

WESTERN NEW ENGLAND UNIVERSITY POLLING INSTITUTE

Massachusetts Statewide
Telephone Survey

Economy & Holiday Spending

November 5-11, 2013

TABLES

First, as the holiday season approaches, do you plan to spend more, the same amount, or less money on gifts than you spent last year?

		Plans for Spending in the Upcoming Holiday Season				
		More	Same amount	Less	Don't know/ Refused (Vol.)	N*
Nov. 5 – 11, 2013	Adults	16%	52%	27%	5%	517
	Registered voters	15%	54%	27%	4%	467
Party Identification **	Democrat	18%	52%	28%	2%	173
	Republican	16%	56%	25%	3%	64
	Independent	11%	56%	29%	5%	222
Gender	Male	16%	52%	24%	8%	244
	Female	16%	52%	29%	3%	273
Age	18-34	32%	43%	19%	6%	53
	35-49	11%	56%	29%	3%	112
	50-64	13%	51%	27%	9%	177
	65 and older	6%	61%	31%	2%	162
Education	High school or less	16%	52%	23%	8%	103
	Some college	25%	41%	33%	1%	113
	College graduate	12%	58%	25%	5%	295
Household income	Under \$35,000	16%	42%	36%	6%	87
	\$35,000 to \$69,999	12%	49%	37%	2%	112
	\$70,000 to \$99,999	23%	49%	26%	3%	99
	\$100,000 or more	19%	60%	16%	5%	146
Region	Western MA	15%	47%	33%	6%	108
	Central MA	12%	64%	22%	1%	58
	North / South Shore	17%	50%	29%	4%	148
	Boston and suburbs	15%	54%	25%	7%	198
Oct. 18 – 22, 2009	Adults	2%	50%	47%	1%	522
Nov. 6 – 13, 2008	Adults	4%	34%	60%	2%	602

**Subsamples are unweighted N's, and consist of all adults with the exception of the categories for party identification, which include only registered voters. Row percentages may not sum to 100 percent due to rounding.*

*** Party identification was measured with the following question: "In politics today, do you consider yourself a Democrat, Republican, Independent or something else?"*

First, as the holiday season approaches, do you plan to spend more, the same amount, or less money on gifts than you spent last year?

Holiday Spending Plans Broken Down By Perceptions of the National Economy		More	Same amount	Less	Don't know/ Refused (Vol.)	N*
Nov. 5 – 11, 2013	Adults	16%	52%	27%	5%	517
Perceptions of the national economy	Very good / Fairly good	17%	61%	17%	5%	201
	Very bad / Fairly bad	16%	46%	32%	5%	309

**Subsamples are unweighted N's, and consist of all adults with the exception of the categories for party identification, which include only registered voters. Row percentages may not sum to 100 percent due to rounding.*

Next, we would like to ask you a few questions about the economy. How would you rate the condition of the national economy these days? Is it very good, fairly good, fairly bad, or very bad?

		Condition of the National Economy					
		Very good	Fairly good	Fairly bad	Very bad	Don't know/Refused (Vol.)	N*
Nov. 5 – 11, 2013	Adults	2%	38%	37%	22%	1%	517
	Registered voters	1%	39%	37%	21%	1%	467
Party identification	Democrat	1%	58%	28%	13%	1%	173
	Republican	1%	23%	46%	30%	0%	64
	Independent	2%	31%	43%	23%	0%	222
Gender	Male	3%	39%	38%	19%	1%	244
	Female	2%	36%	36%	25%	1%	273
Age	18-34	4%	31%	46%	19%	1%	53
	35-49	4%	47%	30%	19%	0%	112
	50-64	1%	42%	34%	23%	1%	177
	65 and older	2%	34%	29%	32%	2%	162
Education	High school or less	5%	29%	38%	27%	1%	103
	Some college	1%	26%	38%	35%	1%	113
	College graduate	2%	47%	36%	14%	1%	295
Household income	Under \$35,000	5%	31%	26%	37%	1%	87
	\$35,000 to \$69,999	2%	31%	49%	16%	1%	112
	\$70,000 to \$99,999	0%	33%	38%	27%	1%	99
	\$100,000 or more	4%	46%	33%	17%	0%	146
Region	Western MA	1%	35%	37%	27%	1%	108
	Central MA	0%	28%	43%	28%	1%	58
	North / South Shore	4%	33%	41%	22%	0%	148
	Boston and suburbs	3%	44%	33%	20%	1%	198
March 6 – 10, 2011	Adults	1%	19%	46%	33%	1%	515
Oct. 18 – 22, 2009	Adults	1%	11%	44%	44%	1%	522
Nov. 6 – 13, 2008	Adults	0%	4%	26%	69%	1%	602

