

**NEW JERSEY OPINIONS  
ON GROWTH AND DEVELOPMENT**

*Conducted for:*

**Smart Growth America  
New Jersey Future  
Tri-State Transportation Campaign  
Pinelands Preservation Alliance**

*Conducted by:*



**Patrick Murray  
Director**

**Thomas Lamatsch  
Assistant Director**

*Data Collection:*

**August 2011**

**NEW JERSEY OPINIONS  
ON GROWTH AND DEVELOPMENT**

**TABLE OF CONTENTS**

	<b>PAGE</b>
EXECUTIVE SUMMARY	
A. Introduction.....	1
B. State Priorities .....	1
C. Impact of Development.....	3
D. Planning Authority .....	5
E. Sustainable Communities.....	6
F. Transportation .....	8
G. Pinelands and Highlands.....	10

**APPENDICES:**

SURVEY METHODOLOGY

SURVEY QUESTIONNAIRE

# **NEW JERSEY OPINIONS**

## **ON GROWTH AND DEVELOPMENT**

### **EXECUTIVE SUMMARY**

The way New Jersey has been developed over the past generation has left an indelible imprint on the state's economy and quality of life for all residents. Most people look at development from the confines of their immediate surroundings. Urban residents focus on how their cityscapes have changed in the past generation while suburban residents may think more about open spaces.

A survey of New Jersey residents was commissioned jointly by Smart Growth America, New Jersey Future, the Tri-State Transportation Campaign, and the Pinelands Preservation Alliance. The survey, conducted by the Monmouth University Polling Institute, found strong support for sustainable planning, particularly as it impacts transportation and natural resources. This opinion was muted somewhat by economic concerns in the current downturn.

#### **State Priorities**

Protecting natural resources, specifically the state's drinking water supply, is valued as highly by New Jersey residents as encouraging new businesses and job growth. While economic concerns have increased dramatically in the past decade, it's important to note that New Jerseyans continue to place a high premium on natural resource preservation. Furthermore, having a good system of roads and highways is valued nearly as highly as education and reducing property taxes. There are few differences by political party in how widely these values are shared by Garden State residents.

New Jerseyans are less likely to view the pace of development negatively than they were ten years ago. This lessening of concern over development is likely tied to current economic conditions. The rate of construction has slowed because of the economy and thus over-development is not perceived as a problem right now. It's important to note that despite the substantial increase in economic concerns, other priorities related to sustainability, such as preserving open space, have not diminished in importance for New Jersey residents.

New Jerseyans do feel that the way the state has grown over the past two decades has made it both less affordable and more difficult to travel. Urban residents are the most likely to say that past development in New Jersey has not been beneficial to them and that they would like to see more development, particularly in existing communities.

Most New Jerseyans support having a coordinated, statewide plan to steer growth and development to existing population centers. Some express reservations if such a plan were to undercut local input on planning decisions or limit their own ability to move around the state. Considering New Jersey's strong "home rule" culture, it's important to note that these concerns are not new and are registered at similar levels to polls conducted over the past two decades.

## **Sustainable Communities**

New Jerseyans agree that the state needs more sustainable communities – places where a variety of transportation options already exist and neighborhoods are within walking distance of services and transit access. Most say they would like to live in this type of community, although they are divided on having to downsize their current living arrangements to do so.

The public feels that the outcomes of focusing growth and development in existing communities would be generally positive. In particular, many say that this type of planning would promote economic growth and attract businesses to the state. They also feel that it would make it easier to get from place to place, even though it might not reduce current levels of traffic congestion. A significant number also feel it would improve environmental quality in the state. The public is divided on how sustainable community planning would impact housing availability and cost.

## **Transportation**

It is not surprising that transportation is a major concern in the country's most densely populated state. The vast majority of New Jerseyans say that having a good system of roads and public transit is very important for the long term future of the state. Despite the economic downturn, a majority agree that now is the time for state government to invest in transportation because it will create jobs and attract new businesses.

New Jersey residents give their highest transportation priority to the maintenance and repair of existing roads and highways. This is followed by expanding and improving train and bus services. Fewer residents would prioritize walkways and bikeways or the construction of new roads and highways.

Public transportation in New Jersey is generally perceived as being safe, affordable, and convenient. Just under half say public transit in New Jersey goes where they want to go. Just over half of New Jerseyans say they would like to use public transit or walk or bike more often than they do now.

## **Pinelands and Highlands**

The vast majority of New Jerseyans say that it is important for the state to protect areas like the Pinelands and the Highlands. Just over half have heard either a great deal or some about the Pinelands and just over one-third have heard a great deal or some about the Highlands. New Jerseyans generally support having regional commissions set growth and development policies that towns in the Pinelands and Highlands regions must follow in their zoning decisions.

# **NEW JERSEY OPINIONS ON GROWTH AND DEVELOPMENT**

## **A. Introduction**

The way New Jersey has been developed over the past generation has left an indelible imprint on the state's economy and quality of life for all residents. To assess the impact of that development and public attitudes toward future growth strategies, the Monmouth University Polling Institute was commissioned to conduct an independent statewide public opinion survey of New Jersey residents. The survey was commissioned jointly by Smart Growth America, New Jersey Future, the Tri-State Transportation Campaign, and the Pinelands Preservation Alliance. The Monmouth University Polling Institute retained control over the wording of the final questionnaire and all survey methodology.

