



# Jersey Shore Sentiments: New Jersey Resident's Outlook on

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## INTRO

- This survey experiment aims to determine what knowledge New Jersey residents have regarding the planned offshore wind (OSW) farms and how this knowledge affects their opinions. This research was inspired by and is important because of the misinformation that was spread at the beginning of 2023 by the media and various groups throughout the state.

## METHODS

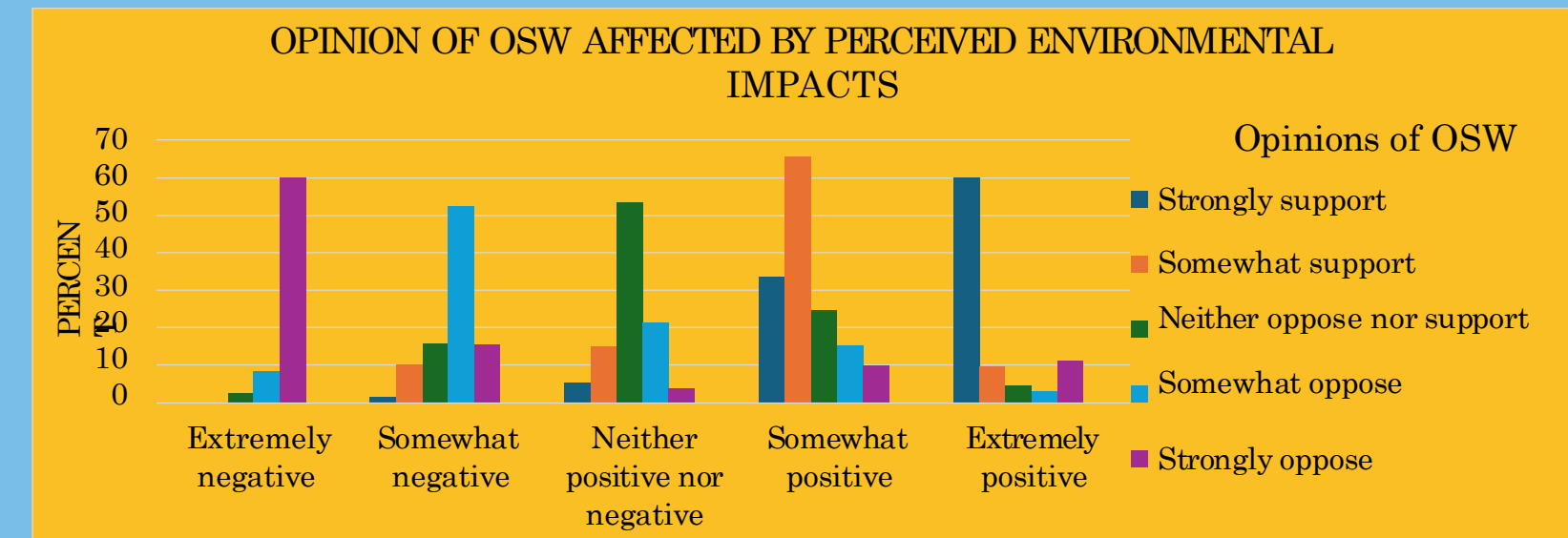
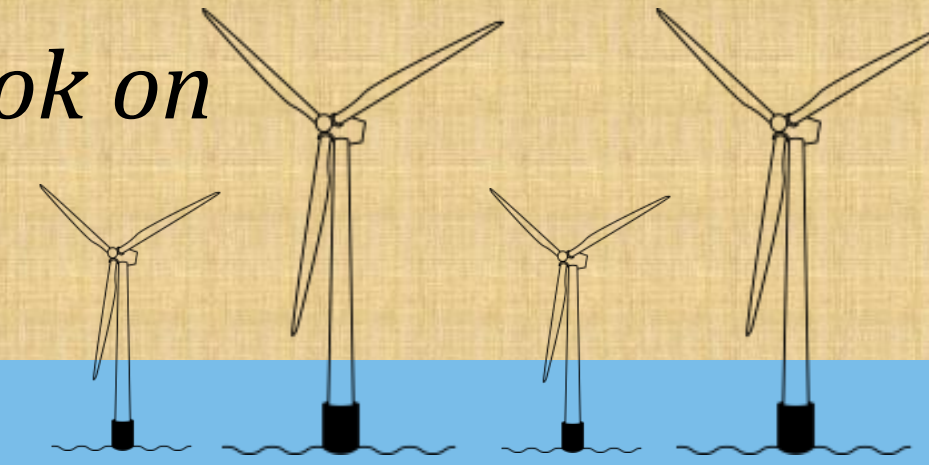
- Using the surveying company MSG, we distributed a pretest survey using the platform Qualtrics to establish a baseline understanding of over 600 residents' knowledge and what fueled their opinions of OSW farms. A month later we retested some of the same sample as well as others from the population totaling over another 600 residents with an intervention experiment that provided information about environmental regulations, economic benefits, NOAA and the MMSC statistics, as well as visual simulations of OSW farms from the beach.
- Using the information from the two surveys, we created two data sets that were then analyzed in IBM's SPSS software to run crosstabulations, chi-square tests, t-tests, and regression analysis.

