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**ATLANTIC CITY'S BEST DAYS ARE IN THE PAST;
OUT-OF-STATE CASINOS DRAW SOME NEW JERSEY GAMBLERS**

NEW BRUNSWICK, N.J. – With shrinking profits, casino closings, and layoffs the new norm, nearly two-thirds of New Jerseyans say Atlantic City's best days are behind it, according to the latest Rutgers-Eagleton Poll. Just 22 percent say the resort's best days are yet to come, and 15 percent are unsure.

That gambling has not benefited the entire city and its residents seems in part to be driving this sentiment. An overwhelming 63 percent of New Jerseyans say gambling has benefited only the casino-hotels while 25 percent believe gambling has been good for both residents and the casinos. This perspective is not new. Even in the early boom years of casinos, a 1982 Eagleton Poll found just 30 percent of respondents thought gambling had benefited both parties. Similar results were found in 1986 and 1999 polls.

Despite Atlantic City's aspirations to be known for more than casinos, New Jerseyans widely see gambling as its defining feature. While 25 percent view the city as a major convention and resort destination for all types of visitors, 63 percent believe it is only known for gambling. This is markedly down from 1982 when nearly half the state thought Atlantic City was becoming a major resort, and even 1999, when the number had dropped to 34 percent.

"The early days of gambling prompted some optimism that the industry would make Atlantic City a major resort destination," said David Redlawsk, director of the Eagleton Center for Public Interest Polling and professor of political science at Rutgers. "But New Jerseyans were always somewhat cynical about the prospects, as our early polling shows. That most now think the city's best days are in the past reflects the recognition of serious problems there."

As hope wanes for Atlantic City's future, Garden State gamblers may be developing split loyalties. Nearly half who gamble on most trips to Atlantic City report visiting a casino outside New Jersey in the past year. For less frequent gamblers, the lure is not quite as great: 33 percent say they have gone out of state to gamble. Most (68 percent) of Atlantic City gamblers still prefer to gamble there, but 28 percent are now more likely to gamble elsewhere as bordering states continue to build casinos.

Results are from a statewide poll of 842 residents contacted by live callers on both landlines and cell phones from Sept. 29 to Oct. 5, 2014. The margin of error is +/- 4.4 percentage points.

Though still popular, resort's future isn't bright

Despite concerns for its future, 91 percent of New Jerseyans have visited Atlantic City at least once, 43 percent within the past year. Thirty-five percent say they plan a trip within the coming 12 months. While still quite dubious about the city's future, recent visitors are more positive than other New Jerseyans, 28 percent to 17 percent. Likewise, 29 percent expecting a future trip to the resort are positive compared to the 14 percent with no plans to visit. Those who have not visited recently are not necessarily more negative, but instead are more likely to offer no opinion. But those not planning a future visit are far more negative: 71 percent think the best days are in the past compared to 58 percent looking toward another visit.

Twenty-eight percent of frequent gamblers think the city's best days are ahead, but only 23 percent of occasional gamblers feel the same.

"While visitors are more positive about the future of Atlantic City than those who don't go, most are still sure the city's best days are in the past," said Redlawsk. "An even bigger concern may be the drop in the percentage who visited last year compared to those planning a visit in the next 12 months. If this represents a trend, the future will almost certainly not be better for Atlantic City."

Some gamblers turn elsewhere

The poll finds some truth in the theory that the rise of casinos in neighboring states has contributed to the closure of four Atlantic City casinos and put a fifth in possible jeopardy. About half the resort's tourists gamble during at least some of their visits just over a quarter of those gamblers say they are now more likely to go out of state than to keep coming to the shore.

Gamblers who visited Atlantic City during the past year are more loyal than those who did not, by a 72 percent to 62 percent margin. Loyalty is even stronger among gamblers with plans to visit within a year: 78 percent say they will remain loyal to Atlantic City, compared to 49 percent with no immediate plans to return.

"No doubt Atlantic City's casino industry is in trouble, and our results suggest that the problem is long-term," Redlawsk noted. "The rise of alternatives may be appealing to a growing number of New Jersey gamblers. The key seems to be finding a way to make sure gamblers return. Once out of the habit, the evidence is that they will continue to look elsewhere."

Casinos, not residents, have benefited

While casinos may be struggling, New Jerseyans believe by more than 2-to-1 that the industry, rather than the people of Atlantic City, has benefited from gambling. There has been little change over time on this question, and few differences among key demographic groups.

Visitor status does not change views, and even those who gamble the most are no more likely to

think gambling has benefited Atlantic City residents more than other New Jerseyans.

