



Hughes Center

Opinions on Wind Turbines at the Southern New Jersey Shore

Research by:

Zogby International

&

*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
 - Methodology and survey details
 - Summary of findings
 - Question analysis
- includes comparative analysis from 2006 survey where appropriate*
- Sample composition and wind mill pictures

© 2009, Zogby International

Methodology

- Results for this survey are based on face-to-face intercept interviews of 1,003 residents and visitors to the Jersey Shore. Interviews were conducted in Atlantic City, Ventnor, Margate, and Brigantine.
- Of the 1,003 interviews, 459 were residents and 544 were visitors. 491 were interviewed in Atlantic City/Ventnor, 252 in Margate, and 260 in Brigantine. Additional demographic details are included in the appendix.
- Margin of error: +/- 3.2 percentage points. Margin of error is higher within subgroups.
- A previous survey using a similar methodology and a sample size of 4,026 residents and visitors to Monmouth, Ocean, Atlantic and Cape May counties was carried out in 2006 under the direction of the Lieberman Research Group. The Atlantic County subsample had 983 respondents. Only those in the Atlantic County subsample are included in the comparative slides of this report.

Survey details

- All respondents were asked a number of general questions about their awareness of wind turbines and wind power, what they had heard or knew about wind turbines and wind power, whether they were aware of existing wind farms in the area and how they felt about the overall importance of renewable energy and reduction of greenhouse gases.
- All respondents were shown the same set of pictures depicting wind turbines located three miles off of the New Jersey shore. They then answered a series of questions on their support for these wind turbines, what they thought the benefits and disadvantages to these turbines would be, and what the effect would be on the surrounding community.
- Residents and visitors also answered resident and visitor-specific questions related to renting, economic impact, and future vacation plans.
- Demographic information was collected from all respondents.

Summary of Findings I

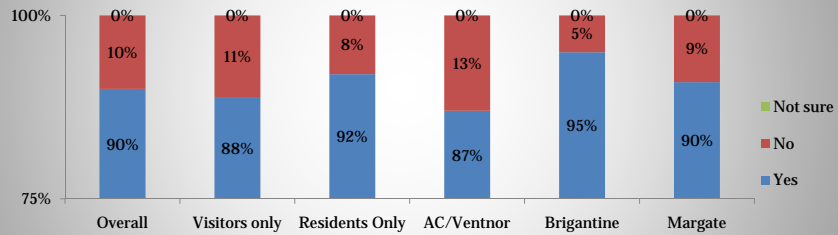
- In general, both knowledge and support of wind turbines have risen significantly since 2006.
- Those surveyed claim a relatively high level of awareness and knowledge of wind turbines. 90% of the total sample claims to be aware of wind turbines, with 60% of this group either saying they are very or somewhat knowledgeable about wind turbines. In 2006, 49% of the total sample claimed to be aware of wind turbines, with 70% of this group claiming to be very or somewhat knowledgeable about wind turbines.
- 88% of the sample say their travel plans are unaffected by the existing Atlantic County Utilities Authority (ACUA) wind turbines near the Borgata.
- After being shown the pictures of wind turbines three miles off of the shore, 75% of the sample say they are in favor of these wind turbines. In 2006, only 38% of the sample felt this way.

Summary of Findings II

- When asked whether the wind turbines would have a positive or negative effect on the city of Atlantic City, 66% of the total sample said these windmills would have a positive effect. In 2006, 30% felt the same way.
- 4% of visitors say the wind turbines would make them less likely to visit Atlantic City in the future. In 2006, 30% felt this way.
- 77% of residents who own rental property believe that wind turbines would have no effect on their ability to rent property. In 2006, 60% felt this way.
- Differences in 2009 and 2006 in how people view the significance of wind energy, development of renewable resources, and global warming compared to other concerns are generally small in magnitude.
- Note that different pictures of the wind mills at three miles off of the shore were used in 2006 and 2009. This should be kept in mind when analyzing relevant comparative data. The pictures are included in the appendix of this report.

Familiarity – overall

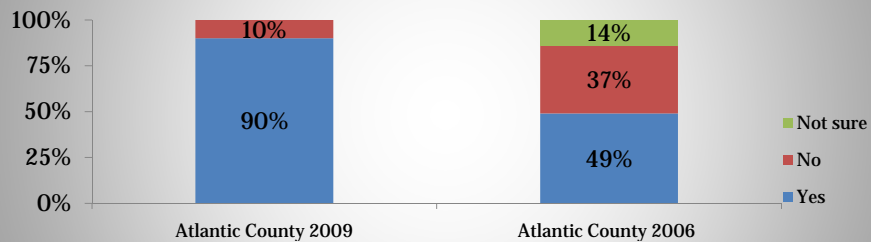
(Question 1) Have you ever heard about producing electricity through the use of Offshore Wind Turbines or Wind Mills?



A large majority of both the overall group and all subgroups have heard of producing electricity through wind turbines or wind mills.

Familiarity – 2009 and 2006

(Question 1) Have you ever heard about producing electricity through the use of Offshore Wind Turbines or Wind Mills?



