

December 21, 2022

2022 HOLIDAYS IN NEW HAMPSHIRE WRAPUP: MORE TRAVEL, MORE STRESS, FAKE CHRISTMAS TREES

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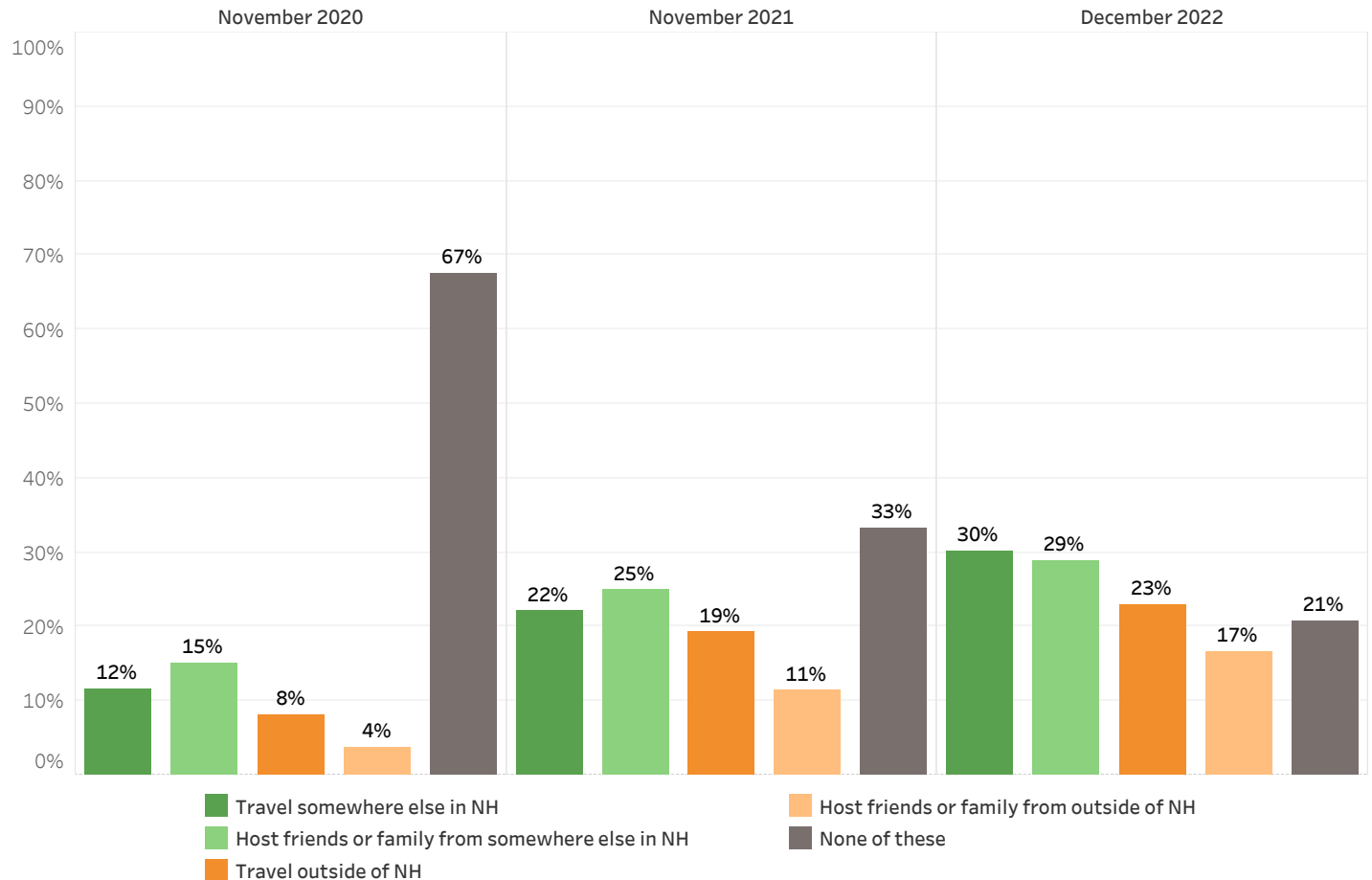
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DURHAM, NH - Most New Hampshire residents plan to travel or host for the December holidays this year, up significantly since 2020. Artificial Christmas trees remain more popular than real trees among Granite Staters, and one in five will not have any tree this year. One in five report high levels of stress related to the holidays, up slightly since last year. Christmas Vacation, It's a Wonderful Life, and Die Hard are mentioned most often by Granite Staters as their favorite holiday movie.

December Holidays

Heading into the holiday season, New Hampshire residents are getting back to normal after two years of COVID-19. Granite Staters are more likely to have travel or hosting plans for the December holidays than they were in 2021 or 2020. This year, only 21% of New Hampshire adults have no plans to travel or host people for the December holidays, down from 33% in 2021 and 67% in 2020. Thirty percent of Granite Staters plan to travel within the state for the December holidays, while 29% plan to host friends or family from somewhere else in New Hampshire. Twenty-three percent plan to travel outside of the state for the December holidays, while 17% plan to host friends or family from outside of the state.

