

# THE WMUR GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

November 26, 2013

### SHOPPING ON THANKSGIVING DAY A TURKEY IDEA SAYS NH

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DURHAM, NH – Only a very small percent of Granite Staters plan to shop on Thanksgiving Day and few approve of stores opening on the holiday. Most New Hampshire residents have just enough money to cover the costs of holiday gifts and say they plan to spend about the same amount on gifts as last year.

These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Five hundred and fifty-four (554) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between November 22 and November 25, 2013. The margin of sampling error for the survey is +/- 4.2 percent.

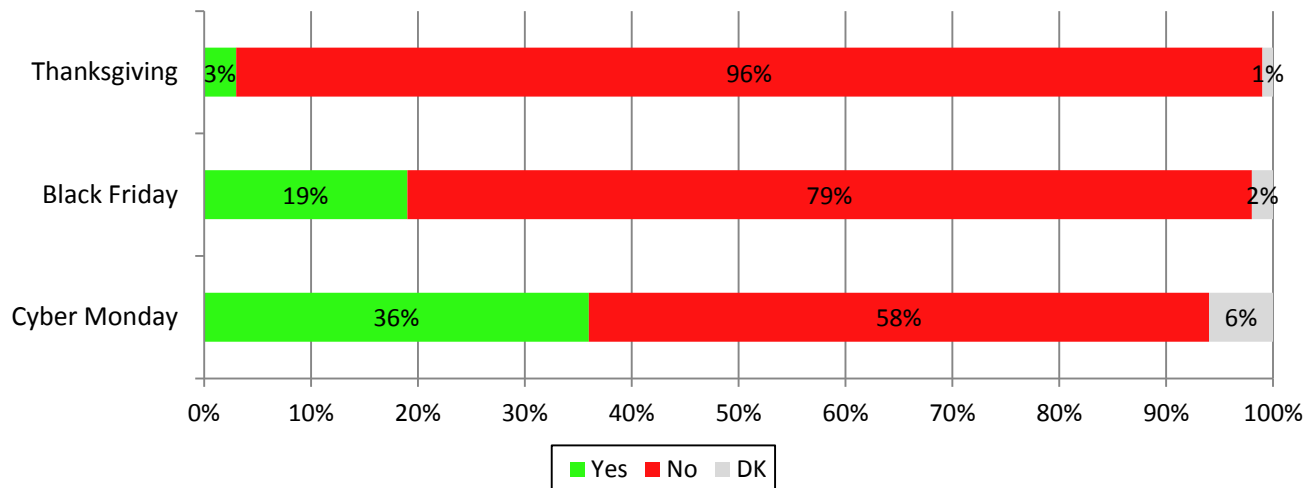
### Holiday Shopping

Many retailers plan to open on Thanksgiving Day this year in an attempt to get a head start on Black Friday sales. This has led to push back from consumers who believe the holiday should remain a time to be with family, not do holiday shopping.

The majority of New Hampshire residents will not be out shopping to take advantage of special deals on Thanksgiving weekend – 36% plan to shop on “Cyber Monday”, 19% plan to shop on “Black Friday” and only 3% plan to shop on Thanksgiving. New Hampshire residents are somewhat less likely than the U.S. as a whole to say they will shop on Thanksgiving or Black Friday. In a recent Hartford Courant/University of Connecticut survey, 7% of U.S. adults said they planned to shop on Thanksgiving and 27% said they planned to shop on Black Friday.

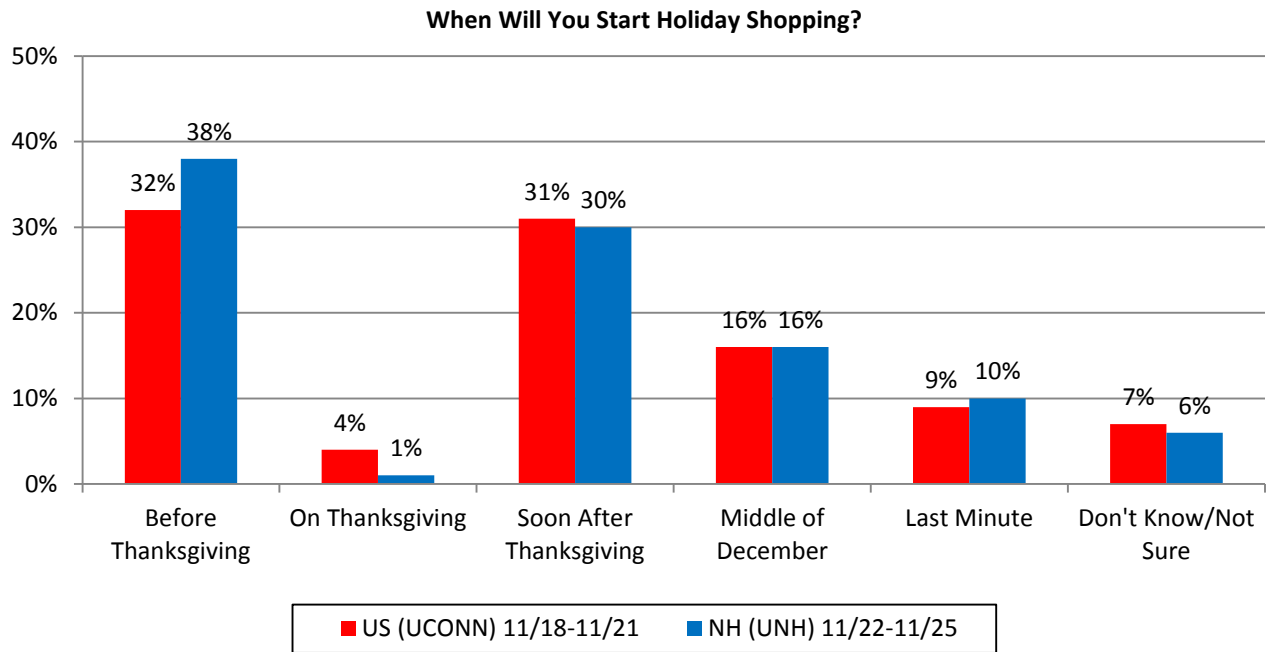
- Younger adults and single people are most likely to shop on Black Friday.
- Younger adults, college graduates and higher-income households are most likely to shop on Cyber Monday.

### Planning To Shop On Days with Big Sales?



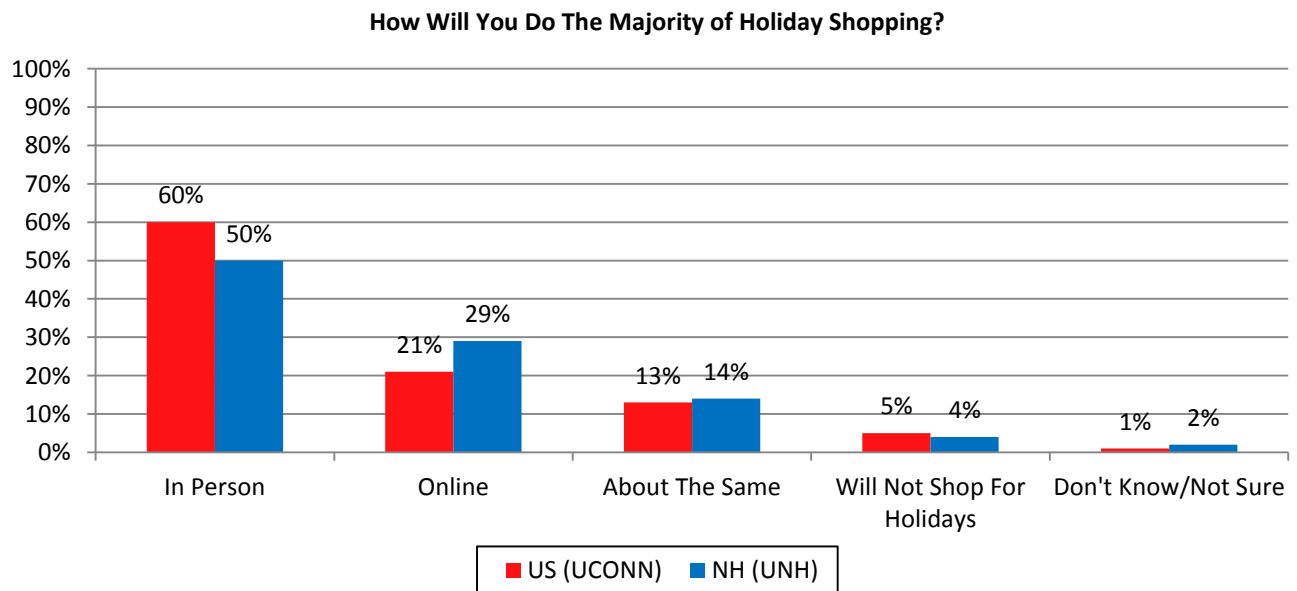
\* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

