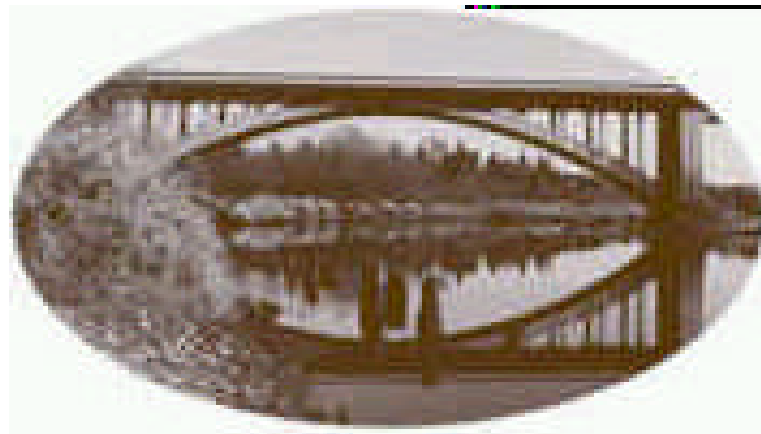


Views of a Possible Casino Near the City of La Center, Washington

Analysis Of Findings From a Survey of 252 Residents in the City of La Center, Washington



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Grove Insight -- May 2005

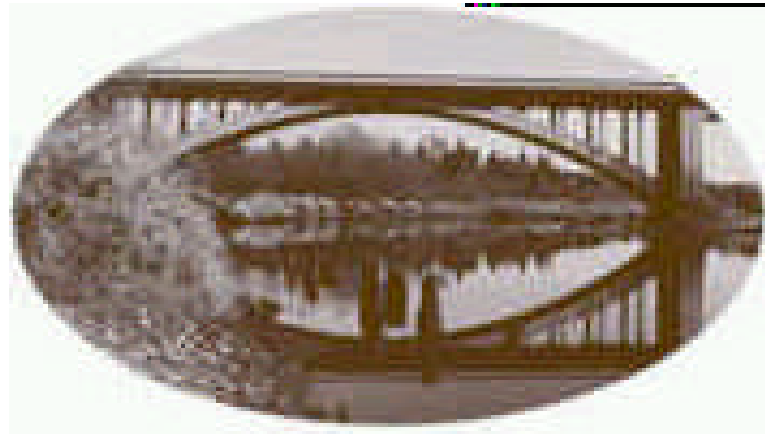
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Methods

- ✓ A survey of 252 residents was conducted in La Center, Washington by telephone using professional interviewers.
- ✓ A voter file was used. Multiple adult respondents were allowed within each household regardless of whether or not they were registered to vote. Interviews were terminated if the respondent was under the age of 18 or was not a permanent resident of the household.
- ✓ Interviews were conducted April 28 through May 2, 2005.
- ✓ The margin of error for the sample as a whole is plus or minus 4.1 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.
- ✓ Throughout this report, we refer to "younger" residents. These are residents under the age of 50. Conversely, "older" residents are those 50 and older.
- ✓ We also refer to "opponents of a tribal casino." Opponents of a tribal casino" are residents who opposed the proposal to build a casino and said they would be "less likely" to support the casino after hearing a more detailed description of the casino development project near La Center.
- ✓ Throughout this report there are references made to "high," "medium," and "low" propensity voters. They are defined, respectively, as those who have voted in nine or more, six to eight or less than six of the past 14 elections.

Views of a Possible Tribal Casino Near La Center



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Views of a Possible Tribal Casino Near La Center

■ La Center Residents Are Aware and Very Opposed to the Cowlitz Tribe's Proposed Casino Development.

- ▶ Residents of the city of La Center know there may be a casino coming to town. In fact, every single survey respondent reported knowing about the potential casino next door to their city.
- ▶ Respondents are not happy about the prospect of having a casino development two miles down the road. Nearly two-thirds of La Center residents oppose the Cowlitz Tribe's casino, with a majority of these residents voicing "strong" opposition. Only one in five residents support the casino and destination resort. Slightly more than one in 10 are undecided. If this proposal were put on the ballot here it would surely fail.
- ▶ Views of the casino proposal divide on this issue by gender and, to a lesser extent, education. Opposition outpaces support by wide margins in every subgroup. No major demographic subgroup offers more than 25 percent support for the casino. Clearly, strong opposition to the Cowlitz Tribe's development exceeds even mild support by a wide margin.

■ Residents Are Initially Divided Over the City's Potential Involvement in an Opposition Campaign, Though They Are a Realistic Bunch.

- ▶ Survey respondents are divided over whether the city should spend its resources to actively oppose the casino. Just eight percentage points separate those who think city dollars should be spent to oppose the venture from residents who believe the city should sit on the sidelines and save its money. Strong opposition to the La Center City Council contesting the Cowlitz Tribe's development outpaces strong support. The prospect of wasting tax dollars on a lost cause does not sit well with these residents.
- ▶ It is also interesting to note that casino opponents are evenly divided over the use of city dollars to oppose the Cowlitz gaming venue.
- ▶ When supporters of a city-sponsored opposition campaign learn of the potential inevitability of the Cowlitz Tribe's casino development, only half (slightly more than 20% of the total city population) remain adamant that the city should spend money to oppose the casino.

Views of a Possible Tribal Casino Near La Center, Cont'd.

- ▶ Gender, age and education are the strongest predictors of whether residents support or oppose spending city resources to oppose the casino development. Men and voters under 60 strongly oppose this idea, while women and seniors are fairly evenly divided.

■ Residents Are Divided Over Whether the City Should Extend Sewer Services to Cowlitz Casino Development.

- ▶ La Center residents are evenly divided over the proposal to extend city sewer services to the Cowlitz Tribe's casino development. Slightly more than four in 10 both favor and oppose this proposal. However, strong support for the idea outpaces strong opposition by a margin of six percentage points.
- ▶ It should be noted that residents who consistently oppose the casino and all of its provisions take a pragmatic approach to extending sewer services to the casino. A majority of these residents believe the city should extend the offer of sewer services to the Cowlitz Tribe's casino. Slightly more than three in 10 oppose this idea.
- ▶ The proposal to provide sewer service to the Cowlitz casino divides by gender, age, education and vote propensity. Non-college educated residents, Independent men and seniors are the most likely to support providing sewer services to the Cowlitz casino. Fiftysomethings, the college educated and Independent women are the most likely to oppose offering sewer service to casino development.

