

REPORT TO
THE CITIZENS COMMITTEE FOR REVITALIZATION
OF THE HISTORIC BANGOR RACEWAY

PREPARED BY
STRATEGIC MARKETING SERVICES

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BACKGROUND AND OBJECTIVES

Strategic Marketing Services (SMS), a full-service market research firm located in Portland, Maine, was commissioned by The Citizens Committee for Revitalization of the Historic Bangor Raceway to conduct a short statewide poll regarding the citizen referendum allowing the operation of Racinos in the State of Maine. The primary objective of this research is to evaluate citizen opinions regarding the issue of proposed legislative changes to the citizen referendum which was approved in November 2003.

METHODOLOGY

In order to meet the stated objective of this market research project, a telephone survey was conducted by SMS with a computer generated, randomly selected sample of 400 adult Maine citizens. The sample was stratified to ensure proper levels of representation in all Maine counties.

Respondents did not qualify for participation in the survey if they or any member of their household work for a market research or advertising company, or the media. In addition, respondents had to be at least eighteen years of age and a year-round resident of Maine. All interviews were conducted over the weekend of January 16th – 18th, 2004.

Results were tabulated and analyzed using standard statistical methods. The total results of this study command statistical validity to the 95 percent confidence interval level with a margin of error of plus or minus 4.9 percent. In other words, if the study were to be replicated, 95 times out of 100 the results would be within 4.9 percentage points of the results achieved for the current survey. The margins of error for specific sub-samples are significantly higher.

The data is broken out by geographical regions of the state, as shown below. The number of surveys conducted in each county is representative of the population in that county.

Southern Region	Central & Western Region	Northern & Down East Region
Cumberland County	Androscoggin County	Aroostook County
Sagadahoc County	Franklin County	Hancock County
York County	Kennebec County	Penobscot County
	Knox County	Piscataquis County
	Lincoln County	Somerset County
	Oxford County	Washington County
	Waldo County	

The following report presents an analysis of the survey findings.

Please note that all figures may not add up to 100.0% due to the rounding of decimals.

FINDINGS

Approval of Citizen Referendum Process

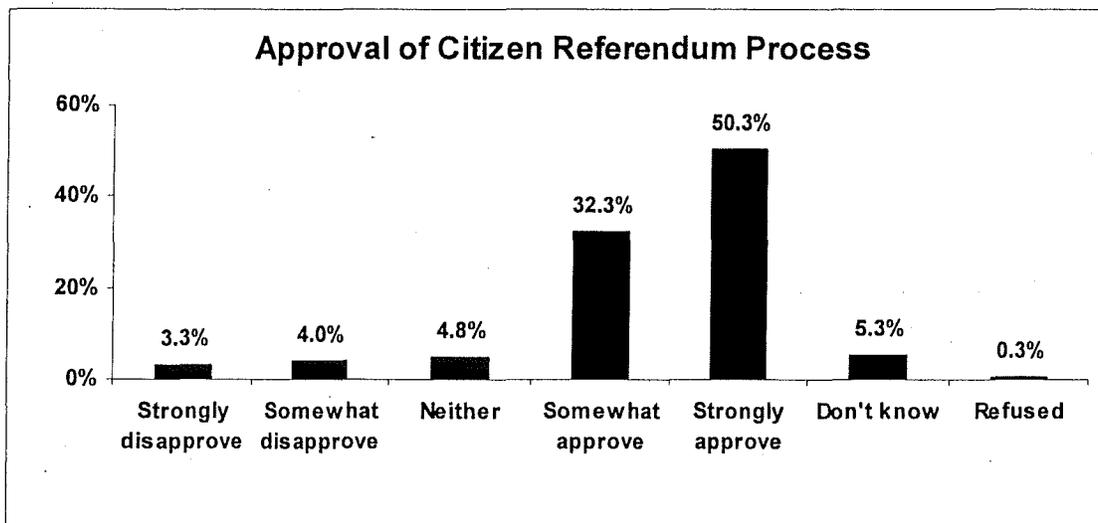
“Do you approve or disapprove of the citizen referendum process whereby Maine citizens can place an issue directly on the election ballot once they collect the required number of signatures? Is that strongly or somewhat approve/disapprove?”

