



**To: The Forest County Potawatomi Tribe**  
**From: The Mellman Group, Inc.**  
**Re: Analysis Of Gaming Issues In Wisconsin**  
**Date: August 6, 2007**

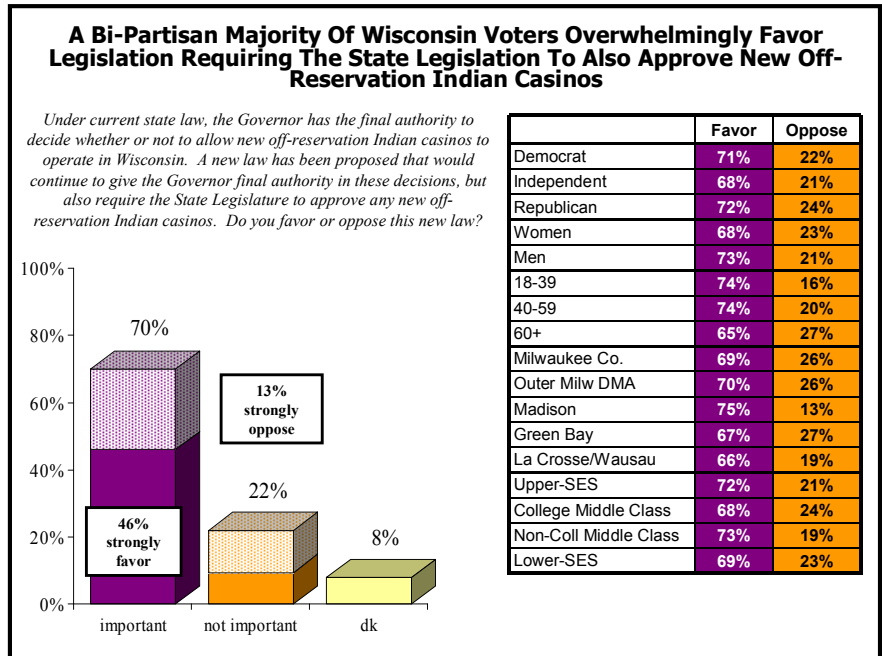
*This analysis represents the findings of a statewide survey of 600 likely general election voters Wisconsin who were interviewed by telephone July 26-29, 2007. The study is based on a voter-file based sample that simulates the likely 2008 electorate. The margin of error for this survey is +/- 4.0% at the 95% level of confidence. The margin of error is higher for subgroups.*

Voters in Wisconsin strongly favor legislation requiring both the Governor and the State Legislature to approve new, off-reservation, Indian casinos in Wisconsin. The legislation enjoys strong bi-partisan support, and garners strong backing across region and demographic groups. Voters continue to believe that Governor Doyle should sign the law after hearing arguments on both sides of the issue. Voters find arguments in favor of the legislation more convincing than arguments against it.

Most voters oppose expanded Indian gaming in the state, with most believing the state should maintain the number of casinos it currently has, or rollback the number of casinos. A bi-partisan majority opposes allowing new off-reservation Indian casinos. A clear majority opposes building a new off reservation casino in Kenosha, and continues to do so after hearing arguments on both sides of the issue.

