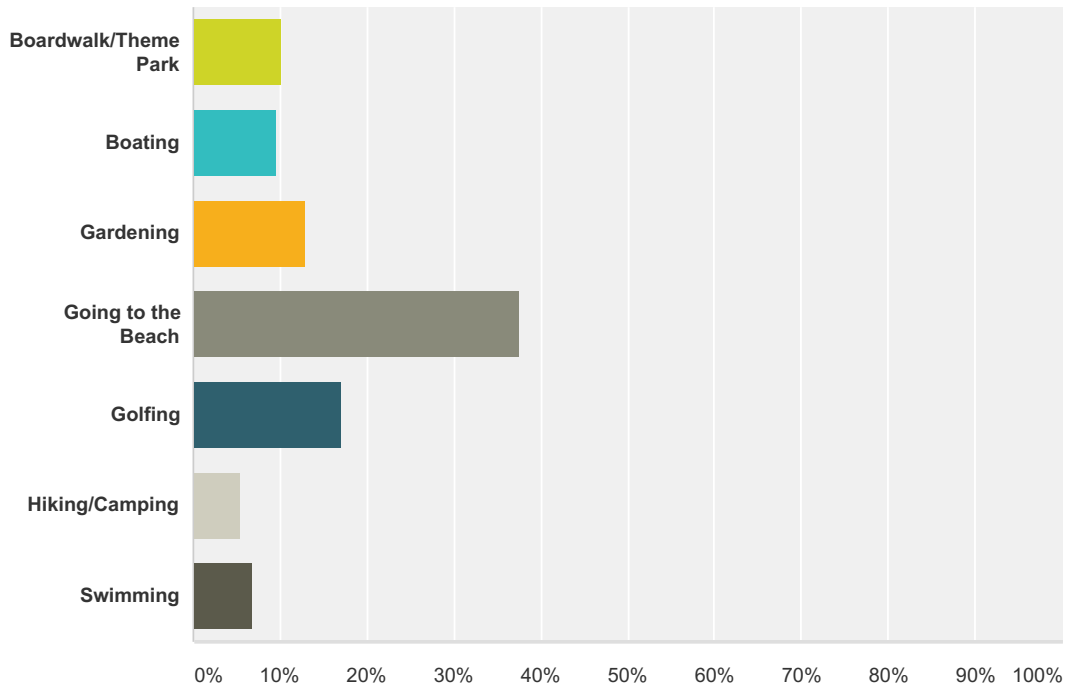


Q1 What is your favorite outdoor summer activity?

