

LEGISLATIVE FISCAL ESTIMATE

SENATE, No. 2356

STATE OF NEW JERSEY

222nd LEGISLATURE

DATED: JUNE 18, 2026

SUMMARY

**Synopsis:** Requires Division of Gaming Enforcement to arrange study and implement certain language requirements in gambling advertisements; restricts advertisements and promotions in certain locations.

**Type of Impact:** Time-limited State expenditure increase.

**Agencies Affected:** Department of Law and Public Safety.

Office of Legislative Services Estimate

| Fiscal Impact       | <u>Time-Limited Duration of the Study and Implementation</u> |
|---------------------|--------------------------------------------------------------|
| State Cost Increase | Indeterminate                                                |

- The Office of Legislative Services (OLS) estimates that requiring the Division of Gaming Enforcement in the Department of Law and Public Safety to arrange for a study of the effectiveness of certain language in casino game and sports pool advertisements in deterring illegal or irresponsible gambling, challenging perceptions of gambling, and encouraging the use of responsible gambling tools would result in a time-limited cost increase to the State.
- The OLS notes that, upon request, the division provided informal information suggesting the cost of the study would be approximately \$300,000. The OLS can neither confirm nor refute this informal estimate.

BILL DESCRIPTION

This bill requires the Division of Gaming Enforcement in the Department of Law and Public Safety to arrange for the conduct of a study of the effectiveness of using various words and phrases in advertisements for casino games and sports pools to deter illegal or irresponsible gambling, challenge perceptions of gambling, and to encourage the use of responsible gambling tools.

The bill requires the study to be completed within 12 months and for the division to publish a copy of its findings on its Internet website.

The bill requires the division to use the results of the study to develop between three and 10 key words or phrases to be included in advertisements for casino games and sports pools, in addition to pre-existing language requirements.

The bill also requires the division to adopt rules and regulations to prevent such advertising and promotions, to the extent practicable, from being placed in or near locations, such as schools or college campuses, or on media which would predominantly target underage or other prohibited persons, including those on the list of persons self-excluded from gaming activities.

## **FISCAL ANALYSIS**

### ***EXECUTIVE BRANCH***

The OLS has not received a formal fiscal note on this bill, but upon request, the Department of Law and Public Safety provided informal information on a previous version of this bill during the 2024-2025 Session. The Division of Gaming Enforcement informally estimated that the study required under the bill would cost around \$300,000, the approximate cost of the State's recent responsible gaming social media campaign.

### ***OFFICE OF LEGISLATIVE SERVICES***

The OLS estimates that requiring the Division of Gaming Enforcement in the Department of Law and Public Safety to arrange for a study of the effectiveness of certain language in casino game and sports pool advertisements in deterring illegal or irresponsible gambling, challenging perceptions of gambling, and encouraging the use of responsible gambling tools would result in a time-limited cost increase to the State.

The OLS cannot know in advance whether the study will be conducted by the division's staff or an external consultant, as this will depend on decisions made by the department.

The OLS notes that, upon request, the division previously provided informal information suggesting the cost of the study would be around \$300,000, the approximate cost of the State's recent responsible gaming social media campaign. The OLS can neither confirm nor refute this informal estimate.

The OLS also notes there would be an indeterminate workload increase for the department in reviewing the study; developing key words or phrases to use in advertisements for casino games and sports pools; and preventing such advertising and promotions, to the extent practicable, from being placed in or near certain locations.

*Section:*            *State Government*

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*Approved:*        *Thomas Koenig*  
                         *Legislative Budget and Finance Officer*

This legislative fiscal estimate has been produced by the Office of Legislative Services due to the failure of the Executive Branch to respond to our request for a fiscal note.

This fiscal estimate has been prepared pursuant to P.L.1980, c.67 (C.52:13B-6 et seq.).