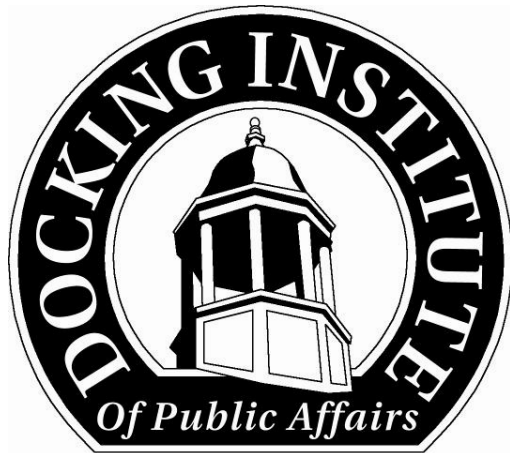


# **Kansas Consumer Sentiment 2005**

**Fort Hays State University  
600 Park Street  
Hays, Kansas 67601**

**December 2005**



**Fort Hays State University  
600 Park Street  
Hays, Kansas 67601-4099**

**Telephone: (785) 628-4197  
FAX: (785) 628-4188  
[www.fhsu.edu/docking](http://www.fhsu.edu/docking)**

**Brett A. Zollinger, Ph.D.  
Director**

**Joyce Wolfe, M.S.  
Survey Center Mgr.**

**Michael S. Walker, M.S.  
Research Scientist**

**Leslie Z. Paige, M.S., EdS.  
Grants Facilitator**

**Laure Gross  
Administrative Specialist**

The staff of the **Docking Institute of Public Affairs** and its  
**University Center for Survey Research** are dedicated to  
serving the people of Kansas and surrounding states.

Please do not hesitate to contact our staff with questions, comments or for assistance.

# **Kansas Consumer Sentiment 2005**

**Report by**

**Brett Zollinger, Ph.D.\*  
Director**

**The Docking Institute of Public Affairs  
Fort Hays State University  
600 Park Street  
Hays, Kansas 67601**

**December 2005**

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**\* All interpretations and conclusions are those of the author. Thanks go to Docking Institute research assistant, Ryan Nelson, who was instrumental in a literature review of consumer confidence survey trends.**

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## Executive Summary

The Docking Institute of Public Affairs at Fort Hays State University conducted a statewide telephone survey of 1,020 adult Kansans from September 21, 2005 to November 8, 2005. The general objectives of the study were to: determine consumer sentiment in Kansas, analyze sentiment by a number of socio-demographic indicators, determine attitudes toward state levels of spending in particular economic development areas, analyze attitudes toward state spending by a number of socio-demographic indicators, examine the rating of the state government's performance at helping the state economy, and analyze the rating of state government performance by a number of socio-demographic indicators.

The Docking Institute's independent analysis finds:

- The Kansas Consumer Sentiment Index value for the September 21 to November 8, 2005 time frame is 68.2. This is lower than the national October 2005 ICS index value of 74.2. (The national ICS experienced a precipitous downward trend from early 2005 through October, but recovered somewhat in November 2005. The Kansas data collection time frame ended prior to this upward movement in the national ICS.)
  - Subgroups with higher ICS values than the state-level include: residents of the East Central region; Republicans; higher incomes respondents; males; and those who rate the state government's performance at helping the Kansas economy as "excellent" or "good."
  - Subgroups with lower ICS values than the state-level include: residents of the Northwest and the Southeast regions; Hispanics; lower income respondents; and those who rate the state government's performance at helping the Kansas economy as "poor."
- Over one third (37%) rate the current Kansas economy as "good," and 50% rate it as "fair." About one in ten (11%) rate it as "poor."
- A large majority (72%) of Kansans expect the financial condition of Kansas business and industry to remain the same over the next 12 months. Similar percentages expect that "good times" (11%) or "bad times" (14%) lie ahead for Kansas business and industry over the next year.
- When asked to rate the state government's performance at helping the state economy, 25% feel that the state is doing a "good" job, while the single largest percentage, 54%, gives the state government's performance a "fair" rating.

- East Central Kansas residents tend to rate state government's performance at helping the Kansas economy somewhat higher than the statewide sample.
- Northwest Kansas residents tend to rate state government's performance at helping the Kansas economy somewhat lower than the statewide sample.
- Interestingly, the lowest income respondents are more polarized in their rating of the state government's performance at helping the Kansas economy than other income groups.
- Most Kansans feel that the state does not spend enough to keep and to attract business and industry. With respect to all of the following state educational institution types, the single largest percentage of respondents feels that the state does *not spend enough* on training potential workers at high schools (54%), vocational-technical schools (46%), universities (45%), and community colleges (40%).
  - Northwest Kansans are *less* likely to feel that the state does not spend enough on training workers through community colleges.
  - Southwest Kansans are *more* likely to feel that the state does not spend enough on attracting business and industry.
  - Hispanics are *more* likely to feel that the state does not spend enough on training workers through universities and community colleges.
  - Democrats are *more* likely to feel that the state does not spend enough on training workers through universities, community colleges, and vocational & technical schools.
  - South Central Kansans are *less* likely to feel that the state does not spend enough on attracting business and industry.
  - Females are less likely to feel that the state does not spend enough on keeping business and industry.
  - Those rating the state government's performance at helping the Kansas economy as "poor" tend to strongly feel that the state does not spend enough with respect to all of the above areas.

## **Methods**

The Docking Institute of Public Affairs at Fort Hays State University conducted a statewide random digit dialed telephone survey of Kansans beginning on September 21, 2005, and concluding on November 8, 2005. Within randomly selected households, adults with the most recent birthday were selected to ensure random selection of respondents within each household. A total of 1,760 randomly selected adults were contacted with 1,020 interviews completed, resulting in a cooperation rate of 58%. At a 95% confidence level, the margin of error for the full sample of 1,020 is 3.07%, assuming no response bias. Appendix 1 reports distributions on demographic characteristics of the sample, and where possible, state population parameters for the same demographic characteristics. Differences between the sample statistic and the population parameter are within or very close to the overall sample margin of error, adding confidence that the sample is highly representative of adult Kansans.