The percentage of people who have heard about producing electricity through wind turbines or wind mills has jumped from 49% in 2006 to 90% in 2009.

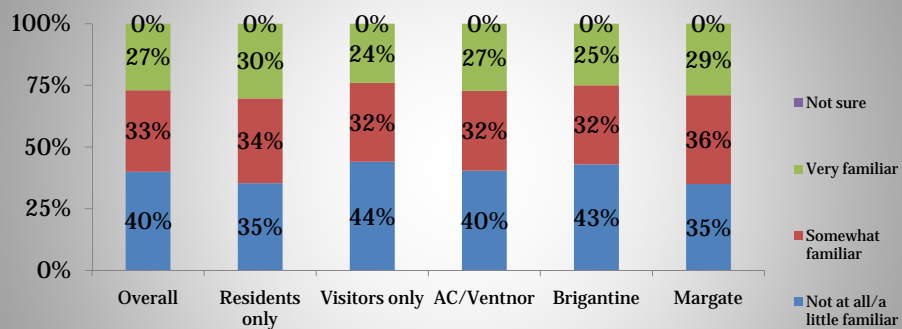
General impressions of Wind Turbines/Wind Mills

(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 of energy	58
Good source of energy	57
Efficient	50
Cost of construction	33

Familiarity - Scale

(Question 3) On a scale of 1 (low) to 5 (high), how familiar are you with the idea of producing electricity through offshore wind mills?

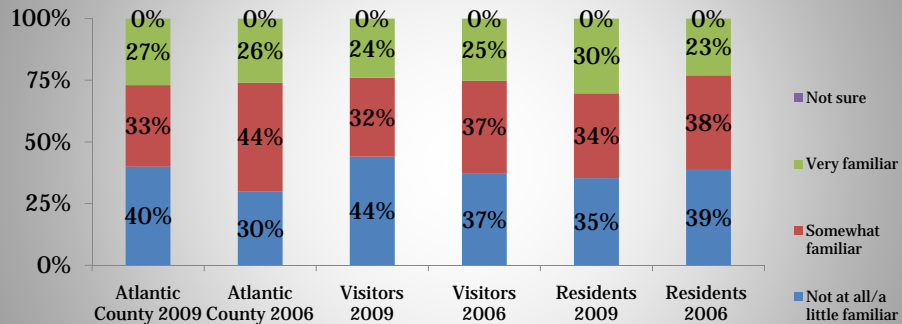


Residents (30%) are more likely than visitors (24%) to say they are very familiar with the idea of producing electricity through wind mills.

Note: Those who answered 1 or 2 are "not at all/a little familiar"; those who answered 3 are "somewhat familiar"; those who answered 4 or 5 are "very familiar".

Familiarity - Scale

(Question 3) On a scale of 1 (low) to 5 (high), how familiar are you with the idea of producing electricity through offshore wind mills?

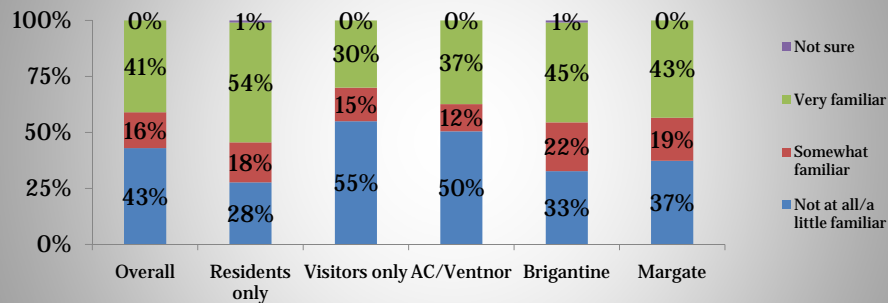


The percentage of residents saying they are “very familiar” has jumped from 23% in 2006 to 30% in 2009.

Note: Those who answered 1 or 2 are “not at all/a little familiar”; those who answered 3 are “somewhat familiar”; those who answered 4 or 5 are “very familiar”.

