HOME FOR THE HOLIDAYS: MOST NH RESIDENTS WON'T TRAVEL OR HOST FOR HOLDIAYS

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DURHAM, NH - Most New Hampshire residents will celebrate Thanksgiving with only their own household. Granite Staters have similar plans for the upcoming holiday season, but relatively few are experiencing a significant amount of stress about the holidays. A troubling sign for local retailers is that very few expect to do most of their holiday shopping in-person. Among the three-quarters who plan to put up a Christmas tree, a slight majority plan to have an artificial tree. Real trees have become less popular among Granite Staters since 2001.

These findings are based on the latest **Granite State Poll***, conducted by the University of New Hampshire Survey Center. One thousand nine hundred and seventeen (1,917) Granite State Panel members completed the survey online between November 19 and November 23, 2020. The margin of sampling error for the survey is +/- 2.2 percent. Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and 2020 election results in NH. Granite State Panel members are recruited from randomly-selected landline and cell phone numbers across New Hampshire and surveys are sent periodically to panel members.

Plans for Thanksgiving

Nearly two-thirds (62%) of New Hampshire residents say they don't plan to travel or host anyone for Thanksgiving. Only 14% of New Hampshire residents plan to travel somewhere else in New Hampshire for Thanksgiving and 18% plan to host friends or family from somewhere else in the state. Only 5% of Granite Staters plan to travel outside of New Hampshire for Thanksgiving and 5% plan to host friends or family from outside of the state.

Visiting and Hosting Plans for Thanksgiving (Select all that apply)

Legend:
- Travel somewhere else in NH
- Host friends or family from somewhere else in NH
- Travel outside of NH
- Host friends or family from outside of NH
- None of these

Values: 14%, 18%, 5%, 5%, 62%
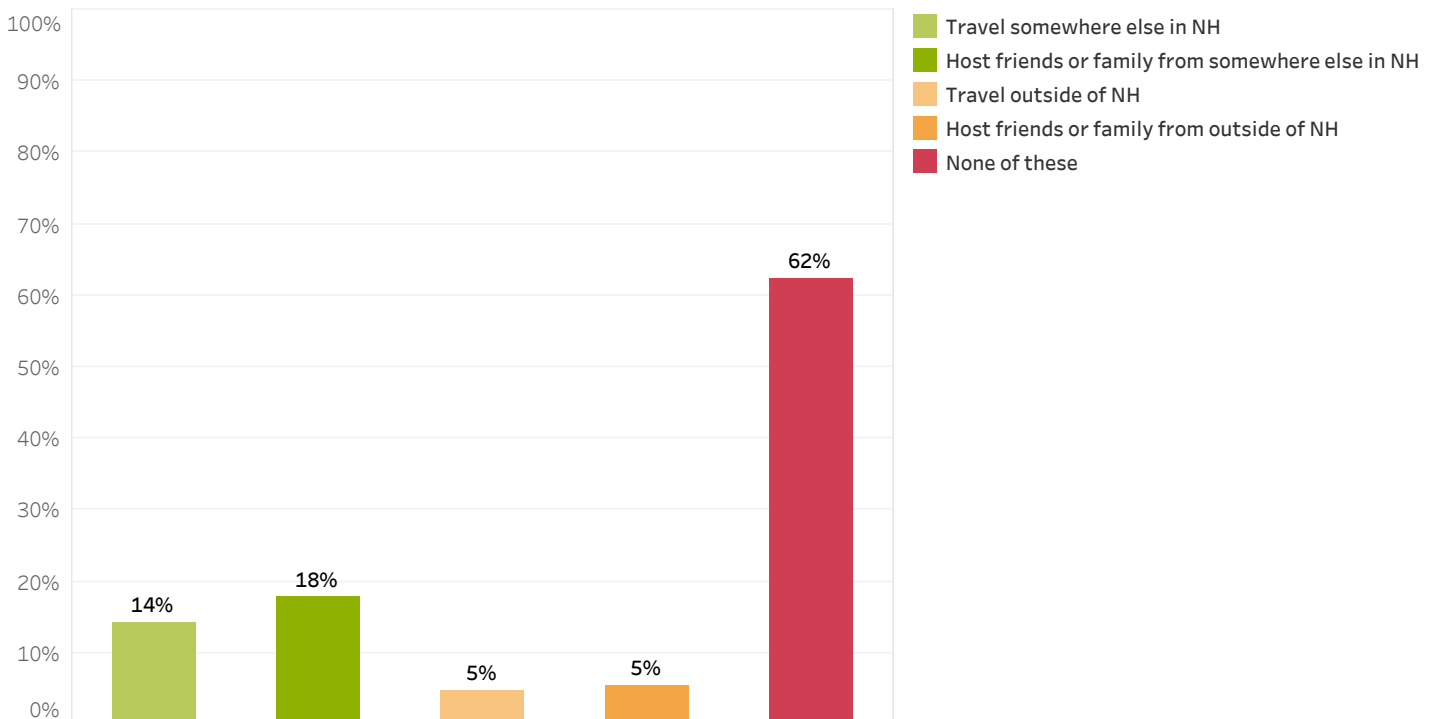
* We ask that this copyrighted information be referred to as *the Granite State Panel,* conducted by the University of New Hampshire Survey Center.

Respondents who are employed part-time, those aged 18 to 34, self-described conservatives, conservative radio listeners, self-identified Republicans, and those who voted for Donald Trump in 2020 are more likely than others to say they are traveling or hosting someone inside or outside of New Hampshire for Thanksgiving. Those aged 65 and older, those are retired or not working, those with a household income below $45,000, *Boston Globe* readers, self-identified Independents, North Country residents, and students are less likely to say they will travel or host for Thanksgiving.

Traveling or Hosting for Thanksgiving - by Selected Demographics

Demographic	%
Employed part-time	66%
18 to 34	53%
Conservative	53%
Conservative radio listener	53%
Republican	50%
Voted for Trump	49%
OVERALL	38%
Student	27%
North Country	24%
Independent	23%
Boston Globe reader	23%
Less than $45,000	23%
Retired or not working	22%
65 and older	19%

Plans for Holiday Season

Similarly, 67% of residents say they don't plan to travel or host anyone for the holiday season of Christmas, Hanukkah, or Kwanzaa. Only 12% of New Hampshire residents plan to travel somewhere else in New Hampshire for the holiday season while 15% plan to host friends or family from somewhere else in the state. Eight percent of Granite Staters plan to travel outside of New Hampshire for the holiday season and only 4% plan to host friends or family from outside of the state.
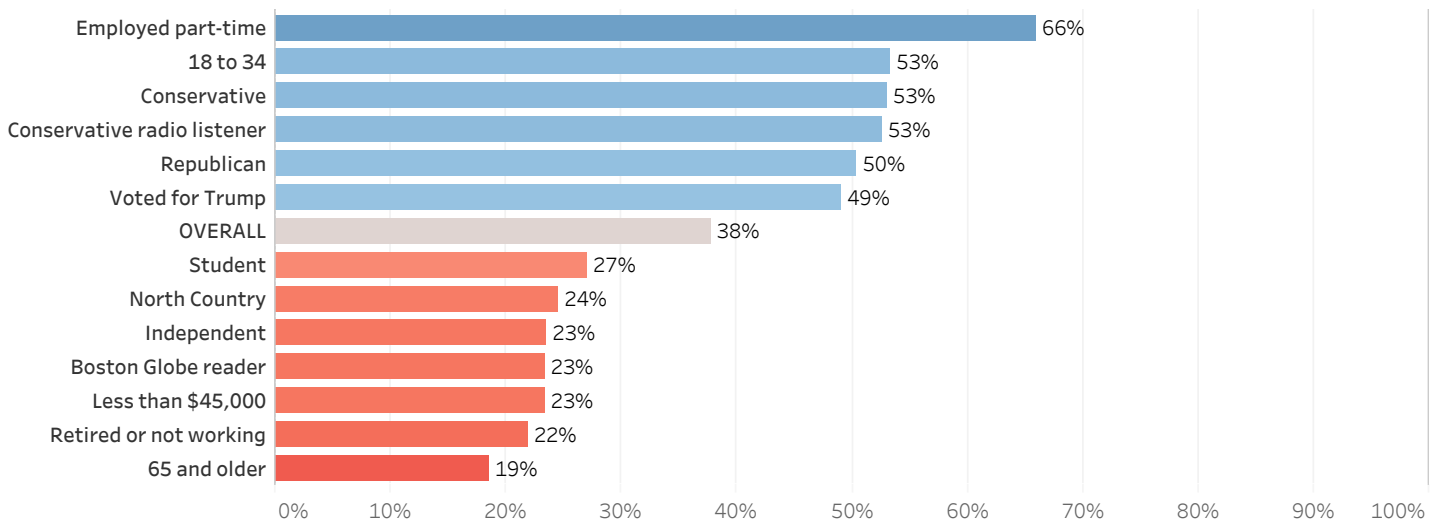
Visiting and Hosting Plans for Holiday Season (Select all that apply)

