

# Equine Fatality Crisis Insights

## Agenda of Key Findings

May 2, 2019

Prepared for The Jockey Club



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### Methodology

PSB conducted online interviews from April 16–21, 2019 among n=700 US likely voters (nationally) and n=500 Kentucky likely voters. As noted in this report, certain questions were only asked of Kentucky likely voters and other questions were only asked of US likely voters (nationally). The margin of error for US likely voters is +/- 3.70% at the 95% confidence level. The margin of error for Kentucky likely voters is +/- 4.38% at the 95% confidence level. Some percentages may total more or less than 100% due to rounding.

### Definition of Crosstabs

| Crosstab                     |   |  | Definition of crosstab  | %    |
|------------------------------|---|--|---|------|
| AMONG KENTUCKY LIKELY VOTERS | KY LVs (All)                              |  | Kentucky adults (age 18+) who say they are registered to vote, voted in the November 2016 election, and “definitely will vote” in the next election for Governor and other state offices in Kentucky      | 100% |
|                              | Horse racing FANS                         |  | Kentucky likely voters who strongly agree with the statement “I consider myself to be a fan of horse racing”  | 18   |
|                              | Works in racing (self, family, or friend) |  | Kentucky likely voters who say they or someone they know (including friends and family) work in the horse racing industry, which could include horse breeding, horse racing, or any job related to horses | 11   |
|                              | Gender                                    | M  | Male  | 48   |
|                              |   | F  | Female  | 52   |
|                              | Age                                       | <50  | Ages 18-49  | 44   |
|                              |   | 50-64  | Ages 50-64  | 29   |
|                              |   | 65+  | Ages 65+  | 27   |
|                              | Considers Self                            | D  | Regardless of party registration, considers self “Democrat”   | 43   |
|                              |   | R  | Regardless of party registration, considers self “Republican”   | 45   |
| I                            |   | Regardless of party registration, considers self “Independent” or “something else” | 12  |      |
| AMONG US LIKELY VOTERS       | US LV (all)                               |  | US adults (18+) who say they are registered to vote, voted in the November 2016 election, and “definitely will vote” in the next election for President and Congress                                      | 100% |
|                              | Gender                                    | M  | Male  | 48   |
|                              |   | F  | Female  | 52   |
|                              | Age                                       | <50  | Ages 18-49  | 51   |
|                              |   | 50-64  | Ages 50-64  | 27   |
|                              |   | 65+  | Ages 65+  | 23   |
|                              | Considers Self                            | D  | Regardless of party registration, considers self “Democrat”   | 36   |
|                              |   | R  | Regardless of party registration, considers self “Republican”   | 31   |
|                              |   | I  | Regardless of party registration, considers self “Independent” or “something else”  | 33   |
|                              | Race                                      | W  | Race/ethnicity: White   | 69   |
|                              |   | B  | Race/ethnicity: Black or African-American   | 13   |
|                              |   | H  | Race/ethnicity: Hispanic or Latino  | 9    |
|                              |   | O  | Race/ethnicity: Other / something else  | 9    |

## Key Findings

1. **ONLY AMONG KENTUCKY LIKELY VOTERS:** In general, would you say things in Kentucky are headed in the right direction, or would you say that things are headed down the wrong track?

| (% Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    |
|------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|
|                  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    |
|                  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |
| Right direction  | 44                           | 60                      | 54   | 48     | 41 | 40  | 46        | 48  | 18            | 69 | 44 |
| Wrong track      | 56                           | 40                      | 46   | 52     | 59 | 60  | 54        | 52  | 82            | 31 | 56 |

2. **ONLY AMONG US LIKELY VOTERS:** In general, would you say things in the United States are headed in the right direction, or would you say things are headed down the wrong track?

| (% Likely Voters | AMONG US LIKELY VOTERS |        |    |     |       |     |               |    |    |      |    |    |    |
|------------------|------------------------|--------|----|-----|-------|-----|---------------|----|----|------|----|----|----|
|                  | US<br>LVs<br>(All)     | Gender |    | Age |       |     | Consider Self |    |    | Race |    |    |    |
|                  |                        | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Right direction  | 41                     | 43     | 40 | 40  | 45    | 42  | 12            | 80 | 37 | 44   | 21 | 43 | 49 |
| Wrong track      | 59                     | 57     | 60 | 60  | 55    | 58  | 88            | 20 | 63 | 56   | 79 | 57 | 51 |

## 3. When you think of Thoroughbred horse racing, what comes to mind? (OPEN END – CODED)

| (% ) Likely Voters                      | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Specific races                          | 43                           | 40                      | 35   | 42     | 44 | 40  | 40        | 50  | 45            | 42 | 38 | 24                     | 27     | 20 | 14  | 31        | 36  | 22            | 24 | 26 | 27   | 24 | 9  | 14 |
| Specific racetracks                     | 16                           | 16                      | 24   | 15     | 16 | 15  | 17        | 14  | 16            | 14 | 18 | 2                      | 2      | 1  | 2   | 3         | 2   | 1             | 2  | 3  | 3    | 1  | 0  | 0  |
| Gambling / betting                      | 5                            | 3                       | 5  | 7      | 3  | 5   | 5         | 6   | 3             | 7  | 4  | 9                      | 9      | 8  | 12  | 6         | 4   | 9             | 9  | 9  | 8    | 11 | 10 | 9  |
| Specific cities/states                  | 4                            | 5                       | 7  | 4      | 4  | 5   | 4         | 3   | 4             | 4  | 4  | 1                      | 1      | 1  | 1   | 1         | 0   | 1             | 1  | 1  | 0    | 0  | 5  | 3  |
| Beautiful/strong horses                 | 3                            | 1                       | 4  | 3      | 2  | 3   | 3         | 2   | 4             | 3  | 0  | 7                      | 6      | 8  | 7   | 7         | 8   | 5             | 8  | 8  | 7    | 7  | 6  | 8  |
| Inhumane / abuse                        | 3                            | 0                       | 0  | 2      | 4  | 4   | 2         | 1   | 3             | 2  | 4  | 5                      | 3      | 7  | 6   | 6         | 3   | 7             | 4  | 4  | 6    | 0  | 7  | 5  |
| Horses / racing                         | 2                            | 5                       | 4  | 3      | 2  | 3   | 2         | 1   | 2             | 3  | 2  | 9                      | 8      | 10 | 10  | 7         | 9   | 11            | 9  | 7  | 8    | 9  | 16 | 11 |
| Good for Kentucky /<br>the economy      | 2                            | 6                       | 2  | 2      | 3  | 2   | 1         | 4   | 3             | 2  | 3  | 1                      | 0      | 1  | 1   | 0         | 0   | 1             | 1  | 0  | 0    | 0  | 3  | 3  |
| Horse injuries / deaths/<br>Santa Anita | 2                            | 1                       | 0  | 1      | 3  | 1   | 3         | 2   | 3             | 1  | 1  | 2                      | 2      | 3  | 2   | 3         | 3   | 2             | 1  | 4  | 3    | 0  | 2  | 0  |
| Negative on gambling                    | 2                            | 1                       | 0  | 3      | 1  | 1   | 3         | 2   | 1             | 2  | 2  | 1                      | 1      | 0  | 1   | 0         | 1   | 0             | 1  | 1  | 1    | 0  | 0  | 0  |
| Specific horses                         | 1                            | 3                       | 0  | 1      | 1  | 0   | 2         | 1   | 1             | 1  | 2  | 4                      | 6      | 2  | 2   | 2         | 10  | 2             | 4  | 5  | 4    | 0  | 5  | 6  |
| Triple Crown                            | 1                            | 0                       | 0  | 1      | 0  | 0   | 1         | 2   | 0             | 1  | 2  | 5                      | 6      | 3  | 4   | 7         | 4   | 3             | 7  | 4  | 6    | 4  | 2  | 0  |
| Competition                             | 1                            | 1                       | 0  | 1      | 1  | 1   | 0         | 0   | 1             | 1  | 0  | 2                      | 2      | 3  | 1   | 2         | 4   | 3             | 2  | 1  | 2    | 5  | 0  | 3  |
| Money                                   | 1                            | 1                       | 0  | 0      | 1  | 0   | 2         | 0   | 0             | 1  | 1  | 2                      | 2      | 2  | 2   | 2         | 1   | 2             | 1  | 3  | 2    | 2  | 0  | 0  |
| Elitist / snobby                        | 1                            | 0                       | 0  | 1      | 1  | 1   | 1         | 0   | 1             | 0  | 0  | 4                      | 4      | 3  | 6   | 2         | 2   | 4             | 3  | 5  | 3    | 4  | 5  | 5  |
| General positive                        | 5                            | 13                      | 14   | 4      | 6  | 7   | 4         | 3   | 4             | 5  | 8  | 5                      | 6      | 4  | 6   | 3         | 4   | 5             | 6  | 4  | 5    | 6  | 4  | 7  |
| General negative                        | 2                            | 0                       | 0  | 2      | 1  | 2   | 2         | 1   | 1             | 2  | 2  | 3                      | 2      | 4  | 4   | 3         | 2   | 3             | 3  | 3  | 3    | 4  | 5  | 3  |
| All other negative                      | 2                            | 1                       | 2  | 3      | 1  | 1   | 3         | 2   | 2             | 3  | 0  | 3                      | 2      | 3  | 3   | 2         | 2   | 2             | 2  | 3  | 2    | 3  | 0  | 6  |
| Other                                   | 3                            | 1                       | 1  | 2      | 3  | 4   | 4         | 1   | 2             | 3  | 8  | 8                      | 6      | 8  | 9   | 8         | 2   | 9             | 5  | 7  | 5    | 12 | 7  | 12 |
| Don't know                              | 3                            | 3                       | 2  | 3      | 2  | 3   | 1         | 3   | 3             | 3  | 0  | 6                      | 4      | 7  | 7   | 5         | 5   | 7             | 6  | 4  | 4    | 9  | 14 | 6  |

4. Would you say horses getting injured while racing has become...?

| (%) Likely Voters           | AMONG KENTUCKY LIKELY VOTERS |                   |   |        |    |     |       |     |               |    | AMONG US LIKELY VOTERS |              |        |    |     |       |     |               |    |    |      |    |    |    |
|-----------------------------|------------------------------|-------------------|---|--------|----|-----|-------|-----|---------------|----|------------------------|--------------|--------|----|-----|-------|-----|---------------|----|----|------|----|----|----|
|                             | KY LVs (All)                 | Horse racing FANS | Works in racing (self, family, or friend) | Gender |    | Age |       |     | Consider Self |    |                        | US LVs (All) | Gender |    | Age |       |     | Consider Self |    |    | Race |    |    |    |
|                             |                              |                   |   | M      | F  | <50 | 50-64 | 65+ | D             | R  | I                      |              | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| More common in recent years | 47                           | 42                | 40  | 48     | 46 | 37  | 52    | 58  | 46            | 50 | 44                     | 37           | 35     | 39 | 38  | 39    | 32  | 41            | 36 | 34 | 39   | 28 | 38 | 33 |
| Less common in recent years | 15                           | 18                | 12  | 17     | 13 | 19  | 8     | 17  | 12            | 17 | 18                     | 18           | 18     | 18 | 21  | 13    | 17  | 19            | 19 | 17 | 15   | 27 | 19 | 28 |
| Has not changed             | 38                           | 40                | 48  | 35     | 40 | 44  | 40    | 25  | 42            | 33 | 39                     | 45           | 47     | 43 | 40  | 48    | 51  | 40            | 45 | 50 | 46   | 45 | 43 | 39 |

5. In your opinion, how important are the following issues for the Thoroughbred horse racing industry to address?

**(SUMMARY)**

| (%) “Very important”         | AMONG KENTUCKY<br>LIKELY VOTERS |                         |  | US LVs<br>(All) |
|------------------------------|---------------------------------|-------------------------|--|-----------------|
|                              | KY LVs<br>(All)                 | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) |                 |
| Horse fatalities             | 70                              | 75                      | 67   | 69              |
| Drugs                        | 70                              | 73                      | 68   | 65              |
| Integrity issues, corruption | 63                              | 72                      | 68   | 63              |
| Image of the sport           | 40                              | 63                      | 42   | 41              |
| Lack of central authority    | 33                              | 56                      | 41   | 34              |
| TV coverage                  | 32                              | 59                      | 45   | 28              |
| Field size                   | 30                              | 51                      | 33   | 28              |
| Wagering menu                | 25                              | 48                      | 33   | 22              |
| Takeout                      | 18                              | 39                      | 24   | 20              |

6. In your opinion, how important are the following issues for the Thoroughbred horse racing industry to address?

### Horse fatalities

| (%) Likely Voters    | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very important       | 70                           | 75                      | 67   | 64     | 75 | 67  | 73        | 71  | 72            | 71 | 61 | 69                     | 60     | 77 | 67  | 72        | 71  | 71            | 69 | 67 | 71   | 65 | 62 | 68 |
| Somewhat important   | 21                           | 19                      | 24   | 25     | 18 | 22  | 21        | 20  | 22            | 19 | 27 | 18                     | 23     | 14 | 21  | 19        | 11  | 17            | 15 | 21 | 17   | 17 | 21 | 24 |
| Not very important   | 2                            | 4                       | 3  | 3      | 2  | 3   | 1         | 2   | 2             | 2  | 5  | 3                      | 5      | 1  | 4   | 1         | 5   | 3             | 3  | 3  | 3    | 2  | 4  | 2  |
| Not at all important | 1                            | 0                       | 0  | 1      | 0  | 1   | 0         | 1   | 1             | 0  | 4  | 2                      | 2      | 2  | 2   | 2         | 2   | 3             | 2  | 1  | 2    | 5  | 5  | 0  |
| Don't know           | 6                            | 3                       | 6  | 8      | 4  | 6   | 6         | 7   | 3             | 9  | 3  | 8                      | 10     | 6  | 6   | 7         | 11  | 5             | 10 | 8  | 7    | 11 | 9  | 6  |

