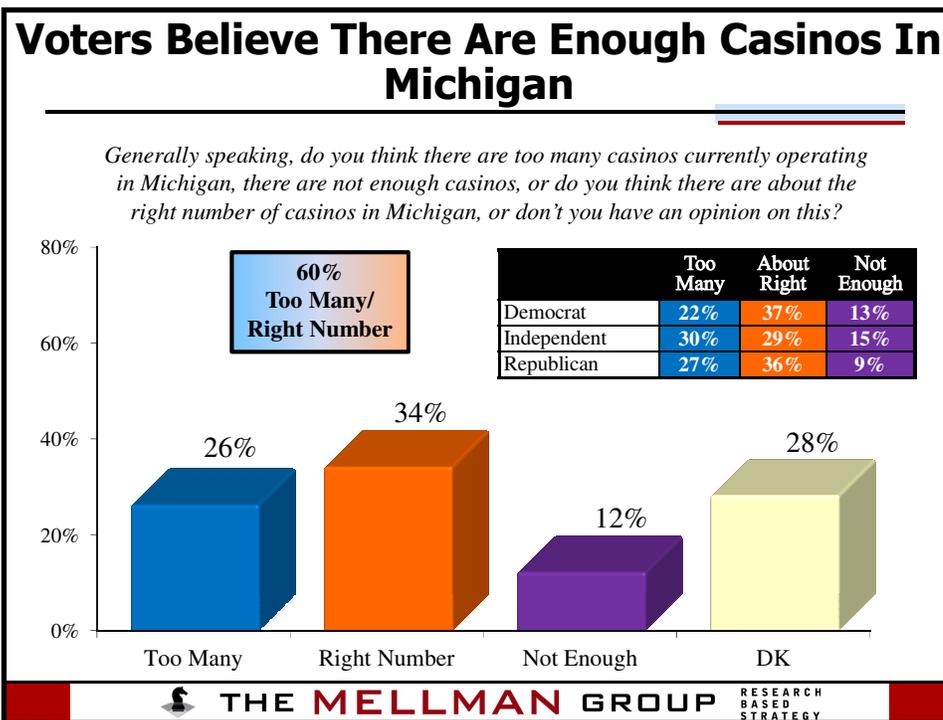




To: Protect MI Vote
From: The Mellman Group, Inc.
Re: Analysis of Michigan Statewide Survey
Date: March 16, 2012

This analysis represents the findings of a statewide survey of 600 likely general election voters in Michigan who interviewed by telephone January 21-25, 2012. The study used a registration based sample designed to replicate the November 2012 general electorate. The margin of error for this survey is +/-4.0% at the 95% level of confidence. The margin of error is higher for subgroups.

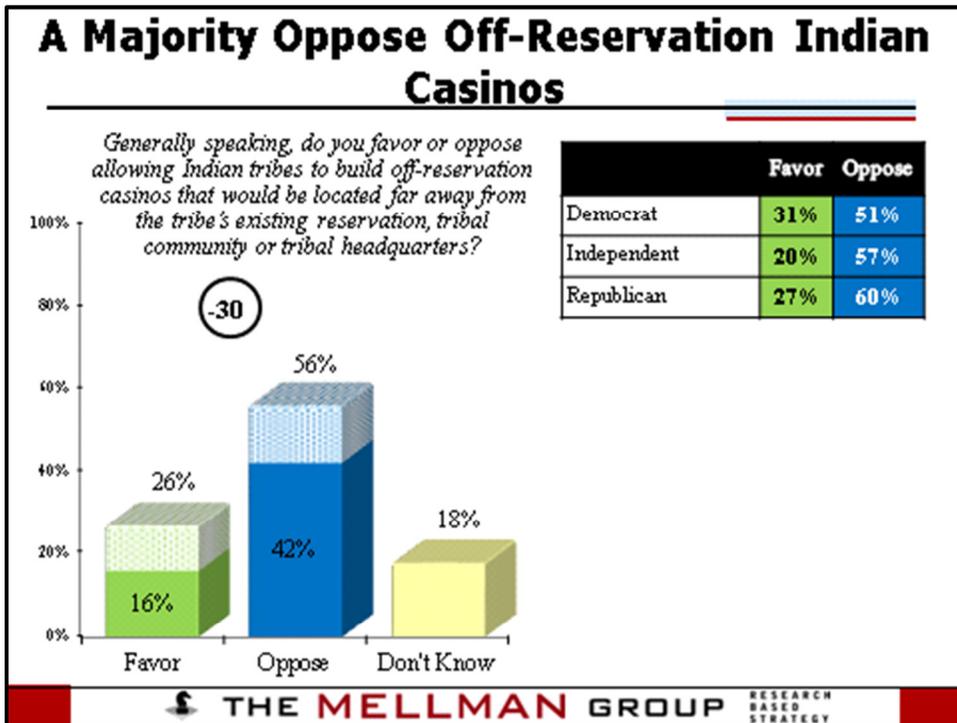
Our recent survey of 600 likely 2012 general election voters shows little appetite for expanded gaming in Michigan, as well as opposition to allowing Indian tribes to build more off-reservation casinos. A voter initiative to expand casino gaming in Michigan would likely face a very difficult path to victory, especially in light of deep voter concern about the loss of local decision-making authority when it comes to the operation of casinos.



