

THE UNH POLL*

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FOR RELEASE
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GRANITE STATERS EXPECT A WHITE CHRISTMAS, BUT WILL BE FRUGAL WITH THE GREEN

DURHAM, NH—Most New Hampshire residents expect a white Christmas and will have real Christmas trees in their homes. Granite Staters expect to spend the same amount of money over the holidays as they did last year.

These findings are based on the latest **UNH POLL**, conducted by the University of New Hampshire Survey Center.

I'M DREAMING OF A WHITE CHRISTMAS ...

Although there has been little snow so far this year, New Hampshire residents are confident that there will be a white Christmas in 1999. Eighty-five percent of New Hampshire residents are expecting a white Christmas where they live, 12% are not, and 4% are not sure. And though meteorologists across the state, and people looking out at green lawns, may be skeptical, the people of New Hampshire have been right before. In 1997, another year with little snow in December, 82% of New Hampshire residents said they expected a white Christmas and they got their Christmas wish.

O CHRISTMAS TREE, O CHRISTMAS TREE ...

To complement the white snow they expect outside, most New Hampshire residents plan to have green inside – 62% plan to have a real Christmas tree this year, 22% will have an artificial tree, 2% will have both a real tree and an artificial tree, 12% will have no tree and 2% don't know.

ALL I WANT FOR CHRISTMAS ...

Turning to the other kind of green, New Hampshire residents say they plan to crack their wallets the same as last year. Sixty-four percent of Granite Staters say they plan to spend about the same amount of money over the holidays this year as they did last year, 16% plan to spend more, 19% plan to spend less, and 1% don't know.

There is less volatility in 1999 than in 1997 when 24% said they planned to spend more over the holidays than they had in 1996, 27% planned to spend less, 49% planned to spend the same amount, and 1% said they did not know how much they would spend.

SUB-GROUP ANALYSIS

Not surprisingly, people living in the White Mountains and in Northern New Hampshire are most likely to expect a white Christmas and residents of the Seacoast are least likely to expect to see snow.

Upper income residents, those with college educations, and residents of western New Hampshire are most likely to have real Christmas trees. People with lower levels of income are most likely to have artificial trees. Older residents, those who have been widowed, and those with lower levels of income are most likely to say they will not have a Christmas tree this year.

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UNH Poll Methodology

These findings are based on the most recent UNH Poll conducted by the University of New Hampshire Survey Center from November 16 to November 30, 1999.

A random sample of 712 adults from throughout New Hampshire was interviewed by telephone. In 95 of 100 cases, statewide estimates will be accurate to plus or minus 3.7 percent. Results reported for subgroups have potential for somewhat larger variation than those for the entire population.

In addition to sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

Respondents to the UNH Poll were asked:

- “Are you expecting a white Christmas where you live this year?”
- “Are you going to put up a Christmas tree at your house this year?” IF YES: “Will you have a real or an artificial tree?”
- “Compared to last year, will you be spending more money on the holidays this year ... less money ... or about the same amount as you did last year?”

Are You Expecting A White Christmas?

	<u>1999</u>	<u>1997</u>
Yes	85%	82%
No	12	14
Don't know	4	5
	(N=681)	(N=599)

Are You Having a Real or Artificial Tree?

	<u>1999</u>
Real tree	62%
Artificial tree	22
Both	2
No tree	12
Don't know	2
	(N=681)

Expected Holiday Spending

	<u>1999</u>	<u>1997</u>
More than last year	16%	24%
Less than last year	19	27
About the same	64	49
Don't know	1	1
	(N=678)	(N=600)

Are You Expecting A White Christmas?

