



**To stay or to go:
A look at why young people are
leaving New Hampshire, why they're
staying, and why it matters.**



- Survey administered by RKM Research
- Administered December 2017
- 420 respondents
- 20-40 year olds in NH



Purpose

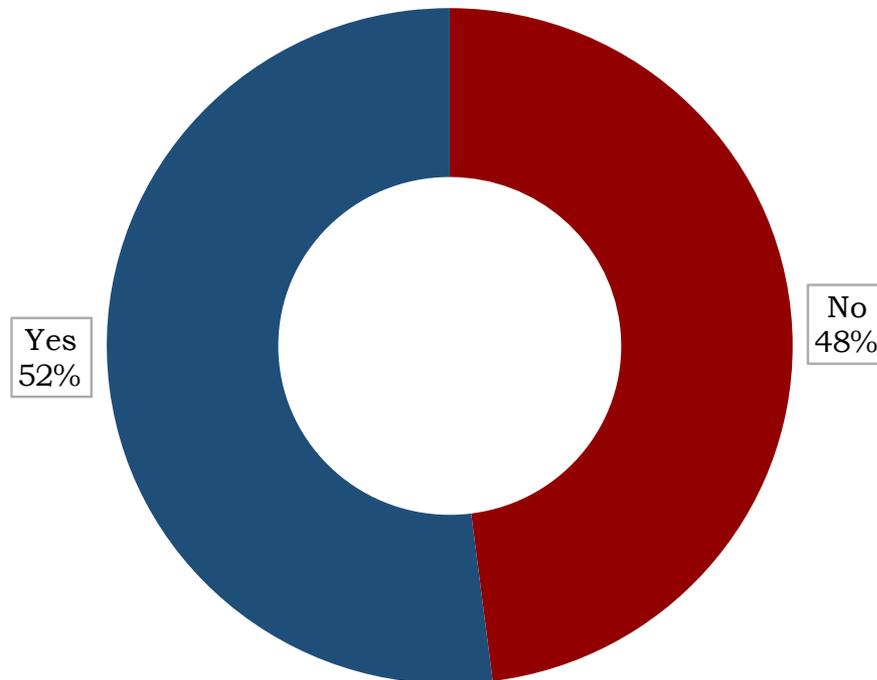
- Identify the reasons why residents choose to live in New Hampshire.
- Evaluate residents' satisfaction with living in New Hampshire.
- Determine how residents rate the quality life of New Hampshire.
- Determine if residents plan to remain in New Hampshire.

Key findings

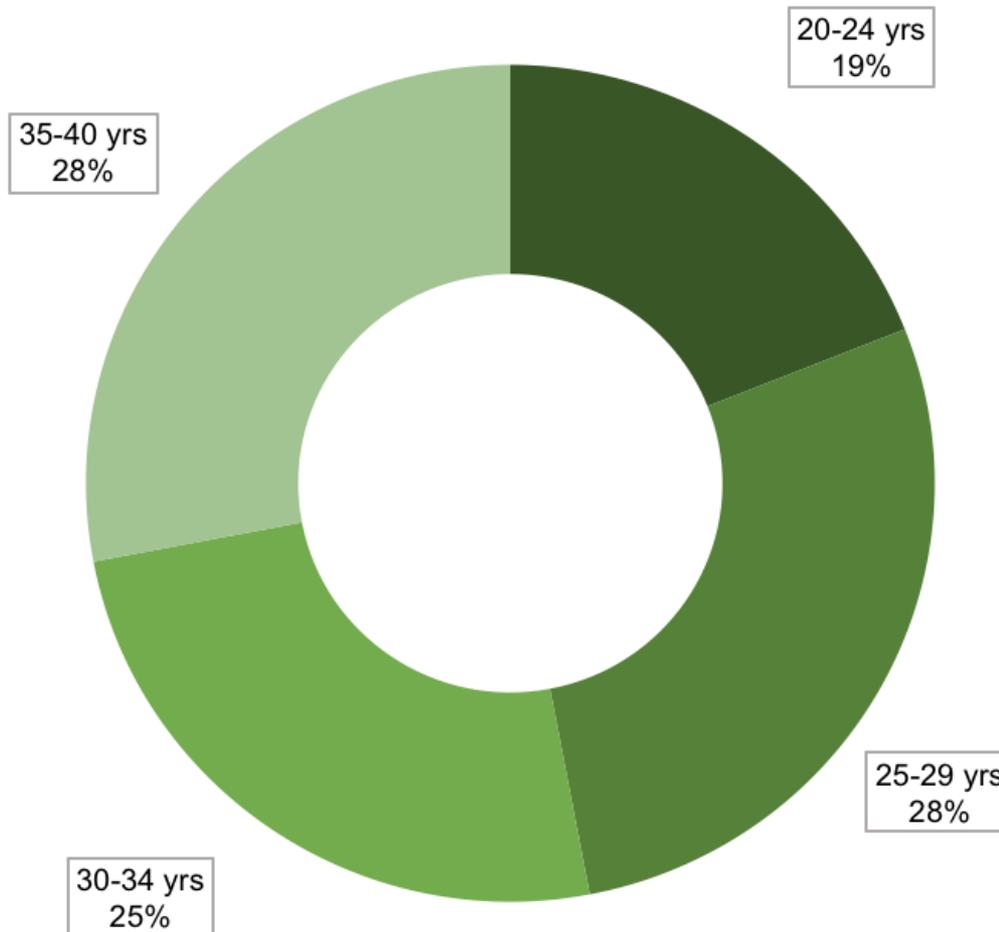
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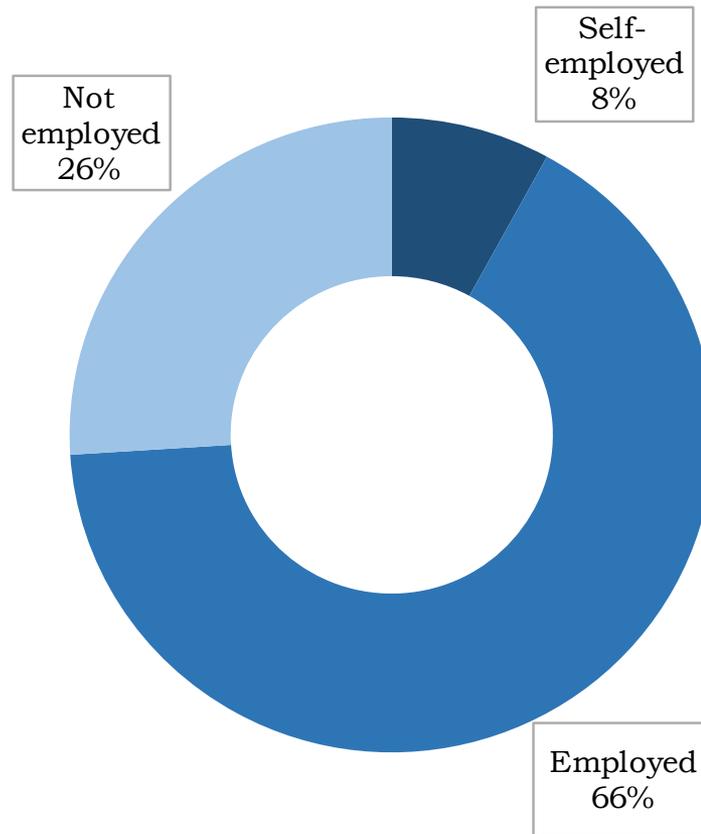
Were you born in New Hampshire?