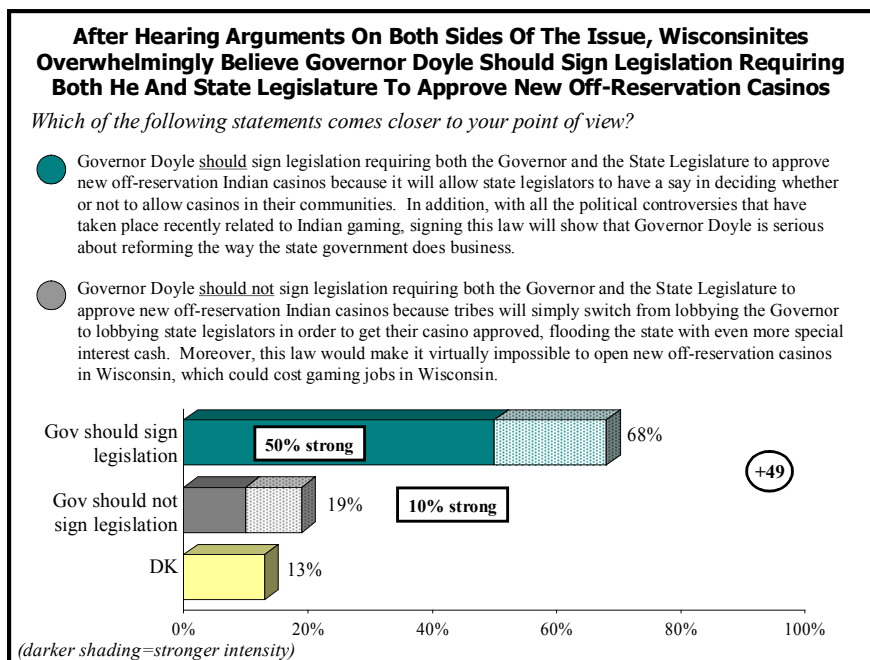
**Wisconsin Voters Favor Legislation That Involves The State Legislature In Decisions About Off-Reservation Casinos In Wisconsin**

Wisconsin voters overwhelmingly favor a law giving the Governor final authority in decisions about allowing new off-reservation Indian casinos in Wisconsin, but also requiring the State Legislature to approve any new casinos. Seventy percent (70%) favor this proposed legislation, while only 22% oppose it. Moreover, support for the legislation is far more intense than opposition, with nearly half (46%) saying they *strongly* support the bill, and only 13% *strongly* opposing it.



Unlike many issues, giving the legislature a role in approving casinos does not polarize voters across party. Indeed, support is nearly identical among Democrats (71% favor, 22% oppose) independents (68% favor, 21% oppose) and Republicans (72% favor, 24% oppose). The legislation also receives strong backing among those who regularly attend religious services (73% favor, 20% oppose) and those who tend to be more secular (68% favor, 24% oppose). The legislation garners nearly two-thirds support in every part of the state, and garners strong support across demographic groups.

The widespread backing for this legislation is rooted in a belief that both the Governor and the State Legislature should have a role in deciding whether to allow new Indian gaming casinos to open in Wisconsin. Two-thirds (67%) say that both the Governor and the State Legislature should have a role in deciding whether or not to allow new off-reservation casinos, while 7% believe the Governor alone should have the authority and 20% believe the State Legislature alone should be vested with that authority.



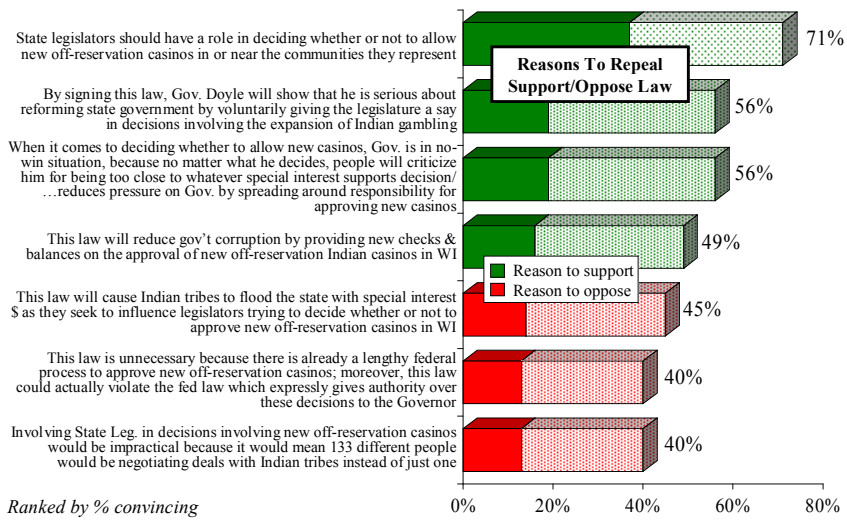
**Support For The Legislation Remains High After Voters Hear Arguments On Both Sides Of The Issue**

