



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

Sponsored by:





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



## Purpose

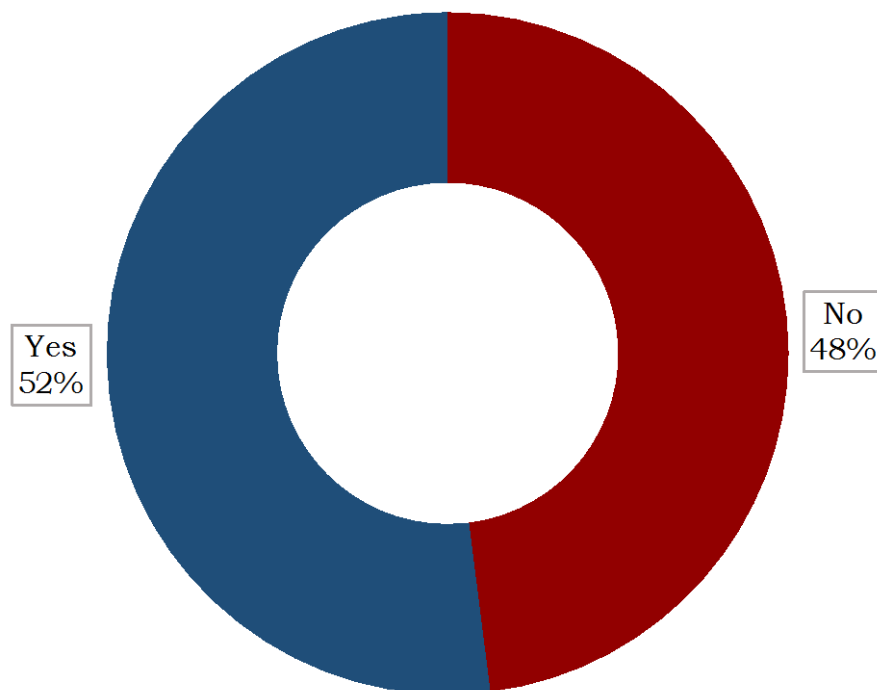
- Identify the reasons why residents choose to live in New Hampshire.
- Evaluate residents' satisfaction with living in New Hampshire.
- Determine how residents rate the quality life of New Hampshire.
- Determine if residents plan to remain in New Hampshire.



