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Contact: Peter Woolley 973.670.3239  
Donald Hoover 609.432.7297

## N.J. Voters Disapprove of Revel Bailout

According to the most recent results of Fairleigh Dickinson University's PublicMind™ poll, 62% of Garden State voters say they've heard nothing at all about New Jersey providing up to \$350 million in a combination of property tax and sales tax abatements in order to get the stalled Revel casino development in Atlantic City moving again. Another 22% say they've heard "just a little." But when asked their opinion of the proposal, most voters don't like it.

Voters were given a choice between the supporters' position that providing "sales and property tax rebates will allow the casino project to go forward and create thousands of jobs in a struggling economy" and an oppositional statement that "the tax rebates shouldn't be given because they amount to a bailout of the Wall Street firm Morgan Stanley, a key backer of the project."

About a quarter (27%) favor the tax incentives, but three of five voters (60%) oppose them, and two of those three, or 39% of voters, strongly oppose the idea. Opposition is shared by 61% of Democrats and Republicans, as well as 55% of self-described liberals, 59% of conservatives, and 66% of moderates. Voters in South Jersey are just as likely to oppose it as the rest of the state.

"The scale and targeted nature of these tax incentives is completely new," said Donald Hoover, a professor in FDU's International School of Hospitality and Tourism Management and a former casino executive. "While New Jersey and Atlantic City have offered incentives to particular casinos, they've never been anywhere near this large.

"This is not a good economic climate in which to mix Wall Street with questions of tax incentives for big companies," Hoover added. "But it does make sense to try to make Atlantic City more competitive with other gaming destinations, and to keep the development going."

The Fairleigh Dickinson University poll of 802 registered voters statewide was conducted by telephone from March 23, 2010, through March 28, 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 201.692.7032*

**Methodology, Questions, and Tables**

The most recent survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from March 23, 2010, through March 28, 2010, using a randomly selected sample of 802 registered voters statewide. The margin of error for a sample of 802 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 professionally trained interviewers use 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.

Questions preceding these were released 3.30.2010

<b>Question:</b> New Jersey is considering providing \$350 million in sales tax and property tax rebates to a casino project under construction in Atlantic City. How much have you heard or read about this issue...READ?	
	<b>All</b>
A great deal	4%
Some	12%
Just a little	22%
Nothing	62%

**Question:** [ROTATE]  
 Supporters say providing the sales and property tax rebates will allow the casino project to go forward and create thousands of jobs in a struggling economy.  
 Opponents say the tax rebates shouldn't be given because they amount to a bailout of the Wall Street firm Morgan Stanley, a key backer of the project.  
 What about you? Do you favor or oppose providing the tax rebates? Would that be somewhat [answer] or strongly [answer]?

	All	Ideology			Party			Just
		lib	mod	cons	Dem	ind	Rep.	South Jersey*
Strongly Favor	11%	13	9	10	12	6	10	12
Somewhat favor	16%	19	14	15	17	12	16	19
DK/mixed (vol.)	14%	12	11	15	10	24	13	8
Somewhat oppose	21%	16	25	22	24	17	19	22
Strongly Oppose	39%	39	41	37	37	41	42	39

\* Cape May, Atlantic, Cumberland, Gloucester, Camden, and Salem counties.

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