## Introduction

The Docking Institute of Public Affairs was contracted by Kansas Inc. to conduct a consumer sentiment survey among Kansans, results of which are part of the larger Indicators of the Kansas Economy (IKE) report that Kansas Inc. originated in 2005. It is expected that the consumer confidence surveying will be conducted annually, providing additional value to annual IKE reporting.

Consumer confidence surveying is a long-standing tradition in the United States, extending back to the 1940s (Curtin 2002a). There are two predominant consumer confidence indexes, one constructed by the University of Michigan and the other by the Conference Board (Dominitz and Manski, 2003). The University of Michigan's Index of Consumer Sentiment (ICS) methodology is used for ongoing consumer confidence surveying of Kansans for three primary reasons:

1. The full ICS methodology, including response rates, is reported;
2. Its survey is conducted by telephone (unlike the Conference Board's survey, which is administered by mail), consistent with preferred Docking Institute methodology, which helps to ensure the highest cooperation rate possible; and
3. The latest comparative research shows no systematically greater explanatory or predictive strength, when comparing the two predominant consumer confidence surveys.

Significantly, consumer sentiment surveys have proven to be predictive of economic cycles at the national level. "The empirical evidence has consistently found that the data from the Surveys of Consumers does provide accurate forecasts six to twelve months in advance" (Curtin 2002b: 3). Moreover, inflation expectation subcomponents of consumer sentiment surveying actually find the general public's anticipations to be slightly better at predicting changes in inflation rates than professional forecasters (Curtin 2002b: 3). Recent research that examines correlates of consumer confidence (Ludvigson 2004) suggests that the ICS has moderate predictive power in forecasting consumer expenditure growth for the next quarter. In addition, ICS samples also have moderate power in predicting individual household expenditures among households of similar demographic types to those in the sample, even controlling for lagged consumption growth, other household characteristics, and several macro-economic variables (Ludvigson 2004).

However, when controlling for other known correlates of total consumer spending, the ICS offers modest additional explanatory power in multivariate analyses conducted by Ludvigson (2004).

### **Research Objectives**

The Docking Institute was commissioned by Kansas Inc. to achieve the research objectives below. This report is structured to address each of these objectives.

- 1) Determine consumer confidence of Kansans on an annual basis.
- 2) Examine and report on annual consumer confidence levels by region of state, ethnic background, political party identification, socioeconomic status, gender and rating of state government's performance at managing economy.
- 3) Determine Kansans' attitudes toward state spending.
- 4) Determine Kansans' rating of state government's performance at managing the economy.
- 5) Examine and report on citizen attitudes toward state spending and rating of state government's performance at managing economy by region of state, ethnic background, political party identification, socioeconomic status, and gender.

## Kansas Consumer Sentiment: Full Sample

The Kansas Consumer Sentiment Index value from interviews collected between September 21 and November 8, 2005 is 68.2. This is lower than the October 2005 ICS index for the nation of 74.2 (Survey of Consumers). While the national ICS quarterly index results are, as of this writing, only available up to the first quarter of 2005, the University of Michigan's Survey of Consumers website reports that the ICS dropped precipitously from values of slightly below 100 at the end of 2004 to 87.7 in April 2005, and it reports that the ICS at a national level was down even further in October 2005 to 74.2 (Survey of Consumers). However, the final November 2005 national ICS shows an upswing from October to 81.6. This calendar year is a good example of the potential for high variation in ICS by month during the year<sup>1</sup>.

Table 1 shows the five survey items that constitute the ICS along with responses from the Kansas Consumer Sentiment survey. For purposes of calculating the 2005 Kansas ICS value, the table also displays the percentages reporting a favorable response and an unfavorable response (among the total number of favorable and unfavorable responses) and the relative score for each survey item (percentage favorable minus percentage unfavorable, plus 100), rounded to the nearest whole number.

The Docking Institute followed the Survey of Consumers method for calculating ICS. "First, compute the relative scores (the percent giving favorable replies minus the percent giving unfavorable replies, plus 100) for each of the five index questions...Round each relative score to the nearest whole number...Sum the five relative scores, divide by the 1966 base period total of 6.7588, and add 2.0 (a constant to correct for sample design changes from the 1950s)" (Survey of Consumers). The following formula, the components of which are defined in Table 1, is used to derive the Kansas ICS:

$$\text{Kansas ICS} = ((Q1 + Q2 + Q3 + Q4 + Q5) / 6.7558) + 2.0 = ((99 + 116 + 58 + 66 + 108)/6.7558) + 2 = \underline{\underline{68.2}}$$

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<sup>1</sup> The Survey of Consumers conducts monthly polling to derive the Index of Consumer Sentiment on a monthly, quarterly and annual basis for the nation. Ideally, the Kansas Consumer Sentiment survey would replicate the Survey of Consumers' ICS methodology as closely as possible for comparative purposes and because variation in ICS within a calendar year can be significant. Currently budget constraints prevent the Kansas Consumer Sentiment survey from collecting data on a monthly or quarterly basis.

