



Western New England  
University Polling Institute  
Massachusetts Statewide Telephone Survey  
March 31 – April 7, 2014  
Casino Gambling



## METHODOLOGY

The Western New England University Polling Institute survey consists of telephone interviews with 477 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing March 31 – April 7, 2014. The sample yielded 424 adults who said they are registered to vote in Massachusetts. Unless otherwise noted, the figures in this release are based on the statewide sample of all adults.

Paid interviewers at The Polling Institute dialed household telephone numbers, known as “landline numbers,” and cell phone numbers using random samples obtained from Survey Sampling International of Shelton, CT. In order to draw a representative sample from the landline numbers, interviewers first asked for the youngest male age 18 or older who was home at the time of the call, and if no adult male was present, the youngest female age 18 or older who was at home at the time of the call. Interviewers dialing cell phone numbers interviewed the respondent who answered the cell phone after confirming three things: (1) that the respondent was in a safe setting to complete the survey; (2) that the respondent was an adult age 18 or older; and (3) that the respondent was a resident of Massachusetts. The landline and cell phone data were combined and weighted to reflect the adult population of Massachusetts by gender, race, age, and county of residence using U.S. Census estimates for Massachusetts. The data also were weighted to adjust for cell phone and landline usage based on state-level estimates for Massachusetts from the National Center for Health Statistics.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. The sampling error for a sample of 477 adults is +/- 4.5 percent at a 95 percent confidence interval. Thus if 55 percent of adults said they support establishing casinos in Massachusetts, one would be 95 percent sure that the true figure would be between 50.5 percent and 59.5 percent (55 percent +/- 4.5 percent) had all Massachusetts adults been interviewed, rather than just a sample. The margin of error for the sample of 424 registered voters is +/- 5 percent at a 95 percent confidence interval. Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording, or context effects.

## TABLES

Next, we'd like to ask you some questions about casinos. Massachusetts is considering licensing up to three casinos in the state. Do you support or oppose establishing casinos in Massachusetts?

*(Note: The question wording varied slightly in April 2010 -- "Next, we'd like to ask you some questions about casinos. Massachusetts is considering licensing two casinos in the state. Do you support or oppose establishing casinos in Massachusetts?" The question posed in the latest survey is identical to the wording of the question in the October 2009 and November 2013 surveys.)*

Support or Oppose Establishing Casinos in the State – Trend					
		Support	Oppose	Don't know/ Refused (Vol.)	N*
March 31 - April 7, 2014	Adults	59%	34%	7%	477
	Registered voters	60%	34%	6%	424
Nov. 5-11, 2013	Adults	61%	33%	6%	517
	Registered voters	60%	33%	7%	467
April 11-15, 2010	Adults	58%	35%	7%	528
	Registered voters	58%	33%	8%	481
Oct. 18-22, 2009	Adults	56%	34%	9%	522
	Registered voters	56%	36%	8%	468

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

Support or Oppose Establishing Casinos in the State – Cross-Tabulation

		Support	Oppose	Don't know/ Refused (Vol.)	N*
March 31 - April 7, 2014	Adults	59%	34%	7%	477
	Registered voters	60%	34%	6%	424
Party registration**	Democrat	52%	38%	9%	136
	Republican	67%	31%	3%	60
	Unenrolled	63%	32%	5%	220
Gender	Male	64%	30%	6%	238
	Female	54%	37%	9%	239
Age	18-39	63%	29%	8%	68
	40-54	61%	35%	4%	117
	55-64	57%	36%	8%	103
	65 and older	51%	39%	10%	183
Education	High school or less	68%	25%	7%	99
	Some college	69%	25%	6%	122
	College graduate	51%	42%	8%	253
Household income	Under \$35,000	55%	37%	8%	98
	\$35,000 to \$69,999	64%	26%	10%	101
	\$70,000 to \$99,999	62%	35%	3%	77
	\$100,000 or more	60%	34%	6%	151
Casino regions	Region A – Boston area and Central MA	58%	34%	8%	285
	Region B – Western MA	58%	34%	8%	99
	Region C – South Shore and Cape Cod	57%	37%	6%	89

*\*Subsamples are unweighted N's, and consist of all adults with the exception of the categories for party registration, which include only registered voters. Row percentages may not sum to 100 percent due to rounding.*

*\*\* Party registration was measured with the following question: "Are you registered as a Democrat, Republican, unenrolled or independent voter, or something else?"*

Do you support or oppose having a casino in your community?

