

The Star-Ledger/**Eagleton-Rutgers Poll**

A QUARTER CENTURY OF NEW JERSEY DEVELOPMENTS: SUCSESSES AND FAILURES

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A story based on this release will appear in the Sunday December 19th Star-Ledger. We ask users to properly attribute this copyrighted information to "The Star-Ledger/Eagleton-Rutgers Poll."

This is the second of six releases from a November survey looking at New Jersey at the brink of a new century. Releases between Christmas and New Years will look ahead to how New Jerseyans believe life will change in their state around key policy areas over the years ahead, how their own lives may change, the use of technology in everyday life and the changing work environment.

Ask the public to look in the rear-view mirror over the past quarter-century and they will tell you that the Meadowlands Sports Complex and the Performing Arts Center in Newark are New Jersey's crowning accomplishments. The two most conspicuous failures are the State Plan to manage growth and development and efforts to persuade commuters to give up their private automobiles for mass transit, according to those same eyes.

The most recent Star-Ledger/Eagleton-Rutgers Poll asked a random sample of New Jersey adults their opinions about 12 long-term developments, most of which were planned and implemented over the last 10 to 20 years. Those interviewed in the November statewide poll were asked to describe each as "successful," "not successful," or having met with "mixed success." In most cases, New Jerseyans like what they see.

These dozen developments fall into five groupings based on the number of those assessing development to be "successful" compared to the number evaluating each as "not successful." The five categories are:

I. Major Achievements

- The Performing Arts Center in Newark
- The development of the Meadowlands Sports Complex

By margins of better than 10 to 1, more people describe these two New Jersey developments as successful than unsuccessful. The Meadowlands and the PAC also span

the gap of time explored in the survey. The Meadowlands has been an established landmark since the mid 1970s; the PAC is a relative newcomer. Perhaps benefiting from the euphoria of newness, the PAC led the list of the 12 developments asked about. Among those offering an opinion, 71 percent say the PAC has been successful compared to just 4 percent who say it has not. Among those offering an appraisal of the Meadowlands Sports Complex, positive assessments outnumbered negative ones by 71 to 6 percent.

Cliff Zukin, director of the poll commented, "It is ironic that the two projects New Jerseyans view as having been the most successful in the past now have their future linked in some important ways. While the survey did not ask about the redevelopment of Newark as a whole, the PAC is a major first part of the hoped-for renaissance of Newark. The Nets desperately want to move from the Meadowlands to Newark as a second stage, and would like the Devils' Hockey team to move with them. Such moves would likely have a significant impact on the economic viability of the Meadowland Sports Complex."

II. Success Stories

- The development of the Hudson Waterfront
- Renewal efforts in the city of Hoboken
- Efforts to clean up and protect the New Jersey Shore

By margins of about 5 to 1, New Jerseyans give thumbs-up to three developments that can be considered clear success stories. Almost all New Jerseyans (90%) have an opinion about the success of efforts to clean up and protect the shore, and their verdict is decidedly positive--more view these efforts as successful than not successful by a lopsided margin of 58 to 12 percent. While far fewer have opinions about the rebirth of the Hudson waterfront (50%) and Hoboken (43%), those familiar with these related North Jersey developments are extremely pleased with what has taken place.

III. Solid Accomplishments

- The re-development of New Brunswick
- Casino gambling in Atlantic City
- The development of high-tech corridors such as around Route 1 and 287

These three developments are judged as being successful rather than unsuccessful by margins of about 3 to 1. However, there are clear differences in how familiar New Jerseyans are with each. While 4 in 5 have an opinion of casino gambling, just 3 in 5 have an opinion of the success of the high tech corridors and 1 in 3 of New Brunswick's re-development.

Zukin noted that public opinion about casino gambling has always been a mixture of positive and negative sentiments. A January 1999 survey conducted by the Rutgers-based polling organization reported the following:

Three-quarters of New Jerseyans approve of casino gambling in AC. The vast majority feels it has been good both for the state and for the way others see New Jersey. Fully 7-in-10 have gambled in AC at least once; four-in-ten report having done so in the past year. However, New Jerseyans don't see casino gambling as having lived up to its promise to revitalize Atlantic City. Just one-third see AC coming back as a major resort center; just one-quarter say gambling has been good for people who live in AC as well as the casino-hotels.

IV. Disappointments

- Plans to preserve open space and farmland
- Efforts to remove New Jersey from the shadows of New York and Philadelphia and develop a sense of state pride and identity.