Legend:
- Travel somewhere else in NH
- Host friends or family from somewhere else in NH
- Travel outside of NH
- Host friends or family from outside of NH
- None of these

| Category	%
Travel somewhere else in NH	12%
Host friends or family from somewhere else in NH	15%
Travel outside of NH	8%
Host friends or family from outside of NH	4%
None of these	67%
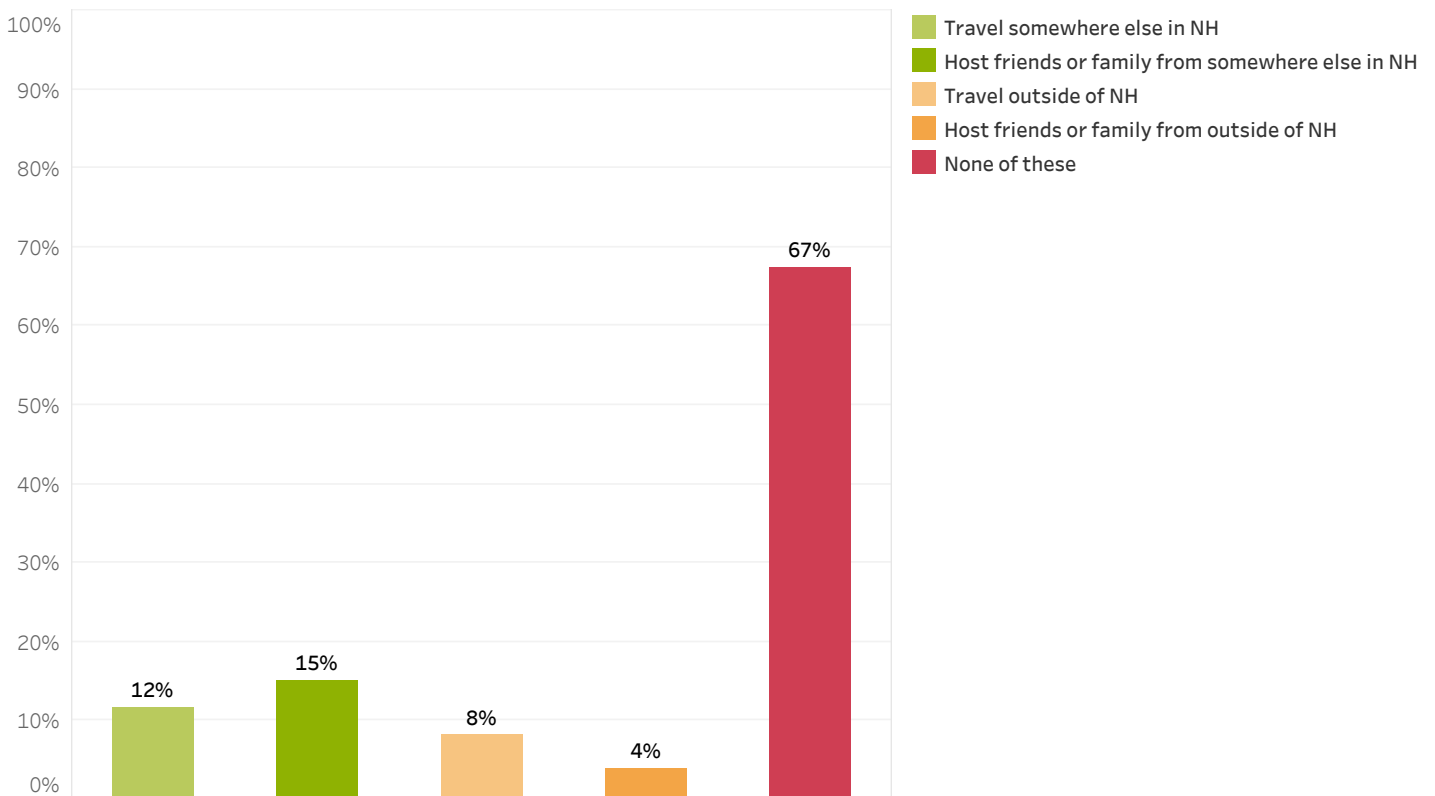
Seasonal Stress

The holiday season is not a stress-inducing time for most New Hampshire residents - 57% of New Hampshire residents say that they are experiencing low levels of stress about the upcoming holidays, rating themselves at 0, 1, 2, or 3 on a 0-10 scale describing their overall level of stress about the upcoming holidays, 23% have moderate stress, placing themselves at a 4, 5, or 6 on a 0-10 scale, and 21% are highly stressed, placing themselves at 7, 8, 9, or 10.

Those who are unemployed, *Boston Globe* readers, self-described liberals, those who did not vote in 2020, and self-identified Democrats are more likely than others to be highly stressed about the upcoming holidays. Conservative radio listeners, self-described conservatives, those who voted for Donald Trump in 2020, and self-identified Republicans are less likely to be highly stressed about the upcoming holidays...

General Stress as a Result of the Upcoming Holidays - 0 = Not at All Stressed, 10 = Extremely Stressed
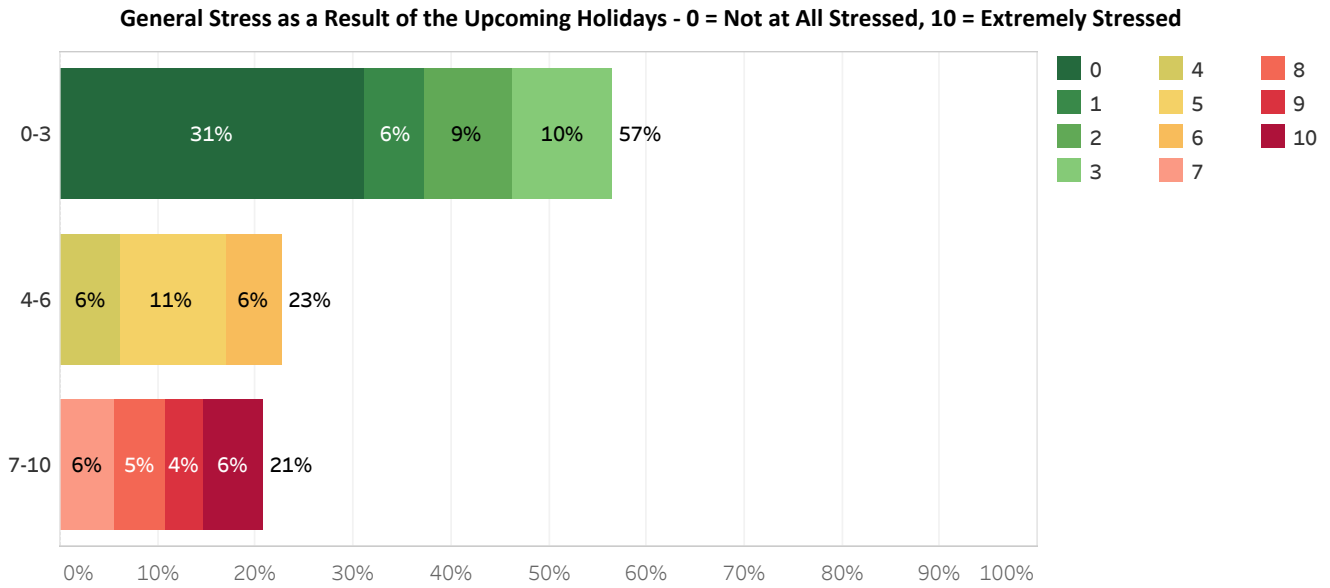
Heading into winter, snow and storms can also cause stress, but most New Hampshire residents are unfazed. Nearly two-thirds (65%) of New Hampshire residents have low levels of stress about the weather or season, placing themselves at 0, 1, 2, or 3 on a 0-10 scale describing their overall level of stress, 19% rate their stress as moderate, placing themselves at a 4, 5, or 6 on a 0-10 scale, and 16% are highly stressed, placing themselves at 7, 8, 9, or 10.

Students, North Country residents, those who did not vote in 2020, those with a household income below $45,000, those aged 18 to 34, and those who have never been married are more likely than others to be highly stressed about the weather or season of the year. Self-described conservatives and Connecticut Valley residents are less likely to be highly stressed about the weather or season.

General Stress as a Result of the Weather or Season of the Year - 0 = Not at All Dtressed, 10 = Extremely Stressed
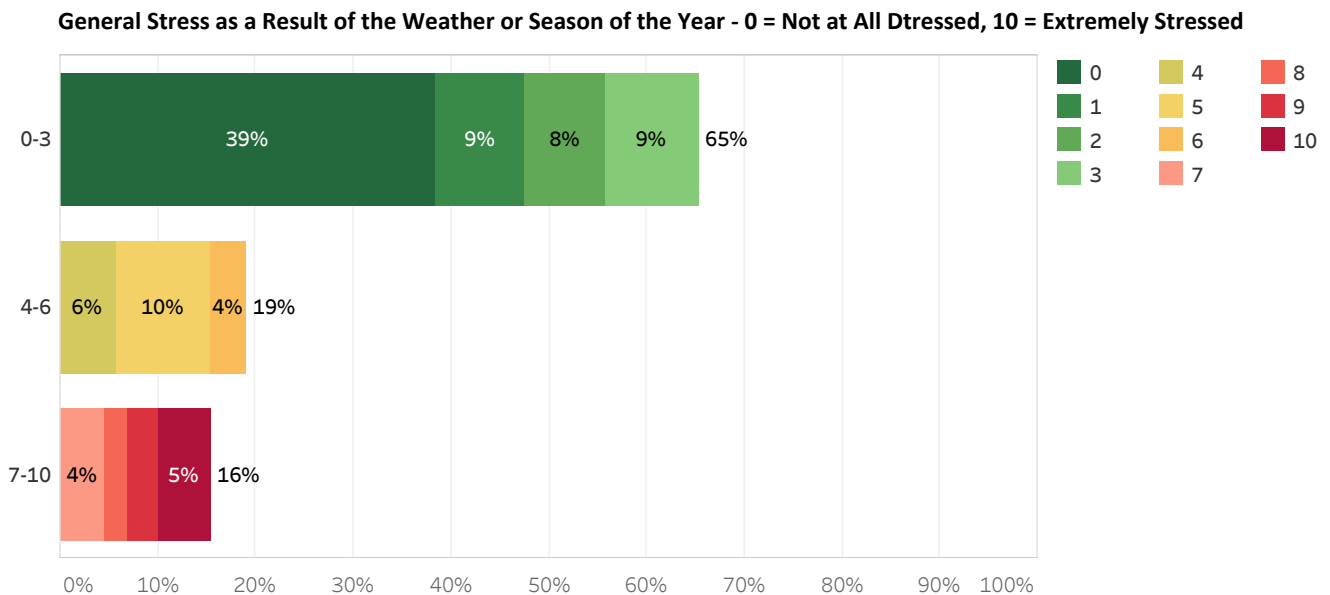
Holiday Shopping

The COVID pandemic and increasing familiarity with online shopping is changing holiday shopping habits in the Granite State. Half (50%) of New Hampshire residents plan to do most of their upcoming holiday shopping online, only 9% say they plan to do most of their shopping in-person, 22% say they plan to do about the same amount of shopping in-person and online, 12% percent say they don't plan to shop for the holidays, and 7% are unsure. This represents a significant change from the October 2013 Granite State Poll, when half (50%) of respondents said they planned to do most of their shopping in-person and only 29% planned to do most of their shopping online.

