

# AC Visitor Profile Study



**PRELIMINARY REPORT  
FEBRUARY 2013**

**LLOYD D. LEVENSON INSTITUTE  
OF GAMING, HOSPITALITY & TOURISM**  

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**THE RICHARD STOCKTON COLLEGE OF NEW JERSEY**

**Israel Posner, PhD, Executive Director**

# Methodology

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- 696 adults within approximately 200 miles of Atlantic City, New Jersey were interviewed by the Stockton Polling Institute for the Lloyd D. Levenson Institute of Gaming Hospitality and Tourism (LIGHT). Only adults who indicated they traveled to Atlantic City about an hour (50 miles) were included in this study (respondents)/ Both the polling institute and LIGHT are components 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 and 15, 2-13. Interviewers called both land lines 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:** ([www.stockton.edu/levesnon](http://www.stockton.edu/levesnon)) in The Richard Stockton College of New Jersey's School of Business (LIGHT) provides a forum for the exploration of 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.

## Age Profile

9% of respondents fell into the 18-29 age group, a lower percentage than the 13% of New Jersey residents who are in this age group.

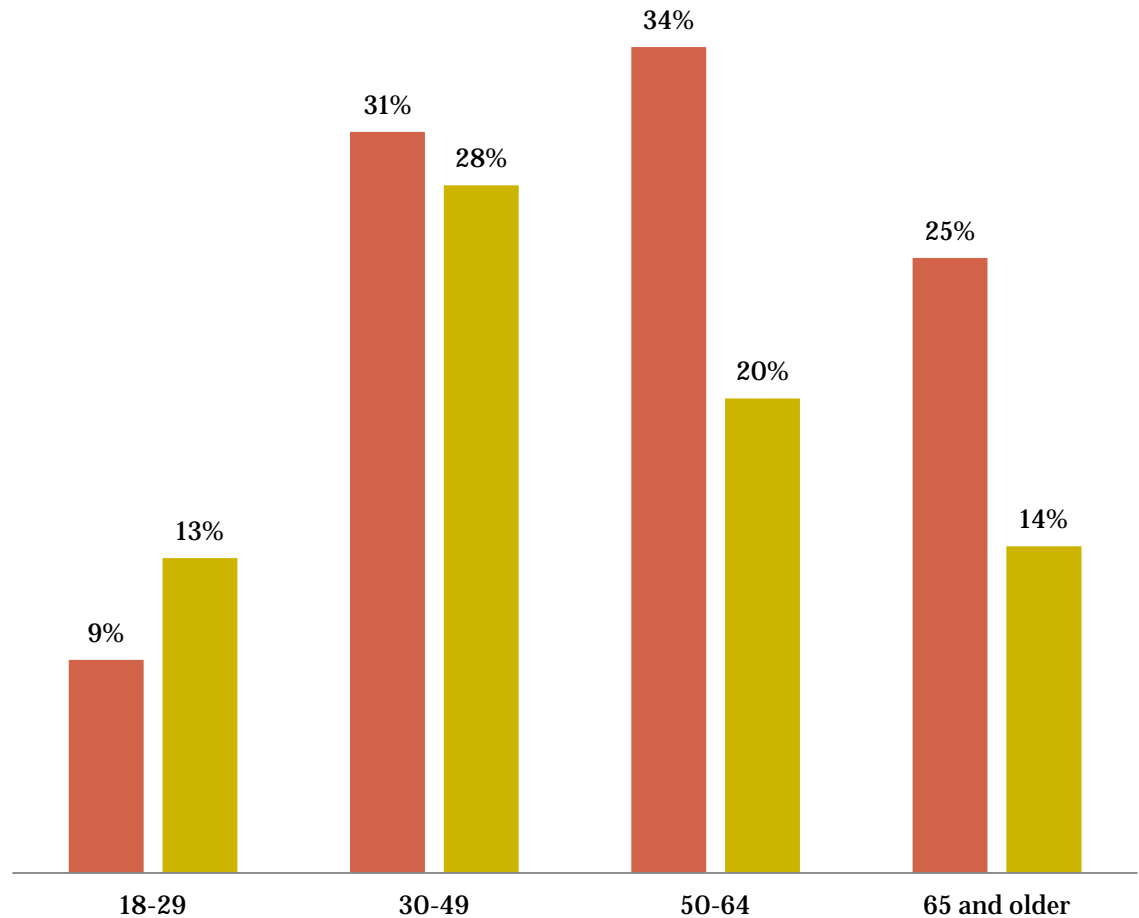
31% of respondents fell into the 30-49 age group, a somewhat higher percentage than the 28% of New Jersey residents who are in this age group.

34% of respondents fell into the 50-64 age group, a significantly higher percentage than the 20% of New Jersey residents who are in this age group.

25% of respondents fell into the 65 and older age group, a significantly higher percentage than the 14% of New Jersey residents who are in this age group.

The average age of respondents was 52.

■ AC Visitor   ■ New Jersey Resident Profile



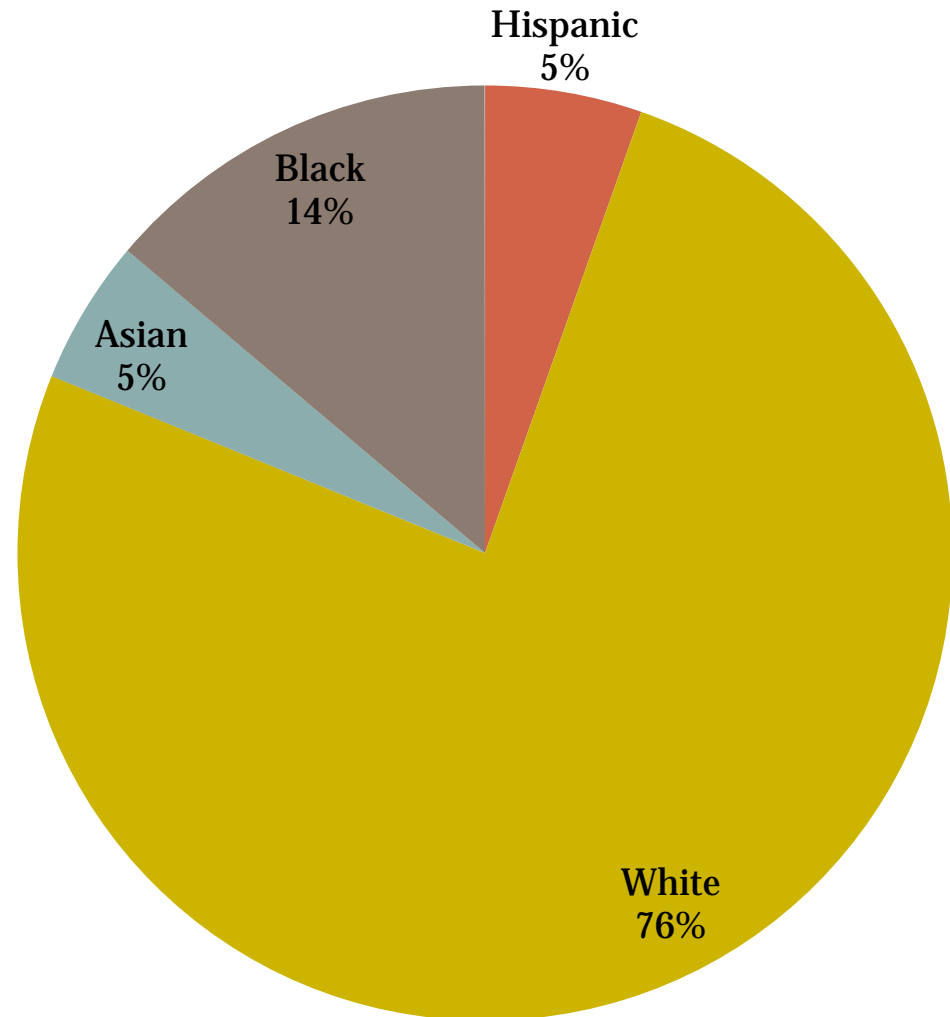
## Race/Ethnicity Visitor Profile

70% of respondents described their race as white, approximately the same as the racial profile of New Jersey residents.

14% of respondents said they were black or African American, approximately the same percentage as New Jersey residents who are black or African American.

5% of respondents said they were of Asian descent, considerably less the 9% of New Jersey residents who are of Asian descent.

5% of respondents described themselves as Hispanic, considerably less the 18% of New Jersey residents who identify as Hispanic.



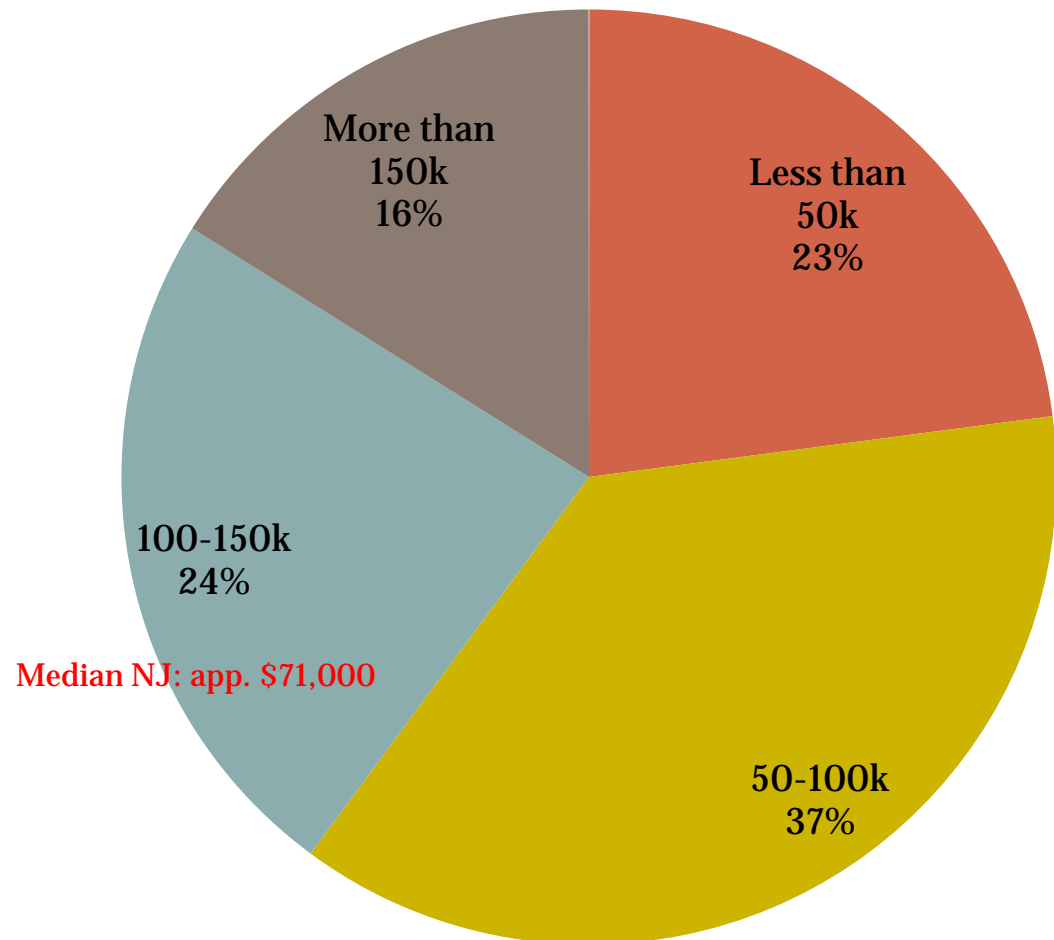
## Household Income Profile

23% of respondents have household incomes less than \$50 thousand per year.

37% of respondents have household incomes between \$50 and \$100 thousand per year.

24% of respondents have household incomes between \$100 and \$150 thousand per year.

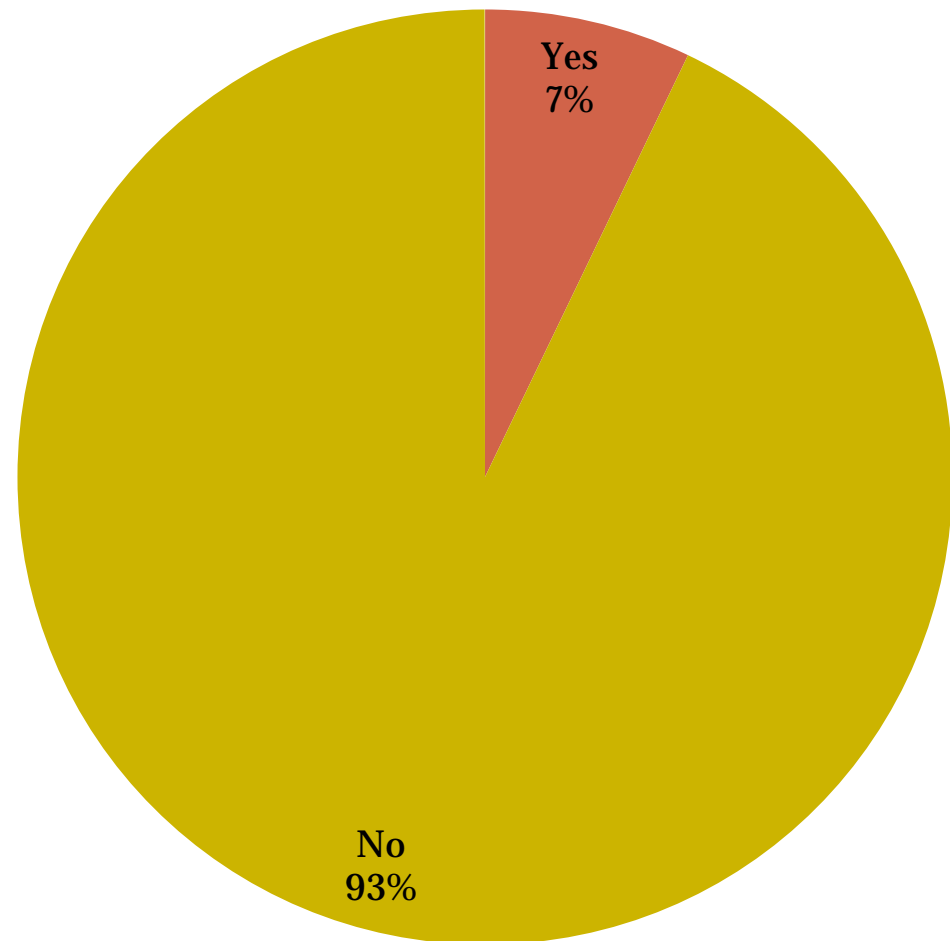
16% of respondents have household incomes more than \$150 thousand per year.