About equal numbers view efforts on behalf of these two concerns to be successful and unsuccessful. Just over one-quarter (29%) say the state has been successful in its efforts to preserve open space and farmland, another quarter (26%) feel it has not been successful, and the plurality (44%) believe efforts have met with just mixed success. Figures for state residents' views about the development of state pride and identity are remarkably similar. New Jerseyans clearly believe the state can do better in addressing these issues.

V. Failures

- The state plan for development to stop suburban sprawl and manage growth
- Moving commuters from the automobile to mass transit

These are the only two areas where more New Jerseyans feel that goals have not been achieved than believe they have--and by substantial margins of 2 to 1. About two-thirds (65%) have an opinion about the state plan to manage growth. And while perhaps not well informed, opinion clearly tilts to the negative: just 14 percent call this effort "successful," 39 percent say "not successful," and 47 percent say the plan has met with "mixed" success.

Almost everyone (87%) also has an opinion about mass transit. Just one-quarter believe efforts to divert commuters from their cars to public transportation has been successful. Twice as many say it has been unsuccessful, and the remaining quarter believe it has had mixed success.

Zukin commented, "In some ways the perceived failure of the state plan and of public transportation are linked. As growth occurs in suburban areas mass transit becomes less of an option for workers."

Tiers of Visibility

The 12 long-term developments can also be grouped by how visible they are to the New Jersey public. Sorting them according to the percentage able to offer an assessment of each brings the following rankings:

There are 6 developments of which the public is well aware. At least three-quarters of New Jerseyans offer an opinion about:

- Clean up of the New Jersey shore (90%)
- Moving commuters from the automobile to mass transit (87%)
- Efforts to bolster state identity and pride (83%)
- Plans to preserve open space and farmland (83%)
- Casino gambling in Atlantic City (82%)
- The development of the Meadowlands Sports Complex (75%)

In the next tier are 4 developments the public has limited familiarity with. In each case between half and two-thirds of the public offered an assessment about:

- The state plan for development and growth management (65%)
- The Performing Arts Center in Newark (62%)
- The development of high-tech corridors in the state (58%)
- The development of the Hudson waterfront (50%)

Finally, the remaining two developments could be classified as "well kept secrets." Just about four-in-ten were able to offer an opinion about the re-invigoration of two of the state's small urban areas:

- Renewal efforts in the city of Hoboken (43%)
- The re-development of New Brunswick (36%)

The survey was conducted with a random sample of 400 New Jersey adults between November 16 and 24th, and has a sampling error of ± 5 percent.

The Millennium Survey
Field Dates Nov 16-24, 1999
TOTAL N = 804

Past Developments in New Jersey: Successes and Failures

The data referred to in this news release come from the following questions.

