



For immediate release **Wednesday, June 24**
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PUBLIC OPPOSED TO GAMING'S EXPANSION AND DIVIDED OVER REVENUE SHARING WITH AC

State leaders may be considering expanding gaming beyond Atlantic City, but Garden State residents remain firmly opposed to any move in this direction. The most recent statewide survey of New Jersey adults finds that opinion is largely unchanged about opening casinos outside of Atlantic City, with 56 percent opposed and 37 percent in favor.

The last time this question was asked was in February 2015. At that time, 36 percent favored an expansion with 57 percent opposed. PublicMind has asked this question since 2009 and opposition has always trumped favorability regarding industry expansion beyond Atlantic City.

“The public is questioning the logic behind allowing the spread of casino gambling,” said Krista Jenkins, professor of political science and director of PublicMind. “They don’t seem to be sold on the idea of saving the gaming industry in the state by allowing it to spread.”

A third of residents (34%) say would be more likely to visit a casino in a place other than Atlantic City, assuming they remained in the state. Similar numbers (31%) say that even if casinos were expanded to other parts of the state they would still visit Atlantic City to gamble. Among those who said they would go elsewhere, the Meadowlands is cited the most frequently, and by a wide margin. Sixty-nine percent say they’d travel there, versus 49 percent who chose Monmouth Park, 41 percent who said Jersey City, and 29 percent who chose Newark.

About a year ago, [PublicMind asked respondents](#) about expansion to specific locales in the state, including the Meadowlands and Monmouth Park. Opinion was decidedly mixed with 47 percent favoring casinos in the Meadowlands and 43 percent saying the same about Monmouth Park.

“The key to attracting people to other venues as well as Atlantic City, seems to be the availability of non-gaming attractions. People told us things like hotels, restaurants, and concert venues are important amenities when deciding where to go when gambling is on their minds. Proximity to home matters, but not as much,” said Jenkins. In this current poll, forty percent said non-gaming attractions were the key to enticement, followed by 20 percent who said proximity to home is more important. Fourteen percent say a wide variety of gambling options is what makes a difference.

How to handle additional revenue should gaming expand is a decidedly more divisive question. The same survey asked if respondents favor or oppose sharing tax revenue from other casino ventures with Atlantic City – a recent proposal made in order to try to shore up AC’s dwindling finances in recent years. Opinion is split with 42 percent in favor and 44 percent opposed.

“Combined with opposition to an expansion, these results underscore the difficulty legislators are going to have if they proceed with putting a referendum on the ballot in November,” said Jenkins. Around four-in-ten respondents say they have heard a lot or some about the proposed referendum to allow expansion. “This degree of attentiveness isn’t turning many people on to the idea or the premise that the money can and should be rightfully used in places other than where the casinos are ultimately built.”

Men and those with a recent history of casino attendance are the most likely to support expansion, and men are supportive of sharing tax revenue with AC. Forty one percent of men support expansion, compared with a third of women (33%), and half of men (48%) favor sharing tax revenue while only 36 percent of women say the same. Half (50%) of casino-goers favor expansion, with 30 percent of those without a recent history at a casino in favor of allowing casinos to open in other parts of the state. Casino-goers are, however, about as evenly divided over the question of revenue sharing with AC as compared with the full sample. Forty-three percent of casino goers favor it with 46 percent of opposed.

Methodology - The Fairleigh Dickinson University poll was conducted by landline and cellular telephone June 15-21, 2015 among a random statewide sample of 913 adults. Results have a margin of sampling error of +/- 3.4 percentage points, including the design effect.

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

The most recent survey by Fairleigh Dickinson University’s PublicMind was conducted by telephone from June 15 through 21 using a randomly selected sample of 913 adults in New Jersey. One can be 95 percent confident that the error attributable to sampling has a range of +/- 3.4 percentage points, including the design effect. 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 landline 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 respondents interviewed in the same time frame. The total combined sample is mathematically weighted to match known demographics of gender, age, education, and race. 496 interviews were conducted on landlines and 417 were conducted on cellular telephones.

The sample was purchased from Marketing Systems Group and the research was funded by Fairleigh Dickinson University.

