



CYGNAL

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CYGN.AL

POPE COUNTY, ARKANSAS SURVEY MEMORANDUM

DATE: Thursday, July 25, 2019
TO: Chase Dugger, JCD Consulting
FROM: Christopher Kratzer – VP, Research & Analysis
RE: Survey of Registered Voters

Cygnal has completed a thorough statistical review of your survey and identified the following key findings, analysis of public opinion, and awareness of issues in Pope County. The information below was gathered through an advanced multi-mode (SMS + Email + IVR) survey of all registered voters conducted July 23, 2019 – July 24, 2019. This survey has a sample size of n311 and a margin of error of $\pm 5.53\%$ at a 95% confidence interval.

CASINO AND TAX SUPPORT

- Nearly three-fourths of Pope County registered voters (72%) support allowing a casino resort (27% oppose). Keep in mind this survey is of all voters; you have to look at the crosstabs to see how high-propensity-to-vote general election voters and GOP primaries voters feel.
- A majority of respondents who attend church twice or more per week oppose allowing a casino resort in Pope County (54%), the only subgroup against the casino in the entire survey.
- Support for a casino resort is correlated with age. Support is extremely high with the youngest cohort (18-39: 77%) and declines as we move to older age groupings (70 and older: 66%).
- 61% of self-identified conservatives support casino resorts as opposed to 80% of moderates and 88% of liberals.
- Looking at general election voter propensity, support rises as propensity goes down (high-propensity: 61% / low-propensity: 78%).
- Opposition to a tax to alleviate budget concerns (71%) reaches the same level as support for a casino resort.
- 53% of Democrats oppose a tax increase; conversely, nearly three-fourths of Republicans are opposed to the measure (74%).
- Of those who opposed casino resorts in Pope County, only 34% support a potential tax increase.

MORE/LESS LIKELY TO SUPPORT

- 60% of respondents indicated they would be more likely to support a casino resort if doing so would prevent a tax increase. 29% said it would make no difference.
- Respondents under 55 were 10-points more likely to support than those under 55.
- 52% of high-propensity voters would be more likely to support a casino resort. Support rises with medium- (58%) and low-propensity voters (67%).
- Message tests are generally considered effective if they move at least 60% of respondents. A message reaching 70% is strong, and a message crossing a threshold of 80% is extraordinarily powerful. The economic incentive message tested reached the benchmark for effectiveness among respondents, with 67% saying they would be more likely to support a casino resort in Pope County.
- Intensity is high for this message with a majority of respondents indicating they were much more likely to support this measure.



- This message was effective with every age grouping outside of those 70 and older (56% more likely / 25% less likely). This message is ineffective with college-educated males.
- When asked if they would be more or less likely to support an elected official who played a role in allowing a casino resort to be built in Pope County, nearly two-thirds (65% more likely / 23% less likely) said they would be more likely. Intensity is high with 58% saying they would be much more likely to support such a candidate.
- Looking at political view, 88% of self-described liberals said more likely; conversely only 51% of conservatives indicated they would be more likely to support a candidate with 33% saying less likely.
- Respondents attending church twice or more a week were split between more likely (45%) and less likely (43%) to support.
- Re-election with high propensity voters is 54% among high-propensity voters.

	Support										
	F < 55	F 55+	M < 55	M 55+	Republican	Independent	Democrat	College Degree	No College Degree	West	East
Tax Increase	18%	21%	21%	22%	17%	14%	40%	22%	18%	20%	20%
Casino Resort for Tax Increase	61%	57%	70%	53%	55%	60%	73%	58%	53%	63%	55%
Economic Incentives of Casino Resorts	61%	63%	71%	54%	63%	64%	70%	61%	53%	63%	62%
	Oppose										
	F < 55	F 55+	M < 55	M 55+	Republican	Independent	Democrat	College Degree	No College Degree	West	East
Tax Increase	71%	65%	70%	76%	78%	75%	52%	77%	78%	78%	78%
Casino Resort for Tax Increase	4%	12%	4%	18%	13%	5%	7%	5%	13%	8%	10%
Economic Incentives of Casino Resorts	3%	17%	4%	23%	15%	8%	8%	9%	14%	11%	12%

RECOMMENDATIONS

- It appears that the majority of Pope County residents are in favor of a casino resort in Pope County, outside of a few distinct cohorts.
- Work with casino resort officials to develop a media plan centered around the potential economic incentives they would offer the county. While we recommend broad deployment of these messages, they're particularly effective with respondents under 50, Democrats and independents, voters with no college degree, and voters in the western region of the county.
- In order to mitigate some of the potential negative outcomes related to re-election among high propensity voters (mostly older GOP voters), we recommend conducting more research on potential messages to specific cohorts.