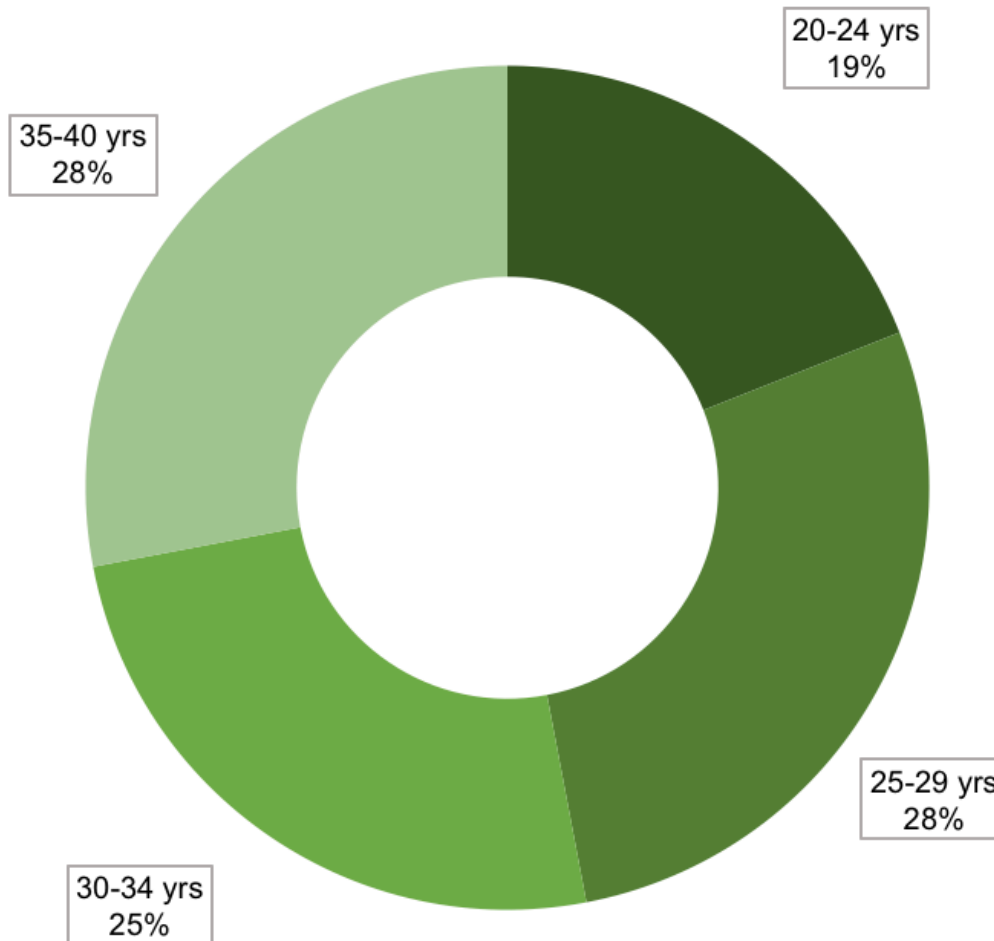
# Key findings



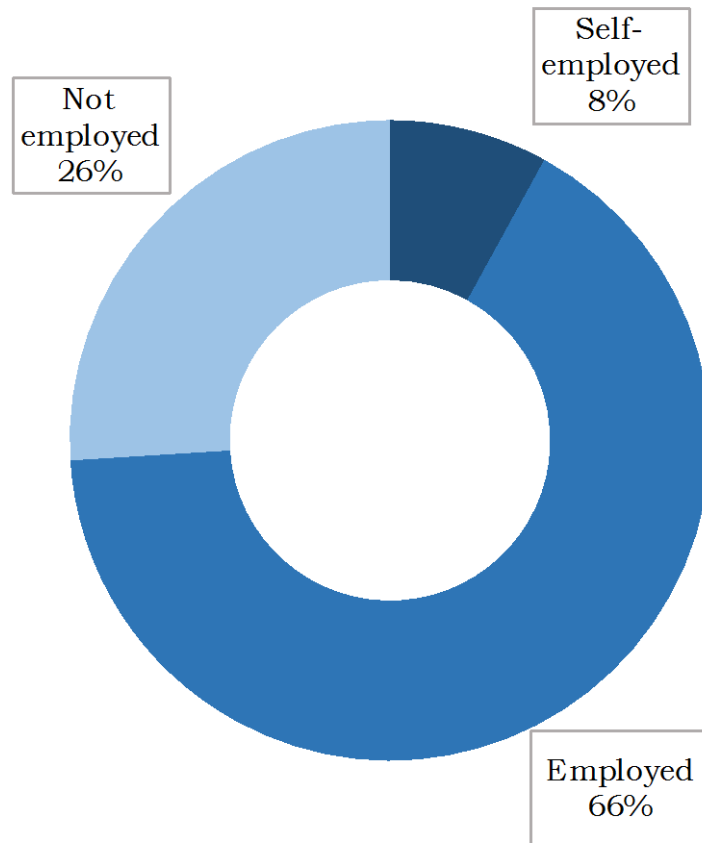
Were you born in New Hampshire?



## Age survey respondents:



**Are you currently employed or not employed?**

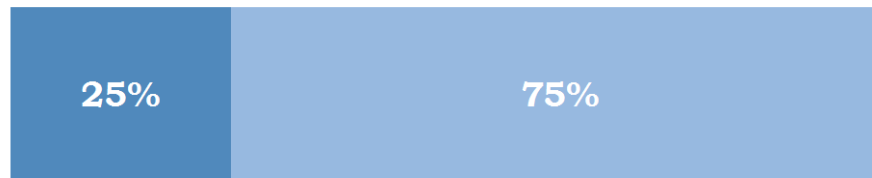




# stayworkplay

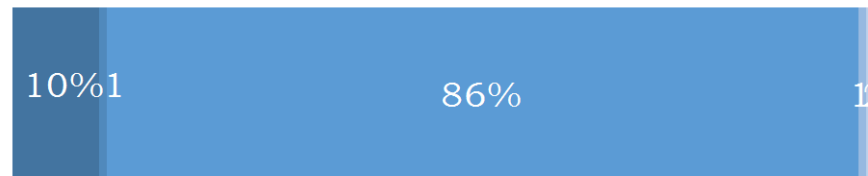
N F W H A M P S H I R E

## How many hours do you work?



■ Part-time ■ Full-time

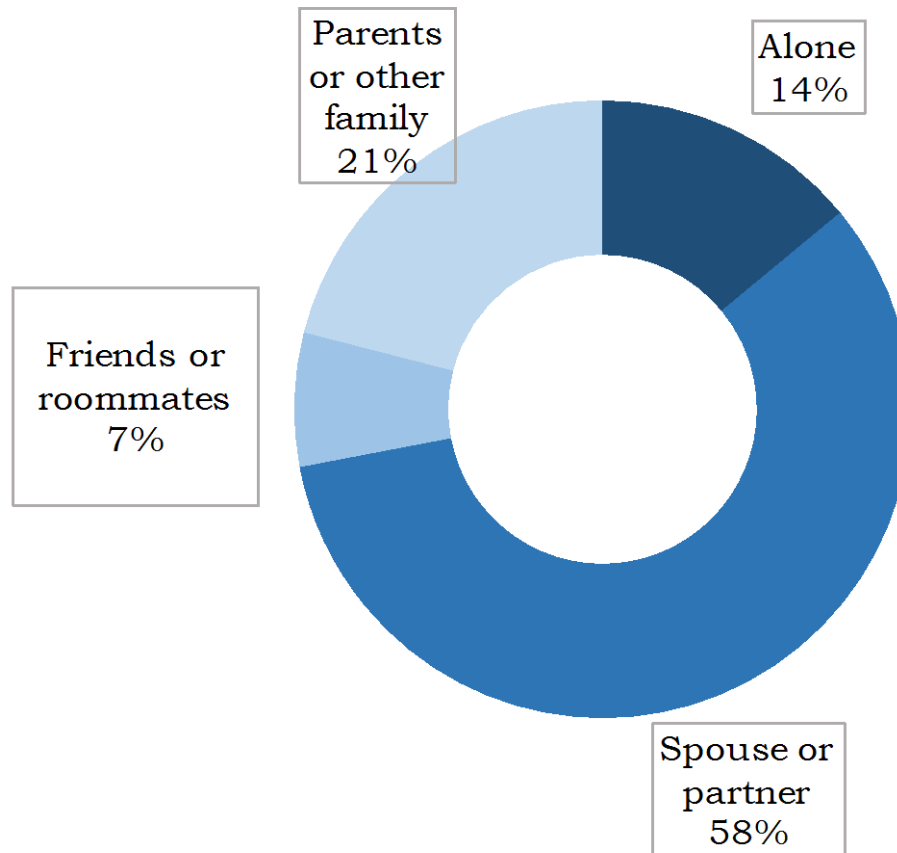
## Where is your current job location?



