



New Jersey Gambling Market Ready to Expand: A.C., Sports Betting, Online Gaming Trending Up

Poll Released by Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism

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Galloway Township, NJ - Gamblers in New Jersey are willing to bet on new forms of gaming, with the vast majority of casino gamblers expecting to play in Atlantic City this year, according to a poll released today by the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (www.stockton.edu/levenson) at The Richard Stockton College of New Jersey.

Eighty-one percent of the 690 New Jersey adults interviewed who gambled in Atlantic City casinos in the last year say they intend to visit Atlantic City as many times this year as they did last year. Another 10 percent plan to visit more often. Only 7 percent intend to visit less.

Fifty-five percent of gamblers support legalizing sports betting. More than one in five (21.5 percent) say they would be more likely to bet on sports events if they could do so legally in New Jersey.

Sports betting is illegal in all but four states. Some officials in New Jersey are seeking to overturn that federal ban.

Two and one-half percent (2.5) of New Jersey gamblers have gambled online on Atlantic City casino websites since it became legal in the state on Nov. 26. However, 7 percent say they intend to gamble on an Atlantic City casino website in the coming year. That would be nearly triple the percentage that has participated during the initial days of online gambling.

"These numbers are promising for Atlantic City," said Dr. Israel Posner, director of the Lloyd D. Levenson Institute.

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“Visitors from New Jersey are willing to come back to Atlantic City just as often or more often this year than they did last year. Interest in online gambling is growing and should continue to grow once marketing efforts and promotions take off,” he said.

The poll of 690 New Jersey adults was fielded for the Lloyd D. Levenson Institute by the Stockton Polling Institute. Its margin of error is plus or minus 3.7 percentage points and is larger in sub-categories. Both landlines and cell phones were called by live interviewers calling from the Stockton College campus in Galloway, NJ.

Football is the clear choice of sports bettors, with 88 percent having bet on pro football in the last year. College sports was next highest at 45 percent, followed by pro basketball (43 percent), pro boxing (30 percent), pro baseball (29 percent), pro hockey (28 percent), and pro soccer (9 percent.)

Pennsylvania casinos continue to represent the strongest competition to Atlantic City’s gaming industry, with 28 percent of New Jersey-based casino gamblers having crossed the Delaware River. Thirteen percent have gambled in Nevada casinos. But only 8 percent say they gambled in New York. Nearly 5 percent patronized casinos in Florida, followed by 3 percent in Delaware and 2 percent in Maryland. About 11 percent gambled in casinos outside of the United States.

The lottery is the most popular form of gambling. Eighty-nine percent of gamblers in New Jersey played it in the past year. Only 11 percent say they bet on horse racing.

Methodology

Interviews were conducted at the William J. Hughes Center for Public Policy’s Stockton Polling Institute (www.stockton.edu/hughescenter) by live interviewers calling from the Stockton College campus. The poll was conducted with 690 New Jersey adults from Jan. 17-28. Interviewers called both land lines and cell phones. All prospective respondent households in the source telephone list have the same chance of joining the sample because of random selection. The survey has a margin of error of +/- 3.7 percent at a 95 percent confidence level. MOE is higher for subsets. Data are weighted based on United States Census Bureau demographics for the New Jersey population.

About the Hughes Center

The William J. Hughes Center for Public Policy (www.stockton.edu/hughescenter) at The Richard Stockton College of New Jersey serves as a catalyst for research, analysis and innovative policy solutions on the economic, social and cultural issues facing New Jersey. The Center is named for William J. Hughes, whose distinguished career includes service in the U.S. House of Representatives, Ambassador to Panama and as a Distinguished Visiting Professor at Stockton College. The Hughes Center can be found on Facebook at <http://www.facebook.com/Hughes.Center.Stockton.College> and can be followed on Twitter @hughescenter.