DT: July 1, 2010

TO: Crossroads of the American Revolution Association Board

FR: Patrick Murray
Thomas Lamatsch
Monmouth University Polling Institute

RE: Public Opinion on New Jersey’s American Revolution Legacy

New Jersey played a unique role in the American Revolution, with George Washington and the Continental Army spending more time in this state than any other during the war. In recognition of this legacy, federal legislation designated much of New Jersey as the Crossroads of the American Revolution Heritage Area in 2006. A key part of the heritage area’s mission is to ensure that the state’s contributions to the cause of independence are preserved and appreciated.

Monmouth University’s Polling Institute conducted a public opinion survey to help establish a benchmark of public attitudes to identify opportunities for engaging New Jerseyans in their state’s Revolutionary heritage. The telephone survey was conducted in April 2010 with a scientific sample of 804 adult New Jersey residents.

Overall, the survey found that New Jersey residents value the concept of preserving and promoting the state’s Revolutionary War heritage, even though they are not fully aware of the scope of New Jersey’s role in the fight for American independence.

Summary results:

- Three-in-four New Jerseyans (77%) feel it is important to preserve and promote the state’s Revolutionary War heritage, including 4-in-10 who say this is very important to them personally.

- One-in-six New Jerseyans (17%) say their home state is the first one that comes to mind when thinking of the American Revolution. This is about the same number who name either Virginia (18%), Pennsylvania (15%), or Massachusetts (14%).

- Four-in-ten New Jerseyans (41%) feel their state was one of the more important states in the Revolutionary War effort.

- Most, but not all, New Jerseyans (58%) say they are aware of at least one Revolutionary War site in the state. Just over 1-in-4 residents (28%) say they have visited one of these sites in the past five years.
Detailed results:

Three-in-four New Jerseyans say it is personally important to them that New Jersey preserves and promotes its Revolutionary War heritage. This includes 42% who say it is very important and 35% who say it is somewhat important.

When Garden State residents are asked to name the first state that comes to mind when they think of the American Revolution, New Jersey (17%) is as likely to be mentioned as either Virginia (18%), Pennsylvania (15%), or Massachusetts (14%). Another 6% name Delaware, 4% name New York, and fewer than 1-in-20 mention another specific state engaged in the conflict.

The survey also found that 41% of residents view New Jersey as one of the more important states in the Revolutionary War effort. Another 43% think it was of average importance and just 8% believe it was one of the less important states.

A majority of New Jerseyans (58%) are aware of a Revolutionary War site in New Jersey, including 8% who say such a site exists in their own hometown. It’s also worth noting that nearly every New Jerseyan lives within 25 miles of some site associated with the Revolutionary War, but only 45% can identify a site within that proximity.

Just over 1-in-4 New Jerseyans (28%) say they have visited one of the state’s Revolutionary War sites in the past five years, including 1-in-10 who claim to have done so in the past year. One’s likelihood of visiting a Revolutionary War site in New Jersey varies with proximity – or at least perceived proximity. Specifically, 69% of residents who know of a site in their own hometown have paid a visit in the past five years, compared to 55% who know of a site within 10 miles of their home, 42% of those who know of a site 10 to 25 miles from their home, and just 25% who say the closest New Jersey Revolutionary War site is more than 25 miles from where they live.

Not surprisingly, the survey also indicates that the importance of preserving and promoting New Jersey’ Revolutionary War heritage correlates with knowing about and visiting at least one of the state’s sites.

A fair number of New Jerseyans seem unaware of a key aspect of New Jersey’s role in the American Revolution, or at least do not recall it as top of mind information. The survey asked respondents to identify the location of one of the seminal events of the Revolutionary War – the surprise attack on Hessian troops after Washington led his troops across the Delaware River on Christmas night in 1776.

One-in-four state residents (24%) are able to offer “Trenton” as the site of that battle, another 14% identify another location, and 64% offer no answer. When given a choice among four places, another 34% correctly choose Trenton over Philadelphia (18%), Princeton (14%), and New York (4%). This amounts to a total of 58% statewide who can identify Trenton as the battle’s site.

