NH Consumer Confidence
September 17, 2020

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Granite State Poll

• Conducted monthly
• Probability panel of NH residents
  – July GSP, N=2,002, MSE +/-2.2%
  – August GSP, N=1,949, MSE +/-2.2%
When Anticipate New Hampshire Economy Will Recover to Pre-COVID-19 Levels

July 2020

- Within three months: 7%
- Within six months: 16%
- Within twelve months: 26%
- In more than twelve months: 51%
Anticipate New Hampshire Economy Will Recover to pre-COVID-19 Levels in More Than Twelve Months - By Selected Demographics

- **Overall**: 51% of respondents anticipate recovery in more than twelve months, with 76% of Democrats sharing this view.
- **Party ID**: 23% of Republicans expect recovery in more than twelve months.
- **Age of Respondent**: Recovery expectations are highest among those aged 50 to 64 (50%) and lowest among those 65 and older (47%).
- **Gender of Respondent**: 59% of females anticipate recovery in more than twelve months, compared to 43% of males.
- **Level of Education**: 37% of those with a high school education or less anticipate recovery in more than twelve months, while 56% of college graduates and 57% of postgraduate workers expect recovery in less time.

The chart shows the distribution of recovery expectations across different demographic categories.
Currently Comfortable Going to or Doing Following Things - August 2020 - By Party Identification

- Going to a golf course
- Eating at a restaurant sitting outside
- Going to a barber shop or hair salon
- Going to a state beach on the ocean
- Going to a state inland beach
- Going to a church service
- Eating at a restaurant sitting inside
- Going to a large-scale political rally
- Going to a gym or health club
- Going to a bar or pub
- Attending a wedding with 50 or more people
- Going to a college or professional athletic stadium
- Going to a movie theater
- Going to a large concert

OVERALL
Democrat
Independent
Republican
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