

February 18, 2013  
FOR IMMEDIATE RELEASE

**EDITOR'S NOTE:** ATTENTION ASSIGNMENT EDITORS, Professor David Redlawsk may be contacted at 319-400-1134, 732-932-9384, ext. 285, or [redlawsk@rutgers.edu](mailto:redlawsk@rutgers.edu). Visit <http://eagletonpollblog.wordpress.com> for additional commentary. Follow the Rutgers-Eagleton Poll on Facebook at <https://www.facebook.com/RutgersEagletonPoll> and Twitter @EagletonPoll.

## **RUTGERS-EAGLETON POLL: SANDY NOT SPOILING SHORE-GOERS' PLANS**

NEW BRUNSWICK, N.J – Nearly all regular Jersey shore visitors plan to go “down the shore” this summer as usual, despite the havoc wreaked by Superstorm Sandy, according to a Rutgers-Eagleton Poll. Most – 64 percent – say they will spend about as much time as in summers past, while 13 percent say they will make longer stays. But 20 percent plan shorter visits, and in a few cases (2 percent) no visit at all. Just under two-thirds of the 22 percent who cut back say Sandy is the reason.

Besides those who live there, just under 60 percent of New Jerseyans typically visit the shore during summer, with most usually staying a week or less. Thirty-six percent are day-trippers, 21 percent visit up to three days and another 19 percent stay between four and seven days. One-quarter of shore-goers spend more than a week, including 8 percent who spend the entire summer.

About 30 percent of visitors who stay four days to a week are planning to cut back. Only 5 percent of these visitors plan to spend more time. Among other visitors, the percentage planning to spend less time is mostly offset by those who plan to spend more.

“The summer tourist season seems surprisingly stable, though perhaps down slightly based on current plans,” said David Redlawsk, director of the Rutgers-Eagleton Poll and professor of political science at Rutgers. “While some regulars will cut back due to Sandy, most expect to spend as much or more time than ever enjoying the Jersey shore. Even those cutting back are still more likely to visit than to stay away entirely.”

Atlantic City (11 percent) and Seaside Heights – home to MTV’s *Jersey Shore* – (10 percent) are respondents’ top destinations, followed by Wildwood, Long Beach Island, Point Pleasant and Ocean City.

Results are from a poll of 796 adult New Jerseyans conducted statewide among landline and cell phone households from Jan. 30 – Feb. 3 with a margin of error of +/- 3.5 percentage points.

### **How long will visitors stay?**

While Jersey Shore regulars are still planning a trip, visits may be shorter than usual. About 70 percent who normally stay more than a week still plan to visit that long, while 20 percent will make shorter stays and 7 percent are unsure of their plans. Only 2 percent of these long-term visitors will skip the shore completely. Of those who generally stay between 4 days and a week, 28 percent plan to spend fewer than four days and 3 percent have no plans to visit. But 10 percent expect to stay longer.

More than half (54 percent) of short-term visitors (up to three days) plan to take their usual vacation. Twenty percent will stay longer and 22 percent will spend less time. Almost three in 10 regular day-trippers actually plan to spend more time at the shore this year.

“Taken together, the evidence suggests the typical visitors will spend less time, rather than more time at the shore, but not by much,” said Redlawsk. “In-state tourism might decline, but not as much as might be expected after Sandy. The lure of the Jersey Shore is strong, and most respondents do not plan to let the storm interfere with their regular summer vacation beach routines.”

Just under two-thirds of all visitors expecting to cut back cite Sandy as the reason for reducing their planned shore visits. Those personally affected by the storm are nearly twice as likely to spend less time at the beach this summer.

Residents who believe New Jersey has not returned to normal since Sandy are five points more likely to spend less time at the shore than those who think the state is back to its pre-Sandy condition (20 percent versus 15 percent). Likewise, those who favor coastline reassessments over immediate rebuilding for summer are nine points more likely to cut back on shore visits.

### **The who, what, where and when of the Jersey Shore**

While most shore county residents either visit (54 percent) or live at the shore (30 percent), south Jersey/Philadelphia area residents are the next most likely to visit, at 64 percent. About 40 percent of New Jerseyans from other areas do not typically go to the beach.

