

New Jersey Gambling Market Ready to Expand: A.C., Sports Betting, Online Gaming Trending Up

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

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“Visitors from New Jersey are willing to come back to Atlantic City just as often or more often this year than they did last year. Interest in online gambling is growing and should continue to grow once marketing efforts and promotions take off,” he said.

The poll of 690 New Jersey adults was fielded for the Lloyd D. Levenson Institute by the Stockton Polling Institute. Its margin of error is plus or minus 3.7 percentage points and is larger in sub-categories. Both landlines and cell phones were called by live interviewers calling from the Stockton College campus in Galloway, NJ.

Football is the clear choice of sports bettors, with 88 percent having bet on pro football in the last year. College sports was next highest at 45 percent, followed by pro basketball (43 percent), pro boxing (30 percent), pro baseball (29 percent), pro hockey (28 percent), and pro soccer (9 percent.)

Pennsylvania casinos continue to represent the strongest competition to Atlantic City’s gaming industry, with 28 percent of New Jersey-based casino gamblers having crossed the Delaware River. Thirteen percent have gambled in Nevada casinos. But only 8 percent say they gambled in New York. Nearly 5 percent patronized casinos in Florida, followed by 3 percent in Delaware and 2 percent in Maryland. About 11 percent gambled in casinos outside