Even after hearing balanced arguments on both sides of the issue, most voters believe that Governor Doyle should sign legislation requiring both gubernatorial and state legislative assent to new off-reservation casinos. As the chart at left illustrates, more than two-thirds (68%) believe that Governor Doyle should sign the legislation because it will give state legislators a say about whether or not to allow casinos in their communities, and would show Governor Doyle is serious about reforming state government. By contrast, only 19%

believe he shouldn't sign the law because tribes will start lobbying legislators, flood the state with special interest cash, and would make it virtually impossible to build new casinos. Sixty-four percent (64%) of Democrats, 71% of independents and 71% of Republicans believe that the Governor should sign the legislation after hearing the arguments on both sides of the issue.

**Reasons To Support The Law Requiring Both Gubernatorial And Legislative Approval Of New Off-Reservation Casino Are More Convincing Than Reasons To Oppose The Law**

Giving State Legislators A Role In Deciding On Whether Or Not To Allow Casinos In Or Near Communities They Represent Is Most Convincing

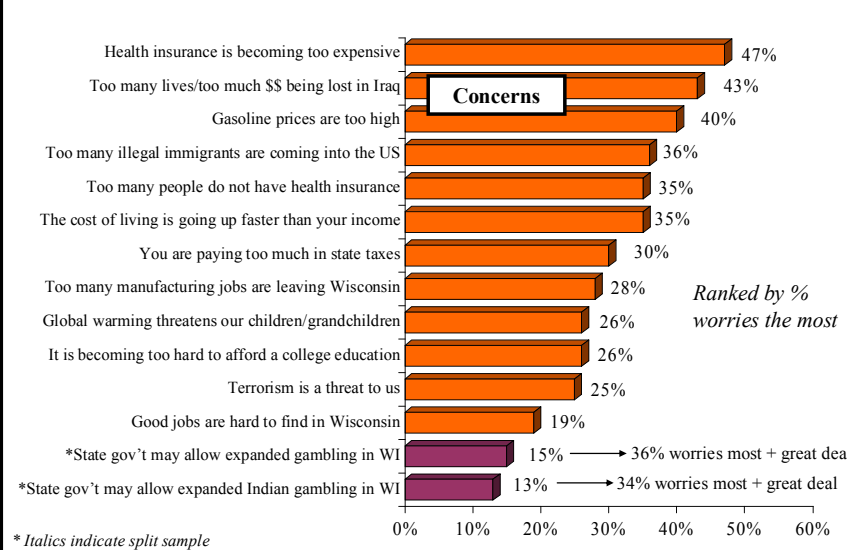


**Reasons To Support The Law More Convincing Than Reasons To Oppose It**

We offered voters a list of reasons to both support and oppose the law requiring the Governor and State Legislature to approve new off-reservation casinos. As the chart at right illustrates, voters found the reasons to support the law more convincing than the reasons to oppose it. Most convincing was an argument suggesting that state legislators should have a role in approving new casinos in or near their communities (71% convincing). More than half found arguments stating that signing the law would show that the Governor is serious about reforming state government (56%)

and that the legislation would reduce pressure on the Governor by spreading around responsibility for approving casinos (56%). Less convincing were arguments suggesting that the law would flood the state with special interest money (45%), that there is already a lengthy federal process for approving new off-reservation casinos (40%) and that in would mean 133 different people will be negotiating with Indian tribes instead of one (40%).

