

**INTERVIEWS: Tom Jensen 919-744-6312****IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL  
information@publicpolicypolling.com, OR CONSULT THE FINAL PARAGRAPH  
OF THE PRESS RELEASE**

## **MA loves Boston, Cape, Vineyard**

**Raleigh, N.C.** – Boston is almost universally loved in Massachusetts, something that cannot be said for any of its other cities except two of its main vacation destinations—Cape Cod and Martha’s Vineyard, which are held in even higher esteem.

78% see Boston favorably and only 12% unfavorably, which tops the six other actual cities PPP measured public opinion of by a long shot. Next is its next-door neighbor Cambridge (55-25), and then Provincetown (46-18). The others are disliked at least a little. Voters split on Worcester (29-30), and are mildly down on New Bedford (21-25). But they pretty strongly dislike Lowell (24-40) and Springfield (16-38).

Though not technically cities, Cape Cod comes in at 84-6 and the Vineyard at 71-9. Few have any quibbles with either.

Some do, however, with the urban centers. There is a 78-point marginal partisan gap on Cambridge, with 74% of Democrats and only 30% of Republicans liking it. It is 61 points for Provincetown (60-11 vs. 27-39). Independents like both of the latter, 48-30 and 39-17. Democrats like Boston best (86% favorable), but even two-thirds of Republicans like it. No one likes Springfield—37% of Democrats, 38% of independents, and 43% of Republicans see it negatively. Similarly for Lowell—25% of Republicans, 34% of independents, and 41% of Democrats frown on it—and New Bedford, which gets disfavor from 23% of Democrats, 24% of independents, and 37% of Republicans.

Provincetown is noted for its gay tourism, and supporters of same-sex marriage see the city favorably by a 63-5 margin, as opposed to 15-46 by those who oppose marriage equality. These folks see only Boston, Cape Cod, and Martha’s Vineyard favorably.

There is a big gender divide on Provincetown and Cambridge that is not entirely explained by partisanship. Women break down 63-17 on Cambridge (as opposed to men’s 48-33) and 56-11 on Provincetown (35-25). Republican women like the latter by a 41-18 margin and the former by a 49-17 spread, versus Republicans’ overall 27-39 and 30-45 dislike.

PPP surveyed 902 Massachusetts voters from June 22<sup>nd</sup> to 24<sup>th</sup>. The margin of error for the survey is +/-3.3%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.



## Massachusetts Survey Results

**Q1** Do you have a favorable or unfavorable opinion of the city of Boston?

*Favorable*..... 78%  
*Unfavorable* ..... 12%  
*Not sure* ..... 10%

**Q2** Do you have a favorable or unfavorable opinion of the city of Worcester?

*Favorable*..... 29%  
*Unfavorable* ..... 30%  
*Not sure* ..... 41%

**Q3** Do you have a favorable or unfavorable opinion of the city of Springfield?

*Favorable*..... 16%  
*Unfavorable* ..... 38%  
*Not sure* ..... 45%

**Q4** Do you have a favorable or unfavorable opinion of the city of Lowell?

*Favorable*..... 24%  
*Unfavorable* ..... 40%  
*Not sure* ..... 35%

**Q5** Do you have a favorable or unfavorable opinion of the city of Cambridge?

*Favorable*..... 55%  
*Unfavorable* ..... 25%  
*Not sure* ..... 20%

**Q6** Do you have a favorable or unfavorable opinion of the city of New Bedford?

*Favorable*..... 21%  
*Unfavorable* ..... 25%  
*Not sure* ..... 54%

**Q7** Do you have a favorable or unfavorable opinion of the city of Provincetown?

*Favorable*..... 46%  
*Unfavorable* ..... 18%  
*Not sure* ..... 37%

**Q8** Do you have a favorable or unfavorable opinion of Cape Cod?

*Favorable*..... 84%  
*Unfavorable* ..... 6%  
*Not sure* ..... 9%

**Q9** Do you have a favorable or unfavorable opinion of Martha's Vineyard?

*Favorable*..... 71%  
*Unfavorable* ..... 9%  
*Not sure* ..... 19%

**Q10** Who did you vote for President in 2008?

*John McCain*..... 34%  
*Barack Obama*..... 58%  
*Someone else/Don't remember* ..... 8%

**Q11** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

*Very liberal*..... 13%  
*Somewhat liberal* ..... 25%  
*Moderate*..... 35%  
*Somewhat conservative*..... 19%  
*Very conservative* ..... 8%

