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# memorandum

**to: las vegas sands corporation**

**from: dave sackett**

**re: voter attitudes towards internet gambling**

**date: october 9, 2013**

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The Tarrance Group is pleased to present the Las Vegas Sands Corporation with the key findings from a survey of voter attitudes in four states – California, Kentucky, Virginia, and Pennsylvania – regarding internet gambling. These key findings are based on telephone interviews with a total of N=2,216 “likely” registered voters throughout these four states. Responses to this survey were gathered during the period between June-October, 2013. The margin of error associated with the sample for each of these studies is + 4.3% in 95 out of 100 cases.

**KEY FINDINGS**

* Voters in these four states are largely “pro-gaming.” Sixty percent (60%) of voters in these four states approve of their state allowing gaming as a way to generate revenue for the state, and only thirty-five percent (35%) are opposed.

 **PA CA KY VA Mean**

 Allow gaming to

 generate revenue: Approve 66% 57% 61% 54% 60%

 Disapprove 29% 37% 35% 40% 35%

* It is also the case that a majority of voters in both California and Pennsylvania favor their state expanding gambling as a way to generate additional revenue for the state to help deal with budget issues.

 **PA CA KY VA Mean**

 New gambling to deal

 with deficit Favor 54% 48% --- --- 51%

 Oppose 41% 48% --- --- 45%

* In three of the four states, the fundamental view that voters have of “casinos with Las Vegas style gaming” are quite positive, with fifty-three percent (53%) indicating that they have a positive view of these casinos and only thirty-nine percent (39%) indicating that they have a negative view.

 **PA CA KY VA Mean**

 Casinos with Las Vegas

 style gaming Positive 57% 58% 53% 44% 53%

 Negative 35% 34% 41% 48% 39%

* However, voters in all four states have a universally different (and far more negative) view of internet gambling and internet poker. As you can see from the chart below, over 60% of voters in each of these four states indicate that they have a negative view of internet gambling/poker.

 **PA CA KY VA Mean**

 Internet gambling /poker Positive 21% 26% 24% 18% 22%

 Negative 69% 61% 63% 72% 66%

* Further confirming evidence of the fact that voters view internet gambling/poker very differently than they do traditional forms of gambling was found in the results of the “competing thematic” that respondents were exposed to.

 *Some people say/*

 *Other people say that 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.*

 *Other people say/*

 *Some people say that 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.*

 **PA CA KY VA Mean**

 Online vs. traditional

 gambling No difference 27% 30% 32% 31% 30%

 Very different 63% 58% 51% 56% 57%

* The data from the surveys in Kentucky and Virginia found strong support for the current ban on internet gambling, with almost sixty percent (60%) indicating that they favor the current ban on internet gambling.

 **PA CA KY VA Mean**

 Current Ban on internet

 gambling Favor --- --- 63% 55% 59%

 Oppose --- --- 27% 33% 30%

* Finally, the data from these four states shows a universal opposition to any proposal that would legalize internet gambling or internet poker. As you can see from the chart below, over 60% of voters in these four states are opposed to any proposal to legalize internet gambling or internet poker, and this opposition is strong in each state.

 **PA CA KY VA Mean**

 Legalizing Internet

 gambling/poker Favor 32% 30% 35% 27% 31%

 Oppose 64% 63% 58% 66% 63%

* Even among those voters in each of these four states that self-identify as “active gamblers”, a solid majority in each of the four states indicate that they would be opposed to allowing internet gambling or internet poker.

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