

The Star-Ledger/Eagleton-Rutgers Poll

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RELEASE INFORMATION

A story based on the survey findings presented in this release and background memo will appear in Sunday's *Star-Ledger*. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton Poll*."

Please note that for this release the list of summer activities was divided into two lists with eight activities in each list. Each list was asked to separate samples of 400 state residents. The margin of sampling error for each sample of 400 is about ± 5 percent.

SUMMER FUN: THE VIEW FROM NEW JERSEY

New Jerseyans are planning to enjoy a wide range of different summer activities. The most popular ones are picnics and barbecues, visits to parks, and trips to the beach. Fewer state residents expect to play golf, enjoy tennis, attend a New Jersey farm team baseball game, or coach youth athletic teams.

Nine-in-ten New Jerseyans intend to have a picnic or a barbecue, 9-in-10 plan to visit a park, and 8-in-10 expect to go to the beach.

Swimming, traveling to an amusement park, gardening, and bicycling are activities that half or more New Jerseyans expect to do in the summer of 1995. Three-in-four say they'll swim, about 6-in-10 plan a trip to an amusement park or intend to do some gardening, and half expect to go bicycling.

Less than half of the state's residents intend to go boating, jogging, fishing, or camping. Four-in-ten intend to boat or sail, run or jog, or fish or hunt. Camping or hiking is the choice of about a third of the state's residents.

Team sports, golf, tennis, going to a farm baseball team game, or coaching youth

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sports are the choice of 1-in-4 or fewer residents. While 1-in-4 plan to participate in a team sport such as softball or volleyball, 1-in-5 intend to play golf, to play tennis, or to attend one of New Jersey's farm baseball team games, and 1-in-10 expect to coach Little League or some other children's team.

The Jersey shore is a major attraction with 8-in-10 state residents intending to visit at least one day between Memorial Day and Labor Day. New Jerseyans are strong supporters of the Jersey shore with 8-in-10 saying that it is one of New Jersey's best features.

The *Star-Ledger*/Eagleton Poll conducted by telephone between May 25 and June 1, 1995 with 802 New Jersey adults also found that almost half say that the Jersey shore is in better condition today than it was 5 years ago.

"New Jerseyans are looking forward to doing lots of different activities this summer," commented Janice Ballou, Poll Director. "The Jersey Shore is a major state resource that residents plan to enjoy."

SUMMER ACTIVITIES

With summer getting into full swing, New Jerseyans identify picnics, visits to a park, and visits to the beach as their favorite activities among a list of sixteen possible things to do. The following highlights the range of expected participation for these activities.

- **Have a Picnic or Barbecue (88%)**

Close to 9-in-10 New Jerseyans say they expect to picnic or barbecue a lot (32%), occasionally (35%), or a few times (21%) during the summer of 1995.

- **Visit a Park (87%)**

Visiting a park is an activity 87 percent of the state's residents plan on doing this summer a lot (31%), occasionally (35%), or a few times (21%) during the summer of 1995.

- **Go to the Beach (79%)**

Beach visits are planned by 79 percent who say they will go a lot (23%), occasionally (31%), or a few times (25%).

- **Go Swimming (73%)**

Among the 73 percent who expect to swim this summer, 30 percent say they will do it a lot compared to 27 percent who say occasionally, and 16 percent a few times.

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•Go to an Amusement Park (65%)

Amusement parks are the intended destination of 65 percent of New Jerseyans this summer. Eight percent say they will be there a lot, 26 percent occasionally, and 31 percent a few times.

•Gardening (62%)

Sixty-two percent expect to be gardening a lot (33%), occasionally (20%), or a few times (9%) this summer.

•Go Bicycling (52%)

About half of New Jersey residents intend to bike a lot (15%), occasionally (26%), or a few times (11%) between Memorial Day and Labor Day.

•Go Boating or Sailing (41%)

Forty-one percent plan to go boating or sailing a lot (8%), occasionally (15%), or a few times (18%) this summer.

•Go Running or Jogging (38%)

Running or jogging is an activity 38 percent of the state's residents plan on doing a lot (15%), occasionally (17%), or a few times (6%).

•Go Fishing or Hunting (38%)

About 1-in-4 New Jersey residents intend to fish or hunt a lot (10%), occasionally (18%), or a few times (10%) during the summer months.

•Go Camping or Hiking (34%)

Camping or hiking is an activity a third of the state's residents expect to do this summer a lot (5%), occasionally (12%), or a few times (17%).

•Play a Team Sport (26%)

Twenty-six percent say they intend to participate in team sports such as softball or volleyball a lot (8%), occasionally (10%), or a few times (8%).

•Play Golf (22%)

Playing golf is an activity about 1-in-5 state residents expect to do this summer a lot (6%), occasionally (8%), or a few times (8%).

•Play Tennis (19%)

About 1-in-5 New Jerseyans see tennis as an activity they will participate in a lot (5%), occasionally (9%), or a few times (5%).

•Attend a New Jersey Farm Baseball Team Game (18%)

The Trenton Thunder or the New Jersey Cardinal baseball games are the intended destination of about 1-in-5 state residents who say they expect to go a lot (3%), occasionally (6%), or a few times (9%).

•Coach Little League or Children's Sports Team (9%)

About 1-in-10 New Jerseyans expect to coach a children's sports team a lot (5%), occasionally (2%), or a few times (2%) in the summer of 1995.

Men and women are generally about equal in their intentions to picnic, visit a park, go to the beach, swim, visit an amusement park, go boating, and to play tennis. Men are more

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likely than women to expect to bike, jog, fish, camp, golf, play a team sport, go to a New Jersey farm team baseball game, and coach a youth team. Women are more likely than men to plan on gardening this summer.

