

New Public Opinion Poll Reveals 97% of Twentynine Palms Residents Know About Proposed Nūwū Casino Resort & RV Park Project

Survey finds nearly 70% of respondents support the project, while 63% view job creation as the most important benefit of a Tribal casino in Twentynine Palms

A new survey conducted by National Demographics Corporation (NDC), a leading Southern California public opinion research and survey firm, has found 97 percent of Twentynine Palms, California residents know about the proposed Nūwū Casino Resort & RV Park to be built within the Twenty-Nine Palms Band of Mission Indians' 160-acre reservation in Twentynine Palms.

The survey of 290 voters in Twentynine Palms also found 69 percent of respondents support the project, while 63 percent believe that job creation is the single most important benefit of a Tribal casino in Twentynine Palms. This finding correlates with the 79 percent of respondents who also stated concern about the shortage of good jobs in Twentynine Palms.

"The Twenty-Nine Palms Tribe obviously has done a terrific job of community outreach in relation to their project in Twentynine Palms," stated Doug Johnson, President of National Demographics Corporation. "It is rare to conduct a survey in which nearly 100% of respondents have knowledge of a given subject that also garners nearly 70 percent support."

The survey also revealed that support for Indian gaming and Tribes in general remains strong as well. Some 75 percent of respondents stated they would vote in favor of Indian gaming if it was on the state ballot today, while 66 percent stated they had visited a Tribal casino in the past three years. Nearly 60 percent of respondents who said they live within 10 miles of an Indian Tribe said they had a positive view of that Tribe. Only five percent expressed a negative view.

The telephone canvass, which had a margin of error of plus-or-minus 5 percent, was conducted February 22-26, 2008.

"Our survey findings show the people of Twentynine Palms understand the tribe's project, and that they understand the benefits the project will deliver, especially in terms of jobs," added Johnson. "It would appear the tribe's efforts to educate the public have been highly successful."

The Nūwū Casino Resort & RV Park is an economic development project of the Twenty-Nine Palms Band of Mission Indians. The first phase of the project includes a 350-slot casino-resort as well as a 100+-space RV park and miles of dedicated hiking trails.