

SENATE RESOLUTION No. 127

STATE OF NEW JERSEY

220th LEGISLATURE

INTRODUCED JUNE 26, 2023

Sponsored by:

Senator JOSEPH P. CRYAN

District 20 (Union)

SYNOPSIS

Condemns overproliferation of pro-gambling advertisements in NJ.

CURRENT VERSION OF TEXT

As introduced.



1 **A SENATE RESOLUTION** condemning the overproliferation of pro-
2 gambling advertisements in New Jersey.

3

4 **WHEREAS**, Sports betting and gambling are prominent activities in our
5 society that bring opportunity, but also must be engaged in
6 responsibly; and

7 **WHEREAS**, Gambling has long been recognized as a potentially
8 addictive behavior by leading experts and publications, including
9 the Diagnostic and Statistical Manual of Mental Disorders (DSM);
10 and

11 **WHEREAS**, Gambling addiction carries risks to an individual’s mental,
12 emotional, and financial stability, and that of their family and
13 community; and

14 **WHEREAS**, The adoption of online sports betting and gaming in
15 several states, including New Jersey, has made gambling more
16 accessible than ever for those suffering from addiction, young
17 people, including those too young to legally gamble, and other
18 vulnerable groups; and

19 **WHEREAS**, Nationwide gambling addiction services have been
20 experiencing increased demand, with the National Problem
21 Gambling Helpline reporting that monthly call volumes increased
22 by more than 52% in 2021; and

23 **WHEREAS**, Exposure to targeted and persistent advertisements makes
24 it statistically more likely that an individual will engage in
25 gambling, whether online or in person, and become addicted; and

26 **WHEREAS**, Advertisers today are capable of, and often do, “micro-
27 target” their advertisements to “hook” new and existing customers
28 onto their products; and

29 **WHEREAS**, These advertising techniques have often been used
30 irresponsibly to encourage excessive gambling and inaccurate
31 perceptions of risk; and

32 **WHEREAS**, The flood of these advertisements has been remarkably
33 successful for sports betting companies and casinos, leading to
34 record user numbers and profits; and

35 **WHEREAS**, Sports betting companies and casinos have pledged to
36 continue increasing their record spending on the proliferation of
37 pro-gambling advertisements in New Jersey and across the country,
38 despite the known associated risks; and

39 **WHEREAS**, A continuation down this path is sure to further
40 compromise the mental, emotional, and financial health of this
41 State’s residents; now, therefore,

42

43 **BE IT RESOLVED** *by the Senate of the State of New Jersey:*

44

45 1. This House condemns the overproliferation of pro-gambling
46 advertisements in the State of New Jersey.

1 2. This House urges sports betting and gambling companies
2 operating in the State of New Jersey to exercise restraint and good
3 judgment as they engage in advertisements in the State.

4

5 3. Copies of this resolution, as filed with the Secretary of State,
6 shall be transmitted by the Secretary of the Senate to the Governor,
7 the Casino Control Commission, the Casino Association of New
8 Jersey, the Council on Compulsive Gambling of New Jersey, and
9 the American Gaming Association.

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STATEMENT

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14 Gambling has long been recognized as a potentially addictive
15 activity that carries with it risks to individuals, their families, and
16 their communities. In a time when online sports betting and gaming
17 has made gambling accessible anywhere, the risks associated with
18 gambling addiction are heightened.

19 As sports betting and gaming has become more accessible,
20 national addiction service groups are seeing dramatic increases in
21 calls to their hotlines. Yet, despite these known risks, many sports
22 betting companies and casinos continue to invest heavily in
23 advertisements that target those suffering from addiction, young
24 people, including those who are not yet of a legal age to gamble,
25 and other vulnerable groups. They also continue to use advertising
26 techniques that irresponsibly encourage excessive gambling and
27 inaccurately present the real risks.

28 The Senate therefore condemns the overproliferation of pro-
29 gambling ads in New Jersey and urges sports betting companies and
30 casinos to exercise restraint and good judgment when engaging in
31 advertisements in the State.