TOPLINES

UMass-Amherst/Boston Globe Survey on Boston Issues
Field Dates: August 15 - 19, 2013

Sample: 600 Boston area residents

The survey was conducted by YouGov America (http://yougov.com). YouGov interviewed 677 respondents living in zip codes located within 25 miles of Boston. This group was then matched down to a sample of 600 to produce the final dataset. The respondents were matched on gender, age, race, education, ideology, and political interest. YouGov then weighted the matched set of survey respondents to known characteristics of residents of the Boston Metro area from the 2010 American Community Survey using propensity score weighting.

The margin of error is 6.2% for the full sample; the margin will be larger for subgroups.

UMass Poll Directors

Prof. Brian F. Schaffner, Ph.D. – Director	schaffne@polsci.umass.edu
Prof. Raymond La Raja, Ph.D. – Associate Director	laraja@polsci.umass.edu
Prof. Maryann Barakso, Ph.D. – Associate Director	barakso@polsci.umass.edu
Prof. Tatishe Nteta, Ph.D. – Associate Director	nteta@polsci.umass.edu
Melinda Tarsi – Assistant Director	mtarsi@polsci.umass.edu

Email: poll@polsci.umass.edu
Twitter: @UMassPoll
http://www.umass.edu/poll

Involvement with Boston

Asked only of adults outside the Boston city limits.

How often are you within the city limits of Boston?

More than once a week	32%
Once a week	11%
Once or twice a month	26%
A few times a year	19%
Seldom	11%
Never	2%
(N = 507)	

Boston work

Asked of respondents who are employed full- or part-time.

Do you work within the city limits of Boston?

	Outside Boston	Inside Boston	All Adults
Yes	51%	88%	59%
No	49%	12%	41%
	(N = 233)	(N = 63)	(N = 296)

Type of Commute

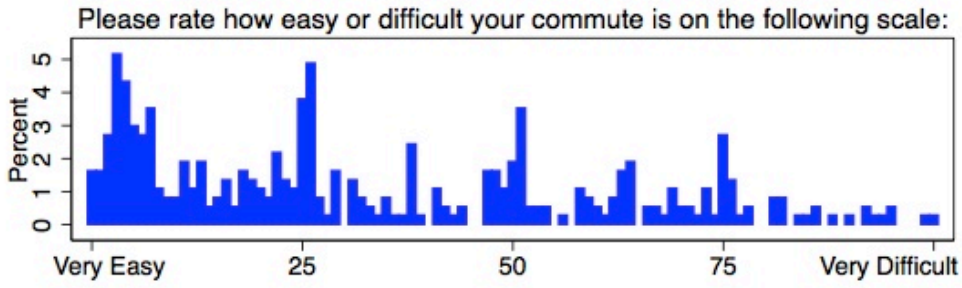
Asked of employed adults.

How do you usually commute to your job?

	Outside Boston	Inside Boston	All Adults
Car	66%	30%	60%
Train/subway	23%	58%	29%
Bus	2%	4%	3%
Bicycle	1%	1%	1%
Walk	2%	4%	2%
Other	6%	3%	6%
	(N = 309)	(N = 63)	(N = 372)

Difficulty of commute

Asked of employed adults.



Bars represent the percentage of respondents placing themselves at each point on the scale.

Why come to Boston

Asked of adults outside the Boston city limits who are at least "seldom" (Q1) in Boston.

What generally brings you to Boston?

	Outside Boston
Dining	55%
Shopping	42%
Other entertainment (Zoo, Aquarium)	42%
Sporting events	39%
Sightseeing	35%
Arts	32%
Other	26%
(N = 495)	

Boston identity

Asked only of adults outside the Boston city limits.

When you meet people from other parts of the country, are you more likely to say that you live in Boston or the town in which you reside?

Boston	67%
The town where I live	33%
(N = 507)	

Length of time in Boston area

During the course of your life, how many years have you lived in the Boston area?

