

Statewide Poll on MA Casino & Slot Parlor Proposal, September 2011

Totals & Crosstabs

(Note: Percentages may not add to 100% due to rounding)
 Cells highlighted are statistically significant at the .05 level
 Study Dates: September 16 through September 18, 2011
 Total Surveys Completed: 552
 Margin of Error (Confidence Interval): 4.1%
 Confidence level: 95%
 Data weighted by sex and age
 Response Rate (AAPOR #4): 17.3%

Q9. Do you support or oppose the plan proposed by the Governor and legislative leaders to authorize destination resort casinos in Southeastern Massachusetts, Western Massachusetts and Greater Boston and to allow a small slot parlor at a location to be determined through competitive bidding?

	Total		Crosstabulations				Age				Income				
	Number	Percent	Sex		Education			18-34	35-49	50-64	65+	<45K	\$45K-\$75K	75K-125K	>\$125K
Support	311	56	60	53	65	65	45	65	55	54	53	66	67	56	38
Oppose	172	31	32	30	21	25	42	23	31	38	33	28	23	33	41
Don't Know	69	13	8	17	14	10	13	12	15	7	15	6	10	11	21

Q10. Now I'd like to ask your opinion about some possible outcomes of resort casinos and a slot parlor in Massachusetts. On a scale of 1 to 5, with 1 meaning that you strongly disagree and 5 meaning that you strongly agree, how strongly do you agree or disagree that three resort casinos and a slot parlor in Massachusetts would:

	1 Strongly Disagree	2	3	4	5 Strongly Agree	Don't Know	4+5	N
Generate tax revenues for the state	5.3	6.2	12.0	27.6	45.7	3.2	73.3	551
Create new jobs for Massachusetts residents	4.8	7.2	13.9	25.9	46.4	1.8	72.3	551
Recapture gambling revenues being lost to states like Connecticut and Rhode Island	4.8	8.5	20.8	26.4	36.4	3.0	62.8	551
Increase tourism in the state	8.5	10.8	18.1	29.4	31.9	1.4	61.3	551
Stimulate local economic development	6.6	11.5	19.1	31.1	28.5	3.2	59.6	551
Increase gambling addiction in the state	13.5	14.5	19.0	22.1	28.4	2.6	50.5	551
Increase political corruption in the state	16.0	15.8	26.9	17.0	21.5	2.8	38.5	551
Increase crime in the state	16.1	21.3	26.5	17.0	17.2	1.8	34.2	551
Degrade the quality of life in the region in which the casino is located	19.4	20.2	24.1	15.0	17.3	4.0	32.3	551
Hurt small local restaurants, retail shops, and motels	22.3	20.5	24.6	14.3	14.6	3.6	28.9	550

Outcomes of 3 Resort Casinos and Slot Parlor

Outcome	Agree/Strongly		Disagree/Strongly	
	Agree	Neutral	Disagree	Don't Know
Generate tax revenue for the state	73%	12%	12%	3%
Create new jobs for Massachusetts residents	72%	14%	12%	2%
Recapture gambling revenues	63%	21%	13%	3%
Increase tourism in the state	61%	18%	19%	1%
Stimulate local economic development	60%	19%	18%	3%
Increase gambling addiction in the state	51%	19%	28%	3%
Increase political corruption in the state	39%	27%	32%	3%
Increase crime in the state	34%	27%	37%	2%
Degrade the quality of life in the region	32%	24%	40%	4%
Hurt small local businesses	29%	25%	43%	4%

Survey of Massachusetts Residents
September, 2011

<INTRO:>

Hi, my name is _____ and I'm calling from UMass Dartmouth. How are you today? We are conducting an important survey on casino gaming in Massachusetts. The survey should take less than 3 minutes to complete and your opinions are very important. Let me assure you that all your responses are completely confidential - we do not have any information about you other than your telephone number.

Q1. Do you have a few minutes to complete the survey?

- 1 YES [SKIP TO QUESTION 3]
- 2 NO [SKIP TO QUESTION 2]

[INTERVIEWER: IF RESPONDENT SAYS THAT THEY DO NOT GAMBLE PLEASE RESPOND: "THAT'S OK, WE ARE INTERESTED IN HEARING THE OPINIONS OF NON-GAMBLERS AS WELL."]