**Table 1. Index of Consumer Sentiment (ICS) Item Response: 2005**

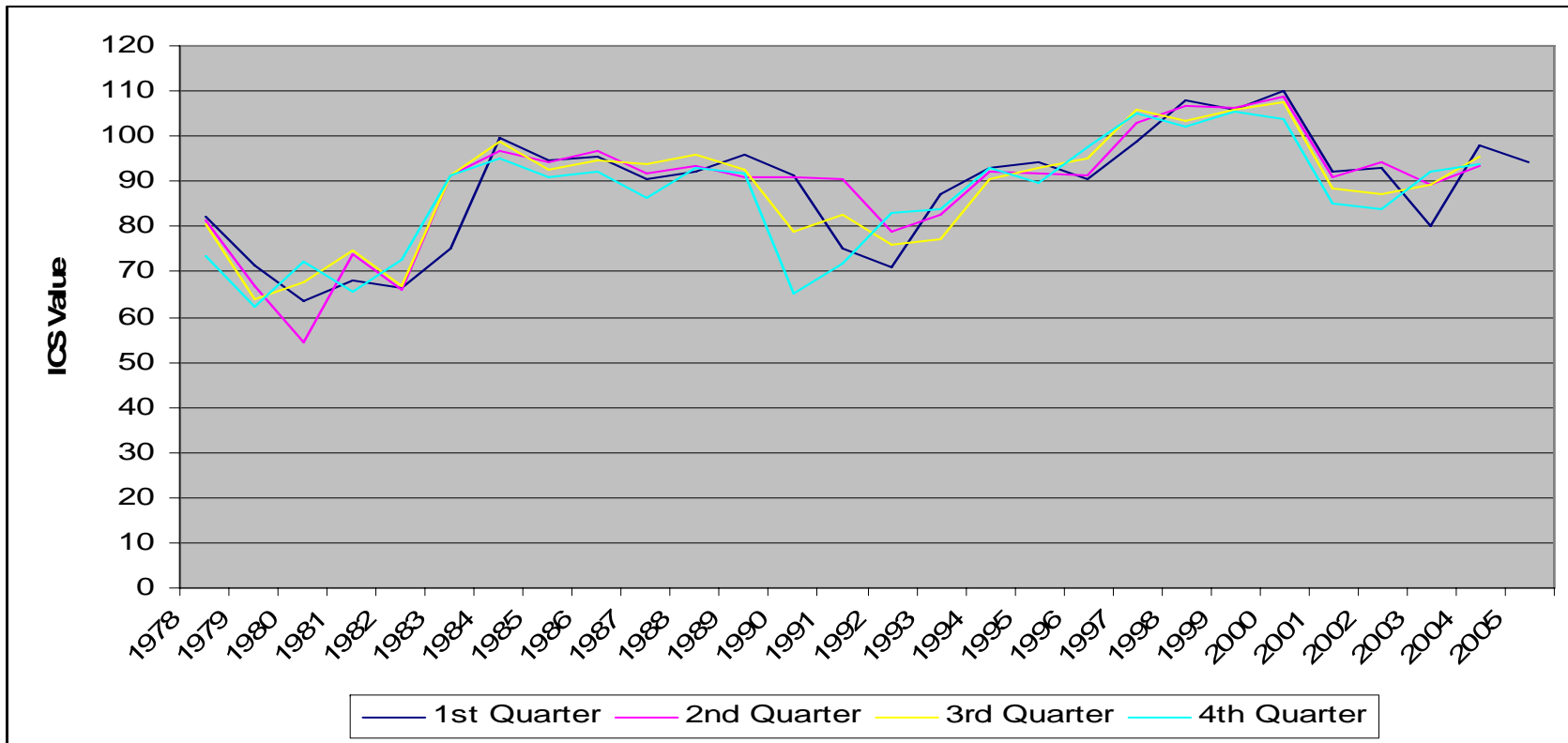
Survey Item	Response Distribution Frequencies N (%)	Among Favorable and Unfavorable Replies: % <b>Favorable</b>	Among Favorable and Unfavorable Replies: % <b>Unfavorable</b>	Rounded Relative Score (Percent Favorable minus Percent Unfavorable) + 100
Q1. We are interested in how people are getting along financially these days. Would you say you and your family living there are better off or worse off financially than you were a year ago?	Better = 353 (35%) Same = 301 (30%) Worse= 361 (35%) DK = 5 (<1%)	49.4397759	50.56022409	99
Q2. 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?	Will be better off = 259 (25%) Same = 532 (52%) Will be worse off = 186 (42%) DK = 42 (4%) Refused = 1 (<1%)	58.2022472	41.79775281	116
Q3. 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, or what?	Good/mostly good times = 236 (23%) Pro-Con = 124 (12%) Bad/mostly bad times= 576 (57%) DK = 82 (8%) Refused = 2 (<1%)	29.0640394	70.93596059	58
Q4. 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, or what?	Mostly good times = 285 (28%) Majority bad comments = 580 (57%) DK or refused = 155 (15%)	32.9479769	67.05202312	66
Q5. About the big things people buy for their homes, such as furniture, a refrigerator, a stove, a television, and things like that - generally speaking, do you think now is a good time or a bad time for people to buy major household items?	Good time = 364 (36%) Pro-Con = 70 (7%) Bad time = 310 (30%) Only buy when need = 106 (10%) DK = 167 (16%) Refused = 3 (<1%)	54.0059347	45.99406528	108

## Trends in National Consumer Sentiment

Figure 1 shows trends in ICS values as reported by the Survey of Consumers. It is important to note that only the first quarter of 2005 is currently reported by the Surveys of Consumers. However, a press release by the Surveys of Consumers explains late 2005 monthly trends,

“Following the substantial plunge in confidence in September, the October survey recorded a small additional decline, pushing the confidence index to its lowest level in thirteen years. ‘The continuing decline in October was due to the cumulative strain of higher prices on the financial situation of consumers,’ according to Richard Curtin, the Director of the University of Michigan’s Surveys of Consumers. ‘The current outlook for higher costs of home heating, higher interest rates, and falling real incomes will cause cutbacks in consumer spending in the coming months,’ noted Curtin. Based on the survey data, Curtin expected the growth rate in real consumption spending to be about 1% in both the 4<sup>th</sup> quarter and in the 1<sup>st</sup> quarter of 2006. The Index of Consumer Sentiment was 74.2 in the October 2005 survey, down from 76.9 in the prior month and 96.5 three months ago. The three-month decline of 22.3 index-points was the second largest on record. The largest decline (-24.2 index-points) was associated with the 1990 recession; somewhat smaller three-month declines were recorded prior to the 2001 recession (-17.0) and the 1980 recession (-15.2). The largest three-month decline that did not result in recession was 11.3 index points following the 1987 stock market crash.” (Surveys of Consumers, 2005: <http://www.sca.isr.umich.edu/press-release.php>)

