

**Frequency Table – Gamblers and non-gamblers for LIGHT  
January 2014  
Stockton Polling Institute**

**Q1. In the last 12 months, have you gambled in any form, including at a casino, at a racetrack, online, playing the lottery, or gambling in any other form?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	366	45.5	48.2	48.2
	NO	392	48.7	51.6	99.8
	NOT SURE/DON'T KNOW	2	.2	.2	100.0
	Total	760	94.3	100.0	
Missing	System	46	5.7		
Total		805	100.0		

**Q1A (ages 18-20). In the last 12 months, have you gambled at a racetrack, played the lottery, or gambled in some other form other than at an Atlantic City casino?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	18	2.3	40.5	40.5
	NO	27	3.4	59.5	100.0
	Total	46	5.7	100.0	
Missing	System	760	94.3		
Total		805	100.0		

**Q2. I'm going to read a list of different types of gambling. Please indicate whether or not you have participated in each activity in the last 12 months.  
Casino gambling**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	180	22.4	49.2	49.2
	NO	185	23.0	50.5	99.7
	REFUSE	1	.1	.3	100.0
	Total	366	45.5	100.0	
Missing	System	439	54.5		
Total		805	100.0		

**Q3. Online gambling**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	13	1.6	3.4	3.4
	NO	353	43.8	96.3	99.7
	REFUSE	1	.1	.3	100.0
	Total	366	45.5	100.0	
Missing	System	439	54.5		
Total		805	100.0		

**Q4. Horse race gambling**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	40	4.9	10.3	10.3
	NO	344	42.7	89.4	99.7
	REFUSE	1	.1	.3	100.0
	Total	385	47.8	100.0	
Missing	System	421	52.2		
Total		805	100.0		

**Q5. Lotteries**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	343	42.7	89.3	89.3
	NO	40	5.0	10.5	99.7
	REFUSE	1	.1	.3	100.0
	Total	385	47.8	100.0	
Missing	System	421	52.2		
Total		805	100.0		

**Q6. Office or group betting pools or fantasy leagues**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	105	13.0	27.3	27.3
	NO	279	34.6	72.5	99.7
	REFUSE	1	.1	.3	100.0
	Total	385	47.8	100.0	
Missing	System	421	52.2		
Total		805	100.0		

**Q7. Betting on sports events (OTHER THAN POOLS OR FANTASY LEAGUES)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	46	5.7	11.9	11.9
	NO	338	42.0	87.9	99.7
	REFUSE	1	.1	.3	100.0
	Total	385	47.8	100.0	
Missing	System	421	52.2		
Total		805	100.0		

**Q8. Any other type of gambling (SPECIFY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	18	2.3	4.7	4.7
	NO	365	45.3	94.8	99.5
	NOT SURE/DON'T KNOW	1	.1	.2	99.7
	REFUSE	1	.1	.3	100.0
Total		385	47.8	100.0	
Missing	System	421	52.2		
Total		805	100.0		

**Q9. Please indicate whether or not you have gambled in a casino in the last 12 months in each of the following locations. Atlantic City**

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	150	18.7	83.4	83.4
Valid	NO	30	3.7	16.6	100.0
	Total	180	22.4	100.0	
Missing	System	625	77.6		
Total		805	100.0		

**Q10. Pennsylvania**

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	47	5.8	25.8	25.8
Valid	NO	134	16.6	74.2	100.0
	Total	180	22.4	100.0	
Missing	System	625	77.6		
Total		805	100.0		

**Q11. New York**

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	17	2.1	9.2	9.2
Valid	NO	164	20.3	90.8	100.0
	Total	180	22.4	100.0	
Missing	System	625	77.6		
Total		805	100.0		

**Q12. Maryland**

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	4	.5	2.3	2.3
Valid	NO	176	21.9	97.7	100.0
	Total	180	22.4	100.0	
Missing	System	625	77.6		
Total		805	100.0		

**Q13. Delaware**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	6	.7	3.2	3.2
	NO	175	21.7	96.8	100.0
	Total	180	22.4	100.0	
Missing	System	625	77.6		
Total		805	100.0		

**Q14. Las Vegas or Nevada**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	27	3.4	15.0	15.0
	NO	153	19.0	85.0	100.0
	Total	180	22.4	100.0	
Missing	System	625	77.6		
Total		805	100.0		

**Q15. Florida**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	8	1.0	4.7	4.7
	NO	171	21.2	94.8	99.5
	NOT SURE/DON'T KNOW	1	.1	.5	100.0
	Total	180	22.4	100.0	
Missing	System	625	77.6		
Total		805	100.0		

**Q16. Some other state**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	8	1.0	4.4	4.4
	NO	172	21.3	95.2	99.5
	NOT SURE/DON'T KNOW	1	.1	.5	100.0
	Total	180	22.4	100.0	
Missing	System	625	77.6		
Total		805	100.0		

