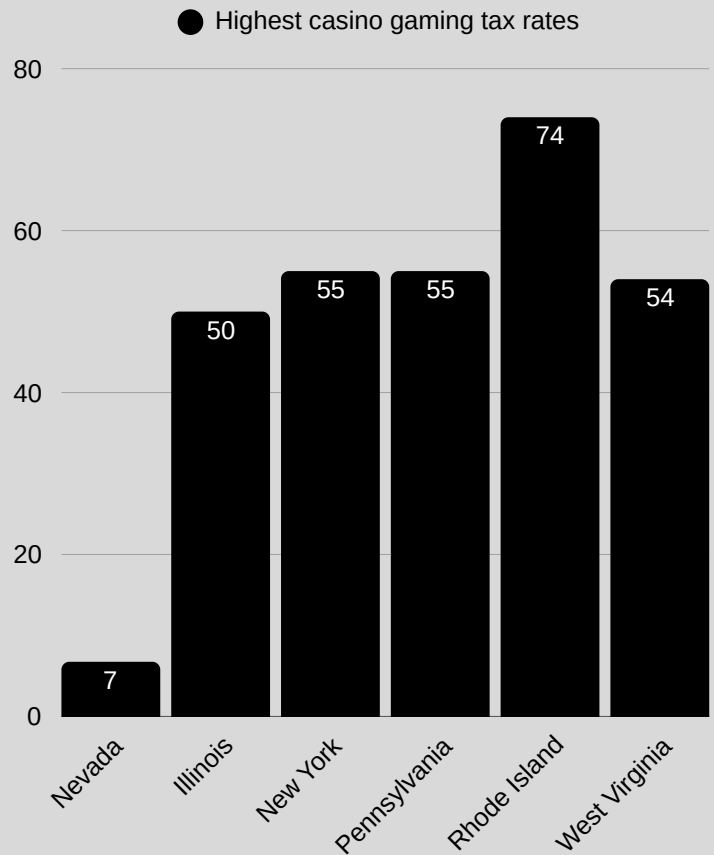# NEVADA CASINOS THRIVE IN LOTTERY STATES, EVEN WHILE PAYING HIGHER TAXES.

Why are the gaming companies and their allies afraid of letting Nevadans vote on a lottery?

Nevada gaming companies operate in many states where lotteries exist and pay much higher taxes.

Yet, gaming revenue continues to thrive in those states.

It's time for Nevada to modernize its policies and implement a state lottery to fund youth mental health and education!

● Highest casino gaming tax rates

State	Rate
Nevada	7
Illinois	50
New York	55
Pennsylvania	55
Rhode Island	74
West Virginia	54

DEBUNKING THE MYTH: DO LOTTERIES HURT CASINOS? NO!

➡ **FACT:** Mississippi casinos earned $2.4 BILLION in 2024 with an effective tax rate of approximately 12%. The Mississippi state lottery generated $80 million to roads and bridges and $45 million to education.

➡ **FACT:** Missouri casinos made $1.9 BILLION last year, while paying a 21% tax on gaming revenue. The Missouri state lottery generated $379 million in proceeds for education in 2024 alone.

➡ **FACT:** Nevada's gaming tax is one of the lowest in the US, but gaming executives fight against a state lottery that would fund youth mental health and education to protect their money-making monopoly.

CULINARY WORKERS UNION LOCAL 226 UNITEHERE!

NEVADA IS THE ONLY GAMING STATE WITHOUT A STATE LOTTERY. | GAMING THRIVES IN STATES WITH LOTTERIES AND MUCH HIGHER CASINO TAXES. | A LOTTERY ALLOWS THE STATE TO GENERATE REVENUE TO EXPAND YOUTH MENTAL HEALTH AND EDUCATION.