Parents (70 percent) are much more likely to frequent New Jersey beaches than those without children (54 percent). The shore is also most popular among middle-aged groups: 65 percent of 30 to 49 year-olds visit, as do 62 percent of those 50 to 64. Only 55 percent of those 18 to 29 and 44 percent of those 65 and over visit. Garden Staters in the lowest income bracket are the least likely to be shore-goers (49 percent).

Day trips to the shore are most popular across the board. By a 2-to-1 margin, the childless are more likely than parents to stay the entire summer. While younger visitors are more likely to take shorter trips, older vacationers are more likely to stay longer. Well-to-do New Jerseyans are apt to take longer trips.

Atlantic City and Seaside Heights are most popular with shore visitors, followed by Wildwood, Long Beach Island (LBI), Point Pleasant and Ocean City. Urbanites (21 percent) and south Jerseyans (19 percent) are most likely to enjoy Atlantic City, but suburbanites favor LBI (12 percent). Exurban residents choose Point Pleasant (10 percent), and those in shore counties who don't live at the shore prefer Ocean City (9 percent). Visiting parents are most likely to go to Atlantic City (15 percent) or Point Pleasant (10 percent), while those without children favor Seaside Heights (12 percent) and Wildwood (11 percent).

Atlantic City is most popular with those 65 and older (23 percent) and with household incomes under \$50,000 (19 percent). Seaside Heights is most popular with the under-30 crowd (21 percent) and lowest income bracket (21 percent). Wildwood and LBI are most popular among the youngest age group and those 50 to 64, who also favor Point Pleasant. Ocean City is also a favorite destination for the oldest shore visitors.

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**Questions and Tables**

The questions covered in the release of February 18, 2013 are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey adults; all percentages are of weighted results.

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**Q. On another topic ... do you typically spend time down the Jersey Shore during your summer vacation?**

Yes	58%
No	35%
Live at the shore (vol)	7%
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Unwgt N=	795

	Region				Shore	Gender		Parental Status		
	Urban	Suburb	Exurban	Phil/South		Male	Female	Yes	No	
Yes	56%	58%	61%	64%	54%	61%	57%	70%	54%	
No	43%	41%	39%	32%	16%	33%	37%	25%	39%	
Live at shore (vol)	1%	1%	0%	4%	30%	7%	7%	5%	7%	
<hr/>										
Unwt N=	102	256	124	157	156	432	363	213	580	

	Age				<50K	Income		
	18-29	30-49	50-64	65+		50K- <100K	100K- <150K	> 150K
Yes	55%	65%	62%	44%	49%	60%	64%	67%
No	41%	30%	31%	45%	44%	35%	32%	26%
Live at shore (vol)	4%	5%	7%	11%	7%	6%	4%	7%
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Unwt N=	124	244	239	188	173	243	102	113

**[ALL OF THE FOLLOWING QUESTIONS WERE ASKED ONLY OF THOSE WHO TYPICALLY SPEND TIME DOWN THE SHORE AND WHO DO NOT LIVE THERE]**

**Q. How long do you typically stay?**

	All Adults
Day trip only	36%
Up to 3 days	21%
4 days to a week	19%
More than a week	16%
The entire summer	8%
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Unwgt N=	450

	Region				Shore	Gender		Parental Status	
	Urban	Suburb	Exurban	Phil/South		Male	Female	Yes	No
Day trip only	27%	36%	36%	40%	39%	38%	34%	38%	35%
Up to 3 days	35%	22%	21%	19%	10%	18%	24%	20%	22%
4 days to a week	18%	20%	29%	19%	11%	20%	19%	24%	17%
More than a week	7%	19%	12%	19%	14%	15%	16%	14%	17%
The entire summer	12%	3%	3%	3%	27%	8%	7%	5%	10%
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Unwt N=	53	148	74	96	79	247	203	147	302

