

MEMORANDUM

TO: MENOMINEE KENOSHA GAMING AUTHORITY

FROM: BRIAN C. TRINGALI

RE: VOTER SUPPORT FOR NEW CASINO IN KENOSHA IS STRONG

DATE: OCTOBER 12, 2022

As requested, this memorandum summarizes the survey research the Tarrance Group conducted in Kenosha and three nearby counties during the period Sept. 22 – 29, 2022. A total of 600 calls were completed, with half of them being with Kenosha County residents and the other half being with residents in Racine, Waukesha, and Milwaukee counties. More than half of all the calls – 56% -- were completed with respondents on their cell phones. Based on the sample size and the geography of the targeted area, the margin of error for this survey is $\pm 5.8\%$ in Kenosha, but wider in the other counties.

Some of the key findings include the following:

- The Kenosha casino proposed by the Menominee Indian Tribe of Wisconsin and Hard Rock International has very high levels of support in both Kenosha County and the region surveyed. In Kenosha County, support for the project exceeds a 2/1 ratio, with support registering at 60% and opposition at 25%.

	<u>Kenosha Co.</u>	<u>4 Co. Region</u>
	%	%
Casino in Kenosha		
Favor	60	60
Unsure	15	24
Oppose	25	16

- Interestingly, opposition against the project was even lower when measured across the four-county region, where those in favor registered at the same 60% and opponents fell to 16%. This supports the contention that there is solid backing for the project in the surrounding counties of Milwaukee, Waukesha, and Racine.

- A breakdown of the four-county data shows that support was the highest in Waukesha County, where 63% of the respondents favored the project. Similarly, support was high in Racine County (62%) and Milwaukee County (58%).
- Not surprising, since the possibility of a Kenosha casino has been discussed for more than two decades, there are very few undecided voters on the issue in Kenosha County, with only 15% of the respondents saying they are not sure about the project.
- The survey also found high levels of support throughout the region and in Kenosha County specifically among both male and female respondents. In Kenosha, for example, females with jobs registered support for the project at 65%, while in the four-county area females with jobs came in at 62% in support of the project. In Kenosha County, males with jobs recorded 62% support for the project, while the four-county support score for that group totaled 61%.
- All age groups indicated at least a majority of support for the project, with the highest support score of 67% in favor coming from respondents in the 35-54 years-old group. In Kenosha, a younger demographic group were most supportive, with a strong 74% in favor of the project among those aged 18-34 years-old.
- While the survey showed majority bipartisan support for the project throughout the four-county area, some of the strongest support came from “ticket splitters” (respondents with no firm allegiance to either major political party), and 70% support among those who label themselves as “independent” voters.
- African Americans and Hispanics in Kenosha expressed very strong support for the project, with the poll showing 67% and 75% support respectively, from these two major voter blocs.

There is widespread support for the project in Kenosha, in the region, and among virtually all voting blocs. The project is well-known by Kenosha voters, and the prospect of attracting more visitors who will spend more money in the community, spur further job growth, and generate new revenue for both the City and County are viewed as overwhelmingly positive reasons to be supportive. Residents have supported the casino project through two previous referendums, and this data supports the view that the community has made up its mind in favor of the Kenosha casino as proposed by the Menominee Indian Tribe of Wisconsin and Hard Rock International.