

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 12-13, 2011

QUESTION 18:

Would you support the state of North Carolina allowing the Cherokees to offer live dealer games like blackjack, poker, roulette and other games?

BANNER 1

	MEDIA MARKET														KEY REGIONS				GENDER		AGE						PARTY REG		
	TOTAL (A)	RAL- EIGH (B)	CHAR- LOTTE (C)	GREENS -BORO (D)	GREEN- VILLE (SC) (E)	GREEN- VILLE (NC) (F)	WILM- INGTON (G)	ALL OTHERS (H)	TRI- ANGLE (I)	SOUTH -EAST (J)	NORTH -EAST NC (K)	PIED- MONT TRIAD (L)	CHAR- LOTTE (M)	WEST- ERN NC (N)	MEN (O)	WOMEN (P)	18-25 (Q)	26-40 (R)	41-55 (S)	56-65 (T)	66+ (U)	GOP (V)	DEM (W)	IND (X)					
BASE=TOTAL SAMPLE	600 100%	180 30%	166 28%	114 19%	45 7%	44 7%	28 5%	23 4%	131 22%	89 15%	59 10%	114 19%	128 21%	79 13%	288 48%	312 52%	45 8%	148 25%	180 30%	101 17%	124 21%	198 33%	282 47%	120 20%					
**D/S (SUPPORT - OPPOSE)	230 38%	67 37% F	86 52% BDFh	33 29% F	16 36% F	- -1% F	21 75% BCDEFh	7 31% F	57 44% KL	41 46% KL	1 1% K	31 27% K	72 56% iKLN	28 36% K	126 44% P	104 33% P	26 57% SU	69 47% SU	58 32% U	60 59% rSU	17 14% U	55 28% U	121 43% V	54 45% V					
TOTAL SUPPORT -----	385 64%	114 63% F	118 71% DF	66 58% f	30 66% F	18 42% F	25 88% BcDeFh	14 62% K	87 67% K	61 69% K	27 45% K	65 57% KL	94 73% K	52 65% K	196 68% p	189 61% p	34 74% U	104 71% sU	108 60% U	78 77% SU	60 48% SU	120 60% SU	183 65% SU	82 68% SU					
TOTAL OPPOSE -----	155 26%	47 26% g	32 20% g	33 29% g	14 30% g	19 43% bcg	3 12% G	7 31% G	30 23% G	20 23% G	26 44% IJLM	34 30% M	22 17% m	23 30% m	70 24% p	85 27% p	8 18% p	36 24% SU	51 28% T	18 18% T	43 34% qrT	65 33% Wx	62 22% Wx	28 23% Wx					
STRONGLY SUPPORT	230 38%	64 36%	73 44% F	41 36% F	17 37% F	11 25% F	13 45% F	11 49% f	47 36% f	39 44% f	19 31% f	39 34% f	55 43% f	32 40% f	122 42% p	108 35% p	20 44% p	73 49% SU	60 33% SU	44 43% sU	34 27% sU	70 35% sU	112 40% sU	49 40% sU					
SOMEWHAT SUPPORT	154 26%	49 27% h	45 27% h	25 22% h	13 30% h	7 17% h	12 42% dFH	3 13% h	40 31% K	22 25% K	8 14% K	26 23% K	38 30% K	20 25% K	74 26% K	81 26% K	14 30% K	32 21% K	49 27% K	34 34% RU	26 21% RU	50 25% RU	72 25% RU	33 28% RU					
SOMEWHAT OPPOSE	43 7%	17 9% CG	6 3% G	6 6% G	5 10% g	5 12% G	- - G	4 17% G	12 9% G	5 6% G	9 15% M	6 6% M	5 4% M	5 7% M	18 6% M	24 8% M	2 4% M	11 7% M	14 8% M	5 5% M	10 8% M	14 7% M	21 7% M	7 6% M					
STRONGLY OPPOSE	112 19%	30 17% eG	27 16% G	26 23% EG	9 20% g	13 31% bcg	3 12% G	3 13% G	18 14% G	15 17% G	17 29% IM	27 24% IM	17 13% IM	18 23% IM	52 18% M	61 19% M	6 13% M	25 17% M	36 20% t	13 12% T	33 26% rT	50 25% W	41 15% W	21 17% W					
DON'T KNOW/ NO OPINION	60 10%	20 11% eG	16 9% G	15 13% EG	2 3% g	7 15% eG	- - G	2 8% G	14 11% G	8 9% G	7 11% M	15 13% n	13 10% n	4 5% n	22 8% o	38 12% o	4 8% o	8 5% o	21 12% rt	6 6% RT	22 18% RT	14 7% RT	36 13% V	10 9% V					

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J/K/L/M/N O/P Q/R/S/T/U V/W/X
N A T I O N A L R E S E A R C H I N C

QUESTION 18:

Would you support the state of North Carolina allowing the Cherokees to offer live dealer games like blackjack, poker, roulette and other games?

