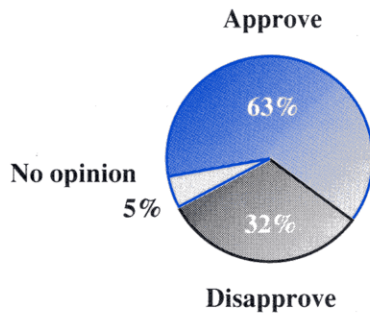


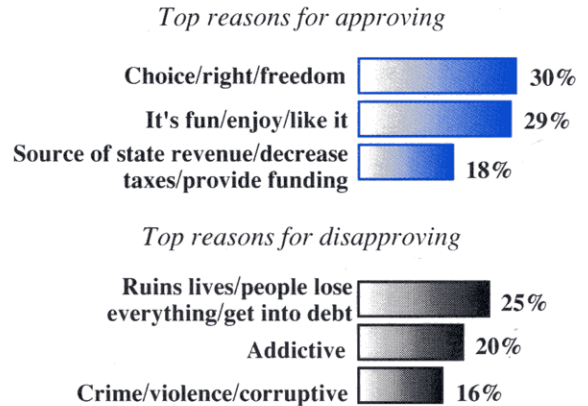
Gamble, But With Moderation

Question: First, generally speaking, do you approve or disapprove of legal gambling or betting?



Source: Survey by the Gallup Organization, April 30-May 23, 1999.

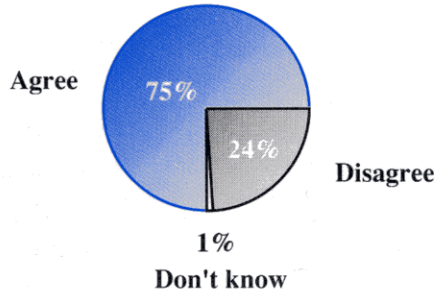
Questions: What are the one or two most important reasons why you approve (63%)/disapprove (32%) of legal gambling?



Note: Multiple responses allowed.

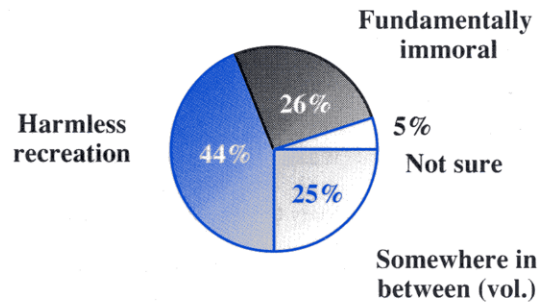
Source: Survey by the Gallup Organization, April 30-May 23, 1999.

Question: For each [question] please say whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.... Gambling is a form of entertainment that if done in moderation, is no better or no worse than other activities, like attending sports events or movies.



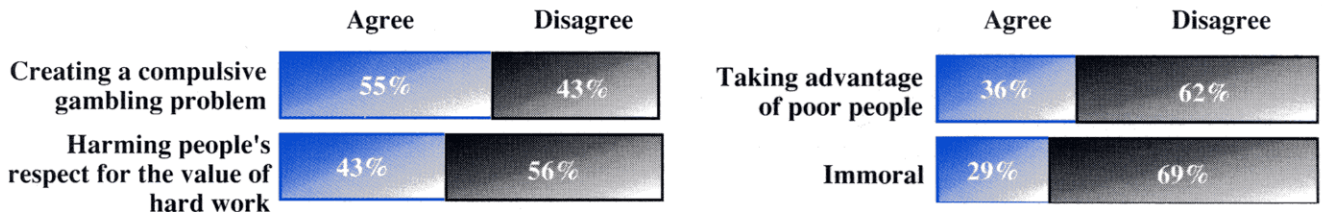
Source: Survey by the Gallup Organization, April 30-May 23, 1999.

Question: Do you think gambling is fundamentally immoral or is it a harmless recreation?



