

FRIDAY, JUNE 21, 2013

EDITOR'S NOTE: ATTENTION POLITICAL, ASSIGNMENT EDITORS, Ashley Koning may be contacted at 908-872-1186 (Cell) or akoning@rutgers.edu until 11pm. Visit our blog at <http://eagletonpollblog.wordpress.com> for additional commentary. Follow the Rutgers-Eagleton Poll on Facebook at <https://www.facebook.com/RutgersEagletonPoll> and Twitter @EagletonPoll.

BRIGHT OUTLOOK ON FIRST DAY OF SUMMER TWO-THIRDS OF NEW JERSEYANS PLAN TO “GO DOWN THE SHORE” THIS SEASON

NEW BRUNSWICK, N.J. – As the first day of summer arrives and vacations get into full swing, just over two-thirds of New Jersey residents say they will spend time at the Jersey shore this summer, according to a new Rutgers-Eagleton Poll. Despite the aftermath of Superstorm Sandy, 96 percent of those who typically visit the Jersey Shore plan to do so again this season. A quarter of those who don't go every year will be joining them this year.

Sandy does not seem to have shortened planned visits for most of those who usually vacation at the Jersey Shore: 63 percent will spend about as much time as in summers past, while 14 percent will stay even longer. Only 19 percent are planning shorter than normal visits, and just a few (2 percent) will not visit at all. For the 21 percent spending less time, just under six in ten say Sandy is the reason for their truncated plans.

In general, most New Jerseyans plan to go down the shore for at least a few days this summer. Among all who are planning a shore vacation, 39 percent expect to do day trips only, while 20 percent plan to do short two- to three-day stays. About 40 percent will stay longer: 15 percent will stay from four days to a week, while 17 percent plan to visit for more than a week. A very lucky seven percent will spend the whole summer at the shore.

“Summer is here, and New Jersey beachgoers are acting on the view that ‘we are stronger than the storm,’ as the ad goes,” said Ashley Koning, manager of the Rutgers-Eagleton Poll. “The outlook for the summer tourism season appears pretty stable, and while some are cutting back on their shore time this summer, most are planning to spend as much or more time catching some rays and waves and strolling the boardwalks.”

Results are from a poll of 888 New Jersey adults conducted statewide among both landline and cell phone households from June 3-9 with a margin of error of +/- 3.3 percentage points.

The typical shore crowd

Across the state, 62 percent say they “typically” spend at least some vacation at the shore, while another 6 percent live at the beach. Unsurprising to anyone who has spent time there or watched MTV's *Jersey Shore*, the summer crowd is younger and relatively urban: 71 percent of residents under 30 are regular shore-goers, compared to 41 percent of senior citizens. Shore county residents are most likely to visit the beach (85 percent visit or live there), but they are closely followed by 69 percent of Philadelphia area/South Jersey residents and 64 percent of suburban residents.

Younger visitors are more likely to take shorter trips, while older vacationers and those who are well-to-do are more likely to stay longer. Day trips are most popular for those who typically visit the shore. While more than half take shorter trips, 21 percent go for more than a week, and another 10 percent hang out for the entire summer.

While Jersey Shore regulars are still planning beach trips this season, some visits may be shorter than usual. About a quarter of typical shore-goers who usually stay four days to a week or more than a week are planning to cut back this summer, as are 22 percent of those who typically stay two to three days. But visitors who take day trips or spend the entire summer are more likely to say they plan to spend more time there this season than to say they are cutting back their visits. Fifty-eight percent who will be spending less time at the beach this summer cite Sandy as the reason, and those personally affected by Sandy are more likely to say they will spend less time at the shore this summer as well. Those aware of the “stronger than the storm” ads are 11 points more likely than those who are not to say they will stay for about the same amount of time this summer as in summers past.

“Typical shore-goers do not seem all that deterred by any remnants of Sandy,” said Koning. “While the storm has some effect on their plans and some will visit for a shorter time, most plan to come back for their usual stay, and the promotional campaign seems to be reinforcing this notion among those who are aware of it.”