Age survey respondents:



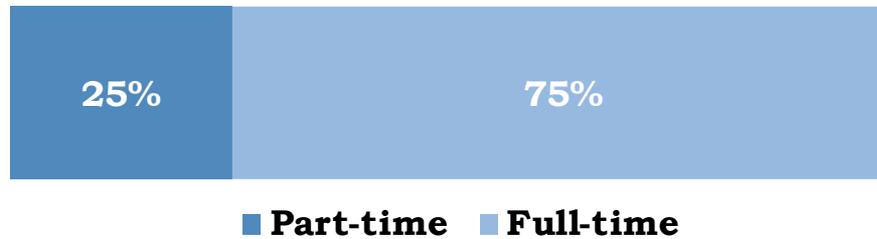
Are you currently employed or not employed?



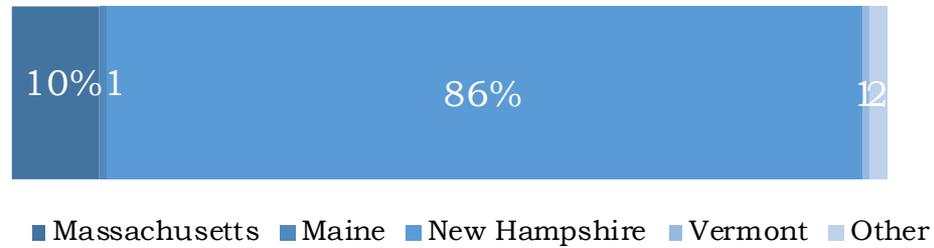
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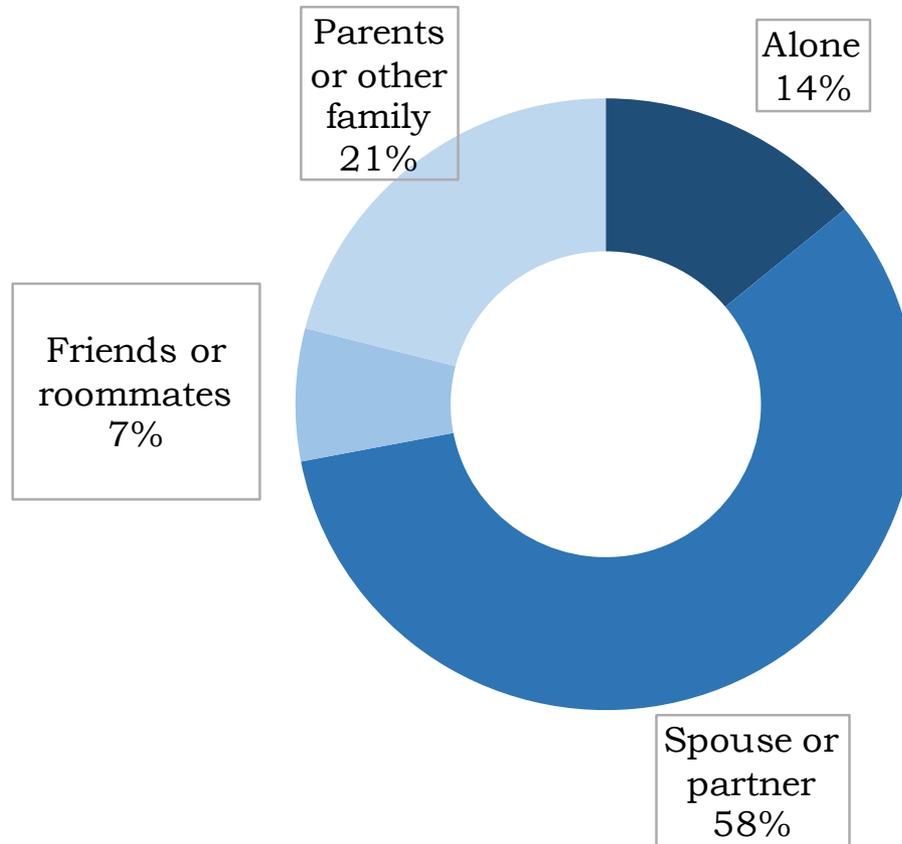
How many hours do you work?



