

Western New England University Polling Institute

Casino Gambling in Massachusetts

10/1/2014

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TABLES

Voters also will vote on a ballot question regarding a state law that allows the state to license up to three casinos in Massachusetts. *(The following two options rotated in random order in the question.)* [A yes vote on the ballot question would prohibit casinos, any gaming establishment with slot machines, and wagering on simulcast greyhound races in Massachusetts.] [A no vote would make no change in the current laws regarding gaming.] If the election were held today, would you vote [yes] or [no] on the ballot question? *(The “yes” and “no” options rotated in random order in the second part of the question.)*

Would You Vote Yes or No on Repeal of Casino Law		Yes	No	Wouldn't vote (Vol.)	Don't know (Vol.)	Refused (Vol.)	N*
Sept. 20 - 28, 2014	Likely voters	41%	52%	0%	6%	1%	416
	Registered voters	38%	54%	0%	7%	1%	536
Party identification**	Democrat	41%	50%	0%	8%	0%	141
	Republican	43%	55%	0%	2%	0%	70
	Independent	40%	52%	0%	8%	1%	196
Gender	Male	42%	52%	0%	5%	0%	195
	Female	41%	51%	0%	8%	1%	221
Age	18-39	42%	49%	0%	9%	0%	30
	40-54	40%	53%	0%	7%	0%	112
	55-64	42%	51%	0%	6%	1%	102
	65 and older	45%	49%	0%	6%	0%	160
Education	High school or less	32%	55%	0%	13%	0%	71
	Some college	37%	61%	0%	3%	0%	97
	College graduate	45%	47%	0%	7%	1%	248
Household income	Under \$35,000	35%	50%	0%	16%	0%	69
	\$35,000 to \$69,999	45%	53%	0%	2%	0%	82
	\$70,000 to \$99,999	38%	58%	0%	5%	0%	74
	\$100,000 or more	45%	50%	0%	5%	0%	138
Casino regions	Region A – Boston area and Central MA	40%	51%	0%	8%	0%	247
	Region B – Western MA	50%	45%	0%	5%	0%	83
	Region C – South Shore and Cape Cod	40%	56%	0%	2%	2%	83

* *Subsamples are unweighted N's, and consist of likely voters. Row percentages may not sum to 100 percent due to rounding.* ** *Party identification was measured with the following question: “In politics today, do you consider yourself a Democrat, Republican, Independent or something else?”*

Thinking about the issue of establishing casinos in the state, how important is this issue to you personally? Very important, somewhat important, not very important, not at all important?

		Importance of Casino Issue to You Personally					N*
		Very Important	Somewhat Important	Not Very Important	Not At All Important	Don't know/Refused (Vol.)	
Sept. 20-28, 2014	Likely voters	17%	32%	30%	20%	1%	416
	Registered voters	18%	31%	32%	17%	2%	536
March 31 - April 7, 2014	Registered voters	20%	42%	30%	8%	0%	424

		Vote on Ballot Question on Casino Law Repeal – By Importance of Issue to Respondent					N*
		Yes	No	Wouldn't vote (Vol.)	Don't know (Vol.)	Refused (Vol.)	
Sept. 20 – 28, 2014	Likely voters	41%	52%	0%	6%	1%	416
Importance of casino issue to you personally	Very important	41%	50%	0%	9%	0%	71
	Somewhat important	48%	48%	0%	4%	0%	125
	Not very important	31%	61%	0%	8%	0%	127
	Not at all important	48%	46%	0%	5%	2%	89

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

Vote on Ballot Question on Casino Law Repeal – By Religion and Attendance at Services

Sept. 20 – 28, 2014	Yes	No	Wouldn't vote (Vol.)	Don't know (Vol.)	Refused (Vol.)	N*
Likely voters	41%	52%	0%	6%	1%	416
All Catholic likely voters**	41%	53%	0%	5%	1%	214
Catholic likely voters who attend services at least once a week or almost every week***	41%	55%	0%	4%	0%	101
Catholic likely voters who attend services about once a month, seldom or never	42%	52%	0%	7%	0%	109
All Protestant likely voters	45%	48%	0%	7%	0%	94
Protestant likely voters who attend services at least once a week or almost every week	44%	52%	0%	4%	0%	37
Protestant likely voters who attend services about once a month, seldom or never	45%	45%	0%	9%	0%	57
Likely voters from other religious backgrounds	45%	46%	0%	10%	0%	47
Likely voters who identify as agnostic or atheist	38%	55%	0%	8%	0%	37

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

** *Religious denomination was measured with the following question: "Do you consider yourself to be Catholic, Protestant, Jewish, Muslim, some other religion, atheist or agnostic?"*

*** *Attendance at worship services was measured with the following question: "How often do you attend church, synagogue, or other worship services -- at least once a week, almost every week, about once a month, seldom, or never?"*

METHODOLOGY

The Western New England University Polling Institute survey consists of telephone interviews with 598 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing Sept. 20 – 28, 2014. The sample yielded 536 adults who said they are registered to vote in Massachusetts. Of those registered voters, 416 voters were classified as likely to vote in the Nov. 4, 2014 election. Voters were classified as likely voters based on their responses to questions about likelihood of voting in the upcoming election, participation in recent elections, and knowledge of the location and name of their polling place.

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 alternated asking for the youngest adult male or the youngest adult female age 18 or older who was 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 sample of all adults consisted of 432 interviews completed on landlines and 166 interviews completed on cell phones. 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. Complete results of the poll are available online at www.wne.edu/news. The full text of the questionnaire for this survey is available at www1.wne.edu/pollinginst.

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 margin of sampling error for a sample of 536 registered voters is +/- 4 percent at a 95 percent confidence interval, and the margin of sampling error for a sample of 416 likely voters is +/- 5 percent at a 95 percent confidence interval. Thus if 55 percent of likely voters said they would vote no on the ballot question repealing the casino law, one would be 95 percent sure that the true figure would be between 50 percent and 60 percent (55 percent +/- 5 percent) had all likely voters in Massachusetts been interviewed, rather than just a sample. 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.

Established in 2005, the Western New England University Polling Institute conducts research on issues of importance to Massachusetts and the region. The Institute provides the University’s faculty and students with opportunities to participate in public opinion research. Additional information about the Polling Institute is available at www1.wne.edu/pollinginst.