Source: Survey by Opinion Dynamics for Fox News, February 19-20, 1997.

Questions: For each [question], please say whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.... (a) Legalized gambling is creating a compulsive gambling problem in this country.... (b) Legalized gambling does serious harm to people's respect for the value of hard work.... (c) The legal gambling industry is mostly based on taking advantage of poor people.... (d) Gambling is immoral.

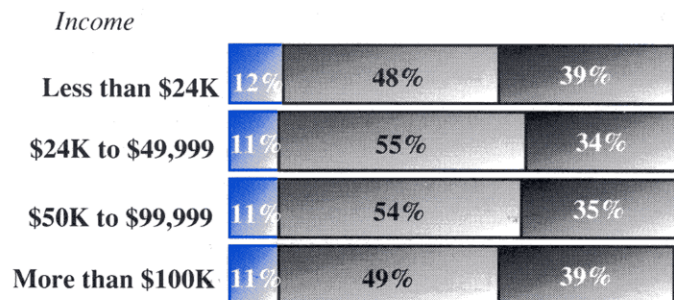
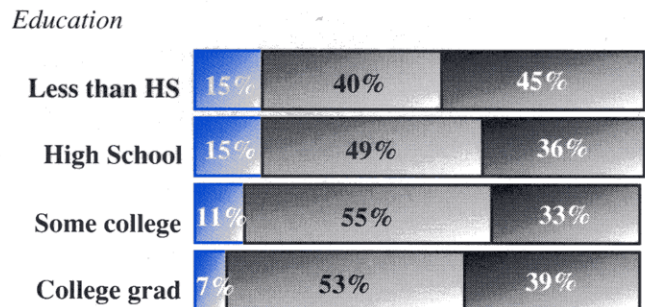
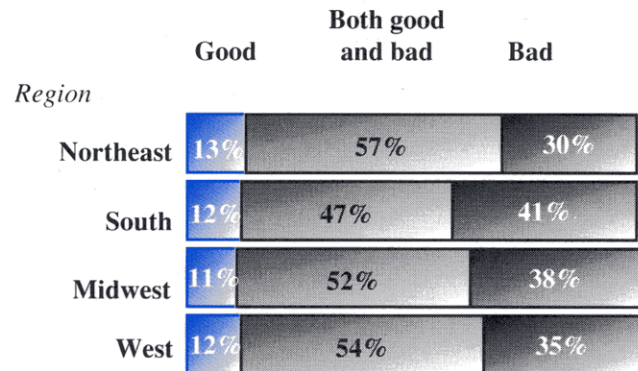
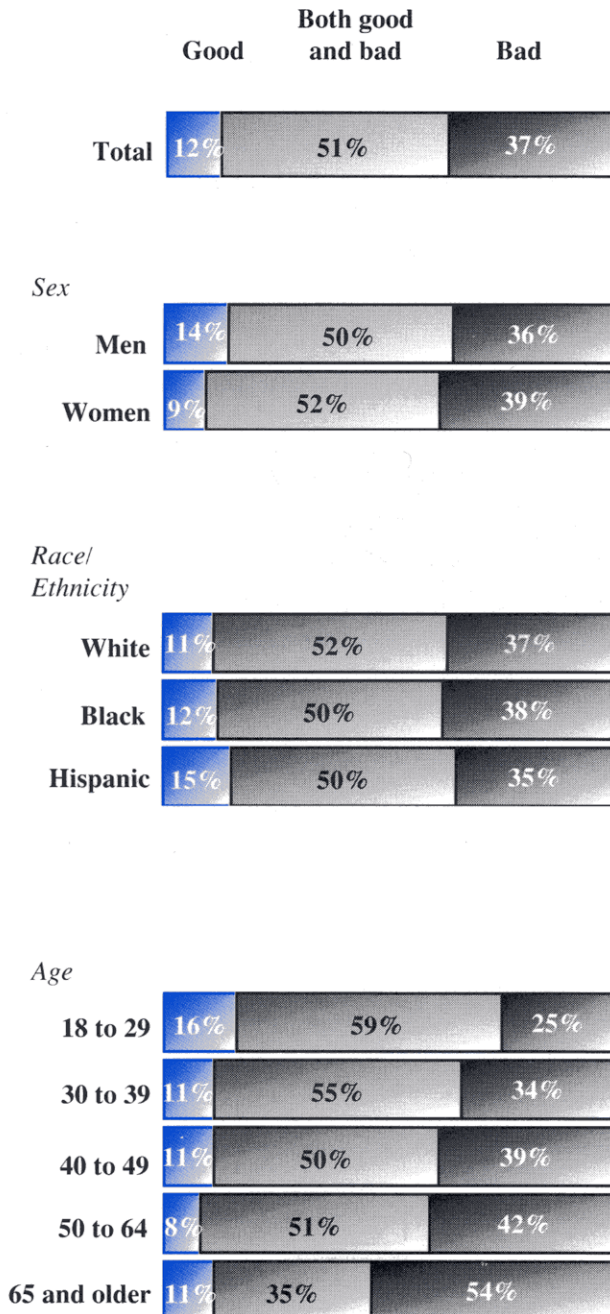