About two-thirds of Granite Staters plan to begin holiday shopping near Thanksgiving as 38% say will begin before the holiday, 1% will start shopping on Thanksgiving Day and 30% will start right after the holiday. Another 16% of Granite Staters plan to start shopping in the middle of December, 10% are last minute shoppers, and 6% are unsure. New Hampshire shoppers are very similar to shoppers across the country in when they say they will do their holiday shopping.



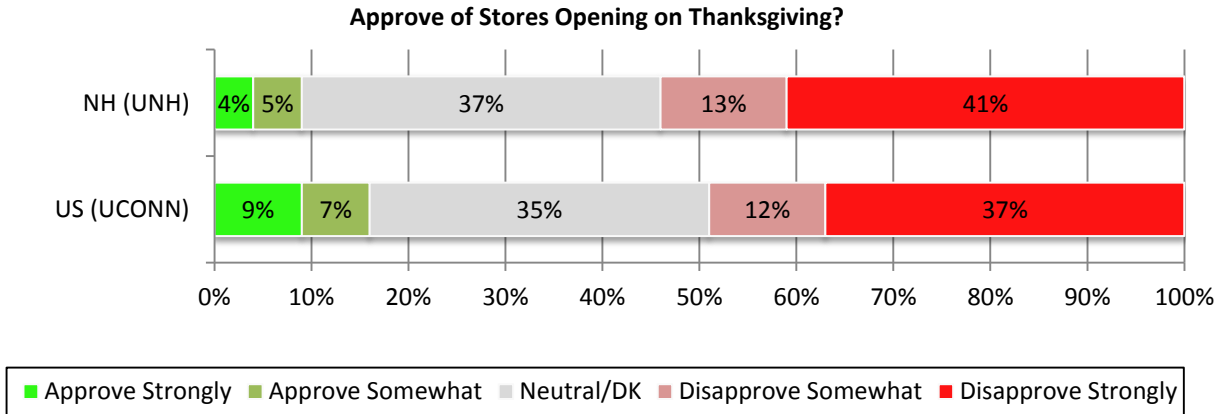
Online shopping has become more popular in recent years but going to stores remains the way most people shop. Half of Granite Staters (50%) plan to do most of their shopping in person at stores, 29% will do most of their shopping online, 14% will shop the same amount on-line as they do in stores, 4% will not shop for holidays and 2% are unsure.

- Post-graduates, Connecticut Valley residents and higher-income households are most likely to do most of their shopping online.
- High school graduates or less, Seacoast and North Country residents and lower-income households are most likely to do most of their shopping in person.
- New Hampshire residents are more likely to shop online than residents nationwide.

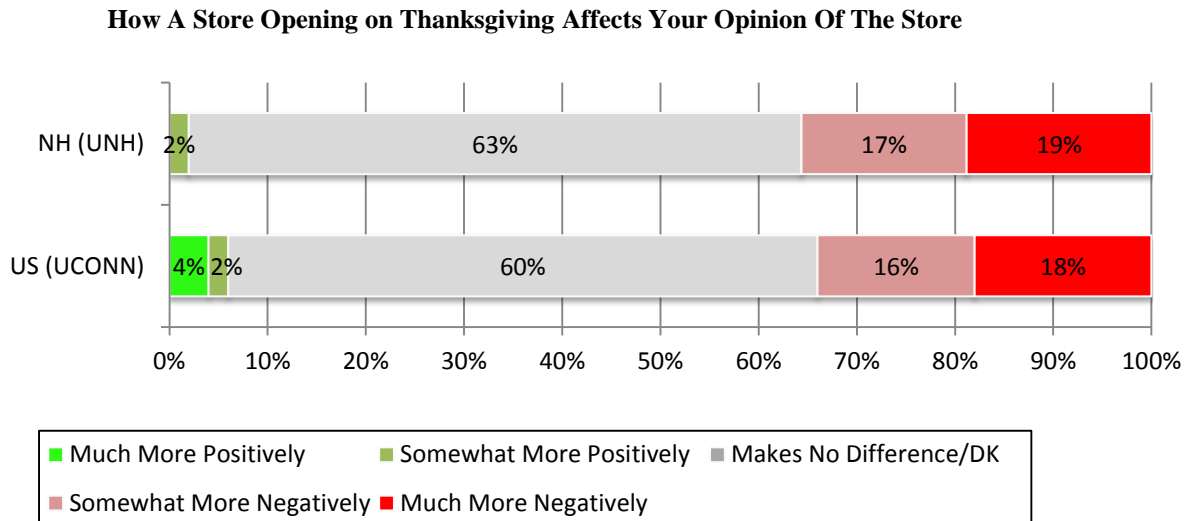


## Stores Opening on Thanksgiving

Many retail stores, especially “big box” and mall stores, will be open on Thanksgiving Day to get an early start on their Black Friday promotions. This is not a popular idea with most people in New Hampshire - only 9% approve (4% “strongly” and 5% “somewhat”) of stores being open on Thanksgiving day, 54% disapprove (41% “strongly” and 13% “somewhat”) and 37% are neutral or unsure. On this measure, New Hampshire residents have very similar opinions to people across the country.

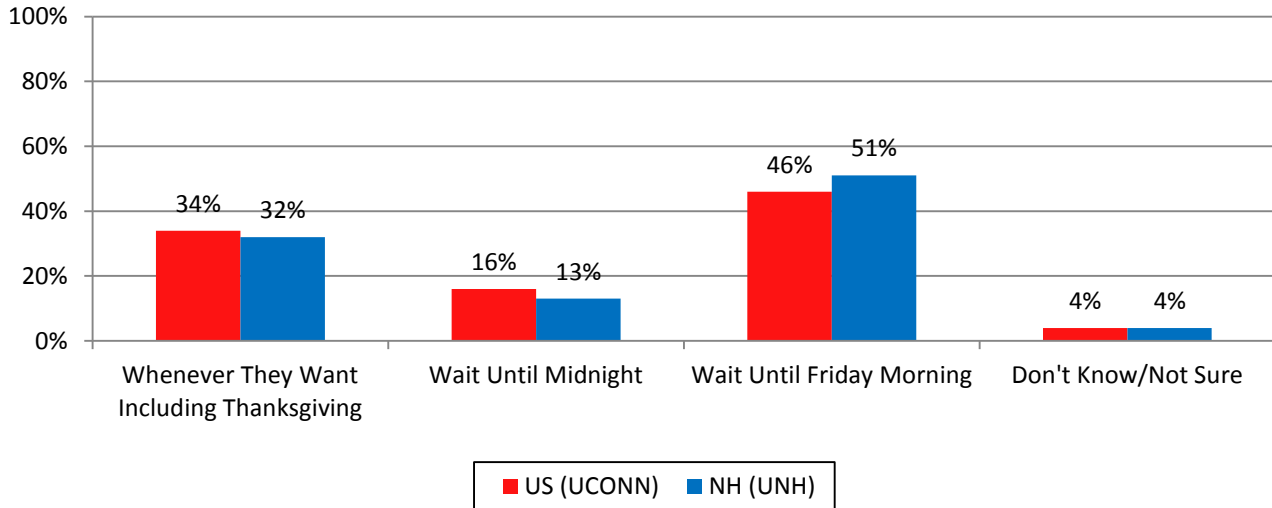


Stores who open on Thanksgiving risk alienating more shoppers than they attract. Only 2% of New Hampshire residents say they view a store more positively if they open on Thanksgiving, 36% say they would look at the store more negatively (17% “somewhat more negatively” and 19% “much more negatively”), while most say that a store opening on Thanksgiving makes no difference in their opinion of the store.



