

## KAConsulting, LLC

To: Interested Parties

From: Kellyanne Conway, KAConsulting LLC

Date: December 5, 2023

Re: Alabamians Overwhelming Support Legalizing Gambling, Urge Alabama State Legislature to Put it on the Ballot and Let Voters Decide

### Executive Summary

A recent statewide telephone survey among 600 likely registered voters across Alabama shows that voters are overwhelmingly unified in their support for legalized gambling and ready to act if and when this appears on the ballot.

## THE ISSUE BY THE NUMBERS

**89%**

89% of Alabama voters believe it is important that they get a chance to vote on gaming legislation.

**69%**

69% of Alabama voters have visited other states for lottery tickets or gaming.

**74%**

74% of Alabama voters approve of legalizing gambling in Alabama, including casinos, the lottery and sports betting.

**\$2.5B**

Alabama would realize \$2.5 billion in additional revenue over 10 years from a statewide lottery and comprehensive gaming package.

- At first, **74% say they support, including 52% who strongly support, legalizing gambling in Alabama, which includes “having a statewide lottery, casinos, and sports betting.”**
- **That figure jumps to 79% support (and 60% strongly support)** by the end of the survey after respondents were exposed to objective facts including how other states utilize gaming revenue to help their states and the projected revenue Alabama could receive if this became law.

**Voters were presented with five options as recipients of prospective gambling proceeds and education initiatives (59%) emerged as the overwhelming favorite; by a margin of 6-1, voters opted for the funds to be invested there over healthcare initiatives (10%), infrastructure (9%), mental health programs (9%), or general funding (7%).**

The potential hard currency gains that could inure to the benefit of Alabama through a statewide lottery, casinos, and sportsbooks is matched by the political currency that could be realized by elected officials who pass a gaming bill that would put the decision in voters' hands.

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- **Both supporters (98%) and non-supporters (69%) of legalized gambling in Alabama are united in their desire for the opportunity to vote on this issue on the ballot.**
- **Of total respondents, (89%) believe it is important to have a chance to vote, while (73%) believe it is very important.**
- **A significant 78% express that they would be more likely to support a candidate that believes the people of Alabama should have the opportunity to choose whether gambling is allowed in the state; 59% “strongly” so.**

Importantly, the data reveal a ready market for statewide lottery and casino gaming. Voters are poised to voice their opinions *and* participate in the newly legalized activities: **7-in-10 indicate they will participate in a statewide lottery if it becomes legal and 60% are eager to walk through casino doors in Alabama.**

- **(69%) of survey participants have traveled outside of Alabama in order to participate in gaming in other states, whether buying a lottery ticket, placing a sports bet, or visiting a casino.**
- **That figure jumps to (77%) when asked if friends or family in Alabama have ever traveled outside of Alabama in order to participate in gaming in other states, whether buying a lottery ticket, placing a sports bet, or visiting a casino.**

Alabama is losing an estimated **\$2.5B in additional revenue over the next 10 years** from a statewide lottery and comprehensive gaming package.

This survey among 600 registered likely voters in Alabama shows strong support for legalizing a statewide lottery, casinos, and sports betting in Alabama, high interest in participation if it becomes legal, and significant political currency that will reward members of the legislature if they deliver. It also provides a blueprint for the legislature to by potentially helping to mitigate other concerns in the state by using the revenue from gaming to bolster education in the state and helping the overall economy in the state by adding jobs and economic growth. It is critical that the legislature follows through and delivers on the will of the people.

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**Survey Methodology:** *Scientific Games LLC recently commissioned a statewide telephone survey among 600 registered and likely voters across Alabama. This quantitative research was conducted between November 25-27, 2023. Sampling controls were used to ensure that a proportional and representative number of voters were interviewed from such demographic groups as age, gender, race, and geographic region. The margin of error is  $\pm 4.0\%$  for the statewide survey at the 95% confidence interval for the overall surveys, M.O.E.s for subgroups are larger.*