

# The Star-Ledger/Eagleton-Rutgers Poll

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**CONTACT: JANICE BALLOU (908)828-2210, Ext. 240  
OR KEN DAUTRICH (908)828-2210, Ext. 241**

## 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*."

## HERE COMES SUMMER!

### THE JERSEY SHORE — A FAVORITE DESTINATION FOR NEW JERSEYANS

As the Fourth of July weekend kicks off the beginning of the summer vacation season, New Jerseyans are making plans to enjoy the various attractions and recreational areas in their state. Eight-in-ten residents intend to spend at least a few days relaxing in New Jersey, and close to 4-in-10 will spend a week or more at a New Jersey destination. The Jersey Shore is the main attraction when New Jerseyans name their favorite place to go in the state followed by the Atlantic City Casinos. Other state attractions that about 3-in-10 New Jerseyans say they might visit this summer are the New Jersey State Aquarium, an event at the Meadowlands, the Delaware Water Gap, Liberty Science Center, and Liberty State Park.

The *Star-Ledger*/Eagleton Poll conducted by telephone with a random sample of 801 New Jersey residents between June 14 and 22, also finds that 7-in-10 residents feel New Jersey is an excellent or good place to take a vacation.

Looking at their past vacations, in the last year 6-in-10 New Jerseyans took a vacation at a variety of destinations. Ten percent took their last vacation in New Jersey, 12 percent vacationed somewhere else in the Northeast, 25 percent took trips somewhere else in the United States, and 14 percent traveled outside of the country.

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"New Jerseyans are active vacationers," commented Janice Ballou, the Director of the Poll. "Even though there are many choices for trip destinations, in their home state the shore offers an attractive vacation opportunity."

### ***VACATIONS***

This summer the most popular recreational option for state residents is a day or weekend trip here in New Jersey. Eighty percent say that they will go on a short trip in New Jersey. In comparison, 54 percent think they will take a few days or a weekend to visit a location outside of New Jersey.

When it comes to longer vacations of at least a week, more New Jerseyans will spend time out-of-state than within New Jersey. Fifty-four percent intend to take a vacation of a week or more outside of New Jersey while 36 percent say they will stay in the state.

Some residents who vacationed out of the state last year plan to stay in New Jersey for a week or more in the summer of 1994. Thirty-one percent of those whose last vacation was another state in the Northeast, 25 percent who visited other states, 38 percent who were in another country, and 34 percent of those who did not have a vacation in the last year plan a week or more vacation in New Jersey this summer. In addition, while 25 percent of those whose last vacation was in New Jersey are planning on a different destination, this year 75 percent will again spend their vacation in the state.

Among the four different types of vacations New Jerseyans were asked about (long and short trips in New Jersey; long and short trips outside of New Jersey), 78 percent of the state's residents have plans to take more than one of these types of trips this summer. While 7 percent are not planning any type of short trip or vacation, 16 percent say they will take one type of trip, 34 percent will take two, 32 percent expect to take three, and 12 percent say they will take all four of these types of trips.

"For a great many New Jerseyans, summer trips and vacations are not one-shot events. Their plans include a variety of different types of activities," said Janice Ballou, Poll Director.

Overall, in the last 12 months 61 percent of the state's residents have taken a vacation while 39 percent have not. On their last vacation, 10 percent spent time in New Jersey while 12 percent vacationed somewhere else in the Northeast, 25 percent went somewhere else in the United States, and 14 percent were in another country.

### ***NEW JERSEY AS A VACATION LOCATION***

Seven-in-ten New Jerseyans say that their state is an excellent (28%) or good (43%) place to take a vacation while 27 percent feel it is only fair (22%) or poor (5%). Residents whose last vacation was in New Jersey give the state the highest positive ratings of 88 percent (54% excellent; 34% good)

while about 2-in-3 residents whose last vacation was not in New Jersey rated the state positively. Three-in-four New Jerseyans who plan some type of 1994 trip or vacation in the state rate it as an excellent (29%) or good (45%) place to visit.