Most able to rent or return to summer homes despite Sandy damage

As for where they stay, 45 percent of the typical shore crowd rents down the shore, 22 percent own a summer home, and 30 percent say they do not stay overnight. Twenty-four percent of summer homeowners say their houses suffered significant damage from Hurricane Sandy, but 9 out of 10 homeowners are still able to stay in their homes this summer. One in ten either relocated to another place or are still looking for one. Among those who typically rent, nearly three-quarters say they have had no problems renting this year, compared to only 8 percent who say they have had a problem; eighteen percent are unsure of their rental status for this summer.

Older visitors are more likely to own a home down the shore than younger visitors. More affluent households are also more likely to own a summer home than those in lower income brackets. Over a third of those living in shore areas own a home at the shore, as do 32 percent of those who live in south Jersey and a quarter of those from exurban counties.

The longer the typical shore stay, the more likely it is that the visitor is a homeowner. Those who stay the longest are by far the most likely to be home owners: 81 percent of those who stay the entire summer own homes there, compared to just 6 percent who make day trips and more than twice the number of summer home owners who go to the shore for more than a week. Those who make day trips are most likely neither to rent nor own a place, while more than 6 in 10 of those who stay for 2-3 days or more than a week, and more than 7 in 10 of those who stay for 4 days to a week, are more likely to rent.

Who’s going this summer and for how long

While 62 percent of residents typically visit the shore, they will be joined this year by many less-regular visitors, who do not seem deterred by worries about Sandy damage. Fully two-thirds of Garden Staters plan to vacation at the Jersey Shore.

New Jerseyans from all over the state are getting ready to go down the shore this summer. Those residents who have seen or heard the “stronger than the storm” ad campaign promoting Jersey Shore tourism are also 9 points more likely to say they plan to head down the shore this summer – 70 percent, compared to 61 percent who are not aware of the ads.

Day trips continue to be most popular this summer among all visitors – especially with those who live in urban (51 percent) and exurban (41 percent) areas, and are in the lowest income bracket (44 percent). Summer homeowners are more likely to stay down the shore longer as well, while renters are more likely to stay for shorter periods of time.

Residents who have seen or heard the “stronger than the storm” ads are also more likely to spend a longer time at the shore than those who have not seen them – 5 points more likely to spend 4 days to a week, 8 points more likely to spend more than a week, and 1 point more likely to spend the entire summer there.

New Jerseyans new to the shore scene will be taking shorter trips this year than seasoned beach goers. Almost twice as many casual visitors as regulars will be taking day trips only, while those who typically spend time at the shore are much more likely to go for the week or entire summer – 27 percent versus just 1% of newcomers.

“Nothing says summer like going down the Jersey Shore,” said Koning. “And for both seasoned and first-time shore-goers, this summer seems to be no exception. Newcomers may not be staying as long, but they are still planning to put in a good number of days down the shore this summer.”

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QUESTIONS AND TABLES BEGIN ON THE FOLLOWING PAGE

Questions and Tables

The questions covered in the release of June 21, 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.

Q. On another topic, we've just celebrated Memorial Day, the traditional start of summer. Thinking about your TYPICAL summer, do you USUALLY spend any time at the Jersey Shore during summer vacation?

Yes	62%
No	33%
Live at the shore (vol)	6%
Unwgt N=	884

	Region				Gender		
	Urban	Suburb	Exurban	Phil/South	Shore	Male	Female
Yes	61%	64%	50%	69%	61%	62%	61%
No	37%	35%	49%	27%	15%	33%	32%
Live at shore (vol)	2%	1%	1%	4%	24%	5%	7%
Unwt N=	99	313	151	135	186	418	466

	Age				Income			
	18-29	30-49	50-64	65+	<50K	50K- <100K	100K- <150K	> 150K
Yes	71%	65%	62%	41%	61%	62%	64%	61%
No	24%	31%	31%	49%	35%	28%	30%	33%
Live at shore (vol)	5%	4%	7%	10%	4%	10%	5%	6%
Unwt N=	113	232	287	252	182	208	132	115