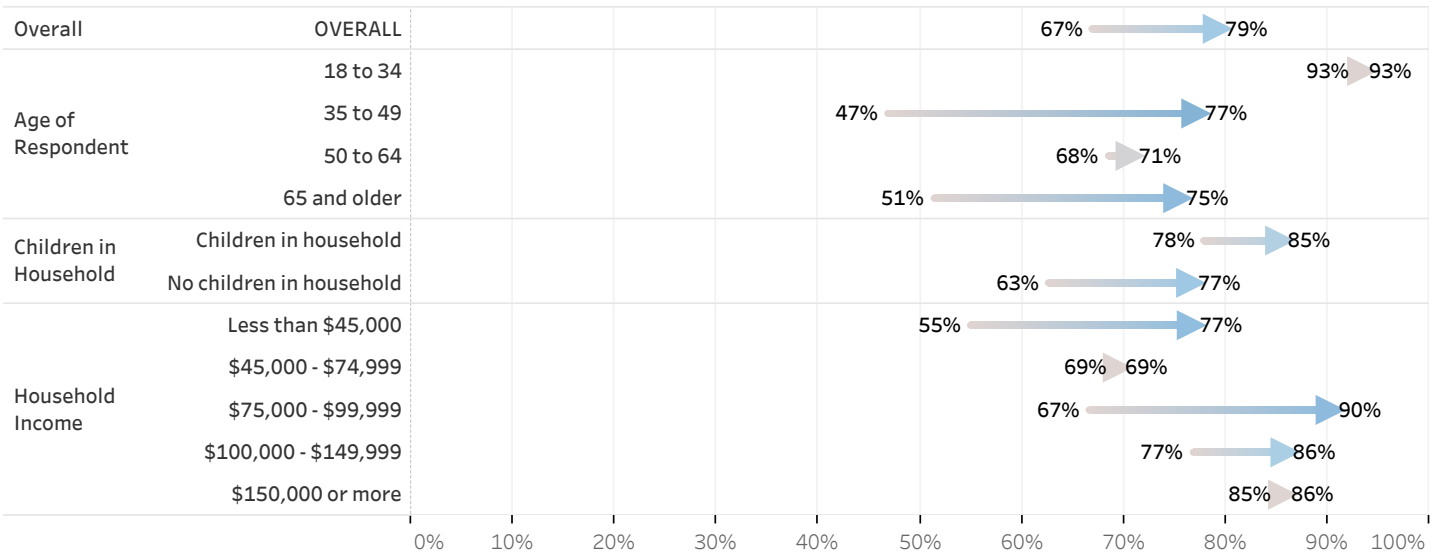
December Holiday Plans



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

Granite Staters aged 35 to 49 (+30 percentage points) and those aged 65 and older (+24) are much more likely than in 2021 to say that they have plans to travel or host people for the December holidays. Those with children in their household remain more likely than those without children to have plans to visit or host others for the December holidays, while those with higher incomes remain more likely to have plans than those with lower incomes.

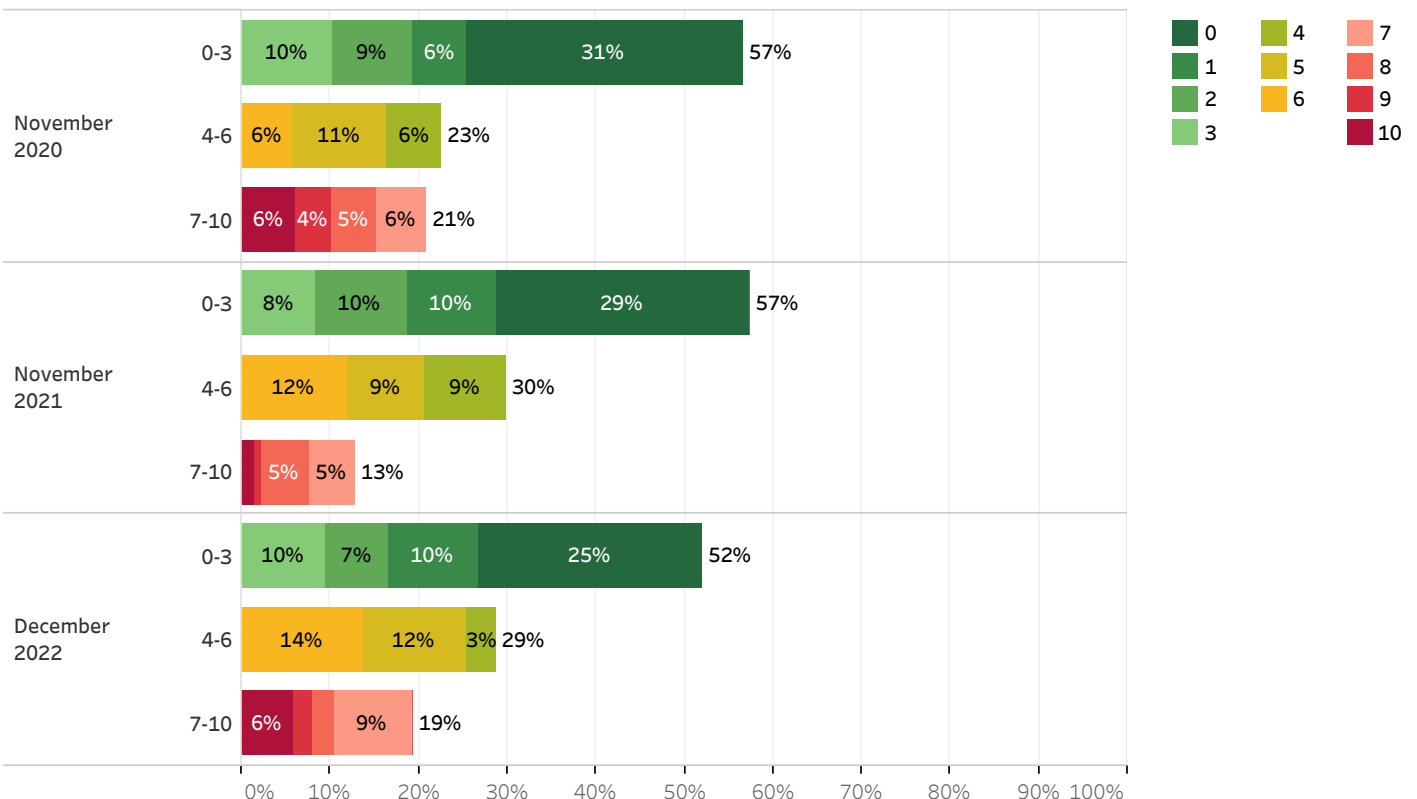
Have Visiting or Hosting Plans for December Holidays - Change from 2021 to 2022



