

THE WMUR GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

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NH STAYING HOME FOR CHRISTMAS

By: Andrew E. Smith, Ph.D.
Zachary S. Azem, M.A.
UNH Survey Center
603/862-2226
www.unh.edu/survey-center

DURHAM, NH – Most Granite Staters will stay at home over the holidays – either as a “staycation” or working. If they have a Christmas tree, it will likely be a real tree. And to complete the traditional New England Christmas scene, most think we will have snow at Christmas.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Five hundred and fifty-four (554) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between November 22 and November 25, 2013. The margin of sampling error for the survey is +/- 4.2 percent.

Holiday Travel Plans

Most New Hampshire residents (84%) will not go away on vacation for the holidays - 46% don't get any vacation time and 38% have vacation time but plan to stay at home. Only 14% of Granite Staters plan to go out of town on a vacation – 2% will vacation somewhere in New Hampshire, 4% in another New England state, 6% in a state outside New England, and 2% in a different country.

Households earning between \$60,000 and \$100,000 are more likely to not have any vacation time this holiday season while households earning less than \$30,000 and Connecticut Valley residents are more likely to stay at home.



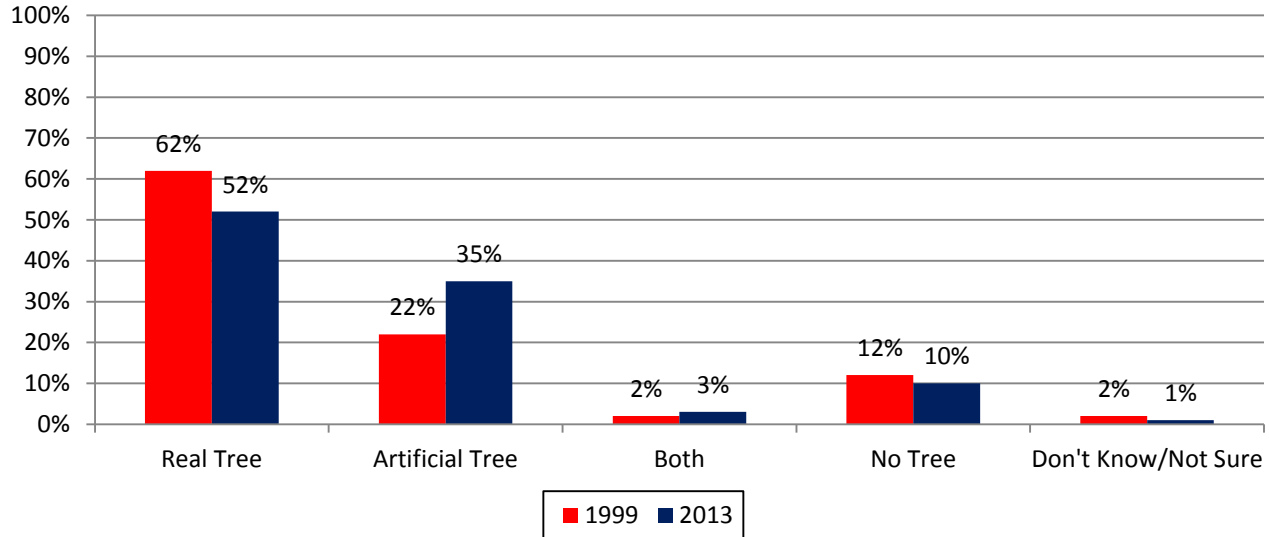
* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

Real or Artificial Christmas Tree?

Christmas tree farms are a common sight in New Hampshire, but just over half of New Hampshire households (52%) plan to have a real Christmas tree in their home this year, 35% will have an artificial tree, 3% will have both, 10% will have no tree and 1% are unsure. The percentage of households who plan to have a real Christmas tree has dropped 10 percentage points since 1999.

Households earning between \$30,000 and \$75,000, households with two or more children and residents of the North Country or Connecticut Valley are more likely to put up a real tree in their home. Households earning less than \$30,000 and residents in the Manchester Area or along the Mass Border are more likely to put up an artificial tree. Older residents (65 and over) or those who are divorced or separated are more likely to not put up a tree at all.

