THE TARRANCE GROUP
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TO: MEMBERS OF THE CALIFORNIA STATE ASSEMBLY

FROM: BRIAN NIENABER
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RE: VOTER ATTITUDES REGARDING INTERNET POKER IN CALIFORNIA

DATE: MAY 19, 2014

The Tarrance Group is pleased to present these key findings from a survey of voter attitudes in California. These key findings are based on telephone interviews with N=604 registered voters throughout the state. Responses to this survey were gathered May 12-15, 2014 and the margin of error associated with a sample of this type is ± 4.1% in 95 out of 100 cases.

➢ The key finding in this data is that 69% of California voters have a negative view of Internet Gambling and over 70% percent of voters are less likely to support a proposal to legalize internet poker because of concerns about the increased risk of gambling by minors.

➢ This poll also shows that is a clear and present risk for incumbent State Legislators who support the proposal to legalize Internet Poker, with 66% of voters indicating they would be less likely to vote to re-elect their State Legislator if they voted in favor of legalizing Internet Poker.

➢ The political environment in the state is mixed. Just 55% of voters say they are extremely likely to vote in November. Just 42% of voters think the state is on the right track against 47% who think the state is headed in the wrong direction. In addition, 49% of voters disapprove of the job that the state legislature is doing. However, a majority of voters (55%) approve of the job performance of Governor Brown.

➢ Regarding top issues of concern, there is strong concern about fiscal issues like jobs and unemployment (18%), the state economy (15%), spending/debt (12%), and taxes (7%) along with a notable level of concern about education (21%).

➢ California voters have very different views about the different types of gambling. As seen below, their basic uninformed views of internet gambling and internet poker are very negative.

	Positive	Negative
State lottery	69%	24%
Horse Racing tracks	60%	31%
Tribal casinos	55%	37%
Card rooms	38%	48%
Internet Poker	25%	62%
Internet Gambling	21%	69%

➢ A majority (52%) of voters oppose the concept of approving new gambling operations as a way to generate new revenue.

➢ Very few voters, just 7%, have seen, read, or heard anything about the proposal to legalize Internet Poker in the state.

➢ When voters are read a brief description of this proposal, they are strongly opposed. Fully 80% of voters oppose this proposal, including 66% who are strongly opposed. In contrast, just 15% of voters favor this proposal and only 5% of the electorate is unsure. This proposal has been rejected by voters in a clear and emphatic way.

➢ Opposition to this proposal is above 70% in every region of the state and among all political affiliations – Republican, Democrat, and Decline to State. Opposition is even at 79% among those who are active gamblers.

➢ On a simulated debate question, a majority (58%) of California voters select that internet poker is very different from other forms of gambling that already exist in the state versus just 31% who think it is no different than other forms of gambling in the state.

➢ Several messages in opposition to legalizing Internet Poker are tested – 24 hour per day access, increased risk of gambling by minors, increased risk of college students gambling, predatory nature of Internet Poker sites, vulnerability of internet poker sites to fraud and abuse, legal troubles of Internet Poker backers, involvement of off-shore gambling companies, and attempt by the tribes to circumvent their compact. All of these messages test at 70%+ less likely.

➢ After these messages, fully 84% of voters oppose this proposal to legalize Internet Poker, including 74% who are "strongly" opposed.

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