Where is your current job location?

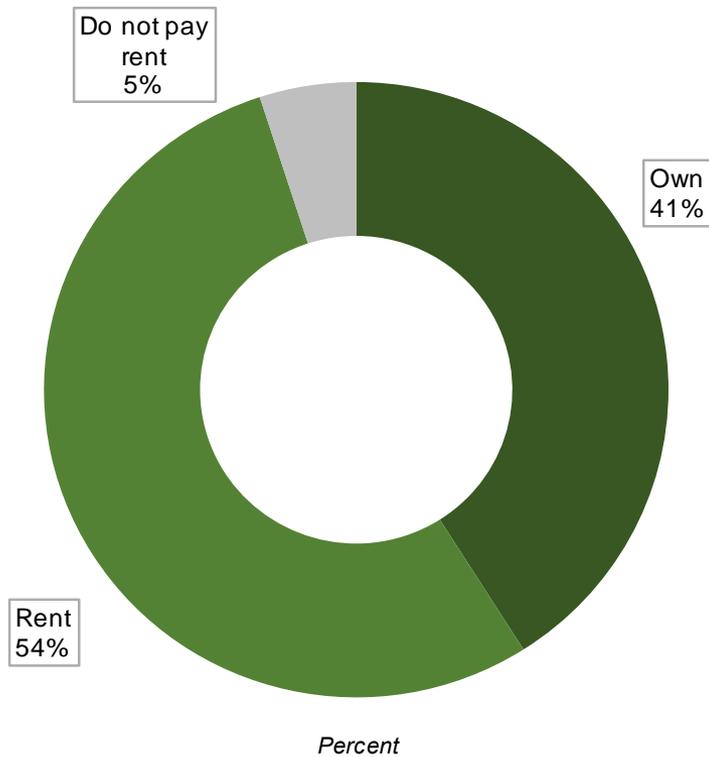


Which of the following best describes your living situation?



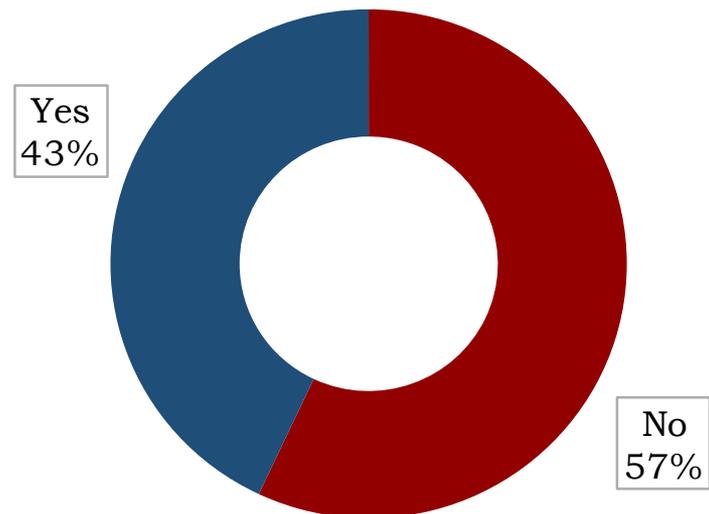
Do you own or rent the place where you live?

(Among 79% of respondents who answered either living alone, with a spouse/partner, or with friends/roommates)