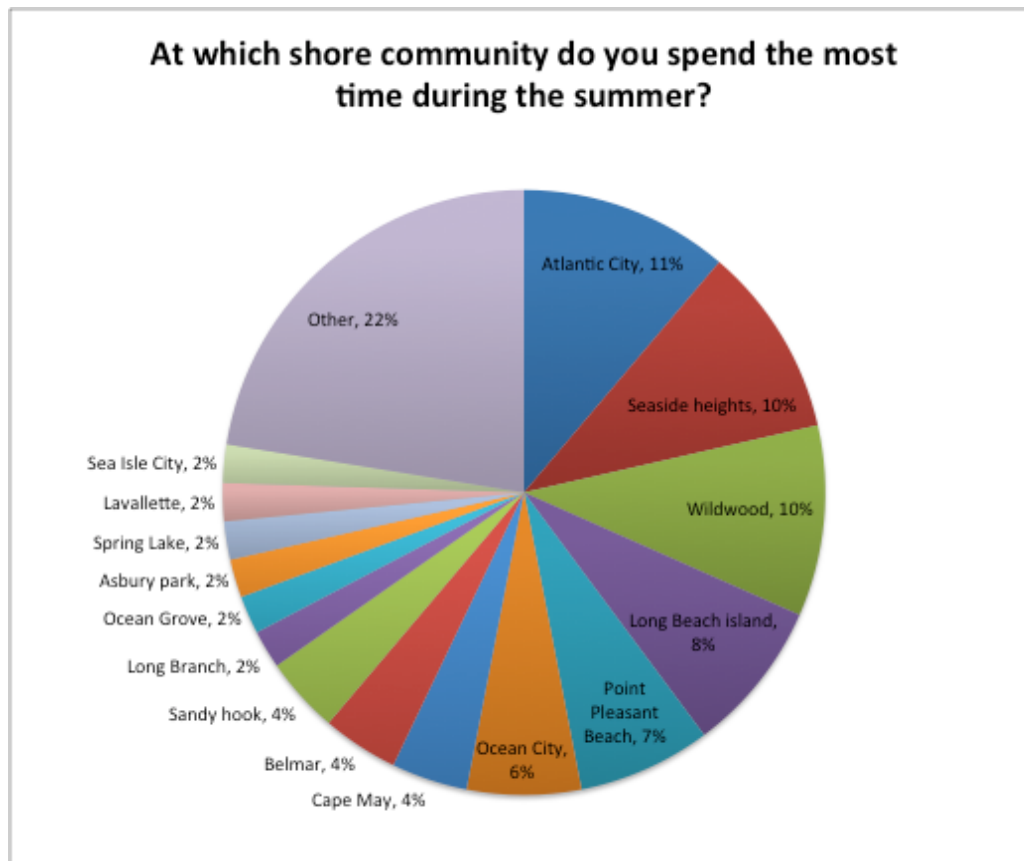
**Summer Shore Plans Feb 2013  
Rutgers-Eagleton Poll**

	Age				Income			
	18-29	30-49	50-64	65+	<50K	50K- <100K	100K- <150K	> 150K
Day trip only	30%	38%	36%	38%	39%	39%	30%	33%
Up to 3 days	23%	23%	18%	17%	24%	23%	12%	22%
4 days to a week	25%	21%	17%	13%	19%	20%	29%	18%
More than a week	17%	11%	20%	17%	13%	12%	13%	21%
The entire summer	4%	6%	9%	15%	5%	6%	16%	6%
Unwt N=	70	155	146	79	81	136	62	78

**Q. And at which shore community do you typically spend the most time during your summer vacation? [Code to list]**

Includes only communities receiving 2% or more

Atlantic City	11%	Sandy Hook	4%
Seaside Heights	10%	Long Branch	2%
Wildwood	10%	Ocean Grove	2%
Long Beach Island	8%	Asbury Park	2%
Point Pleasant Beach	7%	Spring Lake	2%
Ocean City	6%	Lavallette	2%
Cape May	4%	Sea Isle City	2%
Belmar	4%	Other	22%
Unwgt N=		448	



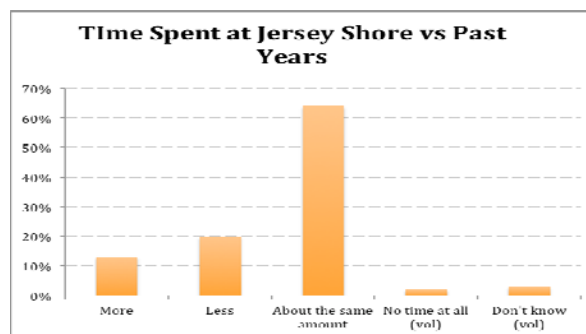
Top 6 communities only

	Region					Gender		Parental Status	
	Urban	Suburb	Exurban	Phil/South	Shore	Male	Female	Yes	No
Atlantic City	21%	7%	8%	19%	8%	12%	11%	15%	10%
Seaside Heights	24%	11%	9%	8%	3%	11%	10%	8%	12%
Wildwood	10%	8%	6%	19%	4%	11%	8%	7%	11%
Long Beach Island	10%	12%	6%	5%	4%	8%	8%	6%	9%
Point Pleasant	8%	9%	10%	3%	7%	9%	6%	10%	6%
Ocean City	2%	1%	5%	19%	9%	6%	7%	7%	6%
All Other	25%	52%	56%	27%	65%	43%	50%	47%	46%
Unwt N=	54	145	74	95	80	248	200	146	301