**Gaming Issues Are Less Pressing To Wisconsin Voters Than Other Issues**



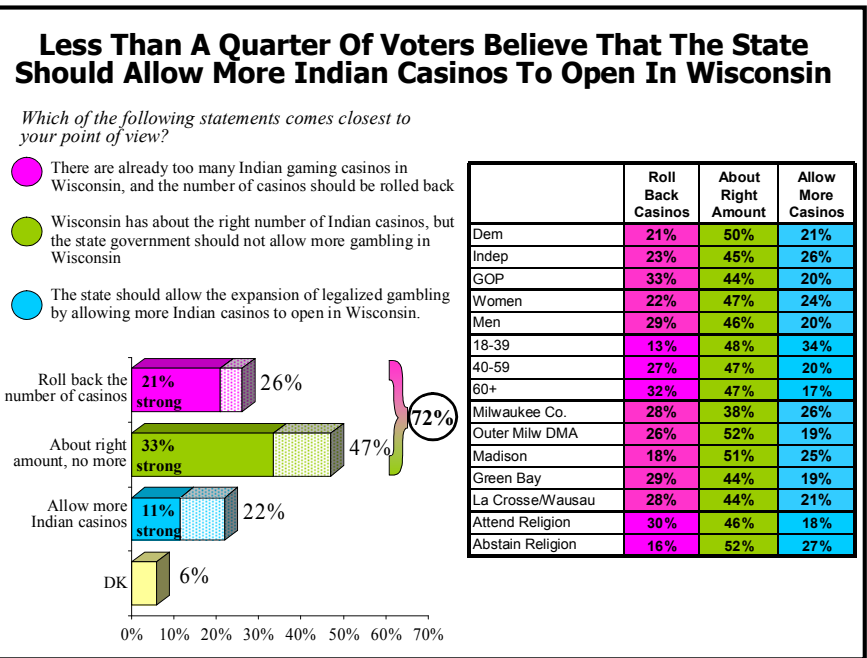
**Gaming Issues Are Less Pressing To Wisconsin Voters Than Other Issues**

Relative to other issues facing the state and country, expanded gambling is not a particularly pressing a concern to Wisconsin voters. While 47% say they that the cost of health care is “one of the things that worries them most,” and 43% say the same about Iraq, only 15% say that expanded gambling is one of the issues that worries them most, and just 13% say the same about expanded *Indian* gaming. While a portion of the state’s voters *are* concerned about expanded gambling (over a third say that they worry at least a “great deal” about that the state will allow expanded gambling), the issue occupies voters attention to a much lesser extent than health care, gas prices, the war, and immigration.

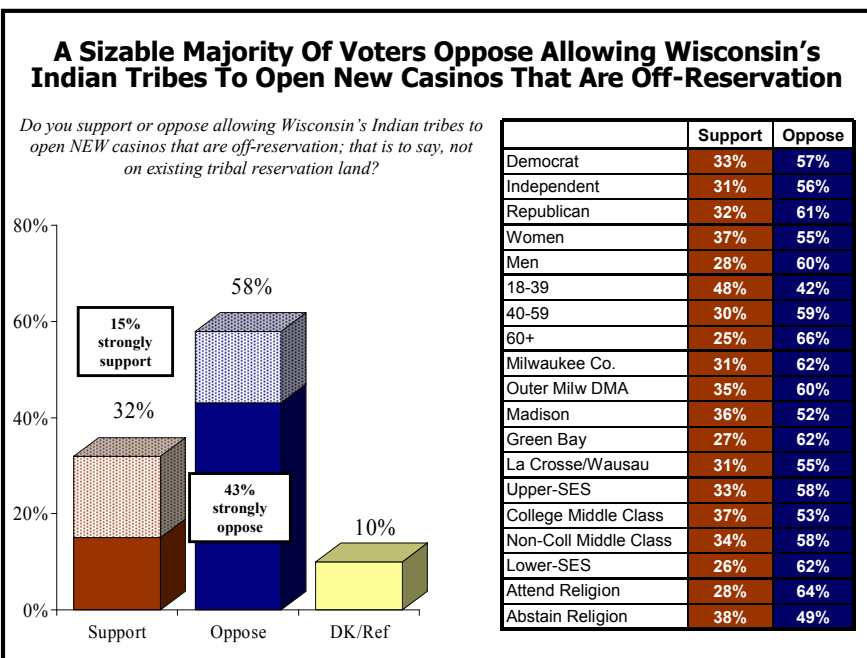
voters attention to a much lesser extent than health care, gas prices, the war, and immigration.

