



**STOCKTON**  
UNIVERSITY

LLOYD D. LEVENSON INSTITUTE  
OF GAMING, HOSPITALITY & TOURISM

# Millennial Entertainment Preferences Study Final Report - July 2016

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## Executive Summary

This study focused on identifying the entertainment, accommodation and amenity preferences of the millennial generation as well as video game and casino gambling behavior. It included two focus groups and a quantitative survey.

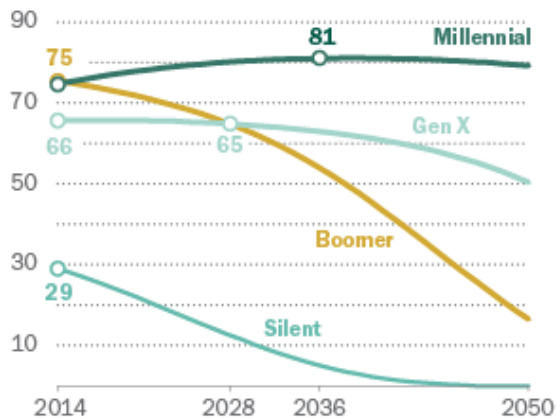
- Activities
  - 667 surveys were collected with 503 completing the entire survey
  - Respondents were from 22 states with most from NJ, NY and PA
  - Millennials view drinking activities as more important than non-millennials
  - Public Transportation is important to millennials
  - Gambling was more important to non-millennials (42% to 21%)
  - Casual restaurants were important to both groups (80%)
  - Millennials reported spending only 8.5% of their total budget on gambling compared to 23.5% of non-millennials
  - If money was not a concern 50% of millennials would increase spending on bars and nightclubs compared to 17% non-millennials
  - 35% of millennials would increase spending on gambling compared to 50% non-millennials
- Accommodations
  - Free Wi-Fi and Midscale hotels were the most important considerations in both groups
  - Millennials cited Economy hotels as important and non-millennials cited Luxury hotels
  - Millennials are more open to the sharing economy. 28% of millennials cited Airbnb as important compared to 6% of non-millennials
  - 33% of both groups listed “all inclusive” pricing as important
- Gambling Behavior
  - 44% of millennials play slot machines compared to 72% of non-millennials
  - More Millennials prefer to play with family and friends, more non-millennials prefer to play alone
  - All groups expressed an interest in adding an element of skill to slots
  - 40% of respondents who do not currently play slots would play if there was an element of skill, 38 % if they could play in a group
  - 57% of millennials play table games compared to 58% of non-millennials
- Video Games
  - 38% of millennials play video games compared to 29% of non-millennials
  - Millennials prefer shooter games and non-millennials puzzle and casual games
  - Those who play video games are slightly more interested in slots with an element of skill
- Atlantic City as a Destination
  - 84% of millennials view AC positively or neutral vs. 89% non-millennials
  - 91% of those who have visited AC view it positively or neutral compared to 74% of those who haven't visited
  - AC was too far from home for many respondents followed by too expensive, lack of diversity in activities and negative reputation

## Introduction

According to the Pew Research Center, the millennial generation (born roughly between 1980 and 2000) has now surpassed the baby boomers (born 1946 – 1964) in size<sup>1</sup> (see below). The gap is projected to widen at a sharp pace each year into the future. This is of importance to the casino industry because millennial's entertainment preferences are different than the baby boomers, which have been the primary target market of the industry.

### Projected Population by Generation

*In millions*



Note: Millennials refers to the population ages 18 to 34 as of 2015.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014

PEW RESEARCH CENTER

The millennial generation is demonstrating different behavior regarding casino gambling than Baby Boomers and the Silent Generation (born 1928 – 1945). For example, a recent Las Vegas Convention and Visitor Bureau survey<sup>2</sup> revealed the following

- Only 63% of millennials that Visited Las Vegas in 2014 gambled
  - 78% Baby Boomers
  - 87% Silent Generation
- 42% of millennials used Social Media to Plan trip
  - 18% Baby Boomers
- 51% Planned their trip 1 month in advance
  - 39% of Baby Boomers

<sup>1</sup> <http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/>

<sup>2</sup> <http://www.hotelnewsresource.com/pdf15/HVS1103151.pdf>

The Levenson Institute of Gaming, Hospitality and Tourism (LIGHT) has received funding from four casinos, including Borgata Hotel Casino and Spa, Tropicana Casino and Resort, Resorts Casino Hotel, Harrah's Resort and the Casino Reinvestment Development Authority (CRDA) to research the entertainment preferences of the millennial generation. The study consisted of two focus groups and an on-line survey distributed through social media. The goal of the study was to help understand the changing preferences and behavior of this important cohort. Specifically, the study focused on identifying the entertainment, accommodation, and amenity preferences of the millennial generation as well as video game and casino gambling behavior. The study sought to not only understand current preferences and behavior of millennials but also to understand how their behavior may change with technology enhancements and increases in disposable income.

## Methodology

The methodology for the study was developed using feedback from participating casino executives and focus groups of men and women in the age group of the millennial generation.

Two focus groups were conducted to gain an understanding of the thought processes of millennials in deciding on single day entertainment experiences and overnight or multi-night travel. One group was comprised of participants in their early 20's and the other late 20's and early 30's. The groups were asked a series of open-ended questions designed to generate spontaneous comments about choosing entertainment options. (See appendix A). The information gathered in the focus group meetings was used to develop the questions for the on-line survey.

Some key discoveries revealed in the focus groups were as follows:

- Dinner and drinks seemed to be a very popular choice for entertainment among the late 20's early 30's group
- Dancing and nightclub was a popular choice among early 20's
- Gambling was not mentioned by participants until they were specifically asked
- Availability of public transportation was very important in arranging a night out because of concerns about drinking and driving
- Respondents wanted to spend the least amount on hotel accommodations and more on entertainment experiences
- "All inclusive" was raised as a consideration in travel arrangements
- Looking for destinations with multiple entertainment options
- Video gamers thought slot machines were boring and simplistic compared to what they experience
- Video games can be classified into different types of games and gamers often have a preference of one type of game
- An element of skill would make slot machines more attractive
- Because of information overload on social media sites, a very attractive incentive and advertisement must be used to get people to complete the survey

An on-line survey was created based on the information obtained in the focus groups using the on-line survey tool Survey Monkey. (See appendix B). It consisted of 27 questions with logic to skip irrelevant questions depending on respondent's answers.

The survey link was distributed on Social Media offering an incentive of one entry into a sweepstakes for an Apple Watch. An additional entry was offered for those who shared the survey. The post was initiated on the Stockton University Facebook Page in the visitors post section. It was shared on the Facebook pages of LIGHT, the Stockton Career Center, the participating casinos and various friends and family of people involved in the research project. It was also posted on Twitter. Facebook and Twitter ads were purchased to promote the post.

Because this analysis studied preferences of many activities only available to persons older than 21, for purposes of this study, millennials are classified as those persons between the ages of 21 and 35 as of 2016. Non-millennials are those persons over the age of 35 as of 2016.

## Demographics

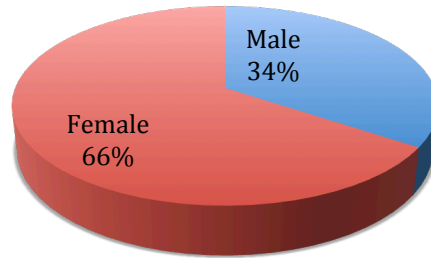
667 surveys were collected between May 9 and June 27, 2016. 503 participants completed the entire survey including demographic data, which was at the end of the survey. Survey respondents were from 22 states with the largest number of responses from New Jersey, followed by New York and Pennsylvania. 169 surveys did not include a valid zip code or zip code was not entered. The following charts show number of respondents by state, gender, age, education, relationship status, personal income and race.

State	Number of Respondents
New Jersey	256
Blank or invalid	169
New York	92
Pennsylvania	56
Massachusetts	26
Florida	15
DC	6
Maryland	6
California	6
Washington	5
Delaware	4
Connecticut	4
North Carolina	4
Illinois	4
Michigan	3
Texas	3
Arizona	2
Iowa	1
Missouri	1
Louisiana	1
New Hampshire	1
Maine	1
Wisconsin	1
Total	667