■ Massachusetts ■ Maine ■ New Hampshire ■ Vermont ■ Other



**Which of the following best describes  
your living situation?**

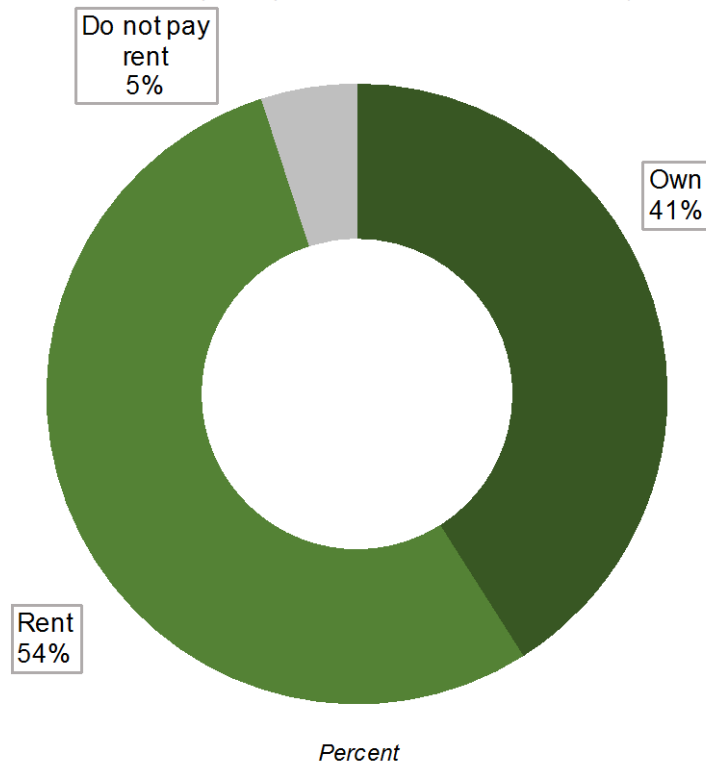


# stayworkplay

## NEW HAMPSHIRE

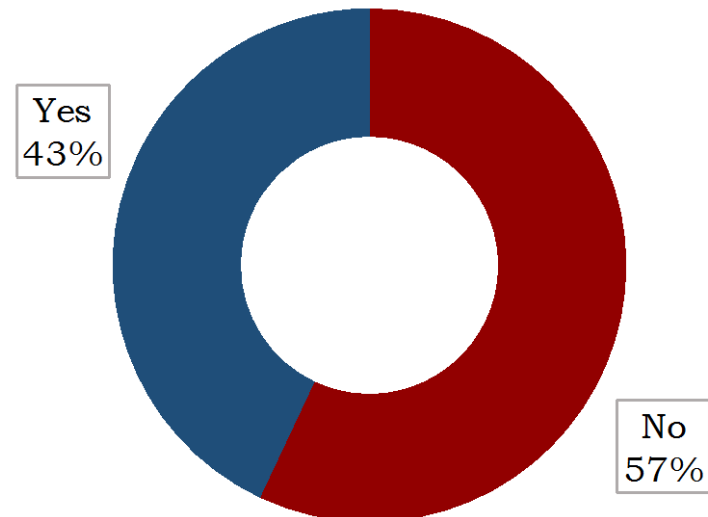
### Do you own or rent the place where you live?

