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## MEMORANDUM

**TO:** Interested Parties  
**FROM:** Global Strategy Group  
**RE:** Philadelphia Survey Results  
**DATE:** March 7, 2007

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Philadelphia voters overwhelmingly support the following measures to restrict the locations where casinos are built, including:

- 79% of voters support prohibiting casinos from being built within 1500 feet of residential communities, schools, playgrounds, and places of worship.
- 78% of voters support giving communities the power to decide whether a casino is built in their neighborhood, compared to 14% of voters who think the Pennsylvania Gaming Board should have the power to decide where casinos are built.
- 76% of voters support holding a public vote on whether two new casinos should be built on the Delaware River waterfront.

Strong majorities support the all three of the above measures across regional breaks of Philadelphia. Full results across region are on the following page.

***METHODOLOGICAL NOTE:** This memorandum summarizes results from a telephone poll among 500 randomly selected voters in Philadelphia, Pennsylvania. Interviewing was conducted February 28 and March 1, 2007. The interviews were conducted with a CATI (Computer Assisted Telephone Interview) system. Special care was taken to ensure that the geographic and demographic divisions of the voting population are properly represented in the sample. The estimation error associated with a sample of 500 is 4.4 percent at the 95% confidence interval. This means that in 95 of 100 cases, the results of this poll are within 4.4 points, plus or minus, of the results that would have been obtained if all voters in Philadelphia had been interviewed.*

There is a proposal that will prohibit casinos from being built within 1500 feet of residential communities, schools, playgrounds and places of worship. Would you support or oppose such a law?

	<u>Total</u>	<u>North</u>	<u>South/ Center</u>	<u>NW</u>	<u>West</u>	<u>NE</u>
Strongly support .....	65%	59%	57%	75%	73%	65%
Somewhat support .....	14	6	18	9	12	20
Somewhat oppose.....	5	5	5	8	3	4
Strongly oppose .....	12	25	11	6	10	8
<b>VOL:</b> (Don't Know/Refused) .....	4	6	9	2	2	3
SUPPORT (NET) .....	79%	65	76	84	85	85
OPPOSE (NET).....	17	30	16	14	13	12

Who do you think should have the power to locate casinos in Philadelphia? Do you think the Pennsylvania Gaming Board should have the power to locate casinos in any community or do you think that communities should have the power to decide whether a casino is built in their neighborhood?

	<u>Total</u>	<u>North</u>	<u>South/ Center</u>	<u>NW</u>	<u>West</u>	<u>NE</u>
Pennsylvania Gaming Board - Strongly .....	9%	9%	7%	6%	10%	10%
Pennsylvania Gaming Board - Somewhat .....	5	4	5	5	4	6
Communities - Somewhat .....	12	11	15	15	10	11
Communities - Strongly .....	66	63	65	71	69	64
<b>VOL:</b> (Don't Know/Refused) .....	9	13	7	4	7	10
GAMING BOARD (NET) .....	14%	13	13	11	14	16
COMMUNITIES (NET) .....	78	74	80	86	79	75

There is a proposal to hold a citywide vote on whether the two new casinos should be built on the Delaware River waterfront. Would you support or oppose holding a public vote on the relocation of these casinos?

	<u>Total</u>	<u>North</u>	<u>South/ Center</u>	<u>NW</u>	<u>West</u>	<u>NE</u>
Strongly support .....	57%	47%	66%	61%	60%	54%
Somewhat support .....	19	20	20	18	16	20
Somewhat oppose.....	7	3	2	7	9	10
Strongly oppose .....	11	20	9	5	10	12
<b>VOL:</b> (Don't Know/Refused) .....	6	10	3	9	5	5
SUPPORT (NET) .....	76%	67	86	79	76	74
OPPOSE (NET).....	18	23	11	12	19	21

Regional definitions are as follows:

The **North** region includes precincts in the following areas: East Falls, Fairhill, Germantown, Juniata Park, Kensington, Logan, Mt. Airy, North Philadelphia, Overbrook, and Wynnefield.

The **South and Center City** region includes precincts in the following areas: Grays Ferry, Point Breeze, South Philadelphia, Southwest Philadelphia, Center City, Fairmount, and University City.

The **Northwest** region includes precincts in the following areas: Cedarbrook, Chestnut Hill, Germantown, Logan, Manayunk, Mt. Airy, Oak Lane, and Roxborough.

The **West** region includes precincts in the following areas: East Falls, Fairmount, Overbrook, University City, West Philadelphia, and Wynnefield.

The **Northeast** region includes precincts in the following areas: Bridesburg, Cedarbrook, Far Northeast, Frankford, Grays Ferry, Holmesburg, Kensington, Lawncrest, Mayfair, Oak Lane, Oxford Circle, Point Breeze, Port Richmond, and Rhawnhurst.