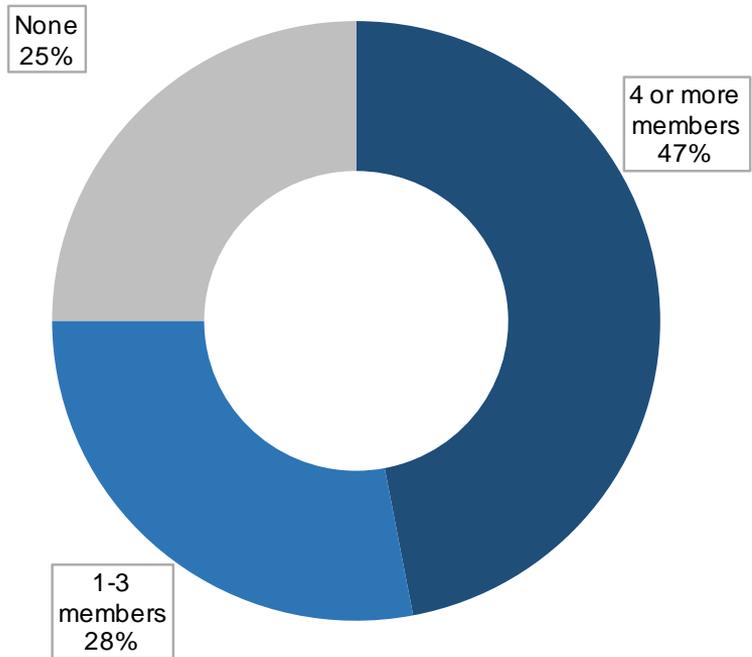


Do you pay rent where you live?

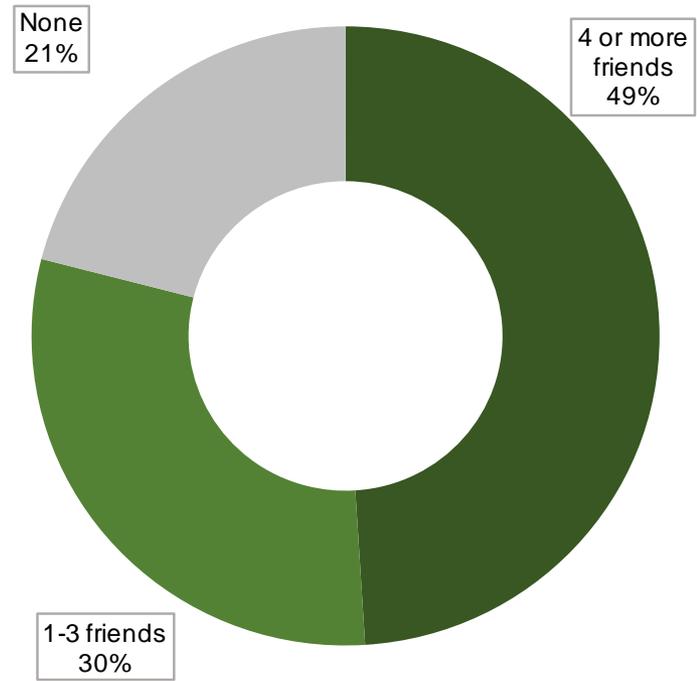
(Among 21% of respondents who reported as living with parents/family)



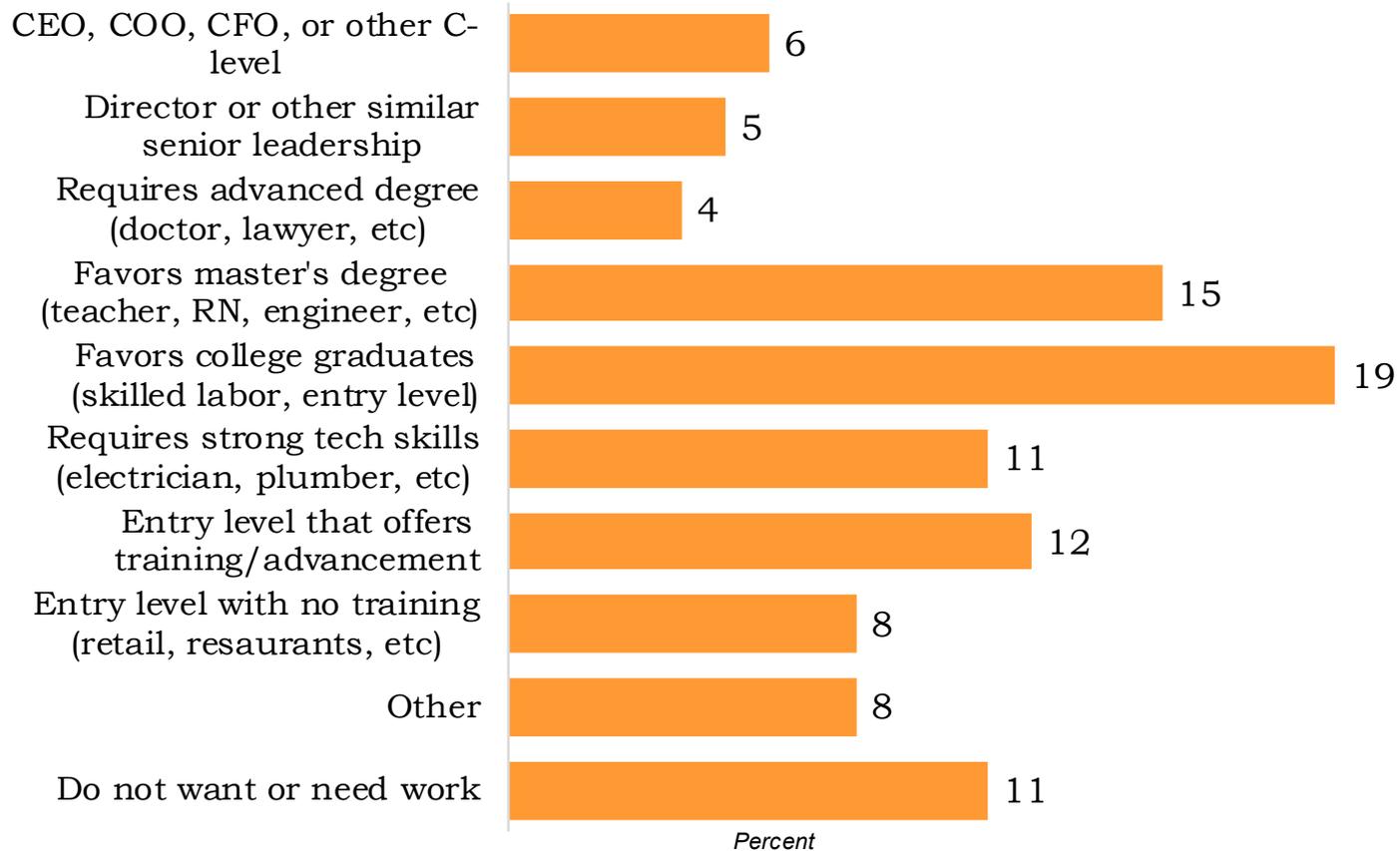
How many family members do you have that live in an area that you would consider close or easily accessible to you?