However, there is a much greater belief that gambling has helped the city as a whole among those who consider Atlantic City a major resort destination with features beyond gambling. Nearly 40 percent of these Garden Staters see shared benefits to the gaming industry, compared to 21 percent of those who view the city primarily as a gambling destination.

Few see Atlantic City as a major resort

Relatively few New Jerseyans see Atlantic City as a major convention and resort city for all types of visitors. Evenly divided near the dawn of casino gambling in 1982, Garden Staters have become increasingly more likely to perceive Atlantic City as mostly for and about gambling, rather than as a resort for all.

Women are nine points more likely than men to say Atlantic City has become a major resort, although most still say it is mainly about gambling. Senior citizens are most likely to see it as an all-around resort, at 32 percent, compared to 18 percent of residents ages 50-64, and just over a quarter of younger New Jerseyans. Those in households making under \$50,000 are somewhat more likely than others income groups to see Atlantic City as a major resort destination, at 31 percent.

Visiting the city does seem to affect perceptions: Around one-third of recent visitors or those who plan to visit within 12 months say the resort is a major destination for all. Only about 20 percent of others agree. Thirty-three percent of Atlantic City gamblers say the city offers more than just gambling; 20 percent of non-gamblers think likewise.

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QUESTIONS AND TABLES FOLLOW ON THE NEXT PAGE

Questions and Tables

The questions covered in the release of October 23, 2014 are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey Adults unless otherwise indicated; all percentages are of weighted results.

[NOTE: cross tabulations on the following three questions will be provided at a later date.]

* The six respondents who say they actually live in Atlantic City are dropped for all analyses.

Q. Have you ever been to Atlantic City, New Jersey?

Yes	91%
No	9%
Unwgt N=	835

Q. Have you been to Atlantic City at any time in the past twelve months?

	2014	1998
Yes	43%	50%
No	57%	50%
Unwgt N=	834	602

Q. Are you planning to go to Atlantic City at some point in the next twelve months?

Yes	35%
No	52%
Maybe/don't know	12%
Unwgt N=	835

Q. Do you think Atlantic City's best days are yet to come, or are its best days behind it?

		Ever Visited AC		Visited AC in Past 12 Months		Will Visit AC in Next 12 Months		
		Yes	No	Yes	No	Yes	No	Maybe/DK
Yet to come	22%	23%	7%	28%	17%	29%	14%	33%
Behind it	63%	64%	45%	63%	62%	58%	71%	40%
Don't know	15%	13%	48%	9%	21%	13%	15%	27%
Unwgt N=	832	765	61*	316	509	251	488	87*

* Small N, results should be interpreted with caution

	Frequency of Gambling in AC			AC a Major Resort City or Centered on Gambling	
	Most visits	Some visits	Not at all	Resort City	Resort Gambling
Yet to come	28%	23%	21%	26%	20%
Behind it	58%	70%	64%	66%	65%
Don't know	14%	7%	14%	7%	15%
Unwgt N=	183	183	402	198	530

*Atlantic City Prospects October 2014
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	Party ID			Gender		Race		Age			
	Dem	Ind	Rep	Male	Female	White	Non-white	18-29	30-49	50-64	65+
Yet to come	24%	20%	25%	22%	21%	21%	23%	16%	26%	23%	20%
Behind it	62%	63%	63%	65%	61%	68%	56%	65%	55%	67%	66%
Don't know	15%	17%	12%	13%	18%	11%	21%	19%	19%	10%	14%
Unwgt N=	264	387	174	397	435	627	183	102	171	278	281

	Income				Region				
	<50K	50K-100K	100K-150K	150K+	Urban	Suburb	Exurb	Phil/South	Shore
Yet to come	25%	21%	21%	23%	24%	20%	15%	25%	27%
Behind it	61%	62%	69%	63%	51%	63%	72%	61%	66%
Don't know	14%	17%	10%	14%	25%	17%	13%	14%	8%
Unwgt N=	192	243	123	128	96	297	141	137	161

[ONLY RESPONDENTS WHO HAVE EVER VISITED ATLANTIC CITY]

Q. And when you visit Atlantic City, do you gamble on most of your visits, some of your visits, or do you not gamble at all when in Atlantic City?