### ***NEW JERSEY ATTRACTIONS***

The Jersey Shore is at the top of the list when New Jerseyans are specifically asked about seven places in the state that they might visit during the Summer of 1994. Eighty percent say that they plan to visit the shore this summer while 50 percent intend to visit the casinos in Atlantic City. About 3-in-10 state residents say that they may visit the New Jersey State Aquarium (34%), a sporting event at the Meadowlands (33%), the Delaware Water Gap (30%), the Liberty Science Center (29%), or Liberty State Park (28%) this summer.

The popularity of the Jersey Shore as a summer attraction is underscored by the 90 percent of those planning a 1994 New Jersey vacation who name it as a place they plan to visit. Also, 81 percent of those who have selected a non-New Jersey 1994 vacation destination also say they plan to visit the Jersey Shore this summer.

The Jersey Shore is also the place that most people name when they select their overall favorite attraction in the state. While 40 percent name the shore, 10 percent say Atlantic City Casinos, and 7 percent mention parks. Also mentioned as their favorite New Jersey attractions are the movies (4%), Great Adventure (3%), the Meadowlands (2%), or the Garden State Arts Center (2%). One percent name the Liberty Science Center, Liberty State Park, the New Jersey Aquarium, the Delaware Water Gap, New Jersey's rivers and lakes, and the state's restaurants as their favorite places to go to here in the state.

The latest *Star-Ledger/Eagleton* Poll was conducted between June 14 and June 22, 1994, when a random sample of 801 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about  $\pm 3.5$  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.

"There are a number of attractions, destinations and entertainment activities in New Jersey. What is your favorite place to go to or to visit in New Jersey? (PROBE FOR ONLY ONE)" [Q.41]

<u>Attractions Named</u>	<u>Total</u>
--New Jersey Shore	40%
--Atlantic City Casinos	10
--Parks	7
--Movies	4
--Great Adventure	3
--Meadowlands	2
--Garden State Arts Center	2
--Liberty Science Center	1
--Liberty State Park	1
--New Jersey Aquarium	1
--Delaware Water Gap	1
--Restaurants	1
--Rivers/Lakes	1
--Other	15
--Don't know	<u>12</u>
TOTAL 101%	
(n)	(801)

"Have you taken a vacation of a week or more away from home in the last 12 months?" [Q.42]

	<u>Yes</u>	<u>No</u>	<u>Total</u>	<u>(n)</u>
<b>JUNE, 1994</b>	<b>61%</b>	<b>39%</b>	<b>100%</b>	<b>(801)</b>
<i>Total Family Income</i>				
--Less than \$20,000	40	60	100	(93)
--\$20,000 - \$30,000	45	55	100	(88)
--\$30,001 - \$50,000	61	39	100	(212)
--More than \$50,000	77	23	100	(302)
<i>Age</i>				
--18 - 2962	38	100	(127)	
--30 - 4965	35	100	(335)	
--50 - 6465	35	100	(185)	
--65 and over	46	54	100	(145)

"Did you spend your last vacation somewhere in New Jersey, another state in the Northeast, a different part of the country, or out of the country?" [Q.43]

	<u>New Jersey</u>	<u>Northeast</u>	<u>Other USA</u>	<u>Other Country</u>	<u>Did not Vacation</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>JUNE, 1994</b>	<b>10%</b>	<b>12%</b>	<b>25%</b>	<b>14%</b>	<b>39%</b>	<b>--</b>	<b>100%</b>	<b>(801)</b>
<i>Total Family Income</i>								
--Less than \$20,000	4	9	18	9	60	--	100	(93)
--\$20,000 - \$30,000	4	12	16	13	55	--	100	(88)
--\$30,001 - \$50,000	13	16	22	9	39	--	99	(212)
--More than \$50,000	11	12	35	19	23	1	101	(302)

"Overall, how would you rate the state of New Jersey as a place to take a vacation -- excellent, good, only fair, or poor?"