Where Plan to Do Most of Holiday Shopping
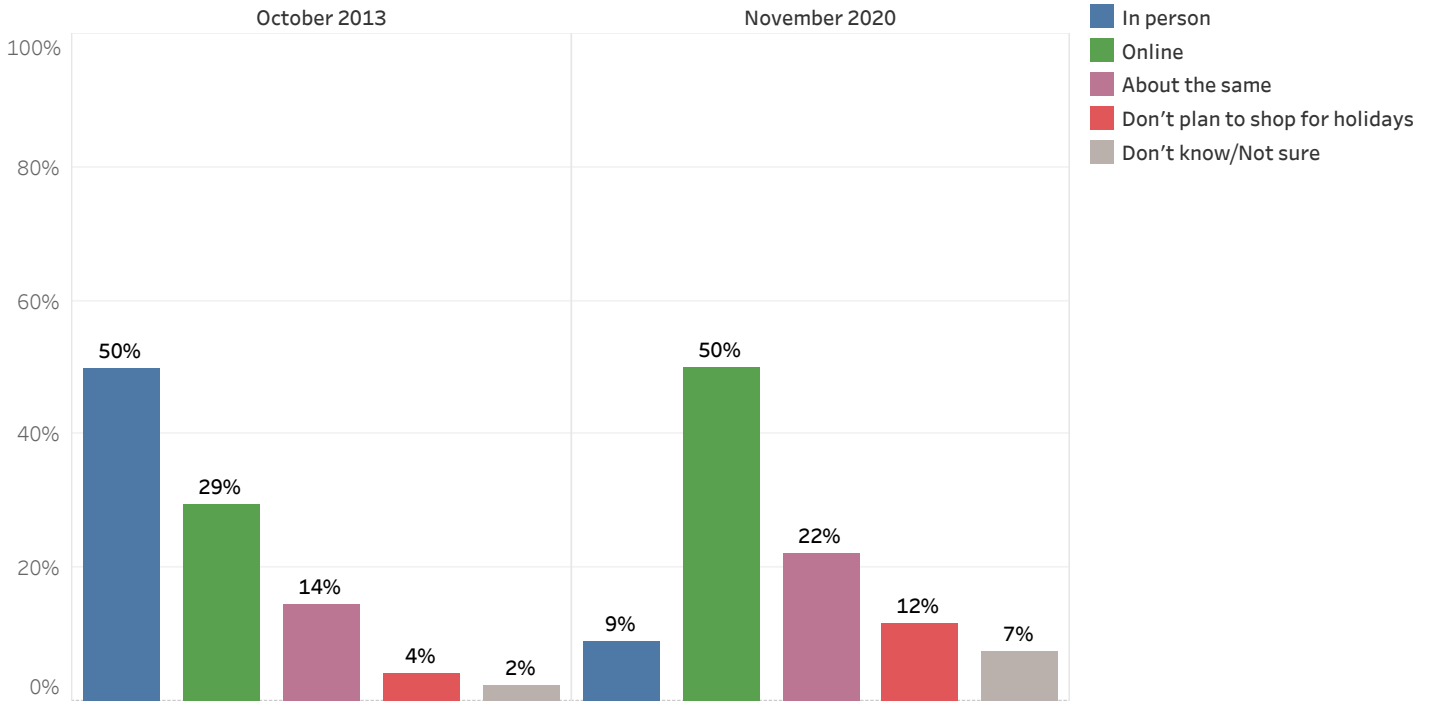
Self-identified Democrats, self-described liberals, those who voted for Joe Biden in 2020, and those who have completed postgraduate work are more likely than others to say they plan to do most of their holiday shopping online. Those who did not vote in 2020, those who are employed part-time, conservative radio listeners, students, self-identified Republicans, those who voted for Donald Trump in 2020, self-described conservatives, those who have never been married, Fox News viewers, and those with a high school education or less are less likely to plan to do most of their shopping online.

Plan to Do Most of Holiday Shopping Online - by Selected Demographics
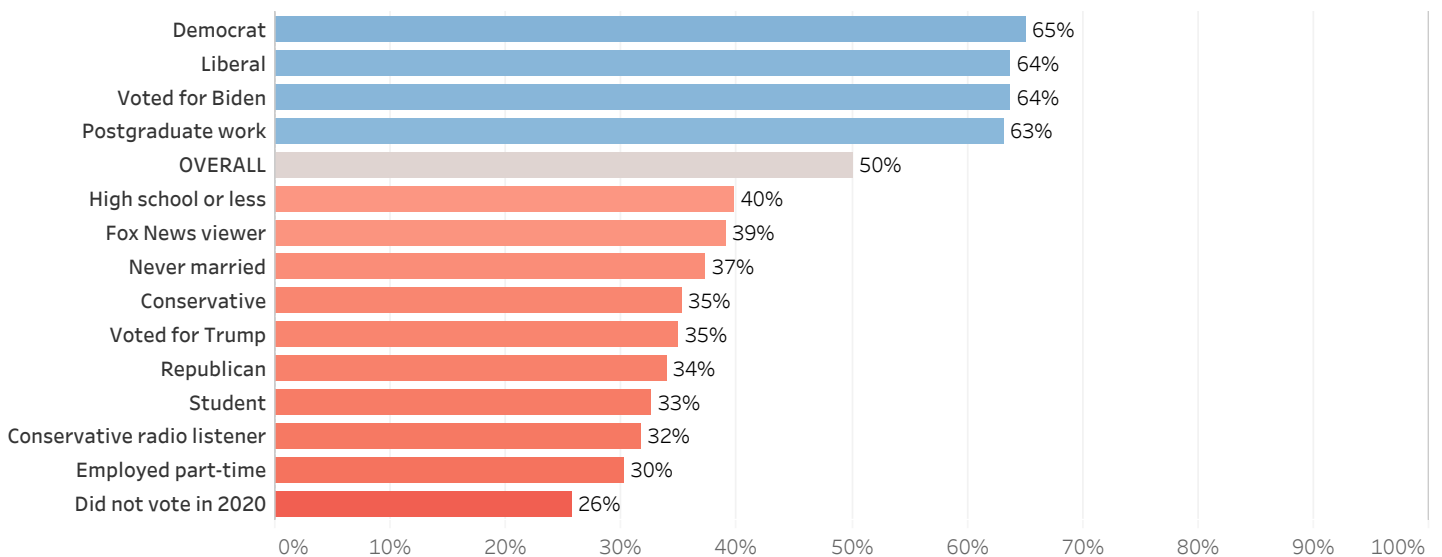
Only 7% of New Hampshire residents say they plan to spend more on the holidays this year than they did last year, 39% plan to spend less, 49% plan to spend about the same as last year, and 5% are unsure. Respondents are more likely to say they plan to spend less than the previous year (39%) than they were in October 2013 (31%) or in October 2001 (26%).

Spending More or Less on Holidays This Year Compared to Last Year
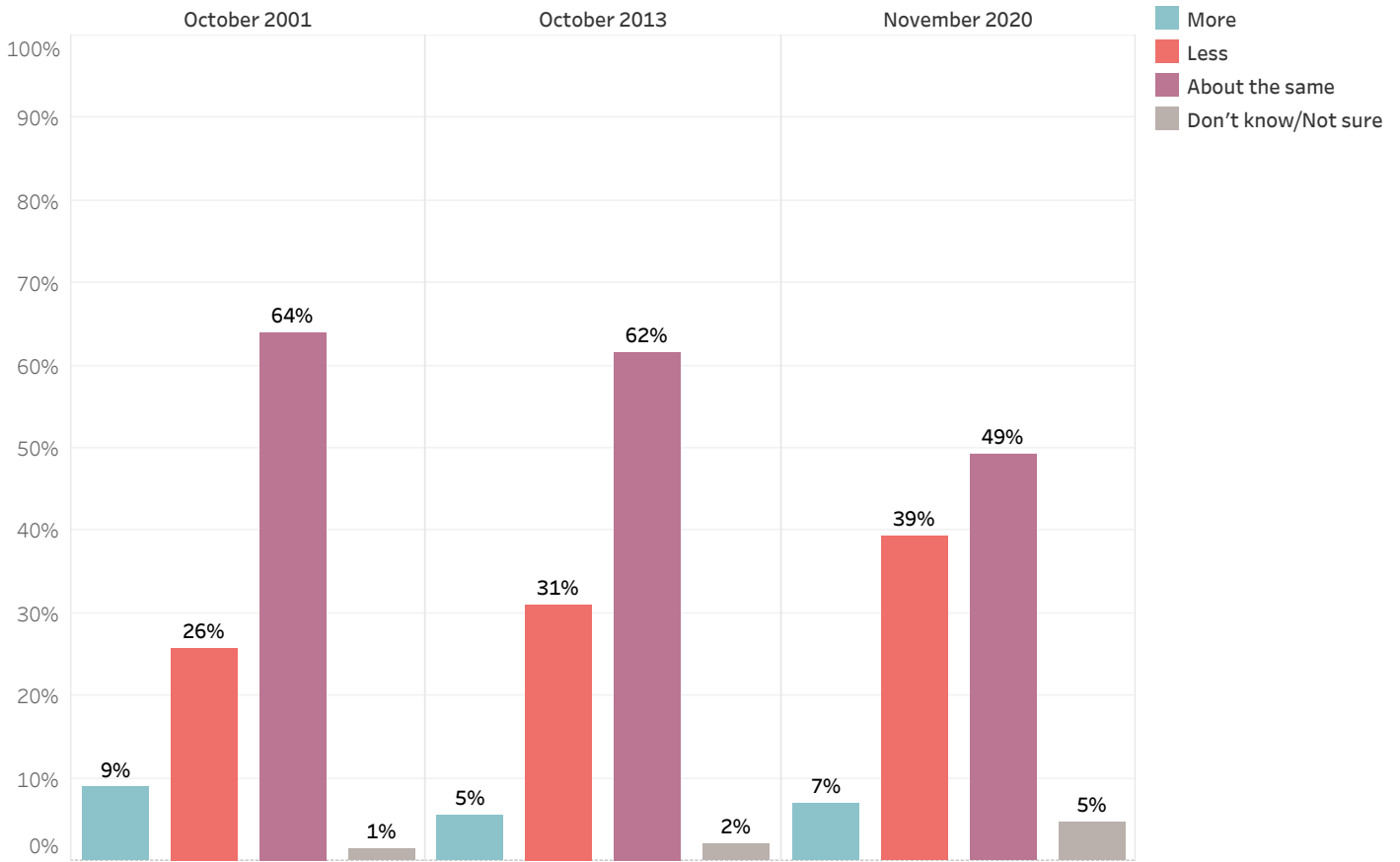
Students, North Country residents, those who are divorced or separated, and those with a household income below $45,000 are more likely than others to say they plan to spend less on the holidays this year than they did last year. Connecticut Valley residents are less likely to say they plan to spend less this year than they did last year.

