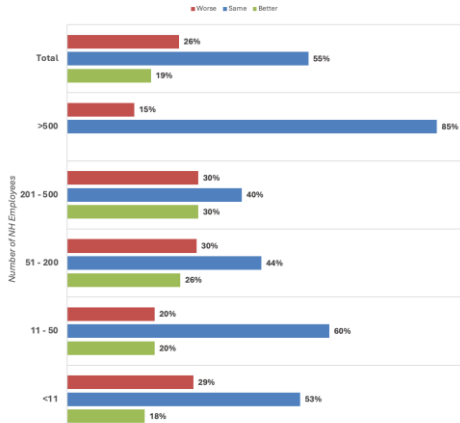
	Frequency	Percent
<11	45	36
11 - 50	30	24
51 - 200	27	22
201 - 500	10	8
>500	13	10
Total	125	100

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

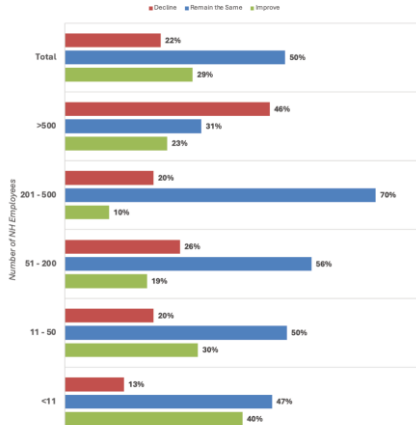
Region			
		Frequency	Percent
	North Country/Lakes	10	8
	Monadnock/Dartmouth	9	7
	Merrimack Valley	84	67
	Seacoast/Border	22	18
	Total	125	100

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

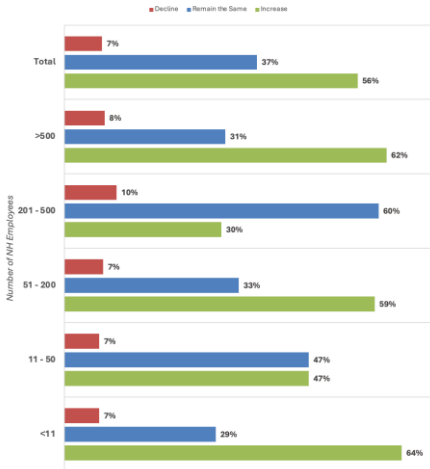
How would you rate New Hampshire's business climate for this time of year?



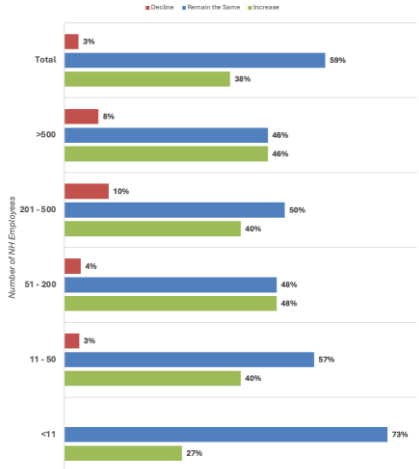
How do you expect New Hampshire's business climate to change over the next 12 months?



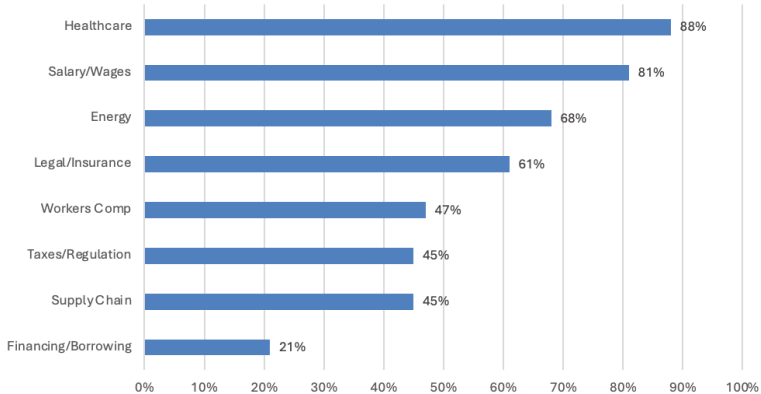
How do you expect business activity at your company to change over the next 12 months?



