

Greater Keene Chamber of Commerce 2020 Awareness Survey

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The Survey Center
University of New Hampshire
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The University of New Hampshire
Survey Center

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Executive Summary

The University of New Hampshire Survey Center conducted a survey of New Hampshire residents and residents of Franklin, Hampden, Hampshire, and Worcester counties in Massachusetts to learn more about what respondents think about the Monadnock Region of New Hampshire and what they value when determining a place to live, work, and visit.

Seven hundred and seventy-five (775) New Hampshire residents who are members of the Granite State Panel completed the survey online between December 17 and December 21, 2020. The margin of sampling error for this group is +/- 3.5 percent. Four hundred and ten (410) residents of Franklin, Hampden, Hampshire, and Worcester counties in Massachusetts completed the survey online between December 17 and December 23, 2020. The margin of sampling error for this group is +/- 4.8 percent.

The following figures display survey results including any demographic differences. Detailed tabular results may be found in Appendix A, Appendix B contains open-ended responses, and Appendix C contains the survey instrument. Due to rounding, percentages may not sum to 100%.

Key Findings

Awareness of Monadnock Region

Nearly two-thirds of New Hampshire respondents say they are familiar with the Monadnock region and the vast majority correctly say the region is in the southwest part of New Hampshire. Fewer residents of the selected region of Massachusetts are familiar with the Monadnock Region and even among those who say they are familiar, only a third could correctly identify it as being in the southwest part of the state.

Five in six New Hampshire residents have visited, worked, lived, or gone to school in the Monadnock Region, with large numbers having visited attractions, events, restaurants, or friends and family there. Two-thirds of residents from the selected region of Massachusetts have visited, worked, lived, or gone to school in the Monadnock Region; four in ten have visited attractions or events there while a quarter have visited restaurants there.

Opinion of Monadnock Region

About three-quarters of respondents from New Hampshire and Massachusetts who are familiar with the Monadnock Region say they have a favorable opinion of it; almost none say they have an unfavorable opinion. Most respondents from both states rate the open spaces and scenic views and outdoor recreation in the region as excellent or very good, while large margins highly rate the region's welcoming people and small-town civic life. Respondents from both states largely believe the Monadnock Region is a good place to visit, live, retire, go to college, or work, though few think it is likely they will do anything other than visit in the region in the next five years. Respondents are more favorably disposed towards the Monadnock Region upon reading additional statements about it, with facts regarding the region's farms, rail trails, and lakes and ponds having the greatest impact.

Considerations When Choosing a Place to Live

Respondents from New Hampshire and Massachusetts who are unfamiliar with the Monadnock Region most frequently mention community safety, quality housing options, locally-owned businesses, and welcoming people as the most important considerations when considering where to move if they were to move to another town or city. Respondents from New Hampshire are a good deal more likely to value community safety most highly while respondents from Massachusetts are far more likely to most highly value small-town civic life. Among those who are working, respondents are about evenly split between planning to keep the same job or getting a new job if they were to move to another town or city. Just under half of respondents from both states say they are very or somewhat likely to move to a new town or city within the next five years.

Vacation Habits

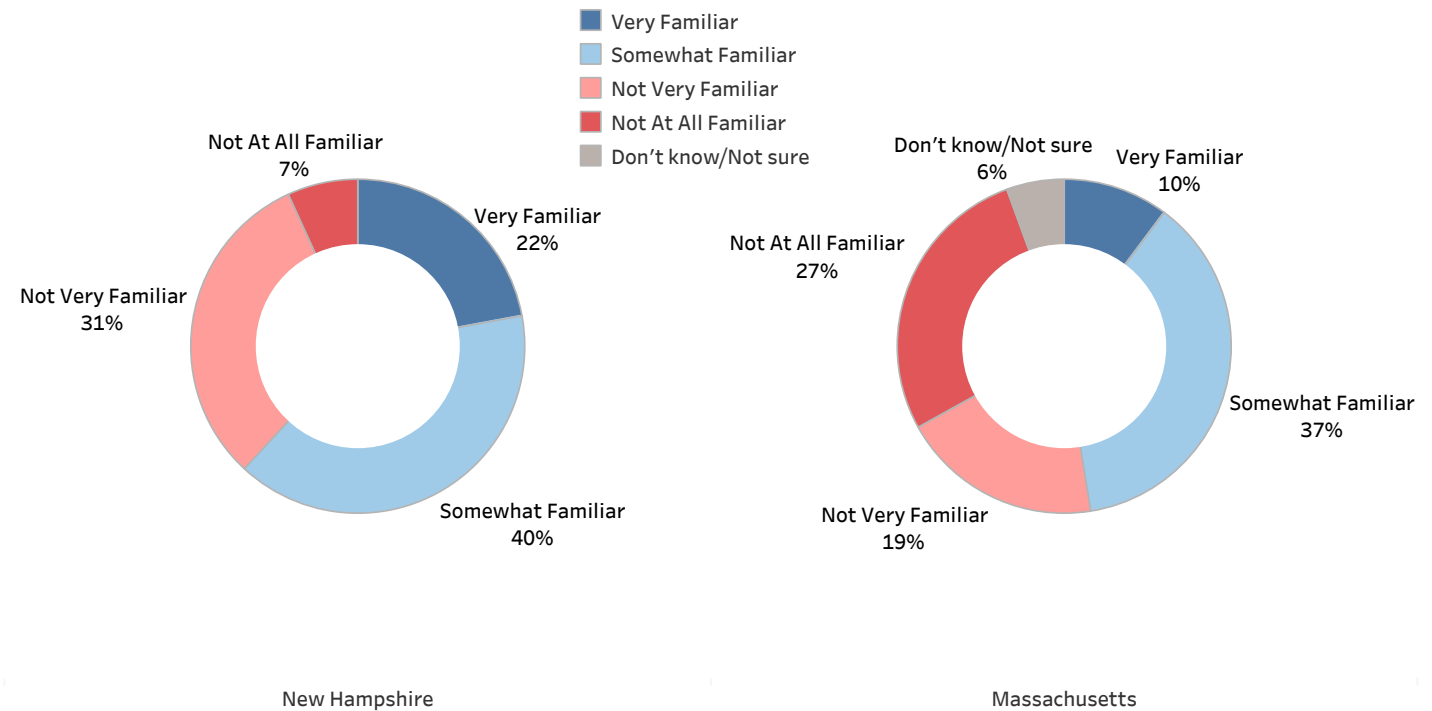
Only about in ten respondents from New Hampshire who are unfamiliar with the Monadnock Region say they typically take a trip or vacation every 2-3 months, a plurality does so once a year, and about a quarter do so less often or never go on trips or vacations. Their Massachusetts counterparts report going on trips and vacations slightly less often, as four in ten say they typically do so less than once a year or never do so. New Hampshire respondents consider open space and scenic views, outdoor recreation, and community safety to be most important when deciding where to go on a trip or vacation while Massachusetts respondents consider community safety to be most important, followed by open spaces and scenic views and welcoming people.

Awareness of Monadnock Region

Sixty-two percent of New Hampshire residents say that they are very (22%) or somewhat (40%) familiar with the Monadnock Region of New Hampshire. Thirty-one percent are not very familiar with it and 7% are not at all familiar.

Residents of the selected region of Massachusetts are less familiar: only 47% are very (10%) or somewhat (37%) familiar with the Monadnock Region of New Hampshire, 19% are not very familiar, 27% are not at all familiar, and 6% don't know or are unsure.

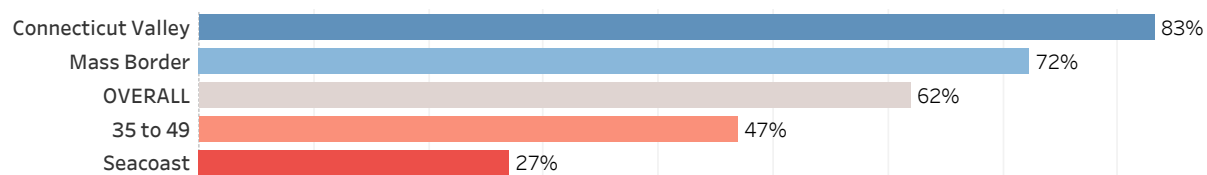
Figure 1a: How familiar are you with the Monadnock Region of New Hampshire?



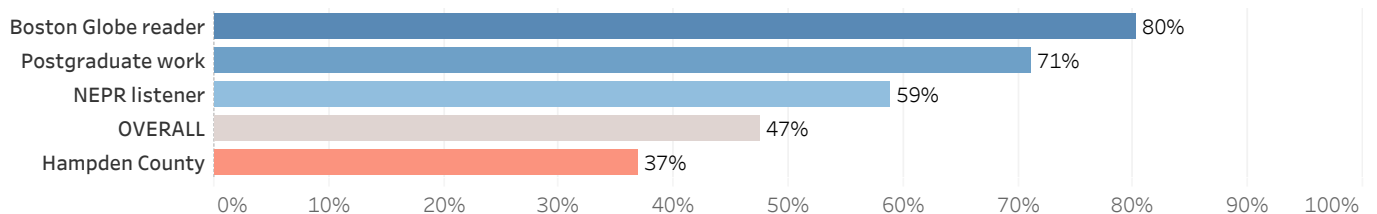
- Among New Hampshire residents, Connecticut Valley and Massachusetts Border residents are more likely than others to say that they are very or somewhat familiar with the Monadnock Region of New Hampshire. Seacoast residents and those aged 35 to 49 are less likely to say so.
- Among residents of the selected region of Massachusetts, *Boston Globe* readers, those who have completed postgraduate work, and NEPR listeners are more likely than others to say they are very or somewhat familiar with the Monadnock Region of New Hampshire while Hampden County residents are less likely to say so.

Figure 1b: Familiarity with Monadnock Region of NH - by Select Demographics

Very or Somewhat Familiar - New Hampshire



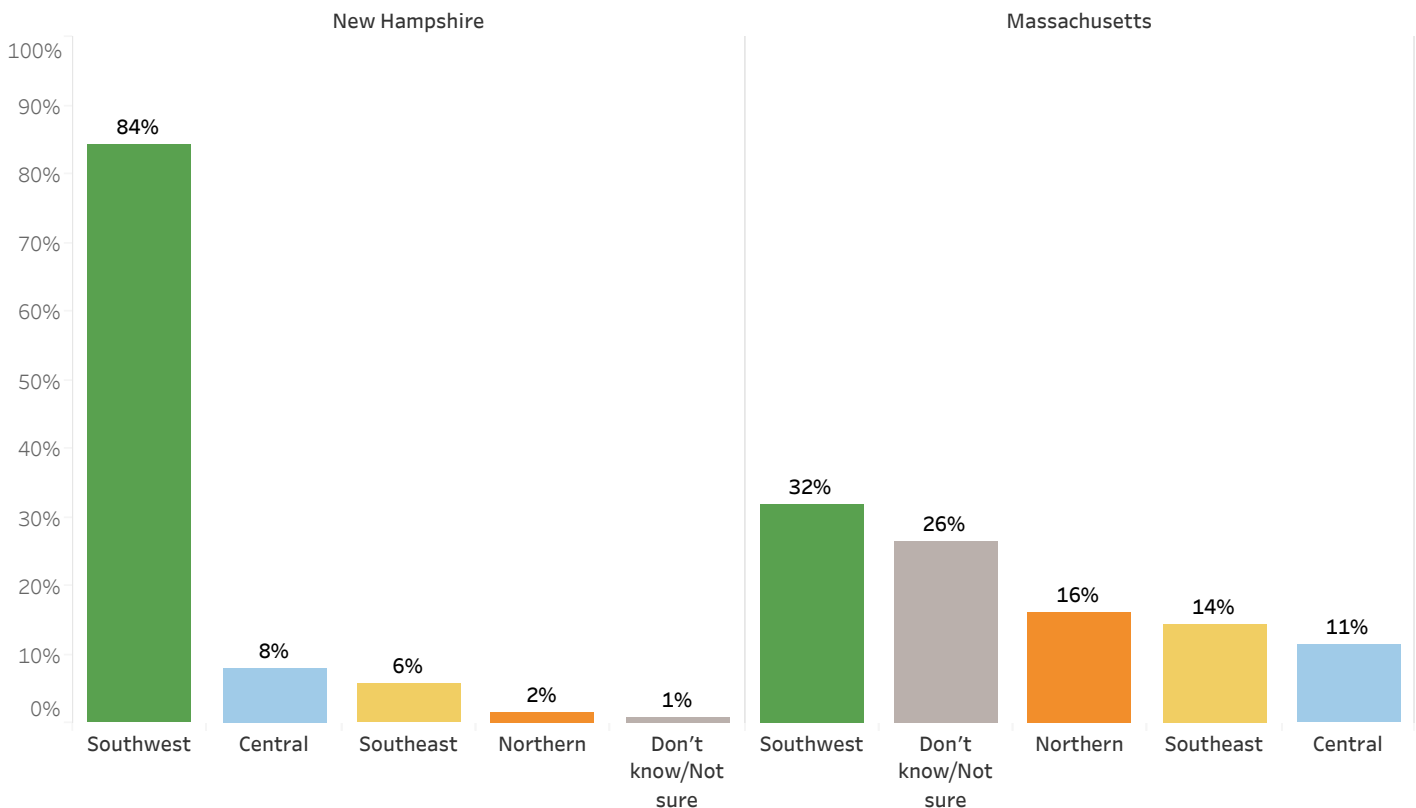
Very or Somewhat Familiar - Massachusetts



Among New Hampshire residents who say that they are very or somewhat familiar with the Monadnock Region of New Hampshire (N=480), 84% correctly identify the Monadnock Region as being in the Southwest part of New Hampshire, 8% believe it is located in the Central part of the state, 6% believe it is in the Southeast, 2% believe it is in the Northern part of the state, and 1% don't know or are unsure.

Residents of the selected region of Massachusetts who say they are familiar with the Monadnock Region (N=195) are far less likely to be able to correctly identify where it is located: only 32% correctly identify the Monadnock Region as being in the Southwest part of New Hampshire, 16% believe it is in the Northern part of the state, 14% believe it is in the Southeast, 11% believe it is in the Central part of the state, and 26% don't know or are unsure.

Figure 2a: In what part of the state of New Hampshire is the Monadnock Region?



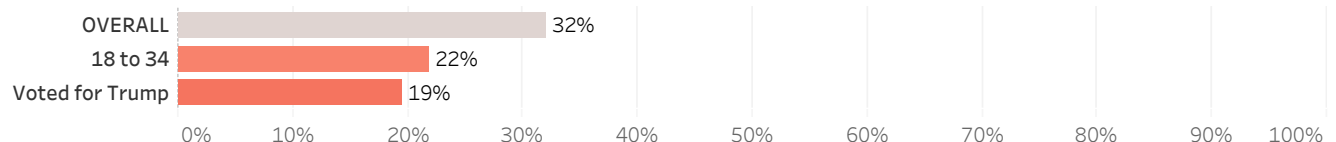
- Among New Hampshire residents who say they are familiar with the Monadnock Region, those who are employed part-time and Connecticut Valley residents are more likely than others to be able to correctly identify the Monadnock Region as being in the Southwest part of the state.
- Among residents of the selected region of Massachusetts who say they are familiar with the Monadnock Region, those who voted for Trump in 2020 and those aged 18 to 34 are less likely than others to be able to correctly identify the Monadnock Region as being in the Southwest part of the state.

Figure 2b: In what part of the state of New Hampshire is the Monadnock Region? - by Select Demographics

Southwest - New Hampshire



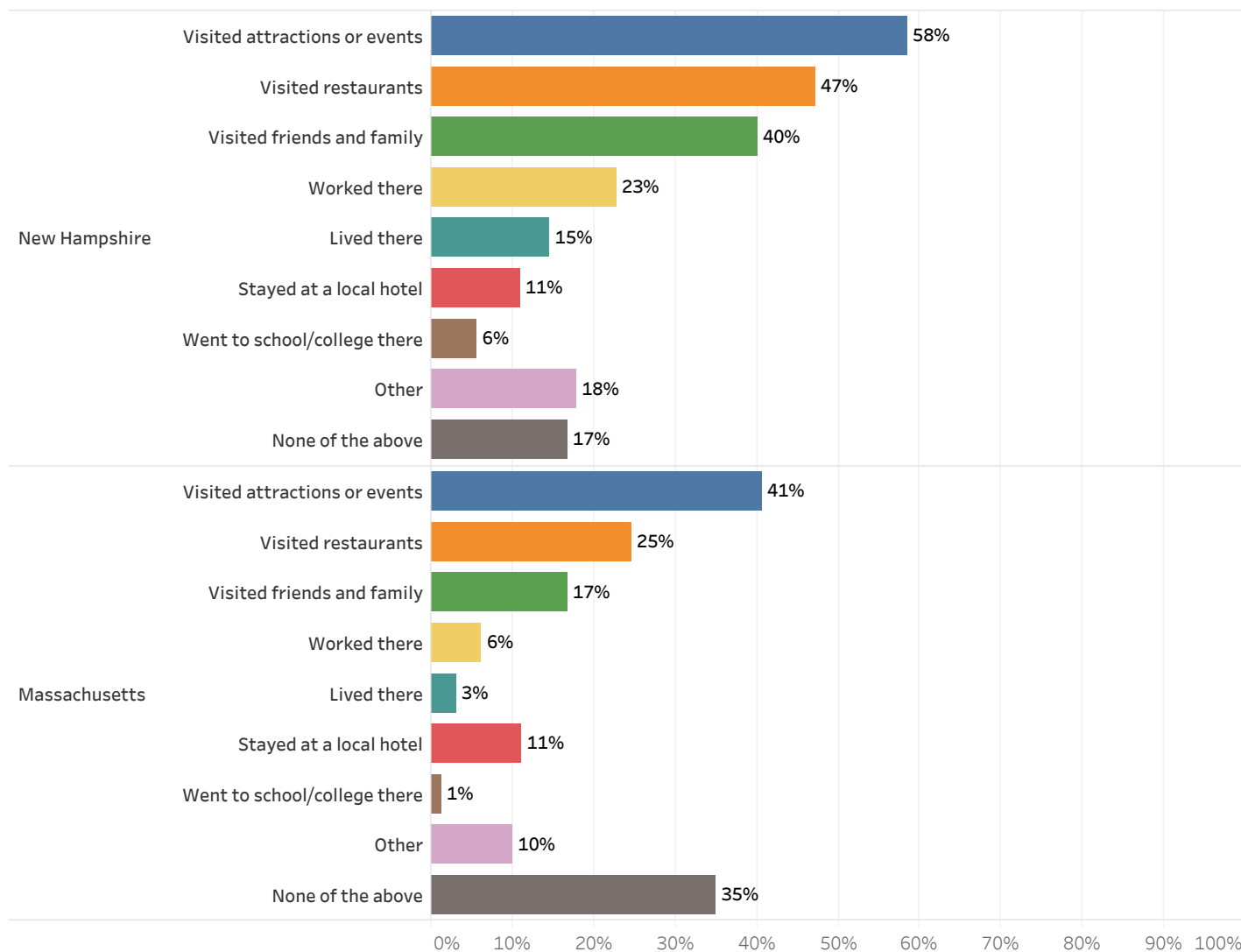
Southwest - Massachusetts



Among New Hampshire residents, 58% say they have visited attractions or events in the Monadnock Region, 47% have visited restaurants there, and 40% have visited friends and family there. Fewer New Hampshire residents say they have worked in the Monadnock Region (23%), lived there (15%), stayed at a local hotel there (11%), or went to school or college there (6%). Eighteen percent say they have done something else in the Monadnock Region while 17% say they have done none of these things there.

Among residents of the selected region of Massachusetts, 41% say they have visited attractions or events in the Monadnock Region, 25% have visited restaurants there, 17% have visited friends and family there, and 11% have stayed at a local hotel. Less than 10% have worked there (6%), lived there (3%), or went to school or college there (1%). Ten percent say they have done something else in the Monadnock Region while 35% say they have done none of these things there.

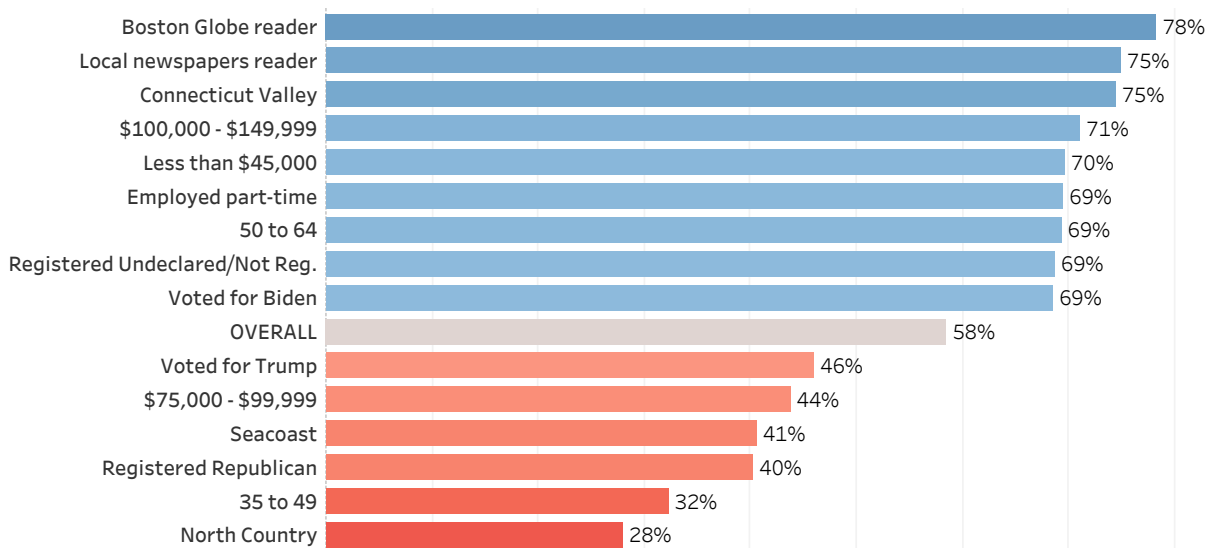
Figure 3a: Please indicate if you have ever done any of the following in the Monadnock Region (Please select all that apply)



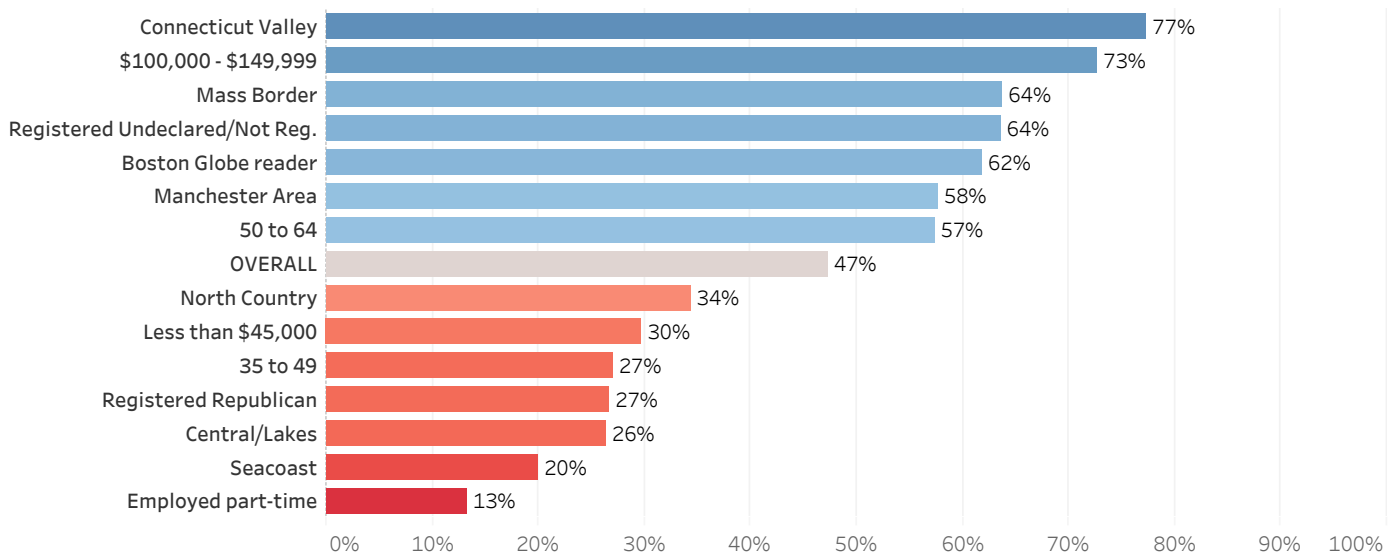
- Among New Hampshire residents, *Boston Globe* and local newspaper readers, Connecticut Valley residents, those with a household income between \$100,000 and \$149,999 or below \$45,000, those who are employed part-time, those aged 50 to 64, those who are registered undeclared or not registered, and those who voted for Biden in 2020 are more likely than others to say that they have visited attractions or events in the Monadnock Region. North Country and Seacoast residents, those aged 35 to 49, registered Republicans, those with a household income between \$75,000 and \$99,999, and those who voted for Trump in 2020 are less likely to say they have done this in the Monadnock Region.
- Among New Hampshire residents, Connecticut Valley, Massachusetts Border, and Manchester Area residents, those with a household income between \$100,000 and \$149,999, those who are registered undeclared or are not registered, *Boston Globe* readers, and those aged 50 to 64 are more likely than others to say that they have visited restaurants in the Monadnock Region. Those who are employed part-time, Seacoast, Central/Lakes, and North Country residents, registered Republicans, those aged 35 to 49, and those with a household income below \$45,000 are less likely to say they have done this in the Monadnock Region.

Figure 3b: Done the following in the in Monadnock Region - by Select Demographics

Visited attractions or events - New Hampshire



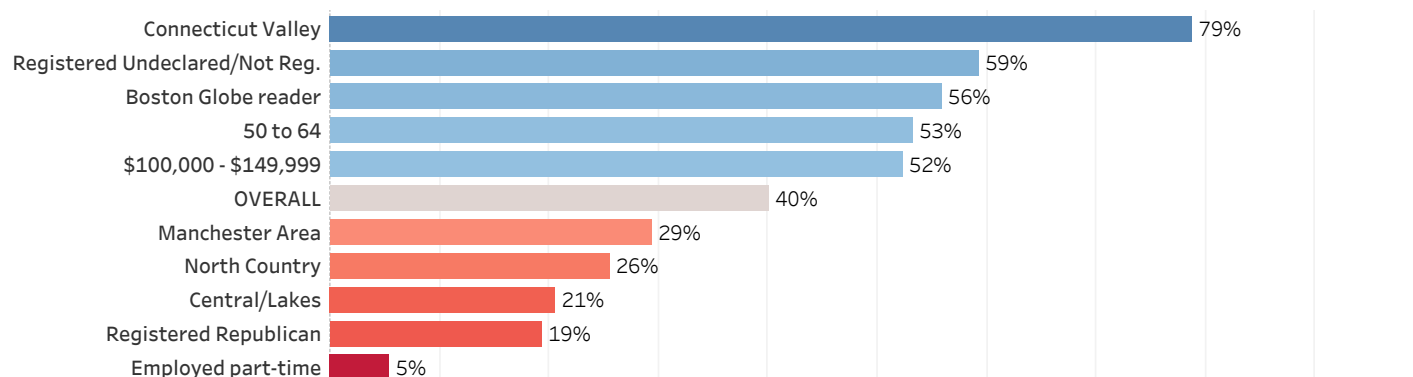
Visited restaurants - New Hampshire



- Among New Hampshire residents, Connecticut Valley residents, those who are registered undeclared or are not registered, *Boston Globe* readers, those aged 50 to 64, and those with a household income between \$100,000 and \$149,999 are more likely than others to say that they have visited friends and family in the Monadnock Region. Those who are employed part-time, registered Republicans, and Central/Lakes, North Country, and Manchester Area residents are less likely to say they have done this in the Monadnock Region.

Figure 3c: Done the following in the in Monadnock Region - by Select Demographics

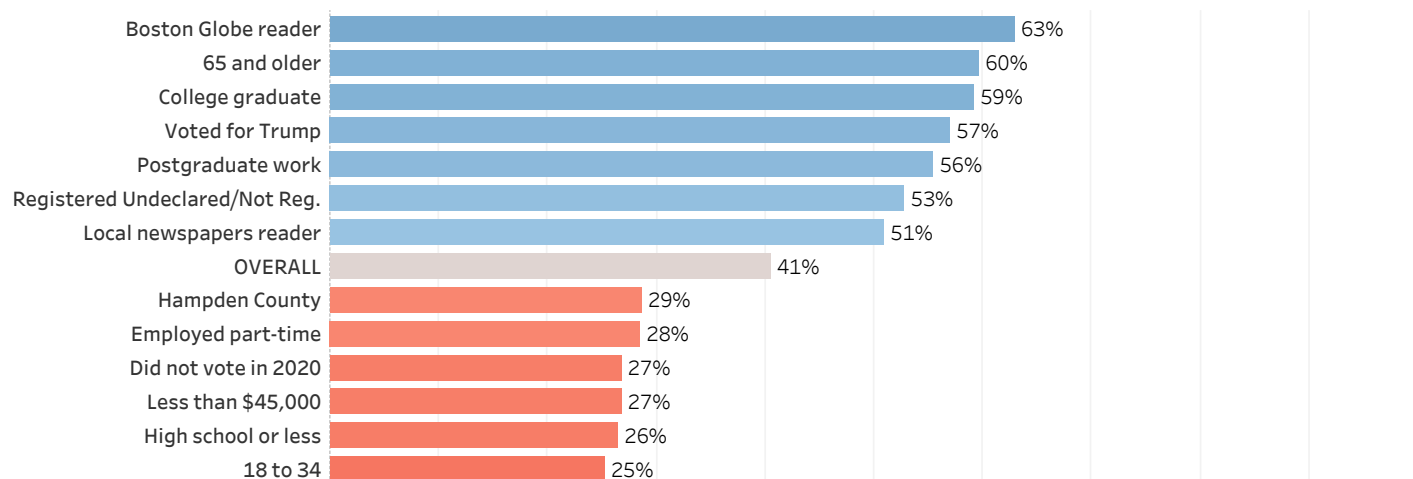
Visited friends and family - New Hampshire



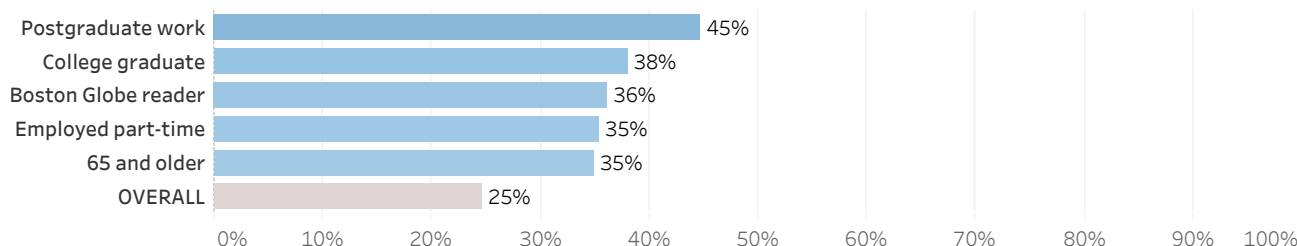
- Among residents of the selected region of Massachusetts, *Boston Globe* and local newspaper readers, those aged 65 and older, those with a college degree or more education, those who voted for Trump in 2020, and those who are registered as undeclared or are not registered are more likely than others to say they have visited attractions or events in the Monadnock Region. Those aged 18 to 34, those with a high school education or less, those with a household income below \$45,000, those who did not vote in 2020, those who are employed part-time, and Hampden County residents are less likely to say so.
- Among residents of the selected region of Massachusetts, those with a college degree or more education, *Boston Globe* readers, those who are employed part-time, and those aged 65 and older are more likely than others to say they have visited restaurants in the Monadnock Region.

Figure 3d: Done the following in the in Monadnock Region - by Select Demographics

Visited attractions or events - Massachusetts



Visited restaurants - Massachusetts

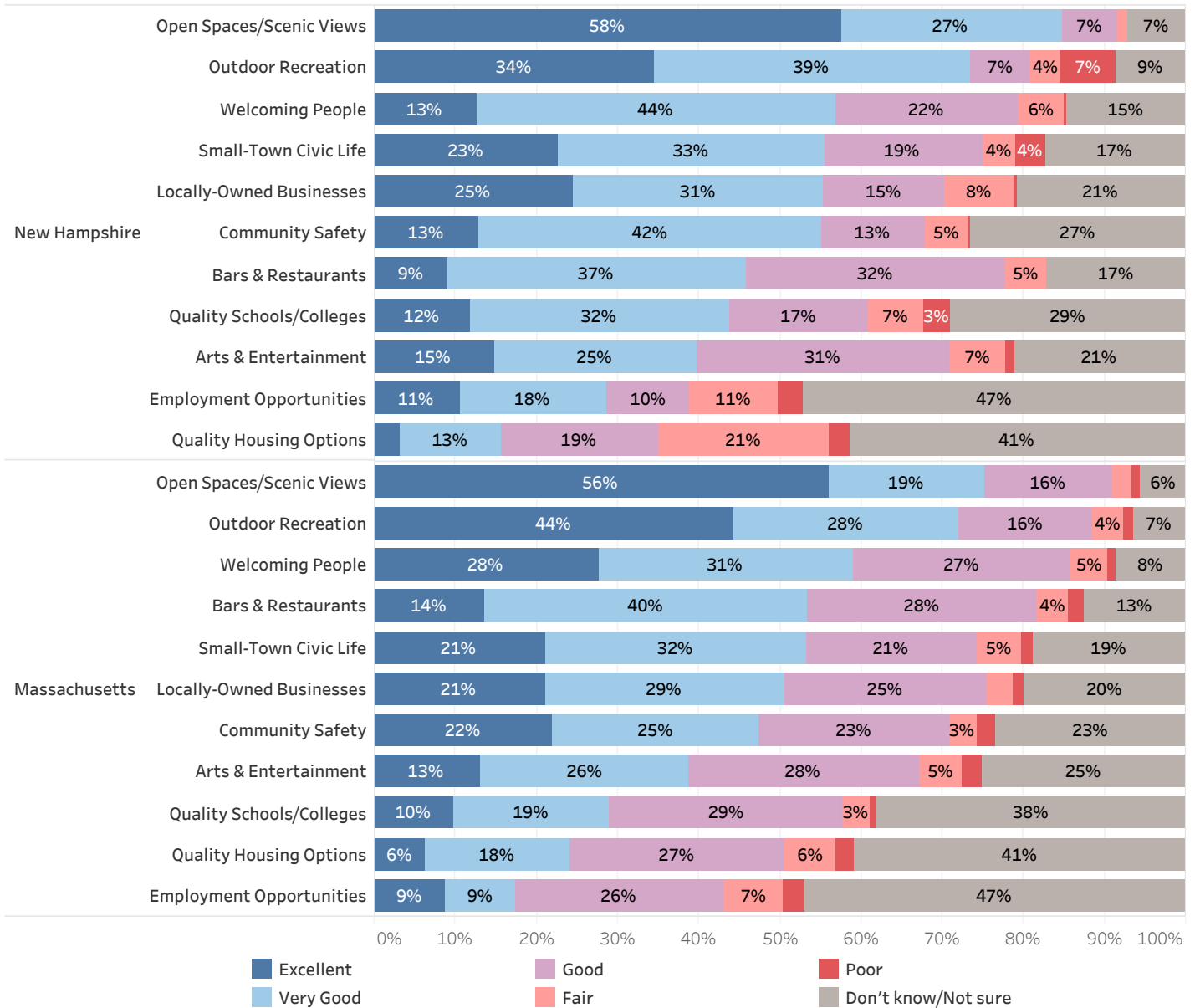




Among New Hampshire residents who are very or somewhat familiar with the Monadnock Region of New Hampshire (N=480), 85% rate the open spaces and scenic views in the Monadnock Region as excellent or very good while 73% rate the outdoor recreation in the Monadnock Region as excellent or very good. Few rate these things as good, fair, or poor or say that they don't know or are unsure. These respondents are less likely to rate as excellent or very good the welcoming people (57%), the small-town civic life (56%), the locally-owned businesses (55%), community safety (55%), bars & restaurants (46%), the quality of the schools or colleges (44%), and arts & entertainment (40%). However, many respondents say they don't know or are unsure about the quality of these aspects of the Monadnock Region. These respondents are far less positive about the Monadnock Region's quality housing options and employment opportunities: only 29% rate the employment opportunities as excellent or very good and only 16% rate the quality housing as excellent or very good, but more than four in ten say they don't know or are unsure.

Among residents of the selected region of Massachusetts who are very or somewhat familiar with the Monadnock Region of New Hampshire (N=195), 75% rate the open spaces and scenic views as excellent or very good and 72% say the same about outdoor recreation. Slightly fewer rate as excellent or very good the welcoming people (59%), the region's bars & restaurants (53%), the small-town civic life (53%), the locally-owned businesses (51%), and community safety (47%), while fewer rate the region's arts & entertainment (39%), the quality of the schools and colleges (29%), the quality of housing options (24%), and the region's employment opportunities (17%) as excellent or very good.

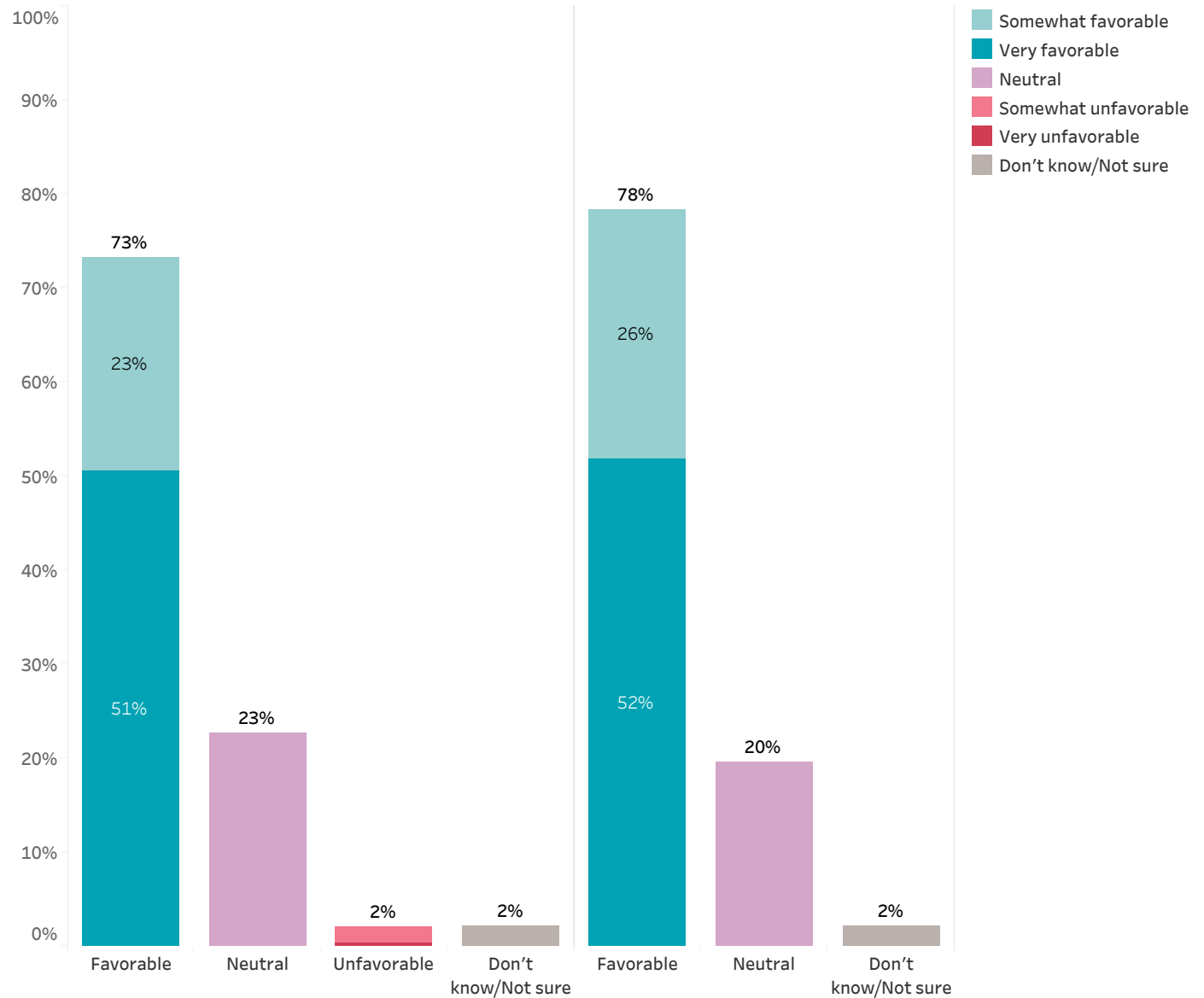
Figure 5: How would you rate the following in the Monadnock region?



Among New Hampshire residents who say that they are very or somewhat familiar with the Monadnock Region of New Hampshire (N=480), nearly three-quarters (73%) say they have a very (51%) or somewhat (23%) favorable opinion of the Monadnock Region, 23% are neutral, only 2% have a somewhat (2%) or very (<1%) unfavorable opinion, and 2% don't know or are unsure.

Among residents of the selected region of Massachusetts who say they are familiar with the Monadnock Region (N=195), 78% have a very (52%) or somewhat (26%) favorable opinion of the Monadnock Region, 20% are neutral, none have an unfavorable opinion, and 2% don't know or are unsure.

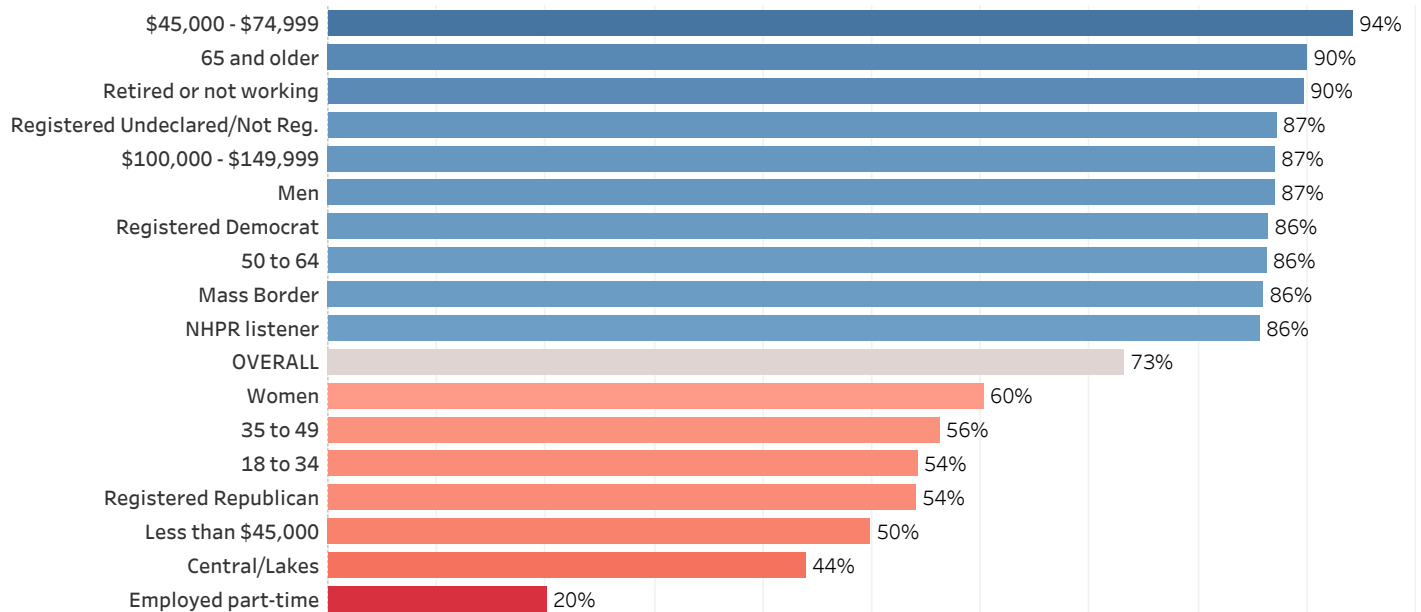
Figure 6a: Do you have a favorable or unfavorable opinion of the Monadnock Region?



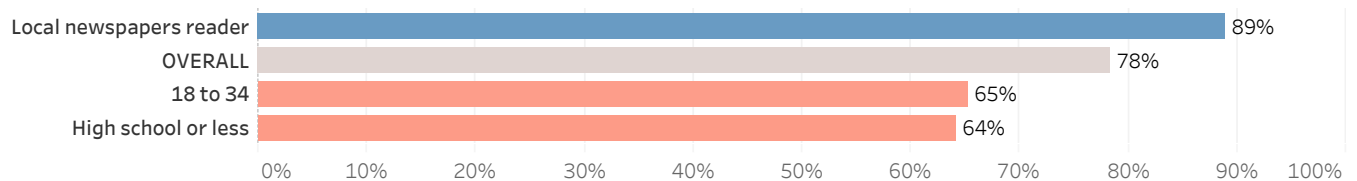
- Among New Hampshire residents, those with a household income between \$45,000 and \$74,999 or between \$100,000 and \$149,999, those aged 50 and older, those who are retired or not working, registered Democrats and those who are registered as undeclared or not registered, men, Massachusetts Border residents, and NHPR listeners are more likely than others to say that they have a favorable opinion of the Monadnock Region. Those who are employed part-time, Central/Lakes Region residents, those with a household income below \$45,000, registered Republicans, those aged 18 to 49, and women are less likely to say they have a favorable opinion.
- Among residents of the selected region of Massachusetts, local newspaper readers are more likely than others to say that they have a favorable opinion of the Monadnock Region. Those with a high school education or less and those aged 18 to 34 are less likely to have a favorable opinion.

Figure 6b: Do you have a favorable or unfavorable opinion of the Monadnock Region? - by Select Demographics

Favorable - New Hampshire



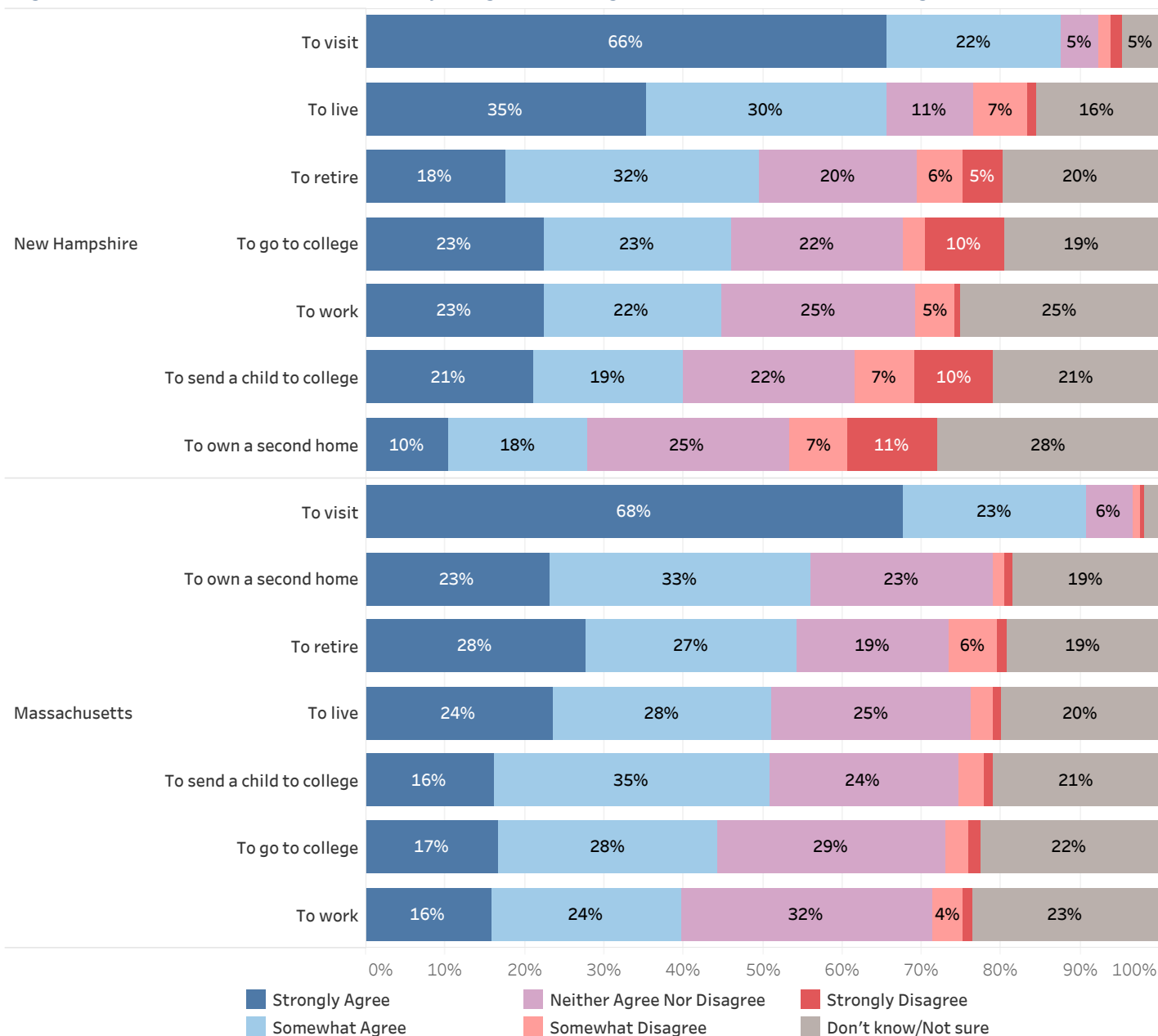
Favorable - Massachusetts



Among New Hampshire residents who are very or somewhat familiar with the Monadnock Region of New Hampshire (N=480), 88% strongly or somewhat agree that the Monadnock Region is a good place to visit while two-thirds (66%) agree that it is a good place to live. Half (50%) agree that the Monadnock Region is a good place to retire, while just under half agree that it is a good place to go to college (46%), to work (45%), or to send a child to college (40%) and only 28% agree that it is a good place to own a second home.

Among residents of the selected region of Massachusetts who are very or somewhat familiar with the Monadnock Region of New Hampshire (N=195), 91% strongly or somewhat agree that the Monadnock Region is a good place to visit. Just over half agree that it is a good place to own a second home (56%), to retire (55%), to live (52%) and to send a child to college (51%), while slightly fewer agree that it is a good place to go to college (45%) or to work (40%).

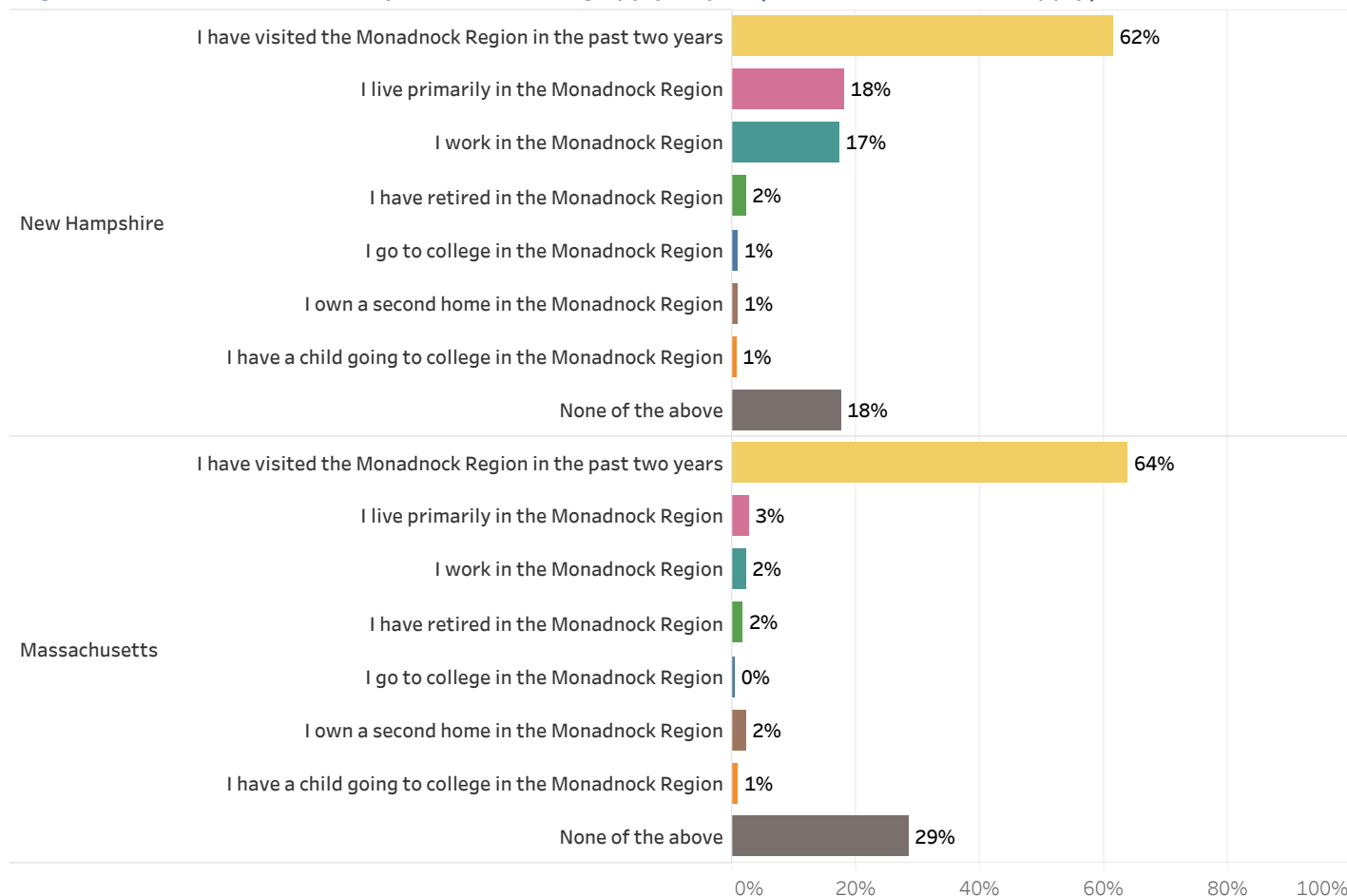
Figure 7: Please indicate to what extent you agree or disagree with each of the following



Among New Hampshire residents who say that they are very or somewhat familiar with the Monadnock Region of New Hampshire (N=480), 62% say they have visited the Monadnock Region in the past two years, 18% live primarily in the Monadnock Region, and 17% work in the Monadnock Region. Far fewer say that they have retired in the Monadnock Region (2%), that they go to college in the Monadnock Region (1%), that they own a second home in the Monadnock Region (1%), or that they have a child going to college in the Monadnock Region (1%). Eighteen percent say none of these things apply to them.

Among residents of the selected region of Massachusetts who say they are familiar with the Monadnock Region (N=195), 64% say they have visited the Monadnock Region in the past two years. Far fewer say that they live primarily in the Monadnock Region (3%), that they own a second home in the Monadnock Region (2%), that they work in the Monadnock Region (2%), that they have retired to the Monadnock Region (2%), that they have a child going to college in the Monadnock Region (1%), or that they go to college in the Monadnock Region (<1%). Twenty-nine percent say none of these things apply to them.

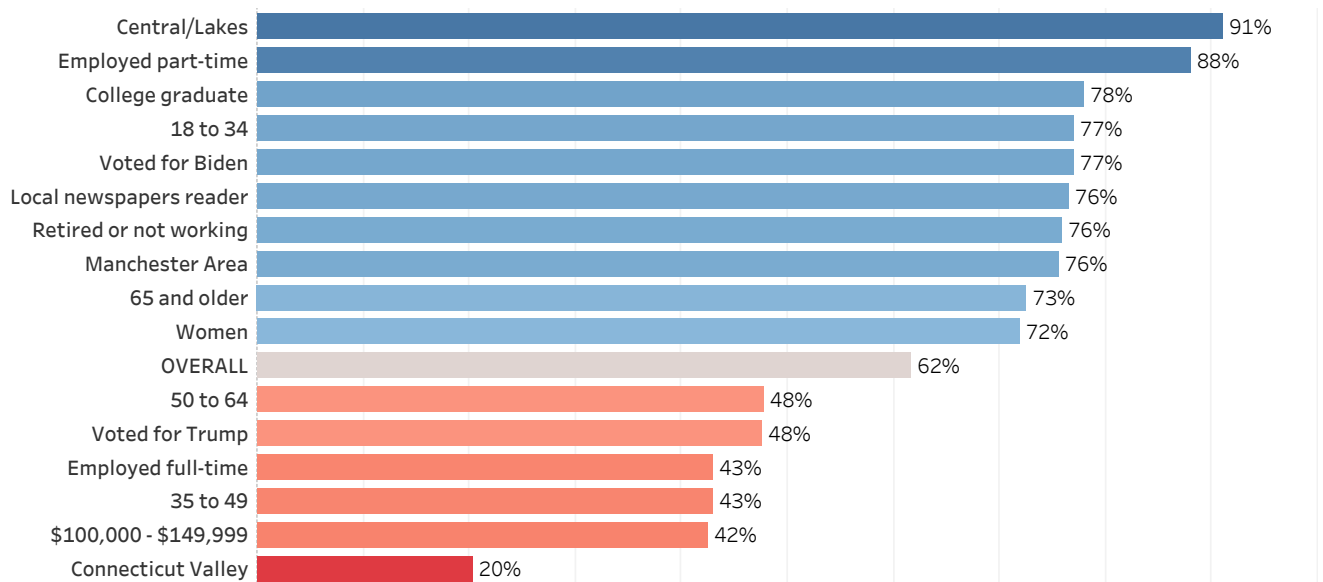
Figure 8a: Please indicate if any of the following apply to you (Please select all that apply)



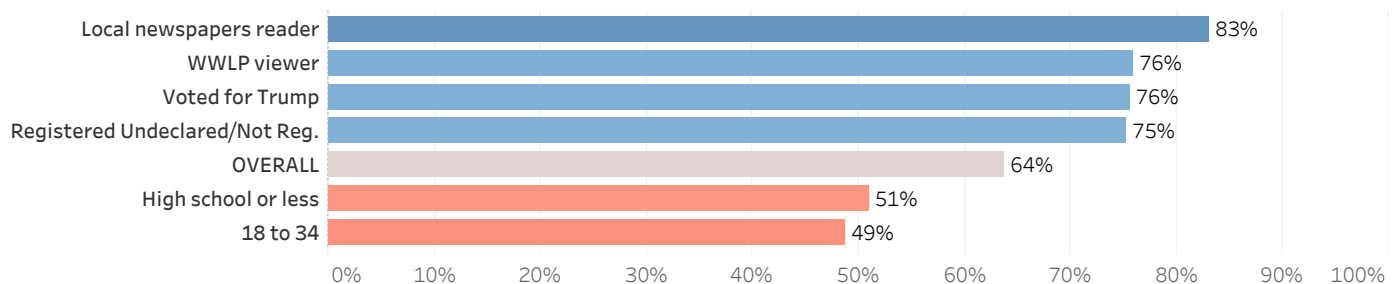
- Among New Hampshire residents who say they are familiar with the Monadnock Region, Central/Lakes Region residents, those who are employed part-time, college graduates, those aged 18 to 34 or 65 and older, those who voted for Biden in 2020, local newspaper readers, those who are retired or not working, Manchester Area residents, and women are more likely than others to say they have visited the Monadnock Region in the past two years. Connecticut Valley residents, those with a household income between \$100,000 and \$149,999, those aged 35 to 64, those who are employed full-time, and those who voted for Trump in 2020 are less likely to have done this.
- Among residents of the selected region of Massachusetts who say they are familiar with the Monadnock Region, local newspaper readers, WWLP viewers, those who voted for Trump in 2020, and those who are registered as undeclared or are not registered are more likely than others to say they have visited the Monadnock Region in the past two years. Those aged 18 to 34 and those with a high school education or less are less likely to have done this.

Figure 8b: Please indicate if any of the following apply to you (Please select all that apply) - by Select Demographics

I have visited the Monadnock Region in the past two years - New Hampshire



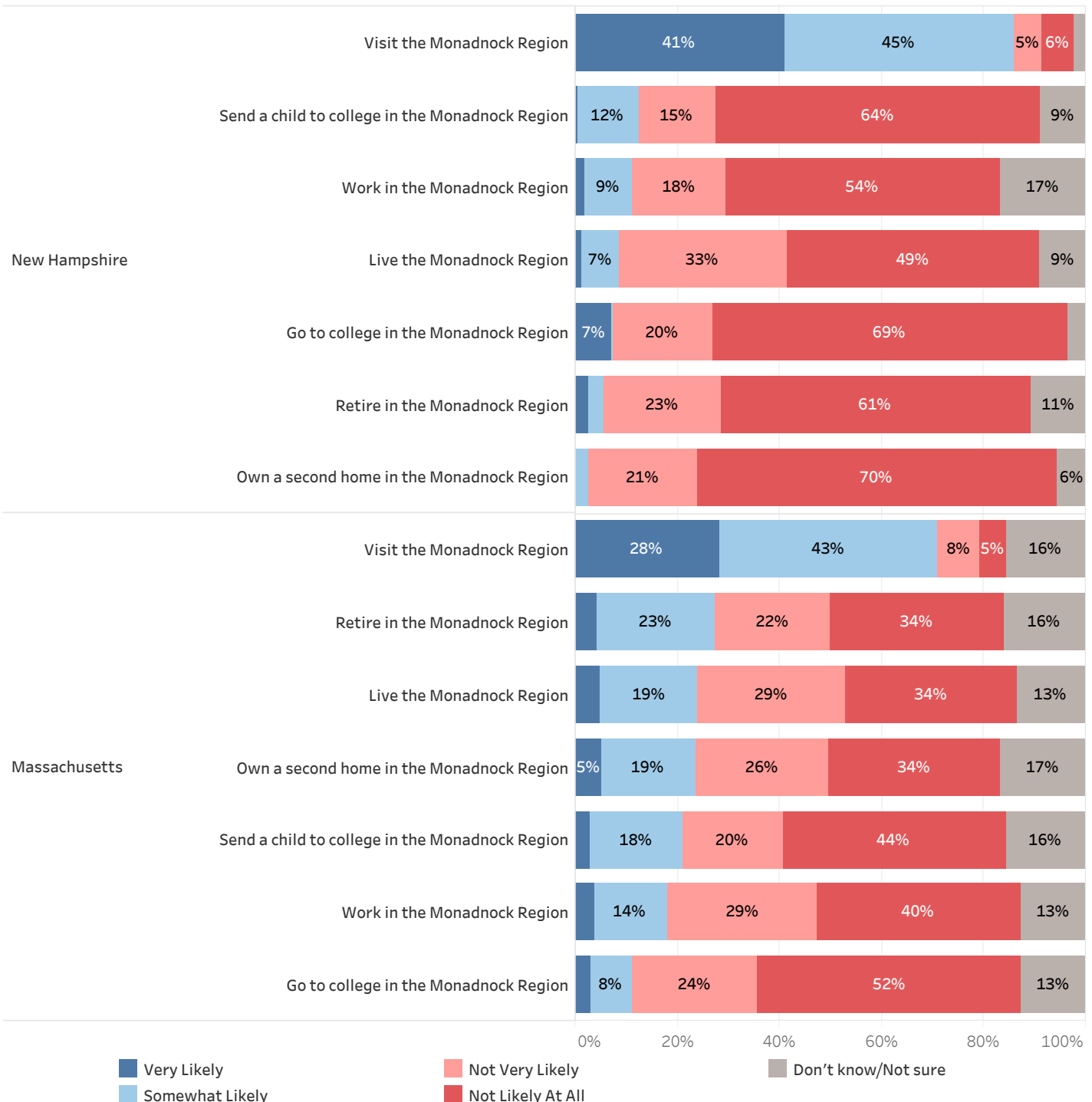
I have visited the Monadnock Region in the past two years - Massachusetts



Among New Hampshire residents who do not already do each of these things, 86% say that they are very (41%) or somewhat (45%) likely to visit the Monadnock Region within the next five years. Far fewer say they are very or somewhat likely to send a child to college in the Monadnock Region (12%), to work there (11%), to live there (9%), to go to college there (7%), to retire there (5%), or to own a second home there (2%).

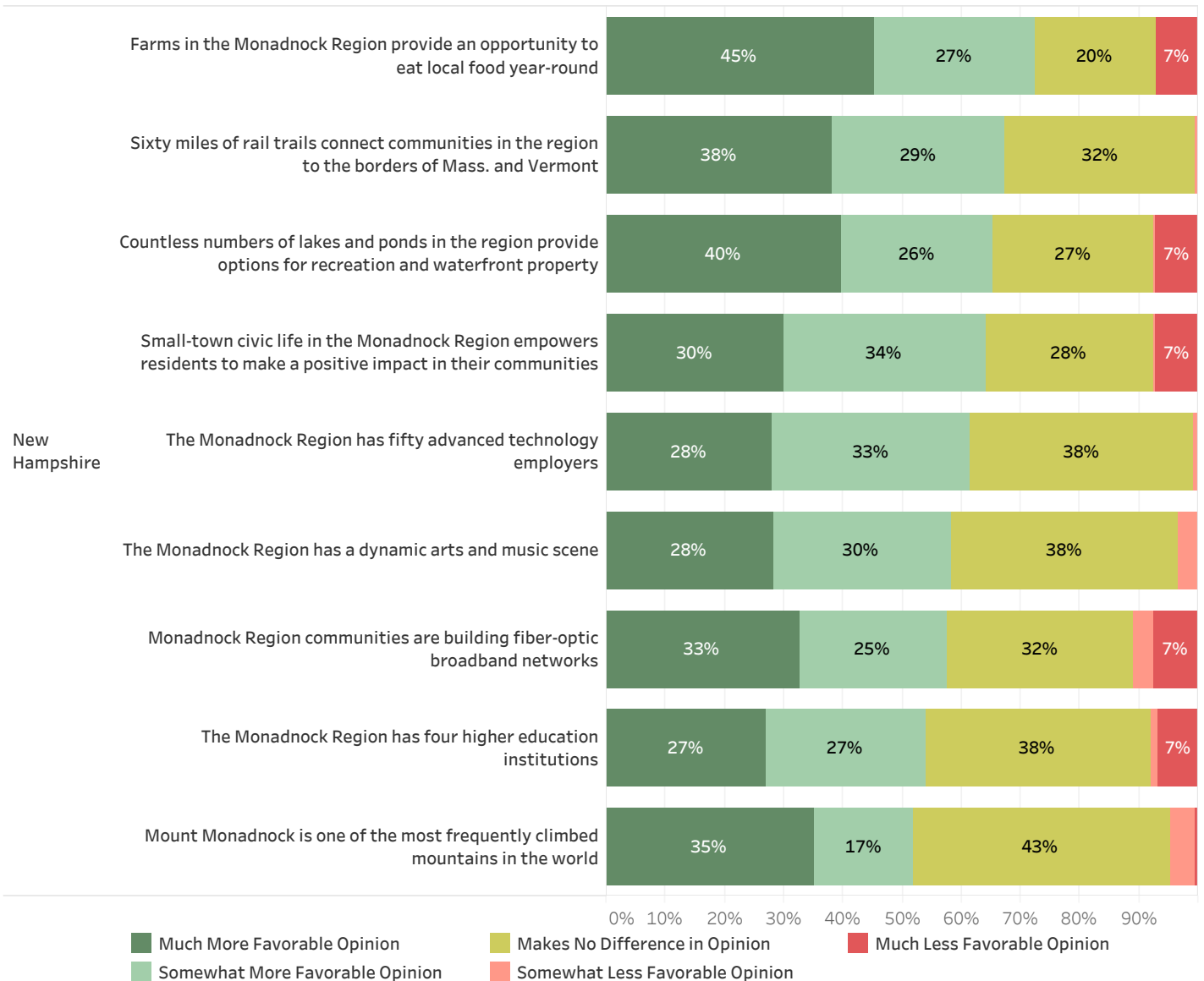
Among residents of the selected region of Massachusetts who do not already do each of these things, 71% say that they are very (28%) or somewhat (43%) likely to visit the Monadnock Region within the next five years. Far fewer say they are very or somewhat likely to retire in the Monadnock Region (23%), live there (19%), own a second home there (19%), send a child to college to work there (21%), work there (18%), or to go to college there (11%).