The survey involved telephone interviews between August 18 and August 24, 2011 with a random probability sample of 804 New Jersey residents, 18 years of age or older. Percentages for the total sample have a margin of error of  $\pm 3.5\%$ . A more comprehensive description of the research methodology is included in the appendix. This report and interpretation of the survey findings are the sole responsibility of the Monmouth University Polling Institute.

## **B. State Priorities**

The survey took ten different issues facing New Jersey and asked residents how important each is for the state to address. The highest priorities from this list included a range of issues which at least 3-in-4 residents identify as "very" important. Topping the list are two diverse concerns: protecting the state's drinking water supply (91%) and attracting new businesses (88%). Other issues widely seen as very important are improving education (83%), reducing property taxes (78%), and having a good system of roads and highways (74%).

A significant majority of Garden State residents also consider it very important for New Jersey to preserve the state's remaining forests (67%), protect farmland and open space from development (62%), and reduce traffic congestion (59%).

A majority feel that it is very important to improve access to public transportation (52%), and 4-in-10 say the same about slowing the rate of development (40%). Very few New Jerseyans feel that any of these ten priorities are *not* important, ranging no higher than 21% for slowing the rate of development – another 36% feel this priority is somewhat important. There are no significant differences by region of the state on the importance of slowing the rate of development.

<b>STATE PRIORITIES – by PARTY</b>				
<i>Percent saying “very important”</i>	<b><u>TOTAL</u></b>	<b><u>Democrat</u></b>	<b><u>Republican</u></b>	<b><u>Indep</u></b>
Protecting our drinking water supply	<b>91%</b>	92%	93%	89%
Attracting new businesses and creating jobs	<b>88%</b>	87%	92%	86%
Improving education	<b>83%</b>	91%	77%	80%
Reducing property taxes	<b>78%</b>	76%	83%	77%
Having a good transportation system of roads and highways	<b>74%</b>	75%	75%	73%
Preserving the state’s remaining forests	<b>67%</b>	71%	64%	65%
Protecting farmland & open space from development	<b>62%</b>	63%	59%	61%
Reducing traffic congestion	<b>59%</b>	60%	57%	58%
Improving access to public transportation	<b>52%</b>	60%	38%	52%
Slowing the rate of development	<b>40%</b>	43%	38%	37%

Interestingly, most of these issues show little or no partisan difference in how much importance New Jersey residents place on them. For instance, Democrats (92%) are just as likely as Republicans (93%) to say protecting our drinking supply is very important and the same is true for attracting new businesses and jobs (87% Democrats and 92% Republicans). Reducing property taxes, maintaining roads and highways, preserving forests, protecting farmland and open space, reducing traffic congestion, and slowing the rate of development all show no significant partisan differences in ratings of importance.

In case of education, where partisan differences are statistically significance, the priority remains high (91% Democrats to 77% Republicans). Only in the area of public transportation do partisan leanings have a notable impact on priorities – with 60% of

Democrats feeling that improving transit access is very important compared to 38% of Republicans. Political independents fall in the middle at 52% on this issue.

Six of these ten issues were also asked about in a statewide poll conducted in 2000. For three issues, there has been no change in the rating of their importance: improving education, protecting farmland and open space from development, and reducing traffic congestion. Reducing property taxes has increased slightly in importance, by 7 points, over the

<b>STATE PRIORITIES - TRENDS</b>			
<i>Percent saying "very important"</i>	<u>2000*</u>	<u>2011</u>	<u>Change</u>
Attracting new businesses and creating jobs	59%	88%	+29
Improving education	83%	83%	0
Reducing property taxes	71%	78%	+7
Protecting farmland & open space from development	63%	62%	-1
Reducing traffic congestion	62%	59%	-3
Slowing the rate of development	51%	40%	-11

\* Source: Belden Russonello & Stewart for New Jersey Future

past decade, while slowing the rate of development has decreased by 11 points. The major change has been for attracting new businesses and jobs, which has increased in importance by 29 points, from 59% in 2000 to 88% in the current survey.

This latter result clearly reflects the stark differences in the economic climates of a decade ago and today. The lessening of concern over the rate of development is also likely tied to these conditions as well. The rate of construction has slowed because of the economy, and thus over-development is not perceived as a high concern. It's important to note that despite the substantial increase in economic priorities, other priorities related to sustainability, such as preserving open space, have not diminished in importance for New Jersey residents.

### **C. Impact of Development**

As noted in the prior section, the economic downturn has led to a slower rate of development and consequently lower level of concern about the pace of development – although preservation of open space remains an important concern. This perception is borne out when New Jerseyans are asked to consider the amount of development across the state and in their own area. Currently, 40% say there is too much development in New Jersey, another 21% say there is too little, and 34% say the amount of development is about right. In a 2000 poll conducted for New Jersey Future,

a majority of residents (56%) felt that there was too much development in the state compared to just 9% who said there was too little.

Closer to home, just under half of New Jersey residents (46%) say the amount of development in their own area has been about right, while 32% say there has been too much and 21% say there has been too little. Eleven years ago, nearly half (49%) said there was too much development in their own area and just 11% said there was too little.

It's important to examine these attitudes within different types of communities in the state. Urban residents (32%) are more likely than residents of established towns and suburbs (16%) and expanding suburbs (19%) to say there has been too little development in their area.