## First Trip to Atlantic City?

93% of respondents reported that their most recent trip was *not* their first trip to Atlantic City.

7% of respondents reported that their most recent trip was their *first* trip to Atlantic City.



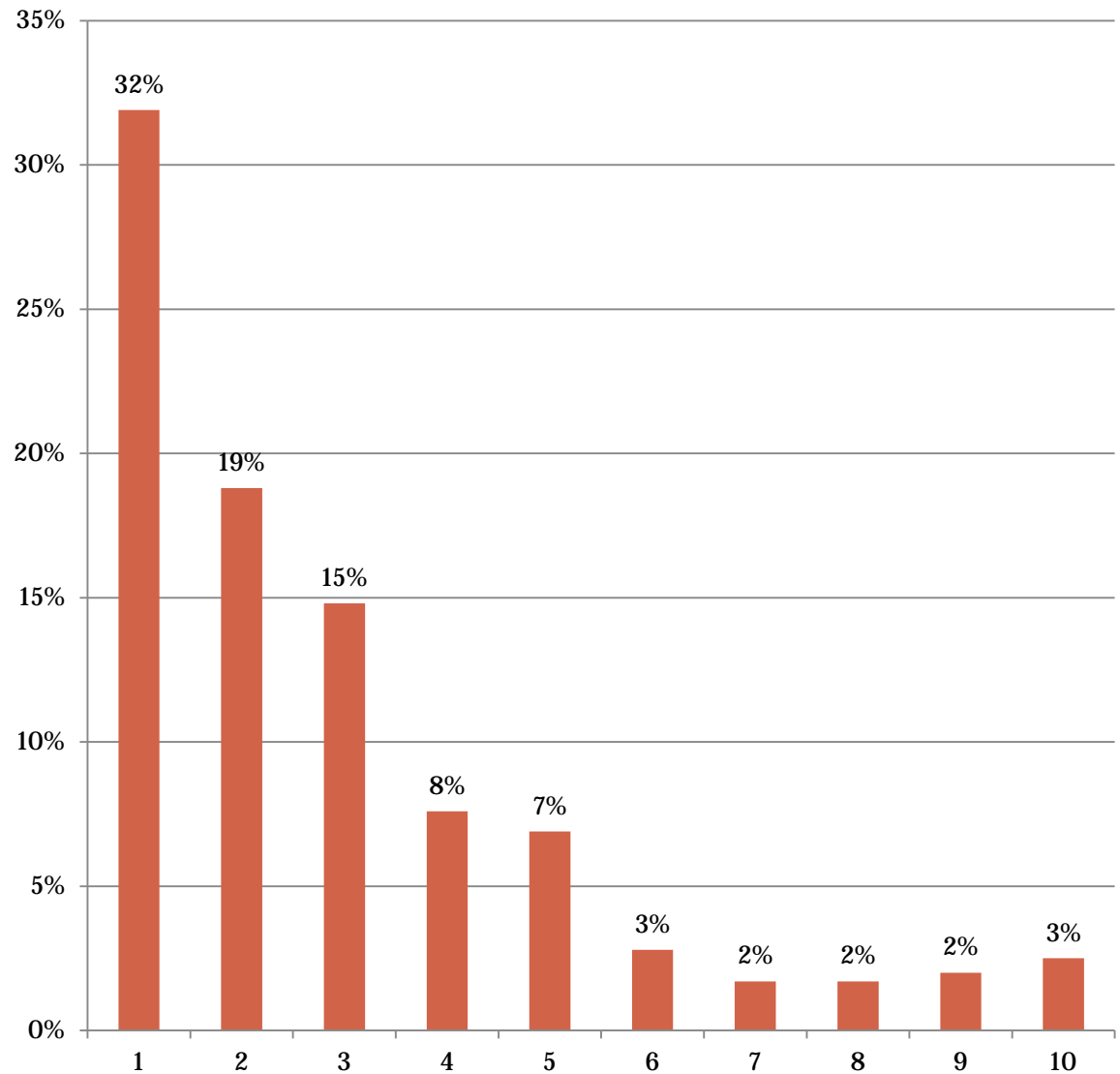
## Number of Trips to AC in Last Year

32% of respondents indicated they visited Atlantic City once in the past 12 months.

51% of respondents indicated they visited Atlantic City once or twice in the past 12 months.

30% of respondents indicated they visited Atlantic City 3-5 times in the past 12 months.

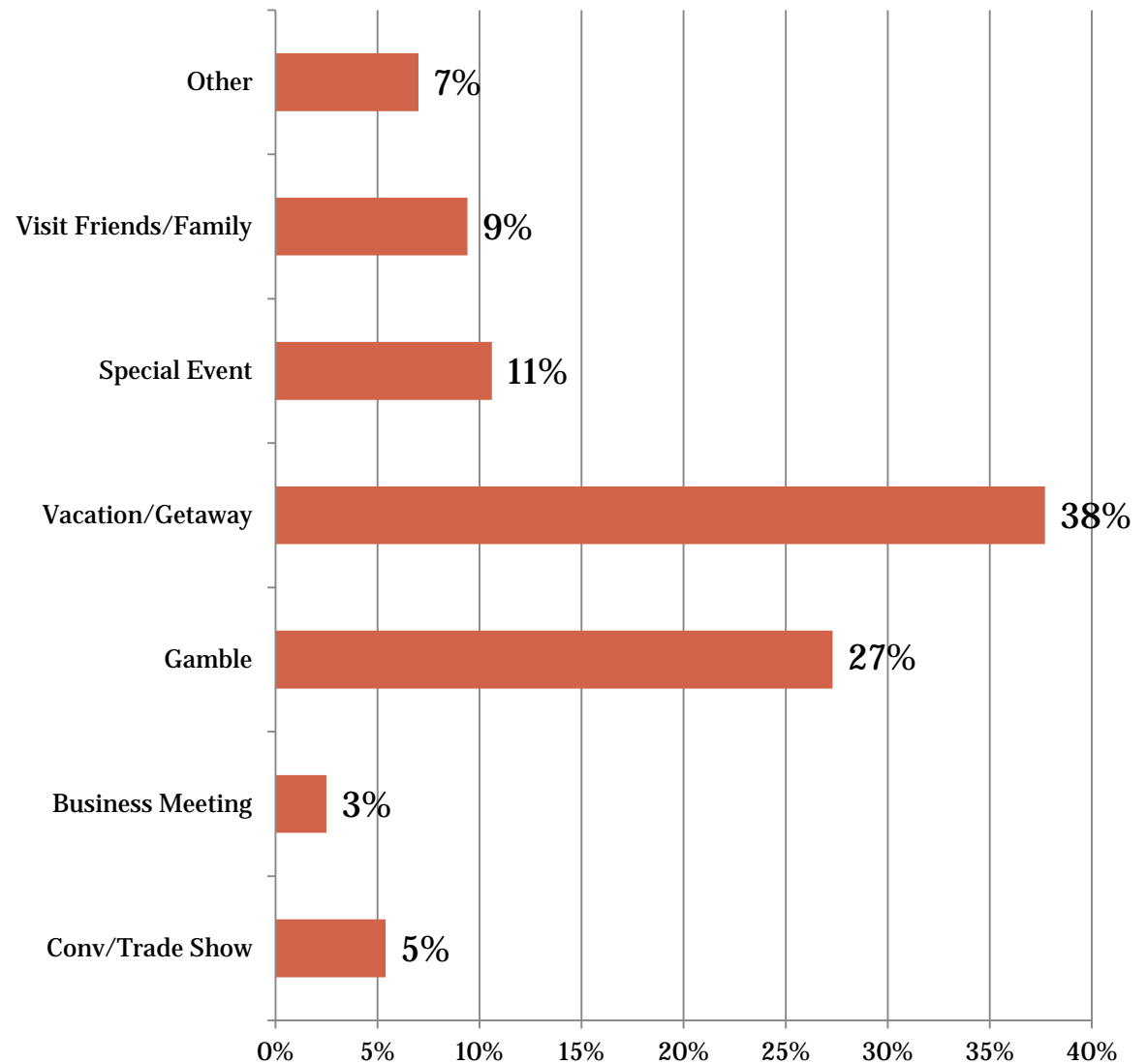
12% of respondents indicated they visited Atlantic City 5-10 times in the past 12 months.



## Primary Purpose

38% of respondents said that their primary purpose for visiting Atlantic City was for “vacation” or “getaway”, up considerably from the 22% who said their primary purpose was “vacation” or getaway’ in a similar study conducted by LIGHT in 2012.

27% of respondents said that their primary purpose for visiting Atlantic City was to gamble, down considerably from the 33% who said their primary purpose was to gamble in a similar study conducted by LIGHT in 2012.





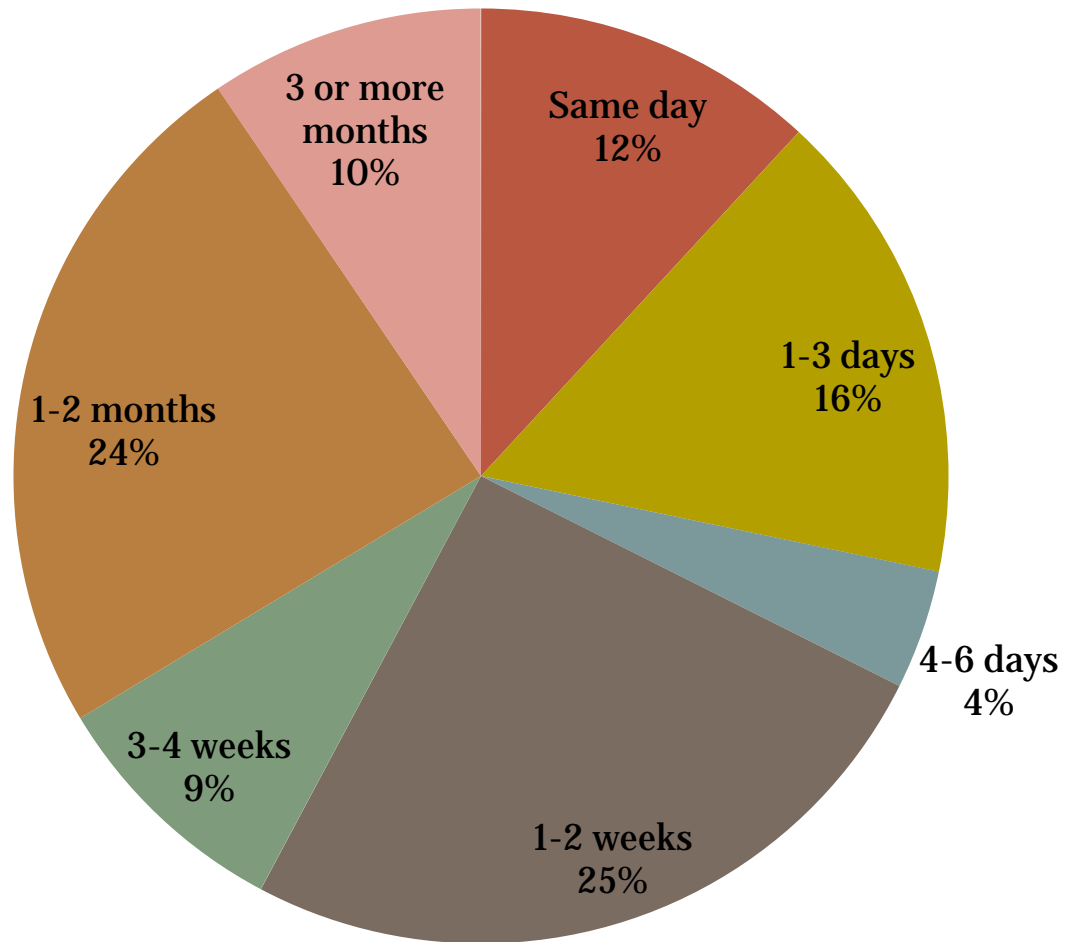
## Trip Advance Planning

12% of visitors planned their trip to Atlantic City on the day of the trip.

25% of visitors planned their trip to Atlantic City fewer than 3 days in advance.

66% of visitors planned their trip to Atlantic City fewer than four weeks in advance.

