

**MASSINC ASSOCIATE BOARD  
YOUNG PEOPLE AND THE ECONOMY POLL RESULTS**

**JULY 12, 2011**



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**MASSINC ASSOCIATE BOARD  
YOUNG PEOPLE AND THE ECONOMY POLL RESULTS  
Field Dates: April 27-30, 2011**

**Necessity of college education**

“Do you think that a college education is necessary for a person to be successful in today’s work world, or do you think that there are many ways to succeed in today’s work world without a college education?”

*Note: response options rotated*

		Count*	College necessary for success today	Many ways to succeed in without a college educ	Neither (Do not read)	Don't know / Refused
OVERALL	Overall	501	57%	40%	2%	1%
REGISTERED VOTERS	Registered Voters	420	55%	41%	3%	1%
GENDER	Male	228	53%	44%	2%	1%
	Female	273	60%	37%	3%	0%
AGE CATEGORIES	18 to 29	68	51%	46%	3%	0%
	30 to 44	141	62%	35%	2%	1%
	45 to 59	166	60%	35%	3%	1%
	60+	121	52%	47%	1%	0%
RACE	White / Caucasian	389	55%	42%	3%	1%
	All others	102	66%	31%	1%	2%
PARTY REGISTRATION	Democrat	140	61%	38%	1%	0%
	Republican	54	57%	41%	2%	0%
	Independent	238	50%	45%	4%	1%
REGIONS	Western / Central MA	158	59%	38%	2%	2%
	Southeast MA	74	57%	42%	1%	0%
	Outer Boston Suburbs	138	56%	39%	4%	1%
	Boston / Inner Suburbs	108	54%	44%	1%	1%
INCOME RANGES	Less than \$25k	73	56%	44%	0%	0%
	\$25-\$74k	192	59%	38%	2%	1%
	\$75-\$150k	123	52%	42%	6%	0%
	More than \$150k	46	53%	46%	2%	0%
EDUCATION LEVEL	High School or less	141	57%	42%	1%	0%
	Some college, no degree	126	53%	43%	2%	1%
	College graduate (BA/BS)	153	53%	43%	3%	1%
	Advanced degree	76	68%	27%	4%	1%

\* The “Count” column shows the unweighted sample size for each group.

**Accessibility of college education**

“Do you think that currently, the vast majority of people who are qualified to go to college have the opportunity to do so, or do you think there are many people who are qualified to go but don’t have the opportunity to do so?”

*Note: response options rotated*

		Count*	People who are qualified have the opp to go to college	People who are qualified to go but don't have the opp to do so	Neither (Do not read)	Don't Know / Refused
OVERALL	Overall	501	39%	54%	2%	5%
REGISTERED VOTERS	Registered Voters	420	39%	54%	2%	5%
GENDER	Male	228	44%	49%	2%	5%
	Female	273	34%	59%	2%	5%
AGE CATEGORIES	18 to 29	68	46%	50%	4%	1%
	30 to 44	141	40%	52%	1%	6%
	45 to 59	166	40%	56%	1%	2%
	60+	121	32%	57%	3%	8%
RACE	White / Caucasian	389	40%	52%	3%	5%
	All others	102	36%	60%	0%	4%
PARTY REGISTRATION	Democrat	140	37%	56%	2%	6%
	Republican	54	60%	37%	0%	3%
	Independent	238	36%	56%	3%	6%
REGIONS	Western / Central MA	158	35%	59%	1%	5%
	Southeast MA	74	39%	54%	0%	7%
	Outer Boston Suburbs	138	41%	49%	3%	6%
	Boston / Inner Suburbs	108	40%	55%	2%	3%
INCOME RANGES	Less than \$25k	73	35%	61%	0%	4%
	\$25-\$74k	192	33%	62%	1%	4%
	\$75-\$150k	123	41%	50%	4%	5%
	More than \$150k	46	59%	40%	0%	1%
EDUCATION LEVEL	High School or less	141	37%	56%	4%	3%
	Some college, no degree	126	30%	66%	0%	4%
	College graduate (BA/BS)	153	46%	45%	1%	8%
	Advanced degree	76	41%	50%	5%	4%

\* The “Count” column shows the unweighted sample size for each group.

**Important job attributes – a high salary**

“Please tell me if each of the following are very important, somewhat important, not too important, or not at all important to you when considering whether to work for a specific company. A high salary.”

