



Hello, I'm \_\_\_\_\_ from Zogby International and we are working for the Hughes Center of Public Policy at Stockton College, this is a survey on opinions about the Atlantic City Area. Do you have a few minutes?

### Screening Questions

**S1. Do you work in the tourism industry, as a seasonal business employee on the New Jersey Shore, for the state of New Jersey, for a public utility or for an environmental organization?**

**1. Yes (End)**

**2. No**

**3. Not sure (End)**

701. Is your age group

18-40

41-60

Over 60

**S3. Are you a seasonal or full time resident of the New Jersey Shore community or a visitor (meaning any community within 3 miles of the ocean or bay?)**

**1. Seasonal (RESIDENT)(GO to Q1)**

**2. Full Time (RESIDENT) (GO to Q1)**

**3. (VISITOR) (Go to V5)**

**V5. Are you here for a ...**

**1. Day trip to the shore**

**2. Vacationing at the shore and staying at a friend's home**

**3. Vacationing at the shore and staying at a hotel/motel, bed and breakfast, condo-tel**

**4. Vacationing at the shore and renting a house, apartment or condo**

**5. Not sure (Do not read)**

**V6. Have you come to the shore before?**

**1. Yes, I've been here before    2. No, this is my first time    3. Not sure (Do not read)**

**(ASK EVERYONE)**

**Main Questionnaire**

**1. Have you ever heard about producing electricity through the use of Offshore Wind Turbines or Wind Mills? You may have also heard these referred to as Offshore Wind Mills or Wind Farms. Wind Turbines, or Wind Mills are structures that capture wind to produce electricity.**

- 1. Yes (To 2 and 3)      2. No (To Q4)      3. Not sure (To Q4)**

**2. What have you heard about electricity production through the use of Offshore Wind Turbines/Wind Mills? (RECORD VERBATIM) (PROBE) Anything else?\_\_\_\_\_**

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**3. On a scale of 1 to 5 where 1 is “not at all familiar” with producing electricity through Offshore Wind Mills and 5 is “extremely familiar”, how familiar are you with the idea of producing electricity through Offshore Wind Mills?**

- 1 Not at all    2    3    4    5 Extremely    6. Not sure (Do not read)**

**4. Are you familiar with the 5-turbine wind farm near the Borgata Casino on the way into Atlantic City?**

- 1 Not at all familiar    2    3    4    5 Extremely familiar**

**6. Not sure (Do not read)**

**5. Are you more likely or less likely to visit Atlantic City because of these five windmills?**

- 1. More likely      2. Less likely      3. No difference**

**4. Not Sure(Do not read)**

**CONCEPT TEST** - Consideration is being given to building a nine windmill farm three miles off Atlantic City as part of a program designed to provide electricity through clean, renewable and locally generated sources.

I'm going to show you some pictures of what the proposed nine Offshore Wind Mills or Wind Farm off Atlantic City might look like from the area and ask you some questions based on the pictures.  
**(Interviewer note: Show Pictures-Visitors and Residents see the same pictures)**

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?

1 **Completely opposed**            2    3    4    5 **Completely in favor**  
6. Not sure (**Do not read**)

**7. What benefits, if any, do you think there might be with what you just looked at? (RECORD VERBATIM) (PROBE) Any others?**

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8. What **disadvantages**, if any, do you think there might be with what you just looked at? **(RECORD VERBATIM) (PROBE)** Any others?\_\_\_\_\_

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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?

1. Positive    2. Negative    3. No effect    4. Not sure (**Do not read**)

10. Please tell me why you feel that way? (**RECORD VERBATIM**)  
(**PROBE**) Any other reasons?

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(**ASK Q11-12 VISITORS only**)

11. 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? Would you be...? (**READ ANSWERS**)

1. A lot more likely (**To 17**)
2. A little more likely (**To 17**)
3. Neither more likely nor less likely (**To 12**)
4. A little less likely (**To 12**)
5. A lot less likely (**To 12**)
6. Not sure (**Do not read**) (**To 12**)

12. Do you think you would go elsewhere on the New Jersey Shore or go somewhere other than the Atlantic City area?

1. Elsewhere on the New Jersey Shore
2. Somewhere other than the New Jersey Shore
3. Not sure (**Do not read**)

(**ASK Q13 – Q15 RESIDENT only**)

13. If nine Wind Mills were located three miles off the Atlantic City shore, please tell me what affect it would have on people who live in the Atlantic City area?