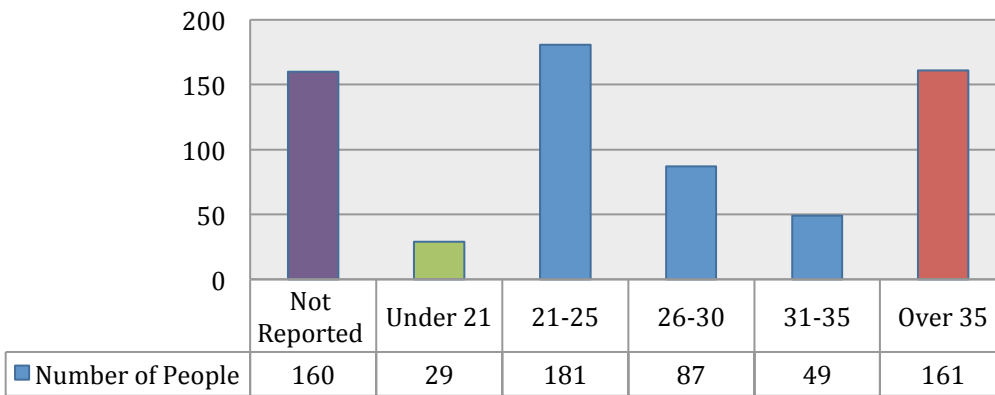
## Gender

510 respondents



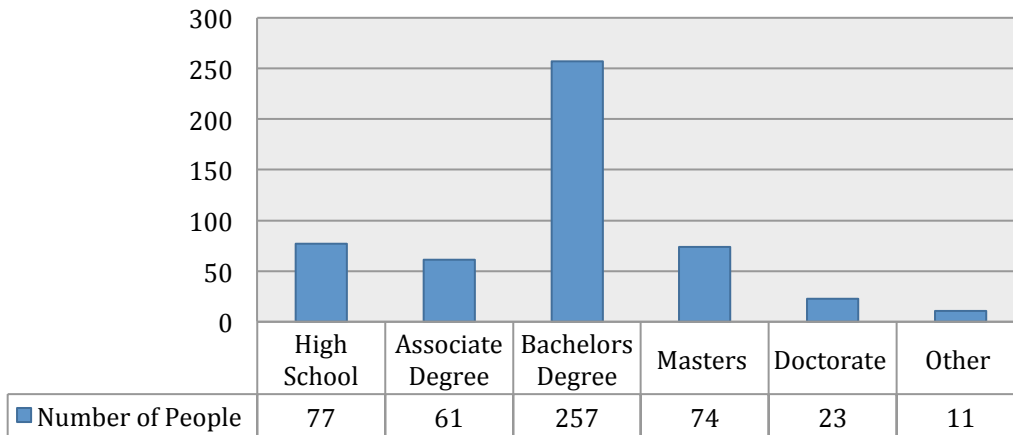
## Age

Millennials shown in Blue



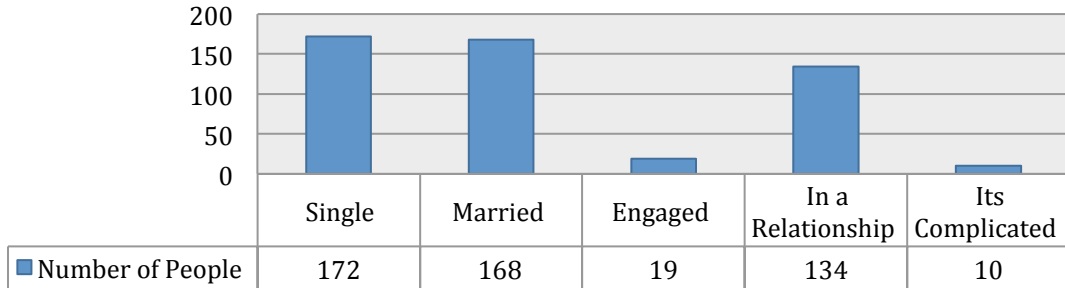
## Education

503 respondents



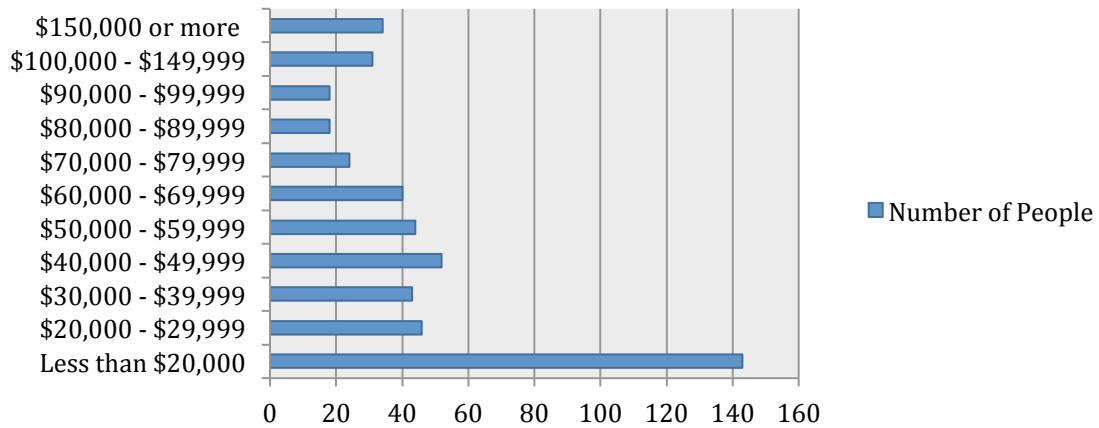
## Relationship Status

503 Respondents



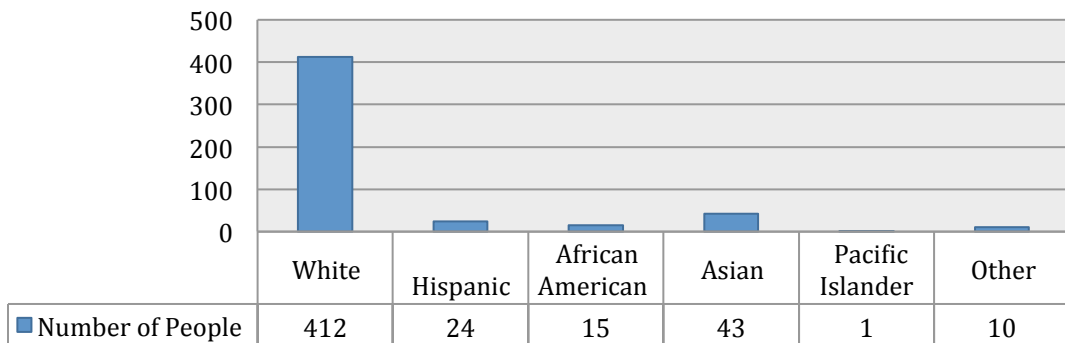
## Personal Income

493 Respondents



## Race

505 Respondents



## Activities

Questions about the importance of activities in planning entertainment experiences revealed some interesting differences between millennials and non-millennials.

Millennials in the study clearly felt that drinking activities including bars, lounges, nightclubs, and happy hours were more important than did their non-millennial counterparts (See Table 1). Because of the importance of drinking activities, it is not surprising that more millennials rated public transportation as important (33%) vs. non-millennials(11%). This supports comments made by millennial focus group participants who felt that public transportation was important because of concerns about not drinking and driving.

Conversely, gambling was more important to non-millennials. 42% of non-millennials rated gambling as an important activity compared to only 21% of millennials. Out of the list of 28 activities in the survey, gambling ranked 21<sup>st</sup> in importance for millennials and 7<sup>th</sup> in importance for non-millennials.

Casual restaurants were the activity most often cited as important by both groups (approximately 80% of respondents). This ranked first in the list of 28 activities. Beaches also ranked high in importance to both groups with 57% of millennials and 65% of non-millennials listing it as important. Beaches ranked 4<sup>th</sup> in importance for millennials and 2<sup>nd</sup> in importance for non-millennials.

Results were similar for the importance of activities for overnight or multi-night entertainment experiences (See Table 2).

The overwhelming importance of casual restaurants by both groups is important to note for casinos and support businesses when selecting restaurant tenants or when designing their own restaurant concepts. Casinos who provide complimentary food and beverage to regular customers often favor fine dining but it is important to keep in mind the popularity of casual restaurants in order to attract new customers.

Atlantic City's Jitney system is a unique form of affordable, reliable public transportation that could potentially be promoted to attract millennials. Additionally it is important for the city to recognize the popular ride sharing service Uber as a legitimate public transportation system that is important in order to attract millennials. City officials should be conscious of this importance and work with Uber to allow them to operate efficiently in the city without creating barriers to entry.

Table 1.

## What activities are important to you when planning a day or night out for entertainment?

317 millennials - 161 over 35

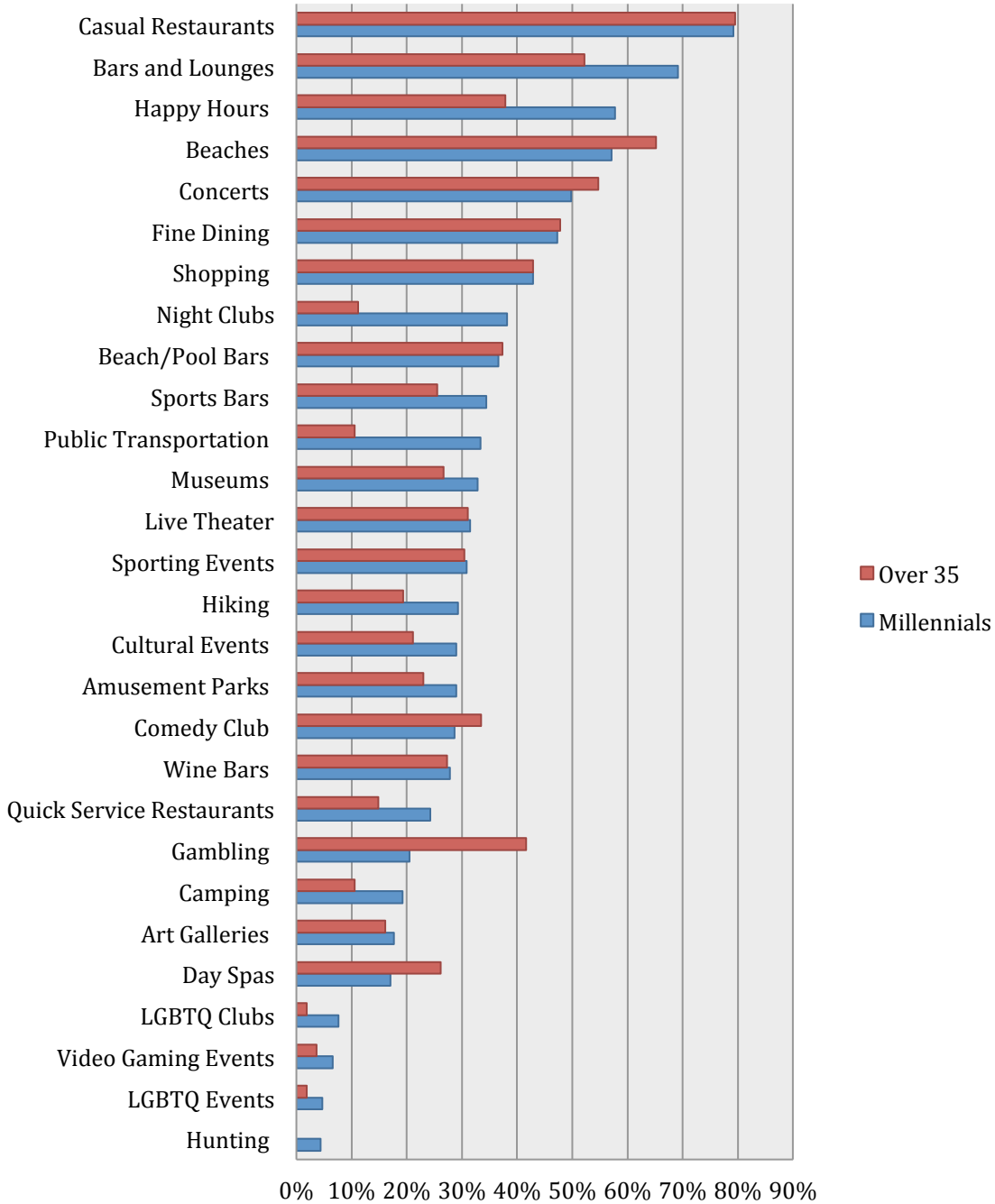
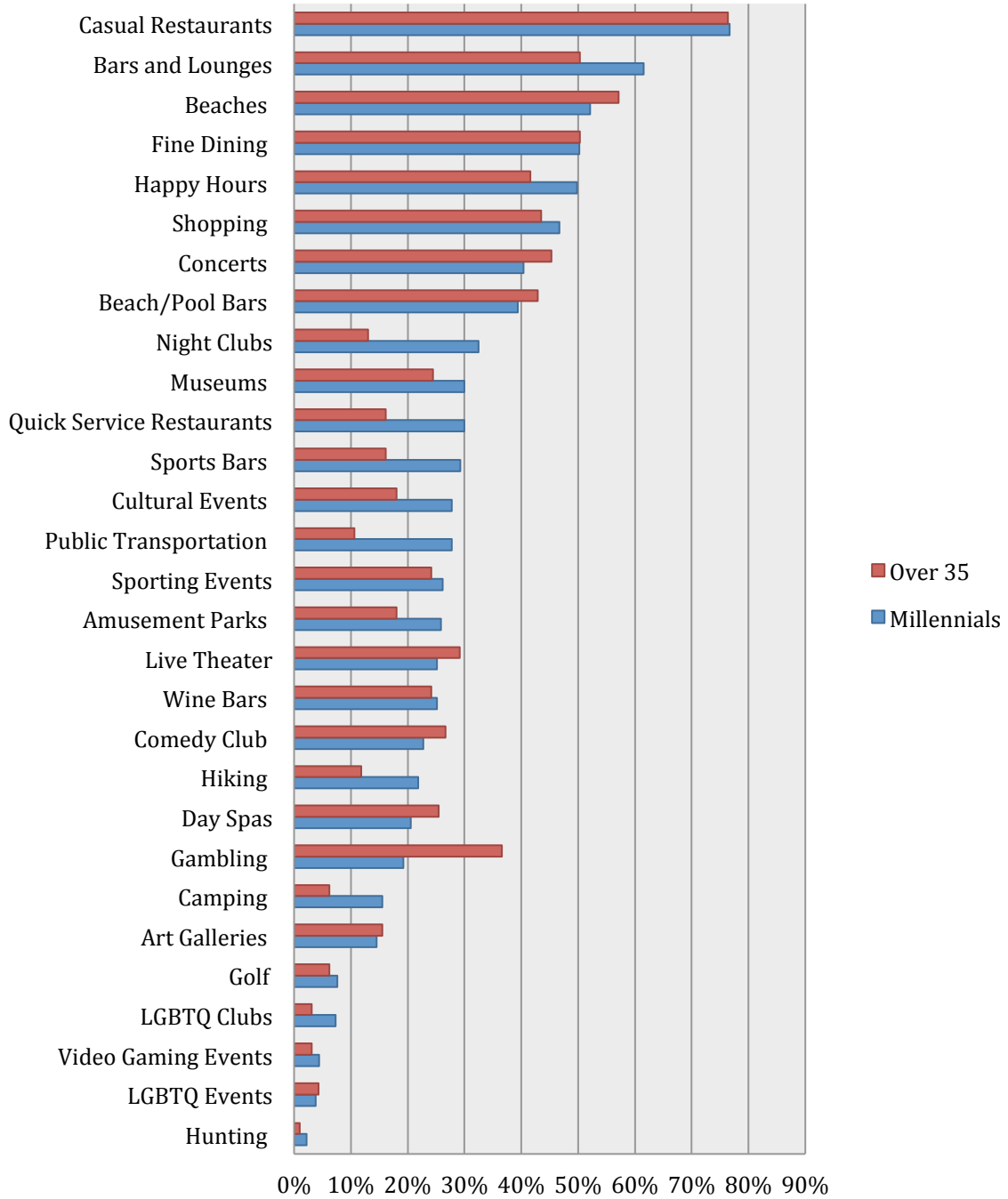


Table 2.