*Note: Asked only to currently employed individuals*

		Count*	Very important	Somewhat important	Not too important	Not at all important	Don't Know / Refused
OVERALL	Overall	305	50%	43%	6%	1%	0%
REGISTERED VOTERS	Registered Voters	255	49%	43%	7%	1%	0%
GENDER	Male	154	45%	46%	7%	1%	1%
	Female	151	54%	40%	5%	1%	0%
AGE CATEGORIES	18 to 29	46	55%	33%	12%	0%	0%
	30 to 44	112	56%	41%	4%	0%	0%
	45 to 59	111	46%	48%	3%	3%	1%
	60+	34	29%	56%	14%	0%	0%
RACE	White / Caucasian	224	44%	47%	8%	1%	0%
	All others	56	74%	24%	0%	0%	2%
PARTY REGISTRATION	Democrat	85	52%	40%	7%	2%	0%
	Republican	32	34%	48%	17%	0%	0%
	Independent	146	54%	41%	4%	0%	1%
REGIONS	Western / Central MA	87	45%	48%	7%	0%	0%
	Southeast MA	41	53%	43%	4%	0%	0%
	Outer Boston Suburbs	94	53%	41%	6%	0%	0%
	Boston / Inner Suburbs	67	47%	43%	7%	1%	1%
INCOME RANGES	Less than \$25k**	22	X	X	X	X	X
	\$25-\$74k	108	49%	45%	6%	0%	0%
	\$75-\$150k	96	48%	42%	9%	2%	0%
	More than \$150k	40	46%	49%	5%	0%	0%
EDUCATION LEVEL	High School or less	64	56%	39%	5%	0%	0%
	Some college, no degree	71	42%	44%	12%	0%	2%
	College graduate (BA/BS)	110	55%	41%	4%	0%	0%
	Advanced degree	58	43%	50%	5%	2%	0%

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

\*\* Not shown due to small sample size

**Important job attributes - A strong benefits package**

“Please tell me if each of the following are very important, somewhat important, not too important, or not at all important to you when considering whether to work for a specific company. A strong benefits package.”

*Note: Asked only to currently employed individuals*

		Count*	Very important	Somewhat important	Not too important	Not at all important	Don't Know / Refused
OVERALL	Overall	305	75%	21%	2%	1%	1%
REGISTERED VOTERS	Registered Voters	255	75%	20%	2%	1%	2%
GENDER	Male	154	70%	24%	3%	0%	2%
	Female	151	80%	17%	1%	1%	1%
AGE CATEGORIES	18 to 29	46	76%	19%	3%	0%	2%
	30 to 44	112	73%	22%	3%	1%	1%
	45 to 59	111	76%	22%	1%	0%	2%
	60+	34	77%	16%	4%	2%	0%
RACE	White / Caucasian	224	73%	23%	2%	1%	1%
	All others	56	78%	15%	3%	1%	3%
PARTY REGISTRATION	Democrat	85	85%	13%	2%	0%	0%
	Republican	32	46%	52%	0%	2%	0%
	Independent	146	75%	18%	4%	1%	2%
REGIONS	Western / Central MA	87	78%	19%	2%	1%	0%
	Southeast MA	41	66%	34%	0%	0%	0%
	Outer Boston Suburbs	94	74%	18%	5%	2%	2%
	Boston / Inner Suburbs	67	76%	20%	1%	0%	3%
INCOME RANGES	Less than \$25k**	22	X	X	X	X	X
	\$25-\$74k	108	74%	22%	1%	1%	2%
	\$75-\$150k	96	77%	19%	4%	0%	0%
	More than \$150k	40	67%	27%	6%	0%	0%
EDUCATION LEVEL	High School or less	64	83%	16%	0%	0%	1%
	Some college, no degree	71	69%	24%	3%	1%	3%
	College graduate (BA/BS)	110	74%	22%	3%	1%	0%
	Advanced degree	58	76%	20%	2%	0%	3%

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

\*\* Not shown due to small sample size

**Important job attributes - Working for a socially responsible employer**

“Please tell me if each of the following are very important, somewhat important, not too important, or not at all important to you when considering whether to work for a specific company. Working for a socially responsible employer.”