## Wisconsinites Oppose Expanded Gaming

Even though the expansion of gambling is not a top concern for most voters, there is little appetite for more casinos in the state. Nearly three quarters (72%) believe that the state government should either not allow more gambling in Wisconsin, or should roll back the number of casinos in the state. The largest number (47%) believes “Wisconsin has about the right number of Indian casinos, but the state government should not allow more gambling in Wisconsin.” A smaller number (26%) say “There are already too many Indian gaming casinos in Wisconsin, and the number should be rolled back.” Only 22% believe “the state should allow the expansion of legalized gambling by allowing more Indian casinos to open in Wisconsin.” Few voters across party, region and key demographic groups favor increasing the number of casinos in the state.

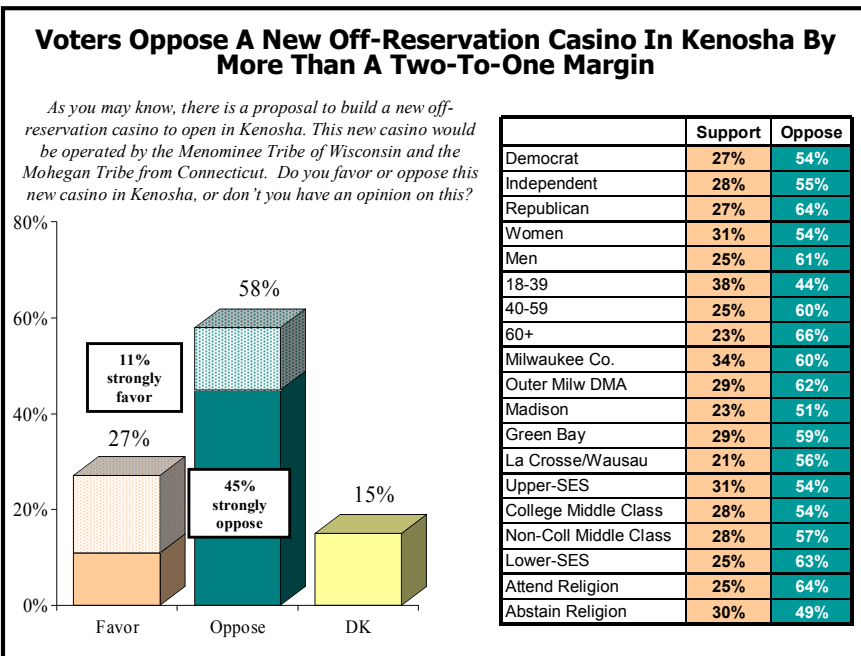


When asked specifically if they support or oppose allowing Wisconsin’s tribes to open new off-reservation casinos, a 58% majority is opposed, while only 32% support allowing new casinos. Majorities across party, gender, region, and social-economic standing all oppose allowing new off-reservation casinos, as do both religious and secular voters. Indeed, the only group that actually supports new casinos is voters 18-39 years old (48% support, 42% oppose). However, their support is far outweighed by opposition among those aged 40-59 (30% support, 59% oppose) and those over 60 years old (25% support, 66% oppose). Even voters who have been to a Wisconsin Indian casino in the last two years oppose new off-reservation casinos by a 47% to 43% margin.



## Voters Oppose A New Off-Reservation Casino In Kenosha

Statewide, just over half (53%) have read or heard about the plan to build a new off-reservation Indian casino in Kenosha, with 19% having heard a “great deal” about the plan and an additional 34% hearing “some.” Awareness of the proposal decreases as one moves farther away from Southeast Wisconsin. Among those living in the Milwaukee media market, 72% have heard “a great deal” or “some” about the proposed Kenosha casino. In Madison (48%) and Green Bay (45%), just under half have heard about the proposed casino. Among those in the La Crosse/Wausau market, only 27% have heard about the plan.



Just over a quarter of the state's voters (27%) favor building a new casino in Kenosha, while 58% oppose the plan. The proposed casino draws bi-partisan opposition, with majorities of Democrats (54% oppose), independents (55% oppose) and Republicans (64% oppose) all opposing the new casino. While opposition is certainly stronger among voters who regularly attend religious services (25% favor, 64% oppose), a plurality of those who are more secular in their outlook oppose the casino (30% favor, 49% oppose). Even a plurality of those who have been to an Indian casino in Wisconsin over the past two years oppose a Kenosha gaming venue (40% favor, 45% oppose).

