

# WESTERN MICHIGAN

## *Gaming Survey*



Key findings from a survey of 600 registered voters in Allegan, Barry, Kalamazoo, and Kent Counties, Michigan, conducted April 24-26, 2007



*Project #07219*

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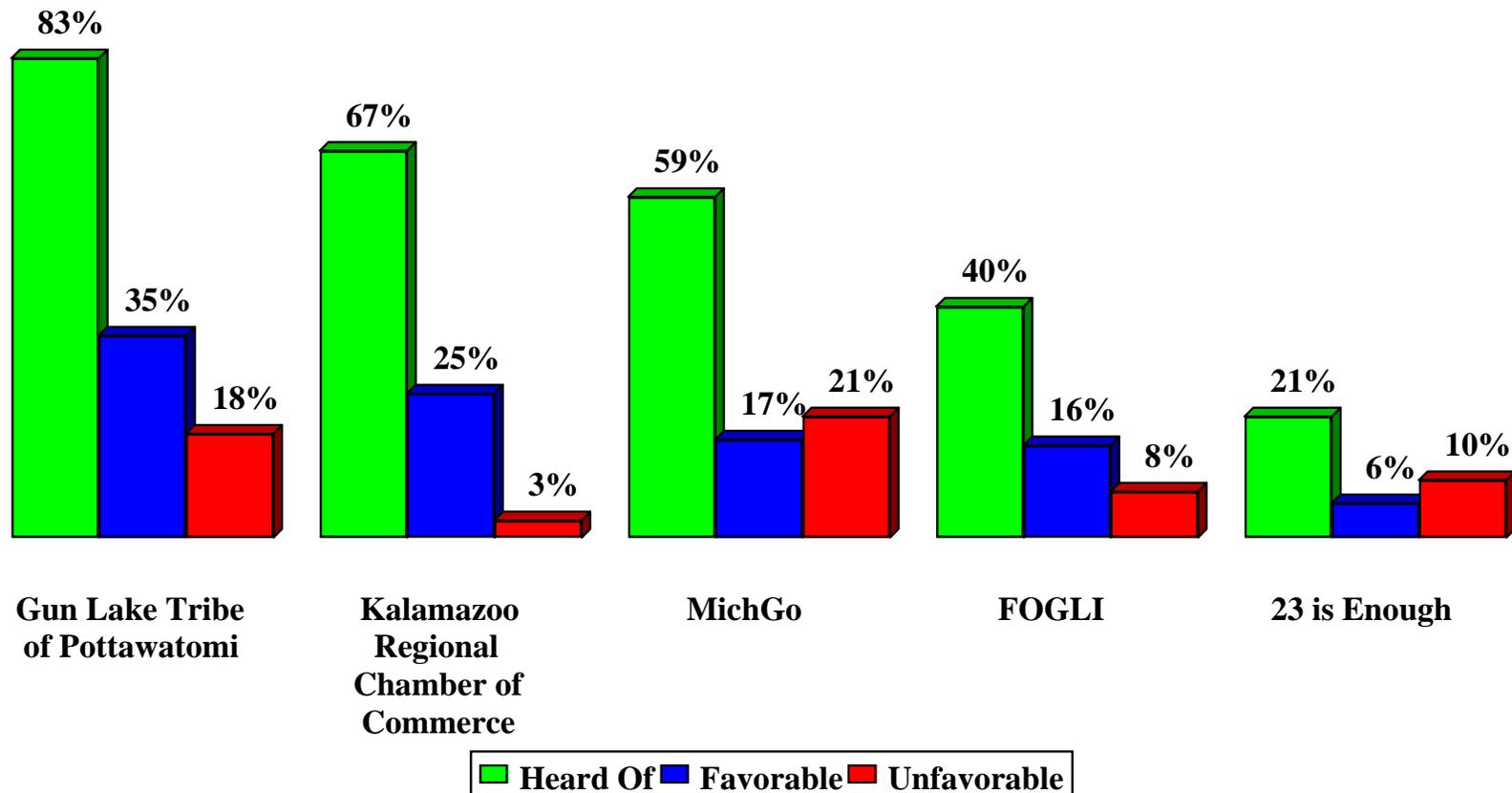
# METHODOLOGY

**Public Opinion Strategies is pleased to present the key findings of a telephone survey conducted in Allegan, Barry, Kalamazoo, and Kent Counties, Michigan. The survey was completed April 24-26, 2007 among 600 registered voters and has a margin of error of  $\pm 4.0\%$ .**

**Glen Bolger was the principal researcher on this project. David Kanevsky was the project director, and Jennifer Myers provided analytical support.**

