



US Public: Keep Las Vegas in Las Vegas

According to a national study by Fairleigh Dickinson University's PublicMind Poll™, Las Vegas is first on the country's mind when it comes to gambling. Asked what destination comes to mind when thinking about gambling, 54% of Americans surveyed mention Las Vegas first, while 7% mention Atlantic City N.J. first. No other destination gets more than 2%. Another 21% mention Las Vegas second, and 23% think of Atlantic City second. Thus, Las Vegas is the first or second mention for three of four Americans (73%).

"Despite the spread of gambling across the United States over the decades, Las Vegas remains first in the minds of its countrymen," said Donald Hoover, a professor in FDU's International School of Hospitality and Tourism Management and a former casino executive.

Las Vegas also comes out on top in its ratings. Two in three Americans (65%) have a favorable opinion of Las Vegas against 22% who say their opinion is unfavorable, a 3-to-1 ratio.

By comparison other gaming destinations receive favorable to unfavorable rating of about two to one (2 to 1) with Reno, Nevada coming in at 49% favorable versus 23% unfavorable; Atlantic City at 46% - 26% and New Orleans at 43% to 25%.

"Despite many missed opportunities over the years, Atlantic City has a surprisingly good base of public opinion on which it clearly needs to build," said Hoover. "Also, New Orleans fares extremely well considering its many challenges in recent years, and this augurs well for its growth."

Other gambling destinations tested by the pollsters that come out ahead in public perception include St. Louis, Mo., with 35% favorable to 15% unfavorable opinion and Biloxi, Miss. with 31% favorable to 15% unfavorable. Others, like Shreveport, La. (25%-19%), Foxwoods and Mohegan Sun in Connecticut (20-16), Tunica Miss. (14%-12%), and Chicagoland in Illinois (21%-19%) run about even and a majority have no opinion of them as gambling destinations. Only Detroit comes out with its numbers upside down, with 17% having a favorable opinion and 32% having an unfavorable opinion.

However, Americans' views of the local impact of casinos are not favorable: 46% say casinos have a negative effect on the local community, while 38% say they have a positive effect. Those who have visited a casino in the past 12 months split on the question (43%-42%) but those who haven't been to visit a casino in the past year are decisive, with 61% saying casinos have a negative impact.

Living near a casino town doesn't make a difference in one's views on the impact of casinos. Among those who live within 30 miles, 46% say casinos have a negative impact, while 40% say they have a positive impact. Among those who

live further than 30 miles from a casino town, 44% say they have negative impact, while 38% say their impact is positive. "Citizens may like the jobs and tax revenue from gaming, but they don't necessarily want it in their backyards," said Hoover.

More than half (54%) would oppose bringing any form of gambling facility to their own town, with women being more strongly opposed than men (58%-50%). Those with a favorable view of Atlantic City are three times more likely to support gambling coming to their own town (61%) than are those who have an unfavorable view of Atlantic City (22%).

"Gaming in Atlantic City was supposed to be its salvation when the issue was argued back in the mid-1970s," said Peter Woolley, a political scientist and director of the poll. "But gaming is a big change, and not everyone gets out of it what they think they're going to - whether they're at the gaming tables or the zoning board."

Two-thirds (67%) oppose changing the law to permit people to place bets over the Internet. No partisan difference emerges on the issue, but men are twice as likely as women to support a change (29%-14%), and liberals are more likely than conservatives to favor Internet betting (27%-18%).

A majority (53%) also oppose legalizing sports betting in all states. Once again, males (45%) are more likely to support the measure than are females (34%). Those in the 18-29 age category support the change more (57%) than those in the older age groups. A majority (54%) say legalized sports betting is a bad idea because it promotes too much gambling and can corrupt sports, while 39% agree that since so many people bet on sports anyway, it should be allowed and taxed by the government. Younger people, liberals and those who participate in office pools are more likely than others to think it should be legalized and taxed.

"Keep your eye on these numbers," added Woolley. "If some states allow sports betting and profit by it, other states will want to follow." Currently, New Jersey has plans to try to overturn a federal ban on sports betting.

One in five (20%) say they or someone in their household has participated in an office betting pool, such as for the World Series or the Super Bowl. Males (17%) are three times more likely than females (5%) to have participated, while those aged 30-44 (17%) are more likely than those aged 18-29 (4%) or 60+ (6%) to have participated.

