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Expansion of Slots Favored in N.J.

New Jersey voters favor expanding slot machines to the Meadowlands and other existing horse racetracks, according to a recent poll by Fairleigh Dickinson University's PublicMind™. The study was underwritten by Trot-PAC.

Asked whether they support or favor expanding slots to the Meadowlands, voters favor the proposal by 52%-37%. Independent voters favor the expansion of slots by an almost 2-to-1 margin (58%-33%); Democrats favor it 5-to-4 (51%-38%); and Republicans split on the issue (46%-46%).

Voters differ in their opinions by age as well. Those 18 to 44 favor expansion by a 2-to-1 margin; those 45-64 favor it as well (51%-37%), but those of retirement age — 65 years of age and older — oppose the idea by a 5-to-4 margin (49%-38%). Voters in the central and northern counties favor the proposal, but voters in the southern counties lean against it (46%-40%).

"In part, this is a regional issue," said Donald Hoover, a professor in FDU's International School of Hospitality and Tourism Management and a former casino executive. "People in the northern part of the state are being enticed to cross state borders to places that are more readily accessible than Atlantic City. People in the south are concerned with the viability of Atlantic City."

More voters think the slots would "provide tax revenues, create new jobs and preserve open space" (50%) than think slots would "expand gambling too much and hurt business and tax revenues in Atlantic City" (33%). Most (84%) have heard little or nothing about a recent proposal by a private company to pay New Jersey \$600 million to bring slots to the Meadowlands racetrack.

Voters also say by 51% to 39% that they would favor permitting slots or "video lottery terminals" at other Garden State racetracks, such as Monmouth Park and Freehold Raceway.

However, more voters oppose expanding full casino gambling, including table games, to the Meadowlands than favor it (49%-42%). Once again, voters differ in their opinions by age. Younger voters, 18-44, are more favorable to having full casino games at the Meadowlands (53%) compared to voters 45-64 (43%) and 65 plus (27%). "This comes as no surprise, and is consistent with what we have seen in past surveys," said Hoover. "People have been naturally apprehensive about the large scale of casinos and the development they imply." An FDU poll in March 2009 found broad opposition (70%) to expanding casinos generally to "other areas of the state." Yet an April 2009 study found voters were just as willing to allow sports betting at racetracks as they were at Atlantic City casinos.

The current poll also found most voters (94%) say the preservation of New Jersey farmland is "very important" or "somewhat important." This finding is unchanged (94%) from a 2008 FDU poll. A 2007 economic impact study by Rutgers Equine Science Center, found that about one-fifth of the state's agricultural acres are equine related.

The Fairleigh Dickinson University poll of 801 registered voters statewide was conducted by telephone from May 8, 2010, through May 18, 2010, 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 973.443.8661*

Methodology

The most recent survey by Fairleigh Dickinson University's PublicMind was conducted by telephone, for Trot-PAC, from May 8, 2010, through May 18, 2010, using a randomly selected sample of 801 registered voters statewide in New Jersey. Trot-PAC was not mentioned in the survey. The margin of error for a sample of 801 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 Group (formerly TMR, Inc) of Cedar Knolls, N.J., 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. Results are mathematically weighted to match known demographics of gender, age, and race.

Question Wording and Frequency Percentages

Recently, a private company offered to pay the state 600 million dollars to allow them to put slot machines at the Meadowlands racetrack. How much have you heard or read about this proposal...?

Responses	All	Gender		Age			
		Male	Female	18-29	30-44	45-64	65+
A lot	4%	6	3	5	2	5	5
Some	12%	16	7	7	10	12	17
Just a little	24%	26	23	20	21	27	26
Nothing	60%	52	66	68	67	57	51

Responses	Party			Area				
	Dem	Rep	Ind	North East	Urban Core	North West	Central	South
A lot	3	4	5	6	4	1	6	3
Some	10	11	14	12	10	11	13	10
Just a little	25	22	26	30	25	16	27	18
Nothing	62	63	56	53	61	71	54	69

Northeast: Passaic and Bergen counties

Urban Core: Hudson, Essex and Union counties

Northwest: Sussex, Hunterdon, Warren, Morris and Somerset counties

Central: Ocean, Burlington, Mercer, Monmouth and Middlesex counties

South: Cape May, Atlantic, Cumberland, Gloucester, Camden and Salem counties

People say different things on the topic of allowing slot machines at the Meadowlands. Some say slot machines at the Meadowlands would.... .. Others say it would... [Rotate]
Which comes closer to your position?

Responses	All	Gender		Age			
		Male	Female	18-29	30-44	45-64	65+
Provide tax revenues, create new jobs and preserve open space	50%	49	51	56	61	51	37
Expand gambling too much, and hurt business and tax revenues in AC	33%	34	33	24	27	34	41
Neither	15%	14	15	14	12	13	21
Both	2%	3	1	5	0	3	1

Responses	Party			Area				
	Dem	Rep	Ind	North East	Urban Core	North West	Central	South
Provide tax revenues, create new jobs and preserve open space	47	48	54	51	58	53	49	40
Expand gambling too much, and hurt business and tax revenues in AC	31	41	32	39	19	30	34	44
Neither	20	10	12	10	21	14	15	12
Both	2	1	3	0	2	2	1	5

And what about you? Would you support or oppose allowing slot machines at the Meadowlands racetrack?

