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**ATLANTIC CITY: VISITORS SAY IT'S NOT JUST FOR GAMBLERS**

**Boardwalk, dining, and entertainment top activities at "America's Favorite Playground"**

NEW BRUNSWICK, N.J. – It may take a crystal ball to see the future of Atlantic City's casino industry, but New Jerseyans who have visited the resort town say gambling is only a small part of the fun there, according to the latest Rutgers-Eagleton Poll. While nearly half of visitors gamble at least occasionally, a majority says they stay away from the casino floor entirely, taking advantage of other activities in the shore community. A third of visitors report they are equally or more likely to engage in non-gambling activities as they are to visit the casinos.

Spending time on the famed Atlantic City Boardwalk is named most often as a non-gaming activity, followed by dining out. Attending some type of show, concert, or other form of entertainment, as well as shopping and the beach, are among other popular things visitors do there.

"Most New Jerseyans take a dim view of Atlantic City's gaming future and think the city has failed to become a major resort destination," said Ashley Koning, manager of Rutgers-Eagleton Poll at the Eagleton Center for Public Interest Polling. "Yet visitors are more likely to focus on non-gambling activities than they are to roll the dice. This disconnect may be making it difficult for Atlantic City to effectively promote its wide range of activities that don't require setting foot on a gaming floor."

Almost all New Jersey adults have been to Atlantic City at some point in their lives. Forty-three percent say they have visited within the last year, and over a third plan a visit in the coming year.

Visitors name Borgata the top casino, with just over one in ten saying they spend the most time there, followed closely by Tropicana and the Trump Taj Mahal. Among those planning a visit in the next year, Borgata's lead is even greater: 17 percent spend the most time there, while 14 percent name Tropicana and 12 percent focus on the Taj Mahal. Koning noted that the question did not focus specifically on gambling, so responses would likely include visits to restaurants and shows as well.

Results are from a statewide poll of 842 residents contacted by live callers on both landlines and cell phones from Sept. 29 to Oct. 5, 2014. The margin of error is +/- 4.4 percentage points.

**Not everyone gambles; lower priority for many who do**

More than half of those who have ever visited Atlantic City say they do not gamble there. Among those who do, casino games do not take up most of their time. Seventy-eight percent of

occasional gamblers spend more time on other activities; 34 percent of frequent gamblers say the same.

The likelihood of gambling does not differ by gender, but does by race: whites are 12 points more likely than non-whites to say they gamble some or most of the time, and more than twice as likely to spend more time on gambling than non-gambling activities.

Millennial visitors are least likely to say they gamble: more than six in ten spend all of their time on non-gambling activities. About a quarter do some gambling but spend more time on other activities. Only 7 percent of Millennials spend more time gambling than visiting outside of the casinos. Despite the grey-haired gambler stereotype, 55 percent of visitors age 50 and over say they do not gamble at all.

Gambling is more frequent among the more affluent. Those living in households with incomes between \$100,000 and \$150,000 are the most likely to say they gamble on at least some visits – more than half do so – but only 10 percent actually dedicate most of their trip to it, as opposed to other activities. Those making more than \$150,000 are the most frequent gamblers, with over a quarter saying they gamble on most visits; 20 percent says they spend more time gambling than on other things.

### **Non-gambling activities named by Atlantic City visitors**



©Rutgers-Eagleton Poll, October 2014

### **Visitors name wide range of non-gambling activities**

As Atlantic City campaigns tirelessly to promote non-gambling activities, many visitors already look beyond the casinos for things to do. Spending time on the Boardwalk – the first in the United States when it opened in 1870 – tops the mentions of main activities, at 35 percent. Dining out is named by 30 percent, while 25 percent mention entertainment like a show, concert, or movie. One in five spends time shopping at places such as the Outlets, while a similar number focuses on the city’s free beach.

Visitors also mention – though to a much lesser degree – nightlife activities like clubbing or dancing, walking around seeing the sights, and visiting for a professional meeting. Just a few mention visiting for some type of wellness treatment or relaxation or for a sporting event. “It seems like many visitors are ‘doing AC’ the way promotional campaigns have hoped, and visitors’ responses highlight

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the array of activities the city offers beyond gambling,” said Koning. “But there is some distance to go to build bigger and consistently loyal crowds.”