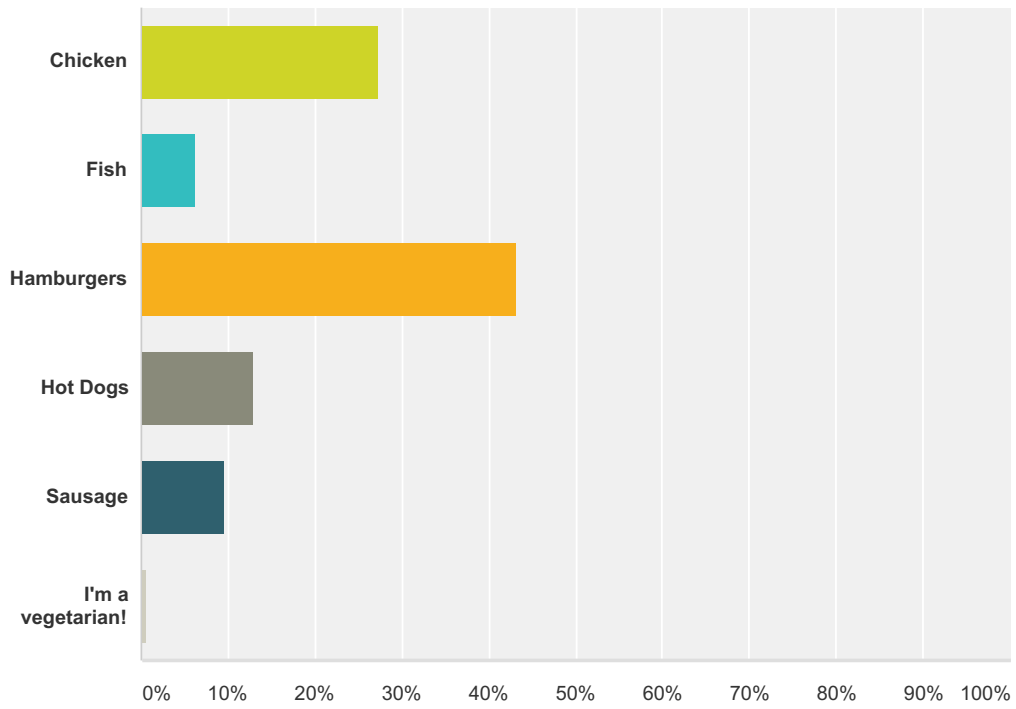
Answered: 146 Skipped: 0



Answer Choices	Responses
Boardwalk/Theme Park	10.27% 15
Boating	9.59% 14
Gardening	13.01% 19
Going to the Beach	37.67% 55
Golfing	17.12% 25
Hiking/Camping	5.48% 8
Swimming	6.85% 10
Total	146

Q2 What's your favorite barbecue food?

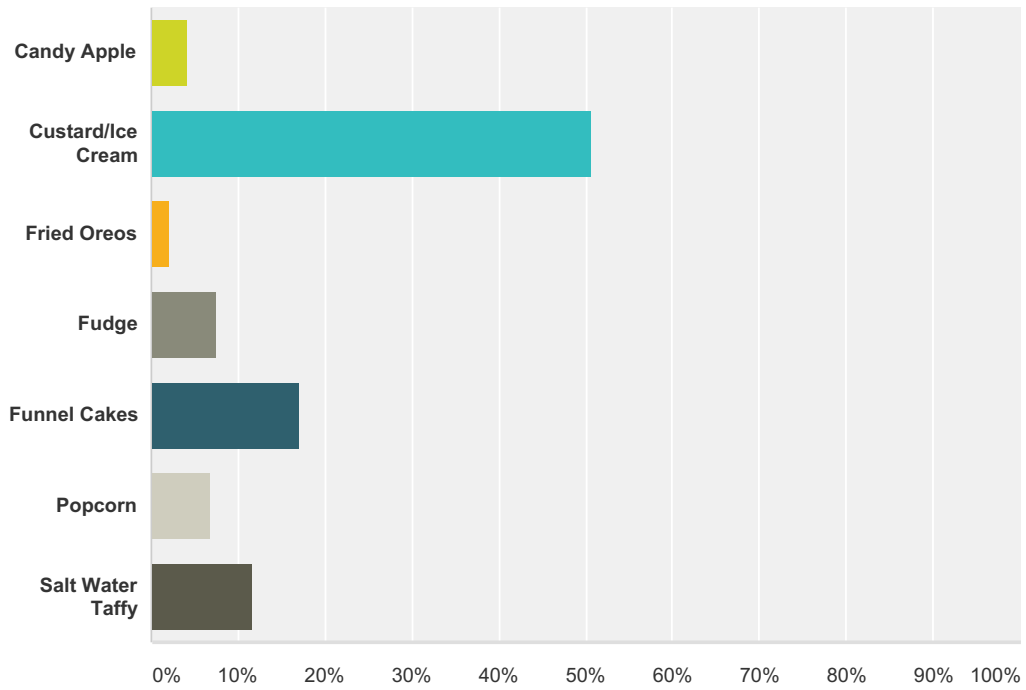
Answered: 146 Skipped: 0



Answer Choices	Responses
Chicken	27.40% 40
Fish	6.16% 9
Hamburgers	43.15% 63
Hot Dogs	13.01% 19
Sausage	9.59% 14
I'm a vegetarian!	0.68% 1
Total	146

Q3 What's your favorite Boardwalk treat?