Half of New Hampshire residents (51%) think Black Friday sales should not start until the morning after Thanksgiving Day, 32% say that stores should be able to open whenever they want including Thanksgiving, 13% prefer stores waiting until midnight to open and 4% are unsure.

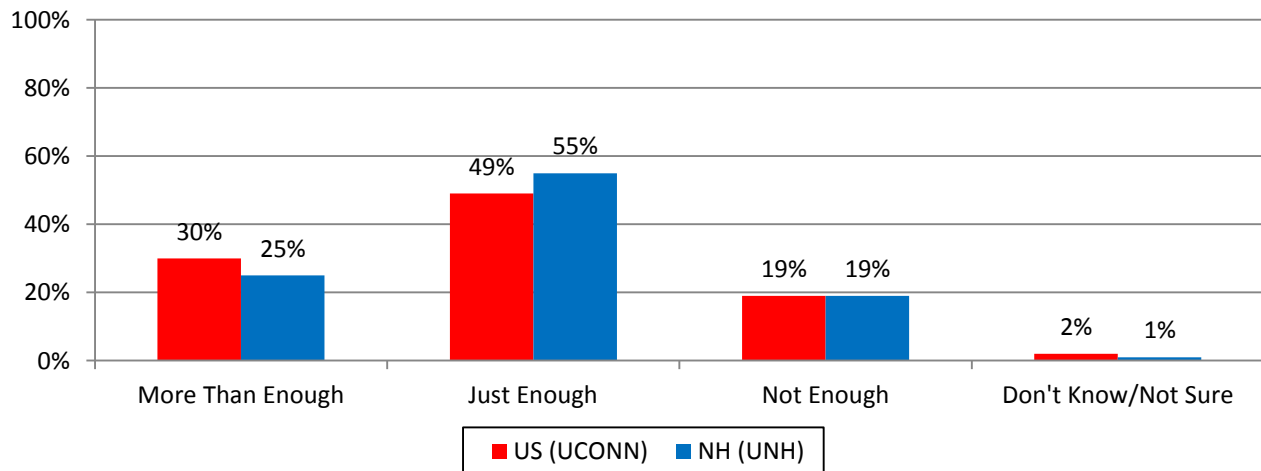
### When Stores Should Open For Black Friday Sales?



### Spending On Holiday Shopping

Despite the slow economy, most New Hampshire residents (55%) say that they have just enough money to cover their holiday shopping needs, and 25% say they have more than enough. However, 19% say they don't have enough to cover their holiday shopping needs, and 1% are unsure. Lower-income households are most likely to say they don't have enough money for holiday gifts while higher-income households are most likely to say they have more than enough money.

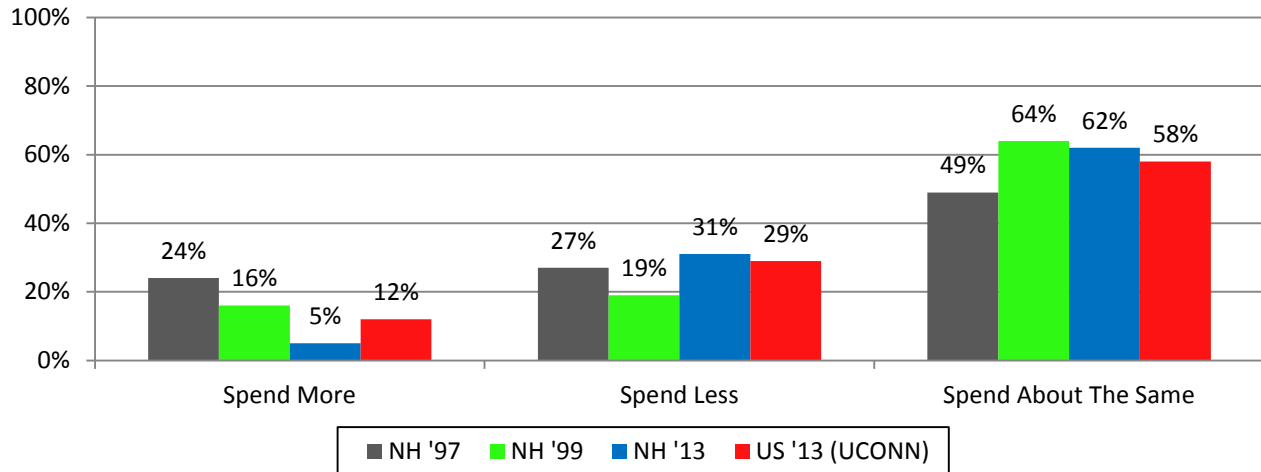
### Have Enough Money To Meet Holiday Gift Costs



Most Granite Staters (62%) plan to spend about the same on holiday gifts as they did last year, 31% plan to spend less and only 5% plan to spend more. While less New Hampshire residents plan to spend more money this year compared to the nationwide numbers, the bigger difference is from when we asked this question in 1997 and 1999, where significantly more residents planned to spend more than the previous year.

- People who are divorced or separated are most likely to spend less on holiday presents this year.

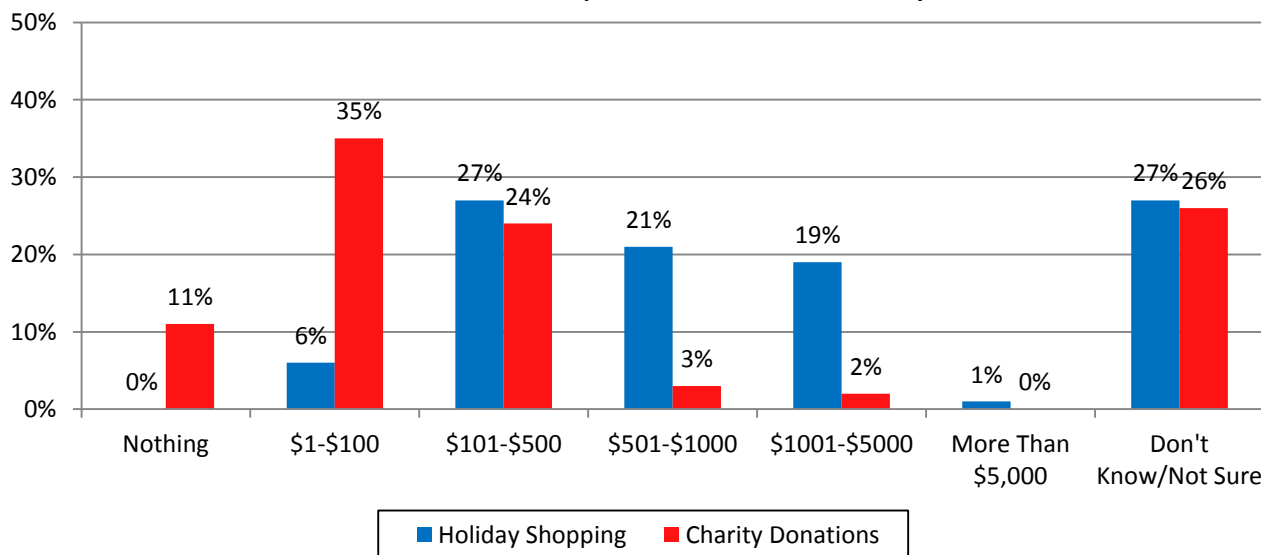
**How Much Will You Spend This Year Compared To Last Year?**



While nearly all New Hampshire residents say they will spend some amount of money on holiday shopping, there is a wide range of opinions on how much they are going to spend – 6% say will spend \$100 or less, 27% will spend between \$101 and \$500, 21% will spend between \$501 and \$1,000, 20% will spend over \$1000 and 27% are unsure.