**Figure 1. National Index of Consumer Sentiment (ICS) Trends by Quarter (1978 to first quarter 2005)\***

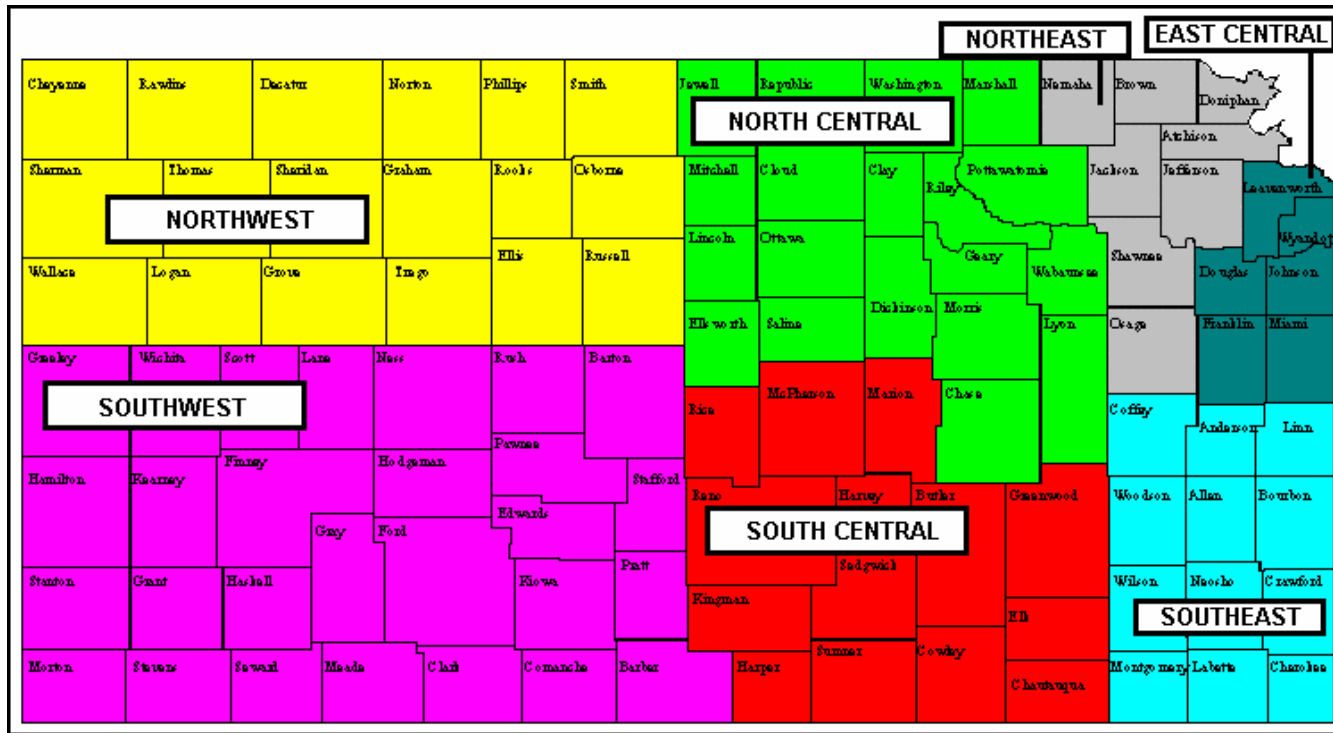


\*National data from the Surveys of Consumers. Chart created by Docking Institute.

## Kansas Consumer Sentiment: By Region and Demographic Type

Figure 2 shows the economic development regions used by the Kansas Department of Commerce.

**Figure 2. Kansas Department of Commerce Economic Development Regions**



As Table 2 shows, two regions of the state have markedly lower ICS values than the overall state ICS (68.2), with the Northwest at 47.2 and the Southeast at 54.4<sup>2</sup>. East Central is markedly higher than the state ICS at 80.1. Hispanics have a somewhat lower ICS value at 60.1, however, due to the small number of Hispanics (n=29) in the survey, differences are only suggestive. Notable differences exist in ICS when comparing different political affiliations, with Democrats' ICS value being relatively low (47.6) and Republicans' ICS value being relatively high (85.8). Independents

have an ICS, 65.5, nearly the same as the overall state ICS. Those with household incomes less than \$30,000 and those with incomes from \$30,000 to \$60,000 per year exhibit ICS values lower than the state ICS at 53.3 and 59.4, respectively. Those in the highest income category, \$60,000 and over, have a markedly higher ICS value of 84.7. The ICS score among females, 60.4, is notably lower than that among males, 76.1. Finally, as rating of state government's performance at helping the state economy declines, so does ICS score: "excellent" state government performance rating (ICS = 89.8), "good" rating (ICS = 83.9), "fair" rating (ICS = 64.7), and "poor" rating (ICS = 53.5).

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<sup>2</sup> The number of respondents within demographic subtypes sometimes falls below 100, which is the sample size threshold to achieve a +/-10% margin of error at a 95% confidence level.

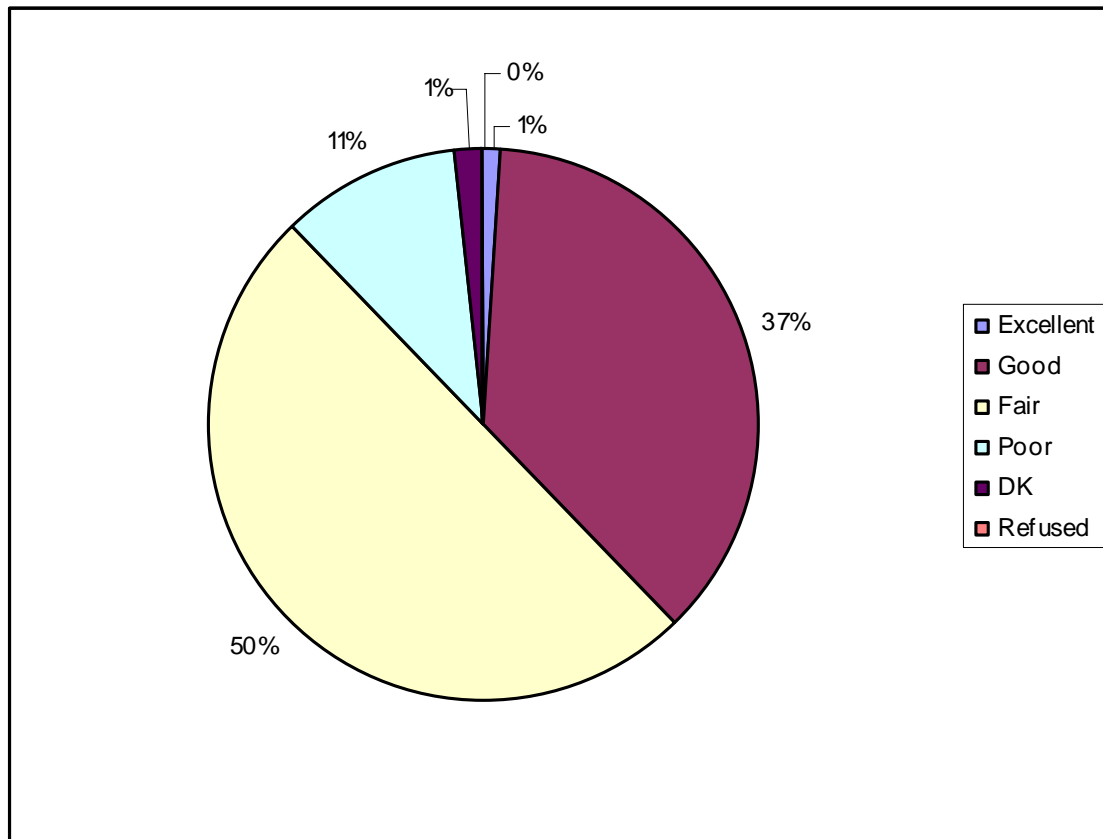
**Table 2. ICS by Region, Ethnicity, Income, Political Affiliation, Household Income, Gender, and Rating of State Government's Performance at Helping the Economy**