The survey also found that 3-in-10 residents (30%) claim to have heard of New Jersey’s Crossroads of the American Revolution National Heritage Area. [It should be noted that there is potential that some respondents confuse the name of the heritage area with Washington’s Crossing. However, this initial finding provides a useful benchmark for future tracking of the heritage area’s name recognition.]
Region of the State

Residents from different regions of the state exhibit varying levels of knowledge and interest in New Jersey’s Revolutionary War heritage. The Central Hills region (Hunterdon, Somerset, and Morris counties) consistently shows the highest interest and knowledge, including 84% who are aware of a Revolutionary War site in the state and 41% who have visited such a site in the past five years. Furthermore, a majority of 53% of Central Hills residents say preserving and promoting the state’s American Revolution heritage to be very important to them.

Residents along the Route 1 Corridor (Mercer, Middlesex, Union counties) tend to exhibit about average awareness and interest. However, they are among the most likely to say they have heard of the Crossroads of the American Revolution National Heritage Area (although this may be evidence of a conflation of Washington’s Crossing – which is situated in this region – with the heritage area’s name).

Residents of the state’s Northern Shore (Monmouth and Ocean counties) also exhibit average interest, even though they are more likely than most to be aware of a Revolutionary War site in the state (70%). Residents of the remaining coastal counties, along with Warren and Sussex – forming the Garden Core – exhibit about average interest and awareness across the board.

Delaware Valley residents (Burlington, Camden, Gloucester counties) tend to display slightly below average levels of interest and knowledge, and are among the least likely to feel that preserving and promoting New Jersey’s Revolutionary War heritage is very important to them personally (34%).

Residents of the state’s Urban Core (Essex and Hudson counties) and the Northeast region (Bergen and Passaic counties) tend to show lower levels of knowledge and interest in the state’s Revolutionary War heritage. Specifically, fewer than half of the residents in these two regions say they are aware of any site associated with the American Revolution in New Jersey.

<table>
<thead>
<tr>
<th></th>
<th>NJ’s Rev War heritage is very important</th>
<th>NJ more important Rev War sites in state</th>
<th>Aware of Rev War sites in NJ</th>
<th>Visited NJ Rev War site past 5 years</th>
<th>Know Trenton is site of attack on Hessians</th>
<th>Heard of Crossroads Heritage Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>42%</td>
<td>41%</td>
<td>59%</td>
<td>28%</td>
<td>58%</td>
<td>30%</td>
</tr>
<tr>
<td>Northeast</td>
<td>45</td>
<td>34</td>
<td>48</td>
<td>25</td>
<td>53</td>
<td>33</td>
</tr>
<tr>
<td>Urban Core</td>
<td>40</td>
<td>37</td>
<td>49</td>
<td>21</td>
<td>46</td>
<td>22</td>
</tr>
<tr>
<td>Route 1 Corridor</td>
<td>43</td>
<td>47</td>
<td>59</td>
<td>34</td>
<td>56</td>
<td>43</td>
</tr>
<tr>
<td>Central Hills</td>
<td>53</td>
<td>56</td>
<td>84</td>
<td>41</td>
<td>74</td>
<td>33</td>
</tr>
<tr>
<td>Northern Shore</td>
<td>40</td>
<td>47</td>
<td>70</td>
<td>33</td>
<td>61</td>
<td>27</td>
</tr>
<tr>
<td>Delaware Valley</td>
<td>34</td>
<td>37</td>
<td>54</td>
<td>24</td>
<td>62</td>
<td>25</td>
</tr>
<tr>
<td>Garden Core</td>
<td>46</td>
<td>38</td>
<td>57</td>
<td>25</td>
<td>56</td>
<td>36</td>
</tr>
</tbody>
</table>

Other Demographics

Certain demographics such as race, education, and gender show a relationship with public awareness of New Jersey’s role in the American Revolution. Overall, college educated residents, white residents, and men in the Garden State tend to have more knowledge and interest in New Jersey’s legacy. However, these groups are not any more likely than others to name New Jersey as the first state that comes to mind when they think of the Revolution, be aware of the Crossroads Heritage area, or consider it important to preserve and promote the state’s Revolutionary War heritage.
**QUESTIONNAIRE**

1. The Revolutionary War was fought between 1775 and 1783. When you think of the American Revolution, which U.S. state first comes to mind?

<table>
<thead>
<tr>
<th>State</th>
<th>New Jersey</th>
<th>Virginia</th>
<th>Pennsylvania</th>
<th>Massachusetts</th>
<th>Delaware</th>
<th>New York</th>
<th>Other</th>
<th>None/No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>17%</td>
<td>18%</td>
<td>15%</td>
<td>14%</td>
<td>6%</td>
<td>4%</td>
<td>8%</td>
<td>17%</td>
</tr>
</tbody>
</table>

2. How important do you think New Jersey was to the Revolutionary War effort – was it one of the more important states, about average in importance, or less important than most other states?