Plan to Spend Less on Holidays This Year Compared to Last Year - by Selected Demographics
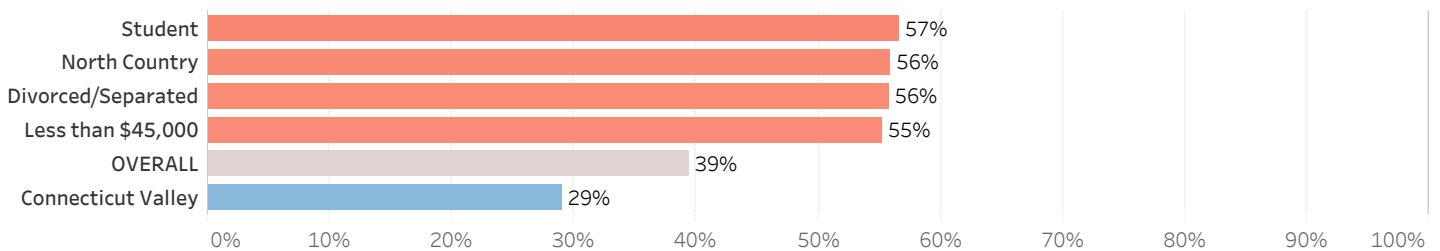
Christmas

Despite a warm spring and summer, most New Hampshire residents (62%) expect there will be a white Christmas where they live this year, 8% don't think there will be a white Christmas, and 30% are unsure. Respondents in 2013 and 2001 had similar predictions on the likelihood of a white Christmas in those years.

Expect a White Christmas Where You Live This Year

Legend:
- Yes
- No
- Don't know/Not sure

30%
8%
62%
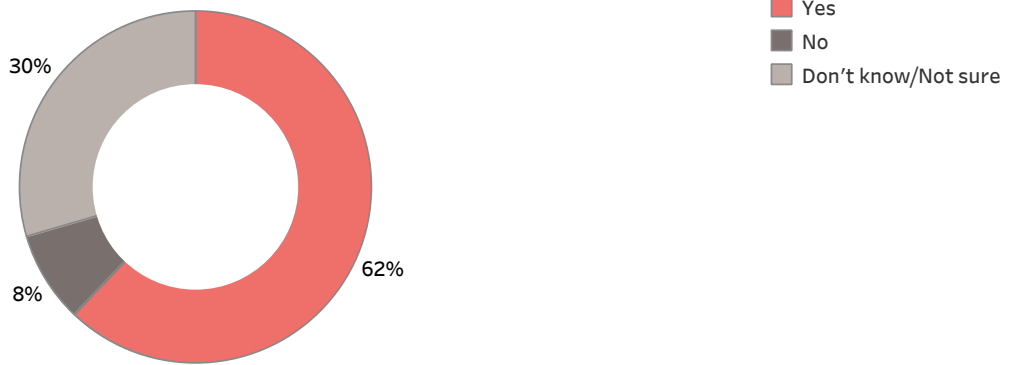
More than three-quarters (78%) of New Hampshire residents say they plan to put up a Christmas tree, 17% don't plan to put one up, and 5% are unsure. Granite Staters are less likely than in 2013 (89%) and 2001 (83%) to plan on putting up a Christmas tree.

Plan to Put Up Christmas Tree

	October 2001	October 2013	November 2020
Yes	83%	89%	78%
No	13%	10%	17%
Don't know/Not sure	4%	1%	5%
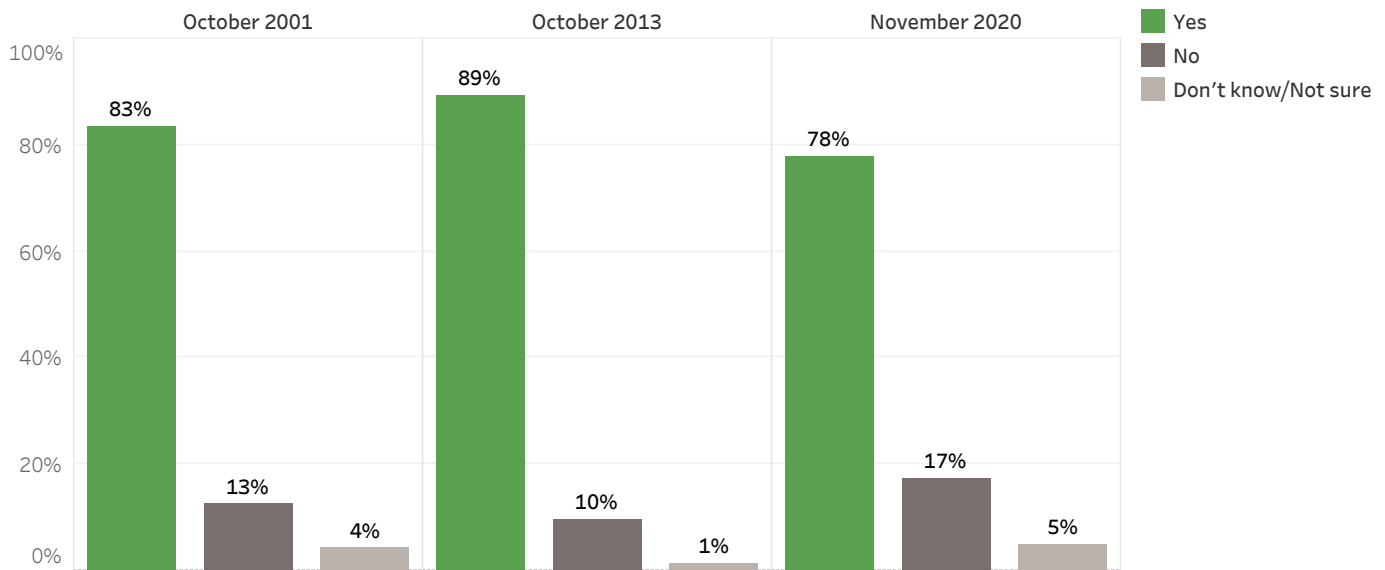
Those with a household income of $100,000 or more and those who did not vote in 2020 are more likely than others to say that they plan to put up a Christmas tree. Students, those who are divorced or separated, those with a household income below $45,000, and North Country residents are less likely to plan to put up a Christmas tree.

Plan to Put Up Christmas Tree - by Selected Demographics

$100,000 - $149,999	92%
Did not vote in 2020	92%
$150,000 or more	90%
OVERALL	78%
North Country	65%
Less than $45,000	61%
Divorced/Separated	58%
Student	58%
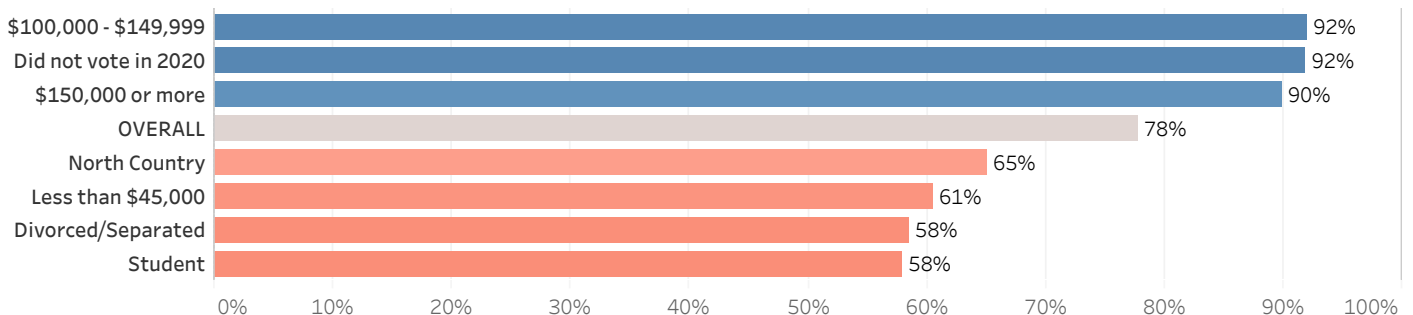
Among Granite Staters who plan to have a Christmas tree this year (N=1489), half (51%) plan to have an artificial tree, 42% plan to have a real tree, 4% plan to have both an artificial tree and a real one, and 3% don't know or are unsure. Since 2001, New Hampshire residents have become much less likely to say that they will put up a real tree and the percentage who plan to have an artificial tree has doubled in that time.