7. In your opinion, how important are the following issues for the Thoroughbred horse racing industry to address?

### Drugs

| (%) Likely Voters    | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very important       | 70                           | 73                      | 68   | 63     | 77 | 65  | 74        | 73  | 74            | 67 | 63 | 65                     | 54     | 76 | 62  | 66        | 71  | 71            | 66 | 59 | 66   | 60 | 72 | 65 |
| Somewhat important   | 19                           | 18                      | 25   | 24     | 14 | 20  | 18        | 17  | 16            | 20 | 25 | 20                     | 27     | 13 | 20  | 22        | 16  | 16            | 21 | 23 | 22   | 16 | 14 | 14 |
| Not very important   | 5                            | 5                       | 1  | 7      | 3  | 7   | 3         | 5   | 4             | 6  | 7  | 7                      | 10     | 3  | 9   | 3         | 7   | 6             | 5  | 10 | 5    | 10 | 12 | 12 |
| Not at all important | 1                            | 2                       | 2  | 1      | 1  | 2   | 0         | 1   | 1             | 1  | 3  | 1                      | 1      | 1  | 2   | 1         | 0   | 2             | 1  | 0  | 1    | 4  | 0  | 0  |
| Don't know           | 5                            | 1                       | 4  | 6      | 5  | 5   | 5         | 5   | 5             | 5  | 3  | 7                      | 8      | 6  | 7   | 8         | 6   | 5             | 8  | 8  | 7    | 10 | 2  | 9  |

8. In your opinion, how important are the following issues for the Thoroughbred horse racing industry to address?

**Integrity issues, corruption**

| (%) Likely Voters    | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very important       | 63                           | 72                      | 68   | 60     | 66 | 60  | 68        | 63  | 64            | 63 | 59 | 63                     | 57     | 69 | 62  | 66        | 62  | 68            | 58 | 63 | 63   | 64 | 66 | 62 |
| Somewhat important   | 26                           | 22                      | 23   | 27     | 25 | 28  | 23        | 26  | 26            | 24 | 33 | 25                     | 29     | 20 | 26  | 24        | 23  | 22            | 30 | 22 | 25   | 17 | 28 | 26 |
| Not very important   | 5                            | 4                       | 3  | 8      | 3  | 5   | 5         | 6   | 5             | 6  | 2  | 5                      | 7      | 3  | 6   | 4         | 5   | 4             | 4  | 8  | 5    | 7  | 3  | 6  |
| Not at all important | 1                            | 1                       | 1  | 0      | 1  | 1   | 0         | 1   | 1             | 0  | 3  | 1                      | 1      | 1  | 1   | 2         | 0   | 2             | 0  | 1  | 1    | 4  | 0  | 0  |
| Don't know           | 5                            | 1                       | 6  | 5      | 5  | 6   | 5         | 4   | 4             | 6  | 3  | 6                      | 6      | 6  | 5   | 5         | 9   | 4             | 8  | 7  | 6    | 8  | 2  | 6  |

9. In your opinion, how important are the following issues for the Thoroughbred horse racing industry to address?

**Image of the sport**

| (%) Likely Voters    | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very important       | 40                           | 63                      | 42   | 38     | 43 | 38  | 41        | 43  | 36            | 45 | 38 | 41                     | 42     | 40 | 36  | 42        | 51  | 46            | 36 | 39 | 39   | 46 | 46 | 37 |
| Somewhat important   | 38                           | 23                      | 47   | 38     | 39 | 37  | 37        | 41  | 41            | 38 | 28 | 33                     | 36     | 32 | 32  | 35        | 35  | 28            | 38 | 35 | 35   | 30 | 25 | 34 |
| Not very important   | 13                           | 12                      | 4  | 15     | 10 | 13  | 13        | 12  | 12            | 10 | 24 | 15                     | 12     | 17 | 19  | 14        | 6   | 16            | 12 | 17 | 14   | 14 | 16 | 21 |
| Not at all important | 3                            | 1                       | 4  | 3      | 3  | 6   | 2         | 1   | 5             | 1  | 5  | 3                      | 3      | 3  | 4   | 2         | 2   | 3             | 4  | 2  | 3    | 1  | 5  | 3  |
| Don't know           | 5                            | 1                       | 4  | 6      | 5  | 6   | 7         | 2   | 5             | 6  | 5  | 8                      | 8      | 8  | 9   | 8         | 7   | 6             | 10 | 8  | 8    | 9  | 7  | 6  |

10. In your opinion, how important are the following issues for the Thoroughbred horse racing industry to address?

**Lack of central authority**

| (%) Likely Voters    | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very important       | 33                           | 56                      | 41   | 30     | 35 | 37  | 28        | 31  | 34            | 35 | 22 | 34                     | 32     | 36 | 36  | 36        | 29  | 42            | 33 | 27 | 29   | 46 | 59 | 36 |
| Somewhat important   | 35                           | 29                      | 29   | 33     | 37 | 33  | 39        | 34  | 35            | 36 | 31 | 31                     | 30     | 32 | 29  | 32        | 32  | 32            | 33 | 27 | 33   | 29 | 19 | 24 |
| Not very important   | 15                           | 12                      | 11   | 20     | 10 | 13  | 14        | 20  | 13            | 14 | 26 | 15                     | 19     | 11 | 17  | 13        | 12  | 12            | 12 | 21 | 16   | 8  | 7  | 24 |
| Not at all important | 5                            | 1                       | 6  | 5      | 4  | 5   | 5         | 3   | 5             | 4  | 5  | 3                      | 4      | 2  | 3   | 2         | 4   | 2             | 2  | 4  | 3    | 3  | 3  | 0  |
| Don't know           | 13                           | 3                       | 13   | 13     | 13 | 12  | 14        | 12  | 13            | 11 | 15 | 17                     | 15     | 20 | 15  | 16        | 23  | 13            | 19 | 21 | 19   | 15 | 12 | 16 |

11. In your opinion, how important are the following issues for the Thoroughbred horse racing industry to address?

**TV coverage**

| (%) Likely Voters    | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very important       | 32                           | 59                      | 45   | 34     | 31 | 32  | 32        | 34  | 29            | 39 | 21 | 28                     | 33     | 24 | 30  | 25        | 30  | 33            | 27 | 25 | 25   | 38 | 44 | 22 |
| Somewhat important   | 35                           | 22                      | 31   | 35     | 35 | 31  | 38        | 39  | 35            | 35 | 38 | 29                     | 30     | 28 | 28  | 31        | 29  | 30            | 30 | 26 | 29   | 34 | 18 | 33 |
| Not very important   | 18                           | 16                      | 10   | 17     | 19 | 21  | 17        | 15  | 22            | 13 | 24 | 21                     | 19     | 23 | 21  | 25        | 18  | 16            | 20 | 28 | 22   | 16 | 18 | 25 |
| Not at all important | 5                            | 1                       | 2  | 5      | 5  | 6   | 3         | 5   | 6             | 4  | 5  | 10                     | 9      | 11 | 12  | 8         | 8   | 12            | 9  | 9  | 11   | 1  | 18 | 10 |
| Don't know           | 9                            | 2                       | 11   | 8      | 10 | 10  | 10        | 7   | 8             | 10 | 13 | 11                     | 9      | 13 | 10  | 11        | 16  | 9             | 13 | 12 | 13   | 11 | 2  | 9  |

12. In your opinion, how important are the following issues for the Thoroughbred horse racing industry to address?

**Field size**

| (%) Likely Voters    | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very important       | 30                           | 51                      | 33   | 26     | 34 | 33  | 27        | 29  | 28            | 35 | 17                     | 28                 | 27     | 29 | 31  | 25        | 27  | 37            | 26 | 21 | 24   | 42 | 40 | 29 |
| Somewhat important   | 34                           | 28                      | 42   | 34     | 34 | 32  | 35        | 37  | 34            | 36 | 29                     | 26                 | 24     | 27 | 24  | 30        | 27  | 22            | 34 | 22 | 28   | 19 | 19 | 28 |
| Not very important   | 15                           | 14                      | 12   | 20     | 11 | 15  | 15        | 16  | 17            | 10 | 27                     | 19                 | 21     | 18 | 20  | 22        | 14  | 19            | 14 | 25 | 20   | 21 | 20 | 17 |
| Not at all important | 5                            | 4                       | 2  | 7      | 3  | 6   | 5         | 2   | 6             | 4  | 3                      | 6                  | 7      | 4  | 7   | 4         | 5   | 6             | 4  | 7  | 6    | 3  | 9  | 6  |
| Don't know           | 16                           | 3                       | 10   | 13     | 19 | 14  | 18        | 16  | 15            | 15 | 25                     | 20                 | 20     | 21 | 18  | 19        | 27  | 16            | 22 | 24 | 23   | 14 | 12 | 21 |

13. In your opinion, how important are the following issues for the Thoroughbred horse racing industry to address?

**Wagering menu**

| (%) Likely Voters    | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very important       | 25                           | 48                      | 33   | 26     | 23 | 30  | 19        | 21  | 26            | 26 | 16                     | 22                 | 23     | 21 | 24  | 19        | 22  | 31            | 19 | 15 | 18   | 39 | 32 | 21 |
| Somewhat important   | 29                           | 30                      | 26   | 28     | 30 | 26  | 32        | 32  | 30            | 32 | 20                     | 25                 | 23     | 26 | 25  | 26        | 23  | 26            | 28 | 21 | 25   | 27 | 19 | 24 |
| Not very important   | 22                           | 17                      | 20   | 23     | 21 | 21  | 25        | 20  | 20            | 19 | 35                     | 21                 | 23     | 20 | 21  | 23        | 21  | 17            | 20 | 27 | 24   | 7  | 24 | 15 |
| Not at all important | 4                            | 2                       | 1  | 5      | 2  | 4   | 4         | 3   | 4             | 3  | 5                      | 7                  | 8      | 7  | 8   | 8         | 5   | 9             | 6  | 7  | 7    | 7  | 9  | 8  |
| Don't know           | 20                           | 4                       | 19   | 17     | 23 | 19  | 19        | 24  | 20            | 20 | 24                     | 25                 | 23     | 26 | 22  | 24        | 30  | 17            | 27 | 30 | 26   | 20 | 16 | 32 |

14. In your opinion, how important are the following issues for the Thoroughbred horse racing industry to address?

**Takeout**

| (%) Likely Voters    | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very important       | 18                           | 39                      | 24   | 20     | 17 | 21  | 19        | 13  | 16            | 23 | 9  | 20                     | 18     | 23 | 25  | 17        | 15  | 27            | 20 | 13 | 16   | 30 | 34 | 24 |
| Somewhat important   | 26                           | 25                      | 29   | 25     | 27 | 27  | 22        | 28  | 28            | 27 | 13 | 20                     | 19     | 21 | 21  | 22        | 16  | 22            | 24 | 15 | 20   | 21 | 21 | 20 |
| Not very important   | 18                           | 14                      | 22   | 20     | 16 | 20  | 22        | 10  | 16            | 16 | 31 | 17                     | 20     | 15 | 19  | 19        | 11  | 17            | 15 | 19 | 18   | 13 | 20 | 14 |
| Not at all important | 5                            | 3                       | 3  | 7      | 3  | 5   | 4         | 7   | 7             | 4  | 4  | 4                      | 5      | 4  | 5   | 6         | 2   | 5             | 5  | 4  | 5    | 7  | 5  | 0  |
| Don't know           | 33                           | 19                      | 22   | 28     | 37 | 27  | 34        | 41  | 33            | 30 | 44 | 38                     | 38     | 37 | 31  | 36        | 55  | 29            | 36 | 49 | 41   | 29 | 20 | 42 |

15. Generally speaking, do you believe race horses are treated in a humane way?

| (%) Likely Voters  | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Yes, they are treated in<br>a humane way                   | 64                           | 80                      | 72   | 72     | 55 | 58  | 68        | 69  | 55            | 71 | 66                     | 46                 | 59     | 34 | 44  | 48        | 50  | 41            | 52 | 47 | 44   | 47 | 55 | 53 |
| No, they are treated<br>unfairly and in an<br>inhumane way | 21                           | 13                      | 13   | 15     | 26 | 27  | 17        | 15  | 26            | 17 | 17                     | 31                 | 22     | 39 | 36  | 28        | 21  | 35            | 22 | 33 | 32   | 25 | 29 | 29 |
| Don't know   | 16                           | 7                       | 15   | 12     | 19 | 15  | 16        | 16  | 18            | 13 | 16                     | 23                 | 19     | 27 | 20  | 24        | 28  | 23            | 26 | 20 | 24   | 28 | 16 | 19 |

16. **ONLY AMONG KENTUCKY LIKELY VOTERS:** How important would you say horse racing is to Kentucky's agriculture and animal breeding industry?

| (% ) Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |
| Very important       | 65                           | 81                      | 80   | 66     | 64 | 64  | 65        | 65  | 63            | 68 | 59 |
| Somewhat important   | 31                           | 19                      | 20   | 31     | 31 | 31  | 33        | 30  | 31            | 29 | 41 |
| Not very important   | 2                            | 0                       | 0  | 1      | 3  | 3   | 0         | 4   | 4             | 1  | 0  |
| Not at all important | 2                            | 0                       | 0  | 2      | 2  | 2   | 2         | 2   | 2             | 2  | 0  |

17. **ONLY AMONG KENTUCKY LIKELY VOTERS:** How important would you say horse racing is to Kentucky's heritage and history?

| (% ) Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |
| Very important       | 79                           | 96                      | 90   | 77     | 81 | 79  | 77        | 81  | 78            | 81 | 78 |
| Somewhat important   | 17                           | 4                       | 10   | 18     | 16 | 15  | 18        | 19  | 14            | 18 | 22 |
| Not very important   | 2                            | 0                       | 0  | 4      | 1  | 4   | 1         | 0   | 4             | 0  | 0  |
| Not at all important | 2                            | 0                       | 0  | 2      | 2  | 3   | 3         | 1   | 4             | 1  | 0  |