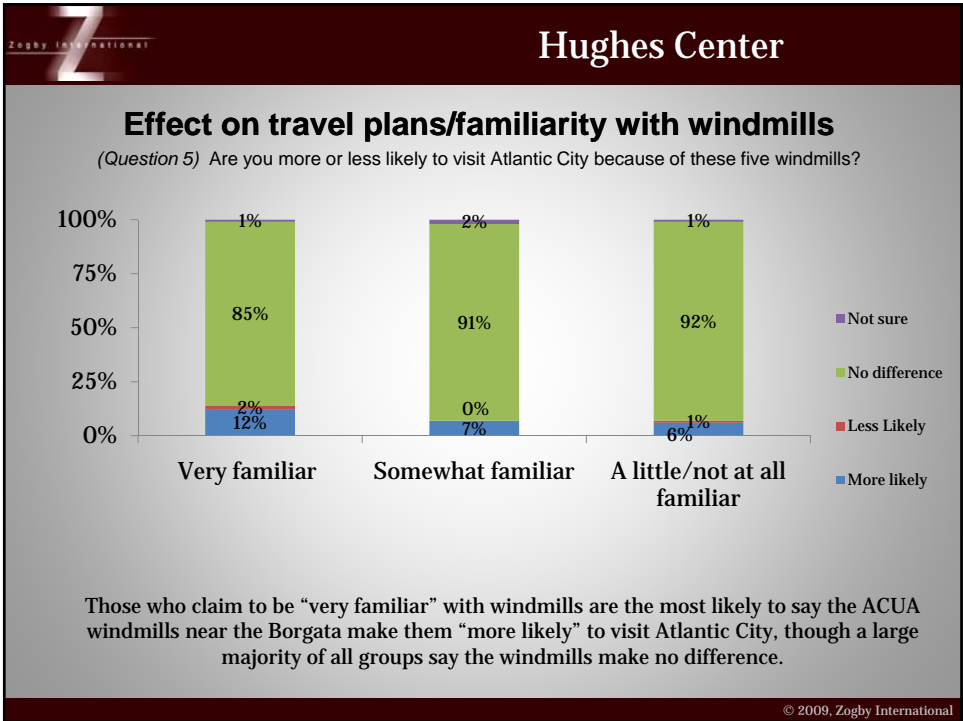
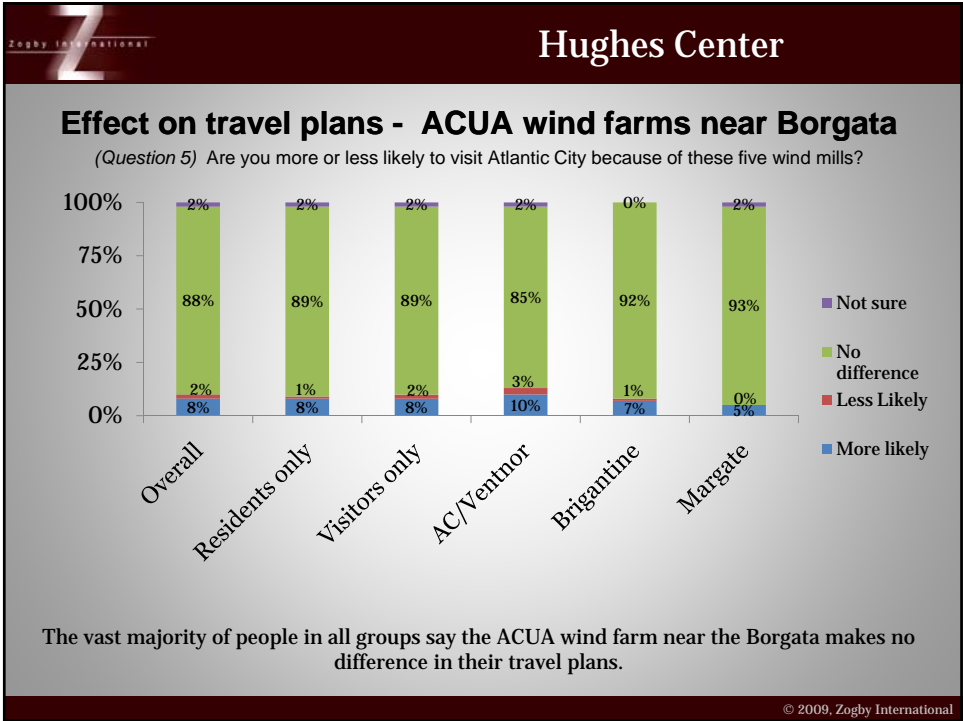
Familiarity - ACUA wind farm near Borgata

(Question 4) On a scale of 1 (not at all familiar) to 5 (extremely familiar), are you familiar with the 5-turbine wind farm near the Borgata Casino on the way into Atlantic City?



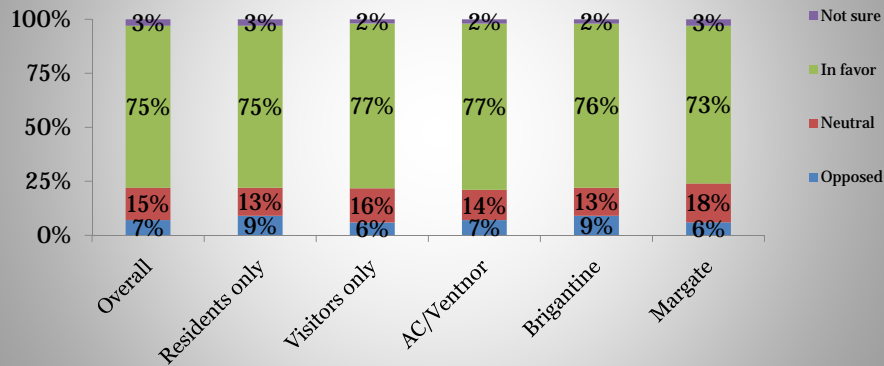
A majority (54%) of residents claim to be “very familiar” with the ACUA wind farm near the Borgata Casino, while a majority (55%) of visitors are “not at all/a little familiar”.