BANNER 2

	GENDER/AGE					PARTY REG/GENDER						IDEOLOGY			RACE				EMPLOYMENT STATUS		
	TOTAL (A)	MEN 18-44 (B)	MEN 45+ (C)	WOMEN 18-44 (D)	WOMEN 45+ (E)	GOP MEN (F)	GOP WOMEN (G)	DEM MEN (H)	DEM WOMEN (I)	IND MEN (J)	IND WOMEN (K)	LIB (L)	MOD (M)	CONS (N)	BLACK (O)	WHITE (P)	HISP-ANIC (Q)	OTHER (R)	FULL TIME (S)	RET- IRED (T)	UN-EMPL- OYED (U)
BASE=TOTAL SAMPLE	600 100%	125 21%	162 27%	139 23%	173 29%	98 16%	100 17%	126 21%	156 26%	64 11%	56 9%	99 17%	234 39%	256 43%	108 18%	461 77%	4 1%	20 3%	327 55%	162 27%	64 11%
**D/S (SUPPORT - OPPOSE)	230 38%	69 55% CDE	56 35%	50 36%	54 31%	28 29%	26 27%	62 49% FGiK	59 38%	36 56% g FGiK	18 32%	58 58% N	116 50% N	57 22%	35 33%	177 38%	4 100% OPR	10 50%	130 40%	53 33%	28 43%
TOTAL SUPPORT -----	385 64%	94 75% CdE	101 62%	88 63%	101 58%	62 63%	58 58%	87 69%	96 62%	47 73% g	35 62%	73 74% N	163 69% N	145 57%	67 62%	295 64%	4 100% OPR	14 71%	214 65%	97 60%	44 69%
TOTAL OPPOSE -----	155 26%	25 20%	45 28%	38 27%	47 27%	34 34% HJ	31 31% hj	26 20%	37 24%	11 17%	17 30%	16 16%	46 20%	87 34% LM	31 29% Q	119 26% Q	- -	4 20% Q	84 26%	44 27%	16 25%
STRONGLY SUPPORT	230 38%	65 51% CdE	58 36%	52 37%	56 33%	39 39%	32 32%	56 44% g	56 36%	28 44%	21 36%	50 50% N	99 42% N	78 30%	44 41%	171 37%	1 21%	12 58% p	133 41%	60 37%	20 31%
SOMEWHAT SUPPORT	154 26%	30 24%	43 27%	36 26%	44 26%	24 24%	26 26%	32 25%	40 26%	18 29%	15 26%	24 24%	63 27%	67 26%	23 21%	124 27% r	3 79% OPR	3 13%	81 25%	38 23%	24 37% st
SOMEWHAT OPPOSE	43 7%	7 6%	11 7%	10 7%	14 8%	7 7%	7 7%	7 5%	14 9%	4 7%	3 5%	6 6%	10 4%	22 9% m	10 10% Q	30 7% Q	- -	2 10%	26 8%	12 7%	3 5%
STRONGLY OPPOSE	112 19%	18 14%	34 21%	28 20%	33 19%	26 27% hIJ	24 24% iJ	19 15%	22 14%	7 10%	14 25% J	9 9%	36 16%	66 26% LM	21 19% Q	88 19% Q	- -	2 11%	58 18%	32 20%	13 21%
DON'T KNOW/ NO OPINION	60 10%	6 5%	16 10% b	13 9%	25 15% B	3 3%	11 11% F	13 10% F	23 15% F	6 9%	4 8%	10 10%	25 11%	23 9%	10 9% Q	47 10% Q	- -	2 9%	29 9%	21 13%	4 6%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M/N O/P/Q/R S/T/U
N A T I O N A L R E S E A R C H I N C

QUESTION 18:

Would you support the state of North Carolina allowing the Cherokees to offer live dealer games like blackjack, poker, roulette and other games?