Awareness of the Cowlitz Tribe's Proposed Casino Development Is Universal in the City of La Center

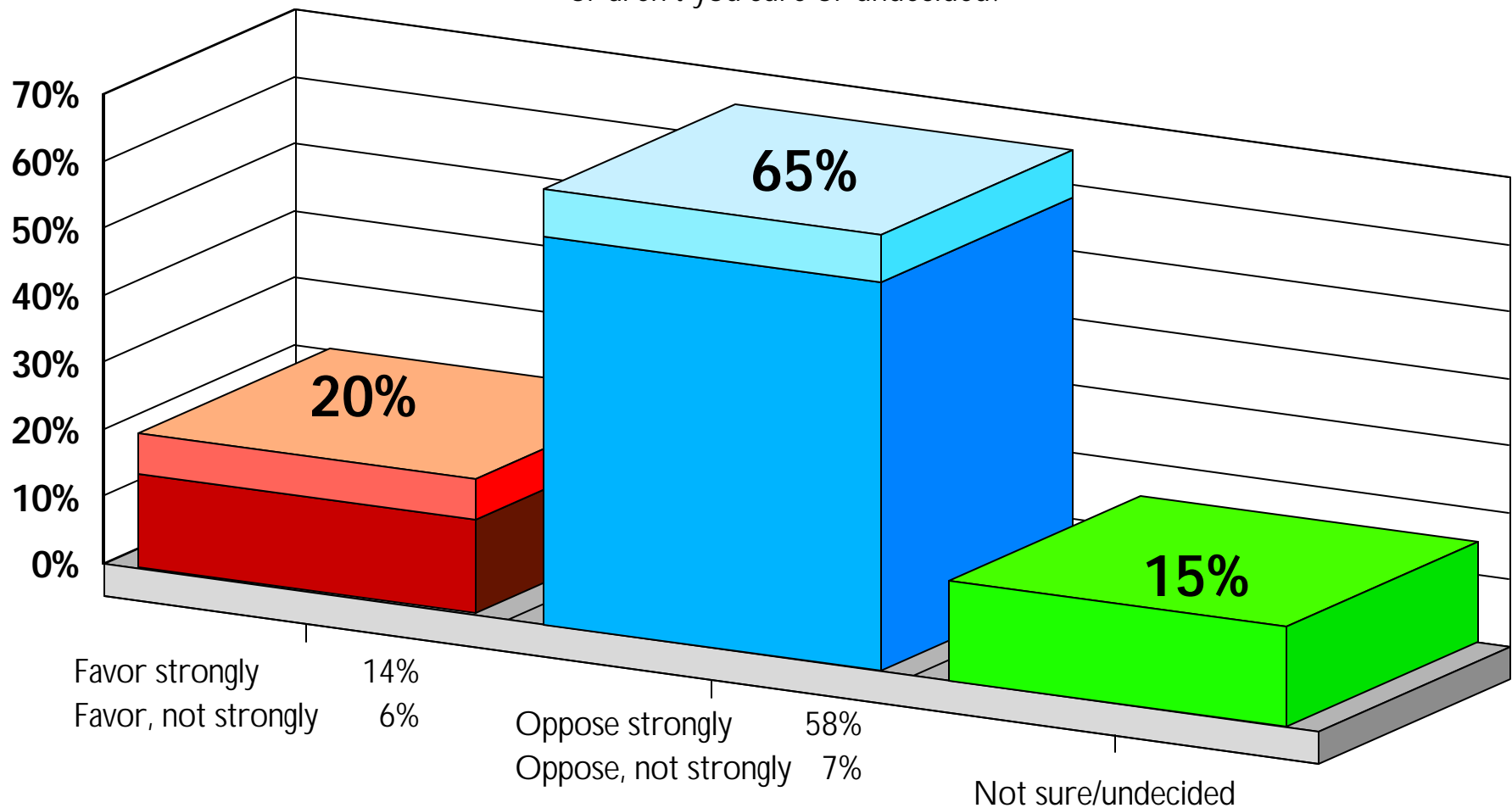
Are you aware of the Cowlitz Tribe's proposal to build a tribal casino and destination resort at La Center's I-5 junction approximately two miles from the city?

Yes: 100%

Nearly Two-Thirds of La Center Residents Are Opposed to the Cowlitz Indian Tribe's Proposed Casino Development

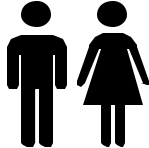




Most of the Opposition Is "Strong"

Do you favor or oppose the Cowlitz Indian Tribe's proposal to build a tribal casino near La Center, Washington or aren't you sure or undecided?



While La Center Residents Divide By Gender and, to a Lesser Extent, Education, Opposition Outpaces Support By Wide Margins in Every Subgroup

No Major Subgroup Offers a Margin of Support Above Three in 10 Residents

	Favor	Oppose	Undecided	Favor margin	
Men	25%	57%	18%	- 32	
Women	15%	72%	13%	- 57	
Under 50 years	20%	65%	15%	- 45	
50 years and older	19%	65%	16%	- 46	
60+	16%	71%	13%	- 55	
Independents	22%	62%	16%	- 40	
Non college-educated	20%	58%	22%	- 38	
College-educated	20%	69%	11%	- 49	
High propensity voters	16%	66%	18%	- 50	
Medium propensity voters	21%	68%	11%	- 47	
Low propensity voters	20%	62%	17%	- 42	
TOTAL	20%	65%	15%	- 45	