[Q.44]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
<b>JUNE, 1994</b>	<b>28%</b>	<b>43%</b>	<b>22%</b>	<b>5%</b>	<b>2%</b>	<b>100%</b>	<b>(801)</b>
<i>Total Family Income</i>							
--Less than \$20,000	34	33	29	3	2	101	(93)
--\$20,000 - \$30,000	25	50	18	7	--	100	(88)
--\$30,001 - \$50,000	25	44	25	5	1	100	(212)
--More than \$50,000	25	50	19	5	1	100	(302)

Age

--18 - 29	19	47	28	5	1	100	(127)
--30 - 49	24	45	24	5	2	100	(335)
--50 - 64	35	41	18	5	1	100	(185)
--65 and over	37	40	16	4	3	100	(145)

Last Vacation Location

--New Jersey	54	34	11	--	1	100	(80)
--Other Northeast	17	51	25	6	--	99	(93)
--Other USA	24	43	28	4	2	101	(225)
--Other Country	23	44	22	10	2	101	(128)
--No Vacation	29	43	21	4	3	100	(272)

1994 New Jersey Vacation

--will vacation in New Jersey	29	45	21	3	1	100	(653)
--will not vacation in New Jersey	21	33	31	12	4	101	(148)

"Do you think you will:" [Q.45]

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
a. Take a vacation of a week or more					
<u>in</u> New Jersey this summer?	36%	59%	4%	99%	(801)
<u>Last Vacation Location</u>					
--New Jersey	75	25	--	100	(80)
--Other Northeast	31	68	1	100	(93)
--Other USA	25	72	3	100	(225)
--Other Country	38	59	4	101	(128)
--No Vacation	34	58	7	99	(272)
b. Take a vacation of a week or more					
<u>outside</u> of New Jersey this summer?	54	42	4	100	(801)
<u>Last Vacation Location</u>					
--New Jersey	48	45	6	99	(80)
--Other Northeast	73	26	1	100	(93)
--Other USA	68	30	2	100	(225)
--Other Country	66	31	3	100	(128)
--No Vacation	37	58	5	100	(272)
c. Take a day or two or a weekend off to					
go on a short trip <u>in</u> New Jersey this summer?	80	19	2	101	(801)
d. Take a day or two or a weekend off to go on					
a short trip <u>outside</u> of New Jersey this summer?	57	41	2	100	(801)

Overall Number of 1994 Vacation Trips\*

	<u>None</u>	<u>One</u>	<u>Two</u>	<u>Three</u>	<u>Four</u>	<u>Total</u>	<u>(n)</u>
<b>JUNE, 1994</b>	<b>7%</b>	<b>16%</b>	<b>34%</b>	<b>32%</b>	<b>12%</b>	<b>101%</b>	<b>(801)</b>

*Location of places  
plan to visit in 1994*

--week or more in New Jersey	--	3	30	36	32	101	(284)
--short trip in New Jersey	--	13	33	40	15	101	(621)
--week or more outside New Jersey	--	3	28	47	22	100	(426)
--short trip outside New Jersey	--	4	28	47	21	100	(443)

"I'm going to read a list of destinations and attractions in New Jersey that you might visit. For each, please tell me if you plan to visit these destinations and attractions this summer. First, how about (START AT DESIGNATED POINT)" [Q.46]

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
--New Jersey Shore	80%	19%	1%	100%	(801)
--Casinos in Atlantic City	50	48	2	100	(801)
--The New Jersey State Aquarium (in Camden)	34	63	4	101	(801)
--A sporting event at the Meadowlands	33	65	2	100	(801)
--The Delaware Water Gap National Recreation Area	30	66	4	100	(801)
--Liberty Science Center	29	68	3	100	(801)
--Liberty State Park	28	69	4	101	(801)

NOTE: The following identifies those who have other vacation plans and their intentions to visit the New Jersey Shore.

1994 New Jersey vacation

--Plan vacation in New Jersey	90	10	--	100	(653)
--Plan vacation not in New Jersey	81	18	1	100	(603)

Last Vacation Location

--New Jersey	99	1	--	100	(80)
--Other Northeast	83	17	--	100	(93)
--Other USA	84	16	1	100	(225)
--Other Country	79	21	1	101	(128)
--No Vacation	71	26	2	99	(272)

\*This information was calculated by giving each person a score of "1" each time they said yes to questions Q.45 a, b, c, or d. A score of "0" means they do not plan any of these activities and a score of "4" means that they plan to do all of these activities.