

Stockton Polling Institute

Summer tourism

June 18-24, 2025

Weighted Results

First, please confirm that you are eligible. Are you an adult resident of New Jersey?

#	Answer	%	Count
1	Yes	100%	606
2	No	0%	0
4	Refuse	0%	0
	Total	100%	606

Do you plan to travel outside of New Jersey this summer season?

#	Answer	%	Count
1	Yes	50%	306
2	No	38%	231
3	Not sure	11%	69
4	Refuse	0%	0
	Total	100%	606

Please state whether the following impacted your decisions about travelling this summer:

Cost or the economy:

#	Answer	%	Count
1	Yes	53%	318
2	No	43%	263
3	Not sure	3%	19
4	Refuse	1%	6
	Total	100%	606

Concerns about air travel:

#	Answer	%	Count
1	Yes	39%	237
2	No	57%	347
3	Not sure	3%	19
4	Refuse	0%	3
	Total	100%	606

Do you plan to visit any destinations along the Jersey shore this summer?

#	Answer	%	Count
1	Yes	53%	319
2	No	37%	225
3	Not sure	10%	61
4	Refuse	0%	1
	Total	100%	606

Do you plan to spend more, less, or about the same amount on summer shore attractions compared to last year?

#	Answer	%	Count
1	More	11%	67
2	Less	28%	172
3	About the same	47%	284
4	Not sure	11%	66
5	Refuse	3%	18
	Total	100%	606

How would you describe your financial situation compared to this time last year? Would you say it's gotten better, worse, or that it's about the same?

#	Answer	%	Count
1	Better	19%	115
2	Worse	29%	177
3	About the same	49%	298
4	Not sure	2%	11
5	Refuse	1%	5
	Total	100%	606

Please rate whether you agree with the following statement: There are adequate free or affordable recreational activities in my community.

#	Answer	%	Count
1	Agree	49%	295
2	Disagree	35%	213
3	Not sure	16%	96
4	Refuse	0%	1
	Total	100%	606

Have you had to forgo recreational plans this summer due to cost?

#	Answer	%	Count
1	Yes	32%	195
2	No	62%	376
3	Not sure	6%	33
4	Refuse	0%	2
	Total	100%	606

Would you say the cost of beach tags to access your nearest beach in New Jersey is too low, too high, or just right?

#	Answer	%	Count
1	Cost is too low	3%	19
2	Cost is too high	50%	302
3	Cost is just right	21%	129
4	Not sure/Don't go to the beach	24%	148
5	Refuse	1%	8
	Total	100%	606

Which of the following best describes your position?

#	Answer	%	Count
1	Beaches are a public resource and should be free for New Jersey residents	65%	393
2	Beachgoers should pay for access to generate necessary revenue for essential services	30%	180
3	Not sure/No opinion	5%	33
4	Refuse	0%	0
	Total	100%	606

DEMOGRAPHICS

PHONE TYPE -

#	Answer	%	Count
1	Landline	6%	38
2	Cell phone	94%	568
	Total	100%	606

AGE - Please select your age group.

#	Answer	%	Count
1	18-29	17%	103
2	30-44	24%	145
3	45-64	33%	201
4	65 and older	21%	127
5	Refuse	5%	30
	Total	100%	606

COUNTY AS REGION - Select your New Jersey county.

#	Answer	%	Count
1	North	51%	307
2	Central	31%	184
3	South	14%	82
4	Refuse	5%	33
	Total	100%	606

D1 - Are you Hispanic or Latino?

#	Answer	%	Count
1	Yes, Hispanic or Latino	20%	122
2	No	72%	438
3	Refuse	7%	46
	Total	100%	606

D2 - Which of the following best describes your race:

#	Answer	%	Count
1	White	58%	351
2	Black or African American	12%	72
3	Asian or Pacific Islander	5%	31
4	Other/Multiracial	13%	77
5	Refuse	12%	75
	Total	100%	606

D3 - Which of the following best describes your highest level of education:

#	Answer	%	Count
1	Less than a four-year degree	53%	318
2	A four-year college degree or more	42%	257
3	Refuse	5%	31
	Total	100%	606

D4 - Which of the following general categories best represents your household income last year before taxes:

#	Answer	%	Count
1	Less than \$50,000	22%	132
2	\$50,000 to less than \$100,000	23%	137
3	\$100,000 or more	41%	248
4	Refuse	15%	88
	Total	100%	606

Do you consider yourself to be a:

#	Answer	%	Count
1	Democrat	31%	187
2	Republican	19%	112
3	Independent	28%	168
4	Something else	15%	91
5	Refuse	8%	48
	Total	100%	606

Lastly, what is your gender?

#	Answer	%	Count
1	Man	47%	286
2	Woman	49%	296
3	Identify another way/Refuse	4%	24
	Total	100%	606

METHODOLOGY

The poll of New Jersey residents was sponsored and conducted by the Stockton Polling Institute of the William J. Hughes Center for Public Policy at Stockton University. Data collection took place from June 18-25, 2025. A total of 606 New Jersey voters were interviewed. Responses were recorded via telephone or online in English. Overall, 94% of interviews were conducted on cell phones and 6% on landline phones. In terms of mode, 66% were reached via dialing with the survey administered by a live interviewer and 34% were reached via text-to-web. The live calls were conducted by Opinion Services. The text messages were sent by Stockton Polling Institute staff from the University's Galloway campus and included a single-use link to take the survey online. All respondents passed various quality control checks to evaluate the quality of the data collected online. Both cell and landline samples consisted of random digit dialing (RDD) sample from MSG. Within-household selection is done by asking for the youngest adult. Adults without a telephone are excluded from the sample. The data was weighted to balance the sample demographics using iterative proportional fitting, also known as raking or random iterative method (RIM) weighting. Weights were based on U.S. Census Bureau ACS 2023 data for the adult population in New Jersey on variables of age, race, education level, and sex. The poll's margin of error is +/- 3.9 percentage points at a 95% confidence level. The margin of sampling error is higher for subsets. Sampling error does not account for other potential sources of bias in polls such as measurement error or non-response.