



Hughes Center

Opinions on Wind Turbines at the Southern New Jersey Shore

*William J. Hughes Center for Public Policy at the
Richard Stockton College of New Jersey*

July 2009

© 2009, Zogby International



Hughes Center

- Table of contents

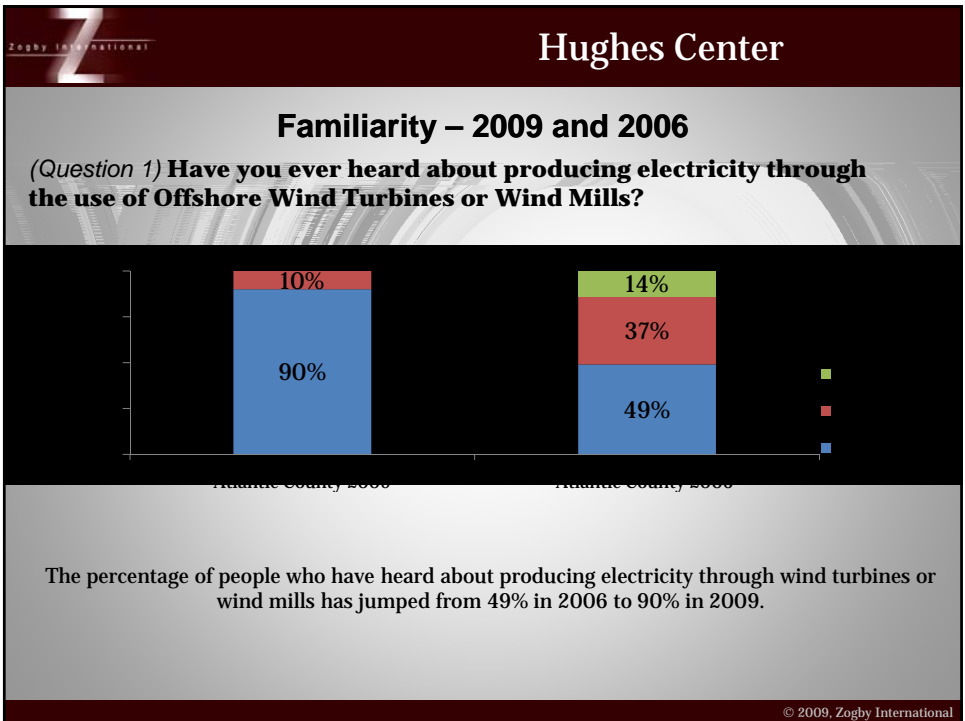
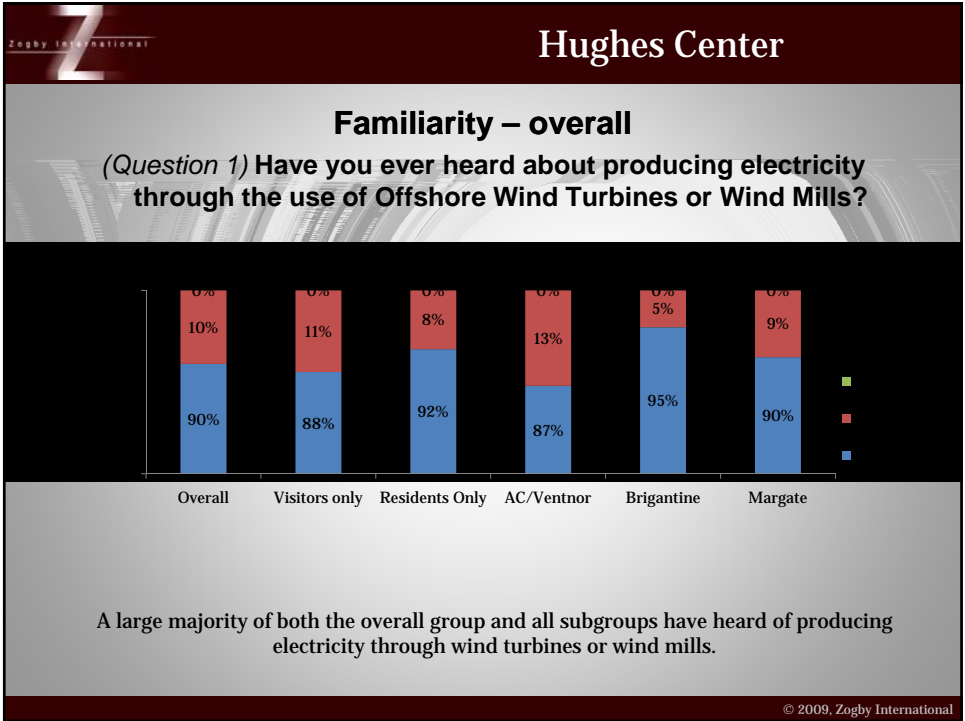
- Sample composition and wind mill pictures

© 2009, Zogby International



Summary of Findings I

- In general, both knowledge and support of wind turbines have risen significantly since 2006.