Plan to Have a Real or Artificial Tree
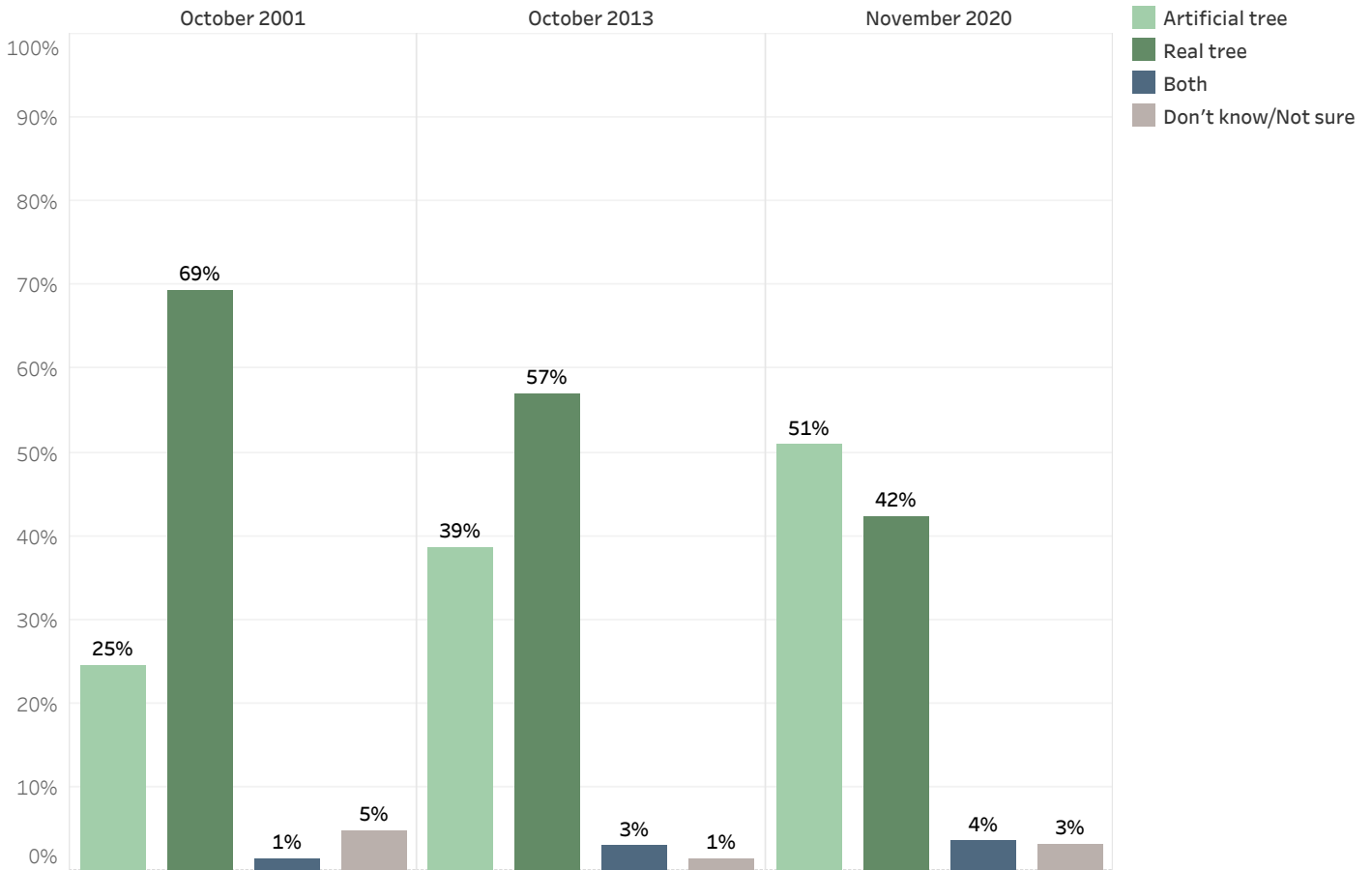
Since 2013, all of the following groups have become less likely to plan on having a real Christmas tree for Christmas. Democrats (-20 percentage points), Independents (-27), those aged 65 and older (-26), women (-19), and those who went to technical school or have some college education (-19) are particularly less likely than in 2013 to say they will have a real tree.

Plan to Have a Real Tree - Change from 2013 to 2020

		2020	2013
Overall	OVERALL	42%	57%
Party ID	Democrat	42%	61%
	Independent	32%	59%
	Republican	46%	52%
Age of Respondent	18 to 34	50%	61%
	35 to 49	54%	62%
	50 to 64	37%	51%
	65 and older	25%	50%
Gender of Respondent	Men	47%	59%
	Women	37%	55%
Level of Education	High school or less	37%	43%
	Tech school/Some college	39%	58%
	College graduate	51%	62%
	Postgraduate work	48%	62%
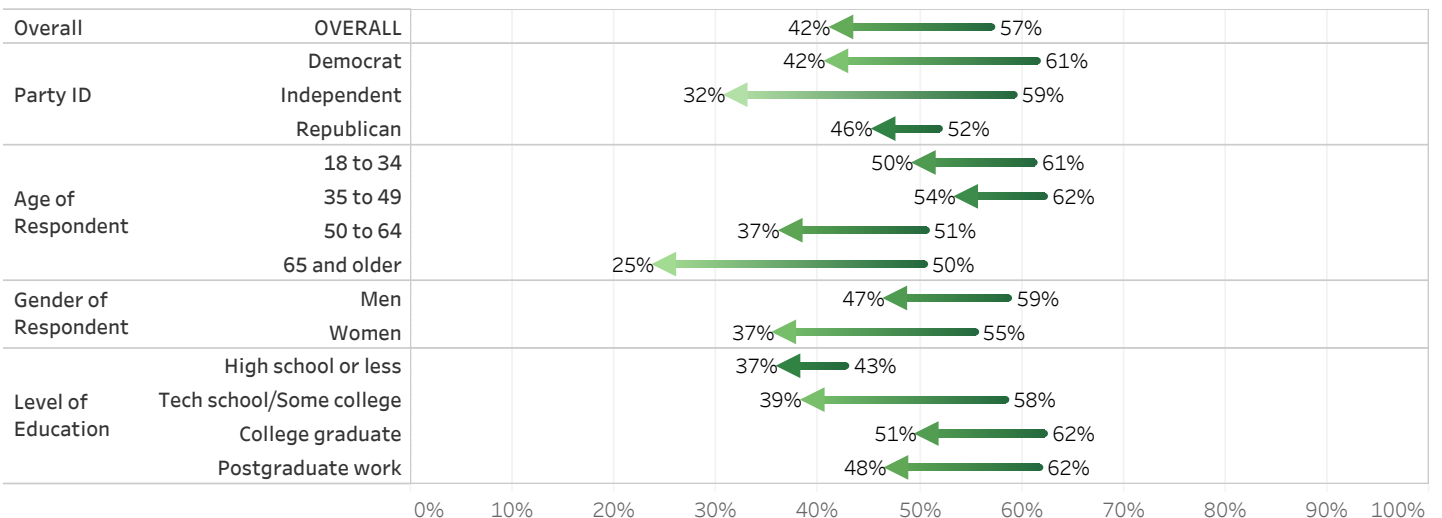
Granite State Poll Methodology

These findings are based on the latest Granite State Poll, conducted by the University of New Hampshire Survey Center. One thousand nine hundred and seventeen (1,917) Granite State Panel members completed the survey online between November 19 and November 23, 2020. The margin of sampling error for the survey is +/- 2.2 percent. These MSE's have not been adjusted for design effect. The response rate for the November 2020 Granite State Poll is 34%. The design effect for the survey is 2.5%.

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and to 2020 election results in New Hampshire.

The Granite State Panel is part of an effort by the University of New Hampshire Survey Center to investigate new ways of gathering and understanding the opinion of New Hampshire residents. Approximately 5,750 New Hampshire adults were recruited from randomly selected landline and cell phone numbers to participate in the panel. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions. Due to rounding, percentages may not sum to 100%.

For more information about the methodology used in the Granite State Panel, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

Granite State Panel, November 2020 Demographics

		%	N
Gender of Respondent	Men	49%	921
	Women	51%	956
Age of Respondent	18 to 34	27%	505
	35 to 49	21%	398
	50 to 64	32%	595
	65 and older	21%	387
Level of Education	High school or less	36%	684
	Tech school/Some college	31%	587
	College graduate	21%	393
	Postgraduate work	13%	238
Region of State	Central/Lakes	16%	310
	Connecticut Valley	15%	283
	Manchester Area	18%	339
	Mass Border	24%	462
	North Country	9%	166
	Seacoast	18%	346
Party ID	Democrat	43%	802
	Independent	16%	303
	Republican	41%	781
Voting Registration	Registered Democrat	28%	529
	Registered Undeclared/Not Reg.	42%	774
	Registered Republican	30%	554
2020 Presidential Vote	Voted for Trump	45%	852
	Voted for Biden	53%	994
	Voted for other 2020 candidate	1%	10
	Did not vote in 2020	2%	37
Household Income	Less than $45,000	27%	415
	$45,000 - $74,999	22%	332
	$75,000 - $99,999	19%	295
	$100,000 - $149,999	26%	396
	$150,000 or more	7%	106

Visiting and Hosting Plans for Thanksgiving

Which of the following are you planning to do for Thanksgiving? (Please select all that apply)

	Travel somewhere else in NH	Travel outside of NH	Host friends or family from somewhere else in NH	Host friends or family from outside of NH	None of these	N
November 2020	14%	5%	18%	5%	62%	1,911

Visiting and Hosting Plans for Holiday Season

Which of the following are you planning to do for the holiday vacation period? (Please select all that apply)

	Travel somewhere else in NH	Travel outside of NH	Host friends or family from somewhere else in NH	Host friends or family from outside of NH	None of these	N
November 2020	12%	8%	15%	4%	67%	1,912

General Stress - The Upcoming Holidays

In general, on a scale from 0 to 10, where 0 means not at all stressed and 10 means extremely stressed, how stressed are you about the following things? - The upcoming holidays

	0	1	2	3	4	5	6	7	8	9	10	N
November 2020	31%	6%	9%	10%	6%	11%	6%	6%	5%	4%	6%	1,907

General Stress - Weather or Season of the Year

In general, on a scale from 0 to 10, where 0 means not at all stressed and 10 means extremely stressed, how stressed are you about the following things? - The weather or season of the year

	0	1	2	3	4	5	6	7	8	9	10	N
November 2020	39%	9%	8%	9%	6%	10%	4%	4%	2%	3%	5%	1,908

Where Plan to Do Most of Holiday Shopping

Do you plan to do most of your holiday shopping online or by going to stores in person?

	In person	Online	About the same	Don't plan to shop for holidays	Don't know/Not sure	N
October 2013	50%	29%	14%	4%	2%	550
November 2020	9%	50%	22%	12%	7%	1,915

Spending More or Less on Holidays This Year Compared to Last Year

Compared to last year, will you be spending more or less money on the holidays this year?

	More	Less	About the same	Don't know/Not sure	N
October 2001	9%	26%	64%	1%	600
October 2013	5%	31%	62%	2%	531
November 2020	7%	39%	49%	5%	1,552

Expect a White Christmas Where You Live This Year

Are you expecting a white Christmas where you live this year?

	Yes	No	Don't know/Not sure	N
October 2001	87%	11%	2%	599
October 2013	81%	13%	6%	549
November 2020	62%	8%	30%	1,914

Plan to Put Up Christmas Tree

Do you plan to put up a Christmas tree at your house this year?

	Yes	No	Don't know/Not sure	N
November 2020	78%	17%	5%	1,915

Plan to Have a Real or Artifical Tree

Will you have a real tree or an artificial tree?