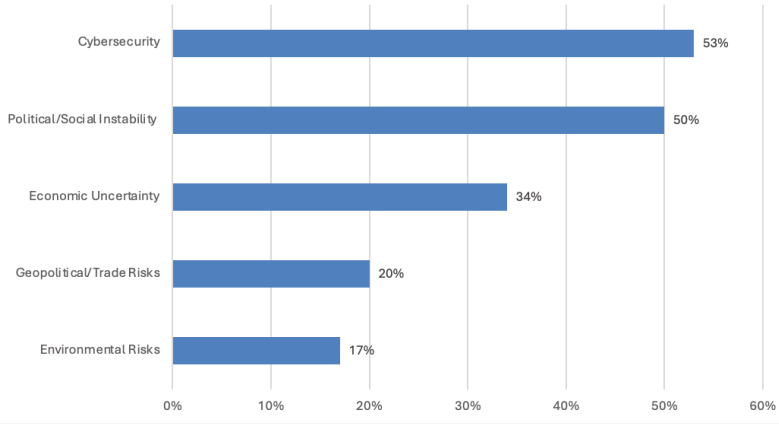
How do you expect employment at your company to change over the next 12 months?



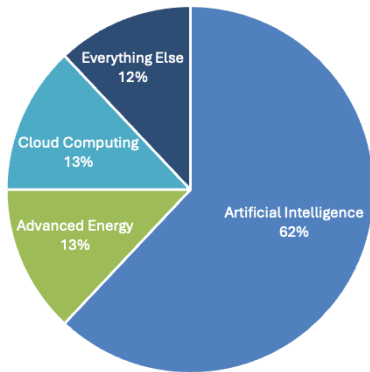
Percent of Respondents Who Expect Increases in These Costs:



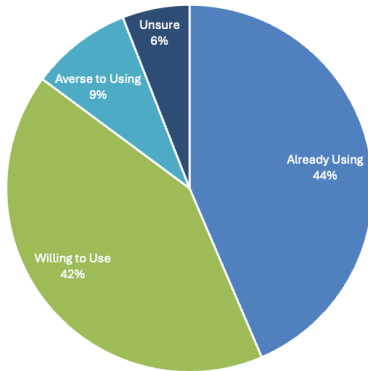
Percent of Respondents Who Are Very Concerned About These Risks:



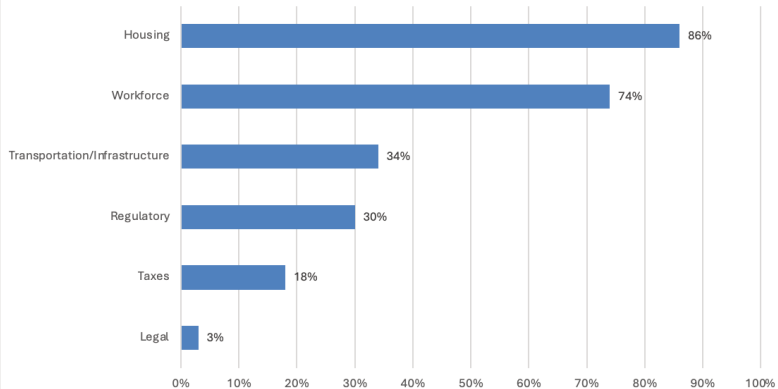
Which of the below technologies will be most important to your company over the next five years?



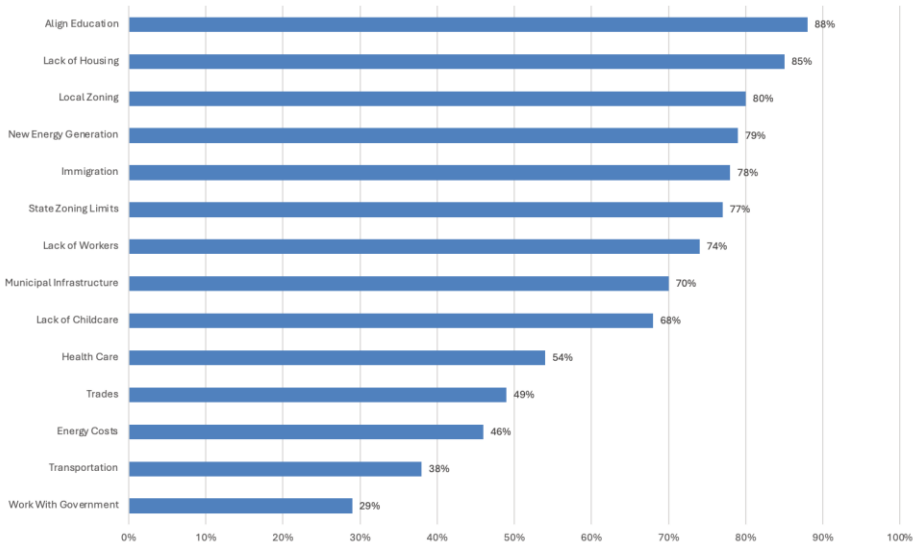
Even if none are completely accurate, which of the below statements is closest to your company's attitude toward adopting artificial intelligence (AI)?