Note: Those who answered 1 or 2 are “not at all/a little familiar”; those who answered 3 are “somewhat familiar”; those who answered 4 or 5 are “very familiar”.



Feelings towards Atlantic City windmills

(Question 6 – after viewing pictures of windmills) On a scale of 1 to 5, where 1 is "completely opposed" to this idea and 5 is "completely in favor" of this idea, how do you feel about the idea of the proposed nine wind mills three miles off the Atlantic City shore?

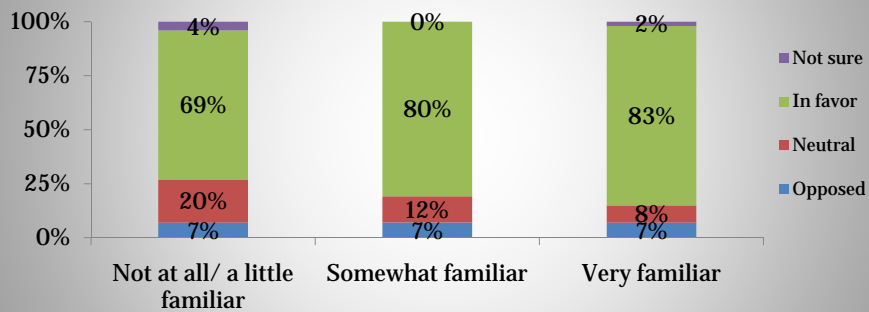


Large majorities of all groups are "in favor" of nine wind mills three miles off of the Atlantic City shore.

Note: Those who answered 1 or 2 are "opposed"; those who answered 3 are "neutral"; those who answered 4 or 5 are "in favor".

Feelings towards Atlantic City wind mills by windmill familiarity

(Question 6) On a scale of 1 to 5, where 1 is "completely opposed" to this idea and 5 is "completely in favor" of this idea, how do you feel about the idea of the proposed nine wind mills three miles off the Atlantic City shore?

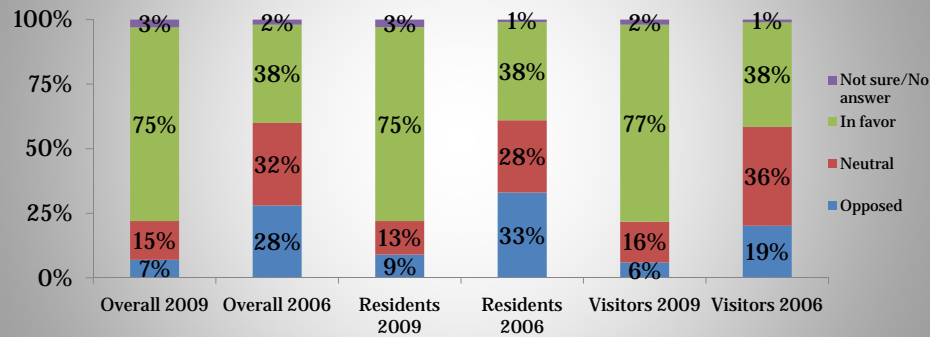


Those who are more familiar with windmills tend to be more in favor of placing wind mills off of the Atlantic City shore, although a majority at all levels of familiarity are still in favor of the wind mills.

Note: Those who answered 1 or 2 are "opposed"; those who answered 3 are "neutral"; those who answered 4 or 5 are "in favor".

Feelings towards Atlantic City windmills

- (Question 6) On a scale of 1 to 5, where 1 is "completely opposed" to this idea and 5 is "completely in favor" of this idea, how do you feel about the idea of the proposed nine wind mills three miles off the Atlantic City shore?



The percentage of those in favor of the wind mills at three miles off of the shore has increased dramatically among both visitors and residents.

Note: Those who answered 1 or 2 are "opposed"; those who answered 3 are "neutral"; those who answered 4 or 5 are "in favor".
 Note 2: Only 2006 data related to windmills at 3 miles out was included in this analysis

Benefits of Atlantic City Windmills

- (Question 7) What benefits, if any, do you think there might be with what you just looked at? (open-ended question)

General Category	Frequency mentioned
Clean source of energy	180
Low cost/cheaper electricity	178
Good/better for the environment	155
Nothing/don't know/no answer	91
Good source of energy	71
Renewable source of energy	63
Reduces dependence	61
Alternative source of energy	54
Not fossil fuel	54
Conserves energy	50
Saves money	47

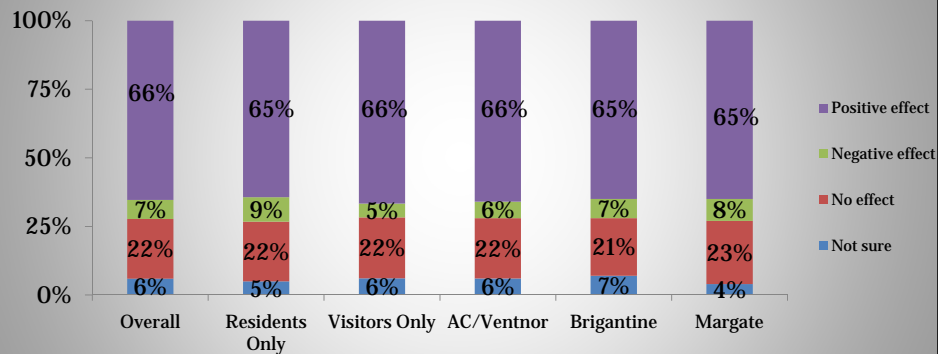
Disadvantages of Atlantic City Windmills