One in three report they or someone in their household has been to a casino or slots parlor in the past year. Men are more likely than women to have hit the tables or slots. Sixty-two percent report they have visited a casino or slots parlor at some point in their life.

Fairleigh Dickinson University's survey research group, PublicMind, conducted the poll of 1,001 randomly selected adults nationwide by telephone from Jan. 22, 2010, through Feb. 4, 2010. It has a margin of error of +/- 3 percentage points.

Methodology, questions, and tables are available 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 national survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from Jan. 22, 2010, through Feb. 4, 2010, with a randomly selected sample of 1001 permanently resident adults. The margin of error for a sample of 1002 randomly selected respondents is +/- 3 percentage points. For smaller samples (e.g. question G7) and sub-groups (e.g. men or women) the margin of error will be greater and varies by the number in the group. Random selection is achieved by computerized random-digit dialing based on purchased samples. This random selection process gives every person with a land-line phone number (including those with unlisted numbers) an equal chance of being selected. Non-responding residential numbers and residential numbers with automated answering devices are called back up to a limit of six times and interviews are conducted over a length of time calculated to facilitate maximum coverage. All PublicMind interviews are conducted by professionally trained interviewers with a full complement of supervisors using a CATI (Computer Assisted Telephone Interviewing) system. The survey sample may be mathematically weighted to match known population values such as gender, age, and race. 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.

G1A When you think of casinos and gambling, what destination comes to mind first? (N= 1,001)										
	All	Men	Women	Party			Age			
				D	I	R	18-29	30-44	45-59	60+
Las Vegas	54%	55	53	49	52	62	54	55	55	50
Atlantic City	7%	6	8	10	7	6	7	8	8	5
Reno	2%	2	2	2	2	3	2	0	3	3
Foxwoods	2%	2	2	2	2	2	1	4	2	1

Note: Other mentions each amounting to about 1% include Indian reservations, Detroit, Tunica MS, Biloxi, Shreveport LA, and Mohegan Sun.

G1B. And what destination comes to mind next? (N= 900)										
	All	Men	Women	Party			Age			
				D	I	R	18-29	30-44	45-59	60+
Las Vegas	21%	23	20	18	25	20	29	21	18	20
Atlantic City	23%	25	21	24	24	22	15	25	25	24
Reno	8%	9	7	8	7	8	9	10	4	9
Foxwoods	1%	1	2	2	1	1	0	2	2	1

G1A & B. When you think of casinos and gambling, what destination comes to mind first; which comes to mind next?										
	All	Men	Women	Party			Age			
				D	I	R	18-29	30-44	45-59	60+
Las Vegas	73%	76	70	65	74	81	79	76	72	67
Atlantic City	28%	29	27	30	28	26	20	32	30	25
Reno	9%	10	8	8	8	10	10	10	7	10
Foxwoods	3%	3	3	4	3	3	1	6	4	2

G2. Currently, it is not legal in the U.S. to place bets over the internet. Do you support or oppose changing the law to allow people to place bets over the internet.

	All	Men	Women	Ideology			Party		
				Lib	Mod	Cons	D	I	R
Support	21%	29	14	27	22	18	18	24	21
Oppose	67%	61	73	60	68	72	71	64	69
D/K	11%	10	13	12	10	10	10	11	10

Question: G3. Currently, betting on sports—like football games and basketball games—is legal only in Las Vegas and on a limited basis in Delaware. Do you support or oppose changing the law to allow people to place bets on sports in all states?

	All	Men	Women	Ideology			Age			
				Lib	Mod	Cons	18-29	30-44	45-59	60+
Support	39%	45	34	44	44	46	57	40	39	27
Oppose	53%	50	55	49	47	66	37	53	52	63
D/K	8%	6	11	8	8	6	6	6	9	10

Question: Q4. Some people say...lots of people bet on sports anyway, so government should allow it and tax it Others say...legal betting on sports is a bad idea because it promotes too much gambling and can corrupt sports Which comes closer to your view?

	All	Men	Women	Ideology			Age				Betting Pool	
				Lib	Mod	Cons	18-29	30-44	45-59	60+	Yes	No
Allow it	39%	46	33	47	42	33	50	41	38	32	60	34
Bad Idea	54%	49	58	48	50	62	42	53	55	59	35	58
DK	7%	5	9	6	8	5	8	6	7	8	5	8

Question: G5. Overall, would you say casinos have a positive or negative impact on the local community?

