

EVERETT SURVEY REPORT

Commissioned by

Conducted by



Emerson College
POLLING



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METHODOLOGY

Emerson College Polling is pleased to present Consensus Strategies with findings from a survey of Everett residents. All respondents interviewed in this study were part of a fully representative sample using an area probabilistic sampling method of N=325 (sample size). The margin of error for the sample is +/- 5.39% in 19 of 20 cases.

The sample was weighted by age, education, and voter registration based on US Census data. The survey was administered by contacting landline telephones via IVR, cell phones via SMS message, online via a panel, and web survey via email. The survey was conducted between December 2-7, 2022.

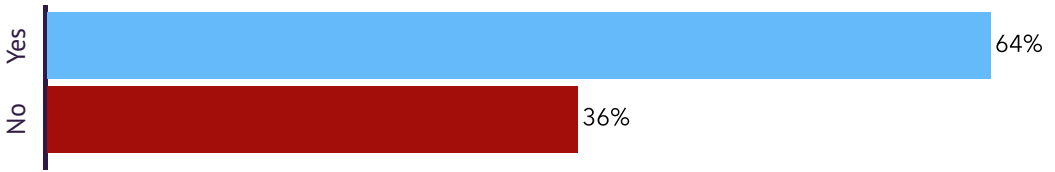
The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population. In the cases where cross tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown. A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

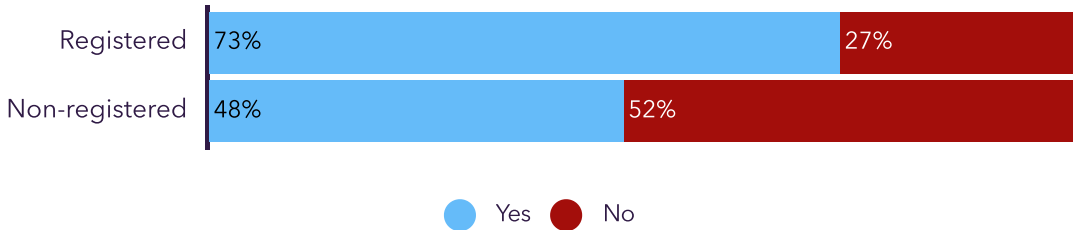
A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.

SURVEY RESULTS

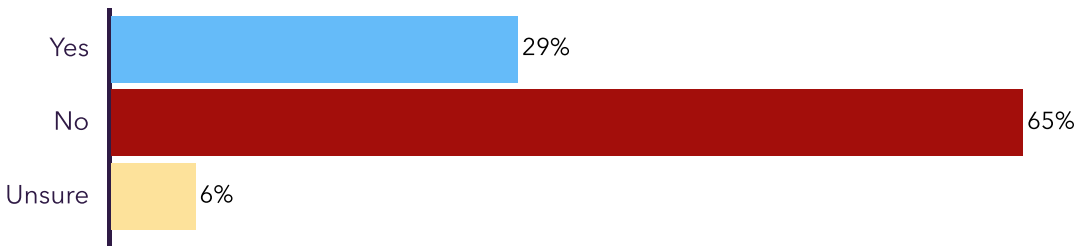
Have you ever visited the Encore Boston Harbor, including its dining, casino, hotel, or retail?