And while the holiday season is a time for remembering the needy, charitable donations will be far less than money spent on gifts. Most Granite Staters (89%) also say they plan to give money to charity during the holiday season – 35% will donate between \$1 and \$100, 24% will donate between \$101 and \$500, 5% will donate more than \$500 and 26% are unsure.

**How Much Will You Spend On Gifts / Give To Charity?**



## Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. Five hundred and fifty-four (554) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between November 22 and November 25, 2013. The margin of sampling error for the survey is +/- 4.2 percent.

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, age, and region of the state. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

### Holiday Shopping

“When do you plan to start your holiday shopping this year ... before Thanksgiving, on Thanksgiving Day, soon after Thanksgiving, the middle of December, or not until the last minute?”

	<u>Nov. '13</u>
<b>Before Thanksgiving</b>	<b>38%</b>
<b>On Thanksgiving</b>	<b>1%</b>
<b>Soon After Thanksgiving</b>	<b>30%</b>
<b>The Middle of December</b>	<b>16%</b>
<b>The Last Minute</b>	<b>10%</b>
<b>Don't Know/Not Sure</b>	<b>6%</b>
<b>(N=)</b>	<b>(544)</b>

“Are you planning to go shopping on Thanksgiving – Thursday November 28th?”

“Are you planning to go shopping on Black Friday, that is November 29th --the day after Thanksgiving?”

“What about shopping online on the Monday after Thanksgiving, also known as Cyber Monday?”

<u>Nov. '13</u>	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>(N)</u>
<b>Thanksgiving</b>	<b>3%</b>	<b>96%</b>	<b>1%</b>	<b>(551)</b>
<b>Black Friday</b>	<b>19%</b>	<b>79%</b>	<b>2%</b>	<b>(552)</b>
<b>Cyber Monday</b>	<b>36%</b>	<b>58%</b>	<b>6%</b>	<b>(552)</b>

“This year do you plan to do most of your holiday shopping online or do you plan to do most of your holiday shopping by going to stores in person?” ROTATE RESPONSES 1 AND 2

	<u>Nov. '13</u>
<b>Online</b>	<b>29%</b>
<b>In Person</b>	<b>50%</b>
<b>About The Same</b>	<b>14%</b>
<b>Will Not Shop For Holidays</b>	<b>4%</b>
<b>Don't Know/Not Sure</b>	<b>2%</b>
<b>(N=)</b>	<b>(550)</b>

### Stores Opening On Thanksgiving

“As you may know, this year a number of large retail stores will open on Thanksgiving Day to begin their annual Black Friday sales. Do you approve or disapprove of this, or do you not have an opinion about this one way or the other?”  
“Is that strongly or just somewhat?”

	<u>Nov. '13</u>
<b>Approve Strongly</b>	<b>4%</b>
<b>Approve Somewhat</b>	<b>5%</b>
<b>Neither Approve Or Disapprove</b>	<b>36%</b>
<b>Disapprove Somewhat</b>	<b>13%</b>
<b>Disapprove Strongly</b>	<b>41%</b>
<b>Don't Know/Not Sure</b>	<b>1%</b>
<b>(N=)</b>	<b>(553)</b>

“Thinking about retail shopping during the Thanksgiving holiday, which statement comes closest to your opinion?”

	<u>Nov. '13</u>
<b>Retailers should be able to open anytime they would like, including Thanksgiving Day</b>	<b>32%</b>
<b>Retailers should not open until midnight, after Thanksgiving celebrations are over</b>	<b>13%</b>
<b>Retailers should wait until the morning after Thanksgiving to begin Black Friday sales</b>	<b>51%</b>
<b>Don't Know/Not Sure</b>	<b>4%</b>
<b>(N=)</b>	<b>(552)</b>

“If a retail store opens for holiday sales on Thanksgiving, does that make you view the store more positively, more negatively, or does it not change how you view the store?”

“Is that much more or somewhat more?”

	<u>Nov. '13</u>
<b>Much More Positively</b>	<b>0%</b>
<b>Somewhat More Positively</b>	<b>2%</b>
<b>Somewhat More Negatively</b>	<b>17%</b>
<b>Much More Negatively</b>	<b>19%</b>
<b>Makes No Difference</b>	<b>62%</b>
<b>Don't Know/Not Sure</b>	<b>1%</b>
<b>(N=)</b>	<b>(553)</b>

## Spending On Holiday Shopping

“Think about your family's finances, would you say that you will have more than enough money to cover your holiday gift shopping needs this year, just enough money to meet your holiday gift shopping needs, or not enough money to cover your holiday gift shopping needs this year?”

	<u>Nov. '13</u>
<b>More Than Enough</b>	<b>25%</b>
<b>Just Enough</b>	<b>55%</b>
<b>Not Enough</b>	<b>19%</b>
<b>Don't Know/Not Sure</b>	<b>1%</b>
<b>(N=)</b>	<b>(526)</b>

“Compared to last year, will you be spending more money on the holidays this year ... less money ... or about the same amount as you did last year?”

	<u>Nov. '97</u>	<u>Nov. '99</u>	<u>Nov. '13</u>
<b>Spend More</b>	24%	16%	<b>5%</b>
<b>Spend Less</b>	27%	19%	<b>31%</b>
<b>Spend About The Same</b>	49%	64%	<b>62%</b>
<b>Don't Know/Not Sure</b>	1%	1%	<b>2%</b>
<b>(N=)</b>	<b>(600)</b>	<b>(678)</b>	<b>(531)</b>

“And, in total, approximately how much do you plan to spend on your winter holiday shopping this year?”

“In total, how much do you plan to donate to charities this holiday season?”

<u>Nov. '13</u>	<u>Holiday Shopping</u>	<u>Charitable Donations</u>
<b>Nothing</b>	<b>0%</b>	<b>11%</b>
<b>\$1-\$100</b>	<b>6%</b>	<b>35%</b>
<b>\$101-\$500</b>	<b>27%</b>	<b>24%</b>
<b>\$501-\$1,000</b>	<b>21%</b>	<b>3%</b>
<b>\$1,001-\$5,000</b>	<b>19%</b>	<b>2%</b>
<b>More Than \$5,000</b>	<b>1%</b>	<b>0%</b>
<b>Don't Know/Not Sure</b>	<b>27%</b>	<b>26%</b>
<b>(N=)</b>	<b>(501)</b>	<b>(521)</b>