GAMING STATE	LOTTERY?	CASINO TAX RATE	COMMERCIAL CASINO OPERATORS ALSO IN NV
ARKANSAS	✅	13 – 20%	
COLORADO	✅	0.25 – 20%	Caesars, Bally's, Monarch, PENN, Full House
DELAWARE	✅	57% slots, 20% tables	Bally's
FLORIDA	✅	35%	Caesars, Phil Ruffin, Jeff Soffer
ILLINOIS	✅	15 – 50% slots, 15 – 20% tables	Caesars, PENN, Golden Nugget, Bally's, Hard Rock, Full House, Boyd
INDIANA	✅	15 – 40% for riverboats, additional 3.5% for casinos, 25 – 35% for racinos	Caesars, Hard Rock, Boyd, Full House, PENN, Bally's
IOWA	✅	5 – 24%	PENN, Caesars, Boyd, Bally's, Affinity Gaming
KANSAS	✅	27%	PENN, Boyd
LOUISIANA	✅	21.5% for riverboats, 36% for racino, 21.5% or $60m (whichever higher) for land-based casinos	Bally's, Boyd, Caesars, Golden Nugget, PENN
MAINE	✅	39% of GGR + 1% of handle for slots in racinos, 46% for slots in casinos, 16% tables	PENN
MARYLAND	✅	42 – 58% slots, 20% tables	MGM, Caesars, PENN, Century Casinos
MASSACHUSETTS	✅	25% for casinos, 49% slot parlors	Wynn, MGM, PENN
MICHIGAN	✅	19%	MGM, PENN
MISSISSIPPI	✅	4 – 8% state plus 3 – 4% municipal	Bally's, Caesars, Golden Nugget, Full House, MGM, PENN, Boyd
MISSOURI	✅	21%	PENN, Boyd, Bally's, Caesars, Century Casinos, Affinity Gaming
NEBRASKA	✅	20%	Caesars
NEW JERSEY	✅	9.25%	MGM, Caesars, Bally's, Hard Rock, Golden Nugget
NEW MEXICO	✅	46.25%	PENN
NEW YORK	✅	30-45% slots at casinos, 10% tables / 55% slots at racinos	Genting, MGM
OHIO	✅	33% at casinos / 33.5% at racinos	PENN, Boyd, Hard Rock, Caesars, MGM
PENNSYLVANIA	✅	55% slots, 16% table games	PENN, Caesars, Boyd
RHODE ISLAND	✅	71.85-74% slots, 16.5% tables	Bally's
SOUTH DAKOTA	✅	9%	
VIRGINIA	✅	18 – 30%	Caesars, Hard Rock
WEST VIRGINIA	✅	53.5% slots, 35% tables	PENN, Century Casinos

Culinary WORKERS UNION LOCAL 226 UNITEHERE!

FINAL RESULTS: Nevada Voter Survey
Sample Size: 500
Margin of Error: ± 4.4%
Interview Dates: March 5th – 9th, 2025

Language: English and Spanish
Sample: Likely November 2026 voters
Phones: Online (Text) and Telephone (Landline and mobile phone).

Results may not add to 100 due to rounding.

SECTION 1.   SCREENING

1.   In which language do you prefer to take the survey?

English	97
Spanish	3

2.   **IF CELLPHONE:** First, are you in a safe place where you can answer some survey questions over your cell phone?

YES	100

3.   In November of next year, there will be an election in which voters will vote for Governor, Congress, and for state and local offices.

How likely are you to vote in that election?

Please use a scale of 0 to 10, where 10 means you will definitely vote and 0 means you will definitely not vote.

6	4
7	1
8	3
9	2
10	90

4.   What is the most important issue facing Nevada?

Cost of living	36
Cost of housing	14
Crime	5
Jobs and the economy	8
Homelessness	4
Public schools	9
Deporting immigrants who commit crimes	11
Trump Admin/Saving Democracy	4
Other (Specify: _____)	9
Don't know	1

SECTION 2.   FAVORABILITIES

(Now I am going to read you/ Here are) the names of some figures and groups. For each (I/ you) read, please (tell me/ indicate) if you have a favorable or unfavorable opinion of the person or group. If you have not heard of the name, just (say so and we will move on/ indicate that).

IF FAVORABLE: Is that strongly favorable or just somewhat?
IF UNFAVORABLE: Is that strongly unfavorable or just somewhat?

		FAVORABLE		UNFAVORABLE		NO OPINION		SUMMARY	
		Strongly	Some-what	Some-what	Strongly	Heard of No opinion	Have not heard name	Favor-able	Unfavor-able
5.	Governor Joe Lombardo	23	26	22	19	8	2	**49**	**41**
6.	Nevada Democrats	23	19	11	39	4	4	**42**	**51**
7.	Nevada Republicans	29	18	11	37	3	3	**46**	**48**

8. Does Nevada need more revenue or less revenue to fund public services, like education, public safety, and mental health care for teenagers?
   IF ANSWER: is the much more/less, or only somewhat?

Much more	40	→**68%**
Somewhat more	28	
Somewhat less	11	→**18%**
Much less	7	
Don't know	14	

9. If the state needed to raise more revenue for mental health care for teenagers, should it increase taxes, or should the state find an alternative to raising our taxes?

Raising taxes	15
An alternative	76
Don't know	9

10. In general, do you think Nevada spends too much, too little, or the right amount on public services like education, public safety and mental health care for teenagers?

