

PUBLIC OPINION POLL

Pew Survey Finds Philadelphians Favor Bringing Slot Machines to City Residents Support Fishtown Location, But Oppose Center City Casino

Appendices and Topline for Selected Questions

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Larry Eichel, Project Director, Philadelphia Research Initiative
Cliff Zukin, Professor of Political Science and Public Policy at Rutgers University

MEDIA INQUIRIES CONTACT:
Cindy Jobbins or Emily Cheramie Walz
The Pew Charitable Trusts
215-575-4812 / 215-575-4809

www.pewtrusts.org/philaresearch

PHILADELPHIA RESEARCH INITIATIVE / ABT SRBI Poll

APPENDIX

Table 1 Slot Machine Gambling in Philadelphia

	Favor (percent)	Oppose (percent)	No Answer (percent)
Total	53	41	6
Gender			
Male	59	37	4
Female	47	45	8
Race			
White	62	32	6
Black	49	46	5
Education			
H.S. or less	53	41	6
Some College	57	37	6
College Grad	49	46	5
Age			
18-34	51	43	6
35-49	57	38	6
50+	54	40	5
Household Income			
<\$30,000	51	45	5
\$30,000-\$65,000	57	35	9
\$65,000 +	66	33	1

APPENDIX

Table 2 **Gambling: Located Along Delaware River in Fishtown**

	Favor (percent)	Oppose (percent)	No Answer (percent)
Total	60	35	6
Gender			
Male	67	30	3
Female	54	38	7
Race			
White	65	32	4
Black	59	36	4
Education			
H.S. or less	60	35	5
Some College	65	32	4
College Grad	58	37	4
Age			
18-34	59	38	3
35-49	68	27	5
50+	59	35	5
Household Income			
<\$30,000	62	35	3
\$30,000-\$65,000	65	31	5
\$65,000 +	69	28	2

Table 3 **Gambling: Located on Market Street East in Center City**

	Favor (percent)	Oppose (percent)	No Answer (percent)
Total	39	57	5
Gender			
Male	46	50	4
Female	33	62	5
Race			
White	45	51	3
Black	35	62	3
Education			
H.S. or less	40	55	5
Some College	38	60	1
College Grad	36	60	3
Age			
18-34	39	60	1
35-49	46	49	6
50+	36	59	5
Household Income			
<\$30,000	38	60	2
\$30,000-\$65,000	41	56	4
\$65,000 +	49	48	3

PHILADELPHIA RESEARCH INITIATIVE / ABT SRBI Poll TOPLINE FOR SELECTED QUESTIONS

April 6 – April 11, 2009 Survey

BASE= 800 Philadelphia Residents

Q: ANOTHER ISSUE THAT HAS BEEN DISCUSSED IN PHILADELPHIA IS HAVING GAMBLING IN SLOT MACHINE PARLORS. ON THE WHOLE DO YOU FAVOR OR OPPOSE SUCH GAMBLING IN PHILADELPHIA?

FAVOR 53%
OPPOSE 41%
DEPENDS 3%
DON'T KNOW/REFUSED 3

Q: WOULD YOU FAVOR OR OPPOSE ONE THAT WOULD BE LOCATED ALONG THE DELAWARE RIVER IN FISHTOWN?

FAVOR 60%
OPPOSE 35%
DEPENDS 1%
DON'T KNOW/REFUSED 5%

Q: WOULD YOU FAVOR OR OPPOSE ONE THAT WOULD BE LOCATED ON MARKET STREET EAST IN CENTER CITY?

FAVOR 39%
OPPOSE 57%
DEPENDS 1%
DON'T KNOW/REFUSED 4%

About the Survey

The Philadelphia Research Initiative survey was conducted by telephone between April 6 and April 11, 2009, among a citywide random sample of 800 city residents, ages 18 and older. The final sample was weighted to reflect the demographic breakdown of the city. The margin of error for the entire sample is +/- 3.5 percentage points. The margin of error is higher for subgroups. Surveys are subject to other error sources as well, including sampling coverage error, recording error and respondent error.

Abt SRBI Public Affairs designed the survey and conducted all interviewing, working with Cliff Zukin, veteran pollster and director of the public policy program at Rutgers University.

[View the Press Release: "Pew Survey Finds Philadelphians Favor Bringing Slot Machines to City"](#)

About The Philadelphia Research Initiative

The Philadelphia Research Initiative (www.pewtrusts.org/philaresearch) is a new unit created by Pew in fall 2008 to study critical issues facing Philadelphia and provide impartial research and analysis for the benefit of decision makers, the news media and the public. The initiative conducts public opinion polling, produces in-depth reports, and publishes briefs that illuminate front-and-center issues.