

WESTERN NEW ENGLAND UNIVERSITY POLLING INSTITUTE

Massachusetts Statewide  
Telephone Survey

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Casino Gambling

**November 5-11, 2013**

## 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 survey.)*

		Support or Oppose Establishing Casinos in the State			
		Support	Oppose	Don't know/ Refused (Vol.)	N*
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
Party identification**	Democrat	62%	30%	8%	173
	Republican	51%	39%	10%	64
	Independent	62%	33%	5%	222
Gender	Male	64%	32%	4%	244
	Female	58%	33%	8%	273
Age	18-34	78%	18%	4%	53
	35-49	59%	36%	5%	112
	50-64	56%	39%	6%	177
	65 and older	46%	40%	14%	162
Education	High school or less	59%	36%	5%	103
	Some college	78%	16%	6%	113
	College graduate	55%	38%	7%	295
Household income	Under \$35,000	57%	35%	8%	87
	\$35,000 to \$69,999	69%	28%	4%	112
	\$70,000 to \$99,999	61%	32%	7%	99
	\$100,000 or more	62%	32%	6%	146
Casino regions	Region A – Boston area and Central MA	61%	33%	6%	309
	Region B – Western MA	62%	31%	7%	108
	Region C – South Shore and Cape Cod	65%	29%	6%	95

*\*Subsamples are unweighted N's, and consist of all adults with the exception of the categories for party identification, which include only registered 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?"*

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

		Support or Oppose Having a Casino in Your Community			
		Support	Oppose	Don't know/ Refused (Vol.)	N*
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
Party identification	Democrat	39%	57%	4%	173
	Republican	40%	58%	2%	64
	Independent	45%	52%	3%	222
Gender	Male	46%	51%	3%	244
	Female	38%	59%	3%	273
Age	18-34	53%	46%	1%	53
	35-49	38%	61%	1%	112
	50-64	43%	54%	4%	177
	65 and older	32%	60%	7%	162
Education	High school or less	46%	51%	4%	103
	Some college	56%	41%	3%	113
	College graduate	35%	62%	3%	295
Household income	Under \$35,000	49%	47%	4%	87
	\$35,000 to \$69,999	44%	55%	1%	112
	\$70,000 to \$99,999	49%	50%	0%	99
	\$100,000 or more	37%	60%	2%	146
Casino regions	Region A – Boston area and Central MA	42%	54%	4%	309
	Region B – Western MA	37%	60%	3%	108
	Region C – South Shore and Cape Cod	47%	52%	1%	95

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

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

If casinos opened in the state, how likely would you be to go to a casino to gamble?

		Likelihood of Going to a Casino to Gamble					
		Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely	Don't know/Refused (Vol.)	N*
Nov. 5-11, 2013	Adults	14%	28%	20%	38%	0%	517
	Registered voters	14%	26%	21%	39%	0%	467
Oct. 18-22, 2009	Adults	14%	23%	20%	43%	0%	522
	Registered voters	13%	22%	19%	45%	0%	468
Party identification	Democrat	17%	25%	23%	34%	0%	173
	Republican	22%	18%	18%	42%	0%	64
	Independent	11%	29%	18%	42%	0%	222
Gender	Male	14%	31%	20%	34%	0%	244
	Female	13%	24%	19%	43%	0%	273
Age	18-34	21%	40%	16%	23%	0%	53
	35-49	14%	24%	19%	43%	0%	112
	50-64	9%	25%	22%	44%	0%	177
	65 and older	9%	21%	21%	49%	0%	162
Education	High school or less	12%	30%	28%	30%	0%	103
	Some college	12%	39%	20%	29%	0%	113
	College graduate	15%	22%	17%	46%	0%	295
Household income	Under \$35,000	15%	26%	21%	37%	0%	87
	\$35,000 to \$69,999	10%	27%	28%	35%	0%	112
	\$70,000 to \$99,999	11%	39%	15%	36%	0%	99
	\$100,000 or more	18%	27%	17%	38%	0%	146
Casino regions	Region A – Boston area and Central MA	13%	24%	21%	42%	0%	309
	Region B – Western MA	10%	24%	25%	42%	0%	108
	Region C – South Shore and Cape Cod	16%	44%	14%	26%	0%	95

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

If casinos opened in the state, how likely would you be to go to a casino to see a show or concert?