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

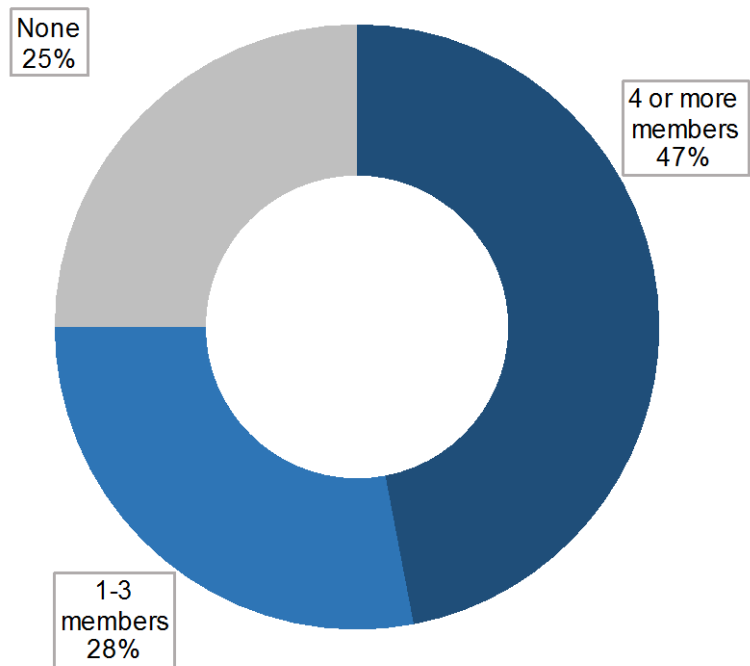


### Do you pay rent where you live?

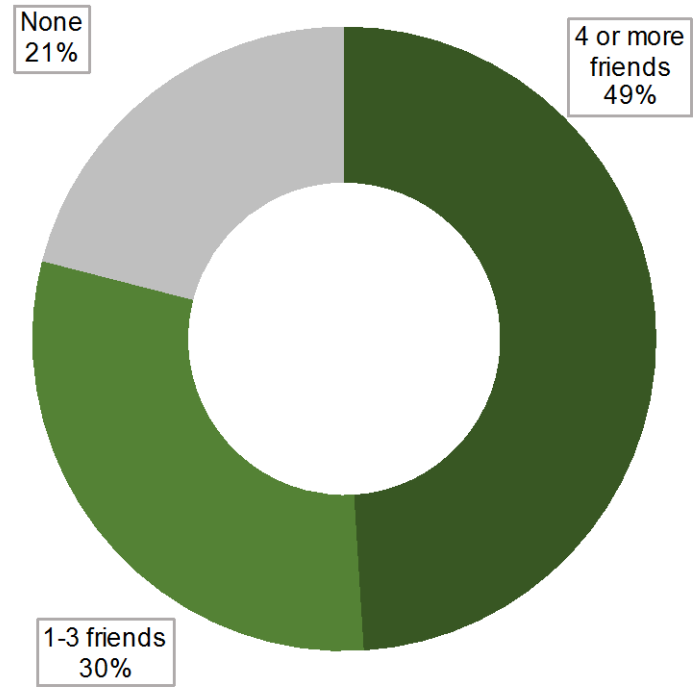
(Among 21% of respondents who reported as living with parents/family)