## DISCUSSION

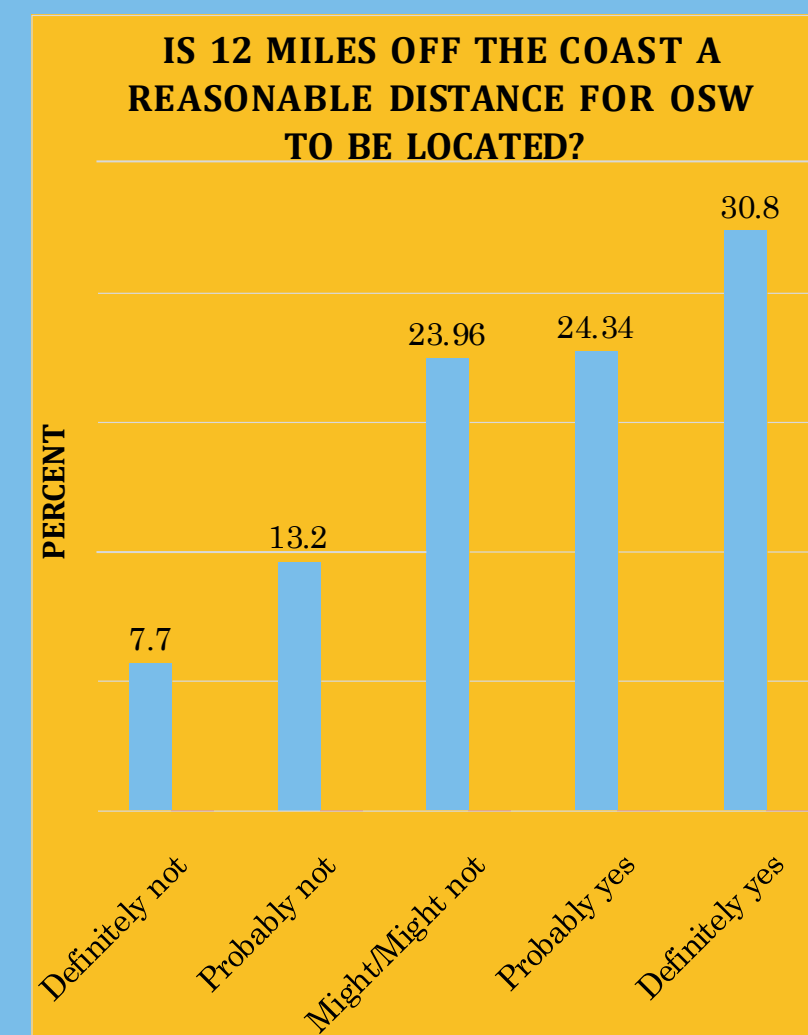
- It is pertinent to inform the public of New Jersey of the plans regarding OSW farms as there is an apparent lack of knowledge of general information, economic impacts, environmental regulations of activities regarding marine mammals, and the actual visual impacts of the OSW farms.