(Question 8) What disadvantages, if any, do you think there might be with what you just looked at? (open-ended question)

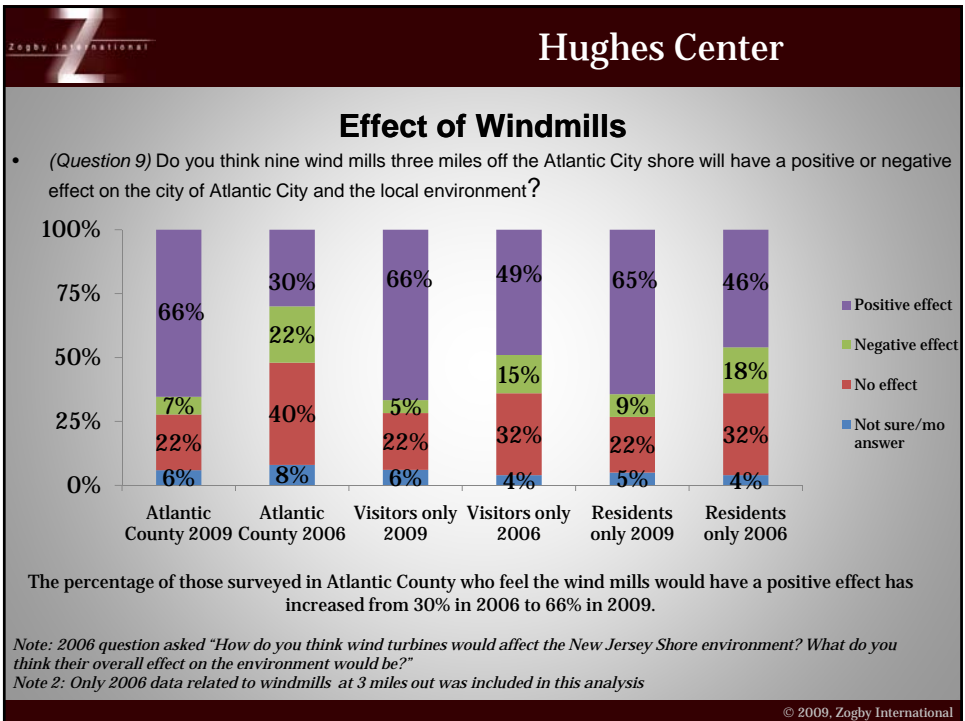
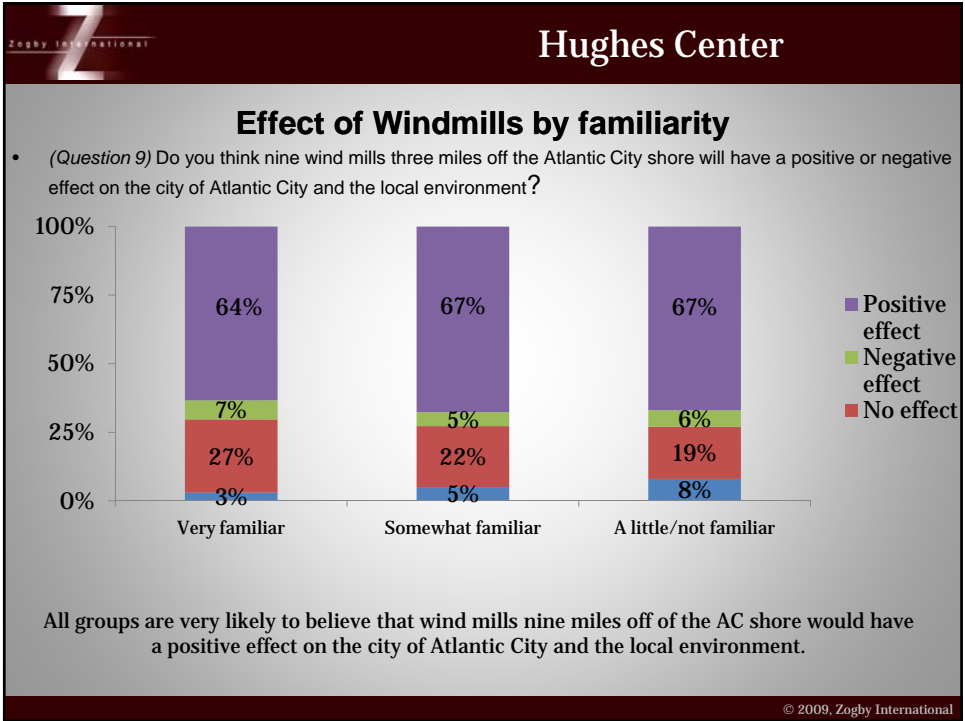
General Category	Frequency mentioned
Nothing/don't know/no answer	326
Ugly/eye sore	169
No difference	165
Obstructs ocean view	107
Harmful to marine life/other wildlife	78
Cost of construction	59
Interferes with boats/water traffic	48
Inefficient	19
Durability	18
Noise	17

Effect of Windmills

- (Question 9) Do you think nine Wind Mills three miles off the Atlantic City shore will have a positive or negative effect on the city of Atlantic City and the local environment?