General impressions of Wind Turbines/Wind Mills

(Question 2) What have you heard about electricity production through the use of Offshore Wind Turbines/Wind Mills? (open-ended question)

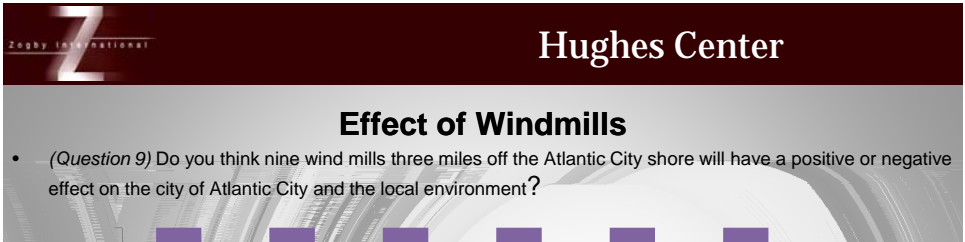
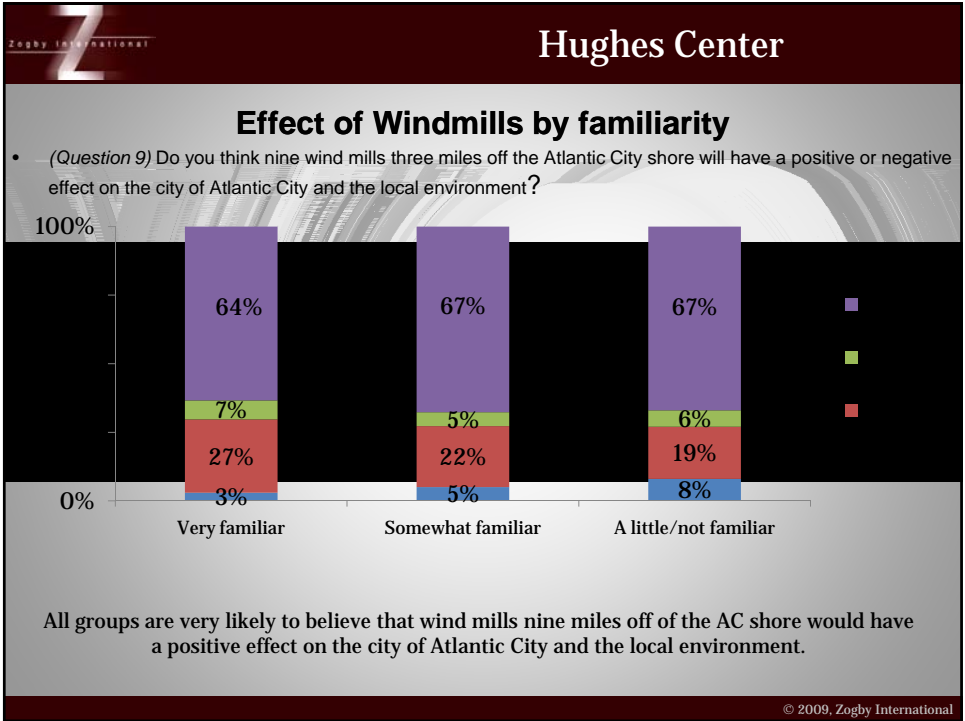
| General Category | Frequency mentioned |
|---------------------------------------|---------------------|
| Aware of technology | 172 |
| Nothing/don't know/ no answer | 146 |
| Good/better for the environment | 136 |
| Clean source of energy | 132 |
| Knowledge of project in Atlantic City | 90 |
| Low cost/cheaper electricity | 69 |
| Alternative source o | |
| | |
| | |
| | |