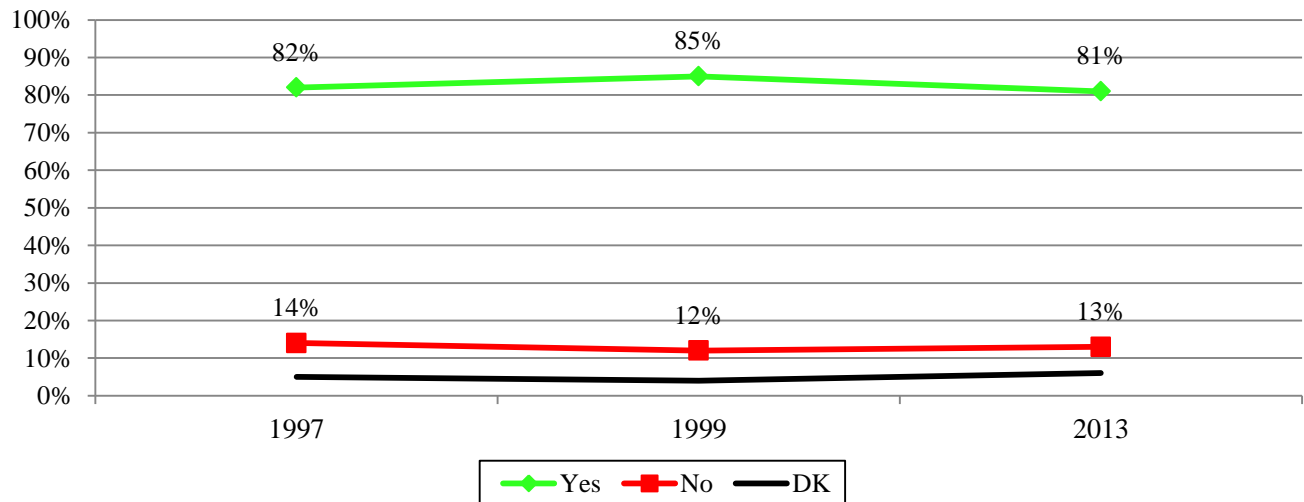
Real or Artificial Christmas Tree



White Christmas

More than four in five New Hampshire residents (81%) are expecting a white Christmas this year, 13% are not expecting a white Christmas and 6% are unsure. The percentage expecting a White Christmas in New Hampshire has been unchanged since 1997.

Expecting A White Christmas?



Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. Five hundred and fifty-four (554) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between November 22 and November 25, 2013. The margin of sampling error for the survey is +/- 4.2 percent.

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, age, and region of the state. 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.

Holiday Vacation

“Are you planning on going away on a vacation during the holidays?”

IF YES: “Where will you be going on vacation?”

	<u>Nov. '13</u>
New Hampshire	2%
Other New England State	4%
Outside of New England	6%
Other Country	2%
Stay At Home	38%
No Vacation	46%
Don't Know/Not Sure	2%
(N=)	(547)

“Are you expecting a white Christmas where you live this year?”

	<u>Nov. '97</u>	<u>Nov. '99</u>	<u>Nov. '13</u>
Yes	82%	85%	81%
No	14%	12%	13%
Don't Know	5%	4%	6%
(N)	(599)	(681)	(549)

“And are you going to put up a Christmas tree at your house this year?”

IF YES: “Will you have a real tree or an artificial tree?”

	<u>Nov. '99</u>	<u>Nov. '13</u>
Real Tree	62%	52%
Artificial Tree	22%	35%
Both	2%	3%
No Tree	12%	10%
Don't Know/Not Sure	2%	1%
(N=)	(681)	(552)

Holiday Vacation Plans

	<u>New Hampshire</u>	<u>Other New England</u>	<u>Outside of New England</u>	<u>Other Country</u>	<u>Stay At Home</u>	<u>No Vacation</u>	<u>DK</u>	<u>(N=)</u>
STATEWIDE	2%	4%	6%	2%	38%	46%	2%	547
Democrat	2%	3%	7%	2%	38%	47%	1%	197
Independent	0%	3%	4%	2%	37%	51%	4%	148
Republican	4%	3%	11%	1%	34%	45%	1%	157
Less than \$30K	2%	2%	2%	0%	59%	35%	0%	48
\$30K to \$60K	0%	1%	4%	7%	43%	44%	0%	72
\$60K to \$75K	2%	3%	2%	0%	28%	65%	0%	48
\$75K to \$100K	0%	2%	7%	2%	25%	60%	3%	63
\$100K or more	1%	5%	13%	7%	28%	42%	4%	89
No Children	1%	2%	7%	1%	39%	47%	3%	331
One Child	3%	9%	6%	3%	34%	45%	0%	86
Two or More Children	0%	5%	5%	7%	39%	42%	1%	113
Married	2%	3%	7%	3%	35%	48%	3%	314
Divorced/separated	2%	3%	6%	0%	40%	49%	1%	102
Never married	0%	7%	7%	2%	44%	38%	1%	119
10 yrs. or less in NH	0%	7%	11%	8%	29%	40%	5%	76
11 to 20 years	0%	8%	8%	4%	41%	36%	3%	112
More than 20 years	3%	2%	5%	1%	39%	49%	1%	342
18 to 34	0%	6%	8%	6%	34%	45%	2%	140
35 to 49	1%	4%	5%	1%	34%	52%	3%	147
50 to 64	3%	2%	5%	1%	42%	46%	2%	139
65 and over	3%	3%	11%	2%	45%	35%	1%	97
Male	2%	5%	6%	2%	37%	47%	1%	269
Female	2%	2%	7%	3%	39%	45%	3%	279
High school or less	1%	3%	1%	0%	48%	46%	1%	122
Some college	1%	4%	9%	5%	34%	47%	1%	151
College graduate	3%	4%	7%	2%	35%	47%	2%	172
Post-graduate	2%	4%	11%	3%	37%	40%	5%	91
Attend services 1 or more/week	1%	5%	4%	6%	43%	38%	3%	105
1-2 times a month	3%	4%	8%	2%	34%	45%	4%	53
Less often	2%	3%	8%	2%	32%	51%	2%	179
Never	2%	4%	6%	2%	41%	46%	0%	185
North Country	4%	7%	1%	12%	18%	56%	1%	38
Central / Lakes	1%	4%	11%	0%	36%	45%	3%	86
Connecticut Valley	1%	0%	5%	1%	54%	38%	0%	84
Mass Border	2%	6%	8%	3%	35%	44%	1%	165
Seacoast	1%	1%	8%	2%	33%	52%	3%	94
Manchester Area	1%	2%	1%	1%	46%	46%	3%	80
First Cong. Dist.	3%	3%	7%	2%	34%	48%	3%	260
Second Cong. Dist.	0%	4%	7%	3%	41%	43%	1%	284