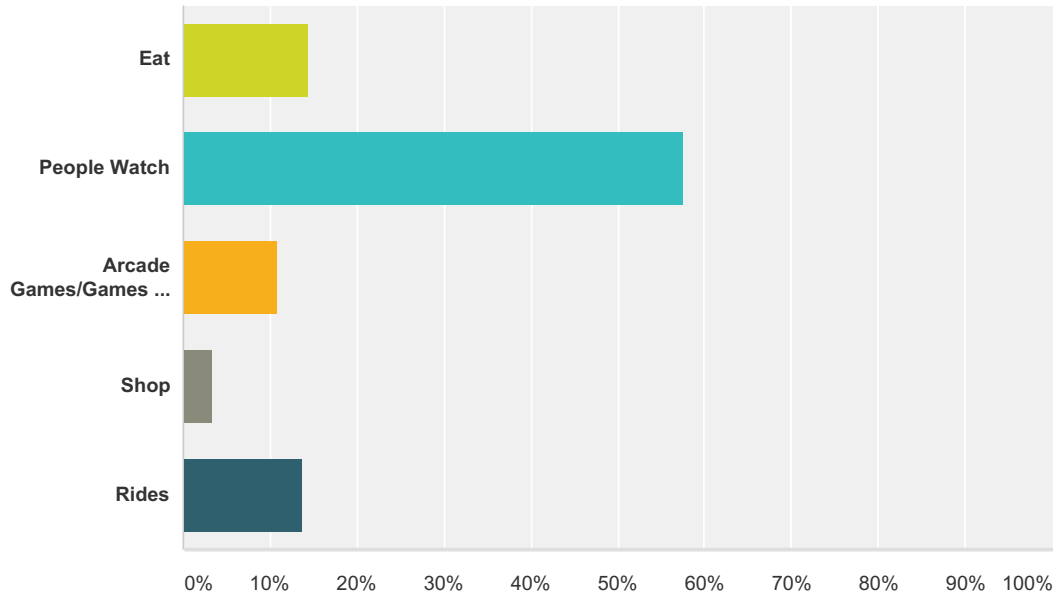
Answered: 146 Skipped: 0



Answer Choices	Responses
Candy Apple	4.11% 6
Custard/Ice Cream	50.68% 74
Fried Oreos	2.05% 3
Fudge	7.53% 11
Funnel Cakes	17.12% 25
Popcorn	6.85% 10
Salt Water Taffy	11.64% 17
Total	146

Q4 What's your favorite boardwalk activity?