## 18. How familiar are you with the topic of equine fatalities in Thoroughbred horse racing?

| (%) Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|---------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                     | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                     |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very familiar       | 8                            | 27                      | 18   | 10     | 6  | 12  | 8         | 2   | 8             | 9  | 4  | 9                      | 11     | 7  | 13  | 4         | 6   | 13            | 6  | 7  | 7    | 9  | 24 | 9  |
| Somewhat familiar   | 41                           | 46                      | 48   | 38     | 44 | 39  | 42        | 43  | 41            | 42 | 37 | 29                     | 29     | 28 | 34  | 27        | 19  | 29            | 28 | 29 | 28   | 24 | 31 | 37 |
| Not very familiar   | 34                           | 20                      | 24   | 35     | 33 | 32  | 37        | 33  | 33            | 33 | 38 | 35                     | 34     | 36 | 32  | 42        | 35  | 32            | 33 | 41 | 36   | 34 | 30 | 38 |
| Not at all familiar | 17                           | 7                       | 10   | 16     | 17 | 17  | 12        | 21  | 17            | 16 | 21 | 27                     | 25     | 29 | 21  | 27        | 41  | 26            | 33 | 23 | 29   | 33 | 16 | 16 |

19. **AMONG THOSE WHO SAY THEY ARE “VERY FAMILIAR”, “SOMEWHAT FAMILIAR”, OR “NOT VERY FAMILIAR” WITH THE TOPIC OF EQUINE FATALITIES:** Do you think that equine fatalities during races are a major problem, minor problem, or not a problem at all?

| (%) Likely Voters    | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Major problem        | 46                           | 42                      | 36   | 44     | 48 | 48  | 41        | 49  | 48            | 45 | 42 | 49                     | 44     | 54 | 51  | 48        | 46  | 55            | 50 | 43 | 50   | 35 | 63 | 46 |
| Minor problem        | 34                           | 39                      | 46   | 34     | 34 | 32  | 37        | 33  | 35            | 33 | 35 | 33                     | 39     | 27 | 32  | 29        | 41  | 31            | 32 | 36 | 33   | 41 | 25 | 30 |
| Not really a problem | 11                           | 14                      | 10   | 14     | 9  | 15  | 10        | 7   | 9             | 12 | 16 | 6                      | 6      | 5  | 6   | 7         | 5   | 4             | 9  | 6  | 6    | 8  | 0  | 7  |
| Don't know           | 9                            | 5                       | 8  | 8      | 9  | 5   | 11        | 11  | 8             | 10 | 7  | 12                     | 10     | 13 | 11  | 16        | 9   | 10            | 9  | 15 | 10   | 17 | 13 | 17 |

20. If you heard the horse racing industry was adopting this specific measure, would you feel...? // How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

**NOTE:** Ranked by percentage of Kentucky likely voters who say “Much more favorable to the horse racing industry”

| (%) Likely Voters  | “Much more favorable to the horse racing industry” |                   |   |                  | “Would greatly improve horse racing’s image” |                   |   |                  |
|--|--|-------------------|---|------------------|--|-------------------|---|------------------|
|  | AMONG KENTUCKY LIKELY VOTERS                       |                   |   | US LIKELY VOTERS | AMONG KENTUCKY LIKELY VOTERS                 |                   |   | US LIKELY VOTERS |
|  | KY LVs (All)                                       | Horse racing FANS | Works in racing (self, family, or friend) |                  | KY LVs (All)                                 | Horse racing FANS | Works in racing (self, family, or friend) |                  |
| In recent years, nearly two in three reported drug violations in Thoroughbred horse racing involved just 5% of trainers. To limit equine fatalities, we need more accountability and strong penalties. Owners and trainers that repeatedly violate industry drug policies should be subject to long suspensions or be banned from the sport for life, such as by using a “three strikes and you’re out” rule for any violation that endangers the health of the horse. | 62   | 79                | 57  | 60               | 59   | 73                | 53  | 56               |
| Racetrack veterinarians should emphasize medical diagnostics and follow-up. To help prevent equine fatalities, Thoroughbred horses that become sick and injured should be put on a nationally published list to ensure they do not race anywhere until healthy. Horses would only be allowed to race if the veterinarian has observed in person that the horse can safely run and is certified medicine-free.  | 56   | 73                | 59  | 59               | 55   | 67                | 57  | 57               |
| We need to create a system to protect the health and well-being of Thoroughbred horses. Putting the United States Anti-Doping Agency in charge of uniform drug testing will ensure that we can prevent these magnificent animals from suffering at human hands. With strict national anti-doping rules and regulations, it will be much easier to prevent equine fatalities and make it easier to punish those responsible for animal cruelty.                         | 56   | 68                | 61  | 56               | 53   | 64                | 53  | 53               |
| To prevent equine fatalities, all Thoroughbred horse riders at tracks and training facilities, including jockeys, should be subject to random drug testing. Similarly, just like pro football, all riders should go through a concussion protocol if hurt. Only riders and jockeys that pass a concussion protocol should be allowed to ride. Injuries to riders should be recorded in a centralized database to protect riders and horses alike.                      | 55   | 69                | 56  | 55               | 47   | 69                | 50  | 50               |
| To prevent equine fatalities, all Thoroughbred horses should be subject to random drug testing at any time prior to or after a race to test for prohibited substances. As part of preventing equine fatalities, there should be a national program to track the whereabouts of a horse using microchip identification, complete and uniform veterinary records for each horse, and sanctions or suspensions from racing for trainers who violate the rules.            | 55   | 71                | 51  | 53               | 53   | 71                | 48  | 49               |
| To prevent equine fatalities, Thoroughbred horse medications should only be prescribed by veterinarians based on a scientifically-validated procedures and drug withdrawal guidelines to ensure horses are not competing while under the influence of performance-enhancing medications.   | 52   | 59                | 53  | 59               | 53   | 64                | 48  | 54               |
| To prevent equine fatalities, we must ensure equine medications are based on the latest science. Only a national, independent group like the non-profit U.S. Anti-Doping Agency can create and maintain a system that prevents equine fatalities and protects Thoroughbred horses. To help prevent equine fatalities, Thoroughbred racing should have rules about medications at least as stringent as other professional sports.                                      | 52   | 67                | 53  | 50               | 50   | 67                | 52  | 47               |

21. **(CONTINUED)** If you heard the horse racing industry was adopting this specific measure, would you feel...? // How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (% ) Likely Voters   | “Much more favorable to the horse racing industry” |                   |   |                  | “Would greatly improve horse racing’s image” |                   |   |                  |
|--|--|-------------------|---|------------------|--|-------------------|---|------------------|
|  | AMONG KENTUCKY LIKELY VOTERS                       |                   |   | US LIKELY VOTERS | AMONG KENTUCKY LIKELY VOTERS                 |                   |   | US LIKELY VOTERS |
|  | KY LVs (All)                                       | Horse racing FANS | Works in racing (self, family, or friend) |                  | KY LVs (All)                                 | Horse racing FANS | Works in racing (self, family, or friend) |                  |
| There is only a patchwork system of equine medication rules that vary greatly from state to state. Under the proposed Horseracing Integrity Act, the US Anti-Doping Agency, along with a team of experts from across horse racing, will have one year to study and update medication testing, laboratory standards, and penalty systems. National medication rules and penalties will ensure that if someone breaks the rules, the punishment will be uniform and known at every track where Thoroughbreds race. | 51   | 65                | 59  | 49               | 47   | 61                | 47  | 47               |
| Thoroughbred horses often travel and race at tracks across the country. To prevent equine fatalities, the horse racing industry should require an up-to-date online database of equine injuries. To increase transparency, the database should be public and available to everyone who wants it, including racing fans, to ensure that the horse is always healthy at race time and the competition is a fair one only involving healthy horses.   | 48   | 65                | 49  | 52               | 46   | 67                | 49  | 50               |
| Almost every country in the world has more stringent medication control policies than the United States, and these countries have not seen the increase in equine injury rates that the United States has. To prevent equine fatalities, we should adopt national standards similar to other countries with large Thoroughbred horse racing industries like Britain, France, Hong Kong, Japan, and Australia.  | 47   | 60                | 57  | 50               | 47   | 63                | 69  | 48               |
| Safer Thoroughbred horse racing depends on safer race track surfaces for the horses. To help prevent equine fatalities such as those that recently occurred in California, it is essential to create a central database to monitor track maintenance, weather, and surface characteristics such as moisture content. The central database of information on track surfaces should be available to the public, fans, and bettors.   | 47   | 65                | 59  | 46               | 47   | 66                | 56  | 44               |
| The time for a single rule book for horse racing is long overdue. To help prevent equine fatalities, it is time for Congress to pass the Horseracing Integrity Act. The Act would centralize rules, medications, penalties, lab, and testing procedures for Thoroughbred horses using an independent, non-governmental agency not funded by taxpayers.   | 46   | 59                | 34  | 51               | 47   | 69                | 50  | 52               |
| If horse racing drug-testing reforms are not put in place, then the sport will continue to lose credibility, sponsors, owners, and fans due to equine fatalities. Congress must act to ensure the non-profit US Anti-Doping Agency can develop uniform medication standards in Thoroughbred horse racing. The proposed Horseracing Integrity Act, supported by Democrats and Republicans alike, does not create a new governmental agency or add any substantial government oversight.                           | 40   | 60                | 40  | 43               | 39   | 59                | 43  | 44               |
| Today, a crop is used in every Thoroughbred horse race in the US. Some jockeys use them dozens of times to strike the horse during the race. To help improve the perception of horse racing, we need to ban crop use on horses.  | 34   | 45                | 35  | 44               | 33   | 42                | 36  | 42               |
| A crop is used in every Thoroughbred horse race in the US. While jockeys hold a crop to safely ride in races, they are also used to urge a horse to run faster. To help prevent equine fatalities, Thoroughbred horse races should limit the number of strikes a jockey may inflict in a race.   | 33   | 48                | 27  | 43               | 33   | 51                | 37  | 41               |

In recent years, nearly two in three reported drug violations in Thoroughbred horse racing involved just 5% of trainers. To limit equine fatalities, we need more accountability and strong penalties. Owners and trainers that repeatedly violate industry drug policies should be subject to long suspensions or be banned from the sport for life, such as by using a “three strikes and you’re out” rule for any violation that endangers the health of the horse.

22. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (% Likely Voters                                     | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |       |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |       |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-------|-----|---------------|----|----|------------------------|--------|----|-----|-------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |       |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |       |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable to the horse racing industry     | 62                           | 79                      | 57   | 62     | 62 | 59  | 64    | 65  | 64            | 63 | 51 | 60                     | 57     | 63 | 57  | 58    | 69  | 58            | 60 | 63 | 62   | 42 | 72 | 58 |
| Somewhat more favorable to the horse racing industry | 32                           | 13                      | 41   | 31     | 33 | 33  | 32    | 30  | 30            | 32 | 42 | 33                     | 37     | 28 | 34  | 34    | 28  | 29            | 39 | 30 | 33   | 40 | 24 | 28 |
| Somewhat less favorable to the horse racing industry | 3                            | 8                       | 2  | 4      | 3  | 5   | 3     | 1   | 3             | 4  | 4  | 4                      | 3      | 5  | 6   | 5     | 0   | 8             | 0  | 5  | 3    | 10 | 0  | 10 |
| Much less favorable to the horse racing industry     | 3                            | 0                       | 0  | 3      | 2  | 3   | 1     | 4   | 4             | 2  | 3  | 3                      | 2      | 4  | 3   | 3     | 3   | 5             | 1  | 2  | 2    | 8  | 4  | 4  |

23. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                           | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |       |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |       |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-------|-----|---------------|----|----|------------------------|--------|----|-----|-------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |       |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |       |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly improve horse racing's image  | 59                           | 73                      | 53   | 61     | 57 | 56  | 61    | 62  | 58            | 62 | 52 | 56                     | 51     | 60 | 54  | 55    | 60  | 58            | 52 | 56 | 55   | 52 | 67 | 56 |
| Would somewhat improve horse racing's image | 35                           | 23                      | 47   | 32     | 38 | 37  | 34    | 32  | 36            | 33 | 39 | 38                     | 45     | 32 | 40  | 38    | 35  | 34            | 43 | 38 | 39   | 45 | 29 | 31 |
| Would not improve horse racing's image      | 6                            | 4                       | 0  | 7      | 5  | 6   | 5     | 6   | 6             | 5  | 9  | 6                      | 5      | 7  | 6   | 7     | 5   | 7             | 5  | 6  | 6    | 4  | 4  | 13 |

**Racetrack veterinarians should emphasize medical diagnostics and follow-up. To help prevent equine fatalities, Thoroughbred horses that become sick and injured should be put on a nationally published list to ensure they do not race anywhere until healthy. Horses would only be allowed to race if the veterinarian has observed in person that the horse can safely run and is certified medicine-free.**

24. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (% Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable<br>to the horse racing<br>industry     | 56                           | 73                      | 59   | 53     | 59 | 57  | 52        | 59  | 56            | 59 | 44 | 59                     | 55     | 63 | 59  | 54        | 65  | 64            | 63 | 51 | 62   | 54 | 58 | 53 |
| Somewhat more<br>favorable to the horse<br>racing industry | 39                           | 25                      | 34   | 39     | 39 | 35  | 46        | 39  | 40            | 37 | 41 | 35                     | 38     | 32 | 34  | 38        | 32  | 29            | 35 | 41 | 35   | 36 | 37 | 31 |
| Somewhat less<br>favorable to the horse<br>racing industry | 4                            | 2                       | 7  | 5      | 3  | 6   | 1         | 3   | 2             | 3  | 14 | 3                      | 4      | 3  | 4   | 3         | 1   | 5             | 2  | 3  | 2    | 5  | 5  | 7  |
| Much less favorable<br>to the horse racing<br>industry     | 1                            | 0                       | 0  | 3      | 0  | 2   | 1         | 0   | 2             | 1  | 1  | 2                      | 3      | 2  | 2   | 4         | 1   | 3             | 0  | 5  | 1    | 6  | 0  | 8  |

25. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                                 | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly<br>improve horse racing's<br>image  | 55                           | 67                      | 57   | 53     | 58 | 55  | 55        | 57  | 57            | 59 | 37 | 57                     | 49     | 63 | 63  | 44        | 55  | 62            | 61 | 46 | 55   | 53 | 72 | 61 |
| Would somewhat<br>improve horse racing's<br>image | 40                           | 32                      | 34   | 43     | 38 | 39  | 43        | 41  | 38            | 38 | 55 | 36                     | 42     | 31 | 29  | 46        | 40  | 31            | 35 | 42 | 39   | 36 | 25 | 25 |
| Would not improve<br>horse racing's image         | 4                            | 1                       | 9  | 4      | 4  | 7   | 2         | 2   | 5             | 3  | 8  | 7                      | 9      | 6  | 7   | 10        | 4   | 6             | 4  | 12 | 6    | 11 | 3  | 14 |

**We need to create a system to protect the health and well-being of Thoroughbred horses. Putting the United States Anti-Doping Agency in charge of uniform drug testing will ensure that we can prevent these magnificent animals from suffering at human hands. With strict national anti-doping rules and regulations, it will be much easier to prevent equine fatalities and make it easier to punish those responsible for animal cruelty.**

26. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (%) Likely Voters  | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable<br>to the horse racing<br>industry     | 56                           | 68                      | 61   | 51     | 60 | 53  | 56        | 61  | 54            | 59 | 49 | 56                     | 49     | 62 | 50  | 56        | 67  | 61            | 54 | 52 | 58   | 57 | 56 | 42 |
| Somewhat more<br>favorable to the horse<br>racing industry | 36                           | 26                      | 33   | 37     | 36 | 38  | 39        | 31  | 37            | 36 | 37 | 35                     | 42     | 28 | 39  | 33        | 29  | 30            | 39 | 36 | 36   | 27 | 34 | 37 |
| Somewhat less<br>favorable to the horse<br>racing industry | 5                            | 3                       | 6  | 7      | 3  | 5   | 3         | 8   | 7             | 3  | 6  | 5                      | 6      | 5  | 6   | 6         | 1   | 5             | 2  | 8  | 3    | 10 | 7  | 14 |
| Much less favorable<br>to the horse racing<br>industry     | 3                            | 2                       | 0  | 5      | 1  | 4   | 3         | 0   | 2             | 2  | 7  | 4                      | 3      | 5  | 4   | 5         | 3   | 4             | 4  | 4  | 4    | 5  | 4  | 7  |

27. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                                 | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly<br>improve horse racing’s<br>image  | 53                           | 64                      | 53   | 47     | 59 | 51  | 52        | 57  | 46            | 60 | 48 | 53                     | 48     | 58 | 52  | 48        | 60  | 60            | 51 | 47 | 49   | 61 | 70 | 55 |
| Would somewhat<br>improve horse racing’s<br>image | 38                           | 29                      | 44   | 41     | 35 | 40  | 39        | 34  | 44            | 33 | 39 | 39                     | 45     | 33 | 41  | 42        | 32  | 33            | 44 | 41 | 44   | 34 | 23 | 25 |
| Would not improve<br>horse racing’s image         | 9                            | 7                       | 3  | 12     | 6  | 10  | 8         | 9   | 11            | 6  | 14 | 8                      | 7      | 9  | 7   | 10        | 8   | 7             | 5  | 12 | 7    | 5  | 7  | 21 |

**To prevent equine fatalities, all Thoroughbred horse riders at tracks and training facilities, including jockeys, should be subject to random drug testing. Similarly, just like pro football, all riders should go through a concussion protocol if hurt. Only riders and jockeys that pass a concussion protocol should be allowed to ride. Injuries to riders should be recorded in a centralized database to protect riders and horses alike.**

28. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (% Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable<br>to the horse racing<br>industry     | 55                           | 69                      | 56   | 47     | 61 | 48  | 55        | 65  | 54            | 61 | 34 | 55                     | 51     | 58 | 54  | 50        | 61  | 56            | 56 | 52 | 52   | 57 | 71 | 50 |
| Somewhat more<br>favorable to the horse<br>racing industry | 39                           | 30                      | 39   | 43     | 35 | 43  | 41        | 31  | 37            | 36 | 56 | 40                     | 44     | 36 | 40  | 43        | 37  | 37            | 41 | 43 | 43   | 33 | 23 | 47 |
| Somewhat less<br>favorable to the horse<br>racing industry | 3                            | 1                       | 5  | 4      | 2  | 5   | 3         | 1   | 4             | 2  | 7  | 3                      | 3      | 3  | 4   | 4         | 1   | 4             | 3  | 2  | 3    | 5  | 3  | 0  |
| Much less favorable<br>to the horse racing<br>industry     | 3                            | 0                       | 0  | 5      | 2  | 5   | 1         | 2   | 5             | 2  | 2  | 2                      | 1      | 3  | 2   | 3         | 0   | 4             | 0  | 2  | 1    | 6  | 3  | 3  |

29. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                                 | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly<br>improve horse racing's<br>image  | 47                           | 69                      | 50   | 43     | 51 | 42  | 50        | 52  | 45            | 57 | 20 | 50                     | 47     | 54 | 52  | 48        | 50  | 52            | 51 | 47 | 46   | 57 | 69 | 56 |
| Would somewhat<br>improve horse racing's<br>image | 43                           | 27                      | 38   | 45     | 41 | 45  | 44        | 39  | 41            | 37 | 67 | 41                     | 42     | 40 | 42  | 41        | 40  | 41            | 44 | 39 | 44   | 37 | 31 | 37 |
| Would not improve<br>horse racing's image         | 10                           | 5                       | 12   | 11     | 9  | 13  | 6         | 8   | 13            | 5  | 13 | 8                      | 11     | 6  | 7   | 11        | 10  | 7             | 5  | 14 | 10   | 5  | 0  | 8  |

**To prevent equine fatalities, all Thoroughbred horses should be subject to random drug testing at any time prior to or after a race to test for prohibited substances. As part of preventing equine fatalities, there should a national program to track the whereabouts of a horse using microchip identification, complete and uniform veterinary records for each horse, and sanctions or suspensions from racing for trainers who violate the rules.**

30. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (% Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable<br>to the horse racing<br>industry     | 55                           | 71                      | 51   | 54     | 55 | 46  | 59        | 63  | 54            | 56 | 49 | 53                     | 48     | 59 | 49  | 59        | 56  | 57            | 52 | 50 | 54   | 49 | 67 | 43 |
| Somewhat more<br>favorable to the horse<br>racing industry | 38                           | 24                      | 40   | 36     | 39 | 43  | 37        | 31  | 37            | 38 | 39 | 40                     | 44     | 36 | 41  | 38        | 39  | 37            | 45 | 38 | 41   | 36 | 29 | 48 |
| Somewhat less<br>favorable to the horse<br>racing industry | 6                            | 4                       | 9  | 7      | 5  | 10  | 3         | 5   | 7             | 4  | 12 | 5                      | 7      | 3  | 8   | 2         | 4   | 3             | 3  | 10 | 4    | 9  | 4  | 9  |
| Much less favorable<br>to the horse racing<br>industry     | 2                            | 1                       | 0  | 2      | 1  | 2   | 1         | 1   | 1             | 2  | 0  | 2                      | 1      | 2  | 2   | 1         | 1   | 3             | 1  | 1  | 1    | 6  | 0  | 0  |

31. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                                 | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly<br>improve horse racing's<br>image  | 53                           | 71                      | 48   | 53     | 53 | 44  | 57        | 63  | 52            | 57 | 41 | 49                     | 44     | 53 | 45  | 53        | 51  | 55            | 48 | 42 | 47   | 57 | 63 | 33 |
| Would somewhat<br>improve horse racing's<br>image | 39                           | 26                      | 43   | 39     | 39 | 44  | 39        | 33  | 40            | 37 | 48 | 42                     | 44     | 40 | 43  | 41        | 42  | 39            | 46 | 41 | 45   | 33 | 29 | 48 |
| Would not improve<br>horse racing's image         | 7                            | 3                       | 9  | 7      | 8  | 11  | 5         | 4   | 8             | 6  | 11 | 9                      | 13     | 6  | 12  | 6         | 7   | 7             | 6  | 17 | 8    | 10 | 8  | 19 |

**To prevent equine fatalities, Thoroughbred horse medications should only be prescribed by veterinarians based on a scientifically-validated procedures and drug withdrawal guidelines to ensure horses are not competing while under the influence of performance-enhancing medications.**

32. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (%) Likely Voters  | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable<br>to the horse racing<br>industry     | 52                           | 59                      | 53   | 48     | 56 | 45  | 53        | 61  | 52            | 52 | 53                     | 59                 | 56     | 62 | 57  | 58        | 65  | 59            | 60 | 58 | 57   | 54 | 76 | 65 |
| Somewhat more<br>favorable to the horse<br>racing industry | 44                           | 38                      | 41   | 47     | 41 | 49  | 45        | 36  | 44            | 44 | 42                     | 35                 | 38     | 31 | 36  | 35        | 30  | 33            | 37 | 34 | 38   | 35 | 13 | 31 |
| Somewhat less<br>favorable to the horse<br>racing industry | 2                            | 3                       | 4  | 2      | 2  | 2   | 2         | 1   | 2             | 2  | 1                      | 4                  | 5      | 3  | 4   | 5         | 3   | 5             | 2  | 5  | 3    | 4  | 11 | 4  |
| Much less favorable<br>to the horse racing<br>industry     | 2                            | 0                       | 2  | 3      | 1  | 3   | 0         | 2   | 3             | 1  | 3                      | 2                  | 2      | 3  | 3   | 2         | 1   | 3             | 1  | 2  | 2    | 7  | 0  | 0  |

33. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                                 | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly<br>improve horse racing’s<br>image  | 53                           | 64                      | 48   | 51     | 54 | 49  | 52        | 58  | 49            | 56 | 52                     | 54                 | 53     | 54 | 53  | 52        | 56  | 59            | 54 | 48 | 50   | 68 | 67 | 48 |
| Would somewhat<br>improve horse racing’s<br>image | 41                           | 34                      | 43   | 43     | 39 | 44  | 43        | 35  | 45            | 38 | 40                     | 39                 | 39     | 39 | 39  | 40        | 36  | 32            | 42 | 42 | 42   | 24 | 22 | 52 |
| Would not improve<br>horse racing’s image         | 6                            | 3                       | 9  | 6      | 6  | 7   | 5         | 7   | 6             | 6  | 8                      | 8                  | 8      | 7  | 8   | 7         | 8   | 9             | 4  | 10 | 8    | 8  | 11 | 0  |

**To prevent equine fatalities, we must ensure equine medications are based on the latest science. Only a national, independent group like the non-profit U.S. Anti-Doping Agency can create and maintain a system that prevents equine fatalities and protects Thoroughbred horses. To help prevent equine fatalities, Thoroughbred racing should have rules about medications at least as stringent as other professional sports.**

34. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (% Likely Voters                                     | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |       |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |       |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-------|-----|---------------|----|----|------------------------|--------|----|-----|-------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |       |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |       |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable to the horse racing industry     | 52                           | 67                      | 53   | 49     | 54 | 45  | 57    | 57  | 51            | 55 | 40 | 50                     | 46     | 54 | 49  | 45    | 60  | 54            | 46 | 50 | 47   | 59 | 55 | 57 |
| Somewhat more favorable to the horse racing industry | 42                           | 29                      | 47   | 44     | 39 | 45  | 40    | 38  | 43            | 38 | 51 | 45                     | 48     | 42 | 44  | 50    | 40  | 40            | 52 | 44 | 50   | 28 | 43 | 34 |
| Somewhat less favorable to the horse racing industry | 5                            | 2                       | 0  | 5      | 4  | 8   | 1     | 3   | 5             | 4  | 6  | 3                      | 4      | 3  | 5   | 2     | 0   | 4             | 1  | 4  | 2    | 6  | 2  | 9  |
| Much less favorable to the horse racing industry     | 2                            | 1                       | 0  | 2      | 2  | 2   | 3     | 2   | 1             | 3  | 3  | 2                      | 3      | 1  | 1   | 3     | 0   | 2             | 1  | 2  | 1    | 8  | 0  | 0  |

35. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                           | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |       |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |       |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-------|-----|---------------|----|----|------------------------|--------|----|-----|-------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |       |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |       |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly improve horse racing’s image  | 50                           | 67                      | 52   | 44     | 54 | 49  | 52    | 50  | 48            | 54 | 39 | 47                     | 43     | 51 | 49  | 42    | 51  | 56            | 46 | 40 | 43   | 51 | 61 | 58 |
| Would somewhat improve horse racing’s image | 43                           | 29                      | 44   | 49     | 38 | 41  | 43    | 47  | 45            | 40 | 49 | 45                     | 47     | 43 | 43  | 47    | 46  | 37            | 47 | 50 | 49   | 43 | 36 | 28 |
| Would not improve horse racing’s image      | 7                            | 4                       | 4  | 7      | 7  | 11  | 5     | 3   | 7             | 6  | 12 | 8                      | 10     | 6  | 8   | 11    | 3   | 6             | 7  | 10 | 8    | 6  | 3  | 13 |

There is only a patchwork system of equine medication rules that vary greatly from state to state. Under the proposed Horseracing Integrity Act, the US Anti-Doping Agency, along with a team of experts from across horse racing, will have one year to study and update medication testing, laboratory standards, and penalty systems. National medication rules and penalties will ensure that if someone breaks the rules, the punishment will be uniform and known at every track where Thoroughbreds race.

36. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (%) Likely Voters  | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable<br>to the horse racing<br>industry     | 51                           | 65                      | 59   | 44     | 57 | 48  | 46        | 60  | 54            | 49 | 45                     | 49                 | 47     | 51 | 50  | 45        | 52  | 52            | 46 | 48 | 49   | 47 | 53 | 45 |
| Somewhat more<br>favorable to the horse<br>racing industry | 44                           | 32                      | 37   | 52     | 37 | 45  | 51        | 36  | 41            | 46 | 49                     | 45                 | 47     | 43 | 46  | 45        | 42  | 41            | 53 | 41 | 45   | 45 | 42 | 45 |
| Somewhat less<br>favorable to the horse<br>racing industry | 2                            | 1                       | 2  | 2      | 3  | 3   | 1         | 1   | 1             | 3  | 3                      | 4                  | 5      | 4  | 3   | 6         | 5   | 4             | 1  | 7  | 4    | 1  | 6  | 5  |
| Much less favorable<br>to the horse racing<br>industry     | 3                            | 1                       | 1  | 3      | 3  | 4   | 1         | 3   | 3             | 3  | 3                      | 2                  | 2      | 3  | 2   | 4         | 1   | 3             | 1  | 3  | 2    | 6  | 0  | 4  |

37. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                                 | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly<br>improve horse racing’s<br>image  | 47                           | 61                      | 47   | 38     | 54 | 48  | 41        | 50  | 45            | 49 | 44                     | 47                 | 47     | 46 | 47  | 43        | 51  | 52            | 42 | 44 | 44   | 52 | 53 | 49 |
| Would somewhat<br>improve horse racing’s<br>image | 47                           | 36                      | 47   | 57     | 39 | 44  | 53        | 46  | 49            | 44 | 49                     | 44                 | 44     | 44 | 45  | 44        | 41  | 38            | 53 | 43 | 45   | 40 | 42 | 41 |
| Would not improve<br>horse racing’s image         | 6                            | 3                       | 6  | 5      | 7  | 9   | 5         | 4   | 6             | 6  | 7                      | 9                  | 9      | 9  | 8   | 13        | 8   | 9             | 6  | 13 | 10   | 9  | 5  | 9  |

**Thoroughbred horses often travel and race at tracks across the country. To prevent equine fatalities, the horse racing industry should require an up-to-date online database of equine injuries. To increase transparency, the database should be public and available to everyone who wants it, including racing fans, to ensure that the horse is always healthy at race time and the competition is a fair one only involving healthy horses.**

38. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (% Likely Voters                                     | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |       |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |       |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-------|-----|---------------|----|----|------------------------|--------|----|-----|-------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |       |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |       |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable to the horse racing industry     | 48                           | 65                      | 49   | 47     | 50 | 40  | 55    | 54  | 47            | 54 | 33 | 52                     | 48     | 56 | 52  | 50    | 55  | 54            | 52 | 51 | 49   | 52 | 64 | 59 |
| Somewhat more favorable to the horse racing industry | 44                           | 29                      | 43   | 44     | 43 | 49  | 39    | 39  | 47            | 39 | 50 | 41                     | 47     | 36 | 39  | 46    | 40  | 38            | 43 | 43 | 45   | 32 | 34 | 33 |
| Somewhat less favorable to the horse racing industry | 5                            | 2                       | 8  | 5      | 6  | 7   | 3     | 6   | 4             | 4  | 15 | 5                      | 5      | 5  | 7   | 2     | 4   | 5             | 5  | 5  | 5    | 11 | 3  | 3  |
| Much less favorable to the horse racing industry     | 3                            | 3                       | 0  | 4      | 2  | 4   | 3     | 1   | 2             | 3  | 2  | 1                      | 0      | 3  | 1   | 2     | 1   | 3             | 0  | 1  | 0    | 4  | 0  | 6  |

39. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                                 | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly<br>improve horse racing's<br>image  | 46                           | 67                      | 49   | 44     | 48 | 40  | 52        | 50  | 43            | 53 | 31 | 50                     | 47     | 53 | 50  | 46        | 54  | 55            | 46 | 48 | 46   | 53 | 65 | 63 |
| Would somewhat<br>improve horse racing's<br>image | 45                           | 28                      | 43   | 47     | 42 | 49  | 40        | 42  | 48            | 38 | 57 | 40                     | 43     | 37 | 43  | 44        | 31  | 37            | 44 | 40 | 44   | 39 | 29 | 26 |
| Would not improve<br>horse racing's image         | 9                            | 6                       | 8  | 8      | 11 | 11  | 8         | 9   | 9             | 9  | 12 | 10                     | 10     | 10 | 7   | 10        | 15  | 8             | 9  | 12 | 10   | 9  | 6  | 12 |

**Almost every country in the world has more stringent medication control policies than the United States, and these countries have not seen the increase in equine injury rates that the United States has. To prevent equine fatalities, we should adopt national standards similar to other countries with large Thoroughbred horse racing industries like Britain, France, Hong Kong, Japan, and Australia.**

40. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (% Likely Voters                                     | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |       |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |       |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-------|-----|---------------|----|----|------------------------|--------|----|-----|-------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |       |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |       |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable to the horse racing industry     | 47                           | 60                      | 57   | 47     | 47 | 44  | 50    | 48  | 44            | 50 | 46 | 50                     | 47     | 52 | 52  | 40    | 57  | 56            | 45 | 48 | 47   | 60 | 73 | 35 |
| Somewhat more favorable to the horse racing industry | 48                           | 35                      | 43   | 47     | 48 | 50  | 48    | 44  | 51            | 45 | 44 | 43                     | 45     | 41 | 41  | 50    | 39  | 37            | 47 | 45 | 47   | 26 | 23 | 55 |
| Somewhat less favorable to the horse racing industry | 4                            | 5                       | 0  | 4      | 4  | 3   | 3     | 6   | 2             | 4  | 6  | 5                      | 6      | 4  | 5   | 6     | 2   | 5             | 5  | 4  | 4    | 9  | 0  | 5  |
| Much less favorable to the horse racing industry     | 2                            | 0                       | 0  | 2      | 1  | 3   | 0     | 2   | 3             | 1  | 3  | 3                      | 2      | 3  | 2   | 4     | 1   | 2             | 2  | 3  | 2    | 5  | 4  | 5  |

41. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                                 | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly<br>improve horse racing's<br>image  | 47                           | 63                      | 69   | 46     | 48 | 47  | 43        | 51  | 48            | 47 | 46 | 48                     | 44     | 52 | 50  | 37        | 58  | 57            | 45 | 42 | 45   | 61 | 68 | 35 |
| Would somewhat<br>improve horse racing's<br>image | 47                           | 32                      | 28   | 48     | 46 | 47  | 52        | 42  | 46            | 49 | 46 | 43                     | 46     | 39 | 41  | 51        | 36  | 35            | 47 | 46 | 45   | 34 | 25 | 55 |
| Would not improve<br>horse racing's image         | 6                            | 5                       | 2  | 7      | 6  | 7   | 4         | 7   | 7             | 5  | 9  | 9                      | 9      | 9  | 9   | 12        | 6   | 8             | 8  | 11 | 10   | 5  | 7  | 9  |

**Safer Thoroughbred horse racing depends on safer race track surfaces for the horses. To help prevent equine fatalities such as those that recently occurred in California, it is essential to create a central database to monitor track maintenance, weather, and surface characteristics such as moisture content. The central database of information on track surfaces should be available to the public, fans, and bettors.**

42. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (% Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable<br>to the horse racing<br>industry     | 47                           | 65                      | 59   | 40     | 55 | 50  | 46        | 45  | 46            | 51 | 36 | 46                     | 46     | 46 | 47  | 44        | 47  | 50            | 47 | 42 | 43   | 46 | 65 | 54 |
| Somewhat more<br>favorable to the horse<br>racing industry | 43                           | 28                      | 37   | 48     | 38 | 39  | 46        | 47  | 42            | 42 | 51 | 47                     | 47     | 47 | 45  | 51        | 47  | 43            | 50 | 49 | 49   | 48 | 35 | 36 |
| Somewhat less<br>favorable to the horse<br>racing industry | 8                            | 5                       | 4  | 11     | 5  | 10  | 7         | 6   | 9             | 6  | 13 | 4                      | 6      | 3  | 5   | 3         | 4   | 2             | 3  | 7  | 5    | 3  | 0  | 6  |
| Much less favorable<br>to the horse racing<br>industry     | 1                            | 2                       | 0  | 1      | 2  | 2   | 1         | 1   | 2             | 1  | 0  | 3                      | 1      | 5  | 3   | 3         | 3   | 4             | 1  | 3  | 3    | 4  | 0  | 4  |

43. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                           | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |       |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |       |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-------|-----|---------------|----|----|------------------------|--------|----|-----|-------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |       |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |       |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly improve horse racing's image  | 47                           | 66                      | 56   | 40     | 54 | 50  | 39    | 52  | 51            | 49 | 25 | 44                     | 45     | 44 | 47  | 40    | 45  | 53            | 42 | 37 | 40   | 54 | 68 | 42 |
| Would somewhat improve horse racing's image | 42                           | 25                      | 36   | 47     | 37 | 39  | 46    | 42  | 37            | 41 | 64 | 45                     | 47     | 44 | 44  | 47    | 47  | 38            | 50 | 49 | 49   | 39 | 29 | 42 |
| Would not improve horse racing's image      | 11                           | 8                       | 8  | 13     | 9  | 11  | 14    | 6   | 11            | 10 | 11 | 10                     | 8      | 12 | 10  | 13    | 9   | 9             | 8  | 13 | 11   | 6  | 3  | 15 |

**The time for a single rule book for horse racing is long overdue. To help prevent equine fatalities, it is time for Congress to pass the Horseracing Integrity Act. The Act would centralize rules, medications, penalties, lab, and testing procedures for Thoroughbred horses using an independent, non-governmental agency not funded by taxpayers.**

44. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (%) Likely Voters  | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable<br>to the horse racing<br>industry     | 46                           | 59                      | 34   | 42     | 49 | 43  | 46        | 49  | 46            | 46 | 46                     | 51                 | 45     | 58 | 52  | 51        | 52  | 55            | 56 | 43 | 50   | 52 | 70 | 49 |
| Somewhat more<br>favorable to the horse<br>racing industry | 44                           | 30                      | 54   | 44     | 45 | 46  | 47        | 39  | 46            | 43 | 43                     | 38                 | 41     | 35 | 39  | 37        | 37  | 37            | 39 | 38 | 41   | 26 | 30 | 33 |
| Somewhat less<br>favorable to the horse<br>racing industry | 8                            | 10                      | 9  | 11     | 4  | 8   | 6         | 9   | 6             | 9  | 8                      | 6                  | 8      | 4  | 6   | 4         | 7   | 4             | 3  | 10 | 5    | 13 | 0  | 9  |
| Much less favorable<br>to the horse racing<br>industry     | 3                            | 0                       | 3  | 3      | 2  | 3   | 1         | 4   | 3             | 2  | 3                      | 5                  | 6      | 4  | 3   | 9         | 4   | 4             | 2  | 9  | 4    | 9  | 0  | 10 |

45. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                                 | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly<br>improve horse racing’s<br>image  | 47                           | 69                      | 50   | 45     | 50 | 49  | 45        | 46  | 43            | 51 | 49                     | 52                 | 45     | 58 | 54  | 52        | 47  | 58            | 57 | 41 | 47   | 49 | 90 | 60 |
| Would somewhat<br>improve horse racing’s<br>image | 42                           | 26                      | 45   | 43     | 42 | 41  | 44        | 42  | 47            | 37 | 42                     | 36                 | 39     | 33 | 35  | 35        | 38  | 33            | 35 | 40 | 39   | 37 | 10 | 30 |
| Would not improve<br>horse racing’s image         | 11                           | 5                       | 6  | 13     | 9  | 10  | 10        | 12  | 9             | 12 | 9                      | 12                 | 16     | 9  | 11  | 13        | 16  | 9             | 9  | 19 | 14   | 14 | 0  | 10 |

If horse racing drug-testing reforms are not put in place, then the sport will continue to lose credibility, sponsors, owners, and fans due to equine fatalities. Congress must act to ensure the non-profit US Anti-Doping Agency can develop uniform medication standards in Thoroughbred horse racing. The proposed Horseracing Integrity Act, supported by Democrats and Republicans alike, does not create a new governmental agency or add any substantial government oversight.

46. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (% Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable<br>to the horse racing<br>industry     | 40                           | 60                      | 40   | 40     | 40 | 42  | 38        | 37  | 40            | 43 | 27 | 43                     | 37     | 49 | 44  | 40        | 45  | 44            | 48 | 38 | 43   | 43 | 48 | 45 |
| Somewhat more<br>favorable to the horse<br>racing industry | 47                           | 29                      | 43   | 46     | 48 | 43  | 50        | 49  | 48            | 44 | 52 | 41                     | 45     | 37 | 39  | 41        | 44  | 39            | 42 | 42 | 42   | 39 | 42 | 34 |
| Somewhat less<br>favorable to the horse<br>racing industry | 10                           | 7                       | 17   | 10     | 10 | 11  | 9         | 9   | 10            | 10 | 12 | 9                      | 11     | 8  | 12  | 11        | 3   | 7             | 9  | 13 | 10   | 7  | 7  | 10 |
| Much less favorable<br>to the horse racing<br>industry     | 3                            | 5                       | 0  | 4      | 3  | 3   | 2         | 5   | 3             | 3  | 8  | 6                      | 6      | 6  | 5   | 8         | 7   | 10            | 1  | 7  | 5    | 12 | 3  | 12 |

47. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                                 | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly<br>improve horse racing's<br>image  | 39                           | 59                      | 43   | 39     | 39 | 44  | 29        | 42  | 40            | 44 | 22 | 44                     | 40     | 48 | 46  | 40        | 44  | 49            | 42 | 42 | 41   | 52 | 56 | 49 |
| Would somewhat<br>improve horse racing's<br>image | 49                           | 32                      | 51   | 50     | 48 | 43  | 61        | 45  | 49            | 46 | 61 | 43                     | 45     | 40 | 41  | 44        | 45  | 37            | 48 | 43 | 45   | 37 | 37 | 39 |
| Would not improve<br>horse racing's image         | 12                           | 8                       | 6  | 11     | 13 | 13  | 9         | 13  | 12            | 10 | 17 | 13                     | 15     | 12 | 13  | 16        | 11  | 14            | 10 | 15 | 15   | 11 | 7  | 12 |

**Today, a crop is used in every Thoroughbred horse race in the US. Some jockeys use them dozens of time to strike the horse during the race. To help improve the perception of horse racing, we need to ban crop use on horses.**

48. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (% Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable<br>to the horse racing<br>industry     | 34                           | 45                      | 35   | 28     | 40 | 35  | 35        | 33  | 37            | 33 | 27                     | 44                 | 31     | 55 | 44  | 43        | 43  | 50            | 45 | 35 | 42   | 43 | 62 | 41 |
| Somewhat more<br>favorable to the horse<br>racing industry | 40                           | 23                      | 32   | 40     | 39 | 37  | 46        | 37  | 43            | 38 | 33                     | 38                 | 45     | 32 | 40  | 39        | 35  | 37            | 32 | 46 | 41   | 30 | 25 | 43 |
| Somewhat less<br>favorable to the horse<br>racing industry | 18                           | 18                      | 20   | 24     | 12 | 17  | 16        | 21  | 15            | 20 | 22                     | 13                 | 18     | 8  | 11  | 12        | 17  | 7             | 17 | 14 | 13   | 19 | 10 | 6  |
| Much less favorable<br>to the horse racing<br>industry     | 8                            | 13                      | 14   | 8      | 8  | 11  | 3         | 9   | 5             | 9  | 18                     | 5                  | 7      | 4  | 5   | 6         | 4   | 6             | 5  | 4  | 4    | 8  | 4  | 10 |

49. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                                 | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly<br>improve horse racing's<br>image  | 33                           | 42                      | 36   | 27     | 37 | 36  | 30        | 30  | 33            | 33 | 28                     | 42                 | 31     | 51 | 44  | 37        | 44  | 45            | 42 | 38 | 41   | 38 | 65 | 36 |
| Would somewhat<br>improve horse racing's<br>image | 40                           | 32                      | 28   | 41     | 40 | 37  | 47        | 38  | 43            | 38 | 39                     | 39                 | 45     | 35 | 39  | 44        | 36  | 41            | 36 | 41 | 40   | 42 | 18 | 48 |
| Would not improve<br>horse racing's image         | 27                           | 26                      | 36   | 32     | 23 | 27  | 23        | 32  | 24            | 29 | 33                     | 19                 | 24     | 14 | 18  | 19        | 21  | 14            | 22 | 21 | 19   | 21 | 17 | 16 |

**A crop is used in every Thoroughbred horse race in the US. While jockeys hold a crop to safely ride in races, they are also used to urge a horse to run faster. To help prevent equine fatalities, Thoroughbred horse races should limit the number of strikes a jockey may inflict in a race.**

50. If you heard the horse racing industry was adopting this specific measure, would you feel...

| (% Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Much more favorable<br>to the horse racing<br>industry     | 33                           | 48                      | 27   | 23     | 44 | 32  | 35        | 32  | 36            | 34 | 18                     | 43                 | 34     | 51 | 40  | 47        | 45  | 46            | 40 | 43 | 41   | 39 | 61 | 46 |
| Somewhat more<br>favorable to the horse<br>racing industry | 48                           | 31                      | 48   | 56     | 40 | 49  | 45        | 49  | 52            | 45 | 43                     | 42                 | 46     | 38 | 48  | 37        | 35  | 44            | 43 | 40 | 44   | 36 | 36 | 43 |
| Somewhat less<br>favorable to the horse<br>racing industry | 12                           | 12                      | 23   | 14     | 11 | 12  | 13        | 13  | 7             | 15 | 25                     | 10                 | 16     | 5  | 7   | 9         | 17  | 6             | 11 | 12 | 10   | 20 | 3  | 4  |
| Much less favorable<br>to the horse racing<br>industry     | 6                            | 9                       | 2  | 8      | 5  | 7   | 6         | 6   | 6             | 6  | 13                     | 5                  | 4      | 6  | 5   | 8         | 2   | 4             | 6  | 5  | 5    | 5  | 0  | 7  |

51. How much of a difference do you think this specific measure would make in terms of improving the image of horse racing?

| (%) Likely Voters                                 | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|---|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Would greatly<br>improve horse racing’s<br>image  | 33                           | 51                      | 37   | 23     | 42 | 36  | 31        | 29  | 34            | 34 | 23                     | 41                 | 35     | 46 | 42  | 39        | 39  | 47            | 41 | 35 | 37   | 41 | 61 | 48 |
| Would somewhat<br>improve horse racing’s<br>image | 42                           | 33                      | 42   | 47     | 37 | 42  | 38        | 47  | 42            | 42 | 44                     | 40                 | 39     | 41 | 42  | 40        | 35  | 41            | 38 | 40 | 41   | 47 | 32 | 32 |
| Would not improve<br>horse racing’s image         | 25                           | 16                      | 21   | 30     | 20 | 22  | 31        | 24  | 24            | 24 | 33                     | 19                 | 26     | 13 | 16  | 21        | 26  | 12            | 21 | 25 | 22   | 12 | 7  | 20 |

## Demographics

52. **ONLY AMONG KENTUCKY LIKELY VOTERS:** Do you agree or disagree with the following statement: “I consider myself to be a fan of horse racing.”

| (% Likely Voters  | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    |
|-------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|
|                   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    |
|                   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |
| Strongly agree    | 18                           | 100                     | 37   | 20     | 15 | 22  | 18        | 10  | 15            | 22 | 12 |
| Somewhat agree    | 46                           | -                       | 47   | 44     | 48 | 42  | 47        | 51  | 48            | 43 | 48 |
| Somewhat disagree | 19                           | -                       | 12   | 16     | 21 | 17  | 20        | 20  | 21            | 16 | 24 |
| Strongly disagree | 15                           | -                       | 4  | 17     | 14 | 16  | 14        | 17  | 15            | 16 | 13 |
| Don't know        | 2                            | -                       | 0  | 3      | 1  | 3   | 1         | 2   | 1             | 3  | 3  |

53. **ONLY AMONG KENTUCKY LIKELY VOTERS:** Do you or does anyone you know (including friends and family) work in the horse racing industry? This could include horse breeding, horse racing, or any job related to horses.

| (% Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                   |   |        |    |     |       |     |               |    |    |
|------------------|------------------------------|-------------------|---|--------|----|-----|-------|-----|---------------|----|----|
|                  | KY LVs (All)                 | Horse racing FANS | Works in racing (self, family, or friend) | Gender |    | Age |       |     | Consider Self |    |    |
|                  |                              |                   |   | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  |
| Yes              | 11                           | 22                | 100                                       | 9      | 12 | 16  | 7     | 5   | 9             | 11 | 16 |
| No               | 89                           | 78                | -   | 91     | 88 | 84  | 93    | 95  | 91            | 89 | 84 |

54. Have you **ever** been to a horse track, a casino, or any other place with legalized gambling?

| (%) Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|-------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Yes               | 83                           | 95                      | 92   | 85     | 81 | 80  | 86        | 83  | 86            | 81 | 78                     | 80                 | 84     | 76 | 80  | 78        | 83  | 79            | 76 | 85 | 81   | 78 | 81 | 74 |
| No                | 17                           | 5                       | 8  | 15     | 19 | 20  | 14        | 17  | 14            | 19 | 22                     | 20                 | 16     | 24 | 20  | 22        | 17  | 21            | 24 | 15 | 19   | 22 | 19 | 26 |

55. **AMONG THOSE WHO HAVE BEEN TO A PLACE WITH LEGALIZED GAMBLING:** How recently have you visited a horse track?

| (% Likely Voters    | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|---------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                     | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                     |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very recently       | 10                           | 31                      | 19   | 10     | 10 | 16  | 5         | 6   | 7             | 14 | 4                      | 7                  | 10     | 4  | 11  | 4         | 1   | 8             | 6  | 6  | 5    | 12 | 11 | 11 |
| Somewhat recently   | 24                           | 36                      | 29   | 24     | 24 | 27  | 30        | 13  | 23            | 23 | 31                     | 16                 | 18     | 13 | 20  | 12        | 10  | 15            | 14 | 18 | 14   | 16 | 22 | 19 |
| Not very recently   | 39                           | 28                      | 35   | 41     | 38 | 37  | 36        | 47  | 40            | 37 | 44                     | 34                 | 33     | 36 | 34  | 37        | 33  | 34            | 40 | 30 | 35   | 33 | 25 | 45 |
| Not at all recently | 27                           | 6                       | 16   | 25     | 28 | 21  | 28        | 34  | 29            | 25 | 21                     | 43                 | 40     | 47 | 35  | 46        | 56  | 42            | 40 | 46 | 46   | 39 | 41 | 25 |

56. **AMONG THOSE WHO HAVE BEEN TO A PLACE WITH LEGALIZED GAMBLING:** How recently have you visited a casino?

| (%) Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|---------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                     | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                     |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very recently       | 10                           | 20                      | 9  | 13     | 7  | 15  | 6         | 8   | 8             | 14 | 7                      | 21                 | 22     | 20 | 23  | 22        | 16  | 27            | 19 | 18 | 18   | 34 | 24 | 26 |
| Somewhat recently   | 27                           | 43                      | 28   | 28     | 26 | 37  | 24        | 14  | 29            | 25 | 27                     | 29                 | 29     | 28 | 37  | 20        | 21  | 31            | 33 | 23 | 27   | 34 | 30 | 33 |
| Not very recently   | 34                           | 17                      | 49   | 31     | 38 | 34  | 36        | 32  | 38            | 28 | 47                     | 31                 | 30     | 31 | 28  | 32        | 34  | 27            | 30 | 35 | 32   | 21 | 33 | 28 |
| Not at all recently | 29                           | 20                      | 14   | 28     | 29 | 14  | 34        | 46  | 26            | 33 | 20                     | 19                 | 18     | 21 | 12  | 25        | 28  | 15            | 17 | 25 | 22   | 11 | 13 | 13 |

57. Have you **ever** placed a bet on Thoroughbred horse racing either at a track or somewhere else?

| (% ) Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|--------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                    | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                    |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Yes                | 63                           | 87                      | 78   | 66     | 60 | 59  | 68        | 62  | 66            | 59 | 67                     | 41                 | 51     | 32 | 35  | 45        | 50  | 40            | 39 | 44 | 42   | 40 | 50 | 26 |
| No                 | 37                           | 13                      | 22   | 34     | 40 | 41  | 32        | 38  | 34            | 41 | 33                     | 59                 | 49     | 68 | 65  | 55        | 50  | 60            | 61 | 56 | 58   | 60 | 50 | 74 |

58. **AMONG THOSE WHO HAVE EVER BET ON HORSE RACING:** How recently have you bet on horse racing at a track or somewhere else?

| (%) Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|---------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                     | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                     |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Very recently       | 16                           | 43                      | 20   | 17     | 14 | 20  | 11        | 14  | 12            | 23 | 4  | 15                     | 17     | 11 | 27  | 7         | 3   | 18            | 13 | 12 | 11   | 24 | 28 | 18 |
| Somewhat recently   | 26                           | 29                      | 39   | 28     | 24 | 35  | 26        | 11  | 27            | 26 | 24 | 22                     | 25     | 17 | 26  | 19        | 18  | 19            | 22 | 23 | 20   | 19 | 21 | 44 |
| Not very recently   | 40                           | 24                      | 33   | 38     | 42 | 36  | 45        | 40  | 40            | 34 | 59 | 33                     | 29     | 39 | 35  | 31        | 33  | 36            | 32 | 31 | 34   | 35 | 20 | 38 |
| Not at all recently | 18                           | 5                       | 8  | 17     | 20 | 8   | 17        | 35  | 21            | 17 | 14 | 31                     | 29     | 34 | 12  | 44        | 46  | 26            | 32 | 34 | 35   | 23 | 31 | 0  |

59. Have you watched a Thoroughbred horse race on TV, online, on simulcast, or in-person in the past year?

| (%) Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|-------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Yes               | 74                           | 95                      | 85   | 74     | 74 | 71  | 76        | 77  | 72            | 76 | 75                     | 61                 | 68     | 54 | 61  | 56        | 66  | 60            | 61 | 61 | 59   | 69 | 59 | 63 |
| No                | 26                           | 5                       | 15   | 26     | 26 | 29  | 24        | 23  | 28            | 24 | 25                     | 39                 | 32     | 46 | 39  | 44        | 34  | 40            | 39 | 39 | 41   | 31 | 41 | 37 |

60. Are you male or female?

| (%) Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |     |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |     |     |           |     |               |    |    |      |    |    |    |
|-------------------|------------------------------|-------------------------|--|--------|-----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|-----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |     | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |     | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                   |                              |                         |  | M      | F   | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F   | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Male              | 48                           | 55                      | 43   | 100    | -   | 46  | 51        | 48  | 42            | 52 | 56                     | 48                 | 100    | -   | 46  | 51        | 49  | 36            | 40 | 68 | 45   | 56 | 62 | 47 |
| Female            | 52                           | 45                      | 57   | -      | 100 | 54  | 49        | 52  | 58            | 48 | 44                     | 52                 | -      | 100 | 54  | 49        | 51  | 64            | 60 | 32 | 55   | 44 | 38 | 53 |