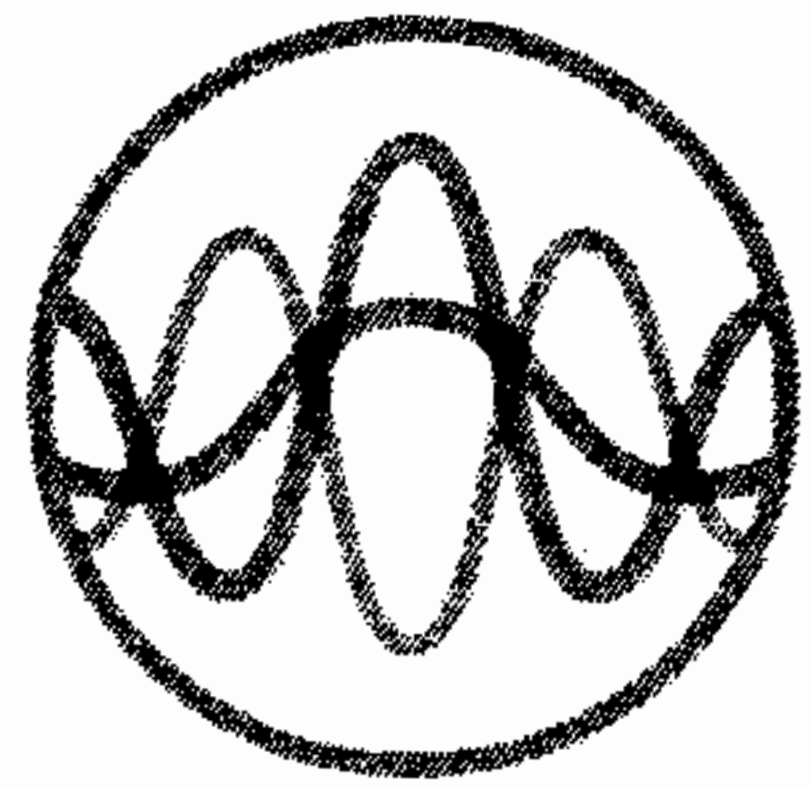
METHODOLOGY

This probabilistic survey was conducted July 23 – 24, 2019, with 311 registered voters. It has a margin of error of $\pm 5.53\%$. Known registered voters were interviewed via SMS, email, and IVR invitation. This survey was weighted to a registered voter universe.

ABOUT THE FIRM

Cygnal is a national public opinion and research firm that specializes in data-driven approaches to decision making. Cygnal was recently ranked the #1 most accurate polling and research firm in the country for 2018 by *The New York Times*. Our team members have worked on more than 900 corporate, public affairs, and political campaigns and worked in nearly every state.





CYGNAL

Survey of Registered Voters

Pope County, Arkansas

Conducted July 23 - 24, 2019

n=311 | ± 5.53



Thinking about local issues in Pope County...

1. During the 2018 statewide elections, voters approved a measure to allow a casino in Pope County. Do you support or oppose allowing a casino resort in Pope County?

	Freq.	%
<u>Support</u>	<u>225</u>	<u>72.2%</u>
Strongly support	189	60.6%
Somewhat support	36	11.6%
<u>Oppose</u>	<u>82</u>	<u>26.5%</u>
Somewhat oppose	11	3.4%
Strongly oppose	72	23.1%
Unsure	4	1.3%
Total	311	100.0%

2. Why do you support allowing a casino resort in Pope County?

See Verbatim File.

3. Why do you oppose allowing a casino resort in Pope County?

See Verbatim File.

4. Pope County is considering a tax increase to alleviate budget concerns. Do you support or oppose a tax increase in Pope County?