Source: Survey by the Gallup Organization, April 30-May 23, 1999.

Ambivalence About Societal Impact

Question: People have different beliefs about the overall effects of legalized gambling on society. Some people consider that legalized gambling is mostly a good thing for society, others think it is mostly a bad thing, still others think it has an equal combination of good and bad effects on society. Would you say that the overall effect of legalized gambling on society is very good, good, about equally good and bad, bad or very bad?

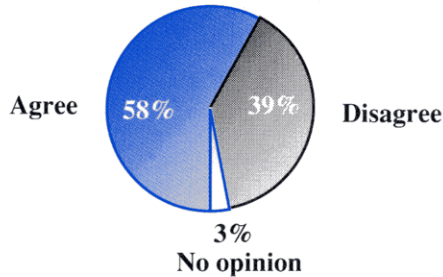
Gambling is...



Source: Survey by the National Opinion Research Center (NORC) for the National Gambling Impact Study Commission, September 8-December 15, 1998.

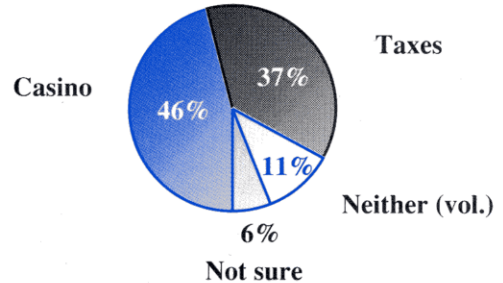
Anteing Up for State Funding

Question: For each [question], please say whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.... Legalized gambling provides necessary revenue to states to fund government programs and keeping taxes under control.



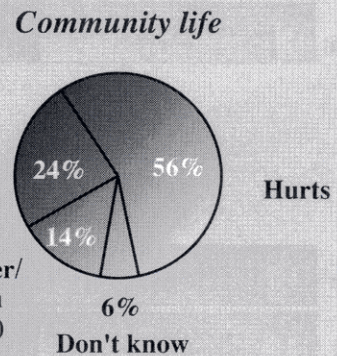
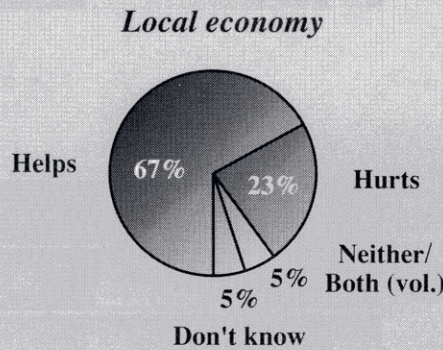
Source: Survey by the Gallup Organization, April 30-May 23, 1999.

Question: If your community needed more funds would you rather try to raise them through a local casino or higher taxes?



