

Western New England University Polling Institute
Springfield Telephone Survey Conducted for MassLive.com, The Republican Newspaper
and Television Station WSHM, CBS 3, Springfield
(July 8-11, 2013)
TABLES

As you may know, Springfield residents will vote on July 16th on a referendum regarding MGM Resorts International's plans to build a casino in Springfield.

Do you think you will definitely vote, probably vote, probably not vote, or definitely not vote in the referendum on July 16th?

Likelihood of Voting on Casino Referendum

	Definitely vote	Probably vote	Probably not vote*	Definitely not vote*	Has already voted by absentee ballot (Vol.)	Don't know / Refused (Vol.)*	N
July 8 –11, 2013 Registered voters	73%	15%	4%	4%	1%	3%	452

** Respondents who answered probably not vote, definitely not vote, and don't know / refused proceeded to demographic questions for use in weighting the data.*

If the referendum were held today, would you vote for the casino proposal or against the casino proposal? (If no preference is stated): At this moment do you lean more toward voting for the casino proposal or more toward voting against the casino proposal?

(The response options “for the casino proposal” and “against the casino proposal” were rotated in random order in the initial and follow-up questions. Initial preferences and preferences of leaning voters in the follow-up question were combined in the table below. Three respondents said they had already cast an absentee ballot in the referendum, and indicated how they voted. Those responses are included in the percentages below and in the table that presents initial preferences without leaners.)

Voter Preferences for the Casino Proposal (Includes Leaners)						
		For the proposal	Against the proposal	Don't know / Undecided	Refused	N*
July 8 – 11, 2013	Likely voters	55%	35%	8%	2%	401
Party Registration	Democrat	60%	30%	8%	2%	220
	Unenrolled	51%	40%	8%	1%	136
	Republican	43%	42%	11%	5%	43
Gender	Male	57%	36%	6%	1%	176
	Female	53%	34%	10%	3%	225
Race	White / Non-Hispanic	47%	43%	8%	2%	235
	Black / Non-Hispanic	70%	24%	5%	1%	70
	Hispanic	75%	15%	8%	2%	52
Age	18-34	72%	24%	4%	0%	52
	35-44	61%	30%	9%	0%	33
	45-59	54%	33%	10%	2%	131
	60 and older	50%	40%	8%	3%	185
Education	High school or less	62%	30%	7%	2%	143
	Some college	58%	35%	6%	1%	122
	College graduate	46%	42%	10%	2%	125

* Subsamples are unweighted N's, and consist of likely voters. Row percentages may not sum to 100 percent due to rounding.

Initial Voter Preferences for the Casino Proposal (Without Leaners)							
		For the proposal	Against the proposal	Wouldn't vote	Don't know / Undecided	Refused	N*
July 8 – 11, 2013	Likely voters	51%	32%	0%	15%	2%	401
Party Registration	Democrat	54%	29%	0%	16%	2%	220
	Unenrolled	49%	36%	0%	13%	1%	136
	Republican	41%	38%	0%	17%	5%	43
Gender	Male	55%	34%	0%	10%	1%	176
	Female	47%	31%	0%	19%	3%	225
Race	White / Non-Hispanic	44%	40%	0%	14%	2%	235
	Black / Non-Hispanic	61%	23%	0%	14%	1%	70
	Hispanic	70%	11%	0%	17%	2%	52
Age	18-34	66%	22%	0%	12%	0%	52
	35-44	55%	30%	0%	15%	0%	33
	45-59	50%	31%	0%	16%	2%	131
	60 and older	47%	36%	0%	15%	3%	185
Education	High school or less	60%	24%	0%	14%	2%	143
	Some college	52%	32%	0%	15%	1%	122
	College graduate	41%	42%	0%	15%	2%	125

* *Subsamples are unweighted N's, and consist of likely voters. Row percentages may not sum to 100 percent due to rounding.*

Are you very sure about your choice regarding the casino proposal, or might you change your mind before the election?

Asked of the 357 likely voters who expressed a preference in response to the initial casino question or the follow-up measure of preferences among leaning voters. The three respondents who said they had already voted by absentee ballot did not receive this question.

Very Sure About Choice or Might Change Mind					
		Very Sure	Might Change Mind	Don't know/ Refused	N*
July 8 – 11, 2013	Likely voters	85%	13%	2%	357
Position on Casino	Casino supporters and leaners	87%	11%	2%	218
	Casino opponents and leaners	82%	17%	1%	139

** Subsamples are unweighted N's, and consist of likely voters. Row percentages may not sum to 100 percent due to rounding.*

What is the most important factor to you in deciding to vote for the casino proposal?

Asked of the 220 likely voters who said they had voted for the casino proposal using an absentee ballot, would vote for the proposal, or who were leaning toward voting for the proposal. Respondents answered in their own words, and interviewers coded the open-ended responses using the following list.

Most Important Factor in Deciding to Vote For the Casino Proposal	
The casino would bring jobs to Springfield	67%
The casino would provide additional money to city government	14%
The casino would bring additional customers to other businesses in Springfield	2%
The casino would provide a place to gamble	3%
The casino would provide new restaurants, shops and a hotel	3%
The casino would provide new places to see entertainment	1%
MGM Resorts International has promised to make improvements to streets and sidewalks downtown	2%
MGM Resorts International has promised to provide resources to improve public safety downtown	2%
Neighborhood and civic groups have endorsed the proposal	1%
Other (specify)	3%
Don't know / Refused	3%
N	220

Column percentages may not sum to 100 percent due to rounding.

What is the most important factor to you in deciding to vote against the casino proposal?