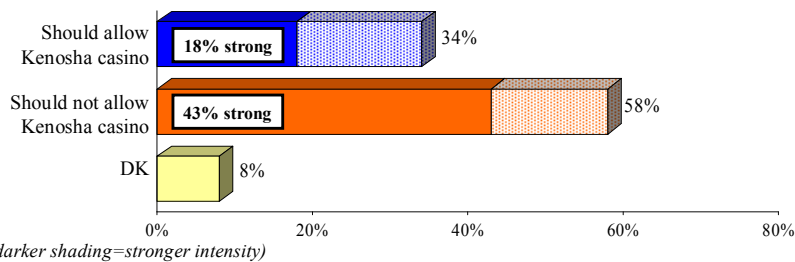
Opposition is strong both in Milwaukee County (60% oppose) and in the counties that make up the rest of the Milwaukee market (62% oppose). Majorities of voters in the Madison (51% oppose), Green Bay (59% oppose) and Wausau/La Crosse markets (56% oppose) also oppose the new casino. Among those who have heard a “great deal” of the plan, 35% support the casino and 60% oppose it. Even in Kenosha County and its immediate neighbors (Racine and Walworth Counties), a slight plurality opposes the new casino (44% favor, 48% oppose), though we caution that this is an extremely small sample size of only 45 voters. Normally we do not even look at samples this small because the margin of error is +/- 14.6 percentage points.

While most voters across demographic groups oppose the Kenosha casino by similar margins, there is some cleavage across age. Voters over 60 oppose the casino by a net margin of 43 points, while those 40-59 oppose the casino by a slightly smaller 35-point margin. However, voters 18-39 are much more evenly split, opposing a casino by only a net 6-point margin. It is nonetheless important to note that even though the margin is smaller among younger voters, a plurality still opposes building a new casino in Kenosha.

**After Hearing Arguments On Both Sides Of The Kenosha Casino, A Majority Still Believes That The Casino Should Not Be Allowed**

*Which of the following statements comes closer to your point of view?*

- We should allow a new casino to be built in Kenosha because it would provide thousands of new jobs to residents of Southeast Wisconsin and provide millions of dollars in new revenue for both the state and the Menominee Indian Tribe, one of the poorest tribes in Wisconsin. It is only fair that the Menominee Tribe should have another opportunity to generate needed revenue for schools and health care that other tribes in Wisconsin have enjoyed.
- We should not allow a new casino to be built in Kenosha because say that millions of dollars in revenue from the new Kenosha casino would actually go out-of-state to the Mohegan Tribe of Connecticut, which runs a multi-billion dollar national gambling empire. There are already twenty-four casinos in Wisconsin, as well as a state lottery, and studies have shown that this new casino could actually cost thousands of jobs in economically struggling parts of Milwaukee.



**Wisconsinites Continue To Oppose The Kenosha Casino After Hearing Arguments On Both Sides Of The Issue**

Voters are much more likely to agree with arguments against the Kenosha casino than arguments in support of it. A majority (58%) agrees with an argument opposing the casino because millions of dollars will go to the out-of-state Mohegan tribe, because there are already 24 casinos in Wisconsin, and because the casino could cost jobs in Milwaukee. By contrast, only 34% agree that the casino should be allowed because it would provide thousands of jobs to Southeast Wisconsin, provide millions of dollars in revenue for the state and the Menominee Tribe, and because it is only fair that the Menominee's have the same opportunity to generate revenue as other tribes.

Arguments on both sides of the issue do little to change support in key subgroups. Majorities of voters in Milwaukee County (56%) and the rest of the Milwaukee market (57%) believe the casino should not be allowed, as do voters in Madison (55%), Green Bay (62%) and Wausau/Lacrosse (64%). Democrats (56%), independents (57%) and Republicans (60%) also believe that the new casino should not be allowed.