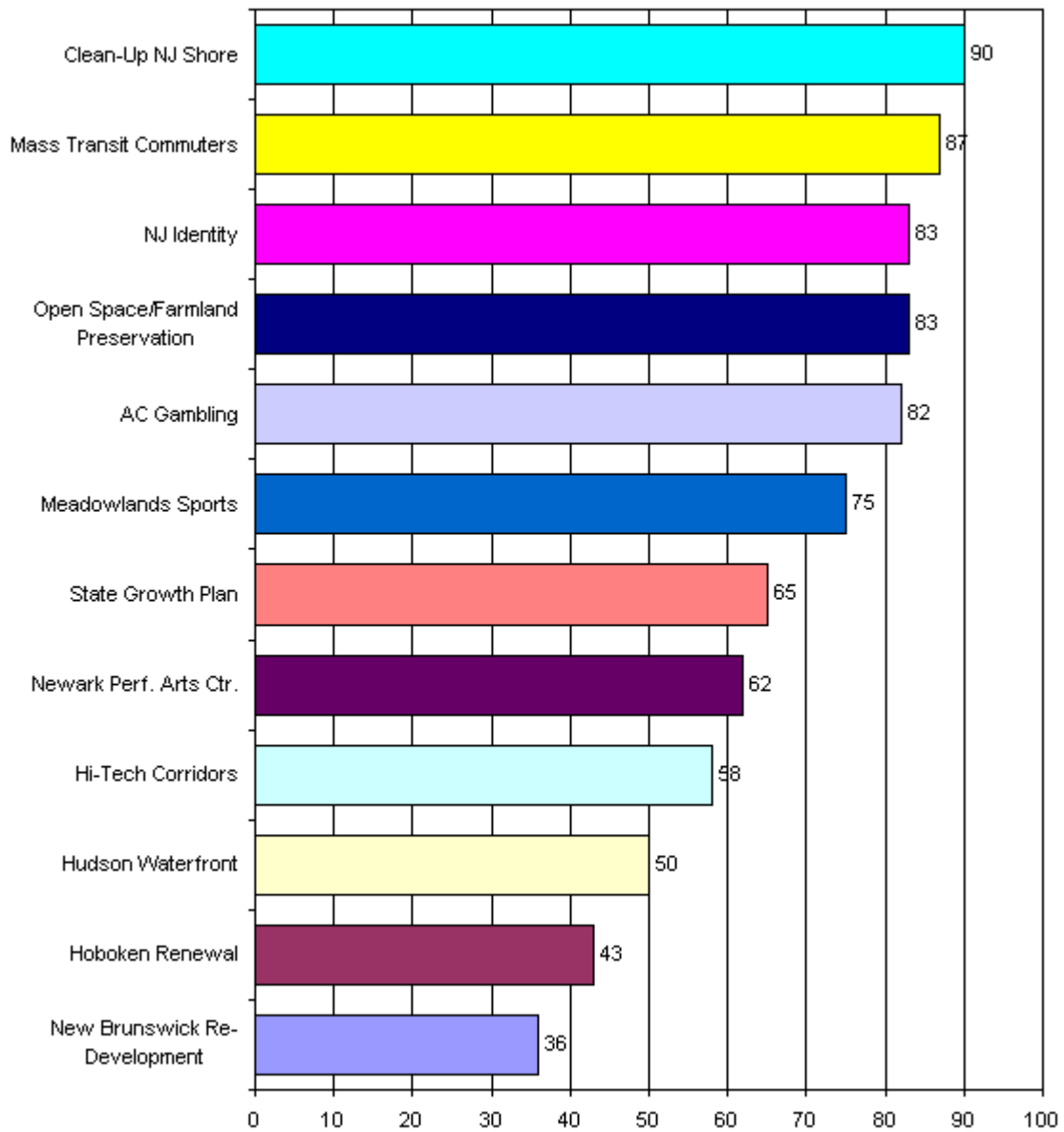
12A/B I'm going to read you the names of some projects or developments that have taken place in the state over the past 10 to 20 years. Please tell me if you think each one has been successful, not successful, or has met with mixed success. If you don't have an opinion on some, just say so. First (RANDOMIZE) Has this

been successful, not successful, or had mixed success?