A majority of all groups felt the wind mills would have positive effects on Atlantic City and the local environment.



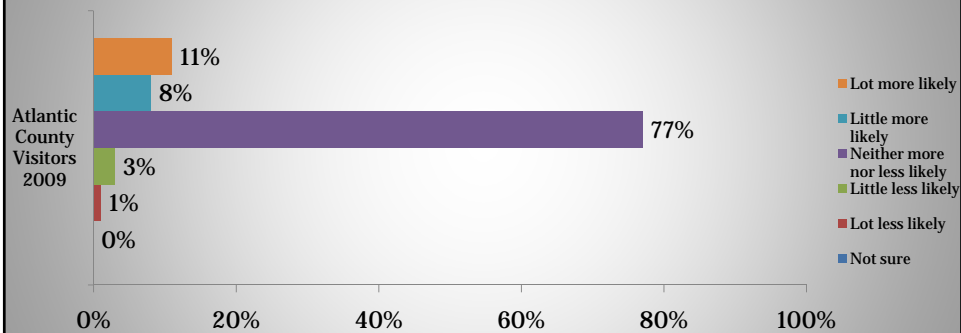
Effect of Atlantic City Windmills

(Question 10) Please tell me why you feel this way? (open-ended question)

General Category	Frequency mentioned
Nothing/don't know/no answer	173
No difference	114
Low cost/cheaper electricity	95
Good/better for the environment	94
Clean source of energy	93
Good source of energy	74
Atlantic City serves as a role model	64
Looks good	43
Saves money	37
Renewable source of energy	36

Windmills and future travel plans

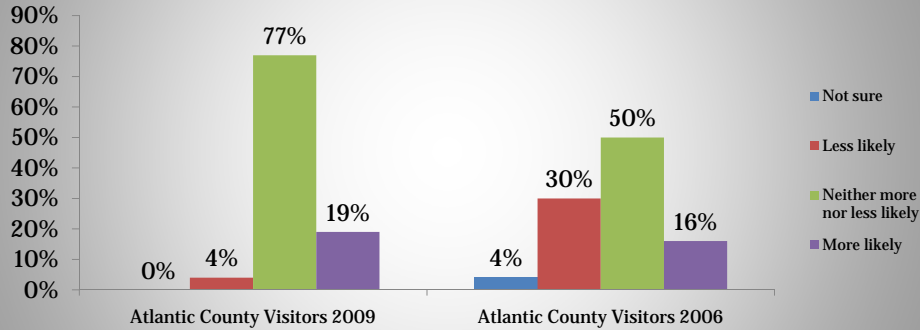
(Question 11 – asked of visitors only) If nine wind mills were located off the Atlantic City shore, please tell me how likely you would be to visit the Atlantic City area in the future?



A majority of visitors say the wind mills would make them neither more nor less likely to visit the AC area in the future.

Windmills and future travel plans

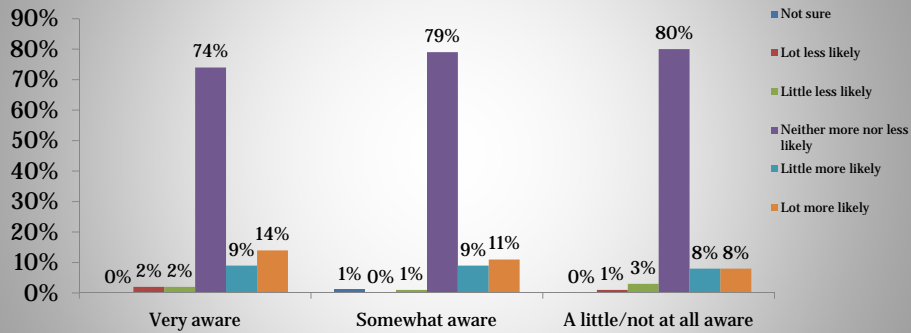
(Question 11 – asked of visitors only) If nine wind mills were located off the Atlantic City shore, please tell me how likely you would be to visit the Atlantic City area in the future?



Only 3% of Atlantic City visitors in 2009 say the wind mills would make them less likely to visit Atlantic City in the future, down from 30% of Atlantic City visitors who said the same in 2006.

