

Western New England University Polling Institute

Massachusetts Statewide Survey -- April 6-14, 2015

MASSACHUSETTS VOTERS LEAN AGAINST BOSTON OLYMPIC BID

State is divided over Boston 2024 Games; 40 percent support, 46 percent oppose

TABLES

Note: The Olympics questions in the survey were preceded by questions measuring favorability and job approval for statewide elected officials as well as questions about the 2016 presidential election. Responses to those questions will be released at a future date.

Next, a private group called Boston 2024 is working on a bid for Boston to host the 2024 Olympic summer games. How much information have you heard about the group's plans? A lot, some, a little, none at all?

How Much Information Have You Heard About Boston 2024's Plans to Bid for the Olympics?
Registered Voters and All Adults

	A lot	Some	A little	None at all	Don't know / Refused (Vol.)	N*
Registered voters	16%	34%	35%	15%	0%	427
Western MA	7%	27%	43%	23%	0%	99
Central MA	26%	23%	38%	14%	0%	60
North / South Shore	13%	36%	34%	18%	0%	125
Boston and suburbs**	19%	36%	33%	12%	0%	141
All adults	14%	32%	34%	19%	0%	499

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

***Boston and suburbs consists of residents of Middlesex, Norfolk and Suffolk counties.*

Do you support or oppose Boston bidding to host the Olympic summer games in 2024?

Support or Oppose Boston Bidding to Host the 2024 Olympic Summer Games?
Registered Voters and All Adults

		Support	Oppose	Don't know (Vol.)	Refused (Vol.)	N*
April 6 – 14, 2014	Registered voters	40%	46%	14%	0%	427
How much information have you heard about the Olympic bid?	A lot	27%	62%	11%	0%	76
	Some	35%	53%	12%	0%	148
	A little	45%	39%	16%	0%	144
	None at all	51%	29%	20%	0%	59
Party Registration**	Democrat	39%	43%	18%	0%	165
	Republican	33%	47%	20%	0%	49
	Unenrolled	40%	49%	11%	0%	196
Gender	Male	46%	40%	14%	0%	218
	Female	34%	51%	15%	0%	209
Age	18-39	54%	37%	8%	0%	69
	40-54	34%	53%	13%	0%	96
	55-64	40%	44%	15%	0%	106
	65 and older	28%	47%	25%	0%	145
Education	High school or less	47%	35%	18%	0%	88
	Some college	37%	49%	14%	0%	106
	College graduate	39%	47%	14%	0%	230
Region	Western MA	54%	34%	13%	0%	99
	Central MA	40%	46%	14%	0%	60
	North / South Shore	40%	47%	13%	0%	125
	Boston and suburbs	35%	48%	16%	0%	141
All adults		42%	43%	15%	0%	499

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

**Party registration was measured with the following question: Thinking about your voter registration that is on file with your local election office, are you registered as a Democrat, Republican, unenrolled or independent voter, or something else? (specify)

In your own words, what is the top reason why you support Boston's efforts to host the Olympics?

Asked of 202 adults and 168 registered voters who said they support Boston 2024's plans to bid for the 2024 Olympic summer games.

Respondents answered in their own words, and interviewers coded the open-ended responses using the following list.

Top Reason for Supporting Boston 2024 Olympics Bid		
	Registered voters	All adults
The Olympics would bring prestige to Boston and surrounding areas / Would make me proud of Boston	24%	25%
Visitors, sponsors and athletes would spend money while in Boston	22%	18%
The Olympics would create jobs in Boston and surrounding areas / Boost economy	19%	17%
It would be an exciting event to attend	17%	26%
The Olympics would result in improved sports facilities in the Boston area	3%	2%
The Olympics would create affordable housing in Boston after the Games are over	3%	3%
The Olympics would bring about needed transportation improvements	2%	2%
Other (specify)	6%	5%
Don't know / Refused (Vol.)	3%	2%
N	168	202

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

In your own words, what is the top reason why you oppose Boston's efforts to host the Olympics?

Asked of 217 adults and 193 registered voters who said they oppose Boston 2024's plans to bid for the 2024 Olympic summer games.

Respondents answered in their own words, and interviewers coded the open-ended responses using the following list.

Top Reason for Opposing Boston 2024 Olympics Bid		
	Registered voters	All adults
The Olympics would require tax dollars	28%	27%
Boston lacks the transportation infrastructure / The Olympics would bring too much traffic to Boston and surrounding areas	17%	17%
The Olympics would be too costly / State and / or local government would end up with debt from the Olympics	16%	17%
Boston is too small to handle the Olympics / Olympics would bring crowds to Boston and surrounding areas	15%	13%
The Olympics would divert government spending from much-needed programs	6%	5%
The Olympics would make Boston a target for terrorist attacks	4%	5%
There hasn't been enough transparency about the bid	2%	2%
The Olympics would bring crime to Boston and surrounding areas	1%	1%
Other (specify)	11%	13%
Don't know / Refused (Vol.)	0%	0%
N	193	217

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

As you may know, Boston 2024 has proposed having all Olympic events occur in or near Boston to minimize travel between venues.

However, leaders of other cities in Massachusetts have proposed having some Olympic events in other parts of the state to involve more communities in the Games.

Which of the following statements comes closest to your view?

All Olympic events should occur in or near Boston

or

Most Olympic events should occur in or near Boston, with some events in other parts of the state

Note: Respondents also could volunteer the following responses:

Neither statement. Boston should not host the Olympics

Don't know

Refused

Location of the Olympics – Concentrate in Boston, or With Some Events Around the State?
Registered Voters and All Adults

	All events in Boston	Most events in Boston; some in other parts of the state	Neither. Boston should not host the Olympics (Vol.)	Don't know (Vol.)	Refused (Vol.)	N*
Registered voters	18%	72%	8%	2%	0%	427
Western MA	26%	61%	6%	6%	0%	99
Central MA	21%	76%	1%	1%	0%	60
North / South Shore	12%	82%	4%	3%	0%	125
Boston and suburbs	20%	65%	15%	0%	0%	141
All adults	20%	68%	9%	3%	0%	499

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

Would locating some Olympic events outside of the Boston area make you...[More likely to support Boston's bid for the Olympics / Less likely to support Boston's bid for the Olympics] Or would locating some events outside of the Boston area have no effect on your opinion?

Response options “more likely to support Boston's bid for the Olympics” and “less likely to support Boston's bid for the Olympics” rotated in random order in the question.

Would Holding Olympic Events Outside of Boston Make You More Likely
Or Less Likely to Support the Bid, Or Would It Make No Difference?
Registered Voters and All Adults

	More likely to support the bid	Less likely to support the bid	Would make no difference	Don't know (Vol.)	Refused (Vol.)	N*
Registered voters	36%	8%	51%	4%	0%	427
Responded “support” earlier in the survey	42%	3%	51%	4%	0%	168
Responded “oppose” earlier in the survey	34%	13%	52%	1%	0%	193
Western MA	41%	7%	48%	4%	0%	99
Central MA	45%	8%	46%	0%	0%	60
North / South Shore	40%	5%	51%	5%	0%	125
Boston and suburbs	29%	11%	55%	5%	0%	141
All adults	34%	10%	53%	4%	0%	499

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