

**Western New England University Polling Institute
Springfield Casino Survey, July 8 – 11, 2013: Final Draft**

Q: INTRO *****

Hello, my name is (first name),

I am calling on behalf of Western New England University. We are conducting a public opinion survey in Springfield. The survey takes no more than six minutes and all answers are confidential. May I please speak with [First name] [Last name]? (Name imported from voter registration records.)

IF RESPONDENT IS NOT HOME:

When would be a good time to call back? We are conducting the survey until 9 p.m. tonight (give hours for remaining nights as appropriate).

IF NO ONE BY THAT NAME LIVES AT THAT PHONE NUMBER: Thank you for your time, have a good evening. (terminate call)

IF NAMED RESPONDENT DOES NOT ANSWER INITIALLY, BUT THEN GETS ON THE PHONE:

Repeat above intro

IF RESPONDENT ASKS HOW WE GOT HIS OR HER NAME:

We are conducting a survey of voters in Springfield, and we chose your name at random from voter registration records. All responses are confidential.

Q: CELL1 *****

Am I speaking to you on a cell phone?

- 1. Yes
- 2. No (GO TO Q. Q1)

Q: CELL2 *****

Are you in a place where you can safely talk on the phone and answer my questions? For example, if you are driving we can schedule a time to call back.

- 1. Yes (GO TO Q. 1)
- 2. No (Schedule a callback)

Q: Q1*****

Are you a resident of Springfield?

- 1. Yes
- 2. No (Go to TERM1)
- 9. Don't know / Refused (DO NOT READ) (Go to TERM1)

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Q: Q2*****
GENDER (by observation)

- 1. Male
- 2. Female

Q: Q41 *****
Are you currently registered to vote at the address where you live or not?

- 1. Yes (Go to Q. Q44a)
- 2. No (Go to TERM1)
- 9. Don't know / Refused (DO NOT READ) (Go to TERM1)

Q: Q44a*****
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?

(INTERVIEWER: NO NEED TO READ THE RESPONSE CATEGORIES AGAIN BELOW)

- 1. Definitely will (GO TO Q. Q8)
- 2. Probably will (GO TO Q. Q8)
- 3. Probably will not (GO TO Q13A, Q14, Q15, then terminate)
- 4. Definitely will not (GO TO Q13A, Q14, Q15, then Terminate)
- 8. Has already voted with an absentee ballot (DO NOT READ) (GO TO Q. Q45b)
- 9. Don't Know/ Refused (DO NOT READ) (GO TO Q13A, Q14, Q15, then Terminate)

Q: Q45b*****
Did you vote for the casino proposal or did you vote against the casino proposal?

(The response options "for the casino proposal" and "against the casino proposal" should rotate in random order in the question stem)

- 1. For the casino proposal (GO TO Q. FAVOR)
- 2. Against the casino proposal (GO TO Q. OPPOSE)
- 9. Refused to answer (DO NOT READ) (GO TO Q. CON1)

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Q: CAS1 *****

If the referendum were held today, would you

Vote for the casino proposal

Or

Vote against the casino proposal?

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

- 1. For the casino proposal (GO TO Q. SURE)
- 2. Against the casino proposal (GO TO Q. SURE)
- 3. Wouldn't vote (DO NOT READ) (GO TO CAS2)
- 5. Don't know / Undecided (DO NOT READ) (GO TO CAS2)
- 9. Refused (DO NOT READ) (GO TO CAS2)

Q: CAS2 *****

At this moment do you lean more toward

Voting for the casino proposal

or more toward

Voting against the casino proposal

(INTERVIEWER: RESPONSE CATEGORIES ROTATE)

- 1. Voting for the casino proposal (GO TO Q. SURE)
- 2. Voting against the casino proposal (GO TO Q. SURE)
- 8. Don't know / Undecided (DO NOT READ) (GO TO Q. CON1)
- 9. Refused (DO NOT READ) (GO TO Q. CON1)

Q: SURE *****

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

(INTERVIEWER: NO NEED TO RE-READ THE RESPONSE CATEGORIES BELOW)

- 1. Very sure
- 2. Might change mind
- 9. Don't know / Refused (DO NOT READ)

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Q: FAVOR *****

(Ask of respondents who said they voted for the casino proposal in Q. Q45b, or who said they would vote for the casino or are leaning toward voting in favor in Q. CAS1 or Q. CAS2)

What is the MOST important factor to you in deciding to vote FOR the casino proposal?

[DO NOT READ LIST. ACCEPT ONLY ONE ANSWER - PROBE FOR MOST IMPORTANT.]

1. The casino would bring jobs to Springfield
2. The casino would provide additional money to city government
3. The casino would bring additional customers to other businesses in Springfield
4. The casino would provide a place to gamble
5. The casino would provide new restaurants, shops and a hotel
6. The casino would provide new places to see entertainment
7. MGM Resorts International has promised to make improvements to streets and sidewalks downtown
8. MGM Resorts International has promised to provide resources to improve public safety downtown
9. The mayor and city council have endorsed the proposal
10. Neighborhood and civic groups have endorsed the proposal
11. Other (specify) _____
99. Don't know/Refused

Q: OPPOSE *****

(Ask of respondents who said they voted against the casino proposal in Q. Q45B, or who said they would vote against the casino or are leaning toward voting against in Q. CAS1 or Q. CAS2)

What is the MOST important factor to you in deciding to vote AGAINST the casino proposal?

