

Stockton Poll: NJ Football Fans More Affluent, Educated than Non-Fans

Poll Released by Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism

For Immediate Release

Wednesday, January 29, 2014

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Galloway Township, NJ - New Jersey football fans are more affluent and better educated than non-football fans, according to a poll released today by the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) at The Richard Stockton College of New Jersey.

The poll of 800 New Jersey adults found that respondents who root for an NFL football team are more likely than non-fans to earn \$100,000 or more in household income by a difference of 27 percent to 18 percent. It found that 45 percent of adults who do not follow football earn less than \$75,000 in household income, while only 39 percent of football fans earn less than \$75,000.

According to the poll,

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