Holiday Stress

But the holidays continue to be stressful for some. One in five Granite Staters (19%) say they are highly stressed about the upcoming holidays, placing their stress level at 7 or higher on a 10-point scale. This is an increase since 2021 (13%) and statistically the same as 2020. Another 29% say they are experiencing moderate stress (4, 5, or 6) and 52% say they are experiencing low levels of stress.

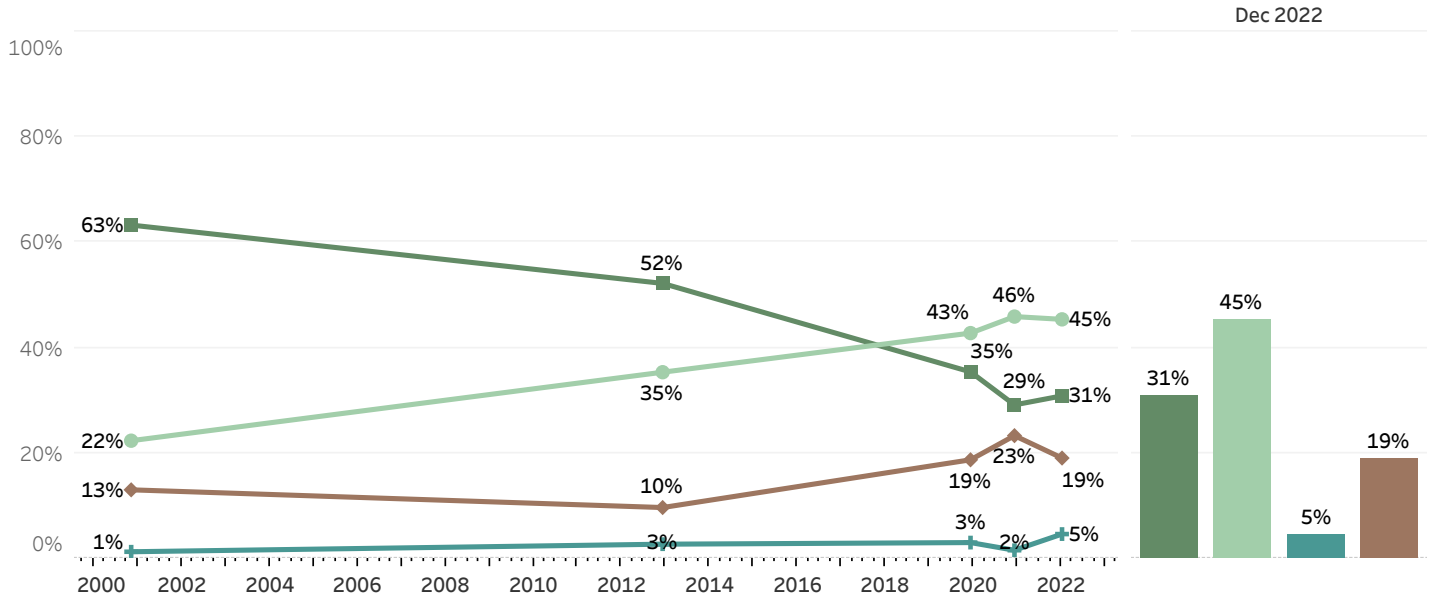
General Stress Related to Upcoming Holidays