Figure 9: How likely would you be to do any of the following within the next five years



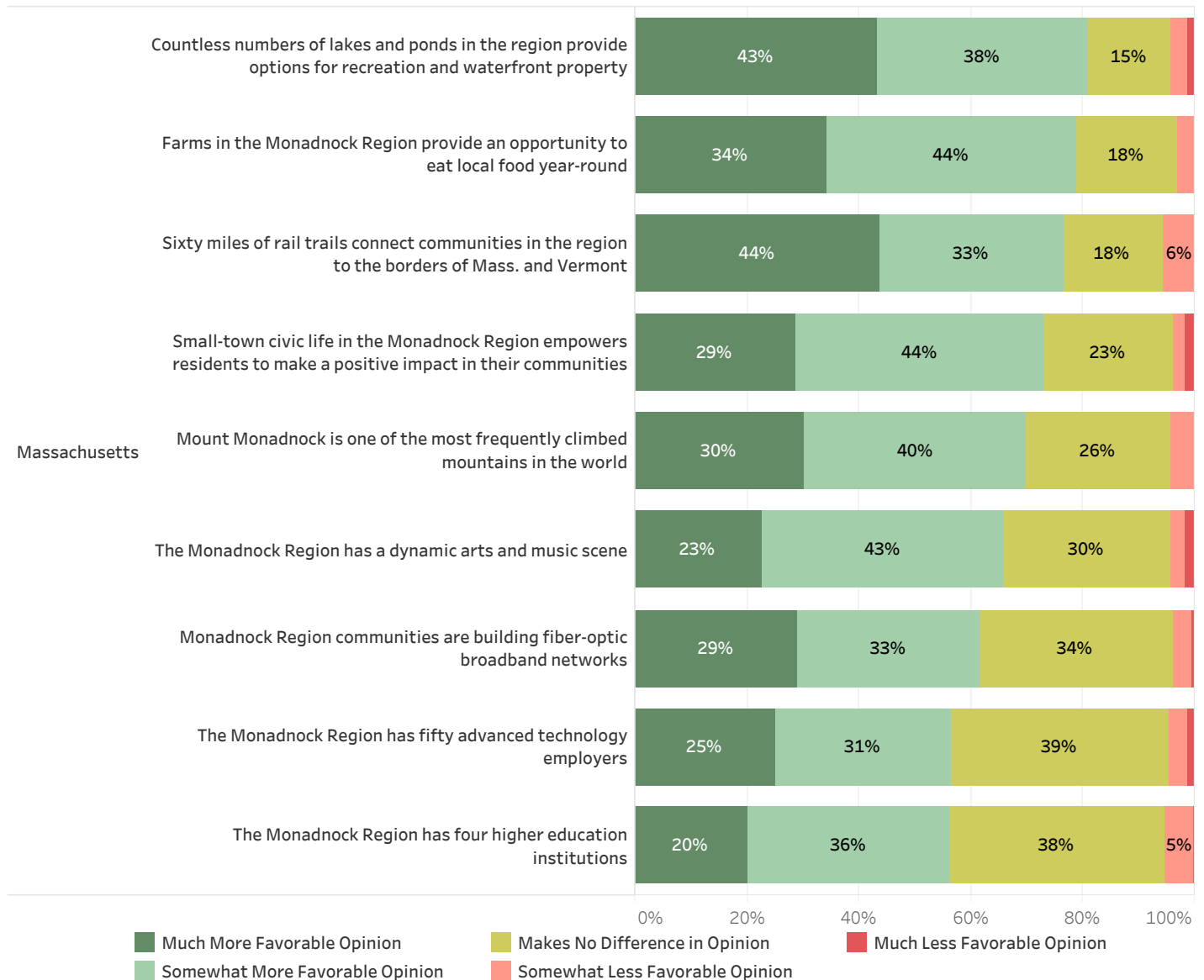
Majorities of New Hampshire residents who are very or somewhat familiar with the Monadnock Region of New Hampshire (N=480) say that each of the following statements gives them a more favorable opinion of the Monadnock Region. Nearly three-quarters (73%) say that knowing that farms in the Monadnock Region provide an opportunity to eat local food year-round makes them have a much more or somewhat more favorable opinion, while about two-thirds say they same about knowing that sixty miles of rail trails connect communities in the region to the borders of Massachusetts and Vermont (67%), that countless numbers of lakes and ponds in the region provide options for recreation and waterfront property (65%), and that small-town civic life in the Monadnock Region empowers residents to make a positive impact in their communities (64%). Slightly fewer say that they have a more favorable opinion of the Monadnock Region upon hearing that the Monadnock Region has a dynamic arts and music scene (58%), that Monadnock Region communities are building fiber-optic broadband networks (58%), that the Monadnock Region has four higher education institutions (54%), and that Mount Monadnock is one of the most frequently climbed mountains in the world (52%).

Figure 10a: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region



Knowing these things has an even stronger effect on residents of the selected region of Massachusetts who are very or somewhat familiar with the Monadnock Region of New Hampshire (N=195). More than three-quarters say that they have a more favorable opinion on the region knowing that countless numbers of lakes and ponds in the region provide options for recreation and waterfront property (81%), that farms in the Monadnock Region provide an opportunity to eat local food year-round (78%), and that sixty miles of rail trails connect communities in the region to the borders of Massachusetts and Vermont (77%). Two-thirds or more say the same about knowing that small-town civic life in the Monadnock Region empowers residents to make a positive impact in their communities (73%), that Mount Monadnock is one of the most frequently climbed mountains in the world (70%), and that the Monadnock Region has a dynamic arts and music scene (66%), while slightly fewer have a more favorable opinion knowing that the Monadnock Region communities are building fiber-optic broadband networks (62%) and that the Monadnock Region has four higher education institutions (56%).

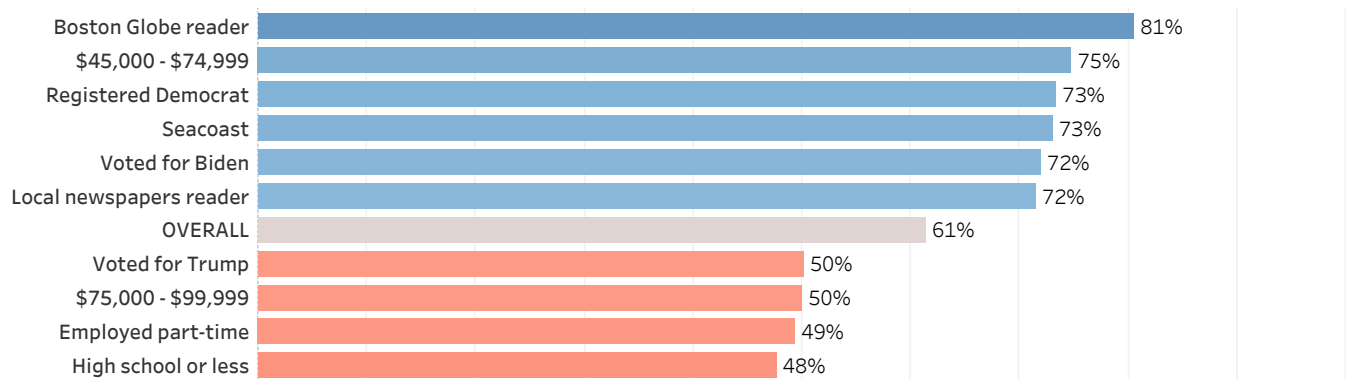
Figure 10b: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region



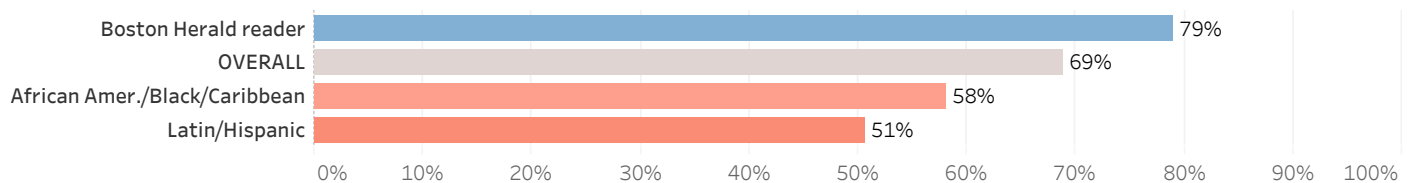
- Among New Hampshire residents who say they are familiar with the Monadnock Region, *Boston Globe* and local newspaper readers, those with a household income between \$45,000 and \$74,999, registered Democrats, Seacoast residents, and those who voted for Biden in 2020 are more likely than others to say they have a more favorable opinion of the Monadnock Region after knowing all of the previous statements. Those with a high school education or less, those who are employed part-time, those with a household income between \$75,000 and \$99,999, and those who voted for Trump in 2020 are less likely to say so.
- Among residents of the selected region of Massachusetts who say they are familiar with the Monadnock Region, *Boston Herald* readers are more likely than others to say they have a more favorable opinion of the Monadnock Region after knowing all of the previous statements. Those who identify as Latin or Hispanic or as African American, Black, or Caribbean are less likely to say so.

Figure 10c: More favorable opinion of Monadnock Region as a result of all statements - by Select Demographics

More favorable - New Hampshire



More favorable - Massachusetts

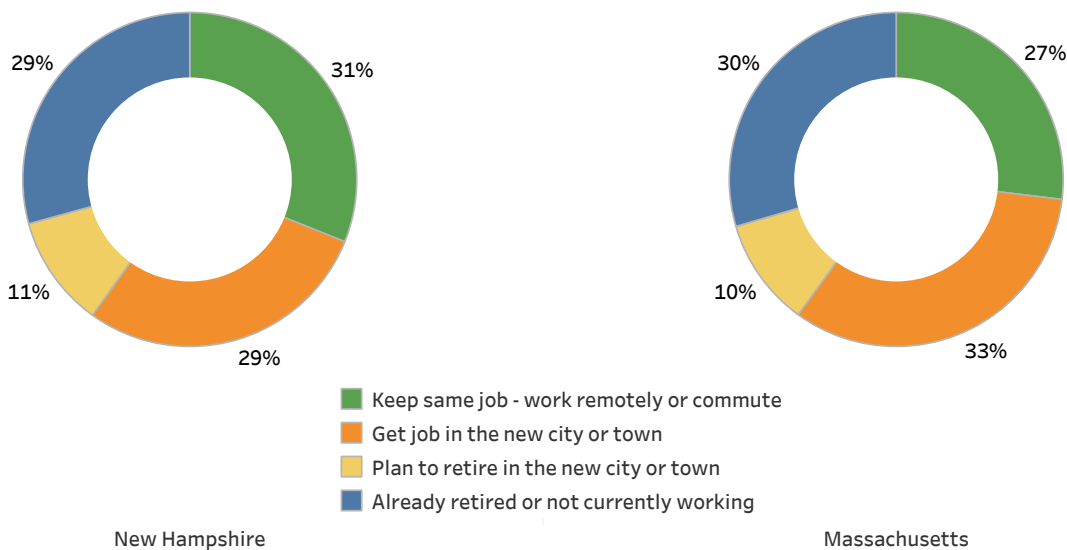


Considerations When Choosing a Place to Live

Among New Hampshire residents who are unfamiliar with the Monadnock Region (N=295), 31% say that if they decided to move to another town or city within the next five years that they would keep their same job and work remotely or commute while 29% say they would get a job in their new city or town. Eleven percent say that if they were to move to another town or city within the next five years that they would plan to retire in the new city or town while 29% are already retired or are not currently working.

Among residents of the selected region of Massachusetts who are unfamiliar with the Monadnock Region (N=215), 27% say they would keep their same job and work remotely or commute if they were to move to another town or city within the next five years, 33% would get a job in the new city or town, 10% would plan to retire in the new city or town, and 30% are already retired or not currently working.

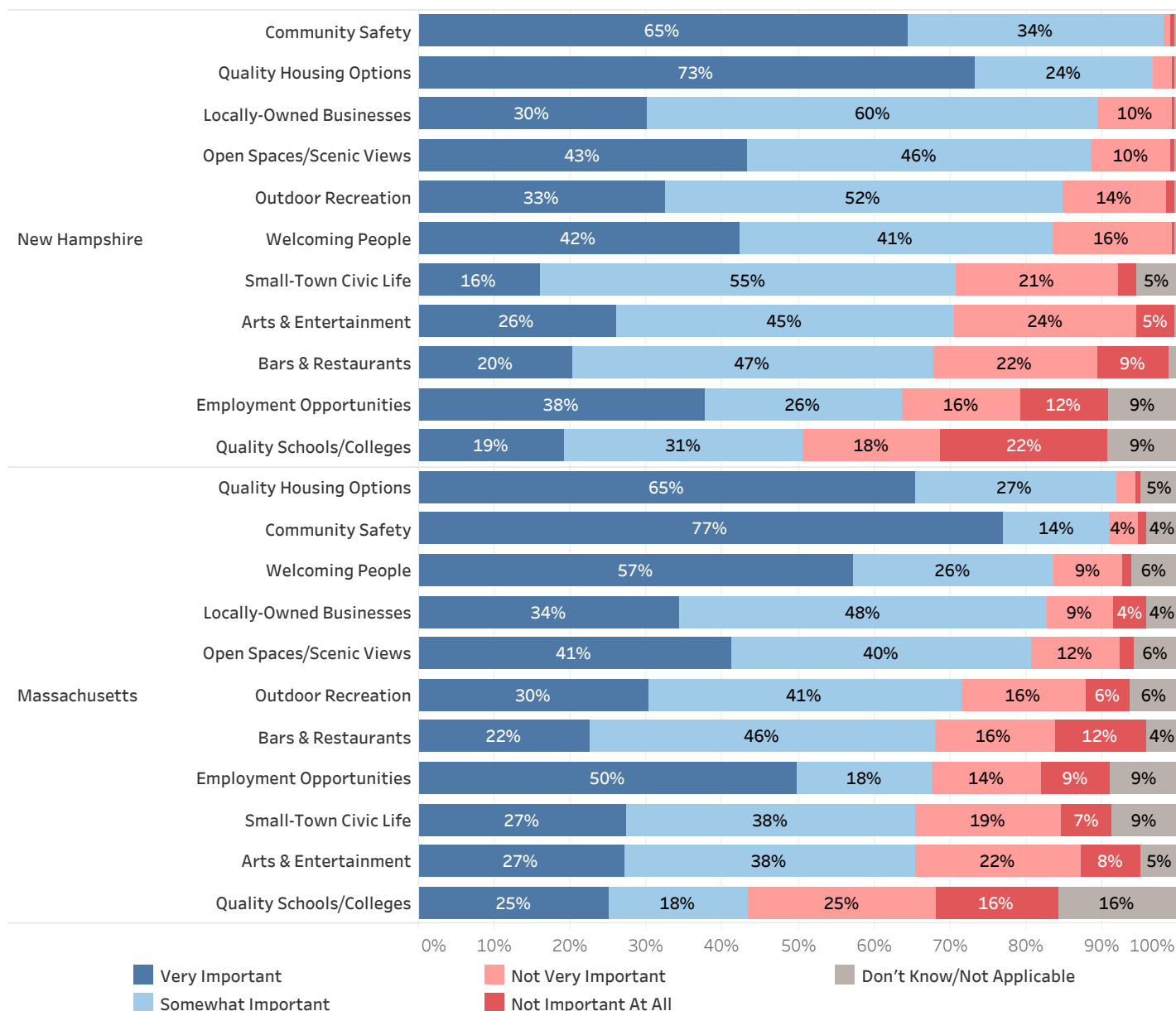
Figure 11: Imagine you decided to move to another town or city within the next five years. Which of the following do you think would come closest to your plan regarding a job?



Nearly all New Hampshire residents who are unfamiliar with the Monadnock Region (N=295) say that if they decided to move to a new town or city, community safety (98%) and quality housing options (97%) would be very or somewhat important in their decision of which new city or town they would move to, while most say that locally-owned businesses (90%), open spaces or scenic views (89%), outdoor recreation (85%), and welcoming people (83%) would be very or somewhat important. Slightly fewer say that small-town civic life (71%), arts & entertainment (71%), bars & restaurants (68%), and employment opportunities (64%) would be very or somewhat important to their decision while only half (50%) say that quality schools or colleges would be very or somewhat important.

The vast majority of residents of the selected region of Massachusetts who are unfamiliar with the Monadnock Region (N=215) say that if they decided to move to a new town or city, quality housing options (92%) and community safety (91%) would be very or somewhat important in their decision of which new city or town they would move to, while most say that welcoming people (83%), locally-owned businesses (82%), and open space or scenic views (81%) would be very or somewhat important to their decision. Slightly fewer say that outdoor recreation (72%), bars & restaurants (68%), employment opportunities (68%), small-town civic life (66%), and arts & entertainment (65%) would be very or somewhat important to their decision while less than half (43%) say that quality schools or colleges would be very or somewhat important.

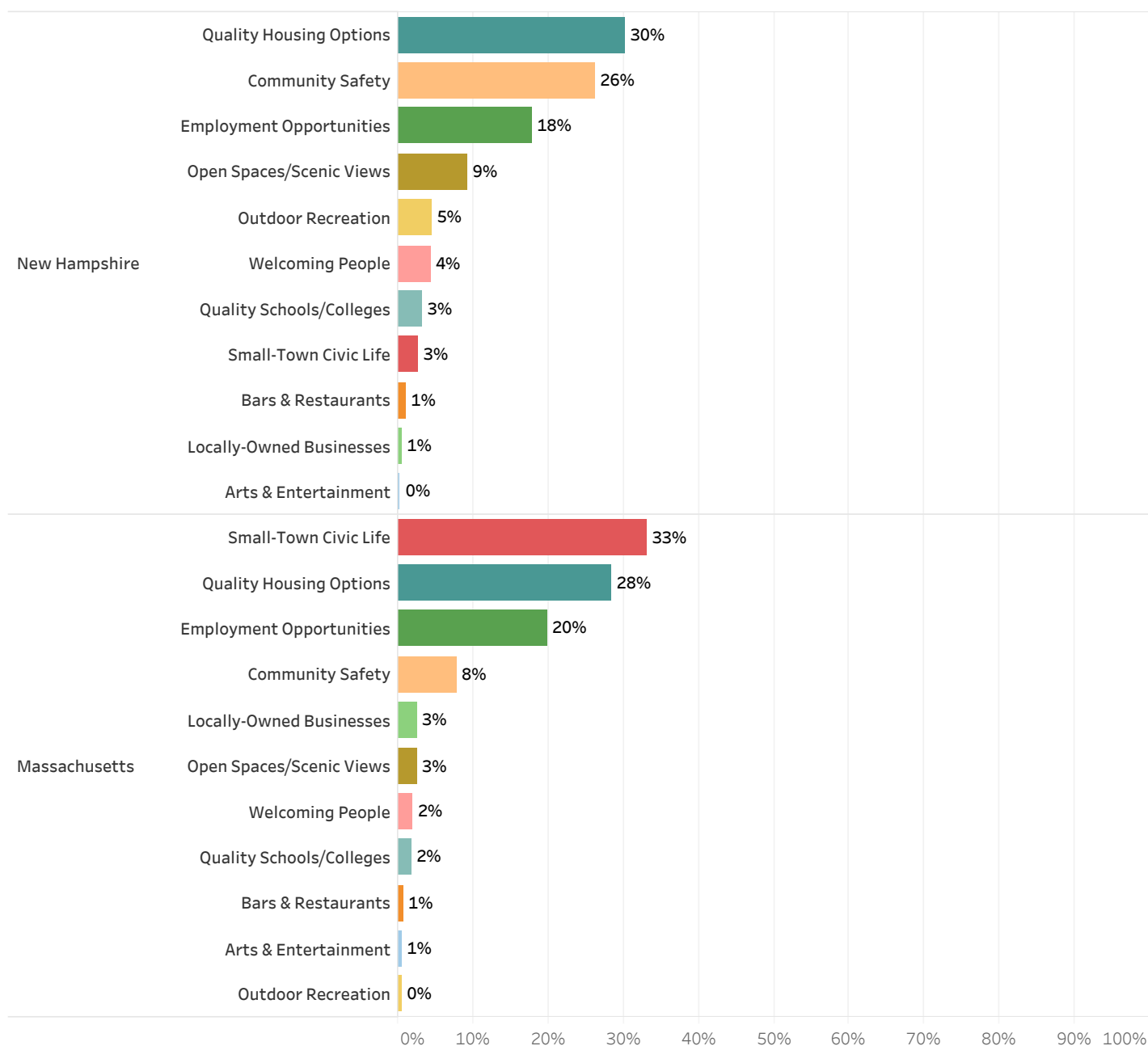
Figure 12: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to?



Among New Hampshire residents who are unfamiliar with the Monadnock Region (N=295), 30% say that the most important consideration if they were to move to a new town or city would be quality housing options, 26% say their most important consideration would be community safety, and 18% say their most important consideration would be employment opportunities. Less than 10% say the most important consideration for them if they were to move to a new town or city would be open spaces or scenic views (9%), outdoor recreation (5%), welcoming people (4%), quality schools or colleges (3%), small-town civic life (3%), bars & restaurants (1%), locally-owned businesses (1%), or arts & entertainment (<1%).

Among residents of the selected region of Massachusetts who are unfamiliar with the Monadnock Region (N=215), 33% say that the most important consideration if they were to move to a new town or city would be small-town civic life, 28% say their most important consideration would be quality housing options, and 20% say their most important consideration would be employment opportunities. Less than 10% say the most important consideration for them if they were to move to a new town or city would be community safety (8%), locally-owned businesses (3%), open spaces or scenic views (3%), welcoming people (2%), quality schools or colleges (2%), bars & restaurants (1%), arts & entertainment (1%), or outdoor recreation (<1%).

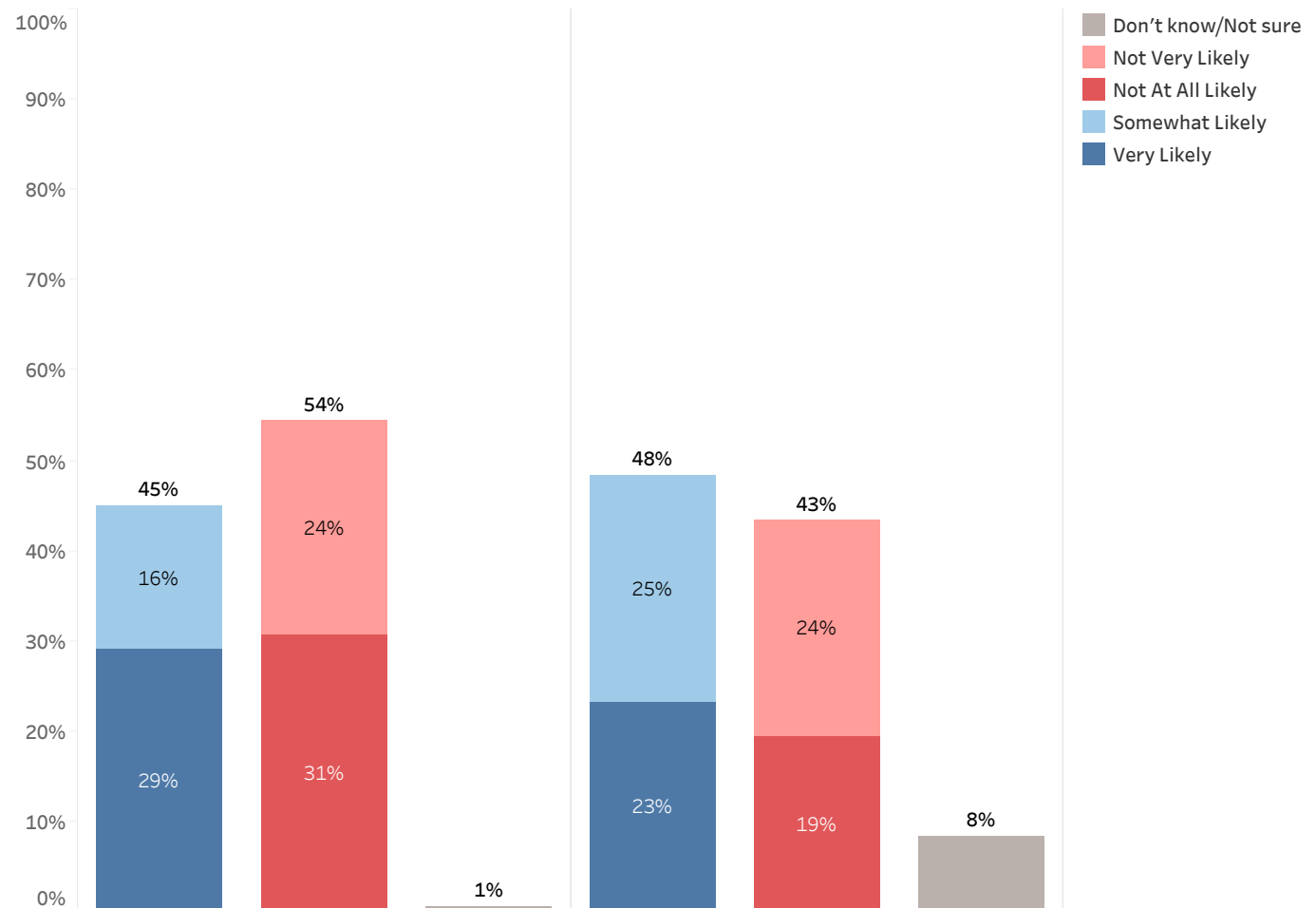
Figure 13: Which of the following would you consider to be the most important consideration when moving to a new city or town?



Among New Hampshire residents who are unfamiliar with the Monadnock Region (N=295), nearly half (45%) say they are very (29%) or somewhat (16%) likely to move from the town or city in which they currently reside in the next five years. Just over half (54%) say they are not very (24%) or not at all (31%) likely to move in the next five years, and 1% don't know or are unsure.

Among residents of the selected region of Massachusetts who are unfamiliar with the Monadnock Region (N=215), 48% say they are very (23%) or somewhat (25%) likely to move within the next five years, 43% say they are not very (24%) or not at all (19%) likely to move in that time, and 8% don't know or are unsure.

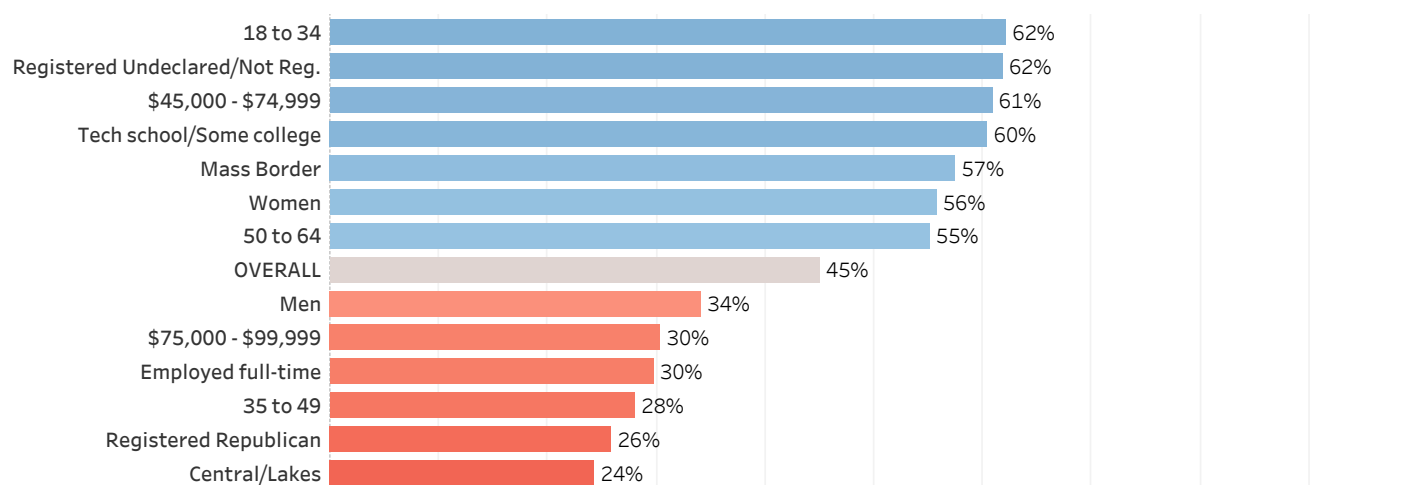
Figure 14a: How likely are you to move from the town or city in which you currently reside in the next 5 years?



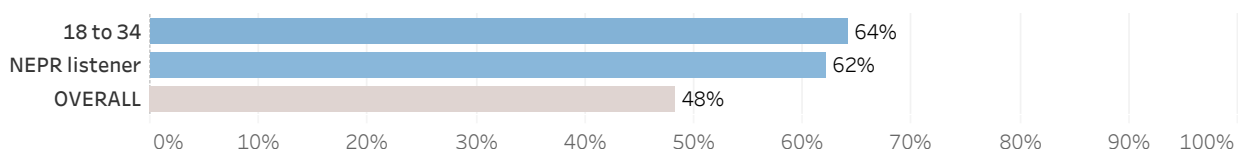
- Among New Hampshire residents who say they are unfamiliar with the Monadnock Region, those aged 18 to 34 or 50 to 64, those who are registered as undeclared or not registered, those with a household income between \$45,000 and \$74,999, those who went to technical school or have some college education, Massachusetts Border residents, and women are more likely than others to say they are very or somewhat likely to move from the town or city in which they currently reside in the next five years. Central/Lakes Region residents, those who are registered Republicans, those aged 35 to 49, those who are employed full-time, those with a household income between \$75,000 and \$99,999, and men are less likely to say so.
- Among residents of the selected region of Massachusetts who say they are unfamiliar with the Monadnock Region, those aged 18 to 34 and NEPR listeners are more likely than others to say they are very or somewhat likely to move from the town or city in which they currently reside in the next five years.

**Figure 14b: How likely are you to move from the town or city in which you currently reside in the next 5 years?
- by Select Demographics**

Very or somewhat likely - New Hampshire



Very or somewhat likely - Massachusetts

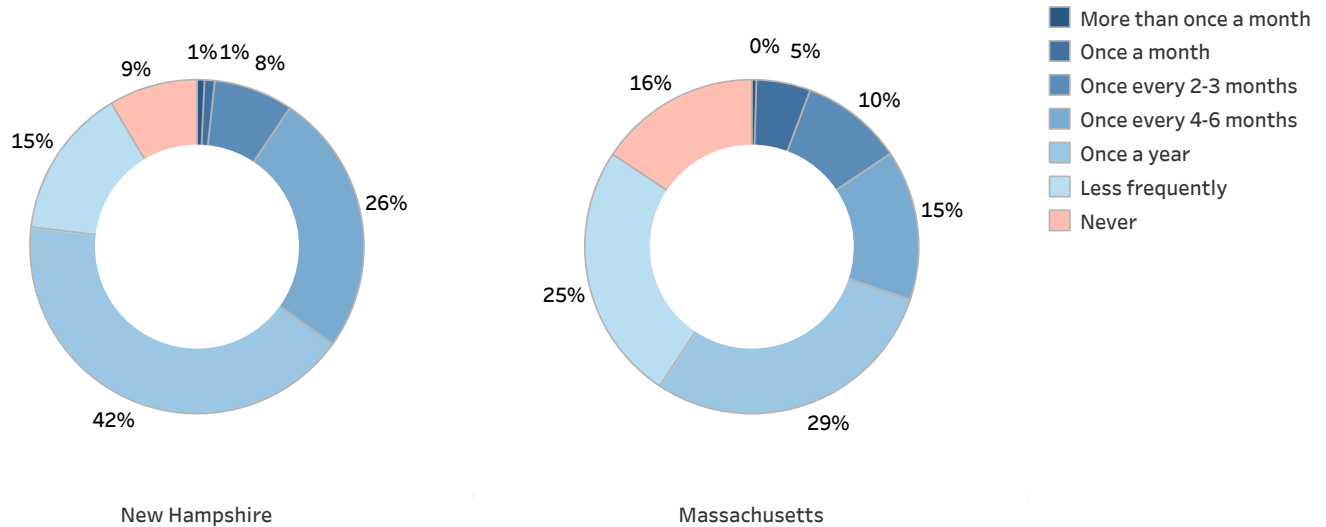


Vacation Habits

Among New Hampshire residents who are unfamiliar with the Monadnock Region (N=295), 1% say they typically go on trips or vacations more than once a month, 1% do so about once a month, 8% typically do so once every 2-3 months, 26% typically do so every 4-6 months, 42% typically do so once a year, 15% typically do so less often, and 9% say they never go on trips or vacations.

Among residents of the selected region of Massachusetts who are unfamiliar with the Monadnock Region (N=215), less than 1% say they typically go on trips or vacations more than once a month, 5% do so about once a month, 10% typically do so once every 2-3 months, 15% typically do so every 4-6 months, 29% typically do so once a year, 25% typically do so less often, and 16% say they never go on trips or vacations.

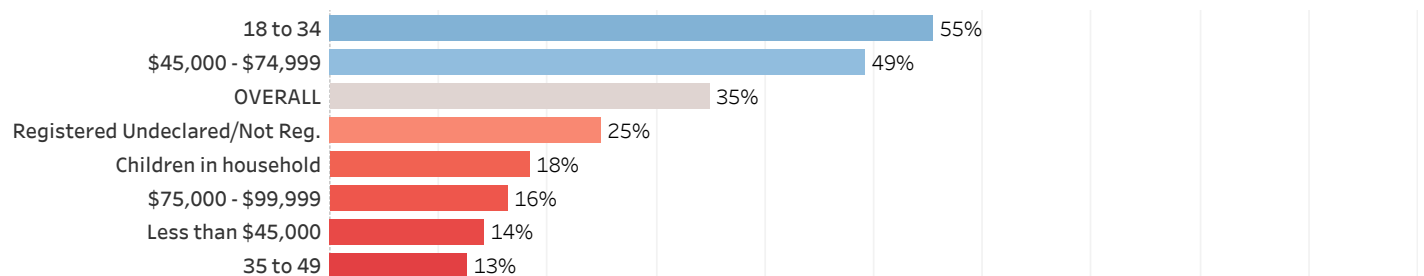
Figure 15a: How often do you go on trips or vacations?



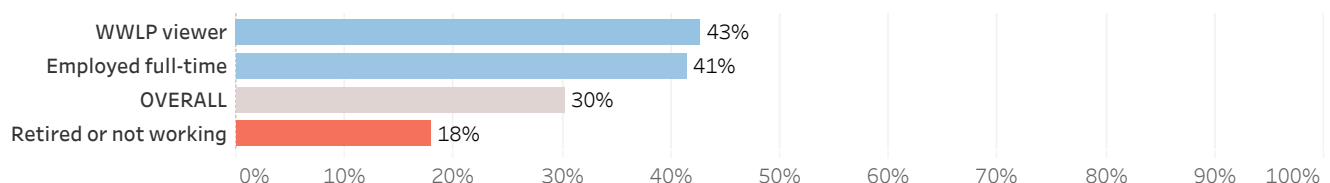
- Among New Hampshire residents, those aged 18 to 34 and those with a household income between \$45,000 and \$74,999 are more likely than others to say that they typically go on trips or vacations more than once a year. Those aged 35 to 49, those with a household income below \$45,000 or between \$75,000 and \$99,999, those with children in their household, and those who are registered as undeclared or not registered are less likely to say so.
- Among residents of the selected region of Massachusetts, WWLP viewers and those who are employed full-time are more likely than others to say that they typically go on trips or vacations more than once a year while those who are retired or not working are less likely to say so.

Figure 15b: How often do you go on trips or vacations? - by Select Demographics

More than once a year - New Hampshire



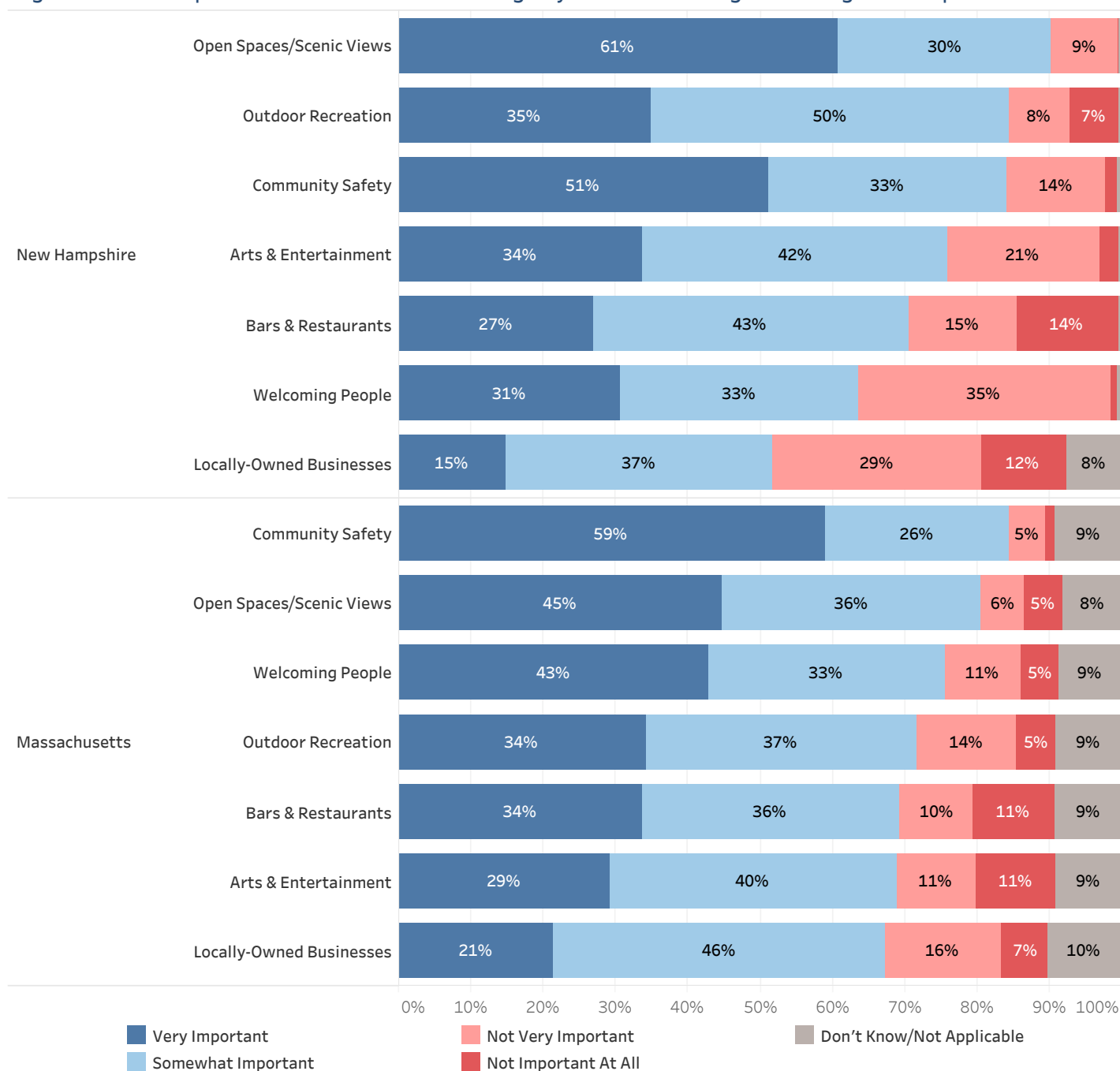
More than once a year - Massachusetts



More than nine in ten (91%) New Hampshire residents who are unfamiliar with the Monadnock Region (N=295) say that open spaces and scenic views are very (61%) or somewhat (30%) important in their decision of where to go on a trip or vacation, while the vast majority say that outdoor recreation (85%) and community safety (84%) are very or somewhat important. Three-quarters (76%) of residents say that arts & entertainment are very or somewhat important to their decision, 70% say bars & restaurants are important, 64% say welcoming people are important, and 52% say locally-owned businesses are important.

Eighty-five percent of residents from the selected region of Massachusetts who are unfamiliar with the Monadnock Region (N=215) say that community safety is very (59%) or somewhat (26%) important in their decision of where to go on a trip or vacation, while slightly fewer say that open spaces and scenic views (81%) and welcoming people (76%) are important. Less than three-quarters say that outdoor recreation (71%), bars & restaurants (70%), arts & entertainment (69%), and locally-owned businesses (67%) are important to their choice.

Figure 16: How important are each of the following to you when deciding where to go on a trip or vacation?



Technical Report

How the Sample Was Selected

The December 2020 Greater Keene Chamber of Commerce Awareness Survey was a web-based survey of residents in New Hampshire and Western Massachusetts. New Hampshire residents surveyed were Granite State Panel members who are recruited from randomly-selected landline and cell phone numbers across 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. Respondents to the Granite State Poll were asked if they wished to participate in further research and asked to provide an email address. Those who agreed and provided an email address were added to the panel. Panel members were also recruited by texting a random sample of cellular telephones in the state and inviting the recipient to take a short survey. At the conclusion of the survey, recipients were asked if they would like to join the panel and provide an email address. Western Massachusetts residents surveyed were from a Cint web panel conducted by Marketing Systems Group. To be eligible panelists had to live in one of the following four Massachusetts counties: Franklin, Hampden, Hampshire, or Worcester.

When Data Was Collected

An invitation email was sent to Granite State Panel members on December 17th, 2020. Two email reminders were sent to non-responders and the survey was completely closed on the morning of December 21st. Seven hundred and seventy-five (775) Granite State Panel members completed the survey. The data collection for the Western Massachusetts sample began on December 17th, 2020 and closed on December 23rd. Four hundred and ten (410) panelists completed the survey.

Weighting of Data

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 and 2020 election results. 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. Due to rounding, percentages may not sum to 100%. 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.

Sampling Error

The Greater Keene Chamber of Commerce Awareness Survey, like all surveys, is subject to sampling error due to the fact that all residents in the area were not interviewed. For those questions asked of five hundred (500) or so respondents, the error is +/-4.4%. For those questions where fewer than 500 persons responded, the sampling error can be calculated as follows:

$$\text{Sampling Error} = \pm 1.96 \sqrt{\frac{P(1 - P)}{N}}$$

Where P is the percentage of responses in the answer category being evaluated and N is the total number of persons answering the particular question.

For example, suppose you had the following distribution of answers to the question, "Should the state spend more money on road repair even if that means higher taxes?" Assume 1,000 respondents answered the question as follows:

YES	47%
NO	48%
DON'T KNOW	5%

The sampling error for the "YES" percentage of 47% would be

$$\pm 1.96 \sqrt{\frac{47(53)}{1000}} = \pm 3.1\%$$

for the "NO" percentage of 48% it would be

$$\pm 1.96 \sqrt{\frac{48(52)}{1000}} = \pm 3.1\%$$

and for the "DON'T KNOW" percentage of 5% it would be

$$\pm 1.96 \sqrt{\frac{5(95)}{1000}} = \pm 1.4\%$$

In this case we would expect the true population figures to be within the following ranges:

YES	43.9% - 50.1% (i.e., 47% \pm 3.1%)
NO	44.9% - 51.1% (i.e., 48% \pm 3.1%)
DON'T KNOW	3.6% - 6.4% (i.e., 5% \pm 1.4%)

The margin of sampling error for the New Hampshire sample is +/- 3.5 percent.

The margin of sampling error for the Western Massachusetts sample is +/- 4.8 percent.

Design Effect

These MSE's have not been adjusted for design effect. The design effect for the New Hampshire sample is 2.7%. The design effect for the Western Massachusetts sample is 1.2%. To learn more about the Granite State Panel, please visit our website <https://cola.unh.edu/unh-survey-center/projects/granite-state-panel>. For more information about the methodology used in the Granite State Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

Appendix A

INT1: How familiar are you with the Monadnock Region of New Hampshire?

		<u>Very Familiar</u>	<u>Somewhat Familiar</u>	<u>Not Very Familiar</u>	<u>Not At All Familiar</u>	<u>N</u>
Overall	2020 New Hampshire	22%	40%	31%	7%	775
Age of Respondent	18 to 34	27%	43%	27%	3%	207
	35 to 49	13%	34%	47%	6%	143
	50 to 64	26%	34%	29%	11%	265
	65 and older	19%	50%	26%	6%	158
Gender of Respondent	Men	26%	35%	36%	3%	375
	Women	18%	45%	27%	10%	389
Level of Education	High school or less	28%	28%	35%	9%	278
	Tech school/Some college	19%	48%	28%	5%	238
	College graduate	20%	45%	31%	4%	160
	Postgraduate work	16%	47%	28%	9%	97
Region of State	Central/Lakes	29%	29%	34%	8%	121
	Connecticut Valley	60%	23%	14%	3%	106
	Manchester Area	14%	56%	29%	1%	122
	Mass Border	19%	53%	23%	5%	202
	North Country	8%	44%	41%	7%	59
	Seacoast	7%	20%	54%	19%	132
Voting Registration	Registered Democrat	15%	39%	30%	16%	201
	Registered Undeclared/Not Reg.	29%	40%	28%	2%	310
	Registered Republican	23%	33%	37%	7%	211
2020 Presidential Vote	Voted for Trump	24%	38%	34%	4%	331
	Voted for Biden	23%	40%	27%	10%	385
	Did not vote in 2020	1%	44%	45%	10%	15
Employment Status	Employed full-time	26%	40%	28%	6%	386
	Employed part-time	36%	24%	39%	1%	100
	Retired or not working	15%	44%	28%	12%	216
	Student		83%	17%		13
	Unemployed	10%	46%	40%	4%	46
Household Income	Less than \$45,000	25%	38%	26%	11%	180
	\$45,000 - \$74,999	18%	37%	30%	15%	115
	\$75,000 - \$99,999	15%	47%	35%	3%	213
	\$100,000 - \$149,999	38%	34%	24%	4%	145
	\$150,000 or more	17%	37%	39%	8%	41
Children in Household	Children in household	13%	47%	33%	7%	228
	No children in household	26%	37%	31%	7%	545
Race/Ethnic Identification	African Amer./Black/Caribbean	22%	36%	42%		6
	Asian American/Pacific Islander		61%	39%	0%	32
	Caucasian/White	23%	39%	32%	7%	713
	Latin/Hispanic	11%	44%	31%	14%	11
	Native American, Inuit, or Aleut	10%	47%	43%		7
	Identify as other race or ethnicity	24%	46%	5%	25%	13
Media Usage	Boston Globe reader	16%	56%	28%	1%	54
	Local newspapers reader	16%	56%	23%	5%	173
	NHPR listener	26%	36%	31%	8%	477
	Union Leader reader	22%	42%	33%	2%	140
	WMUR viewer	23%	39%	32%	6%	660

INT2: In what part of the state of New Hampshire is the Monadnock Region?

			<u>Central</u>	<u>Northern</u>	<u>Southeast</u>	<u>Southwest</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	8%	2%	6%	84%	1%	480
Age of Respondent	18 to 34		3%		10%	85%	2%	145
	35 to 49		5%	4%	2%	89%		67
	50 to 64		9%	2%	2%	87%	0%	158
	65 and older		15%	1%	7%	77%	1%	109
Gender of Respondent	Men		3%	1%	8%	88%	0%	227
	Women		13%	2%	4%	80%	1%	244
Level of Education	High school or less		15%			85%		155
	Tech school/Some college		6%	2%	9%	82%		159
	College graduate		1%	2%	8%	88%	1%	103
	Postgraduate work		5%	2%	6%	82%	5%	61
Region of State	Central/Lakes		8%		2%	90%	0%	70
	Connecticut Valley		3%		2%	95%		88
	Manchester Area		6%	1%	10%	83%	0%	86
	Mass Border		8%	2%	8%	81%		146
	North Country		4%		8%	79%	10%	30
	Seacoast		4%	6%	1%	87%	2%	36
Voting Registration	Registered Democrat		12%	0%	6%	82%		108
	Registered Undeclared/Not Reg.		4%	1%	7%	86%	2%	215
	Registered Republican		2%	2%	4%	92%		118
2020 Presidential Vote	Voted for Trump		2%	3%	4%	91%	0%	205
	Voted for Biden		8%	0%	8%	83%	1%	242
	Did not vote in 2020		65%			35%		7
Employment Status	Employed full-time		8%	0%	8%	82%	1%	254
	Employed part-time		1%		1%	99%		59
	Retired or not working		13%	5%	4%	77%	1%	128
	Student					100%		11
	Unemployed					100%		26
Household Income	Less than \$45,000		16%	2%	0%	78%	3%	114
	\$45,000 - \$74,999		7%	2%	10%	82%		63
	\$75,000 - \$99,999		6%	0%	4%	90%	0%	131
	\$100,000 - \$149,999		4%		11%	85%	0%	104
	\$150,000 or more		5%	10%	2%	83%		22
Children in Household	Children in household		5%	1%	9%	85%		138
	No children in household		9%	2%	4%	84%	1%	340
Race/Ethnic Identification	African Amer./Black/Caribbean					100%		4
	Asian American/Pacific Islander					100%		19
	Caucasian/White		8%	2%	6%	83%	1%	440
	Latin/Hispanic					100%		6
	Native American, Inuit, or Aleut					100%		4
	Identify as other race or ethnicity		17%			83%		9
Media Usage	Boston Globe reader		1%	0%	11%	88%		39
	Local newspapers reader		12%	1%	6%	81%	1%	123
	NHPR listener		3%	1%	5%	90%	0%	295
	Union Leader reader		4%	1%	3%	91%	1%	91
	WMUR viewer		9%	1%	4%	85%	1%	411

INT4: Please indicate if you have ever done any of the following in the Monadnock Region (Please select all that apply)

			<u>Lived there</u>	<u>Stayed at a local hotel</u>	<u>Visited attractions or events</u>	<u>Visited friends and family</u>
Overall	2020	New Hampshire	15%	11%	58%	40%
Age of Respondent	18 to 34		15%	7%	66%	30%
	35 to 49		9%	7%	32%	32%
	50 to 64		19%	17%	69%	53%
	65 and older		12%	10%	54%	39%
Gender of Respondent	Men		21%	14%	57%	39%
	Women		8%	8%	60%	40%
Level of Education	High school or less		11%	11%	61%	42%
	Tech school/Some college		16%	12%	50%	40%
	College graduate		19%	9%	63%	35%
	Postgraduate work		14%	10%	62%	45%
Region of State	Central/Lakes		2%	3%	63%	21%
	Connecticut Valley		62%	38%	75%	79%
	Manchester Area		9%	12%	67%	29%
	Mass Border		12%	6%	61%	45%
	North Country		7%	4%	28%	26%
	Seacoast		4%	7%	41%	40%
Voting Registration	Registered Democrat		14%	13%	65%	34%
	Registered Undeclared/Not Reg.		22%	16%	69%	59%
	Registered Republican		7%	4%	40%	19%
2020 Presidential Vote	Voted for Trump		16%	14%	46%	40%
	Voted for Biden		15%	10%	69%	43%
	Did not vote in 2020			1%	61%	17%
Employment Status	Employed full-time		21%	18%	60%	44%
	Employed part-time		2%	2%	69%	5%
	Retired or not working		10%	6%	50%	47%
	Student				23%	90%
	Unemployed		15%	2%	83%	52%
Household Income	Less than \$45,000		11%	11%	70%	30%
	\$45,000 - \$74,999		20%	3%	55%	39%
	\$75,000 - \$99,999		4%	6%	44%	39%
	\$100,000 - \$149,999		35%	28%	71%	52%
	\$150,000 or more		13%	9%	64%	35%
Children in Household	Children in household		13%	9%	50%	42%
	No children in household		15%	12%	62%	40%
Race/Ethnic Identification	African Amer./Black/Caribbean		29%		49%	91%
	Asian American/Pacific Islander		5%		17%	47%
	Caucasian/White		15%	12%	60%	41%
	Latin/Hispanic		25%		44%	53%
	Native American, Inuit, or Aleut		26%		86%	35%
	Identify as other race or ethnicity		32%		28%	21%
Media Usage	Boston Globe reader		9%	17%	78%	56%
	Local newspapers reader		11%	7%	75%	42%
	NHPR listener		19%	15%	63%	49%
	Union Leader reader		6%	11%	65%	34%
	WMUR viewer		13%	12%	59%	39%

INT4: Please indicate if you have ever done any of the following in the Monadnock Region (Please select all that apply)

			<u>Visited restaurants</u>	<u>Went to school/college there</u>	<u>Worked there</u>	<u>Other</u>	<u>None of the above</u>	<u>N</u>
Overall	2020	New Hampshire	47%	6%	23%	18%	17%	775
Age of Respondent	18 to 34		46%	10%	18%	6%	16%	207
	35 to 49		27%	2%	19%	12%	36%	143
	50 to 64		57%	5%	35%	25%	9%	265
	65 and older		51%	4%	13%	26%	13%	158
Gender of Respondent	Men		53%	7%	37%	24%	21%	375
	Women		42%	5%	8%	12%	12%	389
Level of Education	High school or less		41%		26%	24%	18%	278
	Tech school/Some college		46%	7%	22%	16%	18%	238
	College graduate		56%	11%	25%	11%	15%	160
	Postgraduate work		54%	9%	13%	16%	12%	97
Region of State	Central/Lakes		26%	1%	22%	13%	22%	121
	Connecticut Valley		77%	13%	59%	38%	4%	106
	Manchester Area		58%	4%	18%	10%	6%	122
	Mass Border		64%	6%	20%	21%	13%	202
	North Country		34%	15%	28%	19%	15%	59
	Seacoast		20%	2%	6%	7%	34%	132
Voting Registration	Registered Democrat		51%	6%	14%	6%	16%	201
	Registered Undeclared/Not Reg.		64%	7%	39%	25%	7%	310
	Registered Republican		27%	4%	13%	15%	30%	211
2020 Presidential Vote	Voted for Trump		42%	2%	32%	25%	22%	331
	Voted for Biden		53%	8%	16%	11%	11%	385
	Did not vote in 2020		61%	14%	10%	63%	11%	15
Employment Status	Employed full-time		53%	7%	30%	20%	18%	386
	Employed part-time		13%	3%	4%	7%	25%	100
	Retired or not working		49%	3%	17%	21%	15%	216
	Student		100%			0%		13
	Unemployed		62%	17%	17%	21%	4%	46
Household Income	Less than \$45,000		30%	4%	10%	6%	15%	180
	\$45,000 - \$74,999		47%	11%	24%	18%	16%	115
	\$75,000 - \$99,999		43%	2%	25%	20%	28%	213
	\$100,000 - \$149,999		73%	11%	39%	33%	8%	145
	\$150,000 or more		62%	5%	27%	10%	12%	41
Children in Household	Children in household		44%	4%	17%	9%	21%	228
	No children in household		49%	7%	25%	21%	15%	545
Race/Ethnic Identification	African Amer./Black/Caribbean		49%	1%	49%		9%	6
	Asian American/Pacific Islander		37%		44%	14%		32
	Caucasian/White		47%	6%	22%	17%	17%	713
	Latin/Hispanic		70%	9%	26%	3%	14%	11
	Native American, Inuit, or Aleut		29%		26%	31%	10%	7
	Identify as other race or ethnicity		28%	3%	16%	31%	34%	13
Media Usage	Boston Globe reader		62%	3%	13%	14%	5%	54
	Local newspapers reader		51%	5%	20%	24%	6%	173
	NHPR listener		57%	6%	26%	20%	15%	477
	Union Leader reader		48%	6%	21%	11%	19%	140
	WMUR viewer		47%	6%	21%	19%	18%	660

A2a: How would you rate the following in the Monadnock region - Open Spaces/Scenic Views

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	58%	27%	7%	1%	7%	476
Age of Respondent	18 to 34		65%	20%	2%	1%	11%	145
	35 to 49		44%	23%	32%		1%	67
	50 to 64		60%	28%	2%	2%	8%	155
	65 and older		52%	39%	5%	0%	4%	107
Gender of Respondent	Men		58%	29%	5%	0%	7%	227
	Women		59%	24%	9%	1%	7%	240
Level of Education	High school or less		67%	18%	8%		8%	155
	Tech school/Some college		55%	26%	6%	2%	12%	155
	College graduate		51%	41%	6%	1%	1%	103
	Postgraduate work		53%	32%	8%	3%	4%	61
Region of State	Central/Lakes		65%	25%	3%	0%	7%	70
	Connecticut Valley		62%	13%	22%	1%	1%	88
	Manchester Area		62%	31%	3%	2%	1%	86
	Mass Border		58%	29%	3%		10%	143
	North Country		29%	55%		7%	9%	30
	Seacoast		66%	20%	13%		1%	36
Voting Registration	Registered Democrat		65%	21%	10%	2%	2%	108
	Registered Undeclared/Not Reg.		65%	28%	3%	1%	2%	215
	Registered Republican		51%	35%	3%		11%	115
2020 Presidential Vote	Voted for Trump		51%	32%	8%	1%	7%	202
	Voted for Biden		67%	24%	6%	1%	2%	242
	Did not vote in 2020		5%			31%	63%	7
Employment Status	Employed full-time		56%	20%	10%	2%	12%	254
	Employed part-time		67%	33%	0%			59
	Retired or not working		55%	37%	4%	0%	3%	124
	Student		93%	7%				11
	Unemployed		48%	50%	2%			26
Household Income	Less than \$45,000		64%	16%	15%		6%	111
	\$45,000 - \$74,999		69%	23%	2%	4%	1%	63
	\$75,000 - \$99,999		36%	42%	6%		16%	131
	\$100,000 - \$149,999		72%	23%	2%	0%	3%	104
	\$150,000 or more		60%	30%	5%		6%	22
Children in Household	Children in household		58%	19%	11%	2%	10%	138
	No children in household		57%	30%	5%	1%	6%	336
Race/Ethnic Identification	African Amer./Black/Caribbean		2%	83%			15%	4
	Asian American/Pacific Islander		52%	28%	16%		3%	19
	Caucasian/White		59%	26%	7%	1%	7%	436
	Latin/Hispanic		41%	57%	2%			6
	Native American, Inuit, or Aleut		31%	51%			18%	4
	Identify as other race or ethnicity		27%	65%	1%		7%	9
Media Usage	Boston Globe reader		68%	27%	4%		1%	39
	Local newspapers reader		46%	44%	6%		3%	123
	NHPR listener		64%	24%	10%	1%	1%	294
	Union Leader reader		63%	33%	2%		2%	91
	WMUR viewer		59%	27%	5%	1%	8%	407

A2b: How would you rate the following in the Monadnock region - Outdoor Recreation

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	34%	39%	7%	4%	7%	9%	477
Age of Respondent	18 to 34		34%	24%	7%	1%	22%	11%	145
	35 to 49		35%	29%	7%	22%		7%	67
	50 to 64		29%	57%	5%	1%		10%	158
	65 and older		44%	40%	11%	1%		4%	106
Gender of Respondent	Men		36%	46%	8%	2%		8%	227
	Women		34%	32%	6%	6%	13%	9%	241
Level of Education	High school or less		17%	46%		8%	21%	8%	155
	Tech school/Some college		43%	34%	8%	1%		15%	158
	College graduate		41%	42%	13%	2%		1%	103
	Postgraduate work		48%	28%	12%	6%		6%	61
Region of State	Central/Lakes		10%	32%	4%	0%	46%	7%	70
	Connecticut Valley		22%	53%	7%	15%		3%	88
	Manchester Area		45%	37%	17%			1%	86
	Mass Border		52%	36%	1%	1%		10%	146
	North Country		16%	45%	20%	11%		8%	30
	Seacoast		43%	37%	5%	1%		14%	36
Voting Registration	Registered Democrat		43%	42%	8%	2%		5%	108
	Registered Undeclared/Not Reg.		41%	48%	7%	2%		3%	215
	Registered Republican		25%	26%	9%	1%	27%	13%	118
2020 Presidential Vote	Voted for Trump		27%	50%	8%	7%		9%	205
	Voted for Biden		44%	32%	7%	1%	13%	3%	242
	Did not vote in 2020		4%	2%		31%		63%	7
Employment Status	Employed full-time		37%	34%	8%	7%		14%	254
	Employed part-time		13%	31%	1%		54%	0%	59
	Retired or not working		38%	47%	10%	1%		4%	125
	Student		93%	7%					11
	Unemployed		19%	80%	2%				26
Household Income	Less than \$45,000		21%	26%	7%	12%	28%	6%	114
	\$45,000 - \$74,999		58%	24%	14%	4%		0%	63
	\$75,000 - \$99,999		28%	50%	3%	1%		18%	131
	\$100,000 - \$149,999		38%	53%	4%	1%		4%	104
	\$150,000 or more		36%	41%	17%			6%	22
Children in Household	Children in household		39%	32%	8%	11%		10%	138
	No children in household		33%	42%	7%	1%	10%	8%	338
Race/Ethnic Identification	African Amer./Black/Caribbean		2%	47%	36%			15%	4
	Asian American/Pacific Islander		52%	28%				19%	19
	Caucasian/White		34%	39%	7%	4%	7%	9%	438
	Latin/Hispanic			80%	17%	2%			6
	Native American, Inuit, or Aleut		31%	47%	4%			18%	4
	Identify as other race or ethnicity		68%	24%	1%			7%	9
Media Usage	Boston Globe reader		66%	24%	8%	0%		2%	39
	Local newspapers reader		34%	49%	9%	2%		6%	123
	NHPR listener		39%	46%	6%	5%		3%	294
	Union Leader reader		49%	41%	5%	1%		3%	91
	WMUR viewer		34%	41%	6%	2%	8%	9%	410

A2c: How would you rate the following in the Monadnock region - Arts & Entertainment

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	15%	25%	31%	7%	1%	21%	474
Age of Respondent	18 to 34		11%	8%	49%	5%		26%	145
	35 to 49		5%	11%	40%	18%	2%	24%	67
	50 to 64		9%	45%	20%	3%	2%	20%	155
	65 and older		34%	27%	18%	9%		12%	105
Gender of Respondent	Men		10%	37%	24%	9%	1%	19%	227
	Women		19%	14%	39%	5%	1%	22%	238
Level of Education	High school or less		19%	34%	39%			8%	155
	Tech school/Some college		17%	18%	18%	9%	2%	34%	154
	College graduate		6%	19%	45%	10%	0%	19%	103
	Postgraduate work		13%	28%	19%	14%	2%	23%	61
Region of State	Central/Lakes		13%	16%	51%	1%	0%	18%	70
	Connecticut Valley		4%	47%	27%	14%		7%	88
	Manchester Area		17%	14%	20%	13%	4%	33%	86
	Mass Border		28%	22%	30%	3%		17%	142
	North Country		3%	25%	48%	7%		18%	30
	Seacoast		1%	38%	24%	5%	4%	28%	35
Voting Registration	Registered Democrat		17%	21%	25%	12%		26%	107
	Registered Undeclared/Not Reg.		22%	37%	21%	5%	2%	14%	215
	Registered Republican		5%	13%	51%	9%	1%	21%	115
2020 Presidential Vote	Voted for Trump		6%	36%	29%	7%	2%	19%	202
	Voted for Biden		24%	17%	34%	6%	0%	18%	241
	Did not vote in 2020			5%		31%		63%	7
Employment Status	Employed full-time		7%	32%	22%	8%	1%	30%	254
	Employed part-time		1%	9%	84%	2%		5%	59
	Retired or not working		34%	24%	15%	9%	1%	16%	122
	Student		93%	7%					11
	Unemployed			5%	92%	2%		1%	26
Household Income	Less than \$45,000		13%	10%	54%	8%		15%	111
	\$45,000 - \$74,999		20%	12%	33%	9%	0%	26%	63
	\$75,000 - \$99,999		25%	31%	20%	4%		20%	131
	\$100,000 - \$149,999		5%	37%	26%	11%		20%	104
	\$150,000 or more		1%	36%	21%	4%		38%	22
Children in Household	Children in household		12%	7%	37%	12%		31%	138
	No children in household		16%	32%	29%	5%	1%	17%	334
Race/Ethnic Identification	African Amer./Black/Caribbean				49%	36%		15%	4
	Asian American/Pacific Islander		52%		28%			19%	19
	Caucasian/White		14%	26%	31%	7%	1%	22%	435
	Latin/Hispanic		24%	28%	46%	2%			6
	Native American, Inuit, or Aleut				76%			24%	4
	Identify as other race or ethnicity			37%	22%	19%		22%	9
Media Usage	Boston Globe reader		21%	25%	23%	7%		24%	38
	Local newspapers reader		22%	17%	33%	12%	0%	16%	123
	NHPR listener		14%	35%	25%	9%	1%	16%	293
	Union Leader reader		6%	26%	19%	13%	1%	33%	90
	WMUR viewer		17%	26%	28%	7%	1%	22%	406

A2d: How would you rate the following in the Monadnock region - Bars & Restaurants

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	9%	37%	32%	5%	0%	17%	476
Age of Respondent	18 to 34		11%	21%	48%	5%		15%	143
	35 to 49		6%	23%	37%	12%		22%	67
	50 to 64		3%	54%	20%	3%	0%	20%	158
	65 and older		17%	41%	25%	4%		12%	106
Gender of Respondent	Men		5%	52%	25%	6%	0%	12%	227
	Women		13%	24%	37%	5%	0%	22%	240
Level of Education	High school or less		7%	45%	35%			13%	155
	Tech school/Some college		13%	37%	21%	6%		23%	157
	College graduate		4%	32%	43%	7%	0%	15%	103
	Postgraduate work		11%	25%	35%	11%	0%	18%	59
Region of State	Central/Lakes		2%	29%	55%	1%	0%	13%	70
	Connecticut Valley		3%	55%	30%	9%		3%	88
	Manchester Area		15%	31%	36%	9%		9%	86
	Mass Border		16%	42%	22%	1%		19%	145
	North Country		1%	37%	31%	7%		23%	30
	Seacoast		8%	16%	30%	8%		37%	34
Voting Registration	Registered Democrat		14%	34%	24%	7%		22%	107
	Registered Undeclared/Not Reg.		12%	51%	24%	3%	0%	10%	213
	Registered Republican		3%	24%	50%	7%		15%	118
2020 Presidential Vote	Voted for Trump		2%	48%	29%	5%		16%	205
	Voted for Biden		16%	31%	37%	4%	0%	12%	239
	Did not vote in 2020				5%	31%		63%	7
Employment Status	Employed full-time		5%	45%	24%	6%	0%	20%	253
	Employed part-time		2%	6%	79%	0%		12%	59
	Retired or not working		15%	42%	23%	7%		13%	125
	Student		93%	7%					11
	Unemployed			20%	51%	1%		28%	26
Household Income	Less than \$45,000		10%	18%	54%	4%		14%	114
	\$45,000 - \$74,999		15%	24%	43%	7%	0%	11%	63
	\$75,000 - \$99,999		9%	44%	23%	1%		22%	131
	\$100,000 - \$149,999		4%	64%	12%	8%	0%	12%	103
	\$150,000 or more		3%	32%	31%	3%		30%	22
Children in Household	Children in household		10%	31%	33%	11%	0%	16%	138
	No children in household		9%	40%	31%	3%	0%	18%	336
Race/Ethnic Identification	African Amer./Black/Caribbean				85%			15%	4
	Asian American/Pacific Islander		52%		9%			39%	19
	Caucasian/White		7%	39%	31%	5%	0%	18%	437
	Latin/Hispanic			33%	67%				4
	Native American, Inuit, or Aleut			31%	51%			18%	4
	Identify as other race or ethnicity			34%	41%	3%		22%	9
Media Usage	Boston Globe reader		12%	27%	53%	2%		5%	38
	Local newspapers reader		13%	28%	33%	9%		17%	123
	NHPR listener		6%	49%	27%	6%	0%	12%	292
	Union Leader reader		3%	47%	35%	7%		9%	90
	WMUR viewer		10%	38%	30%	4%	0%	17%	407

A2e: How would you rate the following in the Monadnock region - Employment Opportunities

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	11%	18%	10%	11%	3%	47%	473
Age of Respondent	18 to 34		22%	14%	8%	13%	1%	43%	145
	35 to 49		3%	1%	8%	21%	8%	59%	63
	50 to 64		10%	29%	11%	8%	4%	38%	158
	65 and older		0%	17%	15%	6%	2%	59%	105
Gender of Respondent	Men		7%	25%	14%	12%	3%	39%	225
	Women		14%	12%	7%	9%	3%	54%	239
Level of Education	High school or less		31%	36%				34%	155
	Tech school/Some college			14%	12%	14%	3%	57%	155
	College graduate		2%	2%	20%	19%	6%	51%	101
	Postgraduate work		1%	10%	16%	17%	6%	50%	61
Region of State	Central/Lakes		47%	21%	6%	2%	1%	23%	68
	Connecticut Valley		1%	40%	8%	21%	5%	25%	86
	Manchester Area		1%	13%	19%	13%	6%	48%	86
	Mass Border		11%	13%	7%	8%	1%	59%	145
	North Country			10%	16%	7%	9%	58%	30
	Seacoast			5%	18%	15%	1%	61%	35
Voting Registration	Registered Democrat		0%	15%	11%	15%	2%	56%	105
	Registered Undeclared/Not Reg.		8%	31%	10%	10%	4%	37%	213
	Registered Republican		28%	2%	13%	10%	3%	43%	118
2020 Presidential Vote	Voted for Trump		8%	23%	11%	9%	4%	45%	203
	Voted for Biden		14%	16%	10%	12%	2%	46%	238
	Did not vote in 2020				4%	31%		65%	7
Employment Status	Employed full-time		7%	17%	13%	13%	5%	45%	251
	Employed part-time		54%	2%	4%	1%		38%	59
	Retired or not working		0%	25%	10%	10%	2%	53%	124
	Student			93%	7%				11
	Unemployed				3%	16%		82%	26
Household Income	Less than \$45,000		28%	14%	5%	7%	1%	44%	114
	\$45,000 - \$74,999			5%	21%	20%	1%	52%	63
	\$75,000 - \$99,999		12%	19%	11%	5%	2%	52%	131
	\$100,000 - \$149,999		2%	38%	8%	15%	5%	32%	103
	\$150,000 or more			8%	17%	15%	3%	56%	20
Children in Household	Children in household		1%	13%	7%	13%	4%	61%	134
	No children in household		14%	20%	12%	10%	2%	42%	337
Race/Ethnic Identification	African Amer./Black/Caribbean				47%	2%	36%	15%	4
	Asian American/Pacific Islander			52%	9%			39%	19
	Caucasian/White		12%	17%	11%	11%	3%	47%	434
	Latin/Hispanic				46%	2%		51%	6
	Native American, Inuit, or Aleut				45%	31%		24%	4
	Identify as other race or ethnicity				38%	3%		58%	9
Media Usage	Boston Globe reader		2%	3%	19%	3%	4%	67%	38
	Local newspapers reader		0%	22%	8%	13%	3%	53%	123
	NHPR listener		6%	20%	12%	14%	3%	46%	291
	Union Leader reader		17%	1%	10%	11%	4%	56%	91
	WMUR viewer		12%	19%	10%	11%	3%	45%	407