Affinity for the Boardwalk increases with age: 24 percent of Millennials name it as a main activity, compared to 42 percent of seniors 65 and older. Rather than the boardwalk, the top activities for Millennials are the beach and shopping. Visitors aged 30-49 are most likely to name dining out, at 36 percent. Those under 50 are much more likely to say something about Atlantic City’s nightlife: one in six talks about going out, compared to almost no visitors 50 or older. Older visitors are most likely to mention the boardwalk and more likely than younger visitors to mention viewing some type of show.

**Older, more affluent, and close by are most frequent visitors**

While nine in ten New Jerseyans have visited Atlantic City at one point or another, younger residents (79 percent) and those in households making under \$50,000 per year (87 percent) are less likely to report having been there. Those living in urban or exurban counties are also less likely to have ever visited Atlantic City, compared to those closer to the resort town.

Just over four in ten New Jersey residents have been to Atlantic City within the past year. Age has the reverse effect among this group: younger New Jerseyans are much more likely to have visited in the past year compared to older New Jerseyans. Poll manager Koning suggested that older residents may see less of a need to come back as the lure of gambling declines. “Given that Millennials are least likely to gamble, they may instead see growing nightlife and getaway opportunities awaiting them in Atlantic City beyond the casino floors,” she added.

Income matters: about half of those in households making \$100,000 or more have gone to Atlantic City recently, versus just 36 percent of those making under \$50,000. Garden Staters living in closer proximity to the resort city are more likely to have visited within the past twelve months.

Planned visits over the next 12 months are down: just 35 percent say they will visit soon, eight points fewer than said they visited in the past year. The decline cuts across all groups. While Millennials still dominate as future visitors, the 44 percent who say they will visit is 11 points lower than visited in the past year. Just 23 percent of seniors say they plan a visit in the near future.

In a worrisome result, those closest to Atlantic City show the largest drop in likely visits: while 56 percent of Shore county residents visited last year, 43 percent say they have a visit planned. Results are similar in South Jersey: 45 percent plan to visit, versus the 60 percent who visited in the last year.

**Borgata is #1, but not for everyone**

The luxurious Las Vegas-esque casino, Borgata, reigns as the number one spot for Atlantic City visitors, with 11 percent identifying it as the casino hotel in which they spend most of their time, relatively similar to the 9 percent naming Tropicana and 8 percent saying Trump Taj Mahal. The Caesar’s Entertainment casinos – Caesar’s, Bally’s, Harrah’s, and the recently closed Showboat – are each named by 4 to 5 percent. The shuttered Trump Plaza was named by 3 percent, and the massive

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failure that was Revel got just 2 percent. All others get 2 percent or less, and 38 percent of visitors say they never go to any casino at all while in Atlantic City.

Casino preferences vary by age. Among millennials, almost one in five say Tropicana is number one for them, perhaps because of the bustling nightlife and entertainment choices against the lively Havana-themed backdrop. Borgata is most popular among the 30-49 crowd, at 14 percent – also the age group who frequents casinos the most.

The Borgata not only has a richer feel to it, but also has a richer clientele. One in five visitors in households making \$100,000 or more prefer Borgata; while this is the top choice among those making \$50,000 to less than \$100,000, it is in a virtual tie with Tropicana. Visitors in the lowest income bracket are more than twice as likely to prefer boardwalk casinos Tropicana and the Taj Mahal to Borgata.

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**QUESTIONS AND TABLES FOLLOW ON THE NEXT PAGE**

### Questions and Tables

The questions covered in the release of October 29, 2014 are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey Adults unless otherwise indicated; all percentages are of weighted results.

**Q. Have you ever been to Atlantic City, New Jersey?**

*\* The six respondents who say they actually live in Atlantic City are dropped for analyses, unless otherwise indicated.*

Yes	91%
No	9%
Unwgt N=	835

	Gender		Race		Age			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+
Yes	90%	92%	92%	90%	79%	94%	96%	95%
No	10%	8%	8%	10%	21%	6%	4%	5%
Unwgt N=	400	435	625	187	104	172	281	278

	Income				Region				
	<50K	50K-100K	100K-150K	150K+	Urban	Suburb	Exurban	Phil/South	Shore
Yes	87%	94%	92%	94%	79%	93%	87%	99%	96%
No	13%	6%	8%	6%	21%	7%	13%	1%	4%
Unwgt N=	192	246	123	127	98	302	141	138	156

**Q. Have you been to Atlantic City at any time in the past twelve months?**

	2014 All Adults	Ever Visited AC
Yes	43%	47%
No	57%	53%
Unwgt N=	834	772

	Gender		Race		Age			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+
Yes	44%	42%	39%	49%	55%	45%	37%	32%
No	56%	58%	61%	51%	45%	55%	63%	68%
Unwgt N=	400	434	624	187	104	172	280	278