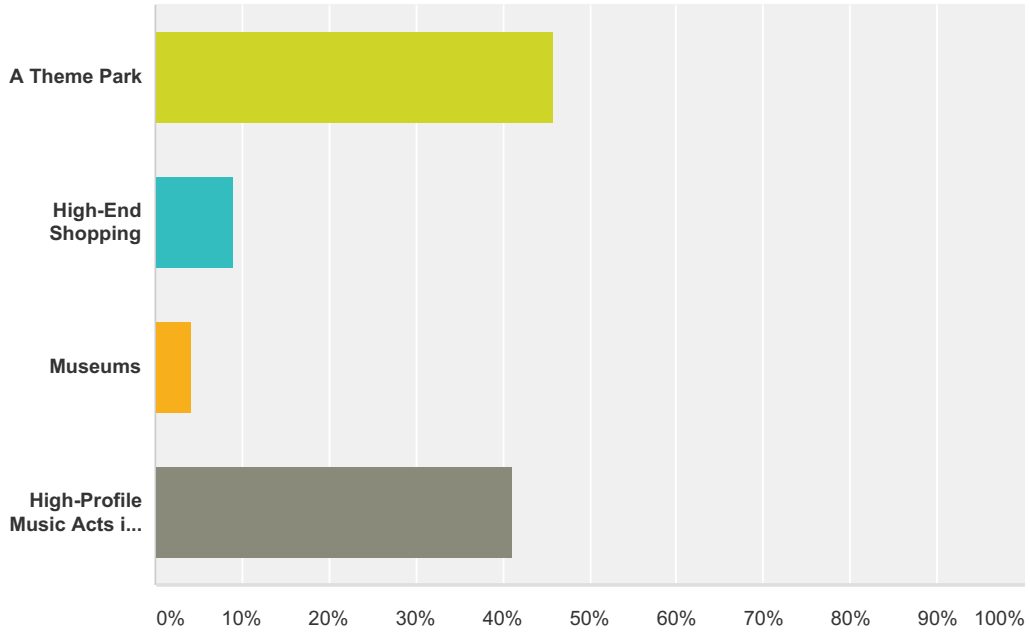
Answered: 146 Skipped: 0



Answer Choices	Responses
Eat	14.38% 21
People Watch	57.53% 84
Arcade Games/Games of Chance	10.96% 16
Shop	3.42% 5
Rides	13.70% 20
Total	146

Q5 What attractions should Atlantic City add to restore its luster as an entertainment destination?

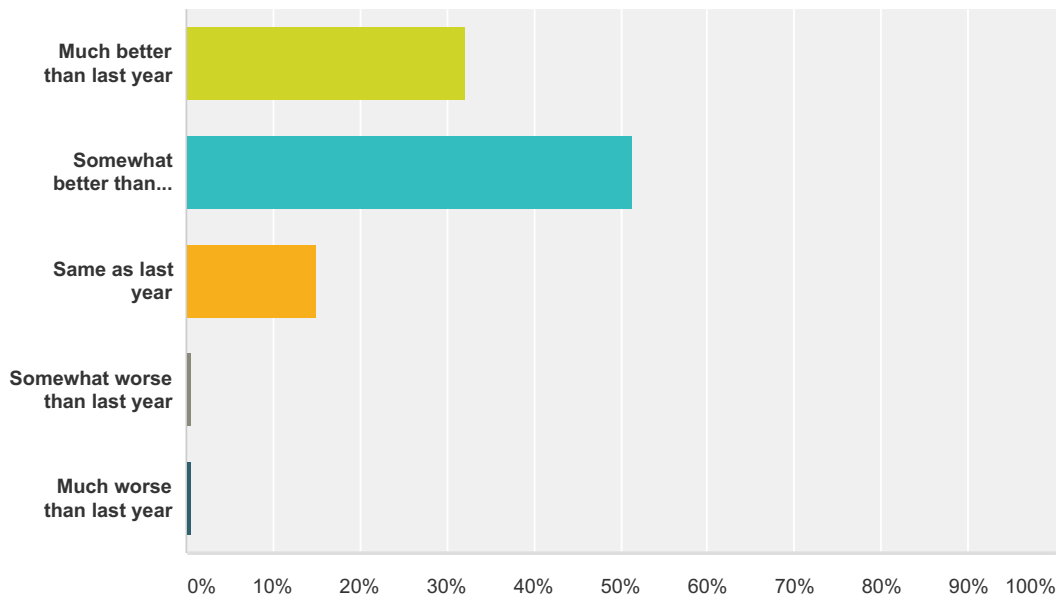
Answered: 146 Skipped: 0



Answer Choices	Responses
A Theme Park	45.89% 67
High-End Shopping	8.90% 13
Museums	4.11% 6
High-Profile Music Acts in Residence	41.10% 60
Total	146

Q6 How do you think Jersey Shore businesses will fare this summer season?