**Q12** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 49%  
*Man*..... 51%





**Q13** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat* ..... 39%  
*Republican*..... 13%  
*Independent/Other*..... 48%

**Q14** If you are white, press 1. If other, press 2.

*White* ..... 85%  
*Other*..... 15%

**Q15** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

*18 to 29*..... 9%  
*30 to 45*..... 30%  
*46 to 65*..... 41%  
*Older than 65*..... 20%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Boston Favorability</b>				
<b>Favorable</b>	78%	67%	85%	74%
<b>Unfavorable</b>	12%	19%	8%	7%
<b>Not sure</b>	10%	14%	7%	19%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Worcester Favorability</b>				
<b>Favorable</b>	29%	26%	30%	29%
<b>Unfavorable</b>	30%	32%	28%	34%
<b>Not sure</b>	41%	42%	42%	37%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Springfield Favorability</b>				
<b>Favorable</b>	16%	14%	17%	20%
<b>Unfavorable</b>	38%	41%	38%	28%
<b>Not sure</b>	45%	45%	45%	52%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Lowell Favorability</b>				
<b>Favorable</b>	24%	19%	26%	32%
<b>Unfavorable</b>	40%	50%	35%	39%
<b>Not sure</b>	35%	31%	39%	28%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Cambridge Favorability</b>				
Favorable	55%	32%	71%	37%
Unfavorable	25%	45%	11%	37%
Not sure	20%	24%	17%	27%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>New Bedford Favorability</b>				
Favorable	21%	20%	21%	22%
Unfavorable	25%	28%	24%	22%
Not sure	54%	52%	54%	55%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Provincetown Favorability</b>				
Favorable	46%	27%	58%	31%
Unfavorable	18%	31%	9%	29%
Not sure	37%	42%	33%	41%

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Cape Cod Favorability</b>				
Favorable	84%	79%	87%	83%
Unfavorable	6%	9%	5%	7%
Not sure	9%	12%	8%	10%





**Crosstabs**

	Base	2008 Vote		
		John McCain	Barack Obama	Someone else/Don't remember
<b>Martha's Vineyard Favorability</b>				
Favorable	71%	63%	77%	70%
Unfavorable	9%	16%	7%	2%
Not sure	19%	22%	17%	28%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Boston Favorability</b>						
Favorable	78%	82%	85%	77%	74%	59%
Unfavorable	12%	14%	7%	11%	11%	27%
Not sure	10%	4%	8%	11%	15%	14%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Worcester Favorability</b>						
Favorable	29%	33%	29%	27%	25%	42%
Unfavorable	30%	27%	30%	33%	28%	27%
Not sure	41%	40%	42%	40%	48%	31%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Springfield Favorability</b>						
Favorable	16%	23%	15%	15%	15%	13%
Unfavorable	38%	31%	42%	42%	28%	51%
Not sure	45%	46%	43%	43%	57%	36%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Lowell Favorability</b>						
<b>Favorable</b>	24%	35%	26%	23%	23%	13%
<b>Unfavorable</b>	40%	32%	34%	45%	36%	65%
<b>Not sure</b>	35%	33%	41%	33%	41%	22%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Cambridge Favorability</b>						
<b>Favorable</b>	55%	88%	68%	55%	33%	17%
<b>Unfavorable</b>	25%	5%	15%	20%	40%	69%
<b>Not sure</b>	20%	7%	18%	25%	27%	14%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>New Bedford Favorability</b>						
<b>Favorable</b>	21%	23%	18%	23%	20%	22%
<b>Unfavorable</b>	25%	16%	28%	28%	20%	32%
<b>Not sure</b>	54%	61%	54%	49%	60%	46%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Provincetown Favorability</b>						
<b>Favorable</b>	46%	75%	57%	45%	24%	16%
<b>Unfavorable</b>	18%	3%	12%	15%	28%	47%
<b>Not sure</b>	37%	21%	31%	40%	48%	36%





**Crosstabs**

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Cape Cod Favorability</b>						
<b>Favorable</b>	84%	90%	87%	84%	83%	69%
<b>Unfavorable</b>	6%	2%	6%	6%	5%	23%
<b>Not sure</b>	9%	8%	7%	11%	12%	8%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Martha's Vineyard Favorability</b>						
<b>Favorable</b>	71%	85%	72%	73%	69%	49%
<b>Unfavorable</b>	9%	4%	9%	9%	5%	29%
<b>Not sure</b>	19%	11%	19%	18%	26%	21%