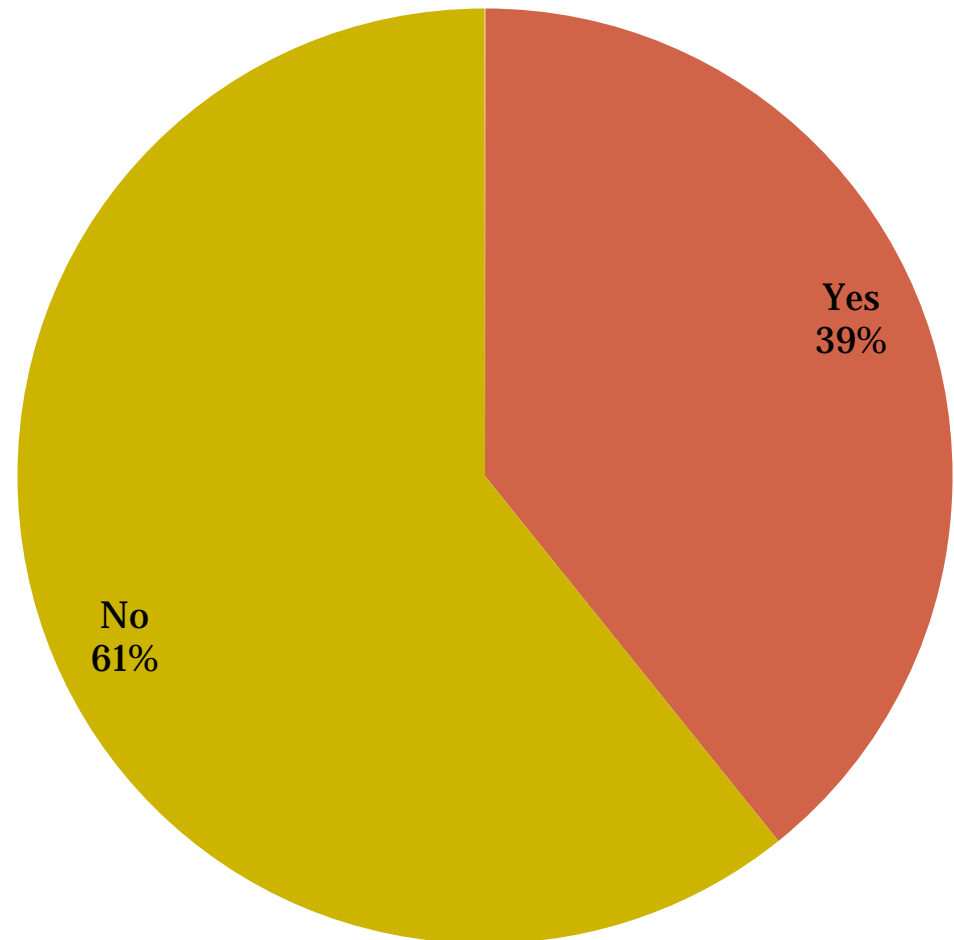
35% of visitors planned their trip to Atlantic City 1-3 months in advance.



## Use of Internet in Trip Planning

61% of respondents did not use the Internet in planning their trip to Atlantic City.

39% of respondents used the Internet in planning their trip to Atlantic City.



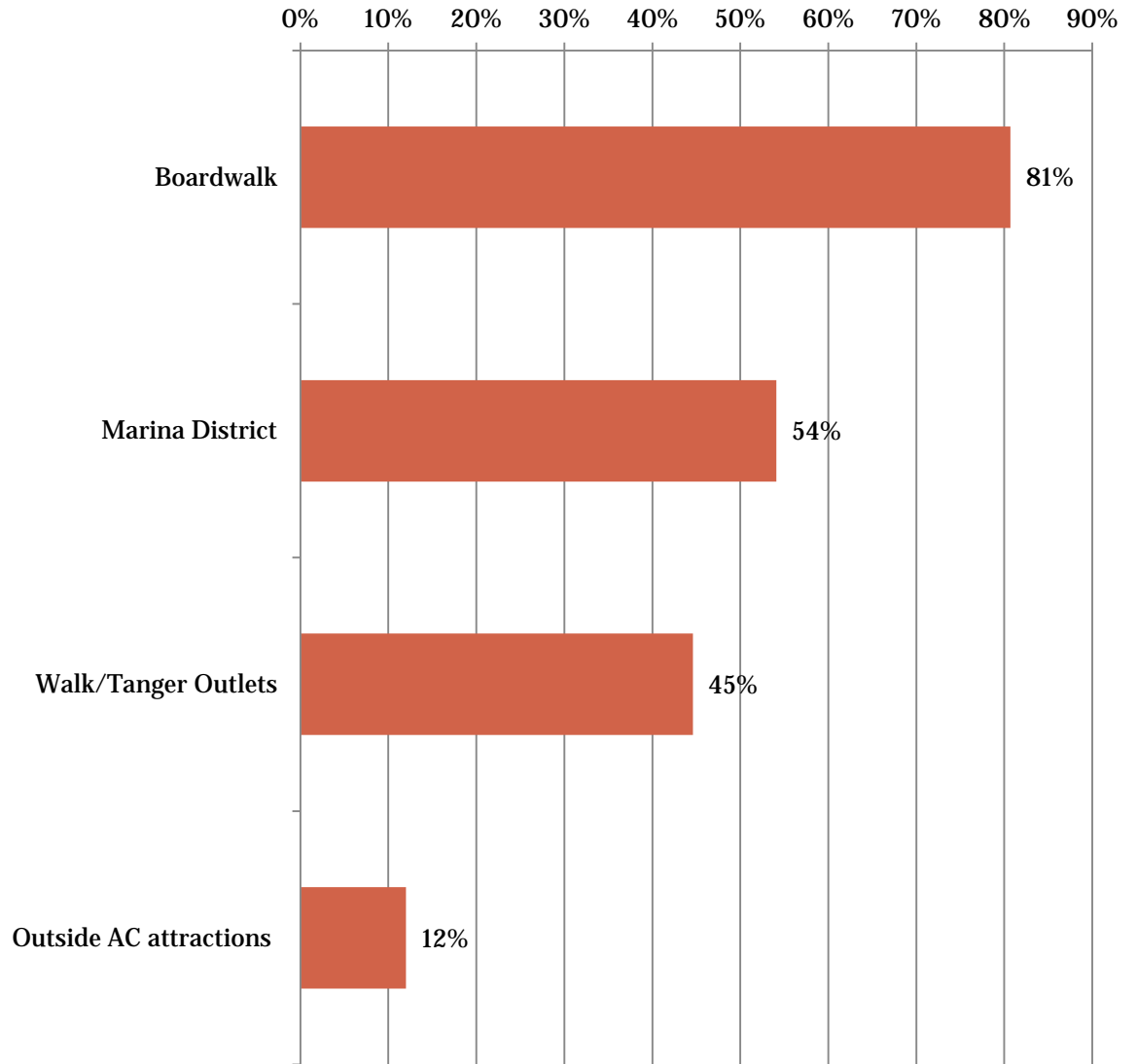
## Areas Visited

81% of respondents visited the Boardwalk during their trip to Atlantic City.

54% of respondents visited the Marina District during their trip to Atlantic City.

45% of respondents visited the Walk/Tanger Outlets during their trip to Atlantic City.

12% of respondents visited the attractions outside of Atlantic City during their trip to Atlantic City.



## Number of Days in AC

7% of respondents spent less than one day on their trip to Atlantic City.

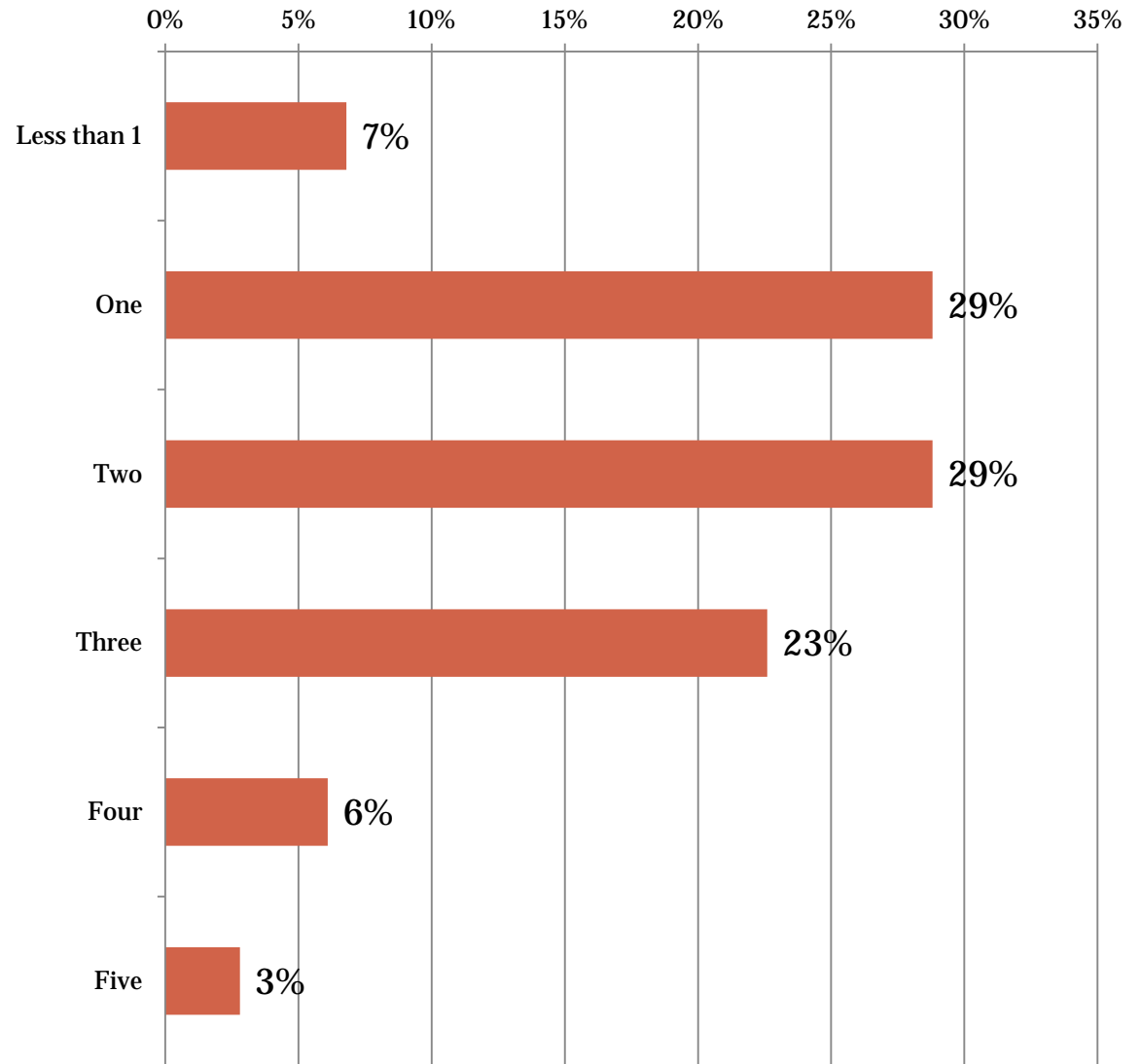
29% of respondents spent one day on their trip to Atlantic City.

29% of respondents spent two days on their trip to Atlantic City.

23% of respondents spent three days on their trip to Atlantic City.

6% of respondents spent four days on their trip to Atlantic City.

3% of respondents spent five days on their trip to Atlantic City.



## Lodging

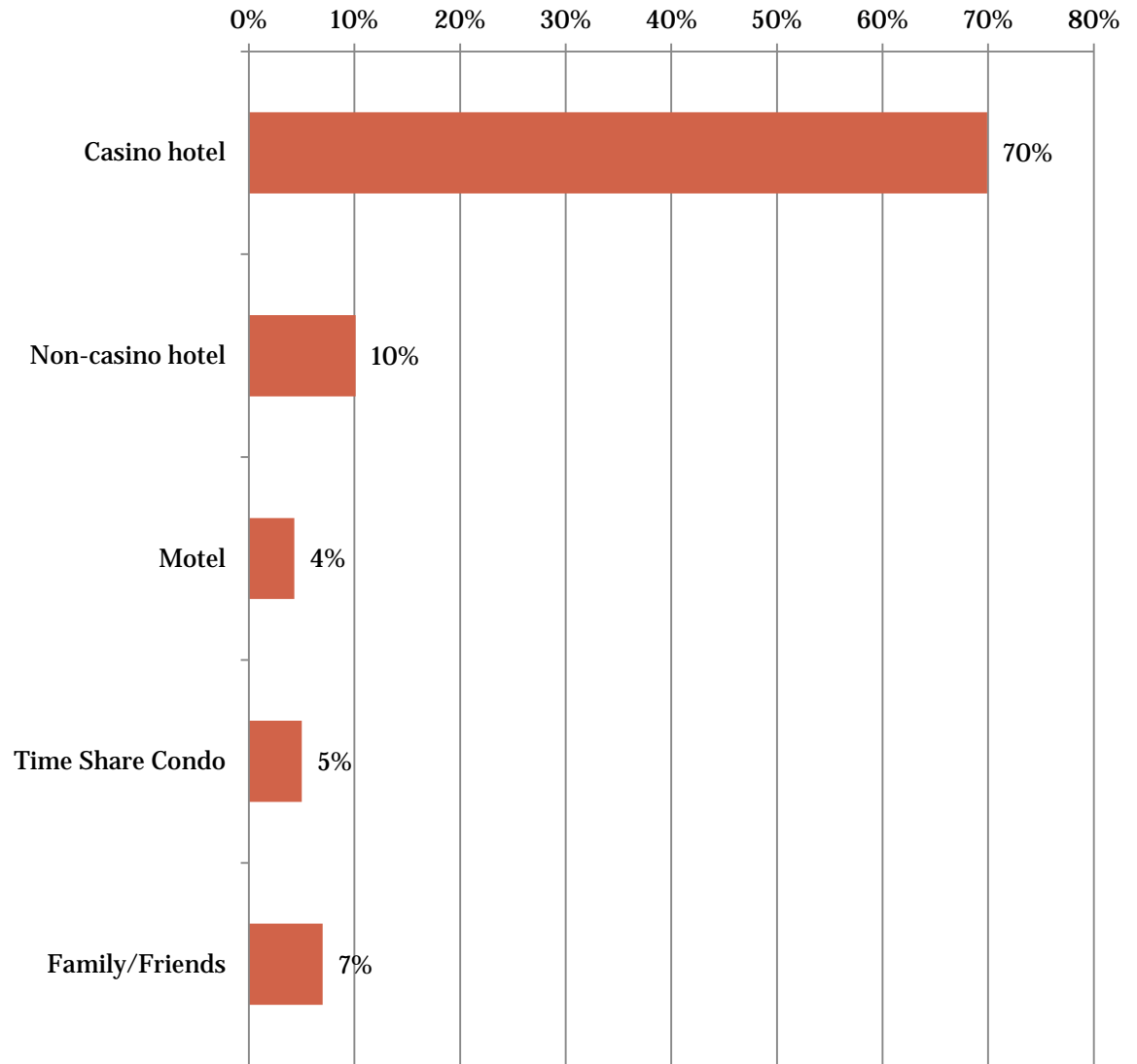
70% of respondents lodged in a casino hotel during their visit to Atlantic City.