Hughes Center

Familiarity - Scale

(Question 3) On a scale of 1 (low) to 5 (high), how familiar ar

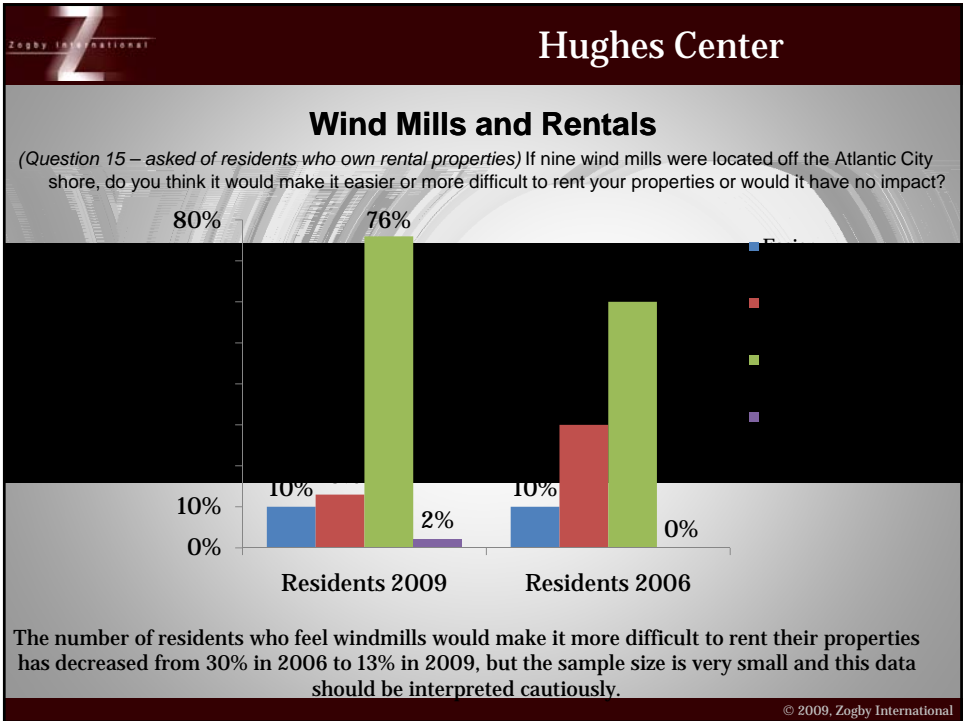
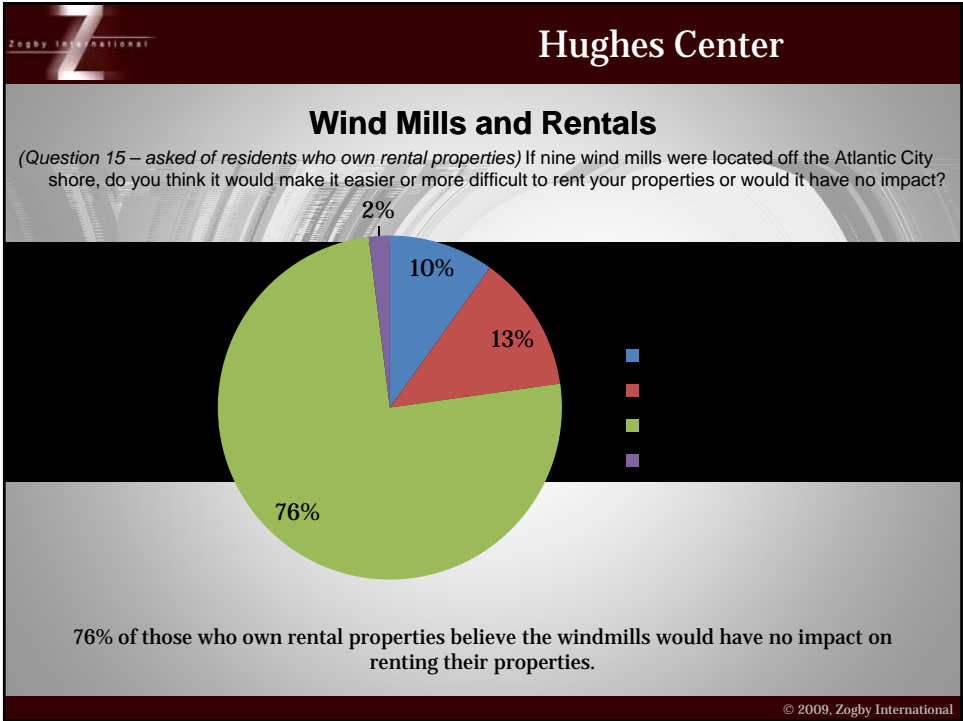




Hughes Center

Windmills and Future Travel Plans

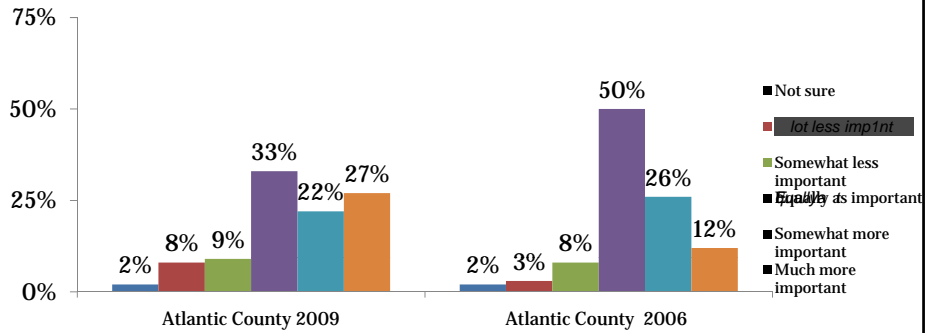
(Question 12 – asked of visitors only)



Hughes Center

Global Warming and Policy

- (Question 18) Would you say that global warming and the reduction of greenhouse gases compared to other issues facing the nation is much more important, somewhat more important, equally as important, somewhat less important, a lot less important?