**The Gun Lake Tribe and Kalamazoo Chamber have good images. FOGLI's overall image is favorable, while MichGo and 23 is Enough have net negative images.**

*Name ID/Image Ranked by Favorable*



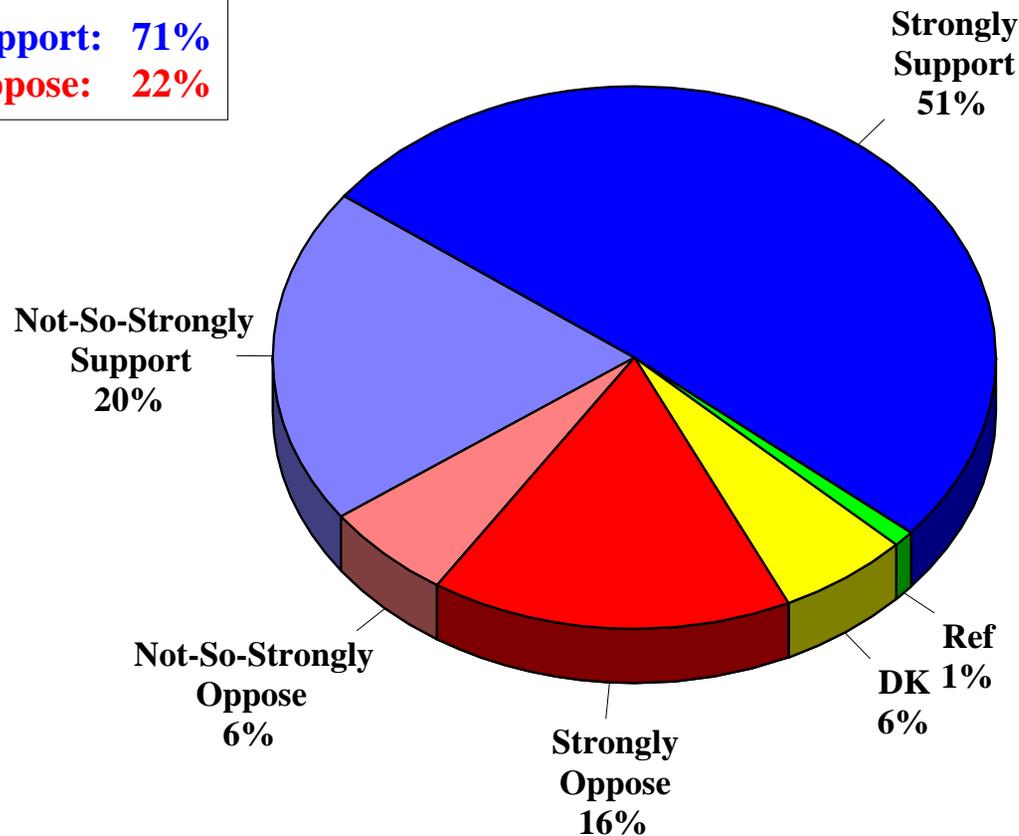
# **We read voters the following information about Governor Granholm's compact with the tribe to build a casino.**

*“As you may know, recognizing that the Gun Lake Indian tribe has the right to build a casino, Governor Jennifer Granholm signed a compact, between the Gun Lake Indian tribe and the state of Michigan, for a casino in Wayland Township. A compact between the state and the tribe is the only way the state can regulate gaming at the tribe's casino or obtain a share of revenues from the casino. The compact signed by Governor Granholm now must go to the state legislature for approval. If the state legislature does not agree to the compact with the Gun Lake Indian Tribe, the tribe could still go ahead and build a casino, but without the casino being subject to revenue sharing and regulation.”*

# Voters strongly agree the state legislature should support the compact with the Gun Lake Tribe.

*“Based on this information, do you think the state legislature should support the compact with the Gun Lake Indian Tribe so that there is revenue sharing, and regulation, or do you think the state legislature should oppose the compact with the Gun Lake Indian Tribe?”*

