

The Granite State Poll

June 26, 2023

MOST GRANITE STATERS HAVE 4TH OF JULY PLANS, PLURALITY SEE OUT-OF-STATE TOURISTS AS NET POSITIVE FOR NH

By: Sean P. McKinley, M.A.
Zachary S. Azem, M.A.
Andrew E. Smith, Ph.D.

andrew.smith@unh.edu
603-862-2226
cola.unh.edu/unh-survey-center

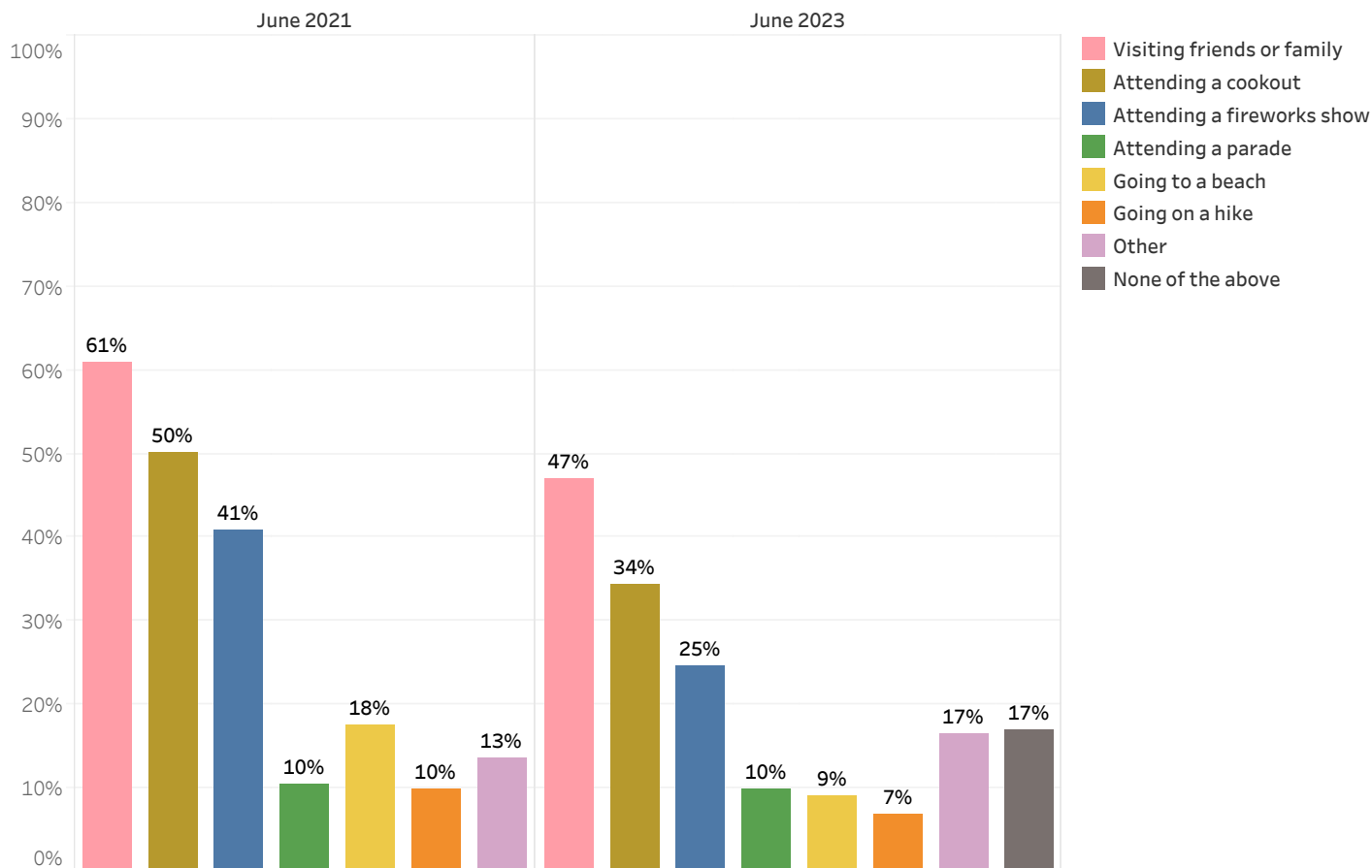
DURHAM, NH - More than four-fifths of New Hampshire residents plan to celebrate the 4th of July holiday in some way and more than three-quarters plan to travel on a vacation this summer. Three-quarters of state residents say that out-of-state tourists contribute a lot or some to traffic and noise in their local area but about the same amount also say they contribute a lot or some to the local economy and a plurality say they have a positive effect on New Hampshire overall.

4th of July Holiday & Summer Vacations

With the Fourth of July holiday around the corner, most New Hampshire residents have made plans for celebrating the holiday. Nearly half (47%) of Granite Staters say that they plan on visiting friends or family, 34% plan on attending a cookout, 25% will go to a fireworks show, 10% plan on attending a parade, 9% will go to the beach, 7% plan on going for a hike, and 17% say they plan to do something else. Only 17% say they don't plan to do anything for the 4th of July holiday.