TRIBAL CASINO PROPOSAL

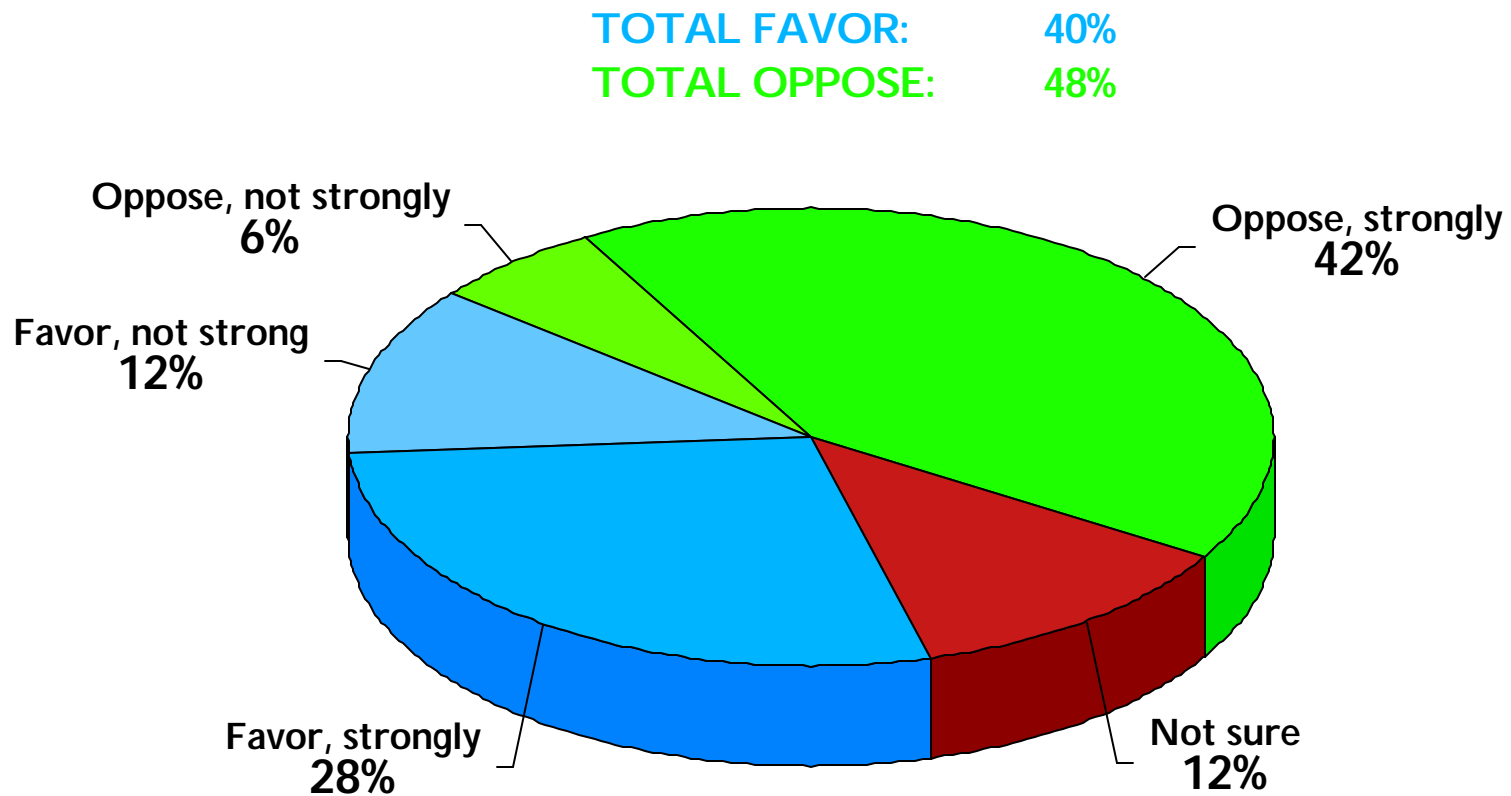
Close to Three in 10 City Residents Consistently Oppose the Tribal Casino and the a More Detailed Description of the Development

Percent of La Center Residents Who
Consistently Oppose the Tribal Casino and
a More Detailed Description of the Development:

N=74

29%

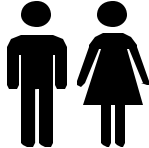

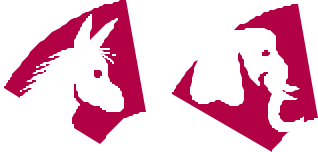


La Center Residents Divide Over the Prospect of Spending City Resources to Combat the Casino Development



The Federal Bureau of Indian Affairs will decide whether the Cowlitz Indian tribe is allowed to construct a casino at La Center's I-5 junction. If the La Center city council decided to oppose the casino and destination resort, it would have to spend city funds to do so. Do you favor or oppose spending city money to contest the Cowlitz Indian tribe's casino or aren't you sure or undecided?

Gender, Age, Education and Vote Propensity Highlight Divisions in the City Over Whether La Center Should Spend Revenues to Oppose the Casino

Except for Non-College Educated Women, No Major Subgroup Provides Majority Support for This Proposal

	Favor	Oppose	Undecided	Favor margin	
Men	33%	56%	11%	- 23	
Women	46%	42%	13%	+4	
Under 50 years	43%	47%	10%	- 4	
50 years and older	36%	50%	15%	- 14	
60+	47%	44%	9%	+3	
Independents	39%	47%	14%	- 8	
Non college-educated	45%	42%	13%	+3	
College-educated	37%	51%	12%	- 14	
High propensity voters	41%	46%	13%	- 5	
Medium propensity voters	43%	46%	11%	- 3	
Low propensity voters	37%	51%	12%	- 14	
TOTAL	40%	48%	12%	- 8	

CITY INVOLVEMENT IN OPPOSITION

La Center Residents Who Are Opposed to the Casino Are Split On Whether the City Should Spend Revenue to Contest the Casino Development

Favor spending city money to contest the casino:

Oppose spending city money to contest the casino:

Residents who oppose a Cowlitz Casino:

45%

45%

The Federal Bureau of Indian Affairs will decide whether the Cowlitz Indian tribe is allowed to construct a casino at La Center's I-5 junction. If the La Center city council decided to oppose the casino and destination resort, it would have to spend city funds to do so. Do you favor or oppose spending city money to contest the Cowlitz Indian tribe's casino or aren't you sure or undecided?

Slightly More Than One in Five Residents Believe That the City Must Spend Money to Oppose the Casino Regardless of Whether the City's Opposition Makes a Difference