**Total Support: 71%**  
**Total Oppose: 22%**



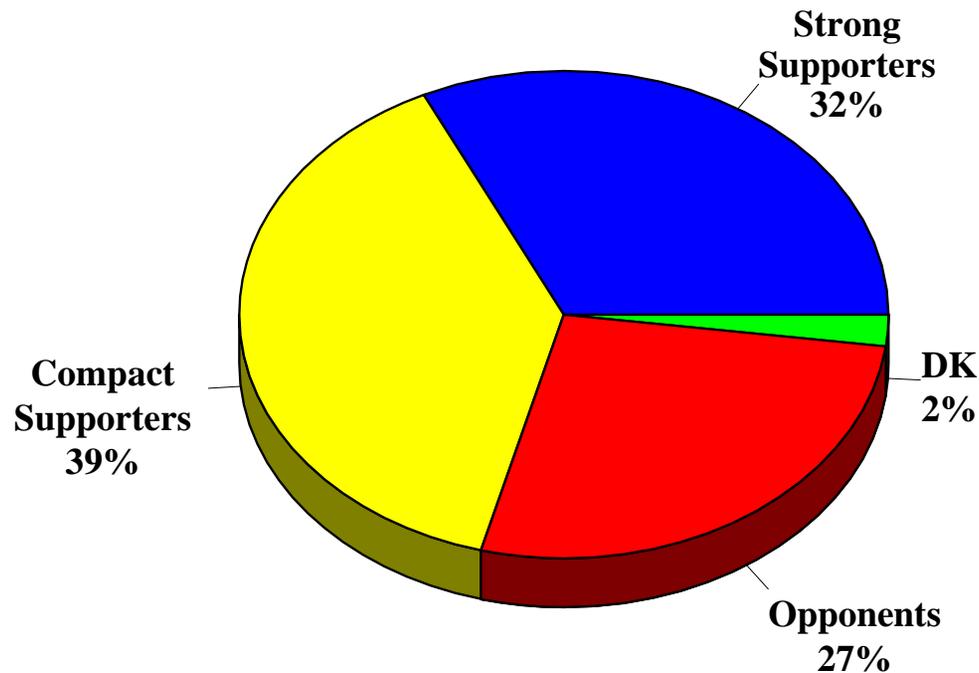
# A plurality of voters support the Gun Lake Casino operating under a Class III gaming compact.

*“Which ONE of the following phrases best describes how you feel about building a casino in Wayland Township ...*

*I like it and would support it*

*Even though I'm not strongly for it, I support the Governor's compact because the casino is inevitable and the compact is the only way that the state can benefit through revenue sharing and regulation ...or...*

*I don't like it at all and could never support it?”*

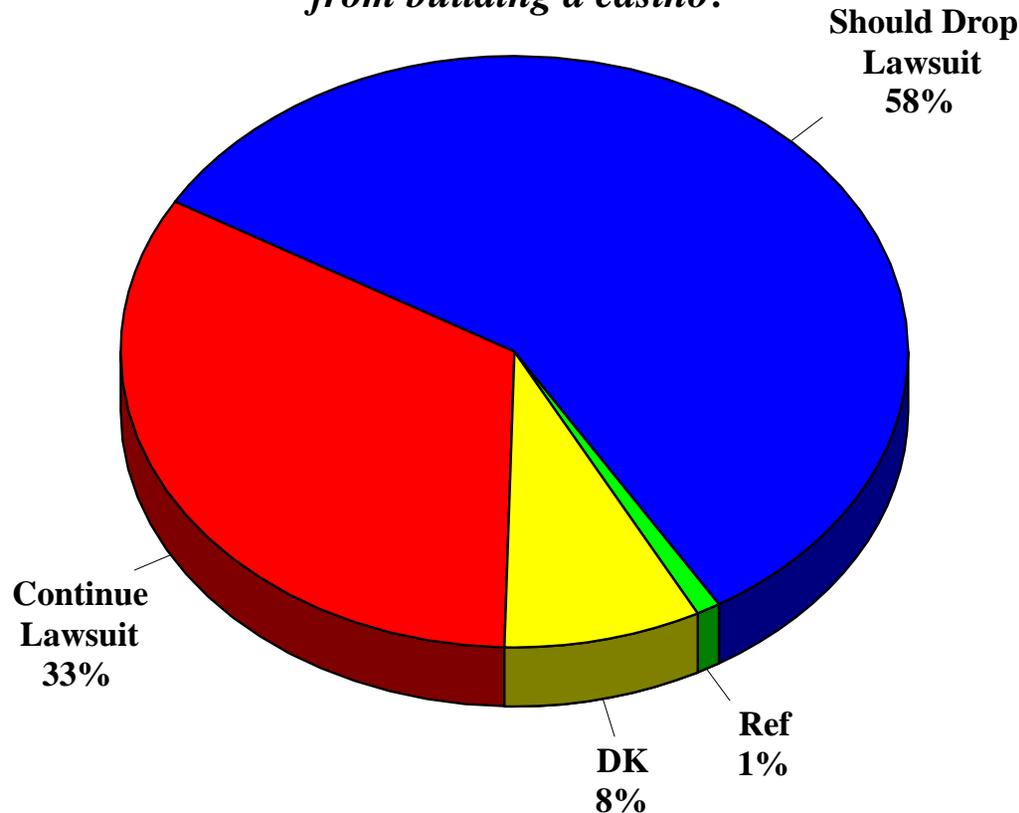


# A majority of voters agree that MichGo should drop their lawsuit.

*“As you may know, MichGo also known as the Michigan Gambling Opposition, has filed a lawsuit to delay the Gun Lake Indian Tribe from building a casino.*