<b>AMOUNT OF DEVELOPMENT - TRENDS</b>				
	<u>2000*</u>	<u>2011</u>	<u>Change</u>	
New Jersey: too much	56%	40%	-16	
New Jersey: too little	9%	21%	+12	
My area: too much	49%	32%	-17	
My area: too little	11%	21%	+10	

*\* Source: Belden Russonello & Stewart for New Jersey Future*

They are not any more or less likely to say there has been too much (34% urban, 31% stable town and suburb, 32% expanding suburb).

The sense that urban residents feel their areas are more in need of development is borne out by responses to specific potential impacts of development asked about in the poll. Overall, 41% of New Jerseyans say that the way the state has been developed in the past 20 years has made it a worse place to live. Fewer – 31% – say it has become a better place to live and 24% say that the past two decades of development have had no impact on the state's overall quality of life.

The responses are slightly more positive, but still mixed, when residents consider the impact of development in their own local area: 31% better, 31% worse, and 36% no impact. Urban residents (39%) are slightly more likely than those in stable (25%) or expanding (31%) suburbs to feel that the past two decades of development has made their area worse off.

Garden State residents are also divided on how development over the past 20 years has affected New Jersey's economy – 31% say it has helped and 34% say it have hurt the state's economic growth, with another 26% feeling that development has had no impact on the economy.

Looking at their own pocketbooks, New Jerseyans are much more definitively negative. Fully 7-in-10 (71%) say that the past two decades of development has made the state a less affordable place to live compared to just 14% who say development has made New Jersey more affordable and 12% who say it has had no impact.

In the area of transportation, just over half (51%) say that it is now harder to drive from place to place in the state because of the way it has developed, compared to 23% who say it is now easier and 25% who feel there has been no change. And just under half (46%) say it is now harder to get around the state if you do not have a car, compared to 24% who say development has made this easier and 24% who say there has been no change. This is the one aspect of development where urban residents are more positive – 41% of urban residents say it is easier to get around without a car now. In contrast, 51% of suburban residents say development has actually made it harder to get around if you don't drive.

#### **D. Planning Authority**

Most New Jerseyans (69%) support having a coordinated, statewide plan to steer growth and development to existing population centers in order to limit growth in farming communities and other open spaces. Just 25% disapprove of such a plan. These results are nearly identical to an Eagleton-Rutgers Poll conducted in 2002, which found 71% approval to 17% disapproval.

Support declines, though, if such a plan meant that residents would not be able to build or move into new houses in undeveloped parts of the state – 47% in favor to 42% opposed. Again, these results are similar to the 2002 poll (48% to 40%). Opposition increases most sharply among urban residents – just 24% are opposed to a state plan in general, but 49% are opposed if it limits their housing options in other parts of the state. Among suburban residents, opposition to a state plan in general stands at 25% and increases by a smaller amount to 39% if their housing options are limited.

The survey suggests that residents may be more comfortable with a statewide plan if local authorities exercise some degree of control over the

<b>PREFERRED LEVEL OF AUTHORITY - TRENDS</b>			
	<u>1988*</u>	<u>2002*</u>	<u>2011</u>
Local	48%	51%	52%
Regional	43%	40%	42%

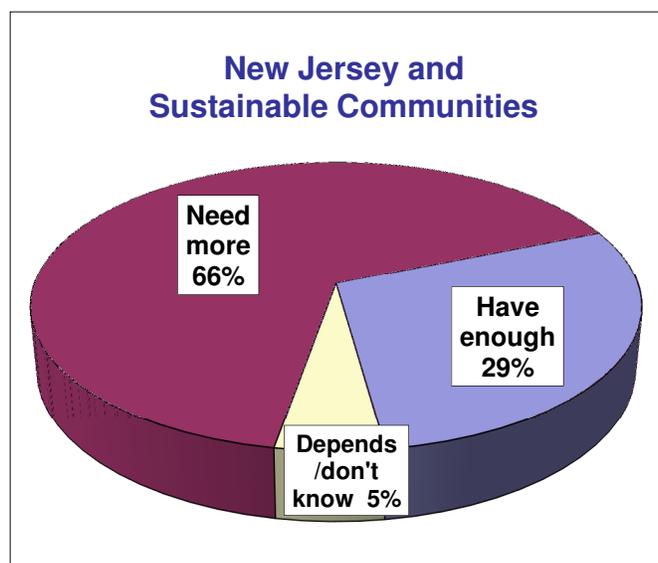
*\* Source: Eagleton-Rutgers Poll*

process. Just over half (52%) say they prefer that growth and development are controlled at the local level while 42% prefer it to be controlled at the regional level. There are no significant partisan differences in this opinion.

Interestingly, public attitudes on the question of authority over development decisions have not changed in the past two decades. A 2002 poll put New Jersey opinion at nearly identical levels – 51% local control to 40% regional control and a 1988 poll came up with virtually the same result – 48% local to 43% regional.

### E. Sustainable Communities

Many planners emphasize focusing growth and development in existing towns and cities where there are already transportation options and neighborhoods are within walking distance of services and transit access. These are sometimes referred to as sustainable communities. Two-thirds (66%) of New Jerseyans feel that the state needs



more of these sustainable communities. Only 29% say that New Jersey already has enough of these types of communities. Large majorities of Democrats (72%) and independents (68%) say the state needs more of these communities while Republicans are split – 49% say more of these communities are needed and 44% say New Jersey already has enough.

Nearly 3-in-4 New Jerseyans say they would definitely (46%) or probably (27%) like to live in a community where they could walk to shops or their job and that offered a variety of transportation options. Those saying they would *definitely* like to live in this type of community include 67% of current urban residents, 45% of those in stable towns and suburbs, and 37% in expanding suburbs.

