

Contact: Peter Woolley 973.670.3239

NJ Voters Favor Sports Betting, but not Tax Credits for Meadowlands Developer

According to the most recent statewide poll by Fairleigh Dickinson University's PublicMind™, a majority of New Jersey voters favor making sports betting legal at Atlantic City casinos and racetracks: 52% say they favor the idea, 31% say they oppose it.

Yet, despite that a referendum about sports betting will be on the November ballot, 71% of voters say they have heard little or nothing about it. And two-thirds (67%) say they have little interest in the issue.

"Voter turnout will be relatively low in November, and the percentage of people voting on the referendum will be even lower," said Peter Woolley, a political scientist and director of the poll. "But even those who have little or no interest in the issue, favor sports betting by a 10 point margin," he added. Among those who have little or no interest, 44% say they favor it, 34% say they oppose it. "New Jerseyans are used to having gambling in their state, and used to having it in Atlantic City," said Woolley. "I think they see this as revenue for the state."

However, if it were up to women it might not pass. While men favor allowing sports betting by a wide margin (65-21), women split on the question with 39% in favor and 41% opposed.

Not on the November ballot is another question about revenue--whether and what kind of tax relief to give to the new owners of the old Xanadu project in the Meadowlands, now called "American Dream." In this case, 44% say they have heard some or a great deal about the business development. But asked whether the state should help out the new owners in order to move the stalled project and bring new jobs to the state, voters say no.

Just 31% say the state should help out the American Dream with tax breaks: 58% say the state should not be using public money to bail out the private developers. Democrats as well as Republicans and liberals as well as conservatives oppose it.

"The public's reaction to tax breaks for a private developer in the Meadowlands is completely consistent with its opposition to tax breaks for private developers elsewhere in the state," said Woolley.

In March 2010, an FDU poll showed voters opposed giving tax credits to the owners of the unfinished Revel Casino in Atlantic City by a margin of 60%-27%.

"People see sports betting as revenue in," said Woolley. "People see tax credits as revenue out. New Jersey taxpayers are not much in the mood for revenue out, especially if it is to support big business."

The Fairleigh Dickinson University poll of 800 registered voters statewide was conducted by telephone using both landlines and cell phones from Sept. 19 through Sept. 25, 2011, and has a margin of error of +/-3.5 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 Sept. 19, 2011, through Sept. 25, 2011, using a randomly selected sample of 800 registered voters statewide. The margin of error for a sample of 800 randomly selected respondents is +/- 3.5 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	April 2011
A lot	10%	11%
Some	20%	23%
Just a little	27%	26%
Nothing at all	44%	40%

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

	All	men	wom	April 2011
A lot	11%	15	7	15%
Some	22%	24	21	22%
a little	23%	25	20	25%
None	44%	36	52	38%

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			April 2011
		Dem	Ind	Rep	men	wom	a lot/some	little/none	18-34	35-54	55+	
Favor	52%	51	54	54	65	39	68	44	61	58	43	53%
Oppose	31%	31	39	29	21	41	25	34	26	26	37	30%
Unsure	17%	17	7	17	14	20	7	22	14	15	19	17%

How much have you heard about a business development in the Meadowlands, near Giant stadium,...that used to be called Xanadu... READ?

	All
A great deal	21%
Some	23%
Just a little	23%
Nothing at all	33%

Some people say... Others say...

ROTATE

... because this massive project has stalled, the state should help out the new owners with tax breaks and other help to bring new jobs and tax revenue to the state.

...the state should not be using public money to bail out private developers.

Which comes closer to your view?

	All	Dem.	ind.	Rep.	liberal	mod.	conser
should help	31%	37	24	24	33	32	29
should not bail out	58%	52	63	66	55	57	63
Not sure (vol)	11%	11	13	10	12	11	8

Exact Question Wording and Order

US1-5 reported 9.29.11

NJ1-5 reported 9.27.11

NJ6A. 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

NJ6B. How much interest do you have in this issue...READ?

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

- A lot
- Some
- A little
- none

NJ6C. Do you favor or oppose making sports-betting legal in New Jersey at Atlantic City casinos and racetracks?

- Support
- Oppose
- DK (vol)

NJ7A. How much have you heard about a business development in the Meadowlands, near Giants Stadium,...that used to be called Xanadu... READ?

- A great deal
- Some
- Just a little
- Or nothing

NJ7B. Some people say... Others say...

ROTATE

... because this massive project has stalled, the state should help out the new owners with tax breaks and other help to bring new jobs and tax revenue to the state.

...the state should not be using public money to bail out private developers.

Which comes closer to your view?

Sample Characteristics (%)

Gender

Male	50
Female	50

Age

18-29	12
30-44	26
45-59	32
60+	27
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.	49
ind. + unsure + ref.	15
Rep. + lean Rep.	36