Expecting a White Christmas?

	<u>Yes</u> 81%	<u>No</u> 13%	<u>DK</u> 6%	<u>(N=)</u> 549
STATEWIDE				
Democrat	86%	11%	4%	198
Independent	74%	13%	14%	148
Republican	81%	16%	4%	159
Less than \$30K	87%	9%	4%	47
\$30K to \$60K	86%	10%	4%	72
\$60K to \$75K	79%	16%	4%	48
\$75K to \$100K	77%	16%	8%	64
\$100K or more	82%	14%	4%	89
No Children	79%	14%	7%	335
One Child	87%	10%	4%	86
Two or More Children	84%	11%	5%	113
Married	82%	13%	5%	317
Divorced/separated	79%	12%	9%	102
Never married	80%	13%	7%	119
10 yrs. or less in NH	83%	13%	4%	77
11 to 20 years	80%	13%	7%	112
More than 20 years	82%	11%	7%	343
18 to 34	80%	17%	3%	140
35 to 49	84%	6%	10%	146
50 to 64	82%	13%	4%	140
65 and over	81%	12%	7%	98
Male	81%	12%	8%	270
Female	82%	13%	5%	279
High school or less	81%	13%	6%	122
Some college	84%	7%	9%	151
College graduate	75%	21%	4%	177
Post-graduate	86%	7%	7%	89
Attend services 1 or more/week	85%	8%	7%	105
1-2 times a month	90%	10%	0%	55
Less often	81%	9%	9%	179
Never	77%	19%	3%	185
North Country	86%	6%	8%	40
Central / Lakes	88%	7%	5%	86
Connecticut Valley	89%	3%	8%	83
Mass Border	77%	18%	5%	165
Seacoast	73%	17%	10%	94
Manchester Area	83%	14%	3%	81
First Cong. Dist.	79%	14%	8%	263
Second Cong. Dist.	83%	12%	5%	282

Real or Artificial Christmas Tree?

	<u>Real Tree</u>	<u>Artificial Tree</u>	<u>Both</u>	<u>No Tree</u>	<u>DK</u>	<u>(N=)</u>
STATEWIDE	52%	35%	3%	10%	1%	552
Democrat	55%	31%	2%	11%	1%	198
Independent	56%	33%	3%	5%	3%	150
Republican	45%	39%	3%	12%	0%	159
Less than \$30K	21%	63%	0%	14%	1%	48
\$30K to \$60K	67%	14%	3%	11%	4%	72
\$60K to \$75K	67%	24%	2%	7%	0%	48
\$75K to \$100K	61%	29%	4%	6%	0%	64
\$100K or more	47%	38%	4%	11%	0%	89
No Children	47%	34%	3%	15%	1%	335
One Child	51%	45%	1%	2%	2%	86
Two or More Children	63%	31%	4%	1%	1%	114
Married	55%	35%	4%	5%	1%	319
Divorced/separated	39%	37%	1%	22%	1%	103
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35 to 49	60%	31%	3%	4%	2%	148
50 to 64	45%	40%	3%	12%	1%	140
65 and over	39%	35%	2%	23%	1%	99
Male	53%	35%	2%	10%	1%	272
Female	50%	35%	3%	9%	2%	280
High school or less	38%	48%	2%	10%	2%	122
Some college	53%	36%	1%	8%	2%	151
College graduate	56%	28%	6%	10%	1%	177
Post-graduate	56%	31%	3%	9%	1%	91
Attend services 1 or more/week	54%	27%	4%	13%	2%	106
1-2 times a month	47%	41%	1%	11%	0%	55
Less often	53%	38%	4%	4%	2%	179
Never	50%	35%	1%	12%	1%	185
North Country	66%	14%	5%	13%	2%	40
Central / Lakes	48%	33%	5%	10%	4%	87
Connecticut Valley	71%	16%	3%	10%	0%	85
Mass Border	43%	45%	2%	10%	0%	166
Seacoast	59%	33%	0%	7%	0%	94
Manchester Area	37%	49%	3%	8%	3%	81
First Cong. Dist.	49%	39%	3%	8%	1%	263
Second Cong. Dist.	55%	31%	3%	10%	1%	286