	<u>Yes</u> 85%	<u>No</u> 12%	<u>Don't Know</u> 4%	<u>(N)</u> 681
STATEWIDE				
Reg. Democrat	82	12	6	116
Reg. Independent	84	13	3	385
Reg. Republican	88	10	2	177
Liberal	80	14	6	123
Moderate	86	11	3	293
Conservative	86	11	4	209
1st District	80	16	4	377
2nd District	90	6	3	304
North West Central NH	95	3	2	89
Western NH	92	8	0	64
Central/Lakes	91	5	4	103
Hillsborough County	83	12	5	201
Seacoast	77	19	4	225
18 to 29	89	9	2	98
30 to 45	84	12	4	247
46 to 64	83	12	5	201
65 and over	89	9	2	106
Male	83	13	4	328
Female	86	11	3	354
High school or less	85	12	3	224
Some college	86	11	3	188
College graduate	82	13	5	170
Post-graduate	85	11	4	86
Less than \$20,000	84	14	2	58
\$20,000 to \$39,999	90	9	1	109
\$40,000 to \$59,999	89	8	3	102
\$60,000 to \$99,000	86	12	1	129
\$100,000 or more	94	6	0	55
Married	85	11	4	443
Widowed	78	19	3	41
Divorced	85	12	4	73
Never Married	83	15	2	115
Protestant	85	11	4	215
Catholic	87	9	3	257

Are You Having a Real or Artificial Tree?

	Real Tree 62%	Artif. Tree 22%	Both 2%	No Tree 12%	Don't Know 2%	(N) 681
STATEWIDE						
Reg. Democrat	60	24	2	10	4	116
Reg. Independent	62	23	1	12	2	385
Reg. Republican	63	19	2	14	2	176
Liberal	67	17	3	8	4	123
Moderate	61	26	1	11	1	293
Conservative	62	20	3	12	3	208
1st District	63	21	2	10	3	376
2nd District	60	23	1	15	1	304
North West Central NH	63	18	0	18	1	88
Western NH	72	13	0	15	0	64
Central/Lakes	58	21	1	13	7	103
Hillsborough County	57	27	2	13	2	201
Seacoast	64	22	4	8	2	225
18 to 29	69	17	0	9	4	98
30 to 45	71	18	2	7	3	247
46 to 64	59	26	3	11	1	200
65 and over	40	29	0	27	4	106
Male	61	21	2	12	3	327
Female	62	23	2	12	1	354
High school or less	52	28	0	16	4	224
Some college	60	22	2	13	3	188
College graduate	72	18	1	8	1	170
Post-graduate	67	19	8	6	1	86
Less than \$20,000	26	38	0	31	4	58
\$20,000 to \$39,999	61	23	1	15	1	109
\$40,000 to \$59,999	65	22	1	9	3	102
\$60,000 to \$99,000	76	17	3	3	1	128
\$100,000 or more	80	6	3	9	2	55
Married	64	23	3	8	2	442
Widowed	39	27	0	34	0	41
Divorced	58	16	2	17	7	74
Never Married	60	21	1	17	2	115
Protestant	64	19	3	14	0	214
Catholic	60	28	2	8	2	257

Expected Holiday Spending

	<u>More</u> 16%	<u>Less</u> 19%	<u>About the Same</u> 64%	<u>Don't Know</u> 1%	<u>(N)</u> 678
STATEWIDE					
Reg. Democrat	13	20	64	3	116
Reg. Independent	16	22	61	1	383
Reg. Republican	14	12	73	0	175
Liberal	17	19	62	3	123
Moderate	17	19	62	1	291
Conservative	14	18	68	0	209
1st District	19	20	60	1	375
2nd District	12	18	69	1	303
North West Central NH	13	21	65	1	89
Western NH	15	23	62	0	63
Central/Lakes	16	16	67	1	103
Hillsborough County	14	13	72	1	201
Seacoast	18	25	56	1	222
18 to 29	23	19	57	1	98
30 to 45	18	20	62	0	246
46 to 64	12	24	63	1	200
65 and over	11	12	77	1	106
Male	17	15	66	2	327
Female	14	24	63	0	350
High school or less	17	20	63	0	223
Some college	18	19	62	1	188
College graduate	13	20	66	1	169
Post-graduate	11	17	69	3	84
Less than \$20,000	20	23	57	0	57
\$20,000 to \$39,999	14	24	62	0	109
\$40,000 to \$59,999	13	21	65	1	102
\$60,000 to \$99,000	16	14	70	1	129
\$100,000 or more	21	14	66	0	55
Married	13	17	68	1	442
Widowed	15	21	64	0	40
Divorced	22	27	50	1	73
Never Married	22	20	57	1	113
Own home	15	18	66	1	496
Rent home	20	21	58	1	148
Protestant	15	18	67	0	214
Catholic	14	19	66	1	256