Christmas Trees

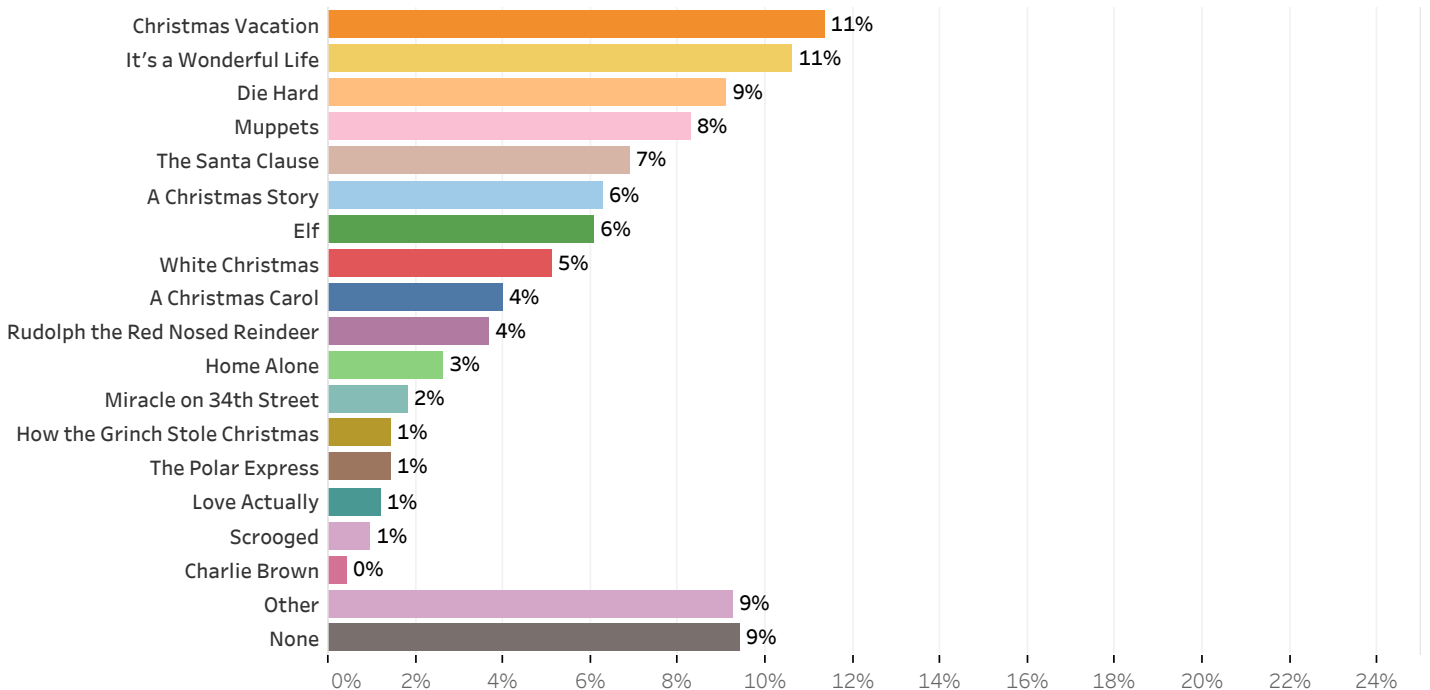
Despite living in one of the most forested states in the U.S., most New Hampshire households will not have a real Christmas tree this year. Only 31% of New Hampshire residents say they have or will have a real Christmas tree, 45% say they have or will have an artificial tree, and 5% say they have or will have both. The percentage of Granite Staters who have or will have a real tree (31%) is unchanged since 2021 (29%) but remains well below the proportion who had a real tree in 2013 (52%) and in 2001 (63%). Most Granite Staters aged 18-34 (88%) and 35-49 (86%) plan to or currently have a tree, and about half say they have a real tree. Seventy percent of those aged 65 and older say they have or will have a tree, and 46% plan to have an artificial tree.

Plan to Put Up Christmas Tree



To drive off some of the holiday stress, Granite Staters can turn to their favorite holiday movies. When asked to name their favorite holiday movie, New Hampshire residents most frequently mention Christmas Vacation (11%), It's a Wonderful Life (11%), Die Hard (9%), the Muppets (8%), The Santa Clause (7%), A Christmas Story (6%), and Elf (6%). Those under the age of 50 most frequently mention the Muppets, The Santa Clause, Die Hard, and Christmas Vacation, while those 50 and older most frequently mention It's a Wonderful Life, Christmas Vacation, and A Christmas Story.

Favorite Holiday Movie - December 2022



Granite State Poll Methodology

These findings are based on the latest Granite State Poll, conducted by the University of New Hampshire Survey Center. Eight hundred ninety-three (893) Granite State Panel members completed the survey online between December 15 and December 19, 2022. The margin of sampling error for the survey is +/- 3.3 percent. These MSE's have not been adjusted for design effect. The response rate for the December 2022 Granite State Poll is 25%. The design effect for the survey is 3.1%.

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 7,250 New Hampshire adults have been 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.

December 2022 Granite State Poll Demographics

		%	N
Gender of Respondent	Men	49%	425
	Women	51%	440
Age of Respondent	18 to 34	27%	236
	35 to 49	21%	186
	50 to 64	32%	280
	65 and older	21%	182
Level of Education	High school or less	36%	319
	Tech school/Some college	31%	273
	College graduate	21%	184
	Postgraduate work	13%	112
Region of State	Central/Lakes	17%	155
	Connecticut Valley	12%	109
	Manchester Area	16%	141
	Mass Border	29%	256
	North Country	10%	93
	Seacoast	15%	136
Party ID	Democrat	44%	379
	Independent	16%	135
	Republican	40%	342
Voting Registration	Registered Democrat	28%	246
	Registered Undeclared/Not Reg.	42%	368
	Registered Republican	30%	257
2020 Presidential Vote	Voted for Trump	44%	385
	Voted for Biden	51%	447
	Voted for other 2020 candidate	2%	13
	Did not vote in 2020	3%	27
Household Income	Less than \$45,000	21%	133
	\$45,000 - \$74,999	20%	130
	\$75,000 - \$99,999	20%	128
	\$100,000 - \$149,999	30%	191
	\$150,000 or more	9%	56