**When Do You Plan To Start Holiday Shopping This Year?**

	<u>Before Thanksgiving</u>	<u>On Thanksgiving</u>	<u>Soon After Thanksgiving</u>	<u>The Middle Of December</u>	<u>The Last Minute</u>	<u>DK</u>	<u>(N=)</u>
<b>STATEWIDE</b>	<b>38%</b>	<b>1%</b>	<b>30%</b>	<b>16%</b>	<b>10%</b>	<b>6%</b>	<b>544</b>
Democrat	33%	1%	30%	19%	11%	6%	191
Independent	36%	1%	32%	13%	13%	5%	149
Republican	40%	0%	28%	17%	10%	6%	156
Less than \$30K	27%	0%	31%	24%	13%	5%	45
\$30K to \$60K	45%	1%	31%	7%	12%	5%	72
\$60K to \$75K	17%	1%	46%	10%	22%	4%	47
\$75K to \$100K	40%	1%	34%	16%	7%	2%	62
\$100K or more	34%	0%	34%	20%	8%	3%	89
No Children	37%	0%	26%	20%	11%	7%	325
One Child	38%	0%	33%	5%	19%	6%	86
Two Or More Children	45%	1%	33%	14%	5%	3%	114
Married	43%	1%	28%	15%	9%	4%	314
Divorced/separated	37%	1%	34%	8%	8%	11%	97
Never married	26%	0%	31%	21%	18%	4%	119
10 yrs or less in NH	42%	1%	26%	21%	4%	6%	75
11 to 20 years	34%	1%	35%	13%	11%	6%	108
More than 20 years	39%	0%	28%	16%	12%	5%	341
18 to 34	30%	0%	35%	17%	16%	2%	140
35 to 49	45%	1%	31%	14%	6%	3%	146
50 to 64	38%	1%	27%	18%	9%	8%	139
65 and over	43%	0%	17%	17%	12%	11%	92
Male	31%	1%	28%	22%	12%	7%	267
Female	45%	0%	32%	10%	9%	4%	276
High school or less	39%	1%	29%	17%	8%	7%	119
Some college	37%	1%	32%	12%	12%	6%	149
College graduate	41%	1%	28%	14%	13%	3%	176
Post-graduate	35%	0%	29%	20%	7%	10%	87
Attend services 1 or more/week	42%	0%	20%	17%	10%	12%	105
1-2 times a month	46%	0%	29%	13%	11%	2%	54
Less often	35%	1%	36%	18%	9%	2%	177
Never	36%	1%	28%	16%	13%	7%	179
North Country	42%	0%	31%	14%	8%	4%	40
Central / Lakes	44%	1%	22%	15%	13%	6%	83
Connecticut Valley	36%	1%	19%	30%	11%	4%	83
Mass Border	37%	0%	36%	13%	7%	7%	165
Seacoast	40%	0%	32%	8%	14%	6%	91
Manchester Area	33%	1%	33%	17%	11%	5%	81
First Cong. Dist	33%	1%	34%	15%	13%	5%	260
Second Cong. Dist	43%	0%	25%	17%	8%	6%	279

### Are You Planning On Going Shopping On Thanksgiving?

	<u>Yes</u> 3%	<u>No</u> 96%	<u>DK</u> 1%	<u>(N=)</u> 551
<b>STATEWIDE</b>				
Democrat	3%	96%	1%	195
Independent	2%	98%	0%	150
Republican	3%	95%	2%	159
Less than \$30K	13%	87%	0%	47
\$30K to \$60K	4%	96%	0%	71
\$60K to \$75K	0%	97%	3%	48
\$75K to \$100K	1%	99%	0%	64
\$100K or more	2%	95%	2%	89
No Children	2%	98%	0%	332
One Child	4%	96%	0%	86
Two Or More Children	5%	91%	4%	114
Married	3%	96%	1%	319
Divorced/separated	1%	98%	1%	100
Never married	4%	93%	3%	119
10 yrs or less in NH	4%	94%	2%	76
11 to 20 years	3%	96%	2%	112
More than 20 years	3%	97%	0%	344
18 to 34	2%	96%	2%	140
35 to 49	3%	95%	1%	147
50 to 64	5%	95%	0%	138
65 and over	0%	100%	0%	98
Male	2%	96%	1%	272
Female	3%	96%	1%	279
High school or less	4%	95%	1%	122
Some college	4%	96%	0%	151
College graduate	2%	96%	3%	177
Post-graduate	1%	96%	2%	90
Attend services 1 or more/week	0%	100%	0%	104
1-2 times a month	3%	97%	0%	55
Less often	5%	93%	2%	179
Never	2%	97%	1%	184
North Country	3%	97%	0%	40
Central / Lakes	3%	97%	0%	87
Connecticut Valley	6%	94%	0%	85
Mass Border	2%	95%	3%	166
Seacoast	3%	95%	1%	94
Manchester Area	0%	99%	1%	80
First Cong. Dist	2%	96%	2%	262
Second Cong. Dist	3%	95%	1%	284

**Are You Planning On Going Shopping On Black Friday?**

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>(N=)</u>
<b>STATEWIDE</b>	<b>19%</b>	<b>79%</b>	<b>2%</b>	<b>552</b>
Democrat	22%	76%	2%	196
Independent	17%	81%	2%	150
Republican	16%	81%	3%	159
Less than \$30K	16%	79%	4%	47
\$30K to \$60K	15%	83%	1%	71
\$60K to \$75K	18%	82%	0%	48
\$75K to \$100K	17%	82%	1%	64
\$100K or more	21%	75%	4%	89
No Children	15%	84%	2%	334
One Child	29%	69%	2%	86
Two Or More Children	21%	76%	3%	114
Married	16%	81%	3%	319
Divorced/separated	9%	87%	4%	101
Never married	34%	66%	0%	119
10 yrs or less in NH	22%	77%	1%	77
11 to 20 years	34%	63%	2%	112
More than 20 years	13%	85%	2%	344
18 to 34	29%	71%	0%	140
35 to 49	22%	76%	2%	147
50 to 64	11%	85%	3%	140
65 and over	8%	90%	2%	98
Male	19%	79%	3%	273
Female	19%	79%	2%	279
High school or less	19%	80%	1%	122
Some college	25%	74%	1%	151
College graduate	15%	82%	3%	177
Post-graduate	16%	79%	5%	91
Attend services 1 or more/week	13%	86%	1%	106
1-2 times a month	17%	79%	4%	55
Less often	22%	75%	3%	179
Never	18%	81%	1%	184
North Country	5%	94%	1%	40
Central / Lakes	19%	80%	1%	87
Connecticut Valley	20%	79%	1%	85
Mass Border	24%	72%	4%	167
Seacoast	14%	81%	5%	94
Manchester Area	16%	83%	1%	80
First Cong. Dist	17%	80%	3%	262
Second Cong. Dist	20%	78%	2%	286

### Are You Planning On Going Shopping On Cyber Monday?

	<u>Yes</u> 36%	<u>No</u> 58%	<u>DK</u> 6%	<u>(N=)</u> 552
<b>STATEWIDE</b>				
Democrat	39%	56%	5%	197
Independent	34%	58%	8%	149
Republican	38%	55%	8%	159
Less than \$30K	11%	88%	2%	47
\$30K to \$60K	23%	68%	10%	71
\$60K to \$75K	56%	39%	5%	48
\$75K to \$100K	52%	42%	5%	64
\$100K or more	46%	47%	7%	89
No Children	32%	63%	5%	333
One Child	38%	58%	4%	86
Two Or More Children	48%	42%	10%	114
Married	38%	53%	9%	319
Divorced/separated	29%	67%	4%	101
Never married	38%	62%	0%	119
10 yrs or less in NH	30%	64%	7%	77
11 to 20 years	38%	59%	3%	112
More than 20 years	37%	56%	7%	344
18 to 34	41%	56%	4%	140
35 to 49	49%	43%	8%	147
50 to 64	33%	62%	5%	139
65 and over	17%	76%	7%	98
Male	36%	57%	7%	273
Female	37%	58%	5%	279
High school or less	22%	73%	6%	122
Some college	35%	60%	5%	151
College graduate	47%	46%	6%	176
Post-graduate	35%	55%	10%	91
Attend services 1 or more/week	31%	65%	5%	106
1-2 times a month	36%	51%	13%	55
Less often	44%	49%	7%	178
Never	32%	65%	3%	184
North Country	31%	58%	11%	40
Central / Lakes	44%	48%	8%	87
Connecticut Valley	33%	64%	3%	85
Mass Border	44%	50%	6%	167
Seacoast	22%	74%	5%	94
Manchester Area	35%	57%	8%	80
First Cong. Dist	34%	60%	6%	262
Second Cong. Dist	39%	55%	6%	285