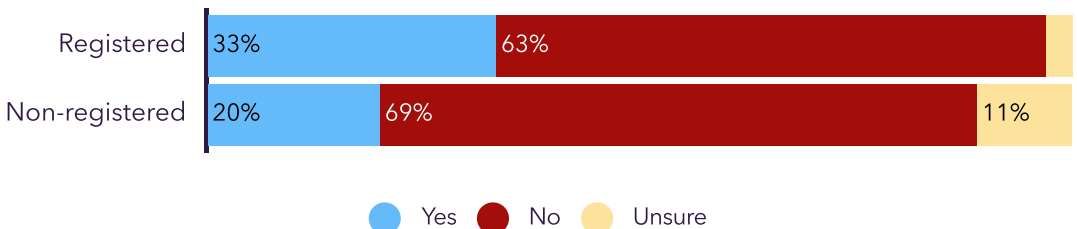
Voters vs. non-registered voters



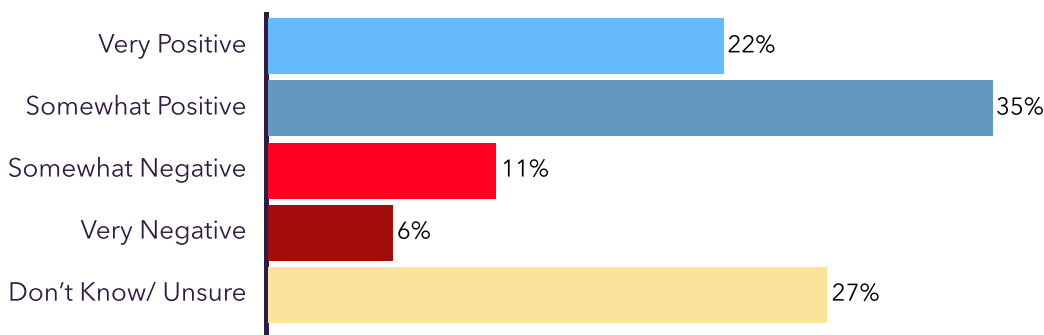
The development of Encore Boston Harbor opened new public access to the Everett waterfront. Have you or your family utilized the newly accessible waterfront park at Encore Boston Harbor?



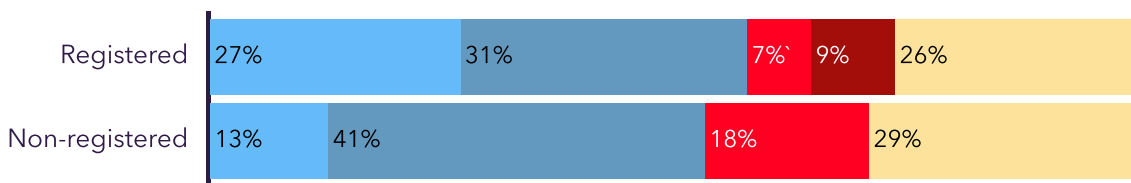
Voters vs. non-registered voters



Has Encore Boston Harbor had a positive or negative impact on Everett?

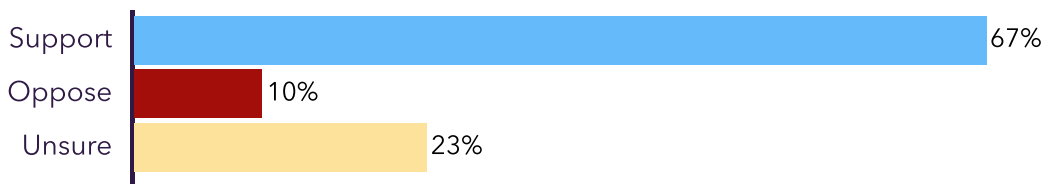


Voters vs. non-registered voters

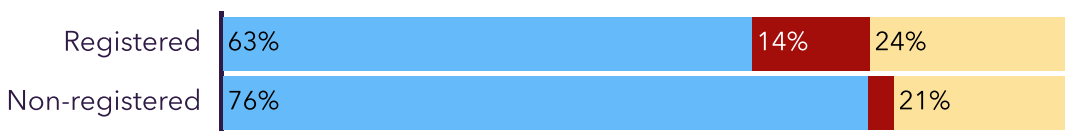


Which of the following amenities do you support across the street from Encore Boston Harbor on Broadway?