A2f: How would you rate the following in the Monadnock region - Quality Housing Options

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	3%	13%	19%	21%	3%	41%	477
Age of Respondent	18 to 34		8%	2%	13%	35%	1%	41%	145
	35 to 49		2%	5%	18%	9%	3%	64%	67
	50 to 64		1%	27%	17%	21%	4%	30%	158
	65 and older		1%	11%	33%	9%	3%	43%	106
Gender of Respondent	Men		0%	19%	18%	24%	2%	36%	227
	Women		6%	6%	22%	18%	2%	46%	241
Level of Education	High school or less			25%	25%	35%		16%	155
	Tech school/Some college		7%	6%	9%	17%	4%	58%	158
	College graduate		3%	6%	26%	10%	6%	48%	103
	Postgraduate work		1%	10%	21%	16%	0%	52%	61
Region of State	Central/Lakes		3%	1%	17%	59%	0%	21%	70
	Connecticut Valley		0%	36%	19%	12%	9%	24%	88
	Manchester Area		12%	7%	12%	4%	4%	61%	86
	Mass Border		0%	9%	29%	23%	1%	38%	144
	North Country			13%	13%	25%	0%	49%	30
	Seacoast		4%	14%	19%	9%		54%	35
Voting Registration	Registered Democrat		2%	12%	27%	12%	2%	45%	107
	Registered Undeclared/Not Reg.		5%	20%	19%	22%	4%	30%	215
	Registered Republican		1%	2%	18%	34%	2%	43%	118
2020 Presidential Vote	Voted for Trump		0%	20%	17%	17%	3%	42%	205
	Voted for Biden		6%	7%	23%	26%	2%	36%	240
	Did not vote in 2020			4%		31%		65%	7
Employment Status	Employed full-time		1%	15%	14%	19%	4%	47%	254
	Employed part-time		1%	1%	3%	60%	1%	34%	59
	Retired or not working		1%	10%	33%	12%	2%	42%	125
	Student		93%		0%			7%	11
	Unemployed			28%	51%	3%		17%	26
Household Income	Less than \$45,000			8%	20%	34%	2%	36%	114
	\$45,000 - \$74,999			12%	18%	22%	3%	45%	63
	\$75,000 - \$99,999		8%	4%	27%	21%	1%	38%	131
	\$100,000 - \$149,999		2%	32%	15%	14%	3%	34%	104
	\$150,000 or more		6%	5%	17%	15%		56%	22
Children in Household	Children in household		9%	8%	12%	11%	2%	59%	138
	No children in household		1%	14%	23%	25%	3%	34%	338
Race/Ethnic Identification	African Amer./Black/Caribbean				2%	47%	36%	15%	4
	Asian American/Pacific Islander		52%			9%		39%	19
	Caucasian/White		1%	13%	19%	23%	2%	43%	438
	Latin/Hispanic		17%			31%		51%	6
	Native American, Inuit, or Aleut				31%	45%		24%	4
	Identify as other race or ethnicity			17%	3%	29%		51%	9
Media Usage	Boston Globe reader		2%	10%	16%	11%	3%	58%	38
	Local newspapers reader		1%	10%	31%	12%	4%	42%	123
	NHPR listener		1%	19%	16%	19%	4%	41%	293
	Union Leader reader		0%	5%	6%	22%	4%	63%	91
	WMUR viewer		4%	14%	20%	21%	3%	38%	410

A2g: How would you rate the following in the Monadnock region - Quality Schools/Colleges

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	12%	32%	17%	7%	3%	29%	475
Age of Respondent	18 to 34		14%	37%	19%	5%		24%	145
	35 to 49		1%	15%	16%	26%	4%	38%	65
	50 to 64		8%	40%	10%	3%	8%	31%	158
	65 and older		21%	24%	26%	2%	0%	27%	105
Gender of Respondent	Men		4%	35%	24%	4%	5%	28%	227
	Women		20%	30%	9%	10%	1%	30%	239
Level of Education	High school or less		12%	49%		8%	6%	25%	155
	Tech school/Some college		12%	20%	26%	1%	2%	39%	157
	College graduate		14%	26%	26%	10%	1%	23%	101
	Postgraduate work		8%	30%	22%	13%	3%	24%	61
Region of State	Central/Lakes		1%	75%	8%	2%	0%	14%	68
	Connecticut Valley		4%	45%	21%	23%	0%	7%	88
	Manchester Area		28%	15%	20%	1%	5%	30%	86
	Mass Border		14%	16%	15%	4%	7%	44%	145
	North Country		16%	32%	20%	12%		20%	30
	Seacoast		7%	35%	19%	3%	4%	31%	35
Voting Registration	Registered Democrat		11%	23%	19%	8%	0%	38%	107
	Registered Undeclared/Not Reg.		20%	37%	16%	3%	2%	21%	213
	Registered Republican		2%	39%	20%	3%	9%	27%	118
2020 Presidential Vote	Voted for Trump		8%	33%	13%	9%	8%	29%	203
	Voted for Biden		17%	34%	22%	4%	0%	24%	240
	Did not vote in 2020			2%	4%	31%		63%	7
Employment Status	Employed full-time		3%	30%	18%	10%	2%	37%	253
	Employed part-time		18%	61%	9%	0%		12%	59
	Retired or not working		18%	27%	21%	4%	1%	29%	124
	Student		93%	7%	0%				11
	Unemployed		29%	14%	16%	3%	37%	3%	26
Household Income	Less than \$45,000		7%	37%	10%	15%		31%	114
	\$45,000 - \$74,999		12%	25%	33%	7%	1%	22%	63
	\$75,000 - \$99,999		26%	24%	7%	2%	8%	34%	131
	\$100,000 - \$149,999		2%	47%	24%	3%	1%	22%	103
	\$150,000 or more		7%	11%	36%	12%		34%	22
Children in Household	Children in household		20%	9%	22%	15%	0%	33%	136
	No children in household		9%	41%	15%	3%	5%	27%	337
Race/Ethnic Identification	African Amer./Black/Caribbean					2%	36%	62%	4
	Asian American/Pacific Islander		52%					48%	19
	Caucasian/White		11%	34%	18%	7%	1%	30%	436
	Latin/Hispanic			17%	24%	2%		57%	6
	Native American, Inuit, or Aleut			2%	31%			67%	4
	Identify as other race or ethnicity		7%	27%	21%	10%		34%	9
Media Usage	Boston Globe reader		9%	29%	37%	2%	3%	19%	38
	Local newspapers reader		17%	24%	15%	7%	9%	29%	123
	NHPR listener		15%	33%	19%	8%	2%	23%	293
	Union Leader reader		14%	12%	19%	5%	3%	48%	91
	WMUR viewer		14%	36%	14%	4%	3%	29%	407

A2h: How would you rate the following in the Monadnock region - Locally-Owned Businesses

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	25%	31%	15%	8%	0%	21%	470
Age of Respondent	18 to 34		43%	26%	15%	1%	1%	14%	145
	35 to 49		12%	21%	27%	5%		34%	62
	50 to 64		14%	28%	11%	21%	1%	25%	158
	65 and older		22%	48%	14%	2%		14%	104
Gender of Respondent	Men		12%	36%	16%	16%	1%	19%	221
	Women		38%	26%	13%	2%	0%	21%	240
Level of Education	High school or less		34%	20%		20%		26%	155
	Tech school/Some college		28%	27%	22%	2%	0%	21%	150
	College graduate		11%	46%	26%	3%	1%	13%	103
	Postgraduate work		16%	41%	18%	5%	0%	20%	61
Region of State	Central/Lakes		50%	32%	6%		0%	12%	70
	Connecticut Valley		11%	20%	13%	38%	1%	17%	88
	Manchester Area		31%	22%	31%	1%	1%	14%	81
	Mass Border		27%	39%	9%			25%	143
	North Country		4%	42%	27%	7%		21%	30
	Seacoast		20%	37%	14%	8%		22%	35
Voting Registration	Registered Democrat		31%	35%	15%	2%	1%	16%	107
	Registered Undeclared/Not Reg.		17%	33%	19%	17%	1%	14%	215
	Registered Republican		42%	30%	8%	1%		19%	112
2020 Presidential Vote	Voted for Trump		9%	30%	15%	18%		28%	198
	Voted for Biden		40%	34%	14%	1%	0%	10%	241
	Did not vote in 2020			4%	2%	31%		63%	7
Employment Status	Employed full-time		13%	27%	14%	14%	1%	30%	248
	Employed part-time		57%	12%	30%			2%	59
	Retired or not working		21%	49%	11%	3%		16%	124
	Student		93%				7%		11
	Unemployed		51%	34%	14%	1%			26
Household Income	Less than \$45,000		53%	19%	8%	2%	1%	18%	114
	\$45,000 - \$74,999		20%	42%	21%	5%	0%	12%	63
	\$75,000 - \$99,999		18%	37%	12%		1%	32%	131
	\$100,000 - \$149,999		12%	28%	17%	32%	0%	11%	98
	\$150,000 or more		10%	36%	17%	11%		26%	22
Children in Household	Children in household		19%	29%	24%	3%	1%	24%	133
	No children in household		27%	32%	12%	11%	0%	19%	336
Race/Ethnic Identification	African Amer./Black/Caribbean			83%	2%			15%	4
	Asian American/Pacific Islander		52%	9%	20%			19%	19
	Caucasian/White		22%	32%	15%	9%	0%	21%	431
	Latin/Hispanic			80%	20%				6
	Native American, Inuit, or Aleut		31%	45%				24%	4
	Identify as other race or ethnicity		7%	56%	22%			15%	9
Media Usage	Boston Globe reader		16%	41%	35%			8%	38
	Local newspapers reader		27%	41%	16%	3%		13%	118
	NHPR listener		15%	37%	16%	13%	1%	19%	287
	Union Leader reader		21%	20%	26%	3%		30%	84
	WMUR viewer		28%	28%	15%	9%	0%	19%	402

A2i: How would you rate the following in the Monadnock region - Small-Town Civic Life

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	23%	33%	19%	4%	4%	17%	474
Age of Respondent	18 to 34		20%	25%	33%	7%		15%	145
	35 to 49		15%	19%	10%	2%	23%	30%	67
	50 to 64		27%	40%	12%	3%	1%	17%	156
	65 and older		25%	43%	16%	3%		13%	105
Gender of Respondent	Men		27%	40%	12%	5%	2%	13%	227
	Women		19%	27%	26%	2%	5%	21%	238
Level of Education	High school or less		27%	36%	21%		8%	8%	155
	Tech school/Some college		21%	31%	14%	6%	2%	26%	154
	College graduate		23%	33%	23%	5%	0%	17%	103
	Postgraduate work		16%	32%	22%	7%	3%	20%	61
Region of State	Central/Lakes		2%	34%	48%	1%	0%	15%	70
	Connecticut Valley		44%	16%	13%	4%	18%	5%	88
	Manchester Area		27%	36%	20%	3%	2%	13%	84
	Mass Border		22%	44%	8%	6%	0%	20%	145
	North Country		17%	24%	35%	8%		16%	30
	Seacoast		19%	39%	15%	2%		24%	35
Voting Registration	Registered Democrat		21%	43%	12%	3%	2%	19%	107
	Registered Undeclared/Not Reg.		32%	36%	13%	7%	1%	11%	213
	Registered Republican		13%	28%	40%	1%	1%	16%	118
2020 Presidential Vote	Voted for Trump		25%	34%	17%	3%	7%	13%	202
	Voted for Biden		23%	34%	22%	4%	1%	15%	240
	Did not vote in 2020			4%	2%	31%		63%	7
Employment Status	Employed full-time		25%	28%	13%	6%	7%	22%	254
	Employed part-time		3%	11%	73%	1%		12%	59
	Retired or not working		23%	48%	12%	2%		15%	122
	Student		93%		7%				11
	Unemployed		17%	80%	1%	2%		1%	26
Household Income	Less than \$45,000		11%	29%	38%	2%	13%	7%	114
	\$45,000 - \$74,999		33%	43%	6%	5%	1%	13%	61
	\$75,000 - \$99,999		12%	50%	15%	2%	0%	20%	131
	\$100,000 - \$149,999		45%	15%	15%	9%		16%	104
	\$150,000 or more		14%	30%	26%	1%		28%	22
Children in Household	Children in household		22%	28%	12%	9%	9%	20%	136
	No children in household		23%	35%	22%	2%	1%	16%	337
Race/Ethnic Identification	African Amer./Black/Caribbean			83%		2%		15%	4
	Asian American/Pacific Islander		52%	9%				39%	19
	Caucasian/White		22%	32%	21%	4%	4%	18%	435
	Latin/Hispanic		17%	80%		2%			6
	Native American, Inuit, or Aleut			76%	2%			22%	4
	Identify as other race or ethnicity		3%	73%	7%	3%		15%	9
Media Usage	Boston Globe reader		19%	48%	13%	2%		18%	38
	Local newspapers reader		19%	43%	19%	2%		16%	123
	NHPR listener		26%	40%	12%	5%	6%	11%	293
	Union Leader reader		12%	50%	21%	3%	1%	13%	91
	WMUR viewer		25%	34%	21%	3%	1%	16%	406

A2j: How would you rate the following in the Monadnock region - Community Safety

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	13%	42%	13%	5%	0%	27%	474
Age of Respondent	18 to 34		15%	52%	8%	3%		22%	145
	35 to 49		21%	20%	12%	24%		23%	65
	50 to 64		7%	47%	12%	2%	1%	30%	158
	65 and older		13%	36%	20%	1%		30%	105
Gender of Respondent	Men		15%	43%	19%	3%	0%	20%	227
	Women		12%	43%	6%	7%	1%	32%	238
Level of Education	High school or less			61%	6%	8%		25%	155
	Tech school/Some college		18%	33%	18%	3%	1%	27%	157
	College graduate		20%	32%	14%	4%		30%	101
	Postgraduate work		21%	36%	13%	8%	1%	22%	61
Region of State	Central/Lakes		2%	73%	7%	0%		18%	68
	Connecticut Valley		9%	53%	17%	15%		7%	88
	Manchester Area		33%	30%	5%	4%		28%	86
	Mass Border		10%	34%	16%	3%	0%	37%	144
	North Country		15%	30%	27%	12%		15%	30
	Seacoast		13%	53%	6%		4%	24%	35
Voting Registration	Registered Democrat		11%	52%	17%	2%		18%	107
	Registered Undeclared/Not Reg.		14%	44%	8%	3%	0%	29%	213
	Registered Republican		16%	42%	19%	2%	1%	20%	118
2020 Presidential Vote	Voted for Trump		13%	37%	12%	9%	1%	28%	203
	Voted for Biden		14%	51%	14%	1%		20%	240
	Did not vote in 2020			2%	4%	31%		63%	7
Employment Status	Employed full-time		15%	38%	11%	10%	0%	27%	252
	Employed part-time		3%	67%	3%			26%	59
	Retired or not working		10%	40%	16%	0%	1%	34%	124
	Student		93%		7%				11
	Unemployed		1%	58%	41%				26
Household Income	Less than \$45,000		2%	65%	9%	12%		12%	114
	\$45,000 - \$74,999		30%	41%	8%	5%		16%	63
	\$75,000 - \$99,999		10%	25%	15%		0%	49%	131
	\$100,000 - \$149,999		14%	49%	16%	4%		16%	103
	\$150,000 or more		18%	29%	21%	3%		29%	22
Children in Household	Children in household		26%	24%	12%	12%	0%	25%	136
	No children in household		8%	50%	13%	2%	0%	27%	336
Race/Ethnic Identification	African Amer./Black/Caribbean			49%	36%			15%	4
	Asian American/Pacific Islander		52%	9%				39%	19
	Caucasian/White		12%	44%	11%	5%	0%	28%	435
	Latin/Hispanic			74%		2%		24%	6
	Native American, Inuit, or Aleut			78%				22%	4
	Identify as other race or ethnicity			79%	3%	3%		15%	9
Media Usage	Boston Globe reader		20%	39%	21%	1%		20%	38
	Local newspapers reader		11%	38%	24%	4%		24%	122
	NHPR listener		12%	44%	12%	7%	0%	25%	293
	Union Leader reader		13%	29%	12%	6%		40%	90
	WMUR viewer		11%	48%	12%	3%		26%	407

A2k: How would you rate the following in the Monadnock region - Welcoming People

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	13%	44%	22%	6%	0%	15%	472
Age of Respondent	18 to 34		8%	34%	36%	8%	0%	14%	145
	35 to 49		18%	21%	29%	9%	0%	23%	65
	50 to 64		8%	63%	11%	5%	0%	13%	155
	65 and older		23%	45%	15%	2%	0%	14%	106
Gender of Respondent	Men		10%	56%	14%	8%	0%	13%	226
	Women		16%	34%	30%	3%	0%	16%	237
Level of Education	High school or less		7%	56%	29%			8%	155
	Tech school/Some college		20%	39%	10%	8%		24%	155
	College graduate		10%	39%	30%	7%	1%	13%	101
	Postgraduate work		14%	37%	24%	13%	1%	11%	60
Region of State	Central/Lakes		3%	31%	53%	1%	1%	12%	68
	Connecticut Valley		4%	62%	25%	4%	0%	5%	88
	Manchester Area		27%	38%	20%	6%		10%	85
	Mass Border		16%	50%	10%	8%		16%	143
	North Country		21%	22%	27%	11%		19%	30
	Seacoast		10%	58%	7%	6%	1%	18%	35
Voting Registration	Registered Democrat		7%	57%	17%	3%	0%	15%	108
	Registered Undeclared/Not Reg.		21%	52%	12%	9%	0%	6%	213
	Registered Republican		7%	31%	41%	3%	0%	18%	115
2020 Presidential Vote	Voted for Trump		8%	53%	19%	5%	0%	14%	199
	Voted for Biden		18%	41%	26%	5%	0%	9%	241
	Did not vote in 2020			5%		31%		63%	7
Employment Status	Employed full-time		9%	46%	16%	9%	0%	19%	252
	Employed part-time		3%	12%	77%		0%	8%	59
	Retired or not working		21%	52%	10%	3%	0%	14%	122
	Student		93%		7%				11
	Unemployed			83%	17%	1%			26
Household Income	Less than \$45,000		2%	41%	48%	1%	0%	8%	111
	\$45,000 - \$74,999		17%	46%	23%	5%	1%	10%	63
	\$75,000 - \$99,999		20%	46%	13%	2%	0%	19%	131
	\$100,000 - \$149,999		11%	51%	12%	13%	0%	12%	102
	\$150,000 or more		9%	43%	18%	1%		29%	22
Children in Household	Children in household		21%	31%	24%	9%	0%	15%	136
	No children in household		10%	50%	21%	4%	0%	15%	334
Race/Ethnic Identification	African Amer./Black/Caribbean			47%		36%	2%	15%	4
	Asian American/Pacific Islander		52%	9%				39%	19
	Caucasian/White		11%	44%	23%	5%	0%	15%	433
	Latin/Hispanic			80%	17%		2%		6
	Native American, Inuit, or Aleut			76%	6%			18%	4
	Identify as other race or ethnicity		7%	63%	13%			17%	9
Media Usage	Boston Globe reader		19%	46%	16%	4%	0%	15%	38
	Local newspapers reader		9%	55%	20%	5%	0%	11%	123
	NHPR listener		14%	55%	17%	6%	0%	7%	293
	Union Leader reader		11%	50%	23%	8%	0%	8%	91
	WMUR viewer		14%	47%	21%	4%	0%	14%	405

A3: Do you have a favorable or unfavorable opinion of the Monadnock Region?

			<u>Very favorable</u>	<u>Somewhat favorable</u>	<u>Neutral</u>	<u>Somewhat unfavorable</u>	<u>Very unfavorable</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	51%	23%	23%	2%	0%	2%	478
Age of Respondent	18 to 34		31%	23%	44%	2%			145
	35 to 49		27%	29%	39%	3%	2%		67
	50 to 64		67%	20%	6%	2%	0%	5%	158
	65 and older		69%	21%	8%			2%	107
Gender of Respondent	Men		62%	25%	11%	1%	0%	0%	227
	Women		42%	18%	34%	2%	1%	4%	242
Level of Education	High school or less		57%	6%	31%			5%	155
	Tech school/Some college		51%	26%	21%	2%		0%	158
	College graduate		43%	36%	18%	2%	1%		103
	Postgraduate work		47%	32%	13%	6%	1%	1%	61
Region of State	Central/Lakes		29%	15%	55%	1%			70
	Connecticut Valley		58%	18%	22%	1%		1%	88
	Manchester Area		55%	28%	13%	3%	1%		86
	Mass Border		65%	21%	14%		0%		146
	North Country		38%	21%	34%	7%			30
	Seacoast		44%	40%	11%	4%			36
Voting Registration	Registered Democrat		53%	33%	10%	3%		1%	108
	Registered Undeclared/Not Reg.		68%	19%	11%	1%	1%		215
	Registered Republican		31%	23%	44%	2%			118
2020 Presidential Vote	Voted for Trump		56%	20%	21%	2%	1%	0%	205
	Voted for Biden		52%	25%	22%	0%			242
	Did not vote in 2020		2%	4%	63%	31%			7
Employment Status	Employed full-time		50%	24%	20%	2%	1%	3%	254
	Employed part-time		11%	9%	80%				59
	Retired or not working		66%	24%	7%	1%		1%	126
	Student		100%	0%					11
	Unemployed		61%	37%	2%				26
Household Income	Less than \$45,000		33%	17%	50%			1%	114
	\$45,000 - \$74,999		67%	27%	2%	4%			63
	\$75,000 - \$99,999		56%	16%	22%	0%	0%	6%	131
	\$100,000 - \$149,999		60%	27%	11%	0%	1%	1%	104
	\$150,000 or more		49%	40%	10%				22
Children in Household	Children in household		38%	29%	31%	2%	0%		138
	No children in household		56%	20%	19%	1%	0%	3%	339
Race/Ethnic Identification	African Amer./Black/Caribbean		47%	2%			36%	15%	4
	Asian American/Pacific Islander		61%		39%				19
	Caucasian/White		51%	21%	24%	2%	0%	2%	438
	Latin/Hispanic		74%	24%	2%				6
	Native American, Inuit, or Aleut		45%	37%	18%				4
	Identify as other race or ethnicity		78%	10%	12%				9
Media Usage	Boston Globe reader		62%	22%	11%	2%	3%		38
	Local newspapers reader		53%	28%	18%	0%	1%		123
	NHPR listener		61%	25%	13%	1%	1%		294
	Union Leader reader		52%	28%	17%	1%	1%		91
	WMUR viewer		54%	21%	21%	1%	0%	2%	410

A5a: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to visit

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	66%	22%	5%	2%	1%	5%	469
Age of Respondent	18 to 34		69%	15%	3%	2%		11%	145
	35 to 49		30%	48%	7%	5%	9%	1%	67
	50 to 64		73%	19%	5%	0%	0%	3%	150
	65 and older		74%	18%	5%	1%	0%	1%	106
Gender of Respondent	Men		64%	22%	5%	2%	2%	6%	227
	Women		69%	21%	5%	2%	1%	3%	233
Level of Education	High school or less		79%	19%				3%	147
	Tech school/Some college		61%	17%	8%	1%	3%	10%	158
	College graduate		60%	32%	4%	2%	1%	1%	103
	Postgraduate work		59%	24%	9%	7%	0%	2%	61
Region of State	Central/Lakes		82%	9%	1%	1%	0%	6%	70
	Connecticut Valley		61%	29%	7%	2%		1%	88
	Manchester Area		64%	26%	1%	1%	8%		86
	Mass Border		68%	21%	1%			10%	146
	North Country		39%	23%	20%	11%		7%	30
	Seacoast		76%	18%	6%				36
Voting Registration	Registered Democrat		74%	20%	3%	2%	0%	1%	108
	Registered Undeclared/Not Reg.		70%	22%	3%	2%	1%	2%	215
	Registered Republican		63%	16%	7%		4%	10%	118
2020 Presidential Vote	Voted for Trump		53%	32%	4%	1%	3%	7%	205
	Voted for Biden		81%	13%	3%	1%	0%	1%	242
	Did not vote in 2020		5%			31%		63%	7
Employment Status	Employed full-time		52%	30%	4%	2%	3%	8%	246
	Employed part-time		72%	21%	6%			0%	59
	Retired or not working		80%	12%	6%	1%		1%	125
	Student		100%						11
	Unemployed		98%	1%	1%				26
Household Income	Less than \$45,000		74%	15%	4%	2%	0%	4%	114
	\$45,000 - \$74,999		71%	23%	2%	4%	0%		63
	\$75,000 - \$99,999		59%	29%	2%	0%		10%	123
	\$100,000 - \$149,999		69%	18%	3%	1%	6%	3%	104
	\$150,000 or more		56%	37%	7%				22
Children in Household	Children in household		50%	32%	2%	2%	4%	10%	138
	No children in household		73%	17%	6%	1%	0%	3%	330
Race/Ethnic Identification	African Amer./Black/Caribbean		47%	2%			36%	15%	4
	Asian American/Pacific Islander		61%	16%	23%				19
	Caucasian/White		65%	22%	5%	2%	1%	5%	430
	Latin/Hispanic		46%	51%	2%				6
	Native American, Inuit, or Aleut		76%	6%				18%	4
	Identify as other race or ethnicity		91%	2%	7%				9
Media Usage	Boston Globe reader		69%	24%	3%		3%	1%	38
	Local newspapers reader		64%	24%	2%	2%	5%	3%	123
	NHPR listener		69%	24%	2%	2%	2%	0%	294
	Union Leader reader		47%	40%	0%	4%	7%	1%	91
	WMUR viewer		69%	19%	3%	2%	2%	5%	402

A5b: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to live

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	35%	30%	11%	7%	1%	16%	466
Age of Respondent	18 to 34		39%	23%	13%	4%		21%	145
	35 to 49		16%	22%	11%	29%	5%	17%	65
	50 to 64		40%	37%	9%	3%	1%	11%	150
	65 and older		36%	36%	11%	3%	1%	14%	106
Gender of Respondent	Men		31%	44%	7%	5%	1%	12%	227
	Women		41%	16%	15%	9%	1%	19%	231
Level of Education	High school or less		56%	33%		8%		3%	147
	Tech school/Some college		29%	28%	11%	4%		28%	158
	College graduate		26%	28%	22%	10%	1%	14%	101
	Postgraduate work		19%	34%	19%	5%	6%	16%	61
Region of State	Central/Lakes		53%	28%	6%	2%	0%	11%	68
	Connecticut Valley		57%	14%	4%	18%	1%	5%	88
	Manchester Area		30%	26%	18%	4%	4%	19%	86
	Mass Border		23%	47%	7%	5%	0%	18%	146
	North Country		32%	24%	29%	5%		11%	30
	Seacoast		25%	22%	15%	7%	1%	30%	35
Voting Registration	Registered Democrat		28%	33%	8%	6%	1%	24%	108
	Registered Undeclared/Not Reg.		39%	34%	11%	4%	2%	10%	213
	Registered Republican		43%	25%	12%	3%		16%	118
2020 Presidential Vote	Voted for Trump		29%	34%	13%	8%	2%	12%	203
	Voted for Biden		43%	28%	7%	5%	0%	17%	241
	Did not vote in 2020			5%	31%			63%	7
Employment Status	Employed full-time		26%	33%	9%	11%	2%	18%	244
	Employed part-time		58%	8%	28%			7%	59
	Retired or not working		33%	36%	9%	4%	1%	18%	125
	Student		93%	0%	7%				11
	Unemployed		57%	38%	2%			3%	26
Household Income	Less than \$45,000		46%	17%	8%	13%		15%	114
	\$45,000 - \$74,999		22%	48%	11%	4%	2%	14%	63
	\$75,000 - \$99,999		30%	42%	11%	1%	0%	15%	123
	\$100,000 - \$149,999		47%	21%	10%	8%	2%	13%	103
	\$150,000 or more		26%	34%	11%	1%	3%	24%	22
Children in Household	Children in household		23%	26%	12%	14%	1%	24%	136
	No children in household		40%	32%	10%	4%	1%	12%	329
Race/Ethnic Identification	African Amer./Black/Caribbean		47%	2%			51%		4
	Asian American/Pacific Islander		61%		20%		3%	16%	19
	Caucasian/White		35%	30%	11%	7%	1%	16%	428
	Latin/Hispanic		29%	17%	28%	2%		24%	6
	Native American, Inuit, or Aleut		45%	2%	31%			22%	4
	Identify as other race or ethnicity		70%	10%	3%	2%	7%	7%	9
Media Usage	Boston Globe reader		18%	39%	12%	11%	3%	17%	38
	Local newspapers reader		24%	45%	13%	5%	2%	11%	123
	NHPR listener		35%	33%	9%	7%	2%	14%	294
	Union Leader reader		15%	39%	16%	8%	4%	17%	91
	WMUR viewer		38%	30%	11%	4%	1%	16%	400

A5c: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to work

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	23%	22%	25%	5%	1%	25%	469
Age of Respondent	18 to 34		27%	22%	24%	4%	0%	23%	145
	35 to 49		8%	16%	33%	13%	2%	27%	67
	50 to 64		35%	17%	27%	4%	1%	16%	150
	65 and older		8%	33%	18%	2%	0%	38%	106
Gender of Respondent	Men		26%	23%	26%	6%	1%	19%	227
	Women		20%	20%	24%	4%	1%	31%	233
Level of Education	High school or less		53%	12%	24%			11%	147
	Tech school/Some college		5%	31%	21%	4%		39%	158
	College graduate		13%	23%	30%	9%	2%	22%	103
	Postgraduate work		11%	23%	27%	11%	1%	27%	61
Region of State	Central/Lakes		49%	16%	15%	2%	1%	17%	70
	Connecticut Valley		47%	19%	19%	6%	0%	8%	88
	Manchester Area		7%	27%	36%	8%	1%	20%	86
	Mass Border		13%	25%	24%	6%	0%	32%	146
	North Country		3%	25%	36%	0%		36%	30
	Seacoast		10%	22%	24%	2%	2%	41%	35
Voting Registration	Registered Democrat		9%	31%	20%	8%	0%	33%	108
	Registered Undeclared/Not Reg.		29%	25%	20%	5%	1%	20%	215
	Registered Republican		29%	13%	30%	4%	0%	24%	118
2020 Presidential Vote	Voted for Trump		24%	17%	33%	4%	1%	20%	205
	Voted for Biden		23%	27%	17%	6%	0%	27%	242
	Did not vote in 2020				35%			65%	7
Employment Status	Employed full-time		26%	20%	23%	8%	1%	22%	246
	Employed part-time		55%	9%	19%	1%		17%	59
	Retired or not working		5%	31%	22%	3%		38%	125
	Student			93%	7%				11
	Unemployed		15%	3%	66%			16%	26
Household Income	Less than \$45,000		29%	18%	30%	1%		21%	114
	\$45,000 - \$74,999		6%	35%	35%	6%	0%	19%	63
	\$75,000 - \$99,999		16%	25%	27%	2%	1%	29%	123
	\$100,000 - \$149,999		40%	16%	16%	8%	2%	17%	104
	\$150,000 or more		15%	32%	8%	3%		42%	22
Children in Household	Children in household		6%	29%	31%	7%	0%	27%	138
	No children in household		30%	20%	22%	4%	1%	24%	330
Race/Ethnic Identification	African Amer./Black/Caribbean				49%		36%	15%	4
	Asian American/Pacific Islander			52%	9%			39%	19
	Caucasian/White	25%	21%	24%	5%	0%		25%	430
	Latin/Hispanic		17%	57%	2%			24%	6
	Native American, Inuit, or Aleut			2%	76%			22%	4
	Identify as other race or ethnicity			6%	36%			58%	9
Media Usage	Boston Globe reader		9%	17%	33%	12%	3%	26%	38
	Local newspapers reader		6%	29%	40%	6%	1%	17%	123
	NHPR listener		24%	22%	27%	4%	1%	22%	294
	Union Leader reader		21%	9%	34%	10%	1%	25%	91
	WMUR viewer		25%	21%	24%	5%	1%	25%	402

A5d: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to go to college

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	23%	23%	22%	3%	10%	19%	467
Age of Respondent	18 to 34		36%	22%	18%	2%	2%	20%	145
	35 to 49		6%	39%	30%	6%	1%	18%	65
	50 to 64		13%	18%	14%	2%	29%	24%	150
	65 and older		28%	24%	33%	3%	0%	12%	106
Gender of Respondent	Men		11%	24%	22%	2%	19%	21%	227
	Women		35%	23%	22%	2%	1%	17%	231
Level of Education	High school or less		34%	17%	8%		28%	13%	147
	Tech school/Some college		10%	26%	30%	2%	1%	31%	158
	College graduate		27%	23%	31%	4%	3%	12%	101
	Postgraduate work		18%	34%	20%	9%	3%	16%	61
Region of State	Central/Lakes		53%	29%	4%	1%		13%	68
	Connecticut Valley		11%	22%	18%	3%	37%	9%	88
	Manchester Area		20%	31%	20%	5%	4%	20%	86
	Mass Border		20%	14%	28%	1%	6%	31%	146
	North Country		28%	20%	30%	7%		15%	30
	Seacoast		12%	40%	26%	6%	4%	13%	35
Voting Registration	Registered Democrat		18%	23%	28%	5%	2%	23%	108
	Registered Undeclared/Not Reg.		22%	28%	14%	2%	15%	18%	213
	Registered Republican		33%	9%	29%	2%	10%	17%	118
2020 Presidential Vote	Voted for Trump		12%	21%	21%	3%	22%	22%	203
	Voted for Biden		33%	27%	21%	2%	1%	16%	241
	Did not vote in 2020			5%		31%		63%	7
Employment Status	Employed full-time		8%	24%	21%	4%	15%	28%	244
	Employed part-time		73%	11%	12%	0%		4%	59
	Retired or not working		22%	27%	34%	2%	1%	14%	125
	Student			100%					11
	Unemployed		57%	0%	4%	2%	37%		26
Household Income	Less than \$45,000		39%	16%	28%			17%	114
	\$45,000 - \$74,999		19%	40%	24%	4%	5%	8%	63
	\$75,000 - \$99,999		26%	27%	8%	1%	9%	29%	123
	\$100,000 - \$149,999		9%	17%	26%	2%	31%	15%	103
	\$150,000 or more		9%	26%	36%	6%		23%	22
Children in Household	Children in household		15%	33%	22%	3%	2%	25%	136
	No children in household		26%	20%	22%	3%	13%	17%	330
Race/Ethnic Identification	African Amer./Black/Caribbean				38%		15%	47%	4
	Asian American/Pacific Islander			52%	20%			28%	19
	Caucasian/White	25%	23%	22%	3%	9%	20%		428
	Latin/Hispanic		17%	51%	2%		29%		6
	Native American, Inuit, or Aleut			31%	2%			67%	4
	Identify as other race or ethnicity	2%	3%	54%				41%	9
Media Usage	Boston Globe reader		17%	51%	17%	4%		12%	38
	Local newspapers reader		23%	23%	30%	2%	8%	14%	123
	NHPR listener		21%	29%	19%	2%	12%	17%	294
	Union Leader reader		18%	21%	19%	1%	3%	38%	91
	WMUR viewer		26%	23%	17%	3%	11%	20%	400

A5e: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to send a child to college

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	21%	19%	22%	7%	10%	21%	464
Age of Respondent	18 to 34		34%	20%	21%	3%	1%	22%	145
	35 to 49		3%	25%	26%	26%	3%	16%	67
	50 to 64		14%	13%	16%	5%	30%	22%	145
	65 and older		25%	23%	28%	4%	0%	19%	106
Gender of Respondent	Men		7%	22%	23%	5%	19%	24%	227
	Women		36%	16%	21%	9%	1%	17%	228
Level of Education	High school or less		34%	4%	12%	8%	28%	13%	147
	Tech school/Some college		8%	27%	25%	5%	1%	34%	153
	College graduate		23%	22%	30%	8%	2%	14%	103
	Postgraduate work		18%	29%	22%	10%	5%	16%	61
Region of State	Central/Lakes		50%	24%	12%	1%	0%	12%	70
	Connecticut Valley		11%	9%	16%	17%	37%	10%	88
	Manchester Area		20%	30%	20%	10%	4%	16%	84
	Mass Border		20%	14%	25%	2%	7%	32%	143
	North Country		6%	16%	21%	17%		40%	30
	Seacoast		14%	23%	39%	6%	4%	13%	35
Voting Registration	Registered Democrat		15%	21%	30%	8%	1%	26%	108
	Registered Undeclared/Not Reg.		20%	25%	17%	3%	16%	19%	213
	Registered Republican		33%	9%	24%	6%	10%	18%	115
2020 Presidential Vote	Voted for Trump		11%	11%	20%	12%	23%	23%	200
	Voted for Biden		31%	26%	22%	3%	0%	17%	241
	Did not vote in 2020			5%		31%		63%	7
Employment Status	Employed full-time		8%	19%	19%	12%	14%	28%	246
	Employed part-time		73%	5%	17%			5%	59
	Retired or not working		20%	22%	36%	4%	2%	16%	120
	Student			100%					11
	Unemployed		43%	1%	4%	2%	37%	13%	26
Household Income	Less than \$45,000		37%	7%	22%	12%		22%	111
	\$45,000 - \$74,999		13%	41%	24%	8%	2%	12%	61
	\$75,000 - \$99,999		26%	21%	15%	1%	9%	28%	123
	\$100,000 - \$149,999		9%	17%	22%	6%	30%	16%	104
	\$150,000 or more		9%	26%	34%	9%		22%	22
Children in Household	Children in household		12%	24%	21%	13%	2%	27%	136
	No children in household		25%	17%	22%	5%	13%	18%	327
Race/Ethnic Identification	African Amer./Black/Caribbean					38%	15%	47%	4
	Asian American/Pacific Islander			52%	20%			28%	19
	Caucasian/White	23%	18%	22%	7%	9%	22%	22%	425
	Latin/Hispanic		17%	28%	24%	2%	29%	29%	6
	Native American, Inuit, or Aleut			33%				67%	4
	Identify as other race or ethnicity				54%	3%		43%	9
Media Usage	Boston Globe reader		19%	49%	11%	9%	0%	12%	38
	Local newspapers reader		24%	17%	33%	3%	8%	15%	123
	NHPR listener		20%	21%	21%	8%	12%	19%	294
	Union Leader reader		19%	22%	14%	4%	2%	39%	91
	WMUR viewer		24%	21%	17%	4%	11%	22%	397

A5f: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to retire

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	18%	32%	20%	6%	5%	20%	468
Age of Respondent	18 to 34		9%	47%	9%	5%		30%	145
	35 to 49		15%	22%	14%	9%	24%	16%	66
	50 to 64		29%	19%	26%	7%	4%	15%	150
	65 and older		15%	36%	29%	4%	1%	14%	106
Gender of Respondent	Men		27%	24%	26%	7%	2%	14%	227
	Women		9%	41%	13%	5%	7%	24%	232
Level of Education	High school or less		21%	36%	27%		8%	8%	147
	Tech school/Some college		17%	28%	18%	6%	2%	29%	158
	College graduate		14%	34%	10%	12%	4%	26%	102
	Postgraduate work		16%	28%	26%	9%	7%	13%	60
Region of State	Central/Lakes		4%	56%	24%	3%	1%	13%	70
	Connecticut Valley		48%	15%	7%	11%	17%	2%	88
	Manchester Area		24%	28%	10%	2%	4%	31%	86
	Mass Border		7%	35%	29%	4%	1%	23%	146
	North Country		4%	26%	28%	14%	0%	28%	29
	Seacoast		14%	36%	11%	7%	7%	26%	35
Voting Registration	Registered Democrat		12%	35%	11%	6%	2%	34%	108
	Registered Undeclared/Not Reg.		25%	25%	30%	4%	2%	13%	214
	Registered Republican		14%	47%	10%	9%	4%	16%	118
2020 Presidential Vote	Voted for Trump		24%	18%	22%	6%	10%	20%	205
	Voted for Biden		13%	45%	17%	6%	1%	18%	240
	Did not vote in 2020		2%		35%			63%	7
Employment Status	Employed full-time		24%	23%	19%	5%	8%	20%	245
	Employed part-time		5%	61%	9%	2%		24%	59
	Retired or not working		13%	29%	31%	10%	3%	15%	125
	Student			93%	7%				11
	Unemployed		18%	38%	3%	1%		40%	26
Household Income	Less than \$45,000		7%	42%	5%	10%	11%	25%	114
	\$45,000 - \$74,999		26%	39%	24%	2%	2%	8%	63
	\$75,000 - \$99,999		5%	28%	40%	0%	0%	26%	123
	\$100,000 - \$149,999		45%	21%	9%	9%	3%	14%	103
	\$150,000 or more		9%	45%	8%	20%	3%	16%	22
Children in Household	Children in household		10%	37%	7%	5%	10%	30%	137
	No children in household		21%	30%	25%	6%	3%	15%	329
Race/Ethnic Identification	African Amer./Black/Caribbean		47%	2%			51%		4
	Asian American/Pacific Islander		9%	52%	20%		3%	16%	19
	Caucasian/White		18%	29%	21%	6%	5%	21%	429
	Latin/Hispanic		29%	45%	24%		2%		6
	Native American, Inuit, or Aleut		45%	31%		6%		18%	4
	Identify as other race or ethnicity		63%	20%		2%	7%	7%	9
Media Usage	Boston Globe reader		36%	32%	14%	2%	7%	10%	38
	Local newspapers reader		11%	29%	21%	8%	2%	29%	123
	NHPR listener		25%	21%	25%	5%	6%	17%	293
	Union Leader reader		21%	12%	27%	7%	3%	30%	91
	WMUR viewer		20%	31%	21%	4%	2%	21%	400

A5g: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to own a second home

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	10%	18%	25%	7%	11%	28%	469
Age of Respondent	18 to 34		4%	21%	18%	2%	0%	53%	145
	35 to 49		11%	13%	15%	26%	19%	18%	67
	50 to 64		13%	17%	26%	6%	24%	13%	150
	65 and older		16%	16%	41%	4%	4%	19%	106
Gender of Respondent	Men		10%	22%	27%	5%	20%	16%	227
	Women		11%	14%	24%	9%	3%	38%	233
Level of Education	High school or less		4%	6%	35%	8%	21%	25%	147
	Tech school/Some college		10%	21%	21%	5%	8%	34%	158
	College graduate		17%	23%	17%	10%	6%	28%	103
	Postgraduate work		14%	25%	28%	7%	7%	19%	61
Region of State	Central/Lakes		17%	6%	15%	1%	2%	59%	70
	Connecticut Valley		10%	5%	14%	22%	40%	8%	88
	Manchester Area		7%	34%	12%	3%	10%	34%	86
	Mass Border		8%	22%	46%	2%	3%	20%	146
	North Country		16%	5%	30%	13%	5%	31%	30
	Seacoast		18%	23%	14%	11%	6%	28%	35
Voting Registration	Registered Democrat		10%	10%	35%	5%	6%	33%	108
	Registered Undeclared/Not Reg.		13%	20%	31%	4%	17%	15%	215
	Registered Republican		7%	21%	9%	7%	9%	46%	118
2020 Presidential Vote	Voted for Trump		11%	16%	17%	12%	22%	21%	205
	Voted for Biden		10%	18%	32%	4%	3%	33%	241
	Did not vote in 2020		2%	4%	31%			63%	7
Employment Status	Employed full-time		9%	17%	24%	8%	20%	22%	246
	Employed part-time		1%	5%	12%	2%		80%	59
	Retired or not working		18%	13%	37%	10%	4%	19%	125
	Student			93%	0%	7%			11
	Unemployed		18%	38%	31%	1%		13%	26
Household Income	Less than \$45,000		4%	7%	24%	17%	3%	46%	114
	\$45,000 - \$74,999		21%	36%	23%	4%	1%	14%	63
	\$75,000 - \$99,999		12%	23%	37%	1%	1%	26%	123
	\$100,000 - \$149,999		10%	11%	18%	5%	41%	16%	104
	\$150,000 or more		15%	21%	15%	17%	5%	28%	22
Children in Household	Children in household		8%	26%	15%	12%	7%	32%	138
	No children in household		12%	14%	30%	5%	13%	26%	329
Race/Ethnic Identification	African Amer./Black/Caribbean		47%				53%		4
	Asian American/Pacific Islander		9%	52%	20%		3%	16%	19
	Caucasian/White		10%	14%	27%	8%	12%	29%	430
	Latin/Hispanic		46%	51%			2%		6
	Native American, Inuit, or Aleut		45%	31%		2%		22%	4
	Identify as other race or ethnicity		53%	17%	19%		10%		9
Media Usage	Boston Globe reader		17%	29%	16%	1%	14%	23%	38
	Local newspapers reader		11%	18%	32%	6%	7%	25%	123
	NHPR listener		14%	12%	31%	8%	15%	19%	294
	Union Leader reader		5%	18%	30%	3%	10%	34%	91
	WMUR viewer		11%	17%	26%	4%	12%	30%	401

A6: Please indicate if any of the following apply to you (Please select all that apply)

		<u>I go to college in the Monadnock Region</u>	<u>I have a child going to college in the Monadnock Region</u>	<u>I have retired in the Monadnock Region</u>	<u>I have visited the Monadnock Region in the past two years</u>
Overall	2020 New Hampshire	1%	1%	2%	62%
Age of Respondent	18 to 34				77%
	35 to 49	0%	0%		43%
	50 to 64	2%	2%	1%	48%
	65 and older	1%	1%	8%	73%
Gender of Respondent	Men	2%	1%	3%	52%
	Women	0%	1%	2%	72%
Level of Education	High school or less				57%
	Tech school/Some college	2%	1%	4%	53%
	College graduate	0%	1%	2%	78%
	Postgraduate work	1%	1%	4%	68%
Region of State	Central/Lakes	1%	0%		91%
	Connecticut Valley	0%	1%	7%	20%
	Manchester Area	0%	2%	3%	76%
	Mass Border	0%	1%	2%	66%
	North Country	9%			69%
	Seacoast		0%	0%	62%
Voting Registration	Registered Democrat	0%	2%	4%	68%
	Registered Undeclared/Not Reg.	0%	1%	2%	62%
	Registered Republican	3%	0%	3%	68%
2020 Presidential Vote	Voted for Trump	2%		2%	48%
	Voted for Biden	0%	2%	3%	77%
	Did not vote in 2020				5%
Employment Status	Employed full-time	2%	1%	0%	43%
	Employed part-time			2%	88%
	Retired or not working	1%	1%	8%	76%
	Student		7%		93%
	Unemployed				99%
Household Income	Less than \$45,000	0%	1%	4%	68%
	\$45,000 - \$74,999	1%		7%	72%
	\$75,000 - \$99,999	0%		0%	67%
	\$100,000 - \$149,999	3%	1%	2%	42%
	\$150,000 or more		2%	1%	70%
Children in Household	Children in household	0%	2%	1%	58%
	No children in household	1%	0%	3%	64%
Race/Ethnic Identification	African Amer./Black/Caribbean	2%		47%	36%
	Asian American/Pacific Islander			9%	52%
	Caucasian/White	1%	1%	2%	60%
	Latin/Hispanic			29%	45%
	Native American, Inuit, or Aleut			45%	33%
	Identify as other race or ethnicity			36%	39%
Media Usage	Boston Globe reader	0%	2%	2%	70%
	Local newspapers reader	0%	1%	3%	76%
	NHPR listener	1%	1%	3%	60%
	Union Leader reader	0%	2%	4%	65%
	WMUR viewer	1%	1%	3%	65%

A6: Please indicate if any of the following apply to you (Please select all that apply)

		<u>I live primarily in the Monadnock Region</u>	<u>I own a second home in the Monadnock Region</u>	<u>I work in the Monadnock Region</u>	<u>None of the above</u>	<u>N</u>
Overall	2020 New Hampshire	18%	1%	17%	18%	469
Age of Respondent	18 to 34	10%		10%	16%	145
	35 to 49	22%	2%	12%	39%	67
	50 to 64	29%	2%	37%	11%	149
	65 and older	12%	0%	4%	16%	107
Gender of Respondent	Men	29%	0%	30%	13%	226
	Women	8%	2%	5%	22%	234
Level of Education	High school or less	21%		31%	11%	147
	Tech school/Some college	18%	1%	10%	26%	157
	College graduate	19%	1%	15%	9%	103
	Postgraduate work	12%	2%	9%	24%	61
Region of State	Central/Lakes	0%	0%	2%	9%	70
	Connecticut Valley	66%	1%	53%	18%	88
	Manchester Area	16%	1%	7%	7%	86
	Mass Border	9%	0%	19%	17%	146
	North Country				31%	30
	Seacoast		9%		32%	36
Voting Registration	Registered Democrat	17%	1%	9%	19%	108
	Registered Undeclared/Not Reg.	23%	1%	28%	8%	215
	Registered Republican	14%	0%	9%	18%	118
2020 Presidential Vote	Voted for Trump	25%	1%	30%	19%	205
	Voted for Biden	13%	1%	8%	11%	241
	Did not vote in 2020				95%	7
Employment Status	Employed full-time	28%	2%	31%	23%	246
	Employed part-time	2%		2%	10%	59
	Retired or not working	13%	0%	3%	14%	126
	Student					11
	Unemployed				1%	26
Household Income	Less than \$45,000	10%		6%	25%	114
	\$45,000 - \$74,999	22%	1%	15%	7%	63
	\$75,000 - \$99,999	2%	2%	14%	17%	123
	\$100,000 - \$149,999	47%	1%	42%	12%	104
	\$150,000 or more	16%	5%	6%	13%	22
Children in Household	Children in household	20%	1%	13%	27%	138
	No children in household	18%	1%	19%	13%	330
Race/Ethnic Identification	African Amer./Black/Caribbean	49%		2%	15%	4
	Asian American/Pacific Islander	9%			39%	19
	Caucasian/White	19%	1%	19%	18%	429
	Latin/Hispanic	29%	17%		26%	6
	Native American, Inuit, or Aleut	45%			22%	4
	Identify as other race or ethnicity	36%			25%	9
Media Usage	Boston Globe reader	6%	2%	2%	23%	38
	Local newspapers reader	16%	0%	7%	11%	123
	NHPR listener	25%	1%	24%	11%	294
	Union Leader reader	11%	0%	20%	7%	91
	WMUR viewer	16%	1%	16%	15%	401

A7a: How likely would you be to do any of the following within the next five years - Visit the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	41%	45%	5%	6%	2%	122
Age of Respondent	18 to 34		21%	72%	6%			33
	35 to 49		28%	56%	2%	12%	3%	33
	50 to 64		65%	22%	6%	6%	2%	39
	65 and older		51%	23%	9%	10%	7%	17
Gender of Respondent	Men		61%	31%	2%	2%	4%	63
	Women		21%	59%	9%	11%	1%	56
Level of Education	High school or less		48%	52%				31
	Tech school/Some college		43%	41%	4%	9%	4%	60
	College graduate		31%	50%	9%	4%	5%	15
	Postgraduate work		28%	42%	19%	11%		16
Region of State	Central/Lakes		4%	88%	6%	1%	2%	6
	Connecticut Valley		33%	58%	1%	7%	1%	21
	Manchester Area		39%	53%	4%		4%	18
	Mass Border		61%	36%	1%		2%	47
	North Country		9%	41%	46%	4%		9
	Seacoast		40%	43%	2%	15%		13
Voting Registration	Registered Democrat		44%	33%	14%	3%	7%	27
	Registered Undeclared/Not Reg.		70%	21%	6%	3%	1%	44
	Registered Republican		24%	68%	1%	7%		28
2020 Presidential Vote	Voted for Trump		42%	52%	0%	5%		65
	Voted for Biden		48%	35%	10%	2%	5%	42
	Did not vote in 2020			67%	33%			6
Employment Status	Employed full-time		42%	52%	6%	1%	0%	96
	Employed part-time		19%	14%	4%	63%		6
	Retired or not working		47%	22%	5%	17%	11%	18
	Student						100%	1
	Unemployed		50%			50%		0
Household Income	Less than \$45,000		21%	71%	1%	1%	6%	31
	\$45,000 - \$74,999		20%	56%	24%			11
	\$75,000 - \$99,999		54%	42%	1%	2%	0%	38
	\$100,000 - \$149,999		66%	23%	9%	2%		25
	\$150,000 or more		43%	19%	3%	22%	12%	3
Children in Household	Children in household		34%	62%	4%			53
	No children in household		46%	32%	6%	11%	4%	69
Race/Ethnic Identification	African Amer./Black/Caribbean		11%			89%		1
	Asian American/Pacific Islander			41%		59%		8
	Caucasian/White		42%	44%	5%	6%	2%	117
	Latin/Hispanic		91%	9%				2
	Native American, Inuit, or Aleut			19%			81%	1
	Identify as other race or ethnicity		40%	30%		30%		2
Media Usage	Boston Globe reader		44%	41%	10%	3%	1%	10
	Local newspapers reader		50%	29%	13%	3%	5%	20
	NHPR listener		60%	32%	3%	2%	3%	71
	Union Leader reader		86%	13%	0%		1%	28
	WMUR viewer		45%	42%	7%	2%	3%	90

A7b: How likely would you be to do any of the following within the next five years - Live the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	1%	7%	33%	49%	9%	379
Age of Respondent	18 to 34			16%	39%	34%	11%	131
	35 to 49		1%	2%	12%	81%	4%	52
	50 to 64		4%	3%	39%	42%	12%	104
	65 and older		0%	3%	29%	62%	6%	91
Gender of Respondent	Men		1%	11%	33%	50%	5%	158
	Women		2%	5%	32%	49%	12%	214
Level of Education	High school or less				62%	32%	6%	116
	Tech school/Some college		3%	13%	19%	58%	8%	127
	College graduate		1%	9%	23%	48%	19%	83
	Postgraduate work		1%	8%	18%	69%	3%	53
Region of State	Central/Lakes		0%	2%	70%	26%	2%	70
	Connecticut Valley			14%	7%	77%	2%	28
	Manchester Area		2%	13%	23%	42%	21%	72
	Mass Border		0%	8%	33%	49%	10%	133
	North Country		1%	10%	14%	60%	14%	30
	Seacoast		6%	1%	23%	71%		36
Voting Registration	Registered Democrat			1%	10%	70%	18%	90
	Registered Undeclared/Not Reg.		3%	14%	41%	33%	9%	165
	Registered Republican		1%	3%	46%	47%	3%	99
2020 Presidential Vote	Voted for Trump		2%	2%	33%	51%	12%	150
	Voted for Biden		1%	12%	34%	45%	8%	209
	Did not vote in 2020				4%	96%		7
Employment Status	Employed full-time		3%	11%	22%	60%	4%	177
	Employed part-time			0%	61%	19%	20%	58
	Retired or not working		0%	3%	37%	56%	4%	107
	Student				93%	0%	7%	11
	Unemployed			16%	1%	43%	40%	26
Household Income	Less than \$45,000			4%	35%	50%	11%	101
	\$45,000 - \$74,999		1%	27%	16%	51%	5%	49
	\$75,000 - \$99,999		2%	4%	49%	34%	11%	119
	\$100,000 - \$149,999		2%	9%	19%	63%	8%	54
	\$150,000 or more			1%	30%	69%		18
Children in Household	Children in household		2%	7%	16%	62%	13%	111
	No children in household		1%	7%	40%	44%	7%	268
Race/Ethnic Identification	African Amer./Black/Caribbean					100%		1
	Asian American/Pacific Islander				57%	43%		18
	Caucasian/White		1%	7%	32%	49%	10%	343
	Latin/Hispanic				72%	28%		4
	Native American, Inuit, or Aleut					68%	32%	2
	Identify as other race or ethnicity			42%	4%	54%		6
Media Usage	Boston Globe reader		2%	20%	15%	56%	9%	36
	Local newspapers reader			1%	20%	58%	21%	102
	NHPR listener		2%	11%	31%	45%	11%	221
	Union Leader reader		2%	10%	25%	45%	19%	80
	WMUR viewer		1%	8%	34%	47%	10%	336

A7c: How likely would you be to do any of the following within the next five years - Work in the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	2%	9%	18%	54%	17%	380
Age of Respondent	18 to 34			22%	10%	30%	37%	131
	35 to 49		9%	3%	14%	68%	7%	57
	50 to 64		1%	3%	16%	76%	3%	94
	65 and older		0%	2%	34%	55%	8%	99
Gender of Respondent	Men		3%	11%	19%	59%	7%	156
	Women		1%	8%	18%	50%	23%	218
Level of Education	High school or less				22%	46%	32%	101
	Tech school/Some college		4%	18%	12%	60%	6%	140
	College graduate		0%	8%	25%	44%	23%	85
	Postgraduate work		1%	8%	18%	68%	5%	55
Region of State	Central/Lakes			2%	7%	41%	50%	67
	Connecticut Valley		1%	12%	13%	72%	3%	39
	Manchester Area		7%	23%	13%	36%	21%	79
	Mass Border		1%	6%	32%	55%	6%	119
	North Country			11%	11%	64%	14%	30
	Seacoast			0%	21%	78%	1%	36
Voting Registration	Registered Democrat		0%	0%	21%	68%	10%	97
	Registered Undeclared/Not Reg.		1%	23%	23%	43%	11%	151
	Registered Republican		5%	1%	13%	47%	35%	106
2020 Presidential Vote	Voted for Trump		4%	1%	15%	66%	14%	139
	Voted for Biden		1%	15%	20%	44%	20%	221
	Did not vote in 2020				4%	96%		7
Employment Status	Employed full-time		4%	12%	18%	61%	5%	166
	Employed part-time			0%	2%	22%	76%	58
	Retired or not working		0%	0%	32%	61%	6%	119
	Student			93%	0%		7%	11
	Unemployed			17%	2%	69%	13%	26
Household Income	Less than \$45,000		0%	3%	13%	50%	35%	105
	\$45,000 - \$74,999		2%	26%	25%	43%	4%	53
	\$75,000 - \$99,999			11%	21%	52%	16%	105
	\$100,000 - \$149,999		9%	10%	19%	57%	4%	58
	\$150,000 or more			0%	22%	77%	1%	21
Children in Household	Children in household		4%	16%	8%	61%	11%	117
	No children in household		1%	6%	23%	51%	19%	263
Race/Ethnic Identification	African Amer./Black/Caribbean					64%	36%	3
	Asian American/Pacific Islander			52%		48%		19
	Caucasian/White		2%	7%	20%	54%	17%	345
	Latin/Hispanic				28%	72%		6
	Native American, Inuit, or Aleut					82%	18%	4
	Identify as other race or ethnicity				3%	53%	44%	9
Media Usage	Boston Globe reader		1%	22%	17%	48%	13%	37
	Local newspapers reader		5%	2%	19%	60%	14%	112
	NHPR listener		3%	10%	19%	58%	11%	221
	Union Leader reader		8%	9%	14%	48%	22%	72
	WMUR viewer		2%	10%	18%	51%	19%	333

A7d: How likely would you be to do any of the following within the next five years - Go to college in the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	7%	0%	20%	69%	4%	455
Age of Respondent	18 to 34		22%	0%	20%	50%	7%	143
	35 to 49			1%	24%	74%	1%	66
	50 to 64		0%		9%	90%	1%	145
	65 and older			0%	31%	65%	4%	101
Gender of Respondent	Men			1%	13%	81%	5%	218
	Women		14%		26%	57%	2%	230
Level of Education	High school or less		22%		24%	55%		147
	Tech school/Some college				23%	69%	8%	151
	College graduate			1%	10%	84%	5%	98
	Postgraduate work		1%	0%	15%	83%	1%	59
Region of State	Central/Lakes		47%	0%	2%	51%	1%	69
	Connecticut Valley		0%	1%	17%	78%	4%	87
	Manchester Area		1%	0%	27%	71%	1%	83
	Mass Border				25%	67%	8%	143
	North Country				22%	76%	2%	28
	Seacoast				19%	80%	0%	35
Voting Registration	Registered Democrat		0%	1%	17%	75%	8%	107
	Registered Undeclared/Not Reg.			0%	24%	72%	4%	209
	Registered Republican		29%		6%	65%	1%	113
2020 Presidential Vote	Voted for Trump		0%		12%	86%	2%	199
	Voted for Biden		14%	1%	26%	54%	6%	236
	Did not vote in 2020				4%	96%		7
Employment Status	Employed full-time		0%	0%	17%	78%	4%	237
	Employed part-time		54%		3%	43%		59
	Retired or not working			0%	30%	65%	5%	121
	Student				93%	0%	7%	11
	Unemployed				2%	98%		26
Household Income	Less than \$45,000		28%	0%	25%	43%	4%	114
	\$45,000 - \$74,999				31%	68%	1%	60
	\$75,000 - \$99,999				24%	74%	2%	121
	\$100,000 - \$149,999		0%	1%	6%	86%	6%	98
	\$150,000 or more		1%	1%	17%	82%		22
Children in Household	Children in household			1%	24%	68%	8%	137
	No children in household		10%	0%	17%	70%	2%	318
Race/Ethnic Identification	African Amer./Black/Caribbean					100%		3
	Asian American/Pacific Islander				52%	48%		19
	Caucasian/White		8%	0%	18%	70%	4%	419
	Latin/Hispanic				28%	72%		6
	Native American, Inuit, or Aleut					82%	18%	4
	Identify as other race or ethnicity				12%	88%		7
Media Usage	Boston Globe reader		1%	0%	27%	63%	9%	37
	Local newspapers reader		0%	0%	14%	81%	5%	117
	NHPR listener		0%	0%	19%	76%	5%	288
	Union Leader reader			0%	13%	84%	3%	86
	WMUR viewer		8%	0%	18%	72%	2%	390

A7e: How likely would you be to do any of the following within the next five years - Send a child to college in the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	1%	12%	15%	64%	9%	456
Age of Respondent	18 to 34			22%	12%	53%	13%	145
	35 to 49			22%	6%	49%	23%	65
	50 to 64		0%	4%	8%	87%	1%	145
	65 and older		2%	2%	35%	55%	7%	101
Gender of Respondent	Men		0%	2%	9%	78%	11%	222
	Women		1%	21%	21%	49%	7%	227
Level of Education	High school or less			30%	15%	55%		147
	Tech school/Some college		1%	1%	18%	66%	14%	152
	College graduate		1%	5%	11%	69%	15%	98
	Postgraduate work		1%	5%	14%	71%	8%	59
Region of State	Central/Lakes			48%	2%	47%	3%	68
	Connecticut Valley		0%	17%	2%	76%	4%	87
	Manchester Area		1%	1%	22%	57%	20%	80
	Mass Border		1%	2%	25%	65%	7%	144
	North Country			4%	19%	56%	20%	30
	Seacoast		2%	1%	15%	77%	5%	35
Voting Registration	Registered Democrat		1%	3%	18%	74%	4%	105
	Registered Undeclared/Not Reg.		0%	2%	19%	64%	14%	209
	Registered Republican		0%	29%	7%	57%	7%	116
2020 Presidential Vote	Voted for Trump		1%	7%	9%	71%	12%	201
	Voted for Biden		1%	16%	21%	55%	7%	235
	Did not vote in 2020				4%	96%		7
Employment Status	Employed full-time		0%	8%	8%	73%	10%	239
	Employed part-time			56%	2%	25%	17%	59
	Retired or not working		2%	1%	30%	61%	6%	122
	Student				100%	0%		10
	Unemployed				1%	99%		26
Household Income	Less than \$45,000			40%	13%	43%	3%	113
	\$45,000 - \$74,999		0%	3%	11%	78%	8%	60
	\$75,000 - \$99,999			0%	28%	62%	9%	121
	\$100,000 - \$149,999		0%	3%	5%	75%	17%	100
	\$150,000 or more		1%	5%	22%	63%	10%	21
Children in Household	Children in household			14%	12%	50%	24%	134
	No children in household		1%	11%	16%	69%	3%	322
Race/Ethnic Identification	African Amer./Black/Caribbean					100%		4
	Asian American/Pacific Islander				52%	48%		19
	Caucasian/White		1%	12%	13%	65%	9%	420
	Latin/Hispanic					72%	28%	6
	Native American, Inuit, or Aleut					82%	18%	4
	Identify as other race or ethnicity			21%	33%	47%		7
Media Usage	Boston Globe reader		5%	3%	14%	79%		36
	Local newspapers reader		1%	1%	16%	68%	15%	119
	NHPR listener		1%	7%	11%	69%	13%	286
	Union Leader reader		1%	4%	10%	67%	19%	87
	WMUR viewer		1%	10%	16%	66%	8%	392

A7f: How likely would you be to do any of the following within the next five years - Retire in the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	3%	3%	23%	61%	11%	452
Age of Respondent	18 to 34				9%	77%	15%	145
	35 to 49		8%	4%	15%	69%	5%	67
	50 to 64		3%	5%	27%	54%	12%	146
	65 and older		2%	4%	44%	42%	7%	95
Gender of Respondent	Men		4%	3%	22%	63%	8%	219
	Women		1%	2%	23%	59%	14%	225
Level of Education	High school or less				32%	63%	5%	147
	Tech school/Some college		5%	6%	21%	56%	13%	149
	College graduate		3%	3%	16%	61%	16%	99
	Postgraduate work		2%	3%	17%	68%	9%	58
Region of State	Central/Lakes		0%	1%	5%	93%	2%	70
	Connecticut Valley		5%	6%	3%	84%	2%	80
	Manchester Area		7%	3%	23%	46%	21%	84
	Mass Border		1%	3%	42%	38%	17%	143
	North Country		1%		27%	60%	12%	30
	Seacoast			3%	26%	70%	0%	35
Voting Registration	Registered Democrat		1%	4%	19%	61%	15%	103
	Registered Undeclared/Not Reg.		1%	2%	32%	52%	13%	210
	Registered Republican		7%	4%	15%	70%	4%	115
2020 Presidential Vote	Voted for Trump		4%	3%	24%	58%	11%	200
	Voted for Biden		1%	3%	23%	61%	11%	232
	Did not vote in 2020				4%	96%		7
Employment Status	Employed full-time		4%	3%	17%	67%	9%	243
	Employed part-time		1%	2%	3%	76%	18%	58
	Retired or not working		2%	4%	36%	51%	6%	113
	Student				93%	0%	7%	11
	Unemployed			1%	39%	32%	28%	26
Household Income	Less than \$45,000		2%	4%	11%	70%	13%	110
	\$45,000 - \$74,999		3%	1%	19%	68%	9%	58
	\$75,000 - \$99,999			3%	49%	37%	11%	121
	\$100,000 - \$149,999		6%	3%	7%	74%	10%	101
	\$150,000 or more		2%	2%	30%	64%	2%	22
Children in Household	Children in household		4%	1%	16%	62%	17%	136
	No children in household		2%	4%	26%	60%	8%	316
Race/Ethnic Identification	African Amer./Black/Caribbean				4%	96%		2
	Asian American/Pacific Islander				57%	43%		18
	Caucasian/White		3%	3%	19%	64%	11%	416
	Latin/Hispanic					100%		4
	Native American, Inuit, or Aleut				57%	11%	32%	2
	Identify as other race or ethnicity			42%	4%	42%	11%	6
Media Usage	Boston Globe reader		3%	5%	18%	64%	10%	38
	Local newspapers reader		5%	2%	26%	47%	19%	116
	NHPR listener		3%	4%	23%	57%	13%	282
	Union Leader reader		6%	3%	25%	45%	21%	87
	WMUR viewer		2%	3%	25%	59%	10%	387

A7g: How likely would you be to do any of the following within the next five years - Own a second home in the Monadnock Region