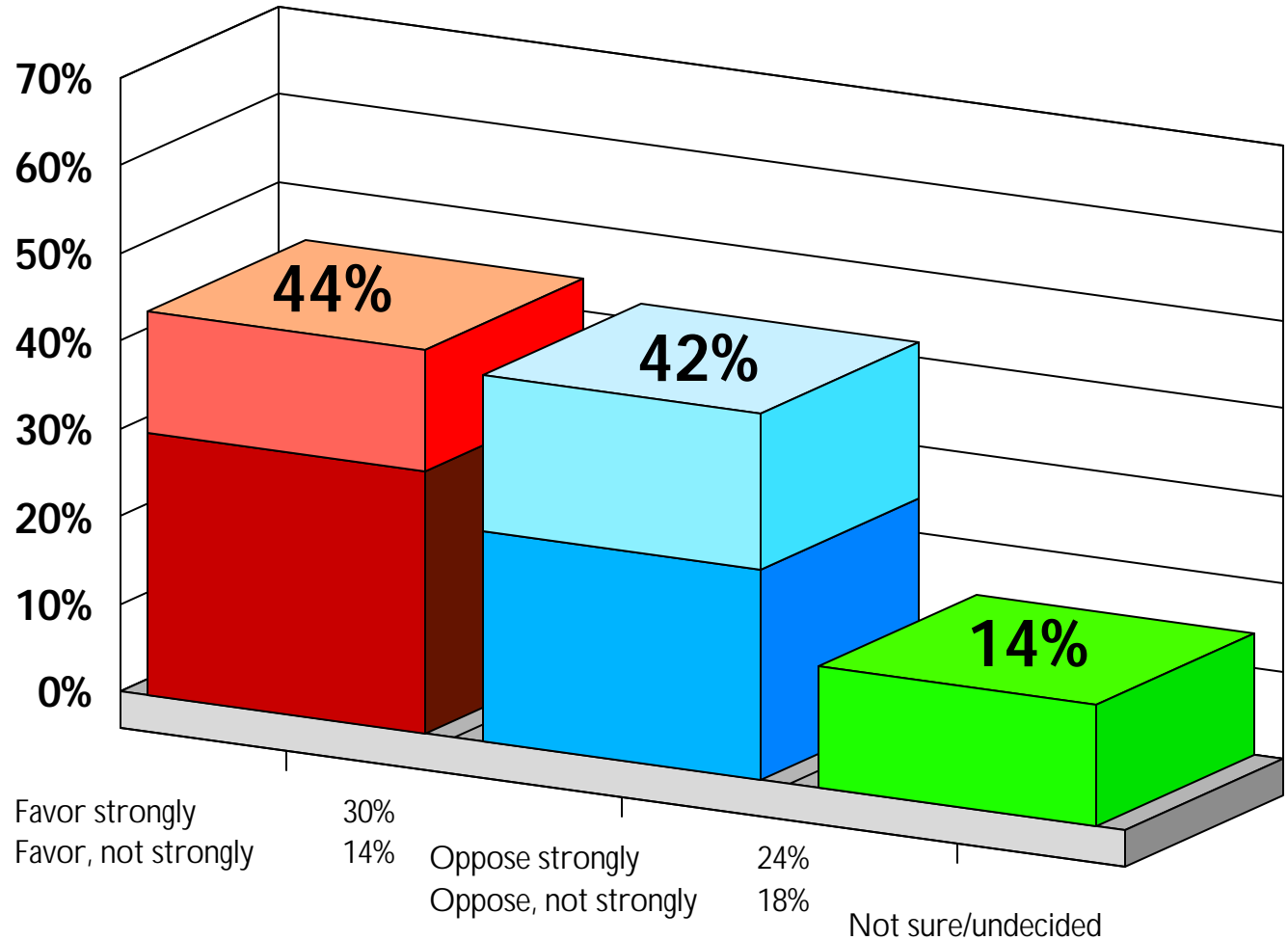
If it becomes apparent that La Center's opposition to the Cowlitz Indian tribe's proposed casino will not change the decision of the Federal Bureau of Indian Affairs and the casino is likely to be approved despite all of the city's efforts, would you still favor spending city resources to contest the Cowlitz Indian tribe's proposed casino?

Percent of La Center Residents Who Remain Adamant That the City Must Spend Money to Oppose the Casino Development:

21%

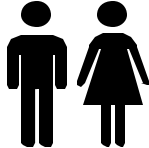

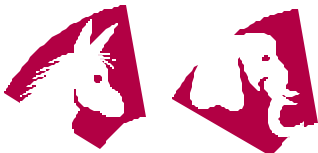


Residents Are Divided Over the Prospect of Offering Sewer Services to the Cowlitz Indian Tribe's Casino

La Center's current city limit is two miles from the I-5 junction where the Cowlitz Indian tribe is planning to build its casino. The city has been contemplating extending its sewer plant coverage as far as the I-5 junction in order to accommodate future growth in the area. This expansion would also provide the city with an opportunity to extend sewer services to a future tribal casino, possibly offsetting any impacts that casino would have on city tax revenues because the casino facility would have to pay La Center sewer fees. Assuming that La Center is going to expand its sewer coverage anyway, do you favor or oppose providing sewer service to the Cowlitz tribe's casino development, or aren't you sure or undecided?



The Proposal to Provide Sewer Service to the Cowlitz Casino Divides the City By Gender, Age, Education and Vote Propensity

Except for Post Graduates and Fiftysomethings, No Major Subgroup Demonstrates Majority Opposition to Providing Sewer Service to the Casino

	Favor	Oppose	Undecided	Favor margin	
Men	48%	41%	11%	+7	
Women	41%	43%	16%	- 2	
Under 50 years	43%	41%	16%	+2	
50 years and older	45%	43%	12%	+2	
60+	49%	35%	16%	+14	
Independents	44%	42%	14%	+2	
Non college-educated	52%	34%	14%	+18	
College-educated	39%	47%	15%	- 8	
High propensity voters	48%	38%	15%	+10	
Medium propensity voters	42%	45%	13%	- 3	
Low propensity voters	44%	42%	14%	+2	
TOTAL	44%	42%	14%	+2	

SEWER SERVICE PROPOSAL

More Than One Half of Consistent Casino Opponents Assume a Pragmatic Position When Asked About Extending Sewer Service to the Casino

Favor providing sewer service to the casino:

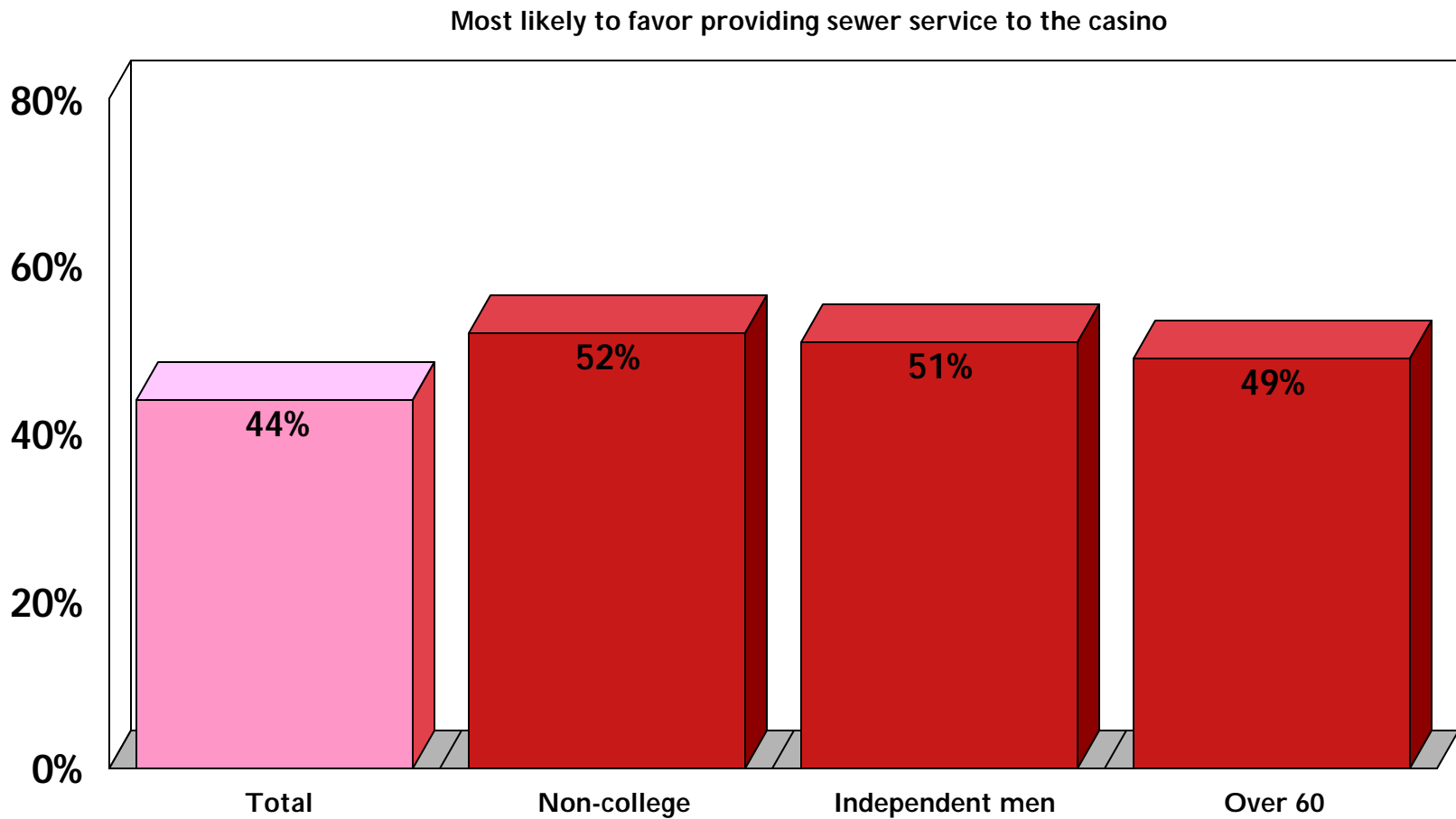
Oppose providing sewer service to the casino:

Residents who consistently oppose a Cowlitz Casino:

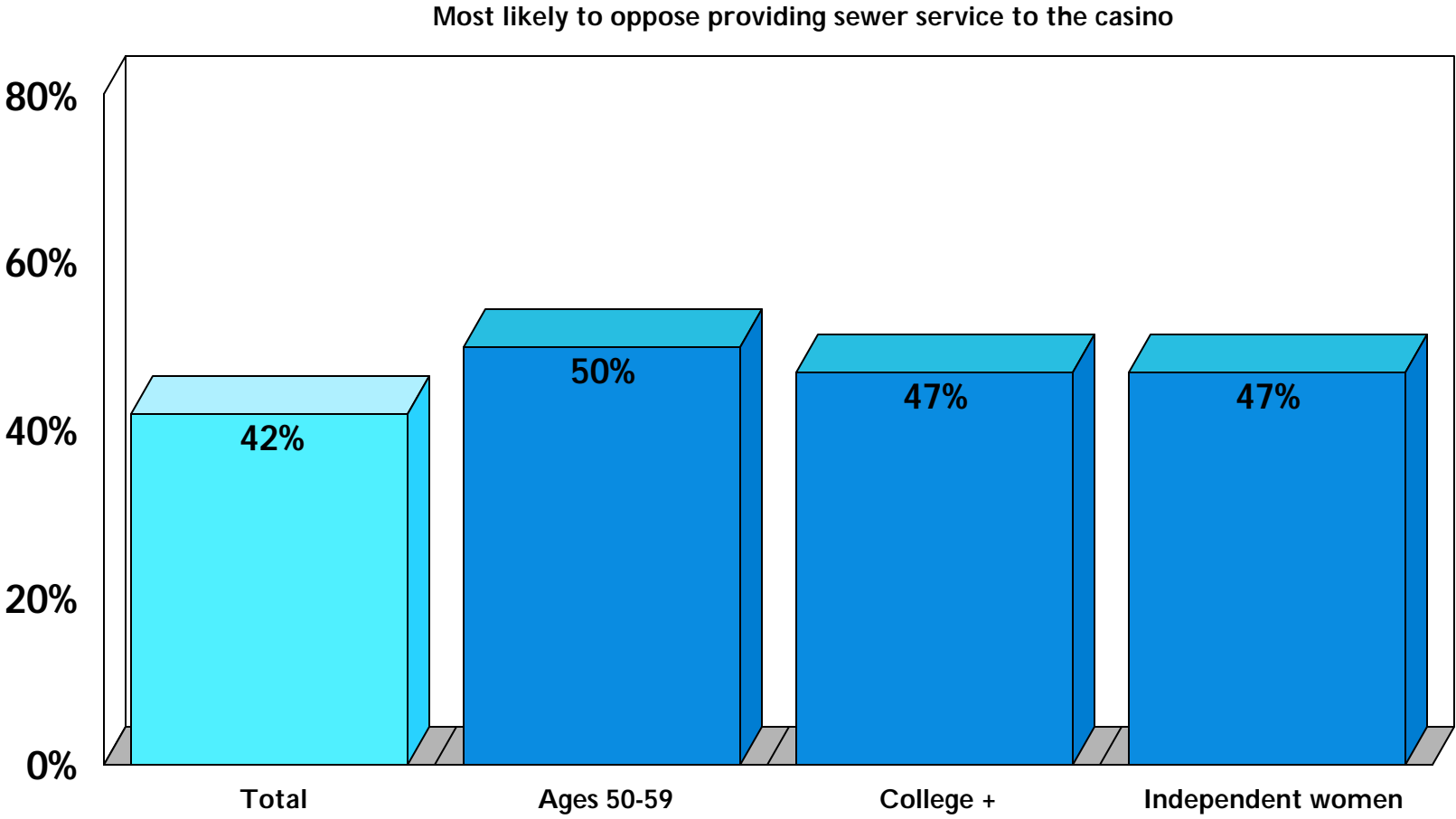
53%

31%

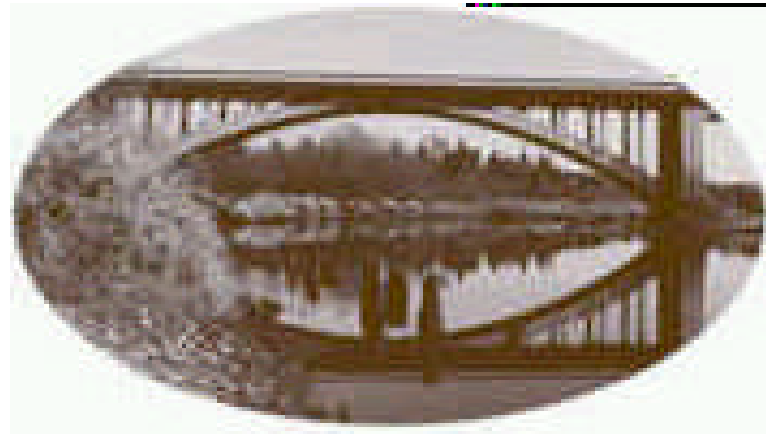
Non-College Educated Residents, Independent Men and Seniors Are the Most Likely to Support Providing Sewer Services to the Cowlitz Casino



Fiftysomethings, the College-Educated and Independent Women Are the Most Likely to Oppose Offering Sewer Service to the Cowlitz Casino



The Impact of the Casino



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The Impact of the Casino

■ Residents Are Very Concerned About the Impact of Traffic and Crime On Local Revenue and Their Rural Way of Life.