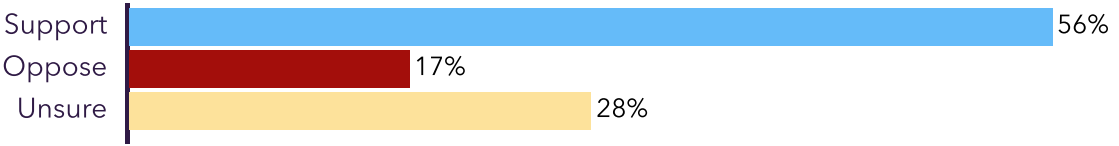
A theater



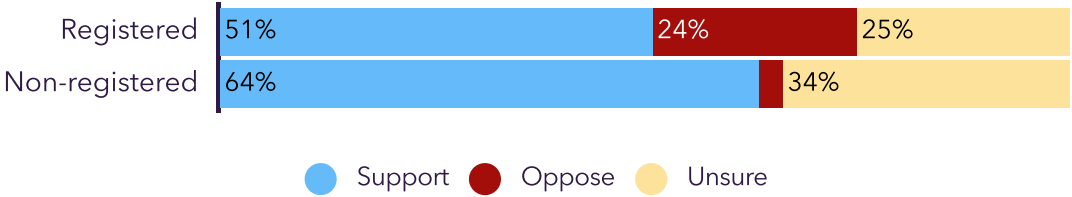
Voters vs. non-registered voters



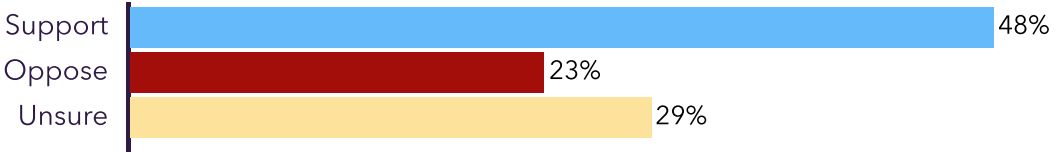
A parking garage



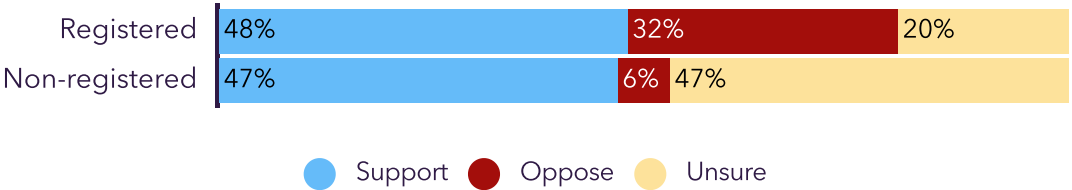
Voters vs. non-registered voters



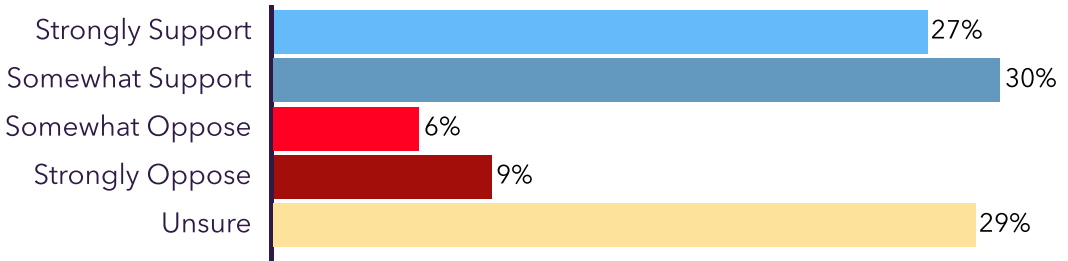
A hotel



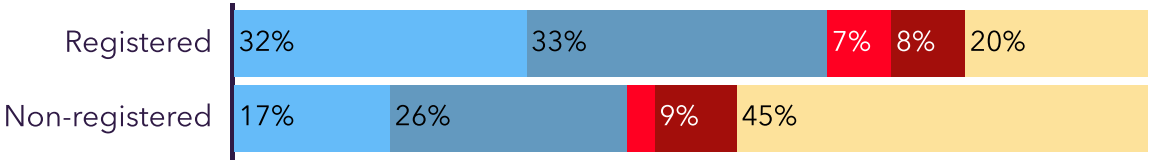
Voters vs. non-registered voters



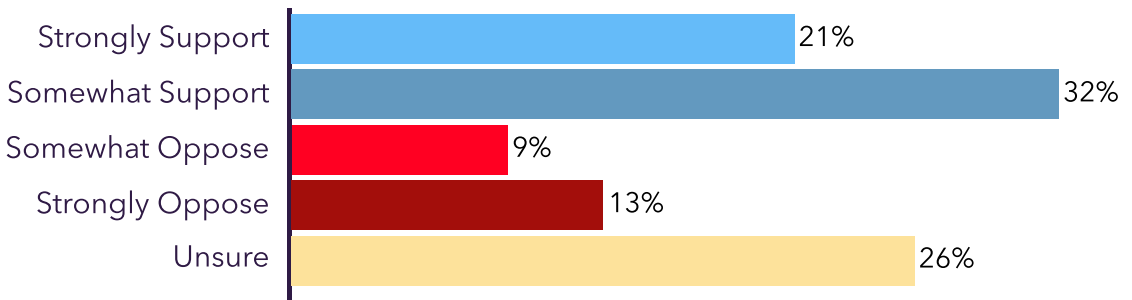
Sports Betting was legalized in Massachusetts in August of 2022. Do you support or oppose having Sports Betting as part of Encore Boston Harbor's new addition on Broadway?