[DO NOT READ LIST. ACCEPT ONLY ONE ANSWER - PROBE FOR MOST IMPORTANT.]

1. Gambling is immoral / sinful
2. The casino would increase crime downtown
3. The casino would cause traffic problems downtown
4. The casino would take away business from existing restaurants, shops and hotels
5. The casino's shows would take away customers from other performing arts organizations in the area
6. Casinos lead to or worsen gambling addictions
7. Casinos take advantage of people
8. Respondent likes casinos, but would rather see the casino located some place other than Springfield
9. Casinos struggle in a bad economy
10. Other (specify) _____
99. Don't know/Refused

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Q: CON1 *****

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?

(Note: We are asking about actual conversations. Automated phone calls and messages on an answering machine or voice mail do not count. Make sure the respondent understands this.)

- 1. Yes
2. No
9. Don't know / Refused (DO NOT READ)

Q: CON2 *****

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?

(Note: We are asking about actual conversations. Automated phone calls and messages on an answering machine or voice mail do not count. Make sure the respondent understands this.)

- 1. Yes (GO TO Q. CON3)
2. No (IF CON1 < 2, GO TO CON3. OTHERWISE GO TO Q. GAM)
9. Don't know / Refused (DO NOT READ) (IF CON1 < 2, GO TO CON3. OTHERWISE GO TO Q. GAM)

Q. CON3 *****

(Ask if respondent answered "yes" to either Q. CON1 or Q. CON2)

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?

(The response options "more likely to vote for the casino" and "less likely to vote for the casino" should rotate randomly in the question.)

- 1. More likely to vote for the casino
2. Less likely to vote for the casino
3. Had no effect on your decision
9. Don't know / Refused (DO NOT READ)

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[Questions GAM and SHOW should rotate in random order in the survey.]

Q: GAM *****

If a casino opens in Springfield, how likely would you be to go to the casino to gamble?
Would you be...

- 1. Very likely
- 2. Somewhat likely
- 3. Not very likely
- 4. Not at all likely
- 9. Don't know / Refused (DO NOT READ)

Q: SHOW *****

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...

- 1. Very likely
- 2. Somewhat likely
- 3. Not very likely
- 4. Not at all likely
- 9. Don't know / Refused (DO NOT READ)

Q: Q11 *****

We're almost finished. We have just a few more questions to help us understand our survey results.

What is the name of the neighborhood in Springfield where you live?

(Interviewer: Do not read list. Note there is a difference between East Forest Park and Forest Park.)

- 1. Bay
- 2. Boston Road
- 3. Brightwood
- 4. East Forest Park
- 5. East Springfield
- 6. Forest Park
- 7. Indian Orchard
- 8. Liberty Heights
- 9. McKnight
- 10. Memorial Square
- 11. Metro Center
- 12. Old Hill
- 13. Pine Point
- 14. Six Corners
- 15. Sixteen Acres
- 16. South End
- 17. Upper Hill
- 18. Other (Specify)
- 19. Don't know / Refused

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Q: Q12*****

What was the last grade in school that you completed?

(DO NOT READ CATEGORIES)

1. Eighth grade or less
2. High school incomplete (grades 9,10,11)
3. High school complete (grade 12)
4. Vocational/ technical school
5. Some college
6. Junior college graduate (2 yr, associate DEGREE)
7. Four year college graduate (bachelors)
8. Graduate work (masters, doctorate, law, medical school)
9. Don't know / refused

Q: Q13a *****

For statistical purposes only, in what year were you born?

(Interviewer: Enter the four-digit year. If the respondent refuses to answer the question, enter 9999.)

Q: Q14*****

Are you of Latino or Hispanic origin, such as Mexican, Puerto Rican, Cuban or some other Spanish-speaking background?

1. Yes
2. No
9. Don't Know / Refused (DO NOT READ)

Q: Q15*****

Which of the following describes your race? You can select as many as apply.

(INTERVIEWER: CHECK ALL THAT APPLY. IF THE RESPONDENT SAYS HISPANIC, ASK IF SHE / HE IS WHITE HISPANIC OR BLACK HISPANIC. IF THE RESPONDENT REFUSES TO SAY, CODE THE RESPONDENT AS SOME OTHER RACE.)

1. White
2. Black or African-American
3. Native American
4. Asian or Asian-American
5. Some other race (DO NOT READ)
9. Don't Know / Refused (DO NOT READ)

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Q: Q16*****

So that we can group answers, is your total annual family income before taxes....?

- 1 Under \$35,000
- 2 \$35,000 to just under \$70,000
- 3 \$70,000 to just under \$100,000
- 4 \$100,000 or more
- 9 Don't Know/ Refused (DO NOT READ)

Q: THANK1*****

That concludes the survey. Thank you very much for your help. The results of the survey will be released in The Springfield Republican newspaper and on MassLive.com beginning Sunday, July 14th.

Sometimes we need to re-contact people to verify that this interview took place, or someone writing up the results for a news report may want to know more about how you feel. Would it be okay for us to re-contact you if necessary?

- 1. Yes
- 2. No

Thank you for your time. Have a good day / evening.

Q: TERM1*****

We are only interviewing registered voters in Springfield for this study.
Thank you for your time. Have a good day / evening.