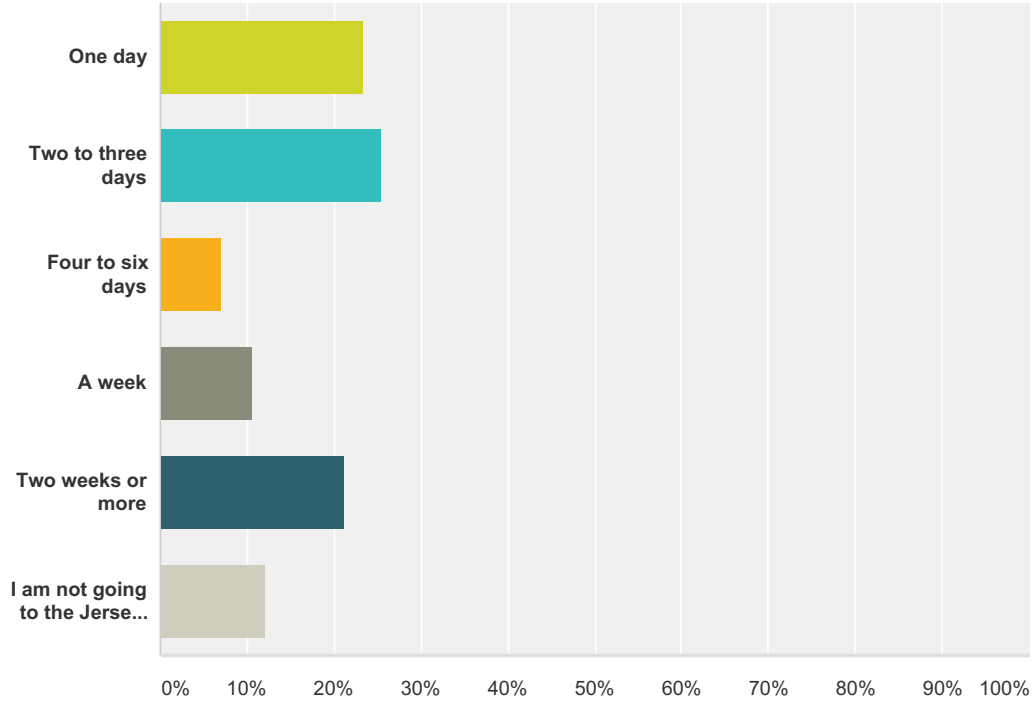
Answered: 146 Skipped: 0



Answer Choices	Responses
Much better than last year	32.19% 47
Somewhat better than last year	51.37% 75
Same as last year	15.07% 22
Somewhat worse than last year	0.68% 1
Much worse than last year	0.68% 1
Total	146

Q7 What will be the length of your longest single stay at the Jersey Shore this summer?

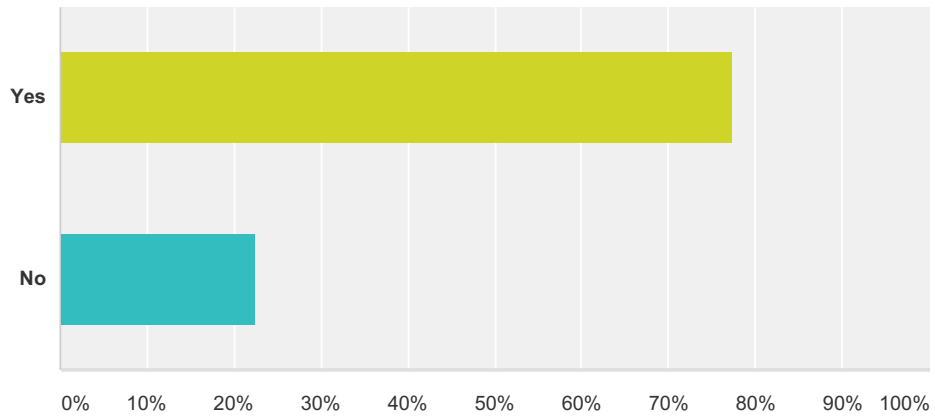
Answered: 141 Skipped: 5



Answer Choices	Responses
One day	23.40% 33
Two to three days	25.53% 36
Four to six days	7.09% 10
A week	10.64% 15
Two weeks or more	21.28% 30
I am not going to the Jersey Shore this summer	12.06% 17
Total	141

Q8 The planet Pluto has been in the spotlight this summer with NASA's New Horizons mission. Nine years ago, astronomers demoted Pluto from a full planet to a "dwarf planet." Should Pluto's status be restored to a full planet?