Those with a household income below \$75,000 are more likely than those with higher incomes to say they don't plan on doing anything to celebrate the 4th of July.

4th of July Holiday Plans

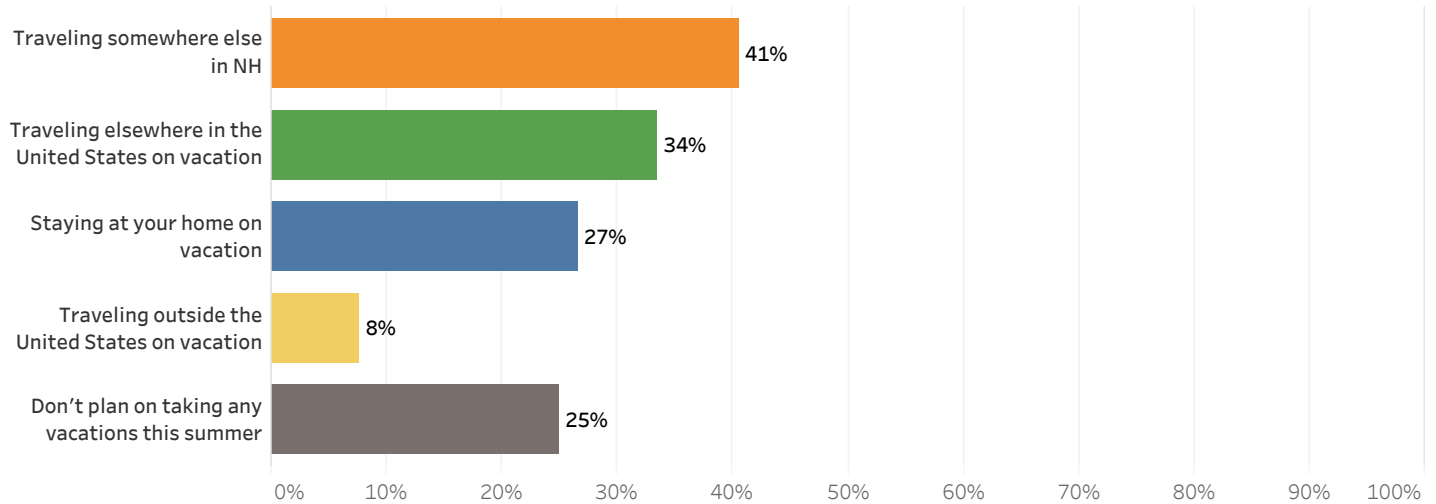


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Forty-one percent of New Hampshire residents plan to travel somewhere in New Hampshire for vacation this summer, 34% plan to travel somewhere else in the United States, 27% plan to stay at their home on vacation, 8% plan to travel outside of the United States, and 25% don't plan on taking any vacations this summer. Those with a college degree are more likely than those without a college degree to plan on taking a vacation this summer.

Those who plan to take vacation days off from their work between now and Labor Day (N=468) plan to take a median of ten days off from work. Those under the age of thirty-five plan on taking slightly fewer vacation days than those aged thirty-five or older.