## What activities are important to you when planning an overnight/multi-night entertainment experience?

317 millennials - 161 over 35

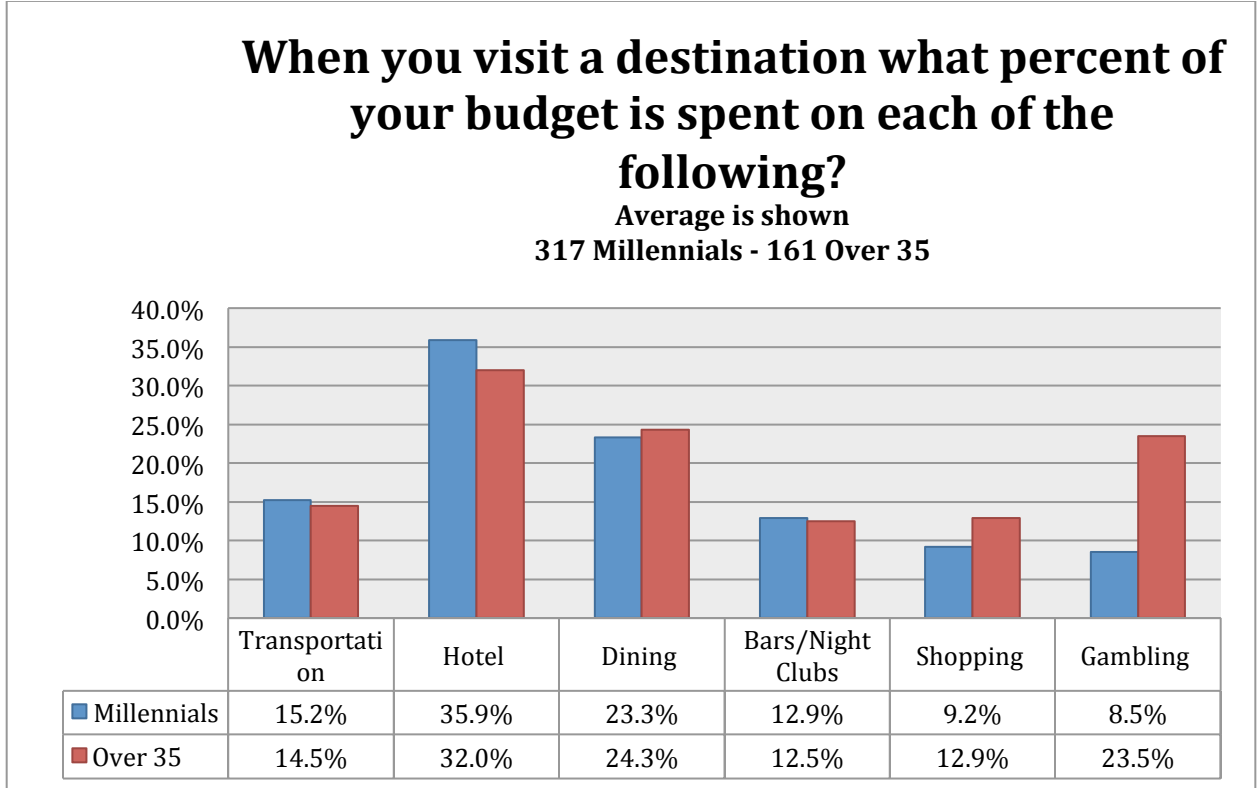


## Percent of Budget

Feedback received from casino executives indicated a desire to understand whether or not any generational differences in spending patterns may be the result of having more disposable income in later years. To try to better understand the differences, survey respondents were asked to describe the current percent of their entertainment budget that they spend on transportation, hotel, dining, bars, shopping and gambling. They were subsequently asked “if money were not a concern, on which activities would you increase spending?”

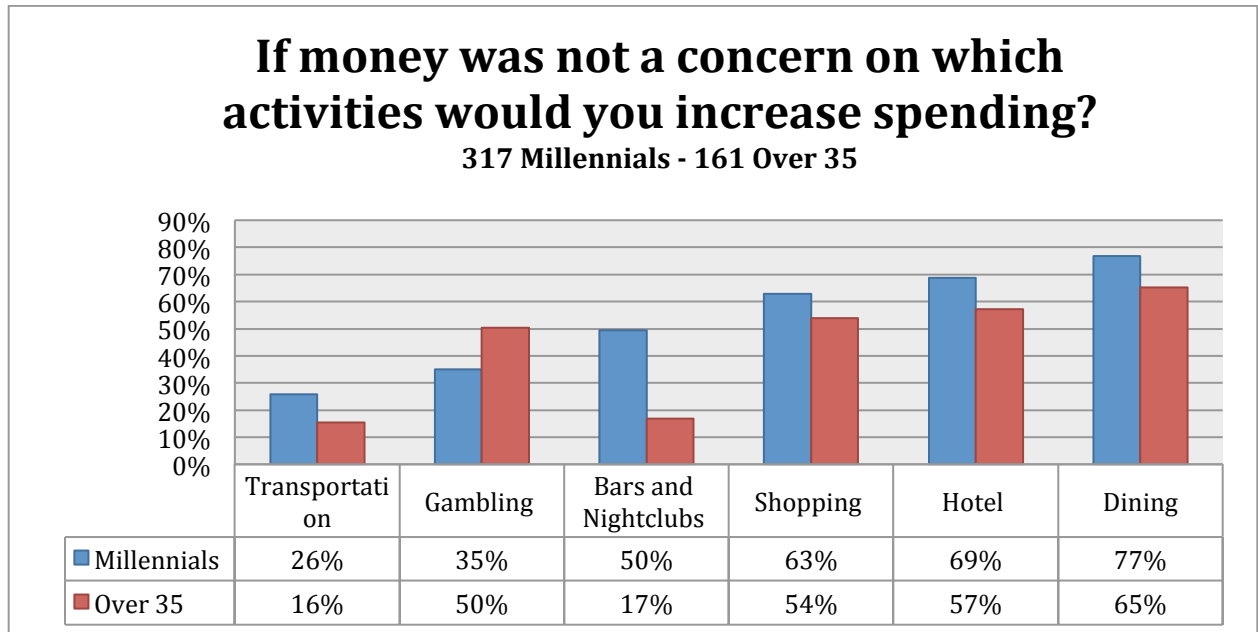
On average, the highest percentage of current budget was spent on hotel expenses followed by dining for both groups (See Table 3). Millennials reported spending the lowest percentage of their budget on gambling (8.5%) compared to 23.5% for non-millennials.

Table 3.



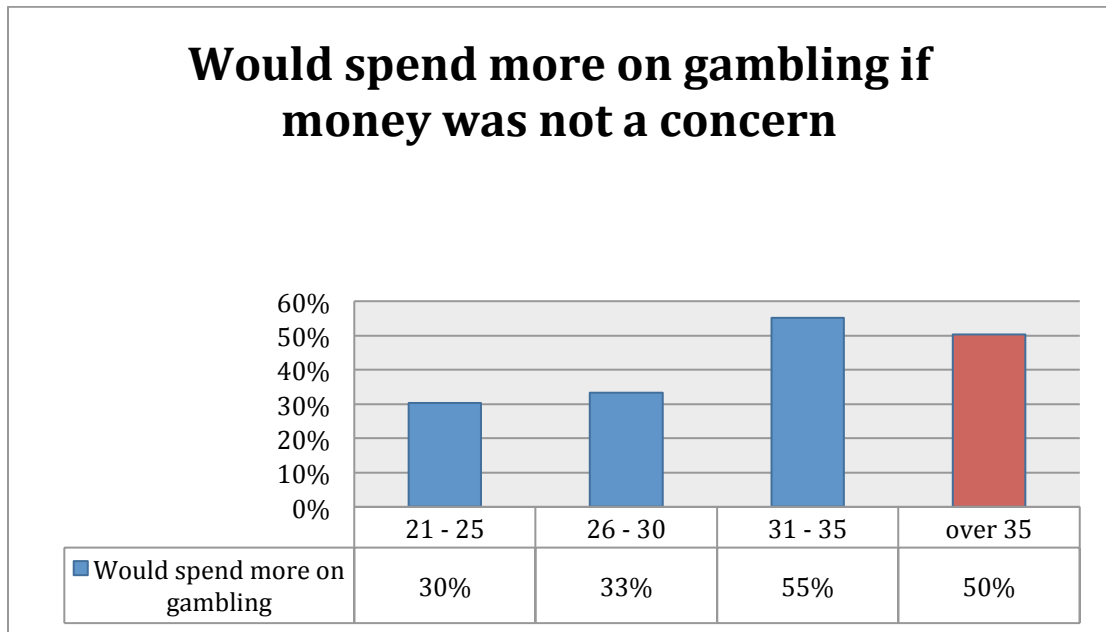
Generational differences were also found regarding where respondents said they would increase spending if money was not a concern (See Table 4). 50% of millennials said they would increase spending on Bars and Nightclubs compared to only 17% of non-millennials. One encouraging finding for the gaming industry is that 35% of millennials reported that they would increase their spending on gambling. Although this is still less than the 50% of non-millennials who said they would spend more on gambling, it suggests that this generation has the potential to increase their gambling spending as their earnings increase as they mature.

Table 4.



When responses to this question are further broken down into narrower age ranges it seems that the percentage indicating they would spend more on gambling increases in the higher age groups (See Table 5). 55% of respondents between 31 – 35 years of age indicated they would increase spending on gambling if money was not a concern compared to 33% for those between 26 and 30 and 30% for those between 21 and 25.

Table 5.