		ICS Value
<i>State</i>		68.2
Region	Northwest (n=38)	47.2
	Southwest (n=86)	65.3
	North Central (n=101)	64.5
	South Central (n=284)	66.3
	Northeast (n=117)	64.4
	East Central (n=294)	80.1
	Southeast (n=85)	54.4
Hispanic/Non-Hispanic	Hispanic origin (n=29)	60.1
	Non-Hispanic (n=981)	68.5
Political Party Affiliation	Democrats (n=273)	47.6
	Republican (n=420)	85.8
	Independent (n=178)	65.5
Total Family Income Level	Less than \$30,000 (n=231)	53.3
	\$30,000 – 60,000 (n=325)	59.4
	\$60,000 and above (n=346)	84.7
Gender	Female (n=528)	60.4
	Male (n=490)	76.1
Overall State Government's Performance at Helping State Economy	Excellent (n=11)	89.8
	Good (n=259)	83.9
	Fair (n=547)	64.7
	Poor (n=160)	53.5

## Rating Economic Conditions in Kansas and Perceived Outlook for Business and Industry

Figure 3 shows that 37% rate the current Kansas economy as “good,” while 50% rate it as “fair.” About one in ten (11%) rate the current Kansas economy as “poor.”

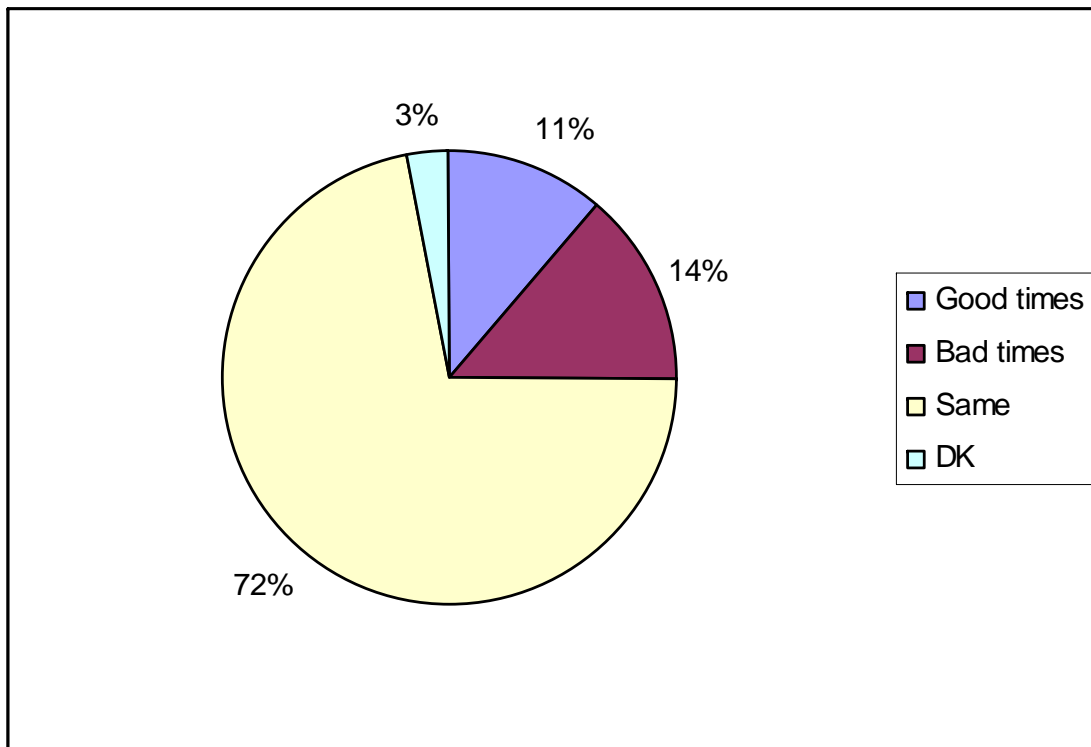
**Figure 3. Perceived Health of the Current Kansas Economy\***



\* Full question wording: “Now turning to the conditions in Kansas, how would you rate the economic conditions in Kansas today? Would you say that the economic conditions are excellent, good, fair or poor?”

A large majority (72%) of Kansans expect the financial condition of Kansas business and industry to remain the same over the next 12 months (see Figure 4). Similar percentages expect that “good times” (11%) or “bad times” (14%) lie ahead for Kansas business and industry over the next year.

