

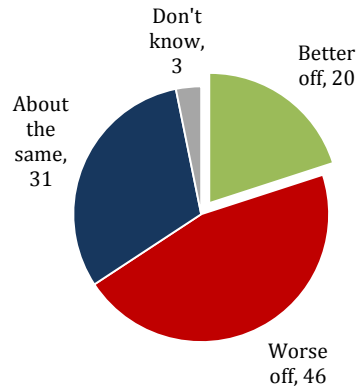
Bay State Residents Pessimistic about Next Generation's Prospects

September 30, 2010

Few believe the next generation will be better off financially than their parents

If a key component of the American Dream is the belief that the next generation will be better off than we are, that Dream is slipping away for many Massachusetts residents, according to a new MassINC Polling Group statewide telephone poll. Just 20 percent of Massachusetts residents believe the next generation will be better off financially, while 46 percent say they will be worse off and 31 percent say about the same (Figure 1). This doubt is a product of a host of economic anxieties, both about the state economy as well as family finances. Six in ten (61%) residents rate the Massachusetts economy as somewhat or very bad and less than half (41%) see any improvement coming in the next year. Residents also cite the economy most frequently as the most important issue facing the state. Nearly half (45%) of all respondents cite the economy as the most important issue facing the state with taxes a distant second at 15 percent. On a personal level, one in three respondents rate their own family finances as somewhat or very bad.

Fig 1. Doubts about next generation's financial prospects (%)

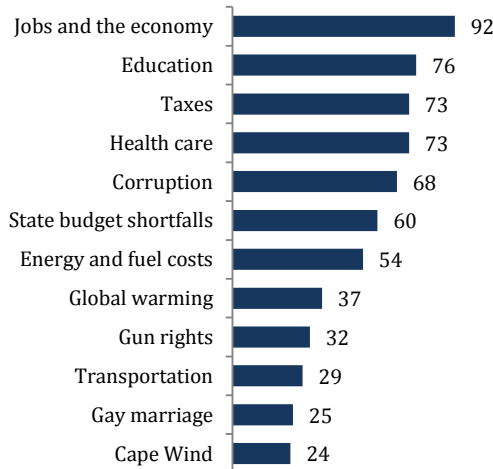


"Looking ahead, do you think the next generation will be financially better off when they are your age, financially worse off, or about the same?"

Economic anxieties play starring role in gubernatorial election

These anxieties will have consequences in the upcoming gubernatorial election. The economy tops all other issues in terms of its importance in the election, with 92 percent of registered voters calling it "very important" in deciding who to support (Figure 2). While there is consensus across party lines that the economy is an important issue, and that the Massachusetts economy is not in good shape, there is little agreement beyond that. Democrats see economic improvements coming in the next year (59%), while Republicans (30%) and Independents (31%) do not.

Fig 2. Economy and jobs most important issues in Governor race
 (% saying "very important")



"As you think about the elections for Governor this November, how important are each of the following issues to you in determining who you will support?"

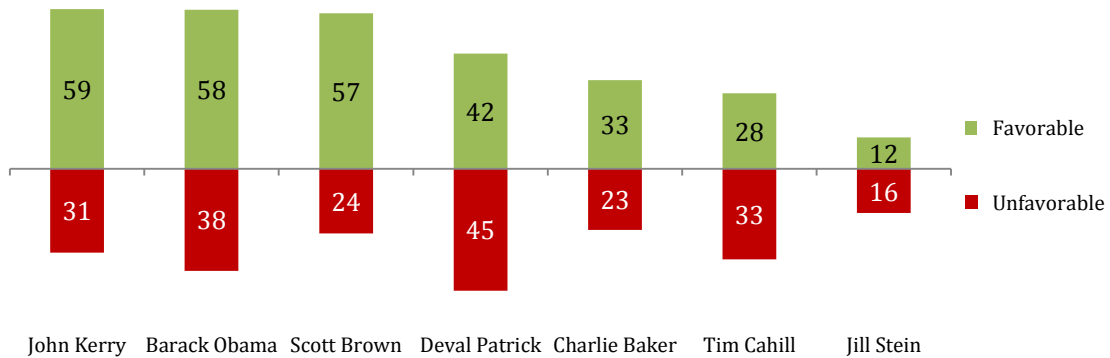
While Democrats are about evenly split on whether the next generation will do better (28%) or worse financially (32%), both Republicans (52% worse) and Independents (53% worse) are decidedly pessimistic.

Economic pessimism and fear about the state's economic future are motivating factors to many of Charlie Baker's supporters. Baker leads Patrick 45-28 among those who see the Massachusetts economy as somewhat or very bad, while Patrick leads 56-16 among those who call the economy good. Among those pessimistic about the next generation's prospects, Baker leads 47-29, while Patrick leads 53-20 among those who see brighter days for the next generation.