## **Accommodations**

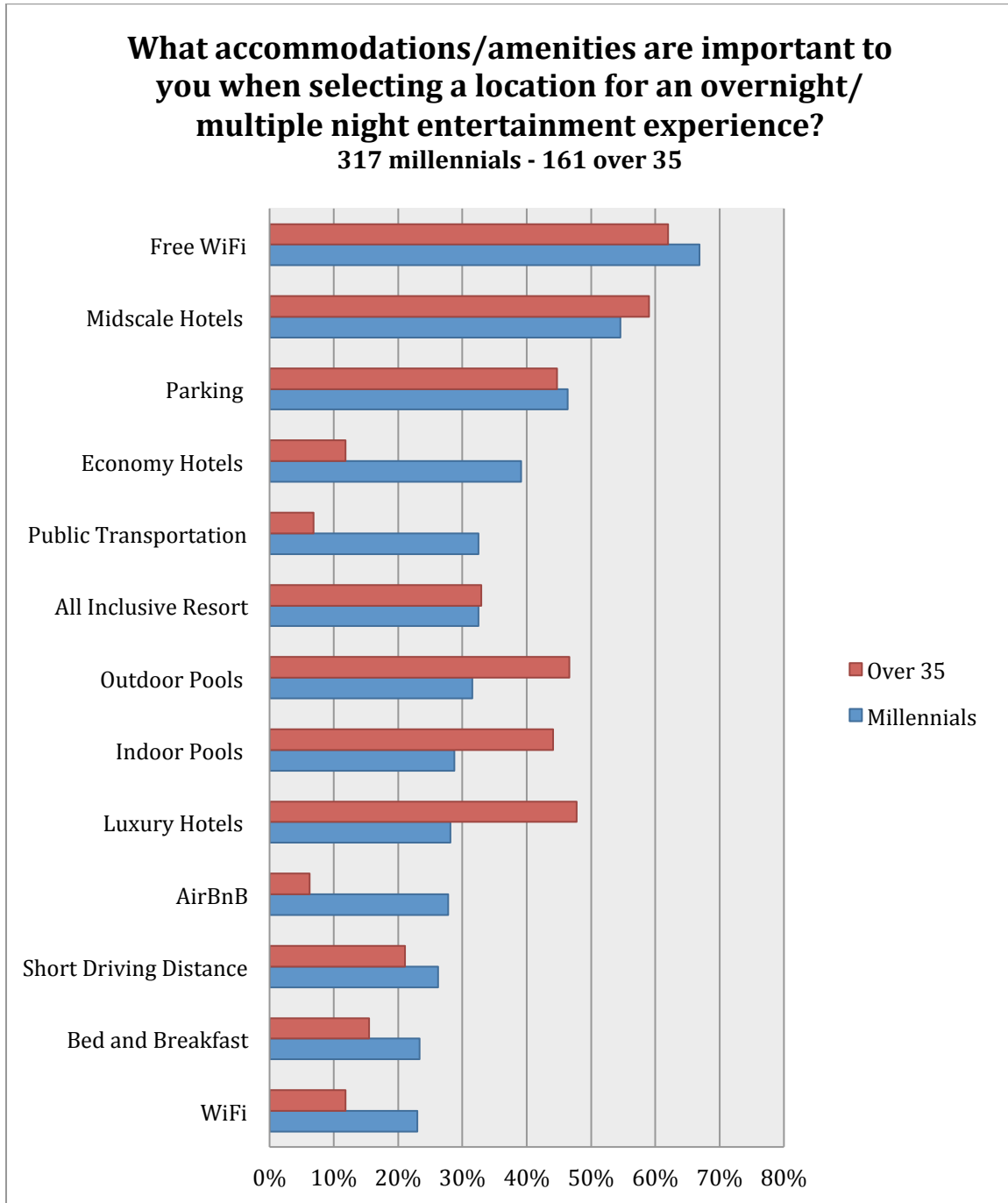
Both groups responded similarly in that free WIFI was the number one accommodation/amenity most cited as important when planning an overnight/multi-night experience, followed by midscale hotels (See Table 6). Generational differences were found however in the number of respondents citing luxury and economy hotels as important. Economy hotels are more important to millennials and luxury hotels are more important to non-millennials over 35.

Millennials seem more open to the sharing economy than their non-millennial counterparts over age 35. 28% of millennials cited Airbnb, the apartment sharing app, as important compared to only 6% of non-millennials. Public transportation was also viewed as more important by millennials. 35% of millennials cited it as an important consideration when planning an overnight experience compared to only 7% of non-millennials.

One interesting finding regarding accommodations was the percentage of respondents in both groups (33%) that listed “all inclusive resort” as important when selecting a destination. The “all inclusive” concept was discussed in the focus groups with several participants saying they would be more likely to gamble if they were at a location with all inclusive pricing because they wouldn’t have to worry about having enough money for other activities. This is a pricing strategy that is not typically utilized in US casino resorts. All-inclusive pricing could be a potential opportunity for the industry to explore to attract new customers.

There is an opportunity for the popularity of Airbnb to encourage development in Atlantic City. In other cities like Boston, San Francisco and others, investors buy condos and apartments and renovate them with the specific purpose of renting them on Airbnb. Additionally private home -owners may renovate a room in their home for the same purpose. The investment and renovation of older buildings would be a benefit to Atlantic City, as well as making additional rooms available for visitors during peak days when the city is at capacity.

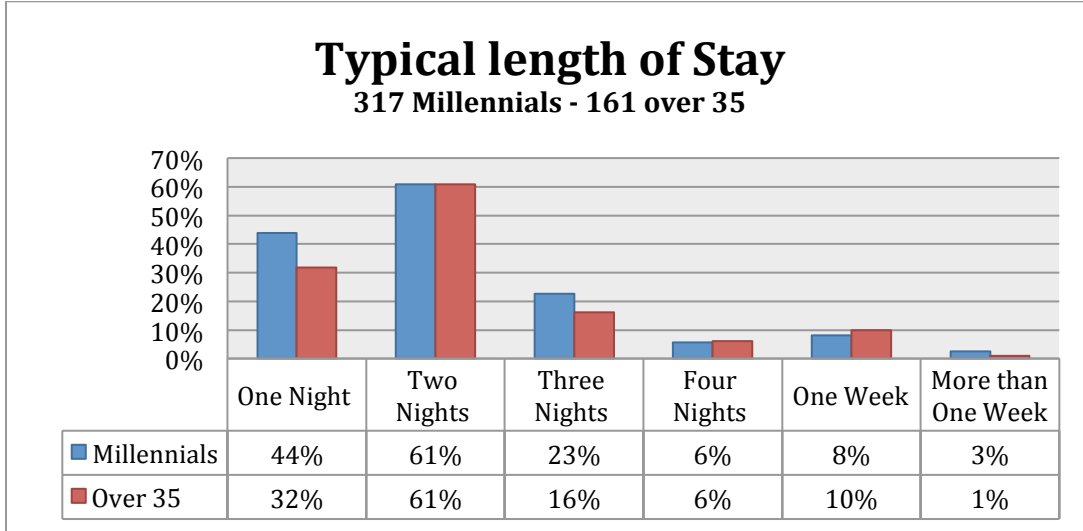
Table 6.



## Length of Stay

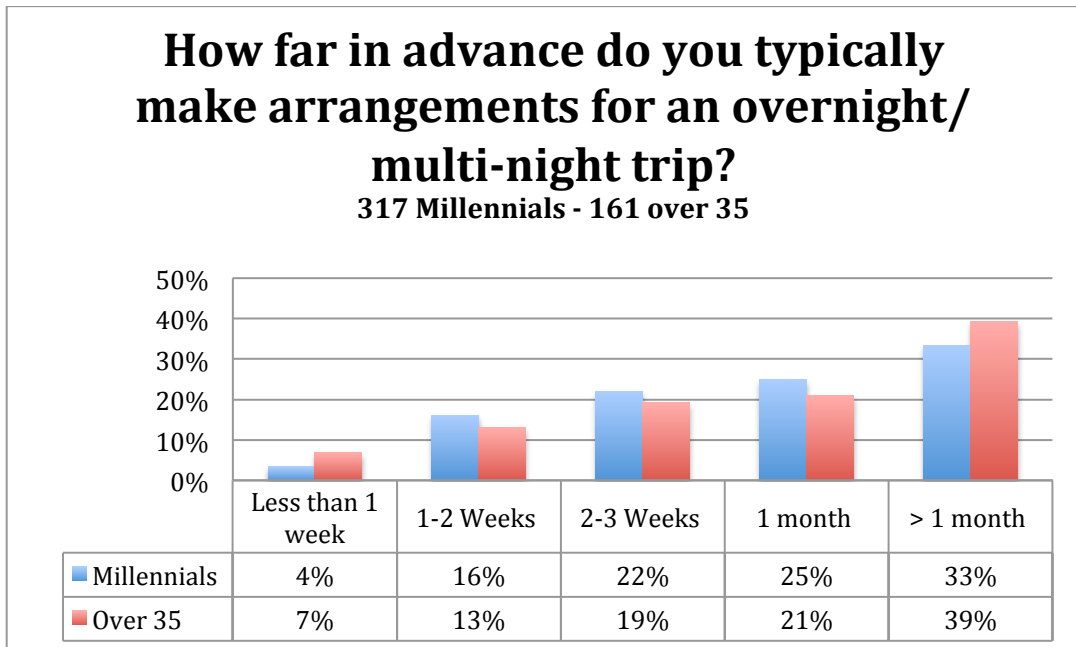
The most often cited typical length of stay for a multi-night trip by both groups (61%) is two nights (See Table 7). Slightly more millennials reported a one-night stay as typical, (i.e. 44% compared to 32% of non-millennials).

Table 7.



The two groups responded similarly with regard to how far in advance they make arrangements for an overnight/multi-night trip (See Table 8). Most respondents in each group make arrangements one month or more in advance.

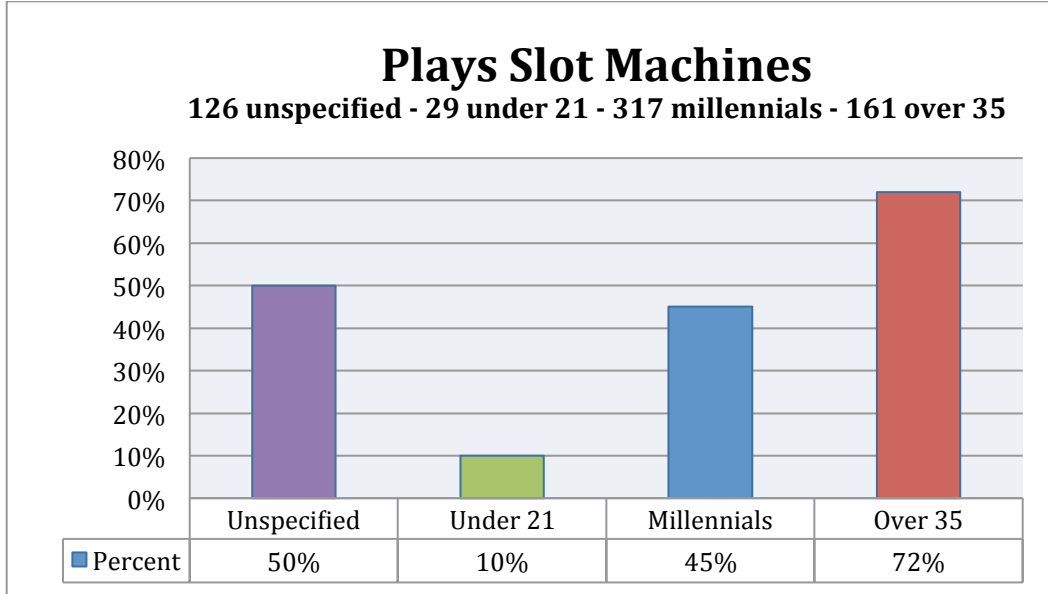
Table 8.