How many friends do you have that live in an area that you would consider close or easily accessible to you?



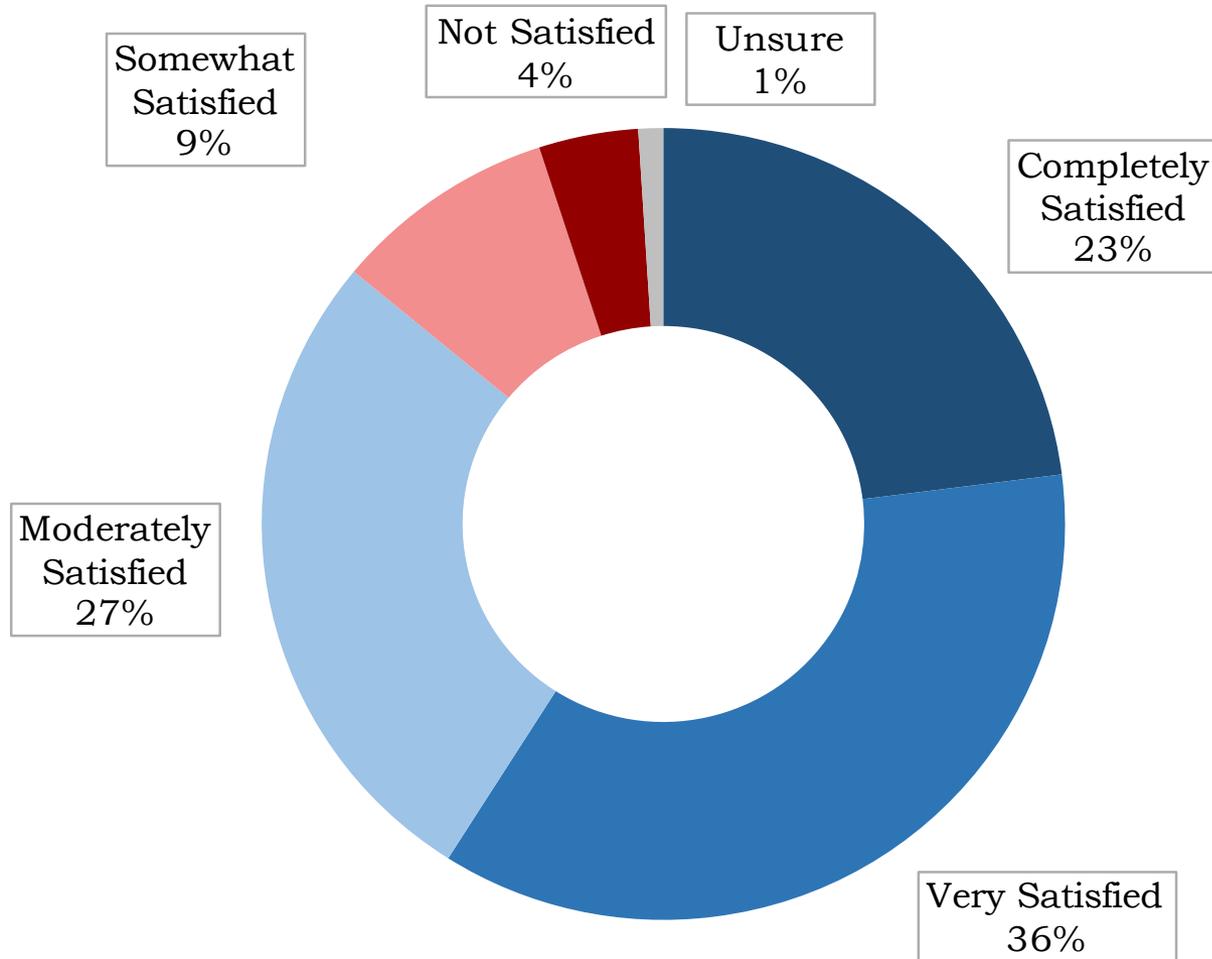
Which best describes the type of employment you want and matches your skills?