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

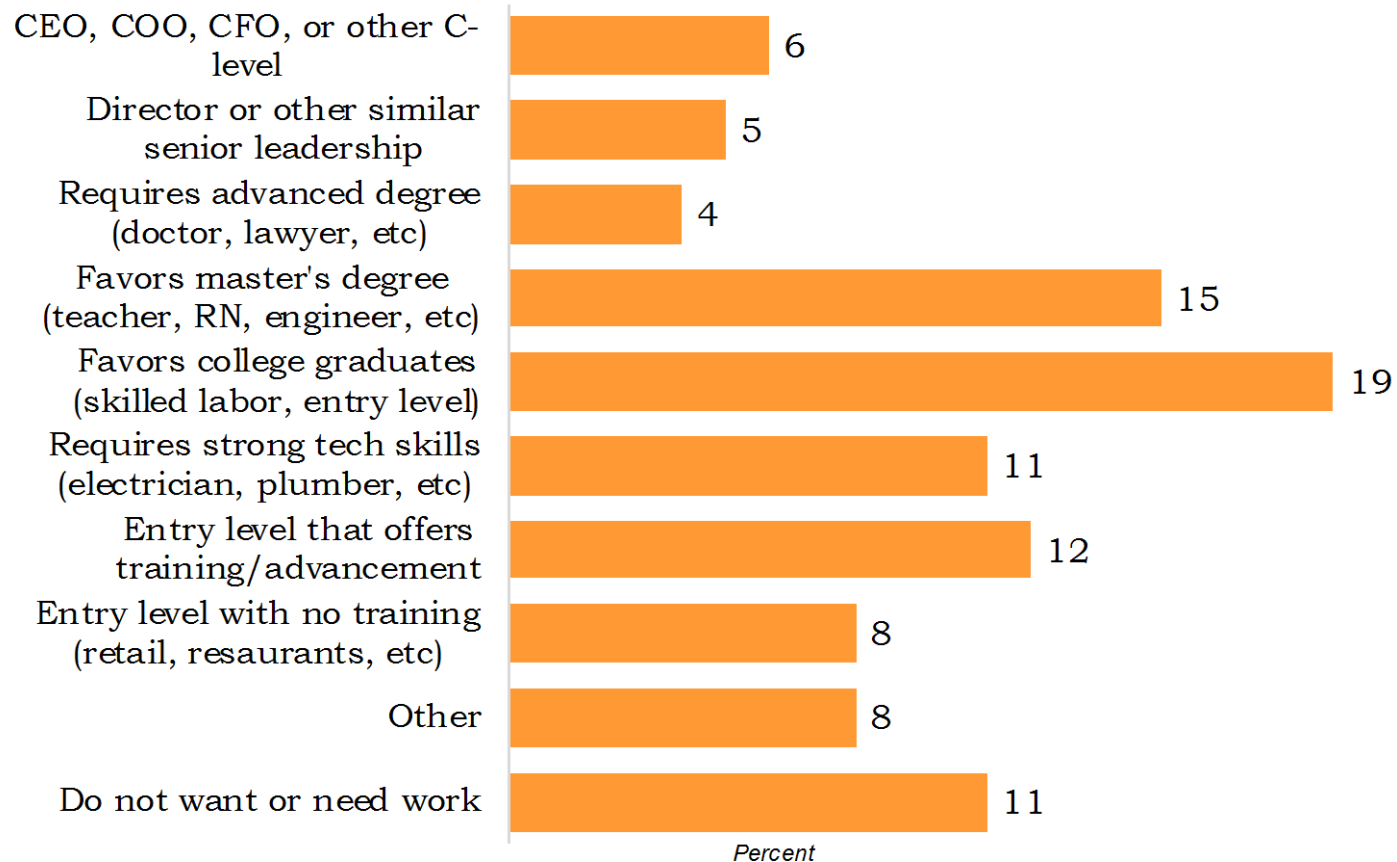


**How many friends do you have that live in an area that you would consider close or easily accessible to you?