



## **Stockton Poll: New Jerseyans Oppose Casinos Outside of Atlantic City; Only 25% Support**

Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism Survey

### ***For Immediate Release***

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**Galloway Township, NJ** - Over half of New Jersey voters oppose amending the New Jersey Constitution to allow casinos in New Jersey cities other than Atlantic City.

Fifty-one percent (51%) of those surveyed oppose casinos in other New Jersey cities, 25 percent support the idea, and another 25 percent neither oppose nor support, or said they do not know whether they support the idea.

Support for casinos outside of Atlantic City was highest in northern and central counties at about 29 percent and lowest in the southern counties at just 18 percent.

“New Jerseyans are more than skeptical about casinos outside Atlantic City, making any change in the New Jersey Constitution unlikely without a fight,” said Dr. Israel Posner, executive director of Stockton College’s Lloyd D. Levenson Institute of Gambling Hospitality and Tourism (LIGHT).

The survey of 807 likely voters was conducted for LIGHT by the Stockton Polling Institute of the William J. Hughes Center for Public Policy. Live interviewers on the Stockton campus called both landlines and cell phones from Sept. 5-8, 2014. The poll’s margin of error is +/- 3.5 percentage points.

Of the New Jersey adults surveyed, 28 percent had gambled in a casino in the last 12 months. Atlantic City continued to be the top destination for New Jersey casino gamblers.

Casino gambling destinations for New Jerseyans include:

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Atlantic City	80 percent
Pennsylvania	29 percent
Any other state	20 percent
Delaware	7 percent
Maryland	4 percent
New York	1 percent

“While Pennsylvania casinos are currently the No.1 competitor of Atlantic City, casinos in New York state and Maryland are likely to emerge as more significant competitors in the coming years,” said Dr. Posner.

When respondents were asked how often they would visit Atlantic City if a casino were to open elsewhere in New Jersey, 16 percent said they would visit Atlantic City somewhat less or much less often than before, while 69 percent said their visits to Atlantic City would remain unchanged.

“That 16 percent would put at risk about 200,000 of the more than 1.3 million New Jersey gamblers who would otherwise come to Atlantic City,” Dr. Posner said.

If a new casino were to open outside of Atlantic City, 22 percent said they would be very or somewhat likely to gamble in that casino. Seventy-six percent said they would be very or somewhat unlikely to gamble in the new casino.

“Ultimately, the potential for market growth depends upon many factors, particularly convenience and value,” said Dr. Posner. “Atlantic City is emerging as a broader destination that focuses on major events and entertainment and includes gambling.”

For more information about the poll, contact Dr. Posner at [Posneri@Stockton.edu](mailto:Posneri@Stockton.edu) or research associate Felicia Grondin at [Felicia.Grondin@Stockton.edu](mailto:Felicia.Grondin@Stockton.edu)

### **Methodology**

The survey was conducted for LIGHT by the Stockton Polling Institute of the William J. Hughes Center for Public Policy ([www.stockton.edu/hughescenter](http://www.stockton.edu/hughescenter)). Live interviewers on the Stockton campus called both landlines and cell phones from Sept. 5-8, 2014. The poll was conducted with 807 adults who are likely voters. The poll’s margin of error is +/- 3.5 percentage points at a 95 percent confidence level. MOE is higher for subsets. Data are weighted based on United States Census Bureau demographics for the New Jersey population.



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