	Income				Region				
	<50K	50K-100K	100K-150K	150K+	Urban	Suburb	Exurban	Phil/South	Shore
Yes	36%	45%	52%	47%	29%	42%	27%	60%	56%
No	64%	55%	48%	53%	71%	58%	73%	40%	44%
Unwgt N=	192	246	123	126	98	301	141	138	156

**Q. Are you planning to go to Atlantic City at some point in the *next* twelve months?**

		Visited AC in Past 12 Mo.	
		Yes	No
Yes	35%	64%	14%
No	52%	23%	74%
Maybe/DK	12%	13%	12%
Unwgt N=	835	317	517

	Gender		Race		Age			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+
Yes	36%	35%	32%	42%	44%	40%	31%	23%
No	50%	54%	59%	41%	38%	47%	60%	67%
Maybe/DK	14%	11%	10%	17%	18%	13%	9%	10%
Unwgt N=	400	435	625	187	104	172	281	278

	Income				Region				
	<50K	50K- <100K	100K- <150K	150K+	Urban	Suburb	Exurban	Phil/ South	Shore
Yes	34%	35%	51%	36%	22%	36%	29%	45%	43%
No	52%	50%	43%	59%	56%	50%	63%	43%	52%
Maybe/DK	14%	15%	7%	5%	22%	14%	8%	11%	5%
Unwgt N=	192	246	123	127	98	302	141	138	156

**[ONLY RESPONDENTS WHO LIVE IN OR HAVE VISITED ATLANTIC CITY]**

**Q. Many people go to casinos when they are in Atlantic City. If you do, at which casino do you typically spend the MOST time? Even if the casino is closing or now closed, please just give me the name. If you never go to a casino, just tell me that.**

		Visited AC in Past 12 Mo.		Visit AC in Next 12 Mo.	
		Yes	No	Yes	No
<i>Borgata</i>	11%	15%	7%	17%	5%
<i>Tropicana</i>	9%	9%	10%	14%	7%
<i>Trump Taj Mahal</i>	8%	12%	5%	12%	4%
<i>Caesars</i>	5%	7%	4%	7%	5%
<i>Bally's</i>	5%	5%	4%	6%	3%
<i>Harrah's</i>	4%	5%	3%	6%	4%
<i>Showboat</i>	4%	5%	3%	5%	3%
<i>Trump Plaza</i>	3%	2%	3%	1%	4%
<i>Revel</i>	2%	3%	2%	3%	2%
<i>Golden Nugget</i>	2%	3%	0%	4%	0%
<i>Resorts</i>	2%	2%	1%	2%	1%
<i>Atlantic Club (Atlantic City Hilton)</i>	0%	1%	0%	0%	1%
<i>Other</i>	1%	1%	1%	2%	0%
Never goes to casinos	38%	27%	47%	20%	51%
Don't know	7%	3%	10%	2%	10%
Unwgt N=	773	317	449	248	436

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	Gender		Race		Age			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+
Borgata	12%	10%	13%	8%	9%	14%	10%	9%
Tropicana	8%	10%	9%	10%	19%	10%	5%	4%
Trump Taj Mahal	8%	8%	5%	12%	7%	13%	3%	9%
Caesars	8%	3%	4%	6%	4%	4%	7%	5%
Bally's	3%	6%	4%	4%	6%	5%	5%	2%
Harrah's	5%	3%	6%	3%	6%	3%	5%	5%
Showboat	3%	5%	5%	3%	2%	4%	6%	4%
Trump Plaza	2%	3%	3%	2%	1%	4%	3%	2%
Revel	1%	4%	2%	3%	1%	5%	2%	0%
Golden Nugget	3%	1%	1%	3%	1%	1%	2%	2%
Resorts	1%	2%	2%	1%	2%	0%	1%	3%
Atlantic Club/Hilton	1%	0%	0%	1%	0%	1%	0%	1%
Other	1%	1%	1%	1%	0%	2%	0%	1%
Never goes	37%	38%	36%	39%	39%	27%	43%	45%
Don't know	7%	6%	8%	4%	2%	7%	8%	8%
Unwgt N=	365	408	583	169	81*	158	265	269