**Subsamples are unweighted N's, and consist of all adults with the exception of the categories for party identification, which include only registered voters. Row percentages may not sum to 100 percent due to rounding.*

Do you expect our national economy to get better, get worse, or stay about the same within the next 12 months?

		Outlook for the National Economy Within the Next 12 Months				
		Get better	Get worse	Stay about the same	Don't know/ Refused (Vol.)	N*
Nov. 5 – 11, 2013	Adults	35%	17%	46%	2%	517
	Registered voters	34%	17%	47%	2%	467
Party identification	Democrat	46%	7%	45%	2%	173
	Republican	17%	32%	49%	2%	64
	Independent	29%	21%	48%	1%	222
Gender	Male	36%	16%	47%	1%	244
	Female	34%	18%	45%	3%	273
Age	18-34	39%	13%	48%	1%	53
	35-49	28%	19%	53%	0%	112
	50-64	43%	19%	36%	2%	177
	65 and older	33%	18%	44%	5%	162
Education	High school or less	34%	14%	50%	2%	103
	Some college	30%	19%	49%	2%	113
	College graduate	38%	18%	43%	1%	295
Household income	Under \$35,000	36%	25%	38%	1%	87
	\$35,000 to \$69,999	33%	14%	50%	4%	112
	\$70,000 to \$99,999	35%	24%	40%	2%	99
	\$100,000 or more	39%	16%	45%	1%	146
Region	Western MA	25%	17%	57%	1%	108
	Central MA	31%	23%	44%	1%	58
	North / South Shore	33%	21%	44%	2%	148
	Boston and suburbs	40%	13%	45%	2%	198
March 6 – 10, 2011	Adults	35%	19%	45%	1%	515
Oct. 18 – 22, 2009	Adults	45%	18%	37%	1%	522
Feb. 2 – 11, 2009	Adults	32%	39%	25%	4%	569
Nov. 6 – 13, 2008	Adults	39%	26%	33%	2%	602

**Subsamples are unweighted N's, and consist of all adults with the exception of the categories for party identification, which include only registered voters. Row percentages may not sum to 100 percent due to rounding.*

Do you expect your personal financial position to get better, get worse, or stay about the same within the next 12 months?

		Outlook for Personal Financial Position Within the Next 12 Months				
		Get better	Get worse	Stay about the same	Don't know/ Refused (Vol.)	N*
Nov. 5 – 11, 2013	Adults	25%	14%	60%	1%	517
	Registered voters	25%	10%	64%	1%	467
Party identification	Democrat	30%	7%	63%	1%	173
	Republican	20%	21%	59%	0%	64
	Independent	20%	10%	69%	1%	222
Gender	Male	33%	12%	54%	1%	244
	Female	18%	16%	66%	0%	273
Age	18-34	34%	25%	39%	1%	53
	35-49	30%	5%	65%	0%	112
	50-64	25%	11%	64%	0%	177
	65 and older	6%	12%	81%	1%	162
Education	High school or less	29%	13%	58%	0%	103
	Some college	17%	30%	51%	2%	113
	College graduate	28%	7%	65%	0%	295
Household income	Under \$35,000	27%	17%	57%	0%	87
	\$35,000 to \$69,999	26%	10%	63%	1%	112
	\$70,000 to \$99,999	18%	17%	65%	0%	99
	\$100,000 or more	31%	10%	59%	0%	146
Region	Western MA	27%	13%	57%	3%	108
	Central MA	23%	7%	70%	0%	58
	North / South Shore	32%	15%	53%	0%	148
	Boston and suburbs	20%	14%	65%	0%	198
March 6 – 10, 2011	Adults	30%	12%	56%	2%	515
Oct. 18 – 22, 2009	Adults	30%	10%	59%	1%	522
Feb. 2 – 11, 2009	Adults	22%	21%	55%	2%	569
Nov. 6 – 13, 2008	Adults	28%	15%	56%	2%	602

**Subsamples are unweighted N's, and consist of all adults with the exception of the categories for party identification, which include only registered voters. Row percentages may not sum to 100 percent due to rounding.*

Which of these best describes your opinion? The economy is recovering. The economy is not yet recovering but will recover soon. It will be a long time before the economy recovers.