	Freq.	%
<u>Support</u>	<u>63</u>	<u>20.2%</u>
Strongly support	13	4.2%
Somewhat support	50	16.0%
<u>Oppose</u>	<u>222</u>	<u>71.4%</u>
Somewhat oppose	53	17.0%
Strongly oppose	169	54.4%
Unsure	26	8.4%
Total	311	100.0%

5. Would you be more or less likely to support a casino resort in Pope County if doing so would prevent a tax increase?

	Freq.	%
<u>More likely</u>	<u>188</u>	<u>60.4%</u>
Much more likely	166	53.4%
Somewhat more likely	22	7.0%
<u>Less likely</u>	<u>29</u>	<u>9.3%</u>
Somewhat less likely	7	2.3%
Much less likely	22	7.0%



Makes no difference	89	28.5%
Unsure	6	1.8%
Total	311	100.0%

6. Several casino resorts have now expressed interest in locating in Pope County, and many have offered economic incentives above the local taxes they would pay.

Knowing this, are you more or less likely to support the Pope County Quorum Court authorizing County Judge Ben Cross to sign the letter required to allow a casino resort to be built in Pope County?

	Freq.	%
<u>More likely</u>	<u>207</u>	<u>66.5%</u>
Much more likely	179	57.6%
Somewhat more likely	28	8.9%
<u>Less likely</u>	<u>35</u>	<u>11.3%</u>
Somewhat less likely	1	0.5%
Much less likely	34	10.9%
Makes no difference	64	20.4%
Unsure	5	1.8%
Total	311	100.0%

7. Would you be more or less likely to support the re-election of local elected officials if you knew they played a role in allowing a casino resort to be build in Pope County?

	Freq.	%
<u>More likely</u>	<u>201</u>	<u>64.5%</u>
Much more likely	153	49.3%
Somewhat more likely	47	15.2%
<u>Less likely</u>	<u>71</u>	<u>22.9%</u>
Somewhat less likely	11	3.4%
Much less likely	61	19.5%
Makes no difference	30	9.7%
Unsure	9	2.9%
Total	311	100.0%

D1. Are you female or male?

	Freq.	%
Female	159	51.3%
Male	152	48.8%
Total	311	100.0%



D2. Which age range do you fall within?

	Freq.	%
<u>Under 55</u>	<u>167</u>	<u>53.8%</u>
18 - 39	96	31.0%
40 - 54	71	22.8%
<u>55 and Over</u>	<u>144</u>	<u>46.2%</u>
55 - 69	81	26.1%
70+	62	20.1%
Total	311	100.0%

D3. How often do you attend church or other religious services?

	Freq.	%
Twice or more per week	74	23.7%
Once per week	86	27.6%
Once per month	21	6.6%
No more than six times per year	32	10.2%
No more than twice per year	33	10.5%
Never	59	18.9%
Unsure	8	2.5%
Total	311	100.0%

D4. And thinking about your views toward politics and government, would you say you are...

	Freq.	%
<u>Conservative</u>	<u>167</u>	<u>53.6%</u>
Very conservative	107	34.4%
Somewhat conservative	60	19.2%
<u>Moderate</u>	<u>73</u>	<u>23.4%</u>
<u>Liberal</u>	<u>55</u>	<u>17.7%</u>
Somewhat liberal	30	9.7%
Very liberal	25	8.0%
Unsure	17	5.3%
Total	311	100.0%

D5. Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

	Freq.	%
<u>Republican</u>	<u>157</u>	<u>50.4%</u>
Strongly Republican	89	28.6%
Mostly Republican	68	21.8%
<u>Independent</u>	<u>83</u>	<u>26.7%</u>
<u>Democrat</u>	<u>58</u>	<u>18.6%</u>
Mostly Democrat	26	8.2%
Strongly Democrat	32	10.3%



Unsure	13	4.3%
Total	311	100.0%

D6. What is your education level?

	Freq.	%
<u>No College Degree</u>	158	50.9%
High school or less	77	24.8%
Completed some college	81	26.0%
<u>College Degree</u>	153	49.1%
Associate degree	22	7.0%
Bachelor's degree	70	22.7%
Graduate degree or further	61	19.5%
Total	311	100.0%

D7. What annual household income range do you fall within out of the following options?

