

**WESTERN NEW ENGLAND COLLEGE POLLING INSTITUTE SURVEY
OCTOBER 18-22, 2009**

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?

		Support	Oppose	Don't know/ Refused	N*
Support or Oppose Establishing Casinos in the State					
Oct. 2009	Adults	56%	34%	9%	522
	Registered voters	56%	36%	8%	468
Party Registration	Democrat	53%	37%	10%	158
	Independent / Unenrolled	58%	34%	8%	235
	Republican	49%	44%	7%	63
Visited a casino in a nearby state at least once in the past 12 months	No	46%	43%	11%	376
	Yes	82%	13%	5%	146
Gender	Male	58%	35%	7%	231
	Female	55%	34%	11%	291
Age	18-29	**	**	**	**
	30-49	58%	35%	7%	186
	50-64	52%	40%	8%	172
	65 and older	46%	39%	15%	118
Education	High school or less	72%	22%	6%	117
	Some college	62%	27%	11%	127
	College graduate	46%	44%	9%	275
Household income	Under \$35,000	61%	29%	10%	91
	\$35,000 to \$69,999	57%	32%	10%	137
	\$70,000 to \$99,999	58%	34%	8%	105
	\$100,000 or more	56%	41%	3%	131
Region	Western MA	66%	26%	8%	92
	Central MA	58%	34%	8%	77
	North / South Shore	57%	35%	8%	148
	Boston and suburbs	52%	38%	10%	205

**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. **Subgroup contains fewer than 50 respondents.*

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	N*
Oct. 2009	Adults	38%	57%	5%	522
	Registered voters	37%	58%	5%	468
Party Registration	Democrat	32%	63%	5%	158
	Independent / Unenrolled	39%	55%	6%	235
	Republican	32%	64%	3%	63
Visited a casino in a nearby state at least once in the past 12 months	No	27%	67%	6%	376
	Yes	63%	33%	4%	146
Gender	Male	37%	60%	4%	231
	Female	38%	55%	6%	291
Age	18-29	**	**	**	**
	30-49	36%	60%	4%	186
	50-64	35%	60%	5%	172
	65 and older	31%	61%	8%	118
Education	High school or less	48%	48%	3%	117
	Some college	46%	48%	5%	127
	College graduate	28%	66%	6%	275
Household income	Under \$35,000	53%	41%	6%	91
	\$35,000 to \$69,999	41%	56%	4%	137
	\$70,000 to \$99,999	34%	60%	6%	105
	\$100,000 or more	32%	67%	2%	131
Region	Western MA	41%	56%	3%	92
	Central MA	45%	47%	8%	77
	North / South Shore	43%	54%	3%	148
	Boston and suburbs	29%	64%	6%	205

**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. **Subgroup contains fewer than 50 respondents.*

If casinos opened in the state, how likely would you be to go to a casino to gamble?							
		Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely	Don't know/Refused	N*
Oct. 2009	Adults	14%	23%	20%	43%	0%	522
	Registered voters	13%	22%	19%	45%	0%	468
Party registration	Democrat	13%	19%	23%	45%	1%	158
	Independent /Unenrolled	14%	25%	20%	40%	0%	235
	Republican	10%	22%	10%	58%	0%	63
Visited a casino in a nearby state at least once in the past 12 months	No	7%	16%	22%	54%	0%	376
	Yes	30%	42%	12%	16%	0%	146
Gender	Male	17%	21%	21%	39%	1%	231
	Female	10%	25%	18%	47%	0%	291
Age	18-29	**	**	**	**	**	**
	30-49	16%	22%	21%	40%	0%	186
	50-64	12%	22%	18%	48%	0%	172
	65 and older	10%	18%	18%	52%	1%	118
Education	High school or less	17%	24%	26%	33%	0%	117
	Some college	21%	29%	10%	39%	1%	127
	College graduate	8%	19%	21%	51%	0%	275
Household income	Under \$35,000	20%	23%	23%	32%	1%	91
	\$35,000 to \$69,999	15%	24%	22%	40%	0%	137
	\$70,000 to \$99,999	5%	26%	21%	48%	0%	105
	\$100,000 or more	13%	22%	18%	47%	1%	131
Region	Western MA	13%	26%	19%	42%	0%	92
	Central MA	15%	22%	21%	41%	0%	77
	North / South Shore	13%	28%	19%	39%	1%	148
	Boston and suburbs	14%	18%	20%	48%	0%	205

*Subsamples are unweighted N's. Row percentages may not sum to 100 percent due to rounding.