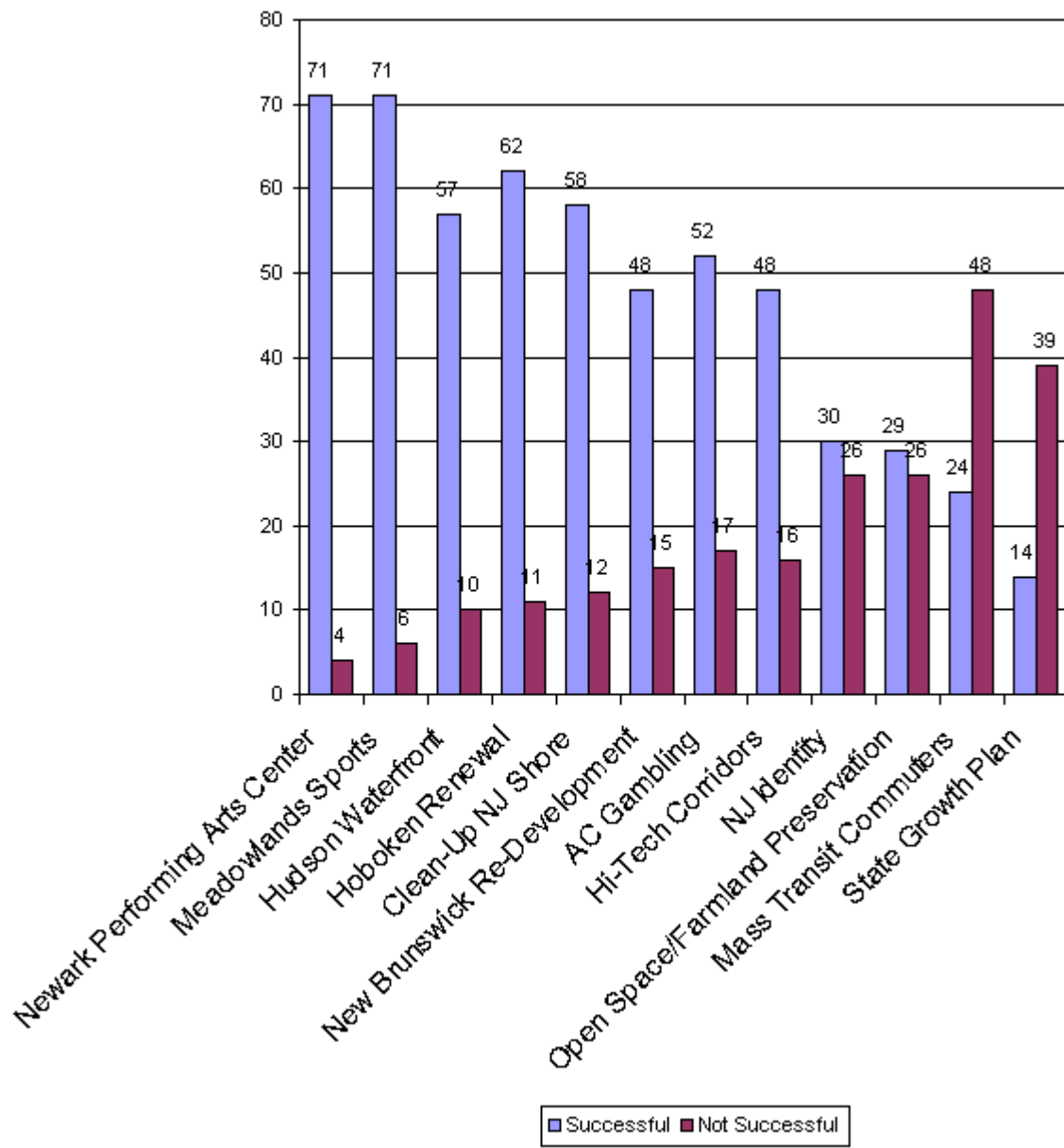
% With Opinion		Successful	Not Successful	Mixed Success	Total (N)
75	The development of the Meadowlands Sports Complex	71	6	23	100% (803)
82	Casino gambling in Atlantic City	52	17	31	100% (804)
65	The state plan for development to stop suburban sprawl and manage growth	14	39	47	100% (403)
83	Plans to preserve open space and farmland	29	26	44	100% (401)
50	The development of the Hudson Waterfront	57	10	33	100% (401)
87	Moving commuters from the automobile to mass transit	24	48	27	100% (401)
62	The building of the Performing Arts Center in Newark	71	4	25	100% (402)
43	Renewal efforts in the city of Hoboken	62	11	27	100% (400)
36	The re-development of New Brunswick	48	15	36	101% (400)
58	The development of high-tech corridors such as around Route 1 and 287	48	16	36	100% (400)
90	Efforts to clean up and protect the New Jersey shore	58	12	30	100% (400)
83	Efforts to remove New Jersey from the shadows of New York and Philadelphia and develop a sense of state pride and identity	30	26	44	100% (400)

Many items are based on split sampling of 400 each.

Percentage with Opinion about Each Development

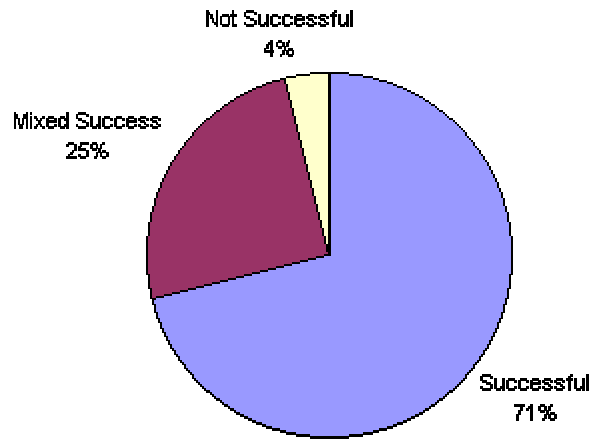


Percent Judging Each As Successful and Not Successful

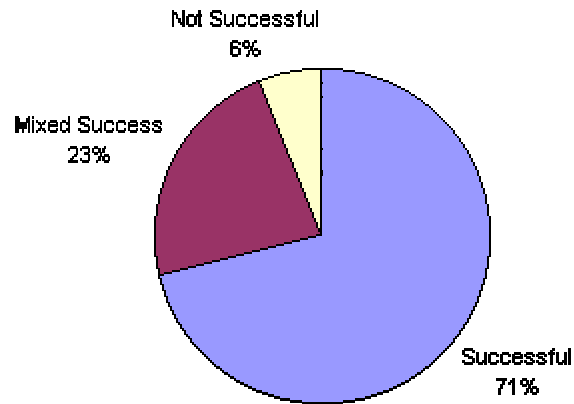


Major Achievements

Newark Performing Arts Center
(based on 62% of respondents with an opinion)