More than eight in ten respondents (82.6%) indicated that they either “somewhat approve” (32.3%) or “strongly approve” (50.3%) of the citizen referendum process. Only 7.3% of respondents either “somewhat disapprove” (4.0%) or “strongly disapprove” (3.3%) of this process, and 4.8% “neither approve nor disapprove” of it. Five percent (5.3%) don't know how they feel about the process, and less than one percent (0.3%) refused to answer this question.

Respondents with higher annual household incomes are more likely than those with lower annual household incomes to approve of this process (“somewhat” or “strongly” combined). Support levels for the citizen referendum process are strongest in Southern Maine (85.2%), followed by Central/Western Maine (82.3%) and are the lowest in Northern/Down East Maine (79.1%).

Approval of Citizen Referendum Process:

	(N=400)
1 – Strongly disapprove	3.3%
2 – Somewhat disapprove	4.0%
3 – Neither approve nor disapprove	4.8%
4 – Somewhat approve	32.3%
5 – Strongly approve	50.3%
Don't know	5.3%
Refused	0.3%
Mean response	4.29



Opinion on Recently Approved Racino Referendum

"In the November 2003 elections, the following citizen initiative was passed by Maine voters. First, let me read you the wording of the ballot question: 'Do you want to allow slot machines at certain commercial horse racing tracks if part of the proceeds are used to lower prescription drug costs for the elderly and disabled, and for scholarships to the state universities and technical colleges?'"

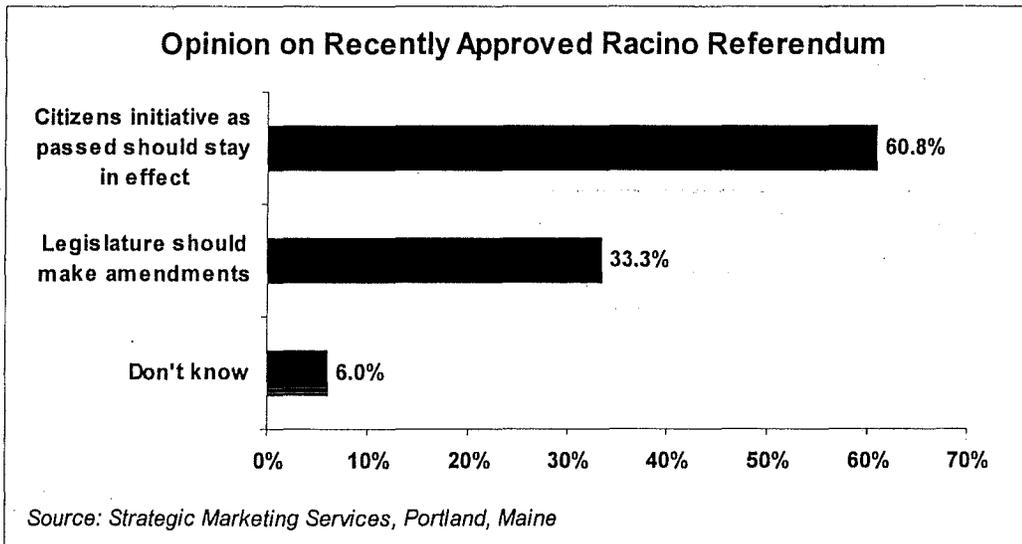
The Maine legislature is now considering a revised bill whose stated intent is to amend the content of the citizens referendum bill. These changes would be made retroactive to January 3rd, 2004, the date on which the citizens referendum became legally effective.

Which of the following two positions do you support?" (Choices were rotated)

Six in ten respondents (60.8%) think that the "citizens initiative as passed should continue to stay in effect". One-third of respondents (33.3%) indicated that the "legislature should make amendments to the new law as they see fit", and 6.0% are unsure.