December Holiday Plans

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

		<u>Host friends or family from outside of NH</u>	<u>Host friends or family from somewhere else in NH</u>	<u>Travel outside of NH</u>	<u>Travel somewhere else in NH</u>	<u>None of these</u>	<u>N</u>
STATEWIDE	December 2022	17%	29%	23%	30%	21%	892
Voting Registration	Registered Democrat	26%	32%	32%	20%	17%	245
	Registered Undeclared/Not Reg.	15%	31%	21%	41%	18%	368
	Registered Republican	11%	24%	20%	19%	30%	257
Party ID	Democrat	19%	32%	29%	23%	21%	379
	Independent	17%	18%	5%	49%	14%	135
	Republican	14%	32%	21%	31%	23%	341
Political Ideology	Socialist	25%	74%	29%	37%	5%	37
	Progressive	22%	24%	48%	19%	7%	139
	Liberal	19%	34%	18%	10%	32%	100
	Moderate	15%	31%	21%	36%	20%	246
	Conservative	15%	24%	18%	29%	33%	230
	Libertarian	23%	29%	16%	25%	12%	62
Age of Respondent	18 to 34	20%	21%	35%	41%	7%	236
	35 to 49	24%	31%	24%	41%	23%	186
	50 to 64	13%	31%	13%	22%	29%	279
	65 and older	12%	32%	20%	18%	25%	182
Gender of Respondent	Men	20%	29%	24%	38%	15%	424
	Women	11%	30%	24%	23%	26%	440
Level of Education	High school or less	7%	26%	10%	31%	26%	319
	Tech school/Some college	19%	24%	30%	29%	22%	273
	College graduate	23%	35%	31%	32%	14%	184
	Postgraduate work	30%	40%	33%	30%	15%	111
Region of State	Central/Lakes	18%	32%	21%	23%	28%	155
	Connecticut Valley	10%	38%	18%	32%	19%	109
	Manchester Area	13%	28%	18%	22%	17%	141
	Mass Border	18%	19%	38%	34%	11%	256
	North Country	16%	29%	3%	23%	40%	92
	Seacoast	20%	38%	19%	44%	24%	136
Household Income	Less than \$45,000	11%	29%	19%	25%	23%	132
	\$45,000 - \$74,999	9%	30%	17%	17%	31%	130
	\$75,000 - \$99,999	17%	32%	9%	47%	10%	128
	\$100,000 - \$149,999	14%	24%	28%	51%	14%	191
	\$150,000 or more	41%	52%	23%	24%	14%	56
Media Usage	Conservative radio listener	26%	55%	26%	37%	6%	104
	CNN viewer	19%	32%	21%	42%	18%	240
	Fox News viewer	11%	33%	19%	38%	18%	247
	Joe Rogan listener	19%	50%	26%	50%	6%	86
	Local NH news viewer	11%	33%	27%	35%	15%	587
	MSNBC viewer	10%	26%	11%	27%	32%	154
	NHPR listener	30%	52%	29%	28%	14%	190
	2020 Presidential Vote	Voted for Trump	17%	30%	22%	29%	20%
Voted for Biden		17%	30%	25%	26%	22%	447
Voted for other 2020 candidate		48%	39%	44%	45%	21%	13
Did not vote in 2020			0%	0%	97%	3%	27

Stress Related to December 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 upcoming holidays?

		0	1	2	3	4	5
STATEWIDE	December 2022	25%	10%	7%	10%	3%	12%
Voting Registration	Registered Democrat	18%	15%	11%	6%	6%	7%
	Registered Undeclared/Not Reg.	27%	3%	7%	16%	3%	15%
	Registered Republican	25%	17%	4%	6%	2%	12%
Party ID	Democrat	20%	12%	10%	5%	5%	11%
	Independent	54%	0%	8%	22%	2%	6%
	Republican	17%	13%	3%	9%	2%	16%
Political Ideology	Socialist	2%	64%	5%	1%		3%
	Progressive	12%	2%	10%	2%	1%	11%
	Liberal	36%	8%	14%	2%	7%	17%
	Moderate	32%	3%	7%	9%	7%	19%
	Conservative	18%	17%	3%	10%	1%	8%
	Libertarian	38%	10%	2%	16%	3%	3%
Age of Respondent	18 to 34	32%	3%	11%	6%		11%
	35 to 49	22%	5%	3%	7%	4%	19%
	50 to 64	18%	20%	5%	16%	5%	5%
	65 and older	30%	10%	9%	7%	5%	15%
Gender of Respondent	Men	27%	8%	8%	10%	3%	14%
	Women	22%	13%	6%	10%	4%	10%
Level of Education	High school or less	23%	17%	3%	12%	2%	7%
	Tech school/Some college	34%	5%	5%	7%	4%	10%
	College graduate	22%	6%	9%	11%	4%	23%
	Postgraduate work	16%	11%	22%	8%	4%	9%
Region of State	Central/Lakes	30%	7%	3%	11%	4%	7%
	Connecticut Valley	11%	7%	2%	37%	4%	3%
	Manchester Area	36%	21%	2%	7%	3%	10%
	Mass Border	26%	3%	12%	3%	3%	15%
	North Country	21%	33%	8%	3%	0%	19%
	Seacoast	23%	1%	12%	5%	4%	14%
Household Income	Less than \$45,000	9%	6%	6%	15%	2%	18%
	\$45,000 - \$74,999	29%	19%	4%	2%	3%	4%
	\$75,000 - \$99,999	20%	5%	14%	3%	3%	3%
	\$100,000 - \$149,999	39%	8%	7%	19%	3%	12%
	\$150,000 or more	23%	3%	14%	17%	8%	14%
Media Usage	Conservative radio listener	18%	4%	8%	15%	3%	14%
	CNN viewer	35%	12%	7%	5%	2%	12%
	Fox News viewer	30%	3%	4%	12%	1%	15%
	Joe Rogan listener	10%	3%	0%	32%	2%	17%
	Local NH news viewer	25%	6%	7%	8%	4%	13%
	MSNBC viewer	31%	4%	14%	7%	8%	4%
	NHPR listener	18%	14%	13%	6%	8%	11%
2020 Presidential Vote	Voted for Trump	23%	11%	3%	11%	2%	12%
	Voted for Biden	23%	10%	11%	8%	5%	11%
	Voted for other 2020 candidate	38%	1%	6%	8%	2%	9%
	Did not vote in 2020	74%	0%	1%			24%

Stress Related to December 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 upcoming holidays?