The public is more divided, though, when asked to consider the likelihood of downsizing to a smaller house if they could reduce their commute time and have better

access to public transportation and more services within walking distance of their home. Just under half say they are very (20%) or somewhat (24%) likely to consider this, while just over half say they are not too (16%) or not at all (37%) likely. There is little difference in opinion when the size of residents' current home is taken into account. Just under half (47%) of those currently living in large single family homes with at least four bedrooms say they are at least somewhat likely to consider downsizing their home in exchange for better access to transit and services. Similar numbers of residents living in smaller single family homes (41%) and townhouses or multi-dwelling buildings (47%) say the same.

The survey asked New Jerseyans to consider the likelihood of a number of potential outcomes from focusing growth and development in existing communities. While this type of planning is not seen as a panacea for New Jersey's growth and development, the public feels that the impact would be generally positive. The outcomes that most Garden State residents feel are at least somewhat likely to come about from this type of planning are that it would become easier to get from place to place in the state (39% very likely and 33% somewhat likely) and would promote economic growth and attract businesses to the state (37% very likely and 38% somewhat likely). A significant number also feel it would improve environmental quality in the state (31% very likely and 31% somewhat likely).

<b>SUSTAINABLE COMMUNITY PLANNING OUTCOMES</b>			
	Very <u>likely</u>	Somewhat <u>likely</u>	Not <u>likely</u>
<i>Positive outcomes</i>			
Easier to get from place to place	39%	33%	25%
Promote economic growth	37%	38%	22%
Improve environmental quality	31%	31%	35%
Reduce traffic congestion	27%	24%	46%
More housing choices	25%	39%	32%
Housing more affordable	17%	23%	52%
<i>Negative outcomes</i>			
Harder to get from place to place	22%	24%	49%
Housing less affordable	22%	26%	44%
Fewer housing choices	20%	29%	45%

While most New Jerseyans feel that focusing new development in existing sustainable communities would make it easier to get around, fewer feel that it would

reduce present traffic congestion levels (27% very likely and 24% somewhat likely compared to 46% not likely). At the same time, residents don't feel that this type of planning will cause traffic to worsen appreciably. While less than half say it is very (22%) or somewhat (24%) likely that growth in existing communities will make it harder to get around, fully 49% say this is not likely to be an outcome of such planning.

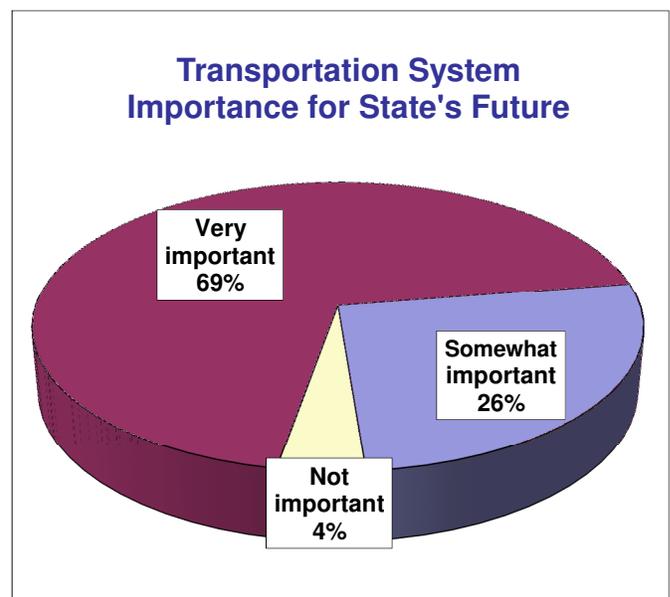
One area that has been cause for concern among state residents in the wake of the housing bubble is home availability and cost. Public opinion is mixed on the impact, positive or negative, sustainable community planning would have on this issue. While nearly 2-in-3 (64%) say that focusing development in existing communities could lead to an increase in housing options, nearly half (49%) say it is at least somewhat likely that housing options could actually become more limited. In other words, a number of residents feel that the impact of sustainable community planning on housing options could go either way.

Furthermore, fewer than half of state residents think that focusing development in existing communities is likely to have either a positive or negative impact on housing costs. In fact, half or nearly half say it is *not* likely that housing will become either more affordable (52%) or less affordable (44%) with this type of planning and development. Conversely, less than 1-in-5 (17%) say that housing is very likely to become more affordable and just over 1-in-5 (22%) say it is very likely to become less affordable.

## F. Transportation

It is not surprising that transportation is a major concern in the country's most densely populated state. Overall, 69% of New Jerseyans say that having a good system of roads and public transit is very important for the long term future of the state. Another 26% say it is somewhat important. Only 4% say it is not important.

Despite the economic downturn, a majority (52%) of residents agree with the



sentiment that now is the time for state government to invest in transportation because it will create jobs and attract new business. On the other side, 43% feel that such investments should be put off because state budgets are too tight and there are more important needs. Democrats strongly support making public investment in transportation now (61% to 35%), while independents are more likely to support (51%) than oppose (43%). Republicans, on the other hand, tend to say that these investments should be put off (56%) rather than made now in the current budget environment (38%).

When asked which aspects of transportation infrastructure should be prioritized, fully 3-in-4 (75%) rate the maintenance and repair of existing roads and highways as a high priority. A majority of 54% give the same high priority rating to expanding and improving train and bus services. Fewer New Jerseyans rate expanding walkways and bikeways (41%) or building new roads (36%) as high priorities.