	Income				Region				
	<50K	50K-100K	100K-150K	150K+	Urban	Suburb	Exurban	Phil/South Shore	
Borgata	5%	10%	23%	16%	7%	11%	4%	17%	11%
Tropicana	12%	9%	13%	8%	2%	9%	20%	7%	8%
Trump Taj Mahal	12%	6%	7%	6%	10%	8%	4%	11%	9%
Caesars	3%	8%	11%	4%	1%	7%	4%	4%	6%
Bally's	5%	2%	3%	5%	10%	5%	3%	2%	3%
Harrah's	4%	5%	5%	5%	3%	5%	6%	2%	5%
Showboat	5%	4%	0%	2%	3%	5%	3%	4%	5%
Trump Plaza	5%	2%	2%	2%	4%	3%	4%	2%	1%
Revel	0%	4%	0%	2%	0%	2%	2%	3%	3%
Golden Nugget	1%	2%	2%	0%	4%	1%	0%	1%	4%
Resorts	0%	1%	2%	3%	1%	1%	2%	2%	2%
Atlantic Club/Hilton	1%	0%	0%	0%	0%	0%	0%	0%	2%
Other	1%	1%	0%	2%	0%	0%	0%	1%	4%
Never goes	41%	38%	27%	40%	44%	36%	37%	40%	34%
Don't know	5%	7%	4%	5%	10%	6%	10%	4%	5%
Unwgt N=	172	231	114	120	83*	279	123	134	154

\* Small N, results should be interpreted with caution

**[ONLY RESPONDENTS WHO HAVE EVER VISITED ATLANTIC CITY]**

**Q. And when you visit Atlantic City, do you gamble on most of your visits, some of your visits, or do you not gamble at all when in Atlantic City?**

Most visits	22%
Some visits	26%
Not at all	52%
Unwgt N=	776

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	Gender		Race		Age			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+
Most visits	21%	23%	28%	13%	16%	23%	25%	22%
Some visits	27%	25%	25%	28%	23%	35%	21%	23%
Not at all	52%	52%	46%	59%	61%	42%	55%	55%
Unwgt N=	368	408	585	170	81*	160	267	268

	Income				Region				
	<50K	50K-100K	100K-150K	150K+	Urban	Suburb	Exurban	Phil/South	Shore
Most visits	19%	22%	19%	27%	26%	23%	25%	13%	25%
Some visits	22%	27%	38%	23%	18%	26%	26%	25%	33%
Not at all	59%	51%	43%	50%	56%	51%	49%	63%	42%
Unwgt N=	174	232	115	121	83*	280	125	135	153

*\* Small N, results should be interpreted with caution*

**[ONLY RESPONDENTS WHO HAVE EVER VISITED ATLANTIC CITY]**

**Q. When you are in Atlantic City, do you spend MORE time gambling, or do you spend more time on other activities that do not involve gambling?**

	All AC Visitors	Gambling Frequency in AC	
		Most visits	Some visits
Spend more time gambling	14%	52%	10%
Spend more time on non-gambling activities	28%	34%	78%
About 50/50, spend equal time on both (vol)	5%	13%	7%
Do not gamble at all, spend all time on non-gambling activities (vol)	53%	1%	5%
Unwgt N=	769	184	182

	Gender		Race		Age			
	Male	Female	White	Non-white	18-29	30-49	50-64	65+
More time gambling	14%	14%	19%	7%	7%	15%	16%	16%
More time non-gambling activities	29%	27%	26%	32%	26%	36%	24%	22%
About 50/50	4%	5%	7%	1%	4%	4%	4%	6%
Do not gamble at all	53%	54%	48%	60%	63%	44%	55%	56%
Unwgt N=	365	404	579	169	81*	160	265	263

	Income				Region				
	<50K	50K-100K	100K-150K	150K+	Urban	Suburb	Exurban	Phil/South	Shore
More time gambling	15%	13%	10%	20%	16%	12%	16%	15%	15%
More time non-gambling activities	21%	31%	35%	25%	23%	30%	31%	19%	33%
About 50/50	3%	4%	9%	5%	4%	6%	3%	2%	6%
Do not gamble at all	61%	53%	46%	49%	57%	52%	50%	64%	45%
Unwgt N=	171	231	115	119	83*	279	125	135	147

*\* Small N, results should be interpreted with caution*



**[ONLY RESPONDENTS WHO HAVE EVER VISITED ATLANTIC CITY]**

**Q. In just a few words, please tell me one or two of the main activities you have done in Atlantic City that do NOT involve gambling, even if you haven't visited recently.**

(More than one response allowed; results add up to more than 100%)