	Artificial tree	Real tree	Both	Don't know/Not sure	N
October 2001	25%	69%	1%	5%	527
October 2013	39%	57%	3%	1%	499
November 2020	51%	42%	4%	3%	1,488

Visiting and Hosting Plans for Thanksgiving

		Travel somewhere else in NH	Travel outside of NH	Host friends or family from somewhere else in NH	Host friends or family from outside of NH	None of these	N
STATEWIDE	November 2020	14%	5%	18%	5%	62%	1,911
Voting Registration	Registered Democrat	12%	5%	10%	8%	67%	529
	Registered Undeclared/Not Reg.	13%	4%	15%	4%	68%	771
	Registered Republican	15%	4%	27%	5%	50%	553
Party ID	Democrat	14%	4%	10%	7%	68%	802
	Independent	12%	2%	10%	2%	76%	300
	Republican	16%	7%	29%	5%	50%	779
Ideology	Liberal	17%	5%	10%	5%	68%	456
	Moderate	11%	4%	13%	6%	68%	822
	Conservative	16%	5%	32%	4%	47%	537
Media Usage	Boston Globe reader	5%	6%	7%	6%	77%	138
	Conservative radio listener	17%	6%	28%	4%	47%	501
	Fox News viewer	17%	5%	24%	4%	55%	814
	Local newspapers reader	11%	2%	19%	4%	67%	483
	NHPR listener	11%	4%	16%	5%	69%	1,140
	Union Leader reader	20%	2%	15%	4%	64%	283
	WMUR viewer	15%	5%	14%	5%	65%	1,444
Age of Respondent	18 to 34	21%	9%	21%	10%	47%	505
	35 to 49	19%	4%	18%	3%	59%	398
	50 to 64	11%	3%	20%	6%	64%	592
	65 and older	5%	3%	9%	3%	81%	386
Gender of Respondent	Men	17%	7%	21%	8%	53%	920
	Women	12%	3%	15%	4%	70%	955
Level of Education	High school or less	14%	2%	22%	6%	64%	684
	Tech school/Some college	15%	8%	14%	5%	61%	584
	College graduate	14%	4%	19%	5%	60%	391
	Postgraduate work	12%	7%	14%	8%	63%	238
Gender & Education	Men, no college degree	18%	7%	23%	8%	50%	657
	Men, college degree	13%	6%	17%	7%	61%	261
	Women, no college degree	11%	2%	13%	2%	75%	605
	Women, college degree	14%	5%	18%	6%	61%	348
Region of State	Central/Lakes	22%	2%	12%	3%	63%	310
	Connecticut Valley	13%	3%	18%	1%	68%	281
	Manchester Area	14%	5%	19%	2%	61%	336
	Mass Border	11%	8%	19%	6%	60%	462
	North Country	3%	4%	14%	4%	75%	166
	Seacoast	17%	3%	21%	15%	56%	346
Household Income	Less than $45,000	13%	3%	10%	4%	77%	413
	$45,000 - $74,999	18%	7%	17%	5%	59%	332
	$75,000 - $99,999	18%	5%	17%	2%	62%	295
	$100,000 - $149,999	7%	3%	26%	4%	61%	396
	$150,000 or more	12%	9%	24%	10%	55%	106
2020 Presidential Vote	Voted for Trump	17%	5%	27%	4%	51%	849
	Voted for Biden	11%	3%	9%	6%	72%	992
	Voted for other 2020 candidate	13%	0%	30%	3%	55%	10
	Did not vote in 2020	36%	32%	42%	18%	53%	37

Visiting and Hosting Plans for Holiday Season

		Travel somewhere else in NH	Travel outside of NH	Host friends or family from somewhere else in NH	Host friends or family from outside of NH	None of these	N
STATEWIDE	November 2020	12%	8%	15%	4%	67%	1,912
Voting Registration	Registered Democrat	10%	5%	8%	3%	77%	529
	Registered Undeclared/Not Reg.	10%	9%	12%	3%	70%	771
	Registered Republican	13%	8%	26%	4%	55%	554
Party ID	Democrat	9%	4%	7%	3%	80%	801
	Independent	9%	3%	8%	1%	81%	302
	Republican	15%	15%	27%	6%	49%	779
Ideology	Liberal	12%	5%	7%	3%	78%	456
	Moderate	8%	10%	10%	3%	72%	822
	Conservative	16%	8%	32%	5%	49%	537
Media Usage	Boston Globe reader	10%	7%	6%	5%	74%	138
	Conservative radio listener	16%	17%	26%	4%	45%	501
	Fox News viewer	14%	8%	23%	4%	59%	814
	Local newspapers reader	7%	3%	16%	3%	74%	483
	NHPR listener	11%	6%	13%	3%	72%	1,141
	Union Leader reader	16%	6%	14%	4%	67%	283
	WMUR viewer	11%	5%	11%	3%	75%	1,446
Age of Respondent	18 to 34	22%	15%	20%	6%	48%	505
	35 to 49	14%	10%	12%	3%	70%	398
	50 to 64	7%	4%	19%	3%	70%	593
	65 and older	3%	4%	7%	3%	85%	386
Gender of Respondent	Men	15%	9%	20%	5%	61%	920
	Women	8%	7%	11%	2%	74%	955
Level of Education	High school or less	6%	11%	20%	2%	70%	684
	Tech school/Some college	15%	5%	11%	4%	68%	584
	College graduate	15%	7%	16%	5%	63%	392
	Postgraduate work	14%	10%	10%	8%	66%	237
Gender & Education	Men, no college degree	14%	9%	22%	5%	60%	657
	Men, college degree	17%	9%	14%	7%	62%	261
	Women, no college degree	6%	8%	10%	0%	79%	605
	Women, college degree	13%	6%	13%	5%	65%	347
Region of State	Central/Lakes	13%	9%	12%	2%	71%	310
	Connecticut Valley	8%	3%	14%	4%	78%	281
	Manchester Area	13%	8%	14%	3%	63%	338
	Mass Border	14%	6%	18%	5%	64%	462
	North Country	2%	26%	13%	4%	56%	166
	Seacoast	14%	6%	16%	4%	72%	346
Household Income	Less than $45,000	9%	14%	7%	2%	74%	414
	$45,000 - $74,999	21%	13%	15%	7%	60%	332
	$75,000 - $99,999	16%	3%	16%	2%	70%	295
	$100,000 - $149,999	8%	5%	22%	3%	63%	396
	$150,000 or more	10%	6%	22%	7%	61%	106
2020 Presidential Vote	Voted for Trump	14%	13%	25%	4%	52%	849
	Voted for Biden	9%	3%	6%	2%	81%	994
	Voted for other 2020 candidate	14%	4%	37%	1%	46%	10
	Did not vote in 2020	35%	32%	33%	32%	63%	37

General Stress - The Upcoming Holidays

		0	1	2	3	4	5	6	7	8	9	10	N
STATEWIDE	November 2020	31%	6%	9%	10%	6%	11%	6%	6%	5%	4%	6%	1,831
Voting Registration	Registered Democrat	14%	4%	8%	13%	5%	16%	7%	10%	9%	4%	9%	525
	Registered Undeclared/Not Reg.	30%	5%	11%	13%	7%	9%	6%	5%	4%	5%	4%	774
	Registered Republican	49%	10%	7%	4%	7%	8%	4%	3%	3%	3%	3%	550
Party ID	Democrat	13%	5%	8%	15%	6%	13%	8%	9%	8%	7%	7%	794
	Independent	35%	5%	14%	3%	5%	14%	6%	2%	4%	2%	10%	303
	Republican	49%	8%	8%	9%	7%	6%	3%	4%	2%	2%	3%	779
Ideology	Liberal	13%	4%	5%	12%	6%	17%	9%	8%	9%	9%	8%	453
	Moderate	26%	6%	11%	14%	6%	9%	5%	7%	6%	3%	6%	820
	Conservative	57%	9%	7%	4%	7%	8%	3%	2%	1%	1%	1%	536
Media Usage	Boston Globe reader	13%	7%	12%	6%	7%	14%	6%	10%	10%	6%	8%	138
	Conservative radio listener	57%	5%	7%	10%	4%	9%	4%	1%	1%	1%	1%	497
	Fox News viewer	41%	6%	9%	6%	9%	9%	5%	2%	4%	3%	6%	810
	Local newspapers reader	28%	8%	11%	9%	5%	11%	8%	7%	5%	4%	5%	483
	NHPR listener	29%	5%	10%	9%	7%	12%	7%	6%	6%	2%	6%	1,134
	Union Leader reader	26%	5%	18%	7%	6%	11%	3%	4%	10%	2%	8%	283
	WMUR viewer	26%	7%	11%	9%	5%	11%	7%	6%	6%	5%	7%	1,440
Age of Respondent	18 to 34	30%	3%	4%	19%	3%	13%	4%	4%	5%	7%	6%	504
	35 to 49	34%	3%	8%	5%	11%	9%	8%	7%	8%	1%	5%	395
	50 to 64	35%	9%	11%	8%	5%	8%	6%	5%	4%	4%	5%	594
	65 and older	22%	9%	12%	8%	8%	13%	6%	7%	4%	3%	8%	384
Gender of Respondent	Men	42%	6%	9%	10%	5%	10%	5%	3%	4%	3%	3%	916
	Women	20%	6%	9%	10%	8%	12%	7%	8%	7%	4%	9%	950
Level of Education	High school or less	40%	6%	9%	13%	6%	5%	3%	4%	1%	5%	7%	684
	Tech school/Some college	32%	4%	9%	8%	6%	12%	8%	4%	6%	4%	6%	580
	College graduate	23%	5%	7%	10%	7%	17%	5%	9%	7%	4%	5%	390
	Postgraduate work	15%	11%	9%	9%	7%	14%	8%	8%	12%	2%	5%	237
Gender & Education	Men, no college degree	50%	5%	8%	10%	4%	6%	4%	2%	3%	4%	3%	655
	Men, college degree	23%	9%	11%	11%	7%	17%	6%	7%	4%	1%	3%	260
	Women, no college degree	22%	6%	10%	12%	8%	10%	7%	6%	4%	5%	11%	602
	Women, college degree	18%	6%	6%	8%	8%	15%	6%	11%	13%	4%	6%	346
Region of State	Central/Lakes	39%	2%	4%	7%	3%	10%	8%	7%	2%	10%	7%	309
	Connecticut Valley	32%	4%	8%	7%	12%	12%	10%	7%	5%	3%	1%	282
	Manchester Area	30%	5%	14%	6%	9%	10%	5%	4%	6%	5%	6%	332
	Mass Border	32%	8%	12%	9%	4%	10%	4%	6%	5%	3%	7%	461
	North Country	28%	11%	7%	26%	5%	6%	2%	4%	4%	1%	5%	166
	Seacoast	26%	6%	6%	15%	6%	13%	5%	6%	8%	1%	9%	346
Household Income	Less than $45,000	25%	3%	9%	14%	10%	14%	6%	3%	4%	2%	10%	413
	$45,000 - $74,999	39%	7%	8%	6%	8%	10%	5%	5%	5%	4%	3%	331
	$75,000 - $99,999	40%	5%	9%	5%	5%	7%	5%	4%	8%	2%	10%	294
	$100,000 - $149,999	35%	4%	13%	9%	5%	13%	2%	7%	4%	4%	3%	394
	$150,000 or more	27%	3%	12%	12%	5%	8%	7%	7%	8%	3%	8%	106
2020 Presidential Vote	Voted for Trump	52%	7%	7%	8%	6%	6%	4%	2%	2%	2%	3%	850
	Voted for Biden	13%	6%	11%	13%	6%	14%	7%	8%	7%	6%	7%	986
	Voted for other 2020 candidate	27%		5%	2%	4%	29%	0%	10%	16%		6%	10
	Did not vote in 2020	41%	4%	1%	2%	3%	16%			8%		26%	37