			Very Likely	Somewhat Likely	Not Very Likely	Not Likely At All	Don't know/Not sure	N
Overall	2020	New Hampshire	0%	2%	21%	70%	6%	459
Age of Respondent	18 to 34			2%	12%	76%	10%	145
	35 to 49			1%	10%	82%	7%	66
	50 to 64	0%	2%	32%	63%	3%	145	
	65 and older		4%	27%	66%	4%	103	
Gender of Respondent	Men	0%	2%	23%	66%	9%	224	
	Women	0%	3%	20%	74%	3%	227	
Level of Education	High school or less				29%	71%	147	
	Tech school/Some college		2%	20%	70%	8%	153	
	College graduate	0%	2%	16%	70%	11%	100	
	Postgraduate work	0%	9%	17%	71%	3%	59	
Region of State	Central/Lakes		0%	14%	80%	6%	69	
	Connecticut Valley	0%		8%	91%	1%	87	
	Manchester Area		2%	22%	71%	5%	84	
	Mass Border		3%	33%	53%	11%	145	
	North Country	1%	10%	18%	69%	2%	30	
	Seacoast		2%	28%	70%	0%	33	
Voting Registration	Registered Democrat	0%	1%	8%	85%	6%	106	
	Registered Undeclared/Not Reg.	0%	2%	33%	59%	6%	211	
	Registered Republican		4%	16%	73%	6%	116	
2020 Presidential Vote	Voted for Trump		3%	24%	67%	5%	200	
	Voted for Biden	0%	2%	20%	72%	6%	238	
	Did not vote in 2020		2%	4%	95%		7	
Employment Status	Employed full-time	0%	3%	15%	72%	10%	240	
	Employed part-time		0%	0%	99%	0%	59	
	Retired or not working		3%	30%	65%	2%	122	
	Student			93%	0%	7%	11	
	Unemployed		0%	54%	45%		26	
Household Income	Less than \$45,000		4%	2%	93%	1%	114	
	\$45,000 - \$74,999	1%	2%	14%	72%	11%	60	
	\$75,000 - \$99,999		2%	51%	46%	1%	120	
	\$100,000 - \$149,999		2%	13%	72%	13%	102	
	\$150,000 or more	1%	0%	31%	68%		21	
Children in Household	Children in household	0%	2%	14%	74%	9%	137	
	No children in household	0%	2%	25%	69%	4%	322	
Race/Ethnic Identification	African Amer./Black/Caribbean				100%		4	
	Asian American/Pacific Islander			52%	48%		19	
	Caucasian/White	0%	2%	18%	74%	6%	424	
	Latin/Hispanic		29%	34%	38%		5	
	Native American, Inuit, or Aleut			31%	51%	18%	4	
	Identify as other race or ethnicity		33%	3%	55%	9%	7	
Media Usage	Boston Globe reader		2%	18%	77%	3%	38	
	Local newspapers reader	0%	1%	23%	75%	1%	121	
	NHPR listener	0%	2%	22%	69%	7%	286	
	Union Leader reader		2%	25%	67%	6%	89	
	WMUR viewer	0%	2%	23%	71%	3%	393	

A8a: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - The Monadnock Region has four higher education institutions

		<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020 New Hampshire	27%	27%	38%	1%	7%	457
Age of Respondent	18 to 34	37%	27%	35%	1%		145
	35 to 49	20%	28%	47%	5%		62
	50 to 64	24%	15%	39%	1%	21%	147
	65 and older	22%	44%	35%			103
Gender of Respondent	Men	20%	25%	40%	2%	14%	224
	Women	35%	29%	35%	1%		226
Level of Education	High school or less	36%	8%	36%		21%	147
	Tech school/Some college	23%	41%	36%			150
	College graduate	23%	26%	48%	3%		101
	Postgraduate work	26%	39%	31%	4%		59
Region of State	Central/Lakes	73%	8%	19%			70
	Connecticut Valley	16%	14%	33%	2%	35%	88
	Manchester Area	12%	49%	36%	3%		85
	Mass Border	16%	27%	56%	1%		146
	North Country	41%	28%	31%			30
	Seacoast	38%	36%	26%			35
Voting Registration	Registered Democrat	34%	39%	27%			108
	Registered Undeclared/Not Reg.	23%	27%	33%	2%	14%	215
	Registered Republican	33%	19%	48%	0%		118
2020 Presidential Vote	Voted for Trump	17%	15%	51%	2%	15%	204
	Voted for Biden	37%	37%	25%	0%		241
	Did not vote in 2020		2%	98%			7
Employment Status	Employed full-time	16%	25%	44%	2%	13%	241
	Employed part-time	69%	7%	24%			55
	Retired or not working	27%	38%	35%			123
	Student		100%				11
	Unemployed	56%	2%	42%			26
Household Income	Less than \$45,000	47%	29%	24%			112
	\$45,000 - \$74,999	28%	33%	39%			62
	\$75,000 - \$99,999	24%	18%	58%	1%		122
	\$100,000 - \$149,999	14%	28%	27%	2%	30%	103
	\$150,000 or more	10%	46%	42%	2%		22
Children in Household	Children in household	13%	36%	50%	1%		137
	No children in household	34%	23%	33%	1%	10%	320
Race/Ethnic Identification	African Amer./Black/Caribbean			64%	36%		4
	Asian American/Pacific Islander	20%	65%	15%			16
	Caucasian/White	29%	26%	37%	1%	7%	420
	Latin/Hispanic		69%	31%			6
	Native American, Inuit, or Aleut	18%	31%	51%			4
	Identify as other race or ethnicity	22%		78%			9
Media Usage	Boston Globe reader	22%	52%	22%	3%		37
	Local newspapers reader	27%	39%	33%	1%		122
	NHPR listener	25%	27%	36%	2%	11%	290
	Union Leader reader	9%	40%	48%	3%		89
	WMUR viewer	31%	27%	33%	1%	8%	397

A8b: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - The Monadnock Region has fifty advanced technology employers

		<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>N</u>
Overall	2020 New Hampshire	28%	33%	38%	1%	455
Age of Respondent	18 to 34	36%	30%	34%	1%	145
	35 to 49	22%	51%	26%		61
	50 to 64	25%	24%	51%	0%	147
	65 and older	25%	42%	32%	1%	102
Gender of Respondent	Men	24%	30%	45%	1%	224
	Women	34%	36%	31%		223
Level of Education	High school or less	36%	25%	39%		147
	Tech school/Some college	22%	40%	38%	0%	149
	College graduate	28%	31%	39%	2%	99
	Postgraduate work	26%	42%	32%	1%	60
Region of State	Central/Lakes	73%	17%	10%		68
	Connecticut Valley	21%	28%	52%		88
	Manchester Area	16%	50%	31%	3%	85
	Mass Border	21%	34%	45%		145
	North Country	21%	27%	51%		30
	Seacoast	27%	41%	32%	1%	36
Voting Registration	Registered Democrat	26%	37%	35%	2%	107
	Registered Undeclared/Not Reg.	22%	31%	47%		213
	Registered Republican	44%	27%	29%	0%	118
2020 Presidential Vote	Voted for Trump	21%	30%	49%	0%	203
	Voted for Biden	35%	36%	28%	1%	240
	Did not vote in 2020	4%	65%	31%		7
Employment Status	Employed full-time	20%	32%	48%	1%	240
	Employed part-time	63%	8%	28%	1%	55
	Retired or not working	29%	41%	30%	0%	123
	Student	0%	93%	7%		11
	Unemployed	43%	39%	17%		26
Household Income	Less than \$45,000	48%	32%	20%		112
	\$45,000 - \$74,999	24%	48%	24%	3%	62
	\$75,000 - \$99,999	25%	30%	46%		122
	\$100,000 - \$149,999	18%	24%	59%		101
	\$150,000 or more	16%	45%	37%	3%	22
Children in Household	Children in household	14%	48%	38%	0%	135
	No children in household	34%	27%	38%	1%	319
Race/Ethnic Identification	African Amer./Black/Caribbean		38%	62%		4
	Asian American/Pacific Islander		85%	15%		16
	Caucasian/White	30%	30%	40%	1%	418
	Latin/Hispanic	24%	45%	31%		6
	Native American, Inuit, or Aleut	49%	2%	49%		4
	Identify as other race or ethnicity	32%		68%		9
Media Usage	Boston Globe reader	18%	61%	20%		36
	Local newspapers reader	35%	40%	25%	0%	122
	NHPR listener	25%	32%	42%	1%	289
	Union Leader reader	24%	24%	50%	2%	89
	WMUR viewer	30%	29%	41%	0%	394

A8c: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - Mount Monadnock is one of the most frequently climbed mountains in the world

		<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020 New Hampshire	35%	17%	43%	4%	0%	457
Age of Respondent	18 to 34	43%	14%	36%	8%	0%	145
	35 to 49	22%	27%	44%	4%	2%	62
	50 to 64	27%	11%	58%	4%		147
	65 and older	43%	23%	33%	0%		103
Gender of Respondent	Men	25%	16%	51%	7%	1%	224
	Women	46%	17%	35%	2%		226
Level of Education	High school or less	43%		57%			147
	Tech school/Some college	32%	17%	43%	8%		150
	College graduate	25%	37%	32%	5%	1%	101
	Postgraduate work	39%	24%	32%	4%	1%	59
Region of State	Central/Lakes	73%	9%	15%	3%	1%	70
	Connecticut Valley	16%	19%	65%			88
	Manchester Area	35%	18%	46%	2%		85
	Mass Border	29%	9%	51%	11%		146
	North Country	36%	30%	30%		4%	30
	Seacoast	28%	47%	24%	0%		36
Voting Registration	Registered Democrat	37%	32%	31%	1%	0%	108
	Registered Undeclared/Not Reg.	34%	10%	49%	5%	1%	215
	Registered Republican	40%	18%	36%	6%		118
2020 Presidential Vote	Voted for Trump	22%	13%	59%	5%		204
	Voted for Biden	47%	20%	29%	4%	1%	241
	Did not vote in 2020		4%	95%	2%		7
Employment Status	Employed full-time	20%	16%	57%	7%	1%	241
	Employed part-time	66%	11%	23%	0%		55
	Retired or not working	44%	23%	31%	2%		124
	Student	93%	7%				11
	Unemployed	43%	18%	39%			26
Household Income	Less than \$45,000	53%	15%	28%	3%	1%	112
	\$45,000 - \$74,999	39%	18%	34%	9%		62
	\$75,000 - \$99,999	30%	13%	55%	2%		122
	\$100,000 - \$149,999	25%	15%	52%	7%	0%	103
	\$150,000 or more	18%	41%	41%			22
Children in Household	Children in household	26%	18%	50%	6%		137
	No children in household	39%	17%	41%	4%	1%	320
Race/Ethnic Identification	African Amer./Black/Caribbean		36%	64%			4
	Asian American/Pacific Islander	65%	20%	15%			16
	Caucasian/White	35%	18%	42%	5%	0%	420
	Latin/Hispanic		41%	59%			6
	Native American, Inuit, or Aleut		2%	98%			4
	Identify as other race or ethnicity	32%	1%	67%			9
Media Usage	Boston Globe reader	41%	16%	43%			37
	Local newspapers reader	47%	21%	30%	0%	1%	122
	NHPR listener	29%	18%	48%	3%	1%	290
	Union Leader reader	26%	11%	59%	2%	2%	89
	WMUR viewer	40%	15%	43%	2%	0%	397

A8d: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - The Monadnock Region has a dynamic arts and music scene

		<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020 New Hampshire	28%	30%	38%	3%	0%	456
Age of Respondent	18 to 34	33%	39%	27%			145
	35 to 49	21%	35%	42%	2%		62
	50 to 64	29%	17%	46%	9%	0%	147
	65 and older	26%	32%	41%	1%		102
Gender of Respondent	Men	20%	28%	45%	7%		224
	Women	37%	32%	31%		0%	225
Level of Education	High school or less	36%		58%	6%		147
	Tech school/Some college	25%	47%	26%	2%		149
	College graduate	25%	38%	37%		0%	101
	Postgraduate work	25%	46%	26%	3%		60
Region of State	Central/Lakes	74%	13%	11%	1%	0%	70
	Connecticut Valley	17%	15%	68%			88
	Manchester Area	14%	49%	35%	2%		85
	Mass Border	22%	29%	42%	7%		145
	North Country	19%	37%	35%	9%		30
	Seacoast	31%	52%	18%			36
Voting Registration	Registered Democrat	34%	40%	26%			107
	Registered Undeclared/Not Reg.	23%	31%	44%	1%		215
	Registered Republican	36%	22%	30%	11%	0%	118
2020 Presidential Vote	Voted for Trump	15%	19%	58%	7%	0%	205
	Voted for Biden	41%	40%	20%			240
	Did not vote in 2020	2%	4%	95%			7
Employment Status	Employed full-time	15%	34%	48%	2%	0%	241
	Employed part-time	65%	15%	19%			55
	Retired or not working	34%	27%	39%	0%		123
	Student	0%	100%				11
	Unemployed	58%	3%	3%	37%		26
Household Income	Less than \$45,000	49%	18%	33%			112
	\$45,000 - \$74,999	32%	32%	35%			62
	\$75,000 - \$99,999	22%	24%	45%	8%		122
	\$100,000 - \$149,999	14%	42%	41%	3%		103
	\$150,000 or more	13%	44%	40%	3%		22
Children in Household	Children in household	11%	43%	45%	0%		137
	No children in household	36%	24%	36%	5%	0%	319
Race/Ethnic Identification	African Amer./Black/Caribbean		38%	62%			4
	Asian American/Pacific Islander	20%	65%	15%			16
	Caucasian/White	31%	29%	39%	1%	0%	419
	Latin/Hispanic	24%	28%	49%			6
	Native American, Inuit, or Aleut	20%		80%			4
	Identify as other race or ethnicity	15%	12%	73%			9
Media Usage	Boston Globe reader	36%	55%	10%			36
	Local newspapers reader	34%	31%	27%	8%	0%	122
	NHPR listener	26%	32%	42%	1%	0%	289
	Union Leader reader	15%	43%	41%	1%		89
	WMUR viewer	32%	28%	37%	4%	0%	396

A8e: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - Farms in the Monadnock Region provide an opportunity to eat local food year-round

		<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020 New Hampshire	45%	27%	20%	7%	454
Age of Respondent	18 to 34	35%	22%	21%	22%	145
	35 to 49	42%	41%	17%		61
	50 to 64	63%	17%	20%		147
	65 and older	37%	41%	22%		102
Gender of Respondent	Men	50%	26%	24%		222
	Women	41%	28%	17%	14%	224
Level of Education	High school or less	41%	19%	18%	22%	147
	Tech school/Some college	52%	29%	19%		149
	College graduate	43%	33%	25%		99
	Postgraduate work	43%	33%	24%		60
Region of State	Central/Lakes	26%	22%	5%	47%	68
	Connecticut Valley	61%	27%	12%		88
	Manchester Area	53%	27%	19%		85
	Mass Border	40%	29%	31%		145
	North Country	49%	24%	27%		30
	Seacoast	45%	31%	24%		36
Voting Registration	Registered Democrat	55%	29%	16%		108
	Registered Undeclared/Not Reg.	52%	24%	24%		213
	Registered Republican	31%	20%	21%	28%	117
2020 Presidential Vote	Voted for Trump	48%	22%	29%		202
	Voted for Biden	44%	30%	12%	13%	241
	Did not vote in 2020		69%	31%		7
Employment Status	Employed full-time	45%	33%	22%		238
	Employed part-time	11%	6%	25%	58%	55
	Retired or not working	47%	32%	21%		124
	Student	93%	7%			11
	Unemployed	95%	4%	1%		26
Household Income	Less than \$45,000	38%	29%	4%	29%	112
	\$45,000 - \$74,999	51%	36%	13%		62
	\$75,000 - \$99,999	39%	17%	43%		122
	\$100,000 - \$149,999	61%	28%	11%		100
	\$150,000 or more	39%	31%	30%		22
Children in Household	Children in household	41%	32%	26%		135
	No children in household	47%	25%	18%	10%	319
Race/Ethnic Identification	African Amer./Black/Caribbean	47%	2%	51%		4
	Asian American/Pacific Islander	100%				16
	Caucasian/White	44%	27%	21%	8%	417
	Latin/Hispanic	52%	45%	2%		6
	Native American, Inuit, or Aleut	45%	33%	22%		4
	Identify as other race or ethnicity	67%	30%	3%		9
Media Usage	Boston Globe reader	50%	39%	11%		37
	Local newspapers reader	50%	32%	18%		122
	NHPR listener	51%	28%	21%		289
	Union Leader reader	38%	24%	38%		88
	WMUR viewer	48%	23%	21%	8%	394

A8f: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - Small-town civic life in the Monadnock Region empowers residents to make a positive impact in their communities

		<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020 New Hampshire	30%	34%	28%	0%	7%	454
Age of Respondent	18 to 34	17%	38%	23%		22%	145
	35 to 49	28%	45%	25%	2%		61
	50 to 64	47%	27%	26%	0%	0%	147
	65 and older	26%	32%	41%	0%	0%	102
Gender of Respondent	Men	37%	34%	28%	1%	0%	224
	Women	23%	34%	28%		14%	223
Level of Education	High school or less	30%	22%	26%		22%	147
	Tech school/Some college	28%	46%	26%			149
	College graduate	32%	30%	37%			99
	Postgraduate work	30%	41%	26%	2%	1%	60
Region of State	Central/Lakes	15%	27%	11%	0%	47%	68
	Connecticut Valley	51%	35%	13%			88
	Manchester Area	25%	49%	25%	2%	0%	85
	Mass Border	22%	33%	45%		0%	145
	North Country	40%	21%	38%			30
	Seacoast	43%	24%	33%			36
Voting Registration	Registered Democrat	35%	38%	27%		0%	106
	Registered Undeclared/Not Reg.	36%	32%	30%	1%	0%	213
	Registered Republican	18%	25%	30%	0%	27%	118
2020 Presidential Vote	Voted for Trump	34%	31%	35%	1%	0%	203
	Voted for Biden	28%	36%	22%	0%	13%	240
	Did not vote in 2020	2%	67%	31%			7
Employment Status	Employed full-time	32%	37%	30%	0%	0%	240
	Employed part-time	8%	10%	23%		58%	55
	Retired or not working	32%	32%	36%	0%	0%	123
	Student	0%	100%				11
	Unemployed	59%	40%	2%			26
Household Income	Less than \$45,000	22%	32%	17%		29%	112
	\$45,000 - \$74,999	35%	42%	22%		0%	62
	\$75,000 - \$99,999	18%	34%	47%		0%	122
	\$100,000 - \$149,999	52%	30%	18%	0%		101
	\$150,000 or more	20%	30%	49%	1%		22
Children in Household	Children in household	21%	51%	28%	0%	0%	135
	No children in household	34%	27%	28%	0%	10%	319
Race/Ethnic Identification	African Amer./Black/Caribbean	47%	2%	51%			4
	Asian American/Pacific Islander	35%	65%				16
	Caucasian/White	32%	32%	28%	0%	8%	417
	Latin/Hispanic	29%	17%	51%		2%	6
	Native American, Inuit, or Aleut	65%		35%			4
	Identify as other race or ethnicity	67%		33%			9
Media Usage	Boston Globe reader	18%	60%	22%		0%	36
	Local newspapers reader	29%	37%	33%		0%	122
	NHPR listener	39%	34%	26%	0%	0%	289
	Union Leader reader	20%	35%	43%	1%		89
	WMUR viewer	32%	31%	28%	0%	8%	394

A8g: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - Monadnock Region communities are building fiber-optic broadband networks

			<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020	New Hampshire	33%	25%	32%	3%	7%	456
Age of Respondent	18 to 34		19%	28%	31%		22%	145
	35 to 49		33%	27%	40%	0%		62
	50 to 64		51%	16%	23%	10%	0%	147
	65 and older		26%	32%	40%	0%	2%	102
Gender of Respondent	Men		43%	26%	24%	7%	1%	223
	Women		23%	23%	40%	0%	14%	225
Level of Education	High school or less		35%		33%	10%	22%	147
	Tech school/Some college		32%	40%	28%		1%	149
	College graduate		35%	31%	34%	0%		101
	Postgraduate work		27%	39%	32%	0%	2%	60
Region of State	Central/Lakes		28%	11%	15%	0%	46%	70
	Connecticut Valley		59%	13%	26%	0%	2%	88
	Manchester Area		30%	33%	37%			85
	Mass Border		25%	26%	37%	11%	0%	145
	North Country		22%	48%	30%			30
	Seacoast		24%	32%	44%			35
Voting Registration	Registered Democrat		36%	24%	39%	1%	1%	106
	Registered Undeclared/Not Reg.		42%	31%	20%	7%	1%	215
	Registered Republican		18%	18%	37%		27%	118
2020 Presidential Vote	Voted for Trump		37%	18%	37%	7%	1%	205
	Voted for Biden		30%	31%	25%	0%	14%	239
	Did not vote in 2020		5%		95%			7
Employment Status	Employed full-time		36%	28%	29%	6%	0%	241
	Employed part-time		5%	6%	30%		58%	55
	Retired or not working		36%	26%	36%	0%	1%	123
	Student			93%	7%			11
	Unemployed		58%	1%	41%			26
Household Income	Less than \$45,000		27%	6%	38%		29%	112
	\$45,000 - \$74,999		33%	50%	17%		0%	62
	\$75,000 - \$99,999		26%	21%	40%	12%	0%	122
	\$100,000 - \$149,999		51%	28%	21%			103
	\$150,000 or more		14%	40%	42%		3%	21
Children in Household	Children in household		23%	33%	43%	0%	0%	137
	No children in household		37%	21%	26%	5%	11%	319
Race/Ethnic Identification	African Amer./Black/Caribbean		49%	36%	15%			4
	Asian American/Pacific Islander		31%	65%			4%	16
	Caucasian/White		35%	22%	30%	4%	8%	419
	Latin/Hispanic		52%		48%			6
	Native American, Inuit, or Aleut		63%	33%	4%			4
	Identify as other race or ethnicity		35%	31%	27%		8%	9
Media Usage	Boston Globe reader		25%	58%	17%			36
	Local newspapers reader		42%	20%	38%	0%		122
	NHPR listener		41%	25%	28%	5%	1%	289
	Union Leader reader		22%	26%	35%	17%		89
	WMUR viewer		33%	23%	31%	4%	8%	395

A8h: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - Sixty miles of rail trails connect communities in the region to the borders of Mass. and Vermont

		<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020 New Hampshire	38%	29%	32%	0%	0%	456
Age of Respondent	18 to 34	42%	37%	22%	0%		145
	35 to 49	29%	30%	39%	2%		62
	50 to 64	43%	14%	43%	0%	0%	147
	65 and older	32%	40%	28%			102
Gender of Respondent	Men	31%	30%	39%	0%	0%	224
	Women	45%	29%	26%	1%		225
Level of Education	High school or less	42%	8%	50%			147
	Tech school/Some college	33%	43%	25%			149
	College graduate	38%	38%	23%	0%	0%	101
	Postgraduate work	43%	31%	23%	3%		60
Region of State	Central/Lakes	77%	7%	16%		0%	70
	Connecticut Valley	27%	14%	59%			88
	Manchester Area	26%	54%	19%			85
	Mass Border	34%	30%	37%	0%		145
	North Country	23%	41%	31%	4%		30
	Seacoast	46%	40%	14%			36
Voting Registration	Registered Democrat	46%	40%	14%		0%	107
	Registered Undeclared/Not Reg.	28%	31%	41%	1%		215
	Registered Republican	55%	20%	24%			118
2020 Presidential Vote	Voted for Trump	28%	19%	53%	0%		205
	Voted for Biden	48%	38%	13%	0%	0%	240
	Did not vote in 2020		4%	96%			7
Employment Status	Employed full-time	24%	32%	43%	1%	0%	241
	Employed part-time	68%	10%	23%			55
	Retired or not working	44%	32%	24%			123
	Student		93%	7%			11
	Unemployed	94%	5%	1%			26
Household Income	Less than \$45,000	56%	26%	18%			112
	\$45,000 - \$74,999	44%	45%	11%			62
	\$75,000 - \$99,999	32%	18%	49%			122
	\$100,000 - \$149,999	23%	32%	44%	1%		103
	\$150,000 or more	26%	28%	43%	3%		22
Children in Household	Children in household	23%	41%	35%	1%		137
	No children in household	45%	24%	31%	0%	0%	319
Race/Ethnic Identification	African Amer./Black/Caribbean	47%	2%	51%			4
	Asian American/Pacific Islander	31%	65%	4%			16
	Caucasian/White	38%	28%	33%	0%	0%	419
	Latin/Hispanic	29%	51%	20%			6
	Native American, Inuit, or Aleut	51%	31%	18%			4
	Identify as other race or ethnicity	46%	15%	35%	3%		9
Media Usage	Boston Globe reader	41%	48%	11%			36
	Local newspapers reader	47%	32%	20%			122
	NHPR listener	34%	27%	38%	0%	0%	289
	Union Leader reader	24%	38%	37%			89
	WMUR viewer	40%	27%	32%	0%	0%	396

A8i: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - Countless numbers of lakes and ponds in the region provide options for recreation and waterfront property

		<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020 New Hampshire	40%	26%	27%	0%	7%	456
Age of Respondent	18 to 34	15%	34%	29%		22%	145
	35 to 49	28%	30%	43%			61
	50 to 64	62%	17%	21%	0%		147
	65 and older	51%	23%	24%	1%	1%	104
Gender of Respondent	Men	49%	24%	27%	0%		223
	Women	31%	27%	27%	0%	15%	225
Level of Education	High school or less	49%		29%		22%	147
	Tech school/Some college	36%	40%	24%			150
	College graduate	35%	33%	32%	0%		99
	Postgraduate work	36%	39%	23%	2%		59
Region of State	Central/Lakes	31%	8%	14%	0%	47%	68
	Connecticut Valley	51%	22%	27%			88
	Manchester Area	28%	47%	24%			85
	Mass Border	44%	20%	36%			146
	North Country	24%	46%	26%	3%		30
	Seacoast	50%	22%	28%			36
Voting Registration	Registered Democrat	42%	37%	20%	0%		107
	Registered Undeclared/Not Reg.	45%	28%	27%	0%		213
	Registered Republican	34%	14%	24%		27%	118
2020 Presidential Vote	Voted for Trump	49%	14%	36%	1%		203
	Voted for Biden	33%	36%	18%	0%	13%	240
	Did not vote in 2020	2%	4%	95%			7
Employment Status	Employed full-time	37%	29%	34%	0%		239
	Employed part-time	7%	8%	25%	2%	58%	55
	Retired or not working	54%	23%	22%		1%	125
	Student		93%	7%			11
	Unemployed	83%	16%	1%			26
Household Income	Less than \$45,000	27%	21%	23%		29%	112
	\$45,000 - \$74,999	55%	26%	17%	2%		62
	\$75,000 - \$99,999	32%	26%	43%			122
	\$100,000 - \$149,999	54%	29%	17%			101
	\$150,000 or more	32%	35%	33%			21
Children in Household	Children in household	25%	40%	35%			135
	No children in household	46%	19%	24%	0%	10%	321
Race/Ethnic Identification	African Amer./Black/Caribbean		2%	98%			4
	Asian American/Pacific Islander	20%	65%	15%			16
	Caucasian/White	40%	24%	28%	0%	8%	418
	Latin/Hispanic	41%		59%			6
	Native American, Inuit, or Aleut	2%	31%	67%			4
	Identify as other race or ethnicity	15%	38%	47%			9
Media Usage	Boston Globe reader	44%	41%	15%			37
	Local newspapers reader	60%	20%	20%			122
	NHPR listener	45%	27%	28%	0%		290
	Union Leader reader	27%	31%	41%			89
	WMUR viewer	42%	25%	25%	0%	8%	395

U1: Imagine you decided to move to another town or city within the next five years. Which of the following do you think would come closest to your plan regarding a job?

			<u>Already retired or not currently working</u>	<u>Get job in the new city or town</u>	<u>Keep same job - work remotely or commute</u>	<u>Plan to retire in the new city or town</u>	<u>N</u>
Overall	2020	New Hampshire	29%	29%	31%	11%	294
Age of Respondent	18 to 34			77%	23%		62
	35 to 49		2%	26%	72%	0%	75
	50 to 64		36%	17%	21%	26%	107
	65 and older		90%	1%	1%	9%	50
Gender of Respondent	Men		16%	29%	49%	6%	148
	Women		43%	28%	14%	16%	144
Level of Education	High school or less		29%	14%	41%	15%	123
	Tech school/Some college		34%	40%	20%	6%	79
	College graduate		21%	34%	32%	12%	56
	Postgraduate work		30%	46%	20%	4%	36
Region of State	Central/Lakes		13%	8%	65%	14%	51
	Connecticut Valley		39%	44%	10%	6%	18
	Manchester Area		26%	16%	23%	35%	37
	Mass Border		37%	25%	27%	12%	56
	North Country		18%	72%	7%	3%	28
	Seacoast		36%	28%	32%	3%	95
Voting Registration	Registered Democrat		37%	31%	22%	10%	92
	Registered Undeclared/Not Reg.		20%	45%	16%	19%	94
	Registered Republican		32%	2%	60%	5%	92
2020 Presidential Vote	Voted for Trump		31%	13%	49%	7%	125
	Voted for Biden		30%	38%	19%	13%	143
	Did not vote in 2020		18%	62%	20%		8
Employment Status	Employed full-time		2%	24%	57%	17%	131
	Employed part-time		19%	34%	43%	5%	40
	Retired or not working		86%	6%		8%	88
	Student			100%			2
	Unemployed		2%	98%	1%	0%	20
Household Income	Less than \$45,000		46%	43%	10%		66
	\$45,000 - \$74,999		29%	30%	21%	21%	50
	\$75,000 - \$99,999		8%	27%	61%	4%	82
	\$100,000 - \$149,999		19%	21%	35%	25%	41
	\$150,000 or more		11%	20%	41%	28%	19
Children in Household	Children in household		2%	31%	53%	14%	90
	No children in household		41%	28%	21%	9%	204
Race/Ethnic Identification	African Amer./Black/Caribbean			100%			3
	Asian American/Pacific Islander		0%	100%			12
	Caucasian/White		31%	25%	33%	12%	272
	Latin/Hispanic		7%	62%	31%		5
	Native American, Inuit, or Aleut		45%		55%		3
	Identify as other race or ethnicity		43%	57%			4
Media Usage	Boston Globe reader		35%	31%	25%	9%	16
	Local newspapers reader		29%	41%	24%	5%	50
	NHPR listener		27%	29%	33%	11%	182
	Union Leader reader		18%	25%	54%	2%	49
	WMUR viewer		31%	28%	31%	10%	248

U2a: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Open Spaces/Scenic Views

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	43%	46%	10%	1%	0%	293
Age of Respondent	18 to 34		52%	40%	8%			62
	35 to 49		19%	63%	16%	2%		76
	50 to 64		46%	42%	12%	0%	0%	107
	65 and older		64%	34%	0%		2%	48
Gender of Respondent	Men		30%	60%	9%	0%	1%	145
	Women		56%	32%	12%	1%	0%	145
Level of Education	High school or less		29%	60%	10%			123
	Tech school/Some college		48%	35%	16%		1%	77
	College graduate		56%	43%	1%		0%	57
	Postgraduate work		59%	22%	14%	4%	0%	36
Region of State	Central/Lakes		12%	84%	2%	2%	0%	51
	Connecticut Valley		42%	58%				18
	Manchester Area		70%	27%	1%		3%	34
	Mass Border		49%	48%	3%	0%		56
	North Country		42%	14%	44%			28
	Seacoast		42%	41%	16%	1%	0%	96
Voting Registration	Registered Democrat		49%	47%	3%	1%	1%	91
	Registered Undeclared/Not Reg.		42%	28%	29%	1%		95
	Registered Republican		36%	64%				91
2020 Presidential Vote	Voted for Trump		31%	58%	10%	1%		125
	Voted for Biden		53%	34%	13%	0%	1%	142
	Did not vote in 2020		40%	60%				8
Employment Status	Employed full-time		44%	52%	2%	1%	0%	132
	Employed part-time		33%	64%	3%			40
	Retired or not working		57%	42%	0%		1%	85
	Student		27%		73%			2
	Unemployed		25%	14%	61%			20
Household Income	Less than \$45,000		34%	44%	22%		1%	65
	\$45,000 - \$74,999		43%	57%			0%	51
	\$75,000 - \$99,999		21%	60%	17%	2%	0%	82
	\$100,000 - \$149,999		62%	37%	2%			41
	\$150,000 or more		69%	31%	0%			19
Children in Household	Children in household		31%	53%	15%	1%		90
	No children in household		48%	42%	8%	1%	0%	202
Race/Ethnic Identification	African Amer./Black/Caribbean			100%				3
	Asian American/Pacific Islander			0%	100%			12
	Caucasian/White		44%	48%	7%	1%	0%	271
	Latin/Hispanic		62%	38%				5
	Native American, Inuit, or Aleut		78%	22%				3
	Identify as other race or ethnicity		83%	17%				4
Media Usage	Boston Globe reader		77%	12%	10%		0%	16
	Local newspapers reader		49%	24%	27%		0%	50
	NHPR listener		46%	44%	10%	0%	0%	180
	Union Leader reader		31%	64%	4%		2%	48
	WMUR viewer		45%	43%	11%	1%	0%	247

U2b: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Outdoor Recreation

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	33%	52%	14%	1%	0%	294
Age of Respondent	18 to 34		48%	47%	5%			62
	35 to 49		10%	61%	27%	2%		76
	50 to 64		34%	55%	9%	1%		107
	65 and older		43%	40%	14%	1%	2%	49
Gender of Respondent	Men		20%	65%	14%	1%	1%	146
	Women		44%	41%	14%	2%		145
Level of Education	High school or less		18%	62%	20%			123
	Tech school/Some college		38%	51%	8%	2%	1%	78
	College graduate		47%	45%	6%	2%	0%	57
	Postgraduate work		49%	31%	17%	3%	0%	35
Region of State	Central/Lakes		9%	85%	4%	1%	0%	50
	Connecticut Valley		28%	61%	11%			18
	Manchester Area		26%	47%	24%	1%	2%	36
	Mass Border		56%	38%	6%	1%		56
	North Country		33%	67%				28
	Seacoast		36%	36%	25%	2%		96
Voting Registration	Registered Democrat		39%	48%	9%	3%	1%	91
	Registered Undeclared/Not Reg.		27%	58%	15%	0%		95
	Registered Republican		35%	44%	20%	1%		92
2020 Presidential Vote	Voted for Trump		31%	52%	16%	1%		126
	Voted for Biden		37%	47%	14%	2%	1%	142
	Did not vote in 2020		22%	77%	0%			8
Employment Status	Employed full-time		28%	58%	11%	2%		132
	Employed part-time		30%	26%	44%	0%		40
	Retired or not working		47%	42%	9%	1%	1%	87
	Student			100%				2
	Unemployed		25%	75%				20
Household Income	Less than \$45,000		19%	67%	12%	1%	1%	66
	\$45,000 - \$74,999		27%	69%	4%			51
	\$75,000 - \$99,999		19%	56%	24%	1%	0%	82
	\$100,000 - \$149,999		45%	28%	23%	4%		41
	\$150,000 or more		41%	53%	5%	1%		19
Children in Household	Children in household		19%	69%	11%	1%		90
	No children in household		39%	45%	15%	1%	0%	204
Race/Ethnic Identification	African Amer./Black/Caribbean			100%				3
	Asian American/Pacific Islander			100%	0%			12
	Caucasian/White		33%	51%	15%	1%	0%	272
	Latin/Hispanic		62%	38%				5
	Native American, Inuit, or Aleut		78%			22%		3
	Identify as other race or ethnicity		44%	56%	1%			4
Media Usage	Boston Globe reader		44%	27%	29%		0%	16
	Local newspapers reader		29%	59%	12%		0%	49
	NHPR listener		31%	57%	12%	1%	0%	181
	Union Leader reader		24%	39%	35%		2%	49
	WMUR viewer		33%	51%	15%	1%	0%	248

U2c: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Arts & Entertainment

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	26%	45%	24%	5%	0%	293
Age of Respondent	18 to 34		10%	60%	30%			62
	35 to 49		25%	16%	55%	4%		75
	50 to 64		34%	58%	2%	6%		107
	65 and older		31%	40%	17%	10%	2%	50
Gender of Respondent	Men		15%	39%	39%	7%	1%	146
	Women		37%	51%	10%	2%		144
Level of Education	High school or less		23%	42%	32%	3%		123
	Tech school/Some college		33%	52%	6%	8%	1%	78
	College graduate		20%	50%	28%	1%	0%	56
	Postgraduate work		31%	29%	30%	10%	0%	36
Region of State	Central/Lakes		17%	31%	48%	4%	0%	51
	Connecticut Valley		24%	62%	0%	14%		18
	Manchester Area		20%	53%	13%	11%	2%	36
	Mass Border		33%	35%	28%	4%		56
	North Country		49%	32%	18%	1%		28
	Seacoast		24%	51%	21%	4%		95
Voting Registration	Registered Democrat		34%	57%	7%	1%	1%	91
	Registered Undeclared/Not Reg.		24%	46%	19%	11%		94
	Registered Republican		24%	25%	48%	3%		92
2020 Presidential Vote	Voted for Trump		31%	20%	43%	6%		125
	Voted for Biden		26%	62%	10%	2%	1%	142
	Did not vote in 2020		2%	77%	21%			8
Employment Status	Employed full-time		11%	49%	31%	8%		131
	Employed part-time		5%	47%	48%			40
	Retired or not working		54%	36%	7%	3%	1%	87
	Student			27%	73%			2
	Unemployed		2%	75%	15%	8%		20
Household Income	Less than \$45,000		11%	81%	5%	3%	1%	66
	\$45,000 - \$74,999		39%	52%	6%	4%		50
	\$75,000 - \$99,999		20%	16%	58%	6%	0%	82
	\$100,000 - \$149,999		7%	61%	30%	3%		41
	\$150,000 or more		18%	58%	2%	22%		19
Children in Household	Children in household		8%	57%	34%	1%		90
	No children in household		34%	39%	20%	7%	0%	203
Race/Ethnic Identification	African Amer./Black/Caribbean			100%				3
	Asian American/Pacific Islander		100%		0%			12
	Caucasian/White		23%	48%	25%	4%	0%	271
	Latin/Hispanic				69%	31%		5
	Native American, Inuit, or Aleut		24%	76%				3
	Identify as other race or ethnicity		13%	40%	3%	44%		4
Media Usage	Boston Globe reader		51%	38%	10%		0%	16
	Local newspapers reader		24%	72%	3%	0%	0%	50
	NHPR listener		20%	51%	26%	2%	0%	181
	Union Leader reader		15%	27%	54%	3%	2%	49
	WMUR viewer		30%	41%	26%	3%	0%	247

U2d: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Bars & Restaurants

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	20%	47%	22%	9%	1%	293
Age of Respondent	18 to 34		29%	39%	32%			62
	35 to 49		11%	52%	5%	31%		75
	50 to 64		23%	44%	31%	2%	0%	106
	65 and older		18%	57%	14%	6%	6%	50
Gender of Respondent	Men		12%	62%	9%	16%	1%	146
	Women		28%	33%	35%	3%	2%	143
Level of Education	High school or less		15%	45%	22%	18%		123
	Tech school/Some college		22%	51%	20%	4%	3%	78
	College graduate		26%	49%	22%	1%	1%	56
	Postgraduate work		26%	46%	24%	4%	0%	36
Region of State	Central/Lakes		3%	29%	20%	47%	0%	50
	Connecticut Valley		16%	55%	18%		11%	18
	Manchester Area		26%	43%	25%	4%	2%	36
	Mass Border		29%	54%	17%	0%		56
	North Country		3%	65%	28%	2%	1%	28
	Seacoast		23%	51%	25%	1%		95
Voting Registration	Registered Democrat		41%	28%	27%	3%	1%	91
	Registered Undeclared/Not Reg.		12%	50%	35%	1%	3%	94
	Registered Republican		5%	64%	5%	26%		92
2020 Presidential Vote	Voted for Trump		8%	69%	5%	19%		125
	Voted for Biden		29%	27%	39%	2%	2%	142
	Did not vote in 2020		19%	60%	22%			8
Employment Status	Employed full-time		22%	41%	18%	19%	0%	131
	Employed part-time		3%	73%	23%	0%		40
	Retired or not working		32%	45%	17%	3%	3%	87
	Student			100%				2
	Unemployed		8%	15%	77%			20
Household Income	Less than \$45,000		26%	33%	35%	3%	4%	66
	\$45,000 - \$74,999		30%	47%	20%	1%	1%	50
	\$75,000 - \$99,999		12%	46%	11%	30%	0%	82
	\$100,000 - \$149,999		11%	40%	47%	2%		41
	\$150,000 or more		26%	70%	3%			19
Children in Household	Children in household		7%	33%	34%	26%		90
	No children in household		26%	54%	16%	2%	2%	203
Race/Ethnic Identification	African Amer./Black/Caribbean			100%				3
	Asian American/Pacific Islander			100%	0%			12
	Caucasian/White	21%	46%	22%	10%	1%		271
	Latin/Hispanic		31%	69%				5
	Native American, Inuit, or Aleut			78%	22%			3
	Identify as other race or ethnicity	44%	16%	41%				4
Media Usage	Boston Globe reader		41%	25%	33%	1%	0%	16
	Local newspapers reader		25%	30%	44%	1%	0%	49
	NHPR listener		27%	27%	31%	14%	1%	180
	Union Leader reader		17%	68%	9%	3%	2%	49
	WMUR viewer		21%	45%	22%	11%	1%	247

U2e: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Employment Opportunities

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	38%	26%	16%	12%	9%	293
Age of Respondent	18 to 34		68%	30%	1%			62
	35 to 49		29%	40%	28%	3%		76
	50 to 64		37%	19%	12%	17%	15%	107
	65 and older		13%	13%	23%	30%	22%	49
Gender of Respondent	Men		35%	37%	21%	6%	1%	146
	Women		39%	16%	11%	17%	17%	144
Level of Education	High school or less		30%	25%	21%	12%	12%	123
	Tech school/Some college		42%	28%	10%	8%	11%	78
	College graduate		42%	26%	15%	16%	2%	57
	Postgraduate work		47%	27%	10%	12%	4%	35
Region of State	Central/Lakes		25%	49%	22%	4%	1%	50
	Connecticut Valley		31%	39%	4%	5%	21%	18
	Manchester Area		31%	29%	5%	33%	2%	36
	Mass Border		25%	35%	13%	19%	8%	56
	North Country		72%	5%	14%	9%	1%	28
	Seacoast		41%	14%	21%	7%	17%	96
Voting Registration	Registered Democrat		39%	24%	18%	17%	2%	91
	Registered Undeclared/Not Reg.		50%	26%	7%	12%	5%	95
	Registered Republican		16%	32%	22%	8%	22%	92
2020 Presidential Vote	Voted for Trump		29%	28%	19%	7%	16%	126
	Voted for Biden		42%	23%	14%	18%	3%	142
	Did not vote in 2020		63%	19%	0%		18%	8
Employment Status	Employed full-time		37%	46%	9%	8%	0%	132
	Employed part-time		20%	18%	58%	1%	3%	40
	Retired or not working		27%	5%	12%	27%	29%	86
	Student		73%	27%				2
	Unemployed		85%	13%		1%		20
Household Income	Less than \$45,000		60%	18%	7%	8%	6%	66
	\$45,000 - \$74,999		47%	14%	22%	16%	1%	51
	\$75,000 - \$99,999		30%	36%	28%	5%	1%	82
	\$100,000 - \$149,999		27%	33%	8%	28%	5%	41
	\$150,000 or more		25%	59%	5%	10%	1%	19
Children in Household	Children in household		44%	37%	9%	11%		90
	No children in household		35%	21%	19%	12%	13%	203
Race/Ethnic Identification	African Amer./Black/Caribbean			100%				3
	Asian American/Pacific Islander		100%		0%			12
	Caucasian/White		34%	27%	17%	12%	9%	271
	Latin/Hispanic		62%	31%	7%			5
	Native American, Inuit, or Aleut		78%			22%		3
	Identify as other race or ethnicity		59%		1%		40%	4
Media Usage	Boston Globe reader		27%	49%	3%	16%	4%	16
	Local newspapers reader		41%	25%	17%	8%	9%	50
	NHPR listener		41%	31%	11%	15%	2%	181
	Union Leader reader		41%	10%	39%	7%	3%	49
	WMUR viewer		37%	23%	17%	13%	10%	248

U2f: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Quality Housing Options

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	73%	24%	2%	0%	0%	291
Age of Respondent	18 to 34		80%	20%				62
	35 to 49		63%	37%				75
	50 to 64		85%	14%	0%	1%	0%	106
	65 and older		56%	28%	14%	1%	2%	48
Gender of Respondent	Men		61%	36%	1%	1%	1%	146
	Women		86%	11%	3%			142
Level of Education	High school or less		69%	31%				123
	Tech school/Some college		74%	17%	7%	1%	1%	78
	College graduate		78%	21%		1%	0%	54
	Postgraduate work		79%	18%	3%		1%	36
Region of State	Central/Lakes		41%	57%		1%	0%	50
	Connecticut Valley		76%	10%	11%	3%		18
	Manchester Area		52%	43%	3%		2%	34
	Mass Border		69%	28%	3%		0%	55
	North Country		88%	12%	1%			28
	Seacoast		95%	4%	0%			95
Voting Registration	Registered Democrat		76%	22%	1%		1%	90
	Registered Undeclared/Not Reg.		73%	24%	2%			93
	Registered Republican		68%	28%	2%	1%	0%	92
2020 Presidential Vote	Voted for Trump		73%	24%	2%	1%	0%	123
	Voted for Biden		76%	21%	2%		1%	142
	Did not vote in 2020		81%	19%				8
Employment Status	Employed full-time		59%	39%	0%	1%	0%	131
	Employed part-time		78%	22%				40
	Retired or not working		86%	6%	7%		1%	85
	Student		100%					2
	Unemployed		87%	13%				20
Household Income	Less than \$45,000		73%	19%	7%		1%	65
	\$45,000 - \$74,999		91%	9%				50
	\$75,000 - \$99,999		63%	35%	1%		0%	82
	\$100,000 - \$149,999		59%	38%		3%	0%	41
	\$150,000 or more		70%	29%	1%			19
Children in Household	Children in household		55%	45%				90
	No children in household		81%	14%	3%	1%	1%	201
Race/Ethnic Identification	African Amer./Black/Caribbean			100%				3
	Asian American/Pacific Islander		100%					12
	Caucasian/White		72%	25%	2%	0%	0%	269
	Latin/Hispanic		93%	7%				5
	Native American, Inuit, or Aleut		100%					3
	Identify as other race or ethnicity		100%					4
Media Usage	Boston Globe reader		88%	12%			0%	16
	Local newspapers reader		79%	21%	1%		0%	50
	NHPR listener		68%	30%	2%	0%	0%	180
	Union Leader reader		87%	8%	3%		2%	49
	WMUR viewer		77%	20%	3%	0%	0%	245

U2g: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Quality Schools/Colleges

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	19%	31%	18%	22%	9%	289
Age of Respondent	18 to 34		38%	34%	25%	3%	1%	62
	35 to 49		29%	37%	9%	24%		75
	50 to 64		4%	32%	19%	29%	16%	107
	65 and older		14%	17%	23%	28%	19%	46
Gender of Respondent	Men		22%	31%	20%	26%	1%	145
	Women		16%	32%	16%	19%	17%	142
Level of Education	High school or less			45%	12%	34%	9%	123
	Tech school/Some college		35%	18%	18%	14%	15%	77
	College graduate		29%	20%	30%	16%	5%	55
	Postgraduate work		37%	30%	22%	9%	2%	35
Region of State	Central/Lakes		3%	55%	26%	15%	1%	50
	Connecticut Valley		16%	47%	19%	3%	14%	18
	Manchester Area		29%	6%	20%	42%	3%	33
	Mass Border		21%	3%	35%	28%	13%	56
	North Country		52%	21%	9%	9%	9%	28
	Seacoast		15%	41%	7%	24%	14%	94
Voting Registration	Registered Democrat		26%	16%	19%	23%	17%	90
	Registered Undeclared/Not Reg.		29%	26%	21%	21%	3%	94
	Registered Republican		4%	46%	16%	25%	9%	90
2020 Presidential Vote	Voted for Trump		13%	37%	19%	23%	7%	122
	Voted for Biden		26%	24%	17%	21%	13%	142
	Did not vote in 2020		19%	60%	20%	2%		8
Employment Status	Employed full-time		19%	36%	25%	17%	3%	131
	Employed part-time		25%	8%	13%	50%	4%	40
	Retired or not working		9%	28%	12%	26%	26%	83
	Student		27%		73%			2
	Unemployed		1%	85%	14%	1%		20
Household Income	Less than \$45,000		24%	27%	23%	4%	22%	64
	\$45,000 - \$74,999		3%	32%	20%	40%	6%	50
	\$75,000 - \$99,999		24%	40%	7%	27%	3%	82
	\$100,000 - \$149,999		30%	8%	23%	32%	7%	41
	\$150,000 or more		17%	32%	21%	28%	2%	19
Children in Household	Children in household		21%	50%	18%	10%	0%	90
	No children in household		18%	23%	18%	28%	13%	199
Race/Ethnic Identification	African Amer./Black/Caribbean				100%			3
	Asian American/Pacific Islander		100%		0%			12
	Caucasian/White		16%	32%	19%	23%	10%	267
	Latin/Hispanic			69%		31%		5
	Native American, Inuit, or Aleut		24%	55%		22%		3
	Identify as other race or ethnicity		13%	46%	41%			4
Media Usage	Boston Globe reader		42%	11%	39%	5%	3%	16
	Local newspapers reader		28%	36%	23%	6%	7%	50
	NHPR listener		17%	38%	16%	19%	11%	178
	Union Leader reader		28%	8%	19%	41%	3%	48
	WMUR viewer		20%	34%	13%	22%	11%	244

U2h: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Locally-Owned Businesses

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	30%	60%	10%	0%	0%	294
Age of Respondent	18 to 34		48%	39%	13%			62
	35 to 49		13%	82%	6%			76
	50 to 64		30%	61%	9%	0%		107
	65 and older		34%	49%	12%	2%	2%	49
Gender of Respondent	Men		24%	65%	10%	0%	1%	146
	Women		36%	54%	9%	1%		145
Level of Education	High school or less		16%	78%	6%			123
	Tech school/Some college		41%	49%	8%	0%	1%	78
	College graduate		47%	43%	8%	1%	0%	57
	Postgraduate work		29%	44%	26%	1%	0%	36
Region of State	Central/Lakes		3%	70%	26%	1%	0%	51
	Connecticut Valley		19%	70%	11%			18
	Manchester Area		23%	69%	6%		2%	36
	Mass Border		55%	39%	6%	0%		56
	North Country		12%	77%	11%			28
	Seacoast		34%	62%	3%	1%		96
Voting Registration	Registered Democrat		36%	52%	11%	0%	1%	91
	Registered Undeclared/Not Reg.		38%	55%	6%	0%		95
	Registered Republican		13%	75%	12%	1%		92
2020 Presidential Vote	Voted for Trump		20%	70%	10%	1%		126
	Voted for Biden		37%	51%	10%	0%	1%	142
	Did not vote in 2020		20%	80%				8
Employment Status	Employed full-time		34%	53%	13%	0%		132
	Employed part-time		19%	73%	6%	2%		40
	Retired or not working		27%	64%	7%	1%	1%	87
	Student			27%	73%			2
	Unemployed		64%	36%				20
Household Income	Less than \$45,000		36%	53%	10%		1%	66
	\$45,000 - \$74,999		36%	46%	18%			51
	\$75,000 - \$99,999		17%	74%	8%	0%	0%	82
	\$100,000 - \$149,999		38%	55%	6%	0%		41
	\$150,000 or more		38%	61%	1%			19
Children in Household	Children in household		23%	59%	18%	0%		90
	No children in household		33%	60%	6%	1%	0%	204
Race/Ethnic Identification	African Amer./Black/Caribbean			100%				3
	Asian American/Pacific Islander			100%				12
	Caucasian/White		32%	57%	10%	1%	0%	272
	Latin/Hispanic			93%	7%			5
	Native American, Inuit, or Aleut		78%	22%				3
	Identify as other race or ethnicity		13%	87%				4
Media Usage	Boston Globe reader		65%	24%	10%		0%	16
	Local newspapers reader		63%	34%	3%	0%	0%	50
	NHPR listener		39%	53%	8%	0%	0%	182
	Union Leader reader		38%	53%	5%	1%	2%	49
	WMUR viewer		32%	63%	5%	1%	0%	248

U2i: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Small-Town Civic Life

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	16%	55%	21%	2%	5%	294
Age of Respondent	18 to 34		3%	47%	46%	4%		62
	35 to 49		13%	53%	33%	1%	0%	76
	50 to 64		18%	65%	5%	0%	12%	106
	65 and older		33%	45%	9%	7%	6%	49
Gender of Respondent	Men		14%	56%	27%	3%	1%	146
	Women		17%	54%	17%	2%	10%	145
Level of Education	High school or less		6%	61%	23%		10%	123
	Tech school/Some college		21%	62%	7%	7%	3%	78
	College graduate		23%	44%	33%	1%	0%	57
	Postgraduate work		29%	36%	33%	3%	0%	36
Region of State	Central/Lakes		17%	29%	53%	1%	0%	50
	Connecticut Valley		28%	21%	40%		11%	18
	Manchester Area		17%	60%	20%	1%	2%	36
	Mass Border		12%	63%	16%	8%		56
	North Country		21%	60%	15%	3%		28
	Seacoast		14%	64%	9%		13%	96
Voting Registration	Registered Democrat		14%	65%	16%	3%	1%	91
	Registered Undeclared/Not Reg.		16%	51%	16%	2%	15%	95
	Registered Republican		20%	50%	29%	1%		92
2020 Presidential Vote	Voted for Trump		18%	58%	22%	2%		126
	Voted for Biden		15%	52%	21%	1%	11%	142
	Did not vote in 2020		18%	20%	60%		2%	8
Employment Status	Employed full-time		18%	44%	35%	2%	0%	132
	Employed part-time		4%	76%	20%			40
	Retired or not working		23%	67%	5%	2%	3%	87
	Student			27%	73%			2
	Unemployed		8%	3%	15%	12%	61%	20
Household Income	Less than \$45,000		13%	40%	16%	7%	23%	66
	\$45,000 - \$74,999		28%	57%	15%		0%	51
	\$75,000 - \$99,999		10%	50%	37%	3%	0%	82
	\$100,000 - \$149,999		12%	74%	14%			41
	\$150,000 or more		19%	53%	28%			19
Children in Household	Children in household		13%	31%	41%		14%	90
	No children in household		17%	65%	13%	4%	1%	203
Race/Ethnic Identification	African Amer./Black/Caribbean					100%		3
	Asian American/Pacific Islander			100%	0%			12
	Caucasian/White		16%	53%	22%	3%	6%	272
	Latin/Hispanic			38%	62%			5
	Native American, Inuit, or Aleut		78%		22%			3
	Identify as other race or ethnicity		83%	16%	1%			4
Media Usage	Boston Globe reader		42%	20%	37%		0%	16
	Local newspapers reader		24%	35%	14%	2%	26%	49
	NHPR listener		18%	49%	25%	0%	8%	182
	Union Leader reader		16%	62%	20%	1%	2%	49
	WMUR viewer		15%	57%	22%	1%	6%	248

U2j: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Community Safety

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	65%	34%	1%	1%	0%	292
Age of Respondent	18 to 34		43%	57%				62
	35 to 49		53%	47%	0%			75
	50 to 64		79%	21%	0%			106
	65 and older		77%	12%	5%	3%	2%	50
Gender of Respondent	Men		53%	45%	1%	0%	1%	146
	Women		77%	22%	1%	1%		144
Level of Education	High school or less		64%	36%				123
	Tech school/Some college		56%	40%	1%	1%	1%	78
	College graduate		81%	17%	1%	1%	0%	56
	Postgraduate work		61%	37%	2%		0%	35
Region of State	Central/Lakes		46%	54%			0%	51
	Connecticut Valley		57%	39%	1%	3%		18
	Manchester Area		76%	18%	0%	3%	2%	36
	Mass Border		77%	21%	1%			55
	North Country		72%	27%	1%			28
	Seacoast		66%	33%	0%			95
Voting Registration	Registered Democrat		63%	34%	1%	1%	1%	91
	Registered Undeclared/Not Reg.		68%	32%	0%			93
	Registered Republican		72%	28%	0%	1%		92
2020 Presidential Vote	Voted for Trump		76%	23%	1%	0%		125
	Voted for Biden		63%	36%	0%	1%	1%	142
	Did not vote in 2020		37%	63%				8
Employment Status	Employed full-time		55%	44%	0%	0%		131
	Employed part-time		68%	31%	1%			40
	Retired or not working		86%	9%	3%	1%	1%	86
	Student		100%					2
	Unemployed		2%	98%				20
Household Income	Less than \$45,000		56%	41%	2%		1%	66
	\$45,000 - \$74,999		60%	40%				50
	\$75,000 - \$99,999		60%	38%	0%	1%	0%	82
	\$100,000 - \$149,999		71%	25%	2%	1%		41
	\$150,000 or more		74%	25%	1%			19
Children in Household	Children in household		44%	56%	1%			90
	No children in household		74%	24%	1%	1%	0%	202
Race/Ethnic Identification	African Amer./Black/Caribbean			100%				3
	Asian American/Pacific Islander		100%					12
	Caucasian/White		64%	34%	1%	1%	0%	271
	Latin/Hispanic		31%	69%				5
	Native American, Inuit, or Aleut		100%					3
	Identify as other race or ethnicity		56%	44%				4
Media Usage	Boston Globe reader		71%	29%			0%	16
	Local newspapers reader		48%	51%	1%		0%	50
	NHPR listener		53%	45%	1%	1%	0%	181
	Union Leader reader		83%	12%	1%	2%	2%	49
	WMUR viewer		65%	33%	1%	1%	0%	247

U2k: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Welcoming People

		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020 New Hampshire	42%	41%	16%	0%	0%	291
Age of Respondent	18 to 34	28%	64%	8%	0%		62
	35 to 49	15%	33%	52%			75
	50 to 64	65%	34%	1%	1%	0%	107
	65 and older	53%	42%	2%		2%	48
Gender of Respondent	Men	19%	51%	29%	0%	1%	145
	Women	65%	32%	3%	0%	0%	144
Level of Education	High school or less	48%	34%	19%			123
	Tech school/Some college	26%	51%	22%	1%	1%	77
	College graduate	51%	47%	1%	0%	0%	56
	Postgraduate work	46%	38%	15%		1%	36
Region of State	Central/Lakes	24%	21%	53%	1%	0%	51
	Connecticut Valley	55%	42%	3%			18
	Manchester Area	38%	58%	1%	0%	3%	34
	Mass Border	43%	51%	6%		0%	56
	North Country	21%	35%	45%			28
	Seacoast	60%	38%	2%		0%	95
Voting Registration	Registered Democrat	57%	35%	7%		1%	91
	Registered Undeclared/Not Reg.	43%	40%	17%			94
	Registered Republican	33%	40%	26%	1%		91
2020 Presidential Vote	Voted for Trump	27%	42%	30%	1%		123
	Voted for Biden	61%	32%	6%		1%	142
	Did not vote in 2020	18%	79%	2%	2%		8
Employment Status	Employed full-time	26%	51%	22%	1%	0%	131
	Employed part-time	23%	71%	6%			40
	Retired or not working	76%	22%	0%		1%	85
	Student	27%		73%			2
	Unemployed	70%	29%		1%		20
Household Income	Less than \$45,000	76%	19%	4%	0%	1%	65
	\$45,000 - \$74,999	41%	59%	0%		0%	50
	\$75,000 - \$99,999	11%	41%	47%		0%	82
	\$100,000 - \$149,999	19%	76%	4%	2%	0%	41
	\$150,000 or more	67%	31%	2%			19
Children in Household	Children in household	32%	37%	32%			90
	No children in household	47%	43%	9%	0%	1%	201
Race/Ethnic Identification	African Amer./Black/Caribbean		100%				3
	Asian American/Pacific Islander		0%	100%			12
	Caucasian/White	44%	43%	12%	0%	0%	270
	Latin/Hispanic	31%	69%				5
	Native American, Inuit, or Aleut	55%	45%				3
	Identify as other race or ethnicity	97%	3%				4
Media Usage	Boston Globe reader	68%	22%	10%		0%	16
	Local newspapers reader	69%	24%	6%	0%	0%	50
	NHPR listener	45%	37%	18%	0%	0%	179
	Union Leader reader	33%	56%	9%		2%	48
	WMUR viewer	44%	38%	17%	0%	0%	246

U2I: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Other

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	29%	2%	26%	1%	42%	89
Age of Respondent	18 to 34		1%				99%	15
	35 to 49		1%	1%	86%		12%	26
	50 to 64		68%	2%			29%	31
	65 and older		25%	2%	2%	5%	65%	17
Gender of Respondent	Men		8%	2%	55%		35%	41
	Women		47%	1%	1%	2%	48%	47
Level of Education	High school or less		41%		51%		8%	44
	Tech school/Some college		8%	5%			88%	19
	College graduate		18%	1%		6%	75%	15
	Postgraduate work		35%	3%	4%		58%	10
Region of State	Central/Lakes		22%	1%	72%		5%	32
	Connecticut Valley		29%				71%	5
	Manchester Area		28%			2%	70%	13
	Mass Border		4%	2%			95%	14
	North Country		10%			9%	81%	7
	Seacoast		68%	4%	2%		25%	17
Voting Registration	Registered Democrat		45%	3%		1%	51%	41
	Registered Undeclared/Not Reg.		24%			4%	72%	16
	Registered Republican		10%	1%	74%		16%	31
2020 Presidential Vote	Voted for Trump		17%	1%	68%		14%	34
	Voted for Biden		39%	2%		2%	57%	50
	Did not vote in 2020		8%				92%	2
Employment Status	Employed full-time		5%	1%	55%		39%	41
	Employed part-time		100%					1
	Retired or not working		55%	3%	1%	2%	39%	41
	Unemployed		2%				98%	6
Household Income	Less than \$45,000		54%	2%		3%	41%	25
	\$45,000 - \$74,999		77%				23%	11
	\$75,000 - \$99,999		3%	0%	79%	1%	17%	29
	\$100,000 - \$149,999		6%	3%			91%	11
	\$150,000 or more		3%	4%			93%	6
Children in Household	Children in household		4%	2%	61%		33%	37
	No children in household		47%	1%	1%	2%	49%	51
Race/Ethnic Identification	African Amer./Black/Caribbean						100%	3
	Caucasian/White		30%	2%	27%	1%	40%	85
	Latin/Hispanic		10%				90%	3
	Native American, Inuit, or Aleut			100%				1
Media Usage	Boston Globe reader		27%			18%	55%	3
	Local newspapers reader		6%	2%			91%	9
	NHPR listener		32%	2%	31%	1%	34%	74
	Union Leader reader		50%				50%	5
	WMUR viewer		30%	1%	30%	1%	37%	76

U3: Which of the following would you consider to be the most important consideration when moving to a new city or town?

			<u>Arts & Entertainment</u>	<u>Bars & Restaurants</u>	<u>Community Safety</u>	<u>Employment Opportunities</u>
Overall	2020	New Hampshire	0%	1%	26%	18%
Age of Respondent	18 to 34			3%	28%	37%
	35 to 49				4%	34%
	50 to 64			1%	30%	2%
	65 and older		0%	0%	45%	4%
Gender of Respondent	Men		0%	2%	23%	29%
	Women			1%	29%	9%
Level of Education	High school or less				25%	6%
	Tech school/Some college				19%	39%
	College graduate			5%	45%	10%
	Postgraduate work		0%		15%	17%
Region of State	Central/Lakes		0%	0%	46%	15%
	Connecticut Valley				28%	28%
	Manchester Area		0%	8%	22%	9%
	Mass Border				41%	9%
	North Country				5%	53%
	Seacoast				23%	8%
Voting Registration	Registered Democrat		0%	0%	14%	17%
	Registered Undeclared/Not Reg.		0%	2%	24%	18%
	Registered Republican			1%	47%	5%
2020 Presidential Vote	Voted for Trump			1%	44%	16%
	Voted for Biden		0%	0%	16%	13%
	Did not vote in 2020			19%	0%	61%
Employment Status	Employed full-time			2%	26%	22%
	Employed part-time				14%	9%
	Retired or not working		0%	0%	43%	6%
	Student				27%	73%
	Unemployed		1%		1%	
Household Income	Less than \$45,000				18%	14%
	\$45,000 - \$74,999				29%	31%
	\$75,000 - \$99,999		0%	2%	6%	27%
	\$100,000 - \$149,999			4%	31%	0%
	\$150,000 or more				46%	13%
Children in Household	Children in household				21%	12%
	No children in household		0%	1%	28%	20%
Race/Ethnic Identification	Asian American/Pacific Islander				0%	100%
	Caucasian/White		0%	1%	29%	14%
	Latin/Hispanic					
	Native American, Inuit, or Aleut					55%
	Identify as other race or ethnicity				1%	
Media Usage	Boston Globe reader		1%		12%	11%
	Local newspapers reader			0%	13%	9%
	NHPR listener		0%	2%	15%	16%
	Union Leader reader			2%	30%	9%
	WMUR viewer		0%	0%	23%	17%

U3: Which of the following would you consider to be the most important consideration when moving to a new city or town?

			<u>Locally-Owned Businesses</u>	<u>Open Spaces/Scenic Views</u>	<u>Outdoor Recreation</u>	<u>Quality Housing Options</u>
Overall	2020	New Hampshire	1%	9%	5%	30%
Age of Respondent	18 to 34			11%	12%	4%
	35 to 49		2%	0%	2%	35%
	50 to 64		0%	10%	1%	52%
	65 and older		0%	17%	7%	12%
Gender of Respondent	Men		0%	6%	8%	24%
	Women		1%	12%	2%	36%
Level of Education	High school or less			12%		57%
	Tech school/Some college			3%	9%	18%
	College graduate		2%	11%	3%	7%
	Postgraduate work		1%	12%	10%	20%
Region of State	Central/Lakes		0%	17%		7%
	Connecticut Valley			5%	10%	20%
	Manchester Area			28%		25%
	Mass Border		0%	12%	2%	26%
	North Country			12%	7%	7%
	Seacoast		1%	1%	7%	50%
Voting Registration	Registered Democrat		0%	6%	11%	33%
	Registered Undeclared/Not Reg.		1%	18%	3%	26%
	Registered Republican			4%	0%	38%
2020 Presidential Vote	Voted for Trump		1%	3%	1%	28%
	Voted for Biden		0%	15%	8%	34%
	Did not vote in 2020			2%		18%
Employment Status	Employed full-time		1%	13%	3%	18%
	Employed part-time		0%	9%	18%	46%
	Retired or not working		0%	4%	2%	35%
	Student					
	Unemployed			17%		72%
Household Income	Less than \$45,000			13%	3%	43%
	\$45,000 - \$74,999		3%	1%	3%	30%
	\$75,000 - \$99,999		0%	7%	0%	42%
	\$100,000 - \$149,999			26%	18%	8%
	\$150,000 or more		1%	1%	1%	30%
Children in Household	Children in household			17%	4%	34%
	No children in household		1%	6%	5%	29%
Race/Ethnic Identification	Asian American/Pacific Islander					
	Caucasian/White		1%	9%	5%	32%
	Latin/Hispanic			66%		34%
	Native American, Inuit, or Aleut					22%
	Identify as other race or ethnicity					42%
Media Usage	Boston Globe reader		1%	27%	3%	11%
	Local newspapers reader		0%	16%	4%	38%
	NHPR listener		1%	9%	6%	34%
	Union Leader reader			8%	0%	37%
	WMUR viewer		1%	11%	4%	32%

U3: Which of the following would you consider to be the most important consideration when moving to a new city or town?

		<u>Quality Schools/Colleges</u>	<u>Small-Town Civic Life</u>	<u>Welcoming People</u>	<u>N</u>
Overall	2020 New Hampshire	3%	3%	4%	245
Age of Respondent	18 to 34	5%			59
	35 to 49	6%	4%	13%	52
	50 to 64	2%	1%	1%	92
	65 and older	1%	8%	7%	41
Gender of Respondent	Men	5%	2%	2%	110
	Women	2%	3%	5%	133
Level of Education	High school or less				90
	Tech school/Some college	3%	2%	7%	70
	College graduate	5%	5%	6%	51
	Postgraduate work	8%	7%	8%	33
Region of State	Central/Lakes	5%	2%	6%	20
	Connecticut Valley	3%	4%	2%	18
	Manchester Area	3%		4%	29
	Mass Border	8%	1%		48
	North Country	4%	11%	1%	27
	Seacoast	1%	1%	8%	94
Voting Registration	Registered Democrat	5%	5%	8%	77
	Registered Undeclared/Not Reg.	3%	2%	3%	86
	Registered Republican	2%	1%	2%	67
2020 Presidential Vote	Voted for Trump	1%	2%	3%	97
	Voted for Biden	6%	3%	5%	131
	Did not vote in 2020				8
Employment Status	Employed full-time	7%	3%	4%	101
	Employed part-time	1%	0%	2%	38
	Retired or not working	0%	4%	5%	74
	Student				2
	Unemployed			9%	18
Household Income	Less than \$45,000	2%	1%	6%	61
	\$45,000 - \$74,999		0%	2%	41
	\$75,000 - \$99,999	4%	4%	7%	59
	\$100,000 - \$149,999	9%	2%	2%	38
	\$150,000 or more	3%	3%	2%	14
Children in Household	Children in household	8%	4%	1%	65
	No children in household	2%	2%	6%	179
Race/Ethnic Identification	Asian American/Pacific Islander				12
	Caucasian/White	3%	3%	4%	224
	Latin/Hispanic				5
	Native American, Inuit, or Aleut		24%		3
	Identify as other race or ethnicity	13%		44%	4
Media Usage	Boston Globe reader	3%	2%	29%	14
	Local newspapers reader	7%	2%	10%	47
	NHPR listener	5%	4%	7%	145
	Union Leader reader	7%	1%	6%	47
	WMUR viewer	3%	3%	5%	211

U4: How likely are you to move from the town or city in which you currently reside in the next 5 years?