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14. Do you own any rental properties in the Atlantic City area?

1. Yes (**Ask 15**) What City \_\_\_\_\_ 2. No (**To 17**)  
3. Not sure (**To 17**)

15. 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?

1. Easier 2. More difficult 3. No impact 4. Not sure (**Do not read**)

**(ASK EVERYONE)**

17. Would you say the development of renewable energy resources as compared to other issues facing the nation is..

1. Much more important 2. Somewhat more important  
3. Equally as important  
4. Somewhat less important 5. A lot less important  
6. Not sure (**Do not read**)

18. Would you say that global warming and the reduction of greenhouse gases compared to other issues facing the nation is..

1. Much more important 2. Somewhat more important  
3. Equally as important  
4. Somewhat less important 5. A lot less important  
6. Not sure (**Do not read**)

**DEMOGRAPHICS**

The following questions are for classification purposes only.

**(ASK QD1 – QD3 VISITORS only)**

D1. Are you a longtime visitor or is this your first time here?

1. Long time visitor 2. First time 3. Not sure/Refuse (**Do not read**)

D2. Are you visiting from...?

1. Another part of New Jersey 2. Another state (**Record**) \_\_\_\_\_  
3. Outside of the US 4. Not sure/Refuse (**Do not read**)

D3. Please select the reason or reasons that you chose the New Jersey

Shore for this trip? (**ALLOW MULTIPLE RESPONSES**)

1. Convenient to where I live
2. Come here all the time
3. Beautiful beaches
4. Fun for the family
5. Tourist attraction
6. Variety of destinations and things to see
7. Has gambling
8. Relaxing
9. Other (**Record**) \_\_\_\_\_

(**ASK QD4 – QD5 for RESIDENT only**)

D4. How long have you lived on the New Jersey Shore? Would you say you've lived here...? (**READ ANSWERS**)

1. Less than 1 year
2. 1 year to less than 3 years
3. 3 years to less than 5 years
4. 5 years to less than 10 years
5. 10 years or more
6. Not sure (**Do not read**)

D5. Do you currently own or rent your residence on the New Jersey Shore?    1. Own                            2. Rent                            3. Not sure/Refuse

(**ASK EVERYONE**)

D6. Which of the following best describes your marital status? Are you...? (**READ ANSWERS**)

1. Married
2. Single, never married
3. Widowed, separated, divorced
4. Civil union/living together/partnership
5. Not sure/Refuse (**Do not read**)

903. Which of the following best describes your highest level of education?

1. Less than h.s. graduate    2. H.S. graduate    3. Some college  
4. College graduate or more    0. Refuse (Do not read)

921. Which of the following best represents your household income last year before taxes?

1. Less than \$25,000    2. \$25,000-\$34,999  
3. \$35,000-\$49,999    4. \$50,000-\$74,999  
5. \$75,000-\$99,999    6. \$100,000 or more    0. Refuse (Do not read)

**9. ETHNIC BACKGROUND. DO NOT READ. VISUAL ONLY**

1. White/Caucasian  
2. Black/African American  
3. Hispanic/Latino  
4. Asian/Pacific Islander  
5. Other (**Record**) \_\_\_\_\_  
6. Not sure

D10. Do you consider yourself to be Hispanic?

1. Yes    2. No    3. Not sure/Refuse (Do not read)

**S7. RECORD RESPONDENT'S GENDER**

1. Female    2. Male

**Thank you very much for your help.  
Your opinions are greatly appreciated!**