	Freq.	%
Less than \$25,000	42	13.6%
\$25,000 - \$49,999	84	26.9%
\$50,000 - \$99,999	103	33.0%
More than \$100,000	83	26.6%
Total	311	100.0%

D8. General Election Voter Propensity

	Freq.	%
High	80	25.8%
Medium	91	29.3%
Low	140	45.0%
Total	311	100.0%

D9. GOP Primary Voter Propensity

	Freq.	%
High	49	27.7%
Medium	50	28.4%
Low	77	43.8%
Total	176	100.0%

D10. State House District

	Freq.	%
68	133	42.7%
69	15	4.7%
71	136	43.7%
73	16	5.0%
83	12	3.9%
Total	311	100.0%



D11. Zip

	Freq.	%
72063	1	0.5%
72801	85	27.2%
72802	115	36.9%
72823	27	8.7%
72837	51	16.5%
72843	11	3.6%
72846	2	0.7%
72847	7	2.1%
72858	12	3.9%
Total	311	100.0%

D12. City

	Freq.	%
Atkins	27	8.7%
Dover	51	16.5%
Hattieville	1	0.5%
Hector	11	3.6%
Lamar	2	0.7%
London	7	2.1%
Pottsville	12	3.9%
Russellville	199	64.0%
Total	311	100.0%

D13. Gender + Age

	Freq.	%
F 18 - 39	53	17.0%
F 40 - 54	35	11.1%
F 55 - 69	45	14.4%
F 70+	27	8.8%
M 18 - 39	43	13.9%
M 40 - 54	37	11.7%
M 55 - 69	37	11.8%
M 70+	35	11.3%
Total	311	100.0%

D14. Ethnicity

	Freq.	%
White	272	87.4%
Black	8	2.5%
Hispanic/Latino	11	3.5%
Asian	2	0.7%
Unknown	18	5.9%
Total	311	100.0%



D15. Gender + Education

	Freq.	%
Female College Degree	81	26.0%
Female No College Degree	78	25.2%
Male College Degree	72	23.1%
Male No College Degree	80	25.6%
Total	311	100.0%

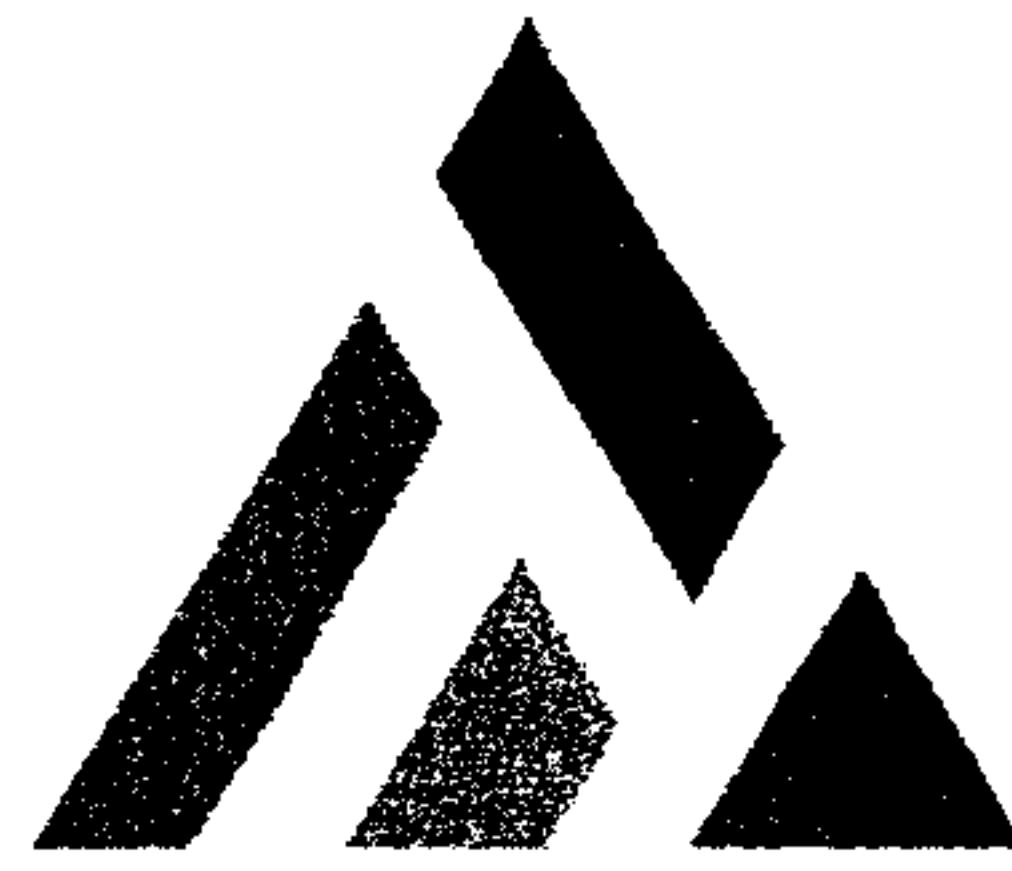
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NORTH STAR
OPINION RESEARCH

