

**WESTERN NEW ENGLAND COLLEGE POLLING INSTITUTE**  
**October 18-22, 2009**

**TABLES**

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	N*
Oct. 2009	All adults	1%	11%	44%	44%	1%	522
Gender	Male	1%	13%	43%	42%	1%	231
	Female	1%	10%	44%	44%	0%	291
Age	18-29	**	**	**	**	**	**
	30-49	1%	9%	52%	38%	1%	186
	50-64	1%	12%	43%	43%	1%	172
	65 and older	1%	18%	33%	47%	1%	118
Education	High school or less	0%	15%	24%	60%	1%	117
	Some college	2%	8%	38%	52%	1%	127
	College graduate	0%	11%	57%	31%	1%	275
Household income	Under \$35,000	1%	14%	29%	55%	1%	91
	\$35,000 to \$69,999	1%	12%	41%	46%	1%	137
	\$70,000 to \$99,999	0%	8%	44%	47%	2%	105
	\$100,000 or more	1%	10%	58%	31%	0%	131
Party registration	Republican	3%	5%	42%	46%	3%	63
	Democrat	1%	14%	50%	35%	1%	158
	Independent / Unenrolled	0%	11%	44%	45%	0%	235
Region	Western MA	1%	12%	45%	41%	1%	92
	Central MA	1%	9%	35%	54%	0%	77
	North / South Shore	1%	12%	41%	45%	1%	148
	Boston and suburbs	0%	11%	48%	40%	1%	205
Nov. 2008	All adults	0%	4%	26%	69%	1%	602

*\*Subsamples are unweighted N's. Row percentages may not sum to 100 percent due to rounding.*

*\*\*Subgroup contains fewer than 50 respondents.*

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 Over the Next 12 Months						
		Get better	Get worse	Stay about the same	Don't know/Refused	N*
Oct. 2009	All adults	45%	18%	37%	1%	522
Gender	Male	45%	16%	38%	1%	231
	Female	44%	19%	35%	1%	291
Age	18-29	**	**	**	**	**
	30-49	48%	15%	36%	0%	186
	50-64	44%	17%	38%	1%	172
	65 and older	49%	14%	32%	5%	118
Education	High school or less	35%	19%	44%	2%	117
	Some college	35%	27%	36%	2%	127
	College graduate	54%	12%	33%	0%	275
Household income	Under \$35,000	36%	20%	40%	3%	91
	\$35,000 to \$69,999	38%	23%	38%	1%	137
	\$70,000 to \$99,999	46%	15%	37%	2%	105
	\$100,000 or more	58%	10%	33%	0%	131
Party registration	Republican	28%	23%	47%	2%	63
	Democrat	54%	14%	31%	1%	158
	Independent / Unenrolled	43%	20%	37%	1%	235
Region	Western MA	47%	16%	36%	1%	92
	Central MA	33%	39%	26%	1%	77
	North / South Shore	42%	14%	43%	1%	148
	Boston and suburbs	49%	12%	37%	2%	205
Feb. 2009	All adults	32%	39%	25%	4%	569
Nov. 2008	All adults	39%	26%	33%	2%	602

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\*\*Subgroup contains fewer than 50 respondents.

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 Over the Next 12 Months						
		Get better	Get worse	Stay about the same	Don't know/ Refused	N*
Oct. 2009	All adults	30%	10%	59%	1%	522
Gender	Male	33%	11%	56%	0%	231
	Female	28%	9%	61%	1%	291
Age	18-29	**	**	**	**	**
	30-49	34%	9%	56%	0%	186
	50-64	24%	14%	62%	0%	172
	65 and older	18%	11%	68%	2%	118
Education	High school or less	34%	12%	54%	1%	117
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Party registration	Republican	29%	12%	59%	0%	63
	Democrat	31%	10%	58%	1%	158
	Independent / Unenrolled	28%	10%	62%	0%	235
Region	Western MA	30%	14%	55%	2%	92
	Central MA	28%	9%	62%	0%	77
	North / South Shore	30%	10%	60%	1%	148
	Boston and suburbs	32%	8%	59%	0%	205
Feb. 2009	All adults	22%	21%	55%	2%	569
Nov. 2008	All adults	28%	15%	56%	2%	602

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\*\*Subgroup contains fewer than 50 respondents.

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	N*
Oct. 2009	All adults	2%	50%	47%	1%	522
Gender	Male	1%	56%	41%	2%	231
	Female	3%	44%	53%	0%	291
Age	18-29	**	**	**	**	**
	30-49	3%	50%	46%	1%	186
	50-64	2%	48%	50%	1%	172
	65 and older	2%	56%	40%	1%	118
Education	High school or less	2%	52%	43%	2%	117
	Some college	1%	43%	56%	1%	127
	College graduate	3%	52%	44%	2%	275
Household income	Under \$35,000	1%	30%	68%	1%	91
	\$35,000 to \$69,999	1%	47%	50%	2%	137
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Party registration	Republican	0%	48%	52%	0%	63
	Democrat	5%	47%	47%	1%	158
	Independent / Unenrolled	2%	55%	42%	1%	235
Region	Western MA	4%	42%	52%	2%	92
	Central MA	1%	65%	34%	0%	77
	North / South Shore	1%	50%	48%	2%	148
	Boston and suburbs	3%	47%	50%	1%	205
Nov. 2008	All adults	4%	34%	60%	2%	602

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\*\*Subgroup contains fewer than 50 respondents.

## METHODOLOGY

The Western New England College Polling Institute conducted telephone interviews with 522 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing October 18-22. The sample yielded 468 adults who said they were registered to vote in Massachusetts. Unless otherwise noted, most of the figures in this release are based on the statewide sample of all adults. The data were weighted to reflect the adult population of Massachusetts by gender, race and age. Complete results of the poll are available online at [www.wnec.edu/news](http://www.wnec.edu/news).

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 522 adults is +/- 4 percent, at a 95 percent confidence interval. Thus if 50 percent of adults said they expected the national economy to get better over the next 12 months, one would be 95 percent sure that the true figure would be between 46 percent and 54 percent (50 percent +/- 4 percent) had all Massachusetts adults been interviewed, rather than just a sample. The sampling error for the sample of 468 registered voters is +/- 4.5 percent. 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 College Polling Institute conducts research on issues of importance to Massachusetts residents and communities. The Institute provides the College's faculty and students with valuable opportunities to participate in public opinion research.