61. AGE (CODED)

| (%) Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |
|-------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| 18-24             | 6                            | 2                       | 10   | 2      | 9  | 14  | -         | -   | 8             | 3  | 9                      | 6                  | 5      | 7  | 12  | -         | -   | 9             | 4  | 5  | 3    | 4  | 26 | 12 |
| 25-34             | 13                           | 14                      | 17   | 15     | 12 | 30  | -         | -   | 16            | 10 | 16                     | 19                 | 17     | 20 | 37  | -         | -   | 28            | 16 | 12 | 16   | 20 | 26 | 35 |
| 35-49             | 25                           | 39                      | 39   | 25     | 25 | 57  | -         | -   | 27            | 23 | 26                     | 26                 | 27     | 25 | 51  | -         | -   | 23            | 25 | 30 | 24   | 38 | 25 | 27 |
| 50-64             | 29                           | 30                      | 20   | 31     | 27 | -   | 100       | -   | 24            | 34 | 30                     | 26                 | 27     | 25 | -   | 100       | -   | 21            | 29 | 30 | 29   | 22 | 13 | 22 |
| 65 and over       | 27                           | 16                      | 13   | 27     | 27 | -   | -         | 100 | 26            | 30 | 19                     | 23                 | 23     | 23 | -   | -         | 100 | 19            | 26 | 24 | 29   | 15 | 11 | 4  |

62. Regardless of how you are registered to vote, do you consider yourself a Democrat, Republican, or independent?

| (% ) Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |     | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |     |    |      |    |    |    |
|--------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|-----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|-----|----|------|----|----|----|
|                    | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |     |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |     |    | Race |    |    |    |
|                    |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R   | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R   | I  | W    | B  | H  | O  |
| Democrat           | 43                           | 36                      | 37   | 37     | 48 | 49  | 36        | 41  | 100           | -   | -                      | 36                 | 27     | 44 | 42  | 28        | 30  | 100           | -   | -  | 28   | 73 | 48 | 32 |
| Republican         | 45                           | 55                      | 46   | 48     | 42 | 37  | 52        | 51  | -             | 100 | -                      | 31                 | 26     | 36 | 28  | 34        | 35  | -             | 100 | -  | 37   | 6  | 34 | 21 |
| Independent        | 11                           | 8                       | 18   | 13     | 9  | 13  | 12        | 8   | -             | -   | 93                     | 31                 | 46     | 18 | 29  | 35        | 34  | -             | -   | 95 | 34   | 21 | 18 | 43 |
| Other              | 0                            | 0                       | 0  | 1      | 0  | 0   | 0         | 1   | -             | -   | 4                      | 1                  | 1      | 1  | 1   | 2         | 1   | -             | -   | 3  | 2    | 0  | 0  | 0  |
| Don't know         | 0                            | 0                       | 0  | 0      | 0  | 1   | 0         | 0   | -             | -   | 3                      | 1                  | 0      | 1  | 1   | 1         | 0   | -             | -   | 2  | 0    | 0  | 0  | 4  |

63. **AMONG THOSE WHO CONSIDER THEMSELVES DEMOCRATS:** And would you say you are a strong Democrat or do you lean Democrat?

| (%) Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |   | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |   |   |      |    |    |    |
|-------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|---|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|---|---|------|----|----|----|
|                   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |   |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |   |   | Race |    |    |    |
|                   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R | I | W    | B  | H  | O  |
| Strong Democrat   | 55                           | 49                      | 45   | 65     | 47 | 55  | 52        | 56  | 55            | - | -                      | 68                 | 73     | 65 | 64  | 72        | 74  | 68            | - | - | 63   | 78 | 68 | 63 |
| Lean Democrat     | 45                           | 51                      | 55   | 35     | 53 | 45  | 48        | 44  | 45            | - | -                      | 32                 | 27     | 35 | 36  | 28        | 26  | 32            | - | - | 37   | 22 | 32 | 37 |

64. **AMONG THOSE WHO CONSIDER THEMSELVES REPUBLICANS:** And would you say you are a strong Republicans or do you lean Republican?

| (%) Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |   |      |    |    |    |
|-------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|---|------|----|----|----|
|                   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |   | Race |    |    |    |
|                   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I | W    | B  | H  | O  |
| Strong Republican | 67                           | 56                      | 56   | 66     | 68 | 57  | 72        | 71  | -             | 67 | -                      | 63                 | 63     | 64 | 60  | 69        | 63  | -             | 63 | - | 68   | 33 | 40 | 53 |
| Lean Republican   | 33                           | 44                      | 44   | 34     | 32 | 43  | 28        | 29  | -             | 33 | -                      | 37                 | 37     | 36 | 40  | 31        | 37  | -             | 37 | - | 32   | 67 | 60 | 47 |

65. **AMONG THOSE WHO CONSIDER THEMSELVES INDEPENDENT OR OTHER OR DON'T KNOW:** Do you tend to...

| (%) Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |   | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |   |    |      |    |    |    |
|-------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|---|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|---|----|------|----|----|----|
|                   | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |   |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |   |    | Race |    |    |    |
|                   |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R | I  | W    | B  | H  | O  |
| Lean Democrat     | 23                           | 43                      | 19   | 17     | 31 | 34  | 12        | 8   | -             | - | 23                     | 36                 | 35     | 37 | 38  | 28        | 39  | -             | - | 36 | 38   | 35 | 31 | 22 |
| Lean Republican   | 45                           | 37                      | 62   | 52     | 35 | 41  | 51        | 46  | -             | - | 45                     | 32                 | 31     | 35 | 28  | 42        | 29  | -             | - | 32 | 33   | 18 | 27 | 39 |
| Neither           | 33                           | 20                      | 20   | 32     | 34 | 25  | 37        | 47  | -             | - | 33                     | 32                 | 34     | 28 | 34  | 30        | 31  | -             | - | 32 | 29   | 47 | 41 | 39 |

66. KENTUCKY REGION (CODED BASED ON COUNTY)

| (% ) Likely Voters           | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    |
|------------------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|
|                              | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    |
|                              |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |
| BLUEGRASS                    | 49                           | 61                      | 70   | 54     | 43 | 49  | 50        | 47  | 54            | 42 | 53 |
| PENNYRILE                    | 19                           | 9                       | 6  | 16     | 21 | 15  | 21        | 24  | 18            | 23 | 9  |
| EASTERN MOUNTAIN COAL FIELDS | 15                           | 17                      | 13   | 14     | 16 | 19  | 13        | 10  | 12            | 17 | 14 |
| ARC                          | 8                            | 7                       | 6  | 8      | 8  | 8   | 7         | 9   | 6             | 9  | 9  |
| WESTERN COAL FIELDS          | 5                            | 3                       | 4  | 4      | 6  | 4   | 6         | 6   | 5             | 4  | 7  |
| PURCHASE                     | 5                            | 2                       | 2  | 4      | 6  | 5   | 4         | 5   | 5             | 5  | 7  |

67. US REGION (CODED BASED ON STATE)

| (%) Likely Voters | AMONG US LIKELY VOTERS |        |    |     |       |     |               |    |    |      |    |    |    |
|-------------------|------------------------|--------|----|-----|-------|-----|---------------|----|----|------|----|----|----|
|                   | US<br>LVs<br>(All)     | Gender |    | Age |       |     | Consider Self |    |    | Race |    |    |    |
|                   |                        | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| NORTHEAST         | 18                     | 17     | 19 | 18  | 18    | 18  | 23            | 12 | 18 | 18   | 17 | 22 | 19 |
| MIDWEST           | 24                     | 24     | 24 | 22  | 27    | 26  | 22            | 29 | 21 | 26   | 26 | 12 | 16 |
| SOUTH             | 38                     | 40     | 36 | 40  | 36    | 37  | 33            | 42 | 40 | 38   | 48 | 38 | 24 |
| WEST              | 20                     | 20     | 20 | 20  | 20    | 19  | 21            | 18 | 21 | 18   | 10 | 28 | 41 |

68. What is your religious denomination, if any?

| (%) Likely Voters                          | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|--|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Catholic                                   | 13                           | 20                      | 23   | 14     | 13 | 15  | 16        | 8   | 15            | 11 | 15 | 26                     | 27     | 25 | 27  | 22        | 28  | 29            | 25 | 23 | 24   | 9  | 59 | 26 |
| Protestant                                 | 30                           | 29                      | 22   | 32     | 29 | 14  | 31        | 55  | 20            | 40 | 30 | 22                     | 22     | 22 | 17  | 24        | 30  | 15            | 32 | 20 | 27   | 16 | 5  | 6  |
| Baptist                                    | 28                           | 28                      | 30   | 26     | 31 | 34  | 31        | 17  | 28            | 29 | 26 | 13                     | 11     | 14 | 13  | 15        | 9   | 14            | 17 | 6  | 11   | 35 | 2  | 2  |
| Jewish                                     | 1                            | 0                       | 0  | 1      | 1  | 1   | 0         | 2   | 2             | 0  | 2  | 3                      | 4      | 3  | 2   | 2         | 7   | 4             | 2  | 4  | 4    | 0  | 3  | 0  |
| Muslim                                     | 0                            | 0                       | 0  | 0      | 1  | 1   | 0         | 0   | 1             | 0  | 0  | 1                      | 1      | 1  | 2   | 0         | 0   | 1             | 1  | 1  | 0    | 1  | 0  | 7  |
| Other                                      | 8                            | 8                       | 12   | 5      | 10 | 9   | 6         | 6   | 6             | 9  | 8  | 13                     | 11     | 14 | 13  | 16        | 11  | 13            | 10 | 16 | 11   | 23 | 8  | 17 |
| None / Don't believe,<br>Atheist, Agnostic | 15                           | 12                      | 9  | 18     | 12 | 19  | 14        | 10  | 26            | 5  | 12 | 20                     | 23     | 18 | 25  | 18        | 12  | 23            | 12 | 26 | 19   | 10 | 23 | 42 |
| Don't know                                 | 4                            | 4                       | 3  | 5      | 4  | 7   | 2         | 2   | 3             | 5  | 6  | 2                      | 2      | 3  | 2   | 2         | 2   | 2             | 2  | 3  | 2    | 6  | 0  | 0  |

69. Do you consider yourself...?

| (% ) Likely Voters           | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |     |     |    |
|------------------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|-----|-----|----|
|                              | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |     |     |    |
|                              |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B   | H   | O  |
| White                        | 92                           | 95                      | 91   | 90     | 93 | 90  | 94        | 93  | 84            | 99 | 95 | 69                     | 64     | 73 | 57  | 77        | 86  | 54            | 81 | 74 | 100  | -   | -   | -  |
| Black or African<br>American | 7                            | 3                       | 6  | 9      | 5  | 8   | 6         | 7   | 15            | 0  | 2  | 13                     | 15     | 11 | 16  | 11        | 8   | 26            | 3  | 8  | -    | 100 | -   | -  |
| Hispanic or Latino           | 0                            | 0                       | 0  | 0      | 0  | 1   | 0         | 0   | 0             | 0  | 1  | 9                      | 12     | 7  | 13  | 4         | 4   | 12            | 10 | 5  | -    | -   | 100 | -  |
| Asian                        | 0                            | 1                       | 0  | 0      | 0  | 0   | 0         | 0   | 0             | 0  | 0  | 5                      | 5      | 5  | 7   | 4         | 2   | 5             | 5  | 4  | -    | -   | -   | 56 |
| Other (please specify)       | 1                            | 0                       | 3  | 0      | 1  | 1   | 1         | 0   | 0             | 1  | 2  | 4                      | 4      | 4  | 6   | 4         | 0   | 2             | 1  | 8  | -    | -   | -   | 44 |
| Don't know                   | 0                            | 0                       | 0  | 0      | 0  | 0   | 0         | 0   | 0             | 0  | 1  | 0                      | 0      | 0  | 0   | 0         | 0   | 0             | 0  | 0  | -    | -   | -   | 0  |

70. For statistical purposes only, we need to know your total household income for 2018. Will you please tell me which of the following categories best represents your total household income?

| (%) Likely Voters    | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |       |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |       |     |               |    |    |      |    |    |    |
|----------------------|------------------------------|-------------------------|--|--------|----|-----|-------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-------|-----|---------------|----|----|------|----|----|----|
|                      | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |       |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |       |     | Consider Self |    |    | Race |    |    |    |
|                      |                              |                         |  | M      | F  | <50 | 50-64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Less than \$20,000   | 12                           | 8                       | 7  | 12     | 13 | 13  | 6     | 18  | 14            | 11 | 10                     | 10                 | 7      | 13 | 8   | 14    | 11  | 12            | 9  | 9  | 10   | 8  | 9  | 11 |
| \$20,000-\$34,999    | 16                           | 16                      | 15   | 17     | 16 | 15  | 17    | 18  | 17            | 14 | 22                     | 18                 | 18     | 18 | 19  | 14    | 21  | 23            | 13 | 17 | 17   | 25 | 25 | 10 |
| \$35,000-\$49,999    | 16                           | 13                      | 16   | 20     | 13 | 13  | 16    | 21  | 17            | 16 | 13                     | 15                 | 13     | 16 | 14  | 15    | 16  | 16            | 13 | 15 | 15   | 15 | 15 | 14 |
| \$50,000-\$74,999    | 20                           | 21                      | 22   | 16     | 24 | 18  | 22    | 22  | 23            | 19 | 18                     | 26                 | 26     | 26 | 27  | 23    | 28  | 21            | 28 | 29 | 24   | 27 | 33 | 33 |
| \$75,000-\$99,999    | 15                           | 17                      | 19   | 13     | 17 | 21  | 15    | 5   | 13            | 16 | 14                     | 14                 | 15     | 12 | 15  | 14    | 10  | 13            | 18 | 11 | 14   | 11 | 9  | 15 |
| \$100,000-\$149,999  | 12                           | 9                       | 11   | 13     | 12 | 13  | 16    | 9   | 11            | 13 | 16                     | 10                 | 11     | 9  | 12  | 10    | 6   | 10            | 9  | 11 | 11   | 9  | 6  | 8  |
| \$150,000 or more    | 4                            | 12                      | 9  | 6      | 3  | 5   | 6     | 0   | 3             | 5  | 2                      | 5                  | 7      | 4  | 4   | 8     | 4   | 3             | 7  | 6  | 5    | 4  | 2  | 10 |
| Prefer not to answer | 3                            | 3                       | 0  | 2      | 3  | 1   | 3     | 4   | 1             | 4  | 4                      | 2                  | 2      | 2  | 1   | 2     | 5   | 1             | 4  | 2  | 3    | 0  | 0  | 0  |
| Don't know           | 1                            | 0                       | 0  | 1      | 0  | 0   | 0     | 3   | 0             | 1  | 1                      | 0                  | 0      | 1  | 0   | 1     | 0   | 1             | 0  | 0  | 0    | 2  | 0  | 0  |