Too much	16
Too little	54
Right amount	13
Don't know	17

11.   When you gamble, do you usually go to a casino on the strip, a casino in your neighborhood, do you not gamble at Casinos, or do you not gamble at all?

On the strip	3
Off the strip	33
Not at Casinos	3
No Gambling at all	60
Don't know	1

12.   Have you played the lottery in other states?

Yes	70
No	30
Don't know	<1

13.   Do you consider buying lottery tickets to be the same as gambling or is it something different?

The same	60
Different	37
Don't know	3

14.   In general, would you support or oppose the creation of a Nevada State Lottery System?

        IF SUPPORT / OPPOSE: is that strongly support/oppose, or just somewhat?

Support; Strong	54
Support; Somewhat	25
Oppose; Somewhat	5
Oppose; Strong	5
Don't know	11

→**79%**

→**10%**

15.   Supporters of the creation of a state lottery say a lottery is a way to increase revenue for public services instead of increasing taxes.

        Opponents of the lottery say this will compete with Nevada's casino industry which is the primary source of state revenue for public services.

        Now that you have heard more, would you support or oppose the creation of a Nevada State Lottery System?

        IF SUPPORT / OPPOSE: is that strongly support/oppose, or just somewhat?

Support; Strong	55
Support; Somewhat	26
Oppose; Somewhat	6
Oppose; Strong	6
Don't know	7

→**81%**

→**12%**

16.   Do you agree or disagree with the following statement:

        Casinos oppose the creation of a state lottery system because they do not want competition.

        IF AGREE/DISAGREE: is that strongly agree/disagree, or just somewhat?

Agree; Strong	57
Agree; Somewhat	24
Disagree; Somewhat	5
Disagree; Strong	4
Don't know	9

→**81%**

→**10%**

17.   The creation of a state lottery is expected to bring in millions of dollars in revenue annually for public services like education, public safety and mental health care for teenagers.

Now that you have heard more, would you support or oppose the creation of a Nevada State Lottery System?

IF SUPPORT / OPPOSE: is that strongly support/oppose, or just somewhat?

Support; Strong	61	→**84%**
Support; Somewhat	23	
Oppose; Somewhat	4	→**11%**
Oppose; Strong	7	
Don't know	5	

ASK SUMMARY:

	SUPPORT	OPPOSE	DON'T KNOW
Q16. ASK 1: NV Lottery System	79	10	11
Q17. ASK 2: After Arguments	81	12	7
Q19 ASK 3: After More Information	84	11	5

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18.   Currently, Nevada's constitution prohibits the creation of a state lottery. Legislators have proposed a constitutional amendment that would allow Nevadans to vote on having a state lottery system.

Do you support or oppose the legislature's efforts to create a state of Nevada Lottery System?

IF ANSWER: Is that strongly support/oppose, or just somewhat?

Support; Strong	58	→**80%**
Support; Somewhat	22	
Oppose; Somewhat	6	→**14%**
Oppose; Strong	8	
Don't know	6	

19.   Some Democrats who have previously supported the creation of a state lottery system have changed their stance and now are uncertain about allowing Nevadans to vote on a state lottery system.

What do you think is the most likely reason for their change in support:

Law makers are concerned with the lost gaming revenue.	10
Law makers are buckling to the gaming industry money and pressure to keep the lottery off the ballot	63
Other (VOL) RECORD: _____	10
Don't know	17

20.   In the next election for state representative, which candidate would you more likely vote for: **ROTATE**

A candidate who supports allowing Nevadans to vote for a state lottery system.

A candidate who opposes allowing Nevadans to vote for a state lottery system

IF ANSWER: is that much more likely or just somewhat?

Supports Lottery; Much More	38	→**69%**
Supports Lottery; Somewhat More	31	
Opposes Lottery; Somewhat More	4	→**9%**
Opposes Lottery; Much More	5	
Don't know	22	

Thank you for your patience. Now some last questions about yourself for statistical purposes.

