

## INTRODUCTION AND METHODOLOGY

This study was commissioned by the Tohono O'odham Nation and conducted by Behavior Research Center, Inc. The purpose of the study was to measure awareness and support of the proposed West Valley Resort at Northern Avenue among registered voters.

This report is based on 601 interviews conducted between March 12 and 16, 2009. Because the primary focus of the study were the attitudes of West Valley voters, 401 interviews were conducted throughout the portion of Maricopa County west of the Interstate 17 alignment. However, the Nation was also interested in attitudes toward the project by countywide voters beyond the relative proximity of the project. Thus, 200 interviews were also conducted throughout the balance of the county east of the I-17 alignment. In this report, these sub-sets are referred to simply as "west side" and "east side."

The margin of error for west side data is +/-5.0%, and for the respondents east of I-17 the margin of error is +/-7.1%.

## EXECUTIVE SUMMARY

The results from this study point to a very high level of awareness of, and support for, the proposed West Valley Resort at Northern Avenue among voters county-wide, and especially so on the west side. Respondents respond positively to the economic impact of this project as well as to the increased entertainment options it would provide the west side.

Major findings from this study include:

- # Overall, half (50%) of respondents are aware of the proposed project, a very high level of awareness for a private project which is still in the planning and discussion stage and has yet to break ground. West of I-17, awareness rises to 57 percent.
- # After the project is described to respondents, almost three-fourths pronounce it a good project for the West Valley. In addition to the high level of support indicated, we are struck by the fact that this level of support is consistent across all demographics - gender, age, income and political party - as well as by geography, with support on the east side (71%) virtually mirroring that found on the west side (74%).
- # Economic impact is a key driver of the support for the project, with three-fourths or more responding positively to messages centered around economic impact, such as:
  - # \$600 million in construction spending (74% more favorable because of this),
  - # 6,000 construction jobs (74% more favorable),
  - # 3,000 permanent jobs (78% more favorable),



- # Small business vendors and suppliers on the west side will benefit (71% more favorable), and
- # Construction will generate \$100 million in state and local tax revenue (77% more favorable).
  
- # Another major driver of the support of the project appears to be the record of the Tohono O'odham Nation regarding the quality of its developments as well as with how it invests its resort and gaming revenue in tribal services, such as education, health care, law enforcement and job creation programs. Respondents are extremely positive about each of these factors, with between 63 and 66 percent more favorable toward the project because of these factors. In short, respondents appear to feel the tribe will develop a quality facility for the West Valley and will then use the revenue it generates wisely.
  
- # Respondents find it very appealing that this project will support Glendale's sports and entertainment district without requiring any public funding, tax abatements or any other form of public assistance (76% more favorable because of this).
  
- # Nine in ten respondents express support for the concept of Indian casinos in Arizona. Three in ten (30%) like to visit casinos for entertainment, dining or gaming. Six in ten (60%) admit casinos do not interest them, but are okay for those who enjoy them. Only seven percent are opposed outright to Indian casinos in Arizona.

To summarize, respondents - especially in the West Valley - are generally supportive of the West Valley Resort at Northern Avenue. They find especially appealing the economic impact of the project, the "fit" of the project in the area of the Glendale sports and entertainment district, the expansion of recreation options it represents and the uses to which the Tohono O'odham Nation puts its resort and gaming revenues.