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POLL RESULTS SHOW SUPPORT FOR NEW CASINO

The results of a Sanderoff Research and Polling Inc. telephone poll, completed on Monday, December 13, found widespread support throughout the area for the Jemez – Anthony Casino project. By margins ranging from two-to-one to three-to-one, all demographic groups throughout the county support the casino. Confirming the results of a petition circulated in Anthony, which contains over 10,000 signatures, this poll shows support for the economic benefits and jobs the casino project is promised to deliver. Key findings of the poll include:

❖ Respondents were informed that a proposal has been made to build a casino on a 78-acre site in Anthony at the northwest corner of Interstate 10 and State Highway 404. Seven-in-ten area residents say they had already heard either *a lot* (29%) or at least *a little* (51%) about the casino. It should be noted that 43% of Anthony residents say they had heard *a lot* about the proposed casino and another 34% had heard *a little* about it.

❖ Overall, 58% of area residents say they support building the proposed casino in Anthony, New Mexico, while 21% are opposed and 16% have mixed feelings on the issue.

Support for building the casino is strongest among: residents who live in Anthony (74%), Hispanics (68%). Women are also more inclined than men to say they support having the casino built in Anthony (63% and 53%, respectively).

Those who are least inclined to support building the new casino in Anthony include: those who have attended graduate school (26%), seniors (38%), Anglo residents (40%), and those who have a household income of \$60,000 and over.

❖ When asked in an unaided, open-ended manner what are the reasons why they either support or oppose building the casino, 32% of respondents mention the creation of new jobs, while 14% mention economic growth and 11% say it would be a good source of entertainment. Conversely, 7% of residents say they opposed the casino because they are opposed to gambling in general, while 4% say it is a bad idea and 3% say they don't go to casinos.

❖ 63 percent of the residents of Anthony would like to have a job in the casino, and 50 percent of residents who live in the rural parts of the county would like to have a job in the casino

❖ When asked in an unaided, open-ended manner what they feel are the biggest issues facing their community 14% of County residents mention the lack of good jobs/economic opportunities, while 11% mention the poor education, 5% cite gangs, 5% say it is illegal drug use and another 5% mention bad roads/highways. It is interesting to note that residents in Anthony (26%) are twice as likely as residents of the Las Cruces area (13%) and rural Doña Ana County (13%) to mention lack of good jobs/economic opportunities as the biggest issue facing the area.

Methodology

This telephone survey was conducted among 500 adult residents living in the Doña Ana County. The study included a random sample of 400 interviews in Doña Ana County and an oversample of 100 interviews among residents of Anthony. The oversample of Anthony residents was completed in order to increase the sample size and accuracy of this important population group. To avoid any skewing of the data, the results for both population groups were weighted so that each received its proportional share of interviews at the total sample level. The telephone interviews were conducted between December 5th and December 8th, 2004.

A sample size of 500 at a 95% confidence level provides a maximum margin of error of approximately $\pm 4.6\%$. In theory, in 95 out of 100 cases, the results based on a sample of 500 will differ by no more than 4.6 percentage points in either direction from what would have been obtained by interviewing all adults living in Doña Ana County.

The proposed casino from the Pueblo of Jemez and the developers means an enormous positive economic impact on Anthony and the surrounding area. Once approved, the \$55 million construction project will bring approximately 570 construction-related jobs to the area, with \$16 million in construction payroll. Upon completion, the casino will require approximately 950 employees. These workers will have good-paying jobs with benefits and healthcare. The annual payroll will be in excess of \$28 million, money that will be spent within the community by the employees. The casino will spend approximately \$30 million annually on local purchases.

The casino will also bring tourism and entertainment options to the area, which studies have shown are underserved by the current casino gaming entertainment industry. For example, within 50 miles of Albuquerque, there is a population of 786,000 supporting five casinos and one racetrack/casino with a total of 7,250 slot machines. However, the greater El Paso/Juarez area has a population of approximately 2.2 million people with only about 700 slot machines. The casino will be built close to the Anthony exit on Interstate 10, where over 35,000 vehicles pass daily.

The developers have described the proposed casino as a great economic opportunity for everyone involved, making it a true 'win-win-win' situation for Anthony, the Jemez Pueblo, and the entire area.

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