A good number of New Jersey residents depend upon public buses and trains for their transportation needs. This includes 12% who use transit on at least a weekly bases and another 13% who do so several times a month. Among these regular transit users, 69% rate transit improvements as a high priority, nearly the same number (73%) who rate road maintenance as a high priority.

Public transportation in New Jersey is widely perceived by state residents as being safe (71% agree to 13% disagree). A majority also see it as affordable (56% agree to

<b>VIEWS OF TRANSIT by CURRENT USAGE</b>				
	<u>TOTAL</u>	<u>Regular</u>	<u>Occasional</u>	<u>Never</u>
Safe	71%	84%	75%	54%
Affordable	56%	62%	64%	39%
Convenient	53%	63%	57%	37%
Goes where I want	48%	63%	49%	31%

25% disagree) and convenient (53% agree to 34% disagree). Just under half say public transit in New Jersey goes where they want to go (48% agree to 38% disagree).

Among regular transit users, large majorities agree that transit is safe (84%), affordable (62%), convenient (63%), and goes where they want to go (63%). Occasional transit users also say transit in New Jersey is safe (75%), affordable (64%), and convenient (57%). This group is split, though, on whether transit goes where they want to go (49% agree to 40% disagree). Those who never use public transportation are less likely to agree with any of these assessments of public transportation in New Jersey – safe (54%), affordable (39%), convenient (37%), and goes where they want to

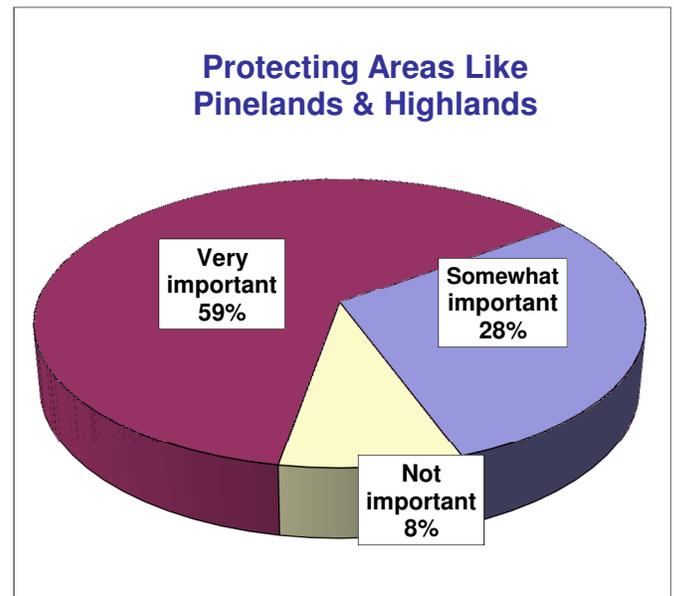
go (31%). However, they are more likely to say they don't know enough to evaluate transit rather than necessarily disagree.

Just over half (52%) of New Jerseyans say they would like to use public transit or walk or bike to places more often than they do now. Another 41% admit that they simply prefer to use their car to get from place to place. Most transit users say they would like to use transit even more than they do now (64% regular riders and 58% occasional riders). However, few of those who never use transit are inclined to consider it. Just 31% of this group say they would like to use transit or walk or bike more if it was convenient, while the majority (58%) say they simply prefer to use their car.

### G. Pinelands and Highlands

The survey also asked about resident awareness and opinion of planning in the state's Pinelands and Highlands regions. As noted earlier in this report, 9-in-10 New Jerseyans say it is very important to protect the state's drinking water supply and 2-in-3 say the same about protecting the state's forests. These are among the purposes for which the Pinelands and Highlands were established.

The vast majority of New Jerseyans say that it is important – 59% very and 28% somewhat – for the state to protect areas like the Pinelands and the Highlands. Only 8% say it is not important. This level of support is similar across all regions of the state, including those who live in communities in the two designated areas.



Just over half of New Jersey residents have heard either a great deal (28%) or some (27%) about the Pinelands, an area in the southern part of the state designated as a national conservation reserve. Another 17% say they have not heard much about the Pinelands and 27% have heard nothing at all.

Among those who live in the southern part of the state, more than 2-in-3 have heard something about the Pinelands region. Within the Pinelands area itself, 57% of residents say they know a great deal about it and in the surrounding areas of South Jersey, 45% know a great deal. In Central Jersey, nearly 6-in-10 know something about the Pinelands (including 23% who know a great deal), and in North Jersey, just under half know something about the Pinelands (including 18% who know a great deal).

New Jerseyans generally support having a regional commission set growth and development policies for the Pinelands region that towns in the area must follow in their zoning decisions – 52% approve to 27% disapprove. Among state residents who have some awareness of the Pinelands, support for regional planning stands at 59% approve to 27% disapprove.

Turning to the Highlands, just over one-third of New Jersey residents have heard either a great deal (15%) or some (21%) about this area in the northwestern part of the state designated for regional planning and protection. Another 24% say they have not heard much about the Highlands and 40% have heard nothing at all.

A majority of those who live in the northwestern part of the state have heard something about the Highlands region. Within the Highlands area itself, 38% of residents say they know a great deal about it and in the surrounding areas of northwestern New Jersey, 22% know a great deal. In the remaining portions of northeastern and central New Jersey, just over 1-in-3 know something about the Highlands (including 15% who know a great deal), and in South Jersey, just over 1-in-4 know something about the Highlands (including 8% who know a great deal).