- ▶ None of the facts surrounding the casino development persuade residents to offer it significant support. Even the prospect of an additional 3,000 to 5,000 jobs in the area makes them more likely to oppose than support the venture. In fact, all of the "positives" associated with the casino actually make La Center residents less likely to support the gaming venue.
- ▶ Residents are the most concerned about the size of the casino and the traffic it will draw to the community. Nearly two-thirds are less likely to support the casino after they are told that venue could generate 18,700 car trips a day by 2008.
- ▶ This is borne out in another line of questioning. Respondents were read 11 possible positive and eight possible negative outcomes that could happen as a result of the casino. They were asked how likely each were to happen and to determine whether the outcome was positive or negative. Residents believe that the most likely outcomes of the casino project are all negative for their community. They believe increased traffic congestion will lead to a loss of the area's rural character, an increase in crime and fewer visits to local card rooms, meaning a loss of tax revenue for the city.

▶ Residents Believe Local Card Rooms Will Suffer as a Result of the Casino Development.

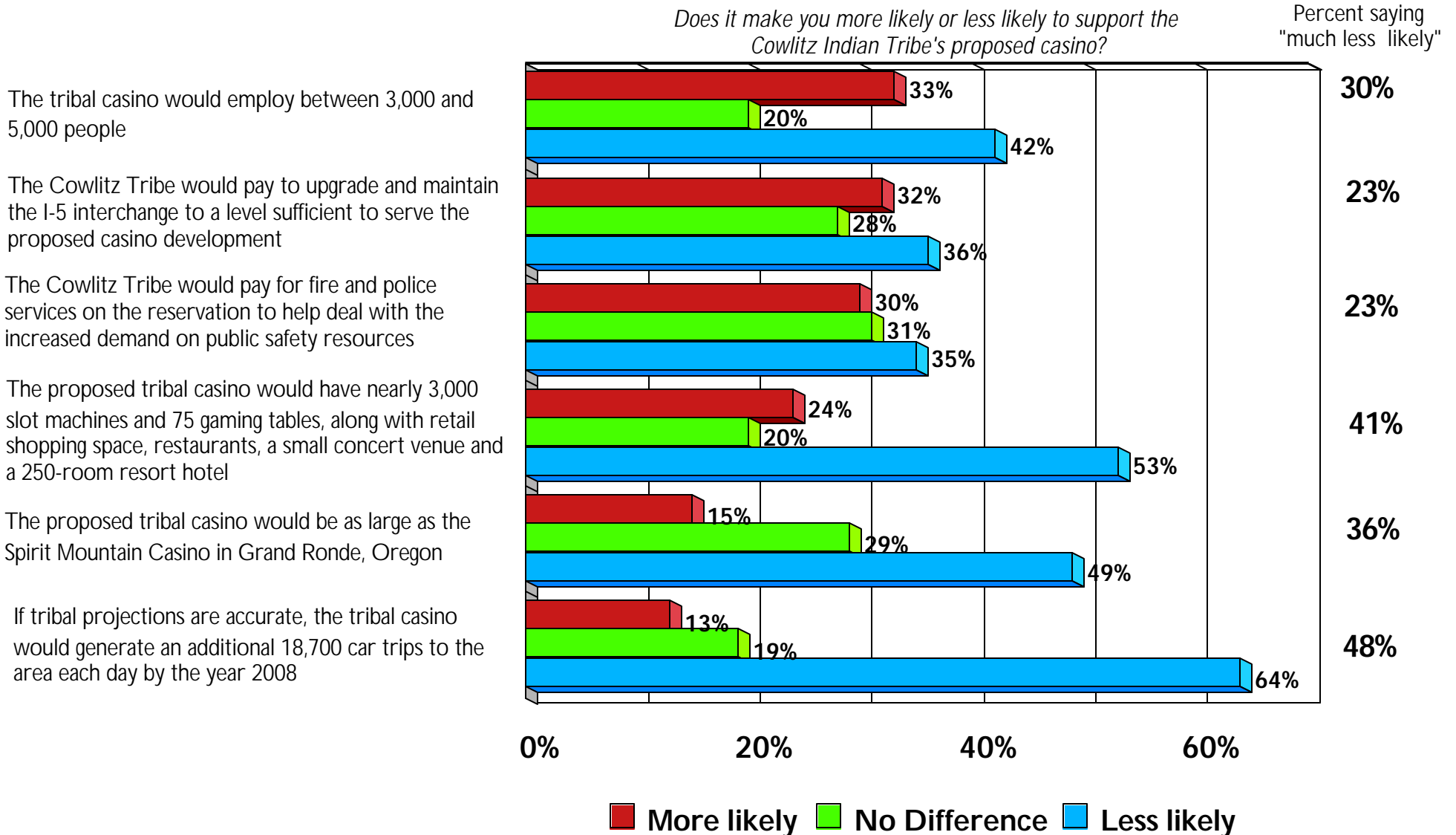
- ▶ Almost two-thirds of La Center residents voice the opinion that area card rooms will lose business as a result of the casino. Of these, a large majority "strongly" believe that the city's main source of tax revenue will suffer a significant drop in business. Less than one in five believe that card rooms will gain business as a result of the casino development. Medium propensity voters, post graduates, younger residents of La Center and college-educated men are the most likely to believe that local card rooms will lose business.

The Impact of the Casino, Cont'd.

- ▶ It should be noted that city residents are fairly certain that the city will lose some portion of its current revenues. All five positive phrases dealing with the potential for increased revenue or long term economic stability are rated as unlikely outcomes of the casino development. On the other hand, the possibility that the city will lose revenue is rated one of the most likely outcomes of the Cowlitz Tribe's casino and resort project.