[ASKED ONLY OF THOSE WHO DO NOT TYPICALLY SPEND TIME DOWN THE SHORE AND WHO DO NOT LIVE THERE]

Q. Do you expect to spend any time at the shore THIS summer?

		Aware of Stronger than the Storm Ad	
		Yes	No
Yes	27%	27%	28%
No	68%	72%	64%
Don't know	5%	1%	9%
Unwgt N=	302	196	95

[COMBINED TOTAL OF ALL PLANNING TO GO DOWN THE SHORE THIS YEAR FROM PREVIOUS QUESTIONS]

		Aware of Stronger than the Storm Ad	
		Yes	No
Yes	67%	70%	61%
No	32%	30%	38%
Don't know	1%	1%	1%
Unwgt N=	887	669	201

*Summer Shore Plans June 2013
Rutgers-Eagleton Poll*

	Region					Gender	
	Urban	Suburb	Exurban	Phil/South	Shore	Male	Female
Yes	73%	70%	56%	74%	61%	70%	65%
No	25%	29%	43%	26%	38%	30%	34%
Don't know	2%	1%	0%	0%	1%	0%	1%
Unwt N=	100	313	152	136	186	419	468

	Age				Income			
	18-29	30-49	50-64	65+	<50K	50K- <100K	100K- <150K	> 150K
Yes	78%	72%	64%	46%	68%	69%	72%	67%
No	22%	28%	35%	52%	31%	31%	28%	33%
Don't know	0%	0%	2%	1%	1%	0%	0%	0%
Unwt N=	113	234	288	252	182	208	132	115

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

Q. In the past, how long have you typically stayed at the shore during summer? Is it:

		Rent or Own Summer Home		
		Rent	Own	Neither
Day trip only	36%	17%	10%	83%
2-3 days	20%	28%	16%	10%
4 days to a week	14%	22%	12%	2%
More than a week	21%	29%	27%	5%
The entire summer	10%	4%	36%	0%
Unwgt N=	513	225	125	141

	Region					Gender	
	Urban	Suburb	Exurban	Phil/South	Shore	Male	Female
Day trip only	44%	40%	28%	32%	33%	37%	35%
Up to 3 days	18%	26%	15%	24%	7%	20%	20%
4 days to a week	14%	14%	20%	10%	11%	13%	14%
More than a week	19%	18%	30%	23%	19%	20%	22%
The entire summer	4%	2%	7%	11%	30%	10%	9%
Unwt N=	57	188	76	89	103	241	272

	Age				Income			
	18-29	30-49	50-64	65+	<50K	50K- <100K	100K- <150K	> 150K
Day trip only	42%	39%	29%	31%	36%	36%	32%	29%
Up to 3 days	21%	22%	14%	22%	28%	18%	17%	21%
4 days to a week	14%	9%	19%	16%	14%	12%	17%	12%
More than a week	14%	19%	30%	20%	9%	27%	25%	27%
The entire summer	10%	10%	8%	11%	13%	7%	9%	11%
Unwt N=	81	151	177	104	99	121	86	66

*Summer Shore Plans June 2013
Rutgers-Eagleton Poll*

Q. Do you usually rent a place to stay at the shore, or do you or your family own a house there?

		Typical Length of Stay During Summer				
		Day trip only	2-3 days	4 days to a week	> a wk	Entire summer
Rent	45%	21%	65%	72%	63%	19%
Own	22%	6%	18%	19%	29%	81%
Don't stay overnight	30%	70%	16%	5%	7%	0%
Don't know	2%	3%	2%	4%	1%	0%
Unwgt N=	506	164	89	79	120	52

	Region					Gender	
	Urban	Suburb	Exurban	Phil/South	Shore	Male	Female
Rent	47%	52%	51%	45%	27%	46%	44%
Own	9%	15%	25%	32%	35%	21%	23%
Don't stay overnight	43%	31%	20%	23%	34%	31%	29%
Don't know	1%	2%	4%	1%	4%	2%	3%
Unwt N=	57	184	75	87	103	239	267