General Stress - Weather or Season of the Year

		0	1	2	3	4	5	6	7	8	9	10	N
STATEWIDE	November 2020	39%	9%	8%	9%	6%	10%	4%	4%	2%	3%	5%	1,908
Voting Registration	Registered Democrat	21%	11%	11%	13%	7%	10%	7%	7%	3%	2%	7%	526
	Registered Undeclared/Not Reg.	36%	9%	9%	9%	6%	11%	2%	5%	2%	6%	5%	772
	Registered Republican	59%	9%	5%	7%	5%	8%	2%	1%	2%	0%	2%	550
Party ID	Democrat	22%	11%	10%	14%	7%	10%	5%	6%	3%	2%	8%	795
	Independent	40%	9%	12%	4%	8%	10%	4%	8%	1%	0%	5%	302
	Republican	55%	7%	5%	7%	4%	9%	2%	1%	2%	5%	2%	781
Ideology	Liberal	19%	12%	10%	10%	7%	10%	5%	6%	4%	4%	12%	454
	Moderate	34%	8%	9%	11%	5%	10%	4%	6%	2%	5%	5%	819
	Conservative	60%	9%	5%	7%	5%	9%	2%	1%	2%	0%	1%	537
Media Usage	Boston Globe reader	30%	13%	15%	6%	4%	11%	4%	9%	2%	3%	3%	138
	Conservative radio listener	63%	8%	3%	4%	2%	7%	3%	1%	1%	8%	1%	498
	Fox News viewer	49%	10%	7%	7%	6%	8%	2%	3%	3%	0%	5%	812
	Local newspapers reader	38%	12%	9%	7%	3%	12%	4%	6%	3%	1%	5%	483
	NHPR listener	39%	8%	10%	9%	7%	11%	4%	6%	3%	1%	3%	1,136
	Union Leader reader	39%	7%	14%	7%	3%	10%	2%	12%	2%	0%	4%	283
	WMUR viewer	34%	11%	10%	11%	4%	11%	4%	5%	3%	1%	7%	1,443
Age of Respondent	18 to 34	35%	3%	5%	11%	6%	8%	3%	4%	2%	9%	13%	505
	35 to 49	39%	7%	7%	6%	10%	15%	4%	4%	2%	0%	4%	396
	50 to 64	43%	13%	10%	10%	4%	7%	4%	3%	1%	2%	2%	593
	65 and older	35%	11%	11%	10%	3%	11%	4%	8%	5%	1%	2%	385
Gender of Respondent	Men	49%	7%	8%	10%	3%	9%	2%	2%	2%	2%	5%	919
	Women	28%	11%	9%	10%	8%	10%	5%	7%	3%	5%	5%	949
Level of Education	High school or less	43%	11%	5%	11%	5%	6%	1%	3%	1%	7%	7%	684
	Tech school/Some college	39%	7%	9%	10%	4%	13%	4%	5%	3%	1%	5%	581
	College graduate	30%	8%	11%	7%	9%	12%	6%	6%	4%	2%	5%	391
	Postgraduate work	36%	11%	12%	8%	7%	10%	6%	4%	3%	1%	1%	236
Gender & Education	Men, no college degree	54%	7%	6%	10%	3%	8%	1%	1%	2%	2%	6%	658
	Men, college degree	38%	9%	12%	9%	6%	10%	3%	5%	2%	2%	4%	260
	Women, no college degree	28%	11%	8%	11%	6%	9%	3%	7%	2%	7%	7%	600
	Women, college degree	28%	9%	11%	7%	11%	12%	8%	6%	4%	1%	2%	346
Region of State	Central/Lakes	39%	9%	9%	6%	4%	7%	2%	4%	4%	0%	14%	309
	Connecticut Valley	38%	12%	4%	13%	14%	13%	3%	2%	1%	0%	1%	282
	Manchester Area	38%	10%	12%	6%	6%	12%	5%	5%	1%	1%	4%	333
	Mass Border	44%	7%	10%	6%	3%	8%	5%	8%	3%	1%	5%	461
	North Country	20%	6%	4%	15%	6%	13%	4%	2%	3%	26%	2%	166
	Seacoast	42%	8%	8%	15%	5%	8%	2%	3%	2%	2%	5%	346
Household Income	Less than $45,000	27%	9%	7%	3%	11%	12%	2%	6%	3%	12%	7%	413
	$45,000 - $74,999	43%	15%	6%	12%	2%	10%	5%	2%	4%	0%	2%	332
	$75,000 - $99,999	54%	4%	7%	2%	6%	9%	3%	7%	2%	2%	4%	294
	$100,000 - $149,999	42%	8%	14%	12%	3%	11%	3%	4%	1%		2%	394
	$150,000 or more	41%	8%	8%	5%	17%	3%	4%	4%	1%	4%	7%	105
2020 Presidential Vote	Voted for Trump	56%	7%	4%	7%	5%	10%	2%	1%	2%	5%	3%	851
	Voted for Biden	24%	11%	12%	12%	6%	10%	5%	8%	3%	2%	6%	986
	Voted for other 2020 candidate	49%	1%	8%	6%	1%	11%	1%	8%	0%	3%	12%	10
	Did not vote in 2020	45%	16%	4%	1%	2%	1%	1%		4%		28%	37

Where Plan to Do Most of Holiday Shopping

		In person	Online	About the same	Don't plan to shop for holidays	Don't know/Not sure	N
STATEWIDE	November 2020	9%	50%	22%	12%	7%	1,915
Voting Registration	Registered Democrat	4%	70%	11%	12%	3%	529
	Registered Undeclared/Not Reg.	12%	50%	20%	12%	6%	774
	Registered Republican	11%	34%	33%	10%	13%	554
Party ID	Democrat	4%	65%	14%	14%	3%	802
	Independent	7%	53%	22%	9%	9%	303
	Republican	14%	34%	30%	11%	11%	781
Ideology	Liberal	3%	64%	13%	17%	3%	456
	Moderate	11%	52%	21%	9%	7%	825
	Conservative	10%	35%	32%	11%	12%	538
Media Usage	Boston Globe reader	10%	59%	18%	10%	3%	138
	Conservative radio listener	18%	32%	31%	11%	8%	502
	Fox News viewer	9%	39%	30%	11%	11%	816
	Local newspapers reader	10%	41%	32%	10%	7%	484
	NHPR listener	6%	53%	22%	12%	7%	1,142
	Union Leader reader	9%	52%	19%	15%	5%	283
	WMUR viewer	8%	53%	21%	11%	7%	1,449
Age of Respondent	18 to 34	13%	40%	24%	17%	5%	505
	35 to 49	5%	41%	31%	12%	10%	398
	50 to 64	5%	59%	18%	9%	10%	595
	65 and older	14%	57%	17%	9%	4%	387
Gender of Respondent	Men	8%	45%	27%	13%	7%	921
	Women	10%	55%	17%	10%	8%	955
Level of Education	High school or less	14%	40%	21%	15%	11%	684
	Tech school/Some college	7%	51%	22%	12%	7%	587
	College graduate	5%	58%	24%	8%	4%	393
	Postgraduate work	6%	63%	21%	7%	2%	237
Gender & Education	Men, no college degree	9%	41%	28%	15%	7%	659
	Men, college degree	6%	56%	23%	9%	6%	261
	Women, no college degree	13%	49%	14%	13%	11%	605
	Women, college degree	5%	65%	23%	6%	1%	348
Region of State	Central/Lakes	7%	46%	26%	17%	3%	310
	Connecticut Valley	10%	48%	24%	6%	12%	283
	Manchester Area	8%	52%	20%	12%	8%	339
	Mass Border	9%	51%	27%	8%	6%	462
	North Country	25%	41%	9%	19%	7%	166
	Seacoast	3%	59%	19%	12%	7%	346
Household Income	Less than $45,000	15%	40%	15%	20%	10%	415
	$45,000 - $74,999	5%	49%	20%	15%	11%	332
	$75,000 - $99,999	12%	54%	25%	4%	5%	295
	$100,000 - $149,999	7%	58%	28%	4%	3%	396
	$150,000 or more	2%	60%	19%	7%	11%	106
2020 Presidential Vote	Voted for Trump	13%	35%	30%	11%	11%	852
	Voted for Biden	5%	64%	14%	12%	5%	994
	Voted for other 2020 candidate	1%	79%	8%	6%	7%	10
	Did not vote in 2020		26%	50%	21%	3%	37