**Figure 4. Perceived Outlook for Kansas Business and Industry\***

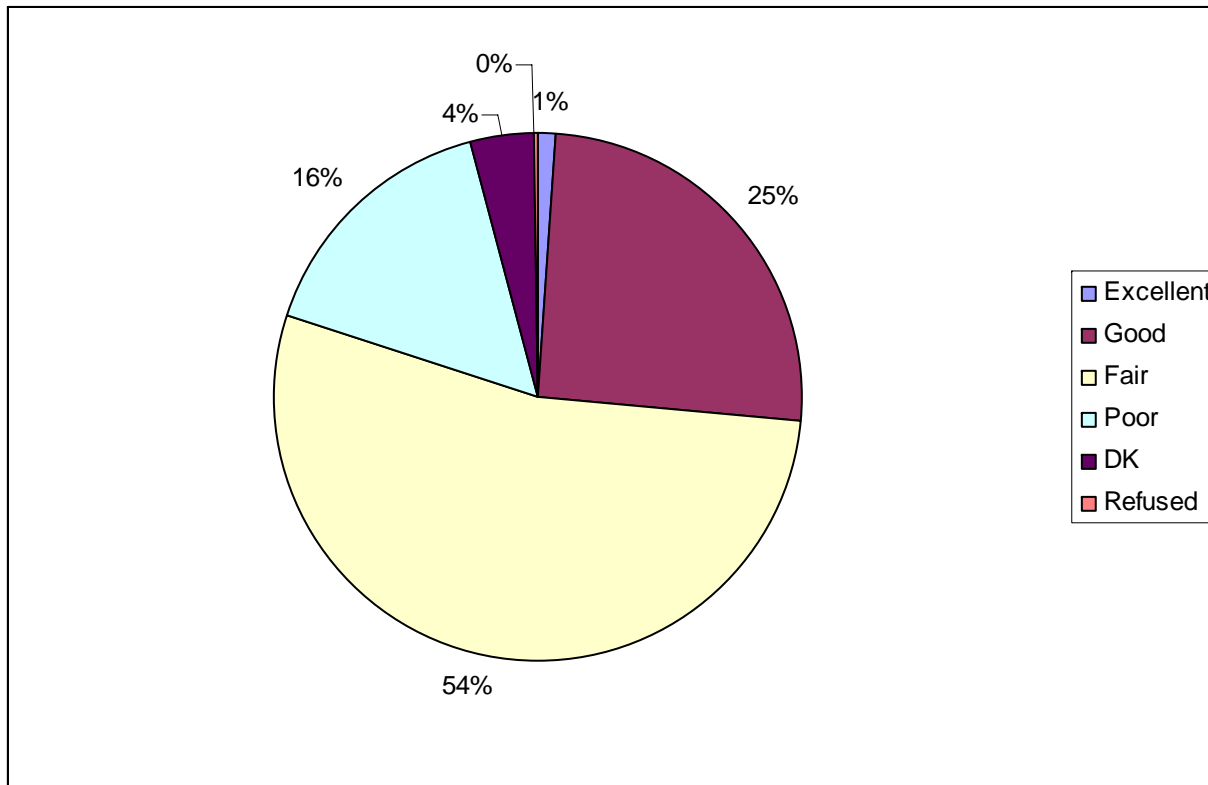


\* Full question wording: “Thinking of the state's business conditions, do you think that during the next twelve months, Kansas businesses and industries will have good times financially, bad times financially, or be just about the same as now?”

### Rating of State Government's Performance at Helping the State's Economy

A final attitudinal item included in the Kansas Consumer Sentiment survey asked respondents to rate the state government's performance at helping the Kansas economy. From Figure 5, one out of four Kansans feels that the state is doing a "good" job, while the single largest percentage, 54%, gives state government's performance a "fair" rating. Another 16% rate the performance as "poor."

**Figure 5. State Government's Performance at Helping the Kansas Economy\***



\* Full question wording: "Overall, would you say that the State government of Kansas is doing an excellent, good, fair, or poor job at helping the Kansas economy?"

### **Rating of State Government's Performance at Helping the State's Economy: By Region and Demographic Type**

Table 3 finds only two substantial differences in response by region of the state. More (35%) respondents in Northwest Kansas rate the state government's performance at helping the state's economy as "poor," compared to all other regions and to results at the state level (16%). Fewer (9%) in the East Central region offer a "poor" rating. The only other substantial difference by demographic type is with respect to family income level. The lowest income category (less than \$30,000 per year) is more polarized in its rating. Among this income group the percentage offering a "good" rating (35%) is eight percentage points higher than the state level, and at the other end of the opinion continuum the percentage offering a "poor" rating (20%) is five percent higher than the state level. Within this same income category, the percentage who offered a "fair" rating (44%) is 12% lower than the state level.