BANNER 3

	EDUCATION					PARTY AFFILIATION							PERDUE IMAGE		OBAMA APPROVAL		TEA PARTY	
	TOTAL (A)	HS OR LESS (B)	2 YR COLL (C)	4 YR COLL (D)	POST GRAD (E)	ALWAYS DEM (F)	MOSTLY DEM (G)	TOTAL DEM (H)	TOTAL REP (I)	MOSTLY REP (J)	ALWAYS REP (K)	SPLIT (L)	FAV (M)	UNFAV (N)	APP (O)	DISAP (P)	SUPP (Q)	OPP (R)
BASE=TOTAL SAMPLE	600 100%	152 25%	128 21%	210 35%	106 18%	81 13%	148 25%	229 38%	239 40%	192 32%	47 8%	103 17%	261 43%	282 47%	263 44%	316 53%	248 41%	224 37%
**D/S (SUPPORT - OPPOSE)	230 38%	36 23%	69 54% BDE	87 41% B	36 34%	28 35% K	77 52% FIJKL	105 46% IJK	73 30% K	71 37% K	2 5%	41 40% K	127 49% N	74 26% N	142 54% P	88 28%	75 30%	120 53% Q
TOTAL SUPPORT -----	385 64%	85 56%	93 73% Be	139 67% b	64 60%	50 62%	103 70% K	154 67% K	147 61%	124 65% k	23 48%	68 66% k	182 70% N	166 59% N	191 72% P	185 59%	149 60%	163 73% Q
TOTAL OPPOSE -----	155 26%	50 33% C	24 19%	53 25%	28 27%	22 27%	27 18%	49 21%	74 31% GH	54 28% G	21 44% fGHjL	27 26%	56 21%	92 33% M	49 18%	97 31% O	74 30% R	43 19%
STRONGLY SUPPORT	230 38%	59 39%	49 38%	85 41%	35 33%	38 47% ij	58 39%	96 42%	82 34%	66 35%	16 34%	40 38%	109 42% n	95 34%	119 45% P	107 34%	89 36%	99 44%
SOMEWHAT SUPPORT	154 26%	26 17%	44 35% B	54 26% b	29 28% b	12 15%	46 31% FK	58 25% fk	65 27% Fk	58 30% FK	7 15%	28 27% fk	73 28%	70 25%	71 27%	78 25%	60 24%	64 29%
SOMEWHAT OPPOSE	43 7%	14 9% c	5 4%	15 7%	9 8%	7 9%	10 6%	17 7%	15 6%	9 5%	6 13%	9 8%	23 9%	18 6%	17 6%	21 7%	19 8%	13 6%
STRONGLY OPPOSE	112 19%	36 24%	19 15%	37 18%	20 19%	14 18%	17 12%	32 14%	59 25% GH	45 23% GH	14 30% GH	18 17%	33 13%	74 26% M	32 12%	76 24% O	55 22% R	30 14%
DON'T KNOW/ NO OPINION	60 10%	17 11%	10 8%	18 8%	14 13%	9 11%	18 12%	26 12%	18 7%	14 7%	4 8%	9 9%	23 9%	24 9%	24 9%	34 11%	25 10%	18 8%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K/L M/N O/P Q/R
N A T I O N A L R E S E A R C H I N C

QUESTION 19:

Which of the following statements comes closer to your opinion when it comes to allowing live dealer games at the Cherokee Native American Reservation?

Some people say that allowing live dealer games will contribute to an increase in problem gambling, lead to increased crime and other social problems and will not be worth the additional costs imposed on society and families.

Other people cite a UNC study funded by the Cherokees which states that by allowing the casino to add dealers and table games they may create up to 400 jobs, and increase demand for services like dining and hotels and would allow the North Carolina casinos to compete on a level playing field with out of state casinos.