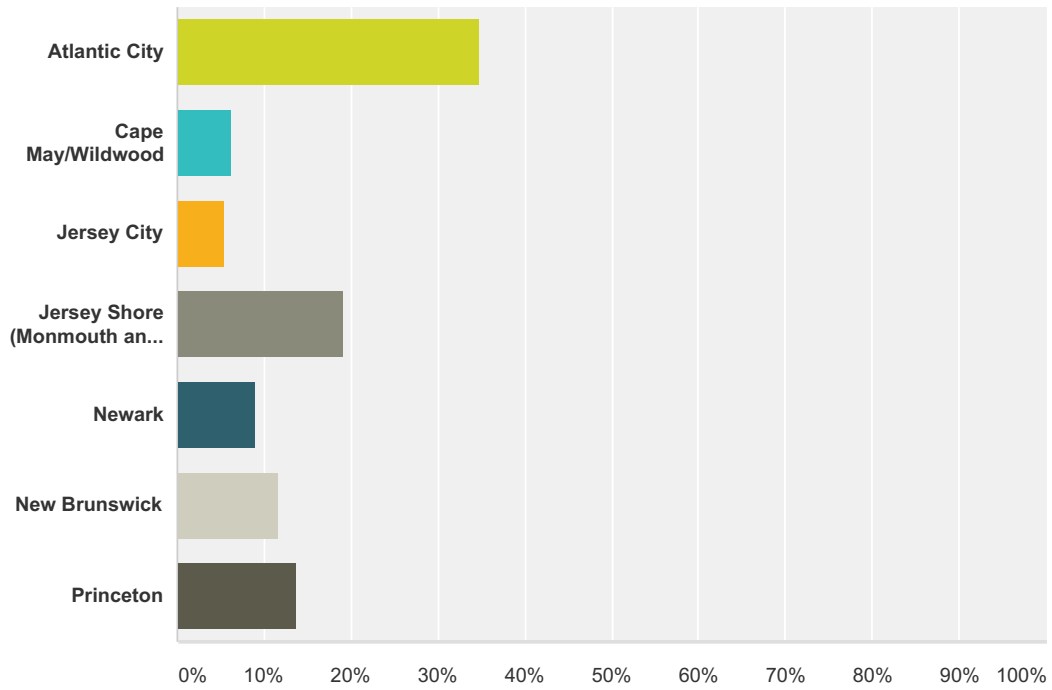
Answered: 146 Skipped: 0



Answer Choices	Responses	
Yes	77.40%	113
No	22.60%	33
Total		146

Q9 Where would you most likely attend a business conference in New Jersey?