		<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10</u>	<u>N</u>
STATEWIDE	December 2022	14%	9%	3%	2%	6%	891
Voting Registration	Registered Democrat	26%	3%	2%	1%	5%	245
	Registered Undeclared/Not Reg.	10%	12%	2%	4%	2%	366
	Registered Republican	8%	10%	4%	1%	12%	257
Party ID	Democrat	23%	6%	2%	4%	3%	379
	Independent	1%	0%	2%	0%	3%	135
	Republican	10%	16%	4%	1%	10%	340
Political Ideology	Socialist	15%	11%				37
	Progressive	55%	3%	1%		3%	138
	Liberal	3%	11%	1%	0%	0%	100
	Moderate	3%	2%	3%	7%	9%	246
	Conservative	8%	20%	5%	1%	9%	230
	Libertarian	20%	7%	0%			62
Age of Respondent	18 to 34	28%	4%			5%	236
	35 to 49	3%	17%	2%	9%	10%	185
	50 to 64	11%	7%	4%	0%	8%	279
	65 and older	10%	8%	5%	1%	0%	181
Gender of Respondent	Men	8%	11%	3%	3%	4%	423
	Women	21%	6%	2%	1%	7%	440
Level of Education	High school or less	10%	13%	2%	4%	7%	319
	Tech school/Some college	18%	6%	3%	1%	7%	273
	College graduate	18%	4%	3%	0%	0%	183
	Postgraduate work	7%	11%	3%	2%	6%	110
Region of State	Central/Lakes	11%	9%	4%	2%	12%	155
	Connecticut Valley	18%	14%	3%		0%	109
	Manchester Area	4%	1%	1%	3%	13%	141
	Mass Border	25%	5%	4%	0%	4%	255
	North Country	2%	1%	1%	13%	0%	92
	Seacoast	11%	26%	1%	0%	3%	136
Household Income	Less than \$45,000	17%	14%	2%	10%	1%	133
	\$45,000 - \$74,999	20%	4%	2%	2%	11%	129
	\$75,000 - \$99,999	11%	29%	9%	1%	3%	128
	\$100,000 - \$149,999	2%	4%	2%	1%	4%	191
	\$150,000 or more	12%	4%	3%	0%	0%	56
Media Usage	Conservative radio listener	6%	22%	10%	2%	0%	105
	CNN viewer	7%	5%	2%	6%	7%	239
	Fox News viewer	11%	9%	2%	1%	11%	247
	Joe Rogan listener	2%	28%	3%	3%	0%	84
	Local NH news viewer	18%	11%	2%	3%	4%	585
	MSNBC viewer	14%	5%	1%	1%	11%	154
	NHPR listener	21%	7%	2%	1%	0%	189
2020 Presidential Vote	Voted for Trump	9%	14%	3%	1%	10%	385
	Voted for Biden	20%	4%	2%	3%	3%	445
	Voted for other 2020 candidate	5%	28%	1%	3%		13
	Did not vote in 2020		0%	0%			27

Plan for Christmas Tree

Do you, or will you, have a real tree or an artificial Christmas tree?

		<u>Artificial tree</u>	<u>Real tree</u>	<u>Both</u>	<u>No tree</u>	<u>N</u>
STATEWIDE	December 2022	45%	31%	5%	19%	865
Voting Registration	Registered Democrat	41%	34%	1%	24%	245
	Registered Undeclared/Not Reg.	47%	31%	9%	12%	356
	Registered Republican	51%	30%	2%	17%	242
Party ID	Democrat	51%	28%	0%	20%	378
	Independent	44%	20%	14%	21%	135
	Republican	42%	37%	6%	14%	316
Political Ideology	Socialist	62%	26%		12%	37
	Progressive	48%	41%	1%	11%	139
	Liberal	40%	28%	0%	33%	99
	Moderate	44%	24%	7%	25%	231
	Conservative	49%	36%	2%	13%	230
	Libertarian	49%	20%	26%	6%	51
Age of Respondent	18 to 34	39%	40%	9%	12%	236
	35 to 49	36%	42%	8%	14%	186
	50 to 64	59%	19%	0%	22%	264
	65 and older	44%	24%	2%	30%	171
Gender of Respondent	Men	49%	29%	5%	16%	414
	Women	44%	33%	0%	22%	424
Level of Education	High school or less	59%	15%		26%	294
	Tech school/Some college	33%	38%	10%	19%	273
	College graduate	48%	40%	1%	10%	183
	Postgraduate work	38%	41%	5%	16%	111
Region of State	Central/Lakes	20%	47%	4%	29%	154
	Connecticut Valley	59%	30%	2%	9%	109
	Manchester Area	42%	27%	10%	21%	127
	Mass Border	47%	33%	2%	18%	245
	North Country	55%	25%	0%	20%	92
	Seacoast	58%	17%	10%	15%	136
Household Income	Less than \$45,000	50%	23%		27%	132
	\$45,000 - \$74,999	37%	24%	0%	39%	130
	\$75,000 - \$99,999	73%	10%	0%	17%	117
	\$100,000 - \$149,999	40%	36%	2%	23%	191
	\$150,000 or more	34%	52%	10%	4%	56
Media Usage	Conservative radio listener	59%	17%	14%	10%	105
	CNN viewer	50%	21%	8%	22%	239
	Fox News viewer	35%	21%	6%	38%	222
	Joe Rogan listener	60%	22%	15%	3%	86
	Local NH news viewer	48%	27%	4%	21%	575
	MSNBC viewer	48%	19%	4%	30%	154
	NHPR listener	54%	22%	8%	16%	189
2020 Presidential Vote	Voted for Trump	40%	33%	10%	17%	359
	Voted for Biden	53%	28%	1%	19%	446
	Voted for other 2020 candidate	38%	49%		13%	13

Favorite Holiday Movie

What is your favorite holiday movie?