TO: Interested Parties
FROM: Dan Judy and Whit Ayres
DATE: July 25, 2019
RE: Survey of Pope County Registered Voters

Our survey of Pope County voters finds solid support for a casino in the county. Our challenge is two-fold: First, to ensure that supporters remain motivated and engaged to turn out to vote in favor of it next year. And second, to persuade people that who owns and operates the casino is as important as what sorts of attractions the casino offers. Ideally, our efforts can accomplish both of these goals simultaneously, deploying effective messages in favor of a family-owned, regional operator that will both improve the chances of our client being selected, as well as the chances of the referendum passing.

5.6 +/

Key findings from the survey of 300 registered voters, conducted July 15-18, are:

- 1. The Pope County electorate is conservative, white, and concentrated in Russellville.** Demographically, 82 percent of the voters in this sample are white, 52 percent are male, and 65 percent live in Russellville. Republicans have a 39 to 16 percent party ID advantage over Democrats, with 39 percent independent. Fifty-five percent of voters are conservative (with 26 percent “very conservative”), 22 percent are moderate, and 18 percent are liberal, with 62 percent calling themselves evangelical Christians. Forty-three percent of voters are college graduates, and the sample is evenly distributed by age, with 49 percent under age 50 (including 24 percent age 18 to 34), and 50 percent age 50 or older (with 25 percent seniors).
- 2. Voters are divided on the direction of Pope County.** Voters split on the direction of Pope County, saying it is heading in the right direction by a narrow 45 to 43 percent margin. Republicans are most positive, saying the county is headed in the right direction by 54 to 36 percent. Interestingly, casino supporters say the state is off on the wrong track by 46 to 44 percent, while opponents say it is headed in the right direction by 46 to 37 percent.
- 3. Three-fifths of Pope County voters currently support allowing a casino.** Voters support allowing a casino by a 60 to 38 percent margin, with virtually no one undecided. Intensity favors the supporters, with 46 percent of voters “strongly for” a casino, versus 27 percent “strongly against.”

Support for a casino is strong throughout the electorate, including 56 percent among Republicans, 61 percent among independents, and 70 percent among Democrats. Sixty-three percent of men and 56 percent of women support it, as do 61 percent of voters in Russellville and

58 percent of those in other parts of the county. Support for a casino decreases by age, going from 71 percent among voters age 18 to 34 to 60 percent among those age 35 to 49, 59 percent among those age 50 to 64, and 49 percent among those age 65 or older.

4. In addition to attractions, the creation of a local non-profit and “buy local” program are the strongest arguments in favor of a casino. Fifty-one percent of voters say that “The casino would bring major entertainment attractions and music concerts to Pope County” makes them much more likely to support allowing a casino. The other top arguments in favor are “The casino operator would create a non-profit controlled by a local board that would oversee four-point-five million dollars in annual giving for community needs” (51 percent), and “The casino operator would have a ‘buy local’ or ‘Arkansas first’ program for all vendors and suppliers” (44 percent). These are the top three arguments overall, among supporters of a casino, and among key subgroups such as evangelicals.

A second tier of arguments includes “The casino operator would bring well-known names such as a Bo Jackson sports complex” (32 percent much more likely), “Twenty percent of the casino would be owned by local investors” (32 percent), and “The casino operator is a family-owned business with over twenty years of experience operating casinos in rural areas” (27 percent). None of these arguments is particularly strong on its own, but could likely be combined with other arguments in order to increase their effectiveness.

5. Arguments against a casino are generally weak, but could be used to motivate opponents. Just one of the six tested anti-casino arguments is particularly effective among all voters, “All of the profits from the casino will go to its operators, with little or no revenue actually coming into our community,” at 40 percent much less likely. This is, by far, the strongest argument among most subgroups, and even gets to 30 percent much less likely among casino supporters.

Interestingly, the pure morality argument “Casino gambling is immoral and has no place in our community” is not only weakest overall (16 percent much less likely), but also weakest among casino opponents (32 percent) and even evangelicals (20 percent). More specific arguments related to crime, addiction, and hurting the poor, while not that strong overall, are more effective at motivating these groups to oppose the casino.