Opinion on Recently Approved Racino Referendum:

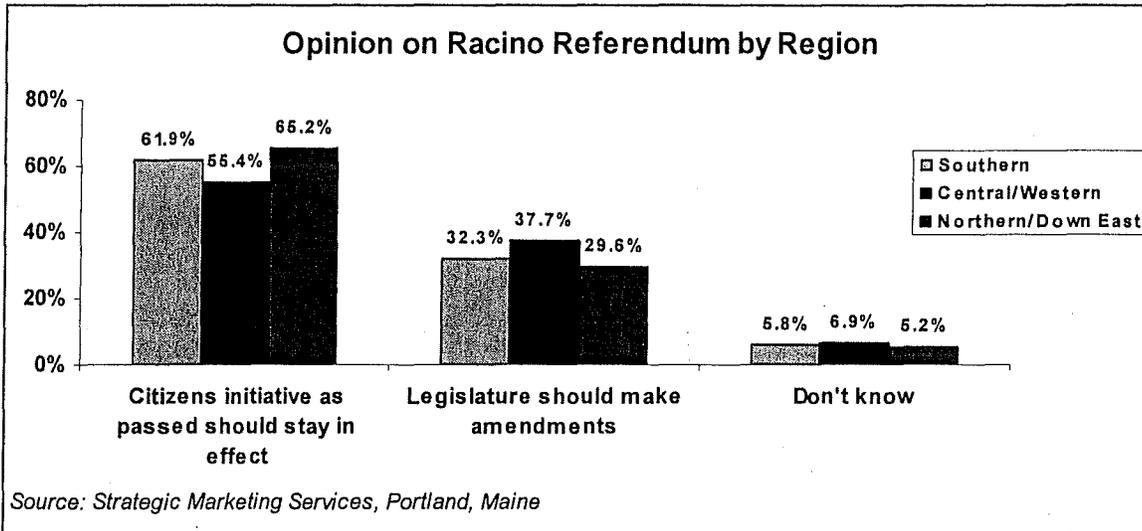
	(N=400)
Citizens initiative as passed should continue to stay in effect	60.8%
Legislature should make amendments to new law as they see fit	33.3%
Don't know	6.0%



Opinions on this Issue by Demographic Sub-Groups

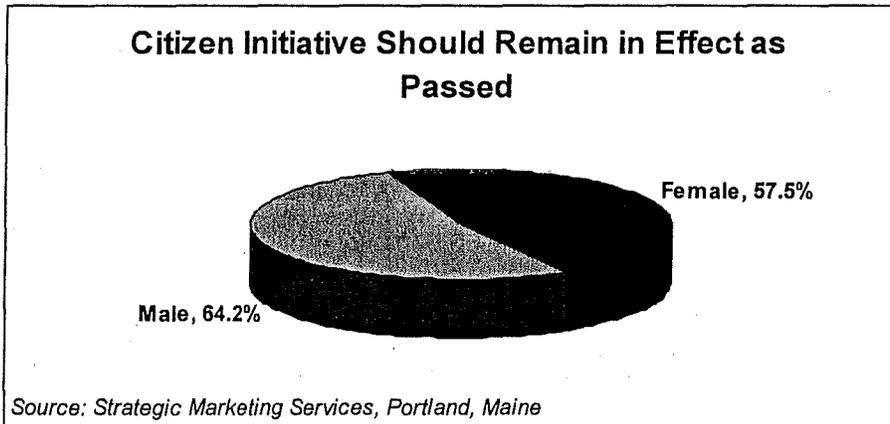
Region

Support for leaving the citizen initiative on Racinos in effect as passed is strongest in Northern/Down East Maine (65.2%), followed by Southern Maine (61.9%), and is the lowest in Central/Western Maine (55.4%).



Gender

Males (64.2%) support leaving the citizen initiative as passed in effect by a higher margin than females (57.5%).



Age and Income

The support level for allowing the citizen initiative on Racinos to stay in effect as passed is fairly consistent across all of the age groups, with the highest level of support being in the 18-34 age group (69.2%). With regard to income demographics, support for allowing the initiative to stay in effect as passed is also fairly consistent, though citizens with household incomes of less than \$35,000 are the most supportive (66.2%).