	Age				Income			
	18-29	30-49	50-64	65+	<50K	50K- <100K	100K- <150K	> 150K
Atlantic City	8%	12%	7%	23%	19%	15%	6%	7%
Seaside Heights	21%	10%	7%	6%	21%	8%	7%	5%
Wildwood	11%	6%	13%	10%	11%	14%	7%	4%
Long Beach Island	8%	8%	10%	3%	4%	8%	9%	7%
Point Pleasant	6%	8%	10%	3%	6%	8%	8%	10%
Ocean City	5%	6%	7%	10%	5%	7%	11%	5%
All Other	41%	50%	46%	45%	34%	40%	52%	62%
Unwt N=	67	155	145	81	80	135	62	77

**Q. This coming summer, do you expect to spend more, less, or about the same amount of time at the Jersey Shore compared to past years?**

More	13%
Less	20%
About the same amount	64%
No time at all (vol)	2%
Don't know (vol)	3%
Unwt N=	455



**Typical Length of Stay During Summer**

	Day trip only	Up to 3 days	4 days to a week	> a wk/ summer
	More	13%	15%	5%
Less	16%	20%	27%	18%
About the same amount	68%	61%	63%	61%
No time at all (vol)	2%	1%	2%	1%
Don't know (vol)	1%	2%	3%	4%
Unwt N=	157	93	82	118

**Summer Shore Plans Feb 2013  
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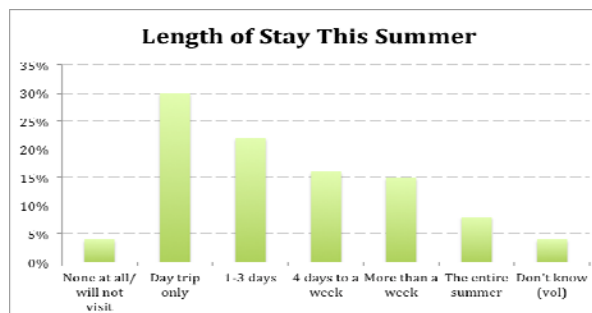
	NJ Back to Normal		Personally Affected by Sandy		Rebuild Shore Quickly as possible		Assessments first
	Yes	No	Yes	No	possible	Assessments first	
More	19%	12%	13%	12%	13%	12%	
Less	15%	20%	25%	14%	14%	23%	
About the same amount	62%	64%	58%	69%	70%	61%	
No time at all (vol)	1%	2%	2%	1%	0%	2%	
Don't know (vol)	4%	2%	2%	3%	3%	3%	
Unwgt N=	75	363	229	226	148	289	

	Region				Gender		Parental Status		
	Urban	Suburb	Exurban	Phil/South Shore	Male	Female	Yes	No	
More	22%	12%	9%	12%	11%	12%	14%	12%	
Less	30%	20%	20%	13%	18%	21%	18%	20%	
About the same amount	43%	62%	67%	74%	68%	62%	65%	63%	
No time at all (vol)	2%	2%	3%	0%	0%	2%	1%	2%	
Don't know (vol)	3%	4%	2%	0%	3%	3%	2%	3%	
Unwt N=	54	148	75	96	82	251	204	149	305

	Age				Income			
	18-29	30-49	50-64	65+	<50K	50-<100K	100-<150K	> 150K
More	17%	14%	11%	9%	16%	12%	7%	11%
Less	28%	18%	18%	15%	22%	14%	23%	22%
About the same amount	49%	65%	68%	71%	56%	70%	69%	66%
No time at all (vol)	3%	1%	1%	3%	2%	2%	0%	0%
Don't know (vol)	3%	3%	2%	1%	3%	3%	2%	1%
Unwt N=	70	158	146	81	81	138	62	78

**Q. And how long do you think you will spend at the shore this summer?**

None at all/will not visit	4%
Day trip only	30%
Up to 3 days	22%
4 days to a week	16%
More than a week	15%
The entire summer	8%
Don't know (vol)	4%
Unwgt N=	446