*Note: Asked only to currently employed individuals*

		Count*	Very important	Somewhat important	Not too important	Not at all important	Don't Know / Refused
OVERALL	Overall	305	51%	37%	7%	4%	2%
REGISTERED VOTERS	Registered Voters	255	51%	37%	7%	4%	1%
GENDER	Male	154	42%	42%	8%	5%	3%
	Female	151	61%	31%	5%	3%	0%
AGE CATEGORIES	18 to 29	46	62%	23%	3%	6%	5%
	30 to 44	112	51%	38%	8%	4%	0%
	45 to 59	111	48%	40%	9%	2%	1%
	60+	34	38%	53%	2%	3%	3%
RACE	White / Caucasian	224	51%	38%	7%	3%	1%
	All others	56	54%	33%	4%	7%	2%
PARTY REGISTRATION	Democrat	85	65%	30%	3%	0%	2%
	Republican	32	30%	61%	2%	6%	0%
	Independent	146	46%	35%	10%	6%	2%
REGIONS	Western / Central MA	87	59%	32%	5%	2%	2%
	Southeast MA	41	58%	31%	6%	5%	0%
	Outer Boston Suburbs	94	40%	45%	9%	6%	0%
	Boston / Inner Suburbs	67	55%	35%	4%	2%	4%
INCOME RANGES	Less than \$25k**	22	X	X	X	X	X
	\$25-\$74k	108	55%	35%	4%	4%	3%
	\$75-\$150k	96	49%	36%	9%	6%	0%
	More than \$150k	40	38%	53%	6%	2%	0%
EDUCATION LEVEL	High School or less	64	54%	38%	6%	0%	2%
	Some college, no degree	71	54%	34%	7%	4%	2%
	College graduate (BA/BS)	110	45%	38%	9%	6%	3%
	Advanced degree	58	57%	36%	2%	5%	0%

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

\*\* Not shown due to small sample size

**Important job attributes - Working in a fun and enjoyable environment**

“Please tell me if each of the following are very important, somewhat important, not too important, or not at all important to you when considering whether to work for a specific company. Working in a fun and enjoyable environment.”

*Note: Asked only to currently employed individuals*

		Count*	Very important	Somewhat important	Not too important	Not at all important	Don't Know / Refused
OVERALL	Overall	305	56%	37%	4%	2%	1%
REGISTERED VOTERS	Registered Voters	255	55%	37%	5%	2%	0%
GENDER	Male	154	60%	32%	5%	2%	1%
	Female	151	52%	42%	4%	2%	0%
AGE CATEGORIES	18 to 29	46	73%	26%	1%	0%	0%
	30 to 44	112	55%	40%	3%	3%	0%
	45 to 59	111	45%	40%	9%	3%	2%
	60+	34	56%	42%	2%	0%	0%
RACE	White / Caucasian	224	53%	40%	4%	2%	0%
	All others	56	69%	24%	3%	2%	2%
PARTY REGISTRATION	Democrat	85	57%	35%	4%	4%	0%
	Republican	32	45%	46%	9%	0%	0%
	Independent	146	55%	38%	4%	2%	1%
REGIONS	Western / Central MA	87	52%	44%	4%	0%	0%
	Southeast MA	41	55%	36%	7%	2%	0%
	Outer Boston Suburbs	94	49%	44%	6%	1%	0%
	Boston / Inner Suburbs	67	68%	25%	1%	4%	1%
INCOME RANGES	Less than \$25k**	22	X	X	X	X	X
	\$25-\$74k	108	60%	36%	3%	1%	0%
	\$75-\$150k	96	50%	37%	8%	5%	0%
	More than \$150k	40	55%	40%	5%	0%	0%
EDUCATION LEVEL	High School or less	64	68%	25%	4%	2%	0%
	Some college, no degree	71	57%	37%	4%	1%	2%
	College graduate (BA/BS)	110	53%	40%	4%	2%	0%
	Advanced degree	58	49%	43%	5%	3%	0%

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

\*\* Not shown due to small sample size

**Important job attributes - Working in a job that is exciting for you**

“Please tell me if each of the following are very important, somewhat important, not too important, or not at all important to you when considering whether to work for a specific company. Working in a job that is exciting for you.”