**Q17. Outside of the United States**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	18	2.3	10.2	10.2
	NO	162	20.1	89.8	100.0
	Total	180	22.4	100.0	
Missing	System	625	77.6		
Total		805	100.0		

**Q18. As you may know, on November 26 it became legal to gamble on the Internet in New Jersey on a website that is operated by an Atlantic City casino. Since then, have you gambled, or tried to gamble, on a website that is operated by an Atlantic City casino?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	8	1.0	2.1	2.1
	NO	355	44.1	97.0	99.1
	TRIED BUT WAS UNSUCCESSFUL	1	.1	.3	99.4
	REFUSE	2	.3	.6	100.0
	Total	366	45.5	100.0	
Missing	System	439	54.5		
Total		805	100.0		

**Q19. What were the reasons you were not successful in attempting to gamble at an Atlantic City casino website? Please indicate all that apply.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Or some other reason (SPECIFY)	1	.1	100.0	100.0
Missing	System	804	99.9		
Total		805	100.0		

**Q19A (of 537 who said "No" to Q18). What are the reasons you have not opened an Internet gambling account or gambled at an Atlantic City casino's website? Please indicate all that apply.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I don't trust gambling over the Internet	104	19.4	19.4	19.4
	I'm concerned about hackers or security	81	15.1	15.1	34.5
	I prefer other forms of gambling	137	25.5	25.5	60.0
	I don't gamble	106	19.7	19.7	79.7
	I don't own a computer or don't have Internet	26	4.8	4.8	84.5
	Or some other reason (SPECIFY)	76	14.2	14.2	98.7
	NOT SURE/DON'T KNOW	3	.6	.6	99.3
	REFUSE	4	.7	.7	100.0
	Total	537	100.0	100.0	

**Q19A (of all respondents). What are the reasons you have not opened an Internet gambling account or gambled at an Atlantic City casino's website? Please indicate all that apply.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I don't trust gambling over the Internet	104	10.7	10.7	10.7
	I'm concerned about hackers or security	81	8.4	8.4	19.1
	I prefer other forms of gambling	137	14.1	14.1	33.2
	I don't gamble	106	10.9	10.9	44.2
	I don't own a computer or don't have Internet	26	2.7	2.7	46.9
	Or some other reason (SPECIFY)	76	7.8	7.8	54.7
	NOT SURE/DON'T KNOW	3	.3	0.3	55.0
	REFUSE	4	.4	0.4	55.4
Missing		432	44.6	44.6	100.0
Total		969	100.0	100.0	100.0

**Q20. Do you intend to gamble on the Internet on a website operated by an Atlantic City casino in the next 12 months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	36	4.4	4.6	4.6
	NO	734	91.2	93.3	97.8
Valid	NOT SURE/DON'T KNOW	15	1.8	1.9	99.7
	REFUSE	2	.3	.3	100.0
	Total	787	97.7	100.0	
Missing	System	18	2.3		
Total		805	100.0		



**Q21. Now that gambling on the Internet at an Atlantic City casino website is legal in New Jersey, how likely are you to place a bet on an illegal or a non-New Jersey website?**

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Very likely	9	1.1	1.2	1.2
	Somewhat likely	10	1.3	1.3	2.4
	Somewhat unlikely	28	3.4	3.5	6.0
	Or very unlikely	735	91.3	93.4	99.4
	NOT SURE/DON'T KNOW	3	.3	.4	99.7
	REFUSE	2	.3	.3	100.0
	Total	787	97.7	100.0	
Missing	System	18	2.3		
Total		805	100.0		

**Q22. The state of New Jersey regulates and licenses online gambling in Atlantic City. How much will this fact influence your decision as to whether or not to gamble at an Atlantic City casino website this year?**

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	A great deal	15	1.9	2.0	2.0
	Only a little	61	7.6	7.8	9.8
	Or not at all?	701	87.0	89.1	98.8
	NOT SURE/DON'T KNOW	6	.8	.8	99.6
	REFUSE	3	.4	.4	100.0
	Total	787	97.7	100.0	
Missing	System	18	2.3		
Total		805	100.0		

**Q23. Do you intend to visit Atlantic City more often, less often, or about the same this year versus last year?**

		Frequency	Percent	Valid Percent	Cumulative Percent
	MORE OFTEN	13	1.6	8.6	8.6
	LESS OFTEN	11	1.3	7.0	15.6
Valid	ABOUT THE SAME	123	15.3	82.0	97.6
	NOT SURE/DON'T KNOW	4	.4	2.4	100.0
	Total	150	18.7	100.0	
Missing	System	655	81.3		
Total		805	100.0		

**Q24. Some officials are attempting to make it legal in New Jersey to place bets on sporting events. Would you support or oppose legalized sports betting in New Jersey?**

		Frequency	Percent	Valid Percent	Cumulative Percent
	SUPPORT	339	42.1	42.1	42.1
	OPPOSE	312	38.7	38.7	80.9
Valid	NOT SURE/DON'T KNOW	148	18.4	18.4	99.2
	REFUSE	6	.8	.8	100.0
	Total	805	100.0	100.0	