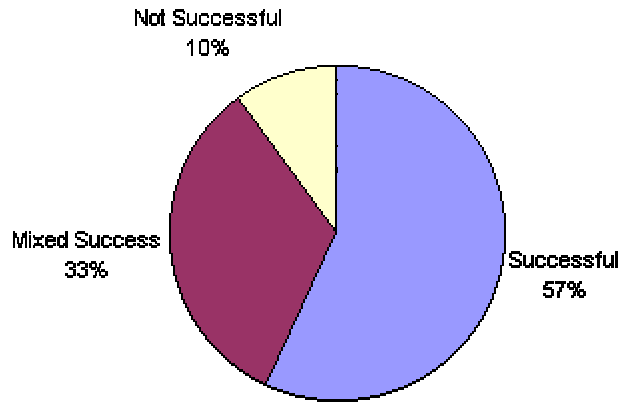


Meadowlands Sports Complex
(based on 75% of respondents with an opinion)

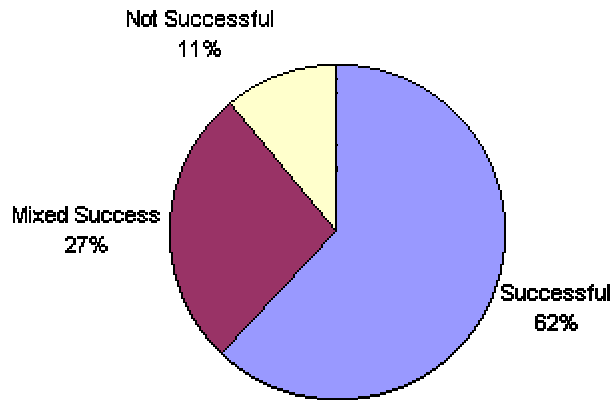


Success Stories

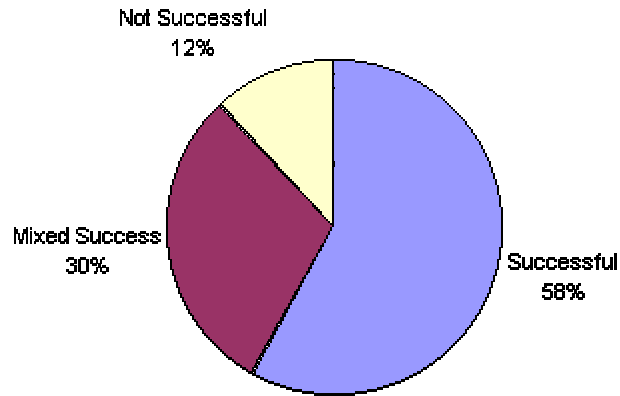
Hudson Waterfront
(based on 50% of respondents with an opinion)



Hoboken Renewal Efforts
(based on 43% of respondents with an opinion)

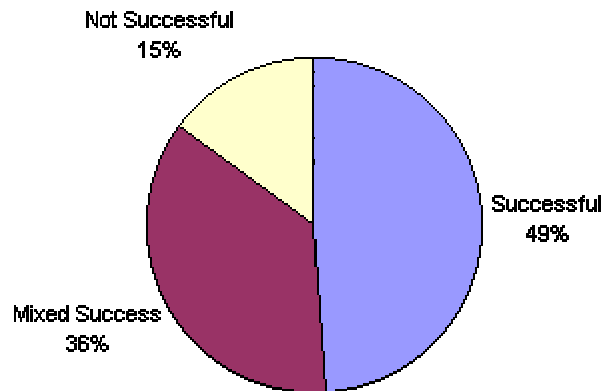


Clean Up of New Jersey Shore
(based on 90% of respondents with an opinion)