		<u>A Christmas Carol</u>	<u>A Christmas Story</u>	<u>Charlie Brown</u>	<u>Christmas Vacation</u>	<u>Die Hard</u>	<u>Elf</u>	<u>Home Alone</u>
STATEWIDE	December 2022	4%	6%	0%	11%	9%	6%	3%
Voting Registration	Registered Democrat	1%	9%	0%	9%	9%	5%	1%
	Registered Undeclared/Not Reg.	1%	5%	1%	16%	11%	10%	1%
	Registered Republican	13%	6%	0%	8%	6%	2%	8%
Party ID	Democrat	1%	10%	0%	9%	8%	5%	1%
	Independent	1%	1%	1%	14%	11%	2%	1%
	Republican	9%	4%	0%	14%	10%	8%	6%
Political Ideology	Socialist				3%	8%		
	Progressive	1%	2%	0%	3%	15%	7%	
	Liberal	3%	19%	1%	12%	7%	5%	2%
	Moderate	1%	9%	1%	18%	4%	1%	9%
	Conservative	13%	5%	0%	12%	4%	11%	0%
	Libertarian	0%	1%	1%	1%	35%	0%	
Age of Respondent	18 to 34				6%	4%	10%	
	35 to 49	10%	4%	1%	17%	19%	7%	2%
	50 to 64	5%	10%	1%	19%	7%	3%	0%
	65 and older	3%	12%	0%	3%	8%	3%	11%
Gender of Respondent	Men	8%	7%	0%	17%	16%	3%	1%
	Women	0%	6%	0%	6%	1%	9%	4%
Level of Education	High school or less	3%	12%		16%	8%	2%	6%
	Tech school/Some college	7%	3%	0%	10%	11%	3%	0%
	College graduate	2%	5%	0%	5%	7%	16%	2%
	Postgraduate work	2%	2%	2%	16%	11%	5%	1%
Region of State	Central/Lakes	17%	6%	0%	6%	6%	19%	0%
	Connecticut Valley	2%	3%		23%	7%	7%	
	Manchester Area	2%	5%	0%	12%	13%	6%	3%
	Mass Border	1%	6%	0%	10%	13%	2%	0%
	North Country	1%	1%	2%	1%	8%	1%	30%
	Seacoast	0%	13%	1%	14%	6%	1%	1%
Household Income	Less than \$45,000	2%	6%		9%	7%	1%	
	\$45,000 - \$74,999	14%	3%	0%	5%	4%	8%	0%
	\$75,000 - \$99,999	8%	3%	0%	14%	10%	2%	1%
	\$100,000 - \$149,999	1%	6%	0%	12%	6%	11%	1%
	\$150,000 or more	0%	5%	2%	14%	17%	13%	0%
Media Usage	Conservative radio listener	8%	1%	0%	28%	8%	5%	0%
	CNN viewer	1%	10%	1%	15%	6%	1%	1%
	Fox News viewer	5%	4%	0%	27%	10%	3%	7%
	Joe Rogan listener	2%	4%	1%	47%	6%	3%	
	Local NH news viewer	1%	7%	0%	13%	9%	3%	3%
	MSNBC viewer	1%	19%	1%	13%	1%	2%	1%
	NHPR listener	2%	5%	0%	12%	10%	2%	1%
2020 Presidential Vote	Voted for Trump	8%	4%	0%	18%	11%	7%	5%
	Voted for Biden	1%	8%	0%	8%	8%	4%	1%
	Voted for other 2020 candidate	1%	4%			8%	7%	
	Did not vote in 2020		0%				0%	

Favorite Holiday Movie

What is your favorite holiday movie?