10% of respondents lodged in a non-casino hotel during their visit to Atlantic City.

7% of respondents lodged with family/friends during their visit to Atlantic City.

5% of respondents lodged in a time share/ condo during their visit to Atlantic City.

4% of respondents lodged in a motel during their visit to Atlantic City.



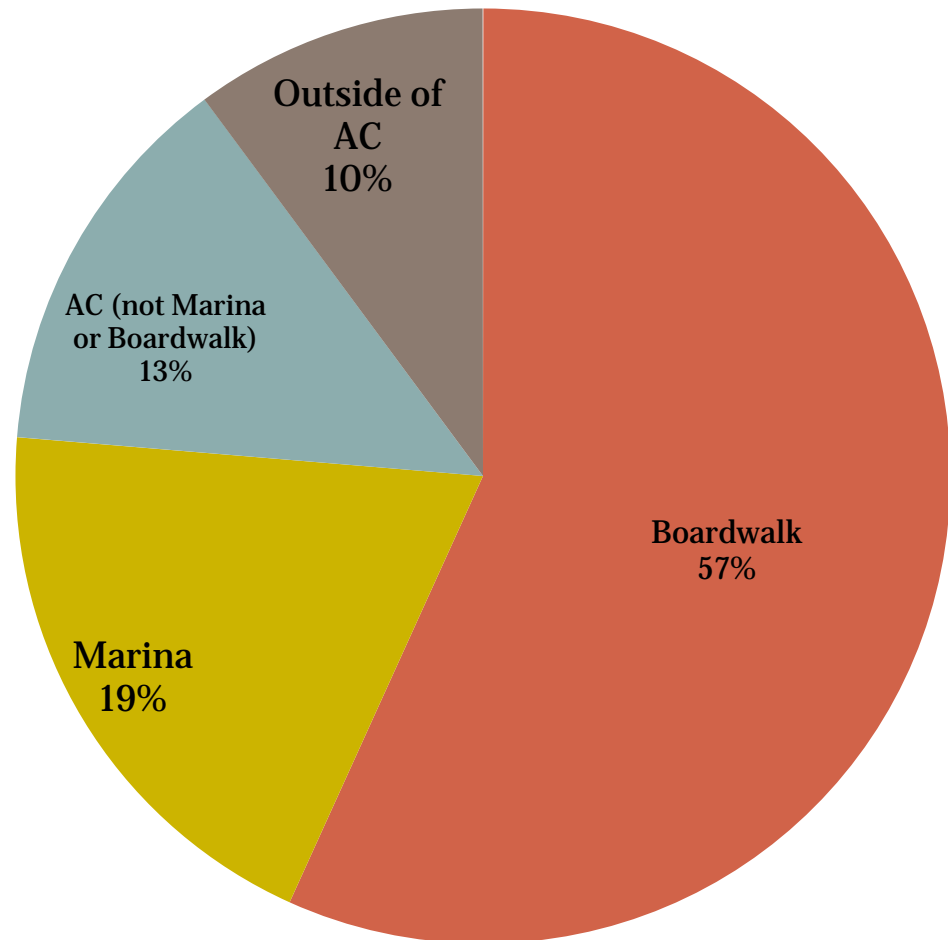
## Location of Lodging

57% of respondents lodged on a Boardwalk property during their visit to Atlantic City.

19% of respondents lodged in a Marina District property during their visit to Atlantic City.

13% of respondents lodged in places other than the Boardwalk or Marina District in Atlantic City

10% of respondents lodged outside of Atlantic city.



## Number of Adults in Party

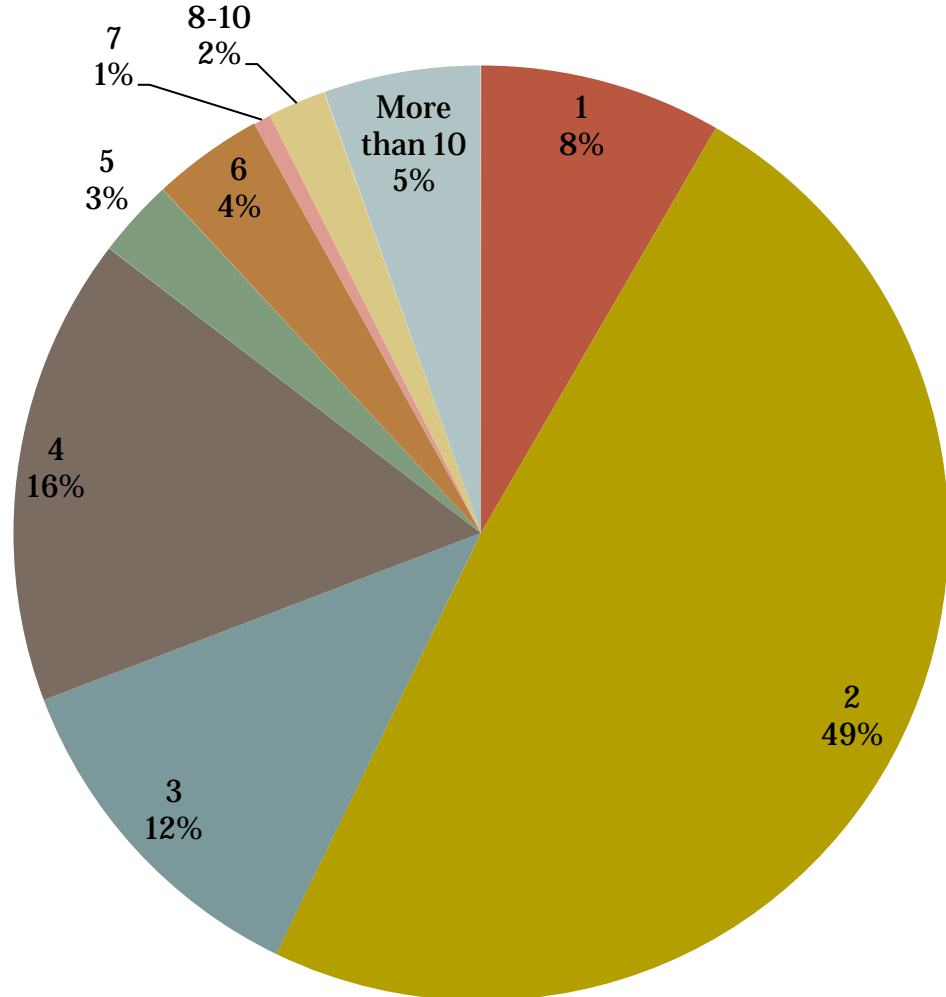
49% of respondents had two adults in their party during their visit to Atlantic City.

16% of respondents had four adults in their party during their visit to Atlantic City.

8% of respondents traveled alone during their visit to Atlantic City.

12% traveled to Atlantic City in a party of three

5% traveled to Atlantic City in parties larger than 5



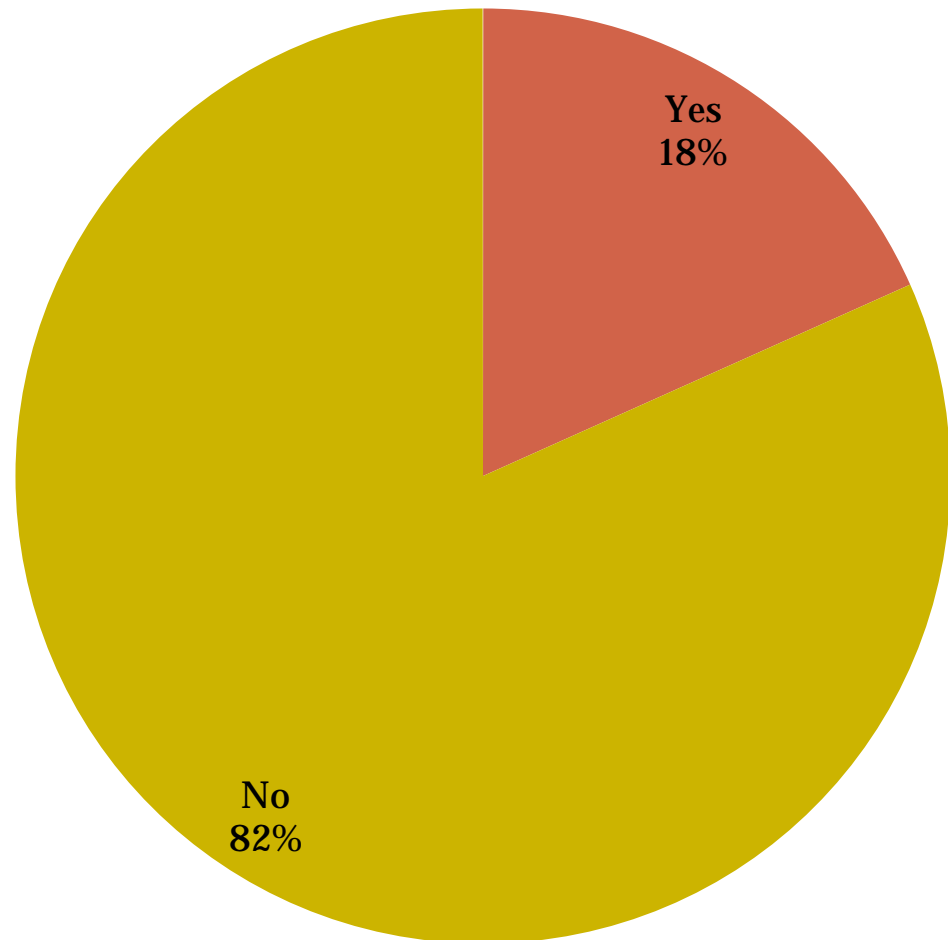
## Children in Party

82% of respondents did NOT travel to Atlantic City with children in their party.

18% of respondents traveled to Atlantic City with children in their party.

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8.7% of respondents in LIGHT's 2011 survey said children were included in party on a visit to a casino generally





## Arrival Day

29 % of respondents arrived in Atlantic City on a Friday.

21 % of respondents arrived in Atlantic City on a Saturday.

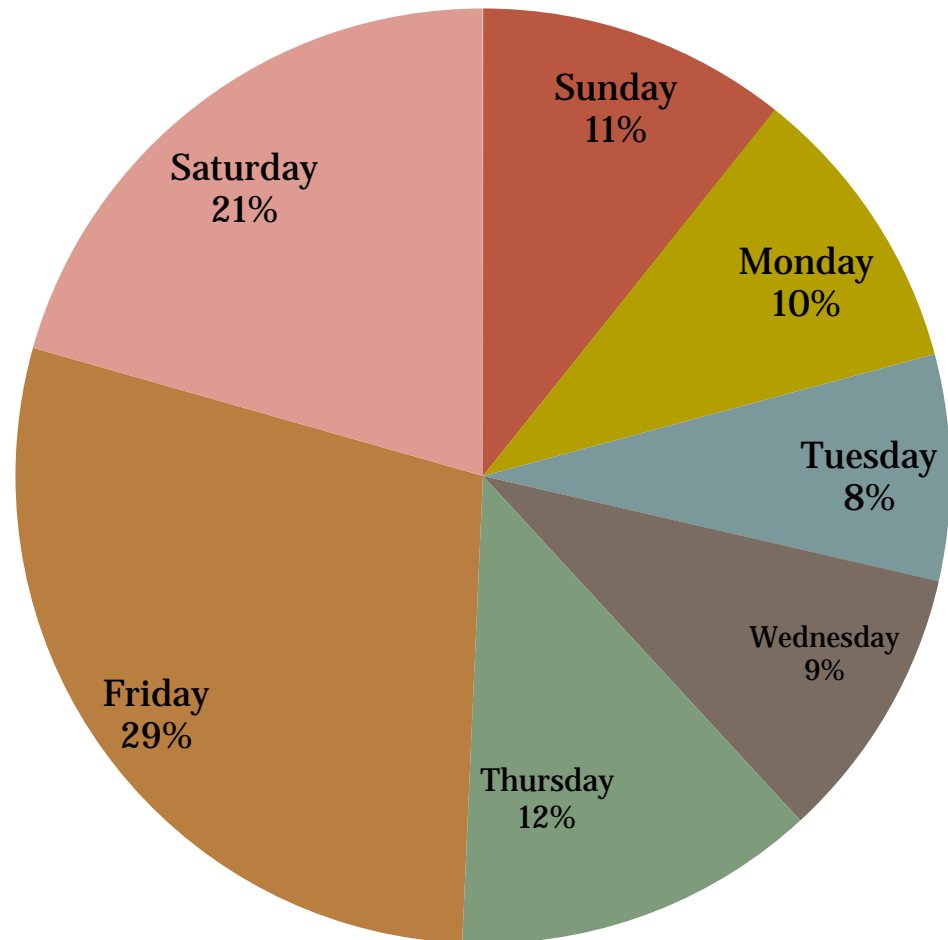
12 % of respondents arrived in Atlantic City on a Thursday.