	All	Visited Casino/Slots		Lives within 30 miles		Party		
		Yes	No	Yes	No	D	I	R
Positive	38%	43	20	40	38	39	38	38
Negative	46%	42	61	46	44	43	46	51
Mixed/unsure	16%	15	19	13	18	18	16	11

Question G6. If a business proposed bringing any form of gambling facility to your town where you live, would you support or oppose the idea? [IF DK, ASK, "which way do you lean?"]

	All	Men	Women	Ideology			Favorable View of AC	
				Lib	Mod	Cons	Yes	No
Support	41%	45	37	46	47	33	61	22
Oppose	54%	50	58	50	48	63	34	77
DK	4%	4	4	4	4	3	3	2

G7. Now let me mention some gambling destinations. Tell me whether you have a favorable or unfavorable opinion of these places that have gambling. And if you haven't heard of one of them, just say so and we'll skip it... [ASK 6 AT RANDOM]

				gender		% favorable				Ideology			N=
	Fav	Not fav	No opinion	Men	Women	Age				Lib	Mod	Con	
						18-29	30-44	45-59	60+				
Las Vegas	65%	22%	13%	68	62	72	69	65	56	75	67	58	547
Reno	49%	23%	28%	52	46	45	53	47	49	57	55	41	541
Atlantic City	46%	26%	28%	46	46	51	50	42	40	59	50	36	574
New Orleans	43%	25%	32%	42	44	43	49	44	35	63	46	34	549
St. Louis	35%	15%	50%	39	33	53	38	33	24	41	36	33	546
Biloxi	31%	15%	54%	34	29	31	33	35	26	35	36	25	547
Shreveport	25%	19%	56%	28	22	31	24	26	21	29	26	23	538
Chicagoland	21%	19%	60%	23	20	33	22	20	14	19	24	21	544
Foxwoods/ Mohegan Sun	20%	16%	64%	24	17	23	24	22	11	28	22	15	551
Detroit	17%	32%	50%	19	16	34	18	15	9	31	16	13	532
Tunica/Lula	14%	12%	74%	17	12	18	13	17	9	18	9	17	561

G7. No Opinion/Haven't Heard ranked

	All
Tunica/Lula	74%
Foxwoods/Mohegan Sun	64%
Chicagoland	60%
Shreveport	56%
Biloxi	54%
Detroit	50%
St. Louis	50%
New Orleans	32%
Atlantic City	28%
Reno	28%
Las Vegas	13%

Question: G8. In the past 12 months has anyone in your household participated in an office betting pool such as for the World Series, the Superbowl or another game?

	All	gender		Ideology			Age				Visited Casino	
		Men	Women	Lib	Mod	Cons	18-29	30-44	45-59	60+	Yes	No
Yes, Total	20%	24	14	21	23	17	11	26	24	12	22	6
Yes, Respondent	11%	17	5	11	11	11	4	17	13	6	13	2
Yes, Household	6%	4	7	8	8	4	7	6	7	4	6	4
Yes, Both	3%	3	2	2	4	2	0	3	4	2	3	0
No	80%	75	84	78	76	83	87	73	74	87	76	93
DK	1%	1	1	1	1	1	2	2	1	1	1	0

Question: G9. In the past 12 months have you, or anyone in your household, been to a casino or slots parlor?
 IF "yes" ASK, would that be you or someone else?
 G9a. IF "no" ASK, have you ever been to casino or slots parlor?

	All	Gender		Ideology			Age				Live within 30 Miles	
		Men	Women	Lib	Mod	Cons	18-29	30-44	45-59	60+	Yes	No
Yes, Total	33%	38	29	36	37	30	31	35	37	29	42	28
Yes, Respondent	16%	19	14	17	16	17	15	17	17	17	19	16
Yes, Household	5%	5	6	7	4	5	5	6	6	4	5	5
Yes, Both	12%	14	9	11	16	10	11	12	15	9	18	7
No	66%	62	70	63	63	69	69	65	62	70	57	71
DK	0%	0	0	1	0	0	0	0	1	0	0	0