Few Michigan Voters Want More Casinos In The State

Only 12% of Michigan voters believe there are not enough casinos operating in Michigan. By contrast, more than twice as many (26%) believe that there are too many casinos, and an additional 34% believe there are about the right number of casinos in Michigan – a combined total of 60%. This belief is consistent across party, as only 13% of Democrats, 15% of independents and 9% of Republicans believe that there are not enough casinos in Michigan. Moreover, this opinion is consistent across the state, with 12% of Wayne County voters, 14% of Oakland/Macomb County voters,

15% of those in the Flint/Saginaw/Bay City media market, 9% of those in the Grand Rapids/Kalamazoo market, and 11% in the rest of the state believing there are too few casinos in the state.



A Majority Oppose More Off-Reservation Gaming

A majority of voters (56%) opposes allowing Indian tribes to build off-reservation casinos, while just over a quarter (26%) would favor allowing such casinos. Moreover, only 16% would *strongly* favor allowing off-reservation casinos, while 42% would *strongly* oppose them. Opposition cuts across party, with opposition especially intense among both independents (20% favor, 57% oppose) and Republicans (27% favor, 60% oppose).

Question Language Regarding Off-Reservation Casinos:

“The Indian gaming tribes in Michigan signed legally binding casino contracts with the State to establish agreed upon guidelines. The casino contracts strictly prohibit off-reservation Indian casinos, unless every tribe consents. Do you favor or oppose removing this provision from the contracts so that tribes can open off-reservation casinos?”

In addition, a majority oppose changing the compact between tribes and the state to allow for off-reservation casinos. Only 26% favor removing a provision from contracts between tribes and the state that prohibits off-reservation Indian casinos, while 59% oppose this step— including clear majorities across party lines (Democrats: 58% oppose, independents: 54% oppose, Republicans: 66% oppose).

Finally, after being told about a case where an illegal tribal casino opened and operated illegally for 5 months before being ordered to shut down, an overwhelming 74% majority believe the Governor or Attorney General should “step in and close down the casino immediately” if this happened again, while only 15% believe they should “allow the casino to continue operations.”

Question Language Regarding Illegally Operating Casino:

“In November of 2010 a Michigan tribe opened a casino over 100 miles from their reservation without any of the required federal or state approvals to do so. They were allowed to operate illegally for 5 months until the courts ordered them to shutdown the operation. If a tribe attempts to do this again do you think that the Governor or Attorney General should step in and close down the casino immediately, or should they allow the casino to continue operations?”

Our Poll Shows A Tough Road For A Gaming Initiative

Few initiatives that initially poll below 55%-60% ultimately end up passing, as it is much easier to raise doubts about a policy change than to make a proactive argument for the particular change embodied in the measure. An initiative that would allow up to 8 new casinos in Michigan falls well short of that threshold, with only 47% in favor. Support is equally tepid across party, with 47% of Democrats, 46% of independents and 47% of Republicans saying they would support this effort to allow more casinos. Moreover, support falls well below 50% in most of the state's media markets. Only 45% of those in Detroit, the state's largest media market, favor this measure.

After Hearing Arguments On Both Sides Of The Issue, A Sizable Majority Opposes An Expansion Of Gaming

We also offered strong arguments on both sides of the issue replicated at left. Voters heard a supporter argument focusing on job creation and increased revenue, as well as an opposition argument focusing on the lack of local control over casino gaming decisions. After voters heard both arguments, only 33% favor the initiative, while 61% oppose it.

Thus, the more voters heard about this initiative, the more likely they were to oppose it. Support drops from 47% initially to 33% after hearing arguments on both sides. Conversely, opposition increases from 33% initially to 61% after hearing arguments on both sides.

Conclusion

Any initiative that begins with less than 55%-60% support will have a tough time passing. In this case, the path to victory for the initiative's proponents is even more difficult, given that the more voters hear, the more likely they are to oppose the initiative.

Arguments Posed For And Against The Initiative

Opponents of the initiative say this initiative takes away the fundamental right of people to decide whether or not to allow casino gambling in their own communities. Michigan voters put the right of local citizens to approve or reject new casinos in their community in to Michigan's constitution. This special interest initiative takes away your right to make your own decision about allowing casino gambling in your community. If this initiative passes, casinos could be built in your neighborhood whether you like it or not. And local governments could not regulate the casinos in any way, even if local residents want restrictions put on them.

Supporters of the initiative say passing it will create thousands of desperately needed new jobs here in Michigan, as well as provide \$300 million of new revenue to state & county governments to help prevent more cuts to vital programs. This money would be used to fund education and other state & local government programs. With our state economy struggling and budgets being cut, we need these new jobs and we need to make sure our children receive a good education—and this initiative will accomplish those goals without raising taxes.