		Visited AC in Past 12 Mo.		Visit AC in Next 12 Mo.	
		Yes	No	Yes	No
Boardwalk	35%	33%	37%	31%	38%
Restaurants, dining, eating	30%	36%	25%	40%	23%
Entertainment (theater, concerts, movies, etc)	25%	28%	23%	25%	26%
Shopping	21%	26%	17%	29%	16%
Beach	21%	23%	20%	25%	18%
Nightlife (clubs, dancing)	9%	13%	5%	14%	3%
Sightseeing/walking	7%	7%	7%	6%	6%
Professional conferences, events, conventions	6%	5%	6%	5%	6%
Beauty, wellness, and relaxation	3%	4%	2%	6%	2%
Sports/sporting events and competitions	3%	3%	4%	3%	4%
Nothing besides gambling	3%	2%	4%	1%	4%
Other	14%	15%	13%	13%	14%
Unwgt N=	752	313	438	246	423

	Gender		Age				Income			
	Male	Female	18-29	30-49	50-64	65+	<50K	50K-100K	100K-150K	150K+
Boardwalk	33%	37%	24%	33%	39%	42%	40%	32%	37%	30%
Restaurants, dining, eating	30%	31%	24%	36%	26%	35%	19%	34%	39%	38%
Entertainment	25%	25%	23%	21%	30%	28%	20%	24%	35%	30%
Shopping	16%	26%	30%	21%	17%	18%	23%	23%	19%	18%
Beach	19%	23%	30%	25%	20%	12%	22%	19%	22%	14%
Nightlife (clubs, dancing)	9%	8%	17%	16%	1%	1%	9%	11%	6%	7%
Sightseeing/walking	9%	5%	5%	7%	7%	7%	9%	7%	9%	0%
Professional conferences, etc.	4%	7%	2%	5%	6%	9%	3%	5%	9%	9%
Beauty, wellness, relaxation	3%	4%	5%	3%	2%	2%	3%	6%	2%	2%
Sports	5%	2%	1%	3%	6%	1%	1%	5%	2%	5%
Nothing besides gambling	3%	3%	2%	2%	3%	6%	4%	3%	4%	0%
Other	16%	12%	12%	16%	14%	12%	14%	15%	15%	9%
Unwgt N=	352	400	81	153	260	258	169	227	111	117

**Rutgers-Eagleton Poll September 29 – October 5, 2014**

The Rutgers-Eagleton Poll was conducted by telephone using live callers September 29 –October 5, 2014 with a scientifically selected random sample of 842 New Jersey adults. This telephone poll included 618 landline and 224 cell phone adults, all acquired through random digit dialing. Distribution of household phone use in this sample is:

Cell Only:	12%
Dual Use, Reached on Cell:	15%
Dual Use, Reached on LL:	66%
Landline Only:	7%

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Data were weighted to the demographics adults in New Jersey. Weights account for the probability of being selected within the sample frame and the probability of being sampled within a household, based on the number of individuals living in the household and the phone composition (cell, landline) of the household. The samples were weighted to several demographic variables reflecting the population parameters of the state of New Jersey: gender, race, age, and Hispanic ethnicity. The final weight, which combined all of the parameters mentioned, was trimmed at the 5th and 95th percentile so as to not accord too much weight to any one case or subset of cases. All results are reported with these weighted data.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. Sampling error should be adjusted to recognize the effect of weighting the data to better match the population. In this poll, the simple sampling error for the 842 adults is +/-3.4 percentage points at a 95 percent confidence interval. The adult sample weighting design effect is 1.69, making the adjusted margin of error +/- 4.4 percentage points for the adult sample.

Thus if 50 percent of New Jersey adults in this sample favor a particular position, we would be 95 percent sure that the true figure is between 45.6 and 54.4 percent (50 +/-4.4) if all New Jersey adults had been interviewed, rather than just a sample.

Sampling error increases as the sample size decreases, so statements based on various population subgroups are subject to more error than are statements based on the total sample. Sampling error does not take into account other sources of variation inherent in public opinion studies, such as non-response, question wording or context effects.

This Rutgers-Eagleton Poll was fielded in house by the Eagleton Center for Public Interest Polling. The questionnaire was developed and all data analyses were completed in house. The Rutgers-Eagleton Poll is paid for and sponsored by the Eagleton Institute of Politics, Rutgers University, a non-partisan academic center for the study of politics and the political process.

<b>Weighted Sample Characteristics 842 New Jersey Adults</b>			
34% Democrat	49% Male	22% 18-29	58% White
49% Independent	51% Female	33% 30-49	12% Black
18% Republican		27% 50-64	18% Hispanic
		18% 65+	12% Asian/Other/Multi