11 % of respondents arrived in Atlantic City on a Sunday.

10 % of respondents arrived in Atlantic City on a Monday.

9% of respondents arrived in Atlantic City on a Wednesday.

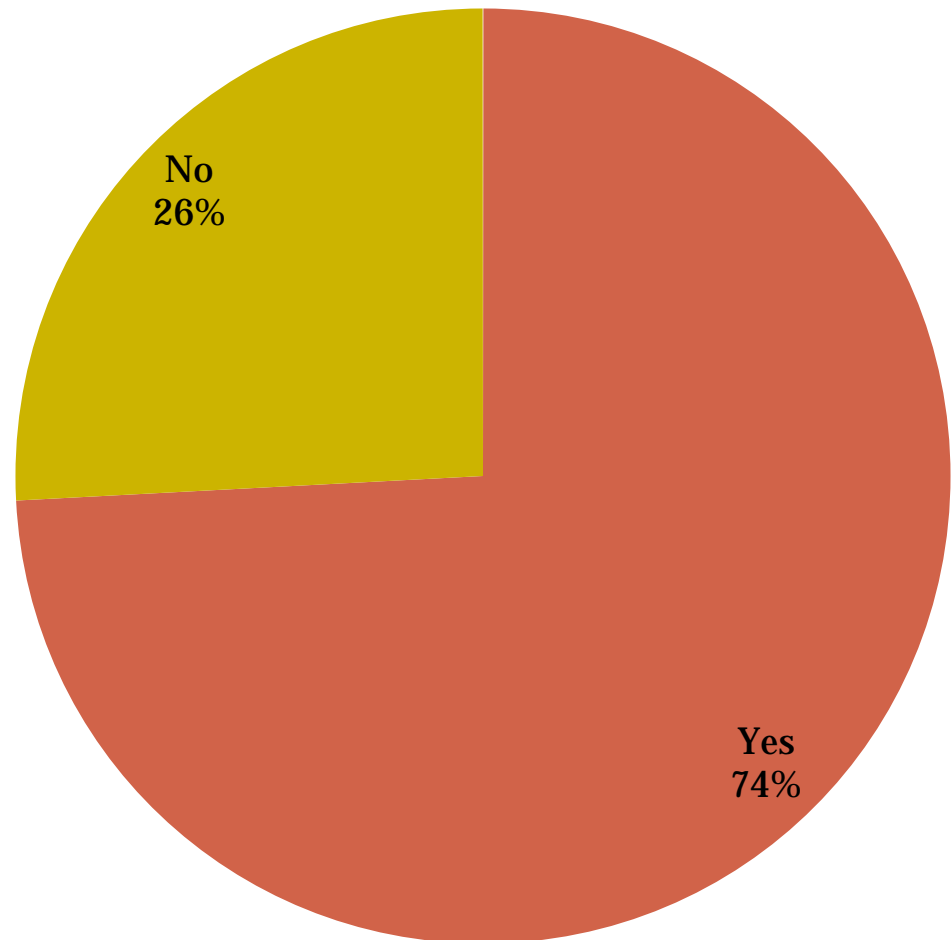
8% of respondents arrived in Atlantic City on a Tuesday.



## Did You Gamble?

74 % of respondents gambled during their visit in Atlantic City.

26 % of respondents did NOT gamble during their visit in Atlantic City.



# Hours of Gambling Per Day

26% did not gamble at all

22% gambled two hours per day

16% gambled one hour per day

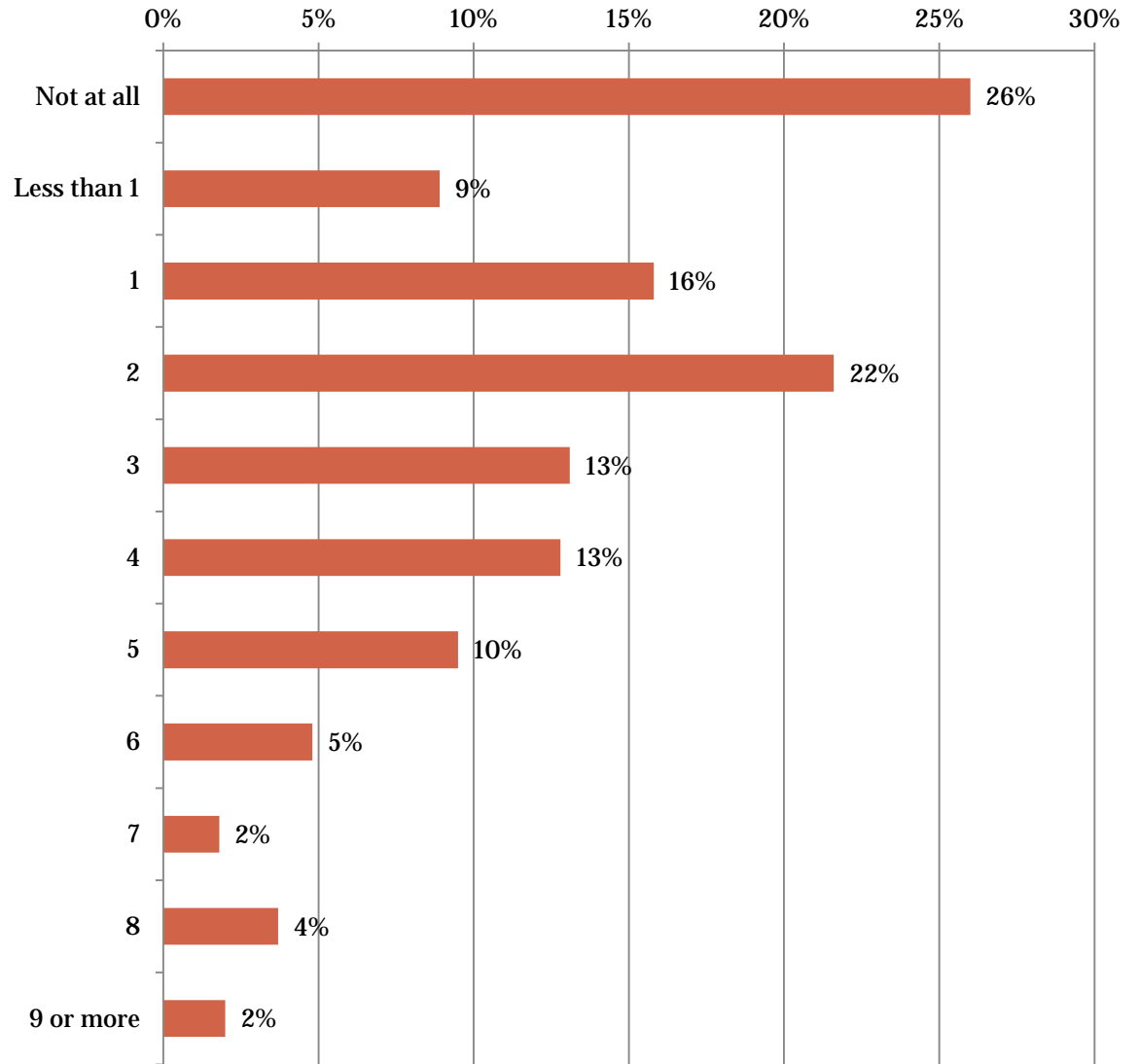
13% gambled three hours per day

13% gambled four hours per day

13% gambled more than five hours per day

10% gambled five hours per day

9% gambled less than an hour per day



## Played Most Often

65% of respondents said they played slots most often

15% of respondents said they played BJ most often

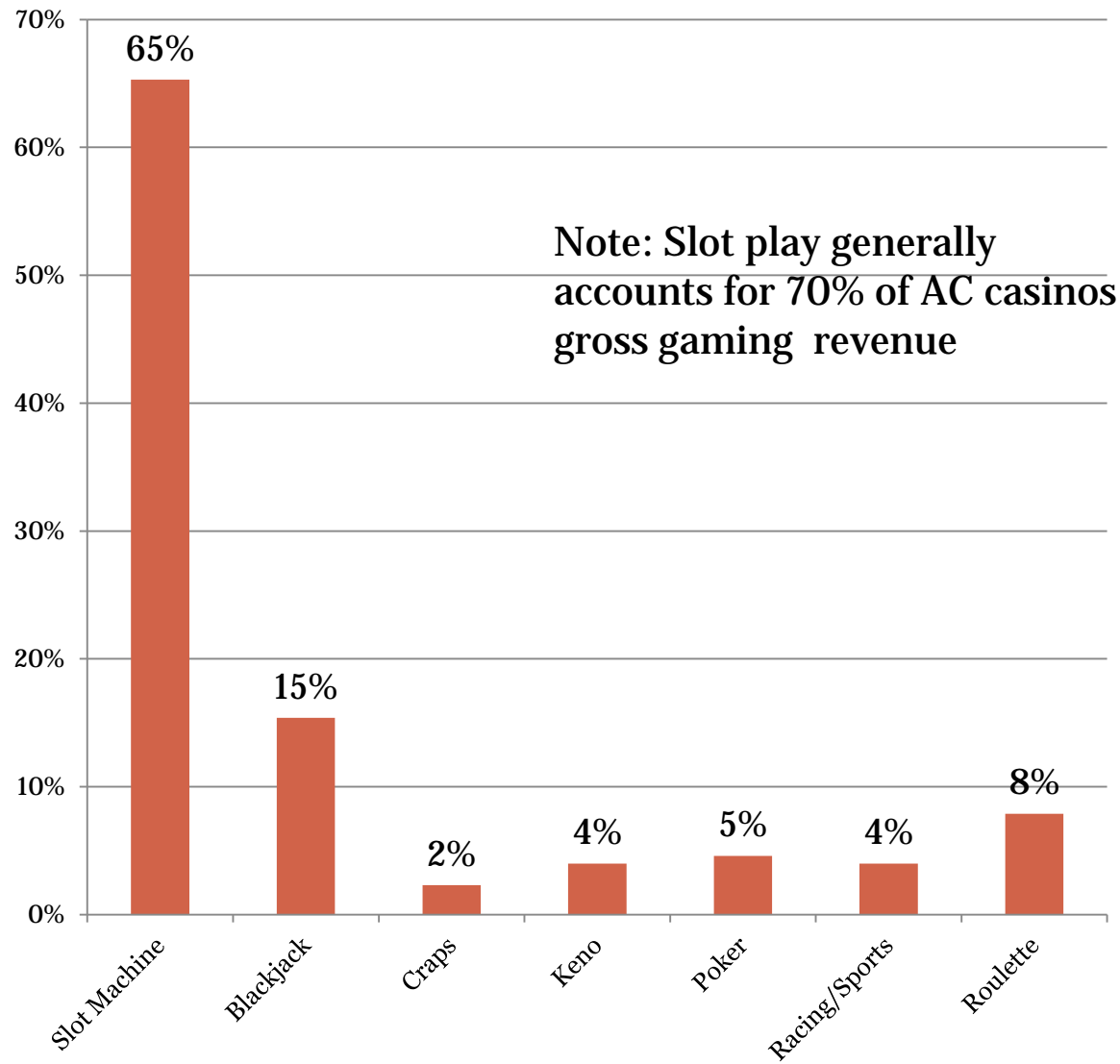
8% of respondents said they played Roulette most often

