



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2001-III-09

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RACING INDUSTRY MAY WANT TO HEDGE THEIR BETS

Phoenix, Arizona, Monday, July 30, 2001. Pursuing legal strategies that could result in shutting down Indian casinos in Arizona may not be in the best long term public relations interest of the dog or horse racing industry in Arizona. More Arizonans favor banning horse and dog racing than favor doing the same to Indian casinos. More important, large majorities oppose shutting down either form of entertainment or, in other words, the public likes its gaming and looks unfavorably on those who would shut either down.

The intensity of the public's support of gaming is clearly seen in the fact that seven of ten say they would vote against candidates for governor or the state legislature who favor banning casinos and six in ten say the same for horse and dog racing.

The findings outlined in this report are based on a survey of adults across Arizona conducted in July, 2001 by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent poll results.

It is among Arizona's older adults that opposition to such action is sharpest, undoubtedly a reflection of the fact that older adults, particularly retirees, spend more of their time in casinos or race tracks than do younger adults. Among those over 55 years of age, 71 percent would vote against candidates who support banning Indian casinos and 64 percent say the same regarding dog and horse racing. By way of comparison, among adults under 35 years of age, the proportion who would vote against candidates who espouse banning casinos drops to 65 percent and drops to 57 percent for those who would ban dog and horse racing.

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Seventy-nine percent of Democrats, 69 percent of Independents and 64 percent of Republicans say they would vote against candidates who favor banning Indian casinos.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-III-09), is based on 702 interviews with adults throughout Arizona between July 5, 2001 and July 11, 2001. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of +/- 3.7 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2001-III-09

For this and other polls, see www.brcpolls.com/results.

"In next year's election for Governor and members of the legislature, would you vote for or would you vote against a candidate taking the following position on issues?"

- *Wants to pass laws banning all Indian casinos in Arizona.*
- *Wants to pass laws banning all dog and horse racing in Arizona."*

	BANNING INDIAN CASINOS			BANNING DOG & HORSE RACING		
	Vote		Unsure	Vote		Unsure
	Vote For Them	Against Them		Vote For Them	Against Them	
STATEWIDE	22%	69%	9%	27%	62%	11%
MARICOPA	21	69	10	24	67	9
PIMA	20	75	5	34	51	15
RURAL	27	65	8	30	58	12
REPUBLICAN	26	64	10	26	62	12
DEMOCRAT	16	79	5	27	61	12
INDEPENDENT	26	69	5	27	65	8
AGE:						
Under 35	25	65	10	29	57	14
35 to 54	23	68	9	27	62	11
55+	18	71	11	26	64	10

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