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I. Methodology and Sample Characteristics

Methodology

Zogby International was commissioned by the William J. Hughes Center for Public Policy to conduct 1003 intercept interviews in three communities along New Jersey's Atlantic shore. The three communities chosen were Atlantic City/Ventnor, Margate, and Brigantine. Ventnor did not give permission to conduct interviews on their beach, so as a consequence, a lesser amount of interviews were conducted along the Atlantic City/Ventnor border.

The interviews were conducted from July 9 through July 12, 2009. Nine interviewers conducted the interviews over those four days. Interviews were conducted one day along Atlantic City's Boardwalk, while the rest of the interviews were conducted on the beaches in those communities.

The interviews included a 34-question questionnaire and six (6) photographic depictions of what it may look like with windmills off shore. Respondents were asked

White	874	88
Sample Characteristics	Frequency	Valid Percent*
Hispanic	23	2

The only possible negative response was the “cost of construction” cited by 3%.

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?

Table 1. Familiarity with Offshore Wind Mills

	27
5	11
	16

Respondents are closely divided in their familiarity with the Atlantic County Utilities Authority's (ACUA) wind farm near the Borgata Casino

6. *On a scale of 1 to 5, where 1 is “completely opposed” to this idea and 5 is “completely*

7. *What benefits, if any, do you think there might be with what you just looked at?*

Table 4. Benefits from Offshore Windmills

	38%	Environmental Issues (Net)	40%
	18	Clean source of energy	15
	--	Less pollution/clean air	12
	15	Good/better for the environment	10

8. *What disadvantages, if any, do you think there might be with what you just looked at?*

- Ugly/eye sore (169) 17%
- Obstructs ocean view (107) 11
- Harmful to marine life/other wildlife (78) 8
- Cost of construction (59) 6
- Interferes with boats/water traffic (48) 5
- Inefficient (19) 2
- Durability (18) 2
- Noise (17) 2
- No difference (165) 16
- Nothing/don't know/no answer (326) 32

Thinking of disadvantages to having windmills three miles offshore, 17% say they are “ugly” and 11% believe they will obstruct the view of the ocean.

9. *Do you think the nine windmills three miles off the Atlantic City shore will have a positive or negative effect on the city of Atlantic City and the local environment?*

Table 5. Affect of Wind Turbine/Windmills on Local Environment*

	66	48
	7	16
	22	32
	6	4

***Question in 2006: How do you think Wind Turbines would affect the New Jersey Shore environment? What do you think their overall affect on the environment would be?**

****Not sure was “no answer” in 2006**

Positive	66%
Negative	7
No effect	22
Not sure	6

By three to one (66% vs. 22%), respondents think the windmills will have a positive effect on the city and the local environment rather than having no effect, while 7% believe the overall effect will be negative. Six percent are not sure. By contrast, in 2006, 48% thought the wind turbines would have an overall positive effect, but again, the questions are different.

A majority in every sub-group, but two, say the effect would be positive, including nearly three in four (74%) of those under 40 who think the windmills will have a positive effect, while 56% of se2am(o, sm2 Tc -re1sm2 Tcnm2 Tc)-6(ho)TJJTJ 9.1 811warithow [(15 Tc

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were located offshore. Thirteen percent believe it would be more difficult to rent their properties and 10% think it would be easier. Two percent are just not sure.

Totals are too small for sub-group analysis.

(ASK EVERYONE)

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

Much more important	24%
Somewhat more important	22
Equally as important	40
Somewhat less important	9
A lot less important	4
Not sure	1

Nearly half (46%) say that the development of renewable energy resources as compared to other issues facing the nation is important, while another 40% say it is equally as important as other issues. Thirteen percent feel that renewable energy is less important than other issues facing the nation.

Younger respondents are more likely than those over 60 to say developing renewable energy resources is equally as important as other issues and men are slightly more likely than women to feel that way.

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Generally, sub-group responses mirror responses overall with most of the sub-groups closely divided between saying global warming and the reduction of greenhouse gases is much more important or equally important as other issues facing the country.