**Approve of Stores Opening on Thanksgiving Day For Black Friday Sales?**

	<u>Approve Strongly</u>	<u>Approve Somewhat</u>	<u>Neutral</u>	<u>Disapprove Somewhat</u>	<u>Disapprove Strongly</u>	<u>DK</u>	<u>(N=)</u>
<b>STATEWIDE</b>	<b>4%</b>	<b>5%</b>	<b>36%</b>	<b>13%</b>	<b>41%</b>	<b>1%</b>	<b>553</b>
Democrat	5%	6%	36%	12%	40%	1%	197
Independent	1%	3%	38%	16%	42%	0%	150
Republican	5%	5%	36%	13%	41%	0%	159
Less than \$30K	8%	12%	35%	8%	37%	0%	48
\$30K to \$60K	0%	10%	37%	5%	48%	0%	71
\$60K to \$75K	4%	1%	54%	6%	34%	0%	48
\$75K to \$100K	2%	10%	34%	18%	35%	2%	64
\$100K or more	4%	4%	22%	13%	56%	0%	89
No Children	3%	4%	35%	15%	42%	1%	334
One Child	7%	12%	39%	8%	33%	0%	86
Two Or More Children	3%	5%	39%	10%	42%	0%	114
Married	2%	5%	33%	12%	48%	0%	319
Divorced/separated	5%	3%	33%	13%	44%	2%	102
Never married	6%	8%	47%	17%	20%	1%	119
10 yrs or less in NH	5%	6%	29%	23%	36%	2%	77
11 to 20 years	8%	6%	37%	16%	32%	1%	112
More than 20 years	2%	5%	38%	9%	45%	0%	345
18 to 34	8%	12%	49%	13%	19%	0%	140
35 to 49	1%	5%	32%	16%	45%	1%	147
50 to 64	5%	3%	33%	9%	50%	1%	140
65 and over	1%	2%	31%	14%	52%	1%	99
Male	5%	5%	40%	13%	35%	1%	273
Female	3%	5%	32%	14%	47%	0%	280
High school or less	3%	8%	43%	7%	39%	1%	122
Some college	7%	8%	33%	17%	35%	1%	151
College graduate	3%	1%	36%	11%	48%	1%	177
Post-graduate	4%	6%	31%	20%	39%	0%	91
Attend services 1 or more/week	7%	4%	19%	13%	56%	1%	106
1-2 times a month	7%	1%	37%	10%	43%	2%	55
Less often	2%	6%	41%	15%	36%	0%	179
Never	3%	7%	41%	12%	37%	1%	185
North Country	0%	1%	39%	8%	51%	0%	40
Central / Lakes	3%	3%	29%	13%	51%	1%	87
Connecticut Valley	0%	9%	50%	12%	29%	0%	85
Mass Border	9%	7%	34%	11%	38%	1%	167
Seacoast	3%	6%	39%	17%	34%	1%	94
Manchester Area	1%	1%	29%	17%	53%	0%	80
First Cong. Dist	5%	6%	32%	14%	42%	1%	263
Second Cong. Dist	3%	4%	40%	13%	41%	0%	286

### When Should Stores Open For Black Friday Sales?

	<u>Whenever They Want Want Including Thanksgiving Day</u>	<u>Wait Until Midnight Midnight When Celebrations Are Over</u>	<u>Wait Until Friday Morning</u>	<u>DK</u>	<u>(N=)</u>
<b>STATEWIDE</b>	<b>32%</b>	<b>13%</b>	<b>51%</b>	<b>4%</b>	<b>552</b>
Democrat	34%	15%	48%	2%	197
Independent	33%	9%	51%	7%	150
Republican	31%	13%	54%	1%	158
Less than \$30K	46%	6%	46%	2%	48
\$30K to \$60K	28%	18%	54%	0%	71
\$60K to \$75K	29%	26%	45%	0%	48
\$75K to \$100K	36%	10%	51%	3%	64
\$100K or more	35%	13%	52%	0%	89
No Children	30%	10%	55%	4%	333
One Child	43%	8%	47%	2%	86
Two Or More Children	32%	21%	45%	2%	114
Married	32%	14%	51%	3%	319
Divorced/separated	37%	10%	49%	5%	101
Never married	33%	13%	52%	2%	119
10 yrs or less in NH	30%	11%	54%	4%	77
11 to 20 years	33%	13%	52%	3%	111
More than 20 years	34%	12%	51%	3%	345
18 to 34	38%	14%	46%	1%	140
35 to 49	36%	13%	51%	1%	147
50 to 64	34%	12%	51%	4%	140
65 and over	21%	8%	62%	9%	98
Male	39%	11%	47%	3%	272
Female	26%	14%	56%	4%	280
High school or less	35%	14%	48%	2%	122
Some college	37%	12%	48%	3%	151
College graduate	29%	16%	50%	5%	177
Post-graduate	31%	6%	60%	2%	90
Attend services 1 or more/week	19%	15%	60%	6%	106
1-2 times a month	34%	20%	44%	2%	55
Less often	40%	10%	47%	3%	178
Never	33%	11%	54%	2%	185
North Country	23%	21%	55%	2%	40
Central / Lakes	31%	13%	51%	5%	87
Connecticut Valley	43%	6%	48%	3%	85
Mass Border	29%	17%	50%	4%	166
Seacoast	40%	5%	50%	4%	94
Manchester Area	25%	16%	57%	2%	80
First Cong. Dist	34%	10%	52%	4%	263
Second Cong. Dist	31%	15%	51%	3%	285

**How Does A Store Opening On Thanksgiving Affect Your Opinion Of It?**

	<u>Much More Positively</u>	<u>Somewhat More Positively</u>	<u>Somewhat More Negatively</u>	<u>Much More Negatively</u>	<u>Makes No Difference</u>	<u>DK</u>	<u>(N=)</u>
<b>STATEWIDE</b>	<b>0%</b>	<b>2%</b>	<b>17%</b>	<b>19%</b>	<b>62%</b>	<b>1%</b>	<b>553</b>
Democrat	0%	2%	17%	16%	64%	1%	197
Independent	0%	0%	17%	21%	60%	1%	150
Republican	0%	4%	18%	18%	59%	1%	159
Less than \$30K	0%	2%	14%	10%	73%	1%	48
\$30K to \$60K	0%	1%	17%	21%	60%	1%	71
\$60K to \$75K	0%	0%	22%	8%	70%	0%	48
\$75K to \$100K	0%	12%	15%	20%	53%	0%	64
\$100K or more	0%	0%	23%	22%	54%	0%	89
No Children	0%	2%	17%	18%	61%	1%	334
One Child	1%	1%	10%	14%	74%	0%	86
Two Or More Children	0%	1%	23%	21%	53%	1%	114
Married	0%	3%	20%	22%	54%	1%	319
Divorced/separated	0%	0%	13%	22%	62%	3%	102
Never married	0%	0%	14%	5%	81%	0%	119
10 yrs or less in NH	1%	1%	22%	20%	55%	2%	77
11 to 20 years	0%	1%	19%	12%	68%	1%	112
More than 20 years	0%	2%	16%	20%	61%	0%	345
18 to 34	0%	5%	14%	6%	75%	0%	140
35 to 49	0%	0%	22%	19%	57%	1%	147
50 to 64	0%	1%	17%	26%	54%	2%	140
65 and over	0%	0%	17%	23%	59%	1%	99
Male	0%	3%	17%	15%	65%	1%	273
Female	0%	1%	17%	22%	58%	1%	280
High school or less	0%	2%	15%	14%	68%	2%	122
Some college	0%	5%	14%	14%	67%	0%	151
College graduate	0%	1%	21%	23%	54%	2%	177
Post-graduate	0%	0%	19%	21%	60%	0%	91
Attend services 1 or more/week	0%	0%	20%	29%	51%	0%	106
1-2 times a month	1%	4%	14%	14%	64%	3%	55
Less often	0%	4%	18%	14%	63%	1%	179
Never	0%	0%	16%	17%	66%	1%	185
North Country	0%	0%	19%	35%	47%	0%	40
Central / Lakes	0%	0%	25%	24%	50%	1%	87
Connecticut Valley	0%	0%	10%	11%	79%	1%	85
Mass Border	0%	5%	16%	18%	60%	0%	167
Seacoast	0%	1%	18%	13%	65%	3%	94
Manchester Area	0%	1%	14%	20%	64%	1%	80
First Cong. Dist	0%	3%	14%	19%	61%	2%	263
Second Cong. Dist	0%	1%	19%	18%	61%	0%	286