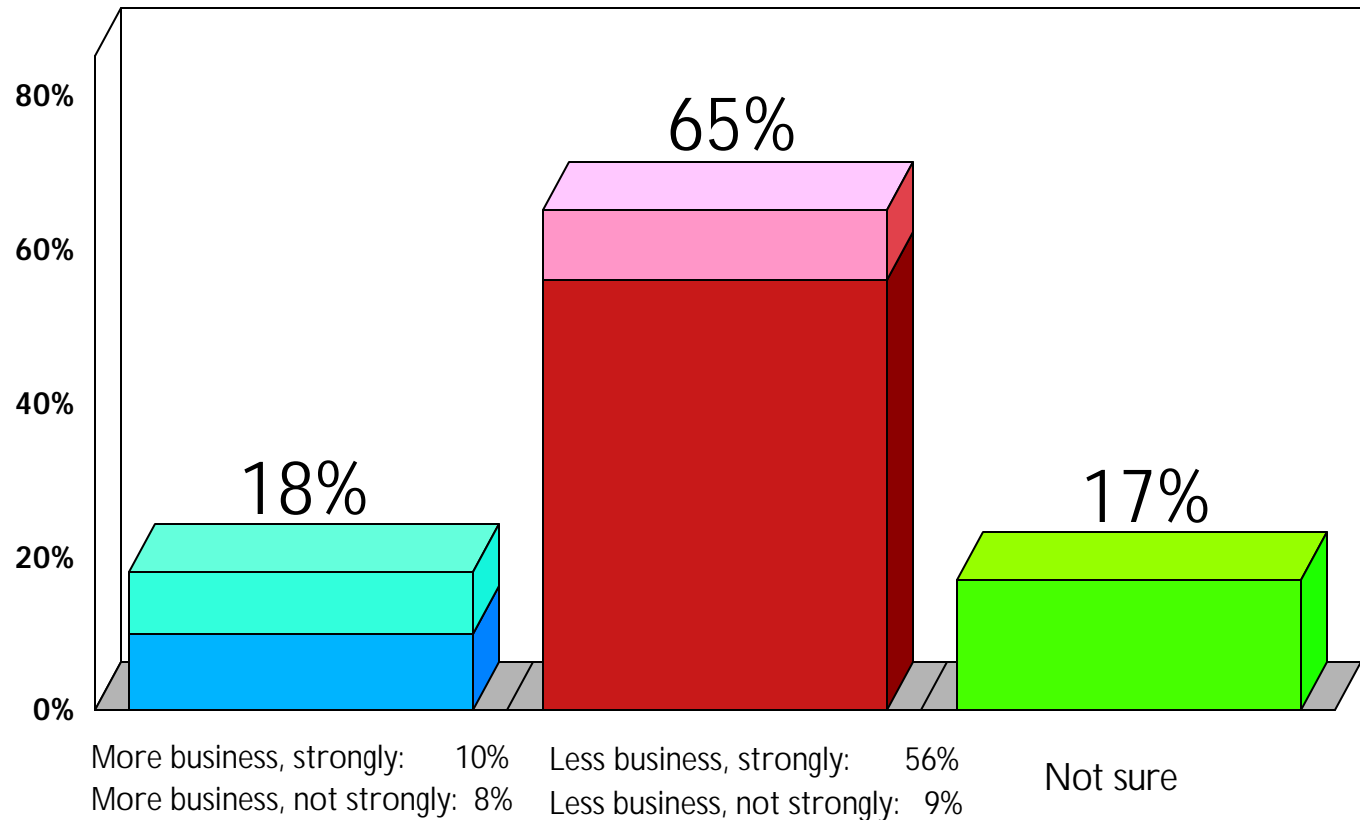
None of the Facts Surrounding the Casino Development Persuade Residents to Offer It Significant Support

Even the Prospect of an Additional 3,000 to 5,000 Jobs in the Area Falls Flat With La Center Residents

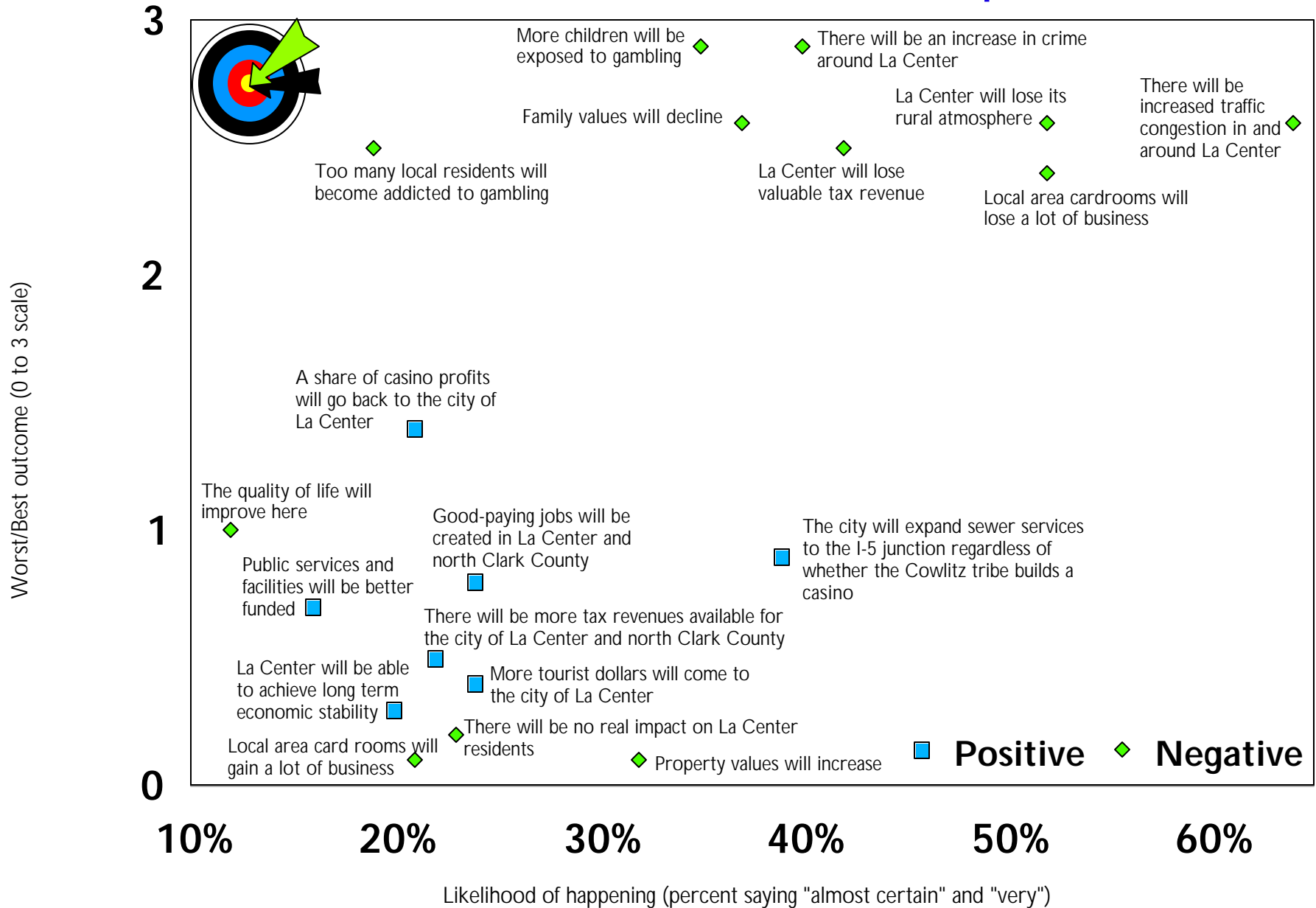


Over Two-Thirds of La Center Residents Believe That Area Card Rooms Will Lose Business as a Result of the Casino