		AC Major Resort City or Gambling Centered Resort		Visited Casino Outside NJ	
		City	Gambling	Yes	No
Most visits	22%	26%	20%	39%	16%
Some visits	26%	34%	23%	34%	23%
Not at all	52%	40%	56%	26%	61%
Unwgt N=	776	190	490	190	585

	Party ID			Gender		Race		Age			
	Dem	Ind	Rep	Male	Female	White	Non-white	18-29	30-49	50-64	65+
Most visits	20%	23%	25%	21%	23%	28%	13%	16%	23%	25%	22%
Some visits	29%	23%	29%	27%	25%	25%	28%	23%	35%	21%	23%
Not at all	51%	54%	46%	52%	52%	46%	59%	61%	42%	55%	55%
Unwgt N=	245	368	157	368	408	585	170	81*	160	267	268

	Income				Region				
	<50K	50K-100K	100K-150K	150K+	Urban	Suburb	Exurb	Phil/South	Shore
Most visits	19%	22%	19%	27%	26%	23%	25%	13%	25%
Some visits	22%	27%	38%	23%	18%	26%	26%	25%	33%
Not at all	59%	51%	43%	50%	56%	51%	49%	63%	42%
Unwgt N=	174	232	115	121	83*	280	125	135	153

** Small N, results should be interpreted with caution*

[ALL RESPONDENTS]

Q. Do you think Atlantic City has become a major convention and resort city for all types of visitors, or do you think it has only been known only for gambling?

		Trend***				
		1999	1998	1986	1984	1982
Major convention and resort city	25%	34%	28%	35%	40%	49%
Gambling only	63%	57%	63%	54%	47%	44%
Both (vol)	6%	-	-	-	-	-
Don't know	5%	10%	9%	11%	12%	7%
Unwgt N=	837	399	602	800	500	603

*** 1982-1999 question wording: Do you think Atlantic City will become a major convention and resort city centered around gambling, or do you think in years to come it will be known ONLY for gambling

	Ever Visited AC		Visited AC in Past 12 Months		Will Visit AC in Next 12 Months			Frequency of Gambling in AC			
	Yes	No	Yes	No	Yes	No	Maybe/ DK	Most visits	Some visits	Not at all	
Major convention and resort city	26%	16%	30%	21%	33%	20%	24%	31%	35%	20%	
Gambling only	63%	69%	60%	66%	58%	69%	54%	58%	56%	68%	
Both (vol)	7%	5%	8%	5%	8%	4%	10%	9%	7%	6%	
Don't know	5%	11%	2%	8%	2%	6%	11%	2%	3%	6%	
Unwgt N=	771	60*	316	514	250	493	88*	183	184	407	

* Small N, results should be interpreted with caution

	Party ID			Gender		Race		Age			
	Dem	Ind	Rep	Male	Female	White	Non-white	18-29	30-49	50-64	65+
Major convention and resort city	27%	26%	21%	21%	30%	25%	27%	29%	26%	18%	32%
Gambling only	63%	61%	70%	67%	59%	66%	59%	57%	66%	70%	54%
Both (vol)	5%	8%	5%	5%	7%	5%	8%	10%	4%	6%	6%
Don't know	5%	5%	4%	7%	3%	4%	6%	4%	4%	6%	8%
Unwgt N=	268	390	172	403	434	629	187	103	172	281	281

	Income				Region				
	<50K	50K-100K	100K-150K	150K+	Urban	Suburb	Exurb	Phil/South	Shore
Major convention and resort city	31%	23%	19%	23%	18%	30%	16%	25%	32%
Gambling only	60%	65%	76%	65%	59%	60%	69%	69%	61%
Both (vol)	6%	7%	2%	3%	15%	7%	5%	3%	3%
Don't know	3%	5%	3%	9%	9%	4%	10%	3%	4%
Unwgt N=	193	247	123	129	97	301	140	138	161

[ALL RESPONDENTS]

Q. Do you think that gambling has been good for BOTH the casino-hotels and the people who live in Atlantic City, or has it really ONLY been good for the casino-hotels?

		Trend		
		1999	1986	1982
Good for both	25%	24%	25%	30%
Only good for casino-hotels	63%	71%	67%	59%
Good for neither (vol)	3%	-	1%	2%
Don't know	9%	5%	7%	9%
Unwgt N=	836	399	800	603

	Ever Visited AC		Visited AC in Past 12 Months		Will Visit AC in Next 12 Months			Frequency of Gambling in AC			AC Major Resort City or Gambling Centered	
	Yes	No	Yes	No	Yes	No	May/June/DK	Most visits	Some visits	Not at all	Resort city	Gambling
Good for both	25%	25%	25%	26%	23%	24%	35%	28%	26%	24%	38%	21%
Only good for casino-hotels	65%	47%	69%	59%	72%	60%	52%	65%	67%	63%	51%	71%
Good for neither (vol)	3%	2%	2%	3%	2%	4%	1%	3%	1%	4%	2%	3%
Don't know	7%	27%	4%	13%	4%	12%	12%	4%	6%	9%	8%	5%
Unwgt N=	769	61*	317	512	251	492	87*	183	184	405	200	531