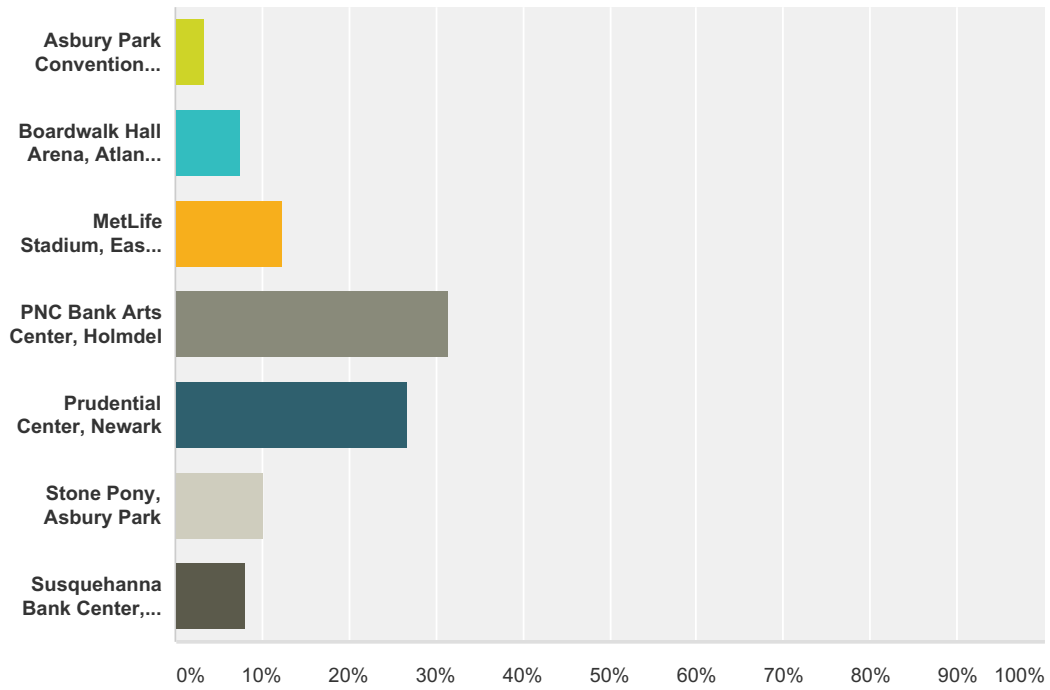
Answered: 146 Skipped: 0



Answer Choices	Responses
Atlantic City	34.93% 51
Cape May/Wildwood	6.16% 9
Jersey City	5.48% 8
Jersey Shore (Monmouth and Ocean counties)	19.18% 28
Newark	8.90% 13
New Brunswick	11.64% 17
Princeton	13.70% 20
Total	146

Q10 What's the best venue for a concert in New Jersey?

