



# **Gambling Prevalence in New Jersey**

## **Executive Summary**

Commissioned by:  
The Council on Compulsive Gambling of New Jersey  
June 2022

© The Council on Compulsive Gambling of New Jersey, Inc. – 2022  
All Rights Reserved

# **Gambling Prevalence in New Jersey**

## **Executive Summary**

### **Overview**

The Council on Compulsive Gambling of New Jersey (CCGNJ) commissioned YouGov to conduct a statewide survey on gambling prevalence in the spring of 2022. YouGov sent the survey via email to 1,002 New Jersey adults from May 15 to June 8, with demographics reflecting the state's population, and with a 3.1 percent margin of error.

The statewide survey was undertaken in response to gambling's growing presence in the state, and the worsening toll gambling is taking on New Jersey individuals and families. Online betting apps, sportsbook, excessive gambling advertising and promotions collectively entice people to gamble and, increasingly, to bet beyond their means.

### **Gambling Frequency & Intended Amount Wagered**

The survey explored betting frequency, finding that 8 percent of respondents gamble daily. The percent of those who gamble two to three times a week is 21 percent, according to the survey. Twenty-seven percent of people making between \$10,000 and \$49,000 bet multiple times a week, which indicates that people who can least afford to gamble do so with the greatest frequency.

Nearly one quarter of respondents (24 percent) say they gamble more than they intended. Young adults exceed their intended amount at a higher percent: 40 percent of those in their 20s and 35 percent of those in their 30s bet more than they intended. Again, people who can least afford to gamble bet more than intended than people in higher income brackets, with 34 percent of people making between \$10,000 and \$49,999 not adhering to the caps they set for themselves. Men and women were separated by one percentage point on this issue, with women at 24 percent and men at 23 percent.

Respondents were asked about the behavior known as “chasing,” which is the tendency to bet again after winning or losing money while gambling in an attempt to win more money or recover betting losses by placing more bets. In the case of those who win a wager, 46 percent of respondents say they have a strong desire to bet again. Younger adults are more likely to chase wins: Nearly two in three of people (65 percent) in their 20s say they are likely to bet again after winning, and 57 percent of people in their 30s say they are inclined to bet again after a win. The study found that more than one in three adults (35 percent) have a strong desire to recoup betting losses. Over half (54 percent) of younger adults – those between 21 and 39 – express a strong desire to bet again after losing.

### **Gambling Impact on Lives, Desire to Stop Wagering & Income Dependency**

The survey asked if gambling had a negative impact on respondents’ lives. 9 percent say family was adversely affected by gambling; 13 percent name mental health; and 23 say their finances were negatively impacted.

Three in ten (30 percent) say there are times they want to completely stop gambling. Younger adults are most likely to express this, with 46 percent of those in their 20s and 40 percent of people in the 30s agreeing with this statement. In terms of income, the highest percent saying that at times they would like to stop gambling were those making between \$10,000 and \$49,999.

Another area the survey examined focused on attitudes about gambling as inflation rises. Findings indicate that inflation leads some people to gamble in an attempt to supplement their income. The survey found that 15 percent of respondents consider betting-related activities to be a major source of their monthly income. The percentages are markedly higher for people between the ages of 21 and 39: more than one in three (36 percent) of people in their 20s indicated gambling is a major source of their earnings, as compared to one in four (25 percent) of individuals in their 30s.

### **Gambling Enticements**

The survey also sought to identify factors which entice people to gamble. The findings include that easy access to one’s phone or computer is a contributing factor for 28 percent of

respondents. Three in ten identify incentives and/or promotions as an influence on their gambling. The high volume of gambling advertising is another factor, and two in three (66 percent) agree that such marketing encourages gambling in those who can least afford it. Asked if they find gambling ads entertaining, more than six in ten (61 percent) say they do not enjoy gambling ads. Nearly half (47 percent) agree that betting ads target youth.

The growing volume of gambling advertising prompted nearly six in ten (59 percent) to express support for limiting gambling ads, akin to the restrictions placed on tobacco products and alcohol. More than eight in ten (82 percent) support warning labels for gambling similar to the surgeon general's warning that appears on cigarettes and other tobacco products.

On most questions in the survey, education level, which ranged from high school to post-graduate, did not bear greatly on the responses.

**Other key findings:**

- 82 percent agree that gambling can become an addiction similar to addiction to alcohol or other drugs.
- Half (50 percent) agree that the state should allocate more funding for problem gambling and for education programs about gambling.
- More than one in five (22 percent) bet as an escape from despair, depression, anxiety, or guilt.
- More than half (52 percent) identify 800-GAMBLER as the best resource in the state to find problem gambling support services. 5 percent say they turned to 800-GAMBLER for help.
- When asked about services provided by 800-GAMBLER, 56 percent name help for people with a gambling problem and 26 percent identify it as a source for raising awareness about gambling issues.