

While sports betting revenue represented less than 2 percent of the more than \$11 billion total gaming revenue earned by Nevada casinos in 2013, sports bettors are a highly desirable market niche due to the lucrative nature of their spending habits on casino gambling, dining and entertainment. Very few people would be surprised to learn that the two biggest sports betting events, as reported by Nevada sports book operators, are the Super Bowl and March Madness. On a relative basis, legal sports betting in New Jersey is likely to produce a much larger spike in visitation than in Nevada, since it peaks during the slowest period of the year for Atlantic City and New Jersey's tourism industry, the winter months.

The poll also looked at the football fan base of New Jersey, which in southern New Jersey is dominated by rabid "Iggles" fans. It's quite a different picture if you consider the state of New Jersey as a whole where, according to the recent Levenson Institute poll, only 18.1 percent of the state's football fans consider the Eagles their team; Giants fans, who are concentrated in the state's more densely populated northern counties, make up 33.6 percent of the state's football fans. On a percentage basis, Ocean County has the largest concentration of Giants fans of any southern New Jersey County, possibly due its many over-55 communities, with many retirees who "escaped" their more crowded communities in northern New Jersey.

Clearly, New Jersey is "all in," claiming a position at the head of the table among the world's leading destinations for visitors who enjoy all forms of wagering and the entertainment associated with it. The state's casino industry and its racing industry are eagerly waiting for the Supreme Court to turn over its cards.

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