<table>
<thead>
<tr>
<th>Importance</th>
<th>More important</th>
<th>Average importance</th>
<th>Less important</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>41%</td>
<td>43%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

3. Do you happen to know of any Revolutionary War sites in New Jersey, or not? *IF “YES:”* Where is the closest Revolutionary War site you know of – is it in your hometown, within 10 miles of your home, within 25 miles, or farther away?

<table>
<thead>
<tr>
<th>Location</th>
<th>Home town</th>
<th>Within 10 miles</th>
<th>Within 25 miles</th>
<th>Farther away</th>
<th>Not sure of location</th>
<th>Not aware of any sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>8%</td>
<td>19%</td>
<td>18%</td>
<td>12%</td>
<td>1%</td>
<td>41%</td>
</tr>
</tbody>
</table>

4. Have you personally visited any Revolutionary War sites in New Jersey in the past five years, or have you not done that? *IF “YES:”* And have you done this in the past 12 months – that is since April 2009?

<table>
<thead>
<tr>
<th>Visited</th>
<th>Yes, past year</th>
<th>Yes, 2-5 years ago</th>
<th>Not visited</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>10%</td>
<td>18%</td>
<td>70%</td>
<td>1%</td>
</tr>
</tbody>
</table>

5. Have you heard of New Jersey’s Crossroads of the American Revolution National Heritage Area, or haven’t you heard of this before?

<table>
<thead>
<tr>
<th>Heard of area</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>30%</td>
<td>69%</td>
<td>1%</td>
</tr>
</tbody>
</table>

6. How important is it to you personally that New Jersey preserves and promotes its Revolutionary War heritage – very, somewhat, not very, or not at all important?

<table>
<thead>
<tr>
<th>Importance</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not at all important</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>42%</td>
<td>35%</td>
<td>10%</td>
<td>10%</td>
<td>2%</td>
</tr>
</tbody>
</table>

7. George Washington crossed the Delaware River on Christmas night 1776 to make a surprise attack on Hessian troops. Do you happen to know where he made this attack?

<table>
<thead>
<tr>
<th>Place of attack</th>
<th>Trenton</th>
<th>Other response</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>24%</td>
<td>14%</td>
<td>64%</td>
</tr>
</tbody>
</table>

8. And if the choices were Trenton, New York, Philadelphia, or Princeton – what would you say?

<table>
<thead>
<tr>
<th>Correctly named</th>
<th>Trenton</th>
<th>Philadelphia</th>
<th>Princeton</th>
<th>New York</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>24%</td>
<td>34%</td>
<td>18%</td>
<td>14%</td>
<td>4%</td>
</tr>
</tbody>
</table>
SURVEY METHODOLOGY:

This telephone survey was conducted by the Monmouth University Polling Institute on April 7-11, 2010 with a statewide random sample of 804 adult residents. For results based on this sample, one can say with 95% confidence that the error attributable to sampling has a maximum margin of plus or minus 3.5 percentage points. Sampling error increases as the sample size decreases, so statements based on various population subgroups, such as separate figures reported by gender or party identification, are subject to more error than are statements based on the total sample. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

<table>
<thead>
<tr>
<th>POLL DEMOGRAPHICS (weighted)</th>
</tr>
</thead>
<tbody>
<tr>
<td>40% Dem</td>
</tr>
<tr>
<td>38% Ind</td>
</tr>
<tr>
<td>22% Rep</td>
</tr>
<tr>
<td>48% Male</td>
</tr>
<tr>
<td>52% Female</td>
</tr>
<tr>
<td>30% 55+</td>
</tr>
<tr>
<td>28% 18-34</td>
</tr>
<tr>
<td>42% 35-54</td>
</tr>
<tr>
<td>65% White</td>
</tr>
<tr>
<td>13% Black</td>
</tr>
<tr>
<td>14% Hispanic</td>
</tr>
<tr>
<td>8% Asian/Other</td>
</tr>
</tbody>
</table>

Note: Regional designations in this survey report correspond to county boundaries

Northeast = Bergen, Passaic
Urban Core = Essex, Hudson
Route 1 Corridor = Mercer, Middlesex, Union
Central Hills = Hunterdon, Morris, Somerset
Northern Shore = Monmouth, Ocean
Delaware Valley = Burlington, Camden, Gloucester
Garden Core = Atlantic, Cape May, Cumberland, Salem, Sussex, Warren
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CONTACTS:
Cate Litvack  609-418-3939
Kevin Tremble  201-951-8540
Patrick Murray  732-979-6769

POLL: NEW JERSEY’S REVOLUTIONARY WAR HERITAGE IMPORTANT TO STATE RESIDENTS

Six in ten aware of a Revolutionary War Site in the state

TRENTON – A new poll released in advance of the July 4th holiday finds that most state residents consider the preservation and promotion of New Jersey’s Revolutionary War heritage personally important. Many also see New Jersey as one of the more important states involved in the fight for American independence.