	Outside Boston	Inside Boston	All Adults
Average (years)	33	23	32
	(N = 507)	(N = 93)	(N = 600)

Trend in Boston

Respondents living in the area for less than 20 years received version B based on answer given to previous question.

Version A: Over the past twenty years, do you think things in the City of Boston have…

Version B: During the __ years you have lived in the Boston area, do you think things in the City of Boston have…

	Outside Boston	Inside Boston	All Adults
Improved a lot	37%	40%	37%
Improved somewhat	50%	46%	49%
Worsened somewhat	9%	12%	9%
Worsened a lot	4%	1%	4%
	(N = 507)	(N = 93)	(N = 600)

Trend in Visiting Boston

Asked only of adults outside the Boston city limits.

Generally speaking, are you more interested in visiting Boston than you were 10 years ago?

Much more interested	19%
Somewhat more interested	50%
Somewhat less interested	21%
Much less interested	9%

(N = 507)

Move to Boston

Asked only of adults outside the Boston city limits.

Please indicate whether there is anything that would ever convince you to move into the City of Boston.

More affordable housing	47%
Better parking	38%
Less crime	36%
Less traffic	31%
Lower tax rates	30%
Better mass transit	25%
Better employment opportunities	22%
Better school system	18%
Cleaner public areas	13%
Improved race relations	11%
Better water/air quality	8%
Better parks and recreation services	7%
Other	18%

(N = 507)

U.S. Right direction/wrong track

Do you think things in this country are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	Outside Boston	Inside Boston	All Adults
Right direction	31%	36%	32%
Wrong track	49%	51%	49%
Not sure	20%	13%	19%
	(N = 507)	(N = 93)	(N = 600)

Massachusetts Right direction/wrong track

Do you think things in Massachusetts are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	Outside Boston	Inside Boston	All Adults
Right direction	41%	60%	44%
Wrong track	38%	33%	37%
Not sure	21%	7%	19%
	(N = 507)	(N = 93)	(N = 600)

Boston Right direction/wrong track

Do you think things in Boston are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	Outside Boston	Inside Boston	All Adults
Right direction	52%	64%	54%
Wrong track	25%	25%	25%
Not sure	23%	11%	21%
	(N = 507)	(N = 93)	(N = 600)

Word to Describe Boston

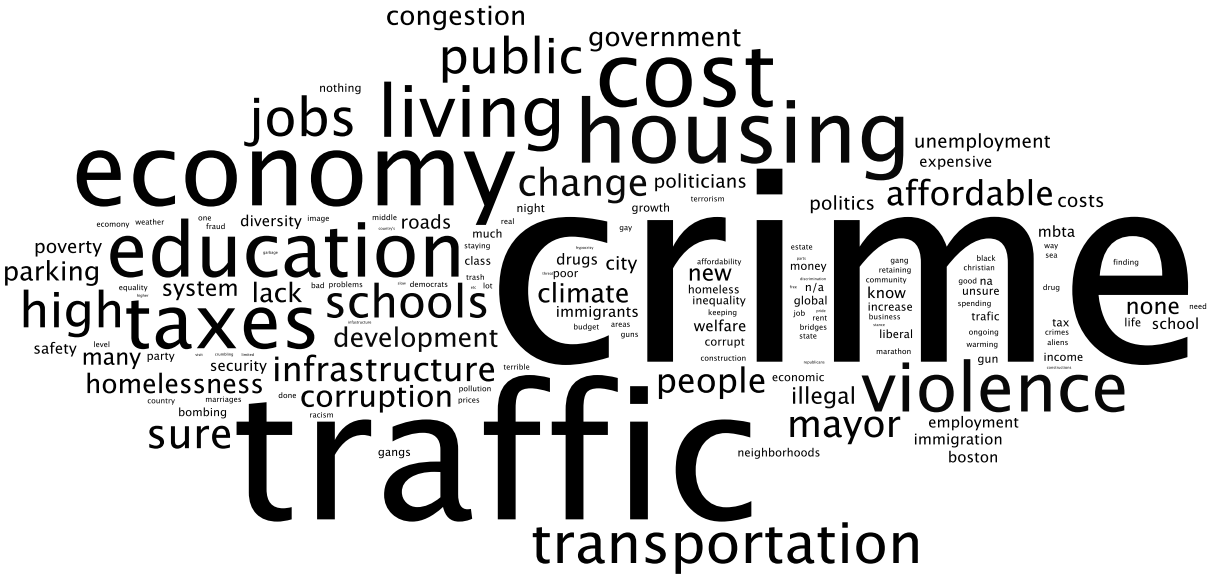
What one word comes to mind when you think about the City of Boston?