**

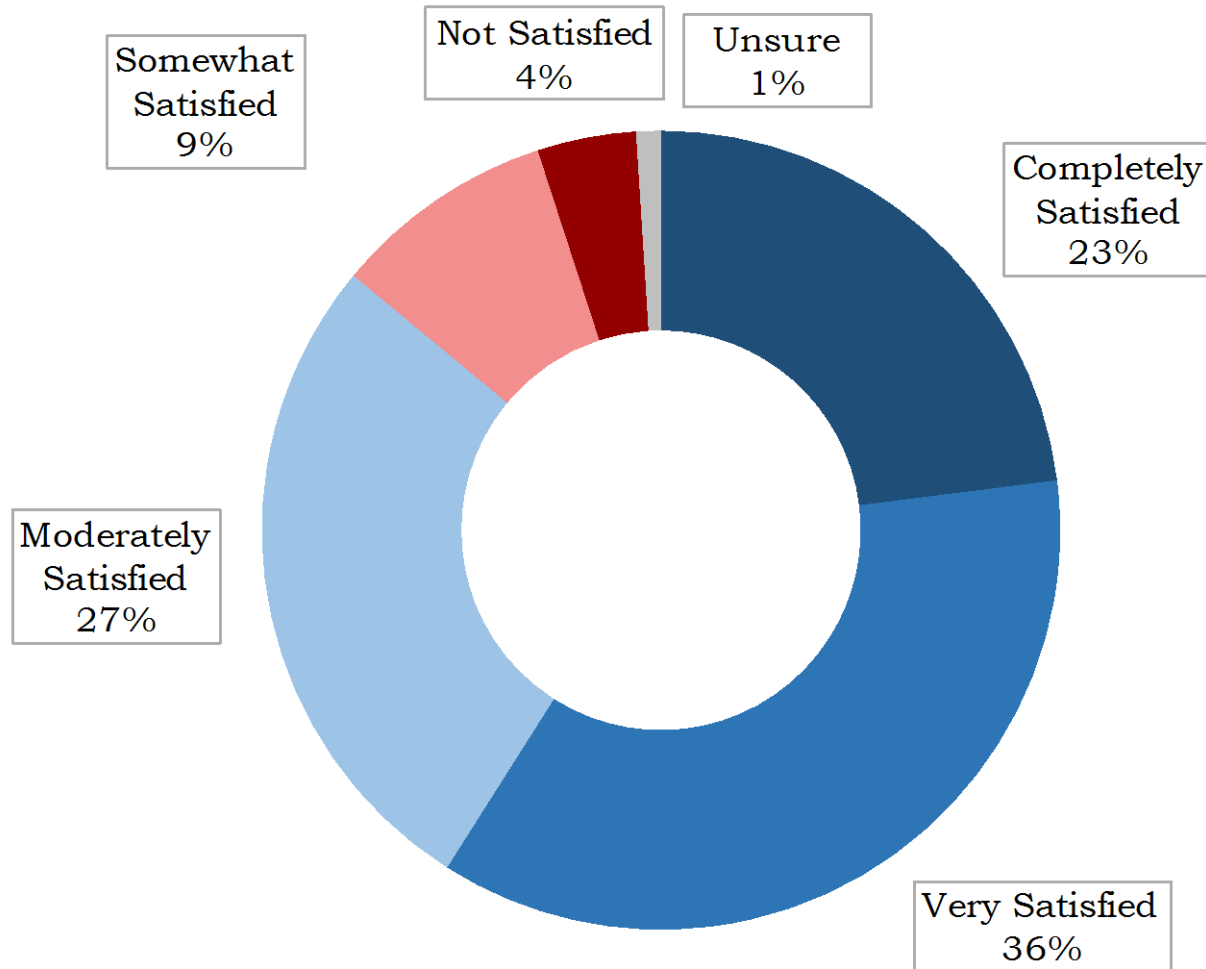




**Which best describes the type of employment you want and matches your skills?**



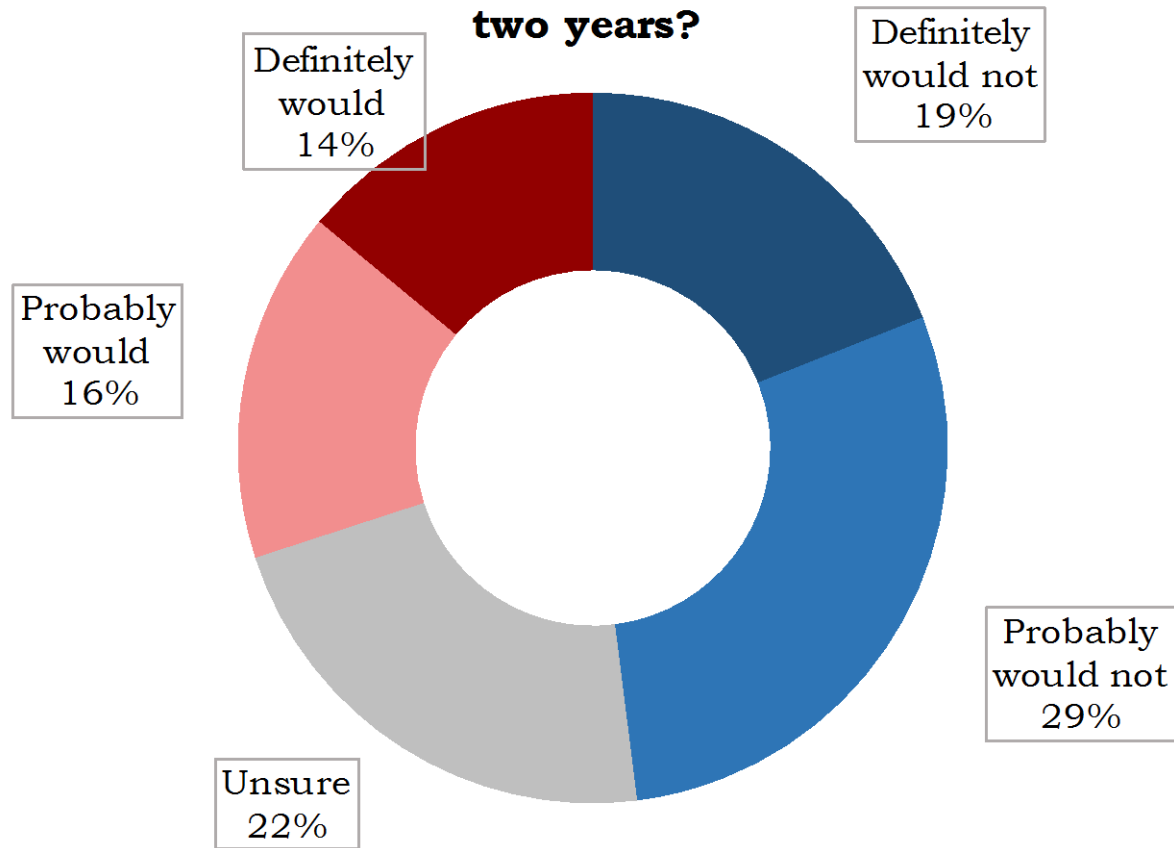
### How would you rate your overall satisfaction with NH?