Windmills and future travel plans by windmill awareness

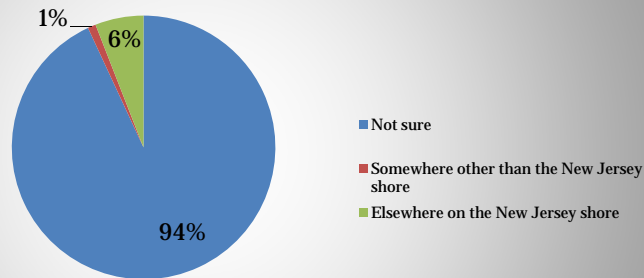
(Question 11 – asked of visitors only) If nine wind mills were located off the Atlantic City shore, please tell me how likely you would be to visit the Atlantic City area in the future?



Visitors who are very aware are slightly more likely to say the windmills would make them more likely to visit the AC area in the future, though a majority of all groups say the windmills would make no difference in their future travel plans.

Windmills and Future Travel Plans

(Question 12 – asked of visitors only) Do you think you would go elsewhere on the New Jersey shore or go somewhere other than the Atlantic City area?



Only 7% of visitors would either go elsewhere on the New Jersey shore or someplace other than the New Jersey shore. The large percentage answering “not sure” is probably due the large percentage in the previous question answering that the windmills would have no effect or a positive effect on their future travel plans.

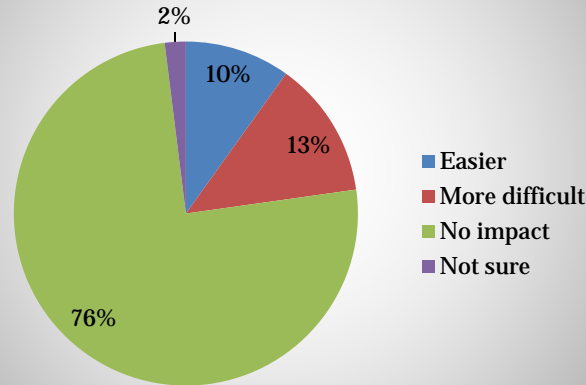
Windmills and Atlantic City Residents

(Question 13- asked of residents only) If nine wind mills were located three miles off the Atlantic City shore, please tell me what effect it would have on people who live in the Atlantic City area? (open-ended question)

General Category	Frequency mentioned
Nothing/don't know/ no answer	177
No difference	140
Low cost/cheaper electricity	57
Obstructs ocean view	22
Saves money	16
Ugly/eyesore	15
Good/better for the environment	14
More jobs	13
Good source of energy	11
Clean source of energy	8

Wind Mills and Rentals

(Question 15 – asked of residents who own rental properties) If nine wind mills were located off the Atlantic City shore, do you think it would make it easier or more difficult to rent your properties or would it have no impact?



76% of those who own rental properties believe the windmills would have no impact on renting their properties.

Wind Mills and Rentals

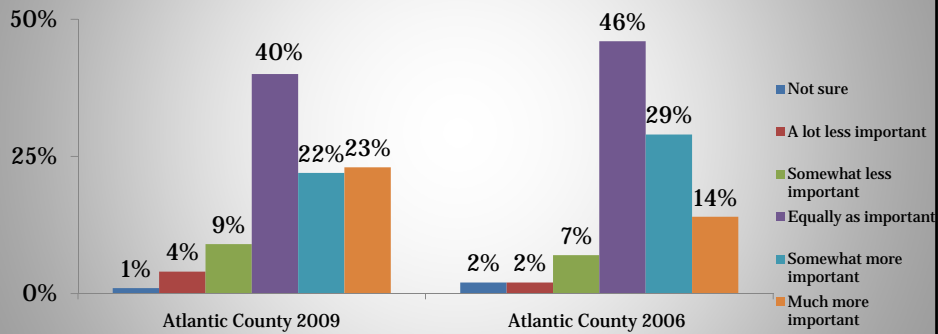
(Question 15 – asked of residents who own rental properties) If nine wind mills were located off the Atlantic City shore, do you think it would make it easier or more difficult to rent your properties or would it have no impact?



The number of residents who feel windmills would make it more difficult to rent their properties has decreased from 30% in 2006 to 13% in 2009, but the sample size is very small and this data should be interpreted cautiously.

Wind Mills and Policy

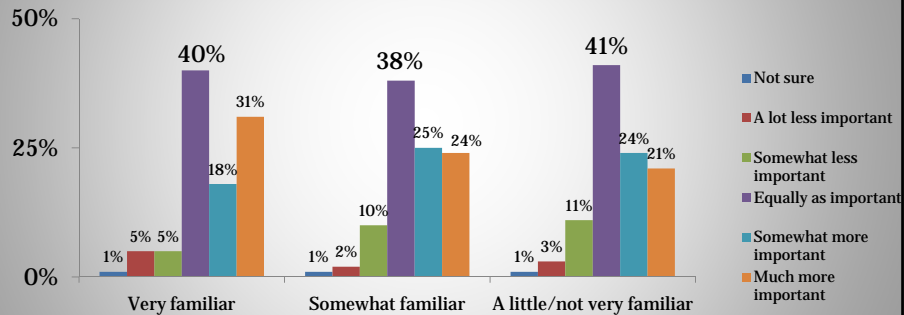
- (Question 17) Would you say the development of renewable energy resources as compared to other issues facing the nation is much more important, somewhat more important, equally as important, somewhat less important, or a lot less important?