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	New Hampshire	29%	16%	24%	31%	1%	295
Age of Respondent	18 to 34		34%	28%	24%	14%		62
	35 to 49		18%	10%	41%	31%		76
	50 to 64		43%	12%	13%	31%	1%	107
	65 and older		9%	18%	21%	51%	1%	50
Gender of Respondent	Men		18%	17%	35%	30%	0%	148
	Women		40%	16%	12%	31%	1%	145
Level of Education	High school or less		33%	3%	25%	39%		123
	Tech school/Some college		28%	32%	16%	22%	2%	79
	College graduate		29%	16%	30%	25%		57
	Postgraduate work		17%	23%	28%	31%	1%	36
Region of State	Central/Lakes		15%	10%	65%	10%	0%	51
	Connecticut Valley		9%	16%	30%	45%		18
	Manchester Area		18%	20%	8%	55%		37
	Mass Border		40%	18%	26%	17%		56
	North Country		44%	33%	2%	21%		28
	Seacoast		37%	6%	15%	41%	1%	96
Voting Registration	Registered Democrat		24%	22%	23%	30%	1%	92
	Registered Undeclared/Not Reg.		46%	16%	14%	24%		95
	Registered Republican		21%	5%	38%	35%	0%	92
2020 Presidential Vote	Voted for Trump		30%	6%	35%	29%	0%	126
	Voted for Biden		32%	18%	18%	31%	0%	143
	Did not vote in 2020		19%	2%		79%		8
Employment Status	Employed full-time		9%	21%	45%	25%	0%	132
	Employed part-time		30%	11%	6%	54%		40
	Retired or not working		38%	11%	9%	40%	2%	88
	Student		73%			27%		2
	Unemployed		69%	28%	2%	1%		20
Household Income	Less than \$45,000		29%	20%	15%	36%	1%	66
	\$45,000 - \$74,999		34%	27%	18%	21%		51
	\$75,000 - \$99,999		21%	9%	40%	30%	0%	82
	\$100,000 - \$149,999		25%	8%	29%	38%		41
	\$150,000 or more		2%	37%	23%	38%		19
Children in Household	Children in household		20%	16%	42%	22%	1%	90
	No children in household		33%	16%	16%	35%	1%	205
Race/Ethnic Identification	African Amer./Black/Caribbean			100%				3
	Asian American/Pacific Islander		100%					12
	Caucasian/White		26%	16%	26%	32%	1%	273
	Latin/Hispanic		7%	62%		31%		5
	Native American, Inuit, or Aleut					55%	45%	3
	Identify as other race or ethnicity		44%			56%		4
Media Usage	Boston Globe reader		36%	15%	24%	25%		16
	Local newspapers reader		34%	22%	19%	25%		50
	NHPR listener		25%	18%	30%	26%	1%	183
	Union Leader reader		22%	4%	20%	54%		49
	WMUR viewer		31%	14%	21%	33%	1%	249

U5: How often do you go on trips or vacations?

			<u>More than once a month</u>	<u>Once a month</u>	<u>Once every 2-3 months</u>	<u>Once every 4-6 months</u>	<u>Once a year</u>	<u>Less frequently</u>	<u>Never</u>	<u>N</u>
Overall	2020	New Hampshire	1%	1%	8%	26%	42%	15%	9%	294
Age of Respondent	18 to 34				24%	31%	20%	17%	7%	62
	35 to 49		3%	0%	2%	8%	79%	5%	4%	75
	50 to 64			2%	2%	35%	36%	13%	13%	107
	65 and older			1%	7%	27%	27%	30%	9%	50
Gender of Respondent	Men		0%	0%	11%	23%	53%	11%	1%	148
	Women			2%	4%	28%	31%	18%	16%	144
Level of Education	High school or less				4%	23%	58%	5%	9%	123
	Tech school/Some college			2%	5%	29%	36%	20%	8%	79
	College graduate		1%	0%	9%	23%	30%	27%	9%	56
	Postgraduate work		5%	3%	22%	29%	20%	15%	6%	36
Region of State	Central/Lakes				6%	22%	66%	5%	1%	51
	Connecticut Valley			8%	31%	26%	5%	16%	14%	18
	Manchester Area				9%	24%	51%	12%	4%	37
	Mass Border			1%	6%	21%	27%	37%	8%	56
	North Country			2%	16%	19%	45%	13%	5%	28
	Seacoast		2%	0%	3%	28%	43%	7%	15%	95
Voting Registration	Registered Democrat			0%	10%	34%	16%	17%	22%	92
	Registered Undeclared/Not Reg.		2%	1%	7%	15%	55%	16%	4%	94
	Registered Republican		1%	2%	2%	24%	60%	11%	1%	92
2020 Presidential Vote	Voted for Trump		2%	1%	2%	21%	58%	15%	1%	125
	Voted for Biden			1%	10%	26%	34%	12%	16%	143
	Did not vote in 2020				78%			21%	0%	8
Employment Status	Employed full-time		0%	1%	10%	22%	48%	13%	5%	131
	Employed part-time			2%	8%	26%	60%	4%		40
	Retired or not working			0%	3%	41%	10%	24%	21%	88
	Student						100%			2
	Unemployed		8%		15%		62%	14%	1%	20
Household Income	Less than \$45,000				6%	8%	45%	14%	27%	66
	\$45,000 - \$74,999				11%	39%	24%	24%	3%	50
	\$75,000 - \$99,999		2%		6%	9%	72%	9%	2%	82
	\$100,000 - \$149,999			4%	11%	37%	26%	22%	1%	41
	\$150,000 or more			2%	7%	46%	39%	5%		19
Children in Household	Children in household		1%	0%	7%	11%	72%	4%	6%	90
	No children in household		1%	1%	8%	32%	29%	19%	10%	204
Race/Ethnic Identification	African Amer./Black/Caribbean							100%		3
	Asian American/Pacific Islander						100%		0%	12
	Caucasian/White		0%	1%	7%	28%	40%	15%	9%	272
	Latin/Hispanic				62%			31%	7%	5
	Native American, Inuit, or Aleut					55%	24%	22%		3
	Identify as other race or ethnicity		44%				13%	42%	1%	4
Media Usage	Boston Globe reader			1%	5%	11%	59%	15%	9%	16
	Local newspapers reader			4%	7%	14%	50%	16%	9%	50
	NHPR listener		1%	1%	8%	24%	37%	16%	12%	182
	Union Leader reader		3%	0%	3%	7%	65%	21%	1%	49
	WMUR viewer		1%	1%	7%	27%	41%	14%	10%	248

U6a: How important are each of the following to you when deciding where to go on a trip or vacation? Open Spaces/Scenic Views

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	61%	30%	9%	0%	0%	282
Age of Respondent	18 to 34		77%	21%	2%			55
	35 to 49		34%	36%	30%			75
	50 to 64		71%	28%	0%	0%	0%	106
	65 and older		61%	33%	4%	0%	2%	46
Gender of Respondent	Men		49%	32%	19%	0%	1%	139
	Women		72%	27%	0%	0%	0%	141
Level of Education	High school or less		55%	26%	18%			123
	Tech school/Some college		62%	37%	1%		0%	69
	College graduate		72%	24%	1%		2%	55
	Postgraduate work		59%	35%	5%	1%		35
Region of State	Central/Lakes		41%	12%	46%		1%	51
	Connecticut Valley		75%	21%	1%		3%	18
	Manchester Area		63%	33%	3%		1%	35
	Mass Border		72%	27%	1%	0%		56
	North Country		74%	26%				28
	Seacoast		57%	42%	1%	0%		95
Voting Registration	Registered Democrat		57%	41%	2%	0%	0%	91
	Registered Undeclared/Not Reg.		77%	21%	2%	0%	0%	92
	Registered Republican		46%	28%	25%		1%	92
2020 Presidential Vote	Voted for Trump		54%	27%	19%		1%	125
	Voted for Biden		67%	31%	2%	0%	0%	141
	Did not vote in 2020		81%	19%			0%	8
Employment Status	Employed full-time		53%	28%	19%	0%	1%	124
	Employed part-time		38%	59%	3%			40
	Retired or not working		68%	29%	2%	0%	1%	83
	Student		27%	73%				2
	Unemployed		99%	1%	1%			20
Household Income	Less than \$45,000		59%	38%	3%		0%	64
	\$45,000 - \$74,999		71%	28%			1%	44
	\$75,000 - \$99,999		35%	36%	28%		0%	82
	\$100,000 - \$149,999		81%	15%	2%		1%	41
	\$150,000 or more		68%	32%				19
Children in Household	Children in household		55%	18%	26%		0%	90
	No children in household		63%	35%	1%	0%	0%	192
Race/Ethnic Identification	African Amer./Black/Caribbean		100%					3
	Asian American/Pacific Islander		100%				0%	12
	Caucasian/White		58%	31%	10%	0%	0%	260
	Latin/Hispanic		62%	31%			7%	5
	Native American, Inuit, or Aleut		72%	28%				2
	Identify as other race or ethnicity		97%	3%			1%	4
Media Usage	Boston Globe reader		74%	25%	1%		1%	15
	Local newspapers reader		68%	31%	0%	0%	0%	48
	NHPR listener		57%	28%	14%	0%	0%	172
	Union Leader reader		46%	52%	2%		1%	48
	WMUR viewer		63%	26%	11%	0%	0%	237

U6b: How important are each of the following to you when deciding where to go on a trip or vacation? Outdoor Recreation

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	35%	50%	8%	7%	0%	283
Age of Respondent	18 to 34		56%	39%	5%			55
	35 to 49		22%	52%	4%	22%		75
	50 to 64		37%	52%	9%	1%	0%	106
	65 and older		25%	52%	19%	3%	2%	47
Gender of Respondent	Men		30%	53%	4%	12%	1%	139
	Women		39%	47%	12%	2%	0%	142
Level of Education	High school or less		25%	56%	6%	13%		123
	Tech school/Some college		45%	45%	8%	2%	0%	70
	College graduate		37%	49%	11%	1%	2%	55
	Postgraduate work		48%	39%	12%	1%		35
Region of State	Central/Lakes		9%	89%	1%		1%	51
	Connecticut Valley		48%	37%	12%		3%	18
	Manchester Area		37%	32%	30%	1%	1%	36
	Mass Border		50%	38%	9%	3%		56
	North Country		70%	21%	9%			28
	Seacoast		26%	53%	3%	18%		95
Voting Registration	Registered Democrat		33%	58%	7%	2%	0%	91
	Registered Undeclared/Not Reg.		40%	44%	15%	0%	0%	93
	Registered Republican		28%	49%	3%	18%	1%	92
2020 Presidential Vote	Voted for Trump		34%	48%	3%	14%	1%	125
	Voted for Biden		34%	51%	13%	1%	0%	142
	Did not vote in 2020		62%	38%			0%	8
Employment Status	Employed full-time		26%	64%	10%	0%	1%	124
	Employed part-time		22%	33%	3%	42%		40
	Retired or not working		45%	42%	10%	3%	1%	84
	Student		27%		73%			2
	Unemployed		37%	63%	1%			20
Household Income	Less than \$45,000		26%	63%	8%	3%	0%	65
	\$45,000 - \$74,999		38%	57%	3%	1%	1%	44
	\$75,000 - \$99,999		29%	46%	4%	20%	0%	82
	\$100,000 - \$149,999		17%	57%	25%		1%	41
	\$150,000 or more		48%	48%	4%			19
Children in Household	Children in household		23%	64%	12%	1%	0%	89
	No children in household		40%	43%	7%	10%	0%	194
Race/Ethnic Identification	African Amer./Black/Caribbean		100%					3
	Asian American/Pacific Islander		100%				0%	12
	Caucasian/White		31%	52%	9%	7%	0%	261
	Latin/Hispanic		62%	31%			7%	5
	Native American, Inuit, or Aleut		72%			28%		2
	Identify as other race or ethnicity		44%	56%			1%	4
Media Usage	Boston Globe reader		46%	35%	12%	7%	1%	16
	Local newspapers reader		26%	70%	1%	2%	0%	49
	NHPR listener		24%	63%	11%	2%	0%	172
	Union Leader reader		32%	26%	8%	34%	1%	49
	WMUR viewer		36%	47%	9%	8%	0%	238

U6c: How important are each of the following to you when deciding where to go on a trip or vacation? Arts & Entertainment

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	34%	42%	21%	3%	0%	270
Age of Respondent	18 to 34		54%	33%	10%	4%		55
	35 to 49		10%	47%	42%	1%		62
	50 to 64		43%	41%	15%	1%	0%	106
	65 and older		20%	52%	19%	7%	2%	46
Gender of Respondent	Men		17%	44%	33%	4%	1%	127
	Women		48%	42%	9%	1%	0%	141
Level of Education	High school or less		31%	40%	28%			123
	Tech school/Some college		26%	58%	10%	6%	0%	58
	College graduate		47%	29%	18%	4%	2%	54
	Postgraduate work		33%	45%	17%	4%		35
Region of State	Central/Lakes		15%	18%	62%	3%	1%	50
	Connecticut Valley		56%	30%	11%		3%	18
	Manchester Area		51%	29%	18%	2%	1%	36
	Mass Border		55%	30%	8%	7%		56
	North Country		25%	53%	20%	1%		16
	Seacoast		21%	69%	10%	0%		94
Voting Registration	Registered Democrat		39%	53%	8%	1%	0%	91
	Registered Undeclared/Not Reg.		56%	20%	17%	6%	0%	80
	Registered Republican		6%	54%	39%	1%	1%	92
2020 Presidential Vote	Voted for Trump		12%	50%	34%	4%	1%	112
	Voted for Biden		48%	40%	9%	2%	0%	142
	Did not vote in 2020		62%	18%	20%		0%	8
Employment Status	Employed full-time		33%	27%	35%	5%	1%	123
	Employed part-time		14%	81%	6%			40
	Retired or not working		33%	55%	10%	1%	1%	83
	Student		100%					2
	Unemployed		76%	15%	10%			20
Household Income	Less than \$45,000		44%	51%	4%	1%	0%	65
	\$45,000 - \$74,999		59%	13%	27%		1%	44
	\$75,000 - \$99,999		5%	52%	38%	4%	0%	70
	\$100,000 - \$149,999		50%	33%	8%	7%	1%	40
	\$150,000 or more		20%	37%	44%			19
Children in Household	Children in household		36%	28%	36%		0%	90
	No children in household		32%	50%	13%	4%	1%	180
Race/Ethnic Identification	African Amer./Black/Caribbean		100%					3
	Asian American/Pacific Islander						100%	0
	Caucasian/White		35%	41%	21%	2%	0%	260
	Latin/Hispanic			93%			7%	5
	Native American, Inuit, or Aleut			100%				2
	Identify as other race or ethnicity			56%	44%		1%	4
Media Usage	Boston Globe reader		59%	37%	3%		1%	16
	Local newspapers reader		55%	34%	11%	0%	0%	49
	NHPR listener		39%	37%	22%	1%	0%	173
	Union Leader reader		43%	48%	7%	1%	1%	49
	WMUR viewer		36%	44%	18%	2%	0%	224

U6d: How important are each of the following to you when deciding where to go on a trip or vacation? Bars & Restaurants

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	27%	43%	15%	14%	0%	271
Age of Respondent	18 to 34		42%	33%	16%	10%		55
	35 to 49		8%	44%	7%	40%		62
	50 to 64		32%	46%	20%	1%	0%	106
	65 and older		24%	50%	12%	12%	2%	47
Gender of Respondent	Men		21%	42%	12%	24%	1%	127
	Women		32%	45%	18%	5%	0%	142
Level of Education	High school or less		23%	46%	13%	18%		123
	Tech school/Some college		27%	35%	20%	18%	0%	58
	College graduate		30%	55%	9%	4%	2%	55
	Postgraduate work		39%	29%	26%	7%		35
Region of State	Central/Lakes		3%	28%	23%	46%	1%	51
	Connecticut Valley		66%	12%	8%	11%	3%	18
	Manchester Area		28%	42%	23%	6%	1%	36
	Mass Border		50%	39%	8%	3%		56
	North Country		15%	38%	37%	11%		16
	Seacoast		21%	62%	10%	8%		95
Voting Registration	Registered Democrat		33%	45%	12%	11%	0%	91
	Registered Undeclared/Not Reg.		36%	37%	22%	4%	0%	81
	Registered Republican		9%	50%	13%	27%	1%	92
2020 Presidential Vote	Voted for Trump		13%	52%	13%	22%	1%	113
	Voted for Biden		34%	39%	18%	9%	0%	142
	Did not vote in 2020		78%	4%	18%		0%	8
Employment Status	Employed full-time		25%	32%	21%	22%	1%	124
	Employed part-time		3%	68%	15%	14%		40
	Retired or not working		26%	60%	7%	7%	1%	84
	Student		100%					2
	Unemployed		82%	1%	16%			20
Household Income	Less than \$45,000		31%	46%	15%	8%	0%	65
	\$45,000 - \$74,999		41%	33%	23%	2%	1%	44
	\$75,000 - \$99,999		12%	42%	11%	35%	0%	70
	\$100,000 - \$149,999		19%	38%	26%	16%	1%	41
	\$150,000 or more		49%	45%	6%			19
Children in Household	Children in household		29%	18%	26%	26%	0%	90
	No children in household		26%	56%	9%	8%	0%	181
Race/Ethnic Identification	African Amer./Black/Caribbean		100%					3
	Asian American/Pacific Islander						100%	0
	Caucasian/White		27%	44%	14%	14%	0%	262
	Latin/Hispanic			31%	62%		7%	5
	Native American, Inuit, or Aleut			72%	28%			2
	Identify as other race or ethnicity		57%	3%	40%		1%	4
Media Usage	Boston Globe reader		22%	58%	20%		1%	16
	Local newspapers reader		43%	40%	15%	2%	0%	49
	NHPR listener		31%	33%	16%	19%	0%	173
	Union Leader reader		20%	74%	1%	4%	1%	49
	WMUR viewer		26%	47%	11%	16%	0%	226

U6e: How important are each of the following to you when deciding where to go on a trip or vacation? Locally-Owned Businesses

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	15%	37%	29%	12%	8%	283
Age of Respondent	18 to 34		18%	54%	22%	6%		55
	35 to 49		5%	16%	23%	33%	22%	75
	50 to 64		16%	40%	42%	1%	0%	106
	65 and older		23%	42%	18%	7%	10%	47
Gender of Respondent	Men		7%	30%	28%	21%	13%	139
	Women		22%	42%	30%	2%	3%	142
Level of Education	High school or less		12%	28%	28%	18%	13%	123
	Tech school/Some college		8%	48%	32%	6%	5%	70
	College graduate		29%	46%	19%	4%	2%	55
	Postgraduate work		16%	31%	41%	11%	0%	35
Region of State	Central/Lakes		0%	11%	33%	54%	1%	51
	Connecticut Valley		14%	40%	34%		11%	18
	Manchester Area		43%	23%	31%	2%	1%	36
	Mass Border		26%	49%	18%	3%	4%	56
	North Country		9%	18%	68%	5%		28
	Seacoast		7%	54%	20%	2%	18%	95
Voting Registration	Registered Democrat		19%	52%	20%	8%	1%	91
	Registered Undeclared/Not Reg.		19%	29%	48%	1%	2%	93
	Registered Republican		6%	26%	20%	27%	21%	92
2020 Presidential Vote	Voted for Trump		7%	31%	25%	21%	16%	125
	Voted for Biden		22%	40%	33%	5%	0%	142
	Did not vote in 2020		19%	62%	2%		18%	8
Employment Status	Employed full-time		17%	31%	28%	23%	1%	123
	Employed part-time		2%	45%	5%	6%	41%	40
	Retired or not working		23%	51%	18%	3%	5%	84
	Student		27%		73%			2
	Unemployed		1%	23%	77%			20
Household Income	Less than \$45,000		14%	49%	28%	7%	2%	65
	\$45,000 - \$74,999		20%	40%	39%	1%	1%	44
	\$75,000 - \$99,999		7%	15%	27%	31%	21%	82
	\$100,000 - \$149,999		27%	44%	17%	5%	7%	41
	\$150,000 or more		30%	10%	58%	1%	1%	18
Children in Household	Children in household		13%	17%	40%	29%	0%	90
	No children in household		15%	46%	24%	3%	11%	193
Race/Ethnic Identification	African Amer./Black/Caribbean			100%				3
	Asian American/Pacific Islander				100%		0%	12
	Caucasian/White	16%	39%	25%	12%	8%		261
	Latin/Hispanic		31%	62%		7%		5
	Native American, Inuit, or Aleut			28%	72%			2
	Identify as other race or ethnicity			59%			41%	4
Media Usage	Boston Globe reader		37%	48%	13%		2%	16
	Local newspapers reader		12%	41%	41%	3%	3%	49
	NHPR listener		19%	36%	29%	16%	0%	173
	Union Leader reader		21%	37%	6%	2%	34%	49
	WMUR viewer		15%	39%	25%	12%	8%	238

U6f: How important are each of the following to you when deciding where to go on a trip or vacation? Community Safety

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	51%	33%	14%	2%	1%	283
Age of Respondent	18 to 34		22%	38%	38%	2%		55
	35 to 49		47%	47%	2%	4%		75
	50 to 64		67%	19%	13%		1%	106
	65 and older		56%	36%	4%	1%	2%	47
Gender of Respondent	Men		43%	42%	13%	1%	1%	139
	Women		60%	23%	14%	2%	0%	142
Level of Education	High school or less		58%	27%	14%			123
	Tech school/Some college		48%	36%	11%	4%	0%	70
	College graduate		49%	37%	10%	1%	3%	55
	Postgraduate work		35%	39%	22%	3%		35
Region of State	Central/Lakes		37%	56%	6%		1%	51
	Connecticut Valley		49%	19%	29%		3%	18
	Manchester Area		60%	36%	3%		1%	35
	Mass Border		43%	48%	7%	1%	1%	56
	North Country		60%	26%	14%	0%		28
	Seacoast		58%	15%	22%	4%		95
Voting Registration	Registered Democrat		47%	35%	12%	5%	0%	91
	Registered Undeclared/Not Reg.		45%	32%	22%		0%	93
	Registered Republican		64%	33%	2%		1%	92
2020 Presidential Vote	Voted for Trump		63%	34%	1%	1%	1%	125
	Voted for Biden		45%	30%	23%	3%	0%	142
	Did not vote in 2020		19%	21%	60%		0%	8
Employment Status	Employed full-time		35%	53%	9%	3%	1%	124
	Employed part-time		57%	20%	23%			40
	Retired or not working		78%	18%	2%	1%	1%	84
	Student		27%		73%			2
	Unemployed		2%	22%	76%			20
Household Income	Less than \$45,000		42%	29%	25%	5%	0%	65
	\$45,000 - \$74,999		58%	27%	13%		2%	44
	\$75,000 - \$99,999		52%	42%	4%	1%	0%	82
	\$100,000 - \$149,999		51%	23%	23%	2%	1%	41
	\$150,000 or more		41%	57%	2%			18
Children in Household	Children in household		29%	47%	22%	1%	0%	90
	No children in household		61%	26%	10%	2%	1%	193
Race/Ethnic Identification	African Amer./Black/Caribbean			100%				3
	Asian American/Pacific Islander		100%				0%	12
	Caucasian/White		50%	34%	14%	2%	1%	261
	Latin/Hispanic			31%	62%		7%	5
	Native American, Inuit, or Aleut		28%	72%				2
	Identify as other race or ethnicity		16%	83%			1%	4
Media Usage	Boston Globe reader		30%	36%	14%	20%	1%	16
	Local newspapers reader		16%	47%	30%	6%	0%	49
	NHPR listener		38%	40%	19%	3%	1%	172
	Union Leader reader		60%	34%	5%		1%	49
	WMUR viewer		53%	30%	14%	2%	1%	238

U6g: How important are each of the following to you when deciding where to go on a trip or vacation? Welcoming People

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	New Hampshire	31%	33%	35%	1%	1%	283
Age of Respondent	18 to 34		28%	35%	37%	0%		55
	35 to 49		13%	9%	77%	1%		75
	50 to 64		42%	43%	15%		1%	106
	65 and older		36%	47%	11%	4%	2%	47
Gender of Respondent	Men		16%	33%	50%	0%	1%	139
	Women		45%	34%	20%	1%	0%	141
Level of Education	High school or less		32%	23%	45%			123
	Tech school/Some college		23%	50%	25%	2%	0%	70
	College graduate		36%	38%	24%	0%	2%	55
	Postgraduate work		33%	26%	37%	3%	1%	34
Region of State	Central/Lakes		5%	34%	58%	2%	1%	50
	Connecticut Valley		58%	37%	2%		3%	18
	Manchester Area		57%	36%	4%	2%	1%	36
	Mass Border		21%	57%	20%	2%		55
	North Country		14%	21%	64%	0%		28
	Seacoast		39%	20%	41%		1%	95
Voting Registration	Registered Democrat		31%	46%	20%	2%	0%	91
	Registered Undeclared/Not Reg.		29%	28%	41%	1%	0%	93
	Registered Republican		27%	27%	45%		1%	92
2020 Presidential Vote	Voted for Trump		26%	24%	48%	1%	1%	125
	Voted for Biden		33%	39%	27%	1%	0%	141
	Did not vote in 2020		77%	20%		2%	0%	8
Employment Status	Employed full-time		27%	37%	35%	1%	1%	123
	Employed part-time		13%	29%	58%			40
	Retired or not working		54%	40%	3%	2%	1%	84
	Student		27%		73%			2
	Unemployed		9%	14%	77%	1%		20
Household Income	Less than \$45,000		41%	25%	31%	3%	0%	65
	\$45,000 - \$74,999		27%	71%	1%		1%	43
	\$75,000 - \$99,999		13%	9%	77%	1%	0%	82
	\$100,000 - \$149,999		38%	41%	19%		1%	41
	\$150,000 or more		18%	61%	21%			19
Children in Household	Children in household		23%	24%	53%		0%	90
	No children in household		34%	37%	26%	1%	1%	193
Race/Ethnic Identification	African Amer./Black/Caribbean			100%				3
	Asian American/Pacific Islander				100%		0%	12
	Caucasian/White	31%	35%	32%	1%	1%		261
	Latin/Hispanic		31%	62%			7%	5
	Native American, Inuit, or Aleut			72%	28%			2
	Identify as other race or ethnicity	97%	3%				1%	4
Media Usage	Boston Globe reader		45%	32%	16%	7%	1%	16
	Local newspapers reader		18%	38%	41%	2%	0%	49
	NHPR listener		29%	32%	38%	1%	1%	172
	Union Leader reader		25%	14%	59%	1%	1%	49
	WMUR viewer		35%	27%	37%	1%	1%	237

U6h How important are each of the following to you when deciding where to go on a trip or vacation? Other

		<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020 New Hampshire	21%	1%	31%	47%	74
Age of Respondent	18 to 34	1%			99%	15
	35 to 49	2%	1%	85%	12%	27
	50 to 64	61%	3%		35%	20
	65 and older	17%		2%	81%	13
Gender of Respondent	Men	4%	1%	57%	38%	40
	Women	40%	2%		58%	34
Level of Education	High school or less	30%		60%	10%	38
	Tech school/Some college	9%	6%		86%	16
	College graduate	11%			89%	14
	Postgraduate work	14%	1%	3%	83%	7
Region of State	Central/Lakes	3%	1%	90%	6%	25
	Connecticut Valley	0%			100%	4
	Manchester Area	15%			85%	11
	Mass Border	11%			89%	13
	North Country	4%		4%	91%	5
	Seacoast	70%	4%		27%	17
Voting Registration	Registered Democrat	42%	3%	1%	54%	29
	Registered Undeclared/Not Reg.	5%	0%		94%	13
	Registered Republican	7%		71%	22%	32
2020 Presidential Vote	Voted for Trump	9%		71%	20%	32
	Voted for Biden	33%	3%	1%	64%	38
	Did not vote in 2020	8%			92%	2
Employment Status	Employed full-time	4%	1%	56%	40%	41
	Employed part-time	58%			42%	0
	Retired or not working	49%	2%	1%	48%	27
	Unemployed	2%			98%	6
Household Income	Less than \$45,000	54%	2%		43%	25
	\$45,000 - \$74,999	10%			90%	1
	\$75,000 - \$99,999	2%		84%	14%	27
	\$100,000 - \$149,999	0%	4%	2%	95%	10
	\$150,000 or more	2%			98%	6
Children in Household	Children in household	2%	3%	62%	33%	36
	No children in household	38%	0%	1%	61%	38
Race/Ethnic Identification	African Amer./Black/Caribbean				100%	3
	Asian American/Pacific Islander				100%	0
	Caucasian/White	22%	1%	32%	45%	71
	Latin/Hispanic				100%	3
	Native American, Inuit, or Aleut		100%			1
	Identify as other race or ethnicity				100%	0
Media Usage	Boston Globe reader	27%			73%	2
	Local newspapers reader	4%			96%	7
	NHPR listener	22%	2%	38%	38%	60
	Union Leader reader	43%		4%	53%	5
	WMUR viewer	23%	1%	35%	40%	65

INT1: How familiar are you with the Monadnock Region of New Hampshire?

			<u>Very Familiar</u>	<u>Somewhat Familiar</u>	<u>Not Very Familiar</u>	<u>Not At All Familiar</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	10%	37%	19%	27%	6%	410
Age of Respondent	18 to 34		14%	36%	16%	25%	9%	122
	35 to 49		11%	35%	20%	28%	6%	92
	50 to 64		5%	34%	28%	31%	1%	107
	65 and older		9%	46%	12%	26%	6%	87
Gender of Respondent	Men		12%	40%	19%	21%	7%	192
	Women		8%	35%	21%	33%	3%	203
Level of Education	High school or less		7%	32%	15%	36%	9%	153
	Tech school/Some college		6%	35%	27%	27%	5%	120
	College graduate		15%	40%	23%	19%	4%	76
	Postgraduate work		19%	52%	11%	18%		55
Region of State	Franklin County		10%	55%	25%	10%		19
	Hampden County		6%	31%	20%	37%	5%	125
	Hampshire County		21%	35%	16%	22%	6%	43
	Worcester County		11%	40%	19%	24%	6%	223
Voting Registration	Registered Democrat		11%	39%	19%	28%	3%	87
	Registered Undeclared/Not Reg.		12%	40%	19%	27%	2%	171
	Registered Republican		21%	31%	19%	20%	9%	35
2020 Presidential Vote	Voted for Trump		11%	44%	15%	26%	4%	114
	Voted for Biden		12%	37%	20%	27%	3%	183
	Did not vote in 2020		5%	33%	23%	31%	9%	91
Employment Status	Employed full-time		13%	38%	22%	22%	5%	159
	Employed part-time		10%	38%	14%	29%	9%	55
	Retired or not working		7%	40%	21%	30%	2%	129
	Student		3%	43%	21%	18%	15%	12
	Unemployed		6%	31%	16%	40%	7%	46
Household Income	Less than \$45,000		8%	32%	24%	31%	5%	186
	\$45,000 - \$74,999		4%	43%	20%	29%	4%	80
	\$75,000 - \$99,999		18%	44%	13%	26%		47
	\$100,000 - \$149,999		13%	62%	14%	10%	1%	43
	\$150,000 or more		55%	18%	27%			5
Children in Household	Children in household		7%	46%	20%	20%	6%	100
	No children in household		11%	35%	20%	30%	5%	297
Race/Ethnic Identification	African Amer./Black/Caribbean		8%	31%	20%	26%	15%	28
	Asian American/Pacific Islander		17%	30%	11%	42%		9
	Caucasian/White		10%	40%	19%	28%	3%	323
	Latin/Hispanic		12%	31%	15%	29%	13%	46
	Native American, Inuit, or Aleut		36%	38%	17%	9%		7
	Identify as other race or ethnicity		15%	53%	31%			7
Media Usage	Boston Globe reader		26%	55%	12%	5%	3%	54
	Boston Herald reader		28%	60%	5%	7%		28
	Local newspapers reader		12%	40%	22%	23%	3%	125
	NEPR listener		15%	44%	19%	16%	6%	203
	WGGB-TV viewer		13%	37%	20%	25%	4%	235
	WWLP viewer		11%	37%	21%	27%	4%	195

INT2: In what part of the state of New Hampshire is the Monadnock Region?

			<u>Central</u>	<u>Northern</u>	<u>Southeast</u>	<u>Southwest</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	11%	16%	14%	32%	26%	195
Age of Respondent	18 to 34		6%	23%	12%	22%	36%	60
	35 to 49		4%	17%	13%	41%	24%	43
	50 to 64		13%	7%	15%	30%	34%	42
	65 and older		22%	14%	17%	37%	10%	49
Gender of Respondent	Men		16%	13%	15%	37%	19%	101
	Women		6%	22%	14%	25%	33%	87
Level of Education	High school or less		10%	17%	24%	22%	27%	60
	Tech school/Some college		19%	10%	4%	33%	34%	49
	College graduate		7%	32%	12%	26%	23%	41
	Postgraduate work		6%	5%	17%	54%	18%	39
Region of State	Franklin County		11%	3%		53%	33%	12
	Hampden County		9%	23%	11%	30%	28%	46
	Hampshire County		3%	16%	25%	44%	12%	24
	Worcester County		14%	15%	15%	28%	28%	112
Voting Registration	Registered Democrat		11%	16%	16%	37%	19%	44
	Registered Undeclared/Not Reg.		13%	19%	12%	35%	22%	89
	Registered Republican		18%	16%	21%	18%	27%	18
2020 Presidential Vote	Voted for Trump		16%	22%	16%	19%	28%	63
	Voted for Biden		11%	17%	15%	42%	16%	90
	Did not vote in 2020			7%	11%	33%	49%	34
Employment Status	Employed full-time		7%	13%	18%	35%	27%	81
	Employed part-time		23%	8%	17%	19%	33%	26
	Retired or not working		15%	22%	9%	36%	18%	61
	Student		8%	15%	6%	7%	64%	5
	Unemployed			24%	15%	29%	32%	17
Household Income	Less than \$45,000		9%	24%	8%	23%	36%	75
	\$45,000 - \$74,999		13%	5%	21%	45%	16%	38
	\$75,000 - \$99,999		21%	14%	21%	30%	14%	29
	\$100,000 - \$149,999		7%	8%	11%	47%	27%	32
	\$150,000 or more			24%		59%	17%	4
Children in Household	Children in household		5%	20%	12%	31%	33%	53
	No children in household		14%	14%	15%	34%	22%	135
Race/Ethnic Identification	African Amer./Black/Caribbean			38%	8%	25%	29%	11
	Asian American/Pacific Islander			21%	18%	40%	21%	4
	Caucasian/White		12%	15%	15%	33%	25%	161
	Latin/Hispanic		13%	16%	16%	18%	38%	20
	Native American, Inuit, or Aleut		8%	33%		7%	52%	5
	Identify as other race or ethnicity		22%				78%	5
Media Usage	Boston Globe reader		11%	12%	20%	36%	22%	43
	Boston Herald reader		13%	13%	16%	24%	34%	24
	Local newspapers reader		11%	10%	10%	40%	28%	64
	NEPR listener		11%	13%	17%	38%	21%	119
	WGGB-TV viewer		9%	19%	13%	36%	23%	117
	WWLP viewer		8%	18%	13%	35%	26%	92

INT4: Please indicate if you have ever done any of the following in the Monadnock Region (Please select all that apply)

			<u>Lived there</u>	<u>Stayed at a local hotel</u>	<u>Visited attractions or events</u>	<u>Visited friends and family</u>	<u>Visited restaurants</u>
Overall	2020	Massachusetts	3%	11%	41%	17%	25%
Age of Respondent	18 to 34		7%	9%	25%	15%	21%
	35 to 49		2%	17%	43%	23%	25%
	50 to 64			10%	40%	15%	21%
	65 and older		1%	9%	60%	14%	35%
Gender of Respondent	Men		3%	12%	48%	19%	27%
	Women		3%	11%	35%	15%	22%
Level of Education	High school or less		4%	5%	26%	13%	17%
	Tech school/Some college		1%	10%	42%	17%	18%
	College graduate		5%	22%	59%	19%	38%
	Postgraduate work		2%	12%	56%	25%	45%
Region of State	Franklin County		4%	12%	58%	16%	30%
	Hampden County		2%	9%	29%	16%	24%
	Hampshire County		3%	11%	49%	23%	31%
	Worcester County		4%	12%	44%	16%	23%
Voting Registration	Registered Democrat		2%	10%	44%	26%	24%
	Registered Undeclared/Not Reg.		2%	13%	53%	17%	33%
	Registered Republican		7%	23%	43%	15%	20%
2020 Presidential Vote	Voted for Trump		3%	17%	57%	12%	32%
	Voted for Biden		4%	9%	41%	19%	25%
	Did not vote in 2020		1%	10%	27%	19%	18%
Employment Status	Employed full-time		3%	12%	45%	20%	27%
	Employed part-time		6%	7%	28%	12%	35%
	Retired or not working		2%	14%	43%	16%	20%
	Student		3%	2%	22%	13%	15%
	Unemployed		3%	9%	44%	18%	21%
Household Income	Less than \$45,000		2%	11%	27%	16%	16%
	\$45,000 - \$74,999		4%	12%	47%	27%	29%
	\$75,000 - \$99,999		1%	22%	71%	12%	40%
	\$100,000 - \$149,999			7%	64%	14%	47%
	\$150,000 or more				95%	32%	45%
Children in Household	Children in household		3%	16%	44%	22%	26%
	No children in household		3%	10%	41%	15%	24%
Race/Ethnic Identification	African Amer./Black/Caribbean		6%	13%	12%	29%	15%
	Asian American/Pacific Islander		9%	7%	32%	15%	27%
	Caucasian/White		2%	11%	45%	16%	27%
	Latin/Hispanic		7%	13%	23%	23%	19%
	Native American, Inuit, or Aleut		6%		24%	42%	11%
	Identify as other race or ethnicity				79%	25%	53%
Media Usage	Boston Globe reader		3%	18%	63%	22%	36%
	Boston Herald reader		11%	21%	61%	29%	45%
	Local newspapers reader		0%	18%	51%	20%	27%
	NEPR listener		5%	14%	48%	23%	30%
	WGGB-TV viewer		3%	14%	45%	19%	30%
	WWLP viewer		3%	13%	42%	22%	30%

INT4: Please indicate if you have ever done any of the following in the Monadnock Region (Please select all that apply)

			<u>Went to school/college there</u>	<u>Worked there</u>	<u>Other</u>	<u>None of the above</u>	<u>N</u>
Overall	2020	Massachusetts	1%	6%	10%	35%	410
Age of Respondent	18 to 34		3%	8%	8%	39%	122
	35 to 49			4%	7%	37%	92
	50 to 64		2%	1%	13%	36%	107
	65 and older			12%	12%	25%	87
Gender of Respondent	Men		1%	9%	11%	26%	192
	Women		1%	2%	9%	43%	203
Level of Education	High school or less		2%	9%	10%	44%	153
	Tech school/Some college			2%	11%	33%	120
	College graduate		1%	2%	7%	25%	76
	Postgraduate work			10%	13%	26%	55
Region of State	Franklin County			8%	8%	20%	19
	Hampden County		1%	7%	8%	37%	125
	Hampshire County		2%	6%	17%	31%	43
	Worcester County		1%	5%	10%	36%	223
Voting Registration	Registered Democrat		1%	4%	7%	38%	87
	Registered Undeclared/Not Reg.		0%	5%	13%	25%	171
	Registered Republican			8%	9%	33%	35
2020 Presidential Vote	Voted for Trump		1%	1%	9%	23%	114
	Voted for Biden		2%	8%	13%	36%	183
	Did not vote in 2020			9%	6%	43%	91
Employment Status	Employed full-time		1%	3%	7%	33%	159
	Employed part-time		2%	18%	10%	26%	55
	Retired or not working		2%	5%	14%	36%	129
	Student				12%	51%	12
	Unemployed		2%	3%	13%	41%	46
Household Income	Less than \$45,000		2%	8%	13%	43%	186
	\$45,000 - \$74,999		1%	3%	13%	28%	80
	\$75,000 - \$99,999			7%	3%	14%	47
	\$100,000 - \$149,999			2%	7%	20%	43
	\$150,000 or more					5%	5
Children in Household	Children in household		1%	6%	7%	27%	100
	No children in household		1%	6%	11%	37%	297
Race/Ethnic Identification	African Amer./Black/Caribbean		2%	4%	7%	46%	28
	Asian American/Pacific Islander			11%	5%	42%	9
	Caucasian/White		1%	5%	11%	32%	323
	Latin/Hispanic		5%	9%	6%	45%	46
	Native American, Inuit, or Aleut			5%		33%	7
	Identify as other race or ethnicity					21%	7
Media Usage	Boston Globe reader		2%	16%	24%	16%	54
	Boston Herald reader		2%	7%	14%	12%	28
	Local newspapers reader		2%	2%	17%	25%	125
	NEPR listener		1%	10%	13%	25%	203
	WGGB-TV viewer		1%	8%	11%	27%	235
	WWLP viewer		1%	4%	12%	28%	195

A2a: How would you rate the following in the Monadnock region - Open Spaces/Scenic Views

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	56%	19%	16%	2%	1%	6%	195
Age of Respondent	18 to 34		36%	18%	27%	8%	3%	8%	60
	35 to 49		53%	34%	10%			3%	43
	50 to 64		54%	21%	15%			9%	42
	65 and older		84%	6%	8%			2%	49
Gender of Respondent	Men		63%	21%	9%	2%	1%	4%	101
	Women		48%	18%	23%	3%		8%	87
Level of Education	High school or less		48%	18%	16%	5%	3%	10%	60
	Tech school/Some college		57%	21%	16%	1%		5%	49
	College graduate		54%	25%	16%	1%		4%	41
	Postgraduate work		73%	14%	12%	1%			39
Region of State	Franklin County		54%	27%				19%	12
	Hampden County		41%	17%	24%	7%	4%	7%	46
	Hampshire County		68%	18%	15%				24
	Worcester County		60%	19%	14%	1%		5%	112
Voting Registration	Registered Democrat		52%	28%	14%	2%		5%	44
	Registered Undeclared/Not Reg.		68%	13%	15%	1%		3%	89
	Registered Republican		52%	29%	14%	2%		3%	18
2020 Presidential Vote	Voted for Trump		53%	28%	16%			3%	63
	Voted for Biden		61%	14%	17%	4%		4%	90
	Did not vote in 2020		59%	15%	15%	1%	3%	7%	34
Employment Status	Employed full-time		46%	32%	15%	3%		4%	81
	Employed part-time		60%	11%	23%	3%	3%		26
	Retired or not working		75%	9%	10%			6%	61
	Student		8%	20%	59%	7%		7%	5
	Unemployed		54%	14%	20%	4%		8%	17
Household Income	Less than \$45,000		53%	19%	15%	4%	3%	7%	75
	\$45,000 - \$74,999		54%	15%	21%	4%		6%	38
	\$75,000 - \$99,999		50%	28%	19%	1%		2%	29
	\$100,000 - \$149,999		73%	15%	12%				32
	\$150,000 or more		44%	46%	10%				4
Children in Household	Children in household		48%	26%	20%	4%		2%	53
	No children in household		61%	16%	14%	2%	1%	5%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		19%	21%	32%	11%	8%	9%	11
	Asian American/Pacific Islander		28%	20%	44%	8%			4
	Caucasian/White		59%	20%	14%	2%		6%	161
	Latin/Hispanic		46%	16%	16%	6%	6%	10%	20
	Native American, Inuit, or Aleut		38%	33%	15%	7%		8%	5
	Identify as other race or ethnicity		78%					22%	5
Media Usage	Boston Globe reader		63%	12%	17%	6%	2%		43
	Boston Herald reader		85%	5%	9%	1%			24
	Local newspapers reader		65%	19%	14%	1%		1%	64
	NEPR listener		59%	21%	15%	4%	1%	1%	119
	WGGB-TV viewer		56%	20%	17%	3%		4%	117
	WWLP viewer		52%	22%	17%	4%		5%	92

A2b: How would you rate the following in the Monadnock region - Outdoor Recreation

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	44%	28%	16%	4%	1%	7%	195
Age of Respondent	18 to 34		23%	30%	27%	10%	4%	6%	60
	35 to 49		39%	33%	19%			9%	43
	50 to 64		55%	28%	8%	4%		5%	42
	65 and older		65%	21%	9%			6%	49
Gender of Respondent	Men		53%	26%	8%	4%	1%	8%	101
	Women		35%	32%	26%	3%	0%	5%	87
Level of Education	High school or less		37%	33%	15%	6%	3%	5%	60
	Tech school/Some college		47%	19%	21%	5%	1%	7%	49
	College graduate		47%	36%	13%	1%		2%	41
	Postgraduate work		53%	24%	10%	2%		11%	39
Region of State	Franklin County		41%	30%	16%			12%	12
	Hampden County		29%	36%	20%	3%	3%	9%	46
	Hampshire County		64%	14%	13%	8%			24
	Worcester County		47%	27%	16%	4%	1%	6%	112
Voting Registration	Registered Democrat		43%	31%	23%	1%		2%	44
	Registered Undeclared/Not Reg.		52%	29%	11%	2%		6%	89
	Registered Republican		46%	34%	10%	9%	2%		18
2020 Presidential Vote	Voted for Trump		55%	31%	10%	3%			63
	Voted for Biden		41%	26%	19%	5%	1%	8%	90
	Did not vote in 2020		40%	29%	17%	3%	3%	9%	34
Employment Status	Employed full-time		39%	34%	15%	7%		5%	81
	Employed part-time		42%	26%	17%	1%	3%	11%	26
	Retired or not working		61%	21%	16%		0%	2%	61
	Student		20%	11%	36%	7%	19%	7%	5
	Unemployed		25%	36%	19%	9%		11%	17
Household Income	Less than \$45,000		39%	31%	22%	4%	1%	3%	75
	\$45,000 - \$74,999		42%	33%	15%		3%	6%	38
	\$75,000 - \$99,999		62%	17%	3%	5%		13%	29
	\$100,000 - \$149,999		58%	18%	12%	8%		4%	32
	\$150,000 or more		51%	39%		10%			4
Children in Household	Children in household		33%	32%	20%	9%		6%	53
	No children in household		50%	27%	14%	2%	1%	6%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		7%	41%	23%	12%	8%	9%	11
	Asian American/Pacific Islander		15%	13%	64%	8%			4
	Caucasian/White		49%	28%	12%	4%	1%	7%	161
	Latin/Hispanic		28%	19%	42%		1%	10%	20
	Native American, Inuit, or Aleut		14%	57%	22%			8%	5
	Identify as other race or ethnicity		78%					22%	5
Media Usage	Boston Globe reader		39%	26%	24%	8%	3%		43
	Boston Herald reader		50%	33%	12%	4%			24
	Local newspapers reader		39%	44%	13%	2%		2%	64
	NEPR listener		47%	27%	16%	4%	1%	5%	119
	WGGB-TV viewer		49%	27%	13%	5%	0%	6%	117
	WWLP viewer		43%	35%	16%	2%	0%	3%	92

A2c: How would you rate the following in the Monadnock region - Arts & Entertainment

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	13%	26%	28%	5%	2%	25%	195
Age of Respondent	18 to 34		20%	23%	27%	8%	5%	16%	60
	35 to 49		16%	27%	19%	7%	2%	28%	43
	50 to 64		12%	22%	35%	6%	2%	24%	42
	65 and older			31%	32%			36%	49
Gender of Respondent	Men		12%	31%	33%	4%	1%	18%	101
	Women		13%	22%	24%	6%	2%	33%	87
Level of Education	High school or less		20%	24%	34%	3%	4%	15%	60
	Tech school/Some college		11%	22%	29%	9%	1%	28%	49
	College graduate		16%	31%	22%	6%	2%	23%	41
	Postgraduate work			31%	24%	4%	1%	41%	39
Region of State	Franklin County		7%	48%	28%			17%	12
	Hampden County		10%	32%	24%	4%	7%	22%	46
	Hampshire County		26%	25%	27%	2%		21%	24
	Worcester County		12%	21%	30%	7%	1%	28%	112
Voting Registration	Registered Democrat		9%	33%	32%	9%	2%	15%	44
	Registered Undeclared/Not Reg.		16%	24%	21%	5%	1%	33%	89
	Registered Republican		13%	35%	36%		4%	12%	18
2020 Presidential Vote	Voted for Trump		17%	17%	39%	2%	1%	23%	63
	Voted for Biden		10%	34%	21%	8%	0%	26%	90
	Did not vote in 2020		12%	25%	31%	3%	7%	22%	34
Employment Status	Employed full-time		17%	23%	34%	6%	0%	19%	81
	Employed part-time		8%	36%	16%	2%	6%	32%	26
	Retired or not working		8%	27%	27%	4%	3%	31%	61
	Student		14%	26%	26%	26%		7%	5
	Unemployed		17%	24%	32%	4%		24%	17
Household Income	Less than \$45,000		13%	32%	29%	5%	6%	16%	75
	\$45,000 - \$74,999		2%	18%	29%	7%	1%	43%	38
	\$75,000 - \$99,999		9%	23%	46%	8%		14%	29
	\$100,000 - \$149,999		24%	28%	15%	2%		30%	32
	\$150,000 or more			39%	51%	10%			4
Children in Household	Children in household		15%	28%	29%	7%	1%	19%	53
	No children in household		10%	26%	29%	4%	2%	28%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		19%	32%	12%	6%	17%	15%	11
	Asian American/Pacific Islander		13%	31%	40%	8%	8%		4
	Caucasian/White		12%	25%	30%	5%	1%	27%	161
	Latin/Hispanic		12%	35%	19%	4%	10%	20%	20
	Native American, Inuit, or Aleut		18%	38%	20%		7%	17%	5
	Identify as other race or ethnicity							100%	5
Media Usage	Boston Globe reader		11%	42%	17%	10%	3%	18%	43
	Boston Herald reader		20%	42%	12%		2%	25%	24
	Local newspapers reader		4%	27%	40%	3%		26%	64
	NEPR listener		15%	28%	33%	6%	2%	16%	119
	WGGB-TV viewer		17%	36%	25%	5%	1%	16%	117
	WWLP viewer		14%	39%	26%	3%	1%	16%	92

A2d: How would you rate the following in the Monadnock region - Bars & Restaurants

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	14%	40%	28%	4%	2%	13%	195
Age of Respondent	18 to 34		10%	33%	31%	8%	6%	11%	60
	35 to 49		20%	36%	29%	3%		12%	43
	50 to 64		14%	45%	25%	4%		12%	42
	65 and older		10%	48%	27%			15%	49
Gender of Respondent	Men		15%	45%	26%	2%	2%	9%	101
	Women		12%	34%	30%	7%	0%	17%	87
Level of Education	High school or less		13%	38%	29%	2%	6%	11%	60
	Tech school/Some college		29%	25%	26%	8%		11%	49
	College graduate		7%	48%	32%	3%		10%	41
	Postgraduate work		2%	55%	26%		1%	17%	39
Region of State	Franklin County		19%	16%	41%	5%		19%	12
	Hampden County		21%	32%	26%	1%	5%	15%	46
	Hampshire County		4%	53%	21%	7%		15%	24
	Worcester County		12%	43%	29%	4%	1%	10%	112
Voting Registration	Registered Democrat		11%	36%	35%	5%	3%	12%	44
	Registered Undeclared/Not Reg.		15%	48%	27%	2%		8%	89
	Registered Republican		22%	36%	20%	3%		19%	18
2020 Presidential Vote	Voted for Trump		21%	45%	26%	3%		5%	63
	Voted for Biden		7%	44%	29%	4%	2%	14%	90
	Did not vote in 2020		18%	24%	36%	4%	4%	14%	34
Employment Status	Employed full-time		8%	40%	33%	4%	1%	13%	81
	Employed part-time		7%	52%	14%	8%	4%	15%	26
	Retired or not working		23%	35%	30%	1%	1%	10%	61
	Student		13%	22%	28%	11%	19%	7%	5
	Unemployed		17%	43%	27%	4%		9%	17
Household Income	Less than \$45,000		17%	36%	31%	6%	3%	8%	75
	\$45,000 - \$74,999		7%	37%	42%	4%	4%	7%	38
	\$75,000 - \$99,999		24%	44%	11%	5%		16%	29
	\$100,000 - \$149,999		8%	52%	29%			11%	32
	\$150,000 or more		31%	15%	54%				4
Children in Household	Children in household		21%	27%	37%	6%	1%	7%	53
	No children in household		10%	46%	26%	2%	2%	14%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		13%	13%	30%	18%	17%	9%	11
	Asian American/Pacific Islander		13%	43%	24%	13%	8%		4
	Caucasian/White		13%	41%	29%	2%	1%	14%	161
	Latin/Hispanic		17%	41%	22%	5%	5%	10%	20
	Native American, Inuit, or Aleut		32%	29%	15%		7%	17%	5
	Identify as other race or ethnicity			78%				22%	5
Media Usage	Boston Globe reader		7%	49%	22%	9%	3%	10%	43
	Boston Herald reader		16%	54%	26%		2%	2%	24
	Local newspapers reader		14%	38%	34%	4%	0%	10%	64
	NEPR listener		13%	44%	28%	4%	2%	8%	119
	WGGB-TV viewer		16%	44%	28%	3%	2%	7%	117
	WWLP viewer		16%	41%	31%	4%	1%	6%	92

A2e: How would you rate the following in the Monadnock region - Employment Opportunities

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	9%	9%	26%	7%	3%	47%	195
Age of Respondent	18 to 34		17%	18%	23%	11%	5%	25%	60
	35 to 49		9%	1%	26%	6%	3%	54%	43
	50 to 64		4%	7%	32%	8%	2%	48%	42
	65 and older			6%	23%	3%		68%	49
Gender of Respondent	Men		8%	10%	31%	8%	4%	39%	101
	Women		9%	6%	20%	7%		57%	87
Level of Education	High school or less		16%	8%	34%	11%	5%	26%	60
	Tech school/Some college		3%	8%	18%	5%	4%	62%	49
	College graduate		9%	10%	29%	6%	1%	45%	41
	Postgraduate work			11%	20%	4%		65%	39
Region of State	Franklin County		9%		27%	9%	5%	50%	12
	Hampden County		12%	11%	23%	5%	6%	43%	46
	Hampshire County		4%		21%	4%		72%	24
	Worcester County		8%	11%	28%	9%	2%	43%	112
Voting Registration	Registered Democrat		7%	9%	30%	8%	4%	41%	44
	Registered Undeclared/Not Reg.		9%	2%	28%	4%	0%	56%	89
	Registered Republican		9%	32%	18%			42%	18
2020 Presidential Vote	Voted for Trump		11%	8%	33%	6%	2%	40%	63
	Voted for Biden		8%	9%	24%	7%	2%	51%	90
	Did not vote in 2020		5%	12%	20%	9%	3%	52%	34
Employment Status	Employed full-time		7%	12%	33%	11%	3%	35%	81
	Employed part-time		8%	7%	26%	10%	3%	46%	26
	Retired or not working		8%	5%	18%	4%	1%	64%	61
	Student		14%	35%	26%	11%		14%	5
	Unemployed		14%	7%	25%			54%	17
Household Income	Less than \$45,000		14%	5%	32%	10%	6%	32%	75
	\$45,000 - \$74,999		4%	14%	27%	2%		53%	38
	\$75,000 - \$99,999		3%	7%	19%	13%		58%	29
	\$100,000 - \$149,999		4%	8%	22%	2%	1%	63%	32
	\$150,000 or more		7%		24%	44%		25%	4
Children in Household	Children in household		10%	12%	31%	8%		39%	53
	No children in household		7%	7%	25%	7%	3%	51%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		16%	10%	28%	22%	8%	15%	11
	Asian American/Pacific Islander		31%	10%	31%	13%		16%	4
	Caucasian/White		6%	9%	26%	6%	2%	51%	161
	Latin/Hispanic		28%	9%	24%	7%	6%	26%	20
	Native American, Inuit, or Aleut		14%	20%	40%	10%		17%	5
	Identify as other race or ethnicity							100%	5
Media Usage	Boston Globe reader		7%	14%	24%	10%	6%	39%	43
	Boston Herald reader		21%	13%	18%	2%		46%	24
	Local newspapers reader		3%	5%	23%	5%	3%	61%	64
	NEPR listener		9%	10%	35%	9%	2%	35%	119
	WGGB-TV viewer		11%	12%	29%	5%	2%	41%	117
	WWLP viewer		10%	11%	32%	5%	3%	39%	92

A2f: How would you rate the following in the Monadnock region - Quality Housing Options

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	6%	18%	27%	6%	2%	41%	195
Age of Respondent	18 to 34		11%	23%	29%	8%	6%	23%	60
	35 to 49		10%	14%	28%			48%	43
	50 to 64			15%	30%	4%	2%	49%	42
	65 and older			18%	20%	12%		51%	49
Gender of Respondent	Men		5%	25%	27%	6%	2%	33%	101
	Women		7%	10%	26%	7%		51%	87
Level of Education	High school or less		11%	28%	29%	1%	6%	25%	60
	Tech school/Some college		3%	8%	22%	19%	1%	47%	49
	College graduate		5%	19%	23%	1%		52%	41
	Postgraduate work			16%	33%	3%		48%	39
Region of State	Franklin County		7%	10%	34%	11%	5%	33%	12
	Hampden County		9%	20%	21%	4%	6%	39%	46
	Hampshire County		4%	18%	14%	4%		61%	24
	Worcester County		6%	18%	31%	7%	1%	38%	112
Voting Registration	Registered Democrat		8%	17%	34%	6%	2%	33%	44
	Registered Undeclared/Not Reg.		3%	18%	19%	7%		52%	89
	Registered Republican		14%	19%	40%	2%		25%	18
2020 Presidential Vote	Voted for Trump		10%	13%	35%	9%		33%	63
	Voted for Biden		4%	22%	22%	6%	3%	44%	90
	Did not vote in 2020		6%	20%	25%		3%	47%	34
Employment Status	Employed full-time		4%	23%	35%	2%	2%	34%	81
	Employed part-time		3%	14%	25%	9%	3%	46%	26
	Retired or not working		8%	12%	19%	11%	1%	49%	61
	Student		17%	31%	38%			14%	5
	Unemployed		10%	20%	18%	7%		45%	17
Household Income	Less than \$45,000		13%	17%	27%	4%	5%	35%	75
	\$45,000 - \$74,999		2%	18%	26%	4%		50%	38
	\$75,000 - \$99,999		1%	13%	34%	20%		32%	29
	\$100,000 - \$149,999		2%	16%	22%	7%	3%	50%	32
	\$150,000 or more				75%			25%	4
Children in Household	Children in household		10%	18%	28%	5%		40%	53
	No children in household		5%	18%	27%	7%	2%	41%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		7%	24%	39%	5%	8%	15%	11
	Asian American/Pacific Islander		31%	15%	31%	8%		16%	4
	Caucasian/White		3%	18%	26%	6%	2%	46%	161
	Latin/Hispanic		25%	23%	23%	12%	6%	10%	20
	Native American, Inuit, or Aleut		8%	20%	48%	7%		18%	5
	Identify as other race or ethnicity							100%	5
Media Usage	Boston Globe reader		6%	24%	30%	5%	4%	31%	43
	Boston Herald reader		12%	23%	20%	4%	4%	36%	24
	Local newspapers reader		4%	15%	32%	9%		40%	64
	NEPR listener		6%	22%	32%	9%	2%	28%	119
	WGGB-TV viewer		9%	21%	29%	3%	2%	36%	117
	WWLP viewer		7%	21%	33%	3%	2%	33%	92

A2g: How would you rate the following in the Monadnock region - Quality Schools/Colleges

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	10%	19%	29%	3%	1%	38%	195
Age of Respondent	18 to 34		13%	24%	29%	6%	2%	27%	60
	35 to 49		7%	19%	22%			52%	43
	50 to 64		14%	20%	26%		2%	39%	42
	65 and older		3%	13%	39%	6%		40%	49
Gender of Respondent	Men		11%	18%	32%	4%	2%	33%	101
	Women		7%	21%	23%	2%		47%	87
Level of Education	High school or less		22%	20%	30%		2%	28%	60
	Tech school/Some college		6%	16%	23%	5%	1%	50%	49
	College graduate		1%	22%	27%			50%	41
	Postgraduate work		4%	19%	39%	8%		29%	39
Region of State	Franklin County		16%	28%	13%		5%	37%	12
	Hampden County		4%	26%	21%	8%	2%	39%	46
	Hampshire County		22%		13%	7%		58%	24
	Worcester County		9%	19%	37%	1%		34%	112
Voting Registration	Registered Democrat		9%	22%	38%	1%	2%	29%	44
	Registered Undeclared/Not Reg.		9%	14%	25%	5%		47%	89
	Registered Republican		17%	24%	30%	6%		24%	18
2020 Presidential Vote	Voted for Trump		15%	16%	30%	1%		38%	63
	Voted for Biden		7%	23%	32%	5%	1%	32%	90
	Did not vote in 2020		8%	20%	17%		3%	52%	34
Employment Status	Employed full-time		13%	20%	31%	2%		34%	81
	Employed part-time		1%	18%	39%	16%	3%	22%	26
	Retired or not working		9%	17%	22%	0%	1%	51%	61
	Student		8%	28%	40%			25%	5
	Unemployed		8%	29%	25%			38%	17
Household Income	Less than \$45,000		10%	23%	28%	2%	2%	35%	75
	\$45,000 - \$74,999		6%	20%	32%	4%		39%	38
	\$75,000 - \$99,999		4%	18%	29%	10%		39%	29
	\$100,000 - \$149,999		19%	14%	28%			40%	32
	\$150,000 or more		7%	15%	68%			10%	4
Children in Household	Children in household		9%	15%	30%	3%		43%	53
	No children in household		10%	21%	29%	3%	1%	36%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		13%	25%	24%	9%	8%	21%	11
	Asian American/Pacific Islander		13%		51%	8%		28%	4
	Caucasian/White		8%	20%	28%	2%	0%	41%	161
	Latin/Hispanic		8%	19%	30%	12%		32%	20
	Native American, Inuit, or Aleut		33%	15%	18%	7%		27%	5
	Identify as other race or ethnicity							100%	5
Media Usage	Boston Globe reader		11%	15%	40%	1%	2%	31%	43
	Boston Herald reader		14%	19%	31%			36%	24
	Local newspapers reader		7%	17%	29%	1%		46%	64
	NEPR listener		11%	20%	37%	5%	1%	27%	119
	WGGB-TV viewer		14%	22%	28%	5%	1%	31%	117
	WWLP viewer		13%	24%	27%	3%	1%	33%	92

A2h: How would you rate the following in the Monadnock region - Locally-Owned Businesses

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	21%	29%	25%	3%	1%	20%	195
Age of Respondent	18 to 34		17%	33%	24%	8%	5%	13%	60
	35 to 49		21%	24%	33%			21%	43
	50 to 64		22%	34%	17%	4%		22%	42
	65 and older		23%	26%	25%			26%	49
Gender of Respondent	Men		29%	29%	25%	4%	1%	12%	101
	Women		11%	30%	25%	3%	1%	30%	87
Level of Education	High school or less		26%	16%	33%	2%	3%	19%	60
	Tech school/Some college		24%	30%	32%	5%	1%	8%	49
	College graduate		18%	41%	19%	1%		20%	41
	Postgraduate work		14%	38%	10%	2%	1%	35%	39
Region of State	Franklin County		23%	39%	26%			12%	12
	Hampden County		27%	23%	28%	2%	3%	17%	46
	Hampshire County		48%	22%	17%	12%			24
	Worcester County		13%	33%	25%	2%	1%	26%	112
Voting Registration	Registered Democrat		15%	41%	29%	2%	1%	12%	44
	Registered Undeclared/Not Reg.		28%	27%	21%	2%		22%	89
	Registered Republican		20%	38%	22%	9%		12%	18
2020 Presidential Vote	Voted for Trump		30%	32%	16%	3%		19%	63
	Voted for Biden		18%	29%	29%	3%	2%	18%	90
	Did not vote in 2020		13%	28%	32%	2%	3%	23%	34
Employment Status	Employed full-time		16%	38%	24%	4%	2%	16%	81
	Employed part-time		7%	25%	25%	9%	3%	31%	26
	Retired or not working		33%	20%	25%	1%		21%	61
	Student		36%	24%	26%	7%		7%	5
	Unemployed		17%	32%	34%		3%	15%	17
Household Income	Less than \$45,000		16%	33%	34%	3%	2%	12%	75
	\$45,000 - \$74,999		23%	21%	35%	2%	1%	18%	38
	\$75,000 - \$99,999		35%	28%	8%	5%		25%	29
	\$100,000 - \$149,999		23%	33%	10%	5%	3%	25%	32
	\$150,000 or more		7%	15%	68%	10%			4
Children in Household	Children in household		19%	34%	28%	9%	1%	10%	53
	No children in household		20%	28%	25%	1%	2%	24%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		12%	23%	34%	11%	11%	9%	11
	Asian American/Pacific Islander		13%	28%	25%	26%	8%		4
	Caucasian/White		21%	30%	24%	2%	1%	23%	161
	Latin/Hispanic		17%	29%	31%	11%	2%	10%	20
	Native American, Inuit, or Aleut		33%		52%		7%	8%	5
	Identify as other race or ethnicity							100%	5
Media Usage	Boston Globe reader		9%	28%	35%	5%	5%	17%	43
	Boston Herald reader		23%	25%	18%	6%	4%	24%	24
	Local newspapers reader		17%	35%	24%			25%	64
	NEPR listener		20%	35%	27%	3%	2%	12%	119
	WGGB-TV viewer		27%	34%	24%	3%	2%	11%	117
	WWLP viewer		27%	35%	27%	2%		9%	92

A2i: How would you rate the following in the Monadnock region - Small-Town Civic Life

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	21%	32%	21%	5%	1%	19%	195
Age of Respondent	18 to 34		20%	21%	33%	8%	5%	13%	60
	35 to 49		20%	23%	28%	5%		24%	43
	50 to 64		30%	42%	6%	5%		17%	42
	65 and older		14%	47%	13%	2%		24%	49
Gender of Respondent	Men		24%	38%	22%	5%	1%	10%	101
	Women		18%	25%	19%	5%	2%	31%	87
Level of Education	High school or less		20%	31%	19%	7%	2%	20%	60
	Tech school/Some college		29%	29%	20%	8%	1%	13%	49
	College graduate		25%	31%	24%	2%		18%	41
	Postgraduate work		10%	43%	19%	3%		25%	39
Region of State	Franklin County		37%	20%	18%	13%		12%	12
	Hampden County		20%	23%	25%	7%	6%	19%	46
	Hampshire County		35%	20%	11%	7%		27%	24
	Worcester County		17%	40%	22%	4%		18%	112
Voting Registration	Registered Democrat		17%	47%	12%	7%	1%	15%	44
	Registered Undeclared/Not Reg.		25%	31%	21%	3%		20%	89
	Registered Republican		27%	30%	23%	9%	2%	9%	18
2020 Presidential Vote	Voted for Trump		28%	32%	19%	5%	2%	14%	63
	Voted for Biden		16%	40%	21%	5%	0%	18%	90
	Did not vote in 2020		26%	16%	25%	3%	4%	26%	34
Employment Status	Employed full-time		21%	37%	23%	7%		12%	81
	Employed part-time		9%	30%	35%	2%	3%	21%	26
	Retired or not working		28%	32%	8%	4%	1%	27%	61
	Student		21%	24%	48%			7%	5
	Unemployed		16%	24%	33%	4%	7%	17%	17
Household Income	Less than \$45,000		16%	31%	24%	9%	3%	16%	75
	\$45,000 - \$74,999		23%	30%	13%	3%	1%	31%	38
	\$75,000 - \$99,999		22%	54%	19%	3%		2%	29
	\$100,000 - \$149,999		28%	25%	24%	5%		17%	32
	\$150,000 or more		7%	59%	34%				4
Children in Household	Children in household		28%	19%	31%	7%	1%	14%	53
	No children in household		19%	38%	17%	4%	2%	20%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		10%	26%	26%	9%	13%	15%	11
	Asian American/Pacific Islander		13%	22%	57%	8%			4
	Caucasian/White		22%	34%	18%	5%		21%	161
	Latin/Hispanic		20%	24%	26%	11%	10%	10%	20
	Native American, Inuit, or Aleut		33%	9%	33%	7%		18%	5
	Identify as other race or ethnicity							100%	5
Media Usage	Boston Globe reader		15%	35%	24%	10%	3%	13%	43
	Boston Herald reader		14%	39%	21%		2%	24%	24
	Local newspapers reader		17%	45%	21%	2%		15%	64
	NEPR listener		19%	38%	29%	4%	1%	8%	119
	WGGB-TV viewer		24%	31%	27%	5%	1%	12%	117
	WWLP viewer		22%	32%	26%	5%	1%	14%	92

A2j: How would you rate the following in the Monadnock region - Community Safety

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	22%	25%	23%	3%	2%	23%	195
Age of Respondent	18 to 34		18%	26%	29%	6%	8%	14%	60
	35 to 49		26%	24%	20%	5%		25%	43
	50 to 64		27%	24%	16%	2%		31%	42
	65 and older		17%	28%	27%			28%	49
Gender of Respondent	Men		27%	24%	23%	6%	2%	18%	101
	Women		16%	28%	23%	1%	1%	30%	87
Level of Education	High school or less		22%	29%	25%	2%	7%	14%	60
	Tech school/Some college		14%	20%	23%	8%	1%	34%	49
	College graduate		21%	30%	27%	2%		20%	41
	Postgraduate work		33%	25%	13%	2%		27%	39
Region of State	Franklin County		23%	21%	39%	5%		12%	12
	Hampden County		28%	20%	24%	4%	7%	18%	46
	Hampshire County		30%	24%	15%	2%		30%	24
	Worcester County		18%	29%	23%	3%	1%	25%	112
Voting Registration	Registered Democrat		27%	37%	13%	6%	1%	16%	44
	Registered Undeclared/Not Reg.		25%	17%	29%	2%	1%	27%	89
	Registered Republican		36%	35%	13%	5%		12%	18
2020 Presidential Vote	Voted for Trump		28%	20%	26%	3%		23%	63
	Voted for Biden		24%	23%	22%	4%	2%	25%	90
	Did not vote in 2020		9%	44%	22%	3%	4%	18%	34
Employment Status	Employed full-time		26%	28%	22%	5%	1%	19%	81
	Employed part-time		20%	10%	36%	3%	7%	24%	26
	Retired or not working		19%	30%	22%	1%	1%	27%	61
	Student		8%	16%	62%	7%		7%	5
	Unemployed		20%	31%	11%	6%	3%	29%	17
Household Income	Less than \$45,000		19%	27%	33%	5%	5%	10%	75
	\$45,000 - \$74,999		22%	21%	18%		2%	36%	38
	\$75,000 - \$99,999		10%	33%	33%	3%		21%	29
	\$100,000 - \$149,999		39%	20%	6%			35%	32
	\$150,000 or more		51%	15%		34%			4
Children in Household	Children in household		20%	21%	30%	7%	5%	17%	53
	No children in household		24%	28%	21%	2%	1%	25%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		22%	22%	22%		20%	15%	11
	Asian American/Pacific Islander		36%	7%	31%	8%	18%		4
	Caucasian/White		20%	28%	23%	4%	0%	25%	161
	Latin/Hispanic		32%	20%	22%		13%	12%	20
	Native American, Inuit, or Aleut		21%	43%		18%		18%	5
	Identify as other race or ethnicity							100%	5
Media Usage	Boston Globe reader		35%	14%	25%	7%	4%	15%	43
	Boston Herald reader		31%	32%	3%		6%	28%	24
	Local newspapers reader		26%	28%	25%	4%		17%	64
	NEPR listener		28%	24%	25%	4%	3%	16%	119
	WGGB-TV viewer		32%	30%	16%	6%	2%	15%	117
	WWLP viewer		30%	28%	20%	4%	2%	15%	92

A2k: How would you rate the following in the Monadnock region - Welcoming People

			<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	28%	31%	27%	5%	1%	8%	195
Age of Respondent	18 to 34		25%	25%	32%	9%	2%	7%	60
	35 to 49		36%	16%	35%	3%		10%	43
	50 to 64		30%	36%	20%	4%	2%	9%	42
	65 and older		22%	48%	21%	2%		8%	49
Gender of Respondent	Men		30%	38%	22%	2%	2%	5%	101
	Women		25%	25%	31%	5%		13%	87
Level of Education	High school or less		35%	20%	28%	9%	2%	5%	60
	Tech school/Some college		23%	33%	34%	1%	1%	8%	49
	College graduate		23%	45%	25%	1%		6%	41
	Postgraduate work		26%	36%	19%	4%		15%	39
Region of State	Franklin County		28%	26%	21%	7%	5%	12%	12
	Hampden County		30%	20%	36%	8%	3%	3%	46
	Hampshire County		36%	35%	22%			7%	24
	Worcester County		25%	36%	25%	4%		11%	112
Voting Registration	Registered Democrat		32%	33%	27%	3%	3%	3%	44
	Registered Undeclared/Not Reg.		24%	33%	31%	3%		9%	89
	Registered Republican		39%	29%	18%	3%		12%	18
2020 Presidential Vote	Voted for Trump		28%	33%	23%	3%		12%	63
	Voted for Biden		28%	30%	30%	7%	1%	4%	90
	Did not vote in 2020		28%	34%	25%		4%	9%	34
Employment Status	Employed full-time		26%	34%	27%	5%		8%	81
	Employed part-time		38%	7%	31%	4%	3%	16%	26
	Retired or not working		24%	46%	20%	4%	2%	4%	61
	Student		33%	21%	18%	21%		7%	5
	Unemployed		33%	10%	47%	4%		6%	17
Household Income	Less than \$45,000		29%	30%	28%	6%	3%	4%	75
	\$45,000 - \$74,999		27%	19%	45%	3%		6%	38
	\$75,000 - \$99,999		19%	60%	18%			2%	29
	\$100,000 - \$149,999		41%	10%	19%	7%		23%	32
	\$150,000 or more		31%	59%	10%				4
Children in Household	Children in household		29%	22%	36%	4%	1%	9%	53
	No children in household		27%	36%	23%	4%	1%	8%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		13%	30%	29%	5%	13%	9%	11
	Asian American/Pacific Islander		46%	17%	29%	8%			4
	Caucasian/White		28%	35%	24%	4%	0%	9%	161
	Latin/Hispanic		25%	16%	40%	6%	3%	10%	20
	Native American, Inuit, or Aleut		61%	24%		7%		8%	5
	Identify as other race or ethnicity							100%	5
Media Usage	Boston Globe reader		42%	20%	26%	8%	2%	1%	43
	Boston Herald reader		28%	19%	30%	5%	2%	16%	24
	Local newspapers reader		27%	41%	26%	3%		2%	64
	NEPR listener		31%	36%	25%	6%	1%	1%	119
	WGGB-TV viewer		33%	30%	27%	5%	1%	3%	117
	WWLP viewer		32%	28%	30%	6%	1%	2%	92

A3: Do you have a favorable or unfavorable opinion of the Monadnock Region?