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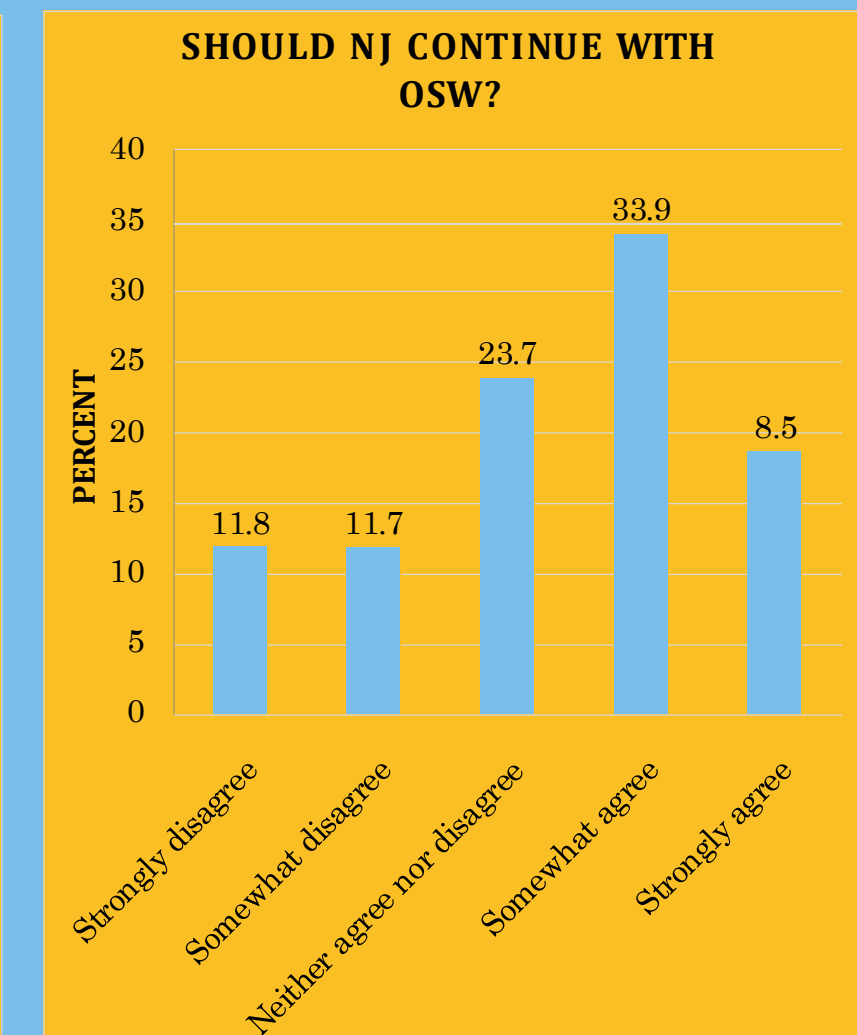
**ACKNOWLEDGEMENTS:** A special thanks goes out to the William J. Hughes Center for Public Policy for additional funding that made the collection of the data possible. Another special thanks goes out to the wonderful people at MSG who were able to facilitate two surveys of more than 1,200 New Jersey respondents in total and weight the data collected. Finally, a thanks to the NJEDA for allowing me the opportunity to conduct this important research to benefit New Jersey's offshore wind development.



Opinions of OSW are consistently driven by perceived environmental impacts.



55% of respondents would agree that 12 miles is reasonable for OSW to be located off the shore, while only 20.9% would disagree



After being provided additional details about OSW, 42% agree it should continue in NJ, while only 24% disagree.