Senator Scott Brown seen favorably, especially by economic doubters

Senator Scott Brown is viewed favorably by 57 percent of Massachusetts residents, sharing the top three spots with President Obama and Senator Kerry for the most favorable ratings. He also holds lower negative ratings than either of the other two (Figure 3). Brown is seen especially favorably by voters with anxieties about the state’s economic future. Among those who think the Massachusetts economy will worsen in the next year, 78 percent view Senator Brown favorably, the highest among any of the leaders mentioned in this survey. He is also rated highest by those that think their children will do worse financially, with 64 percent giving him favorable marks.

Fig 3. Kerry, Obama, Brown seen most favorably by Massachusetts residents (%)



Percent with favorable or unfavorable view of each. Remaining respondents were unfamiliar with each or had no opinion

About the Poll

These results are based on a statewide poll of 400 Massachusetts residents, conducted September 22-25, 2010. Live telephone interviews were conducted via both landline and cell phone. The margin of sampling error is +/- 4.9 percent with a 95 percent level of confidence.

Selected Results

		How would you rate the economy in the state of Massachusetts right now? Would you rate is as...					Don't Know / Ref
		Count*	Very good	Somewhat good	Somewhat bad	Very bad	
OVERALL	Overall	400	2%	36%	41%	19%	1%
	Registered Voters	339	1%	36%	42%	20%	1%
	Likely Voters	314	1%	35%	43%	19%	1%
PARTY ID	Democrat	130	1%	46%	36%	17%	0%
	Republican	44	2%	30%	45%	23%	0%
	Independent	183	2%	30%	44%	23%	1%
VOTER PREFERENCE (WITH LEANERS)	Deval Patrick	142	1%	54%	34%	10%	1%
	Charlie Baker	110	1%	17%	52%	30%	0%
	Tim Cahill	37	2%	29%	46%	22%	0%
	Jill Stein**	10	x	x	x	x	x
	Undec / Other	40	0%	38%	35%	20%	7%
GENDER	Male	174	1%	38%	43%	18%	0%
	Female	226	3%	36%	40%	20%	2%
AGE CATEGORIES	18 to 29	51	1%	46%	40%	11%	1%
	30 to 44	87	2%	24%	51%	24%	0%
	45 to 59	134	1%	37%	43%	19%	0%
	60+	116	3%	41%	34%	20%	1%
RACE	White / Caucasian	310	1%	35%	44%	19%	1%
	All others	79	5%	41%	30%	21%	4%
POLITICAL IDEOLOGY	Liberal	128	2%	52%	33%	12%	1%
	Moderate	118	2%	31%	49%	18%	1%
	Conservative	138	2%	27%	42%	28%	0%
INCOME RANGES	Less than \$25k	46	0%	44%	32%	23%	0%
	\$25-\$75k	123	3%	34%	38%	25%	2%
	\$75-\$150k	101	1%	37%	49%	13%	0%
	More than \$150k	33	0%	32%	60%	9%	0%
PARENTS	Have children	280	2%	33%	44%	20%	1%
	Do not have children	118	2%	43%	36%	17%	2%
CHILDREN BETTER OFF?	Better off	84	4%	42%	40%	14%	1%
	Worse off	177	1%	27%	46%	26%	0%
	About the same	122	2%	48%	36%	12%	2%

* The "Count" column shows the unweighted sample size for each group.

** Not shown due to small sample size.

		Count	Get better	Get worse	Stay the same	Don't Know / Ref
Over the next year, do you think the economy in Massachusetts will...						
OVERALL	Overall	400	41%	12%	42%	5%
	Registered Voters	339	38%	13%	45%	4%
	Likely Voters	314	39%	13%	45%	4%
	Democrat	130	59%	4%	34%	3%
	Republican	44	30%	13%	46%	11%
PARTY ID	Independent	183	31%	16%	48%	5%
	Deval Patrick	142	61%	2%	34%	3%
	Charlie Baker	110	18%	27%	52%	3%
	Tim Cahill	37	27%	9%	60%	4%
VOTER PREFERENCE (WITH LEANERS)	Jill Stein	10	x	x	x	x
	Undec / Other	40	37%	15%	37%	12%
	Male	174	41%	14%	38%	7%
GENDER	Female	226	40%	10%	46%	4%
	18 to 29	51	44%	7%	46%	2%
	30 to 44	87	36%	13%	44%	7%
	45 to 59	134	39%	12%	44%	5%
AGE CATEGORIES	60+	116	47%	13%	35%	5%
	White / Caucasian	310	39%	12%	45%	5%
RACE	All others	79	54%	8%	30%	8%
	Liberal	128	54%	5%	39%	3%
POLITICAL IDEOLOGY	Moderate	118	38%	10%	49%	4%
	Conservative	138	32%	19%	43%	6%
	Less than \$25k	46	37%	5%	53%	5%
	\$25-\$75k	123	36%	17%	44%	3%
	\$75-\$150k	101	44%	11%	41%	4%
INCOME RANGES	More than \$150k	33	59%	5%	36%	0%
	Have children	280	41%	13%	40%	5%
PARENTS	Do not have children	118	40%	10%	46%	4%
	Better off	84	57%	2%	36%	5%
CHILDREN BETTER OFF?	Worse off	177	28%	24%	42%	6%
	About the same	122	49%	1%	48%	2%