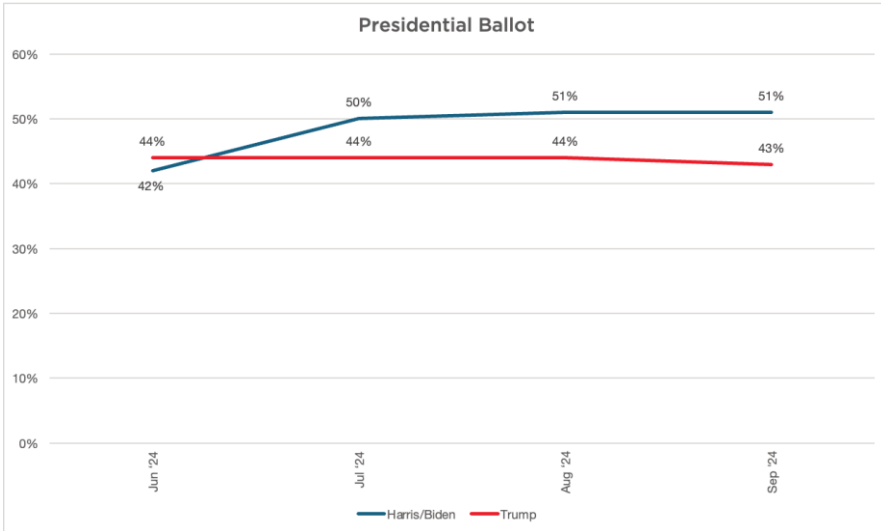


For New Hampshire to be more economically competitive with other states, which issue or policy areas are most important? Please select up to three:

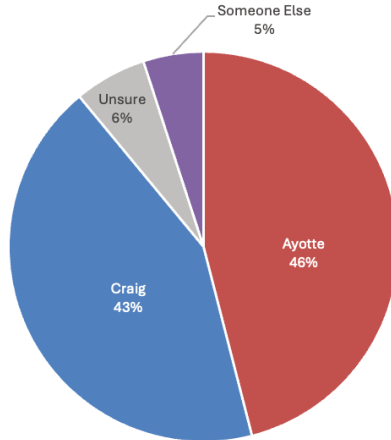


Agree With Statement

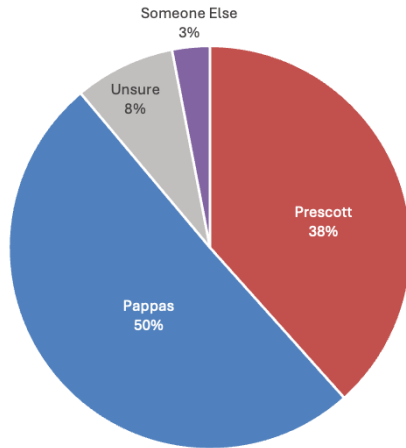




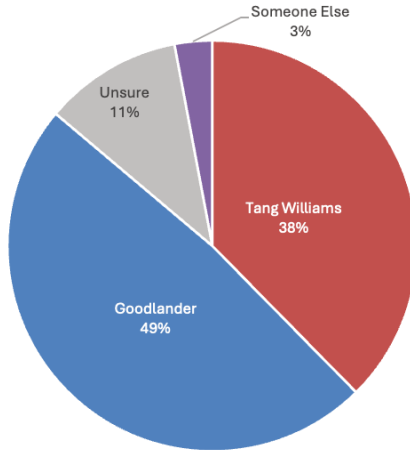
Gubernatorial Ballot



1st Congressional District Ballot



2nd Congressional District Ballot



What is your opinion of Joyce Craig?

	Frequency	Percent
Strongly Favorable	253	11
Somewhat Favorable	580	26
Somewhat Unfavorable	253	11
Strongly Unfavorable	565	25
No Opinion	356	16
Never Heard Of	235	10
Favorable	833	37
Unfavorable	818	36
No Opinion	590	26
Total	2241	100

What is your opinion of Kelly Ayotte?

		Frequency	Percent
	Strongly Favorable	422	19
	Somewhat Favorable	597	27
	Somewhat Unfavorable	420	19
	Strongly Unfavorable	707	32
	No Opinion	83	4
	Never Heard Of	12	1
	Favorable	1019	45
	Unfavorable	1127	50
	No Opinion	95	4
	Total	2241	100