Summer Travel Plans - June 2023

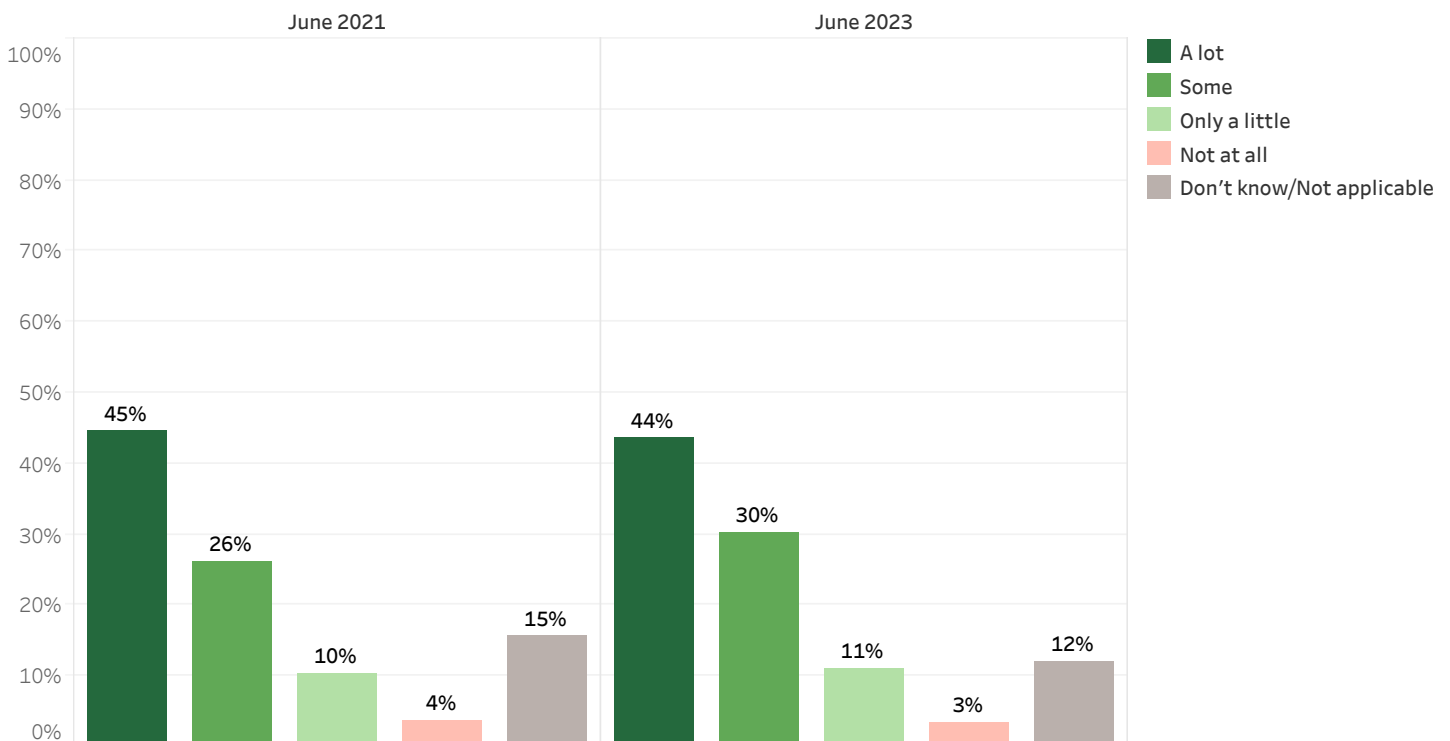


Impact of Tourists on New Hampshire

Forty-four percent of Granite Staters believe that tourists from outside of New Hampshire contribute a lot to the local economy, 30% say they contribute some to the local economy, 11% say they contribute only a little, 3% say they do not contribute at all, and 12% are unsure or say the question is not applicable. Respondents gave similar answers in June 2021.

North Country and Seacoast residents are most likely to say that out-of-state tourists contribute a lot to the local economy.

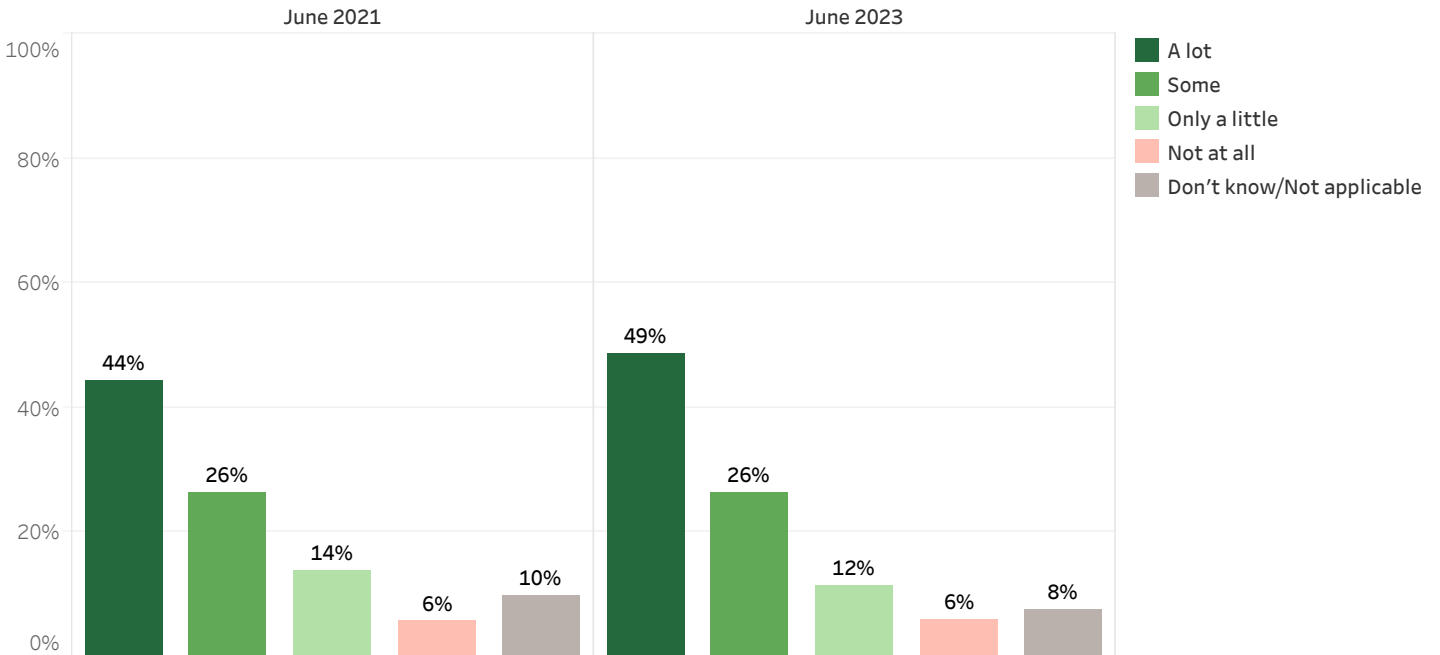
How Much Out of State Tourists Contribute to Local Economy



The downside of tourism is the additional traffic. Forty-nine percent of Granite Staters say that tourists from outside of New Hampshire contribute a lot to traffic and noise in their local area, 26% say they contribute some, 12% say they contribute only a little, 6% say they do not contribute at all, and 8% are unsure or say the question is not applicable. Respondents gave similar answers in June 2021.