			<u>Very favorable</u>	<u>Somewhat favorable</u>	<u>Neutral</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	52%	26%	20%	2%	195
Age of Respondent	18 to 34		38%	27%	28%	7%	60
	35 to 49		55%	29%	16%		43
	50 to 64		54%	25%	21%		42
	65 and older		63%	25%	12%		49
Gender of Respondent	Men		60%	21%	17%	2%	101
	Women		43%	35%	21%	1%	87
Level of Education	High school or less		39%	26%	31%	5%	60
	Tech school/Some college		54%	28%	18%		49
	College graduate		64%	23%	13%		41
	Postgraduate work		61%	33%	6%		39
Region of State	Franklin County		53%	20%	27%		12
	Hampden County		43%	39%	16%	2%	46
	Hampshire County		58%	3%	40%		24
	Worcester County		54%	27%	16%	3%	112
Voting Registration	Registered Democrat		41%	43%	15%	1%	44
	Registered Undeclared/Not Reg.		62%	23%	15%		89
	Registered Republican		74%	5%	20%		18
2020 Presidential Vote	Voted for Trump		57%	30%	13%		63
	Voted for Biden		55%	27%	17%	2%	90
	Did not vote in 2020		45%	22%	31%	3%	34
Employment Status	Employed full-time		49%	33%	18%		81
	Employed part-time		42%	41%	18%		26
	Retired or not working		65%	16%	20%		61
	Student		28%	19%	28%	26%	5
	Unemployed		47%	23%	24%	6%	17
Household Income	Less than \$45,000		51%	26%	23%		75
	\$45,000 - \$74,999		49%	28%	20%	3%	38
	\$75,000 - \$99,999		59%	37%	4%		29
	\$100,000 - \$149,999		46%	29%	25%		32
	\$150,000 or more		68%	15%	17%		4
Children in Household	Children in household		55%	20%	25%		53
	No children in household		51%	30%	17%	2%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		15%	44%	33%	9%	11
	Asian American/Pacific Islander		41%	17%	42%		4
	Caucasian/White		55%	28%	16%	1%	161
	Latin/Hispanic		35%	18%	36%	10%	20
	Native American, Inuit, or Aleut		46%	10%	44%		5
	Identify as other race or ethnicity			78%		22%	5
Media Usage	Boston Globe reader		65%	19%	16%		43
	Boston Herald reader		45%	44%	11%		24
	Local newspapers reader		64%	25%	11%		64
	NEPR listener		56%	28%	15%	0%	119
	WGGB-TV viewer		55%	26%	18%	1%	117
	WWLP viewer		49%	32%	18%	1%	92

A5a: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to visit

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	68%	23%	6%	1%	1%	2%	195
Age of Respondent	18 to 34		42%	33%	14%	3%	2%	6%	60
	35 to 49		74%	26%					43
	50 to 64		88%	5%	7%				42
	65 and older		76%	24%					49
Gender of Respondent	Men		77%	16%	4%		1%	2%	101
	Women		58%	32%	7%	1%	0%	2%	87
Level of Education	High school or less		58%	27%	7%	2%	2%	4%	60
	Tech school/Some college		73%	19%	6%	1%	1%		49
	College graduate		70%	25%	4%				41
	Postgraduate work		79%	18%	3%				39
Region of State	Franklin County		63%	32%	5%				12
	Hampden County		56%	27%	8%	4%	3%	3%	46
	Hampshire County		82%	12%	5%				24
	Worcester County		70%	23%	5%			2%	112
Voting Registration	Registered Democrat		53%	38%	8%			1%	44
	Registered Undeclared/Not Reg.		82%	14%	4%				89
	Registered Republican		78%	20%			2%		18
2020 Presidential Vote	Voted for Trump		81%	19%					63
	Voted for Biden		63%	26%	9%	1%	0%	1%	90
	Did not vote in 2020		68%	25%	2%		3%	3%	34
Employment Status	Employed full-time		68%	24%	7%			1%	81
	Employed part-time		63%	27%	7%		3%		26
	Retired or not working		78%	19%	2%		0%		61
	Student		28%	40%	26%			7%	5
	Unemployed		56%	26%	9%	3%		6%	17
Household Income	Less than \$45,000		64%	24%	8%	2%	1%	1%	75
	\$45,000 - \$74,999		61%	28%	10%		1%		38
	\$75,000 - \$99,999		74%	21%	5%				29
	\$100,000 - \$149,999		85%	15%					32
	\$150,000 or more		83%	7%	10%				4
Children in Household	Children in household		68%	27%	4%	1%			53
	No children in household		69%	22%	6%		1%	2%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		39%	23%	16%		8%	14%	11
	Asian American/Pacific Islander		48%	28%	24%				4
	Caucasian/White		72%	23%	4%	0%		1%	161
	Latin/Hispanic		41%	19%	22%	6%	1%	10%	20
	Native American, Inuit, or Aleut		73%	20%	7%				5
	Identify as other race or ethnicity		78%					22%	5
Media Usage	Boston Globe reader		71%	20%	7%		3%		43
	Boston Herald reader		74%	18%	8%				24
	Local newspapers reader		79%	20%	1%				64
	NEPR listener		72%	22%	5%	0%	1%	1%	119
	WGGB-TV viewer		72%	21%	5%	0%	0%	1%	117
	WWLP viewer		69%	25%	4%		0%	1%	92

A5b: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to live

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	24%	28%	25%	3%	1%	20%	195
Age of Respondent	18 to 34		30%	22%	25%	8%	3%	13%	60
	35 to 49		24%	27%	10%			39%	43
	50 to 64		14%	30%	43%	2%		11%	42
	65 and older		23%	34%	23%			20%	49
Gender of Respondent	Men		28%	31%	17%	2%	1%	20%	101
	Women		18%	26%	34%	3%	1%	19%	87
Level of Education	High school or less		33%	23%	17%	1%	3%	24%	60
	Tech school/Some college		25%	24%	35%	2%		14%	49
	College graduate		20%	20%	34%	1%		24%	41
	Postgraduate work		12%	52%	16%	2%	1%	17%	39
Region of State	Franklin County		23%	43%	4%	5%		25%	12
	Hampden County		22%	31%	29%	5%	2%	12%	46
	Hampshire County		12%	26%	20%			42%	24
	Worcester County		27%	25%	27%	2%	1%	18%	112
Voting Registration	Registered Democrat		23%	33%	26%	3%	1%	15%	44
	Registered Undeclared/Not Reg.		18%	30%	28%	2%	1%	22%	89
	Registered Republican		34%	37%	25%			3%	18
2020 Presidential Vote	Voted for Trump		17%	33%	39%	2%		10%	63
	Voted for Biden		24%	30%	17%	4%	1%	24%	90
	Did not vote in 2020		38%	14%	16%	2%	3%	27%	34
Employment Status	Employed full-time		26%	34%	22%	1%	1%	16%	81
	Employed part-time		20%	40%	33%		3%	4%	26
	Retired or not working		20%	18%	30%	3%		30%	61
	Student		25%	15%	32%	21%		7%	5
	Unemployed		33%	25%	9%	10%		24%	17
Household Income	Less than \$45,000		32%	19%	26%	5%	2%	17%	75
	\$45,000 - \$74,999		14%	34%	33%		1%	18%	38
	\$75,000 - \$99,999		14%	25%	31%	3%		27%	29
	\$100,000 - \$149,999		19%	48%	20%			13%	32
	\$150,000 or more		24%	66%	10%				4
Children in Household	Children in household		30%	29%	20%	2%	1%	17%	53
	No children in household		21%	28%	26%	3%	1%	21%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		22%	26%	8%	5%	18%	21%	11
	Asian American/Pacific Islander		26%	32%	34%		8%		4
	Caucasian/White		22%	30%	26%	1%	0%	21%	161
	Latin/Hispanic		34%	18%	25%	11%	2%	10%	20
	Native American, Inuit, or Aleut		46%	30%			7%	17%	5
	Identify as other race or ethnicity				78%			22%	5
Media Usage	Boston Globe reader		30%	22%	23%	4%	4%	17%	43
	Boston Herald reader		25%	25%	31%	5%		14%	24
	Local newspapers reader		20%	26%	41%			13%	64
	NEPR listener		30%	30%	20%	3%	2%	16%	119
	WGGB-TV viewer		29%	33%	19%	3%	1%	16%	117
	WWLP viewer		26%	37%	22%	2%	1%	12%	92

A5c: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to work

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	16%	24%	32%	4%	1%	23%	195
Age of Respondent	18 to 34		22%	30%	26%	6%	2%	14%	60
	35 to 49		13%	24%	20%	2%	3%	38%	43
	50 to 64		12%	21%	56%			11%	42
	65 and older		13%	19%	28%	6%		34%	49
Gender of Respondent	Men		19%	25%	27%	5%	2%	21%	101
	Women		12%	21%	37%	2%	0%	27%	87
Level of Education	High school or less		24%	29%	22%	2%	2%	21%	60
	Tech school/Some college		16%	19%	46%	2%	3%	14%	49
	College graduate		11%	21%	34%	2%		32%	41
	Postgraduate work		8%	26%	24%	10%		32%	39
Region of State	Franklin County		9%	35%	28%	4%		24%	12
	Hampden County		21%	24%	28%	8%	3%	16%	46
	Hampshire County		12%	23%	20%			45%	24
	Worcester County		16%	23%	36%	3%	1%	22%	112
Voting Registration	Registered Democrat		21%	19%	28%	3%	4%	25%	44
	Registered Undeclared/Not Reg.		6%	25%	35%	5%		28%	89
	Registered Republican		35%	34%	27%			3%	18
2020 Presidential Vote	Voted for Trump		16%	32%	42%	1%	2%	8%	63
	Voted for Biden		14%	22%	25%	6%	0%	33%	90
	Did not vote in 2020		22%	20%	25%	5%	3%	26%	34
Employment Status	Employed full-time		17%	31%	31%	2%	2%	17%	81
	Employed part-time		11%	27%	30%	14%	3%	16%	26
	Retired or not working		16%	8%	37%	3%		36%	61
	Student		23%	36%	33%			7%	5
	Unemployed		11%	44%	20%	3%		22%	17
Household Income	Less than \$45,000		22%	24%	29%	3%	3%	19%	75
	\$45,000 - \$74,999		9%	34%	29%	3%		24%	38
	\$75,000 - \$99,999		10%	16%	46%	12%		16%	29
	\$100,000 - \$149,999		13%	21%	34%	2%		31%	32
	\$150,000 or more		31%	59%	10%				4
Children in Household	Children in household		21%	26%	30%	5%		19%	53
	No children in household		13%	24%	32%	4%	2%	25%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		27%	29%	6%	8%	8%	21%	11
	Asian American/Pacific Islander		13%	38%	24%	26%			4
	Caucasian/White		14%	22%	34%	4%	1%	25%	161
	Latin/Hispanic		28%	19%	25%	9%	2%	18%	20
	Native American, Inuit, or Aleut		32%	34%	10%	7%		17%	5
	Identify as other race or ethnicity				78%			22%	5
Media Usage	Boston Globe reader		17%	28%	18%	3%	6%	28%	43
	Boston Herald reader		24%	24%	28%	6%		18%	24
	Local newspapers reader		6%	26%	39%		2%	27%	64
	NEPR listener		19%	30%	25%	5%	2%	18%	119
	WGGB-TV viewer		23%	27%	22%	6%	1%	21%	117
	WWLP viewer		20%	34%	25%	2%	1%	18%	92

A5d: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to go to college

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	17%	28%	29%	3%	2%	22%	195
Age of Respondent	18 to 34		18%	25%	30%	4%	5%	18%	60
	35 to 49		19%	21%	22%			38%	43
	50 to 64		28%	20%	40%			12%	42
	65 and older		3%	43%	24%	6%		24%	49
Gender of Respondent	Men		20%	27%	27%	5%	1%	19%	101
	Women		11%	30%	31%	0%	1%	26%	87
Level of Education	High school or less		18%	32%	22%	2%	4%	22%	60
	Tech school/Some college		23%	14%	49%			13%	49
	College graduate		16%	26%	27%		2%	29%	41
	Postgraduate work		8%	39%	18%	10%		25%	39
Region of State	Franklin County		7%	31%	23%			39%	12
	Hampden County		20%	26%	28%	9%	3%	14%	46
	Hampshire County		30%	11%	11%			48%	24
	Worcester County		13%	31%	34%	1%	2%	19%	112
Voting Registration	Registered Democrat		13%	43%	23%	2%	1%	18%	44
	Registered Undeclared/Not Reg.		18%	22%	32%	4%	0%	24%	89
	Registered Republican		43%	28%	18%			12%	18
2020 Presidential Vote	Voted for Trump		25%	26%	38%			10%	63
	Voted for Biden		14%	29%	21%	5%	2%	28%	90
	Did not vote in 2020		10%	31%	25%	2%	3%	30%	34
Employment Status	Employed full-time		26%	26%	26%	2%	3%	17%	81
	Employed part-time		12%	37%	35%	11%	3%	2%	26
	Retired or not working		7%	27%	30%	1%		34%	61
	Student		17%	12%	36%			35%	5
	Unemployed		13%	33%	26%			28%	17
Household Income	Less than \$45,000		14%	35%	30%	1%	2%	19%	75
	\$45,000 - \$74,999		23%	17%	35%	3%	1%	21%	38
	\$75,000 - \$99,999		15%	18%	35%	12%		20%	29
	\$100,000 - \$149,999		16%	34%	24%		4%	22%	32
	\$150,000 or more		24%	59%	7%			10%	4
Children in Household	Children in household		21%	21%	33%	3%		22%	53
	No children in household		15%	31%	26%	3%	2%	22%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		29%	13%	15%	8%	8%	26%	11
	Asian American/Pacific Islander		31%	32%	21%	8%		8%	4
	Caucasian/White		15%	31%	28%	3%	1%	22%	161
	Latin/Hispanic		14%	23%	35%	5%	5%	19%	20
	Native American, Inuit, or Aleut		27%	15%	35%	7%		17%	5
	Identify as other race or ethnicity				78%			22%	5
Media Usage	Boston Globe reader		16%	27%	18%	5%	6%	29%	43
	Boston Herald reader		36%	8%	32%	2%	4%	18%	24
	Local newspapers reader		13%	26%	35%		1%	25%	64
	NEPR listener		20%	30%	25%	4%	2%	18%	119
	WGGB-TV viewer		24%	29%	20%	5%	2%	20%	117
	WWLP viewer		24%	32%	25%	2%	1%	17%	92

A5e: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to send a child to college

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	16%	35%	24%	3%	1%	21%	195
Age of Respondent	18 to 34		18%	25%	29%	6%	4%	18%	60
	35 to 49		17%	36%	19%			29%	43
	50 to 64		19%	33%	30%			17%	42
	65 and older		9%	47%	16%	6%		22%	49
Gender of Respondent	Men		19%	40%	17%	4%	1%	19%	101
	Women		11%	32%	31%	2%	1%	23%	87
Level of Education	High school or less		17%	37%	16%	3%	2%	26%	60
	Tech school/Some college		24%	30%	31%	2%	1%	13%	49
	College graduate		17%	32%	25%	3%	1%	22%	41
	Postgraduate work		4%	46%	22%	7%	1%	20%	39
Region of State	Franklin County		7%	38%	18%	5%		33%	12
	Hampden County		20%	32%	30%	7%	3%	8%	46
	Hampshire County		15%	31%	11%			43%	24
	Worcester County		16%	36%	25%	2%	1%	20%	112
Voting Registration	Registered Democrat		15%	51%	15%	1%	1%	17%	44
	Registered Undeclared/Not Reg.		17%	31%	29%	4%	0%	19%	89
	Registered Republican		38%	38%	20%	2%		3%	18
2020 Presidential Vote	Voted for Trump		20%	44%	23%			13%	63
	Voted for Biden		17%	31%	23%	6%	1%	22%	90
	Did not vote in 2020		10%	36%	18%	2%	3%	31%	34
Employment Status	Employed full-time		20%	42%	18%	3%	1%	16%	81
	Employed part-time		21%	25%	37%	11%	3%	2%	26
	Retired or not working		9%	37%	20%	0%		33%	61
	Student		17%	13%	24%	11%		35%	5
	Unemployed		13%	23%	42%		3%	19%	17
Household Income	Less than \$45,000		20%	32%	26%	2%	2%	18%	75
	\$45,000 - \$74,999		18%	24%	35%	2%	1%	20%	38
	\$75,000 - \$99,999		15%	41%	8%	11%		25%	29
	\$100,000 - \$149,999		4%	47%	29%	3%	1%	15%	32
	\$150,000 or more			83%	7%			10%	4
Children in Household	Children in household		24%	30%	27%	1%	1%	18%	53
	No children in household		13%	39%	21%	4%	1%	22%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		29%	15%	12%	6%	11%	26%	11
	Asian American/Pacific Islander		13%	50%	8%	13%	8%	8%	4
	Caucasian/White		14%	38%	22%	3%	1%	22%	161
	Latin/Hispanic		14%	28%	40%	4%	2%	13%	20
	Native American, Inuit, or Aleut		8%	53%	15%		7%	17%	5
	Identify as other race or ethnicity				78%			22%	5
Media Usage	Boston Globe reader		25%	28%	17%	6%	4%	21%	43
	Boston Herald reader		26%	23%	37%	4%		10%	24
	Local newspapers reader		12%	44%	23%	1%	1%	19%	64
	NEPR listener		18%	41%	19%	5%	1%	16%	119
	WGGB-TV viewer		20%	40%	19%	5%	1%	15%	117
	WWLP viewer		19%	45%	21%	2%		12%	92

A5f: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to retire

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	28%	27%	19%	6%	1%	19%	195
Age of Respondent	18 to 34		28%	20%	26%	10%	4%	11%	60
	35 to 49		19%	34%	12%	7%		29%	43
	50 to 64		33%	25%	18%	7%		17%	42
	65 and older		29%	30%	19%			22%	49
Gender of Respondent	Men		35%	29%	10%	10%	2%	15%	101
	Women		18%	24%	30%	2%	1%	24%	87
Level of Education	High school or less		41%	23%	15%	3%	2%	16%	60
	Tech school/Some college		35%	29%	17%	8%	1%	10%	49
	College graduate		16%	27%	17%	14%		27%	41
	Postgraduate work		13%	29%	30%		3%	24%	39
Region of State	Franklin County		30%	39%	8%	4%		19%	12
	Hampden County		28%	27%	29%	7%	3%	5%	46
	Hampshire County		23%	26%	7%	2%		43%	24
	Worcester County		28%	25%	19%	7%	1%	20%	112
Voting Registration	Registered Democrat		26%	35%	15%	10%	1%	13%	44
	Registered Undeclared/Not Reg.		22%	26%	20%	6%	1%	25%	89
	Registered Republican		44%	26%	16%	5%		9%	18
2020 Presidential Vote	Voted for Trump		26%	32%	16%	11%		14%	63
	Voted for Biden		27%	24%	21%	4%	2%	22%	90
	Did not vote in 2020		36%	28%	12%	2%	3%	19%	34
Employment Status	Employed full-time		27%	31%	14%	12%	1%	14%	81
	Employed part-time		20%	26%	43%	4%	3%	4%	26
	Retired or not working		30%	23%	14%	1%		32%	61
	Student		34%		38%	7%		21%	5
	Unemployed		31%	33%	19%		3%	14%	17
Household Income	Less than \$45,000		37%	26%	16%	7%	2%	11%	75
	\$45,000 - \$74,999		23%	25%	24%	5%	1%	23%	38
	\$75,000 - \$99,999		28%	45%	8%		3%	16%	29
	\$100,000 - \$149,999		13%	22%	36%	6%		23%	32
	\$150,000 or more			59%	7%	34%			4
Children in Household	Children in household		24%	29%	12%	17%	1%	16%	53
	No children in household		29%	27%	21%	2%	2%	20%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		24%	19%	12%	13%	11%	20%	11
	Asian American/Pacific Islander		41%	28%	8%	16%	8%		4
	Caucasian/White		24%	30%	19%	6%	1%	20%	161
	Latin/Hispanic		36%	22%	24%	6%	2%	10%	20
	Native American, Inuit, or Aleut		28%	24%	5%	18%	7%	17%	5
	Identify as other race or ethnicity				78%			22%	5
Media Usage	Boston Globe reader		35%	9%	21%	10%	5%	20%	43
	Boston Herald reader		29%	23%	33%	5%		10%	24
	Local newspapers reader		19%	29%	23%	9%		20%	64
	NEPR listener		29%	30%	14%	10%	2%	15%	119
	WGGB-TV viewer		30%	28%	20%	6%	1%	15%	117
	WWLP viewer		28%	31%	21%	7%		13%	92

A5g: Please indicate to what extent you agree or disagree with each of the following - The Monadnock Region is a good place to own a second home

			<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Neither Agree Nor Disagree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	23%	33%	23%	1%	1%	19%	195
Age of Respondent	18 to 34		19%	37%	27%	3%	3%	11%	60
	35 to 49		24%	29%	17%	2%		28%	43
	50 to 64		34%	33%	17%			17%	42
	65 and older		17%	32%	29%			21%	49
Gender of Respondent	Men		22%	41%	20%	1%	2%	15%	101
	Women		23%	24%	26%	2%	0%	25%	87
Level of Education	High school or less		18%	35%	26%	2%	2%	16%	60
	Tech school/Some college		26%	27%	31%	3%		13%	49
	College graduate		16%	49%	18%		1%	16%	41
	Postgraduate work		36%	18%	14%		1%	32%	39
Region of State	Franklin County		34%	13%	28%		2%	23%	12
	Hampden County		22%	32%	29%	4%	2%	11%	46
	Hampshire County		28%	34%	7%			31%	24
	Worcester County		21%	35%	24%	1%	1%	18%	112
Voting Registration	Registered Democrat		24%	22%	31%	4%	2%	17%	44
	Registered Undeclared/Not Reg.		18%	43%	14%	1%		23%	89
	Registered Republican		53%	24%	14%			9%	18
2020 Presidential Vote	Voted for Trump		31%	40%	14%			15%	63
	Voted for Biden		19%	31%	25%	3%	1%	22%	90
	Did not vote in 2020		25%	28%	27%	2%	3%	16%	34
Employment Status	Employed full-time		25%	36%	22%	2%	1%	14%	81
	Employed part-time		26%	35%	20%		5%	15%	26
	Retired or not working		20%	26%	28%	1%		25%	61
	Student		28%	33%	19%	6%		14%	5
	Unemployed		18%	48%	14%	3%		16%	17
Household Income	Less than \$45,000		21%	38%	26%	3%	1%	11%	75
	\$45,000 - \$74,999		20%	19%	37%		2%	22%	38
	\$75,000 - \$99,999		30%	43%	12%			15%	29
	\$100,000 - \$149,999		28%	32%	13%	2%		25%	32
	\$150,000 or more		44%	24%	15%		7%	10%	4
Children in Household	Children in household		20%	37%	21%	5%		17%	53
	No children in household		24%	33%	23%		1%	19%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		15%	13%	32%	14%	11%	14%	11
	Asian American/Pacific Islander		41%	10%	33%		8%	8%	4
	Caucasian/White		22%	34%	23%	1%	0%	20%	161
	Latin/Hispanic		19%	37%	26%	3%	4%	10%	20
	Native American, Inuit, or Aleut		8%	71%			12%	8%	5
	Identify as other race or ethnicity		78%					22%	5
Media Usage	Boston Globe reader		21%	38%	16%	4%	4%	16%	43
	Boston Herald reader		47%	20%	19%	2%	2%	10%	24
	Local newspapers reader		24%	34%	20%	1%	1%	20%	64
	NEPR listener		22%	37%	20%	2%	2%	17%	119
	WGGB-TV viewer		24%	33%	25%	2%	1%	14%	117
	WWLP viewer		27%	31%	27%	2%	0%	14%	92

A6: Please indicate if any of the following apply to you (Please select all that apply)

		<u>I go to college in the Monadnock Region</u>	<u>I have a child going to college in the Monadnock Region</u>	<u>I have retired in the Monadnock Region</u>	<u>I have visited the Monadnock Region in the past two years</u>
Overall	2020 Massachusetts	0%	1%	2%	64%
Age of Respondent	18 to 34	1%	3%	6%	49%
	35 to 49				71%
	50 to 64				78%
	65 and older				65%
Gender of Respondent	Men	0%	1%	1%	71%
	Women	0%	1%	3%	57%
Level of Education	High school or less		2%	3%	51%
	Tech school/Some college		2%	2%	75%
	College graduate	1%		2%	71%
	Postgraduate work	1%			67%
Region of State	Franklin County		3%	7%	57%
	Hampden County		1%	4%	55%
	Hampshire County		3%		83%
	Worcester County	1%	1%	1%	64%
Voting Registration	Registered Democrat	2%	1%	1%	67%
	Registered Undeclared/Not Reg.		1%	1%	75%
	Registered Republican		4%	2%	72%
2020 Presidential Vote	Voted for Trump		1%	1%	76%
	Voted for Biden	1%	1%	2%	64%
	Did not vote in 2020			3%	54%
Employment Status	Employed full-time	1%	2%	1%	70%
	Employed part-time		1%	3%	53%
	Retired or not working			1%	67%
	Student		8%	8%	56%
	Unemployed			3%	54%
Household Income	Less than \$45,000		1%	3%	57%
	\$45,000 - \$74,999	2%		1%	82%
	\$75,000 - \$99,999		1%	1%	75%
	\$100,000 - \$149,999				67%
	\$150,000 or more				93%
Children in Household	Children in household		1%	1%	71%
	No children in household	1%	1%	2%	62%
Race/Ethnic Identification	African Amer./Black/Caribbean	3%	6%	14%	49%
	Asian American/Pacific Islander	8%			72%
	Caucasian/White	0%	0%	0%	66%
	Latin/Hispanic	4%		6%	49%
	Native American, Inuit, or Aleut	7%	8%	8%	42%
	Identify as other race or ethnicity				
Media Usage	Boston Globe reader	2%	2%	3%	75%
	Boston Herald reader	2%	2%	7%	59%
	Local newspapers reader	1%	0%	0%	83%
	NEPR listener	1%	2%	3%	71%
	WGGB-TV viewer	1%	2%	2%	72%
	WWLP viewer		2%	2%	76%

A6: Please indicate if any of the following apply to you (Please select all that apply)

			<u>I live primarily in the Monadnock Region</u>	<u>I own a second home in the Monadnock Region</u>	<u>I work in the Monadnock Region</u>	<u>None of the above</u>	<u>N</u>
Overall	2020	Massachusetts	3%	2%	2%	29%	195
Age of Respondent	18 to 34		8%	5%	6%	30%	60
	35 to 49			3%	3%	26%	43
	50 to 64					22%	42
	65 and older					35%	49
Gender of Respondent	Men		3%	3%	3%	22%	101
	Women		1%	1%	1%	38%	87
Level of Education	High school or less		2%	4%	5%	35%	60
	Tech school/Some college		1%	2%	2%	22%	49
	College graduate		7%	2%	1%	20%	41
	Postgraduate work			3%		32%	39
Region of State	Franklin County				12%	28%	12
	Hampden County		3%	2%	2%	34%	46
	Hampshire County		4%	6%	3%	14%	24
	Worcester County		3%	2%	1%	30%	112
Voting Registration	Registered Democrat			5%	3%	27%	44
	Registered Undeclared/Not Reg.		4%			20%	89
	Registered Republican		5%	4%	4%	21%	18
2020 Presidential Vote	Voted for Trump		4%	1%	1%	20%	63
	Voted for Biden		2%	4%	3%	27%	90
	Did not vote in 2020		3%		5%	38%	34
Employment Status	Employed full-time		5%	5%	2%	20%	81
	Employed part-time		2%	1%	2%	39%	26
	Retired or not working				2%	29%	61
	Student				19%	18%	5
	Unemployed					43%	17
Household Income	Less than \$45,000		3%	1%	3%	34%	75
	\$45,000 - \$74,999			3%	4%	10%	38
	\$75,000 - \$99,999			4%		24%	29
	\$100,000 - \$149,999			3%		30%	32
	\$150,000 or more					7%	4
Children in Household	Children in household		5%	4%	3%	19%	53
	No children in household		2%	2%	1%	31%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		6%	3%		28%	11
	Asian American/Pacific Islander			23%		21%	4
	Caucasian/White		2%	2%	2%	28%	161
	Latin/Hispanic			5%	4%	42%	20
	Native American, Inuit, or Aleut			7%		43%	5
	Identify as other race or ethnicity					100%	5
Media Usage	Boston Globe reader		3%	7%	3%	12%	43
	Boston Herald reader			8%	2%	29%	24
	Local newspapers reader			3%	1%	16%	64
	NEPR listener		4%	4%	2%	19%	119
	WGGB-TV viewer		4%	4%	2%	19%	117
	WWLP viewer		2%	4%	1%	18%	92

A7a: How likely would you be to do any of the following within the next five years - Visit the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	28%	43%	8%	5%	16%	69
Age of Respondent	18 to 34		22%	29%	11%	13%	26%	30
	35 to 49		36%	55%	6%		3%	12
	50 to 64		28%	67%	5%			9
	65 and older		30%	46%	7%		16%	17
Gender of Respondent	Men		32%	40%	3%	10%	15%	29
	Women		26%	47%	13%	3%	12%	36
Level of Education	High school or less		25%	39%	6%	12%	19%	29
	Tech school/Some college		14%	54%	19%		13%	12
	College graduate		33%	65%		2%		12
	Postgraduate work		36%	31%	12%		22%	13
Region of State	Franklin County		16%	76%			8%	5
	Hampden County		18%	18%	10%	11%	43%	20
	Hampshire County		22%	40%	17%		21%	4
	Worcester County		35%	51%	7%	4%	2%	40
Voting Registration	Registered Democrat		39%	36%	15%	4%	5%	14
	Registered Undeclared/Not Reg.		48%	33%	3%		16%	22
	Registered Republican		18%	54%	28%			5
2020 Presidential Vote	Voted for Trump		75%	25%				14
	Voted for Biden		19%	40%	14%	8%	20%	33
	Did not vote in 2020		10%	73%	5%	6%	6%	16
Employment Status	Employed full-time		29%	49%	9%	10%	3%	24
	Employed part-time		39%	5%	6%	3%	46%	12
	Retired or not working		26%	62%	10%		2%	20
	Student		17%	40%			42%	2
	Unemployed			55%	11%	15%	19%	7
Household Income	Less than \$45,000		24%	41%	12%	6%	18%	31
	\$45,000 - \$74,999		5%	37%	27%	16%	15%	7
	\$75,000 - \$99,999		22%	40%			38%	7
	\$100,000 - \$149,999		52%	48%				11
Children in Household	Children in household		32%	44%	12%	8%	3%	16
	No children in household		29%	46%	7%	5%	12%	49
Race/Ethnic Identification	African Amer./Black/Caribbean		7%		45%	31%	16%	6
	Asian American/Pacific Islander			45%	27%		28%	1
	Caucasian/White		31%	49%	5%	4%	12%	54
	Latin/Hispanic		20%	16%	17%	13%	34%	9
	Native American, Inuit, or Aleut		34%	37%	13%		15%	3
	Identify as other race or ethnicity		100%					5
Media Usage	Boston Globe reader		9%	50%	21%	8%	12%	11
	Boston Herald reader		46%	48%		6%		10
	Local newspapers reader		16%	76%	2%	5%		11
	NEPR listener		23%	44%	8%	8%	17%	34
	WGGB-TV viewer		29%	36%	10%	9%	16%	32
	WWLP viewer		23%	39%	13%	13%	13%	22

A7b: How likely would you be to do any of the following within the next five years - Live the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	5%	19%	29%	34%	13%	188
Age of Respondent	18 to 34		13%	26%	19%	22%	21%	56
	35 to 49		1%	24%	20%	33%	21%	43
	50 to 64			19%	38%	35%	8%	41
	65 and older		3%	7%	41%	47%	2%	49
Gender of Respondent	Men		5%	21%	34%	28%	12%	97
	Women		5%	16%	25%	40%	14%	84
Level of Education	High school or less		7%	23%	30%	18%	21%	57
	Tech school/Some college		3%	26%	18%	43%	9%	49
	College graduate		9%	17%	19%	44%	11%	38
	Postgraduate work			9%	53%	32%	6%	39
Region of State	Franklin County		11%	13%	46%	19%	11%	12
	Hampden County		4%	23%	32%	19%	21%	43
	Hampshire County		3%	6%	42%	35%	13%	23
	Worcester County		5%	21%	23%	40%	11%	109
Voting Registration	Registered Democrat		8%	16%	38%	29%	10%	44
	Registered Undeclared/Not Reg.		2%	14%	31%	46%	7%	84
	Registered Republican		4%	36%	31%	20%	8%	17
2020 Presidential Vote	Voted for Trump		2%	22%	36%	34%	6%	59
	Voted for Biden		7%	14%	29%	39%	11%	88
	Did not vote in 2020		4%	30%	22%	22%	23%	33
Employment Status	Employed full-time		4%	24%	28%	31%	13%	77
	Employed part-time		6%	20%	28%	37%	8%	26
	Retired or not working		4%	10%	36%	43%	8%	60
	Student		18%	28%	7%	21%	26%	5
	Unemployed		5%	31%	24%	19%	21%	17
Household Income	Less than \$45,000		7%	28%	25%	21%	20%	71
	\$45,000 - \$74,999		5%	18%	38%	36%	3%	38
	\$75,000 - \$99,999		1%	22%	19%	50%	8%	29
	\$100,000 - \$149,999		4%	9%	43%	36%	8%	32
	\$150,000 or more				54%	22%	24%	4
Children in Household	Children in household		5%	25%	23%	37%	10%	51
	No children in household		5%	18%	32%	33%	12%	132
Race/Ethnic Identification	African Amer./Black/Caribbean		8%	37%	18%	21%	16%	10
	Asian American/Pacific Islander		44%	23%	18%	7%	8%	4
	Caucasian/White		2%	18%	30%	37%	12%	156
	Latin/Hispanic		17%	17%	33%	13%	21%	20
	Native American, Inuit, or Aleut		8%	26%	15%	5%	46%	5
	Identify as other race or ethnicity				78%		22%	5
Media Usage	Boston Globe reader		5%	23%	31%	37%	3%	42
	Boston Herald reader		15%	25%	43%	14%	3%	24
	Local newspapers reader		3%	17%	29%	41%	9%	64
	NEPR listener		7%	26%	30%	29%	9%	115
	WGGB-TV viewer		7%	25%	35%	20%	13%	111
	WWLP viewer		8%	25%	40%	15%	13%	89

A7c: How likely would you be to do any of the following within the next five years - Work in the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	4%	14%	29%	40%	13%	190
Age of Respondent	18 to 34		12%	26%	14%	29%	20%	57
	35 to 49		1%	21%	27%	36%	14%	41
	50 to 64			5%	42%	36%	17%	42
	65 and older			3%	37%	60%		49
Gender of Respondent	Men		3%	15%	37%	32%	12%	98
	Women		5%	12%	21%	50%	13%	86
Level of Education	High school or less		5%	13%	40%	22%	19%	57
	Tech school/Some college		3%	21%	17%	46%	13%	48
	College graduate		7%	15%	24%	47%	7%	40
	Postgraduate work			7%	36%	51%	6%	39
Region of State	Franklin County		8%	15%	26%	36%	15%	11
	Hampden County		2%	22%	27%	33%	16%	45
	Hampshire County			6%	50%	26%	17%	23
	Worcester County		5%	13%	26%	46%	10%	111
Voting Registration	Registered Democrat		5%	21%	34%	35%	5%	43
	Registered Undeclared/Not Reg.		2%	9%	29%	49%	9%	89
	Registered Republican		9%	23%	34%	17%	16%	18
2020 Presidential Vote	Voted for Trump		5%	14%	34%	37%	10%	63
	Voted for Biden		3%	15%	26%	48%	8%	87
	Did not vote in 2020		3%	13%	35%	31%	18%	33
Employment Status	Employed full-time		5%	17%	30%	34%	14%	79
	Employed part-time		4%	19%	16%	53%	8%	26
	Retired or not working		2%	3%	37%	50%	9%	60
	Student		29%	15%		47%	9%	4
	Unemployed			36%	32%	20%	12%	17
Household Income	Less than \$45,000		5%	17%	35%	23%	20%	72
	\$45,000 - \$74,999		2%	18%	44%	37%		36
	\$75,000 - \$99,999		1%	12%	14%	64%	8%	29
	\$100,000 - \$149,999		4%	8%	29%	49%	9%	32
	\$150,000 or more			7%		93%		4
Children in Household	Children in household		7%	16%	32%	34%	11%	52
	No children in household		3%	14%	30%	43%	11%	133
Race/Ethnic Identification	African Amer./Black/Caribbean		10%	20%	26%	35%	8%	11
	Asian American/Pacific Islander		13%	15%	17%	47%	8%	4
	Caucasian/White		3%	13%	30%	42%	11%	158
	Latin/Hispanic		9%	16%	26%	24%	25%	19
	Native American, Inuit, or Aleut		8%	5%	33%	33%	20%	5
	Identify as other race or ethnicity					78%	22%	5
Media Usage	Boston Globe reader		7%	18%	26%	43%	6%	42
	Boston Herald reader		10%	23%	23%	34%	10%	24
	Local newspapers reader		3%	17%	29%	43%	7%	64
	NEPR listener		6%	19%	34%	34%	7%	117
	WGGB-TV viewer		5%	21%	35%	27%	12%	115
	WWLP viewer		5%	22%	39%	23%	11%	91

A7d: How likely would you be to do any of the following within the next five years - Go to college in the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	3%	8%	24%	52%	13%	194
Age of Respondent	18 to 34		9%	20%	15%	33%	22%	60
	35 to 49		1%	8%	24%	48%	19%	43
	50 to 64				24%	68%	8%	42
	65 and older				35%	65%		49
Gender of Respondent	Men		1%	8%	30%	49%	12%	100
	Women		5%	7%	19%	56%	14%	86
Level of Education	High school or less		4%	8%	32%	34%	21%	60
	Tech school/Some college		3%	8%	15%	66%	9%	49
	College graduate		5%	13%	20%	54%	8%	40
	Postgraduate work			4%	30%	61%	6%	39
Region of State	Franklin County		7%	13%	12%	53%	16%	12
	Hampden County		3%	6%	31%	45%	15%	46
	Hampshire County		3%	3%	50%	41%	4%	24
	Worcester County		3%	9%	17%	57%	13%	111
Voting Registration	Registered Democrat		3%	10%	42%	41%	4%	43
	Registered Undeclared/Not Reg.		1%	7%	20%	60%	12%	89
	Registered Republican		12%	9%	22%	54%	3%	18
2020 Presidential Vote	Voted for Trump		3%	10%	27%	53%	7%	63
	Voted for Biden		3%	7%	24%	57%	10%	89
	Did not vote in 2020		4%	6%	27%	43%	20%	34
Employment Status	Employed full-time		4%	10%	22%	50%	14%	80
	Employed part-time			18%	4%	70%	8%	26
	Retired or not working		2%		38%	51%	10%	61
	Student		20%	19%	16%	28%	18%	5
	Unemployed		3%	8%	22%	58%	9%	17
Household Income	Less than \$45,000		4%	9%	26%	41%	21%	75
	\$45,000 - \$74,999		1%	5%	41%	50%	2%	37
	\$75,000 - \$99,999		5%	2%	8%	77%	8%	29
	\$100,000 - \$149,999		2%	9%	25%	59%	5%	32
	\$150,000 or more			7%		93%		4
Children in Household	Children in household		4%	9%	18%	60%	9%	53
	No children in household		3%	7%	28%	51%	11%	134
Race/Ethnic Identification	African Amer./Black/Caribbean		13%	14%	5%	45%	23%	11
	Asian American/Pacific Islander		14%		55%	9%	22%	4
	Caucasian/White		2%	9%	24%	56%	10%	161
	Latin/Hispanic		4%	8%	34%	28%	26%	19
	Native American, Inuit, or Aleut		9%	42%		20%	29%	5
	Identify as other race or ethnicity					78%	22%	5
Media Usage	Boston Globe reader		4%	9%	18%	58%	11%	42
	Boston Herald reader		9%	6%	32%	39%	14%	24
	Local newspapers reader		2%	9%	21%	57%	11%	64
	NEPR listener		5%	11%	27%	48%	9%	119
	WGGB-TV viewer		5%	10%	35%	37%	14%	116
	WWLP viewer		4%	10%	39%	33%	14%	92

A7e: How likely would you be to do any of the following within the next five years - Send a child to college in the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	3%	18%	20%	44%	16%	191
Age of Respondent	18 to 34		7%	31%	14%	27%	20%	58
	35 to 49		3%	26%	16%	22%	34%	42
	50 to 64			14%	27%	53%	6%	42
	65 and older				24%	74%	3%	49
Gender of Respondent	Men		1%	22%	19%	46%	11%	100
	Women		5%	11%	21%	43%	21%	85
Level of Education	High school or less		3%	20%	17%	33%	27%	59
	Tech school/Some college		1%	19%	12%	61%	7%	48
	College graduate		6%	24%	15%	41%	15%	41
	Postgraduate work			11%	39%	43%	7%	39
Region of State	Franklin County		4%	15%	13%	43%	24%	11
	Hampden County		3%	17%	23%	34%	23%	46
	Hampshire County			22%	27%	37%	14%	22
	Worcester County		3%	18%	17%	49%	12%	111
Voting Registration	Registered Democrat		4%	17%	29%	44%	7%	43
	Registered Undeclared/Not Reg.		2%	21%	17%	48%	13%	88
	Registered Republican		2%	23%	26%	45%	3%	17
2020 Presidential Vote	Voted for Trump		5%	23%	21%	43%	8%	63
	Voted for Biden		2%	17%	27%	45%	9%	88
	Did not vote in 2020		3%	12%	2%	46%	37%	33
Employment Status	Employed full-time		3%	30%	20%	35%	12%	80
	Employed part-time		2%	19%		71%	8%	25
	Retired or not working		2%		32%	50%	17%	61
	Student		7%	30%	6%	37%	19%	5
	Unemployed		7%	30%	13%	29%	22%	17
Household Income	Less than \$45,000		4%	16%	13%	43%	25%	73
	\$45,000 - \$74,999			20%	22%	47%	11%	38
	\$75,000 - \$99,999		1%	15%	24%	49%	11%	29
	\$100,000 - \$149,999		2%	27%	30%	37%	4%	32
	\$150,000 or more			7%		93%		4
Children in Household	Children in household		6%	29%	15%	37%	13%	52
	No children in household		2%	14%	22%	48%	14%	132
Race/Ethnic Identification	African Amer./Black/Caribbean		8%	21%	26%	24%	22%	10
	Asian American/Pacific Islander		13%	41%	10%	16%	21%	4
	Caucasian/White		2%	17%	19%	48%	14%	160
	Latin/Hispanic		9%	30%	26%	14%	21%	20
	Native American, Inuit, or Aleut		12%	43%		22%	23%	4
	Identify as other race or ethnicity					78%	22%	5
Media Usage	Boston Globe reader		1%	28%	26%	37%	8%	43
	Boston Herald reader		2%	30%	22%	33%	14%	24
	Local newspapers reader		1%	23%	23%	41%	12%	64
	NEPR listener		3%	28%	21%	40%	8%	116
	WGGB-TV viewer		2%	25%	22%	37%	15%	114
	WWLP viewer		2%	28%	24%	30%	16%	90

A7f: How likely would you be to do any of the following within the next five years - Retire in the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	4%	23%	22%	34%	16%	190
Age of Respondent	18 to 34		13%	33%	16%	21%	18%	56
	35 to 49		2%	20%	16%	42%	20%	43
	50 to 64			26%	30%	26%	18%	42
	65 and older			13%	29%	50%	8%	49
Gender of Respondent	Men		3%	30%	25%	33%	10%	99
	Women		6%	15%	21%	35%	22%	84
Level of Education	High school or less		7%	36%	22%	18%	17%	58
	Tech school/Some college		6%	21%	14%	41%	19%	49
	College graduate		3%	20%	28%	46%	2%	40
	Postgraduate work			9%	31%	40%	21%	38
Region of State	Franklin County			20%	29%	28%	23%	12
	Hampden County		2%	33%	17%	25%	23%	44
	Hampshire County		3%	6%	51%	30%	11%	23
	Worcester County		6%	23%	18%	40%	13%	110
Voting Registration	Registered Democrat		4%	26%	30%	35%	4%	43
	Registered Undeclared/Not Reg.		3%	17%	18%	46%	16%	88
	Registered Republican		8%	37%	37%	12%	6%	17
2020 Presidential Vote	Voted for Trump		2%	28%	28%	28%	13%	63
	Voted for Biden		6%	23%	20%	42%	9%	87
	Did not vote in 2020		5%	17%	22%	28%	28%	32
Employment Status	Employed full-time		6%	29%	23%	30%	12%	80
	Employed part-time		5%	28%	7%	36%	24%	25
	Retired or not working		2%	8%	33%	44%	13%	61
	Student			70%		30%		5
	Unemployed		5%	33%	15%	25%	23%	16
Household Income	Less than \$45,000		6%	27%	24%	21%	22%	72
	\$45,000 - \$74,999		5%	24%	22%	40%	9%	37
	\$75,000 - \$99,999			32%	11%	48%	8%	28
	\$100,000 - \$149,999		4%	14%	30%	34%	18%	32
	\$150,000 or more					100%		4
Children in Household	Children in household		9%	28%	18%	39%	7%	53
	No children in household		3%	22%	25%	34%	17%	130
Race/Ethnic Identification	African Amer./Black/Caribbean		18%	32%	14%	24%	11%	9
	Asian American/Pacific Islander		13%	38%	18%	16%	16%	4
	Caucasian/White		3%	22%	24%	37%	15%	160
	Latin/Hispanic		11%	30%	20%	14%	24%	19
	Native American, Inuit, or Aleut				27%	26%	47%	5
	Identify as other race or ethnicity						100%	5
Media Usage	Boston Globe reader		11%	34%	8%	42%	5%	41
	Boston Herald reader		7%	31%	13%	27%	22%	23
	Local newspapers reader		2%	17%	25%	44%	12%	64
	NEPR listener		7%	27%	22%	35%	8%	115
	WGGB-TV viewer		6%	22%	31%	24%	16%	113
	WWLP viewer		8%	26%	32%	18%	16%	90

A7g: How likely would you be to do any of the following within the next five years - Own a second home in the Monadnock Region

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not Likely At All</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	5%	19%	26%	34%	17%	188
Age of Respondent	18 to 34		14%	27%	17%	21%	21%	56
	35 to 49		5%	14%	21%	36%	25%	41
	50 to 64			29%	22%	34%	14%	42
	65 and older			3%	43%	46%	8%	49
Gender of Respondent	Men		4%	25%	31%	27%	13%	98
	Women		7%	12%	18%	41%	22%	86
Level of Education	High school or less		9%	18%	30%	24%	19%	57
	Tech school/Some college		3%	18%	29%	39%	11%	49
	College graduate		6%	26%	13%	40%	15%	40
	Postgraduate work		2%	15%	28%	35%	19%	38
Region of State	Franklin County		16%	10%	13%	31%	30%	12
	Hampden County		4%	26%	18%	26%	25%	44
	Hampshire County			3%	53%	36%	7%	22
	Worcester County		6%	20%	25%	36%	14%	110
Voting Registration	Registered Democrat		6%	15%	37%	38%	4%	42
	Registered Undeclared/Not Reg.		3%	16%	22%	41%	18%	89
	Registered Republican		6%	35%	39%	17%	3%	17
2020 Presidential Vote	Voted for Trump		3%	27%	37%	15%	18%	63
	Voted for Biden		6%	13%	22%	51%	8%	86
	Did not vote in 2020		6%	17%	20%	28%	30%	33
Employment Status	Employed full-time		7%	27%	26%	26%	14%	77
	Employed part-time		10%	14%	2%	49%	25%	26
	Retired or not working		2%	7%	36%	38%	16%	61
	Student		8%	32%	25%	28%	7%	5
	Unemployed			22%	26%	35%	16%	17
Household Income	Less than \$45,000		5%	19%	22%	31%	23%	73
	\$45,000 - \$74,999		7%	12%	39%	33%	9%	36
	\$75,000 - \$99,999		4%	25%	30%	37%	4%	28
	\$100,000 - \$149,999		7%	13%	23%	38%	19%	31
	\$150,000 or more		7%	68%		25%		4
Children in Household	Children in household		8%	28%	19%	33%	12%	51
	No children in household		4%	16%	28%	35%	17%	131
Race/Ethnic Identification	African Amer./Black/Caribbean		13%	15%	24%	33%	16%	11
	Asian American/Pacific Islander		40%	17%	22%	11%	10%	3
	Caucasian/White		4%	19%	26%	36%	16%	158
	Latin/Hispanic		16%	21%	25%	21%	17%	18
	Native American, Inuit, or Aleut		24%	20%	16%	10%	29%	5
	Identify as other race or ethnicity						100%	5
Media Usage	Boston Globe reader		8%	17%	22%	46%	7%	40
	Boston Herald reader		13%	13%	25%	18%	31%	22
	Local newspapers reader		5%	19%	31%	32%	13%	63
	NEPR listener		8%	24%	32%	28%	8%	115
	WGGB-TV viewer		7%	19%	31%	28%	15%	112
	WWLP viewer		9%	19%	34%	21%	16%	89

A8a: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - The Monadnock Region has four higher education institutions

		<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020 Massachusetts	20%	36%	38%	5%	0%	195
Age of Respondent	18 to 34	29%	37%	23%	10%	0%	60
	35 to 49	18%	37%	36%	9%		43
	50 to 64	20%	29%	51%			42
	65 and older	10%	41%	49%			49
Gender of Respondent	Men	14%	41%	41%	4%	0%	101
	Women	26%	32%	37%	5%		87
Level of Education	High school or less	23%	38%	33%	5%	0%	60
	Tech school/Some college	18%	35%	44%	3%		49
	College graduate	22%	28%	44%	5%		41
	Postgraduate work	16%	45%	36%	3%		39
Region of State	Franklin County	14%	48%	36%		2%	12
	Hampden County	23%	21%	47%	9%		46
	Hampshire County	10%	51%	38%			24
	Worcester County	22%	38%	35%	5%		112
Voting Registration	Registered Democrat	16%	49%	33%	2%		44
	Registered Undeclared/Not Reg.	19%	38%	38%	5%		89
	Registered Republican	31%	11%	54%	4%		18
2020 Presidential Vote	Voted for Trump	26%	32%	39%	3%		63
	Voted for Biden	18%	38%	38%	6%		90
	Did not vote in 2020	17%	43%	31%	8%		34
Employment Status	Employed full-time	19%	42%	35%	4%		81
	Employed part-time	25%	44%	23%	6%	1%	26
	Retired or not working	15%	29%	51%	5%		61
	Student	33%	37%		30%		5
	Unemployed	29%	29%	35%	7%		17
Household Income	Less than \$45,000	20%	40%	32%	8%		75
	\$45,000 - \$74,999	24%	34%	40%	2%		38
	\$75,000 - \$99,999	15%	21%	64%			29
	\$100,000 - \$149,999	21%	54%	20%	4%		32
	\$150,000 or more		25%	68%		7%	4
Children in Household	Children in household	23%	34%	35%	8%		53
	No children in household	18%	38%	40%	5%		135
Race/Ethnic Identification	African Amer./Black/Caribbean	21%	42%	24%	13%		11
	Asian American/Pacific Islander	31%	53%	16%			4
	Caucasian/White	19%	38%	41%	3%		161
	Latin/Hispanic	28%	17%	40%	15%		20
	Native American, Inuit, or Aleut	18%	23%	45%	9%	5%	5
	Identify as other race or ethnicity	78%		22%			5
Media Usage	Boston Globe reader	23%	43%	20%	15%		43
	Boston Herald reader	49%	19%	18%	15%		24
	Local newspapers reader	13%	31%	49%	7%		64
	NEPR listener	21%	44%	29%	6%	0%	119
	WGGB-TV viewer	23%	42%	29%	6%	0%	117
	WWLP viewer	19%	46%	29%	6%	0%	92

A8b: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - The Monadnock Region has fifty advanced technology employers

			<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020	Massachusetts	25%	31%	39%	3%	1%	195
Age of Respondent	18 to 34		26%	35%	24%	11%	4%	60
	35 to 49		20%	37%	43%			43
	50 to 64		27%	37%	37%			42
	65 and older		25%	18%	57%			49
Gender of Respondent	Men		25%	35%	38%	2%	1%	101
	Women		25%	27%	42%	4%	2%	87
Level of Education	High school or less		24%	40%	28%	5%	3%	60
	Tech school/Some college		28%	20%	49%	3%		49
	College graduate		23%	34%	42%	1%		41
	Postgraduate work		27%	34%	39%			39
Region of State	Franklin County		33%	34%	31%	2%		12
	Hampden County		24%	31%	36%	10%		46
	Hampshire County		23%	38%	36%		4%	24
	Worcester County		26%	30%	42%	1%	1%	112
Voting Registration	Registered Democrat		18%	41%	40%	1%		44
	Registered Undeclared/Not Reg.		30%	23%	46%	1%	1%	89
	Registered Republican		24%	48%	27%	2%		18
2020 Presidential Vote	Voted for Trump		29%	32%	38%	2%		63
	Voted for Biden		27%	29%	39%	5%	1%	90
	Did not vote in 2020		18%	36%	41%	3%	3%	34
Employment Status	Employed full-time		27%	39%	29%	3%	2%	81
	Employed part-time		36%	12%	42%	7%	3%	26
	Retired or not working		18%	28%	52%	1%		61
	Student		8%	58%	34%			5
	Unemployed		30%	23%	37%	10%		17
Household Income	Less than \$45,000		24%	36%	32%	6%	2%	75
	\$45,000 - \$74,999		34%	28%	38%	1%		38
	\$75,000 - \$99,999		25%	17%	57%			29
	\$100,000 - \$149,999		25%	40%	32%	3%		32
	\$150,000 or more		24%	15%	54%	7%		4
Children in Household	Children in household		27%	34%	36%	2%	1%	53
	No children in household		25%	29%	42%	4%	1%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		15%	33%	37%	8%	6%	11
	Asian American/Pacific Islander		54%	23%	24%			4
	Caucasian/White		24%	34%	41%	1%		161
	Latin/Hispanic		28%	28%	28%	12%	5%	20
	Native American, Inuit, or Aleut		43%	23%	9%	5%	20%	5
	Identify as other race or ethnicity		78%		22%			5
Media Usage	Boston Globe reader		28%	28%	35%	7%	2%	43
	Boston Herald reader		42%	39%	13%	7%		24
	Local newspapers reader		17%	37%	47%			64
	NEPR listener		30%	32%	34%	4%	1%	119
	WGGB-TV viewer		24%	37%	34%	4%	1%	117
	WWLP viewer		27%	39%	29%	3%	2%	92

A8c: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - Mount Monadnock is one of the most frequently climbed mountains in the world

			<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>N</u>
Overall	2020	Massachusetts	30%	40%	26%	4%	195
Age of Respondent	18 to 34		31%	31%	26%	12%	60
	35 to 49		34%	42%	21%	3%	43
	50 to 64		28%	57%	15%		42
	65 and older		29%	34%	37%		49
Gender of Respondent	Men		26%	45%	26%	3%	101
	Women		36%	38%	25%	2%	87
Level of Education	High school or less		28%	41%	18%	13%	60
	Tech school/Some college		32%	46%	23%		49
	College graduate		31%	38%	30%	1%	41
	Postgraduate work		35%	36%	29%		39
Region of State	Franklin County		40%	15%	44%		12
	Hampden County		20%	42%	27%	12%	46
	Hampshire County		22%	44%	33%		24
	Worcester County		35%	41%	21%	3%	112
Voting Registration	Registered Democrat		29%	44%	26%	1%	44
	Registered Undeclared/Not Reg.		36%	38%	24%	2%	89
	Registered Republican		34%	40%	26%		18
2020 Presidential Vote	Voted for Trump		39%	46%	16%		63
	Voted for Biden		29%	34%	31%	6%	90
	Did not vote in 2020		22%	48%	28%	3%	34
Employment Status	Employed full-time		31%	50%	15%	4%	81
	Employed part-time		46%	27%	23%	3%	26
	Retired or not working		25%	39%	35%		61
	Student		25%	14%	42%	19%	5
	Unemployed		30%	30%	32%	9%	17
Household Income	Less than \$45,000		33%	36%	25%	6%	75
	\$45,000 - \$74,999		27%	33%	34%	6%	38
	\$75,000 - \$99,999		27%	49%	24%		29
	\$100,000 - \$149,999		29%	60%	8%	3%	32
	\$150,000 or more		51%	25%	24%		4
Children in Household	Children in household		33%	45%	19%	3%	53
	No children in household		29%	39%	29%	3%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		32%	20%	33%	15%	11
	Asian American/Pacific Islander		41%	25%	34%		4
	Caucasian/White		31%	44%	23%	2%	161
	Latin/Hispanic		13%	29%	43%	15%	20
	Native American, Inuit, or Aleut		58%	8%	25%	9%	5
	Identify as other race or ethnicity		78%		22%		5
Media Usage	Boston Globe reader		35%	33%	18%	13%	43
	Boston Herald reader		45%	33%	12%	10%	24
	Local newspapers reader		32%	46%	20%	3%	64
	NEPR listener		29%	44%	22%	4%	119
	WGGB-TV viewer		29%	37%	29%	4%	117
	WWLP viewer		32%	38%	26%	4%	92

A8d: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - The Monadnock Region has a dynamic arts and music scene

			<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020	Massachusetts	23%	43%	30%	3%	2%	195
Age of Respondent	18 to 34		24%	34%	31%	6%	4%	60
	35 to 49		28%	51%	16%	3%	3%	43
	50 to 64		22%	37%	41%			42
	65 and older		17%	54%	29%			49
Gender of Respondent	Men		15%	49%	30%	4%	2%	101
	Women		30%	39%	28%	1%	2%	87
Level of Education	High school or less		23%	41%	29%	5%	3%	60
	Tech school/Some college		24%	40%	32%	3%	1%	49
	College graduate		20%	47%	32%	1%		41
	Postgraduate work		26%	53%	20%	1%		39
Region of State	Franklin County		24%	36%	31%		9%	12
	Hampden County		21%	37%	32%	7%	4%	46
	Hampshire County		12%	52%	35%			24
	Worcester County		25%	45%	28%	1%	1%	112
Voting Registration	Registered Democrat		23%	52%	21%	4%		44
	Registered Undeclared/Not Reg.		25%	45%	30%			89
	Registered Republican		19%	35%	42%	4%		18
2020 Presidential Vote	Voted for Trump		23%	36%	38%	2%	2%	63
	Voted for Biden		26%	46%	25%	2%	1%	90
	Did not vote in 2020		16%	52%	22%	7%	3%	34
Employment Status	Employed full-time		21%	43%	33%	3%		81
	Employed part-time		22%	43%	29%	3%	3%	26
	Retired or not working		22%	50%	24%	2%	2%	61
	Student		17%	50%	26%	7%		5
	Unemployed		39%	27%	25%		10%	17
Household Income	Less than \$45,000		22%	47%	24%	3%	4%	75
	\$45,000 - \$74,999		19%	41%	34%	4%	2%	38
	\$75,000 - \$99,999		19%	35%	45%	1%		29
	\$100,000 - \$149,999		30%	47%	22%			32
	\$150,000 or more			76%	24%			4
Children in Household	Children in household		27%	35%	30%	4%	5%	53
	No children in household		21%	47%	29%	2%	1%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		19%	44%	26%	11%		11
	Asian American/Pacific Islander		38%	28%	8%	8%	18%	4
	Caucasian/White		22%	47%	29%	1%	1%	161
	Latin/Hispanic		10%	36%	35%	9%	10%	20
	Native American, Inuit, or Aleut		18%	28%	28%	26%		5
	Identify as other race or ethnicity		78%		22%			5
Media Usage	Boston Globe reader		38%	43%	14%	6%		43
	Boston Herald reader		46%	35%	15%		3%	24
	Local newspapers reader		25%	51%	21%	2%		64
	NEPR listener		26%	49%	21%	2%	1%	119
	WGGB-TV viewer		22%	49%	24%	3%	1%	117
	WWLP viewer		21%	50%	25%	4%	1%	92

A8e: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - Farms in the Monadnock Region provide an opportunity to eat local food year-round

			<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>N</u>
Overall	2020	Massachusetts	34%	44%	18%	3%	195
Age of Respondent	18 to 34		35%	35%	22%	7%	60
	35 to 49		34%	48%	14%	3%	43
	50 to 64		41%	47%	12%		42
	65 and older		26%	51%	23%		49
Gender of Respondent	Men		27%	52%	19%	3%	101
	Women		43%	38%	17%	3%	87
Level of Education	High school or less		31%	41%	24%	4%	60
	Tech school/Some college		29%	60%	11%		49
	College graduate		36%	38%	26%		41
	Postgraduate work		47%	40%	9%	4%	39
Region of State	Franklin County		49%	26%	23%	2%	12
	Hampden County		35%	38%	23%	4%	46
	Hampshire County		29%	51%	16%	4%	24
	Worcester County		33%	48%	16%	2%	112
Voting Registration	Registered Democrat		30%	49%	21%	1%	44
	Registered Undeclared/Not Reg.		34%	48%	16%	2%	89
	Registered Republican		44%	43%	13%		18
2020 Presidential Vote	Voted for Trump		40%	43%	15%	2%	63
	Voted for Biden		35%	45%	17%	3%	90
	Did not vote in 2020		27%	54%	17%	3%	34
Employment Status	Employed full-time		37%	43%	18%	2%	81
	Employed part-time		45%	30%	17%	8%	26
	Retired or not working		23%	59%	18%		61
	Student		15%	57%	9%	19%	5
	Unemployed		49%	29%	16%	7%	17
Household Income	Less than \$45,000		32%	48%	17%	4%	75
	\$45,000 - \$74,999		33%	39%	25%	4%	38
	\$75,000 - \$99,999		42%	32%	26%		29
	\$100,000 - \$149,999		33%	53%	9%	4%	32
	\$150,000 or more			93%		7%	4
Children in Household	Children in household		41%	44%	13%	3%	53
	No children in household		32%	46%	20%	2%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		19%	49%	20%	11%	11
	Asian American/Pacific Islander		53%	31%	8%	8%	4
	Caucasian/White		34%	47%	18%	2%	161
	Latin/Hispanic		39%	22%	27%	12%	20
	Native American, Inuit, or Aleut		18%	62%	8%	12%	5
	Identify as other race or ethnicity		78%		22%		5
Media Usage	Boston Globe reader		37%	40%	20%	3%	43
	Boston Herald reader		51%	27%	21%		24
	Local newspapers reader		37%	45%	16%	2%	64
	NEPR listener		39%	44%	14%	2%	119
	WGGB-TV viewer		37%	41%	19%	2%	117
	WWLP viewer		38%	44%	17%	2%	92

A8f: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - Small-town civic life in the Monadnock Region empowers residents to make a positive impact in their communities