5% of respondents said they played poker most often

4% said they bet on racing most often

4% of respondents said they played keno most often

2% of respondents said they played craps most often



# Gambling Budget

26% said they did not gamble at all

23% said their gambling budget was \$50 or less

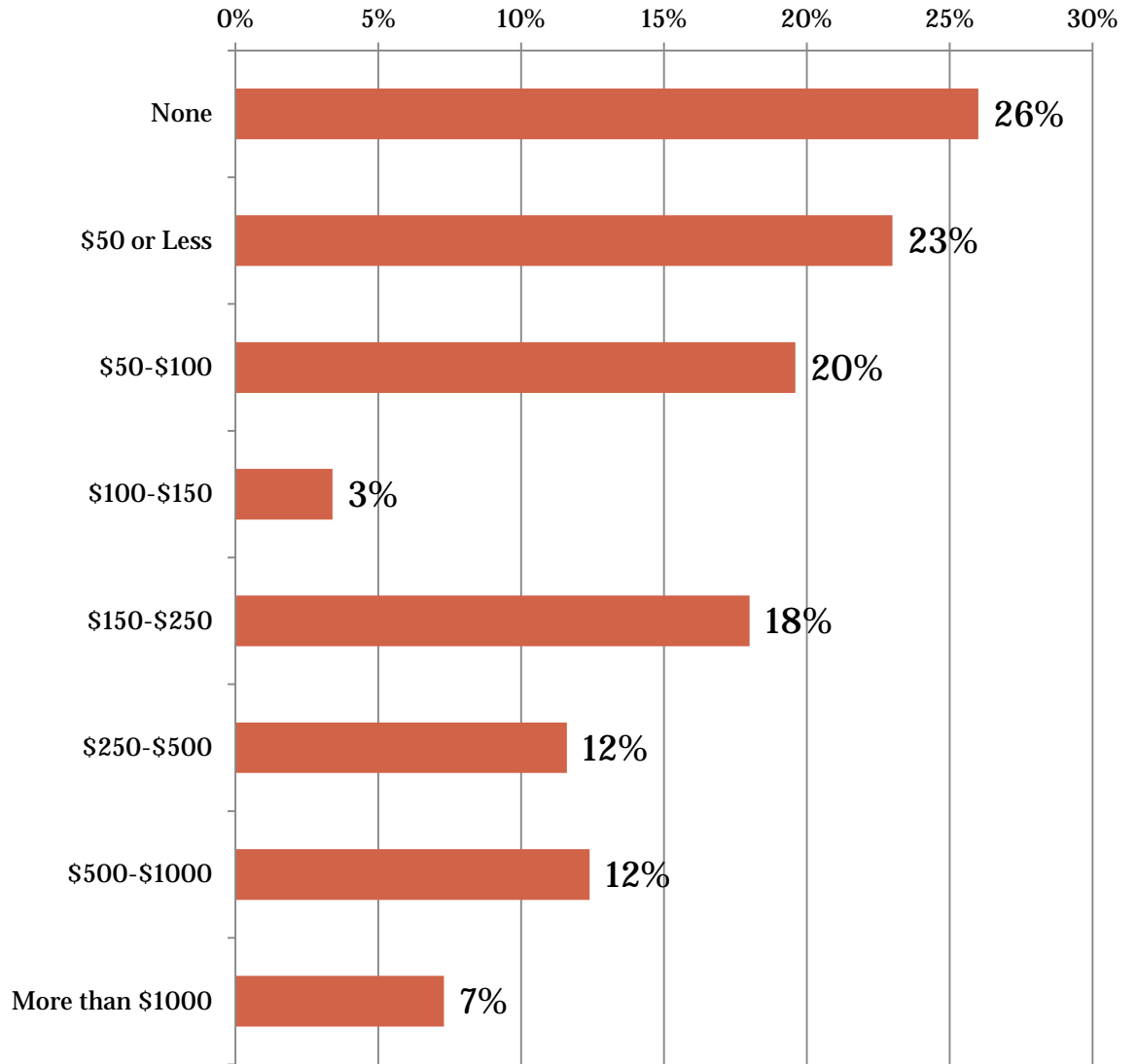
20% said their gambling budget was \$50-\$100

18% said their gambling budget was \$150 - \$250

12% said their gambling budget was \$250 - \$500

12% said their gambling budget was \$500 - \$1000

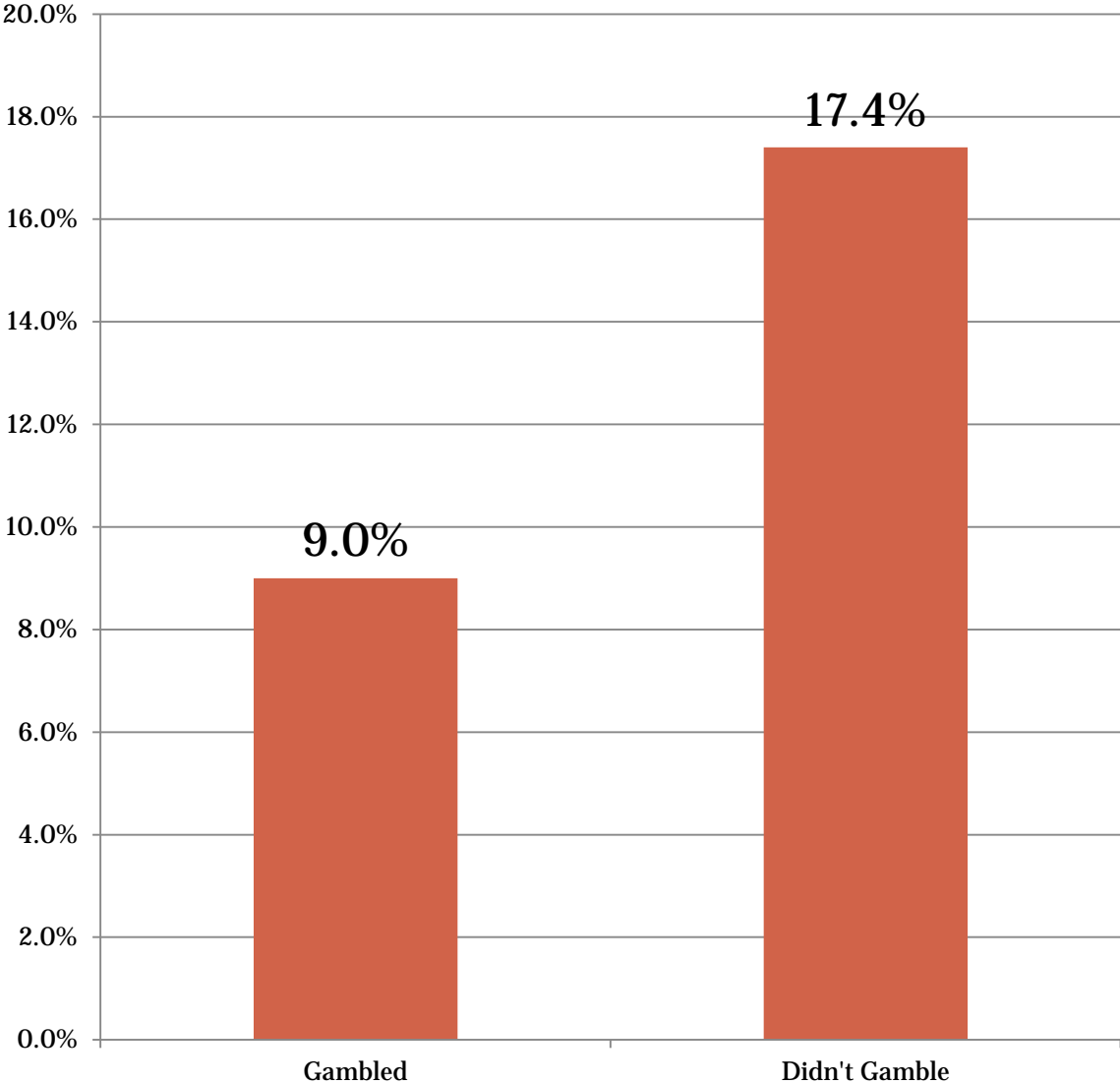
7% said their gambling budget was \$more than \$1,000



# Visited Attractions Outside of AC

17.4% of respondents who said they did NOT gamble during their trip to Atlantic City visited attractions outside of the city

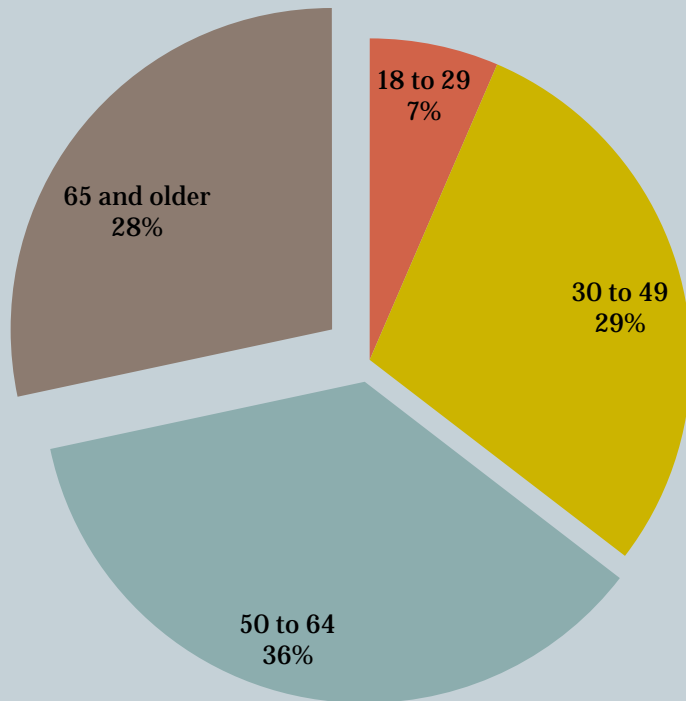
9% of respondents who said they gambled during their trip to Atlantic City visited attractions outside of the city



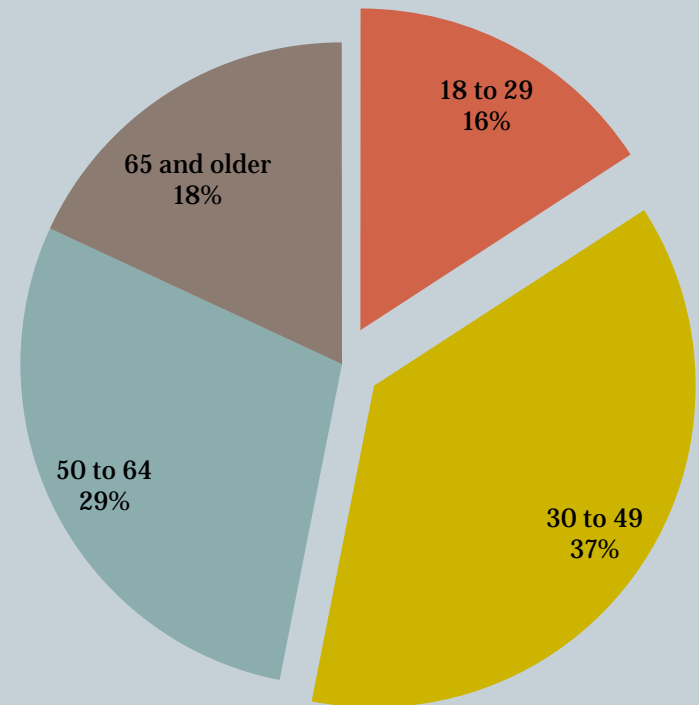
# Age of Gambler Vs. Non-Gambler

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**Significantly more 50 and older gambled during visit**



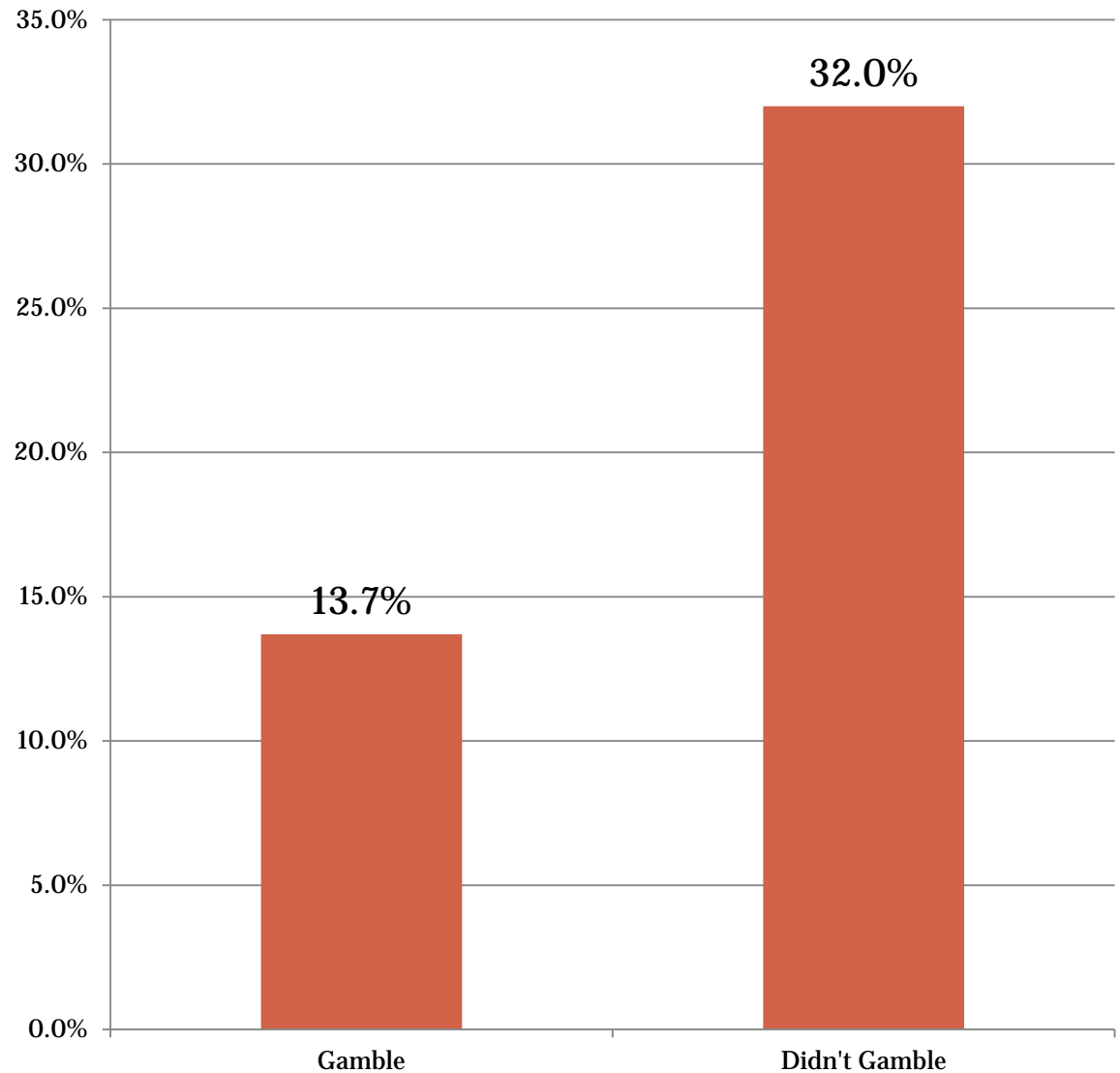
**Significantly more 18-49 did NOT gamble during their visit**