Source: Survey by Opinion Dynamics for Fox News, February 19-20, 1997.

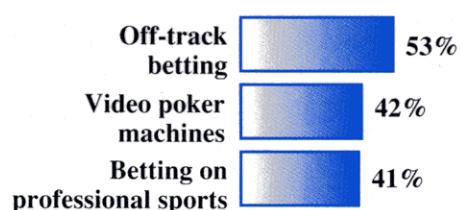
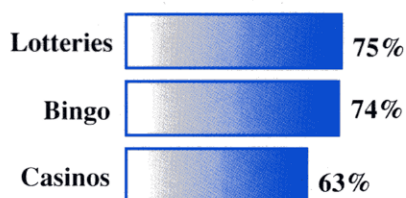
Questions: When casinos open in a community, do you feel that it helps or hurts... the community's economy? ...everyday family and community life?



Source: Survey by the Gallup Organization, April 30-May 23, 1999.

Questions: As you may know, some states legalize betting so that the state can raise revenues. Please tell me whether you approve or disapprove of each of the following types of betting as a way to help your state raise revenue. Do you approve or disapprove of ...lotteries for cash prizes... bingo for cash prizes... casino gambling... off-track betting on horseraces... video poker machines at local establishments... betting on professional sports, such as baseball, basketball, or football? Do you approve or disapprove of it being legal?

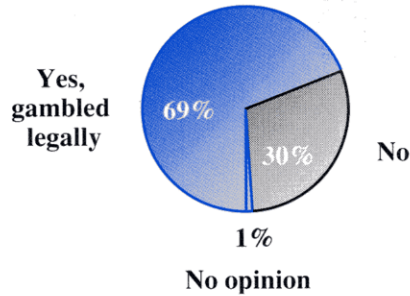
Those who approve of raising state revenue through...



Source: Survey by the Gallup Organization, April 30-May 23, 1999.

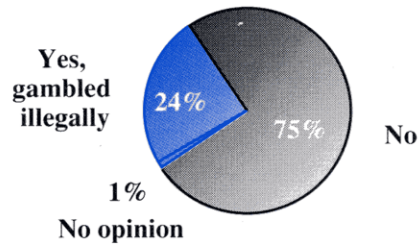
A Dollar, A Dream

Question: Not everyone is clear about what forms of gambling are legal or illegal. Have you ever participated in any form of legal gambling?



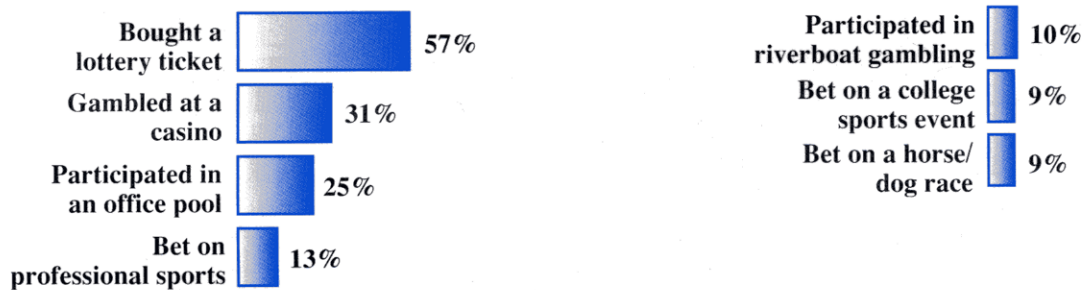
Source: Survey by the Gallup Organization, April 30-May 23, 1999.

Question: As far as you know, have you ever done any gambling that was not completely legal?



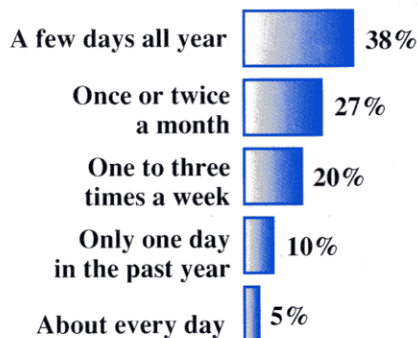
Source: Survey by the Gallup Organization, April 30-May 23, 1999.