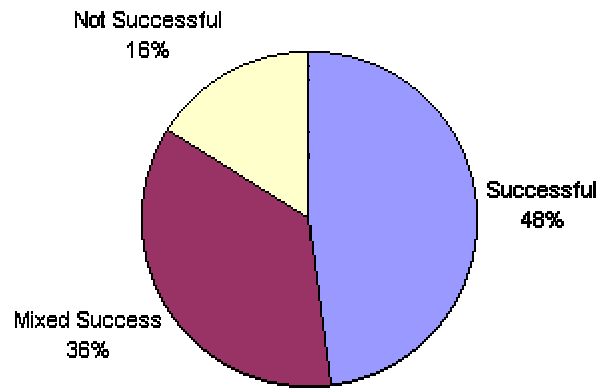


Solid Accomplishments

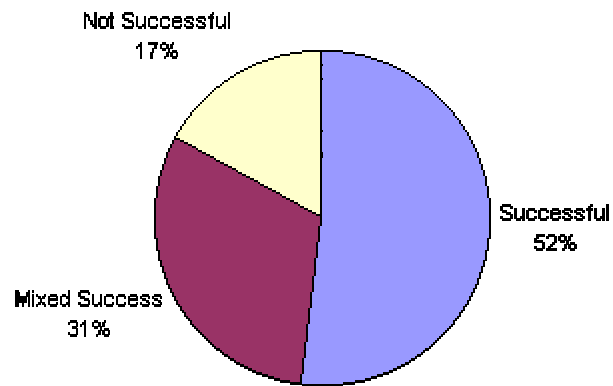
New Brunswick Redevelopment
(based on 36% of respondents with an opinion)



High Tech Corridors
(based on 58% of respondents with an opinion)

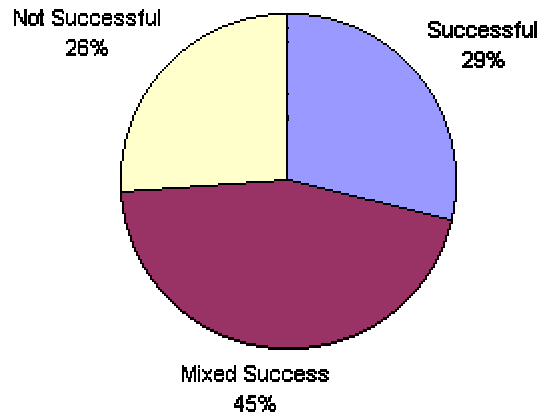


Gambling in Atlantic City
(based on 82% of respondents with an opinion)

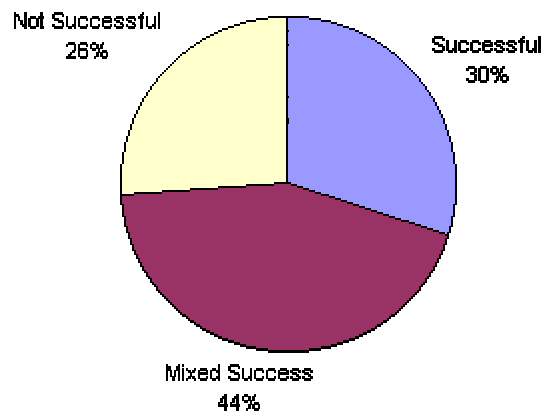


Disappointments

Preservation of Open Space and Farmland
(based on 83% of respondents with an opinion)

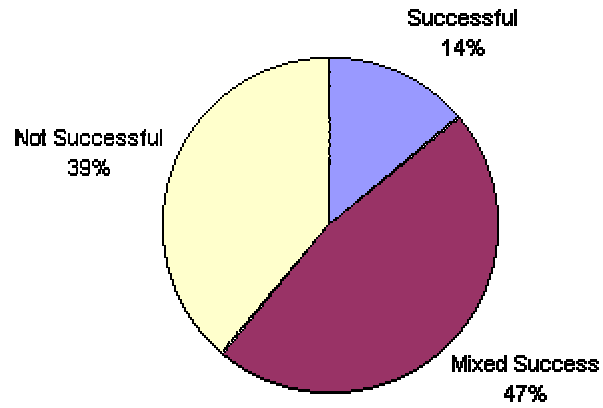


Efforts to Develop New Jersey Identity
(based on 83% of respondents with an opinion)



Failures

Plan to Stop Suburban Sprawl and Manage Growth
(based on 65% of respondents with an opinion)



Moving Commuters to Mass Transit
(based on 87% of respondents with an opinion)