**Table 3. Rating of State Government’s Performance at Helping the State’s Economy: By Region and Demographic Type\***

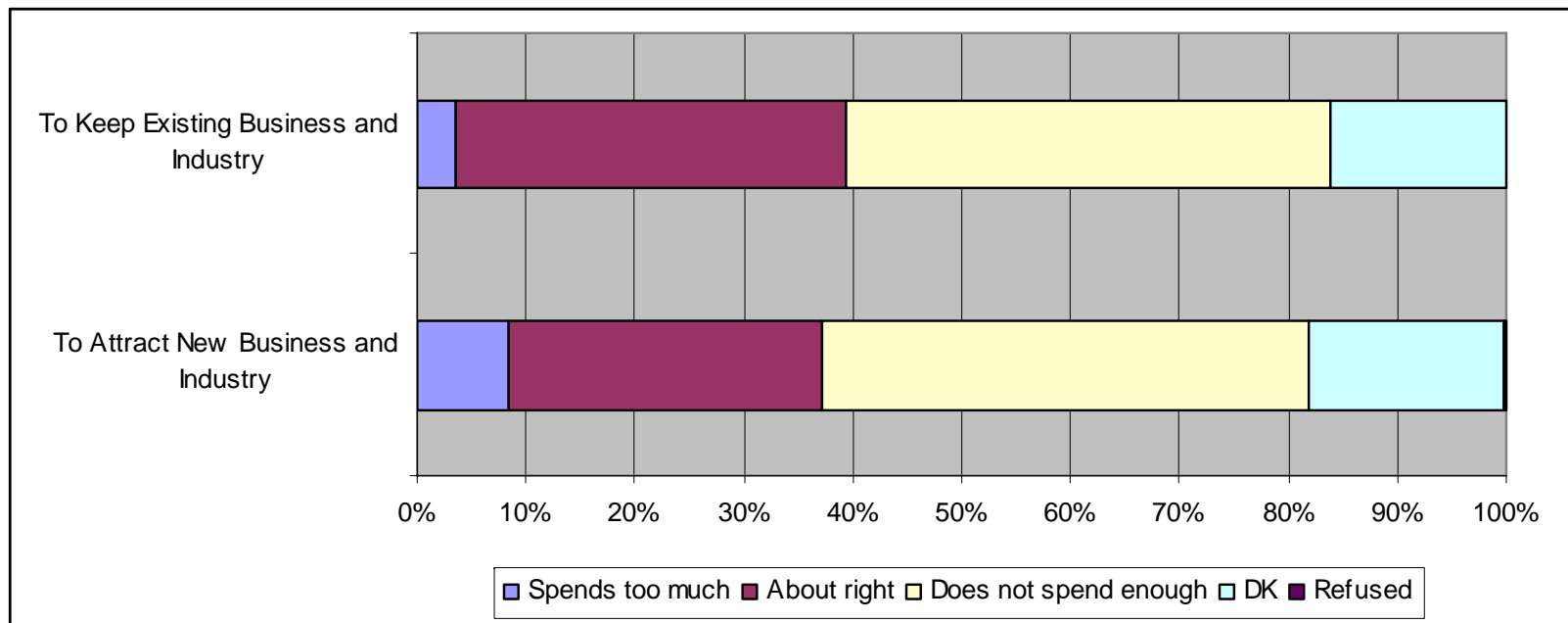
		<b>% Excellent</b>	<b>% Good</b>	<b>% Fair</b>	<b>% Poor</b>
<i>State</i>		1	27	56	16
Region	Northwest	3	24	38	35
	Southwest	0	21	60	19
	North Central	0	31	55	14
	South Central	1	23	56	20
	Northeast	1	23	56	20
	East Central	1	33	58	9
	Southeast	3	25	54	19
Hispanic Origin	Yes	0	24	48	28
	No	1	27	56	16
Political Party Affiliation	Democrats	2	23	59	16
	Republican	1	32	55	13
	Independent	0	28	54	18
Total Family Income Level	< \$30,000	3	35	44	20
	\$30,000 – \$60,000	1	25	60	15
	> \$60,000	1	23	61	15
Gender	Female	1	28	57	14
	Male	2	24	55	20

\* Those responding “don’t know” or refusing to answer are excluded from the calculation of percentages reported in this table. Total response distribution may not sum to 100% due to rounding error.

## Attitudes Toward State Spending

Figure 6 finds equal percentages (44%) reporting that the state does not spend enough to keep and to attract business and industry.

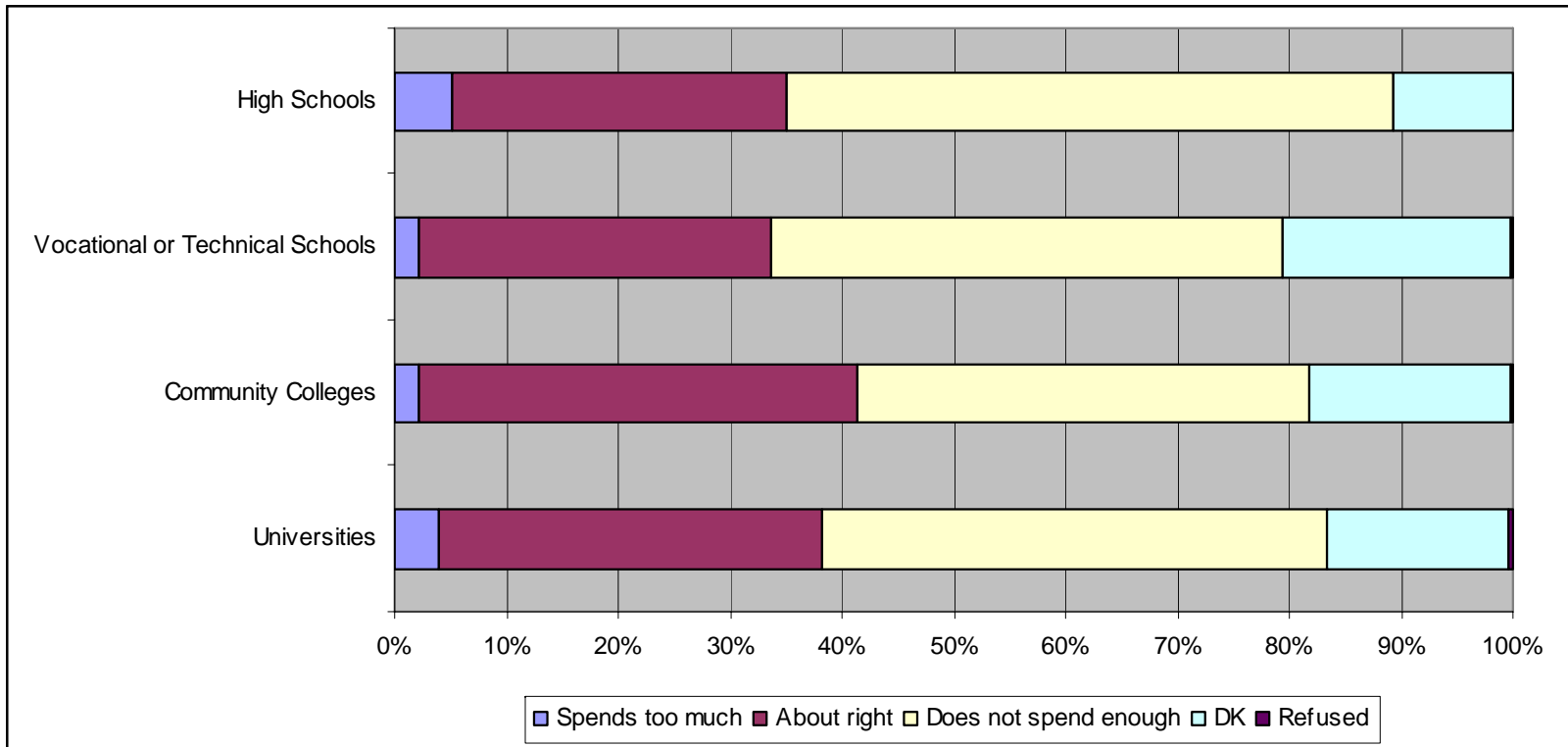
**Figure 6. Rating of Kansas Spending to Retain and to Attract Business and Industry\***



\* Full question introduction: "Does the state spend too much, about the right amount, or not enough money ..."