Word to Describe Bostonians

What one word comes to mind when you think about Bostonians?

Issues facing Boston

In a word or two, what do you think is the most important issue facing the city of Boston?



Changes with biggest impact

Boston has seen a number of initiatives over the past two decades. Which initiative would you say has had the most positive impact on the city?

	Outside Boston	Inside Boston	All Adults
The Big Dig	22%	31%	23%
The Greenway	13%	28%	15%
Clean Harbor	25%	12%	23%
Development of the Seaport	24%	17%	23%
Other	3%	7%	3%
Not sure	14%	6%	13%
	(N = 507)	(N = 93)	(N = 600)

Jobs

Asked of all respondents except those who are retired.

Do you believe there are good job opportunities for people like you in the City of Boston?

	Outside Boston	Inside Boston	All Adults
Yes	64%	65%	64%
No	36%	35%	36%
	(N = 422)	(N = 87)	(N = 509)

Business friendly

When it comes to supporting businesses, the City of Boston is…

	Outside Boston	Inside Boston	All Adults
Very supportive	23%	36%	25%
Somewhat supportive	44%	42%	44%
Somewhat unsupportive	10%	9%	9%
Very unsupportive	6%	2%	6%
Not sure	17%	11%	16%
	(N = 507)	(N = 93)	(N = 600)

Mass Transit

How would you rate the quality of public transportation in Boston (the buses, commuter rail, and the "T")?

	Outside Boston	Inside Boston	All Adults
Excellent	9%	17%	10%
Good	42%	39%	41%
Fair	35%	27%	34%
Poor	10%	11%	10%
Very poor	3%	5%	4%
Not sure	2%	0%	1%
	(N = 507)	(N = 93)	(N = 600)

Ease of Visiting Boston

How easy or difficult would you say it is to visit Boston for entertainment and cultural events?

	Outside Boston	Inside Boston	All Adults
Very easy	23%	37%	25%
Somewhat easy	43%	51%	44%
Somewhat difficult	25%	8%	23%
Very difficult	6%	5%	6%
Not sure	2%	0%	2%
	(N = 507)	(N = 93)	(N = 600)

Cleanliness

How would you rate the cleanliness of streets, parks, and public spaces in Boston?

	Outside Boston	Inside Boston	All Adults
Almost always clean	9%	23%	11%
Usually clean	61%	50%	59%
Seldom clean	25%	21%	25%
Never clean	2%	5%	3%
Not sure	3%	0%	3%
	(N = 507)	(N = 93)	(N = 600)

Safety

Adults who never visit Boston were not asked this question.

How safe do you feel walking around Boston…

…during the daytime?

	Outside Boston	Inside Boston	All Adults
Very safe	57%	52%	56%
Somewhat safe	37%	34%	37%
Somewhat unsafe	5%	4%	5%
Very unsafe	1%	10%	2%
	(N = 495)	(N = 93)	(N = 588)

…at night?