6. After hearing the arguments on both sides, support for a casino increases. After hearing all of the arguments, support for a casino increases to a (64) to 34 percent margin, with increases among some key subgroups. Very conservative voters remain the only major group opposed, but by just a 51 to 49 percent margin, and support increases among some other vulnerable groups, including seniors (to 56 to 44 percent), women (to 59 to 41 percent), and evangelicals (to 59 to 40 percent).

Net gain of 7

SURVEY OF POPE COUNTY REGISTERED VOTERS

JULY 15-18, 2019

Hello, this is _____ with Dynata, a public opinion research company. We're talking with people in Pope County today for just a few minutes about some issues facing the county. We are not trying to sell anything, your answers are completely confidential, and we would really appreciate your cooperation. (DO NOT PAUSE)

FOR CELL PHONE SAMPLE:

CELL 1. Have I reached you on a cell phone?

YES1 GO TO Q. CELL 2
NO2 GO TO Q. A

CELL 2. Are you in a place right now where you can safely take the survey?

YES1 GO TO Q. A
NO2 CALLBACK
NOT WILLING TO TAKE SURVEY3 THANK AND CLOSE
DON'T KNOW/REFUSED4 THANK AND CLOSE

A. Are you registered to vote in Pope County?

YES1 GO TO Q. 1
NO2 GO TO Q. B

B. Is there anyone else in your household who is registered to vote in Pope County? IF YES, ASK: May I speak with that person, please?

YES1 GO TO INTRO
NO2 THANK AND CLOSE

1. Overall, would you say Pope County is heading in the right direction, or have things gotten off on the wrong track?

RIGHT DIRECTION45%
WRONG TRACK43%
DON'T KNOW/NO OPINION (VOL.)13%

Results based on 300 respondents, MoE ±5.66 percent. Percentages may not equal 100 percent due to rounding.

Now I am going to read you a list of names of people and groups and have you tell me, for each one, whether you've heard of that person or group and, if so, whether you have a favorable or unfavorable opinion of them. If you haven't heard of the person or group, just say so: (RANDOMIZE)

	<i>FAV</i>	<i>UNFAV</i>	<i>NO OPINION</i>	<i>NEVER HRD OF</i>
2. Donald Trump	62%	29%	8%	0%
3. Asa Hutchinson	54%	23%	17%	6%
4. Ben Cross	33%	18%	22%	27%
5. The Pope County Quorum Court	30%	25%	29%	16%

6. As you may know, Arkansas voters approved a measure that would allow two new casinos to be built in the state in two different counties, one of which is Pope County. If there were a special election to allow a casino in Pope County, would you vote for or against allowing a casino in Pope County?

IF FOR/AGAINST, ASK: And are you strongly for/against allowing a casino, or just somewhat for/against allowing a casino?

IF DON'T KNOW/REFUSED, ASK: Would you say you lean for or against allowing a casino?

STRONGLY FOR.....	46%
SOMEWHAT FOR.....	12%
LEAN FOR	2%
LEAN AGAINST	1%
SOMEWHAT AGAINST	10%
STRONGLY AGAINST.....	27%
DON'T KNOW/REFUSED.....	2%
FOR.....	60%
AGAINST	38%
DON'T KNOW/REFUSED.....	2%

7. If Pope County were to approve a casino, who do you think should decide who gets to build and operate the casino (ROTATE: the Arkansas State Racing Commission, the Pope County Judge, or the Pope County Quorum Court)?

AR STATE RACING COMMISSION.....	33%
POPE COUNTY JUDGE.....	14%
POPE COUNTY QUORUM COURT.....	30%
SOMEONE ELSE (VOL.).....	7%
DON'T KNOW/NO OPINION (VOL.).....	15%

Results based on 300 respondents, MoE ±5.66 percent. Percentages may not equal 100 percent due to rounding.

8. If Pope County were to approve a casino, who would you prefer to build and operate the casino (ROTATE: an Indian tribe, a Las Vegas company, a regional casino company, or a family-owned company)?

INDIAN TRIBE.....	16%
LAS VEGAS COMPANY.....	17%
REGIONAL COMPANY.....	18%
FAMILY-OWNED COMPANY.....	21%
DON'T KNOW/NO OPINION (VOL.).....	29%

9. Generally speaking, if a casino were to be built in Pope County, what matters more to you (ROTATE: the group that builds and owns the casino, or the amenities and attractions offered by the casino)?