*Note: Asked only to currently employed individuals*

		Count*	Very important	Somewhat important	Not too important	Not at all important	Don't Know / Refused
OVERALL	Overall	305	64%	29%	4%	2%	1%
REGISTERED VOTERS	Registered Voters	255	62%	30%	5%	3%	0%
GENDER	Male	154	67%	26%	3%	3%	1%
	Female	151	60%	33%	6%	2%	0%
AGE CATEGORIES	18 to 29	46	84%	14%	2%	0%	0%
	30 to 44	112	58%	36%	4%	3%	0%
	45 to 59	111	56%	31%	7%	3%	2%
	60+	34	59%	35%	4%	2%	0%
RACE	White / Caucasian	224	62%	31%	5%	2%	0%
	All others	56	69%	24%	1%	4%	2%
PARTY REGISTRATION	Democrat	85	66%	30%	3%	2%	0%
	Republican	32	48%	40%	10%	2%	0%
	Independent	146	61%	30%	6%	3%	1%
REGIONS	Western / Central MA	87	61%	29%	9%	1%	0%
	Southeast MA	41	54%	39%	7%	0%	0%
	Outer Boston Suburbs	94	62%	30%	6%	2%	0%
	Boston / Inner Suburbs	67	70%	25%	0%	4%	1%
INCOME RANGES	Less than \$25k**	22	X	X	X	X	X
	\$25-\$74k	108	63%	30%	8%	0%	0%
	\$75-\$150k	96	56%	37%	3%	4%	0%
	More than \$150k	40	69%	25%	4%	2%	0%
EDUCATION LEVEL	High School or less	64	66%	26%	6%	2%	0%
	Some college, no degree	71	55%	34%	6%	3%	2%
	College graduate (BA/BS)	110	61%	32%	4%	3%	0%
	Advanced degree	58	74%	24%	2%	0%	0%

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

\*\* Not shown due to small sample size



**Current family financial situation**

"We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?"

		Count*	Better off	The same (do not read)	Worse off	Don't Know / Refused
OVERALL	Overall	501	29%	24%	45%	2%
REGISTERED VOTERS	Registered Voters	420	28%	25%	46%	1%
GENDER	Male	228	36%	23%	39%	2%
	Female	273	23%	24%	51%	1%
AGE CATEGORIES	18 to 29	68	41%	23%	31%	5%
	30 to 44	141	38%	18%	44%	0%
	45 to 59	166	25%	26%	47%	2%
	60+	121	15%	30%	55%	0%
RACE	White / Caucasian	389	29%	24%	46%	1%
	All others	102	34%	21%	43%	2%
PARTY REGISTRATION	Democrat	140	39%	23%	38%	0%
	Republican	54	14%	30%	57%	0%
	Independent	238	26%	24%	49%	1%
REGIONS	Western / Central MA	158	19%	23%	58%	0%
	Southeast MA	74	22%	28%	50%	0%
	Outer Boston Suburbs	138	33%	23%	45%	0%
	Boston / Inner Suburbs	108	36%	23%	37%	4%
INCOME RANGES	Less than \$25k	73	21%	21%	58%	0%
	\$25-\$74k	192	22%	24%	54%	1%
	\$75-\$150k	123	36%	24%	40%	0%
	More than \$150k	46	54%	27%	19%	0%
EDUCATION LEVEL	High School or less	141	22%	24%	50%	4%
	Some college, no degree	126	27%	21%	50%	2%
	College graduate (BA/BS)	153	31%	27%	43%	0%
	Advanced degree	76	41%	23%	36%	0%

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

\*\* Not shown due to small sample size

**Family finances in the year ahead**

“Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?”

		Count*	Better off	The same	Worse off	Don't Know / Refused
OVERALL	Overall	501	25%	52%	20%	3%
REGISTERED VOTERS	Registered Voters	420	23%	53%	21%	2%
GENDER	Male	228	30%	50%	19%	2%
	Female	273	21%	53%	22%	4%
AGE CATEGORIES	18 to 29	68	36%	49%	11%	4%
	30 to 44	141	28%	52%	17%	2%
	45 to 59	166	26%	47%	25%	2%
	60+	121	12%	58%	26%	4%
RACE	White / Caucasian	389	22%	54%	22%	2%
	All others	102	39%	44%	12%	5%
PARTY REGISTRATION	Democrat	140	29%	58%	10%	3%
	Republican	54	28%	41%	27%	3%
	Independent	238	19%	53%	27%	1%
REGIONS	Western / Central MA	158	20%	48%	29%	4%
	Southeast MA	74	26%	52%	22%	0%
	Outer Boston Suburbs	138	18%	59%	21%	2%
	Boston / Inner Suburbs	108	34%	48%	15%	4%
INCOME RANGES	Less than \$25k	73	29%	48%	20%	4%
	\$25-\$74k	192	26%	53%	19%	1%
	\$75-\$150k	123	21%	55%	22%	2%
	More than \$150k	46	31%	58%	12%	0%
EDUCATION LEVEL	High School or less	141	24%	48%	21%	6%
	Some college, no degree	126	25%	52%	22%	1%
	College graduate (BA/BS)	153	29%	49%	22%	1%
	Advanced degree	76	19%	65%	14%	2%

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

\*\* Not shown due to small sample size

**Business conditions in the year ahead**

“Now turning to business conditions in the country as a whole--do you think that during the next twelve months we'll have good times financially or bad times?”