		Characterization of the Economy				
		Economy is recovering	Not yet recovering but will recover soon	It will be a long time before the economy recovers	Don't know/Refused (Vol.)	N*
Nov. 5 – 11, 2013	Adults	30%	26%	43%	1%	517
	Registered voters	33%	24%	42%	1%	467
Party Identification	Democrat	49%	24%	27%	1%	173
	Republican	14%	16%	70%	0%	64
	Independent	25%	28%	47%	1%	222
Gender	Male	33%	26%	41%	1%	244
	Female	28%	26%	45%	1%	273
Age	18-34	23%	33%	44%	1%	53
	35-49	34%	23%	42%	1%	112
	50-64	37%	26%	37%	1%	177
	65 and older	29%	21%	49%	2%	162
Education	High school or less	14%	25%	61%	0%	103
	Some college	13%	35%	51%	1%	113
	College graduate	45%	22%	32%	1%	295
Household income	Under \$35,000	13%	28%	56%	3%	87
	\$35,000 to \$69,999	26%	23%	51%	0%	112
	\$70,000 to \$99,999	24%	36%	39%	1%	99
	\$100,000 or more	46%	20%	34%	0%	146
Region	Western MA	30%	19%	50%	2%	108
	Central MA	23%	31%	44%	1%	58
	North / South Shore	28%	26%	45%	1%	148
	Boston and suburbs	34%	25%	40%	1%	198
July 17 – 21, 2013	Pew Research Center National Survey	28%	26%	44%	2%	1,480 adults

**Subsamples are unweighted N's, and consist of all adults with the exception of the categories for party identification, which include only registered voters. Row percentages may not sum to 100 percent due to rounding.*

METHODOLOGY

The Western New England University Polling Institute survey consists of telephone interviews with 517 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing Nov. 5-11, 2013. The sample yielded 467 adults who said they are registered to vote in Massachusetts. Unless otherwise noted, the figures in this release are based on the statewide sample of all adults.

Paid interviewers at The Polling Institute dialed household telephone numbers, known as “landline numbers,” and cell phone numbers using random samples obtained from Survey Sampling International of Shelton, CT. In order to draw a representative sample from the landline numbers, interviewers first asked for the youngest male age 18 or older who was home at the time of the call, and if no adult male was present, the youngest female age 18 or older who was at home at the time of the call. Interviewers dialing cell phone numbers interviewed the respondent who answered the cell phone after confirming three things: (1) that the respondent was in a safe setting to complete the survey; (2) that the respondent was an adult age 18 or older; and (3) that the respondent was a resident of Massachusetts. The landline and cell phone data were combined and weighted to reflect the adult population of Massachusetts by gender, race, age, and county of residence using U.S. Census estimates for Massachusetts. The data also were weighted to adjust for cell phone and landline usage based on state-level estimates for Massachusetts from the National Center for Health Statistics.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for a sample of 517 adults is +/- 4.3 percent at a 95 percent confidence interval. Thus if 50 percent of adults said they expect the national economy to stay about the same within the next 12 months, one would be 95 percent sure that the true figure would be between 45.7 percent and 54.3 percent (50 percent +/- 4.3 percent) had all Massachusetts adults been interviewed, rather than just a sample. The margin of sampling error for the sample of 467 registered voters is +/- 4.5 percent at a 95 percent confidence interval. Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

Established in 2005, the Western New England University Polling Institute conducts research on issues of importance to Massachusetts and the region. The Institute provides the University’s faculty and students with opportunities to participate in public opinion research. Additional information about the Polling Institute is available at www1.wne.edu/pollinginst.