Generally, younger state residents are more likely to expect to do these summer activities than older New Jerseyans.

THE JERSEY SHORE

Most state residents plan to take advantage of the Jersey shore this summer. Eight-in-ten will spend from 1 to 10 days (43%), 11 to 30 days (22%), or more than 30 days (13%) at the Jersey shore. New Jersey residents who are 65 years old or older (63%) and those between 50 and 64 years old (75%) are less likely than those who are between 30 and 49 years old (81%) or between 18 and 29 years old (85%) to plan a visit to the Jersey shore. Also residents in Central (86%) and Southern (82%) Jersey are more likely than those in Northern Jersey (71%) to go to the Jersey shore. New Jerseyans with total annual family incomes of less than \$30,000 (67%) are less likely to expect to visit the shore than residents in other income groups.

Eight-in-ten state residents agree strongly (62%) or mildly (19%) that the shore is one of New Jersey's best features compared to 15 percent who mildly (10%) or strongly (5%) disagree. Residents in Central (90%) and South (86%) Jersey are more likely than those in North Jersey (75%) to agree the shore is one of the state's best features.

Residents are optimistic about the condition of the Jersey shore. Forty-five percent say the shore is in better condition than five years ago compared to 27 percent who say it is the same and 17 percent who feel it is worse.

BACKGROUND MEMO — RELEASE SL/EP53-3 (EP103-3), SUNDAY, JULY 2, 1995

The latest *Star-Ledger/Eagleton* Poll was conducted between May 25 and June 1, 1995, when a random sample of 802 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about ± 3.5 percent at a 95 percent confidence interval. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from that population. Sampling error does not take into account other possible sources of error inherent in any study of public opinion. The questions and figures referred to in this release are presented below. The location of each question on the actual questionnaire is in brackets.

"I'm going to read a list of sports and activities which some people like to do during the summer. For each activity I mention please tell me whether you personally intend to take part in it between now and Labor Day. First, will you (READ ITEM) this summer? (If "YES": Will you do this a lot, occasionally, or only a few times this summer)? [Q.30A-B] Note: Each list below was asked to separate samples of 400. The margin of sampling error for 400 is $\pm 5\%$.

	A <u>Lot</u>	<u>Occasionally</u>	A Few <u>Times</u>	Will <u>Not Do</u>	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
<u>List A:</u>							
--Have a picnic or barbecue	32%	35%	21%	12%	--	100%	(404)
--Go swimming	27	16	26	1%	--	(404)	
--Do some gardening	33	20	9	38	--	100	(404)
--Go running or jogging	15	17	6	62	--	100	(404)
--Go camping or hiking	5	12	17	65	--	99	(404)
--Play a team sport, such as softball or volleyball	8	10	8	74	1	101	(404)
--Play golf	6	8	8	79	--	101	(404)
--Go to one of New Jersey's farm baseball team games: The Trenton Thunder or the New Jersey Cardinals	3	6	9	81	1	100	(404)
<u>List B:</u>							
--Visit a park	31%	35%	21%	12%	1%	100%	(398)
--Go to the beach	23	31	25	20	1	100	(398)
--Go to an amusement park	8	26	31	34	1	100	(398)
--Go bicycling	15	26	11	47	--	99	(398)
--Go boating or sailing	8	15	18	59	1	101	(398)
--Go fishing or hunting	10	18	10	62	--	100	(398)
--Play tennis	5	9	5	81	--	100	(398)
--Coach little league or a children's sports team	5	2	2	90	1	100	(398)

"There are about 100 days between Memorial Day and Labor Day, about how many of these days do you plan on spending at the New Jersey shore?" [Q.31]

	<u>None</u>	<u>1 - 10 Days</u>	<u>11 - 30 Days</u>	<u>Over 30 Days</u>	<u>Total</u>	<u>(n)</u>
Total, May 1995	22%	43%	22%	13%	99%	(802)

Age

--18 - 29	15	44	28	13	100	(135)
--30 - 49	18	45	26	10	99	(327)
--50 - 64	26	48	12	15	101	(163)
--65 or older	37	33	16	14	100	(148)

Total Annual Family Income

--Less than \$30,000	34	36	16	15	101	(167)
--\$30,001 - \$50,000	14	49	25	11	99	(200)
--\$50,001 - \$70,000	13	44	30	12	99	(131)
--More than \$70,001	16	49	21	14	100	(182)

Region

--Northern	28	47	20	4	99	(376)
--Central	15	46	22	18	101	(208)

--Southern 18 34 25 23 100 (204)

"Do you agree or disagree that the shore is one of New Jersey's best features? (**PROBE:** Do you agree/disagree, strongly/mildly?)" [Q.32]

	<u>Strongly Agree</u>	<u>Mildly Agree</u>	<u>Mildly Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
Total, May 1995	62%	19%	10%	5%	3%	99%	(802)

Region

--Northern	53	22	13	8	4	100	(383)
--Central	72	18	7	1	3	101	(212)
--Southern	71	15	7	5	1	99	(207)

PAST SURVEYS

April, 1992	64	18	6	7	4	99	(800)
June, 1989	59	17	11	9	4	100	(800)

November, 1984 87 9 4 100 (500)

"Do you think the New Jersey shore is in better condition, worse condition or about the same condition as 5 years ago?" [Q.33]

	<u>Better Condition</u>	<u>Worse Condition</u>	<u>About The Same Condition</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
Total, May 1995	45%	17%	27%	10%	99%	(802)

Region

--Northern	41	21	27	11	100	(383)
--Central	53	13	26	8	100	(212)
--Southern	47	16	27	10	100	(207)