	Outside Boston	Inside Boston	All Adults
Very safe	9%	8%	9%
Somewhat safe	44%	41%	43%
Somewhat unsafe	32%	25%	31%
Very unsafe	15%	26%	17%
	(N = 495)	(N = 93)	(N = 588)

Race relations

Compared to several decades ago, do you think race relations in Boston are…

	Outside Boston	Inside Boston	All Adults
Much better	18%	26%	19%
Somewhat better	46%	53%	47%
The same	27%	13%	25%
Somewhat worse	4%	8%	5%
Much worse	4%	0%	3%
	(N = 507)	(N = 93)	(N = 600)

Approval

Do you approve or disapprove of the way each is doing their job?

President Barack Obama

	Outside Boston	Inside Boston	All Adults
Strongly approve	23%	31%	24%
Somewhat approve	32%	38%	33%
Somewhat disapprove	12%	5%	11%
Strongly disapprove	28%	15%	26%
Not sure	5%	11%	6%
	(N = 507)	(N = 93)	(N = 600)

Governor Deval Patrick

	Outside Boston	Inside Boston	All Adults
Strongly approve	16%	29%	18%
Somewhat approve	34%	28%	33%
Somewhat disapprove	18%	15%	18%
Strongly disapprove	25%	17%	24%
Not sure	8%	12%	8%
	(N = 507)	(N = 93)	(N = 600)

Boston Mayor Thomas Menino

	Outside Boston	Inside Boston	All Adults
Strongly approve	36%	52%	38%
Somewhat approve	40%	30%	38%
Somewhat disapprove	12%	5%	11%
Strongly disapprove	5%	3%	5%
Not sure	7%	10%	8%
	(N = 507)	(N = 93)	(N = 600)

The Boston City Council

	Outside Boston	Inside Boston	All Adults
Strongly approve	5%	21%	7%
Somewhat approve	37%	34%	36%
Somewhat disapprove	20%	21%	20%
Strongly disapprove	9%	6%	9%
Not sure	29%	18%	27%
	(N = 507)	(N = 93)	(N = 600)

How city is run

Based on what you have seen or heard, do you think the City of Boston is…

	Outside Boston	Inside Boston	All Adults
Well run	78%	78%	78%
Poorly run	22%	22%	22%
	(N = 507)	(N = 93)	(N = 600)

Menino legacy

As you may know, Boston Mayor Thomas Menino is retiring after 20 years.

In what areas would you say the city improved **the most** during Menino's time in office?

	Outside Boston	Inside Boston	All Adults
Promoting the city	40%	40%	40%
Attracting tourists and visitors	40%	20%	37%
Business development	23%	28%	24%
Crime prevention/safety	20%	34%	22%
Parks and recreation services	21%	19%	20%
Medical services	17%	19%	17%
Cleanliness of public areas	15%	19%	16%
Water/air quality	13%	21%	15%
School system	14%	16%	14%
Race relations	14%	6%	13%
Mass transit	13%	13%	13%
Employment opportunities	11%	14%	11%
Affordable housing	7%	17%	8%
Transparent/responsive government	7%	6%	7%
Traffic control	6%	5%	6%
Other	4%	2%	4%
Tax rates	2%	1%	2%
	(N = 507)	(N = 93)	(N = 600)

Menino legacy

In what areas would you say the city improved **the least**?

	Outside Boston	Inside Boston	All Adults
Parking	39%	33%	38%
Tax rates	36%	33%	36%
Traffic control	33%	28%	32%
Mass transit	24%	24%	24%
Affordable housing	21%	22%	21%
Crime prevention/safety	18%	20%	19%
School system	17%	25%	18%
Transparent/responsive government	12%	10%	12%
Race relations	10%	15%	11%
Employment opportunities	9%	12%	9%
Cleanliness of public areas	8%	2%	7%
Water/air quality	5%	0%	4%
Business development	5%	0%	4%
Medical services	3%	6%	3%
Attracting tourists and visitors	3%	6%	3%
Parks and recreation services	3%	3%	3%
Promoting the city	2%	4%	3%
Other	2%	0%	2%
	(N = 507)	(N = 93)	(N = 600)

Menino direction

Which of these statements comes closer to your own views?

