



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, 71 percent of football followers have attended some college or attained a four-year degree or greater, compared to 62 percent of non-fans.

The Lloyd D. Levenson Institute at Stockton College provides a forum for discussion of policy issues related to gaming, hospitality and tourism. Dr. Israel Posner, director of the institute, noted that football fans will be coming to New Jersey or focusing on the state as Super Bowl XLVIII is played Sunday at MetLife Stadium in East Rutherford, NJ.

"About 100,000 fans are expected to come for the Super Bowl and related events. These are the kind of tourists you want to attract to the state," Dr. Posner said. "They're smart, affluent, and have disposable income.

"The tourism and hospitality industries expect that they will like what they see in New Jersey and come back for vacations and business trips," he said.

The poll of 800 New Jersey adults was fielded for LIGHT by the Stockton Polling Institute. Its margin of error is plus or minus 3.5 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.

The poll found differences between New Jersey-based fans of the New York NFL teams, the Giants and the Jets, and fans of the Philadelphia Eagles.

New York fans are more likely to earn \$100,000 or more (30 percent) than are Philadelphia fans (18 percent). Fans of New York NFL teams are also better educated, with 47 percent holding a four-year degree or better compared to 36 percent of Eagles fans. However, more

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than a third of Philadelphia fans have attended county college, and the percentage of fans who have attended at least some college is statistically equal at 73-71 percent.

“These numbers reflect the demographic differences between the North Jersey and South Jersey regions,” Dr. Posner said. “People living closer to Philadelphia are more likely to be Eagles fans. South Jersey tends to have lower household incomes and education levels than the more urbanized north.”

In keeping with the blue-collar reputation of Eagles followers, Philadelphia fans are more likely to identify themselves as gamblers, with 60 percent saying they have gambled in some form in the last 12 months compared to 49 percent of New York fans.

“Eagles fans will point to their team’s win-loss record as their most important statistic,” Dr. Posner said.

Statewide, football fans are more likely to be gamblers than non-fans, 53 percent to 38 percent. And New Jersey likes football; 75 percent can identify a favorite team, including 83 percent of men. But it’s not a guys-only club, with 68 percent of women saying they root for a specific team.

Almost a third (31 percent) roots for the Giants, with 15 percent picking the Eagles as their team and 5 percent for the Jets. One quarter are not fans, and another quarter pick some other NFL team as their favorite. Ocean County has the largest concentration of Giants fans at 58 percent. Thirteen percent of Passaic County respondents like the Jets best. And Eagles fans are concentrated the most in Camden County, at 67 percent.

Three percent of New Jersey residents share their team loyalty for the Dallas Cowboys with Gov. Chris Christie. The New England Patriots are also the favorite of 3 percent.

For more information, contact Dr. Israel Posner, 609-347-2168, Israel.Posner@stockton.edu; www.stockton.edu/levenson.

Methodology

Interviews were conducted at the William J. Hughes Center for Public Policy’s Stockton Polling Institute (www.stockton.edu/hughescenter) by live interviewers calling from the Stockton College campus. The poll was conducted with 800 New Jersey adults from Jan. 17-20 and Jan. 23-25. Interviewers called both land lines and cell phones. All prospective respondent households in the source telephone list have the same chance of joining the sample because of random selection. The survey has a margin of error of +/- 3.5 percent at a 95 percent confidence level. MOE is higher for subsets. Data are weighted based on United States Census Bureau demographics for the New Jersey population.

About the Hughes Center

The William J. Hughes Center for Public Policy (www.stockton.edu/hughescenter) at The Richard Stockton College of New Jersey serves as a catalyst for research, analysis and innovative policy solutions on the economic, social and cultural issues facing New Jersey. The Center is named for William J. Hughes, whose distinguished career includes service in the U.S. House of Representatives, Ambassador to Panama and as a Distinguished Visiting Professor at Stockton College. The Hughes Center can be found on Facebook at <http://www.facebook.com/Hughes.Center.Stockton.College> and can be followed on Twitter @hughescenter.

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