North Country, Seacoast, and Manchester Area residents are most likely to say that out of state tourists contribute a lot to traffic and noise in their local area.

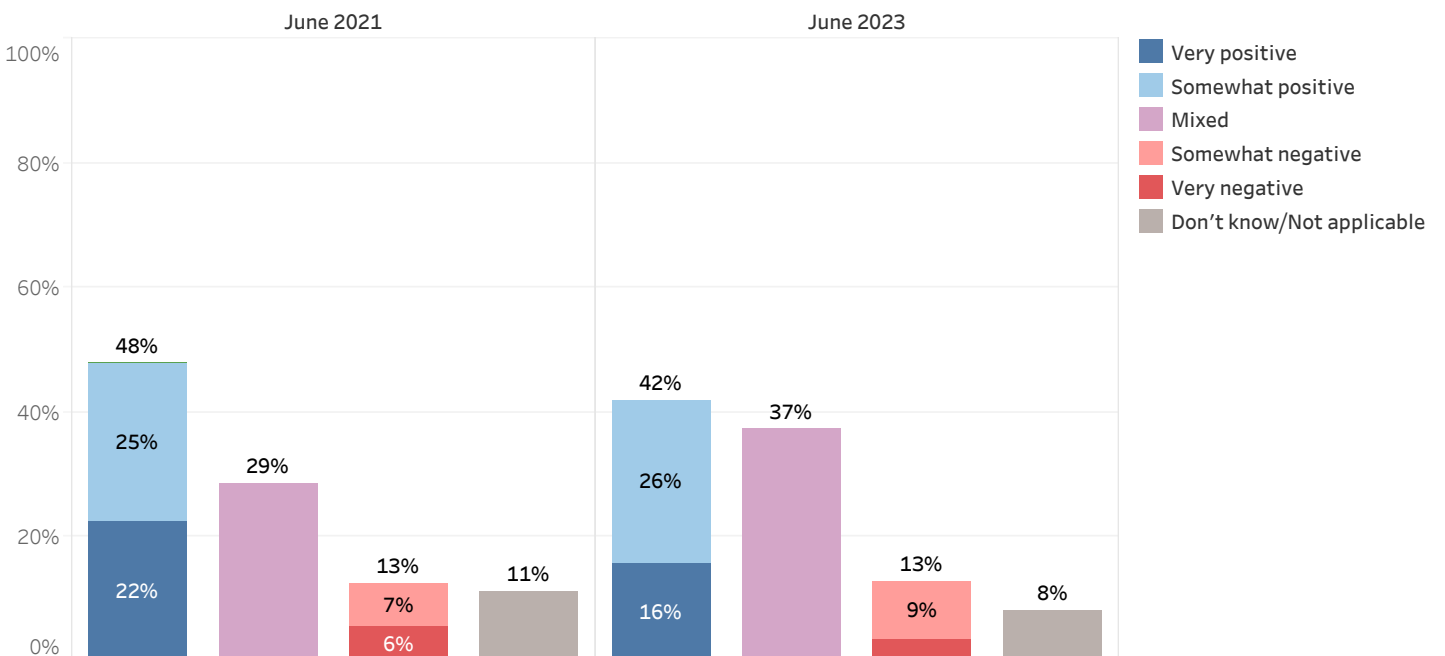
How Much Out of State Tourists Contribute to Local Traffic and Noise



Overall, 42% of Granite Staters feel that the overall impact of tourists from outside of New Hampshire is very (16%) or somewhat (26%) positive for the state, 37% think they have a mixed effect, only 13% think that tourists from outside the state have a very (4%) or somewhat (9%) negative impact, and 8% are unsure.

Central/Lakes Region and Seacoast residents, those aged 65 and older, and self-identified Democrats are more likely to say that the overall impact of tourists from outside New Hampshire is very or somewhat positive.

Overall Impact of Tourists from Outside New Hampshire



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, one hundred and thirty-six (1,136) Granite State Panel members completed the survey online between June 15 and June 19, 2023. The margin of sampling error for the survey is +/- 2.3 percent. These MSE's have not been adjusted for design effect. The response rate for the June 2023 Granite State Poll is 28%. The design effect for the survey is 2.7%.

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 8,000 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.