Tables

<i>Right now, casino gambling in New Jersey is limited to Atlantic City. Do you favor or oppose [rotate] expanding casino gambling to other areas in the state?</i>											
						PID			Age		
	June 2015	Feb 2015	July 2014	June 2010	Feb 2009	Dem	Ind	Repub	18-34	35-59	60+
Favor	37%	36%	42%	42%	24%	35	39	39	42	37	32
Oppose	56%	57%	50%	49%	70%	56	54	60	48	56	64
DK/Ref (vol)	6%	8%	8%	9%	6%	9	7	2	10	7	3

<i>Right now, casino gambling in New Jersey is limited to Atlantic City. Do you favor or oppose [rotate] expanding casino gambling to other areas in the state?</i>						
	Gender		Race		Been to a casino in the last 12 months	
	Male	Female	White	Nonwhite	Yes	No
Favor	41	33	39	33	50	30
Oppose	53	59	55	57	47	61
DK (vol)	6	7	5	11	3	8
Ref (vol)	0	0	0	0	0	0

<i>If one or more casinos were to be built in New Jersey, would you be more likely to visit a casino in Atlantic City or somewhere else in the state [rotate]?</i>											
		PID			Gender		Race		Age		
	All	Dem	Ind	Repub	Male	Female	White	Non-white	18-34	35-59	60+
Atlantic City	31%	32	29	32	32	31	29	36	33	30	31
Somewhere else in the state	34%	34	37	33	38	31	34	35	47	33	25
Doesn't go to casinos (vol)	29%	28	30	31	26	32	32	24	16	31	38
DK/Ref (vol)	6%	7	4	4	4	7	6	6	4	5	6

<i>If one or more casinos were to be built in New Jersey, would you be more likely to visit a casino in Atlantic City or somewhere else in the state [rotate]?</i>		
		Been to a casino in last 12 months

	All	Yes	No
Atlantic City	31%	39	28
Somewhere else in the state	34%	49	27
Doesn't go to casinos (vol)	29%	8	39
DK/Ref (vol)	6%	4	6

*Would you be likely or unlikely [rotate] to visit a casino in each of the following locations?
[Asked only of those who said "yes" to previous question] [N = 311]*

	Likely	Unlikely
Meadowlands	69	27
Jersey City	41	58
Newark	29	70
Monmouth Park	49	46

Which is most important to you in selecting a casino? Is it closeness to home, non-gambling amenities like restaurants, concert venues, and hotels, or a wide selection of gambling options?

	All	PID			Gender		Race		Age		
		Dem	Ind	Repub	Male	Female	White	Non-white	18-34	35-59	60+
Closeness to home	20%	21	18	20	22	17	41	20	17	19	23
Non-gambling amenities	40%	39	40	41	42	39	32	38	46	45	39
Wide selection	14%	15	13	15	13	15	3	18	17	13	13
Other (vol)	2%	2	1	3	3	2	19	1	2	2	2
Doesn't go to casinos (vol)	19%	20	21	17	17	21	4	18	12	19	19
DK/Ref (vol)	5%	4	7	4	4	6	1	5	4	3	3

Which is most important to you in selecting a casino? Is it closeness to home, non-gambling amenities like restaurants, concert venues, and hotels, or a wide selection of gambling options?

	All	Been to a casino in last 12 months	
		Yes	No
Closeness to home	20%	26	17
Non-gambling amenities	40%	40	41
Wide selection	14%	25	9
Other (vol)	2%	2	2
Doesn't go to casinos (vol)	19%	3	26
DK/Ref (vol)	5%	4	5

Do you favor or oppose [rotate] sharing tax revenue from casinos in other parts of the state with Atlantic City?