BANNER 1

	MEDIA MARKET							KEY REGIONS							GENDER		AGE					PARTY REG		
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-INGTON (G)	ALL OTHERS (H)	TRI-ANGLE (I)	SOUTH-EAST (J)	NORTH-EAST NC (K)	PIED-MONT TRIAD (L)	CHAR-LOTTE (M)	WEST-ERN NC (N)	MEN (O)	WOMEN (P)	18-25 (Q)	26-40 (R)	41-55 (S)	56-65 (T)	66+ (U)	GOP (V)	DEM (W)	IND (X)
BASE=TOTAL SAMPLE	600 100%	180 30%	166 28%	114 19%	45 7%	44 7%	28 5%	23 4%	131 22%	89 15%	59 10%	114 19%	128 21%	79 13%	288 48%	312 52%	45 8%	148 25%	180 30%	101 17%	124 21%	198 33%	282 47%	120 20%
**D/S (CREATE JOBS, INCREASE DEMAND FOR SERVICES LIKE DINING AND HOTELS - INCREASE IN PROBLEM GAMBLING, CRIME AND SOCIAL PROBLEMS)	236 39%	77 43% efH	81 49% EFH	45 39% F	13 28% F	-3 -7% F	18 63% bDEFH	5 23% F	65 50% KLN	38 43% Kn	3 5%	41 36% K	66 52% KLN	23 28% K	126 44% p	110 35%	23 52% U	63 43% U	70 39% U	56 55% rSU	23 18%	43 22%	132 47% V	61 51% V
MAY CREATE UP TO 400 JOBS, AND INCREASE DEMAND FOR SERVICES LIKE DINING AND HOTELS	388 65%	118 65% F	115 70% F	73 64% F	29 64% F	17 39% F	22 80% Fh	13 56% F	91 70% K	58 65% K	28 47% K	71 63% k	91 71% K	49 62% K	192 67%	196 63%	33 74% U	102 69% U	116 65% U	74 73% U	61 49%	114 57%	191 68% V	83 69% v
ALLOWING LIVE DEALER GAMES WILL CONTRIBUTE TO AN INCREASE IN PROBLEM GAMBLING	152 25%	40 22%	35 21%	29 25%	16 36%	20 46% BCDG	5 16%	8 33%	26 20%	20 22%	25 42% IJLM	30 27%	25 19%	26 33% im	66 23%	86 28%	10 22%	39 26%	46 26%	18 18%	38 31% T	71 36% WX	59 21%	21 18%
DON'T KNOW	39 6%	12 7% E	8 5% E	9 8% E	- -	6 13% E	1 4%	3 11%	6 5%	10 11% N	6 10%	9 8%	6 5%	2 2%	18 6%	21 7%	2 5%	4 3%	9 5%	6 6%	17 14% qRST	9 4%	22 8%	8 7%
DON'T CARE	9 1%	3 2% egh	3 2%	2 2%	- -	1 2%	- -	- -	3 2%	1 1%	1 2%	2 2%	2 2%	1 1%	5 2%	4 1%	- -	2 1%	2 1%	1 1%	4 3% Q	1 -	7 2% v	2 1%
REFUSED	13 2%	6 3% EFGH	5 3% EfgH	2 1%	- -	- -	- -	- -	5 4% K	1 1%	- -	2 1%	4 3% k	1 1%	7 2%	6 2%	- -	1 1%	6 3% Qr	2 2%	4 3% Q	3 2%	3 1%	6 5% w

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G/H I/J/K/L/M/N O/P Q/R/S/T/U V/W/X
N A T I O N A L R E S E A R C H I N C

QUESTION 19:

Which of the following statements comes closer to your opinion when it comes to allowing live dealer games at the Cherokee Native American Reservation?

Some people say that allowing live dealer games will contribute to an increase in problem gambling, lead to increased crime and other social problems and will not be worth the additional costs imposed on society and families.

Other people cite a UNC study funded by the Cherokees which states that by allowing the casino to add dealers and table games they may create up to 400 jobs, and increase demand for services like dining and hotels and would allow the North Carolina casinos to compete on a level playing field with out of state casinos.

BANNER 2

	GENDER/AGE					PARTY REG/GENDER						IDEOLOGY			RACE				EMPLOYMENT STATUS		
	TOTAL (A)	MEN 18-44 (B)	MEN 45+ (C)	WOMEN 18-44 (D)	WOMEN 45+ (E)	GOP MEN (F)	GOP WOMEN (G)	DEM MEN (H)	DEM WOMEN (I)	IND MEN (J)	IND WOMEN (K)	LIB (L)	MOD (M)	CONS (N)	BLACK (O)	WHITE (P)	HISP-ANIC (Q)	OTHER (R)	FULL TIME (S)	RET- IRED (T)	UN-EMPL- OYED (U)
BASE=TOTAL SAMPLE	600 100%	125 21%	162 27%	139 23%	173 29%	98 16%	100 17%	126 21%	156 26%	64 11%	56 9%	99 17%	234 39%	256 43%	108 18%	461 77%	4 1%	20 3%	327 55%	162 27%	64 11%
**D/S (CREATE JOBS, INCREASE DEMAND FOR SERVICES LIKE DINING AND HOTELS - INCREASE IN PROBLEM GAMBLING, CRIME AND SOCIAL PROBLEMS)	236 39%	65 52% CDE	61 38%	44 32%	66 38%	23 24%	19 19%	66 53% FGi	65 42% FG	36 56% FGi	26 45% FG	60 60% N	129 55% N	46 18%	51 48% p	169 37% OPR	4 100%	8 40%	140 43% T	52 32%	28 44%
MAY CREATE UP TO 400 JOBS, AND INCREASE DEMAND FOR SERVICES LIKE DINING AND HOTELS	388 65%	90 72%	101 62%	89 64%	107 62%	58 59%	56 56%	89 71% FG	102 65%	44 70%	38 68%	74 74% N	171 73% N	138 54%	75 69%	293 64%	4 100% OPR	12 59%	221 68% T	95 58%	42 65%
ALLOWING LIVE DEALER GAMES WILL CONTRIBUTE TO AN INCREASE IN PROBLEM GAMBLING	152 25%	26 21%	40 25%	44 32% b	41 24%	35 35% HiJ	37 37% HIJK	23 18%	37 23% j	8 13%	13 22%	14 14%	43 18%	92 36% IM	24 22% Q	123 27% Q	-	4 19% q	82 25%	42 26%	14 21%
DON'T KNOW	39 6%	6 5%	12 7% D	3 2%	18 10% bD	3 3%	5 5%	9 7%	13 8%	6 9%	3 5%	6 6%	12 5%	17 7%	6 5% Q	28 6% Q	-	4 21% Q	16 5%	16 10% S	5 7%
DON'T CARE	9 1%	1 1%	4 3%	2 1%	2 1%	1 1%	-	4 3% g	3 2%	1 1%	1 1%	3 3%	4 2%	2 1%	1 1%	8 2% QR	-	-	3 1%	4 2%	2 3%
REFUSED	13 2%	2 2%	5 3%	1 1%	5 3%	2 2%	2 2%	1 1%	2 1%	4 7% h	2 4%	3 3%	4 2%	6 2%	2 2%	10 2% Qr	-	-	6 2%	5 3%	2 3%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K L/M/N O/P/Q/R S/T/U
N A T I O N A L R E S E A R C H I N C