New Jerseyans generally support having a regional commission set growth and development policies for the Highlands region that towns in the area must follow in their zoning decisions – 51% approve to 28% disapprove. Among state residents who have some awareness of the Highlands, support for regional planning stands at 57% approve to 31% disapprove.

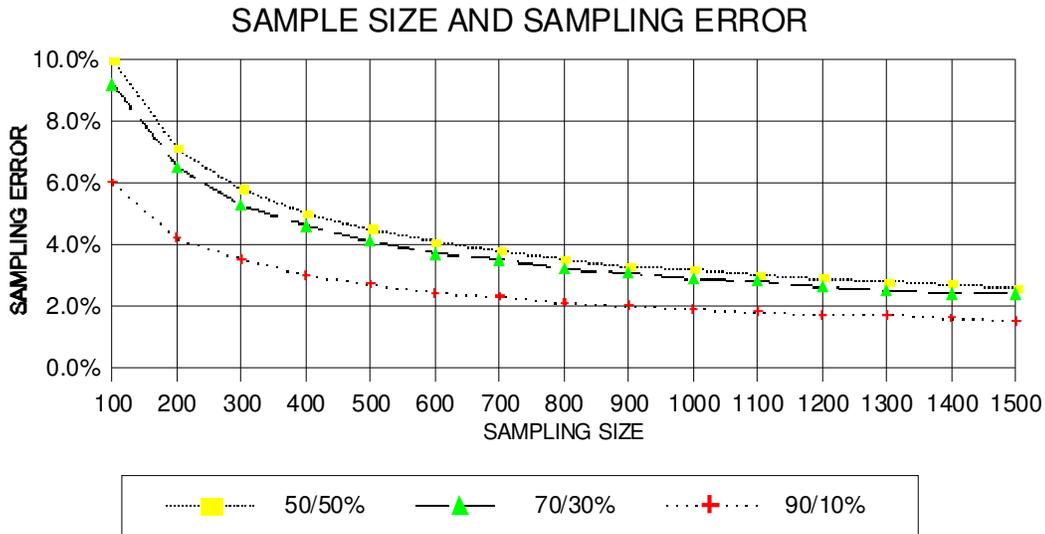
## **APPENDIX: SURVEY METHODOLOGY**

The questionnaire for this survey was drafted by the Monmouth University Polling Institute (MUPI) staff in consultation with the study sponsors. A number of questions were asked in prior New Jersey statewide polls conducted approximately a decade ago and were included for the purpose of measuring trends. The Monmouth University Polling Institute retained control over the wording of the final questionnaire and all survey methodology.

A random proportional probability sample was used to select 804 New Jersey residents 18 years of age and older who were contacted to participate in this study. The sample was designed to make sure that each of six regions (defined by area code) and population gender were proportionately represented. The three digit exchange was used to match telephone numbers and geographic areas. The remaining four digits were randomly selected. This procedure ensures that those with unlisted or new telephone numbers are included in the sample. Each working phone number was called a minimum of three times, at different times of the week, in an effort to reach people who were infrequently at home. The interviews were conducted August 18 to August 24, 2011 by experienced professional interviewers who were monitored by the MUPI research staff.

While those interviewed in a survey ideally will have the same characteristics as the population they represent, samples frequently may under-represent groups that are more difficult to interview, such as the elderly or those with less than a high school education. To correct this imbalance, a statistical technique known as "weighting" is used. The weighting procedure compares New Jersey population figures for age and education based on census data with those of the sample.

When there is significant difference between these two figures, the sample is weighted so it more accurately reflects the population of the state. For example, if census figures show 39% of New Jerseyans, 18 years and older, to have a high school education, and the sample consists of 32% with a high school education, each respondent in this category would be counted as 1.21 persons to adjust for this difference.



The percentages obtained in a sample survey are estimates of what the distribution of responses would be if the entire population had been surveyed. "Sampling error" is a statistical term which describes the probable difference between interviewing everyone in a given population and a sample drawn from that population. For example, the sampling error associated with a sample of 804 respondents is  $\pm 3.5\%$  at a 95% confidence interval. Thus, if 47% in this sample are found to agree with a particular statement, the percentage of agreement within the population from which the sample was drawn would be between 43.5% and 50.5% ( $47 \pm 3.5\%$ ) 95 times out of 100.

Sampling error increases as the sample size is reduced. This fact must be kept in mind when comparing the responses of different groups within a sample (e.g. men compared with women). Readers should note that sampling error does not take into account other possible sources of error inherent in any study of public opinion. The chart above shows the relationship between sample size and sampling error.



**NEW JERSEY OPINIONS  
ON GROWTH AND DEVELOPMENT  
– QUESTIONNAIRE –  
AUGUST 18-24, 2011 (n=804 adults, m.o.e.=±3.5%)**

Q1. I'm going to read you some issues facing New Jersey over the next five years. Please tell me whether each is very important, somewhat important, not very important, or not at all important for us to address. [ITEMS WERE ROTATED]

	Very important	Somewhat important	Not very important	Not at all important	(VOL) Don't Know
Attracting new businesses and creating jobs	88%	11%	2%	0%	0%
Reducing property taxes	78%	15%	4%	2%	1%
Improving education	83%	11%	4%	1%	1%
Protecting farmland and open space from development	62%	29%	6%	3%	1%
Slowing the rate of development	40%	36%	13%	8%	4%
Reducing traffic congestion	59%	29%	10%	2%	0%
Having a good transportation system of roads and highways	74%	22%	3%	1%	0%
Improving access to public transportation	52%	36%	8%	3%	1%
Protecting our drinking water supply	91%	7%	1%	1%	0%
Preserving the state's remaining forests	67%	26%	5%	1%	1%

Q2. Do you approve or disapprove of having a statewide plan to steer growth and development to existing population centers, such as towns and cities, in order to limit growth and development in farming communities and other open spaces?