	Base	Gender	
		Woman	Man
<b>Boston Favorability</b>			
<b>Favorable</b>	78%	81%	74%
<b>Unfavorable</b>	12%	9%	15%
<b>Not sure</b>	10%	10%	11%

	Base	Gender	
		Woman	Man
<b>Worcester Favorability</b>			
<b>Favorable</b>	29%	28%	29%
<b>Unfavorable</b>	30%	29%	31%
<b>Not sure</b>	41%	43%	39%







**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Springfield Favorability</b>			
Favorable	16%	14%	18%
Unfavorable	38%	41%	36%
Not sure	45%	45%	46%

	Base	Gender	
		Woman	Man
<b>Lowell Favorability</b>			
Favorable	24%	26%	22%
Unfavorable	40%	36%	44%
Not sure	35%	38%	33%

	Base	Gender	
		Woman	Man
<b>Cambridge Favorability</b>			
Favorable	55%	63%	48%
Unfavorable	25%	17%	33%
Not sure	20%	21%	20%

	Base	Gender	
		Woman	Man
<b>New Bedford Favorability</b>			
Favorable	21%	20%	22%
Unfavorable	25%	23%	27%
Not sure	54%	57%	51%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Provincetown Favorability</b>			
<b>Favorable</b>	<b>46%</b>	56%	35%
<b>Unfavorable</b>	<b>18%</b>	11%	25%
<b>Not sure</b>	<b>37%</b>	33%	40%

	Base	Gender	
		Woman	Man
<b>Cape Cod Favorability</b>			
<b>Favorable</b>	<b>84%</b>	87%	81%
<b>Unfavorable</b>	<b>6%</b>	5%	8%
<b>Not sure</b>	<b>9%</b>	9%	10%

	Base	Gender	
		Woman	Man
<b>Martha's Vineyard Favorability</b>			
<b>Favorable</b>	<b>71%</b>	76%	66%
<b>Unfavorable</b>	<b>9%</b>	8%	11%
<b>Not sure</b>	<b>19%</b>	16%	23%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Boston Favorability</b>				
<b>Favorable</b>	<b>78%</b>	86%	67%	74%
<b>Unfavorable</b>	<b>12%</b>	8%	18%	13%
<b>Not sure</b>	<b>10%</b>	6%	15%	12%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Worcester Favorability</b>				
<b>Favorable</b>	29%	34%	33%	24%
<b>Unfavorable</b>	30%	28%	36%	30%
<b>Not sure</b>	41%	39%	31%	46%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Springfield Favorability</b>				
<b>Favorable</b>	16%	19%	17%	14%
<b>Unfavorable</b>	38%	37%	43%	38%
<b>Not sure</b>	45%	44%	40%	48%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Lowell Favorability</b>				
<b>Favorable</b>	24%	27%	24%	22%
<b>Unfavorable</b>	40%	32%	51%	44%
<b>Not sure</b>	35%	41%	25%	34%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Cambridge Favorability</b>				
<b>Favorable</b>	55%	74%	30%	48%
<b>Unfavorable</b>	25%	11%	45%	30%
<b>Not sure</b>	20%	15%	25%	23%





**Crosstabs**

	Base	Party		
		Democrat	Republican	Independent/Other
<b>New Bedford Favorability</b>				
<b>Favorable</b>	21%	19%	22%	22%
<b>Unfavorable</b>	25%	23%	37%	24%
<b>Not sure</b>	54%	58%	42%	54%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Provincetown Favorability</b>				
<b>Favorable</b>	46%	60%	27%	39%
<b>Unfavorable</b>	18%	11%	39%	17%
<b>Not sure</b>	37%	29%	34%	43%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Cape Cod Favorability</b>				
<b>Favorable</b>	84%	88%	73%	84%
<b>Unfavorable</b>	6%	4%	13%	7%
<b>Not sure</b>	9%	8%	14%	10%

	Base	Party		
		Democrat	Republican	Independent/Other
<b>Martha's Vineyard Favorability</b>				
<b>Favorable</b>	71%	79%	63%	68%
<b>Unfavorable</b>	9%	6%	23%	9%
<b>Not sure</b>	19%	15%	14%	24%