There are four card rooms that operate in the city of La Center. These card rooms currently provide the bulk of the city's general fund revenues. Some people say that if a tribal casino were built at La Center's I-5 junction, the city's card rooms would lose business to the tribal casino, which could result in a reduction in gambling tax revenues for the city. Other people say that a tribal casino built at La Center's I-5 junction would improve gambling business for the city's card rooms, which could result in an increase in gambling tax revenues to the city. Do you think a new tribal casino will mean more business or less business for local card rooms or aren't you sure? If you aren't sure, you can tell me that, too?



Increased Traffic Congestion Leading to the Loss of La Center's Rural Atmosphere, an Increase in Crime, Fewer Visits to Local Card Rooms and a Resultant Loss of Tax Revenue Is Viewed as the Most Likely and Least Desirable Outcome of the Cowlitz Casino Development



None of the Positives Related to the Casino Project Are Viewed as Likely Outcomes By La Center Residents

How likely is it that this particular thing will happen as a result of the tribal casino being built?

The city will expand sewer services to the I-5 junction regardless of whether the Cowlitz tribe builds a casino there or not

Property values will increase

*More tourist dollars will come to the city of La Center

Good-paying jobs will be created in La Center and north Clark County

There will be no real impact on La Center residents

*There will be more tax revenues available for the city of La Center and north Clark County

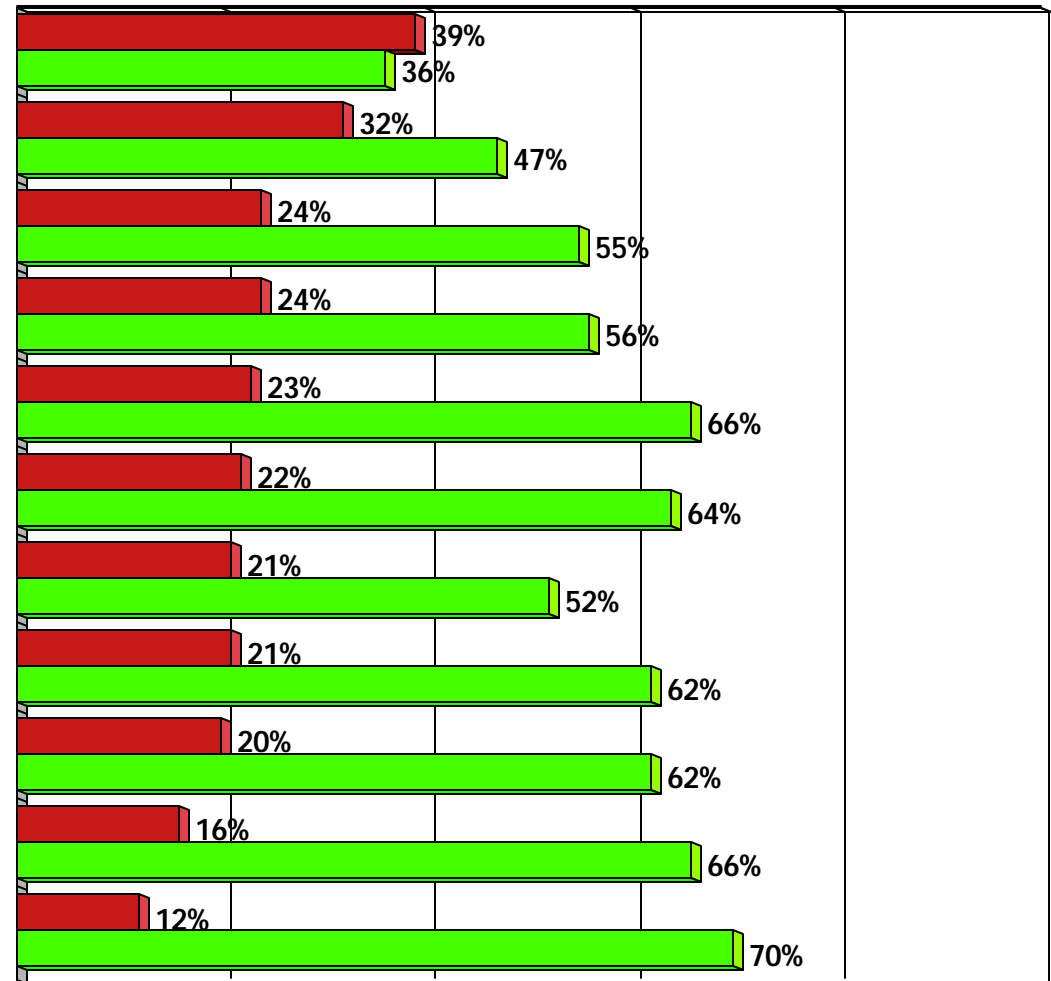
*A share of casino profits will go back to the city of La Center to offset the casino's impact on city resources like public safety and transportation

Local area card rooms will gain a lot of business

*La Center will be able to achieve long-term economic stability

*Public services and facilities will be better funded

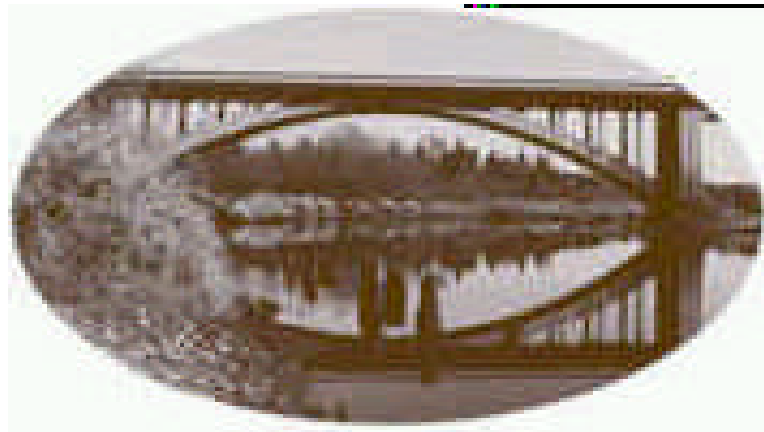
The quality of life will improve here



Note: * Indicates specific positive revenue related outcomes

0% 40% 80%
■ Likely to happen ■ Not likely to happen

Appendix I. Topline Results



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