			<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020	Massachusetts	29%	44%	23%	2%	2%	195
Age of Respondent	18 to 34		33%	33%	21%	6%	6%	60
	35 to 49		31%	56%	12%			43
	50 to 64		32%	37%	31%			42
	65 and older		19%	53%	28%			49
Gender of Respondent	Men		23%	47%	25%	2%	2%	101
	Women		36%	42%	19%	1%	2%	87
Level of Education	High school or less		29%	38%	26%	4%	3%	60
	Tech school/Some college		33%	40%	26%	1%	1%	49
	College graduate		30%	51%	19%			41
	Postgraduate work		26%	56%	17%			39
Region of State	Franklin County		47%	24%	27%		2%	12
	Hampden County		35%	32%	23%	4%	5%	46
	Hampshire County		18%	36%	43%	4%		24
	Worcester County		26%	53%	19%	1%	1%	112
Voting Registration	Registered Democrat		27%	50%	22%	1%		44
	Registered Undeclared/Not Reg.		33%	48%	19%			89
	Registered Republican		35%	42%	22%	2%		18
2020 Presidential Vote	Voted for Trump		32%	46%	20%		2%	63
	Voted for Biden		29%	41%	29%	0%	2%	90
	Did not vote in 2020		27%	52%	12%	7%	3%	34
Employment Status	Employed full-time		29%	52%	17%	1%	1%	81
	Employed part-time		36%	43%	13%	7%	1%	26
	Retired or not working		23%	40%	36%	1%		61
	Student		18%	54%	28%			5
	Unemployed		49%	21%	14%		16%	17
Household Income	Less than \$45,000		36%	39%	19%	3%	3%	75
	\$45,000 - \$74,999		28%	33%	35%	1%	2%	38
	\$75,000 - \$99,999		25%	49%	26%			29
	\$100,000 - \$149,999		22%	64%	14%			32
	\$150,000 or more			83%	10%		7%	4
Children in Household	Children in household		30%	41%	23%	1%	4%	53
	No children in household		28%	46%	24%	2%	1%	135
Race/Ethnic Identification	African Amer./Black/Caribbean		40%	17%	30%	13%		11
	Asian American/Pacific Islander		33%	25%	42%			4
	Caucasian/White		27%	50%	21%		1%	161
	Latin/Hispanic		39%	11%	36%	9%	6%	20
	Native American, Inuit, or Aleut		33%	35%	7%	20%	5%	5
	Identify as other race or ethnicity		78%		22%			5
Media Usage	Boston Globe reader		35%	43%	18%	3%	2%	43
	Boston Herald reader		60%	28%	9%	2%		24
	Local newspapers reader		28%	56%	15%		1%	64
	NEPR listener		30%	52%	15%	1%	1%	119
	WGGB-TV viewer		31%	47%	18%	2%	2%	117
	WWLP viewer		33%	46%	17%	2%	1%	92

A8g: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - Monadnock Region communities are building fiber-optic broadband networks

			<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020	Massachusetts	29%	33%	34%	4%	0%	195
Age of Respondent	18 to 34		33%	29%	27%	9%	1%	60
	35 to 49		29%	26%	42%	3%		43
	50 to 64		40%	24%	35%			42
	65 and older		13%	50%	37%			49
Gender of Respondent	Men		28%	36%	32%	3%	1%	101
	Women		29%	30%	38%	3%		87
Level of Education	High school or less		30%	33%	31%	5%	1%	60
	Tech school/Some college		32%	17%	47%	4%		49
	College graduate		29%	32%	39%			41
	Postgraduate work		25%	53%	20%	2%		39
Region of State	Franklin County		33%	30%	35%		2%	12
	Hampden County		30%	26%	34%	9%	1%	46
	Hampshire County		24%	34%	42%			24
	Worcester County		29%	35%	33%	2%		112
Voting Registration	Registered Democrat		26%	34%	34%	4%	1%	44
	Registered Undeclared/Not Reg.		29%	34%	34%	2%		89
	Registered Republican		31%	34%	35%			18
2020 Presidential Vote	Voted for Trump		40%	19%	37%	4%		63
	Voted for Biden		25%	44%	28%	4%		90
	Did not vote in 2020		20%	32%	43%	3%	2%	34
Employment Status	Employed full-time		33%	28%	36%	3%		81
	Employed part-time		32%	45%	15%	6%	1%	26
	Retired or not working		19%	38%	40%	2%	1%	61
	Student		44%	40%	16%			5
	Unemployed		37%	21%	35%	7%		17
Household Income	Less than \$45,000		29%	35%	29%	7%	1%	75
	\$45,000 - \$74,999		32%	30%	38%			38
	\$75,000 - \$99,999		28%	26%	44%	3%		29
	\$100,000 - \$149,999		23%	34%	40%	3%		32
	\$150,000 or more		44%	39%	10%		7%	4
Children in Household	Children in household		34%	17%	43%	5%	1%	53
	No children in household		25%	40%	31%	3%		135
Race/Ethnic Identification	African Amer./Black/Caribbean		10%	41%	29%	15%	5%	11
	Asian American/Pacific Islander		48%	28%	24%			4
	Caucasian/White		28%	35%	35%	1%		161
	Latin/Hispanic		35%	18%	31%	14%	3%	20
	Native American, Inuit, or Aleut		25%	41%	29%		5%	5
	Identify as other race or ethnicity		78%		22%			5
Media Usage	Boston Globe reader		31%	43%	16%	10%		43
	Boston Herald reader		51%	29%	13%	4%	2%	24
	Local newspapers reader		26%	32%	41%	2%		64
	NEPR listener		30%	40%	26%	3%	1%	119
	WGGB-TV viewer		29%	40%	26%	4%	1%	117
	WWLP viewer		30%	36%	31%	3%	1%	92

A8h: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - Sixty miles of rail trails connect communities in the region to the borders of Mass. and Vermont

		<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>N</u>
Overall	2020 Massachusetts	44%	33%	18%	6%	195
Age of Respondent	18 to 34	38%	28%	22%	13%	60
	35 to 49	54%	30%	11%	6%	43
	50 to 64	48%	36%	16%		42
	65 and older	40%	39%	21%		49
Gender of Respondent	Men	43%	34%	17%	6%	101
	Women	45%	34%	18%	3%	87
Level of Education	High school or less	36%	36%	19%	10%	60
	Tech school/Some college	48%	35%	17%		49
	College graduate	52%	29%	14%	4%	41
	Postgraduate work	45%	33%	18%	4%	39
Region of State	Franklin County	39%	46%	15%		12
	Hampden County	34%	37%	23%	6%	46
	Hampshire County	32%	24%	36%	7%	24
	Worcester County	51%	32%	12%	6%	112
Voting Registration	Registered Democrat	47%	43%	9%	2%	44
	Registered Undeclared/Not Reg.	47%	31%	19%	3%	89
	Registered Republican	40%	36%	19%	5%	18
2020 Presidential Vote	Voted for Trump	51%	38%	11%		63
	Voted for Biden	44%	28%	20%	7%	90
	Did not vote in 2020	36%	42%	12%	10%	34
Employment Status	Employed full-time	49%	34%	12%	6%	81
	Employed part-time	47%	20%	27%	7%	26
	Retired or not working	39%	43%	16%	2%	61
	Student	53%	23%	6%	19%	5
	Unemployed	42%	20%	33%	6%	17
Household Income	Less than \$45,000	43%	33%	18%	6%	75
	\$45,000 - \$74,999	43%	35%	19%	4%	38
	\$75,000 - \$99,999	47%	31%	22%		29
	\$100,000 - \$149,999	39%	40%	14%	7%	32
	\$150,000 or more	44%	49%	7%		4
Children in Household	Children in household	47%	33%	13%	7%	53
	No children in household	43%	34%	19%	3%	135
Race/Ethnic Identification	African Amer./Black/Caribbean	17%	45%	21%	17%	11
	Asian American/Pacific Islander	41%	25%	26%	8%	4
	Caucasian/White	46%	35%	15%	4%	161
	Latin/Hispanic	29%	16%	43%	12%	20
	Native American, Inuit, or Aleut	47%	41%	5%	7%	5
	Identify as other race or ethnicity	78%		22%		5
Media Usage	Boston Globe reader	51%	26%	15%	8%	43
	Boston Herald reader	43%	22%	22%	13%	24
	Local newspapers reader	50%	35%	9%	5%	64
	NEPR listener	46%	36%	13%	6%	119
	WGGB-TV viewer	36%	39%	17%	7%	117
	WWLP viewer	39%	41%	16%	4%	92

A8i: Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region - Countless numbers of lakes and ponds in the region provide options for recreation and waterfront property

		<u>Much More Favorable Opinion</u>	<u>Somewhat More Favorable Opinion</u>	<u>Makes No Difference in Opinion</u>	<u>Somewhat Less Favorable Opinion</u>	<u>Much Less Favorable Opinion</u>	<u>N</u>
Overall	2020 Massachusetts	43%	38%	15%	3%	1%	195
Age of Respondent	18 to 34	40%	30%	18%	8%	4%	60
	35 to 49	45%	43%	9%	3%		43
	50 to 64	40%	52%	8%			42
	65 and older	49%	30%	21%			49
Gender of Respondent	Men	42%	36%	17%	4%	1%	101
	Women	46%	42%	10%	2%		87
Level of Education	High school or less	36%	37%	17%	6%	4%	60
	Tech school/Some college	53%	31%	13%	2%		49
	College graduate	42%	46%	12%			41
	Postgraduate work	48%	40%	12%			39
Region of State	Franklin County	46%	36%	16%		2%	12
	Hampden County	39%	39%	11%	11%		46
	Hampshire County	23%	46%	30%			24
	Worcester County	49%	35%	13%	1%	2%	112
Voting Registration	Registered Democrat	35%	40%	20%	5%		44
	Registered Undeclared/Not Reg.	55%	32%	13%			89
	Registered Republican	42%	47%	12%			18
2020 Presidential Vote	Voted for Trump	54%	34%	9%	4%		63
	Voted for Biden	43%	34%	19%	2%	1%	90
	Did not vote in 2020	30%	54%	8%	4%	3%	34
Employment Status	Employed full-time	43%	41%	13%	3%		81
	Employed part-time	59%	22%	15%	3%	1%	26
	Retired or not working	41%	41%	14%	3%		61
	Student	17%	44%	21%		19%	5
	Unemployed	45%	33%	10%	7%	6%	17
Household Income	Less than \$45,000	40%	40%	13%	6%	1%	75
	\$45,000 - \$74,999	40%	34%	21%	2%	3%	38
	\$75,000 - \$99,999	60%	27%	13%			29
	\$100,000 - \$149,999	48%	42%	7%	3%		32
	\$150,000 or more		93%			7%	4
Children in Household	Children in household	46%	42%	5%	5%	2%	53
	No children in household	43%	36%	18%	3%		135
Race/Ethnic Identification	African Amer./Black/Caribbean	22%	36%	29%	13%		11
	Asian American/Pacific Islander	43%	49%	8%			4
	Caucasian/White	45%	41%	12%	1%	1%	161
	Latin/Hispanic	43%	16%	25%	16%		20
	Native American, Inuit, or Aleut	34%	33%	27%		5%	5
	Identify as other race or ethnicity	78%		22%			5
Media Usage	Boston Globe reader	58%	26%	9%	7%		43
	Boston Herald reader	69%	23%	2%	6%		24
	Local newspapers reader	48%	42%	7%	2%	1%	64
	NEPR listener	48%	36%	13%	3%	0%	119
	WGGB-TV viewer	37%	41%	18%	3%	1%	117
	WWLP viewer	41%	36%	19%	3%	0%	92

U1: Imagine you decided to move to another town or city within the next five years. Which of the following do you think would come closest to your plan regarding a job?

			<u>Already retired or not currently working</u>	<u>Get job in the new city or town</u>	<u>Keep same job - work remotely or commute</u>	<u>Plan to retire in the new city or town</u>	<u>N</u>
Overall	2020	Massachusetts	30%	33%	27%	10%	215
Age of Respondent	18 to 34		5%	62%	31%	2%	61
	35 to 49		21%	43%	29%	7%	49
	50 to 64		38%	17%	27%	18%	64
	65 and older		68%		16%	16%	39
Gender of Respondent	Men		24%	30%	33%	13%	91
	Women		35%	33%	24%	8%	116
Level of Education	High school or less		39%	28%	24%	9%	93
	Tech school/Some college		27%	36%	27%	10%	70
	College graduate		17%	42%	36%	6%	35
	Postgraduate work		15%	26%	29%	31%	16
Region of State	Franklin County		30%	30%	40%		6
	Hampden County		25%	29%	32%	13%	79
	Hampshire County		34%	40%	22%	4%	19
	Worcester County		32%	35%	23%	10%	111
Voting Registration	Registered Democrat		36%	35%	18%	11%	43
	Registered Undeclared/Not Reg.		22%	31%	36%	11%	82
	Registered Republican		44%	25%	20%	11%	16
2020 Presidential Vote	Voted for Trump		25%	27%	36%	12%	51
	Voted for Biden		36%	33%	20%	10%	93
	Did not vote in 2020		22%	39%	31%	8%	56
Employment Status	Employed full-time		6%	34%	42%	19%	77
	Employed part-time		4%	36%	47%	13%	29
	Retired or not working		79%	11%	5%	5%	68
	Student			67%	33%		6
	Unemployed		12%	66%	17%	5%	29
Household Income	Less than \$45,000		39%	36%	19%	7%	111
	\$45,000 - \$74,999		17%	36%	36%	11%	42
	\$75,000 - \$99,999		10%	20%	35%	35%	18
	\$100,000 - \$149,999			27%	49%	24%	11
	\$150,000 or more			100%			1
Children in Household	Children in household		13%	48%	34%	4%	47
	No children in household		35%	28%	25%	12%	162
Race/Ethnic Identification	African Amer./Black/Caribbean		41%	37%	13%	9%	17
	Asian American/Pacific Islander			59%	41%		5
	Caucasian/White		34%	29%	25%	12%	161
	Latin/Hispanic		4%	63%	29%	4%	26
	Native American, Inuit, or Aleut		65%		35%		2
	Identify as other race or ethnicity		80%	20%			2
Media Usage	Boston Globe reader			55%	33%	12%	11
	Boston Herald reader			100%			3
	Local newspapers reader		30%	27%	31%	13%	61
	NEPR listener		18%	47%	22%	13%	83
	WGGB-TV viewer		32%	31%	25%	12%	118
	WWLP viewer		31%	32%	26%	12%	102

U2a: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Open Spaces/Scenic Views

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	41%	40%	12%	2%	6%	213
Age of Respondent	18 to 34		41%	34%	9%	4%	11%	61
	35 to 49		38%	29%	25%	2%	6%	49
	50 to 64		40%	52%	3%		4%	63
	65 and older		46%	41%	13%			39
Gender of Respondent	Men		43%	38%	14%	1%	4%	91
	Women		41%	42%	9%	1%	7%	114
Level of Education	High school or less		36%	36%	15%	1%	12%	91
	Tech school/Some college		38%	47%	10%	3%	1%	70
	College graduate		47%	41%	11%			35
	Postgraduate work		66%	25%		5%	3%	16
Region of State	Franklin County		36%	48%	8%		7%	6
	Hampden County		44%	40%	11%	3%	2%	78
	Hampshire County		61%	19%	2%	1%	17%	18
	Worcester County		36%	43%	14%	1%	6%	110
Voting Registration	Registered Democrat		38%	45%	13%		3%	43
	Registered Undeclared/Not Reg.		44%	47%	6%	1%	2%	82
	Registered Republican		69%	15%	10%	1%	4%	16
2020 Presidential Vote	Voted for Trump		49%	44%	2%		5%	51
	Voted for Biden		40%	41%	11%	2%	6%	92
	Did not vote in 2020		40%	40%	11%	4%	6%	56
Employment Status	Employed full-time		39%	48%	12%		1%	76
	Employed part-time		53%	18%	15%	4%	10%	29
	Retired or not working		43%	39%	10%	2%	7%	66
	Student		28%	50%	7%	15%		6
	Unemployed		41%	38%	13%	2%	6%	29
Household Income	Less than \$45,000		41%	39%	13%	3%	4%	109
	\$45,000 - \$74,999		45%	45%	10%			42
	\$75,000 - \$99,999		36%	56%	8%			18
	\$100,000 - \$149,999		66%	22%	11%			11
	\$150,000 or more		100%					1
Children in Household	Children in household		40%	40%	11%	2%	7%	47
	No children in household		42%	40%	12%	2%	5%	159
Race/Ethnic Identification	African Amer./Black/Caribbean		27%	29%	42%	1%		17
	Asian American/Pacific Islander		49%	24%		19%	7%	5
	Caucasian/White		42%	43%	10%	1%	4%	159
	Latin/Hispanic		48%	25%	12%	3%	12%	26
	Native American, Inuit, or Aleut		35%		65%			2
	Identify as other race or ethnicity		100%					2
Media Usage	Boston Globe reader		57%	33%	8%	3%		9
	Boston Herald reader		51%	38%			12%	3
	Local newspapers reader		59%	29%	8%	1%	2%	60
	NEPR listener		43%	36%	15%	2%	4%	82
	WGGB-TV viewer		44%	41%	11%	1%	3%	117
	WWLP viewer		43%	35%	14%	2%	6%	101

U2b: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Outdoor Recreation

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	30%	41%	16%	6%	6%	214
Age of Respondent	18 to 34		38%	28%	17%	6%	12%	60
	35 to 49		36%	39%	17%		8%	49
	50 to 64		30%	38%	20%	10%	3%	64
	65 and older		14%	71%	9%	6%		39
Gender of Respondent	Men		35%	45%	10%	4%	6%	91
	Women		27%	40%	21%	6%	6%	115
Level of Education	High school or less		30%	34%	15%	10%	11%	93
	Tech school/Some college		25%	52%	20%	1%	1%	69
	College graduate		35%	39%	16%	5%	5%	35
	Postgraduate work		38%	45%	14%		3%	16
Region of State	Franklin County		21%	36%	36%		7%	6
	Hampden County		28%	46%	17%	6%	3%	78
	Hampshire County		41%	44%	7%	2%	6%	19
	Worcester County		31%	37%	16%	7%	9%	110
Voting Registration	Registered Democrat		22%	55%	15%	1%	7%	43
	Registered Undeclared/Not Reg.		31%	41%	18%	8%	2%	82
	Registered Republican		30%	52%	1%	12%	4%	16
2020 Presidential Vote	Voted for Trump		41%	37%	18%	4%		50
	Voted for Biden		23%	48%	15%	6%	8%	93
	Did not vote in 2020		33%	32%	20%	7%	8%	56
Employment Status	Employed full-time		30%	47%	19%	2%	2%	76
	Employed part-time		47%	19%	19%		15%	29
	Retired or not working		26%	45%	15%	9%	5%	68
	Student		19%	50%	16%	15%		6
	Unemployed		33%	39%	14%	6%	9%	29
Household Income	Less than \$45,000		24%	49%	14%	8%	5%	110
	\$45,000 - \$74,999		33%	36%	27%	4%		42
	\$75,000 - \$99,999		37%	47%	16%			18
	\$100,000 - \$149,999		51%	33%	17%			11
	\$150,000 or more		100%					1
Children in Household	Children in household		41%	36%	16%	2%	5%	47
	No children in household		27%	44%	17%	6%	5%	160
Race/Ethnic Identification	African Amer./Black/Caribbean		27%	50%	20%	3%		16
	Asian American/Pacific Islander		31%		12%	19%	38%	5
	Caucasian/White		31%	43%	16%	6%	3%	161
	Latin/Hispanic		42%	23%	18%	3%	14%	26
	Native American, Inuit, or Aleut		100%					2
	Identify as other race or ethnicity			100%				2
Media Usage	Boston Globe reader		53%	37%	10%			10
	Boston Herald reader		58%	11%	30%			3
	Local newspapers reader		37%	44%	16%	2%	2%	60
	NEPR listener		32%	42%	14%	6%	5%	83
	WGGB-TV viewer		37%	42%	16%	3%	2%	117
	WWLP viewer		33%	41%	17%	5%	4%	101

U2c: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Arts & Entertainment

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	27%	38%	22%	8%	5%	208
Age of Respondent	18 to 34		33%	35%	17%	4%	11%	61
	35 to 49		30%	40%	22%	5%	3%	49
	50 to 64		30%	31%	20%	16%	3%	63
	65 and older		5%	54%	37%	4%		33
Gender of Respondent	Men		34%	35%	21%	2%	8%	86
	Women		23%	41%	23%	11%	2%	114
Level of Education	High school or less		23%	33%	25%	10%	9%	87
	Tech school/Some college		25%	47%	22%	6%	1%	70
	College graduate		42%	38%	14%		6%	34
	Postgraduate work		21%	34%	22%	23%		16
Region of State	Franklin County		20%	73%			7%	6
	Hampden County		28%	39%	24%	7%	2%	74
	Hampshire County		46%	29%	25%			19
	Worcester County		24%	38%	21%	10%	7%	109
Voting Registration	Registered Democrat		23%	47%	25%	5%		43
	Registered Undeclared/Not Reg.		32%	32%	26%	9%	2%	76
	Registered Republican		14%	45%	15%	27%		16
2020 Presidential Vote	Voted for Trump		32%	28%	24%	15%		46
	Voted for Biden		27%	43%	20%	6%	4%	91
	Did not vote in 2020		24%	36%	28%	2%	11%	56
Employment Status	Employed full-time		30%	36%	25%	7%	1%	77
	Employed part-time		30%	45%	7%	8%	10%	23
	Retired or not working		28%	34%	23%	10%	5%	66
	Student		9%	42%	49%			6
	Unemployed		26%	52%	13%	7%	3%	29
Household Income	Less than \$45,000		26%	39%	25%	8%	3%	110
	\$45,000 - \$74,999		32%	43%	19%	6%		37
	\$75,000 - \$99,999		16%	23%	39%	13%	10%	18
	\$100,000 - \$149,999		5%	72%	23%			11
	\$150,000 or more		100%					1
Children in Household	Children in household		30%	36%	24%	4%	5%	47
	No children in household		26%	40%	21%	9%	4%	155
Race/Ethnic Identification	African Amer./Black/Caribbean		27%	64%	9%			17
	Asian American/Pacific Islander		70%		22%		8%	4
	Caucasian/White		23%	40%	25%	9%	4%	155
	Latin/Hispanic		40%	37%	13%	3%	7%	26
	Native American, Inuit, or Aleut		100%					2
	Identify as other race or ethnicity		80%	20%				2
Media Usage	Boston Globe reader		53%	44%		3%		11
	Boston Herald reader		23%	48%	28%			3
	Local newspapers reader		25%	44%	16%	13%	2%	55
	NEPR listener		32%	42%	17%	4%	4%	83
	WGGB-TV viewer		27%	40%	24%	6%	3%	112
	WWLP viewer		29%	39%	24%	5%	3%	96

U2d: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Bars & Restaurants

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	22%	46%	16%	12%	4%	212
Age of Respondent	18 to 34		28%	36%	14%	11%	11%	59
	35 to 49		21%	47%	24%	3%	5%	49
	50 to 64		15%	54%	10%	21%		63
	65 and older		26%	45%	18%	11%		39
Gender of Respondent	Men		30%	45%	13%	7%	4%	91
	Women		17%	48%	18%	14%	3%	113
Level of Education	High school or less		25%	41%	15%	11%	8%	91
	Tech school/Some college		20%	53%	17%	9%	1%	69
	College graduate		21%	46%	18%	13%	3%	35
	Postgraduate work		15%	42%	10%	32%		16
Region of State	Franklin County		4%	42%	35%	13%	7%	6
	Hampden County		26%	51%	15%	7%	2%	78
	Hampshire County		39%	22%	19%	20%		19
	Worcester County		18%	46%	14%	15%	6%	108
Voting Registration	Registered Democrat		19%	50%	20%	8%	3%	43
	Registered Undeclared/Not Reg.		22%	49%	11%	17%	2%	82
	Registered Republican		8%	65%	16%	11%		16
2020 Presidential Vote	Voted for Trump		34%	47%	5%	14%		50
	Voted for Biden		13%	50%	19%	12%	6%	92
	Did not vote in 2020		25%	36%	21%	12%	6%	55
Employment Status	Employed full-time		22%	53%	12%	12%	1%	76
	Employed part-time		36%	23%	15%	16%	9%	29
	Retired or not working		14%	48%	23%	12%	3%	66
	Student		13%	37%	35%	15%		6
	Unemployed		33%	46%	8%	7%	5%	29
Household Income	Less than \$45,000		17%	45%	21%	13%	4%	108
	\$45,000 - \$74,999		27%	48%	13%	12%		42
	\$75,000 - \$99,999		33%	38%	6%	23%		18
	\$100,000 - \$149,999		12%	70%	17%			11
	\$150,000 or more		100%					1
Children in Household	Children in household		25%	43%	20%	7%	5%	47
	No children in household		22%	47%	15%	13%	3%	159
Race/Ethnic Identification	African Amer./Black/Caribbean		20%	64%	8%	9%		16
	Asian American/Pacific Islander		65%			19%	16%	5
	Caucasian/White		21%	48%	17%	12%	2%	159
	Latin/Hispanic		38%	36%	12%	7%	8%	26
	Native American, Inuit, or Aleut		100%					2
	Identify as other race or ethnicity			20%		80%		2
Media Usage	Boston Globe reader		36%	48%	14%	2%		10
	Boston Herald reader		77%		12%	11%		3
	Local newspapers reader		20%	55%	10%	13%	1%	60
	NEPR listener		19%	53%	9%	16%	3%	83
	WGGB-TV viewer		27%	50%	15%	7%	1%	117
	WWLP viewer		31%	43%	16%	8%	3%	101

U2e: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Employment Opportunities

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	50%	18%	14%	9%	9%	213
Age of Respondent	18 to 34		75%	9%	5%	2%	10%	61
	35 to 49		63%	14%	6%	11%	6%	48
	50 to 64		37%	21%	18%	13%	11%	63
	65 and older		14%	29%	36%	13%	9%	39
Gender of Respondent	Men		52%	17%	18%	3%	10%	91
	Women		48%	18%	12%	14%	8%	114
Level of Education	High school or less		46%	19%	11%	12%	11%	91
	Tech school/Some college		56%	15%	19%	4%	6%	70
	College graduate		57%	18%	11%	5%	10%	35
	Postgraduate work		23%	22%	22%	24%	10%	16
Region of State	Franklin County		49%	13%	32%		7%	6
	Hampden County		51%	14%	19%	7%	8%	79
	Hampshire County		65%	13%	14%	7%		18
	Worcester County		47%	21%	10%	11%	11%	109
Voting Registration	Registered Democrat		44%	25%	13%	9%	9%	43
	Registered Undeclared/Not Reg.		47%	15%	21%	12%	6%	82
	Registered Republican		37%	36%	3%	8%	16%	16
2020 Presidential Vote	Voted for Trump		55%	17%	15%	5%	8%	51
	Voted for Biden		40%	21%	17%	11%	10%	91
	Did not vote in 2020		61%	7%	11%	12%	9%	56
Employment Status	Employed full-time		55%	21%	19%	5%	1%	77
	Employed part-time		76%	6%	9%		8%	29
	Retired or not working		21%	21%	18%	20%	19%	66
	Student		84%	9%	7%			6
	Unemployed		74%	15%	4%	5%	3%	29
Household Income	Less than \$45,000		47%	22%	13%	11%	7%	110
	\$45,000 - \$74,999		56%	11%	18%	13%	2%	42
	\$75,000 - \$99,999		40%	13%	36%		11%	18
	\$100,000 - \$149,999		65%	15%	21%			11
	\$150,000 or more		100%					1
Children in Household	Children in household		70%	15%	9%	2%	4%	47
	No children in household		44%	19%	17%	11%	10%	159
Race/Ethnic Identification	African Amer./Black/Caribbean		62%	35%		3%		17
	Asian American/Pacific Islander		81%			12%	7%	5
	Caucasian/White		46%	18%	15%	12%	9%	159
	Latin/Hispanic		72%	10%	9%		9%	26
	Native American, Inuit, or Aleut		100%					2
	Identify as other race or ethnicity		20%		80%			2
Media Usage	Boston Globe reader		85%	15%				10
	Boston Herald reader		58%		23%	19%		3
	Local newspapers reader		51%	17%	17%	8%	7%	60
	NEPR listener		57%	18%	10%	10%	5%	83
	WGGB-TV viewer		50%	19%	18%	7%	7%	117
	WWLP viewer		49%	19%	18%	6%	8%	102

U2f: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Quality Housing Options

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	65%	27%	2%	1%	5%	213
Age of Respondent	18 to 34		61%	22%	2%	3%	12%	61
	35 to 49		75%	19%	3%		4%	49
	50 to 64		79%	17%	2%		1%	63
	65 and older		39%	58%	3%			39
Gender of Respondent	Men		65%	27%	2%	2%	4%	91
	Women		68%	25%	3%		4%	114
Level of Education	High school or less		54%	29%	5%	2%	10%	92
	Tech school/Some college		68%	31%			1%	70
	College graduate		86%	13%	2%			35
	Postgraduate work		72%	23%			5%	16
Region of State	Franklin County		60%	33%			7%	6
	Hampden County		69%	26%	2%	1%	3%	78
	Hampshire County		79%	16%	4%			19
	Worcester County		61%	28%	3%	1%	7%	110
Voting Registration	Registered Democrat		58%	33%	7%		2%	43
	Registered Undeclared/Not Reg.		69%	26%	2%		2%	82
	Registered Republican		80%	15%	1%		4%	16
2020 Presidential Vote	Voted for Trump		81%	19%				51
	Voted for Biden		60%	27%	5%	1%	7%	92
	Did not vote in 2020		69%	23%		2%	6%	56
Employment Status	Employed full-time		70%	25%	3%		1%	77
	Employed part-time		72%	13%	1%	3%	11%	29
	Retired or not working		68%	25%	3%		4%	66
	Student		68%	32%				6
	Unemployed		48%	46%	1%		5%	29
Household Income	Less than \$45,000		61%	33%	2%	1%	3%	109
	\$45,000 - \$74,999		79%	17%	2%		2%	42
	\$75,000 - \$99,999		54%	39%	7%			18
	\$100,000 - \$149,999		94%	6%				11
	\$150,000 or more		100%					1
Children in Household	Children in household		70%	20%	1%	4%	5%	47
	No children in household		65%	28%	3%		4%	160
Race/Ethnic Identification	African Amer./Black/Caribbean		56%	39%	5%			17
	Asian American/Pacific Islander		61%	19%	12%		7%	5
	Caucasian/White		67%	26%	2%	1%	3%	160
	Latin/Hispanic		64%	24%	1%	3%	7%	26
	Native American, Inuit, or Aleut		100%					2
	Identify as other race or ethnicity		100%					2
Media Usage	Boston Globe reader		56%	42%	2%			10
	Boston Herald reader		70%		30%			3
	Local newspapers reader		74%	19%	2%	2%	3%	60
	NEPR listener		63%	30%	2%	1%	4%	83
	WGGB-TV viewer		64%	29%	3%	1%	2%	118
	WWLP viewer		63%	30%	3%	1%	3%	102

U2g: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Quality Schools/Colleges

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	25%	18%	25%	16%	16%	212
Age of Respondent	18 to 34		47%	25%	8%	6%	13%	60
	35 to 49		35%	20%	23%	5%	18%	49
	50 to 64		7%	13%	30%	29%	21%	63
	65 and older		10%	11%	45%	25%	9%	39
Gender of Respondent	Men		22%	16%	34%	20%	9%	91
	Women		28%	20%	18%	13%	22%	113
Level of Education	High school or less		23%	20%	21%	14%	21%	92
	Tech school/Some college		24%	16%	27%	22%	10%	69
	College graduate		33%	18%	27%	7%	14%	35
	Postgraduate work		23%	16%	32%	15%	14%	16
Region of State	Franklin County		31%	15%	13%	18%	23%	6
	Hampden County		26%	17%	29%	17%	10%	78
	Hampshire County		28%	24%	16%	4%	27%	19
	Worcester County		23%	18%	24%	17%	17%	109
Voting Registration	Registered Democrat		30%	18%	26%	14%	11%	43
	Registered Undeclared/Not Reg.		19%	21%	25%	22%	13%	82
	Registered Republican		52%	6%	7%	8%	27%	16
2020 Presidential Vote	Voted for Trump		28%	10%	24%	20%	19%	50
	Voted for Biden		22%	20%	24%	19%	14%	92
	Did not vote in 2020		31%	18%	26%	9%	16%	56
Employment Status	Employed full-time		28%	10%	32%	22%	8%	76
	Employed part-time		29%	19%	32%	7%	12%	29
	Retired or not working		18%	21%	19%	14%	28%	66
	Student		41%	40%	19%			6
	Unemployed		29%	23%	20%	19%	8%	29
Household Income	Less than \$45,000		25%	21%	25%	16%	13%	108
	\$45,000 - \$74,999		24%	21%	27%	16%	12%	42
	\$75,000 - \$99,999		20%	5%	33%	42%		18
	\$100,000 - \$149,999		16%	16%	63%	6%		11
	\$150,000 or more		100%					1
Children in Household	Children in household		63%	20%	10%	1%	6%	47
	No children in household		15%	18%	30%	20%	17%	159
Race/Ethnic Identification	African Amer./Black/Caribbean		28%	27%	28%	6%	11%	16
	Asian American/Pacific Islander		18%	54%	9%		19%	5
	Caucasian/White		22%	15%	27%	19%	16%	160
	Latin/Hispanic		44%	27%	9%	5%	15%	26
	Native American, Inuit, or Aleut		35%				65%	2
	Identify as other race or ethnicity			100%				2
Media Usage	Boston Globe reader		54%	18%	28%			10
	Boston Herald reader		51%	19%	12%		19%	3
	Local newspapers reader		26%	13%	33%	16%	12%	60
	NEPR listener		35%	15%	21%	23%	6%	83
	WGGB-TV viewer		27%	14%	31%	16%	11%	117
	WWLP viewer		26%	17%	27%	16%	14%	101

U2h: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Locally-Owned Businesses

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	34%	48%	9%	4%	4%	213
Age of Respondent	18 to 34		34%	34%	14%	7%	11%	60
	35 to 49		31%	45%	13%	7%	3%	49
	50 to 64		38%	55%	3%	3%	1%	63
	65 and older		33%	64%	3%			39
Gender of Respondent	Men		35%	48%	7%	6%	4%	91
	Women		36%	50%	9%	2%	4%	114
Level of Education	High school or less		35%	41%	7%	8%	8%	92
	Tech school/Some college		31%	52%	14%	1%	1%	70
	College graduate		42%	54%	2%	2%		35
	Postgraduate work		21%	66%	11%	2%		16
Region of State	Franklin County		13%	68%	12%		7%	6
	Hampden County		30%	53%	11%	4%	2%	79
	Hampshire County		58%	39%		3%		19
	Worcester County		35%	45%	8%	5%	6%	108
Voting Registration	Registered Democrat		35%	48%	11%	5%	2%	43
	Registered Undeclared/Not Reg.		31%	60%	7%	1%	2%	82
	Registered Republican		75%	12%		14%		16
2020 Presidential Vote	Voted for Trump		59%	37%		4%		50
	Voted for Biden		28%	54%	10%	3%	5%	92
	Did not vote in 2020		29%	43%	14%	8%	6%	56
Employment Status	Employed full-time		26%	60%	7%	5%	2%	76
	Employed part-time		42%	38%	7%	5%	8%	29
	Retired or not working		45%	44%	7%	2%	2%	66
	Student			58%	27%	15%		6
	Unemployed		36%	39%	15%	6%	5%	29
Household Income	Less than \$45,000		34%	49%	10%	6%	2%	109
	\$45,000 - \$74,999		44%	48%	2%	5%	2%	42
	\$75,000 - \$99,999		22%	63%	15%			18
	\$100,000 - \$149,999		24%	56%	20%			11
	\$150,000 or more		100%					1
Children in Household	Children in household		33%	48%	12%	2%	5%	47
	No children in household		35%	49%	8%	5%	3%	160
Race/Ethnic Identification	African Amer./Black/Caribbean		22%	71%	6%	1%		17
	Asian American/Pacific Islander		43%	12%		37%	7%	5
	Caucasian/White		36%	48%	9%	4%	3%	160
	Latin/Hispanic		36%	38%	16%	4%	6%	26
	Native American, Inuit, or Aleut		35%	65%				2
	Identify as other race or ethnicity		80%	20%				2
Media Usage	Boston Globe reader		31%	60%	6%	2%		10
	Boston Herald reader		58%	19%	12%	11%		3
	Local newspapers reader		52%	35%	9%	4%	1%	60
	NEPR listener		35%	48%	9%	5%	3%	83
	WGGB-TV viewer		37%	50%	7%	5%	0%	117
	WWLP viewer		40%	48%	6%	4%	2%	101

U2i: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Small-Town Civic Life

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	27%	38%	19%	7%	9%	211
Age of Respondent	18 to 34		26%	20%	27%	7%	20%	60
	35 to 49		18%	42%	26%	7%	7%	49
	50 to 64		35%	41%	19%	2%	3%	62
	65 and older		31%	56%		13%		39
Gender of Respondent	Men		29%	38%	21%	6%	6%	89
	Women		27%	39%	19%	7%	9%	114
Level of Education	High school or less		35%	28%	14%	9%	14%	92
	Tech school/Some college		24%	38%	26%	7%	4%	69
	College graduate		15%	56%	23%	3%	4%	35
	Postgraduate work		16%	64%	11%		9%	15
Region of State	Franklin County		58%	12%	24%		7%	6
	Hampden County		29%	42%	17%	6%	6%	79
	Hampshire County		33%	43%	14%		10%	18
	Worcester County		23%	36%	21%	9%	10%	108
Voting Registration	Registered Democrat		17%	52%	21%	6%	4%	42
	Registered Undeclared/Not Reg.		29%	42%	21%	3%	5%	80
	Registered Republican		44%	34%	6%	12%	4%	16
2020 Presidential Vote	Voted for Trump		47%	37%	12%	4%		50
	Voted for Biden		19%	45%	21%	4%	10%	91
	Did not vote in 2020		26%	31%	23%	6%	15%	56
Employment Status	Employed full-time		22%	38%	29%	8%	2%	76
	Employed part-time		36%	27%	14%	6%	17%	29
	Retired or not working		34%	45%	10%	7%	5%	66
	Student			37%	39%	25%		6
	Unemployed		28%	36%	17%		19%	27
Household Income	Less than \$45,000		28%	38%	19%	9%	6%	108
	\$45,000 - \$74,999		36%	37%	18%	4%	4%	41
	\$75,000 - \$99,999		9%	51%	36%	4%		18
	\$100,000 - \$149,999			69%	31%			11
	\$150,000 or more			100%				1
Children in Household	Children in household		25%	37%	28%		10%	47
	No children in household		28%	39%	17%	9%	7%	158
Race/Ethnic Identification	African Amer./Black/Caribbean		16%	18%	26%	27%	13%	17
	Asian American/Pacific Islander		18%		9%	19%	54%	5
	Caucasian/White		29%	44%	17%	5%	5%	158
	Latin/Hispanic		27%	23%	34%	1%	14%	26
	Native American, Inuit, or Aleut					65%	35%	2
	Identify as other race or ethnicity			100%				2
Media Usage	Boston Globe reader		24%	46%	23%	7%		9
	Boston Herald reader		39%	11%	12%		38%	3
	Local newspapers reader		41%	28%	25%	3%	3%	60
	NEPR listener		26%	37%	22%	8%	6%	82
	WGGB-TV viewer		34%	36%	21%	7%	3%	116
	WWLP viewer		38%	32%	16%	8%	6%	100

U2j: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Community Safety

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	77%	14%	4%	1%	4%	213
Age of Respondent	18 to 34		66%	14%	7%	2%	11%	61
	35 to 49		75%	16%	5%		4%	48
	50 to 64		80%	16%	2%	2%		63
	65 and older		92%	8%				39
Gender of Respondent	Men		79%	14%	3%		4%	91
	Women		79%	14%	3%	1%	3%	114
Level of Education	High school or less		72%	13%	6%	2%	8%	92
	Tech school/Some college		81%	13%	3%	1%	2%	70
	College graduate		89%	11%				35
	Postgraduate work		59%	36%	5%			16
Region of State	Franklin County		93%				7%	6
	Hampden County		79%	14%	4%	1%	2%	79
	Hampshire County		79%	18%	3%			19
	Worcester County		74%	14%	4%	1%	6%	109
Voting Registration	Registered Democrat		74%	22%	3%	1%		43
	Registered Undeclared/Not Reg.		82%	15%			3%	81
	Registered Republican		90%	6%			4%	16
2020 Presidential Vote	Voted for Trump		94%	6%				51
	Voted for Biden		70%	20%	3%	0%	6%	91
	Did not vote in 2020		75%	10%	8%	1%	6%	56
Employment Status	Employed full-time		80%	16%	3%		1%	77
	Employed part-time		69%	9%	8%	6%	8%	29
	Retired or not working		85%	11%	2%		3%	66
	Student		81%	19%				6
	Unemployed		70%	19%	4%	1%	6%	29
Household Income	Less than \$45,000		81%	13%	3%	1%	3%	109
	\$45,000 - \$74,999		80%	16%	4%			42
	\$75,000 - \$99,999		88%	12%				18
	\$100,000 - \$149,999		62%	27%	11%			11
	\$150,000 or more		100%					1
Children in Household	Children in household		78%	9%	8%	1%	4%	47
	No children in household		78%	15%	3%	0%	3%	160
Race/Ethnic Identification	African Amer./Black/Caribbean		84%	12%	4%			17
	Asian American/Pacific Islander		93%				7%	5
	Caucasian/White		79%	14%	4%	0%	3%	159
	Latin/Hispanic		70%	15%	10%	1%	4%	26
	Native American, Inuit, or Aleut		100%					2
	Identify as other race or ethnicity		100%					2
Media Usage	Boston Globe reader		78%	15%	7%			11
	Boston Herald reader		77%	11%		12%		3
	Local newspapers reader		83%	12%	3%		2%	61
	NEPR listener		74%	18%	4%	2%	3%	83
	WGGB-TV viewer		80%	15%	3%	1%	1%	118
	WWLP viewer		80%	14%	3%	1%	3%	102

U2k: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Welcoming People

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	57%	26%	9%	1%	6%	213
Age of Respondent	18 to 34		64%	15%	7%	3%	10%	60
	35 to 49		61%	28%	7%		4%	49
	50 to 64		47%	35%	16%	1%	2%	63
	65 and older		58%	29%	4%		9%	39
Gender of Respondent	Men		69%	13%	8%	1%	9%	91
	Women		49%	35%	11%	1%	4%	115
Level of Education	High school or less		53%	25%	7%	2%	12%	91
	Tech school/Some college		57%	27%	14%	1%	1%	70
	College graduate		59%	35%	4%		2%	35
	Postgraduate work		75%	12%	10%	2%		16
Region of State	Franklin County		42%	25%	26%		7%	6
	Hampden County		66%	21%	10%	1%	2%	79
	Hampshire County		64%	22%	7%	6%		19
	Worcester County		50%	31%	8%	1%	10%	109
Voting Registration	Registered Democrat		59%	31%	7%	4%		43
	Registered Undeclared/Not Reg.		60%	29%	9%	1%	2%	82
	Registered Republican		63%	15%	17%	1%	4%	16
2020 Presidential Vote	Voted for Trump		60%	29%	10%			51
	Voted for Biden		63%	25%	6%	3%	4%	91
	Did not vote in 2020		53%	24%	14%		9%	56
Employment Status	Employed full-time		58%	25%	10%	2%	6%	77
	Employed part-time		58%	24%	4%	4%	10%	29
	Retired or not working		59%	28%	8%		5%	66
	Student		19%	47%	34%			6
	Unemployed		67%	22%	6%		5%	29
Household Income	Less than \$45,000		56%	22%	13%	2%	7%	110
	\$45,000 - \$74,999		71%	26%	2%	1%		42
	\$75,000 - \$99,999		59%	25%	16%			18
	\$100,000 - \$149,999		43%	57%				11
	\$150,000 or more			100%				1
Children in Household	Children in household		55%	27%	8%	1%	9%	47
	No children in household		59%	26%	9%	1%	5%	161
Race/Ethnic Identification	African Amer./Black/Caribbean		51%	24%		1%	24%	17
	Asian American/Pacific Islander		61%	12%	19%		7%	5
	Caucasian/White		60%	26%	10%	1%	3%	160
	Latin/Hispanic		64%	22%	7%	1%	5%	25
	Native American, Inuit, or Aleut			65%			35%	2
	Identify as other race or ethnicity		100%					2
Media Usage	Boston Globe reader		76%	16%	6%	2%		11
	Boston Herald reader		58%	19%	12%	11%		3
	Local newspapers reader		66%	20%	11%	1%	2%	61
	NEPR listener		58%	25%	7%	2%	7%	83
	WGGB-TV viewer		62%	25%	6%	1%	5%	118
	WWLP viewer		58%	26%	7%	1%	7%	102

U2I: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - Other

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	12%	8%	9%	4%	66%	118
Age of Respondent	18 to 34		9%	6%	8%	4%	73%	39
	35 to 49		14%	8%	10%		68%	32
	50 to 64		8%	4%	12%	9%	67%	36
	65 and older		37%	26%			37%	10
Gender of Respondent	Men		12%	8%	14%	2%	63%	56
	Women		14%	7%	5%	5%	69%	55
Level of Education	High school or less		11%	4%	11%	6%	68%	52
	Tech school/Some college		17%	15%	10%	6%	53%	34
	College graduate		6%		6%		88%	23
	Postgraduate work		17%	34%			48%	8
Region of State	Franklin County						100%	3
	Hampden County		12%	4%	6%	8%	70%	34
	Hampshire County			8%	5%		87%	8
	Worcester County		14%	10%	11%	3%	61%	74
Voting Registration	Registered Democrat		13%	8%	14%	4%	60%	21
	Registered Undeclared/Not Reg.		6%	4%	7%	4%	78%	36
	Registered Republican		12%	28%	3%	8%	49%	10
2020 Presidential Vote	Voted for Trump		11%	20%	7%	11%	51%	20
	Voted for Biden		8%	5%	13%	2%	72%	48
	Did not vote in 2020		12%	3%	5%	2%	77%	38
Employment Status	Employed full-time		23%	3%	8%	4%	62%	38
	Employed part-time			13%	8%	6%	73%	18
	Retired or not working		6%	7%	11%	2%	74%	36
	Student						100%	2
	Unemployed		17%	11%	10%	4%	57%	20
Household Income	Less than \$45,000		17%	7%	13%	5%	57%	66
	\$45,000 - \$74,999		9%	7%	11%		72%	19
	\$75,000 - \$99,999		13%	12%		10%	66%	5
	\$100,000 - \$149,999		7%	19%			74%	6
	\$150,000 or more						100%	1
Children in Household	Children in household		17%	11%	9%	5%	59%	28
	No children in household		11%	7%	10%	3%	69%	84
Race/Ethnic Identification	African Amer./Black/Caribbean		43%	7%	10%		39%	14
	Asian American/Pacific Islander						100%	3
	Caucasian/White		8%	7%	11%	3%	71%	79
	Latin/Hispanic		4%	15%	8%	7%	66%	19
	Native American, Inuit, or Aleut						100%	1
	Identify as other race or ethnicity		100%					0
Media Usage	Boston Globe reader		12%	3%	42%		43%	7
	Boston Herald reader		39%	11%		12%	38%	3
	Local newspapers reader		16%	12%	12%	3%	56%	27
	NEPR listener		17%	4%	7%	7%	65%	54
	WGGB-TV viewer		12%	11%	15%	6%	56%	64
	WWLP viewer		19%	6%	17%	8%	51%	50

U3: Which of the following would you consider to be the most important consideration when moving to a new city or town?

			<u>Arts & Entertainment</u>	<u>Bars & Restaurants</u>	<u>Community Safety</u>	<u>Employment Opportunities</u>
Overall	2020	Massachusetts	1%	1%	8%	20%
Age of Respondent	18 to 34		2%	1%	9%	31%
	35 to 49			2%	10%	22%
	50 to 64				7%	16%
	65 and older				6%	
Gender of Respondent	Men		0%	0%	10%	24%
	Women		1%	1%	5%	16%
Level of Education	High school or less		1%	1%	4%	25%
	Tech school/Some college				8%	19%
	College graduate			2%	8%	16%
	Postgraduate work				32%	10%
Region of State	Franklin County				29%	19%
	Hampden County		1%		11%	16%
	Hampshire County			3%		21%
	Worcester County		0%	1%	5%	23%
Voting Registration	Registered Democrat		1%		4%	16%
	Registered Undeclared/Not Reg.			1%	13%	15%
	Registered Republican			2%	6%	8%
2020 Presidential Vote	Voted for Trump				2%	9%
	Voted for Biden			1%	17%	18%
	Did not vote in 2020		1%		2%	28%
Employment Status	Employed full-time			1%	6%	22%
	Employed part-time				5%	35%
	Retired or not working		0%	1%	9%	4%
	Student				12%	18%
	Unemployed		3%		13%	35%
Household Income	Less than \$45,000		1%	0%	9%	24%
	\$45,000 - \$74,999				8%	11%
	\$75,000 - \$99,999			3%	3%	16%
	\$100,000 - \$149,999				17%	17%
	\$150,000 or more					
Children in Household	Children in household		1%	1%	2%	23%
	No children in household		1%	1%	10%	19%
Race/Ethnic Identification	African Amer./Black/Caribbean		4%	4%	7%	24%
	Asian American/Pacific Islander			16%	12%	30%
	Caucasian/White			1%	9%	16%
	Latin/Hispanic		1%			41%
	Native American, Inuit, or Aleut					65%
	Identify as other race or ethnicity					
Media Usage	Boston Globe reader		10%	8%		38%
	Boston Herald reader			21%		
	Local newspapers reader		0%		8%	21%
	NEPR listener		0%	2%	7%	24%
	WGGB-TV viewer		1%	1%	10%	17%
	WWLP viewer		1%	2%	10%	15%

U3: Which of the following would you consider to be the most important consideration when moving to a new city or town?

			<u>Locally-Owned Businesses</u>	<u>Open Spaces/Scenic Views</u>	<u>Outdoor Recreation</u>	<u>Quality Housing Options</u>
Overall	2020	Massachusetts	3%	3%	0%	28%
Age of Respondent	18 to 34			7%		15%
	35 to 49		2%		2%	30%
	50 to 64		2%	2%		37%
	65 and older		9%			33%
Gender of Respondent	Men		4%	1%	1%	26%
	Women		1%	3%		31%
Level of Education	High school or less		1%	3%		32%
	Tech school/Some college		5%	2%	1%	22%
	College graduate					44%
	Postgraduate work		4%	3%		4%
Region of State	Franklin County		16%			18%
	Hampden County					25%
	Hampshire County		3%	7%		40%
	Worcester County		4%	4%	1%	29%
Voting Registration	Registered Democrat		4%	1%		30%
	Registered Undeclared/Not Reg.			2%		28%
	Registered Republican		23%	9%	6%	26%
2020 Presidential Vote	Voted for Trump		7%	3%		35%
	Voted for Biden		2%	3%		26%
	Did not vote in 2020			2%		32%
Employment Status	Employed full-time		1%	1%	1%	18%
	Employed part-time		3%	6%		42%
	Retired or not working		6%	4%		45%
	Student					
	Unemployed					9%
Household Income	Less than \$45,000		4%	4%		25%
	\$45,000 - \$74,999			2%		42%
	\$75,000 - \$99,999					23%
	\$100,000 - \$149,999		5%			19%
	\$150,000 or more					
Children in Household	Children in household		1%	1%	2%	18%
	No children in household		3%	2%		32%
Race/Ethnic Identification	African Amer./Black/Caribbean					2%
	Asian American/Pacific Islander					17%
	Caucasian/White		4%	2%		34%
	Latin/Hispanic			7%		22%
	Native American, Inuit, or Aleut					
	Identify as other race or ethnicity					80%
Media Usage	Boston Globe reader					5%
	Boston Herald reader			13%		22%
	Local newspapers reader		6%	2%	2%	21%
	NEPR listener		2%	2%		19%
	WGGB-TV viewer		4%	2%	1%	24%
	WWLP viewer		1%	1%		26%

U3: Which of the following would you consider to be the most important consideration when moving to a new city or town?

		<u>Quality Schools/Colleges</u>	<u>Small-Town Civic Life</u>	<u>Welcoming People</u>	<u>N</u>
Overall	2020 Massachusetts	2%	33%	2%	178
Age of Respondent	18 to 34	2%	33%		48
	35 to 49	5%	28%		44
	50 to 64		35%		57
	65 and older		40%	13%	27
Gender of Respondent	Men		27%	4%	80
	Women	4%	39%		93
Level of Education	High school or less	2%	26%	5%	68
	Tech school/Some college	2%	42%		63
	College graduate	3%	27%		33
	Postgraduate work		47%		12
Region of State	Franklin County		18%		5
	Hampden County	2%	45%		69
	Hampshire County		26%		15
	Worcester County	2%	26%	4%	88
Voting Registration	Registered Democrat	5%	39%		32
	Registered Undeclared/Not Reg.		41%		74
	Registered Republican		21%		15
2020 Presidential Vote	Voted for Trump		44%		49
	Voted for Biden	3%	30%		70
	Did not vote in 2020	3%	31%		47
Employment Status	Employed full-time	2%	42%	5%	68
	Employed part-time		9%		24
	Retired or not working		31%		56
	Student		70%		5
	Unemployed	8%	32%		23
Household Income	Less than \$45,000	2%	26%	4%	88
	\$45,000 - \$74,999		37%		38
	\$75,000 - \$99,999	8%	48%		18
	\$100,000 - \$149,999		42%		10
	\$150,000 or more		100%		1
Children in Household	Children in household	6%	46%		43
	No children in household	0%	30%	3%	131
Race/Ethnic Identification	African Amer./Black/Caribbean		38%	22%	16
	Asian American/Pacific Islander		26%		4
	Caucasian/White	2%	33%		133
	Latin/Hispanic	3%	26%		22
	Native American, Inuit, or Aleut		35%		2
	Identify as other race or ethnicity		20%		2
Media Usage	Boston Globe reader		40%		10
	Boston Herald reader	44%			3
	Local newspapers reader	2%	39%		55
	NEPR listener	4%	35%	5%	70
	WGGB-TV viewer	1%	35%	3%	102
	WWLP viewer	2%	38%	4%	88

U4: How likely are you to move from the town or city in which you currently reside in the next 5 years?

			<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Not Very Likely</u>	<u>Not At All Likely</u>	<u>Don't know/Not sure</u>	<u>N</u>
Overall	2020	Massachusetts	23%	25%	24%	19%	8%	215
Age of Respondent	18 to 34		38%	27%	18%	5%	12%	61
	35 to 49		25%	33%	22%	11%	9%	49
	50 to 64		20%	22%	13%	35%	10%	64
	65 and older			17%	56%	27%		39
Gender of Respondent	Men		19%	23%	32%	18%	9%	91
	Women		27%	26%	17%	22%	7%	116
Level of Education	High school or less		21%	27%	25%	16%	11%	93
	Tech school/Some college		21%	24%	27%	23%	4%	70
	College graduate		27%	20%	19%	22%	13%	35
	Postgraduate work		30%	31%	18%	18%	3%	16
Region of State	Franklin County		40%	36%	17%		7%	6
	Hampden County		20%	21%	38%	18%	4%	79
	Hampshire County		30%	20%		48%	3%	19
	Worcester County		23%	28%	19%	17%	13%	111
Voting Registration	Registered Democrat		21%	28%	15%	26%	11%	43
	Registered Undeclared/Not Reg.		22%	21%	27%	22%	8%	82
	Registered Republican		39%	17%	36%	9%		16
2020 Presidential Vote	Voted for Trump		22%	20%	37%	18%	3%	51
	Voted for Biden		23%	26%	17%	25%	9%	93
	Did not vote in 2020		26%	31%	16%	14%	12%	56
Employment Status	Employed full-time		19%	26%	32%	19%	4%	77
	Employed part-time		28%	19%	36%	7%	10%	29
	Retired or not working		17%	22%	19%	33%	9%	68
	Student		40%	35%			25%	6
	Unemployed		40%	39%	10%	2%	9%	29
Household Income	Less than \$45,000		28%	26%	22%	17%	6%	111
	\$45,000 - \$74,999		13%	29%	27%	30%	1%	42
	\$75,000 - \$99,999		24%	13%	36%	26%		18
	\$100,000 - \$149,999		19%	31%	33%	11%	6%	11
	\$150,000 or more			100%				1
Children in Household	Children in household		25%	32%	25%	11%	8%	47
	No children in household		22%	24%	24%	23%	8%	162
Race/Ethnic Identification	African Amer./Black/Caribbean		22%	32%	38%		8%	17
	Asian American/Pacific Islander		40%	12%	7%	12%	28%	5
	Caucasian/White		23%	26%	23%	22%	6%	161
	Latin/Hispanic		33%	28%	17%		22%	26
	Native American, Inuit, or Aleut				65%		35%	2
	Identify as other race or ethnicity			20%		80%		2
Media Usage	Boston Globe reader		50%	15%	17%		17%	11
	Boston Herald reader		11%	58%	12%	19%		3
	Local newspapers reader		23%	26%	29%	22%		61
	NEPR listener		27%	35%	21%	12%	5%	83
	WGGB-TV viewer		21%	26%	30%	20%	4%	118
	WWLP viewer		21%	28%	31%	17%	3%	102

U5: How often do you go on trips or vacations?

			<u>More than once a month</u>	<u>Once a month</u>	<u>Once every 2-3 months</u>	<u>Once every 4-6 months</u>	<u>Once a year</u>	<u>Less frequently</u>	<u>Never</u>	<u>N</u>
Overall	2020	Massachusetts	0%	5%	10%	15%	29%	25%	16%	215
Age of Respondent	18 to 34		2%	5%	12%	13%	28%	25%	15%	61
	35 to 49			3%	12%	8%	36%	23%	19%	49
	50 to 64			3%	7%	15%	25%	29%	20%	64
	65 and older			11%	9%	26%	31%	23%		39
Gender of Respondent	Men			6%	11%	21%	29%	21%	12%	91
	Women			4%	9%	10%	31%	28%	19%	116
Level of Education	High school or less			9%	4%	8%	28%	25%	26%	93
	Tech school/Some college	1%		3%	11%	19%	32%	22%	12%	70
	College graduate			1%	16%	20%	32%	31%		35
	Postgraduate work				26%	23%	24%	27%		16
Region of State	Franklin County			13%		15%	18%	36%	18%	6
	Hampden County	1%		4%	14%	20%	25%	27%	10%	79
	Hampshire County			8%	20%	8%	25%	11%	27%	19
	Worcester County			5%	6%	12%	34%	26%	18%	111
Voting Registration	Registered Democrat			5%	10%	12%	39%	27%	6%	43
	Registered Undeclared/Not Reg.	1%			10%	21%	31%	26%	12%	82
	Registered Republican				3%	14%	39%	24%	19%	16
2020 Presidential Vote	Voted for Trump				5%	27%	32%	19%	16%	51
	Voted for Biden	1%		4%	10%	10%	35%	30%	10%	93
	Did not vote in 2020			5%	13%	12%	19%	26%	25%	56
Employment Status	Employed full-time			8%	14%	20%	30%	18%	10%	77
	Employed part-time			9%	11%	26%	17%	23%	14%	29
	Retired or not working			2%	8%	8%	35%	30%	16%	68
	Student						41%	59%		6
	Unemployed	3%		5%	7%	7%	23%	24%	31%	29
Household Income	Less than \$45,000	1%		6%	7%	7%	31%	32%	16%	111
	\$45,000 - \$74,999			3%	10%	23%	32%	19%	14%	42
	\$75,000 - \$99,999				22%	42%	23%		13%	18
	\$100,000 - \$149,999				16%	14%	53%	13%	4%	11
	\$150,000 or more				100%					1
Children in Household	Children in household			4%	14%	20%	20%	29%	14%	47
	No children in household	1%		5%	9%	14%	33%	24%	14%	162
Race/Ethnic Identification	African Amer./Black/Caribbean			24%	13%	20%	14%	22%	6%	17
	Asian American/Pacific Islander			18%	12%	20%		28%	22%	5
	Caucasian/White	1%		2%	10%	15%	30%	25%	17%	161
	Latin/Hispanic			3%	12%	10%	37%	25%	13%	26
	Native American, Inuit, or Aleut						65%	35%		2
	Identify as other race or ethnicity				80%				20%	2
Media Usage	Boston Globe reader			6%	35%		56%	3%		11
	Boston Herald reader				19%	31%	11%		39%	3
	Local newspapers reader			4%	13%	16%	37%	17%	13%	61
	NEPR listener			11%	17%	10%	30%	20%	12%	83
	WGGB-TV viewer	1%		6%	14%	19%	29%	21%	10%	118
	WWLP viewer	1%		10%	13%	19%	25%	22%	11%	102

U6a: How important are each of the following to you when deciding where to go on a trip or vacation? Open Spaces/Scenic Views

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	45%	36%	6%	5%	8%	212
Age of Respondent	18 to 34		46%	31%	9%	5%	10%	61
	35 to 49		46%	29%	9%	3%	14%	49
	50 to 64		46%	37%	5%	5%	7%	62
	65 and older		40%	50%		10%		39
Gender of Respondent	Men		40%	41%	4%	4%	11%	88
	Women		49%	33%	7%	7%	5%	116
Level of Education	High school or less		39%	30%	7%	10%	15%	90
	Tech school/Some college		41%	46%	6%	4%	4%	70
	College graduate		65%	30%	4%			35
	Postgraduate work		55%	36%	5%		3%	16
Region of State	Franklin County		23%	71%			7%	6
	Hampden County		42%	41%	6%	7%	5%	79
	Hampshire County		68%	16%		13%	3%	19
	Worcester County		44%	34%	7%	3%	11%	108
Voting Registration	Registered Democrat		56%	36%	3%	4%	1%	43
	Registered Undeclared/Not Reg.		41%	42%	7%	6%	4%	82
	Registered Republican		47%	29%	4%	5%	16%	16
2020 Presidential Vote	Voted for Trump		43%	40%	7%	6%	5%	51
	Voted for Biden		44%	35%	6%	7%	8%	91
	Did not vote in 2020		47%	34%	7%	3%	10%	55
Employment Status	Employed full-time		44%	39%	9%	4%	3%	77
	Employed part-time		40%	33%	6%		22%	29
	Retired or not working		49%	28%	5%	11%	7%	66
	Student		50%	50%				6
	Unemployed		44%	43%	3%	3%	7%	28
Household Income	Less than \$45,000		45%	32%	7%	8%	8%	109
	\$45,000 - \$74,999		52%	42%	2%	1%	3%	42
	\$75,000 - \$99,999		37%	44%	13%		6%	18
	\$100,000 - \$149,999		53%	47%				11
	\$150,000 or more		100%					1
Children in Household	Children in household		49%	33%	9%	2%	7%	47
	No children in household		45%	37%	5%	6%	6%	159
Race/Ethnic Identification	African Amer./Black/Caribbean		36%	56%	3%	4%		17
	Asian American/Pacific Islander		39%	36%	15%		9%	4
	Caucasian/White		45%	36%	6%	6%	8%	159
	Latin/Hispanic		59%	26%	5%		10%	26
	Native American, Inuit, or Aleut		35%	65%				2
	Identify as other race or ethnicity		100%					2
Media Usage	Boston Globe reader		46%	45%		7%	3%	11
	Boston Herald reader		70%		30%			3
	Local newspapers reader		52%	33%	6%	4%	5%	59
	NEPR listener		56%	31%	3%	3%	8%	83
	WGGB-TV viewer		47%	38%	4%	7%	4%	116
	WWLP viewer		41%	43%	3%	8%	5%	100

U6b: How important are each of the following to you when deciding where to go on a trip or vacation? Outdoor Recreation

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	34%	37%	14%	5%	9%	214
Age of Respondent	18 to 34		39%	37%	9%	5%	10%	61
	35 to 49		53%	28%	8%		11%	49
	50 to 64		27%	40%	13%	7%	12%	64
	65 and older		14%	45%	31%	10%		38
Gender of Respondent	Men		27%	39%	20%	4%	10%	91
	Women		41%	36%	9%	6%	8%	115
Level of Education	High school or less		26%	34%	14%	10%	15%	93
	Tech school/Some college		33%	47%	17%		3%	69
	College graduate		56%	33%	6%	5%		35
	Postgraduate work		41%	26%	16%	5%	12%	16
Region of State	Franklin County		19%	37%	36%		8%	6
	Hampden County		32%	35%	20%	8%	5%	78
	Hampshire County		62%	15%	4%	2%	16%	19
	Worcester County		32%	43%	10%	4%	11%	111
Voting Registration	Registered Democrat		44%	39%	11%	4%	3%	43
	Registered Undeclared/Not Reg.		30%	38%	20%	6%	6%	82
	Registered Republican		29%	39%	5%	12%	15%	16
2020 Presidential Vote	Voted for Trump		26%	38%	22%	4%	10%	51
	Voted for Biden		37%	36%	10%	7%	10%	92
	Did not vote in 2020		35%	41%	10%	5%	9%	56
Employment Status	Employed full-time		36%	38%	19%	3%	4%	77
	Employed part-time		35%	24%	21%	3%	18%	29
	Retired or not working		33%	38%	10%	9%	10%	68
	Student		41%	59%				6
	Unemployed		37%	47%	8%	1%	7%	28
Household Income	Less than \$45,000		35%	36%	12%	9%	8%	111
	\$45,000 - \$74,999		26%	42%	22%	4%	6%	41
	\$75,000 - \$99,999		28%	54%	19%			18
	\$100,000 - \$149,999		58%	21%	20%			11
	\$150,000 or more		100%					1
Children in Household	Children in household		44%	36%	9%	6%	5%	47
	No children in household		32%	39%	16%	5%	9%	160
Race/Ethnic Identification	African Amer./Black/Caribbean		44%	22%	32%	2%		17
	Asian American/Pacific Islander		53%	28%	12%		7%	5
	Caucasian/White		31%	42%	12%	5%	9%	161
	Latin/Hispanic		52%	28%	3%	7%	10%	26
	Native American, Inuit, or Aleut		100%					2
	Identify as other race or ethnicity		100%					2
Media Usage	Boston Globe reader		49%	48%	2%			10
	Boston Herald reader		58%	11%	30%			3
	Local newspapers reader		36%	32%	22%	3%	7%	60
	NEPR listener		38%	38%	9%	7%	8%	83
	WGGB-TV viewer		33%	41%	16%	5%	5%	117
	WWLP viewer		32%	34%	21%	6%	7%	101

U6c: How important are each of the following to you when deciding where to go on a trip or vacation? Arts & Entertainment

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	29%	40%	11%	11%	9%	215
Age of Respondent	18 to 34		36%	33%	13%	6%	11%	61
	35 to 49		42%	28%	12%	6%	12%	49
	50 to 64		31%	33%	11%	15%	10%	64
	65 and older			74%	6%	20%		39
Gender of Respondent	Men		28%	41%	9%	14%	9%	91
	Women		31%	39%	12%	10%	8%	116
Level of Education	High school or less		20%	33%	16%	16%	14%	93
	Tech school/Some college		32%	49%	3%	11%	5%	70
	College graduate		45%	41%	12%		2%	35
	Postgraduate work		35%	37%	11%	9%	9%	16
Region of State	Franklin County		23%	77%				6
	Hampden County		27%	42%	10%	15%	6%	79
	Hampshire County		40%	39%	5%		16%	19
	Worcester County		29%	36%	13%	11%	10%	111
Voting Registration	Registered Democrat		28%	53%	10%	4%	4%	43
	Registered Undeclared/Not Reg.		30%	36%	12%	18%	4%	81
	Registered Republican		22%	26%	17%	27%	7%	16
2020 Presidential Vote	Voted for Trump		21%	43%	7%	21%	7%	51
	Voted for Biden		29%	41%	12%	8%	10%	93
	Did not vote in 2020		37%	32%	11%	9%	11%	56
Employment Status	Employed full-time		35%	41%	9%	13%	1%	77
	Employed part-time		36%	16%	9%	18%	21%	29
	Retired or not working		23%	44%	12%	8%	13%	67
	Student		19%	50%	16%	15%		6
	Unemployed		30%	47%	13%	4%	7%	29
Household Income	Less than \$45,000		28%	41%	11%	10%	10%	111
	\$45,000 - \$74,999		27%	37%	15%	21%		42
	\$75,000 - \$99,999		27%	47%	7%	18%		18
	\$100,000 - \$149,999		60%	34%	5%			11
	\$150,000 or more			100%				1
Children in Household	Children in household		38%	38%	12%	4%	8%	47
	No children in household		28%	41%	10%	13%	8%	161
Race/Ethnic Identification	African Amer./Black/Caribbean		31%	50%	16%		3%	17
	Asian American/Pacific Islander		31%	31%		19%	19%	5
	Caucasian/White		29%	40%	10%	13%	8%	161
	Latin/Hispanic		44%	27%	11%	2%	15%	26
	Native American, Inuit, or Aleut		100%					2
	Identify as other race or ethnicity		20%	80%				2
Media Usage	Boston Globe reader		37%	38%	21%	3%		11
	Boston Herald reader		31%	39%	12%		19%	3
	Local newspapers reader		34%	34%	2%	25%	5%	61
	NEPR listener		35%	40%	10%	9%	7%	83
	WGGB-TV viewer		28%	47%	9%	10%	5%	118
	WWLP viewer		26%	44%	11%	12%	8%	102