How would you rate your own family's personal financial situation right now? Would you rate is as ...		Count	Very good	Somewhat good	Somewhat bad	Very bad	Don't Know / Ref
OVERALL	Overall	400	14%	52%	26%	7%	2%
	Registered Voters	339	15%	52%	26%	6%	2%
	Likely Voters	314	16%	52%	25%	6%	2%
PARTY ID	Democrat	130	17%	54%	22%	7%	0%
	Republican	44	22%	57%	15%	3%	2%
	Independent	183	11%	50%	30%	7%	2%
VOTER PREFERENCE (WITH LEANERS)	Deval Patrick	142	20%	55%	20%	5%	0%
	Charlie Baker	110	13%	51%	29%	4%	2%
	Tim Cahill	37	18%	43%	32%	4%	3%
	Jill Stein	10	x	x	x	x	x
	Undec / Other	40	4%	61%	24%	8%	4%
GENDER	Male	174	15%	48%	27%	9%	1%
	Female	226	13%	55%	24%	5%	3%
	18 to 29	51	12%	51%	27%	8%	1%
AGE CATEGORIES	30 to 44	87	14%	45%	29%	10%	2%
	45 to 59	134	17%	54%	23%	4%	2%
	60+	116	14%	57%	25%	4%	1%
	White / Caucasian	310	15%	52%	26%	6%	1%
RACE	All others	79	10%	51%	24%	13%	3%
POLITICAL IDEOLOGY	Liberal	128	19%	53%	21%	6%	0%
	Moderate	118	15%	54%	25%	6%	0%
	Conservative	138	9%	50%	30%	9%	3%
INCOME RANGES	Less than \$25k	46	9%	31%	40%	21%	0%
	\$25-\$75k	123	7%	51%	34%	7%	1%
	\$75-\$150k	101	23%	55%	18%	3%	0%
	More than \$150k	33	37%	54%	6%	3%	0%
PARENTS	Have children	280	13%	50%	27%	7%	2%
	Do not have children	118	15%	55%	23%	6%	1%
CHILDREN BETTER OFF?	Better off	84	11%	52%	21%	16%	1%
	Worse off	177	16%	47%	30%	6%	2%
	About the same	122	13%	59%	24%	3%	1%

Looking ahead, do you think the next generation will be financially better off when they are your age, financially worse off, or about the same?		Count	Better off	Worse off	About the same	Don't Know / Ref
OVERALL	Overall	400	20%	46%	31%	4%
	Registered Voters	339	17%	48%	31%	3%
	Likely Voters	314	15%	50%	31%	3%
PARTY ID	Democrat	130	28%	32%	38%	2%
	Republican	44	15%	52%	32%	1%
	Independent	183	17%	53%	26%	4%
VOTER PREFERENCE (WITH LEANERS)	Deval Patrick	142	23%	36%	39%	2%
	Charlie Baker	110	10%	67%	20%	3%
	Tim Cahill	37	15%	38%	43%	4%
	Jill Stein	10	x	x	x	x
	Undec / Other	40	19%	43%	29%	9%
GENDER	Male	174	17%	49%	32%	3%
	Female	226	23%	43%	30%	4%
AGE CATEGORIES	18 to 29	51	21%	44%	34%	0%
	30 to 44	87	25%	44%	27%	4%
	45 to 59	134	19%	47%	30%	4%
	60+	116	16%	45%	35%	5%
RACE	White / Caucasian	310	15%	49%	32%	3%
	All others	79	45%	26%	23%	6%
POLITICAL IDEOLOGY	Liberal	128	23%	36%	36%	5%
	Moderate	118	15%	48%	36%	0%
	Conservative	138	22%	51%	24%	3%
INCOME RANGES	Less than \$25k	46	34%	39%	23%	4%
	\$25-\$75k	123	16%	48%	34%	2%
	\$75-\$150k	101	16%	45%	38%	1%
	More than \$150k	33	18%	54%	28%	0%
PARENTS	Have children	280	22%	46%	27%	4%
	Do not have children	118	15%	46%	38%	2%
CHILDREN BETTER OFF?	Better off	84	100%	0%	0%	0%
	Worse off	177	0%	100%	0%	0%
	About the same	122	0%	0%	100%	0%