**This Year Do You Plan To Do Most Of Your Shopping Online or In Person?**

	<u>Online</u>	<u>In Person</u>	<u>About The Same</u>	<u>Will Not Shop For Holidays</u>	<u>DK</u>	<u>(N=)</u>
<b>STATEWIDE</b>	<b>29%</b>	<b>50%</b>	<b>14%</b>	<b>4%</b>	<b>2%</b>	<b>550</b>
Democrat	31%	53%	11%	4%	1%	194
Independent	32%	47%	15%	4%	2%	150
Republican	31%	44%	16%	4%	4%	159
Less than \$30K	7%	71%	12%	6%	5%	47
\$30K to \$60K	26%	58%	11%	1%	4%	71
\$60K to \$75K	28%	62%	7%	1%	1%	48
\$75K to \$100K	48%	26%	19%	7%	0%	64
\$100K or more	43%	39%	16%	1%	2%	89
No Children	32%	49%	11%	6%	3%	332
One Child	29%	48%	21%	2%	0%	86
Two Or More Children	26%	55%	16%	1%	2%	114
Married	33%	47%	15%	3%	2%	317
Divorced/separated	18%	51%	19%	10%	2%	101
Never married	32%	56%	7%	2%	2%	119
10 yrs or less in NH	28%	51%	12%	4%	4%	75
11 to 20 years	24%	52%	18%	5%	2%	112
More than 20 years	33%	48%	13%	4%	2%	344
18 to 34	38%	51%	8%	0%	3%	140
35 to 49	30%	44%	22%	3%	1%	147
50 to 64	34%	49%	11%	4%	2%	140
65 and over	16%	54%	14%	13%	3%	96
Male	33%	45%	15%	5%	2%	272
Female	26%	54%	14%	3%	3%	278
High school or less	17%	67%	8%	7%	1%	122
Some college	26%	56%	13%	1%	4%	149
College graduate	35%	44%	15%	4%	2%	177
Post-graduate	41%	30%	20%	5%	4%	90
Attend services 1 or more/week	26%	46%	18%	8%	2%	106
1-2 times a month	20%	60%	15%	4%	1%	55
Less often	32%	49%	15%	2%	2%	179
Never	34%	49%	10%	4%	3%	182
North Country	28%	60%	8%	3%	2%	40
Central / Lakes	35%	36%	19%	4%	6%	85
Connecticut Valley	41%	38%	17%	2%	3%	84
Mass Border	29%	52%	12%	6%	1%	167
Seacoast	16%	63%	13%	6%	2%	94
Manchester Area	29%	53%	16%	1%	1%	80
First Cong. Dist	25%	55%	14%	5%	2%	263
Second Cong. Dist	34%	45%	15%	4%	3%	283



### Does Your Family Have Enough Money For Their Shopping Needs?

	<u>More Than Enough</u> 25%	<u>Just Enough</u> 55%	<u>Not Enough</u> 19%	<u>DK/ Not Sure</u> 1%	<u>(N=)</u> 526
<b>STATEWIDE</b>					
Democrat	21%	56%	22%	1%	189
Independent	28%	53%	19%	0%	142
Republican	27%	56%	17%	0%	152
Less than \$30K	12%	51%	35%	2%	45
\$30K to \$60K	15%	70%	15%	0%	69
\$60K to \$75K	22%	50%	27%	0%	47
\$75K to \$100K	24%	56%	19%	0%	59
\$100K or more	49%	44%	7%	0%	88
No Children	27%	53%	19%	1%	314
One Child	25%	65%	11%	0%	83
Two Or More Children	21%	54%	24%	0%	113
Married	32%	54%	14%	0%	307
Divorced/separated	19%	51%	29%	2%	91
Never married	13%	60%	27%	0%	114
10 yrs or less in NH	33%	38%	28%	1%	72
11 to 20 years	15%	59%	26%	0%	106
More than 20 years	27%	57%	16%	0%	330
18 to 34	14%	64%	22%	0%	139
35 to 49	31%	53%	16%	0%	142
50 to 64	28%	47%	25%	0%	135
65 and over	31%	53%	15%	1%	84
Male	27%	55%	18%	0%	259
Female	24%	55%	20%	1%	267
High school or less	22%	58%	19%	1%	111
Some college	22%	52%	26%	0%	148
College graduate	27%	58%	15%	0%	169
Post-graduate	32%	52%	16%	0%	86
Attend services 1 or more/week	26%	56%	18%	1%	96
1-2 times a month	30%	54%	16%	0%	52
Less often	29%	47%	23%	1%	176
Never	19%	63%	18%	0%	176
North Country	37%	49%	13%	0%	37
Central / Lakes	26%	59%	15%	1%	81
Connecticut Valley	14%	67%	18%	0%	84
Mass Border	28%	49%	23%	0%	158
Seacoast	19%	56%	23%	2%	88
Manchester Area	32%	52%	16%	0%	78
First Cong. Dist	28%	52%	20%	1%	247
Second Cong. Dist	23%	58%	19%	0%	276

**Plan To Spend More Or Less Money On Holiday Shopping This Year?**

	<u>Spend More</u>	<u>Spend Less</u>	<u>Spend About The Same</u>	<u>DK/ Not Sure</u>	<u>(N=)</u>
<b>STATEWIDE</b>	<b>5%</b>	<b>31%</b>	<b>62%</b>	<b>2%</b>	<b>531</b>
Democrat	6%	34%	58%	1%	189
Independent	6%	28%	63%	3%	144
Republican	1%	27%	70%	1%	153
Less than \$30K	11%	32%	50%	7%	45
\$30K to \$60K	10%	24%	64%	2%	70
\$60K to \$75K	4%	38%	57%	1%	47
\$75K to \$100K	5%	31%	64%	0%	59
\$100K or more	7%	29%	64%	0%	88
No Children	3%	30%	64%	2%	315
One Child	14%	21%	64%	2%	85
Two Or More Children	6%	39%	53%	3%	113
Married	5%	26%	68%	1%	309
Divorced/separated	2%	43%	53%	2%	92
Never married	10%	36%	49%	6%	116
10 yrs or less in NH	8%	22%	65%	5%	74
11 to 20 years	11%	40%	47%	2%	107
More than 20 years	3%	30%	66%	1%	331
18 to 34	8%	30%	58%	5%	140
35 to 49	4%	35%	61%	0%	143
50 to 64	6%	30%	63%	1%	135
65 and over	4%	28%	65%	2%	86
Male	5%	27%	67%	1%	260
Female	6%	35%	56%	3%	271
High school or less	9%	35%	54%	3%	114
Some college	4%	30%	65%	1%	148
College graduate	3%	29%	66%	3%	170
Post-graduate	9%	33%	56%	2%	87
Attend services 1 or more/week	1%	34%	60%	4%	97
1-2 times a month	7%	26%	60%	7%	52
Less often	6%	29%	64%	1%	176
Never	7%	32%	60%	1%	178
North Country	7%	15%	76%	1%	38
Central / Lakes	2%	32%	65%	0%	83
Connecticut Valley	6%	43%	45%	6%	84
Mass Border	5%	30%	63%	3%	158
Seacoast	5%	32%	61%	1%	88
Manchester Area	8%	25%	66%	0%	79
First Cong. Dist	6%	27%	66%	1%	250
Second Cong. Dist	5%	34%	57%	3%	276