## Gambling Behavior and Perceptions - Slots

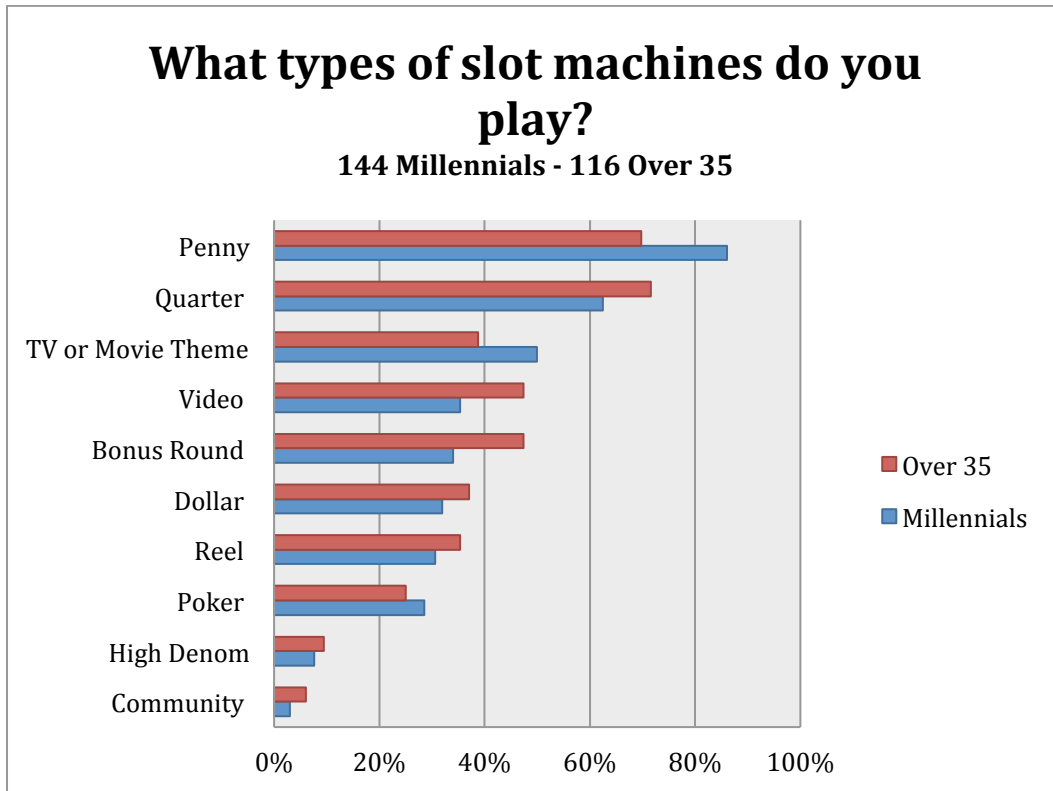
Although gambling may be considered low in importance and a small percentage of budget for millennials, it is encouraging to note that 44% of them still report playing slot machines (See Table 9). Of some concern is that while this is a fairly high percentage, it is substantially lower than the 72% of non-millennials over age 35 in the study who report playing slots.

Table 9.



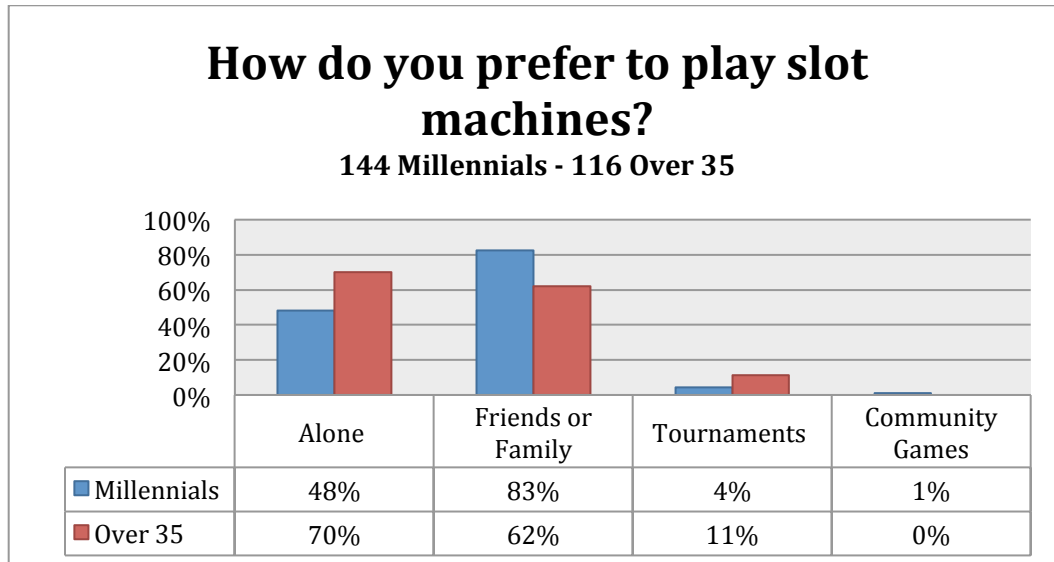
Little variation was found in the types of slot machines preferred by the different generations (See Table 10). Of those respondents who report playing slot machines, the most popular type of slot machine in both groups is penny slots. 86% of millennials report playing pennies and 70% of non-millennials. Quarters were also popular with both groups but slightly more popular with non-millennials. 63% of millennials and 72% of non-millennials reported that they play quarters. Millennials seem slightly more interested in TV or movie themed slots: 50% of millennials play TV or movie themed slots compared to 39% of non-millennials.

Table 10.



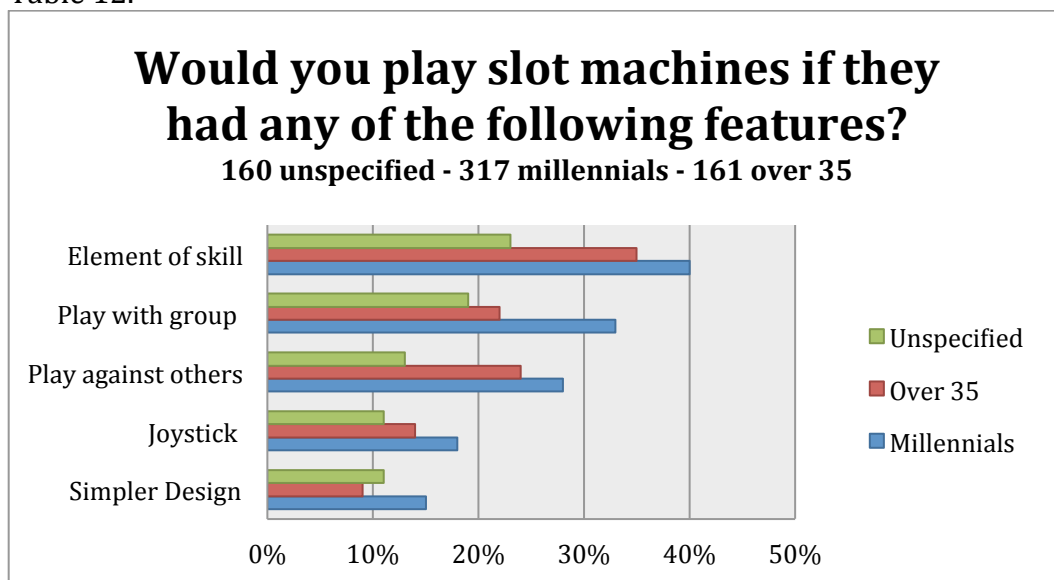
There is a notable difference in the way that each generation prefers to play slot machines (See Table 11). Of those who report playing slots, more millennials prefer to play with friends and family while more non-millennials prefer to play alone. This suggests that a social aspect to gaming is desirable. This is further supported in the response to the question about emerging slot machine design changes.

Table 11.



All groups expressed an interest in slot machines with an element of skill and/or a social dimension (See Table 12). Millennials had the highest percentage of respondents expressing this interest. Lesser interest was expressed in interacting with a game using a joystick and a simpler design.

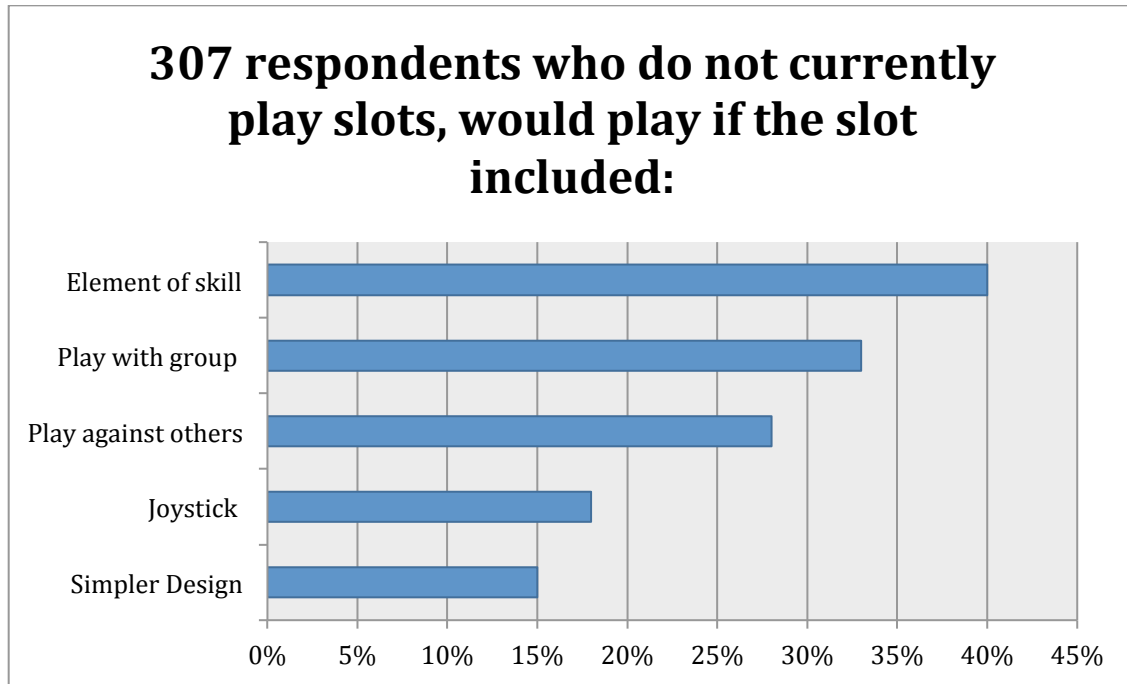
Table 12.



Perhaps one of the most interesting and encouraging findings of the study is

that of those who currently do not play slot machines, a high percentage would play slots if they had these new design features. 40% of respondents who do not currently play slot machines reported that they would play if the games had an element of skill. 33% would play if they could play in a group and 28% would play if they could play against others. 18% would play if they could play with a joystick and 15% would play if they could play with a simpler design.

