

M E M O R A N D U M

TO: ASSOCIATED INDUSTRIES OF FLORIDA

FROM: GLEN BOLGER

RE: STATEWIDE SURVEY ON GAMING: EXECUTIVE SUMMARY

DATE: JANUARY 8, 2012

Key Findings

1. ***There is majority support for the proposal for three destination resorts and casinos in South Florida.***

Fully 50% favor and 39% oppose the proposal for three destination resorts and casinos in Broward and Miami-Dade Counties?

2. ***The descriptive proposal to license three resorts in Broward and Miami-Dade counties receives majority support both overall and among Republican primary voters.***

Here is the question we asked survey respondents:

“As you may know, there is a proposal to license three resorts in Broward and Miami-Dade counties. The resorts would pay a ten percent gaming tax, as well as standard sales and hotel bed taxes. The resorts would include hotels, convention centers, restaurants, bars and entertainment centers, as well as a casino. Having heard more about the proposal to build three destination resorts in Broward and Miami-Dade counties, do you favor or oppose the proposal?”

Overall, 60% favor it and 35% oppose it. Thus, a neutral description of the project elicits even more support.

3. ***The three-way question shows that as many as 70% are willing to support it.***

On gaming issues, we ask a three-part question to assess core support, swing, and core opposition. Fully 37% say they support the proposal and would vote for it, another 33% are willing to support it, while just 28% do not support it and would not vote for it.

4. Support grows among voters as they hear messages both pro and con.

Here is the question we asked survey respondents:

“Now, I am going to read you two statements and after I read them please tell me which of these statements describes your feelings about allowing the opening and operating of three destination resorts and casinos.

Some people say even if I don’t like the idea of additional gambling, anything that helps create jobs and raises money for the state without raising taxes is better than a tax increase.

Other people say we don’t need the problems expanded gambling will bring to the state, so the people of Florida are better off finding other ways to create jobs and raise tax revenue.”

Among voters overall, support grows to 61%, while opposition hovers at 37%.

The Bottom Line

Floridians statewide support the proposal to build destination resorts and casinos in South Florida. They believe it will help the state with revenue and jobs.

Methodology

Public Opinion Strategies conducted a telephone survey of 800 likely voters, including 105 cell phone-only voters, statewide on January 2-5 & 7, 2012. The survey has a margin of error of $\pm 3.46\%$ in 95 out of 100 cases.