**Money You Plan To Spend On Holiday Shopping**

	<u>Nothing</u>	<u>\$1 to \$100</u>	<u>\$101 to \$500</u>	<u>\$501 to \$1,000</u>	<u>\$1,001 to \$5,000</u>	<u>More Than \$5,000</u>	<u>DK/ Not Sure</u>	<u>(N=)</u>
STATEWIDE	0%	6%	27%	21%	19%	1%	27%	501
Democrat	0%	4%	35%	17%	19%	0%	24%	188
Independent	0%	6%	20%	26%	20%	0%	28%	136
Republican	0%	4%	23%	25%	21%	1%	26%	137
Less than \$30K	1%	6%	57%	14%	6%	0%	16%	45
\$30K to \$60K	0%	13%	42%	10%	15%	0%	20%	70
\$60K to \$75K	0%	0%	43%	26%	21%	0%	10%	46
\$75K to \$100K	0%	0%	26%	34%	33%	0%	7%	59
\$100K or more	0%	1%	14%	28%	37%	1%	19%	88
No Children	0%	6%	30%	22%	16%	1%	25%	292
One Child	0%	6%	25%	23%	17%	0%	30%	83
Two Or More Children	0%	6%	20%	19%	29%	1%	25%	111
Married	0%	5%	19%	27%	24%	1%	25%	297
Divorced/separated	0%	4%	36%	21%	16%	0%	22%	85
Never married	0%	11%	42%	6%	6%	0%	35%	110
10 yrs or less in NH	0%	15%	29%	19%	12%	0%	24%	69
11 to 20 years	0%	9%	37%	5%	21%	1%	28%	101
More than 20 years	0%	3%	24%	27%	20%	1%	25%	316
18 to 34	0%	13%	35%	12%	9%	0%	30%	135
35 to 49	0%	1%	21%	28%	29%	1%	21%	141
50 to 64	0%	3%	28%	25%	23%	1%	21%	122
65 and over	0%	8%	28%	19%	11%	1%	33%	82
Male	0%	3%	22%	23%	21%	0%	31%	249
Female	0%	9%	33%	18%	16%	1%	22%	252
High school or less	0%	7%	32%	16%	18%	0%	27%	107
Some college	0%	10%	29%	22%	11%	0%	26%	143
College graduate	0%	3%	25%	19%	29%	1%	24%	160
Post-graduate	0%	3%	23%	29%	14%	1%	30%	83
Attend services 1 or more/week	0%	10%	25%	20%	17%	1%	27%	93
1-2 times a month	0%	2%	30%	13%	30%	2%	24%	47
Less often	0%	2%	24%	24%	20%	1%	29%	165
Never	0%	8%	32%	20%	16%	0%	23%	173
North Country	0%	14%	29%	29%	21%	0%	6%	37
Central / Lakes	0%	1%	34%	22%	25%	2%	17%	78
Connecticut Valley	0%	8%	25%	17%	5%	0%	45%	82
Mass Border	0%	5%	24%	18%	24%	0%	29%	152
Seacoast	0%	2%	34%	24%	17%	0%	23%	77
Manchester Area	0%	11%	23%	23%	16%	2%	26%	74
First Cong. Dist	0%	5%	27%	22%	23%	0%	24%	232
Second Cong. Dist	0%	7%	28%	20%	15%	1%	29%	265

### Money You Plan To Donate To Charity This Holiday Season

	<u>Nothing</u>	<u>\$1 to \$100</u>	<u>\$101 to \$500</u>	<u>\$501 to \$1,000</u>	<u>\$1,001 to \$5,000</u>	<u>More Than \$5,000</u>	<u>DK/ Not Sure</u>	<u>(N=)</u>
<b>STATEWIDE</b>	<b>11%</b>	<b>35%</b>	<b>24%</b>	<b>3%</b>	<b>2%</b>	<b>0%</b>	<b>26%</b>	<b>521</b>
Democrat	10%	39%	22%	3%	1%	0%	24%	190
Independent	10%	34%	24%	3%	1%	0%	29%	140
Republican	12%	27%	28%	1%	4%	1%	26%	149
Less than \$30K	27%	54%	8%	0%	0%	0%	10%	45
\$30K to \$60K	16%	46%	10%	0%	0%	0%	28%	72
\$60K to \$75K	12%	51%	28%	0%	0%	0%	8%	44
\$75K to \$100K	6%	42%	34%	0%	1%	0%	17%	64
\$100K or more	6%	20%	38%	6%	7%	1%	22%	87
No Children	10%	33%	23%	3%	2%	1%	28%	313
One Child	11%	35%	34%	0%	1%	0%	18%	84
Two Or More Children	14%	37%	19%	3%	2%	0%	26%	109
Married	7%	31%	30%	4%	2%	0%	25%	300
Divorced/separated	17%	39%	18%	3%	2%	1%	21%	97
Never married	15%	42%	14%	0%	0%	0%	30%	114
10 yrs or less in NH	10%	33%	26%	4%	2%	0%	25%	71
11 to 20 years	12%	39%	16%	2%	2%	0%	29%	108
More than 20 years	11%	34%	26%	3%	2%	1%	24%	326
18 to 34	13%	40%	19%	1%	0%	0%	28%	137
35 to 49	13%	34%	25%	2%	2%	0%	24%	145
50 to 64	9%	35%	30%	4%	3%	1%	18%	128
65 and over	9%	30%	21%	4%	3%	1%	32%	90
Male	10%	35%	26%	1%	2%	0%	26%	265
Female	12%	35%	22%	4%	1%	1%	25%	256
High school or less	17%	36%	14%	0%	1%	1%	31%	117
Some college	15%	42%	19%	1%	0%	0%	22%	145
College graduate	9%	32%	30%	5%	2%	0%	22%	165
Post-graduate	1%	28%	34%	4%	5%	1%	27%	85
Attend services 1 or more/week	9%	26%	25%	3%	3%	1%	32%	100
1-2 times a month	9%	32%	35%	5%	4%	0%	14%	49
Less often	7%	40%	27%	2%	2%	0%	22%	172
Never	17%	36%	17%	1%	1%	0%	28%	177
North Country	10%	46%	16%	0%	5%	0%	24%	36
Central / Lakes	9%	46%	21%	8%	1%	1%	15%	80
Connecticut Valley	9%	33%	17%	0%	0%	0%	40%	83
Mass Border	14%	33%	25%	2%	1%	1%	24%	160
Seacoast	13%	27%	31%	1%	3%	0%	25%	90
Manchester Area	8%	33%	26%	5%	3%	0%	26%	72
First Cong. Dist	11%	32%	28%	2%	3%	1%	24%	246
Second Cong. Dist	11%	38%	20%	3%	1%	0%	26%	270