		<u>How the Grinch Stole Christmas</u>	<u>It's a Wonderful Life</u>	<u>Love Actually</u>	<u>Miracle on 34th Street</u>	<u>Muppets</u>	<u>The Polar Express</u>
STATEWIDE	December 2022	1%	11%	1%	2%	8%	1%
Voting Registration	Registered Democrat	1%	8%	3%	3%	19%	3%
	Registered Undeclared/Not Reg.	2%	14%	1%	1%	2%	0%
	Registered Republican	1%	8%	0%	3%	7%	2%
Party ID	Democrat	1%	9%	2%	2%	15%	2%
	Independent	0%	14%	0%	1%		2%
	Republican	2%	11%	0%	2%	4%	0%
Political Ideology	Socialist		2%			15%	
	Progressive	0%	5%	2%	0%	27%	
	Liberal	1%	22%	4%	6%	9%	0%
	Moderate	2%	11%	1%	1%	0%	4%
	Conservative	3%	8%	0%	2%	6%	1%
	Libertarian	0%	23%		1%		
Age of Respondent	18 to 34		7%			18%	
	35 to 49	3%		0%	1%	6%	2%
	50 to 64	1%	19%	1%	0%	6%	3%
	65 and older	3%	14%	3%	7%	0%	1%
Gender of Respondent	Men	2%	7%	0%	3%	1%	1%
	Women	1%	14%	2%	1%	16%	2%
Level of Education	High school or less		9%		2%	5%	3%
	Tech school/Some college	1%	11%	3%	2%	19%	0%
	College graduate	2%	13%	1%	0%	2%	2%
	Postgraduate work	4%	10%	1%	3%	2%	0%
Region of State	Central/Lakes	2%	24%	1%	4%	0%	2%
	Connecticut Valley	2%	13%	0%	0%	0%	1%
	Manchester Area	0%	4%	0%	2%	2%	7%
	Mass Border	2%	7%	1%	1%	17%	0%
	North Country	0%	15%	2%	3%	17%	
	Seacoast	1%	6%	3%	0%	9%	0%
Household Income	Less than \$45,000	2%	21%	1%	7%	5%	1%
	\$45,000 - \$74,999	1%	15%	1%	3%	11%	
	\$75,000 - \$99,999	1%	11%	0%	1%	1%	0%
	\$100,000 - \$149,999	2%	7%	1%	0%	5%	6%
	\$150,000 or more		2%	1%	2%	1%	0%
Media Usage	Conservative radio listener		21%	0%	3%		
	CNN viewer	3%	11%	4%	1%	0%	0%
	Fox News viewer	2%	11%	0%	2%	6%	0%
	Joe Rogan listener	0%	17%		3%		3%
	Local NH news viewer	1%	11%	1%	2%	11%	0%
	MSNBC viewer	1%	10%	2%	1%	0%	
	NHPR listener	2%	12%	2%	0%	7%	0%
2020 Presidential Vote	Voted for Trump	2%	9%	0%	2%	4%	1%
	Voted for Biden	1%	12%	2%	2%	12%	2%
	Voted for other 2020 candidate	1%	11%			34%	
	Did not vote in 2020	0%	1%	1%			

Favorite Holiday Movie

What is your favorite holiday movie?

		<u>Rudolph the Red Nosed Reindeer</u>	<u>The Santa Clause</u>	<u>Scrooged</u>	<u>White Christmas</u>	<u>Other</u>	<u>None</u>	<u>N</u>
STATEWIDE	December 2022	4%	7%	1%	5%	9%	9%	774
Voting Registration	Registered Democrat	8%	4%	0%	2%	5%	8%	241
	Registered Undeclared/Not Reg.	0%	12%	1%	1%	13%	9%	324
	Registered Republican	4%	3%	3%	16%	9%	2%	189
Party ID	Democrat	6%	8%	0%	2%	12%	6%	351
	Independent	0%	14%	0%	1%	1%	37%	127
	Republican	3%	2%	2%	9%	10%	2%	277
Political Ideology	Socialist	52%	10%	2%	0%	8%	1%	37
	Progressive	0%	13%	0%	2%	17%	5%	136
	Liberal	0%		0%	3%	2%	4%	97
	Moderate	1%	6%	2%	2%	6%	20%	188
	Conservative	4%	4%	1%	12%	9%	2%	187
	Libertarian		21%		1%	14%	2%	61
Age of Respondent	18 to 34		20%		3%	10%	21%	226
	35 to 49	0%	3%	0%	14%	8%	2%	163
	50 to 64	12%		1%	2%	5%	5%	225
	65 and older		2%	3%	3%	16%	7%	153
Gender of Respondent	Men	2%	4%	0%	6%	10%	9%	369
	Women	5%	7%	2%	4%	9%	10%	385
Level of Education	High school or less	11%			8%	4%	11%	251
	Tech school/Some college		6%	3%	2%	6%	13%	245
	College graduate	0%	19%	0%	5%	14%	4%	178
	Postgraduate work	1%	6%	1%	3%	23%	7%	99
Region of State	Central/Lakes	0%	4%	1%	1%	4%	2%	142
	Connecticut Valley	0%	22%	4%	2%	12%	1%	106
	Manchester Area	19%	13%	0%	1%	8%	2%	102
	Mass Border	3%	5%	1%	1%	8%	24%	242
	North Country	1%		0%	2%	10%	4%	50
	Seacoast	0%	0%	0%	24%	17%	4%	132
Household Income	Less than \$45,000		15%	0%	2%	16%	5%	118
	\$45,000 - \$74,999	18%		0%	7%	7%	4%	108
	\$75,000 - \$99,999	6%	0%	1%	20%	18%	3%	122
	\$100,000 - \$149,999	0%	3%	2%	0%	5%	31%	176
	\$150,000 or more	0%	20%		4%	15%	2%	54
Media Usage	Conservative radio listener	7%		0%	1%	15%	1%	103
	CNN viewer	9%	3%	0%	2%	6%	26%	207
	Fox News viewer	0%	0%	0%	1%	9%	14%	214
	Joe Rogan listener	1%		0%	0%	13%	0%	85
	Local NH news viewer	4%	6%	1%	6%	10%	12%	526
	MSNBC viewer	0%	14%	0%	3%	10%	21%	142
	NHPR listener	11%	13%	2%	2%	12%	2%	179
2020 Presidential Vote	Voted for Trump	3%	6%	1%	7%	9%	1%	309
	Voted for Biden	5%	8%	1%	2%	10%	12%	415
	Voted for other 2020 candidate				4%	17%	12%	11
	Did not vote in 2020					0%	97%	20