Voters vs. non-registered voters



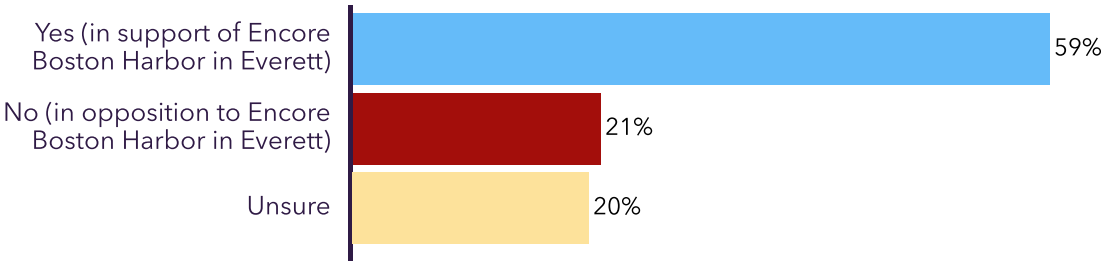
Do you support or oppose having a dedicated poker room as part of Encore Boston Harbor's new addition on Broadway?



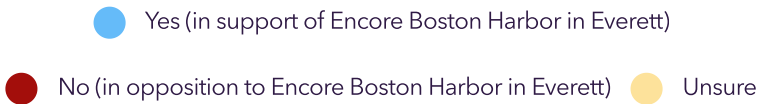
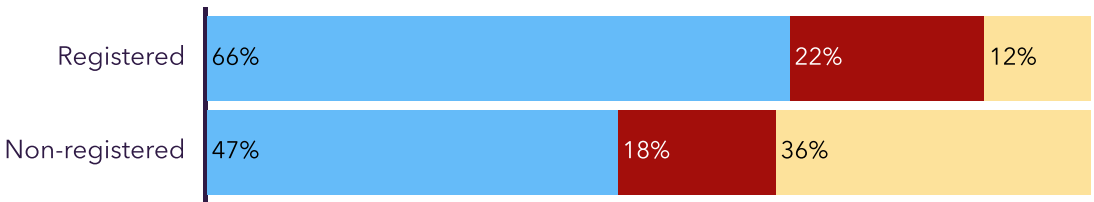
Voters vs. non-registered voters



In June of 2012, Everett voted to bring what would become Encore Boston Harbor to Everett. If that vote was held today, how would you vote?