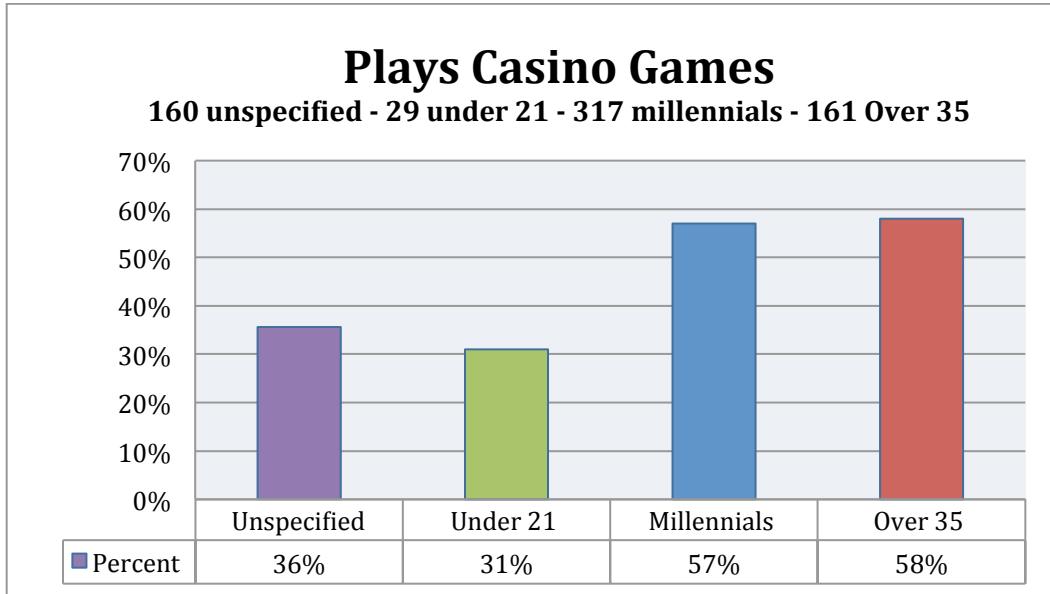
Table 13.



## Gambling Perceptions and Behavior - Table Games

More millennials reported playing table games than playing slot machines (See Table 14). 57% of millennials in the study reported playing tables compared to 44% of millennials who reported playing slots. Although there was a large difference between millennials and non-millennials in their slot play behavior they responded similarly in regards to playing tables. 58% of non-millennials over 35 in the study report playing tables compared to 57% of millennials.

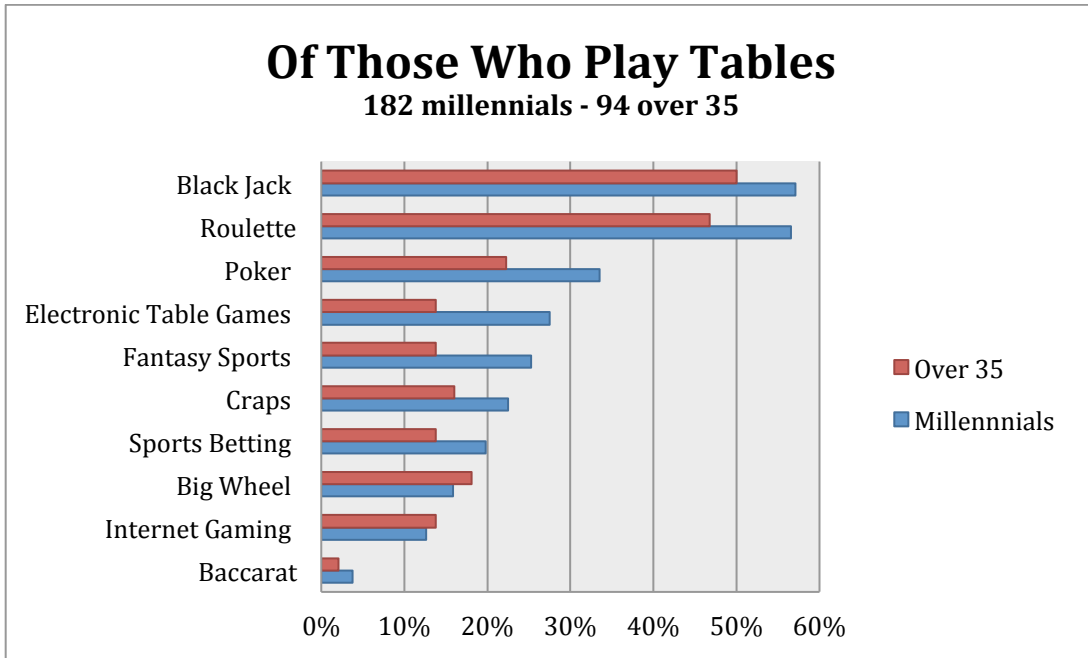
Table 14.





The most popular table games among both groups are Black Jack and Roulette followed by Poker (See Table 15). Millennials seem more open to playing electronic style table games. 28% of millennials who play table games report playing electronic table games compared to only 14% of non-millennials. There also is a notable difference in the generations regarding fantasy sports with 25% of millennials reporting they play vs. only 14% of non-millennials.

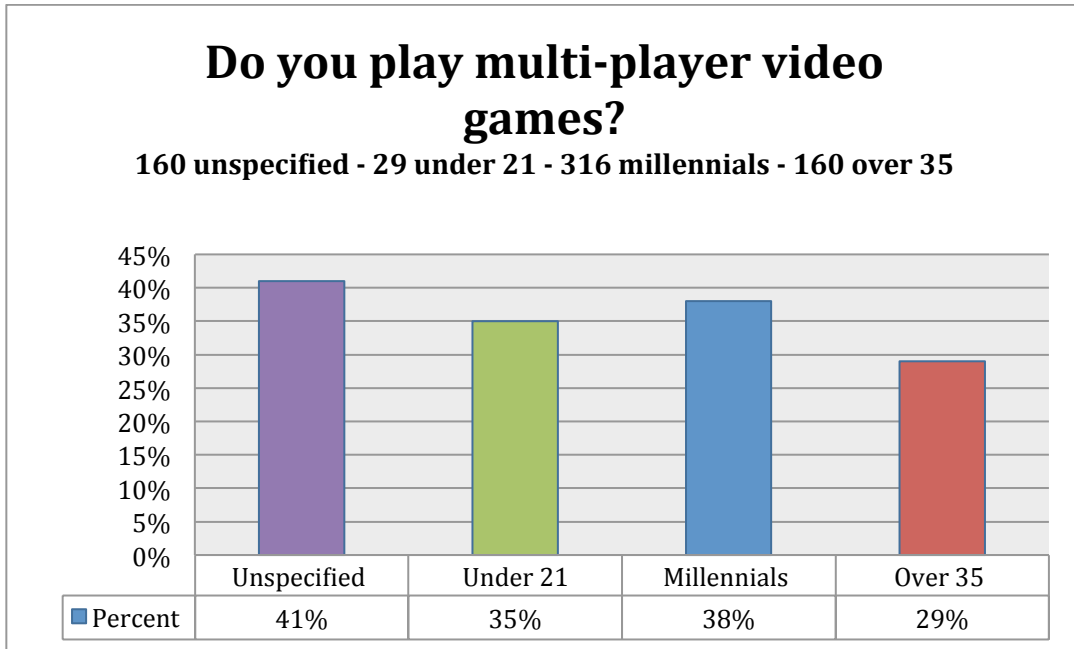
Table 15.



## Video Gamers Behavior and Perceptions

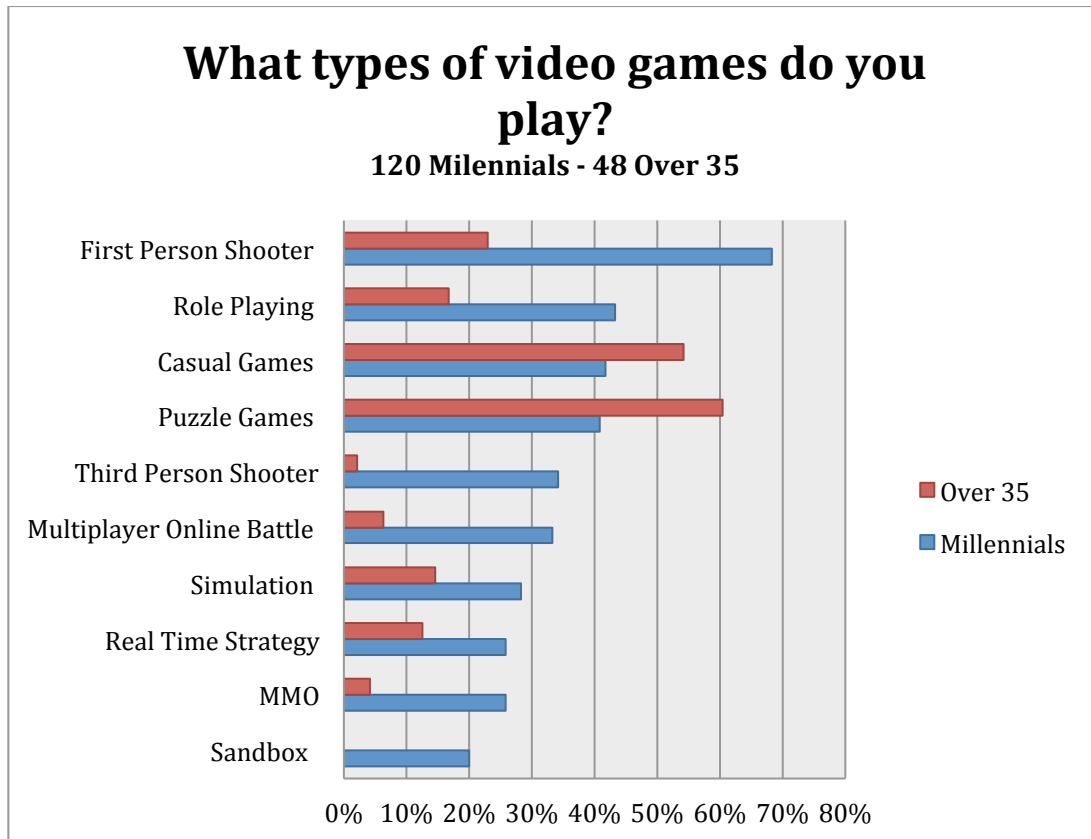
There is a slight variation between the age groups concerning whether or not they play video games (See Table 16). 38% of millennials in the study report playing video games, compared to 29% of non-millennials over 35, and 35% for those under 21.