# stayworkplay

## NEW HAMPSHIRE

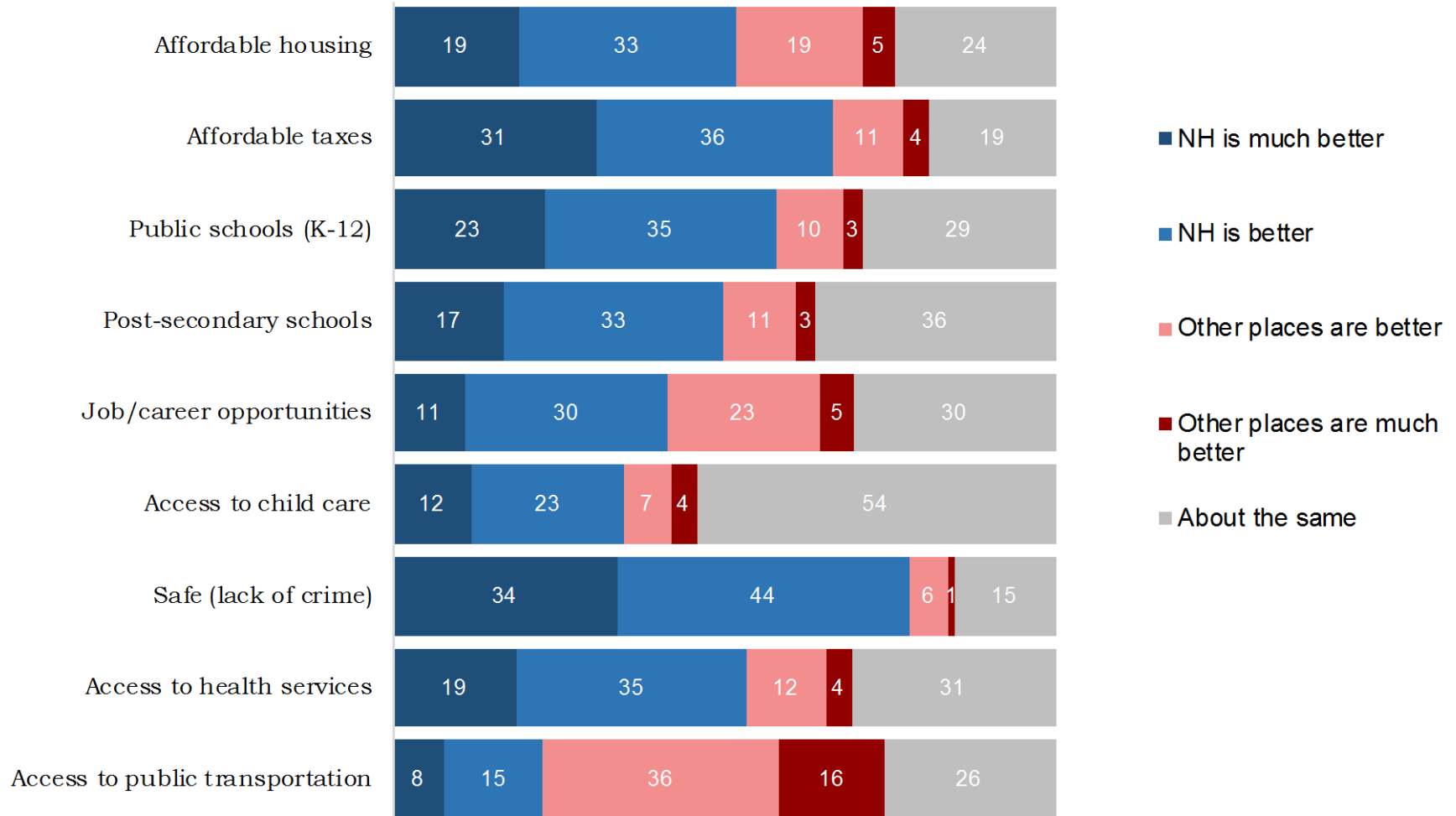
**How likely is it that you would consider moving out of New Hampshire in the next two years?**



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## NEW HAMPSHIRE

Quality of life indicators:

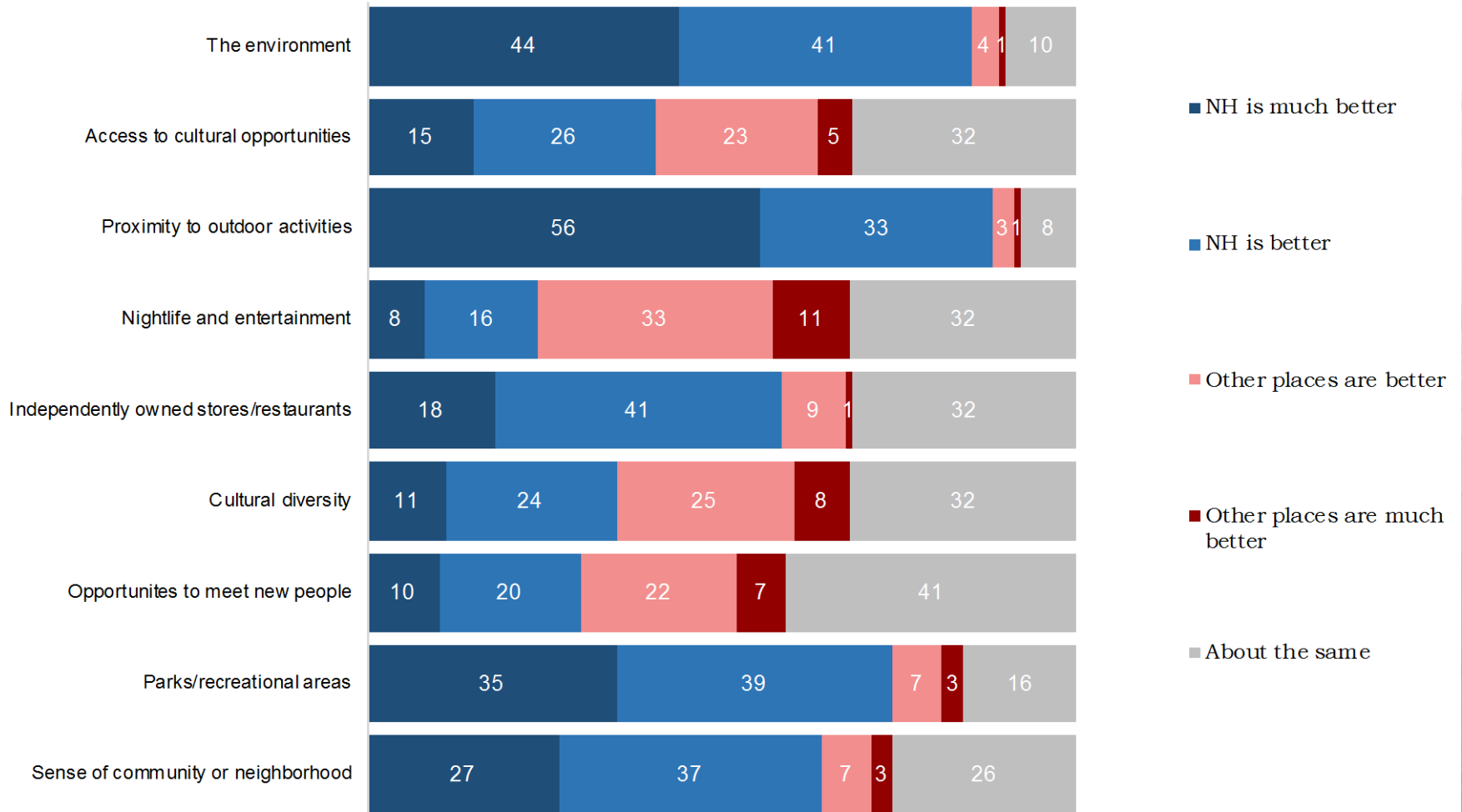




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## NEW HAMPSHIRE

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*

# stayworkplay

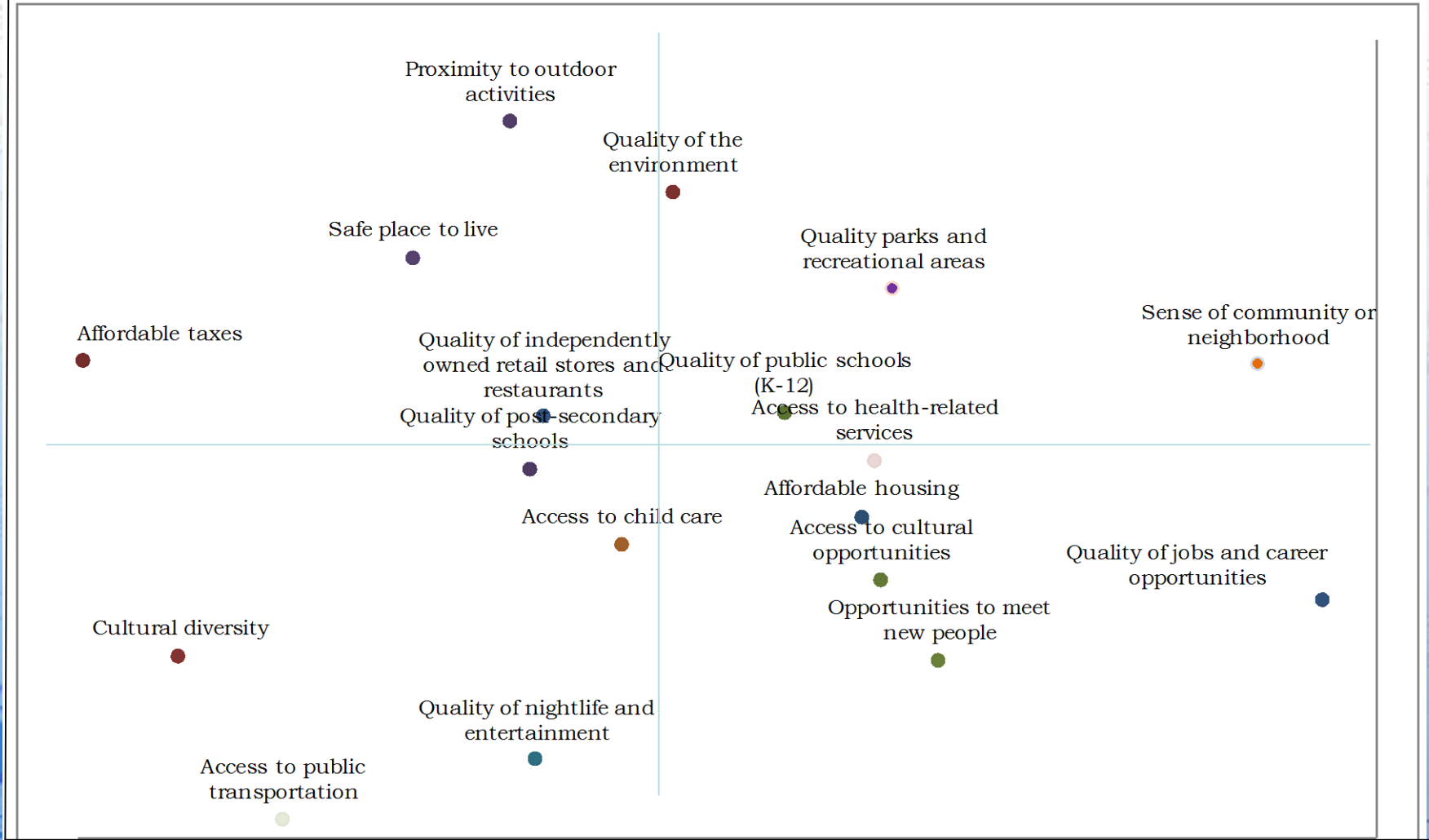
## NEW HAMPSHIRE

### Action Matrix

High ratings

Rating of New Hampshire

Low ratings



Low impact

Likelihood of Staying in NH

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