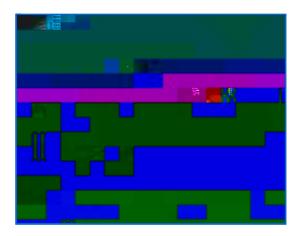
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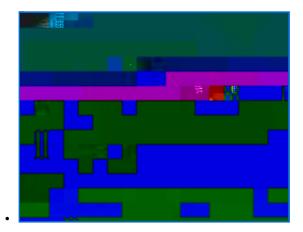
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Stockton Poll Shows Gambling Isn't Top Reason Most Visit Atlantic City

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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 th e Lloyd D. Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) of The Richard Stockton College of New Jersey found 38 percen t said that their "primary purpose" was "vacation or getaway," while 27 percent said their main reas on for visiting Atlantic City was to gamble.

"This is the first time in the six year s that the Lloyd D. Levenson Institute at The Richard Stockt on College of New Jersey has been conducting such survey s that gambling moved from its "numbe r one spot," said Dr. Israel Posner, executive director of LIGHT.

The percentage of visitors with children under 18 in thei r 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 visito rs included children in their party, Posner said.

While it may not be their primary purpose, 74 percent said percentages in Las Vegas. "Those visitors are somewhat likely to include children in their party," Posner said.

they gambled while visiting Atlantic City, similar to the older that the non-gamblers who are more than twice as

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





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