Responses	All	Gender		Age			
		Male	Female	18-29	30-44	45-64	65+
Favor	52%	51	53	66	64	51	38
Oppose	37%	37	37	28	29	37	49
Don't Know	11%	12	10	6	7	12	13

Responses	Party			Area				
	Dem	Rep	Ind	North East	Urban Core	North West	Central	South
Favor	51	46	58	54	58	59	50	40
Oppose	38	46	33	39	29	29	39	46
Don't Know	11	9	9	7	13	12	11	13

And would you support or oppose permitting slot machines or video lottery terminals at other existing New Jersey horse tracks such as Monmouth Park or Freehold Raceway?

Responses	All	Gender		Age			
		Male	Female	18-29	30-44	45-64	65+
Favor	51%	51	51	62	60	52	38
Oppose	39%	38	39	32	31	38	50
Don't Know	10%	11	9	6	8	10	12

Responses	Party			Area				
	Dem	Rep	Ind	North East	Urban Core	North West	Central	South
Favor	53	44	56	50	52	61	51	46
Oppose	37	47	36	39	36	30	41	44
Don't Know	10	9	8	11	12	9	9	11

Now thinking about casinos and Atlantic City, right now casino gambling in New Jersey is limited to Atlantic City. Would you favor or oppose permitting casino gambling, including table games at the Meadowlands, where betting is already permitted?

Responses	All	Gender		Age			
		Male	Female	18-29	30-44	45-64	65+
Favor	42%	42	43	44	56	43	27
Oppose	49%	50	48	47	38	50	60
Don't Know	9%	8	9	9	6	7	14

Responses	Party			Area				
	Dem	Rep	Ind	North East	Urban Core	North West	Central	South
Favor	47	40	43	43	45	52	41	32
Oppose	44	53	51	50	47	35	51	60
Don't Know	9	7	6	7	8	13	9	8

How important or not important is the horse industry to the overall economy of New Jersey?

Responses	All	Gender		Age			
		Male	Female	18-29	30-44	45-64	65+
Very Important	14%	15	12	16	9	15	15
Somewhat Important	38%	35	40	29	42	38	37
Not Very Important	21%	27	15	24	19	24	16
Not Important at All	14%	14	14	13	18	10	18
Don't Know	14%	9	18	17	13	13	13

What do you think the annual economic impact of the horse industry is in the state of New Jersey?

Responses	All	Gender		Age			
		Male	Female	18-29	30-44	45-64	65+
Don't Know	59%	51	68	55	53	54	75
\$0 - \$1 Million	8%	6	10	9	11	7	5
>\$1M - \$500M	27%	35	19	33	28	31	16
>\$500M - \$1 Billion	2%	3	1	0	4	3	2
\$1 B+	3%	3	2	3	1	4	1

How important is it--to you personally--to have farming and farmland preservation in New Jersey...?

Responses	All	Gender		Age			
		Male	Female	18-29	30-44	45-64	65+
Very Important	73%	72	74	64	68	78	72
Somewhat Important	21%	21	21	36	23	17	21
Not Very Important	3%	5	2	0	5	3	4
Not Important at All	3%	3	3	0	4	2	4

Responses	Party			Area				
	Dem	Rep	Ind	North East	Urban Core	North West	Central	South
Very Important	73	71	75	55	72	80	77	78
Somewhat Important	20	22	21	36	21	15	17	18
Not Very Important	4	4	3	5	3	2	4	1
Not Important at All	3	2	1	4	4	3	2	2

DEMOGRAPHICS

Gender

Male	48%
Female	52%

Age

18 – 29	10%
30 – 44	24%
45 – 64	41%
65+	23%
Refused	3%

Race

Caucasian	69%
African Am.	16%
Asian	3%
Hispanic	4%
Multi-racial	2%
Other	2%
Refused	5%

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Question Wording and Order

...Let me change the topic for a moment and ask you something about casinos and gambling In New Jersey.

G1. Recently, a private company offered to pay the state 600 million dollars to allow them to put slot machines at the Meadowlands racetrack. How much have you heard or read about this proposal...?

- A lot
- Some
- Just a little or
- Nothing really

G2. People say different things on the topic of allowing slot machines at the Meadowlands. Some say slot machines at the Meadowlands would.... ... Others say it would... ROTATE

...provide the state with much-needed tax revenue, create new jobs and preserve open space.

...expand gambling too much, too far, and hurt business and tax revenues in Atlantic City.

Which position comes closer to your view?

- Provide Tax Revenues
- Expands Gambling too Much
- Neither (vol)
- Both (vol)
- DK (vol)

G3. And what about you? Would you support or oppose allowing slot machines at the Meadowlands racetrack?

- Favor
- Oppose
- DK (vol)

G4. And would you support or oppose permitting slot machines or video lottery terminals at other existing New Jersey horse tracks such as Monmouth Park or Freehold Raceway?

- Favor
- Oppose
- DK (vol)

G5. Now thinking about casinos and Atlantic City, right now casino gambling in New Jersey is limited to Atlantic City. Would you favor or oppose permitting casino gambling, including table games at the Meadowlands, where betting is already permitted?

- Favor
- Oppose
- DK (vol)

H1. Now changing the topic a little bit, as far as you are aware, how important or not important is the horse industry to the overall economy of New Jersey...READ?

- Very Important
- Somewhat Important
- Not Very Important
- Not Important at All
- DK (vol)

H2. Just your best guess, in dollars, what do you think the annual economic impact of the horse industry is in the state of New Jersey?

RECORD NUMBER

H3. How important is it--to you personally--to have farming and farmland preservation in New Jersey...READ?

- Very Important
- Somewhat Important
- Not Very Important
- Not Important at All