**Table 16.**



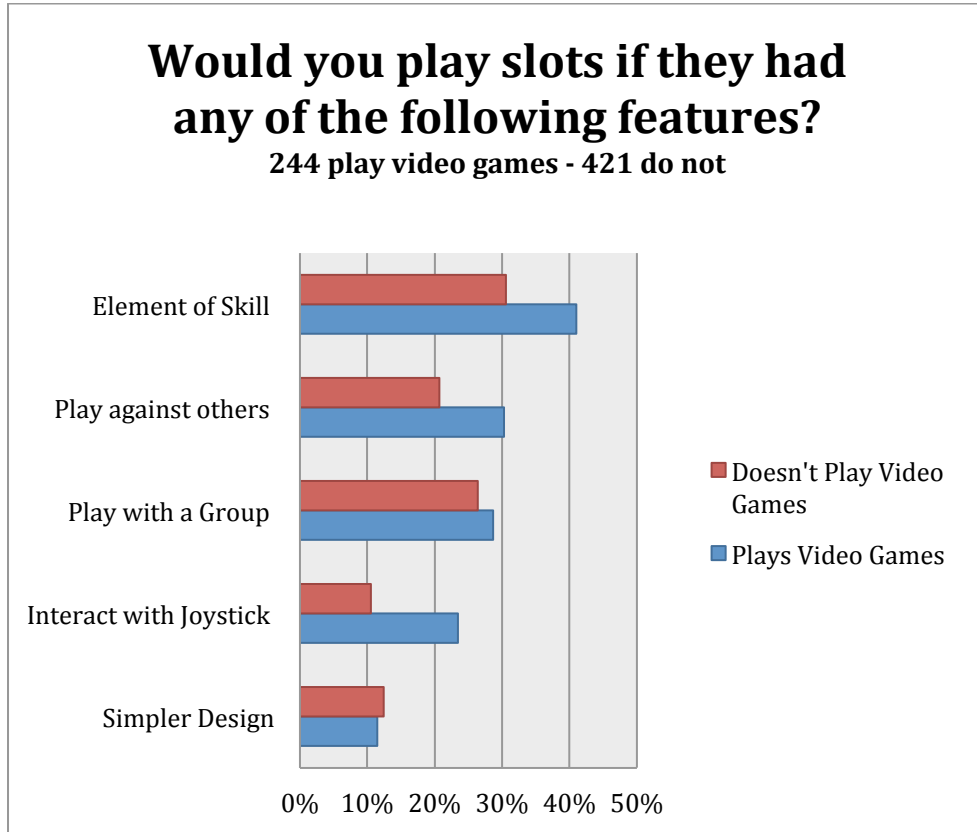
Although there is only a slight variation among the generations regarding whether or not they play video games there is a notable difference in the types of video games that they play(See Table 17). The most popular style of game for millennials is first person shooter with 65% of millennials who play video games reporting that they play this style of game compared to only 23% of non-millennials over age 35. The most popular game styles among non-millennials are puzzle games and casual games. This variation is relevant to game designers in considering slot design of future skill based and social slot machines.

Table 17.



It is interesting to note that those respondents who reported playing video games seemed slightly more interested in games of skill and social style games than those who do not play video games (See Table 18).

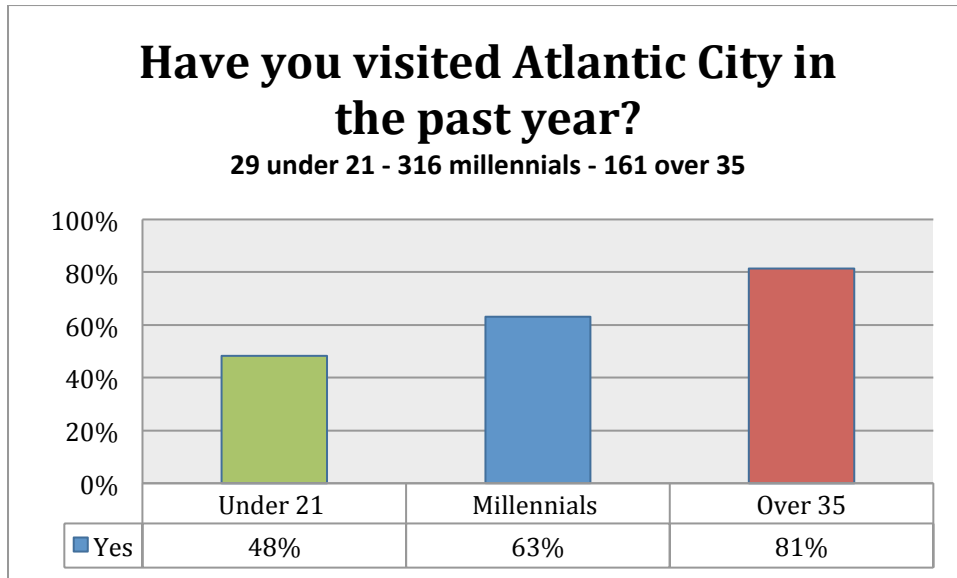
Table 18.



## Atlantic City as a Destination

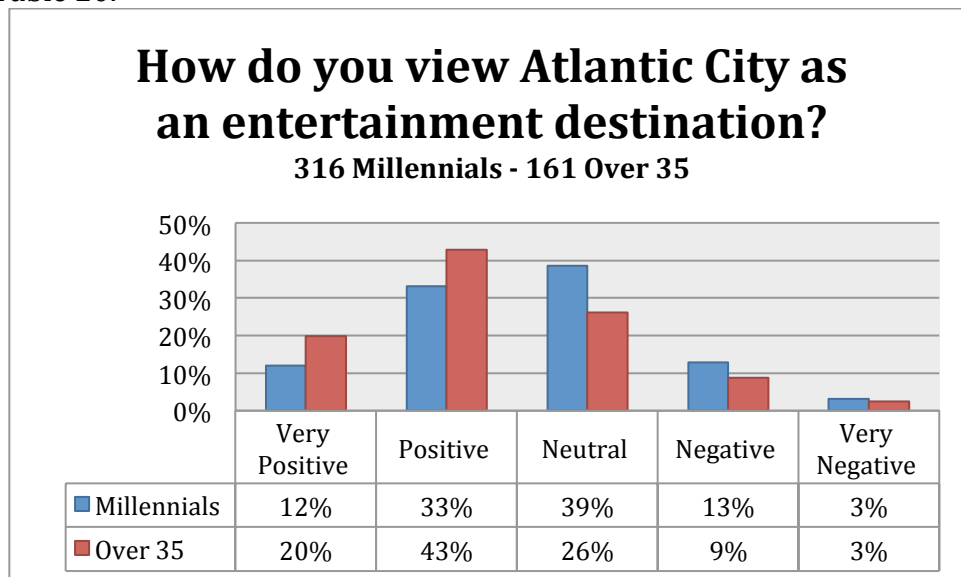
A majority of respondents in the study have visited Atlantic City in the past year with the highest percentage (81%) in the non-millennial over 35 group (See Table 19).

Table 19.



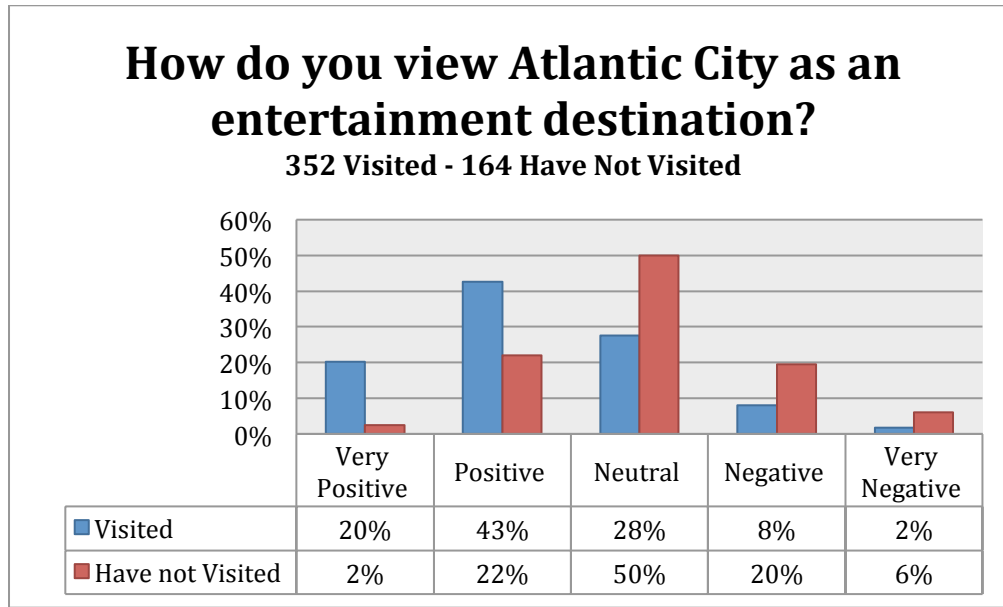
A very high percentage of respondents in both groups view Atlantic City positively as a destination(See Table 20). 84%% of millennials and 89% of non-millennials over 35 have a positive, very positive or neutral view of Atlantic City.

Table 20.



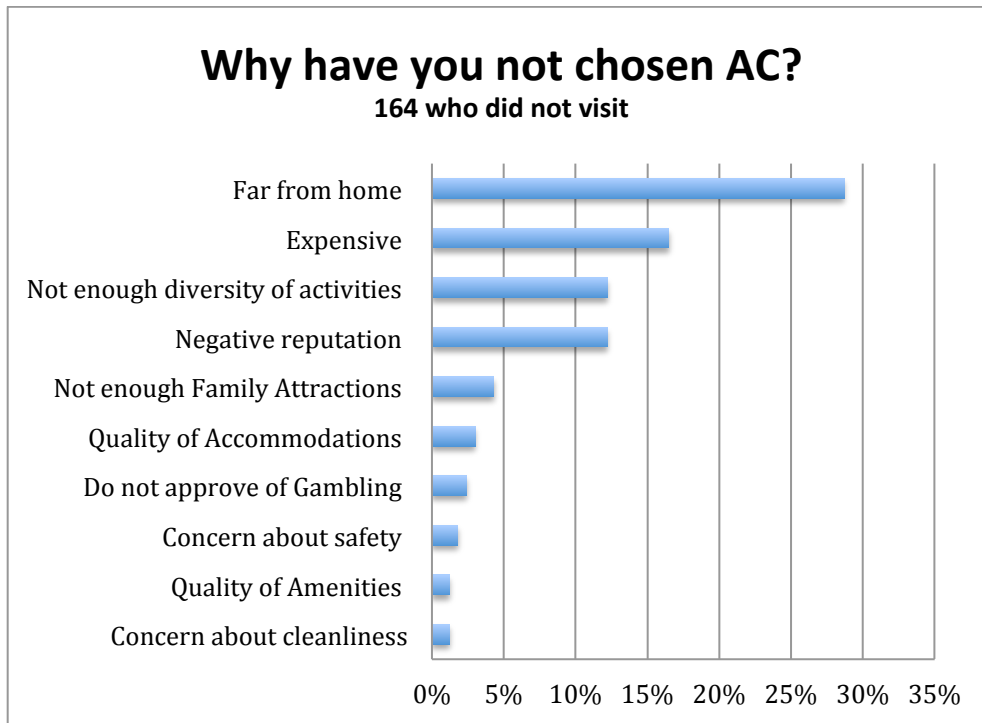
Respondents who have visited Atlantic City in the last year view the city most positively by a wide margin compared to those who have not visited (See Table 21). 91% of those who have visited the city in the last year view the city as positive, very positive, or neutral as a destination compared to 74% of those who have not visited.

Table 21.



Of those who have not visited Atlantic City the most common reason cited was that it was too far from home (See Table 22). This is most likely because of the responses that were received from outlying states. Other popular reasons were that it is expensive (17%), does not have enough diversity of activities (12%) and due to its negative reputation (12%). Less than 5% cited lack of family attractions, quality, safety, cleanliness and disapproval of gambling as an activity.

Table 22.



The high rank of “expensive” as a reason for not visiting AC further supports the other findings that casual restaurants and mid-priced hotels are very important to both millennials and non-millennials. Casinos, city planners and supporting businesses should focus on providing midscale accommodations and casual dining options to attract new visitors to the city.