69% Approve  
25 Disapprove  
6 (VOL) Don't Know/Refused

Q3. And would you favor or oppose such a plan if it meant that people like you would not be able to build or move into new houses in undeveloped parts of New Jersey?

47% Favor  
42 Oppose  
11 (VOL) Don't Know/Refused

Q4. Some people feel that growth and development should be controlled at the local level because towns and cities ought to have the right to encourage or discourage growth and development within their borders. Other people feel that because growth and development in one community often has an effect on neighboring communities, growth and development ought to be controlled at the regional level. Which view comes closer to your own?

52% Local control  
42 Regional control  
5 (VOL) Don't Know/Refused

### **SUSTAINABLE COMMUNITIES**

Looking at the state today...

A1. Do you think there is too much, too little, or just the right amount of development in New Jersey generally?

40% Too much  
21 Too little  
34 Right amount  
5 (VOL) Don't Know/Refused

A2. Thinking closer to home, do you think there is too much, too little, or just the right amount of development in your area?

32% Too much  
21 Too little  
46 Right amount  
1 (VOL) Don't Know/Refused

A3. Taking everything into account. Has the way New Jersey has been developed in the past 20 years – [READ ITEM] [ITEMS WERE ROTATED]

A. Made the state a better or worse place to live, or had no impact?

31% Better  
41 Worse  
24 No impact  
4 (VOL) Don't Know

B. Made your local area a better or worse place to live, or had no impact?

31% Better  
31 Worse  
36 No impact  
3 (VOL) Don't Know

C. Helped or hurt New Jersey's economic growth, or had no impact?

31% Helped  
34 Hurt  
26 No impact  
9 (VOL) Don't Know

D. Made the state a more affordable or less affordable place to live, or had no impact?

14% More  
71 Less  
12 No impact  
3 (VOL) Don't Know

E. Made it easier or harder for people to drive from place to place, or had no impact?

23% Easier  
51 Harder  
25 No impact  
1 (VOL) Don't Know

F. Made it easier or harder for people to get around without a car, or had no impact?

24% Easier  
46 Harder  
24 No impact  
6 (VOL) Don't Know

A4. There has been talk recently of improving existing towns and cities where people can walk or take public transportation to shop or get to work. Do you think New Jersey has enough of these types of communities or do we need more of them?

- 29% Has enough
- 66 Needs more
- 1 (VOL) Has too many
- 2 (VOL) Depends
- 2 (VOL) Don't Know/Refused

A5. I'm going to read you some possible outcomes from focusing new growth and development in already existing communities where people can walk to shopping and other services, and have a variety of transportation options. For each, please tell me whether you think this is very likely, somewhat likely, or not likely to happen from focusing state growth in existing towns and cities. [ITEMS ROTATED]

	Very likely	Somewhat likely	Not likely	(VOL) Don't Know
It would promote economic growth and attract businesses to the state	37%	38%	22%	3%
It would help improve the quality of New Jersey's environment	31%	31%	35%	3%
It would reduce traffic congestion in New Jersey	27%	24%	46%	2%
It would make housing more affordable	17%	23%	52%	7%
It would offer more housing choices for residents	25%	39%	32%	4%
It would be easier to get from place to place	39%	33%	25%	3%
It would make housing LESS affordable	22%	26%	44%	7%
It would offer FEWER housing choices for residents	20%	29%	45%	5%
It would be HARDER to get from place to place	22%	24%	49%	5%

A6. Would you personally LIKE to live in a community that offered a variety of transportation options and where you could walk to shops or your job? Would you definitely, probably, probably not, or definitely not like to live in this type of community?

- 46% Definitely
- 27 Probably
- 12 Probably not
- 10 Definitely not
- 2 (VOL) Already live in this type of community
- 1 (VOL) Don't Know/Refused

A7. How likely are you to consider living in a house that is smaller than where you live now if you could reduce your commute time, have better access to public transportation and be able to walk to more places – very, somewhat, not too, or not at all likely?

- 20% Very likely
- 24 Somewhat likely
- 16 Not too likely
- 37 Not at all likely
- 3 (VOL) Don't Know/Refused

**TRANSPORTATION**

B1. Turning to the issue of transportation. How much of a priority should each of the following be for the state? [*READ ITEM*] – a high priority, a moderate priority, a low priority, or not a priority at all? [*ITEMS WERE ROTATED*]

	High priority	Moderate priority	Low priority	Not a priority	(VOL) Don't Know
Expanding and building new roads and highways	36%	34%	15%	14%	1%
Maintaining and repairing existing roads and highways	75%	17%	5%	3%	1%
Expanding and improving train and bus service	54%	29%	8%	8%	1%
Expanding and improving walkways and bike paths	41%	32%	15%	11%	1%

B2. How important is a good transportation system of roads, trains and buses for the long term future of New Jersey – very important, somewhat important, not very important, or not at all important?