At all educational levels, the single largest percentage of respondents feels that the state does not spend enough on training potential workers (see Figure 7). The percentages reporting that the state does **not spend enough** at the various educational levels are as follows: high schools (54%), vocational-technical schools (46%), universities (45%), and community colleges (40%).

**Figure 7. Rating of Kansas Spending to Train Workers at Particular State Educational System Levels\***



\* Full question introduction: “Does the state spend too much, about the right amount, or not enough money on training potential workers through...”

### **Attitudes Toward State Spending Levels: By Region and Demographic Type**

There are no strong trends unique to any single region of the state with respect to attitudes toward state spending levels reported in Table 4. In general, response from the seven Kansas Department of Commerce Economic Development regions tends to be similar to state average response. A few notable differences (+/-10% difference) from the state level response distribution include: fewer (37%) in Northwest Kansas feel that the state does not spend enough on training workers through community colleges; more (69%) in Southwest Kansas feel the state does not spend enough on attracting business and industry; and fewer (40%) in South Central Kansas feel the state does not spend enough on keeping business and industry. There is some difference in response by ethnicity, as more Hispanics feel the state does not spend enough on training workers through universities (67%) and through community colleges (69%). There is also difference by political affiliation, with more Democrats believing that the state does not spend enough on training workers through universities (68%), community colleges (64%), and vocational & technical schools (69%). Fewer (37%) females report that the state does not spend enough on keeping business and industry. Finally, also notable in Table 3 is the strong tendency among those rating the state government's performance at helping the Kansas economy as "poor" to feel that the state does not spend enough with respect to all of the areas queried.

**Table 4. Attitudes Toward State Spending Levels: By Region and Demographic Type\***

		Rating State Spending											
		Attract Business & Industry		Keep Business & Industry		Universities		Community Colleges		Vocational & Technical		High Schools	
		% Too Much	% Not Enough	% Too Much	% Not Enough	% Too Much	% Not Enough	% Too Much	% Not Enough	% Too Much	% Not Enough	% Too Much	% Not Enough
<b>State</b>		<b>10</b>	<b>55</b>	<b>4</b>	<b>53</b>	<b>5</b>	<b>54</b>	<b>3</b>	<b>50</b>	<b>3</b>	<b>58</b>	<b>6</b>	<b>61</b>
Region	Northwest	10	50	7	55	6	47	0	37	3	55	12	61
	Southwest	6	69	3	60	7	58	6	47	2	59	8	61
	North Central	6	54	1	48	6	48	2	50	1	55	3	56
	South Central	14	56	5	40	7	56	4	52	5	60	7	61
	Northeast	13	58	3	60	4	51	3	51	3	55	8	65
	East Central	8	47	5	52	3	55	2	47	1	55	5	58
	Southeast	8	59	3	63	0	59	0	54	2	65	5	58
Hispanic Origin	Yes	19	62	0	61	7	67	0	69	4	58	10	55
	No	10	54	5	53	5	54	3	49	3	58	6	61
Political Party Affiliation	Democrats	9	52	4	55	3	68	1	64	3	69	4	66
	Republican	9	54	4	49	5	44	3	39	2	49	5	56
	Independent	11	56	4	56	5	56	5	47	4	58	8	63
Total Family Income Level	< \$30,000	13	51	4	55	4	54	2	51	2	61	6	59
	\$30,000 – \$60,000	10	54	6	53	4	58	2	54	2	61	5	65
	> \$60,000	8	59	3	53	5	52	3	46	3	54	7	62
Gender	Female	11	53	4	37	3	59	2	56	1	62	4	65
	Male	10	56	5	49	7	50	4	43	5	53	8	57
State Govt at Helping Economy	Excellent	0	50	13	25	18	27	0	30	0	33	0	14
	Good	8	41	3	35	2	42	1	38	1	44	2	50
	Fair	9	58	3	55	4	57	3	52	3	62	5	64
	Poor	19	67	11	75	11	66	6	60	6	66	12	70

\* Only the percentages responding “too much” or “not enough” are reported. So, total response distribution does not sum to 100%, with the remainder being those who feel that state spending is “about right”. Those responding “don’t know” or refusing to answer are excluded from the calculation of percentages reported in this table.

## References

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**Appendix 1. Demographic Characteristics of the Sample**

<b>Socio-Demographic Indicators</b>		<b>Survey Sample %</b>	<b>Study Population* %</b>
Region	Northwest	3.8	3.6
	Southwest	8.6	8.0
	North Central	10.0	10.9
	South Central	28.3	28.0
	Northeast	11.6	9.7
	East Central	29.3	32.3
	Southeast	8.5	7.4
Hispanic Origin		2.8	6.9
Racial Background	White	89.9	84.6
	Black or African American	2.6	5.6
	American Indian or Alaskan Native	1.9	0.9
	Asian American	.2	1.7
	Native Hawaiian or other Pacific Islander	.2	.05
	Other Race	2.1	3.3
Political Party Affiliation	Democrats	28.9	26.8
	Republican	44.5	46.2
	Independent	18.9	
	All Other	7.7	
Education Achieved	Less than High School	4.1	
	High School Diploma or Equivalent	23.3	
	Some College	22.3	
	Associate or Technical Degree	12.0	
	Bachelors Degree	23.9	
	Masters or Law Degree	11.9	
	Doctoral Degree	2.1	
Total Family Income Levels	Less than \$10,000	3.3	
	\$10,000 – 20,000	8.8	
	\$20,000 – 30,000	10.5	
	\$30,000 – 40,000	9.4	
	\$40,000 – 50,000	12.8	
	\$50,000 – 60,000	9.6	
	\$60,000 – 70,000	7.5	
	\$70,000 and above	26.4	
Gender	Female	51.8	
	Male	48.1	

\*Source: U.S. Census Bureau (<http://www.ku.edu/pri/>).