* Small N, results should be interpreted with caution

	Party ID			Gender		Race		Age				
	Dem	Ind	Rep	Male	Female	White	Non-white	18-29	30-49	50-64	65+	
Good for both	25%	27%	21%	22%	28%	24%	27%	26%	27%	27%	20%	
Only good for casino-hotels	66%	62%	64%	65%	61%	65%	62%	66%	61%	63%	64%	
Good for neither (vol)	2%	2%	6%	4%	2%	4%	1%	1%	2%	4%	3%	
Don't know	7%	10%	9%	9%	9%	7%	11%	7%	10%	6%	13%	
Unwgt N=	265	390	174	400	436	628	186	103	172	281	280	

	Income				Region				
	<50K	50K-100K	100K-150K	150K+	Urban	Suburb	Exurban	Phil/South	Shore
Good for both	30%	26%	22%	22%	23%	26%	28%	23%	27%
Only good for casino-hotels	61%	63%	64%	68%	63%	63%	58%	68%	65%
Good for neither (vol)	2%	1%	4%	2%	0%	3%	2%	4%	4%
Don't know	6%	10%	10%	9%	14%	9%	13%	5%	4%
Unwgt N=	192	247	123	127	97	299	140	138	162

[ATLANTIC CITY GAMBLERS ONLY]

Q. Have you visited any casinos outside of New Jersey in the past twelve months?

Yes	38%
No	62%
Unwgt N=	368

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	Visited AC in Past 12 Months		Will Visit AC in Next 12 Months		Gambles on trips to AC	
	Yes	No	Yes	No	Most	Some
Yes	48%	26%	48%	26%	45%	33%
No	52%	74%	52%	74%	55%	67%
Unwgt N=	193	175	174	146	184	184

[ATLANTIC CITY GAMBLERS ONLY]

Q. A number of casinos in Atlantic City have already closed or are intending to close this year. Many say this is due to too many casinos operating in the Northeast now, including in Pennsylvania and New York. With the rise of casinos in bordering states, would you be more likely to gamble outside of New Jersey, or would you still mainly gamble in Atlantic City, if you gamble at all?

Atlantic City	68%
Outside of New Jersey	28%
Don't know	4%
Unwgt N=	344

	Visited AC in Past 12 Months		Will Visit AC in Next 12 Months		Gambles on trips to AC	
	Yes	No	Yes	No	Most	Some
Yes	72%	62%	78%	49%	64%	71%
No	23%	34%	19%	46%	31%	24%
DK	5%	4%	3%	5%	4%	4%
Unwgt N=	188	156	170	129	180	164

Rutgers-Eagleton Poll September 29 – October 5, 2014

The Rutgers-Eagleton Poll was conducted by telephone using live callers September 29 –October 5, 2014 with a scientifically selected random sample of 842 New Jersey adults. This telephone poll included 618 landline and 224 cell phone adults, all acquired through random digit dialing. Distribution of household phone use in this sample is:

Cell Only:	12%
Dual Use, Reached on Cell:	15%
Dual Use, Reached on LL:	66%
Landline Only:	7%

Data were weighted to the demographics adults in New Jersey. Weights account for the probability of being selected within the sample frame and the probability of being sampled within a household, based on the number of individuals living in the household and the phone composition (cell, landline) of the household. The samples were weighted to several demographic variables reflecting the population parameters of the state of New Jersey: gender, race, age, and Hispanic ethnicity. The final weight, which combined all of the parameters mentioned, was trimmed at the 5th and 95th percentile so as to not accord too much weight to any one case or subset of cases. All results are reported with these weighted data.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. Sampling error should be adjusted to recognize the effect of weighting the data to better match the population. In this poll, the simple sampling error for the 842 adults is +/-3.4 percentage points at a 95 percent confidence interval. The adult sample weighting design effect is 1.69, making the adjusted

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margin of error +/- 4.4 percentage points for the adult sample.

Thus if 50 percent of New Jersey adults in this sample favor a particular position, we would be 95 percent sure that the true figure is between 45.6 and 54.4 percent (50 +/-4.4) if all New Jersey adults had been interviewed, rather than just a sample.

Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects.

This Rutgers-Eagleton Poll was fielded in house by the Eagleton Center for Public Interest Polling. The questionnaire was developed and all data analyses were completed in house. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics, Rutgers University, a non-partisan academic center for the study of politics and the political process.

Weighted Sample Characteristics			
842 New Jersey Adults			
34% Democrat	49% Male	22% 18-29	58% White
49% Independent	51% Female	33% 30-49	12% Black
18% Republican		27% 50-64	18% Hispanic
		18% 65+	12% Asian/Other/Multi