

Poll: Two-thirds of residents will visit shore this summer

NEW BRUNSWICK - Just over two-thirds of New Jersey residents say they will spend time at the Jersey shore this summer, according to a new Rutgers-Eagleton Poll released Friday.

Despite the aftermath of Superstorm Sandy, 96 percent of those who typically visit the Jersey Shore plan to do so again this season. A quarter of those who don't go every year will be joining them this year, the poll revealed.

Sandy does not seem to have shortened planned visits for most of those who usually vacation at the Jersey Shore: 63 percent will spend about as much time as in summers past, while 14 percent will stay even longer.

Only 19 percent are planning shorter than normal visits, and just a few (2 percent) will not visit at all, the poll stated. For the 21 percent spending less time, just under six in ten say Sandy is the reason for their truncated plans.

Most New Jerseyans plan to go down the shore for at least a few days this summer.

Among all who are planning a shore vacation, 39 percent expect to do day trips only, while 20 percent plan to do short two- to three-day stays. About 40 percent will stay longer: 15 percent will stay from four days to a week, while 17 percent plan to visit for more than a week. A very lucky seven percent will spend the whole summer at the shore, the poll showed.

"Summer is here, and New Jersey beachgoers are acting on the view that 'we are stronger than the storm,' as the ad goes," said Ashley Koning, manager of the Rutgers-Eagleton Poll, in a release.

"The outlook for the summer tourism season appears pretty stable, and while some are cutting back on their shore time this summer, most are planning to spend as much or more time catching some rays and waves and strolling the boardwalks."