	Age				Income			
	18-29	30-49	50-64	65+	<50K	50K- <100K	100K- <150K	> 150K
Rent	44%	44%	48%	45%	49%	54%	43%	45%
Own	17%	21%	27%	24%	16%	19%	35%	23%
Don't stay overnight	37%	31%	24%	29%	34%	23%	21%	27%
Don't know	2%	4%	2%	1%	1%	3%	1%	5%
Unwt N=	82	149	174	101	96	120	83	68

[FOLLOWING QUESTIONS ASKED ONLY OF THOSE WHO OWN A HOME DOWN THE SHORE]

Q. Did the house at the shore suffer significant damage from Hurricane Sandy?

Yes	24%
No	76%
Unwgt N=	123

Q. Will you be able to stay there this summer or did you need to find another place to stay?

Stay in house	90%
Found another place	9%
Need another place, but have not found (vol)	1%
Unwgt N=	124

[ASKED ONLY OF THOSE WHO RENT OR NOW NEED TO RENT DUE TO HOME DAMAGE]

Q. Did you have trouble finding a place to rent this summer?

Yes	8%
No	73%
Don't know	19%
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Unwgt N=	253

[ASKED ONLY OF THOSE WHO TYPICALLY SPEND TIME DOWN THE SHORE AND WHO DO NOT LIVE THERE]

Q. Now, thinking about this summer, do you expect to spend more time at the shore, less time, or about the same amount of time as you typically spent there in the past?

		Aware of Stronger than the Storm Ad	
		Yes	No
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More	14%	12%	20%
Less	19%	20%	18%
About the same amount	63%	66%	55%
No time at all (vol)	2%	1%	3%
Don't know	2%	1%	4%
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Unwgt N=	515	409	99

	Typical Length of Stay During Summer					Personally Affected by Sandy	
	Day trip only	2-3 days	4 days to a week	> a wk	Entire summer	Yes	No
<hr/>							
More	17%	14%	9%	8%	16%	16%	12%
Less	15%	22%	25%	26%	9%	23%	16%
About the same amount	65%	61%	64%	59%	72%	58%	69%
No time at all (vol)	1%	1%	2%	4%	3%	2%	2%
Don't know	1%	2%	1%	2%	0%	1%	2%
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Unwt N=	167	93	80	121	52	249	266

	Region				Gender		
	Urban	Suburb	Exurban	Phil/South Shore	Male	Female	
<hr/>							
More	17%	16%	10%	13%	10%	11%	17%
Less	24%	22%	22%	19%	10%	18%	21%
About the same amount	56%	58%	64%	66%	77%	69%	58%
No time at all (vol)	0%	3%	3%	1%	1%	1%	3%
Don't know	3%	2%	0%	1%	1%	2%	2%
<hr/>							
Unwt N=	58	189	76	89	103	243	272

	Age				Income			
	18-29	30-49	50-64	65+	<50K	50-<100K	100-<150K	> 150K
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More	13%	18%	10%	9%	16%	13%	13%	16%
Less	20%	22%	15%	19%	18%	24%	15%	13%
About the same amount	65%	58%	68%	68%	61%	62%	68%	70%
No time at all (vol)	0%	1%	4%	4%	1%	%	2%	1%
Don't know	2%	1%	3%	1%	3%	0%	2%	0%
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Unwt N=	82	151	178	104	99	121	86	68

*Summer Shore Plans June 2013
Rutgers-Eagleton Poll*

[ASKED ONLY OF THOSE WHO ARE GOING DOWN THE SHORE THIS SUMMER AND WHO DO NOT LIVE THERE]