GROUP THAT OWNS.....	23%
AMENITIES AND ATTRACTIONS.....	54%
NEITHER (VOL.).....	9%
BOTH (VOL.).....	3%
DON'T KNOW/NO OPINION (VOL.).....	11%

Now I would like to read some statements both for and against allowing a casino in Pope County. (ROTATE SECTIONS)

Here are some statements that might be made for allowing a casino in Pope County. For each one, please tell me if that statement makes you much more likely to vote to allow a casino, somewhat more likely to vote to allow a casino, or if that statement would have no real effect on your vote: (RANDOMIZE)

	<i>MUCH MORE LIKELY</i>	<i>SMWHT MORE LIKELY</i>	<i>NO REAL EFFECT</i>	<i>DK/ NO OPIN</i>
10. The casino would bring major entertainment attractions and music concerts to Pope County.	51%	19%	29%	2%
11. The casino would be owned by a Native American tribe that operates casinos in other states.	14%	18%	63%	5%
12. The casino operator would bring well-known names such as a Bo Jackson sports complex.	32%	17%	47%	4%
13. The casino operator would create a non-profit controlled by a local board that would oversee four-point-five million dollars in annual giving for community needs.	51%	20%	27%	3%
14. The casino operator would have a "buy local" or "Arkansas first" program for all vendors and suppliers.	44%	20%	33%	3%
15. Twenty percent of the casino would be owned by local investors.	32%	20%	45%	3%
16. The casino operator is a family-owned business with over twenty years of experience operating casinos in rural areas.	27%	20%	48%	4%

Results based on 300 respondents, MoE ±5.66 percent. Percentages may not equal 100 percent due to rounding.

Here are some statements that might be made against allowing a casino in Pope County. For each one, please tell me if that statement makes you much less likely to vote to allow a casino, somewhat less likely to vote to allow a casino, or if that statement would have no real effect on your vote: (RANDOMIZE)

	<i>MUCH LESS LIKELY</i>	<i>SMWHT LESS LIKELY</i>	<i>NO REAL EFFECT</i>	<i>DK/ NO OPIN</i>
17. A casino would lead to higher crime in our community.	31%	18%	48%	3%
18. Casino gambling would hurt poor residents of our county.	26%	16%	53%	4%
19. Casino gambling is immoral and has no place in our community.	16%	10%	69%	5%
20. A casino in our county would lead to gambling addiction that would devastate families.	28%	15%	55%	3%
21. All of the profits from the casino will go to its operators, with little or no revenue actually coming into our community.	40%	24%	30%	6%
22. Any financial benefits a casino might bring would be more than offset by the costs and problems it would introduce to our county.	25%	18%	52%	4%

23. Now that we have talked about this issue for a while, I'd like to ask you one question again. If there were a special election to allow a casino in Pope County, would you vote for or against allowing a casino in Pope County?

IF FOR/AGAINST, ASK: And are you strongly for/against allowing a casino, or just somewhat for/against allowing a casino?

IF DON'T KNOW/REFUSED, ASK: Would you say you lean for or against allowing a casino?

STRONGLY FOR.....	49%
SOMEWHAT FOR.....	14%
LEAN FOR	1%
LEAN AGAINST	1%
SOMEWHAT AGAINST	7%
STRONGLY AGAINST.....	26%
DON'T KNOW/REFUSED	2%
FOR.....	64%
AGAINST	34%
DON'T KNOW/REFUSED	2%

Results based on 300 respondents, MoE ±5.66 percent. Percentages may not equal 100 percent due to rounding.

Now I have a few questions just for statistical purposes.

D1. In politics today, do you normally think of yourself as (ROTATE: a Republican, an independent, or a Democrat)?

IF "REP" OR "DEM", ASK: Would you consider yourself a strong or a not-so-strong Republican/Democrat?	STRONG REP31%
	NOT-SO-STRONG REP8%
	IND LEAN REP15%
	IND/NO PREFERENCE20%
IF "IND," ASK: Do you think of yourself as closer to the (ROTATE: Republican or Democratic Party)?	IND LEAN DEM4%
	NOT-SO-STRONG DEM4%
	STRONG DEM12%
	REFUSED (DNR)5%

D2. When thinking about politics today, do you normally consider yourself to be (ROTATE FRONT TO BACK,
BACK TO FRONT: very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal)?