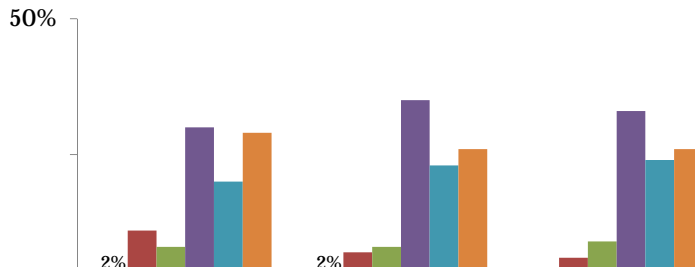
The percentage saying global warming and reduction of greenhouse gases is much more important or somewhat more important than other issues facing the nation has risen from 38% in 2006 to 49% in 2009.

© 2009, Zogby International

Hughes Center

Global Warming by Familiarity

- (Question 18) Would you say that global warming and the reduction of greenhouse gases compared to other issues facing the nation is much more important, somewhat more important, equally as important, somewhat less important, a lot less important?



Sample Characteristics I

| | Frequency | Valid Percent |
|-----------------------|-----------|--|
| Total Sample | 1003 | 100% |
| <i>visitors</i> | 544 | 54% |
| <i>residents</i> | 459 | 46% |
| Atlantic City/Ventnor | 491 | 49% within sample |
| <i>visitors</i> | 352 | 35% within sample 72% within Atlantic |
| <i>residents</i> | 139 | 14% within sample 28% within Atlantic |
| Brigantine | 260 | 26% within sample |
| <i>visitors</i> | 111 | 11% within sample 43% within Brigantine |
| <i>residents</i> | 149 | 15% within sample 57% within Brigantine |
| Margate | 252 | 25% within sample |
| <i>visitors</i> | 81 | 8% within sample 32% within Margate |
| <i>residents</i> | 171 | 17% within sample 68% within Margate |

Sample Characteristics II

| | Frequency | Valid Percent |
|---|-----------|---------------|
| Married | 612 | 61% |
| Single and never married | 221 | 22% |
| Widowed, separated or divorced | 144 | 14% |
| Civil union/living together/partnership | 20 | 2% |
| Less than a HS education | 16 | 2% |
| HS grad | 201 | 20% |
| | | |
| | | |


Sample Characteristics III

| | Frequency | Valid Percent |
|------------------------|-----------|---------------|
| White/Caucasian | 874 | 88% |
| Black/African American | 75 | 8% |
| Hispanic/Latino | 23 | 2% |
| Asian/Pacific Islander | 17 | 2% |
| Other/not sure | 6 | 1% |

Zogby International **Z**

Hughes Center

2009 Picture – Wind Mill at 3 Miles at Atlantic City Boardwalk
Korean War Memorial



© 2009, Zogby International

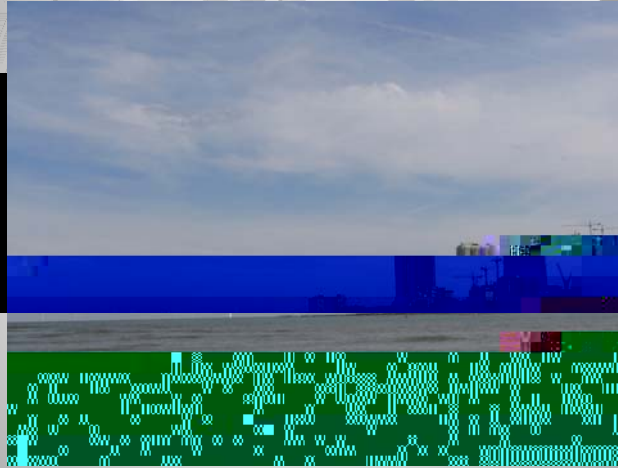
Zogby International **Z**

Hughes Center

2009 Picture – Wind Mill at 3 Miles at Brigantine Beach

Hughes Center

2009 Picture – Wind Mill at 3 Miles at Brigantine Inlet



Hughes Center

The Richard Stockton College of New Jersey
609-626-3542
www.stockton.edu/hughescenter