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BANNER 3

	EDUCATION					PARTY AFFILIATION						PERDUE IMAGE		OBAMA APPROVAL		TEA PARTY		
	TOTAL (A)	HS OR LESS (B)	2 YR COLL (C)	4 YR COLL (D)	POST GRAD (E)	ALWAYS DEM (F)	MOSTLY DEM (G)	TOTAL DEM (H)	TOTAL REP (I)	MOSTLY REP (J)	ALWAYS REP (K)	SPLIT (L)	FAV (M)	UNFAV (N)	APP (O)	DISAP (P)	SUPP (Q)	OPP (R)
BASE=TOTAL SAMPLE	600 100%	152 25%	128 21%	210 35%	106 18%	81 13%	148 25%	229 38%	239 40%	192 32%	47 8%	103 17%	261 43%	282 47%	263 44%	316 53%	248 41%	224 37%
**D/S (CREATE JOBS, INCREASE DEMAND FOR SERVICES LIKE DINING AND HOTELS - INCREASE IN PROBLEM GAMBLING, CRIME AND SOCIAL PROBLEMS)	236 39%	47 31%	57 44% Be	96 46% BE	34 32%	35 44% IK	83 56% IJKL	118 51% IJKL	68 28% K	64 33% K	4 9%	39 37% K	132 51% N	78 28%	150 57% P	86 27%	76 31%	121 54% Q
MAY CREATE UP TO 400 JOBS, AND INCREASE DEMAND FOR SERVICES LIKE DINING AND HOTELS	388 65%	90 59%	88 69%	143 68%	64 61%	52 65%	108 73% IJK	160 70% iK	145 60%	121 63%	24 51%	65 63%	181 70% N	167 59%	195 74% P	184 58%	153 61%	160 71% Q
ALLOWING LIVE DEALER GAMES WILL CONTRIBUTE TO AN INCREASE IN PROBLEM GAMBLING	152 25%	43 28%	31 24%	47 22%	31 29%	17 21%	25 17%	42 18%	77 32% fGH	57 30% GH	20 42% FGHL	26 25%	49 19%	90 32% M	45 17%	99 31% O	77 31% R	40 18%
DON'T KNOW	39 6%	16 10% cE	5 4%	15 7% e	3 2%	9 11%	9 6%	18 8%	11 4%	8 4%	3 6%	9 9%	18 7%	15 5%	14 5%	21 7%	11 5%	13 6%
DON'T CARE	9 1%	1 1%	2 1%	3 1%	4 3%	1 2%	4 3%	5 2%	3 1%	2 1%	1 2%	1 1%	7 3% n	2 1%	5 2%	4 1%	2 1%	6 3%
REFUSED	13 2%	3 2%	2 1%	3 1%	5 4%	1 1%	3 2%	4 2% k	5 2% k	5 3% k	- -	2 2%	5 2%	8 3%	4 2%	7 2%	6 2%	5 2%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H/I/J/K/L M/N O/P Q/R
N A T I O N A L R E S E A R C H I N C