*Based on what you have seen, read, or heard, do you think...*

*MichGo should drop their lawsuit against the Gun Lake Indian tribe ...or...  
MichGo should continue with their lawsuit to stop the Gun Lake Indian tribe from building a casino?”*



# Voters agree with the statement that MichGo has no legal standing and is simply delaying the inevitable.

*“Thinking some more about the MichGo lawsuit... I am going to read you two statements about this issue and please tell me which statement comes closest to your own point of view...”*

56%

Some people say that MichGo’s lawsuit against the Gun Lake Indian Tribe is nothing more than a delaying tactic. They say that MichGo has no legal standing for their case, that another similar case by MichGo attorneys was tossed out by the courts, and that MichGo should drop the lawsuit.

*...while...*

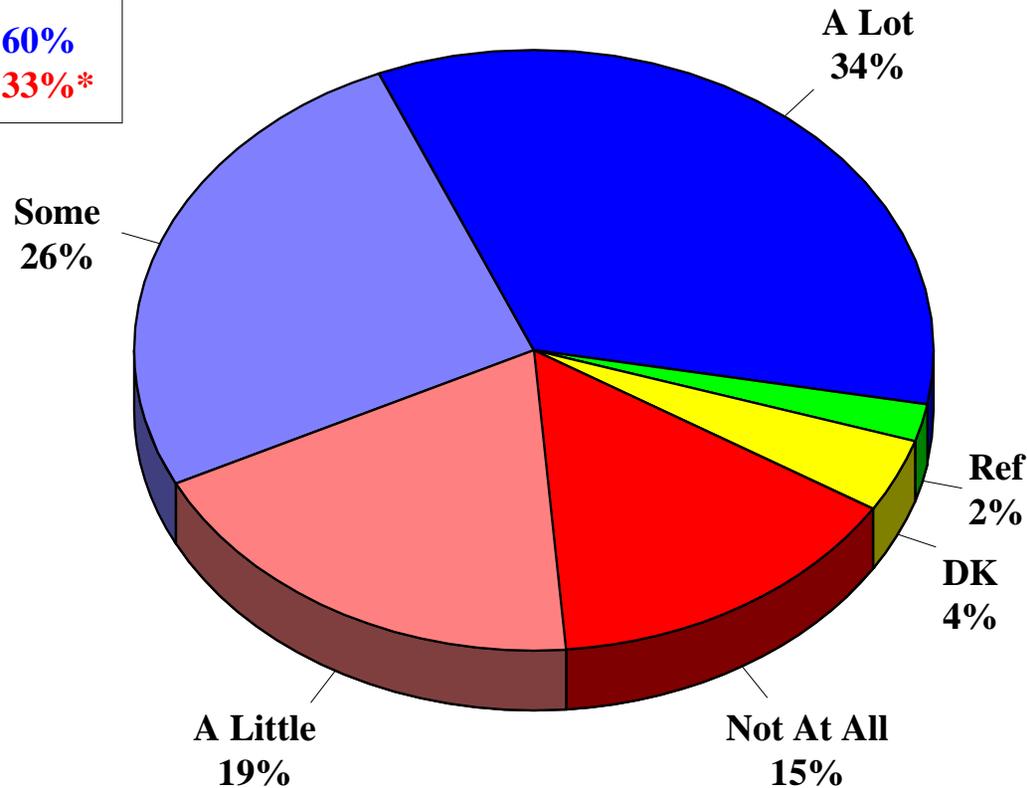
35%

Other people say MichGo is right to continue with the lawsuit because they say that federal laws concerning tribal gaming are broken, out of date, and need to be reformed.

# Voters agree that Peter Secchia's 180 damages the credibility of anti-gambling groups.

*“As you may know, Peter Secchia is a Michigan businessman who was a contributor to the organization 23 is Enough, an anti-gambling group opposed to further casino gambling in Michigan. However, recently Secchia dropped out of 23 is Enough and has proposed building a casino in Grand Rapids. Having heard this, how much do you think this damages the credibility of groups that are opposed to the expansion of gambling in Michigan?”*

**Total A Lot/Some: 60%**  
**Total Little/Not At All: 33%\***



\* Denotes Rounding

For more information about this presentation or about Public Opinion Strategies, please give us a call.

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*Turning Questions Into Answers*

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