

# **AWARENESS STUDY**

March 2010

Prepared for

Tohono O'odham Nation

Prepared By

Behavior Research Center, Inc.  
45 East Monterey Way  
Phoenix, Arizona 85012  
(602) 258-4554



## 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 400 interviews conducted with West Valley voters between March 19 and 21, 2010. Interviewing was conducted with registered voters in Maricopa County living west of the Interstate 17 alignment.

The margin of error for this study is approximately +/-5.0 percent at the 95 percent confidence interval.

## EXECUTIVE SUMMARY

This study was conducted to measure the attitudes of Maricopa County voters residing west of Interstate 17 regarding the Tohono O'odham Nation and the West Valley Resort and Casino. It follows a similar study conducted one year ago.

During the past year, the project has been the subject of intense media and political interest. The City of Glendale, both of Arizona's United States Senators and the Governor have expressed opposition. The Mayor of Peoria, the City of Tolleson and a number of other state and local officials have expressed support. The study also measured the impacts of these developments.

As a result of this publicity, voter awareness of the project has reached 80 percent, up from 57 percent a year ago.

When the project is described in detail to respondents, **two-thirds (68%) express support**, with one-fourth (24%) opposed and 8 percent undecided. Even among registered Republicans, where support is weakest, 60 percent feel it is a good project for the West Valley.

The survey also tested voter support of a bill the City of Glendale is pushing in the Legislature to allow cities to annex land without the consent of the landowners if the landowners are a Native American tribe which is attempting to turn the land into trust. Two-thirds (66%) of respondents disagree with Glendale's legislation, with 49 percent strongly disagreeing. Two in 10 strongly (14%) or mildly (7%) agree with the intent of the bill.



Other major findings from this study include:

- ❑ The economic and jobs impact of the project are powerful arguments in favor of the project, with the 3,000 permanent new jobs and 6,000 construction jobs making seven in 10 more supportive of the project.
- ❑ The fact that this is to be a privately-funded project, with no money or tax concessions from government, also makes seven in 10 more supportive.
- ❑ Similarly, seven in 10 are more supportive of the project knowing that it will generate \$100 million in new tax revenue to state and local governments, and that the resort's construction will help the economic recovery in the Valley.
- ❑ The location of the project is a powerful favorable argument as well. Its location adjacent to Loop 101 makes six in 10 more favorable and just 13 percent less favorable.
- ❑ Voters are impressed with the tribal services the Tohono O'odham Nation has provided with revenues from its gaming operations in Arizona. Nine in 10 are either more favorable toward the project because of this or indicate it has no impact on their position.
- ❑ The support of Peoria Mayor Bob Barrett makes half more favorable. By contrast, the opposition of other Valley gaming tribes makes just 13 percent less favorable to the project.
- ❑ Likewise, the opposition expressed by Senators McCain and Kyl makes only 13 percent less favorable, and Governor Brewer's opposition causes a less favorable reaction in just 8 percent.