## Children in Party?

32 % of respondents who did NOT gamble during their visit had children in their party

13.7% % of respondents who gambled during their visit had children in their party



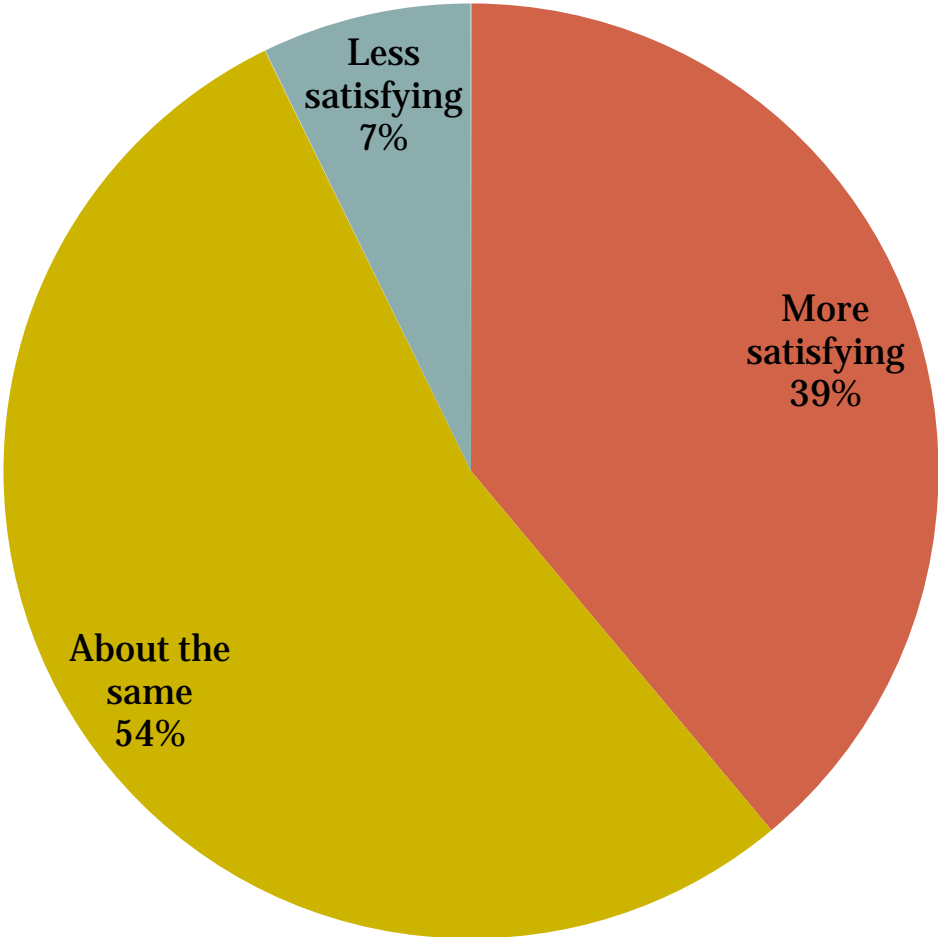


## Compared to Other Casinos in Northeast, AC Experience

39% of respondents described their experience in Atlantic City as more satisfying in comparison to visits to other casinos in the northeast

54% of respondents described their experience in Atlantic City about as satisfying in comparison to visits to other casinos in the northeast

7% of respondents described their experience in Atlantic City as less satisfying in comparison to visits to other casinos in the northeast



