

## **Stockton Poll Shows Gambling Isn't Top Reason Most Visit Atlantic City**

Travelers' Behavior Changing, Survey for Lloyd D. Levenson Institute Finds

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**Galloway, NJ** – For the first time in six years, a survey by the Stockton Polling Institute shows a “vacation or getaway,” not gambling, was the primary purpose of visitors who traveled to Atlantic City from at least an hour away.

A telephone survey of 696 adults for the Lloyd D. Levenson Institute of Gaming , Hospitality and Tourism (LIGHT) of The Richard Stockton College of New Jersey found 38 percent said that their “primary purpose” was “vacation or getaway,” while 27 percent said their main reason for visiting Atlantic City was to gamble.

“This is the first time in the six years that the Lloyd D. Levenson Institute at The Richard Stockton College of New Jersey has been conducting such surveys that gambling moved from its “number one spot,” said Dr. Israel Posner, executive director of LIGHT.

The percentage of visitors with children under 18 in their parties doubled from a similar survey by LIGHT two years ago – from 9 percent in 2011 to 18 percent in the survey conducted in February 2013. In a similar survey of Las Vegas in 2012, 11 percent of visitors included children in their party, Posner said.

While it may not be their primary purpose, 74 percent said they gambled while visiting Atlantic City, similar to the percentages in Las Vegas. “Those visitors are somewhat older than the non-gamblers who are more than twice as likely to include children in their party,” Posner said.

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A majority of those surveyed, all of whom live between 50 and 200 miles from Atlantic City, said they don't plan their trips to the resort more than two weeks in advance. The median number of times they visited Atlantic City in the past year was 2.5.

While in Atlantic City, 81 percent said they visited the Boardwalk; 54 percent visited the Marina District and 45 percent went to The Walk (Tanger outlets.) Places outside Atlantic City drew 12 percent.

Those surveyed are pretty bullish on Atlantic City:

- 92 percent said they are "very likely" or "likely" to return to Atlantic City, while only 8 percent said they are "unlikely" or "very unlikely" to return.
- 39 percent found their Atlantic City experience "more" satisfying than other casinos they've visited in the Northeast, while 7 percent found Atlantic City less satisfying;
- 69 percent said they were "very satisfied" or "somewhat satisfied" with their Atlantic City visit; while 31 percent were "somewhat" or "very dissatisfied."

"Atlantic City is continuing its transformation from a gambling-centric destination to one that attracts tourists for a broader range of entertainment options – and more often than in the recent past – with children," said Dr. Posner.

### **Methodology**

The Stockton Polling Institute interviewed 696 adults within approximately 200 miles of Atlantic City, New Jersey for the Lloyd D. Levenson Institute of Gaming Hospitality and Tourism (LIGHT). Both the polling institute and LIGHT are part of The Richard Stockton College of New Jersey. The poll has a margin of error of plus or minus 3.7 percentage points. Interviews are conducted at the Stockton Polling Institute by live interviewers calling from the Stockton College campus in Galloway, New Jersey. The poll was conducted between February 1-15, 2013. Interviewers called both landlines and cell phones. All prospective respondent households in the source telephone list have the same chance of joining the sample because of the random digital dialing system (RDD). Data is weighted according to United States Census Bureau demographics for New Jersey voter age population.

### **About the Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism**

The Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) at [www.stockton.edu/levenson](http://www.stockton.edu/levenson) in The Richard Stockton College of New Jersey's School of Business, provides a forum for exploring major trends facing the tourism, hospitality and casino gaming industries. LIGHT collects, analyzes and disseminates reliable information and helps generate scientific knowledge in support of these vital New Jersey industries.

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