Support or Oppose Having a Casino in Your Community – Trend					
		Support	Oppose	Don't know/ Refused (Vol.)	N*
March 31 - April 7, 2014	Adults	42%	55%	3%	477
	Registered voters	42%	54%	4%	424
Nov. 5-11, 2013	Adults	42%	55%	3%	517
	Registered voters	42%	55%	3%	467
April 11-15, 2010	Adults	41%	53%	6%	528
	Registered voters	43%	52%	5%	481
Oct. 18-22, 2009	Adults	38%	57%	5%	522
	Registered voters	37%	58%	5%	468

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

Support or Oppose Having a Casino in Your Community – Cross-Tabulation

		Support	Oppose	Don't know/ Refused (Vol.)	N*
March 31 - April 7, 2014	Adults	42%	55%	3%	477
	Registered voters	42%	54%	4%	424
Party registration	Democrat	33%	62%	4%	136
	Republican	39%	60%	1%	60
	Unenrolled	48%	48%	4%	220
Gender	Male	48%	48%	4%	238
	Female	36%	61%	4%	239
Age	18-39	49%	49%	2%	68
	40-54	35%	63%	2%	117
	55-64	47%	47%	6%	103
	65 and older	32%	61%	7%	183
Education	High school or less	51%	47%	2%	99
	Some college	52%	43%	5%	122
	College graduate	34%	63%	4%	253
Household income	Under \$35,000	49%	46%	5%	98
	\$35,000 to \$69,999	56%	42%	2%	101
	\$70,000 to \$99,999	39%	57%	4%	77
	\$100,000 or more	37%	62%	2%	151
Casino regions	Region A – Boston area and Central MA	39%	58%	3%	285
	Region B – Western MA	45%	50%	5%	99
	Region C – South Shore and Cape Cod	46%	49%	5%	89

*Subsamples are unweighted N's, and consist of all adults with the exception of the categories for party registration, which include only registered voters. Row percentages may not sum to 100 percent due to rounding.*

Thinking about the issue of establishing casinos in the state, how important is this issue **to you personally**?

		Importance of Casino Issue to You Personally					
		Very Important	Somewhat Important	Not Very Important	Not At All Important	Don't know/Refused (Vol.)	N*
March 31 - April 7, 2014	Adults	18%	41%	30%	11%	0%	477
	Registered voters	20%	42%	30%	8%	0%	424
Party registration	Democrat	32%	35%	25%	8%	0%	136
	Republican	25%	40%	22%	13%	0%	60
	Unenrolled	13%	46%	35%	5%	0%	220
Gender	Male	20%	41%	29%	10%	0%	238
	Female	16%	41%	31%	11%	0%	239
Age	18-39	16%	47%	28%	10%	0%	68
	40-54	14%	40%	36%	9%	0%	117
	55-64	29%	35%	24%	11%	0%	103
	65 and older	19%	34%	34%	13%	0%	183
Education	High school or less	19%	34%	29%	17%	0%	99
	Some college	17%	44%	29%	10%	0%	122
	College graduate	18%	42%	31%	8%	0%	253
Household income	Under \$35,000	29%	31%	32%	8%	0%	98
	\$35,000 to \$69,999	9%	45%	35%	10%	0%	101
	\$70,000 to \$99,999	12%	38%	37%	13%	0%	77
	\$100,000 or more	17%	48%	29%	6%	0%	151
Casino regions	Region A – Boston area and Central MA	18%	39%	33%	10%	0%	285
	Region B – Western MA	27%	40%	26%	7%	0%	99
	Region C – South Shore and Cape Cod	16%	54%	20%	11%	0%	89

*\*Subsamples are unweighted N's, and consist of all adults with the exception of the categories for party registration, which include only registered voters. Row percentages may not sum to 100 percent due to rounding.*

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Support or Oppose Establishing Casinos in the State – By Importance of Issue to Respondent

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		Support	Oppose	Don't know/ Refused (Vol.)	N*
March 31 - April 7, 2014	Registered voters	60%	34%	6%	424
Importance of casino issue to you personally	Very important	40%	57%	3%	95
	Somewhat important	59%	36%	5%	159
	Not very important	81%	12%	7%	124
	Not at all important	32%	45%	23%	44

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

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Support or Oppose Having a Casino in Your Community – By Importance of Issue to Respondent

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		Support	Oppose	Don't know/ Refused (Vol.)	N*
March 31 - April 7, 2014	Registered voters	42%	54%	4%	424
Importance of casino issue to you personally	Very important	37%	62%	1%	95
	Somewhat important	47%	52%	1%	159
	Not very important	48%	45%	7%	124
	Not at all important	8%	71%	21%	44

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