**Typical Stay During Summer**

This summer plans	Day trip only	Up to 3 Days	4 days to a week	> a wk/ summer
None at all/will not visit	7%	3%	3%	2%
Day trip only	62%	19%	16%	5%
Up to 3 days	19%	54%	12%	7%
4 days to a week	4%	8%	57%	8%
More than a week	6%	10%	7%	41%
The entire summer	0%	2%	3%	29%
Don't know (vol)	1%	4%	2%	7%
Unwt N=	153	92	79	117

*Summer Shore Plans Feb 2013  
Rutgers-Eagleton Poll*

	NJ Back to Normal		Personally Affected by Sandy		Rebuild Shore Quickly as possible Assessments	
	Yes	No	Yes	No	possible	first
None at all/will not visit	5%	4%	5%	4%	4%	4%
Day trip only	34%	28%	32%	28%	19%	37%
Up to 3 days	31%	20%	22%	23%	22%	23%
4 days to a week	11%	18%	14%	18%	22%	13%
More than a week	9%	18%	15%	15%	17%	14%
The entire summer	6%	8%	9%	7%	13%	6%
Don't know (vol)	3%	4%	3%	5%	3%	4%
Unwgt N=	74	355	223	223	147	282

	Region				Gender		Parental Status		
	Urban	Suburb	Exurban	Phil/South Shore	Male	Female	Yes	No	
None at all/will not visit	9%	1%	7%	3%	5%	6%	3%	3%	5%
Day trip only	30%	38%	21%	24%	30%	28%	33%	30%	31%
Up to 3 days	26%	20%	25%	29%	13%	26%	19%	22%	23%
4 days to a week	14%	15%	23%	22%	8%	15%	17%	22%	13%
More than a week	5%	19%	17%	17%	11%	14%	16%	15%	15%
The entire summer	9%	4%	2%	4%	24%	8%	7%	5%	10%
Don't know (vol)	6%	2%	5%	1%	9%	3%	5%	4%	4%
Unwt N=	52	144	73	95	82	245	201	148	297

	Age				Income			
	18-29	30-49	50-64	65+	<50K	50K- <100K	100K- <150K	> 150K
None at all/will not visit	8%	3%	2%	8%	8%	2%	4%	1%
Day trip only	16%	32%	36%	31%	26%	31%	35%	29%
Up to 3 days	32%	26%	12%	19%	28%	26%	11%	22%
4 days to a week	13%	19%	18%	8%	14%	18%	20%	15%
More than a week	18%	10%	20%	18%	13%	12%	17%	22%
The entire summer	10%	7%	8%	9%	8%	7%	8%	9%
Don't know (vol)	2%	4%	5%	6%	3%	3%	5%	2%
Unwt N=	68	157	143	78	79	134	62	78

**[IF SPENDING LESS TIME OR NO TIME AT ALL DOWN THE SHORE]**

**Q. And will you be spending less time down the shore this summer because of any reason related to Superstorm Sandy, or are your reasons unrelated to the storm?**

All Adults	
Yes	63%
No	37%
Unwgt N=	89

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**Rutgers-Eagleton Poll January 30 – February 3, 2012**

The Rutgers-Eagleton Poll was conducted by telephone Jan 30 – Feb 3, 2013 with a scientifically selected random sample of 796 New Jersey adults. Data are weighted to represent known parameters in the New Jersey population, using gender, age, race, and Hispanic ethnicity matching to 2010 US Census Bureau data. All results are reported with these weighted data. This telephone poll included 586 landline respondents and 210 cell phone respondents, all acquired through random digit dialing.

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. The sampling error for 796 adults is +/-3.5 percentage points, at a 95 percent confidence interval. Thus if 50 percent of New Jersey adults favor a particular position, one would be 95 percent sure that the true figure is between 46.5 and 53.5 percent (50 +/-3.5) if all New Jersey adults were 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 by Braun Research Incorporated. 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 focused on the study and teaching of politics and the political process.

**Weighted Sample Characteristics  
796 New Jersey Adults**

39% Democrat	48% Male	19% 18-29	64% White
42% Independent	52% Female	36% 30-49	11% Black
19% Republican		27% 50-64	16% Hispanic
		18% 65+	9% Asian/Other/Multi