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

		Aware of Stronger than the Storm Ad		Usually Spend Time at Shore		Rent or Own Summer Home		
		Yes	No	Yes	No	Rent	Own	Neither
Day trip only	39%	36%	48%	36%	63%	28%	5%	69%
2-3 days	20%	19%	22%	21%	15%	28%	11%	16%
4 days to a week	15%	16%	11%	14%	19%	16%	21%	5%
More than a week	17%	19%	11%	19%	1%	22%	30%	8%
The entire summer	7%	8%	7%	8%	0%	3%	31%	0%
None at all/will not visit	1%	2%	1%	1%	1%	2%	1%	1%
Don't know	1%	1%	2%	1%	2%	1%	1%	1%
Unwgt N=	572	446	117	503	69	219	122	140

	Typical Stay During Summer					Personally Affected by Sandy	
	Day trip only	2-3 Days	4 days to a week	> a wk	Entire summer	Yes	No
Day trip only	74%	24%	15%	8%	1%	39%	39%
2-3 days	11%	58%	25%	5%	3%	21%	19%
4 days to a week	7%	11%	42%	16%	6%	13%	17%
More than a week	6%	5%	16%	63%	11%	16%	17%
The entire summer	0%	0%	0%	4%	77%	9%	5%
None at all/will not visit	1%	1%	1%	3%	1%	2%	1%
Don't know	1%	1%	1%	1%	0%	1%	2%
Unwt N=	165	91	78	117	50	271	301

	Region					Gender	
	Urban	Suburb	Exurban	Phil/South Shore	Shore	Male	Female
Day trip only	51%	37%	41%	37%	36%	40%	38%
2-3 days	18%	26%	17%	16%	11%	21%	19%
4 days to a week	13%	18%	13%	16%	8%	15%	14%
More than a week	10%	17%	23%	22%	12%	14%	20%
The entire summer	2%	%	4%	7%	29%	9%	6%
None at all/will not visit	3%	1%	1%	1%	2%	1%	2%
Don't know	3%	1%	1%	1%	1%	1%	2%
Unwt N=	71	209	87	99	106	275	297

	Age					Income			
	18-29	30-49	50-64	65+	<50K	50K-<100K	100K-<150K	> 150K	
Day trip only	40%	42%	32%	41%	44%	40%	33%	26%	
2-3 days	23%	19%	17%	24%	25%	19%	17%	18%	
4 days to a week	17%	14%	16%	11%	9%	12%	23%	21%	
More than a week	10%	16%	25%	14%	9%	21%	17%	29%	
The entire summer	11%	6%	6%	5%	11%	7%	7%	5%	
None at all/will not visit	0%	2%	1%	2%	1%	1%	2%	1%	
Don't know	0%	%	3%	3%	1%	%	0%	0%	
Unwt N=	89	169	189	125	116	135	94	74	

[ASKED ONLY IF SPENDING LESS TIME DOWN THE SHORE THAN IN THE PAST]

Q. Is the reason you will spend less time at the shore this summer because of any reason related to Superstorm Sandy, or are your reasons unrelated to the storm?

Due to Sandy	58%
Not due to Sandy	42%
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Unwgt N=	99

Rutgers-Eagleton Poll June 3-9, 2013

The Rutgers-Eagleton Poll was conducted by telephone June 3-9, 2013 with a scientifically selected random sample of 888 New Jersey adults. Data are weighted to represent known parameters in the New Jersey adult population, using gender, age, race, and Hispanic ethnicity matching to US Census Bureau data. All results are reported with these weighted data. This telephone poll included 688 landline and 200 cell phone registered voters, 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 888 adults is +/-3.3 percentage points, at a 95 percent confidence interval. Thus if 50 percent of New Jersey adults favored a particular position, one would be 95 percent sure that the true figure is between 46.7 and 53.3 percent (50 +/-3.6) 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 Opinion Access Corporation and 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.

Weighted Sample Characteristics			
888 New Jersey Adults			
42% Democrat	49% Male	21% 18-29	55% White
40% Independent	50% Female	38% 30-49	13% Black
19% Republican		25% 50-64	18% Hispanic
		16% 65+	14% Asian/Other/Multi