- 69% Very important
- 26 Somewhat important
- 2 Not very important
- 2 Not at all important
- 0 (VOL) Don't Know/Refused

B3. Which of the following statements comes closer to your view: Now is the time for state government to invest in transportation because it will create jobs and attract new businesses – OR – Now is NOT the time for state government to invest in transportation because budgets are too tight and there are more important needs. [ITEMS WERE ROTATED]

- 52% Now is time to invest
- 43 Now is NOT time to invest
- 2 (VOL) Depends
- 3 (VOL) Don't Know/Refused

B4. Do you agree or disagree with the following statements about public transit trains and buses in New Jersey? [ITEMS WERE ROTATED]

	Agree	Disagree	(VOL) Depends	(VOL) Don't Know
Public transit in New Jersey is affordable	56%	25%	3%	15%
Public transit in New Jersey is convenient	53%	34%	7%	6%
Public transit in New Jersey goes where I want to go	48%	38%	5%	10%
Public transit in New Jersey is safe	71%	13%	5%	11%

B5. How often do you use public transportation such as buses or trains – every day, several times a week, several times a month, a few times a year, less often, or never?

- 6% Every day
- 6 Several times a week
- 13 Several times a month
- 31 A few times a year
- 16 Less often
- 27 Never
- 0 (VOL) Don't know/Refused

B6. If it was convenient, would you like to use public transit or walk or bike to places more often than you do now, or do you simply prefer to use your car?

- 52% Would use public transit more often
- 41 Simply prefer to use car
- 4 (VOL) Depends
- 1 (VOL) Don't have a car, don't drive
- 1 (VOL) Don't know/Refused

## **PINELANDS/ HIGHLANDS**

*[QUESTIONS C1 AND C2 WERE ROTATED]*

C1. The Pinelands is an area in southern New Jersey designated by the state and federal government as a national conservation reserve. How much have you heard about this area – a great deal, some, not much, or nothing at all?

28% Great deal  
27 Some  
17 Not much  
27 Nothing at all  
0 (VOL) Don't know/Refused

C2. The Highlands is an area in northwestern New Jersey designated by the state government for regional planning and protection. How much have you heard about this area – a great deal, some, not much, or nothing at all?

15% Great deal  
21 Some  
24 Not much  
40 Nothing at all  
1 (VOL) Don't know/Refused

*[QUESTIONS C3/4 WERE RANDOMLY ROTATED WITH C5]*

*[QUESTIONS C3 AND C4 WERE ROTATED]*

C3. In general, do you approve or disapprove of a regional commission setting growth and development polices for the PINELANDS that towns in the area must follow in their zoning decisions?

52% Approve  
27 Disapprove  
3 (VOL) Depends  
18 (VOL) Don't know/Refused

C4. In general, do you approve or disapprove of a regional commission setting growth and development polices for the HIGHLANDS that towns in the area must follow in their zoning decisions?

51% Approve  
28 Disapprove  
2 (VOL) Depends  
19 (VOL) Don't know/Refused

C5. How important is it for the state to protect areas like the Pinelands and the Highlands – very important, somewhat important, not very important, or not at all important?

59% Very important  
28 Somewhat important  
4 Not very important  
4 Not at all important  
6 (VOL) Don't Know/Refused

## **DEMOGRAPHICS**

D1. Are you currently registered to vote at the address where you now live or haven't you had a chance to register yet?

86% Registered  
13 Not registered for any reason  
1 (VOL) Don't Know/Refused

D2. In politics today, do you consider yourself a Democrat, Republican, Independent, or something else?

33% Democrat  
21 Republican  
31 Independent  
9 Something Else  
6 (VOL) Don't Know/Refused

D3. What was the last grade in school you completed?

37% High School or less  
28 Some College/Junior College Graduate  
20 4 year College Graduate  
14 Graduate School  
0 (VOL) Don't Know/Refused

D4. What was your age on your last birthday?

29% 18 to 34  
39 35 to 54  
31 55 or over  
1 (VOL) Don't Know/Refused

D5. Do you currently own or rent your home?

71% Own  
20 Rent  
7 (VOL) Other, live rent free  
3 (VOL) Don't Know/Refused

D6. Do you live in a single family home with four or more bedrooms, a single family home with one to three bedrooms, a townhouse or condo complex, or an apartment building?

39% Single family 4+ BR  
41 Single family 1-3 BR  
8 Townhouse/condo  
9 Apartment building  
1 (VOL) Other  
2 (VOL) Don't Know/Refused

D7/8. Are you of Latino or Hispanic origin? Are you white, black or of Asian origin?

63% White (non-Hispanic)  
12 Black (non-Hispanic)  
14 Hispanic (any race)  
7 Asian (non-Hispanic)  
1 Other, mixed race  
3 (VOL) Don't Know/Refused

D9/10. In what county do you live? And what is your zip code?

44% North Jersey  
25 Central Jersey  
28 South Jersey  
3 Unknown  
  
6% Major urban centers  
16 Other urban areas  
35 Older town and suburbs  
35 Growing suburbs  
5 Rural areas  
2 Unknown

D11. So that we can group all answers, is your total annual family income before taxes under \$50,000; from \$50,000 to just under \$100,000, or \$100,000 or more? Your best estimate is fine.

26% Under \$50,000  
33 \$50,000 to just under \$100,000  
24 \$100,000 or more  
18 (VOL) Don't know/Refused

D12. Respondent gender.

48% Male  
52 Female