		Likelihood of Going to a Casino to See a Show or Concert					
		Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely	Don't know/Refused (Vol.)	N*
Nov. 5-11, 2013	Adults	40%	27%	17%	16%	0%	517
	Registered voters	37%	31%	16%	16%	0%	467
Oct. 18-22, 2009	Adults	32%	35%	16%	17%	0%	522
	Registered voters	31%	36%	16%	17%	0%	468
Party identification	Democrat	36%	32%	18%	14%	0%	173
	Republican	35%	34%	11%	19%	0%	64
	Independent	38%	29%	16%	16%	0%	222
Gender	Male	39%	29%	19%	13%	0%	244
	Female	40%	26%	15%	19%	0%	273
Age	18-34	64%	18%	12%	6%	0%	53
	35-49	39%	31%	16%	14%	0%	112
	50-64	29%	33%	19%	18%	0%	177
	65 and older	19%	24%	24%	33%	0%	162
Education	High school or less	34%	28%	20%	17%	0%	103
	Some college	55%	23%	13%	10%	0%	113
	College graduate	35%	29%	18%	18%	0%	295
Household income	Under \$35,000	34%	23%	20%	23%	0%	87
	\$35,000 to \$69,999	37%	31%	18%	15%	0%	112
	\$70,000 to \$99,999	51%	30%	8%	12%	0%	99
	\$100,000 or more	43%	22%	18%	18%	0%	146
Casino regions	Region A – Boston area and Central MA	38%	24%	19%	19%	0%	309
	Region B – Western MA	43%	24%	11%	21%	0%	108
	Region C – South Shore and Cape Cod	45%	36%	13%	6%	0%	95

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

Do you think casinos will improve the quality of life in Massachusetts, reduce the quality of life in Massachusetts, or will they make no difference to the quality of life in the state?

*(The options “improve the quality of life” and “reduce the quality of life” rotated in random order in the question.)*

		Casinos' Impact on the Quality of Life in Massachusetts				
		Improve the quality of life	Reduce the quality of life	Make no difference	Don't know / Refused (Vol.)	N*
Nov. 5-11, 2013	Adults	28%	26%	41%	5%	517
	Registered voters	28%	27%	39%	6%	467
Party identification	Democrat	27%	25%	42%	6%	173
	Republican	21%	42%	30%	8%	64
	Independent	33%	25%	38%	5%	222
Gender	Male	31%	26%	40%	3%	244
	Female	25%	26%	41%	7%	273
Age	18-34	40%	15%	43%	2%	53
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Education	High school or less	36%	20%	35%	9%	103
	Some college	42%	15%	39%	3%	113
	College graduate	19%	33%	44%	4%	295
Household income	Under \$35,000	44%	22%	23%	11%	87
	\$35,000 to \$69,999	33%	23%	38%	6%	112
	\$70,000 to \$99,999	30%	28%	40%	3%	99
	\$100,000 or more	17%	28%	53%	3%	146
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	Region B – Western MA	36%	26%	34%	4%	108
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*\*Subsamples are unweighted N's, and consist of all adults with the exception of the categories for party identification, which include only registered voters. Row percentages may not sum to 100 percent due to rounding.*

Do you think casinos will improve the quality of life in the communities where they are located, reduce the quality of life in the communities where they are located, or will they make no difference to the quality of life in the communities where they are located?

*(The options “improve the quality of life” and “reduce the quality of life” rotated in random order in the question.)*

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Casinos’ Impact on the Quality of Life in the Communities in Which They are Located

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		Improve the quality of life	Reduce the quality of life	Make no difference	It depends. Impact will vary by community. (Vol.)	Don’t know/ Refused (Vol.)	N*
Nov. 5-11, 2013	Adults	21%	39%	31%	6%	3%	517
	Registered voters	23%	40%	27%	7%	3%	467
Party identification	Democrat	20%	40%	31%	4%	5%	173
	Republican	27%	45%	16%	8%	4%	64
	Independent	24%	37%	28%	9%	2%	222
Gender	Male	22%	42%	29%	6%	1%	244
	Female	20%	36%	33%	7%	4%	273
Age	18-34	15%	34%	46%	2%	3%	53
	35-49	23%	42%	28%	6%	1%	112
	50-64	26%	39%	23%	9%	2%	177
	65 and older	21%	44%	22%	7%	5%	162
Education	High school or less	31%	26%	33%	6%	3%	103
	Some college	22%	30%	39%	8%	2%	113
	College graduate	16%	48%	27%	6%	3%	295
Household income	Under \$35,000	19%	33%	40%	7%	2%	87
	\$35,000 to \$69,999	28%	36%	29%	5%	1%	112
	\$70,000 to \$99,999	22%	40%	32%	3%	3%	99
	\$100,000 or more	22%	40%	29%	6%	3%	146
Casino regions	Region A – Boston area and Central MA	18%	39%	33%	7%	3%	309
	Region B – Western MA	33%	34%	23%	9%	1%	108
	Region C – South Shore and Cape Cod	24%	38%	31%	5%	2%	95

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## METHODOLOGY

The Western New England University Polling Institute survey consists of telephone interviews with 517 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing Nov. 5-11, 2013. The sample yielded 467 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 517 adults is +/- 4.3 percent at a 95 percent confidence interval. Thus if 55 percent of adults said they support establishment of casinos in Massachusetts, one would be 95 percent sure that the true figure would be between 50.7 percent and 59.3 percent (55 percent +/- 4.3 percent) had all Massachusetts adults been interviewed, rather than just a sample. The margin of sampling error for the sample of 467 registered voters is +/- 4.5 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.

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](http://www1.wne.edu/pollinginst).