		Count*	Good times	Mixed, or both good and bad times (do not read)	Bad times	Don't Know / Refused
OVERALL	Overall	501	35%	7%	53%	5%
REGISTERED VOTERS	Registered Voters	420	32%	8%	56%	5%
GENDER	Male	228	40%	7%	50%	4%
	Female	273	30%	8%	56%	7%
AGE CATEGORIES	18 to 29	68	48%	5%	40%	7%
	30 to 44	141	32%	8%	56%	5%
	45 to 59	166	33%	5%	59%	3%
	60+	121	28%	12%	53%	7%
RACE	White / Caucasian	389	34%	7%	54%	5%
	All others	102	39%	6%	48%	8%
PARTY REGISTRATION	Democrat	140	41%	8%	46%	6%
	Republican	54	23%	7%	65%	5%
	Independent	238	30%	6%	59%	5%
REGIONS	Western / Central MA	158	25%	8%	62%	6%
	Southeast MA	74	28%	9%	61%	1%
	Outer Boston Suburbs	138	35%	5%	56%	4%
	Boston / Inner Suburbs	108	44%	6%	42%	8%
INCOME RANGES	Less than \$25k	73	34%	4%	56%	5%
	\$25-\$74k	192	33%	10%	52%	5%
	\$75-\$150k	123	34%	5%	55%	6%
	More than \$150k	46	49%	6%	45%	0%
EDUCATION LEVEL	High School or less	141	31%	7%	54%	9%
	Some college, no degree	126	30%	6%	61%	3%
	College graduate (BA/BS)	153	39%	7%	51%	4%
	Advanced degree	76	40%	10%	47%	4%

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

\*\* Not shown due to small sample size

**Economy over next five years**

“Looking ahead, which would you say is more likely--that in the country as a whole we'll have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression?”

		Count*	Good times	Mixed, or both good and bad times (do not read)	Widespread unemployment or depression	Don't know / Refused
OVERALL	Overall	501	32%	8%	55%	6%
REGISTERED VOTERS	Registered Voters	420	31%	7%	56%	6%
GENDER	Male	228	34%	11%	52%	4%
	Female	273	29%	6%	58%	8%
AGE CATEGORIES	18 to 29	68	40%	9%	42%	9%
	30 to 44	141	24%	6%	63%	7%
	45 to 59	166	33%	9%	55%	3%
	60+	121	31%	8%	56%	4%
RACE	White / Caucasian	389	31%	9%	55%	5%
	All others	102	34%	6%	53%	8%
PARTY REGISTRATION	Democrat	140	39%	6%	49%	6%
	Republican	54	14%	11%	74%	1%
	Independent	238	28%	8%	57%	7%
REGIONS	Western / Central MA	158	22%	5%	66%	7%
	Southeast MA	74	23%	8%	66%	4%
	Outer Boston Suburbs	138	38%	7%	49%	6%
	Boston / Inner Suburbs	108	37%	9%	49%	5%
INCOME RANGES	Less than \$25k	73	27%	6%	56%	11%
	\$25-\$74k	192	29%	9%	58%	4%
	\$75-\$150k	123	32%	6%	56%	6%
	More than \$150k	46	36%	16%	45%	2%
EDUCATION LEVEL	High School or less	141	29%	6%	58%	7%
	Some college, no degree	126	28%	7%	61%	4%
	College graduate (BA/BS)	153	31%	10%	53%	6%
	Advanced degree	76	40%	7%	46%	6%

\* The “Count” column shows the unweighted sample size for each group.

**About the Poll**

These results are based on questions from the MassINC Polling Group statewide omnibus poll of 500 Massachusetts residents, conducted April 27-30, 2011. Live telephone interviews were conducted via both landline and cell phone. Interviews were conducted in both English and Spanish by Eastern Research Services. The margin of sampling error is +/- 4.4 percent with a 95 percent level of confidence