The percentage saying the development of renewable energy resources is somewhat or much more important has stayed stable from 2006 (43%) to 2009 (45%).

Wind Mills and Policy by Wind Mill Familiarity

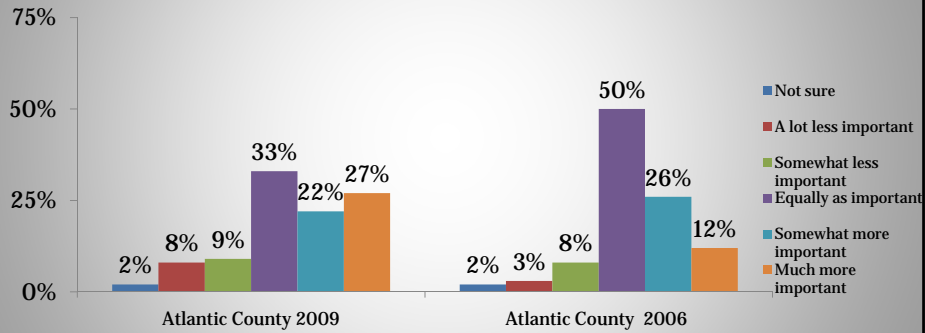
- (Question 17) Would you say the development of renewable energy resources as compared to other issues facing the nation is much more important, somewhat more important, equally as important, somewhat less important, or a lot less important?



Those who are "very familiar" with windmills are the most likely to say the development of renewable energy resources is "much more important" compared to other issues facing the nation.

Global Warming and Policy

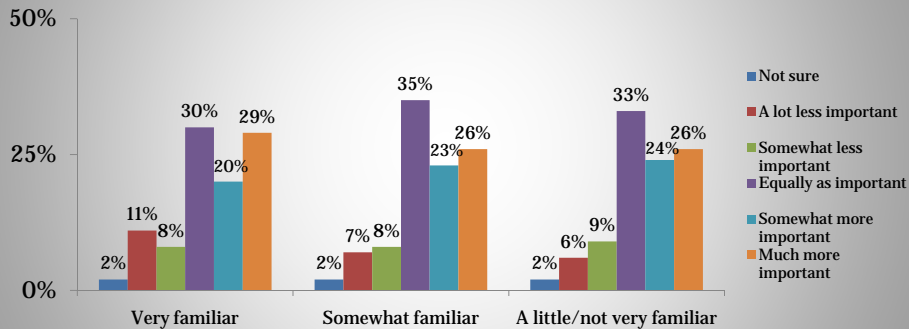
- (Question 18) Would you say that global warming and the reduction of greenhouse gases compared to other issues facing the nation is much more important, somewhat more important, equally as important, somewhat less important, a lot less important?



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.

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?



Percentages are similar across all groups.

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%
Some college	228	23%
College grad or more	546	55%
>\$25k/year in household income	77	9%
\$25-35k/year in household income	66	8%
\$35-50k/year in household income	104	13%
\$50-75k/year in household income	153	18%
\$75k-100k/year in household income	142	17%
\$100k+/year in household income	291	35%

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%
Female	494	49%
Male	506	51%

Note: race of respondent is based on interviewer observation.

Sample Characteristics IV - visitors only

	Frequency	Valid Percent
Day trip to shore	186	34% of visitors
Vacationing at shore and staying at a friend's home	97	18% of visitors
Vacationing at the shore and staying at a hotel/motel, bed and breakfast, condo-tel	212	38% of visitors
Vacationing at the shore and renting a house, apartment or condo	56	10% of visitors
First trip to shore	64	12% of visitors
Not first trip to shore	476	87% of visitors
Visiting from another part of NJ	161	29% of visitors
Visiting from another state	379	69% of visitors
Visiting from outside US	13	2% of visitors

Sample Characteristics V - residents only

	Frequency	Valid Percent
Own their residence	335	79% of residents
Rent their residence	78	18% of residents
Lived on Jersey Shore less than 1 year	11	2% of residents
Lived on Jersey shore 1-3 years	21	5% of residents
Lived on Jersey shore 3-5 years	26	6% of residents
Lived on Jersey shore 5-10 years	51	11% of residents
Lived on Jersey shore 10 years or more	336	75% of residents

2009 Picture – Wind Mill at 3 Miles at Ventnor Beach



Hughes Center

2009 Picture – Wind Mill at 3 Miles at Ventnor Fishing Pier



Hughes Center

2009 Picture – Wind Mill at 3 Miles at Atlantic City Boardwalk



Hughes Center

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



Hughes Center

2009 Picture – Wind Mill at 3 Miles at Brigantine Beach



2009 Picture – Wind Mill at 3 Miles at Brigantine Inlet



Thank you

To contact us:
William J. Hughes Center for Public Policy
The Richard Stockton College of New Jersey
609-626-3542
www.stockton.edu/hughescenter