Spending More or Less on Holidays This Year Compared to Last Year

		More	Less	About the same	Don't know/Not sure	N
STATEWIDE	November 2020	7%	39%	49%	5%	1,552
Voting Registration	Registered Democrat	9%	45%	42%	4%	449
	Registered Undeclared/Not Reg.	5%	42%	48%	5%	634
	Registered Republican	8%	31%	58%	3%	428
Party ID	Democrat	7%	42%	46%	5%	667
	Independent	7%	32%	52%	9%	249
	Republican	6%	39%	52%	2%	613
Ideology	Liberal	11%	47%	37%	4%	364
	Moderate	5%	41%	48%	6%	698
	Conservative	7%	33%	59%	2%	411
Media Usage	Boston Globe reader	8%	44%	46%	2%	119
	Conservative radio listener	2%	37%	53%	8%	409
	Fox News viewer	6%	36%	55%	3%	632
	Local newspapers reader	6%	31%	62%	1%	400
	NHPR listener	6%	37%	51%	6%	926
	Union Leader reader	3%	46%	48%	3%	226
	WMUR viewer	5%	39%	51%	5%	1,193
Age of Respondent	18 to 34	8%	42%	47%	3%	393
	35 to 49	14%	39%	45%	2%	308
	50 to 64	3%	43%	46%	8%	487
	65 and older	4%	33%	60%	4%	337
Gender of Respondent	Men	7%	33%	53%	6%	734
	Women	6%	44%	46%	3%	787
Level of Education	High school or less	5%	31%	55%	8%	510
	Tech school/Some college	7%	47%	43%	3%	471
	College graduate	12%	40%	45%	3%	344
	Postgraduate work	5%	40%	52%	3%	214
Gender & Education	Men, no college degree	8%	32%	53%	7%	512
	Men, college degree	7%	38%	52%	3%	221
	Women, no college degree	4%	46%	46%	4%	462
	Women, college degree	11%	41%	45%	3%	323
Region of State	Central/Lakes	4%	30%	62%	4%	246
	Connecticut Valley	15%	29%	44%	11%	231
	Manchester Area	5%	48%	44%	4%	270
	Mass Border	5%	38%	55%	2%	400
	North Country	8%	56%	35%	1%	124
	Seacoast	6%	42%	45%	6%	280
Household Income	Less than $45,000	12%	55%	27%	6%	290
	$45,000 - $74,999	10%	39%	48%	2%	245
	$75,000 - $99,999	5%	30%	64%	0%	269
	$100,000 - $149,999	4%	34%	54%	8%	368
	$150,000 or more	9%	39%	43%	9%	87
2020 Presidential Vote	Voted for Trump	7%	39%	50%	5%	670
	Voted for Biden	6%	41%	49%	4%	825
	Voted for other 2020 candidate	7%	59%	24%	11%	8
	Did not vote in 2020	20%	7%	73%		28

Expect a White Christmas Where You Live This Year

		Yes	No	Don't know/Not sure	N
STATEWIDE	November 2020	62%	8%	30%	1,914
Voting Registration	Registered Democrat	56%	13%	31%	529
	Registered Undeclared/Not Reg.	61%	6%	33%	774
	Registered Republican	72%	4%	23%	554
Party ID	Democrat	55%	13%	32%	802
	Independent	72%	6%	23%	303
	Republican	66%	5%	29%	781
Ideology	Liberal	52%	15%	33%	456
	Moderate	61%	7%	32%	825
	Conservative	73%	4%	23%	537
Media Usage	Boston Globe reader	55%	6%	40%	138
	Conservative radio listener	73%	4%	23%	501
	Fox News viewer	71%	5%	24%	815
	Local newspapers reader	65%	10%	25%	484
	NHPR listener	63%	8%	29%	1,141
	Union Leader reader	70%	7%	23%	283
	WMUR viewer	65%	9%	27%	1,449
Age of Respondent	18 to 34	53%	9%	38%	505
	35 to 49	70%	10%	20%	398
	50 to 64	66%	6%	27%	595
	65 and older	60%	8%	31%	387
Gender of Respondent	Men	62%	11%	27%	920
	Women	63%	6%	31%	955
Level of Education	High school or less	68%	7%	25%	684
	Tech school/Some college	58%	9%	33%	587
	College graduate	58%	9%	33%	393
	Postgraduate work	60%	11%	29%	237
Gender & Education	Men, no college degree	65%	9%	26%	659
	Men, college degree	54%	14%	32%	260
	Women, no college degree	63%	6%	32%	605
	Women, college degree	62%	7%	31%	348
Region of State	Central/Lakes	70%	9%	21%	310
	Connecticut Valley	66%	5%	28%	283
	Manchester Area	61%	6%	33%	339
	Mass Border	58%	10%	32%	461
	North Country	59%	3%	39%	166
	Seacoast	59%	14%	27%	346
Household Income	Less than $45,000	54%	13%	32%	414
	$45,000 - $74,999	66%	6%	28%	332
	$75,000 - $99,999	69%	6%	24%	294
	$100,000 - $149,999	63%	7%	30%	396
	$150,000 or more	52%	8%	40%	106
2020 Presidential Vote	Voted for Trump	70%	4%	27%	851
	Voted for Biden	58%	11%	31%	994
	Voted for other 2020 candidate	45%	7%	49%	10
	Did not vote in 2020	26%	46%	29%	37

Plan to Put Up Christmas Tree

		Yes	No	Don't know/Not sure	N
STATEWIDE	November 2020	78%	17%	5%	1,915
Voting Registration	Registered Democrat	73%	22%	5%	529
	Registered Undeclared/Not Reg.	81%	14%	5%	774
	Registered Republican	78%	17%	5%	554
Party ID	Democrat	76%	19%	5%	802
	Independent	84%	8%	8%	303
	Republican	77%	19%	4%	781
Ideology	Liberal	79%	17%	4%	456
	Moderate	75%	20%	5%	825
	Conservative	80%	15%	5%	538
Media Usage	Boston Globe reader	72%	15%	12%	138
	Conservative radio listener	73%	24%	3%	502
	Fox News viewer	76%	17%	7%	816
	Local newspapers reader	82%	13%	4%	484
	NHPR listener	79%	16%	5%	1,142
	Union Leader reader	76%	19%	5%	283
	WMUR viewer	80%	15%	5%	1,449
Age of Respondent	18 to 34	79%	19%	2%	505
	35 to 49	83%	14%	3%	398
	50 to 64	77%	16%	7%	595
	65 and older	74%	20%	6%	387
Gender of Respondent	Men	81%	16%	3%	921
	Women	75%	19%	6%	955
Level of Education	High school or less	79%	19%	2%	684
	Tech school/Some college	72%	22%	7%	587
	College graduate	84%	10%	5%	393
	Postgraduate work	78%	15%	8%	238
Gender & Education	Men, no college degree	81%	17%	2%	659
	Men, college degree	82%	12%	6%	261
	Women, no college degree	70%	23%	6%	605
	Women, college degree	84%	11%	5%	348
Region of State	Central/Lakes	80%	17%	3%	310
	Connecticut Valley	83%	10%	7%	283
	Manchester Area	73%	20%	7%	339
	Mass Border	80%	17%	3%	462
	North Country	65%	30%	5%	166
	Seacoast	79%	17%	5%	346
Household Income	Less than $45,000	61%	35%	4%	415
	$45,000 - $74,999	70%	24%	7%	332
	$75,000 - $99,999	79%	14%	7%	294
	$100,000 - $149,999	92%	6%	2%	396
	$150,000 or more	90%	5%	5%	106
2020 Presidential Vote	Voted for Trump	76%	20%	4%	852
	Voted for Biden	79%	16%	5%	994
	Voted for other 2020 candidate	73%	13%	15%	10
	Did not vote in 2020	92%	6%	2%	37

Plan to Have a Real or Artifical Tree

		Artificial tree	Real tree	Both	Don't know/Not sure	N
STATEWIDE	November 2020	51%	42%	4%	3%	1,488
Voting Registration	Registered Democrat	45%	47%	3%	4%	385
	Registered Undeclared/Not Reg.	62%	29%	5%	3%	624
	Registered Republican	40%	55%	2%	2%	431
Party ID	Democrat	52%	42%	3%	4%	607
	Independent	53%	32%	9%	6%	253
	Republican	49%	46%	3%	2%	602
Ideology	Liberal	47%	46%	3%	4%	362
	Moderate	57%	37%	3%	4%	616
	Conservative	47%	49%	2%	2%	429
Media Usage	Boston Globe reader	47%	44%	8%	1%	100
	Conservative radio listener	44%	52%	2%	2%	366
	Fox News viewer	52%	41%	5%	2%	622
	Local newspapers reader	45%	47%	3%	5%	398
	NHPR listener	42%	50%	4%	3%	903
	Union Leader reader	47%	44%	3%	6%	214
	WMUR viewer	57%	36%	4%	3%	1,152
Age of Respondent	18 to 34	43%	50%	2%	4%	397
	35 to 49	37%	54%	2%	7%	329
	50 to 64	55%	37%	6%	1%	457
	65 and older	71%	25%	3%	1%	286
Gender of Respondent	Men	48%	47%	2%	3%	747
	Women	55%	37%	5%	4%	719
Level of Education	High school or less	59%	37%	3%	1%	541
	Tech school/Some college	50%	39%	4%	6%	420
	College graduate	43%	51%	4%	2%	331
	Postgraduate work	45%	48%	4%	4%	185
Gender & Education	Men, no college degree	49%	48%	1%	2%	533
	Men, college degree	43%	47%	6%	3%	213
	Women, no college degree	62%	26%	6%	5%	426
	Women, college degree	44%	51%	3%	3%	291
Region of State	Central/Lakes	55%	38%	5%	1%	246
	Connecticut Valley	22%	65%	3%	10%	234
	Manchester Area	54%	34%	8%	4%	248
	Mass Border	54%	41%	3%	2%	369
	North Country	65%	32%	2%	1%	108
	Seacoast	58%	39%	1%	1%	272
Household Income	Less than $45,000	50%	43%	1%	6%	250
	$45,000 - $74,999	55%	41%	3%	1%	231
	$75,000 - $99,999	59%	38%	2%	2%	232
	$100,000 - $149,999	38%	53%	8%	2%	365
	$150,000 or more	51%	46%	3%	0%	96
2020 Presidential Vote	Voted for Trump	49%	45%	3%	4%	649
	Voted for Biden	53%	40%	5%	3%	780
	Voted for other 2020 candidate	24%	30%	8%	38%	7
	Did not vote in 2020	60%	39%	1%		34