

THE TARRANCE GROUP

TO: INTERESTED PARTIES

FROM: DAVE SACKETT

RE: KEY FINDINGS FROM A NATIONAL SURVEY OF LIKELY VOTERS

METHODOLOGY

The Tarrance Group is pleased to present the findings from a national survey of likely voters. All respondents interviewed in this study were part of a fully representative sample of N=1000 registered “likely” voters throughout the country. Responses to this survey were gathered October 14-17, 2013. The confidence interval associated with a sample of this type is $\pm 3.1\%$ in 19 of 20 cases.

- Voters are asked whether they have a positive or a negative view of seven (7) forms of existing gambling. Responses are summarized in the chart below.

Gambling form	% Positive	% Negative
State lottery	71%	23%
Horse racing tracks	58%	32%
Casinos with Las Vegas style gambling	56%	37%
Card rooms	35%	43%
Internet gambling	22%	67%
Internet poker	26%	62%

- As seen above, voters hold very different views about different types of gambling. While the lottery, horse racing tracks, and casinos all hold majority positive views. Voters have a majority negative view of both Internet gambling and of Internet poker.
- In fact, Internet gambling even has a majority negative view among expected supporters like those living in states with casinos (66%), and habitual gamblers (60%). This is clearly a form of gambling that is just seen differently than other forms of gambling.
- Internet poker also has a negative image with the majority of the likely electorate. It also has a majority negative image with expected supporters like those who live in states with casino gambling (61%), and habitual gamblers (55%).
- Even among those with a high level of familiarity and comfort with gambling, use of the Internet to gamble is still seen in a notably more negative light than other forms of gambling.
- In fact, a majority (58%) of voters favor the current ban on Internet gambling, including 40% of voters who “strongly” favor this ban. In contrast, just 32% of voters oppose this ban. It should be noted that more voters strongly favor this ban than overall voters oppose it.

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- When informed about the Congressional proposal to lift the ban on Internet gambling and legalize this practice, fully 62% of voters oppose this proposal, including 48% who are strongly opposed. The intensity is with those opposed to Internet gambling as just 33% of voters favor legalizing Internet gambling.
- Repealing this ban is even opposed by majorities of demographic groups. Even those voter groups who are generally in favor of a smaller, less powerful federal government want to continue to use the power of the federal government to maintain the ban on Internet gambling.
- In a forced choice question on whether or not internet gambling is a different form of gambling, voters are ready these two statements:

Internet gambling is no different than the other types of gambling that already exist, and that it is simply a natural extension of gambling options in this technological age,

OR

Internet gambling is very different from other types of gambling that already exist and that there are a number of key problems and potential abuses with online gambling that do not exist with traditional casino gambling.

- In this debate, a majority (51%) of voters select that Internet gambling is a very different form of gambling while just 32% of voters select that Internet gambling is no different than other types of gambling.
- This view that Internet gambling is a very different form of gambling has a majority support among experienced gamblers like habitual gamblers (59%) and those who visited casinos two or more times (57%). As voters become more familiar with traditional forms of gambling, they become more convinced that Internet gambling is a very different form of gambling.

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