June 2023 Granite State Poll Demographics

		%	N
Gender of Respondent	Men	50%	528
	Women	50%	536
Age of Respondent	18 to 34	26%	299
	35 to 49	19%	218
	50 to 64	30%	340
	65 and older	24%	273
Level of Education	High school or less	33%	378
	Tech school/Some college	29%	333
	College graduate	23%	260
	Postgraduate work	15%	165
Region of State	Central/Lakes	17%	195
	Connecticut Valley	13%	151
	Manchester Area	18%	199
	Mass Border	23%	262
	North Country	10%	109
	Seacoast	19%	214
Party ID	Democrat	43%	488
	Independent	16%	176
	Republican	41%	459
Voting Registration	Registered Democrat	31%	345
	Registered Undeclared/Not Reg.	38%	417
	Registered Republican	31%	339
2020 Pres Vote	Voted for Trump	44%	500
	Voted for Biden	51%	582
	Voted for other 2020 candidate	2%	17
	Did not vote in 2020	3%	33

4th of July Holiday Plans

Which of the following do you plan to do to celebrate the 4th of July? (Please select all that apply)

		<u>Attending a cookout</u>	<u>Attending a fireworks show</u>	<u>Attending a parade</u>	<u>Going on a hike</u>
STATEWIDE	June 2023	34%	25%	10%	7%
Voting Registration	Registered Democrat	32%	23%	8%	5%
	Registered Undeclared/Not Reg.	36%	27%	13%	9%
	Registered Republican	32%	24%	9%	6%
Party ID	Democrat	32%	24%	10%	8%
	Independent	34%	23%	16%	8%
	Republican	37%	26%	7%	5%
Political Ideology	Socialist	38%	2%	4%	7%
	Progressive	32%	23%	12%	8%
	Liberal	22%	24%	10%	9%
	Moderate	38%	31%	13%	8%
	Conservative	32%	24%	5%	3%
	Libertarian	48%	44%	20%	14%
Age of Respondent	18 to 34	24%	18%	6%	6%
	35 to 49	44%	35%	14%	8%
	50 to 64	38%	23%	8%	7%
	65 and older	33%	26%	13%	7%
Gender of Respondent	Men	32%	20%	8%	9%
	Women	38%	28%	12%	5%
Level of Education	High school or less	26%	8%	4%	3%
	Tech school/Some college	38%	29%	9%	5%
	College graduate	39%	37%	18%	10%
	Postgraduate work	41%	35%	11%	12%
Region of State	Central/Lakes	36%	30%	9%	5%
	Connecticut Valley	30%	24%	18%	11%
	Manchester Area	27%	13%	4%	5%
	Mass Border	37%	25%	9%	5%
	North Country	31%	29%	20%	9%
	Seacoast	41%	28%	5%	6%
Household Income	Less than \$45,000	17%	20%	5%	2%
	\$45,000 - \$74,999	31%	28%	10%	5%
	\$75,000 - \$99,999	45%	24%	8%	9%
	\$100,000 - \$149,999	34%	22%	6%	8%
	\$150,000 or more	45%	26%	12%	10%
Children in Household	Children in household	51%	40%	17%	8%
	No children in household	29%	20%	7%	7%
2020 Pres Vote	Voted for Trump	33%	26%	10%	4%
	Voted for Biden	32%	24%	10%	9%
	Voted for other 2020 candidate	70%	33%	9%	17%
	Did not vote in 2020	65%	10%	1%	2%

4th of July Holiday Plans

Which of the following do you plan to do to celebrate the 4th of July? (Please select all that apply)

		<u>Going to a beach</u>	<u>Visiting friends or family</u>	<u>Other</u>	<u>None of the above</u>	<u>N</u>
STATEWIDE	June 2023	9%	47%	17%	17%	1,128
Voting Registration	Registered Democrat	9%	40%	22%	19%	342
	Registered Undeclared/Not Reg.	9%	42%	18%	21%	412
	Registered Republican	10%	60%	9%	11%	339
Party ID	Democrat	10%	42%	20%	18%	486
	Independent	3%	42%	11%	31%	171
	Republican	10%	56%	14%	10%	458
Political Ideology	Socialist	5%	54%	18%	6%	61
	Progressive	11%	39%	26%	13%	145
	Liberal	11%	37%	16%	33%	128
	Moderate	8%	47%	21%	13%	310
	Conservative	11%	57%	11%	10%	314
	Libertarian	10%	59%	13%	11%	74
Age of Respondent	18 to 34	5%	64%	9%	20%	299
	35 to 49	10%	40%	21%	11%	218
	50 to 64	10%	37%	22%	15%	339
	65 and older	11%	47%	14%	22%	267
Gender of Respondent	Men	7%	50%	13%	18%	525
	Women	12%	46%	21%	15%	531
Level of Education	High school or less	3%	49%	21%	18%	378
	Tech school/Some college	13%	40%	12%	19%	326
	College graduate	7%	52%	12%	14%	259
	Postgraduate work	19%	49%	22%	15%	164
Region of State	Central/Lakes	14%	44%	22%	19%	194
	Connecticut Valley	2%	45%	15%	31%	151
	Manchester Area	7%	67%	7%	8%	198
	Mass Border	7%	47%	23%	13%	257
	North Country	12%	43%	11%	16%	109
	Seacoast	13%	35%	18%	19%	214
Household Income	Less than \$45,000	7%	34%	31%	27%	165
	\$45,000 - \$74,999	10%	39%	9%	30%	213
	\$75,000 - \$99,999	9%	43%	24%	9%	141
	\$100,000 - \$149,999	6%	61%	7%	14%	207
	\$150,000 or more	9%	47%	18%	13%	195
Children in Household	Children in household	12%	47%	9%	17%	262
	No children in household	8%	47%	19%	17%	861
2020 Pres Vote	Voted for Trump	10%	53%	13%	16%	495
	Voted for Biden	9%	42%	20%	19%	580
	Voted for other 2020 candidate	14%	34%	12%	10%	17
	Did not vote in 2020	1%	56%	16%	1%	33