## Casinos Played During Last Visit

42% gambled at Caesars

41% gambled at the Borgata

40% gambled at Bally's

32% gambled at Harrah's

30% gambled at Tropicana

29% gambled at Taj Majal

26% gambled at Showboat

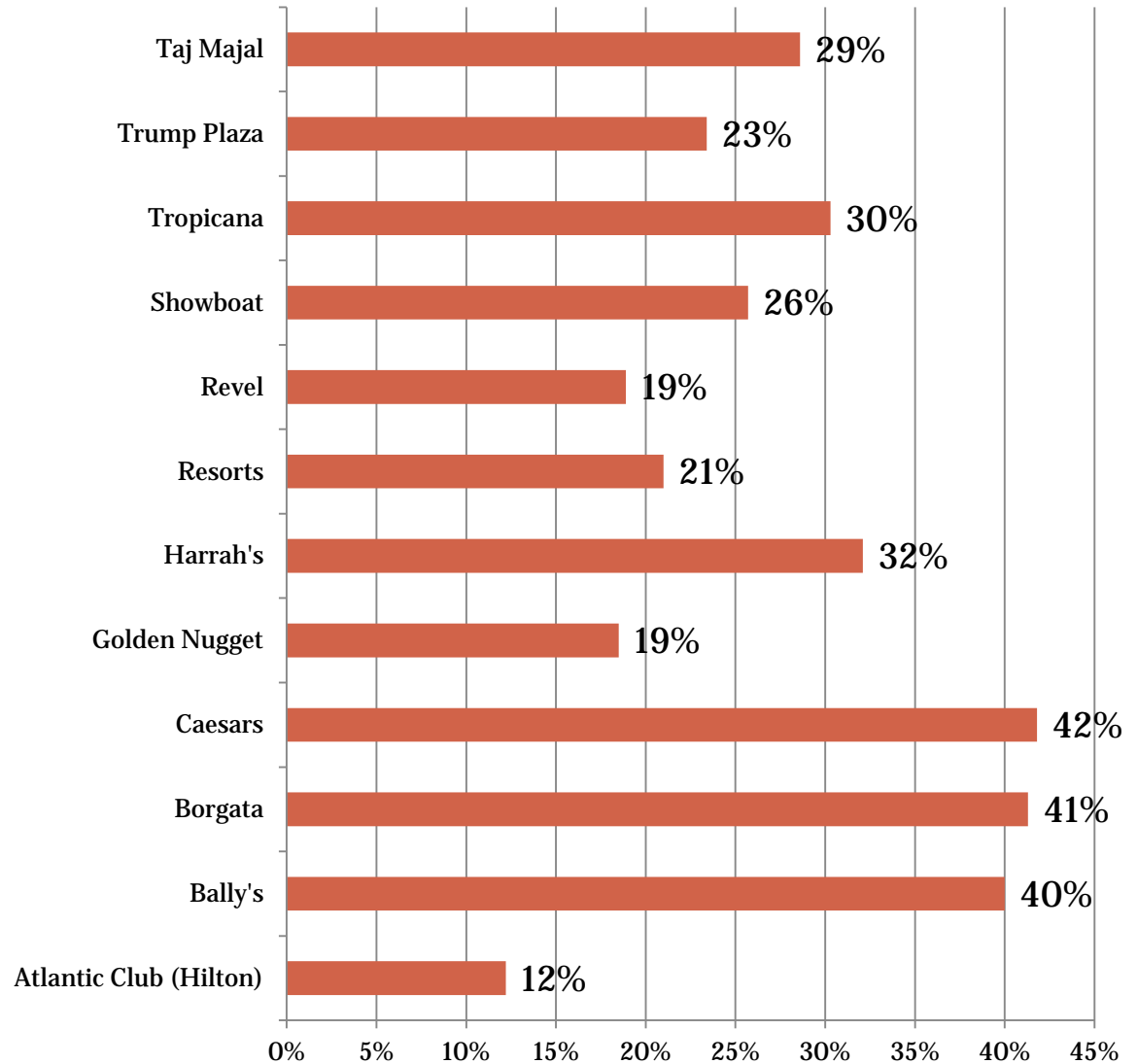
23% gambled at Trump Plaza

21% gambled at Resorts

19% gambled at Revel

19% gambled at Golden Nugget

12% gambled at Atlantic Club



## Food and Beverage: Personal Trip Spend

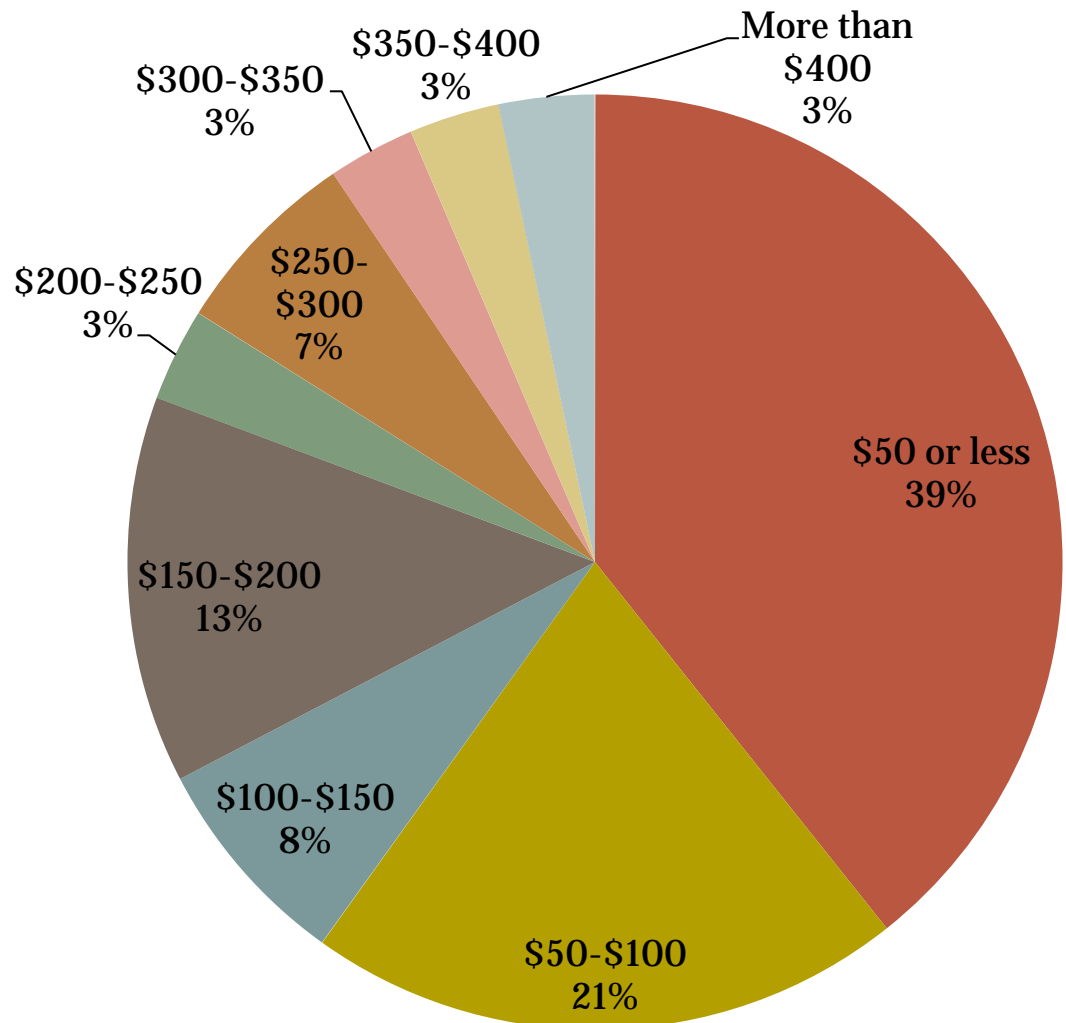
39% of respondents spent \$50 or less

21% of respondents spent \$50-\$100

8% respondents spent \$100-\$150

13% of respondents spent \$150-\$200

19% of respondents spent more than \$200



Average spend per person on trip: \$153.80

## Shopping: Personal Trip Spend

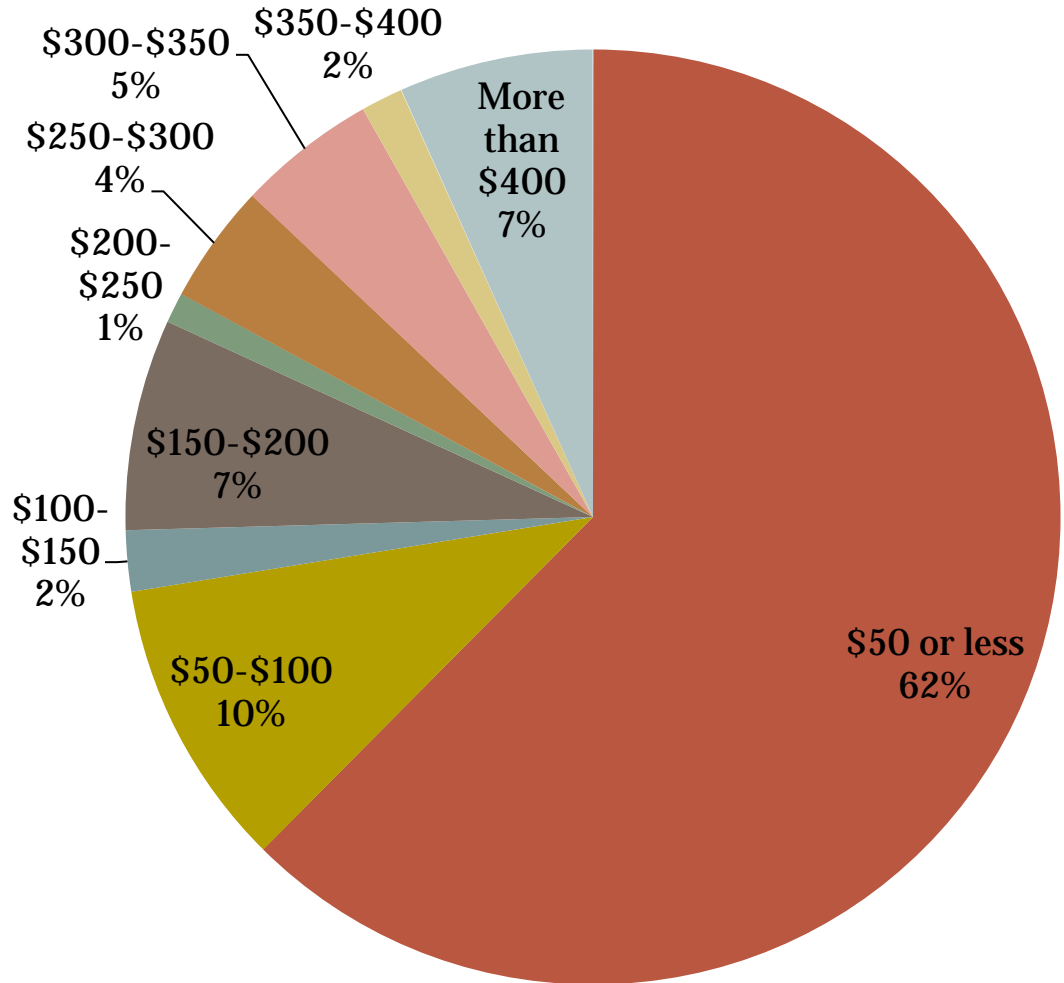
62 % of respondents spent \$50 or less

10% of respondents spent \$50 - \$100

2% of respondents spent \$100 - \$150

7% of respondents spent \$150 - \$200

19% of respondents spent more than \$200



## Entertainment: Personal trip Spend

79% of respondents spent \$50 or less

8% of respondents spent \$50-\$100

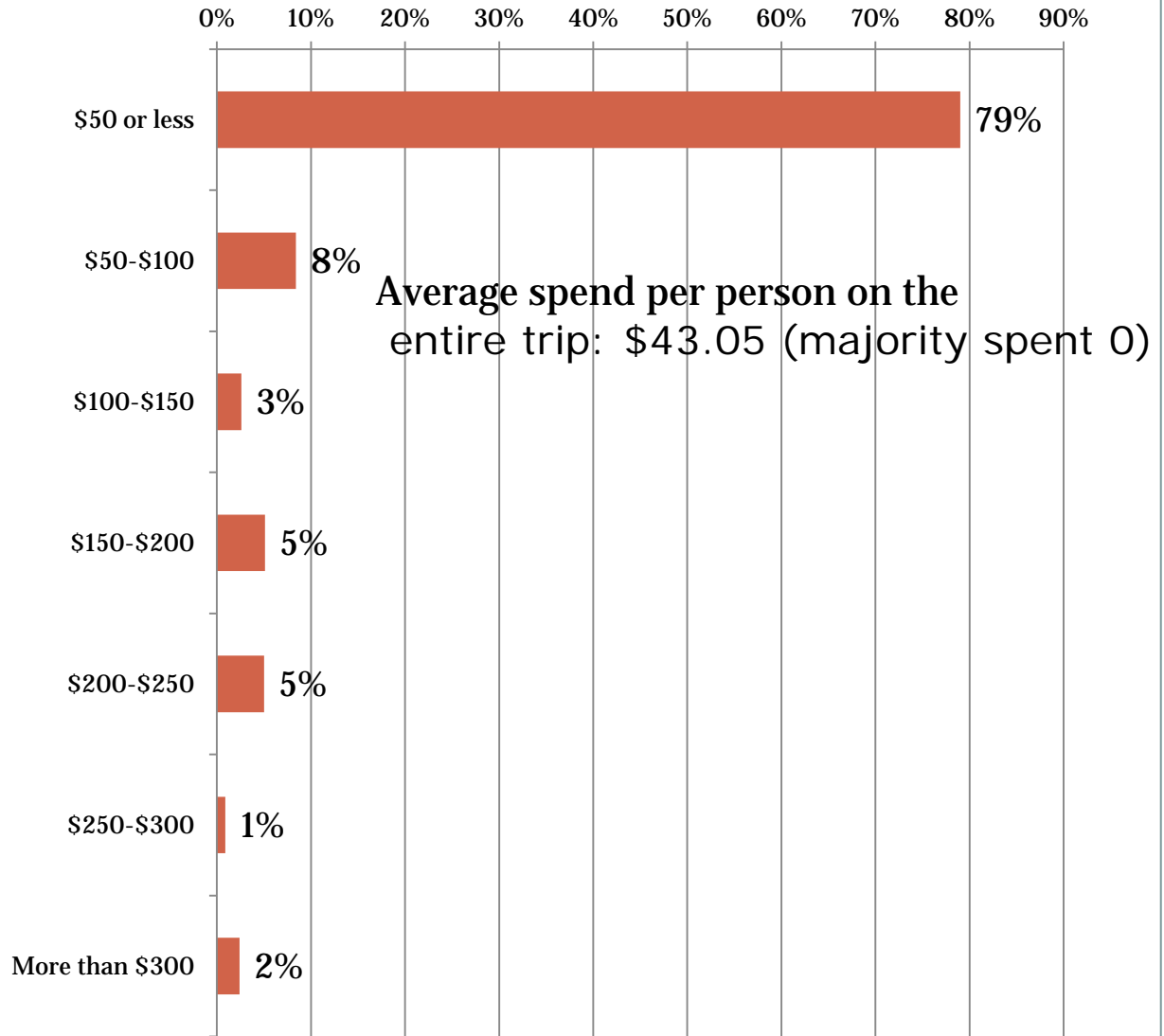
3% of respondents spent \$100-\$150

5% of respondents spent \$150-\$200

5% of respondents spent \$200-\$250

1% of respondents spent \$250-\$300

2% of respondents spent \$300 or more



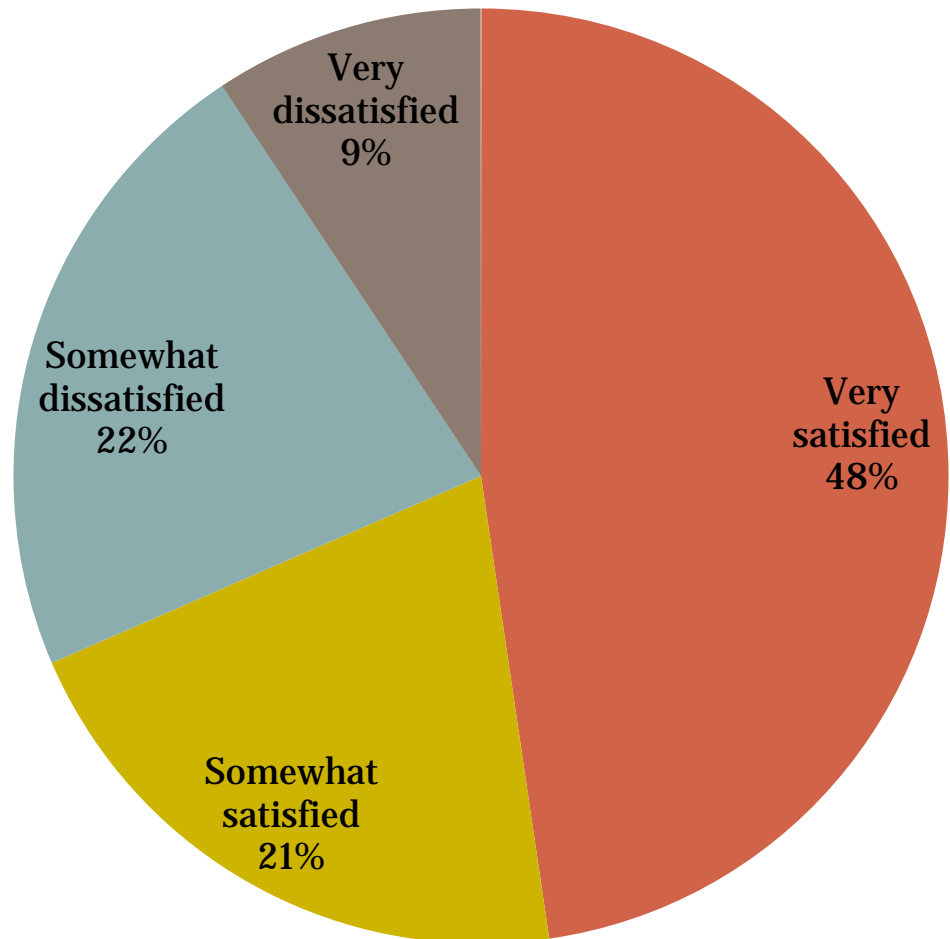
## Overall Trip Satisfaction

48% indicated they were very satisfied with their trip to Atlantic City

21% indicated they were somewhat satisfied with their trip to Atlantic City

22% indicated they were somewhat dissatisfied with their trip to Atlantic City

9% indicated they were very dissatisfied with their trip to Atlantic City



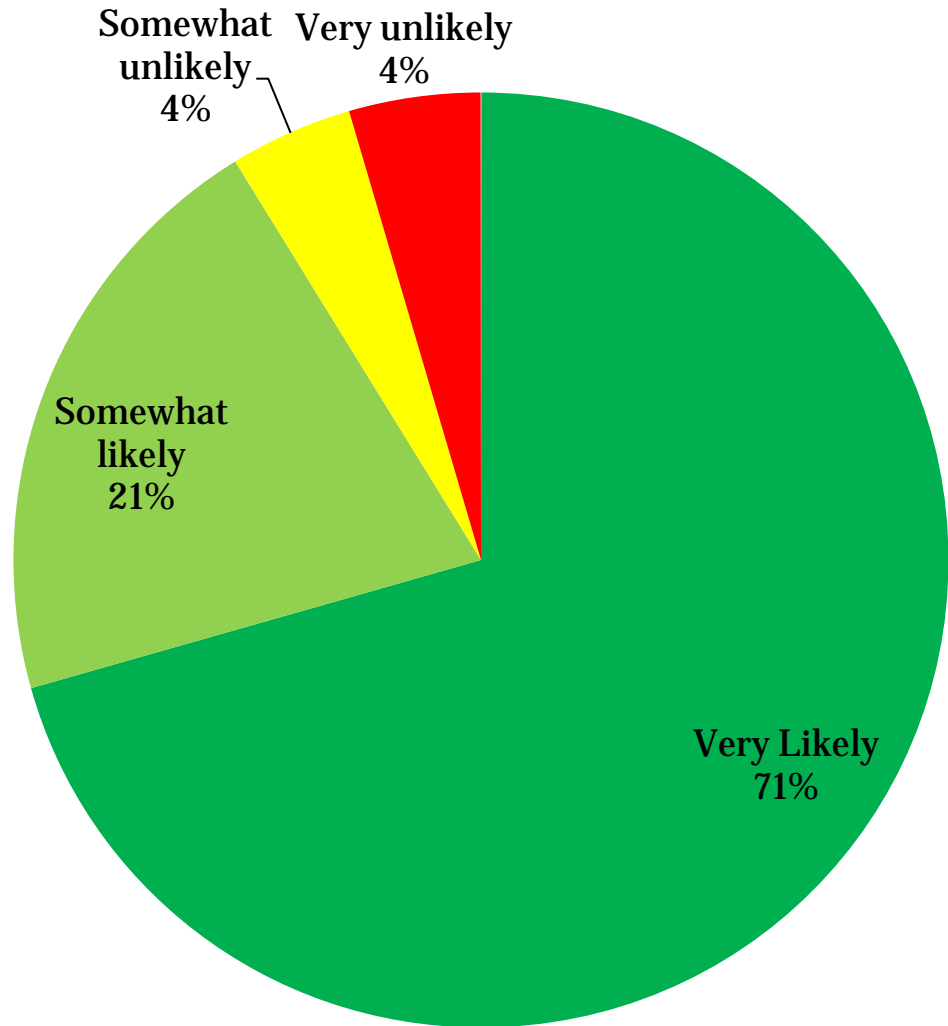
## Likelihood of Returning to

71% of respondents indicated they were very likely to return to Atlantic City

21% of respondents indicated they were somewhat likely to return to Atlantic City

4% of respondents indicated they were somewhat unlikely to return to Atlantic City

4% of respondents indicated they were very unlikely to return to Atlantic City



## Recommend Atlantic City to a Friend?

61% of respondents indicated they were very likely to recommend Atlantic City to a friend

28% of respondents indicated they were somewhat likely to recommend Atlantic City to a friend

5% of respondents indicated they were somewhat unlikely to recommend Atlantic City to a friend

6% of respondents indicated they were very unlikely to recommend Atlantic City to a friend