Q2. Your opinions on this issue are very important and we'd like to give you an opportunity to make your opinions heard. Are you sure you do not have just a few minutes to complete the survey?

- 1 YES
- 2 NO [END INTERVIEW]

Q3. Since we need to ensure that every Massachusetts resident has an equal chance of participating, may I please speak with the adult living in your household aged 18 or older -- including yourself -- who had the most recent birthday? I don't mean who is the youngest, but rather, who had the most recent birthday.

- 1 INFORMANT [SKIP TO Q8]
- 2 SOMEONE ELSE: ASK TO SPEAK TO THAT PERSON SKIP TO Q5
- 3 DON'T KNOW ALL BIRTHDAYS, ONLY SOME - CONTINUE TO Q4
- 4 DON'T KNOW ANY BIRTHDAYS OTHER THAN OWN - SKIP TO Q8
- 5 NO PERSON 18 OR OVER AVAILABLE [END INTERVIEW]
- 99 REFUSED [TERMINATE INTERVIEW]

Q4. Of the ones that you do know, who had the most recent birthday?

- 1 INFORMANT [SKIP TO Q8]
- 2 SOMEONE ELSE: [SKIP TO Q5]
- 99 REFUSED

- Q5. Hi, my name is _____ and I'm calling from UMass Dartmouth. How are you today? We are conducting an important survey on casino gaming in Massachusetts. The survey should take less than 3 minutes to complete and your opinions are very important. Let me assure you that all your responses are completely confidential - we do not have any information about you other than your telephone number.
- Q6. Do you have a few minutes to complete the survey?
- 1 YES [SKIP TO Q8]
 - 2 NO [SKIP TO Q7]
- Q7. Your opinions on this issue are very important and we'd like to give you an opportunity to make your opinions heard. Are you sure you do not have just a few minutes to complete the survey?
- 1 YES
 - 2 NO [TERMINATE INTERVIEW]
- Q8. INTERVIEWER: RECORD SEX
- 1 MALE
 - 2 FEMALE
- Q9. Do you support or oppose the plan proposed by the Governor and legislative leaders to authorize destination resort casinos in Southeastern Massachusetts, Western Massachusetts and Greater Boston and to allow a small slot parlor at a location to be determined through competitive bidding?
- 1 SUPPORT
 - 2 OPPOSE
 - 3 UNDECIDED
 - 99 REFUSED

Q10. Now I'd like to ask your opinion about some possible outcomes of resort casinos and a slot parlor in Massachusetts. On a scale of 1 to 5, with 1 meaning that you strongly disagree and 5 meaning that you strongly agree, how strongly do you agree or disagree that three resort casinos and a slot parlor in Massachusetts would:

Randomize

	Strongly Disagree		↔	Strongly Agree		DK	RF
	1	2	3	4	5		
Create new jobs for Massachusetts residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase gambling addiction in the state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generate tax revenues for the state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase crime in the state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recapture gambling revenues being lost to states like Connecticut and Rhode Island	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hurt small local restaurants, retail shops, and motels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stimulate local economic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase tourism in the state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Degrade the quality of life in the region in which the casino is located	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase political corruption in the state	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11. OK, we are just about finished. I would just like to ask a few questions about you. This will help us to understand the types of people we are talking to.

Do you mind telling me your age? _____

Q12. What is the last grade of school that you completed?

[Interviewer: Read Choices]

- 1 LESS THAN HIGH SCHOOL
- 2 HIGH SCHOOL DIPLOMA
- 3 SOME COLLEGE
- 4 ASSOCIATE'S/TECHNICAL DEGREE
- 5 BACHELOR'S
- 6 GRADUATE OR HIGHER
- 8 DON'T KNOW
- 9 REFUSED

Q13. Can you please tell me what your family income for the past year is? This information is important so that we can draw comparisons between respondents. Let me again assure you that all your responses are confidential.

[Interviewer: Read Choices]

- 1 LESS THAN \$25,000
- 2 \$25,000 TO \$45,000
- 3 \$45,000 TO \$75,000
- 4 \$75,000 TO 125,000
- 5 \$125,00 OR MORE
- 8 DON'T KNOW
- 9 REFUSED

Those are all the questions that I have. Thank you for your time.