Summer Travel Plans

Which of the following types of vacations do you plan to take this summer (Please select all that apply)

		<u>Staying at your home on vacation</u>	<u>Traveling elsewhere in the United States on vacation</u>	<u>Traveling outside the United States on vacation</u>	<u>Traveling somewhere else in NH</u>	<u>Don't plan on taking any vacations this summer</u>	<u>N</u>
STATEWIDE	June 2023	27%	34%	8%	41%	25%	1,059
Voting Registration	Registered Democrat	29%	41%	16%	32%	21%	317
	Registered Undeclared/Not Reg.	30%	39%	6%	44%	22%	379
	Registered Republican	22%	19%	2%	42%	33%	328
Party ID	Democrat	31%	40%	11%	33%	23%	459
	Independent	26%	27%	14%	58%	21%	140
	Republican	23%	28%	2%	43%	28%	449
Political Ideology	Socialist	17%	30%	1%	9%	57%	61
	Progressive	35%	47%	16%	49%	12%	119
	Liberal	26%	49%	13%	38%	20%	128
	Moderate	26%	34%	10%	35%	26%	309
	Conservative	23%	24%	2%	45%	28%	303
	Libertarian	33%	39%	7%	68%	12%	75
Age of Respondent	18 to 34	14%	27%	13%	48%	30%	264
	35 to 49	41%	42%	4%	46%	18%	188
	50 to 64	29%	32%	4%	37%	23%	339
	65 and older	26%	35%	9%	34%	27%	263
Gender of Respondent	Men	27%	25%	4%	43%	27%	487
	Women	28%	42%	9%	41%	21%	500
Level of Education	High school or less	17%	12%	3%	45%	36%	317
	Tech school/Some college	27%	29%	6%	31%	34%	321
	College graduate	30%	50%	15%	49%	9%	258
	Postgraduate work	40%	56%	10%	40%	9%	161
Region of State	Central/Lakes	31%	42%	14%	36%	18%	189
	Connecticut Valley	39%	42%	12%	53%	14%	119
	Manchester Area	24%	23%	2%	41%	34%	196
	Mass Border	20%	27%	4%	59%	19%	232
	North Country	26%	38%	3%	18%	37%	109
	Seacoast	26%	36%	9%	28%	29%	210
Household Income	Less than \$45,000	24%	21%	10%	34%	46%	138
	\$45,000 - \$74,999	27%	38%	8%	36%	25%	179
	\$75,000 - \$99,999	39%	45%	2%	47%	10%	141
	\$100,000 - \$149,999	20%	35%	4%	44%	32%	204
	\$150,000 or more	30%	43%	14%	42%	12%	195
Children in Household	Children in household	39%	42%	5%	56%	15%	231
	No children in household	23%	31%	8%	36%	28%	823
2020 Pres Vote	Voted for Trump	22%	24%	2%	45%	28%	451
	Voted for Biden	31%	41%	13%	35%	23%	553
	Voted for other 2020 candidate	44%	34%	3%	55%	20%	17
	Did not vote in 2020	7%	38%		63%	15%	33

Number of Vacation Days Expect to Take Between June and Labor Day

How many days of vacation time do you plan to take between now and Labor Day?

		<u>Median</u>	<u>N</u>
STATEWIDE	June 2023	10.0	468
Voting Registration	Registered Democrat	10.0	157
	Registered Undeclared/Not Reg.	10.0	194
	Registered Republican	9.0	104
Party ID	Democrat	10.0	227
	Independent	10.0	63
	Republican	10.0	172
Political Ideology	Socialist	9.0	15
	Progressive	7.0	73
	Liberal	10.0	67
	Moderate	10.0	126
	Conservative	10.0	112
	Libertarian	8.5	46
Age of Respondent	18 to 34	7.0	112
	35 to 49	10.0	110
	50 to 64	8.0	173
	65 and older	10.0	70
Gender of Respondent	Men	10.0	189
	Women	10.0	243
Level of Education	High school or less	10.0	89
	Tech school/Some college	7.0	112
	College graduate	10.0	171
	Postgraduate work	10.0	94
Region of State	Central/Lakes	10.0	106
	Connecticut Valley	8.0	57
	Manchester Area	10.0	58
	Mass Border	10.0	116
	North Country	10.0	31
	Seacoast	10.0	96
Household Income	Less than \$45,000	9.5	24
	\$45,000 - \$74,999	10.0	81
	\$75,000 - \$99,999	8.5	82
	\$100,000 - \$149,999	10.0	98
	\$150,000 or more	10.0	139
Children in Household	Children in household	10.0	116
	No children in household	10.0	351
2020 Pres Vote	Voted for Trump	10.0	165
	Voted for Biden	10.0	284
	Voted for other 2020 candidate	10.0	11
	Did not vote in 2020	7.0	7