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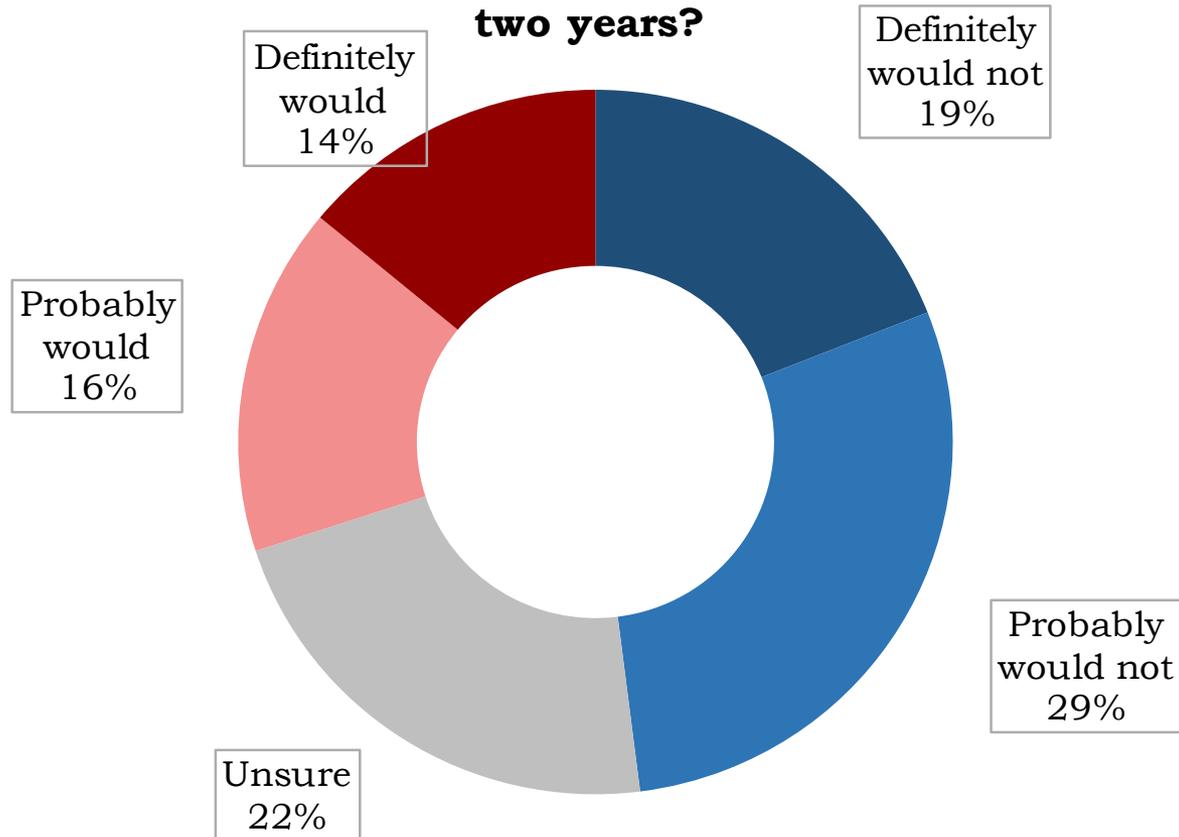
How would you rate your overall satisfaction with NH?



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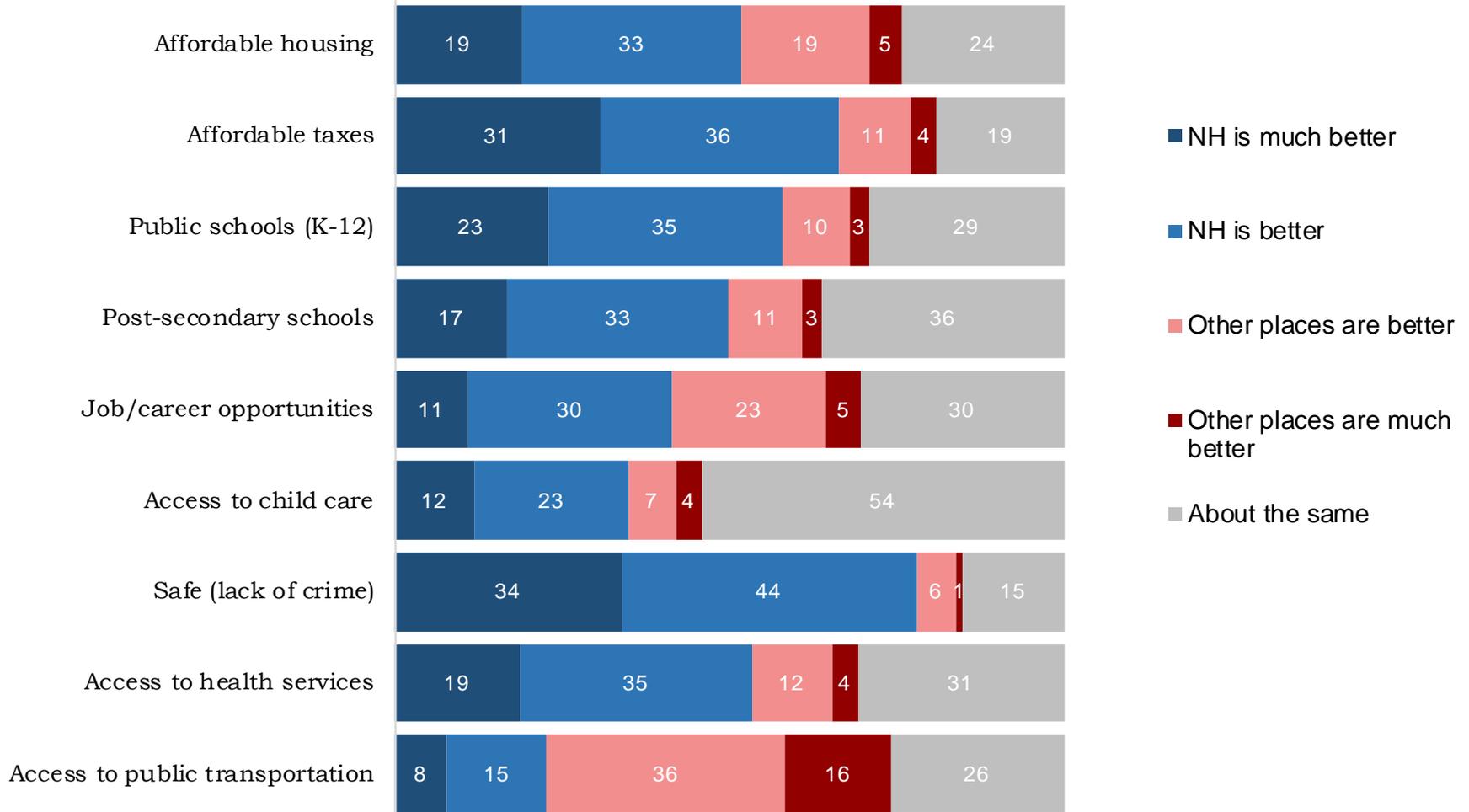
How likely is it that you would consider moving out of New Hampshire in the next two years?