U6d: How important are each of the following to you when deciding where to go on a trip or vacation? Bars & Restaurants

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	34%	36%	10%	11%	9%	211
Age of Respondent	18 to 34		42%	36%	3%	8%	12%	61
	35 to 49		38%	33%	15%	3%	12%	48
	50 to 64		29%	31%	13%	16%	11%	61
	65 and older		23%	45%	13%	20%		39
Gender of Respondent	Men		33%	33%	12%	13%	11%	89
	Women		35%	36%	10%	11%	8%	115
Level of Education	High school or less		32%	26%	10%	13%	19%	90
	Tech school/Some college		33%	45%	14%	5%	2%	69
	College graduate		43%	33%	8%	16%		35
	Postgraduate work		28%	54%		18%		16
Region of State	Franklin County		25%	57%	12%		7%	6
	Hampden County		39%	42%	7%	7%	6%	77
	Hampshire County		39%	29%	7%	9%	16%	19
	Worcester County		30%	31%	13%	15%	10%	109
Voting Registration	Registered Democrat		34%	47%	9%	8%	2%	43
	Registered Undeclared/Not Reg.		38%	32%	15%	10%	5%	82
	Registered Republican		22%	27%	19%	17%	15%	16
2020 Presidential Vote	Voted for Trump		37%	32%	12%	9%	10%	51
	Voted for Biden		31%	38%	13%	9%	10%	91
	Did not vote in 2020		34%	38%	6%	13%	10%	55
Employment Status	Employed full-time		39%	38%	7%	14%	2%	77
	Employed part-time		50%	21%	7%	5%	17%	27
	Retired or not working		26%	33%	17%	13%	12%	65
	Student		31%	62%	7%			6
	Unemployed		28%	47%	9%	5%	11%	29
Household Income	Less than \$45,000		25%	38%	14%	14%	9%	108
	\$45,000 - \$74,999		37%	40%	9%	11%	3%	42
	\$75,000 - \$99,999		35%	38%	13%	14%		18
	\$100,000 - \$149,999		61%	33%		6%		11
	\$150,000 or more		100%					1
Children in Household	Children in household		41%	39%	7%	8%	5%	47
	No children in household		32%	35%	12%	12%	9%	159
Race/Ethnic Identification	African Amer./Black/Caribbean		38%	38%		24%		17
	Asian American/Pacific Islander		65%	28%			7%	5
	Caucasian/White		34%	36%	12%	9%	9%	158
	Latin/Hispanic		42%	37%	4%	7%	10%	26
	Native American, Inuit, or Aleut		100%					2
	Identify as other race or ethnicity		20%			80%		2
Media Usage	Boston Globe reader		40%	54%		6%		11
	Boston Herald reader		38%	51%	12%			3
	Local newspapers reader		39%	32%	9%	14%	6%	59
	NEPR listener		34%	37%	9%	13%	7%	82
	WGGB-TV viewer		34%	41%	10%	9%	6%	115
	WWLP viewer		35%	40%	8%	9%	7%	98

U6e: How important are each of the following to you when deciding where to go on a trip or vacation? Locally-Owned Businesses

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	21%	46%	16%	7%	10%	213
Age of Respondent	18 to 34		20%	37%	18%	13%	12%	60
	35 to 49		16%	36%	31%	2%	16%	49
	50 to 64		21%	55%	8%	7%	10%	64
	65 and older		30%	57%	9%	3%		39
Gender of Respondent	Men		25%	40%	17%	4%	13%	90
	Women		20%	50%	16%	6%	8%	115
Level of Education	High school or less		24%	35%	17%	9%	16%	92
	Tech school/Some college		17%	58%	13%	5%	7%	70
	College graduate		28%	55%	13%		4%	35
	Postgraduate work		14%	40%	31%	15%		15
Region of State	Franklin County		26%	59%	8%		7%	6
	Hampden County		26%	45%	13%	7%	9%	79
	Hampshire County		39%	27%	15%	6%	14%	18
	Worcester County		15%	49%	19%	7%	11%	110
Voting Registration	Registered Democrat		29%	43%	15%	12%	1%	43
	Registered Undeclared/Not Reg.		23%	52%	18%	3%	5%	82
	Registered Republican		16%	53%	7%	10%	15%	16
2020 Presidential Vote	Voted for Trump		32%	48%	7%	4%	10%	51
	Voted for Biden		19%	47%	17%	8%	8%	92
	Did not vote in 2020		19%	40%	19%	6%	15%	56
Employment Status	Employed full-time		20%	45%	24%	7%	4%	76
	Employed part-time		30%	32%	15%	5%	17%	28
	Retired or not working		15%	60%	10%	3%	12%	68
	Student		9%	56%	10%	10%	15%	6
	Unemployed		39%	24%	11%	17%	9%	29
Household Income	Less than \$45,000		19%	45%	18%	8%	10%	111
	\$45,000 - \$74,999		39%	39%	11%	4%	6%	42
	\$75,000 - \$99,999		2%	67%	29%	3%		18
	\$100,000 - \$149,999		18%	53%	22%	6%		10
	\$150,000 or more		100%					1
Children in Household	Children in household		21%	48%	18%	6%	7%	46
	No children in household		22%	45%	16%	7%	10%	161
Race/Ethnic Identification	African Amer./Black/Caribbean		11%	66%	20%	2%		17
	Asian American/Pacific Islander		40%	33%			26%	5
	Caucasian/White		19%	50%	14%	7%	10%	160
	Latin/Hispanic		19%	38%	29%	3%	10%	26
	Native American, Inuit, or Aleut			100%				2
	Identify as other race or ethnicity		100%					2
Media Usage	Boston Globe reader		27%	57%	9%	6%		10
	Boston Herald reader		39%	38%	23%			3
	Local newspapers reader		36%	36%	19%	5%	5%	61
	NEPR listener		25%	45%	20%	4%	7%	82
	WGGB-TV viewer		26%	48%	15%	6%	5%	117
	WWLP viewer		29%	45%	14%	5%	7%	102

U6f: How important are each of the following to you when deciding where to go on a trip or vacation? Community Safety

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	59%	26%	5%	1%	9%	213
Age of Respondent	18 to 34		62%	18%	6%	3%	11%	61
	35 to 49		45%	37%	8%		10%	49
	50 to 64		57%	26%	5%	2%	10%	62
	65 and older		79%	21%				39
Gender of Respondent	Men		57%	26%	3%	2%	12%	89
	Women		62%	26%	5%		6%	116
Level of Education	High school or less		56%	18%	5%	3%	17%	91
	Tech school/Some college		68%	24%	5%		4%	70
	College graduate		60%	39%	2%			35
	Postgraduate work		37%	49%	14%			16
Region of State	Franklin County		56%	37%			7%	6
	Hampden County		63%	25%	4%	3%	5%	78
	Hampshire County		60%	13%	11%		16%	19
	Worcester County		56%	27%	5%	1%	11%	109
Voting Registration	Registered Democrat		54%	37%	7%		1%	43
	Registered Undeclared/Not Reg.		64%	26%	4%		5%	82
	Registered Republican		72%	10%	3%		15%	16
2020 Presidential Vote	Voted for Trump		77%	13%			10%	51
	Voted for Biden		50%	33%	8%		9%	91
	Did not vote in 2020		55%	27%	5%	3%	10%	56
Employment Status	Employed full-time		59%	30%	7%	1%	2%	77
	Employed part-time		65%	15%	1%	4%	16%	29
	Retired or not working		61%	26%	2%		11%	66
	Student		78%	13%	9%			6
	Unemployed		53%	24%	9%		14%	29
Household Income	Less than \$45,000		58%	28%	4%	2%	9%	109
	\$45,000 - \$74,999		62%	31%	3%		3%	42
	\$75,000 - \$99,999		65%	29%	6%			18
	\$100,000 - \$149,999		66%	13%	21%			11
	\$150,000 or more		100%					1
Children in Household	Children in household		60%	25%	7%	4%	4%	47
	No children in household		61%	25%	5%		9%	159
Race/Ethnic Identification	African Amer./Black/Caribbean		72%	27%	1%			17
	Asian American/Pacific Islander		59%	12%			29%	5
	Caucasian/White		58%	26%	6%		9%	159
	Latin/Hispanic		66%	21%	1%	3%	8%	26
	Native American, Inuit, or Aleut		100%					2
	Identify as other race or ethnicity		20%	80%				2
Media Usage	Boston Globe reader		59%	36%	6%			10
	Boston Herald reader		70%	19%	12%			3
	Local newspapers reader		68%	23%	3%	2%	5%	58
	NEPR listener		61%	25%	5%	2%	7%	83
	WGGB-TV viewer		62%	28%	3%	2%	5%	116
	WWLP viewer		63%	25%	3%	2%	7%	100

U6g: How important are each of the following to you when deciding where to go on a trip or vacation? Welcoming People

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	43%	33%	11%	5%	9%	215
Age of Respondent	18 to 34		42%	27%	15%	5%	11%	61
	35 to 49		38%	40%	8%	4%	10%	49
	50 to 64		37%	36%	7%	9%	11%	64
	65 and older		61%	25%	13%			39
Gender of Respondent	Men		51%	24%	13%	2%	10%	91
	Women		38%	39%	9%	6%	7%	116
Level of Education	High school or less		36%	28%	10%	10%	16%	93
	Tech school/Some college		52%	31%	12%	2%	3%	70
	College graduate		52%	40%	7%	2%		35
	Postgraduate work		31%	56%	13%			16
Region of State	Franklin County		40%	42%	12%		7%	6
	Hampden County		55%	26%	10%	2%	6%	78
	Hampshire County		41%	31%	8%	7%	13%	19
	Worcester County		35%	37%	11%	7%	10%	111
Voting Registration	Registered Democrat		45%	38%	12%	4%		43
	Registered Undeclared/Not Reg.		48%	38%	5%	3%	5%	82
	Registered Republican		52%	7%	10%	17%	15%	16
2020 Presidential Vote	Voted for Trump		56%	26%	1%	7%	10%	51
	Voted for Biden		41%	40%	9%	3%	8%	93
	Did not vote in 2020		38%	32%	15%	5%	10%	56
Employment Status	Employed full-time		44%	37%	13%	5%	2%	77
	Employed part-time		41%	26%	9%	8%	16%	29
	Retired or not working		48%	27%	8%	6%	10%	68
	Student		29%	52%	19%			6
	Unemployed		38%	40%	12%	1%	9%	29
Household Income	Less than \$45,000		36%	38%	13%	5%	9%	111
	\$45,000 - \$74,999		62%	26%	5%	3%	3%	42
	\$75,000 - \$99,999		51%	37%	12%			18
	\$100,000 - \$149,999		40%	55%	5%			11
	\$150,000 or more		100%					1
Children in Household	Children in household		47%	31%	9%	8%	5%	47
	No children in household		43%	34%	12%	4%	8%	161
Race/Ethnic Identification	African Amer./Black/Caribbean		31%	27%	38%	4%		17
	Asian American/Pacific Islander		61%	19%		12%	7%	5
	Caucasian/White		44%	35%	8%	4%	9%	161
	Latin/Hispanic		47%	29%	12%	1%	10%	26
	Native American, Inuit, or Aleut		65%		35%			2
	Identify as other race or ethnicity		100%					2
Media Usage	Boston Globe reader		53%	23%	23%			10
	Boston Herald reader		58%	11%		30%		3
	Local newspapers reader		61%	24%	8%	1%	5%	60
	NEPR listener		45%	32%	12%	5%	6%	83
	WGGB-TV viewer		50%	30%	12%	3%	4%	118
	WWLP viewer		50%	29%	12%	2%	7%	102

U6h How important are each of the following to you when deciding where to go on a trip or vacation? Other

			<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not Important At All</u>	<u>Don't Know/Not Applicable</u>	<u>N</u>
Overall	2020	Massachusetts	13%	7%	9%	5%	66%	118
Age of Respondent	18 to 34		9%	4%	11%	5%	71%	39
	35 to 49		9%	11%		6%	74%	31
	50 to 64		1%	7%	18%	6%	67%	34
	65 and older		66%				34%	13
Gender of Respondent	Men		19%	6%	8%	7%	61%	54
	Women		8%	9%	8%	3%	71%	57
Level of Education	High school or less		16%	4%	8%	9%	63%	57
	Tech school/Some college		14%	8%	13%	3%	62%	30
	College graduate		7%	8%	8%		78%	21
	Postgraduate work		11%	19%			70%	8
Region of State	Franklin County			26%			74%	4
	Hampden County		15%	2%	15%		69%	35
	Hampshire County			3%	7%		89%	8
	Worcester County		14%	9%	6%	8%	62%	72
Voting Registration	Registered Democrat		4%	11%	10%	8%	67%	20
	Registered Undeclared/Not Reg.		9%	6%	13%		72%	37
	Registered Republican		38%	2%	7%		52%	11
2020 Presidential Vote	Voted for Trump		20%	13%	19%		48%	19
	Voted for Biden		8%	4%	7%	3%	77%	48
	Did not vote in 2020		10%	3%	5%	11%	72%	40
Employment Status	Employed full-time		16%	3%	16%	4%	60%	35
	Employed part-time		9%	14%	6%	3%	68%	18
	Retired or not working		14%	3%	5%	6%	73%	38
	Student						100%	2
	Unemployed		10%	11%	9%	9%	62%	19
Household Income	Less than \$45,000		20%	4%	12%	3%	61%	67
	\$45,000 - \$74,999		7%	10%	5%	13%	65%	21
	\$75,000 - \$99,999			12%		22%	66%	5
	\$100,000 - \$149,999		9%	25%			66%	5
	\$150,000 or more						100%	1
Children in Household	Children in household		13%	13%	7%	8%	60%	27
	No children in household		13%	5%	9%	5%	69%	84
Race/Ethnic Identification	African Amer./Black/Caribbean		37%	15%			48%	12
	Asian American/Pacific Islander				23%		77%	4
	Caucasian/White		10%	5%	8%	5%	72%	82
	Latin/Hispanic		15%	17%	2%	3%	62%	18
	Native American, Inuit, or Aleut						100%	1
	Identify as other race or ethnicity		100%					0
Media Usage	Boston Globe reader		25%	19%	27%		29%	5
	Boston Herald reader				12%	39%	49%	3
	Local newspapers reader		27%		4%	11%	59%	26
	NEPR listener		19%	4%	12%	8%	57%	53
	WGGB-TV viewer		16%	9%	9%	6%	60%	63
	WWLP viewer		13%	7%	13%	2%	65%	51

Appendix B

**INT4_8_TEXT: Please indicate if you have ever done any of the following in the Monadnock Region:
(Select all that apply)? - (Other specify)**

- Applied for a job
- Attended firefighter training
- attended a 5-day art class
- Attended a meeting
- Attended a meeting at a local business.
- Attended a NH Education sponsored week long Professional Development at Keene State.
- attended conference at Keene State College
- Attended conferences and meetings.
- Attended NHDOT meetings
- Born there
- bought cigarettes
- Bought two suburus in Keene
- Camped
- Camped
- Camped
- Camped
- Camped at mt monadnock state park
- Camping and hiking
- Child went to camp there
- customers there and I have shopped there.
- Climbed Mount Monadnock
- Climbed mountain
- climbed Mt Monadnock
- climbed Mt Monadnock
- Climbed mt. Monadnock
- Climbed the mountain
- Climbed the mountain
- Climbing
- Coached visiting teams . Played against Conval Jeffery Stevens Claremont
- Conducted a funeral in Keene
- Doctor, hospital
- done some work
- Drive through during commute
- Drove through
- Drove through
- Drove through the area a few times
- drove thru
- Drove to thru with High school sports teams

- First visited in 1953 to climb Mt. Monadnock, age 13
- Fishing
- Gave talks at KSC. Hiked Monadnock
- Golf
- Got married there
- hiked
- hiked
- hiked
- hiked
- hiked
- Hiked
- Hiked
- Hiked
- Hiked
- Hiked
- Hiked
- Hiked Mt. Monadnock
- Hiked Mt. Monadnock
- Hiked there
- hiking
- Hiking
- Hiking
- Hiking
- Hiking
- Hiking
- Hiking
- Hiking
- Hiking
- Hiking
- Hiking and skiing
- Hiking trip
- Hiking, ice skating, xc skiing
- Hiking, walking, biking
- Hospitalized
- House hunted
- I have lived in Stoddard for 25 years.
- I'm sure we've driven through there and possibly eaten at a restaurant there
- Ice hockey games
- In addition to living there I owned an investment property in Peterborough.
- Inspected the hospital there
- Job Interviews
- Job training

- Just drove around looking at the sights
- Live on the north-east side of it
- Lived here all my life
- Lovely roads for motorcycling
- Met clients there.
- Mostly just driving through on route to I 91 from Concord area
- My company owns apartments in Keene and Swanzey
- My oldest son attended Keene State College.
- My son attends KSC
- Obtain therapy.
- own a second home there
- own property
- owned an apartment building there
- Participated in meetings there
- pass through to visit family, climb mt many times
- Passed through
- Passed through
- Passed through by car and by multi day bike trip.
- Peterborough for lunch & shopping occasionally
- Photo shoot
- Pick blueberries
- play music there
- Played hockey games
- Played sports
- Played Sports in Keene
- Raised family here, volunteered in local government
- Ran the Keene Marathon
- Read on
- Recreation
- Rented a house
- Rented a vacation home
- Researched convention venues there.
- Ride my Harley around
- sales calls
- Saw on social media
- seasonal home owner
- Shop,hospital, library
- shopped
- shopped
- shopped
- shopped
- Shopped

- Shopped
- Shopped at stores
- Shopped there
- shopped there with friends
- shopped, took seminars at Keene State
- shopping
- shopping
- Shopping
- Shopping
- Shopping
- Shopping
- Sightsee
- ski
- son & daughter in law went to KS
- son went to college there
- sons played sports there
- Sporting events
- Sports
- Stayed in family cabin
- Summer camp at base of Mt Monadnock
- Summer home there and a rental property.
- Traveled there
- traveled through
- traveled through
- Traveling through
- Vacation
- Visit for photography ops
- Visited a friend
- Visited brother
- Visited customers there
- Visited for work
- visited husband at Crotched Mountain
- visited Keene
- visited someone a couple times. Also drove through that region various times to a different destination
- visited someone there once
- Visited someone's camp
- visited the area on a school trip
- volunteered there
- Was born in Peterborough. Lived in Jaffrey center till I was 7. Visit occasionally. Family owns a farm in Roxbury.
- Went hiking

- Went hiking
- Went to a conference at Keene once.
- Went to camp at Mt Monadnock
- Went to summer camp here
- Work
- Work
- Work office in Keene
- worked with organizations in that area
- Your first question does not have the right answers, the region is southwestern of new Hampshire

A1: What are the top words or phrases that best describe your perception of the Monadnock Region?

- A gift of natural beauty
- A good resource for people living to the north
- A vortex for interesting people
- Accessible
- Accessible
- Accessible
- accessible
- accessible
- Active
- Activities
- Adventure
- Adventure
- adventuresome
- Adventurous
- adventurous
- Affluent
- agricultural
- Agricultural
- Alive
- Amazing
- Amazing
- Amazing
- Amazing
- Amazing
- America
- Apple
- Are we in VT?
- art
- Art

- [illegible]

- [illegible]

- Beautiful
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- Beautiful
- Beautiful
- Beautiful
- Beautiful
- Beautiful area
- Beautiful country
- Beautiful countryside
- Beautiful fall
- Beautiful foliage
- Beautiful hiking
- beautiful lakes
- Beautiful land
- beautiful landscape
- Beautiful landscape
- Beautiful landscape
- Beautiful landscape
- Beautiful Region of the State
- Beautiful scenery
- Beautiful scenery
- Beautiful scenery
- beautiful scenery
- Beautiful scenery
- Beautiful scenery
- beauty
- Beauty
- Beauty

- Beauty
- Beauty
- Best
- Best place to live
- Beautiful
- Big
- Big mountain
- blind allegiance
- Bodies of water
- Bohemian
- Boondocks
- boring
- Boring
- boring
- Boring drive there
- Brattleboro VT drugs
- breathtaking
- Breathtaking
- Breathtaking
- Breathtaking Views
- Beautiful
- Bucolic
- Bucolic
- Bud plant
- bustling
- Busy
- Busy
- Busy
- Busy mountain
- But now too many reminders and flatlanders they have destroyed the state
- Calm
- Calm
- Calm
- calm
- Calm
- Calm
- Camp
- camping
- Camping
- Camping
- camping
- Camping

- Clean
- clean air
- Clean air
- Clean air
- close
- Close Knit
- Close to Boston & VT
- close to home
- Closeby
- cohesive
- Cold
- Cold
- Cold
- Cold
- Cold
- Cold
- Cold
- Cold paradise
- College
- college
- college
- College
- College
- College
- College
- College area
- College town
- college town
- College town
- College town
- College Town
- Colleges
- Colorful
- Colorful
- Colorful
- Colorful
- Comfortable
- comfortable
- Comfortable
- Comfortably exciting
- commercial
- Community

- Community
- Community
- Community
- community minded
- Community minded
- Community minded business owners
- Community oriented
- community-minded people
- community-oriented
- Community-oriented
- Concert
- Confident
- Conservation
- conservative
- Conservative
- Conservative
- Convenient
- cool
- Cool
- cool
- cool
- Cool
- Cool
- Cool
- Cool
- Cool
- Cool
- Cool
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- Cool
- Cool hiking
- country
- country
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- country
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- Country
- Country
- Country
- Country atmosphere
- Country living
- Countryish

- Covered & stone arch bridges
- Cozy
- Cozy
- Cozy
- Cozy
- Crafts
- Creative
- Creative
- creative and artistic people
- crowded
- Crunchy
- crunchy
- cultural
- Cultural
- Cultural
- cultural
- Cultural
- Cultural Arts
- culture
- Culture
- Culture
- Culture
- Culture
- Culture and arts
- Cultured
- Cultured
- Currier & Ives
- Cute
- cute towns
- Dated
- Dead
- Decent
- Definitely NH
- democratic
- democratic
- Different
- Different
- Disperse
- distant
- distinct small towns
- diverse
- Diverse

- Diverse
- Diversity
- Don't know
- down to earth
- Down to Earth
- Down to earth
- Down to earth
- Drive through region
- Dublin
- Earthy
- Earthy
- Easily accessible
- Easy to forget
- Easy to get to
- eclectic
- Eclectic
- eclectic shopping
- Eco-friendly
- Economically disadvantaged
- Educated and friendly
- educational
- elevated
- elevation
- Employment opportunities
- EMS
- Encouraging
- Engaged
- entertaining
- Entertaining
- Environmentally aware
- Escape
- Established strong communities
- Evolving
- Excellent quality of life
- exciting
- exciting
- expansive geography
- Expensive
- Expensive
- Expensive to live
- Expensive/high property taxes
- Extreme weather events

- fading
- Fairly quiet
- fairly rural
- Fall
- Fall foliage
- Fall in the Monadnock area
- Fall leaves
- Family
- Family friendly
- Family oriented
- Far
- far away
- Far away
- Far from ocean
- Farmland
- farms
- FARMS
- Farms
- Fascinating
- Field trips
- Fireworks
- Foliage
- foliage
- foliage
- Foliage
- Foliage
- Foliage
- Folk Artsy/Peterborough
- foliage
- Fool
- Forest
- Forested
- Forested
- Forests
- Forever
- forgotten
- Free state
- fresh
- fresh
- Fresh air
- friendly
- friendly

- friendly
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- Friendly
- Friendly
- Friendly
- Friendly
- Full of adventure
- Full of nature
- fun

- Fun
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- Fun
- Fun
- Fun
- Fun
- Fun
- fun area
- Fun area
- Gateway to Vermont
- Gateway to Vermont
- Genteelly rural
- Gorgeous
- Get
- give
- Golf
- Good
- Good food
- good hikes
- Good hiking
- good hiking
- Good hiking
- Good local beer
- good people
- Good place

- good place to live
- Good restaurants
- good restaurants
- Good restaurants
- Good restaurants
- Good restaurants
- Good scenery
- Good schools
- good soil hard-working people
- good value
- good vibe
- good vibe
- Gorgeous
- Gorgeous
- Gorgeous
- Gorgeous scenery
- granite state
- Granola crunchy
- great
- great
- Great
- Great
- Great Community
- great cultural access
- Great foliage
- Great food
- Great golf
- Great hike
- Great hiking
- Great hiking
- Great hiking
- Great hiking
- Great location
- great mountain
- Great outdoor activities
- great outdoor activity
- Great place to live
- Great place to live
- Great place to raise family
- Great restaurant
- Great restaurants
- great to hike

- Hiking
- Hiking
- Hiking
- Hiking
- Hiking
- Hiking
- Hiking
- Hiking
- Hiking
- Hiking
- hiking
- hiking
- hiking
- Hiking
- Hiking Mt Monadnock
- hiking opportunities
- Hiking Trails
- Hillspot
- hilly
- Hilly
- Hilly
- Hilly
- hilly
- Hilly
- Hilly
- hilly
- hilly
- Hilly
- Hilly
- Hilly
- Him
- hip
- Hippies
- Hipster
- historic
- Historic
- Historic
- Historic
- Historic

- Historic
- historic
- Historic
- Historic sites
- Historical
- Historical land
- Home
- Home
- Home
- Home
- Home
- Home
- home town
- homey
- Homie
- Hospital
- Humble
- Hunt
- I
- I don't
- I don't know
- I don't know
- I don't
- Idk
- Idk
- Idk
- Idk
- Idk
- Idk
- Idk
- Idk
- Idk
- Idyllic
- Impoverished
- independent
- Independent
- Independent
- Informed
- innovate
- Inspiring
- Interesting
- Interesting

- Interesting
- interesting
- Interesting
- Interesting region
- interesting terrain
- Inviting
- Inviting
- isolated
- Isolated
- Isolated
- Isolated
- Isolated
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- Isolated
- it
- It has 3165 ft mountain.
- It has US national Natural Landmark.
- It used to be a nice place
- Its named after Mount Monadnock
- Keene
- Keene
- Keene
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- Keene
- Keene
- Keene
- Keene
- Keene
- Keene
- Keene
- Keene
- Keene area
- Keene --nice town
- Keene state

- Keene State
- Keene State
- Keene State
- Keene State College
- Keene state college
- Keene State College
- Keene State College
- Keene State U
- Keep
- KSC
- KSC
- KSC
- Lack of jobs
- Laid Back
- Laid back
- laid back
- Laid back
- Laid back
- lakes
- lakes
- Lakes
- Lakes
- Lakes
- Lakes
- lakes
- Lakes
- landlocked
- Large/small town mix
- laid back
- Leisure activities
- Liberal
- Liberal
- Liberal
- Liberal
- Liberal
- liberal
- liberal
- liberal
- liberal
- Liberal
- Liberal

- Liberal
- Liberal
- liberal
- Liberal
- Liberal
- Liberal
- Liberal
- Liberal thinking
- Liberals
- lifestyle
- like
- Like it
- Little business
- Livable
- Lively
- Local
- Locally-centered
- Location
- Location of Keene State college
- Lol
- Lol
- lot of attractions
- lots of water bodies
- Lots to do
- Lots to do
- Love cycle
- Love Peterborough & Keene
- lovely
- Lovely
- Lovely
- Lovely
- Lovely
- lovely
- Lovely
- Loving
- Low
- Low income
- Low key
- low key
- low key
- Lush
- MA border

- Magical
- Magical natural beauty
- Main Street Keene shopping
- Main Street communities
- Majestic
- Majestic
- Manson
- Many attractions
- Marlborough
- Media
- Memorable
- momatment
- Monadnock
- mone
- More rural
- Mostly
- Mostly wilderness
- Mount
- Mount monadnock
- Mount Monadnock
- Mount Monadnock
- Mount Monadnock
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- Mt. Monadnock
- Mt. Monadnock
- mud season
- My Monadnock
- Natural
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- Natural area
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- Nature respected/preserved
- near Keene
- Near St. Gaudens
- nearby
- neat people
- Needs to remain unspoiled
- Never give up
- New
- new england
- New England
- New England
- New England towns
- New ham
- New Hampshire

- New Hampshire
- Nh
- NH Culture
- NH's Recreation Region
- nice
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- Nice
- Nice communities
- nice downtown
- Nice folks
- Nice folks
- Nice folks at Nye Hill Farm
- Nice hikeable trails
- Nice hikes
- Nice People
- Nice place to live
- Nice place to visit

- Nice ride
- nice scenery
- Nice town
- Nice towns
- nice towns
- Nice towns
- no activity
- No jobs
- none
- nostalgic
- Not a lot going on
- Not business friendly
- Not busy
- Not crowded
- Not crowded
- not heavily traveled
- Not sure
- Not sure
- Not sure
- not that nice
- Not worth the drive
- Numerous attractions
- Obtuse
- off beaten path (vs off of 93)
- Off the beaten path
- ok
- Okay
- Old
- Old fashioned
- Old New England
- Old New England
- Old nh
- old time New England
- Old time NH
- Open
- Open
- open spaces
- Organized
- Our Town
- Out of the main route through NH
- Out of the Way
- Out of the way

- Out of the way
- Outdoor Activities
- Outdoor activities
- Outdoor activities
- Outdoor activities oriented
- outdoor life
- Outdoor opportunities
- outdoor playground
- outdoor recreation
- Outdoor recreation
- Outdoor Recreation
- Outdoors
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- outdoors
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- Outdoorsy
- over the mtn to get there
- Overwhelming
- Pack monadnock
- Pack Monadnock hiking
- Pan
- Panoramic
- parks
- Pastoral
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- Plain
- Playing games
- pleasant
- pleasant
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- Pleasant ride
- Political
- Politically liberal
- Ponds and lakes
- Poor
- poor wages
- Populated
- Poverty
- Poverty
- Powerful
- pretty
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- pretty area
- Pretty Fall
- pretty/rural
- Pristine
- Pristine
- privacy
- Progressive
- progressive
- progressive
- Progressive
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- Progressive
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- Progressive
- PROGRESSIVE
- progressive yet independent
- protective
- Psychedelic
- Pumpkin festival
- Pumpkin Festival
- Pumpkinfest
- Pumpkins
- quaint
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- Quiet rural living
- Quintessential
- Quintessentially New England
- quirky
- Quite
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- Races
- Racing
- Racing
- Radical
- Rail trails
- rainy
- Recreation
- Recreational
- Recreational
- recreational
- redneck
- Refreshing
- Relatively unspoiled
- Relaxed
- Relaxed
- Relaxed
- relaxing
- Relaxing
- Relaxing

- relaxing
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- restaurants
- Restaurants
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- rich dance history
- Right
- Rocky
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- rolling hills
- Rte 101
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- Rugged
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- Scenic and picturesque
- Scenic beauty
- Scenic New England
- Secluded
- Secluded
- semi-isolated
- semirural
- scenic
- Scenic
- Serene
- Serene
- Serene
- Serene
- Serene
- severe weather
- Shop and dine
- Shopping
- Shopping
- Shw
- sight seeing
- Simple
- Simple Life
- ski areas
- Skiing
- skiing
- skiing
- Skiing
- Skiing
- sleepy
- slow
- Slower
- Small
- Small businesses
- small delights
- Small town
- Small town life
- Small town NH
- small towns
- small towns

- Small towns
- Small towns
- Small towns
- Small towns
- Small towns
- Small Towns
- Small-town
- Small-town feel
- Snobby
- snooty
- snow
- Snow
- Snow
- Snow
- Snow belt
- Snowflakes
- snowy
- snowy
- snowy
- snowy
- Snowy
- Snowy
- Snowy
- Social
- something for everyone
- Somewhat expensive
- Somewhat isolated
- somewhat rural
- somewhat rural
- Southwest
- Spacious
- Sparse
- Sparsely populated
- sparsely populated
- Sparsely populated
- sparsely populated
- special
- Spineless
- spread out
- Stable economy
- state park
- state parks

- stately, set in its ways
- Stoddard
- Stoddard
- Stoddard
- STRONG COMMUNITY
- Stunning
- Stunning Countryside
- Suburban
- Suffering economically
- Summer home
- Sunapee
- Surreal
- Sustainable
- tall
- Tax free shopping for VT
- Taxfree
- TGF Keene
- The best
- the mountain itself
- The ocean
- Them being lame about pho keene great
- Things to do
- to near MASS
- Toadstool Bookshops
- Too far
- Tough to get to
- tourist
- tourist
- Tourist
- town
- Town
- traditional NH
- Trails
- Tranquil
- Tranquil
- Traveling Rt 10
- Trees
- Trees
- Trees
- Tress
- True New Hampshire
- Typical New England

- Under
- under appreciated
- Under appreciated
- Underdeveloped
- underpopulated
- undiscovered
- undiscovered gem
- Unexplored by me
- Unique
- Unique
- Unique
- Unique
- Unique
- unique
- Unique
- unique
- unmolested
- unspoiled
- Unspoiled
- Upscale
- Utility
- varied economically
- Varied geography
- variety of dining choices
- variety of recreational/touristy attractions
- variety of residences, rural and city
- Vast
- Vermont-like
- Very quiet
- Vibrant
- Vibrant
- View
- Views
- Views
- views
- Vintage
- visitor
- vistas
- VT-like
- Warm & Friendly
- weird
- welcoming

- Welcoming
- Welcoming
- Welcoming
- Western NH
- western NH
- White
- wild
- Wilderness
- wilderness
- Wonderful in fall
- Wooded
- wooded
- Wooded
- Wooded
- Woodsy
- Woodsy
- Woodsy
- Work
- Wow
- Yankee Magazine
- Yeah
- Young vibe
- youthful

A4: You indicated that you have an unfavorable opinion of the Monadnock Region. What are the major reasons you feel this way?

- As a newcomer, I was asked where I went to school; if I didn't go to school in the area, I was dropped from the conversation.
- boring
- boring
- Free state/ white supremacists
- High property taxes
- High taxes
- I frequently felt uncomfortable when people here pointed out that I wasn't from here because of how I spoke - I don't feel that I have an accent of any sort.
- It seems very separated from thriving parts of nh
- It's just a very long drive down 91 for a so-so experience
- Keene cancelling pumpkin fest
- Lack of diversity
- land locked
- Liberal
- liberal mindset

- No work
- Not as beautiful as other areas in the state (like White Mts)
- Not enough happening there
- Not worth the long drive
- People getting bent out of shape about pho keene great
- Poor
- quirky
- Racism
- Right wing
- sleepy
- Spineless
- Too liberal
- Too many guns, too much open-carry.
- Uneducated
- Unqualified

U2: If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to - (Other specify)

- 1. weather 2. reasonable cost of living
- A place where people mind their own business
- Access to quality medical care
- Access to travel options
- Affordable housing/cost of living/Access to Healthcare
- Animal friendly
- Beach
- Church community
- Commute distance
- Conservative values
- Culturally integrated
- Environmental protection
- Far from Mass Line
- Good hospitals
- Good weathered
- Healthcare
- Hospital/ Medical Networks
- House prices
- I would like to make new friends when I move
- inexpensive land
- Infrastructure maintenance
- law enforcement
- local transportation
- Low income housing/senior housing

- Low taxes
- Low taxes
- Low taxes
- Medical center
- medical facilities
- N
- near airport
- Near water
- Not agriculturally zoned
- Other recreation, such public access to lakes, ponds rivers.
- Other stuff such as stores
- Pandemic safety
- Parks
- Peace and quiet
- road conditions, essentially of navigation
- Sex offender count
- Skiing water sports
- Small town, Main Street atmosphere
- Taxes
- walking community - no car for errands
- Walking distance to some location
- Weather
- welcoming church (UCC)
- woods, camping areas

U6_8_TEXT: How important are each of the following to you when deciding where to go on a trip or vacation? - (Other specify)

- Affordable entertainment/outings
- affordable hotels
- beach
- Beach
- Beach
- cultural and history
- Culturally diverse communities
- Culture
- Culture
- Family
- Family
- Good weather
- Good weather
- Historic sites
- interesting culture

- Lakes and river access
- law enforcement
- Museums
- Museums
- My last vacation was at least 18 years ago
- N
- Own a condo in White Mtns
- Pandemic safety
- Parks
- Price
- Small town shops, diners, holidays
- transportation
- Walking distance places
- Warm temperatures
- Weather conditions

Appendix C

2020 12 - GKCC Awareness Survey - NH Version

Survey Flow

EmbeddedData

DISTRICTValue will be set from Panel or URL.
ADMIN_joindateValue will be set from Panel or URL.
ADMIN_membershipValue will be set from Panel or URL.
ADMIN_recruit_typeValue will be set from Panel or URL.
ADMIN_recruitmentValue will be set from Panel or URL.
ADMIN_uniqueidentValue will be set from Panel or URL.
COMPLETEPERCValue will be set from Panel or URL.
DEMOS_ageValue will be set from Panel or URL.
DEMOS_current_adults_in_householdValue will be set from Panel or URL.
DEMOS_current_ageValue will be set from Panel or URL.
DEMOS_current_always_lived_nhValue will be set from Panel or URL.
DEMOS_current_children_in_householdValue will be set from Panel or URL.
DEMOS_current_educationValue will be set from Panel or URL.
DEMOS_current_employmentValue will be set from Panel or URL.
DEMOS_current_genderValue will be set from Panel or URL.
DEMOS_current_gunownerValue will be set from Panel or URL.
DEMOS_current_income_householdValue will be set from Panel or URL.
DEMOS_current_maritalValue will be set from Panel or URL.
DEMOS_current_media_boston_globeValue will be set from Panel or URL.
DEMOS_current_media_conservative_radioValue will be set from Panel or URL.
DEMOS_current_media_foxnewsValue will be set from Panel or URL.
DEMOS_current_media_local_newspapersValue will be set from Panel or URL.
DEMOS_current_media_NHPRValue will be set from Panel or URL.
DEMOS_current_media_none_of_the_aboveValue will be set from Panel or URL.
DEMOS_current_media_PBSValue will be set from Panel or URL.
DEMOS_current_media_union_leaderValue will be set from Panel or URL.
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DEMOS_current_party_affiliationValue will be set from Panel or URL.
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DEMOS_current_party_preference_friendsValue will be set from Panel or URL.
DEMOS_current_party_registrationValue will be set from Panel or URL.
DEMOS_current_political_ideologyValue will be set from Panel or URL.
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DEMOS_current_presvote_2016Value will be set from Panel or URL.
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DEMOS_needed_race_asian_pacislandValue will be set from Panel or URL.
DEMOS_needed_race_caucasian_whiteValue will be set from Panel or URL.
DEMOS_needed_race_latin_hispanicValue will be set from Panel or URL.
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DEMOS_needed_race_refusedValue will be set from Panel or URL.
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DEMOS_current_party_affiliation_gopValue will be set from Panel or URL.
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Standard: INTRO Block (1 Question)
Standard: Qual Block (5 Questions)
Block: Awareness Questions (4 Questions)

Branch: New Branch

If

If How familiar are you with the Monadnock Region of New Hampshire? Very Familiar Is Selected
Or How familiar are you with the Monadnock Region of New Hampshire? Somewhat Familiar Is Selected

Standard: Aware Respondents (8 Questions)

Branch: New Branch

If

If How familiar are you with the Monadnock Region of New Hampshire? Not Very Familiar Is Selected
Or How familiar are you with the Monadnock Region of New Hampshire? Not At All Familiar Is Selected
Or How familiar are you with the Monadnock Region of New Hampshire? Don't Know/Not Sure Is Selected

Standard: Unaware Respondents (6 Questions)

Standard: Demographics (15 Questions)

Page Break

Start of Block: INTRO Block

INT The Greater Keene and Peterborough Chambers of Commerce invite you to take part in this survey of New Hampshire residents about the Monadnock Region of New Hampshire and what you value when determining a place to live, work, and visit. This survey is being conducted by the UNH Survey Center – a nationally recognized expert in administering this kind of survey – and is funded by a contract with the NH Department of Business and Economic Affairs and its Chamber Partnership Program, which is involved in a number of initiatives related to COVID resilience, relief and recovery. Information you provide will be kept confidential and only shared outside the UNH Survey Center as aggregated data.

If you have any questions about the survey, you may contact Zach Azem at the UNH Survey Center (zachary.azem@unh.edu) or Steve Fortier at the Greater Keene Chamber of Commerce (sfortier@keenechamber.com).

End of Block: INTRO Block

Start of Block: Qual Block

INTRO

Before we begin, do you live in New Hampshire all year round?

- ☐ Live in NH year round (1)
- ☐ Seasonal resident (2)
- ☐ Not a NH resident (3)

Skip To: AGE18 If INTRO = 1

Page Break

Display This Question:

If INTRO = 2

SEAS Are you currently registered to vote in New Hampshire?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Don't know/Not sure (3)

Page Break

Display This Question:

If INTRO = 3

Or SEAS = 2

Or SEAS = 3

NOTELIG1 Thank you very much for your interest, but we are only surveying New Hampshire residents at this time.

Skip To: End of Survey If NOTELIG1 Is Displayed

Page Break

AGE18 Are you 18 years old or older?

- ☐ Yes (1)
- ☐ No (2)

Page Break

Display This Question:

If AGE18 = 2

NOTELIG2 Thank you very much for your interest, but we are only surveying adults 18 years old or older at this time.

Skip To: End of Survey If NOTELIG2 Is Displayed

End of Block: Qual Block

Start of Block: Awareness Questions



INT1 How familiar are you with the Monadnock Region of New Hampshire?

- ☐ Very Familiar (1)
- ☐ Somewhat Familiar (2)
- ☐ Not Very Familiar (3)
- ☐ Not At All Familiar (4)
- ☐ Don't Know/Not Sure (5)

Page Break

Display This Question:

If INT1 = 1
Or INT1 = 2



INT2 In what part of the state of New Hampshire is the Monadnock Region?

- ☐ Southwest (1)
- ☐ Southeast (2)
- ☐ Central (3)
- ☐ Northern (4)
- ☐ Don't know/Not sure (5)

Page Break

Display This Question:

If INT1 = 3

Or INT1 = 4

Or INT1 = 5

INT3 Below is the Monadnock Region, located in Southwestern New Hampshire.



INT4 Please indicate if you have ever done any of the following in the Monadnock Region:
(Select all that apply)

- ☐ Lived there (1)
- ☐ Worked there (2)
- ☐ Visited friends and family (3)
- ☐ Visited attractions or events (4)
- ☐ Visited restaurants (5)
- ☐ Stayed at a local hotel (6)
- ☐ Went to school/college there (7)
- ☐ Other (Please specify) (8)
-

☐ ☒ None of the above (9)

End of Block: Awareness Questions

Start of Block: Aware Respondents

A1 What are the top words or phrases that best describe your perception of the Monadnock Region?

- ☐ #1 (4) _____
- ☐ #2 (5) _____
- ☐ #3 (6) _____

Page Break



A2 How would you rate the following in the Monadnock region:

	Excellent (1)	Very Good (2)	Good (3)	Fair (4)	Poor (5)	Don't know/Not sure (6)
Open Spaces/Scenic Views (A2_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Recreation (A2_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts & Entertainment (A2_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bars & Restaurants (A2_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment Opportunities (A2_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Housing Options (A2_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Schools/Colleges (A2_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locally-Owned Businesses (A2_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small-Town Civic Life (A2_9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Safety (A2_10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcoming People (A2_11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



A3 Do you have a favorable or unfavorable opinion of the Monadnock Region?

- ☐ Very favorable (1)
- ☐ Somewhat favorable (2)
- ☐ Neutral (3)
- ☐ Somewhat unfavorable (4)
- ☐ Very unfavorable (5)
- ☐ Don't know/Not sure (6)

Page Break

Display This Question:

If A3 = 4

Or A3 = 5

A4 You indicated that you have an unfavorable opinion of the Monadnock Region. What are the major reasons you feel this way?

- ☐ #1 (4) _____
- ☐ #2 (5) _____
- ☐ #3 (6) _____

Page Break



A5 Please indicate to what extent you agree or disagree with each of the following.

The Monadnock Region is a good place to...

	Strongly Agree (1)	Somewhat Agree (2)	Neither Agree Nor Disagree (3)	Somewhat Disagree (4)	Strongly Disagree (5)	Don't Know/Not Sure (6)
Visit (A5_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live (A5_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work (A5_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to college (A5_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Send a child to college (A5_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retire (A5_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Own a second home (A5_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



A6

Please indicate if any of the following apply to you:

- ☐ I have visited the Monadnock Region in the past two years (1)
- ☐ I live primarily in the Monadnock Region (2)
- ☐ I work in the Monadnock Region (3)
- ☐ I go to college in the Monadnock Region (4)
- ☐ I have a child going to college in the Monadnock Region (5)
- ☐ I have retired in the Monadnock Region (6)
- ☐ I own a second home in the Monadnock Region (7)
- ☒ None of the above (8)

Page Break

Display This Question:

*If A6 != 1
Or A6 != 2
Or A6 != 3
Or A6 != 5
Or A6 != 4
Or A6 != 6
Or A6 != 7*



A7

How likely would you be to do any of the following within the next five years?

	Very Likely (1)	Somewhat Likely (2)	Not Very Likely (3)	Not Likely At All (4)	Don't Know/Not Sure (5)	I Already Do This (6)
A6 != 1						
Visit the Monadnock Region (A7_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6 != 2						
Live the Monadnock Region (A7_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6 != 3						
Work in the Monadnock Region (A7_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6 != 4						
Go to college in the Monadnock Region (A7_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6 != 5						
Send a child to college in the Monadnock Region (A7_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6 != 6						
Retire in the Monadnock Region (A7_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6 != 7						
Own a second home in the Monadnock Region (A7_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



A8 Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region:

	Much More Favorable Opinion of Monadnock Region (1)	Somewhat More Favorable Opinion of Monadnock Region (2)	Makes No Difference in Opinion Monadnock Region (3)	Somewhat Less Favorable Opinion of Monadnock Region (4)	Much Less Favorable Opinion of Monadnock Region (5)
The Monadnock Region has four higher education institutions (A8_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Monadnock Region has fifty advanced technology employers (A8_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mount Monadnock is one of the most frequently climbed mountains in the world (A8_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Monadnock Region has a dynamic arts and music scene (A8_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farms in the Monadnock Region provide an opportunity to eat local food year-round (A8_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small-town civic life in the Monadnock Region empowers residents to make a positive impact in their communities (A8_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monadnock Region communities are building fiber-optic broadband networks (A8_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sixty miles of rail
trails connect
communities in the
region to the
borders of Mass.
and Vermont
(A8_8)

Countless
numbers of lakes
and ponds in the
region provide
options for
recreation and
waterfront property
(A8_9)

☐☐☐☐☐☐☐☐☐☐

End of Block: Aware Respondents

Start of Block: Unaware Respondents

U1 Imagine you decided to move to another town or city within the next five years.

Which of the following do you think would come closest to your plan regarding a job?

- ☐ Keep same job - work remotely or commute (1)
- ☐ Get job in the new city or town (2)
- ☐ Plan to retire in the new city or town (3)
- ☐ Already retired or not currently working (4)

Page Break



U2 If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to:

	Very Important (1)	Somewhat Important (2)	Not Very Important (3)	Not Important At All (4)	Don't Know/Not Applicable (5)
Open Spaces/Scenic Views (U2_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Recreation (U2_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts & Entertainment (U2_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bars & Restaurants (U2_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment Opportunities (U2_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Housing Options (U2_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Schools/Colleges (U2_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locally-Owned Businesses (U2_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small-Town Civic Life (U2_9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Safety (U2_10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcoming People (U2_11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please Specify) (U2_12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Display This Question:

If U2 [1] (Count) > 1



U3 Which of the following would you consider to be the most important consideration when moving to a new city or town?

U2 = 1 [1]

☐ Open Spaces/Scenic Views (1)

U2 = 5 [1]

☐ Outdoor Recreation (2)

U2 = 6 [1]

☐ Arts & Entertainment (3)

U2 = 2 [1]

☐ Bars & Restaurants (4)

U2 = 4 [1]

☐ Employment Opportunities (5)

U2 = 3 [1]

☐ Quality Housing Options (6)

U2 = 7 [1]

☐ Quality Schools/Colleges (7)

U2 = 8 [1]

☐ Locally-Owned Businesses (8)

U2 = 10 [1]

☐ Small-Town Civic Life (10)

U2 = 11 [1]

☐ Community Safety (11)

U2 = 12 [1]

☐ Welcoming People (12)

U2 = 9 [1]

☐ \${U2/ChoiceTextEntryValue/9} (9)

Page Break



U4 How likely are you to move from the town or city in which you currently reside in the next 5 years?

- ☐ Very Likely (1)
- ☐ Somewhat Likely (2)
- ☐ Not Very Likely (3)
- ☐ Not At All Likely (4)
- ☐ Don't Know/Not Sure (5)

Page Break

U5 How often do you go on trips or vacations?

- ☐ More than once a month (1)
- ☐ Once a month (2)
- ☐ Once every 2-3 months (3)
- ☐ Once every 4-6 months (4)
- ☐ Once a year (5)
- ☐ Less frequently (6)
- ☐ Never (7)

Page Break



U6 How important are each of the following to you when deciding where to go on a trip or vacation?

	Very Important (1)	Somewhat Important (2)	Not Very Important (3)	Not Important At All (4)	Don't Know/Not Applicable (5)
Open Spaces/Scenic Views (U6_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Recreation (U6_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts & Entertainment (U6_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bars & Restaurants (U6_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locally-Owned Businesses (U6_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Safety (U6_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcoming People (U6_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please Specify) (U6_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Unaware Respondents

Start of Block: Demographics



D1

Now, a few final questions.

In which town do you live?

▼ Acworth (1) ... Other (997)

Page Break

Display This Question:

If D1 = 997

D1O You indicated an "other" town above. Which town is that?

Page Break

Display This Question:

If DEMOS_needed_gender = 1

D2 Which of the following best describes your gender?

- ☐ Woman (1)
 - ☐ Man (2)
 - ☐ Transgender (3)
 - ☐ Gender Non-conforming/other (4)
 - ☐ Prefer not to say (5)
-

Display This Question:

If DEMOS_needed_race_african_black_carib = 1
Or DEMOS_needed_race_asian_pacisland = 1
Or DEMOS_needed_race_caucasian_white = 1
Or DEMOS_needed_race_latin_hispanic = 1
Or DEMOS_needed_race_native_inuit_aleut = 1
Or DEMOS_needed_race_other = 1



D3 Which of the following ethnic or racial groups do you identify with? (Please select all that apply)

- ☐ Native American, Inuit, or Aleut (1)
- ☐ Asian American/Pacific Islander (2)
- ☐ African American/Black/Caribbean American (3)
- ☐ Caucasian/White (4)
- ☐ Latin/Hispanic (5)
- ☐ Other - Specify (97) _____
- ☐ ☒ Prefer not to say (99)

Display This Question:

If DEMOS_needed_education = 1



D4 What is the highest grade in school or level of education that you've completed and got credit for?

- ☐ Eighth grade or less (1)
- ☐ Some high school (2)
- ☐ High school graduate (includes G.E.D.) (3)
- ☐ Technical school (4)
- ☐ Some college (5)
- ☐ College graduate (6)
- ☐ Postgraduate work (7)
- ☐ Don't know/Not sure (98)

Page Break

Display This Question:

If DEMOS_needed_media_union_leader = 1

Or DEMOS_needed_media_boston_globe = 1

Or DEMOS_needed_media_local_newspapers = 1

D5

Do you subscribe to or regularly read the following media sources?

(Please select all that apply)

- ☐ The Union Leader or the New Hampshire Sunday News (1)
- ☐ The Boston Globe (2)
- ☐ A local daily newspaper, such as the Concord Monitor or the Nashua Telegraph (3)
- ☐ ☒ None of the above (4)

Display This Question:

If DEMOS_needed_media_wmur = 1



D6 How often, if ever, do you watch WMUR, Channel 9 News?

- ☐ Everyday (1)
- ☐ Several times a week (2)
- ☐ Occasionally (3)
- ☐ Never (4)
- ☐ Don't know/Not sure (98)

Display This Question:

If DEMOS_needed_media_NHPR = 1



D7 How often, if ever, do you listen to New Hampshire Public Radio?

- ☐ Everyday (1)
- ☐ Several times a week (2)
- ☐ Occasionally (3)
- ☐ Never (4)
- ☐ Don't know/Not sure (98)

Page Break



D8 Are you registered to vote at your current address?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Don't know/Not sure (98)

Display This Question:

If D8 = 1



D9 And what are you registered as?

- ☐ Registered Democrat (1)
- ☐ Registered Independent/Unaffiliated/Undeclared (2)
- ☐ Registered Republican (3)
- ☐ Registered Other (4)
- ☐ Don't know/Not sure (98)

Page Break



D10 In the election for President in **2020** did you vote for Donald Trump, Joe Biden, Jo Jorgensen, someone else, or did you skip that election?

- ☐ Donald Trump (1)
- ☐ Joe Biden (2)
- ☐ Jo Jorgensen (3)
- ☐ Other (4)
- ☐ Did not vote (97)
- ☐ Don't know/Not sure (98)

Page Break

Display This Question:

If DEMOS_needed_age = 1



D11

And what is your current age?

(Please enter a number only)

Display This Question:

If DEMOS_needed_children_in_household = 1



D12 Do you have any children who currently live in your household (under 18 years of age)?

- ☐ No, None (1)
- ☐ Yes, One (2)
- ☐ Yes, Two or more (3)
- ☐ Don't know/Not sure (98)

Page Break

Display This Question:

If DEMOS_needed_employment = 1



D13 Which of the following best describes your current employment status. Are you currently...

- ☐ Employed full-time (1)
 - ☐ Employed part-time (2)
 - ☐ Self-employed (3)
 - ☐ Retired and not working (4)
 - ☐ Unemployed and looking for work (5)
 - ☐ Homemaker (6)
 - ☐ Disabled (7)
 - ☐ Student (8)
 - ☐ Don't know/Not sure (98)
-

Display This Question:

If DEMOS_needed_income_household = 1



D14 How much **total** income did you and your family receive in 2019, not just from wages or salaries but from **all** sources, that is, before taxes and other deductions were made?

- ☐ Less than \$15,000 (Less than \$1,250 per month) (1)
- ☐ \$15,000-\$29,999 (\$1,250-\$2,499 per month) (2)
- ☐ \$30,000-\$44,999 (\$2,500-\$3,749 per month) (3)
- ☐ \$45,000-\$59,999 (\$3,750-\$4,999 per month) (4)
- ☐ \$60,000-\$74,999 (\$5,000-\$6,249 per month) (5)
- ☐ \$75,000-\$99,999 (\$6,250-\$8,333 per month) (6)
- ☐ \$100,000-\$149,999 (\$8,334-\$12,499 per month) (7)
- ☐ \$150,000-\$199,999 (\$12,500-\$16,666 per month) (8)
- ☐ \$200,000 and over (\$16,667 and over per month) (9)
- ☐ Don't know/Not sure (98)

End of Block: Demographics

GKCC Awareness Survey - MA Version

Survey Flow

EmbeddedData

CintIDValue will be set from Panel or URL.

Standard: Screening Questions (2 Questions)

Branch: New Branch

If

If Are you 18 years old or older? No Is Selected

Or Which county in Massachusetts do you live in? Live somewhere else Is Selected

EndSurvey: Advanced

Block: Awareness Questions (4 Questions)

Branch: New Branch

If

If How familiar are you with the Monadnock Region of New Hampshire? Very Familiar Is Selected

Or How familiar are you with the Monadnock Region of New Hampshire? Somewhat Familiar Is Selected

Standard: Aware Respondents (8 Questions)

Branch: New Branch

If

If How familiar are you with the Monadnock Region of New Hampshire? Not Very Familiar Is Selected

Or How familiar are you with the Monadnock Region of New Hampshire? Not At All Familiar Is Selected

Or How familiar are you with the Monadnock Region of New Hampshire? Don't Know/Not Sure Is Selected

Standard: Unaware Respondents (6 Questions)

Standard: Demographics (15 Questions)

EndSurvey: Advanced

Page Break

Start of Block: Screening Questions

SCRN1 Are you 18 years old or older?

- ☐ Yes (1)
- ☐ No (2)

Skip To: End of Block If SCR1 = 2

Page Break

SCRN2 Which county in Massachusetts do you live in?

- ☐ Franklin County (1)
- ☐ Hampden County (2)
- ☐ Hampshire County (3)
- ☐ Worcester County (4)
- ☐ Live somewhere else (5)

End of Block: Screening Questions

Start of Block: Awareness Questions



INT1 How familiar are you with the Monadnock Region of New Hampshire?

- ☐ Very Familiar (1)
- ☐ Somewhat Familiar (2)
- ☐ Not Very Familiar (3)
- ☐ Not At All Familiar (4)
- ☐ Don't Know/Not Sure (5)

Page Break

Display This Question:

*If INT1 = 1
Or INT1 = 2*



INT2 In what part of the state of New Hampshire is the Monadnock Region?

- ☐ Southwest (1)
- ☐ Southeast (2)
- ☐ Central (3)
- ☐ Northern (4)
- ☐ Don't know/Not sure (5)

Page Break

Display This Question:

*If INT1 = 3
Or INT1 = 4
Or INT1 = 5*

INT3 Below is the Monadnock Region, located in Southwestern New Hampshire.



INT4 Please indicate if you have ever done any of the following in the Monadnock Region:
(Select all that apply)

- ☐ Lived there (1)
 - ☐ Worked there (2)
 - ☐ Visited friends and family (3)
 - ☐ Visited attractions or events (4)
 - ☐ Visited restaurants (5)
 - ☐ Stayed at a local hotel (6)
 - ☐ Went to school/college there (7)
 - ☐ Other (Please specify) (8)
-
- ☐ ☒ None of the above (9)

End of Block: Awareness Questions

Start of Block: Aware Respondents

A1 What are the top words or phrases that best describe your perception of the Monadnock Region?

☐ #1 (4) _____

☐ #2 (5) _____

☐ #3 (6) _____

Page Break _____



A2 How would you rate the following in the Monadnock region:

	Excellent (1)	Very Good (2)	Good (3)	Fair (4)	Poor (5)	Don't know/Not sure (6)
Open Spaces/Scenic Views (A2_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Recreation (A2_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts & Entertainment (A2_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bars & Restaurants (A2_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment Opportunities (A2_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Housing Options (A2_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Schools/Colleges (A2_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locally Owned Businesses (A2_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small-Town Civic Life (A2_9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Safety (A2_10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcoming People (A2_11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



A3 Do you have a favorable or unfavorable opinion of the Monadnock Region?

- ☐ Very favorable (1)
- ☐ Somewhat favorable (2)
- ☐ Neutral (3)
- ☐ Somewhat unfavorable (4)
- ☐ Very unfavorable (5)
- ☐ Don't know/Not sure (6)

Page Break

Display This Question:

If A3 = 4

Or A3 = 5

A4 You indicated that you have an unfavorable opinion of the Monadnock Region. What are the major reasons you feel this way?

- ☐ #1 (4) _____
- ☐ #2 (5) _____
- ☐ #3 (6) _____

Page Break



A5 Please indicate to what extent you agree or disagree with each of the following.

The Monadnock Region is a good place to...

	Strongly Agree (1)	Somewhat Agree (2)	Neither Agree Nor Disagree (3)	Somewhat Disagree (4)	Strongly Disagree (5)	Don't Know/Not Sure (6)
Visit (A5_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live (A5_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work (A5_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to college (A5_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Send a child to college (A5_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retire (A5_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Own a second home (A5_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



A6

Please indicate if any of the following apply to you:

- ☐ I have visited the Monadnock Region in the past two years (1)
- ☐ I live primarily in the Monadnock Region (2)
- ☐ I work in the Monadnock Region (3)
- ☐ I go to college in the Monadnock Region (4)
- ☐ I have a child going to college in the Monadnock Region (5)
- ☐ I have retired in the Monadnock Region (6)
- ☐ I own a second home in the Monadnock Region (7)
- ☒ None of the above (8)

Page Break

Display This Question:

If A6 != 1
Or A6 != 2
Or A6 != 3
Or A6 != 5
Or A6 != 4
Or A6 != 6
Or A6 != 7



A7

How likely would you be to do any of the following within the next five years.

	Very Likely (1)	Somewhat Likely (2)	Not Very Likely (3)	Not Likely At All (4)	Don't Know/Not Sure (5)	I Already Do This (6)
A6 != 1						
Visit the Monadnock Region (A7_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6 != 2						
Live the Monadnock Region (A7_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6 != 3						
Work in the Monadnock Region (A7_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6 != 4						
Go to college in the Monadnock Region (A7_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6 != 5						
Send a child to college in the Monadnock Region (A7_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6 != 6						
Retire in the Monadnock Region (A7_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A6 != 7						
Own a second home in the Monadnock Region (A7_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



A8 Below are some statements about the Monadnock Region. Please indicate what effect, if any, each statement has on your overall opinion of the Monadnock Region:

	Much More Favorable Opinion of Monadnock Region (1)	Somewhat More Favorable Opinion of Monadnock Region (2)	Makes No Difference in Opinion Monadnock Region (3)	Somewhat Less Favorable Opinion of Monadnock Region (4)	Much Less Favorable Opinion of Monadnock Region (5)
The Monadnock Region has four higher education institutions (A8_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Monadnock Region has fifty advanced technology employers (A8_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mount Monadnock is one of the most frequently climbed mountains in the world (A8_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Monadnock Region has a dynamic arts and music scene (A8_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farms in the Monadnock Region provide an opportunity to eat local food year-round (A8_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small-town civic life in the Monadnock Region empowers residents to make a positive impact in their communities (A8_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Monadnock Region communities are building fiber-optic broadband networks (A8_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Sixty miles of rail trails connect communities in the region to the borders of Mass. and Vermont (A8_8)

Countless numbers of lakes and ponds in the region provide options for recreation and waterfront property (A8_9)

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Aware Respondents

Start of Block: Unaware Respondents

U1 Imagine you decided to move to another town or city within the next five years.

Which of the following do you think would come closest to your plan regarding a job?

- ☐ Keep same job - work remotely or commute (1)
- ☐ Get job in the new city or town (2)
- ☐ Plan to retire in the new city or town (3)
- ☐ Already retired or not currently working (4)

Page Break



U2 If you did end up moving to another town or city, how important would each of the following be to you in deciding which new city or town you would move to:

	Very Important (1)	Somewhat Important (2)	Not Very Important (3)	Not Important At All (4)	Don't Know/Not Applicable (5)
Open Spaces/Scenic Views (U2_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Recreation (U2_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts & Entertainment (U2_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bars & Restaurants (U2_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment Opportunities (U2_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Housing Options (U2_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality Schools/Colleges (U2_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locally Owned Businesses (U2_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small-Town Civic Life (U2_9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Safety (U2_10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcoming People (U2_11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please Specify) (U2_12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Display This Question:

If U2 [1] (Count) > 1



U3 Which of the following would you consider to be the most important consideration when moving to a new city or town?

U2 = 1 [1]

☐ Open Spaces/Scenic Views (1)

U2 = 5 [1]

☐ Outdoor Recreation (2)

U2 = 6 [1]

☐ Arts & Entertainment (3)

U2 = 2 [1]

☐ Bars & Restaurants (4)

U2 = 4 [1]

☐ Employment Opportunities (5)

U2 = 3 [1]

☐ Quality Housing Options (6)

U2 = 7 [1]

☐ Quality Schools/Colleges (7)

U2 = 8 [1]

☐ Locally Owned Businesses (8)

U2 = 10 [1]

☐ Small-Town Civic Life (9)

U2 = 11 [1]

☐ Community Safety (10)

U2 = 12 [1]

☐ Welcoming People (11)

U2 = 9 [1]

☐ \${U2/ChoiceTextEntryValue/9} (12)

Page Break



U4 How likely are you to move from the town or city in which you currently reside in the next 5 years?

- ☐ Very Likely (1)
- ☐ Somewhat Likely (2)
- ☐ Not Very Likely (3)
- ☐ Not At All Likely (4)
- ☐ Don't Know/Not Sure (5)

Page Break

U5 How often do you go on trips or vacations?

- ☐ More than once a month (1)
- ☐ Once a month (2)
- ☐ Once every 2-3 months (3)
- ☐ Once every 4-6 months (4)
- ☐ Once a year (5)
- ☐ Less frequently (6)
- ☐ Never (7)

Page Break



U6 How important are each of the following to you when deciding where to go on a trip or vacation?

	Very Important (1)	Somewhat Important (2)	Not Very Important (3)	Not Important At All (4)	Don't Know/Not Applicable (5)
Open Spaces/Scenic Views (U6_1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Recreation (U6_2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts & Entertainment (U6_3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bars & Restaurants (U6_4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Locally Owned Businesses (U6_5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Safety (U6_6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Welcoming People (U6_7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (Please Specify) (U6_8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Unaware Respondents

Start of Block: Demographics



D1

Now, a few final questions.

In which town do you live?

▼ Agawam (1) ... Other (997)

Page Break

Display This Question:

If D1 = 997

D1O You indicated an "other" town above. Which town is that?

Page Break

D2 Which of the following best describes your gender?

- ☐ Woman (1)
- ☐ Man (2)
- ☐ Transgender (3)
- ☐ Gender Non-conforming/other (4)
- ☐ Prefer not to say (5)



D3 Which of the following ethnic or racial groups do you identify with? (Please select all that apply)

- ☐ Native American, Inuit, or Aleut (1)
 - ☐ Asian American/Pacific Islander (2)
 - ☐ African American/Black/Caribbean American (3)
 - ☐ Caucasian/White (4)
 - ☐ Latin/Hispanic (5)
 - ☐ Other - Specify (97) _____
 - ☐ ☒ Prefer not to say (99)
-



D4 What is the highest grade in school or level of education that you've completed and got credit for?

- ☐ Eighth grade or less (1)
 - ☐ Some high school (2)
 - ☐ High school graduate (includes G.E.D.) (3)
 - ☐ Technical school (4)
 - ☐ Some college (5)
 - ☐ College graduate (6)
 - ☐ Postgraduate work (7)
 - ☐ Don't know/Not sure (98)
-

Page Break

D5

Do you subscribe to or regularly read the following media sources?

(Please select all that apply)

- ☐ Boston Herald (1)
- ☐ The Boston Globe (2)
- ☐ A local daily newspaper, such as the Republican or the Telegram & Gazette (3)
- ☒ None of the above (4)



D6 How often, if ever, do you watch....

	Everyday (1)	Several times a week (2)	Occasionally (3)	Never (4)	Don't know/Not sure (5)
WGGB-TV (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
WWLP (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



D7 How often, if ever, do you listen to New England Public Radio?

- ☐ Everyday (1)
- ☐ Several times a week (2)
- ☐ Occasionally (3)
- ☐ Never (4)
- ☐ Don't know/Not sure (98)

Page Break



D8 Are you registered to vote at your current address?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Don't know/Not sure (98)

Page Break

Display This Question:

If D8 = 1



D9 And what are you registered as?

- ☐ Registered Democrat (1)
- ☐ Registered Independent/Unaffiliated/Undeclared (2)
- ☐ Registered Republican (3)
- ☐ Registered Other (4)
- ☐ Don't know/Not sure (98)

Page Break



D10 In the election for President in **2020** did you vote for Donald Trump, Joe Biden, Jo Jorgensen, someone else, or did you skip that election?

- ☐ Donald Trump (1)
- ☐ Joe Biden (2)
- ☐ Jo Jorgensen (3)
- ☐ Other (4)
- ☐ Did not vote (97)
- ☐ Don't know/Not sure (98)

Page Break



D11
And what is your current age?

(Please enter a number only)



D12 Do you have any children who currently live in your household (under 18 years of age)?

- ☐ No, None (1)
- ☐ Yes, One (2)
- ☐ Yes, Two or more (3)
- ☐ Don't know/Not sure (98)

Page Break



D13 Which of the following best describes your current employment status. Are you currently...

- ☐ Employed full-time (1)
- ☐ Employed part-time (2)
- ☐ Self-employed (3)
- ☐ Retired and not working (4)
- ☐ Unemployed and looking for work (5)
- ☐ Homemaker (6)
- ☐ Disabled (7)
- ☐ Student (8)
- ☐ Don't know/Not sure (98)



D14 How much **total** income did you and your family receive in 2019, not just from wages or salaries but from **all** sources, that is, before taxes and other deductions were made?

- ☐ Less than \$15,000 (Less than \$1,250 per month) (1)
- ☐ \$15,000-\$29,999 (\$1,250-\$2,499 per month) (2)
- ☐ \$30,000-\$44,999 (\$2,500-\$3,749 per month) (3)
- ☐ \$45,000-\$59,999 (\$3,750-\$4,999 per month) (4)
- ☐ \$60,000-\$74,999 (\$5,000-\$6,249 per month) (5)
- ☐ \$75,000-\$99,999 (\$6,250-\$8,333 per month) (6)
- ☐ \$100,000-\$149,999 (\$8,334-\$12,499 per month) (7)
- ☐ \$150,000-\$199,999 (\$12,500-\$16,666 per month) (8)
- ☐ \$200,000 and over (\$16,667 and over per month) (9)
- ☐ Don't know/Not sure (98)

End of Block: Demographics