	Outside Boston	Inside Boston	All Adults
After 20 years of Thomas Menino, Boston needs to elect a mayor who can move the city in a new direction.	50%	42%	43%
Boston needs to keep moving in the same direction Thomas Menino has been taking the city.	50%	58%	57%
	(N = 507)	(N = 93)	(N = 600)

Attention to mayoral campaign

How much attention have you been able to pay to this year's campaign for mayor of Boston?

	Outside Boston	Inside Boston	All Adults
A lot	4%	21%	7%
Some	33%	42%	34%
Not much	43%	28%	41%
No attention so far	20%	10%	18%
	(N = 507)	(N = 93)	(N = 600)

Registered to vote (within Boston)

Asked only of Boston adults

Are you registered to vote in the City of Boston?

Yes, I am definitely registered	58%
Yes, I think I am registered	9%
I am registered to vote, but not in Boston	4%
I am not sure whether I am registered	3%
No, I am not registered	26%
(N = 93)	

Registered to vote (outside Boston)

Asked only of adults outside the Boston city limits

Are you registered to vote?

Yes, I am definitely registered	65%
Yes, I think I am registered	5%
I am not sure whether I am registered	3%
No, I am not registered	27%
(N = 507)	

Vote likelihood

Asked of registered voters in Boston

Do you intend to vote in the preliminary election for Mayor of Boston on September 24th?

Yes, definitely	72%
Probably	14%
No	5%
Undecided	9%
(N = 76)	

Mayoral Candidate Preference (Registered voters)

*This version asked of registered voters in Boston: "*Twelve candidates are currently running for Mayor of Boston. Please rank up to five candidates based on how likely you would be to vote for that candidate if you were to vote in the preliminary election. Ranking a candidate first means that is the candidate you are most likely to vote for. If you do not currently support any of the candidates, you may choose not to rank any of them."

*This version asked of individuals registered to vote outside of Boston: "*Twelve candidates are currently running for Mayor of Boston. Please rank up to five candidates based on how likely you would be to vote for that candidate if you were to vote in the preliminary election. Ranking a candidate first means that is the candidate you would be most likely to vote for. If you do not currently support any of the candidates, you may choose not to rank any of them."

	Ranked 1st	Ranked 2nd	Ranked 3rd	Ranked 4th	Ranked 5th	Not ranked
Daniel F. Conley	10%	6%	4%	2%	4%	74%
John R. Connolly	10%	8%	4%	2%	2%	73%
Martin J. Walsh	7%	3%	4%	7%	1%	77%
Charles L. Clemons Jr.	4%	2%	1%	2%	3%	88%
Charlotte Golar Richie	4%	4%	5%	2%	5%	80%
John F. Barros	4%	1%	3%	2%	4%	85%
Bill Walczak	3%	4%	3%	1%	3%	85%
Felix G. Arroyo	3%	3%	6%	4%	3%	81%
Michael P. Ross	3%	3%	5%	4%	2%	84%
Rob Consalvo	3%	7%	2%	4%	3%	82%
Charles Calvin Yancey	2%	4%	2%	2%	2%	88%
David James Wyatt	0%	1%	3%	2%	3%	91%

N = 523

Who will win?

Setting aside which candidate(s) you support, who do you think will be the next Mayor of Boston?

	All Adults (N = 589)
John R. Connolly	32%
Felix G. Arroyo	10%
Daniel F. Conley	10%
Martin J. Walsh	9%
Rob Consalvo	8%
Charlotte Golar Richie	6%
Charles Calvin Yancey	5%
John F. Barros	5%
Charles L. Clemons Jr.	4%
Michael P. Ross	4%
Bill Walczak	3%
David James Wyatt	3%