Questions: Please tell me whether not you have done any of the following things in the past 12 months. How about... bought a state lottery ticket... gambled at a casino... participated in an office pool on the World Series, Super Bowl, or other game... bet on a professional sports event such as baseball, basketball, football, or boxing... participated in riverboat gambling... bet on a college sports event such as basketball or football... bet on a horse race or dog race?



Source: Survey by the Gallup Organization, April 30-May 23, 1999.

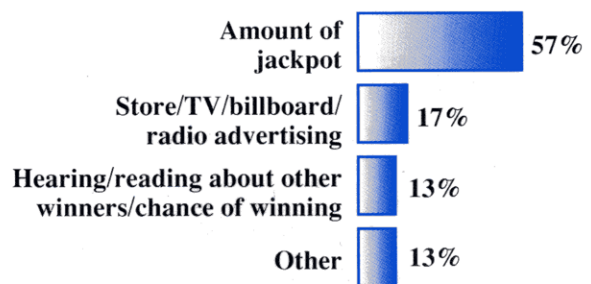
Question: In the past year, since [month] 1997, think about how often you bought a big jackpot lottery ticket such as Lotto or Powerball, a daily lottery ticket like Pick-4, or an instant or scratch-off ticket. Do not include tickets you can only buy on the internet. Did you play...?



Note: Asked of those who played the lottery at least once in the past year (52%).

Source: Survey by NORC for the National Gambling Impact Study Commission, September 8-December 15, 1998.

Question: What influences you to purchase a lottery ticket most?

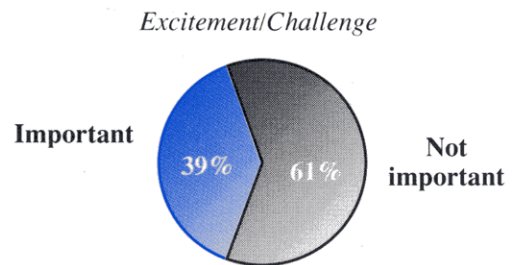
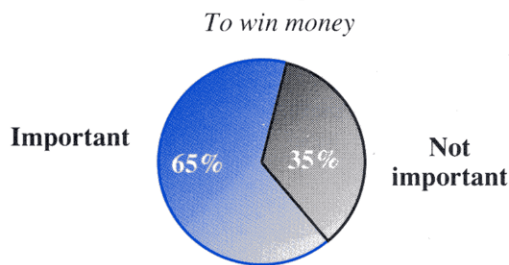


Note: Asked of those who play the lottery at least once a year (57%).

Source: Survey by Maritz Marketing Research, October 1997.

Knowin' When to Fold 'em

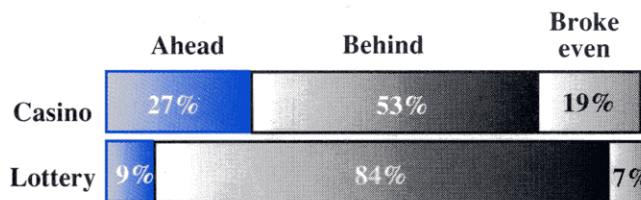
Question: Please tell us... whether each of the following reasons was very important, important, not so important, or not at all important to you as a reason for gambling.... to win money... the excitement or challenge of gambling?



Note: Asked of those who had ever gambled (86%)

Source: Survey by NORC for the National Gambling Impact Study Commission, September 8-December 15, 1998.

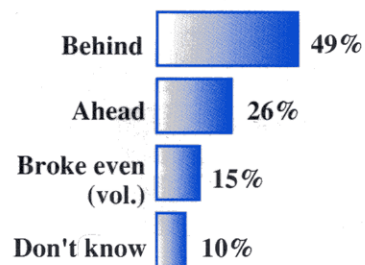
Questions: Now please think about all of the times in the past year, since [month] 1997, that you gambled at a casino. During this year, did you come out ahead or behind on your gambling? ...During this year, did you come out ahead or behind on your lottery tickets?