## Appendix A

### Focus Group Questions

- What is one of your favorite things to do for entertainment on a night out?
- Describe your planning process for a night out for entertainment?
- How far in advance do you plan your night?
- What do you look for in a single day/night entertainment experience?
- What type of transportation do you use to get to a single day entertainment experience?
- What percent of your budget do you spend on each item?
- What is one of your favorite places to visit for an overnight trip? What do you like about it?
- What do you look for when planning an overnight entertainment experience? What activities are important to you?
- How far in advance do you plan your trip?
- What do you look for in the room accommodations?
- Do you share the room with others? How many?
- Who do you travel with?
- Do you play video games for entertainment?
  - What type of games?
  - How often
- How do you feel about Casino Gambling as an activity?
- What is your favorite Casino Game?
- What do you like about it?
- Do you play with friends or alone?
- How do you feel about slot machine games?
- How could the casino experience be more enjoyable?
- What do you think about Atlantic City for an overnight entertainment experience?
- What about for a single day/night entertainment experience?

### For those who do not visit Atlantic City

- Why not
- Do you visit other gambling destinations?
- Is there anything that would make you want to visit AC?

### For those who visit AC.

- Describe a typical visit to Atlantic City
- What activities are important to you
- Of the activities listed what percent of your total budget do you spend on each activity
- How do you see your entertainment preferences changing in 10 years?
- How would they change if you had more discretionary income to spend?



## Appendix B



### Millennial Entertainment Preferences

**You are invited to participate in a research study about the entertainment preferences of the millennial generation. Jane Bokunewicz, an Assistant Professor of Hospitality at Stockton University and the Levenson Institute of Gaming Hospitality and Tourism (LIGHT) Fellow for 2015-2016, is conducting the study.**

**If you choose to participate you will be asked to complete an online survey with 18 – 25 questions. The survey will take approximately 5 minutes to complete.**

**The survey is completely anonymous. No identifying information will be collected and results will only be presented in aggregate form. By completing the survey you are voluntarily agreeing to participate. You are free to decline to answer any particular question you do not wish to answer for any reason. You can terminate the survey at any time.**

**Upon completion of the survey you will be directed to a new, completely separate survey where you will enter your e-mail address for one entry into a drawing for an Apple Watch. The winner will be selected via random number generation at the close of the survey period.**

**If you have questions about the survey, please contact Jane Bokunewicz at [jane.bokunewicz@stockton.edu](mailto:jane.bokunewicz@stockton.edu) or 609 703-1946.**

**Your participation in this important survey will be very much appreciated.**

1. Do you play multiplayer video games?

Yes

No



## Millennial Entertainment Preferences

2. What types of video games do you play? Check all that apply.

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> First Person Shooter   | <input type="checkbox"/> Sandbox Games                             | <input type="checkbox"/> Puzzle Games                    |
| <input type="checkbox"/> Third Person Shooters  | <input type="checkbox"/> Real Time Strategy Games                  | <input type="checkbox"/> Multiplayer Online Battle Arena |
| <input type="checkbox"/> Role-Playing Games     | <input type="checkbox"/> Massively Multiplayer Online Role-Playing |  |
| <input type="checkbox"/> Simulation Games       | <input type="checkbox"/> Casual Games                              |  |
| <input type="checkbox"/> Other (please specify) |  |  |

3. What is the average number of hours you spend on the above video games each day?



## Millennial Entertainment Preferences

4. Do you play casino slot machines?

- Yes
- No

## Millennial Entertainment Preferences

5. Which types of slot machines do you play? Check all that apply.

- |   |   |
|---|---|
| <input type="checkbox"/> Penny                  | <input type="checkbox"/> Video              |
| <input type="checkbox"/> Quarter                | <input type="checkbox"/> Bonus Round Games  |
| <input type="checkbox"/> Dollar                 | <input type="checkbox"/> TV or Movie Themed |
| <input type="checkbox"/> High Denomination      | <input type="checkbox"/> Poker              |
| <input type="checkbox"/> Reel                   | <input type="checkbox"/> Community Games    |
| <input type="checkbox"/> Other (please specify) |   |

6. How do you prefer to play the slot machines? Check all that apply.

- Alone
- With friends or family
- Tournaments
- Community Games
- Other (please specify)

7. Would you play slot machines if they had any of the following features? Check all that apply.

- Ability to play against other players
- Ability to play with a group
- Ability to interact with the game using a joystick
- An element of skill
- Simpler design
- No
- Other (please specify)

8. Do you play any of the following casino games? Check all that apply.

- |   |                                    |  |
|---|------------------------------------|--|
| <input type="checkbox"/> None                   | <input type="checkbox"/> Blackjack | <input type="checkbox"/> Big Wheel       |
| <input type="checkbox"/> Electronic Table Games | <input type="checkbox"/> Craps     | <input type="checkbox"/> Poker           |
| <input type="checkbox"/> Sports Betting         | <input type="checkbox"/> Roulette  | <input type="checkbox"/> Internet Gaming |
| <input type="checkbox"/> Fantasy Sports         | <input type="checkbox"/> Baccarat  |  |
| <input type="checkbox"/> Other (please specify) |                                    |  |



9. How do you prefer to play the above casino games? Check all that apply.

- Alone
- With Friends or family
- Tournaments
- Community Games
- Other (please specify)



## Millennial Entertainment Preferences

10. What activities are important to you when planning a day or night out for entertainment? Check all that apply.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Fine dining restaurants   | <input type="checkbox"/> Comedy Club           | <input type="checkbox"/> Video Gaming Events |
| <input type="checkbox"/> Casual restaurants        | <input type="checkbox"/> Public Transportation | <input type="checkbox"/> Gambling            |
| <input type="checkbox"/> Quick service restaurants | <input type="checkbox"/> Day Spas              | <input type="checkbox"/> Cultural Events     |
| <input type="checkbox"/> Bars and Lounges          | <input type="checkbox"/> Golf                  | <input type="checkbox"/> Camping             |
| <input type="checkbox"/> Happy Hours               | <input type="checkbox"/> Shopping              | <input type="checkbox"/> Hiking              |
| <input type="checkbox"/> Sports Bars               | <input type="checkbox"/> Amusement Parks       | <input type="checkbox"/> Hunting             |
| <input type="checkbox"/> Wine Bars                 | <input type="checkbox"/> Museums               | <input type="checkbox"/> Art Galleries       |
| <input type="checkbox"/> Night Clubs               | <input type="checkbox"/> Concerts              | <input type="checkbox"/> Live Theater        |
| <input type="checkbox"/> LGBTQ Clubs               | <input type="checkbox"/> Sporting Events       | <input type="checkbox"/> Beaches             |
| <input type="checkbox"/> Beach/Pool bars           | <input type="checkbox"/> LGBTQ Events          |  |
| <input type="checkbox"/> Other (please specify)    |  |  |

11. When traveling for an entertainment experience that involves at least one overnight stay what is your typical length of stay. Check all that apply

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> One night    | <input type="checkbox"/> Four nights      |
| <input type="checkbox"/> Two nights   | <input type="checkbox"/> One week         |
| <input type="checkbox"/> Three nights | <input type="checkbox"/> More than 1 week |

12. How far in advance do you typically make arrangements for an overnight/multiple night trip?

- Less than one week
- 1 – 2 weeks
- 2 – 3 weeks
- 1 month
- More than 1 month

13. What accommodations/amenities are important to you when selecting a location for an overnight/multiple night entertainment experience? Check all that apply.

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Luxury Hotels          | <input type="checkbox"/> Hostels                | <input type="checkbox"/> Public Transportation |
| <input type="checkbox"/> Midscale Hotels        | <input type="checkbox"/> All Inclusive Resort   | <input type="checkbox"/> Parking               |
| <input type="checkbox"/> Economy Hotels         | <input type="checkbox"/> Outdoor pools          | <input type="checkbox"/> Wifi                  |
| <input type="checkbox"/> Bed and Breakfast      | <input type="checkbox"/> Indoor pools           | <input type="checkbox"/> Free Wifi             |
| <input type="checkbox"/> AirBnB                 | <input type="checkbox"/> Short driving distance |  |
| <input type="checkbox"/> Other (please specify) |   |  |

14. What activities are important to you when planning an overnight/multiple night entertainment experience? Check all that apply.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Fine dining restaurants   | <input type="checkbox"/> Comedy Club           | <input type="checkbox"/> Video Gaming Events |
| <input type="checkbox"/> Casual restaurants        | <input type="checkbox"/> Public Transportation | <input type="checkbox"/> Gambling            |
| <input type="checkbox"/> Quick service restaurants | <input type="checkbox"/> Spas                  | <input type="checkbox"/> Cultural Events     |
| <input type="checkbox"/> Bars/Lounges              | <input type="checkbox"/> Golf                  | <input type="checkbox"/> Camping             |
| <input type="checkbox"/> Happy Hours               | <input type="checkbox"/> Shopping              | <input type="checkbox"/> Hiking              |
| <input type="checkbox"/> Sports Bars               | <input type="checkbox"/> Amusement Parks       | <input type="checkbox"/> Hunting             |
| <input type="checkbox"/> Wine Bars                 | <input type="checkbox"/> Museums               | <input type="checkbox"/> Art Galleries       |
| <input type="checkbox"/> Night Clubs               | <input type="checkbox"/> Concerts              | <input type="checkbox"/> Live Theater        |
| <input type="checkbox"/> LGBTQ Clubs               | <input type="checkbox"/> Sporting Events       | <input type="checkbox"/> Beaches             |
| <input type="checkbox"/> Beach/Pool bars           | <input type="checkbox"/> LGBTQ Events          |  |
| <input type="checkbox"/> Other (please specify)    |  |  |

15. When you visit a destination for an overnight/multiple night entertainment experience what percentage of your budget is spent on the following activities? (must add up to 100%)

Transportation	
Hotel	
Dining	
Bars/Night Clubs	
Shopping	
Gambling	
Other	

16. If money was not a concern, on which activities would you increase your spending? Check all that apply.

- Transportation
- Hotel
- Dining
- Bars/Night Clubs
- Shopping
- Gambling
- None
- Other (please specify)

17. How do you view Atlantic City as an entertainment destination?

- Very Positive
- Positive
- Neutral
- Negative
- Very Negative

18. Have you visited Atlantic City in the past year?

- Yes
- No





19. Why have you not chosen Atlantic City as an overnight entertainment experience? Check all that apply.

- |   |  |   |
|---|--|---|
| <input type="radio"/> Far from home             | <input type="radio"/> Not enough family attractions      | <input type="radio"/> Lack of public transportation |
| <input type="radio"/> Expensive                 | <input type="radio"/> Quality of Accommodations          | <input type="radio"/> Negative reputation           |
| <input type="radio"/> Concern about safety      | <input type="radio"/> Quality of Amenities               | <input type="radio"/> Do not approve of gambling    |
| <input type="radio"/> Concern about cleanliness | <input type="radio"/> Not enough diversity of activities | <input type="radio"/> Other: Please specify         |



### Millennial Entertainment Preferences

20. How many times have you visited Atlantic City in the past year?



### Millennial Entertainment Preferences

21. What is your age?

22. What is your gender?

- Male
- Female
- Other (please specify)

23. What is your primary Racial/Ethnic Identity?

- Hispanic
- White
- African American
- Native American
- Asian
- Pacific Islander
- Other (please specify)

24. What is your highest education level?

- High school diploma
- Associate Degree
- Bachelors Degree
- Masters Degree
- Doctorate Degree
- Other: Please specify

25. What is your relationship status?

- Single
- Married
- Engaged
- In a relationship
- It's complicated
- Other (please specify)

26. What is your personal income?

- Less than \$20,000
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$59,999
- \$60,000 to \$69,999
- \$70,000 to \$79,999
- \$80,000 to \$89,999
- \$90,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 or more

27. What is your zip Code?