



Siletz.org



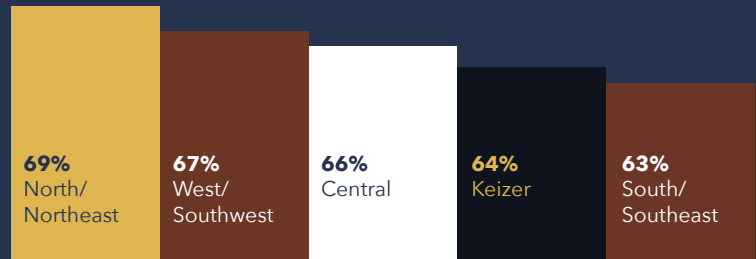
This is a concept drawing\*

# PUBLIC SENTIMENT

In April 2023, the Siletz Tribe enlisted DHM Research to conduct a poll of 600 Salem and Keizer-area residents to determine public sentiment about a local casino. Here are the key results:

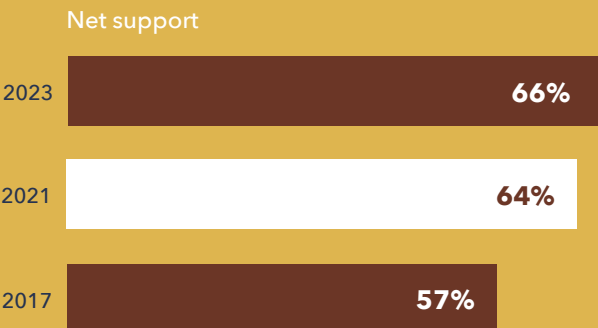
## AREA SUPPORT

North and northeast Salem residents are among the most supportive of the project.



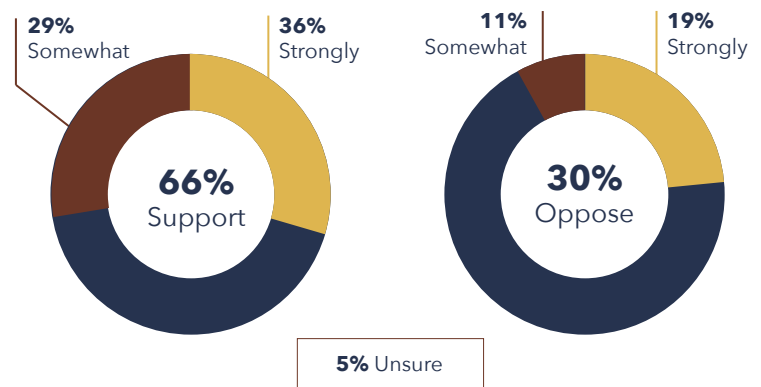
## SUSTAINED SUPPORT

Resident support for the project is similar or higher than similar studies conducted in 2017 and 2021.



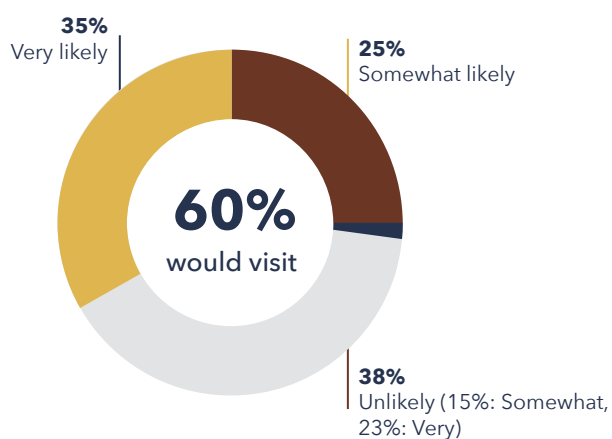
## RESIDENT SUPPORT

A strong majority of residents support a Salem-area casino, including nearly every demographic group.



## VISITING THE CASINO

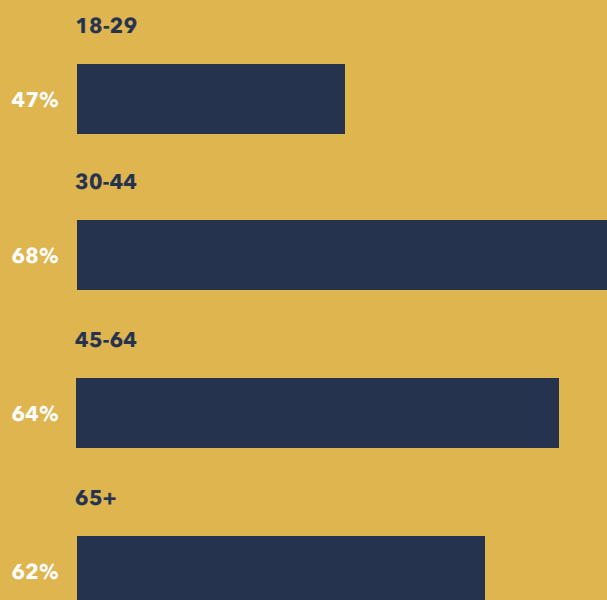
Regardless of people's opinions of the casino, 60% of local residents still say they're likely to visit.



## RESIDENTS LIKELY TO VISIT

Middle-aged residents are the most likely to visit the casino.

### AGE



## TOP 4 REASONS FROM LOCAL RESIDENTS TO OPPOSE THE CASINO PROJECT:

21%

Already Enough Casinos

19%

Opposed to Casinos/Gambling

13%

Increased Traffic

13%

Gambling Addictions

## THE COMMUNITY IS NOT CONVINCED THAT GOVERNOR KOTEK'S POSITION ON GAMING IS ENOUGH TO OPPOSE A NEW CASINO

60%

Kotek's One casino position is a poor reason to oppose the project.

69%

Kotek's opposition to expanding tribal gaming is a poor reason to oppose the project.