**Crosstabs**

	Base	Race	
		White	Other
<b>Boston Favorability</b>			
<b>Favorable</b>	<b>78%</b>	80%	65%
<b>Unfavorable</b>	<b>12%</b>	10%	20%
<b>Not sure</b>	<b>10%</b>	10%	15%

	Base	Race	
		White	Other
<b>Worcester Favorability</b>			
<b>Favorable</b>	<b>29%</b>	30%	26%
<b>Unfavorable</b>	<b>30%</b>	30%	31%
<b>Not sure</b>	<b>41%</b>	41%	44%

	Base	Race	
		White	Other
<b>Springfield Favorability</b>			
<b>Favorable</b>	<b>16%</b>	16%	15%
<b>Unfavorable</b>	<b>38%</b>	37%	48%
<b>Not sure</b>	<b>45%</b>	47%	37%

	Base	Race	
		White	Other
<b>Lowell Favorability</b>			
<b>Favorable</b>	<b>24%</b>	24%	25%
<b>Unfavorable</b>	<b>40%</b>	39%	47%
<b>Not sure</b>	<b>35%</b>	37%	28%





**Crosstabs**

	Base	Race	
		White	Other
<b>Cambridge Favorability</b>			
Favorable	55%	57%	49%
Unfavorable	25%	24%	27%
Not sure	20%	19%	24%

	Base	Race	
		White	Other
<b>New Bedford Favorability</b>			
Favorable	21%	19%	29%
Unfavorable	25%	25%	26%
Not sure	54%	56%	45%

	Base	Race	
		White	Other
<b>Provincetown Favorability</b>			
Favorable	46%	46%	41%
Unfavorable	18%	17%	21%
Not sure	37%	36%	38%

	Base	Race	
		White	Other
<b>Cape Cod Favorability</b>			
Favorable	84%	86%	74%
Unfavorable	6%	5%	15%
Not sure	9%	9%	11%





**Crosstabs**

	Base	Race	
		White	Other
<b>Martha's Vineyard Favorability</b>			
<b>Favorable</b>	71%	75%	54%
<b>Unfavorable</b>	9%	7%	23%
<b>Not sure</b>	19%	18%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Boston Favorability</b>					
<b>Favorable</b>	78%	63%	77%	80%	80%
<b>Unfavorable</b>	12%	26%	12%	10%	8%
<b>Not sure</b>	10%	11%	11%	9%	12%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Worcester Favorability</b>					
<b>Favorable</b>	29%	16%	27%	35%	25%
<b>Unfavorable</b>	30%	32%	42%	28%	16%
<b>Not sure</b>	41%	53%	31%	38%	59%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Springfield Favorability</b>					
<b>Favorable</b>	16%	26%	11%	19%	14%
<b>Unfavorable</b>	38%	32%	52%	37%	24%
<b>Not sure</b>	45%	42%	38%	44%	62%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Lowell Favorability</b>					
<b>Favorable</b>	<b>24%</b>	47%	19%	24%	23%
<b>Unfavorable</b>	<b>40%</b>	26%	52%	40%	31%
<b>Not sure</b>	<b>35%</b>	26%	30%	36%	46%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Cambridge Favorability</b>					
<b>Favorable</b>	<b>55%</b>	47%	61%	54%	53%
<b>Unfavorable</b>	<b>25%</b>	32%	27%	26%	16%
<b>Not sure</b>	<b>20%</b>	21%	13%	20%	31%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>New Bedford Favorability</b>					
<b>Favorable</b>	<b>21%</b>	22%	20%	22%	20%
<b>Unfavorable</b>	<b>25%</b>	17%	28%	28%	18%
<b>Not sure</b>	<b>54%</b>	61%	52%	50%	62%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Provincetown Favorability</b>					
<b>Favorable</b>	<b>46%</b>	41%	50%	46%	39%
<b>Unfavorable</b>	<b>18%</b>	24%	14%	19%	19%
<b>Not sure</b>	<b>37%</b>	35%	36%	35%	42%







**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Cape Cod Favorability</b>					
<b>Favorable</b>	84%	94%	81%	84%	85%
<b>Unfavorable</b>	6%	6%	9%	5%	6%
<b>Not sure</b>	9%	-	9%	11%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Martha's Vineyard Favorability</b>					
<b>Favorable</b>	71%	50%	68%	76%	75%
<b>Unfavorable</b>	9%	19%	18%	4%	4%
<b>Not sure</b>	19%	31%	15%	19%	21%