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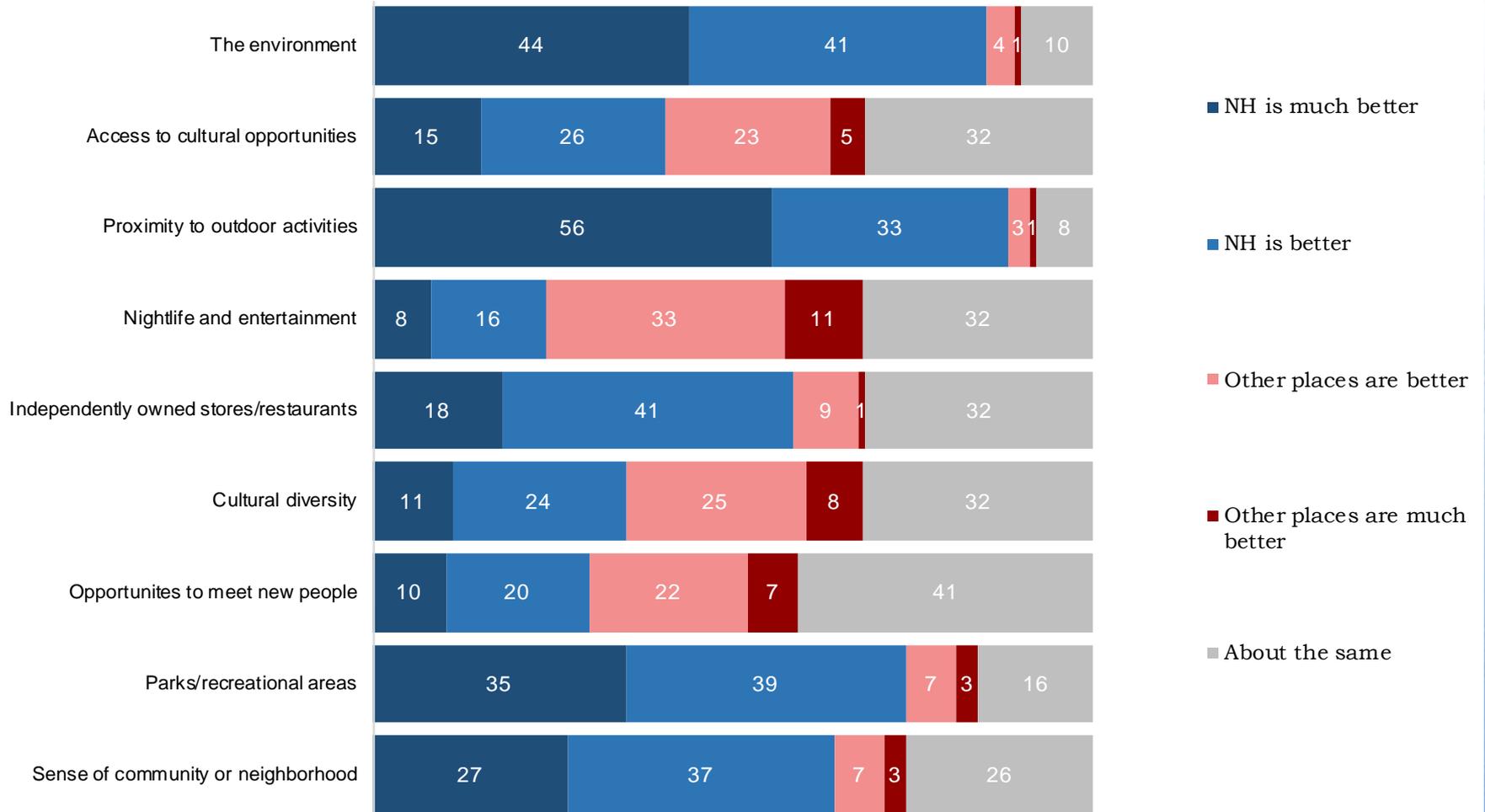
Quality of life indicators:



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Quality of life indicators:



Action matrix

High ratings

3. Taken for granted

Reasons for possibly staying in NH

2. Most important quality of life indicators

Primary reasons for staying in NH

4. Potential Achilles' heel

Reasons for possibly leaving NH

1. Achilles' heel

Primary reasons for possibly leaving NH

Low ratings

Low impact

Likelihood to stay in New Hampshire

High impact

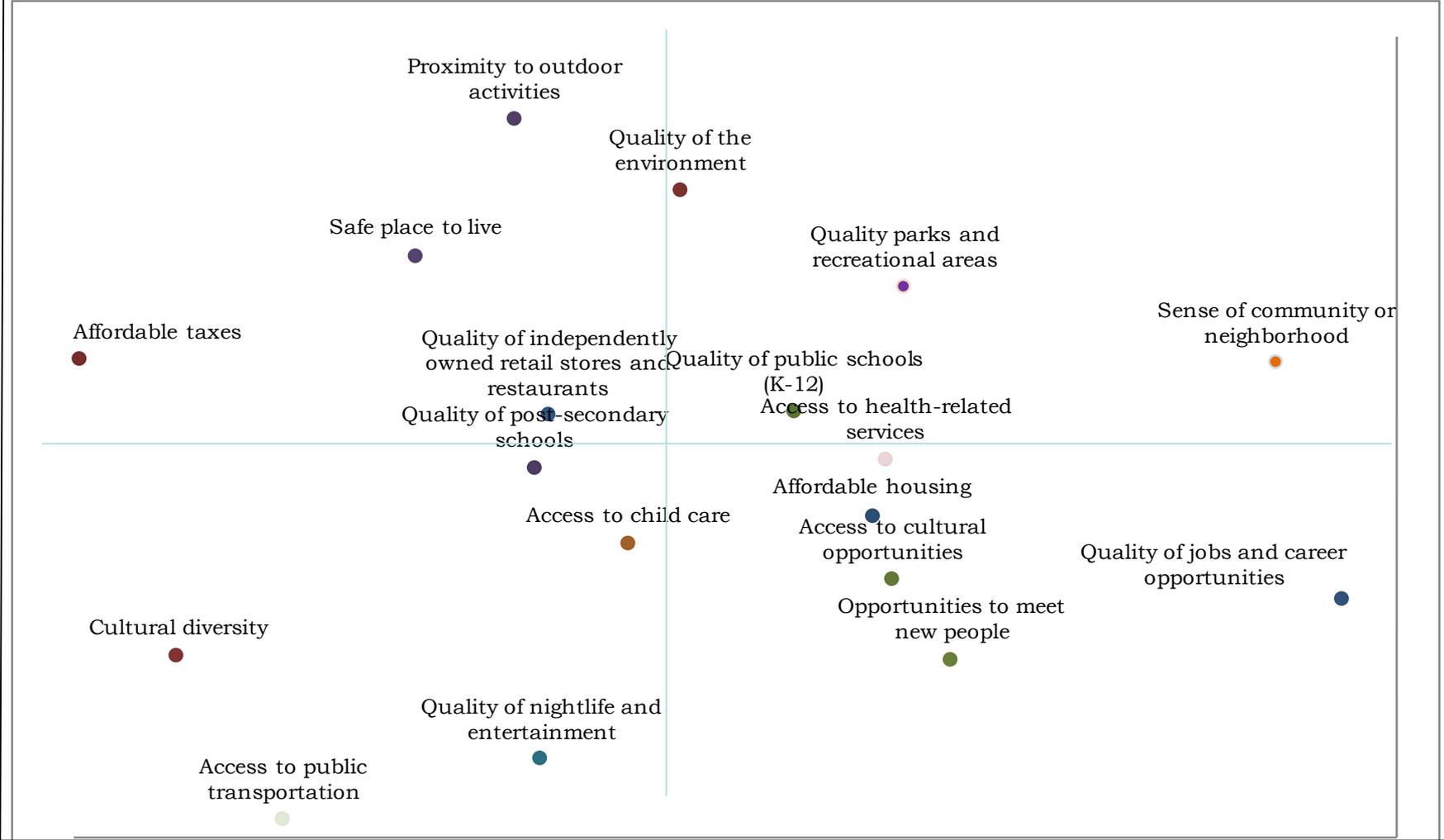
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Action Matrix

High ratings

Rating of New Hampshire



Likelihood of Staying in NH

Low impact

High impact



Clear advantages:

- Environment
- K-12 and higher education
- Parks and outdoor recreation
- Safety

Top Challenges:

- Aloneness
- Regressive public policies – affordable housing, transit, etc.
- Perceived lack of opportunities, both professional and cultural/entertainment