**Q25. Before I ask the next question, let me remind you that all responses in this poll will be kept confidential. In the last 12 months, have you placed a bet on a sports event other than in an office pool or fantasy league?**

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	30	3.8	3.8	3.8
	NO	771	95.8	95.8	99.6
Valid	NOT SURE/DON'T KNOW	2	.2	.2	99.8
	REFUSE	2	.2	.2	100.0
	Total	805	100.0	100.0	

**Q26. Please indicate whether or not you have bet on the following sports in the last 12 months. Pro football**

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	28	3.5	93.4	93.4
Valid	NO	2	.2	6.6	100.0
	Total	30	3.8	100.0	
Missing	System	775	96.2		
Total		805	100.0		

**Q27. Pro baseball**

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	5	.6	16.0	16.0
Valid	NO	26	3.2	84.0	100.0
	Total	30	3.8	100.0	
Missing	System	775	96.2		
Total		805	100.0		

**Q28. Pro basketball**

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	10	1.3	34.4	34.4
Valid	NO	20	2.5	65.6	100.0
	Total	30	3.8	100.0	
Missing	System	775	96.2		
Total		805	100.0		

**Q29. Pro hockey**

		Frequency	Percent	Valid Percent	Cumulative Percent
	YES	4	.6	14.7	14.7
Valid	NO	26	3.2	85.3	100.0
	Total	30	3.8	100.0	
Missing	System	775	96.2		
Total		805	100.0		

**Q30. Pro boxing**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	8	.9	25.0	25.0
	NO	23	2.8	75.0	100.0
	Total	30	3.8	100.0	
Missing	System	775	96.2		
Total		805	100.0		

**Q31. Pro soccer**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	3	.4	9.4	9.4
	NO	27	3.3	88.0	97.4
	NOT SURE/DON'T KNOW	1	.1	2.6	100.0
	Total	30	3.8	100.0	
Missing	System	775	96.2		
Total		805	100.0		

**Q32. Any college sports**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	8	1.0	25.4	25.4
	NO	23	2.8	74.6	100.0
	Total	30	3.8	100.0	
Missing	System	775	96.2		
Total		805	100.0		

**Q33. Or some other sport (SPECIFY)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	2	.2	5.4	5.4
	NO	28	3.5	91.8	97.2
	NOT SURE/DON'T KNOW	1	.1	2.8	100.0
	Total	30	3.8	100.0	
Missing	System	775	96.2		
Total		805	100.0		

**Q34. Would you be more likely or less likely to bet on sporting events if you could bet on them through legal means in New Jersey, or would legalization make no difference to you?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MORE LIKELY	128	15.9	15.9	15.9
	LESS LIKELY	79	9.8	9.8	25.7
	NO DIFFERENCE	586	72.8	72.8	98.5
	NOT SURE/DON'T KNOW	10	1.2	1.2	99.7
	REFUSE	3	.3	.3	100.0
Total		805	100.0	100.0	

**Q35. What is your favorite NFL football team?**

	Frequency	Percent	Valid Percent	Cumulative Percent
NEW YORK GIANTS	252	31.3	31.3	31.3
HAVE NO FAVORITE TEAM/NOT A FAN	200	24.8	24.8	56.1
PHILADELPHIA EAGLES	123	15.3	15.3	71.4
NEW YORK JETS	44	5.4	5.4	76.9
NOT SURE/DON'T KNOW	25	3.0	3.0	79.9
DALLAS COWBOYS	24	3.0	3.0	82.9
NEW ENGLAND PATRIOTS	23	2.9	2.9	85.8
DENVER BRONCOS	18	2.2	2.2	88.0
PITTSBURGH STEELERS	15	1.9	1.9	89.9
CHICAGO BEARS	9	1.1	1.1	91.0
BALTIMORE RAVENS	9	1.1	1.1	92.1
GREEN BAY PACKERS	8	1.0	1.0	93.1
OAKLAND RAIDERS	7	.8	.8	93.9
MIAMI DOLPHINS	6	.8	.8	94.7
SAN FRANCISCO 49ERS	6	.8	.8	95.4
WASHINGTON REDSKINS	6	.8	.8	96.2
MINNESOTA VIKINGS	6	.8	.8	97.0
REFUSE	5	.6	.6	97.6
SEATTLE SEAHAWKS	5	.6	.6	98.1
ST. LOUIS RAMS	3	.4	.4	98.5
NEW ORLEANS SAINTS	2	.3	.3	98.9
ATLANTA FALCONS	2	.3	.3	99.1
BUFFALO BILLS	2	.2	.2	99.3
DETROIT LIONS	2	.2	.2	99.5
TENNESSEE TITANS	1	.1	.1	99.7
CLEVELAND BROWNS	1	.1	.1	99.8
ARIZONA CARDINALS	1	.1	.1	99.9
CAROLINA PANTHERS	1	.1	.1	100.0
Total	805	100.0	100.0	

Valid