



## 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 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.

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