Asked of the 140 likely voters who said they had voted against the casino proposal using an absentee ballot, would vote against the proposal, or who were leaning toward voting against the proposal. Respondents answered in their own words, and interviewers coded the open-ended responses using the following list.

Most Important Factor in Deciding to Vote Against the Casino Proposal	
Gambling is immoral / sinful	13%
The casino would increase crime downtown	25%
The casino would cause traffic problems downtown	5%
The casino would take away business from existing restaurants, shops and hotels	7%
The casino's shows would take away customers from other performing arts organizations in the area	1%
Casinos lead to or worsen gambling addictions	8%
Casinos take advantage of people	5%
Respondent likes casinos, but would rather see the casino located some place other than Springfield	12%
Casinos struggle in a bad economy	7%
A casino won't solve the city's problems	4%
Other (specify)	7%
Don't know / Refused	6%
N	140

Column percentages may not sum to 100 percent due to rounding.

Thinking back over the past month, has anyone from MGM Resorts International or a group supporting the casino proposal spoken to you by telephone or in person and asked you to vote in favor of the casino?

Contact With Someone from MGM Resorts International or a Group Supporting the Casino Proposal					
		Yes	No	Don't know/ Refused	N
July 8 – 11, 2013	Likely voters	31%	67%	2%	401

Thinking back over the past month, has anyone from a group opposing the casino proposal spoken to you by telephone or in person and asked you to vote against the casino?

Contact With Someone from a Group Opposing the Casino Proposal					
		Yes	No	Don't know/ Refused	N
July 8 – 11, 2013	Likely voters	9%	90%	1%	401

Row percentages may not sum to 100 percent due to rounding.

Did the contact make you more likely to vote for the casino, less likely to vote for the casino, or did the contact have no effect on your decision?

Asked of the 139 likely voters who said they been contacted by MGM Resorts International or groups supporting or opposing the casino proposal.

Effects of Contact on Plans to Vote for the Casino Proposal						
		More likely to vote for the proposal	Less likely to vote for the proposal	Had no effect on decision	Don't know / Refused	N*
July 8 – 11, 2013	Likely voters	6%	10%	82%	2%	139
Position on Casino	Casino supporters and leaners	11%	3%	85%	2%	64
	Casino opponents and leaners	1%	20%	79%	0%	63

** Subsamples are unweighted N's, and consist of likely voters. Row percentages may not sum to 100 percent due to rounding.*

The following two questions rotated in random order in the survey.

If a casino opens in Springfield, how likely would you be to go to the casino to gamble?
Would you be very likely, somewhat likely, not very likely, or not at all likely?

Likelihood of Visiting a Casino in Springfield to Gamble							
		Very likely	Somewhat likely	Not very likely	Not at all likely	Don't know / Refused (Vol.)	N*
July 8 – 11, 2013	Likely voters	19%	22%	18%	38%	2%	401
Position on Casino	Casino supporters and leaners	31%	31%	16%	20%	2%	220
	Casino opponents and leaners	6%	9%	19%	66%	0%	140
Party Registration	Democrat	18%	24%	16%	39%	3%	220
	Unenrolled	22%	20%	23%	34%	1%	136
	Republican	17%	22%	9%	50%	2%	43
Gender	Male	23%	20%	17%	39%	1%	176
	Female	16%	24%	19%	37%	4%	225
Race	White / Non-Hispanic	15%	19%	18%	46%	2%	235
	Black / Non-Hispanic	25%	23%	19%	30%	3%	70
	Hispanic	29%	31%	16%	21%	4%	52
Age	18-34	21%	36%	20%	24%	0%	52
	35-44	21%	21%	21%	36%	0%	33
	45-59	18%	22%	23%	35%	2%	131
	60 and older	20%	19%	14%	44%	4%	185
Education	High school or less	24%	27%	15%	33%	2%	143
	Some college	23%	22%	20%	33%	3%	122
	College graduate	12%	16%	21%	49%	2%	125

** Subsamples are unweighted N's, and consist of likely voters. Row percentages may not sum to 100 percent due to rounding.*

If a casino opens in Springfield, how likely would you be to go to the casino to see a show or concert? Would you be very likely, somewhat likely, not very likely, or not at all likely?

Likelihood of Visiting a Casino in Springfield to See a Show or Concert

		Very likely	Somewhat likely	Not very likely	Not at all likely	Don't know / Refused (Vol.)	N*
July 8 – 11, 2013	Likely voters	38%	29%	9%	20%	4%	401
Position on Casino	Casino supporters and leaners	60%	30%	4%	5%	2%	220
	Casino opponents and leaners	10%	28%	16%	43%	3%	140
Party Registration	Democrat	39%	30%	8%	20%	4%	220
	Unenrolled	38%	30%	11%	16%	5%	136
	Republican	31%	25%	10%	33%	2%	43
Gender	Male	42%	29%	8%	19%	3%	176
	Female	35%	30%	10%	21%	5%	225
Race	White / Non-Hispanic	31%	30%	11%	24%	4%	235
	Black / Non-Hispanic	50%	25%	9%	12%	5%	70
	Hispanic	53%	38%	4%	5%	0%	52
Age	18-34	58%	26%	5%	11%	0%	52
	35-44	46%	22%	6%	24%	3%	33
	45-59	37%	42%	6%	12%	3%	131
	60 and older	32%	24%	12%	26%	6%	185
Education	High school or less	33%	33%	11%	20%	3%	143
	Some college	48%	23%	8%	20%	2%	122
	College graduate	36%	32%	8%	17%	6%	125

* Subsamples are unweighted N's, and consist of likely voters. Row percentages may not sum to 100 percent due to rounding.