



HIGH POINT UNIVERSITY POLL 92 :: MEMO RELEASE 11/21/22 (Holiday Release)	
Population represented:	Adults (people over the age of 18) in North Carolina.
Sample size:	1015 adults in North Carolina (801 individuals who said they are registered to vote and 681 said they voted in the 2022 general elections in November).
Mode of data collection:	Online interviews. All interviews conducted in English.
Type of sample:	Non-probability from Dynata's online panels.
Dates of data collection:	November 10 – November 17, 2022
Credibility interval for total sample:	Approximately +/-3.2 percentage points. This accounts for a standard margin of sampling error of 3.1 (as if it were a probability sample) and a design effect caused by weighting.
Data weighting:	The data is weighted toward population parameters for age, gender, education, race, and ethnicity published by the U.S. Census. The High Point University Survey Research Center (SRC) produces weights through an iterative procedure within SPSS.
Survey sponsor and funded by:	High Point University, High Point, NC.
Survey/Data collection supplier:	Interviews collected through the High Point University SRC, recording responses in Qualtrics. Dynata supplied online panel respondents.
Commitment to Transparency:	The HPU Poll reports methodological details in accordance with the standards set out by AAPOR's Transparency Initiative , and the HPU Survey Research Center is a Charter Member of the Initiative.
Sample supplier:	Online panels provided by Dynata .
Director:	Martin J. Kifer , 336-841-9333.
Associate Director:	Brian McDonald , 336-841-9651.
Methodology:	Interested parties can access results from the survey at http://www.highpoint.edu/src/hpupoll and should contact the Director for additional information.
Social Media	You can follow the HPU Poll Twitter .

Below are questions the Survey Research Center fielded for this study. They represent the text as they appeared to respondents. Statements in brackets are rotated to ensure respondents do not receive a set order of response options, which maintains question construction integrity by avoiding respondent agreement based on question composition. Example: [agree or disagree] or [disagree or agree]. Items that are rotated for the same reason are noted. Percentages may not add to 100 because of rounding. Percentages less than one percent are denoted with a *

The Holidays

Now I would like to ask you some questions about holiday shopping this year. As you may know, the Friday after Thanksgiving is one of the biggest shopping days of the year. Looking ahead, do you personally plan on shopping on the Friday after Thanksgiving, or not?	
	All Adults
Yes	28
No	52
Unsure	19

Do you plan to do most of your holiday shopping in brick-and-mortar stores or online this year?	
	All Adults
Bricks and mortar stores	14
Online	33
Both equally	39
Unsure	15

As you may know, the Monday after Thanksgiving is known as Cyber Monday and one of the biggest online shopping days of the year. Looking ahead, do you personally plan on shopping online during the Monday after Thanksgiving?	
	All Adults
Yes	44
No	30
Unsure	26

If you had to choose between the two, do you plan to do more shopping on the Friday after Thanksgiving or Cyber Monday?	
	All Adults
Friday after Thanksgiving	20
Cyber Monday	40
Neither	25
Unsure	15

Thinking ahead to the holiday season, how much do you think that you will spend this year on gifts, food, decorations and other items related to your celebration of the holidays? Mean (average): \$859; Calculated based on n=986 numeric responses.

Do you think that you will spend more, less or about the same as last year on gifts, food, decorations and other items related to your celebration of the holidays?	
	All Adults
More	24
Less	30
About the same	41
Unsure	6

What is your favorite type of pie to eat during the holidays? [Items presented in a random order]	
	All Adults
Pumpkin Pie	25
Pecan Pie	17
Sweet Potato Pie	16
Apple Pie	15
Chocolate Pie	9
Cherry Pie	5
Peach Pie	3
Blueberry Pie	2
Strawberry Pie	2
Other	4
Unsure	3

Do you think you will start holiday shopping earlier than usual, later than usual, or about the same time as any other year?	
	All Adults
Earlier than usual	27
Later than usual	14
About the same time as any other year	51
Unsure	9

Has your holiday shopping budget been lessened at all by inflation and rising costs?	
	All Adults
Yes	62
No	27
Unsure	11

When it comes to holiday shopping this year, how concerned are you about shipping delays? Would you say you are very concerned, somewhat concerned, not very concerned, or not at all concerned about delays?	
	All Adults
Very concerned	16
Somewhat concerned	39
Not very concerned	25
Not at all concerned	14
Unsure	6

Compared to last year, do you think the holiday season will be more stressful, less stressful or about the same as last year?	
	All Adults
More stressful than last year	33
About the same as last year	48
Less stressful than last year	11
Unsure	8

Demographics

Finally, a few questions for statistical purposes. How would you describe yourself, would you say female, male, or do you identify differently?			
	All Adults	Registered Voters	Voted 2022
Male	48	49	51
Female	50	50	48
I identify differently	1	1	*
Refused	1	1	1

Age by category [Calculated based on birth year provided by respondent]			
	All Adults	Registered Voters	Voted 2022
18-24	12	10	9
25-34	17	16	13
35-44	17	16	16
45-54	17	18	17
55-64	17	18	19
65 and greater	19	22	24
Refused	2	1	2

Do you consider yourself to be of Hispanic, Latino, or Spanish origin?			
	All Adults	Registered Voters	Voted 2022
Yes	10	8	8
No	89	92	92
Unsure	1	1	1

What racial group best describes you, would you say African-American or Black, White or Caucasian, Native American, Asian, or something else?			
	All Adults	Registered Voters	Voted 2022
African-American or Black	23	24	23
White or Caucasian	68	69	71
Native American	1	2	1
Asian	2	2	2
Multiple or other	4	3	3
Unsure	1	1	1

What is the last year of schooling you have completed?			
	All Adults	Registered Voters	Voted 2022
1 - 11th grade	2	2	1
High school graduate	28	25	23
Some college	39	40	41
College graduate	21	23	24
Graduate school	9	10	11
Unsure	1	1	*

Would you please select the correct category for your total household income?			
	All Adults	Registered Voters	Voted 2022
25 thousand dollars or less	20	18	15
25 to 50 thousand dollars	27	26	27
50 to 75 thousand dollars	23	23	23
75 to 100 thousand dollars	13	14	15
100 to 150 thousand dollars	8	8	9
150 to 250 thousand dollars	5	5	5
More than 250 thousand dollars	1	1	1
Unsure	5	4	4

In politics today, do you consider yourself to be a Republican, Democrat, or what?			
	All Adults	Registered Voters	Voted 2022
Republican	31	33	35
Democrat	32	35	37
Independent/Unaffiliated	30	29	26
Other	3	1	1
Unsure	5	2	1

How would you best describe your current relationship status?			
	All Adults	Registered Voters	Voted 2022
Single/never married/divorced	40	38	37
Engaged	2	1	1
Living with significant other	11	10	8
Married	42	45	48
Widowed	5	6	6
Unsure	1	1	1