Question: G9a. Have you, or anyone in your household ever been to a casino or slots parlor? (Combined)

	All	Gender		Ideology			Age				Live within 30 Miles	
		Men	Women	Lib	Mod	Cons	18-29	30-44	45-59	60+	Yes	No
Yes, respondent	62%	63	61	60	62	63	46	67	61	67	63	63
Yes, household	5%	5	6	7	4	5	5	6	6	4	5	5
Yes, both	12%	14	9	11	16	10	11	12	15	9	18	7
No, no one	21%	18	24	21	18	22	38	14	17	20	13	24
DK	0%	0	0	1	0	0	0	0	1	0	0	0

Question G10. Do you live within 30 miles of a town with slot machines, or a casino?

	All	Gender		Age				Party		
		Men	Women	18-29	30-44	45-59	60+	D	I	R
Yes	39%	43	36	34	39	42	39	37	40	41
No	58%	55	60	62	58	57	57	59	58	56
DK	3%	2	4	4	3	1	4	4	2	3

Demographics

Gender

Male 48%
 Female 52%

Age

18-29 18%
 30-44 25%
 45-60 30%
 60+ 25%

In addition to being American, would you say you are...)

White 71%
 Black 14%
 Hispanic or Latino 8%
 Asian 2%
 Other/Ref 4%

###

Appendix:

Exaction question order and wording

...Let me change the topic for a moment and ask you something about casinos and gambling.

G1A. When you think of casinos and gambling, what destination comes to mind first:

[PROMPT IF NECESSARY: "What town or what destination?"]

[open-end, pre-coded, DO NOT READ]

Las Vegas
Atlantic City/New Jersey
Chicagoland, IL
Connecticut
Detroit, MI
Tunica/Lula, MS
St. Louis, MO/IL
Biloxi, MS
Shreveport, LA
Reno
Foxwoods
Mohegan Sun
Other (Specify)
DK/none SKIP to Q2.

G1B. And what destination comes to mind next?

[open-end, pre-coded as above, DO NOT READ; if DK, SKIP to G2]

G2. Currently, it is not legal in the U.S. to place bets over the internet. Do you support or oppose changing the law to allow people to place bets over the internet.

Support
Oppose
DK (vol)

G3. Currently, betting on sports—like football games and basketball games—is legal only in Las Vegas and on a limited basis in Delaware. Do you support or oppose changing the law to allow people to place bets on sports in all states?

Support
Oppose
DK (vol)

G4 Some people say... Others say... Which comes closer to your view?

[ROTATE]

...lots of people bet on sports anyway, so government should allow it and tax it

...legal betting on sports is a bad idea because it promotes too much gambling and can corrupt sports

DK (vol)

G5. Overall, would you say casinos have a positive or negative impact on the local community?

Positive Impact
Negative Impact
DK

G6. If a business proposed bringing any form of gambling facility to your town where you live, would you support or oppose the idea? [IF DK, ASK, "which way do you lean?"]

- Support
- Lean support
- Oppose
- Lean oppose
- DK (vol)
- Already have slots (vol)

G7. Now let me mention some gambling destinations. Tell me whether you have a favorable or unfavorable opinion of these places that have gambling. And if you haven't heard of one of them, just say so and we'll skip it...

- Favorable
- Unfavorable
- No opinion/DK [DO NOT READ]

[ASK ANY SIX; ROTATE LIST]

- Las Vegas, Nevada
- Atlantic City, NJ
- Chicagoland, IL
- Detroit, MI
- New Orleans, LA
- Tunica/Lula, MS
- St. Louis, MO/IL
- Biloxi, MS
- Shreveport, LA
- Reno, NV
- Foxwoods and Mohegan Sun in CT

G8. In the past 12 months, have you, or anyone in your household, participated in an office betting pool such as for the World Series, the Superbowl or another game?

- IF "yes" ASK, would that be you or someone else?
- Yes, respondent
- Yes, household
- Both
- No
- DK

G9. In the past 12 months have you, or anyone in your household, been to a casino or slots parlor?

- IF "yes" ASK, would that be you or someone else?
- G9a. IF "no" ASK, have you ever been to casino or slots parlor?
- Yes, respondent
- Yes, household
- No
- No, never
- DK

G10. Do you live within 30 miles of a town with slot machines, or a casino?

- Yes
- No
- DK