21.   What is your age?

Under 35	13
35-44	14
45-54	15
55-64	21
65+	37

22.   Are you…?

Female	50
Male	50
Other (Specify: _____)	0
Prefer not to say	0

23.   Which of the following best describes you?

Latino or Hispanic	14
White or Caucasian	74
Black or African American	4
Asian American or Pacific Islander	3
Native American	2
Mixed Race (Specify: _____)	1
Something else (Specify: _____)	<1
Prefer not to say	1

24.   Do you currently have any children under the age of 18 at home?

Yes	16
No	84
Don't know	0

25.   **IF YES:** Do your children attend public school, private school, or both? **(n=82)**

Public School	64
Private School	13
Both	8
Not old enough to attend school	10
Other: Specify	3
Don't know	1

26.   Which of the following best describes your educational background?

Did not graduate high school	1
High school graduate	11
Attended technical or vocational school	9
Attended some college, but no degree	23
Graduated 2-year college with an associate's degree	14
Graduated 4-year college with a bachelor's degree	22
Obtained a master's, Ph.D., or professional degree	20
Prefer not to say	0

27.   Which describes your living situation currently?

Own my home or apartment	71
Rent my home or apartment	22
Live with family	6
Live in dorms	0
Don't have stable housing	1
Other (Specify: _____)	<1
Don't know	<1

28.   Are you, or is anyone in your household a teacher or work in the school district?

IF YES: Is that you, a member of your household, or both?

Yes, self only	5	
Yes, household member only	5	→**11%**
Yes, both self and household	1	
Nobody in household	88	
Don't know	1	

29.   Are you, or is anyone in your household a member of a labor union or employee association?

IF YES: Is that you, a member of your household, or both?

Yes, self only	7	
Yes, household member only	7	→**18%**
Yes, both self and household	4	
Nobody in household	80	
Don't know	2	

30. When it comes to politics, which of the following best describes you?

Progressive	10
Liberal	20
Moderate	28
Conservative	39
Other (Specify: _____)	1
Don't know	3

31. Regardless of with which party you are registered – which political party do you most closely identify with: Democratic, Republican, or are you an Independent?

IF DEMOCRAT: Do you consider yourself a strong Democrat, or not so strong?
IF INDEPENDENT: Do you lean more toward the Republican Party or more toward the Democratic Party?
IF REPUBLICAN: Do you consider yourself a strong Republican, or not so strong?

Democrat, Strong	25	
Democrat, Not So Strong	4	→42%
Independent, Lean Democrat	13	
Independent	8	
Independent, Lean Republican	10	
Republican, Not So Strong	8	→49%
Republican, Strong	30	
Other Party	2	
Prefer not to say	0	

32. For whom did you vote in the 2024 election for President, or did you skip that election?

Donald Trump	49
Kamala Harris	46
Other: (Specify: _____)	1
Did not vote	<1
Was not eligible to vote	0
Don't remember	0
Prefer not to say	3

That's all the questions I have. Thank you for your time.

33. RECORD PARTY

DEMOCRAT	35
REPUBLICAN	37
OTHER PARTY	2
NO PARTY PREFERENCE	25

FIRM DESCRIPTION

For over 25 years, David Binder Research has provided research and insight to political, government, and private sector clients.

Our strength lies in our pioneering use of new research technologies, our hybrid qualitative and quantitative techniques, and our ability to devise innovative, customizable services that suit the specifications of each individual client.

DBR has played an integral research role in each of the last four Democratic campaigns for President. We enjoyed providing a long-term ongoing research and consultative relationship during the eight years of the Obama Presidency, and are proud to have provided similar work for the Biden White House. We are also proud to be the lead pollster for all of Vice-President Kamala Harris' campaigns, including her very first run for San Francisco District Attorney in 2003.

But DBR doesn't only work in higher profile national work; we also have provided award-winning messaging work for a variety of initiatives and candidates up and down the ballot, from local city council races, county commissioner or Supervisor races, or Gubernatorial and Senatorial races. We assist small non-profits, foundations and advocacy organizations on the top issues of the day, including jobs and the economy, health care, education, immigration, guns, the environment and climate change, civil rights, criminal justice, taxes and regulations, voting rights, international affairs, labor relations, and everything in-between.

We pride ourselves on learning everything there is to know about the issue at hand, so that we can ask the right questions about it – thus engendering the most effective and illuminating response for our clients.

DBR's methodology encompasses traditional and cutting-edge strategies, qualitative and quantitative techniques. DBR has never been one to be comfortable with traditional research methods, and continues to test new ways to ask questions, new ways to reach out to voters for research purposes, and new analytical tools to help understand the data.

As response rates in polling continue to decline, DBR examines new ways to reach those segments of the population that are unlikely to participate in typical research projects. We have spoken to those who refuse to own a cell phone, and to those who don't own a television, or refuse to watch a network or cable news broadcast. We talk to voters throughout the country, in small towns and rural communities, as well as the urban core.

We meet people where they are, and not only conduct focus groups in traditional facilities, but conduct groups online, and visit voters in their homes to gather opinions and observe their habits in real time.

As voter and consumer research methods continue to evolve, DBR continues to as well. Our thirst to provide accurate research motivates our continued self-evaluation of our research practices in a never-ending quest to better serve our clients.