How Much Out of State Tourists Contribute to Local Economy

In the summer season, how much do out-of-state visitors contribute to the economy in your area?

		<u>A lot</u>	<u>Some</u>	<u>Only a little</u>	<u>Not at all</u>	<u>Don't know/Not applicable</u>	<u>N</u>
STATEWIDE	June 2023	44%	30%	11%	3%	12%	1,129
Voting Registration	Registered Democrat	45%	30%	11%	1%	13%	342
	Registered Undeclared/Not Reg.	39%	27%	15%	3%	15%	413
	Registered Republican	49%	34%	7%	1%	9%	339
Party ID	Democrat	48%	28%	12%	2%	11%	486
	Independent	32%	20%	14%	9%	25%	172
	Republican	43%	36%	10%	3%	9%	459
Political Ideology	Socialist	70%	9%	3%	4%	14%	61
	Progressive	39%	26%	12%		23%	145
	Liberal	54%	22%	12%	3%	9%	128
	Moderate	49%	28%	16%	3%	3%	311
	Conservative	40%	40%	6%	2%	11%	314
	Libertarian	38%	48%	12%	3%	0%	75
Age of Respondent	18 to 34	46%	29%	4%	4%	16%	299
	35 to 49	37%	27%	17%	3%	16%	218
	50 to 64	42%	32%	13%	2%	12%	339
	65 and older	48%	31%	12%	3%	5%	268
Gender of Respondent	Men	39%	33%	14%	3%	11%	527
	Women	47%	28%	9%	3%	13%	532
Level of Education	High school or less	32%	32%	10%	4%	22%	378
	Tech school/Some college	50%	30%	9%	2%	8%	327
	College graduate	46%	32%	14%	3%	5%	260
	Postgraduate work	55%	24%	11%	4%	6%	164
Region of State	Central/Lakes	49%	34%	9%	0%	8%	195
	Connecticut Valley	23%	35%	16%	3%	23%	151
	Manchester Area	44%	42%	6%	3%	4%	198
	Mass Border	22%	24%	18%	9%	26%	257
	North Country	70%	17%	13%			109
	Seacoast	64%	26%	6%	1%	4%	214
Household Income	Less than \$45,000	29%	33%	14%	2%	23%	165
	\$45,000 - \$74,999	40%	30%	7%	1%	22%	213
	\$75,000 - \$99,999	38%	32%	12%	13%	4%	142
	\$100,000 - \$149,999	35%	39%	18%	1%	7%	207
	\$150,000 or more	48%	25%	10%	4%	14%	195
Children in Household	Children in household	30%	29%	16%	6%	19%	263
	No children in household	48%	30%	10%	3%	10%	863
2020 Pres Vote	Voted for Trump	40%	34%	10%	2%	14%	496
	Voted for Biden	48%	26%	12%	2%	11%	579
	Voted for other 2020 candidate	48%	28%	15%	7%	1%	17
	Did not vote in 2020	23%	29%	10%	39%	0%	33

How Much Out of State Tourists Contribute to Local Traffic and Noise

In the summer season, how much do out-of-state visitors contribute to the traffic and noise in your area?

