



For immediate release... **Monday, April 18, 2011** 3 pp.

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## **Odds Favor NJ Referendum on Sports Betting**

As it stands now, odds favor November's referendum to amend the New Jersey constitution to accommodate the possibility of sports-betting in casinos and racetracks. According to the most recent statewide poll by Fairleigh Dickinson University's PublicMind™, 53% of voters say they favor making sports-betting legal at Atlantic City casinos and racetracks, while 30% oppose it. Another 17% say they are not sure.

The question is not high on the radar of voters. Two-thirds (66%) say they have heard little or nothing about it.

"The good news for those who favor sports betting is that it is not a partisan issue," said Peter Woolley, a political scientist and director of the poll. About as many Democrats favor it (56%) as Republicans (52%).

However, there are important differences between men's and women's attitudes. One in five men (19%) say they have "a lot" of interest in the question, and they are twice as likely as women (10%) to say they have "a lot" of interest in the question.

Moreover, nearly two thirds of men (63%) favor legalizing sports-betting, but fewer than half of women (43%) favor it.

Younger voters are far more likely to favor legalization than older voters. Almost four out of five (78%) of young voters, ages 18 to 34, favor legalization, contrasting sharply with those older. Middle-aged voters, from 35 to 54, favor the proposition by a 5-to-3 margin (52%-33%). Older voters, 55 and over, favor it by a slimmer margin of 45%-35% with one in five not sure (20%).

"But younger voters have no stronger interest in the issue than older voters," said Woolley, "and they are far less likely to vote than other voters, especially this year, with no national or statewide candidates on the ballot."

Those who say they have a lot of interest in the issue, favor legalization by more than two to one (66%-29%).

"As always," said Woolley, "a lot depends on who actually shows up to vote, who reads the fine print at the bottom of the ballot, and who understands the obscure language of the question."

The Fairleigh Dickinson University poll of 711 registered voters statewide was conducted by telephone using both landlines and cell phones from March 29 through April 4, 2011, and has a margin of error of +/-4 percentage points.

*Methodology, questions, and tables on the web at: <http://publicmind.fdu.edu>  
Radio actualities at 201.692.2846 For more information, please call 201.692.7032*

**Methodology, Questions, and Tables**

The most recent survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from March 29, 2011, through April 4, 2011, using a randomly selected sample of 711 registered voters statewide. The margin of error for a sample of 711 randomly selected respondents is +/- 4 percentage points. The margin of error for subgroups is larger and varies by the size of that subgroup. Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers. PublicMind interviews are conducted by Opinion America of Cedar Knolls, NJ, with professionally trained interviewers using a CATI (Computer Assisted Telephone Interviewing) system. Random selection is achieved by computerized random-digit dialing. This technique gives every person with a land-line phone number (including those with unlisted numbers) an equal chance of being selected. Landline households are supplemented with a separate, randomly selected sample of cell-phone-only-households, interviewed in the same time frame. The total combined sample is mathematically weighted to match known demographics of age, race and gender.

In the November election, there will be a question on the ballot, asking voters whether they wish to legalize betting on sports in New Jersey at casinos and racetracks.

How much have you heard or read about this referendum...READ?

	All
A great deal	11%
Some	23%
Just a little	26%
Nothing at all	40%

How much interest do you have in this issue...READ?

	All	Dem	ind	Rep	men	wom	18-34	35-54	55+
A lot	15%	14	23	12	19	10	16	14	14
Some	22%	22	19	24	24	21	32	20	20
a little	25%	25	15	28	22	27	24	26	24
None	38%	39	42	36	35	42	28	39	42

Do you favor or oppose making sports-betting legal in New Jersey at Atlantic City casinos and racetracks?

	All	Party			gender		How much interest...?		age		
		Dem	Ind	Rep	men	wom	a lot/some	Little/none			
Favor	53%	56	48	52	63	43	66	46	78	52	45
Oppose	30%	28	33	32	24	36	29	31	14	33	35
Unsure	17%	16	20	15	13	20	5	23	8	15	20

US 1-2 released 04.7.11

NJ 1-2a-e released 04.6.11

NJ3A. In the November election, there will be a question on the ballot, asking voters whether they wish to legalize betting on sports in New Jersey at casinos and racetracks. How much have you heard or read about this referendum...READ?

A lot

Some

A little

nothing

NJ3B. How much interest do you have in this issue...READ?

PROMPT IF NECESSARY: ...of legalizing sports betting...

A lot

Some  
A little  
none

NJ3C. Do you favor or oppose making sports-betting legal in New Jersey at Atlantic City casinos and racetracks?

Favor  
Oppose  
DK (vol)

#### Sample Characteristics (%)

##### Gender

Male	50
Female	50

##### Age

18-29	12
30-44	25
45-59	32
60+	28
Ref.	3

##### In addition to being American, would you say you are...?

White	70
Black	14
Hispanic or Latino	9
Asian	3
Other/ref.	4

##### Party ID

Dem. + lean Dem.	48
ind. + unsure + ref.	14
Rep. + lean Rep.	38

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