**Subgroup contains fewer than 50 respondents.

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

		Very Likely	Somewhat Likely	Not Very Likely	Not At All Likely	Don't know/Refused	N*
Oct. 2009	Adults	32%	35%	16%	17%	0%	522
	Registered voters	31%	36%	16%	17%	0%	468
Party registration	Democrat	30%	32%	17%	21%	0%	158
	Independent /Unenrolled	34%	37%	13%	16%	0%	235
	Republican	24%	40%	21%	16%	0%	63
Visited a casino in a nearby state at least once in the past 12 months	No	21%	36%	20%	22%	1%	376
	Yes	58%	31%	7%	4%	0%	146
Gender	Male	30%	32%	20%	16%	1%	231
	Female	34%	37%	12%	18%	0%	291
Age	18-29	**	**	**	**	**	**
	30-49	32%	36%	16%	15%	0%	186
	50-64	30%	38%	11%	20%	1%	172
	65 and older	21%	28%	22%	28%	1%	118
	High school or less	34%	32%	15%	17%	2%	117
Education	Some college	46%	32%	10%	12%	0%	127
	College graduate	24%	37%	20%	20%	0%	275
	Under \$35,000	38%	41%	6%	14%	1%	91
Household income	\$35,000 to \$69,999	40%	22%	20%	17%	1%	137
	\$70,000 to \$99,999	23%	44%	21%	12%	0%	105
	\$100,000 or more	30%	35%	20%	15%	0%	131
	Western MA	38%	27%	15%	18%	3%	92
Region	Central MA	34%	45%	7%	14%	0%	77
	North / South Shore	31%	38%	14%	16%	1%	148
	Boston and suburbs	28%	31%	22%	18%	0%	205

*Subsamples are unweighted N's. Row percentages may not sum to 100 percent due to rounding.

**Subgroup contains fewer than 50 respondents.

In the past 12 months, how many times have you visited a casino in a nearby state?*

		Visits to a Casino in a Nearby State in the Past 12 Months			
		None	One or more times	Don't know/ Refused	N**
Oct. 2009	Adults	71%	29%	0%	522
	Registered voters	71%	29%	0%	468
Party Registration	Democrat	76%	24%	0%	158
	Independent / Unenrolled	65%	35%	0%	235
	Republican	76%	24%	0%	63
Gender	Male	72%	28%	0%	231
	Female	69%	31%	0%	291
Age	18-29	***	***	***	***
	30-49	74%	26%	0%	186
	50-64	75%	25%	0%	172
	65 and older	74%	26%	0%	118
Education	High school or less	62%	38%	0%	117
	Some college	67%	33%	0%	127
	College graduate	77%	23%	0%	275
Household income	Under \$35,000	63%	37%	0%	91
	\$35,000 to \$69,999	70%	30%	0%	137
	\$70,000 to \$99,999	73%	27%	0%	105
	\$100,000 or more	74%	26%	0%	131
Region	Western MA	60%	40%	0%	92
	Central MA	67%	33%	0%	77
	North / South Shore	74%	26%	0%	148
	Boston and suburbs	75%	25%	0%	205

*Response categories were collapsed into "one or more times." The original categories were: zero, one to four times, five to eight times, more than eight times, don't know / refused.

**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.

***Subgroup contains fewer than 50 respondents.

METHODOLOGY

The Western New England College Polling Institute conducted telephone interviews with 522 adults ages 18 and older drawn from across Massachusetts using random-digit-dialing October 18-22. The sample yielded 468 adults who said they were registered to vote in Massachusetts. Unless otherwise noted, most of the figures in this release are based on the statewide sample of all adults. The data were weighted to reflect the adult population of Massachusetts by gender, race and age.

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 522 adults is +/- 4 percent, at a 95 percent confidence interval. Thus if 50 percent of adults said they support establishing casinos in Massachusetts, one would be 95 percent sure that the true figure would be between 46 percent and 54 percent (50 percent +/- 4 percent) had all Massachusetts adults been interviewed, rather than just a sample. The margin of error for the sample of registered voters is +/- 4.5 percent. 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.