		<u>A lot</u>	<u>Some</u>	<u>Only a little</u>	<u>Not at all</u>	<u>Don't know/Not applicable</u>	<u>N</u>
STATEWIDE	June 2023	49%	26%	12%	6%	8%	1,129
Voting Registration	Registered Democrat	47%	27%	11%	3%	11%	342
	Registered Undeclared/Not Reg.	38%	30%	15%	5%	12%	413
	Registered Republican	65%	21%	8%	6%	0%	339
Party ID	Democrat	48%	26%	14%	3%	8%	487
	Independent	26%	29%	12%	8%	25%	172
	Republican	58%	25%	8%	8%	1%	459
Political Ideology	Socialist	74%	8%	5%	1%	11%	61
	Progressive	41%	21%	15%	1%	22%	145
	Liberal	44%	34%	11%	7%	4%	128
	Moderate	48%	27%	18%	5%	2%	311
	Conservative	57%	28%	6%	8%	1%	314
	Libertarian	42%	40%	16%	3%	0%	75
Age of Respondent	18 to 34	63%	12%	6%	4%	15%	299
	35 to 49	41%	32%	9%	5%	13%	218
	50 to 64	46%	25%	18%	9%	2%	339
	65 and older	43%	39%	12%	4%	2%	268
Gender of Respondent	Men	49%	25%	14%	4%	8%	527
	Women	46%	29%	10%	7%	7%	532
Level of Education	High school or less	53%	13%	9%	10%	16%	378
	Tech school/Some college	50%	35%	10%	2%	4%	327
	College graduate	41%	31%	18%	6%	4%	260
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Region of State	Central/Lakes	53%	29%	14%	1%	1%	195
	Connecticut Valley	20%	31%	22%	4%	23%	151
	Manchester Area	63%	24%	7%	5%	2%	198
	Mass Border	18%	32%	14%	18%	18%	257
	North Country	87%	12%	1%			109
	Seacoast	68%	23%	8%	1%	0%	214
Household Income	Less than \$45,000	39%	23%	15%	2%	21%	165
	\$45,000 - \$74,999	37%	34%	8%	3%	17%	213
	\$75,000 - \$99,999	43%	27%	13%	15%	1%	142
	\$100,000 - \$149,999	47%	37%	15%	1%	0%	207
	\$150,000 or more	48%	22%	11%	14%	5%	195
Children in Household	Children in household	32%	33%	10%	10%	14%	263
	No children in household	54%	24%	12%	5%	6%	863
2020 Pres Vote	Voted for Trump	51%	26%	8%	6%	7%	496
	Voted for Biden	46%	27%	15%	4%	9%	579
	Voted for other 2020 candidate	65%	25%	8%	0%	1%	17
	Did not vote in 2020	47%	13%	1%	39%	0%	33

Overall Impact of Tourists from Outside New Hampshire

Overall, do you feel tourists from outside New Hampshire have a positive or negative impact on your area during the summer season?

		<u>Very positive</u>	<u>Somewhat positive</u>	<u>Mixed</u>	<u>Somewhat negative</u>	<u>Very negative</u>	<u>Don't know/Not applicable</u>	<u>N</u>
STATEWIDE	June 2023	16%	26%	37%	9%	4%	8%	1,129
Voting Registration	Registered Democrat	18%	32%	27%	5%	6%	13%	342
	Registered Undeclared/Not Reg.	17%	31%	33%	9%	2%	8%	413
	Registered Republican	14%	15%	55%	12%	4%	1%	339
Party ID	Democrat	18%	33%	26%	8%	4%	11%	486
	Independent	14%	21%	46%	5%	2%	12%	172
	Republican	13%	21%	47%	12%	4%	4%	459
Political Ideology	Socialist	2%	33%	31%	29%	5%	0%	61
	Progressive	15%	35%	22%	3%	0%	24%	145
	Liberal	20%	29%	31%	8%	2%	10%	128
	Moderate	20%	29%	30%	8%	6%	8%	311
	Conservative	15%	18%	51%	12%	3%	2%	314
	Libertarian	16%	42%	29%	3%	8%	2%	75
Age of Respondent	18 to 34	3%	20%	58%	7%	4%	8%	299
	35 to 49	14%	24%	25%	13%	7%	17%	218
	50 to 64	18%	29%	34%	10%	3%	6%	339
	65 and older	29%	30%	28%	7%	2%	4%	268
Gender of Respondent	Men	15%	25%	45%	8%	3%	5%	527
	Women	18%	29%	31%	7%	3%	12%	532
Level of Education	High school or less	8%	14%	51%	13%	1%	13%	378
	Tech school/Some college	22%	29%	29%	8%	9%	3%	327
	College graduate	15%	33%	33%	7%	1%	9%	260
	Postgraduate work	21%	36%	29%	5%	3%	6%	164
Region of State	Central/Lakes	17%	40%	30%	4%	4%	5%	195
	Connecticut Valley	13%	30%	37%	5%	6%	9%	151
	Manchester Area	14%	14%	59%	6%	3%	4%	198
	Mass Border	16%	24%	32%	4%	0%	24%	257
	North Country	13%	13%	35%	34%	6%		109
	Seacoast	19%	32%	30%	13%	6%	1%	214
Household Income	Less than \$45,000	10%	25%	31%	9%	4%	21%	165
	\$45,000 - \$74,999	16%	27%	38%	15%	2%	3%	213
	\$75,000 - \$99,999	22%	27%	26%	3%	5%	16%	142
	\$100,000 - \$149,999	17%	23%	45%	10%	0%	5%	207
	\$150,000 or more	18%	34%	30%	3%	8%	7%	195
Children in Household	Children in household	16%	21%	36%	13%	5%	9%	263
	No children in household	16%	28%	38%	8%	3%	8%	863
2020 Pres Vote	Voted for Trump	14%	18%	50%	10%	3%	4%	496
	Voted for Biden	18%	33%	27%	7%	4%	11%	579
	Voted for other 2020 candidate	14%	31%	30%	13%	11%	1%	17
	Did not vote in 2020	5%	18%	18%	23%	1%	35%	33