Note: Asked of those who have gambled at a casino in the past year (26%) and those who played the lottery in the past year (52%), respectively.

Source: Survey by NORC for the National Gambling Impact Study Commission, September 8-December 15, 1998.

Question: Considering all the money you spent on bets, or lottery tickets over the past 12 months, as well as your winnings, would you say you are ahead or behind?

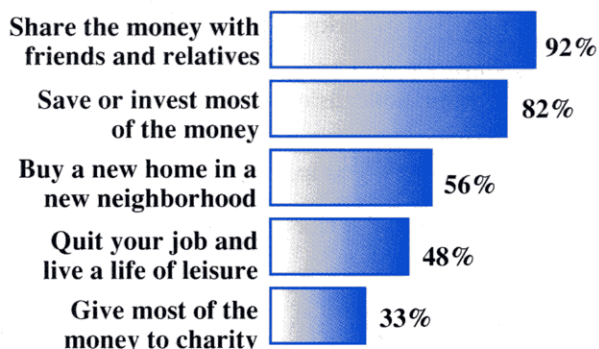


Note: Asked of those who have ever gambled (74%).

Source: Survey by the Gallup Organization, April 30-May 23, 1999.

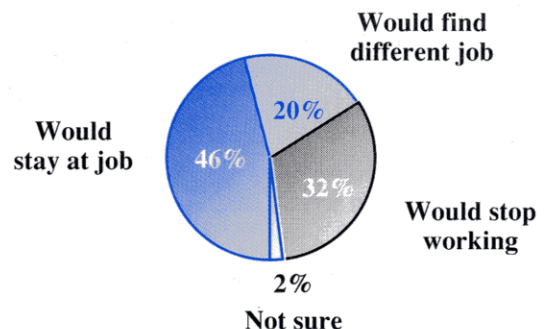
Questions: As you may know, the "Powerball" lottery recently awarded a 295 million dollar jackpot. If you were one of the winners, which of the following are you likely to do? Would you...?

Those who would...



Source: Survey by Yankelovich Partners for Time/CNN, July 30, 1998.

Question: Suppose that you won the lottery and had enough income to live comfortably. Do you think you would keep working at your current job, leave for another job, or stop working altogether?



Note: Asked of those currently employed (61%).

Source: Survey by Peter D. Hart Research Associates for Shell Oil Company, July 17-20, 1998.

Profiling the Modern American Gambler

Those who have ever taken a chance

	<i>Lifetime Bettor*</i>	<i>Lottery</i>	<i>Casino</i>	<i>Track</i>	<i>Bingo</i>
Total	86%	72%	56%	36%	23%
Sex					
Men	88	74	57	39	18
Women	83	69	55	34	29
Race					
White	88	73	58	40	25
Black	78	66	49	27	19
Hispanic	83	71	48	22	21
Age					
18 to 29	84	68	47	23	22
30 to 39	88	77	60	37	26
40 to 49	90	77	61	42	21
50 to 64	86	73	62	45	26
65 and older	80	61	50	38	23
Region					
Northeast	89	77	58	38	28
South	81	64	43	32	24
Midwest	88	77	56	39	24
West	88	73	74	39	19
Education					
Less than HS	75	62	37	21	22
High School	85	74	51	33	25
Some College	88	76	58	39	26
College Grad	88	69	66	44	20
Income					
Less than \$24K	79	66	44	25	24
\$24K to \$49,999	89	75	57	37	23
\$50K to \$99,999	90	76	66	44	24
More than \$100K	92	77	66	50	17

*Bettor percentage is based on a 10-item composite measuring lifetime gaming activity.

Source: Survey by NORC for the National Gambling Impact Study Commission, September 8-December 15, 1998.