

# **Survey of Millennials' Entertainment Preferences Finds Opportunities for Atlantic City Market**

Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism Research

***For Immediate Release; with Jane Bokunewicz photo***

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**Galloway, N.J.** - Millennials, the nation's largest population group, enjoy spending money on dinner and drinks or dancing and nightclubs, and would more be attracted to slot machines if playing them involved an element of skill, according to a study of their preferences released today by the Lloyd D. Levenson Institute of Gaming, Hospitality & Tourism (LIGHT) at Stockton University.

There are over 83 million millennials (those born in the U.S. roughly between 1980-2000),

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