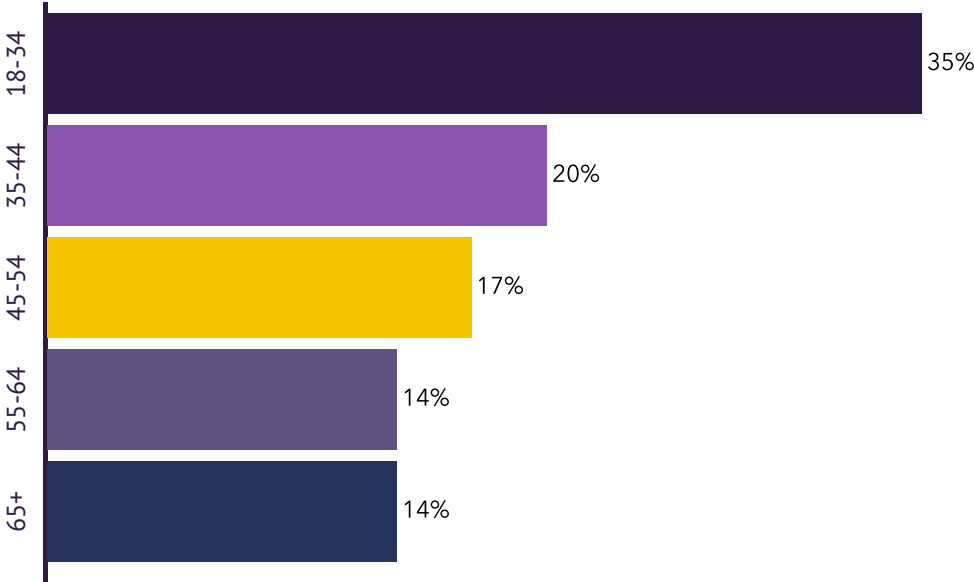


Voters vs. non-registered voters

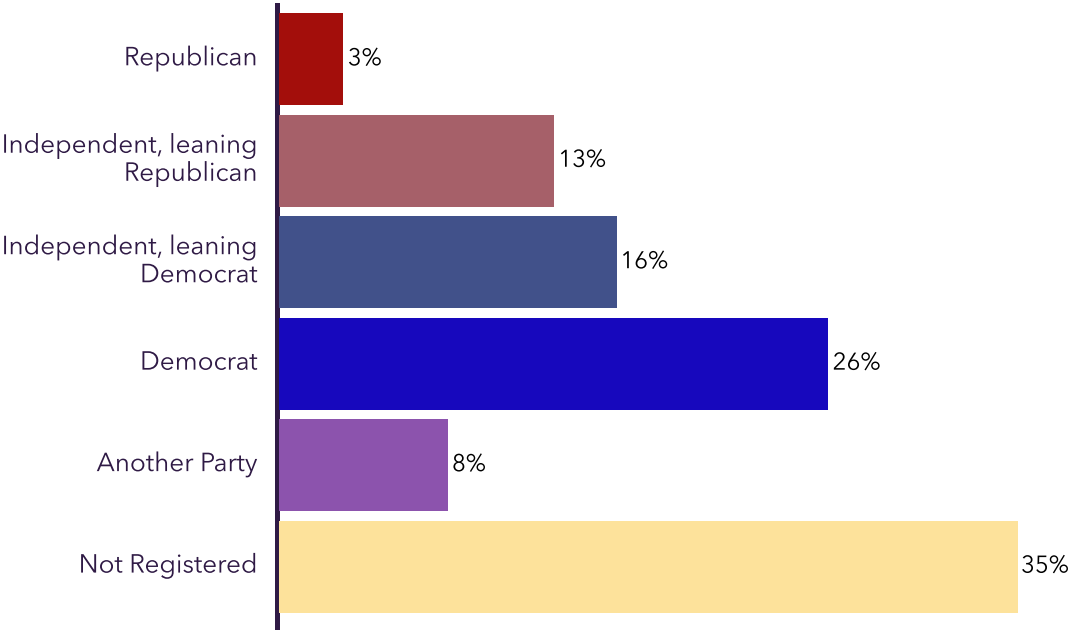


DEMOGRAPHICS

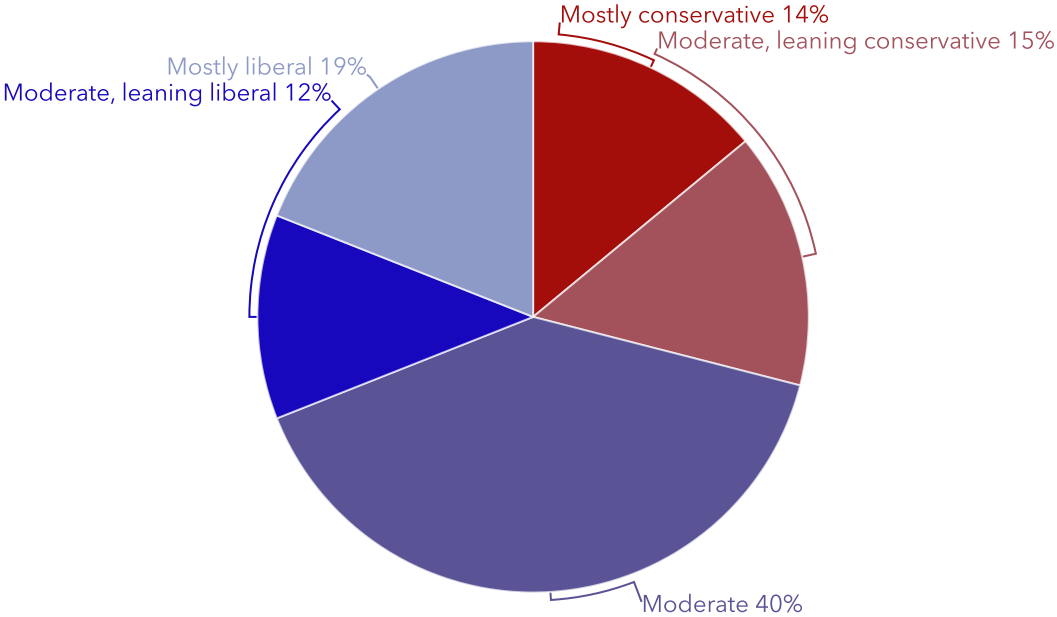
Age



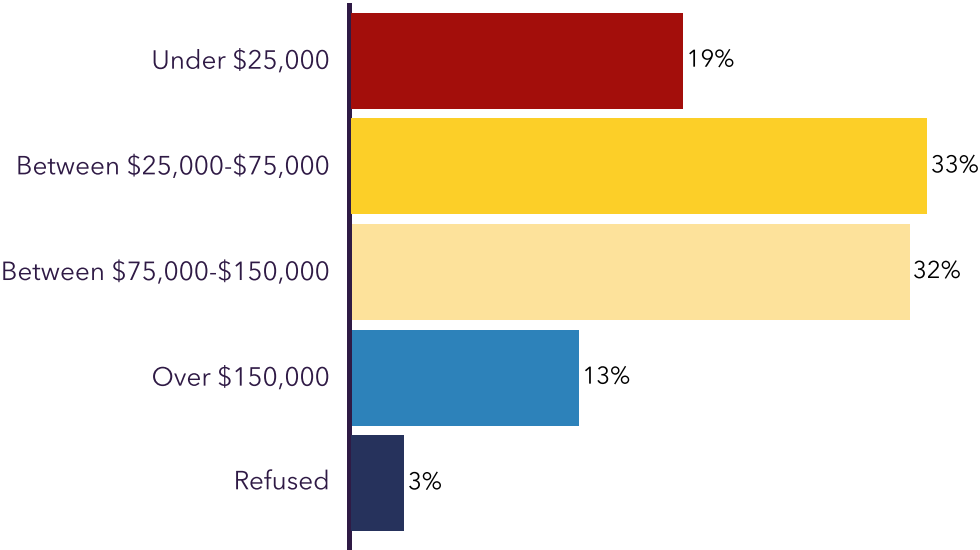
Political Party



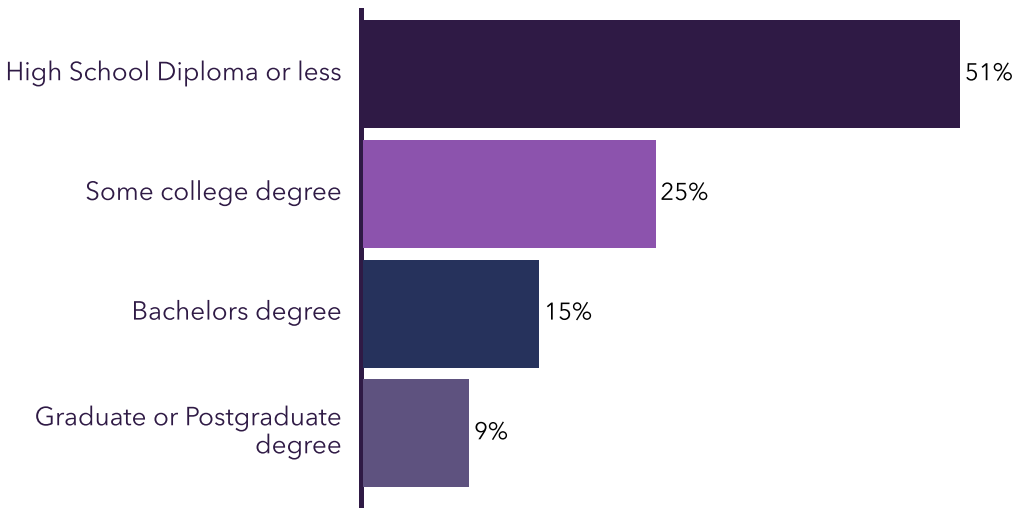
When thinking of your political views, would you say you are:



Would you say that your household income is:



What is the highest level of education you have attained?



Do you or any of your family or friends work at Encore Boston Harbor?



What is the primary language of your household?