VERY CONSERVATIVE	26%
SOMEWHAT CONSERVATIVE	29%
MODERATE	22%
SOMEWHAT LIBERAL.....	10%
VERY LIBERAL	8%
DON'T KNOW/NO OPINION (DO NOT READ).....	5%

D3. Do you consider yourself to be an Evangelical Christian, or not?

YES	62%
NO	33%
REFUSED (DO NOT READ)	5%

D4. Would you please stop me when I read the last level of education you completed?

LESS THAN HIGH SCHOOL	2%
HIGH SCHOOL GRADUATE.....	18%
SOME COLLEGE	34%
COLLEGE GRADUATE	29%
GRADUATE OR PROFESSIONAL SCHOOL.....	14%
REFUSED (DO NOT READ)	2%

D5. Would you please stop me when I read the correct category for your age?

18 TO 34	24%
35 TO 49	25%
50 TO 64	25%
65 OR OLDER.....	25%
REFUSED (DO NOT READ)	0%

Results based on 300 respondents, MoE ± 5.66 percent. Percentages may not equal 100 percent due to rounding.

D6. Are you from a Hispanic or Spanish-speaking background?

IF NO, ASK: What would you say is your main race: white, African American, Asian, or something else?

YES/HISPANIC.....	1%
NO/WHITE.....	82%
NO/BLACK/AFRICAN AMERICAN.....	1%
NO/ASIAN.....	1%
NO/OTHER.....	12%
REFUSED (DO NOT READ).....	3%

D7. Gender (from observation):

MALE.....	52%
FEMALE.....	48%

D8. ZIP CODE

RUSSELLVILLE.....	65%
OTHER.....	35%

Those are all the questions I have. Thank you very much for sharing your opinions with us.

Results based on 300 respondents, MoE ±5.66 percent. Percentages may not equal 100 percent due to rounding.



Pope County Arkansas Survey Key Findings

To: Interested Parties
From: Jon Gilmore, President – Gilmore Strategy Group
Date: July 31, 2019

We recently conducted a survey among registered voters within Pope County Arkansas.

The methodology of the survey is as follows:

Live telephone interviews were conducted July 20-22, 2019

This survey consists of 300 registered voter interviews (70% of the interviews were conducted via landline and 30% via cell phone)

The voters identified themselves as 48% Republican, 28% independent and 23% Democratic. 75% of the voters identified themselves as evangelical Christians.

The margin of error for this survey is $\pm 5.65\%$.

- **Image Series**

- We tested several elected officials and the view of the voters on them, whether favorable or unfavorable.
- Governor Asa Hutchinson is viewed favorably by 71% of the voters. President Trump was viewed favorably by 67% and Senator Tom Cotton was viewed favorably by 66%.

- **Pope County Casino Issue**

- 84% of the voters said they have followed the news or discussion of the potential casino closely this year. (52% followed it very closely; 32% followed it somewhat closely; 10% not very closely; 5% did not follow at all.)
- 18% of the voters said they had heard or read things that have caused them to change their opinion about whether or not a resort-style casino should be located in Russellville.
 - We asked a follow-up question of the voters that said they have changed their opinion in order to learn if the opinion was generally more or less favorable to having a resort-style casino in their community. An overwhelming 69% said their opinion was more favorable. (39% were strongly more favorable; 30% were somewhat more favorable; 2% were somewhat less favorable; 28% were strongly less favorable.)
- 55% of the voters agreed with the statement that “a hotel resort and casino would be good for Russellville.” (42% strongly agreed; 13% somewhat agreed; 8% somewhat disagreed; 33% strongly disagreed.)

- We tested this same question phrased “a hotel resort and casino would be bad for Russellville” and only 46% agreed. (34% strongly agreed; 12% somewhat agreed; 12% somewhat disagreed; 37% strongly disagreed.)
- 60% of the voters agreed with the following statement: “If a hotel resort and casino is going to be located here, I would rather our elected officials select the best one for us instead of the state or courts selecting it for us.” (43% strongly agreed; 17% somewhat agreed; 8% somewhat disagreed; 18% strongly disagreed.)
- 61% of the voters agreed with the following statement: “The County Judge should negotiate the most incentives possible from the resort developer before writing a letter endorsing their application.” (41% strongly agreed; 20% somewhat agreed; 8% somewhat disagreed; 16% strongly disagreed.)
- **Summary**
 - Given the conservative nature of Pope County, the findings of this survey are obviously significant. This survey demonstrates movement in voter attitudes with regard to a casino within Pope County.