## Kentucky Likely Voter Screens & US Likely Voter Screens

71. Are you 18 years old or older and registered to vote?

| (% ) Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |     |     |           |     |               |     | AMONG US LIKELY VOTERS |                    |        |     |     |           |     |               |     |     |      |     |     |     |
|--------------------|------------------------------|-------------------------|--|--------|-----|-----|-----------|-----|---------------|-----|------------------------|--------------------|--------|-----|-----|-----------|-----|---------------|-----|-----|------|-----|-----|-----|
|                    | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |     | Age |           |     | Consider Self |     |                        | US<br>LVs<br>(All) | Gender |     | Age |           |     | Consider Self |     |     | Race |     |     |     |
|                    |                              |                         |  | M      | F   | <50 | 50-<br>64 | 65+ | D             | R   | I                      |                    | M      | F   | <50 | 50-<br>64 | 65+ | D             | R   | I   | W    | B   | H   | O   |
| Yes                | 100                          | 100                     | 100  | 100    | 100 | 100 | 100       | 100 | 100           | 100 | 100                    | 100                | 100    | 100 | 100 | 100       | 100 | 100           | 100 | 100 | 100  | 100 | 100 | 100 |
| No                 | *                            | *                       | *  | *      | *   | *   | *         | *   | *             | *   | *                      | *                  | *      | *   | *   | *         | *   | *             | *   | *   | *    | *   | *   | *   |

\*By definition, all likely voters had to say they are 18 years or older and registered to vote

72. Do you or does anyone in your household work in any of the following industries?

| (% ) Likely Voters               | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    | AMONG US LIKELY VOTERS |                    |        |    |     |           |     |               |    |    |      |    |    |    |   |
|----------------------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|------------------------|--------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|---|
|                                  | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |                        | US<br>LVs<br>(All) | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |   |
|                                  |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I                      |                    | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |   |
| Advertising or public relations  | *                            | *                       | *  | *      | *  | *   | *         | *   | *             | *  | *                      | *                  | *      | *  | *   | *         | *   | *             | *  | *  | *    | *  | *  | *  | * |
| Journalism or the media          | *                            | *                       | *  | *      | *  | *   | *         | *   | *             | *  | *                      | *                  | *      | *  | *   | *         | *   | *             | *  | *  | *    | *  | *  | *  | * |
| Politics or political consulting | *                            | *                       | *  | *      | *  | *   | *         | *   | *             | *  | *                      | *                  | *      | *  | *   | *         | *   | *             | *  | *  | *    | *  | *  | *  | * |
| State or local government        | 4                            | 5                       | 6  | 5      | 4  | 6   | 5         | 0   | 6             | 1  | 7                      | 4                  | 4      | 3  | 6   | 3         | 2   | 3             | 4  | 5  | 3    | 3  | 2  | 11 |   |
| The medical field                | 8                            | 11                      | 11   | 6      | 10 | 12  | 7         | 4   | 5             | 10 | 9                      | 6                  | 5      | 7  | 9   | 5         | 3   | 8             | 6  | 5  | 6    | 11 | 2  | 3  |   |
| Retail or sales                  | 9                            | 9                       | 16   | 10     | 8  | 10  | 10        | 5   | 8             | 9  | 10                     | 7                  | 5      | 9  | 10  | 5         | 3   | 8             | 7  | 6  | 5    | 9  | 12 | 13 |   |
| None of the above                | 80                           | 76                      | 71   | 81     | 80 | 76  | 78        | 90  | 82            | 80 | 76                     | 85                 | 87     | 83 | 79  | 89        | 93  | 84            | 84 | 86 | 86   | 81 | 86 | 79 |   |
| Don't know                       | *                            | *                       | *  | *      | *  | *   | *         | *   | *             | *  | *                      | *                  | *      | *  | *   | *         | *   | *             | *  | *  | *    | *  | *  | *  |   |

\*By definition, excluded those who said they or someone in their household work in advertising or public relations, journalism or the media, politics or political consulting, or if they said "Don't know"

73. Which of these statements best describes you?

| (% ) Likely Voters   | AMONG KENTUCKY LIKELY VOTERS |                             |  |        |     |     |           |     |               |     |     | AMONG US LIKELY VOTERS |        |     |     |           |     |               |     |     |      |     |     |     |
|--|------------------------------|-----------------------------|--|--------|-----|-----|-----------|-----|---------------|-----|-----|------------------------|--------|-----|-----|-----------|-----|---------------|-----|-----|------|-----|-----|-----|
|  | KY<br>LVs<br>(All)           | Horse<br>racin<br>g<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |     | Age |           |     | Consider Self |     |     | US<br>LVs<br>(All)     | Gender |     | Age |           |     | Consider Self |     |     | Race |     |     |     |
|  |                              |                             |  | M      | F   | <50 | 50-<br>64 | 65+ | D             | R   | I   |                        | M      | F   | <50 | 50-<br>64 | 65+ | D             | R   | I   | W    | B   | H   | O   |
| ABSOLUTELY CERTAIN I<br>am registered to vote at my<br>current address   | 100                          | 100                         | 100  | 100    | 100 | 100 | 100       | 100 | 100           | 100 | 100 | 100                    | 100    | 100 | 100 | 100       | 100 | 100           | 100 | 100 | 100  | 100 | 100 | 100 |
| PROBABLY registered, but there is<br>a chance my registration has lapsed | *                            | *                           | *  | *      | *   | *   | *         | *   | *             | *   | *   | *                      | *      | *   | *   | *         | *   | *             | *   | *   | *    | *   | *   | *   |
| NOT CURRENTLY registered to<br>vote at my current address                | *                            | *                           | *  | *      | *   | *   | *         | *   | *             | *   | *   | *                      | *      | *   | *   | *         | *   | *             | *   | *   | *    | *   | *   | *   |
| I am NOT ELIGIBLE to vote at my<br>current address                       | *                            | *                           | *  | *      | *   | *   | *         | *   | *             | *   | *   | *                      | *      | *   | *   | *         | *   | *             | *   | *   | *    | *   | *   | *   |
| Don't know   | *                            | *                           | *  | *      | *   | *   | *         | *   | *             | *   | *   | *                      | *      | *   | *   | *         | *   | *             | *   | *   | *    | *   | *   | *   |

\*By definition, all likely voters had to say they are "absolutely certain" they are registered to vote at their current address

74. Are you registered to vote as a...?

| (% ) Likely Voters | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |    |     |           |     |               |    |    | AMONG US LIKELY VOTERS |        |    |     |           |     |               |    |    |      |    |    |    |
|--------------------|------------------------------|-------------------------|--|--------|----|-----|-----------|-----|---------------|----|----|------------------------|--------|----|-----|-----------|-----|---------------|----|----|------|----|----|----|
|                    | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |    | Age |           |     | Consider Self |    |    | US<br>LVs<br>(All)     | Gender |    | Age |           |     | Consider Self |    |    | Race |    |    |    |
|                    |                              |                         |  | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  |                        | M      | F  | <50 | 50-<br>64 | 65+ | D             | R  | I  | W    | B  | H  | O  |
| Democrat           | 49                           | 41                      | 46   | 43     | 54 | 55  | 44        | 45  | 99            | 9  | 21 | 42                     | 35     | 50 | 47  | 34        | 41  | 98            | 3  | 19 | 34   | 79 | 55 | 44 |
| Republican         | 45                           | 55                      | 48   | 50     | 40 | 39  | 48        | 50  | 1             | 91 | 26 | 33                     | 26     | 39 | 29  | 36        | 37  | 1             | 95 | 10 | 39   | 3  | 34 | 25 |
| Other              | 6                            | 4                       | 6  | 7      | 6  | 6   | 9         | 5   | 0             | 0  | 53 | 25                     | 39     | 11 | 23  | 29        | 22  | 2             | 2  | 71 | 27   | 18 | 11 | 31 |
| Don't know         | *                            | *                       | *  | *      | *  | *   | *         | *   | *             | *  | *  | *                      | *      | *  | *   | *         | *   | *             | *  | *  | *    | *  | *  | *  |

\*By definition, all had to indicate their political party registration

75. For statistical purposes only, did you vote in the November 2016 election for President in which Donald Trump and Hillary Clinton were candidates?

| (% ) Likely Voters  | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |     |     |           |     |               |     |     | AMONG US LIKELY VOTERS |        |     |     |           |     |               |     |     |      |     |     |     |
|---------------------|------------------------------|-------------------------|--|--------|-----|-----|-----------|-----|---------------|-----|-----|------------------------|--------|-----|-----|-----------|-----|---------------|-----|-----|------|-----|-----|-----|
|                     | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |     | Age |           |     | Consider Self |     |     | US<br>LVs<br>(All)     | Gender |     | Age |           |     | Consider Self |     |     | Race |     |     |     |
|                     |                              |                         |  | M      | F   | <50 | 50-<br>64 | 65+ | D             | R   | I   |                        | M      | F   | <50 | 50-<br>64 | 65+ | D             | R   | I   | W    | B   | H   | O   |
| Yes                 | 100                          | 100                     | 100  | 100    | 100 | 100 | 100       | 100 | 100           | 100 | 100 | 100                    | 100    | 100 | 100 | 100       | 100 | 100           | 100 | 100 | 100  | 100 | 100 | 100 |
| No                  | *                            | *                       | *  | *      | *   | *   | *         | *   | *             | *   | *   | *                      | *      | *   | *   | *         | *   | *             | *   | *   | *    | *   | *   | *   |
| Don't know / unsure | *                            | *                       | *  | *      | *   | *   | *         | *   | *             | *   | *   | *                      | *      | *   | *   | *         | *   | *             | *   | *   | *    | *   | *   | *   |

\*By definition, all likely voters had to say they voted in the November 2016 election

76. **ONLY AMONG KENTUCKY LIKELY VOTERS:** This coming fall, there will be an election for Governor and other state offices in Kentucky. How likely are you to vote in that election? Will you...?

| (% ) Likely Voters      | AMONG KENTUCKY LIKELY VOTERS |                         |  |        |     |     |           |     |               |     |     |
|-------------------------|------------------------------|-------------------------|--|--------|-----|-----|-----------|-----|---------------|-----|-----|
|                         | KY<br>LVs<br>(All)           | Horse<br>racing<br>FANS | Works in<br>racing<br>(self, family,<br>or friend) | Gender |     | Age |           |     | Consider Self |     |     |
|                         |                              |                         |  | M      | F   | <50 | 50-<br>64 | 65+ | D             | R   | I   |
| Definitely vote         | 100                          | 100                     | 100  | 100    | 100 | 100 | 100       | 100 | 100           | 100 | 100 |
| Probably vote           | *                            | *                       | *  | *      | *   | *   | *         | *   | *             | *   | *   |
| Might or might not vote | *                            | *                       | *  | *      | *   | *   | *         | *   | *             | *   | *   |
| Probably not vote       | *                            | *                       | *  | *      | *   | *   | *         | *   | *             | *   | *   |
| Definitely not vote     | *                            | *                       | *  | *      | *   | *   | *         | *   | *             | *   | *   |
| Don't know              | *                            | *                       | *  | *      | *   | *   | *         | *   | *             | *   | *   |

\*By definition, all Kentucky likely voters had to say they will definitely vote in the next election for Governor and other state offices in Kentucky

77. **ONLY AMONG US LIKELY VOTERS:** Next year there will be an election for President and Congress. How likely are you to vote in that election? Will you...?

| (% ) Likely Voters      | AMONG US LIKELY VOTERS |        |     |     |       |     |               |     |     |      |     |     |     |
|-------------------------|------------------------|--------|-----|-----|-------|-----|---------------|-----|-----|------|-----|-----|-----|
|                         | US<br>LVs<br>(All)     | Gender |     | Age |       |     | Consider Self |     |     | Race |     |     |     |
|                         |                        | M      | F   | <50 | 50-64 | 65+ | D             | R   | I   | W    | B   | H   | O   |
| Definitely vote         | 100                    | 100    | 100 | 100 | 100   | 100 | 100           | 100 | 100 | 100  | 100 | 100 | 100 |
| Probably vote           | *                      | *      | *   | *   | *     | *   | *             | *   | *   | *    | *   | *   | *   |
| Might or might not vote | *                      | *      | *   | *   | *     | *   | *             | *   | *   | *    | *   | *   | *   |
| Probably not vote       | *                      | *      | *   | *   | *     | *   | *             | *   | *   | *    | *   | *   | *   |
| Definitely not vote     | *                      | *      | *   | *   | *     | *   | *             | *   | *   | *    | *   | *   | *   |
| Don't know              | *                      | *      | *   | *   | *     | *   | *             | *   | *   | *    | *   | *   | *   |

\*By definition, all US likely voters had to say they will definitely vote in the next election for President and Congress