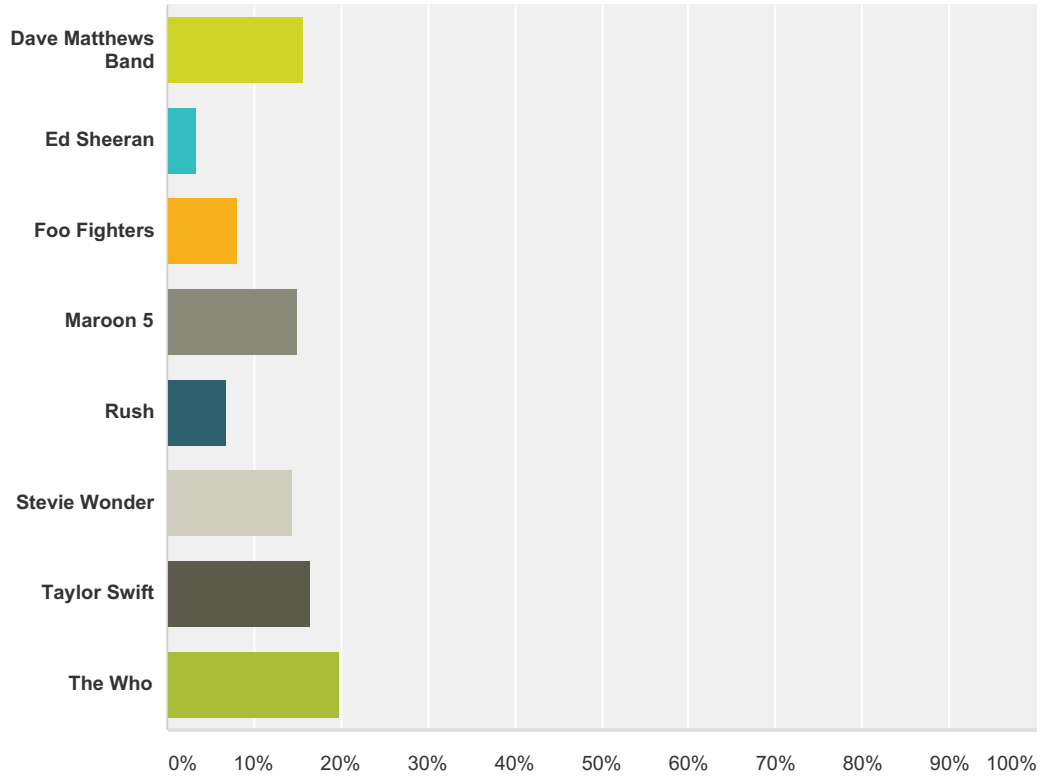
Answered: 146 Skipped: 0



Answer Choices	Responses
Asbury Park Convention Hall, Asbury Park	3.42% 5
Boardwalk Hall Arena, Atlantic City	7.53% 11
MetLife Stadium, East Rutherford	12.33% 18
PNC Bank Arts Center, Holmdel	31.51% 46
Prudential Center, Newark	26.71% 39
Stone Pony, Asbury Park	10.27% 15
Susquehanna Bank Center, Camden	8.22% 12
Total	146

Q11 There are many major musical acts visiting New Jersey this summer. Which one would you most like to see?

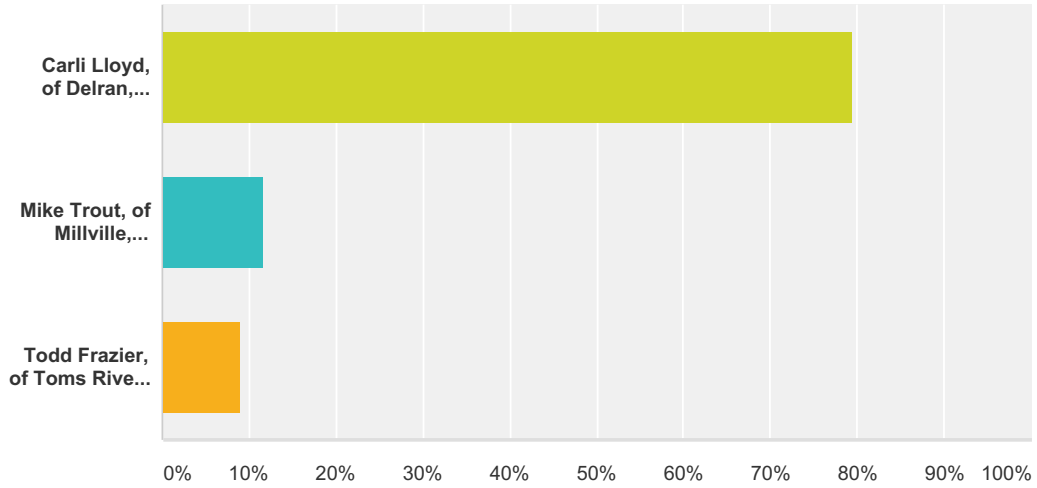
Answered: 146 Skipped: 0



Answer Choices	Responses
Dave Matthews Band	15.75% 23
Ed Sheeran	3.42% 5
Foo Fighters	8.22% 12
Maroon 5	15.07% 22
Rush	6.85% 10
Stevie Wonder	14.38% 21
Taylor Swift	16.44% 24
The Who	19.86% 29
Total	146

Q12 What was your favorite athletic achievement by a New Jersey native this summer?

Answered: 146 Skipped: 0



Answer Choices	Responses
Carli Lloyd, of Delran, leading the U.S. Women's National Soccer Team to the World Cup title, scoring three goals in the final game	79.45% 116
Mike Trout, of Millville, being named Most Valuable Player of the Major League Baseball All-Star Game	11.64% 17
Todd Frazier, of Toms River, winning the Major League Baseball Home Run Derby	8.90% 13
Total	146