	All	PID			Gender		Race		Age		
		Dem	Ind	Repub	Male	Female	White	Non-white	18-34	35-59	60+
Favor	42%	43	38	43	48	36	44	37	43	41	41
Oppose	44%	41	46	48	40	48	43	47	42	43	43

DK/Ref (vol)	15%	15	16	8	12	17	13	16	14	15	15
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<i>Do you favor or oppose [rotate] sharing tax revenue from casinos in other parts of the state with Atlantic City?</i>			
		Been to a casino in last 12 months	
	All	Yes	No
Favor	42%	43	41
Oppose	44%	46	43
DK/Ref (vol)	15%	11	16

<i>As you may have heard, the legislature is considering adding a referendum to the November ballot that would ask voters to approve the expansion of casinos in other parts of the state besides Atlantic City. How much have you heard or read about this issue?</i>											
		PID			Gender		Race		Age		
	All	Dem	Ind	Repub	Male	Female	White	Non-white	18-34	35-59	60+
A lot	15%	15	14	17	17	14	17	11	9	13	23
Some	23%	21	26	24	25	21	26	15	14	26	29
Just a little	28%	28	29	27	24	31	28	29	29	26	28
Nothing at all	33%	35	28	32	33	34	29	43	47	35	19
DK/Ref (vol)	1%	1	2	1	1	1	1	1	1	0	1

<i>As you may have heard, the legislature is considering adding a referendum to the November ballot that would ask voters to approve the expansion of casinos in other parts of the state besides Atlantic City. How much have you heard or read about this issue?</i>			
		Been to a casino in last 12 months	
	All	Yes	No
A lot	15%	20	13
Some	23%	28	20
Just a little	28%	28	27
Nothing at all	33%	23	38
DK/Ref (vol)	1%	0	1

Exact Question Wording and Order

*US1 and US2 held for subsequent release
NJ1 through NJ7 released June 23, 2015
MJ1 through MJ2 withheld for subsequent release*

And turning to Atlantic City....

AC1 As you may have heard, the legislature is considering adding a referendum to the November ballot that would ask voters to approve the expansion of casinos in other parts of the state besides Atlantic City. How much have you heard or read about this issue?

- 1 A lot
- 2 Some
- 3 Just a little
- 4 Nothing at all
- 8 DK (vol)
- 9 Refused (vol)

AC2 Right now casino gambling in New Jersey is limited to Atlantic City. Do you favor or oppose expanding casino gambling to other areas in the state?

- 1 Favor
- 2 Oppose
- 8 DK (vol)
- 9 Refused (vol)

AC3 If one or more casinos were to be built in New Jersey, would you be more likely to visit a casino in Atlantic City or somewhere else in the state [rotate]?

- 1 Atlantic City
- 2 Somewhere else in New Jersey [ASK AC4]
- 3 Doesn't go to casinos (vol)
- 8 DK (vol)
- 9 Refused (vol)

*AC4 Would you be likely or unlikely [rotate] to visit a casino in each of the following locations? AC4A
The Meadowlands*

- AC4B Jersey City*
- AC4C Newark*
- AC4D Monmouth Park*

- 1 Likely
- 2 Unlikely
- 8 DK (vol)
- 9 Refused (vol)

AC5 Which is most important to you in selecting a casino? Is it...

- 1 Closeness to home
- 2 Non-gambling amenities like restaurants, concert venues, and hotels
- 3 Wide selection of gambling options
- 4 Other (vol)
- 5 Doesn't go to casinos (vol)

- 8 DK (vol)
- 9 Refused (vol)

AC6 Do you favor or oppose [rotate] sharing tax revenue from casinos in other parts of the state with Atlantic City?

- 1 Favor
- 2 Oppose
- 8 DK (vol)
- 9 Refused (vol)

Weighted sample characteristics

		N = 913; MoE = +/- 3.4
Gender	<i>Male</i>	49%
	<i>Female</i>	51%
Age	<i>18-34</i>	28%
	<i>35-59</i>	40%
	<i>60+</i>	30%
Race	<i>Refused</i>	2%
	<i>White</i>	64%
	<i>African American</i>	12%
	<i>Hispanic</i>	15%
	<i>Asian</i>	4%
	<i>Other/Refused</i>	5%
Union household	<i>Self</i>	12%
	<i>Someone else</i>	11%
	<i>No/Refused/DK</i>	77%
Party (with leaners)	<i>Dem</i>	43%
	<i>Ind/DK/Refused</i>	24%
	<i>Repub</i>	33%