In 2006, the federal government recognized New Jersey’s role as the crossroads in the fight for American independence by establishing the Crossroads of the American Revolution National Heritage Area, which encompasses 213 municipalities in 14 counties across the Garden State.

Key findings from the survey include:

Three-in-four New Jerseyans (77%) feel it is important to preserve and promote the state’s Revolutionary War heritage, including 4-in-10 who say this is very important to them personally.
One-in-six New Jerseyans (17%) say their home state is the first one that comes to mind when thinking of the American Revolution. This is about the same number who name either Virginia (18%), Pennsylvania (15%), or Massachusetts (14%).
Four-in-ten New Jerseyans (41%) feel their state was one of the more important states in the Revolutionary War effort.
Most (58%), although not all, New Jerseyans say they are aware of at least one Revolutionary War site in the state. Just over 1-in-4 residents (28%) say they have visited one of these sites in the past five years.

“It was great to learn that New Jerseyans appreciate how much the state’s Revolutionary War heritage contributes to our quality of life. Our heritage is a key element in New Jersey’s sizable tourism economy, which is too often overlooked,” said Cate Litvack, Executive Director of the Crossroads of the American Revolution Association and Chair of the New Jersey Heritage Tourism Task Force.

The survey also found regional differences, with residents of Morris, Somerset, and Hunterdon counties exhibiting the highest levels of awareness and interest, while those in Essex and Hudson counties showed the lowest levels.
“These regional differences indicate that New Jersey’s Revolutionary War story may be easier to
tell in areas where physical evidence of those events still exist. One challenge for Crossroads is
to bring this story to life in communities where the landscape has been completely altered,” said
Kevin Tremble, President of the Board of Trustees of the Crossroads of the American Revolution
Association.

“The survey pointed to important linkages between awareness and importance. The revolution
didn’t just occur in Boston and Philadelphia and Yorktown. It occurred here in New Jersey.
Those who know about the state’s Revolutionary War sites are more likely to see them as
valuable assets for the state,” said Patrick Murray, Director of the Monmouth University Polling
Institute. Murray is also a trustee of the Crossroads Association.

The survey of 804 adult New Jersey residents was conducted by telephone April 7-11 and has a
±3.5 percent margin of sampling error. The poll was conducted by the Monmouth University
Polling Institute on behalf of the Crossroads of the American Revolution Association.

The Association is the federally designated managing organization for the Crossroads of the
American Revolution National Heritage Area. Its purpose is to foster the conservation,
preservation and interpretation of New Jersey’s Revolutionary War sites and landscapes in ways
that enhance public understanding about the people, places and events that transformed the
course of American and New Jersey history. More information about Crossroads can be found at:
http://www.revolutionarynj.org

The full survey report is available at: http://monmouth.edu/polling/admin/polls/mup33_5.pdf

Media: The National Heritage Area covers a large portion of the state, but many Revolutionary
War sites are also located outside those boundaries. A sampling of local sites in your area can
be found at: http://revolutionarynj.org/crossroads-guide/index.php

To add a local perspective to the New Jersey “Crossroads” story, you may also contact any of
the following:

Timothy Hart, Division Director, Ocean County Cultural & Heritage, 732-929-4779
Marguerite Chandler, President, Celebrate New Jersey!, 609-602-9306
Jake Bukowski, Director, South Jersey Tourism Corporation, 856-757-9400
Kathleen Galop, Principal, Preservation Possibilities, 908-723-5504
Stephanie Stevens, Chair, Hunterdon County Cultural and Heritage Commission, 908-788-1256
Lee Ellen Griffith, Monmouth County Historical Association, 732-462-1466
Sally Lane, Board Member, Old Barracks Association, 609-649-4482
Anna Ashkenes, Director, Middlesex County Cultural & Heritage Commission, 732-745-4489
Leslie Bensley, Executive Director, Morris County Tourism Bureau, 973-631-5151
Thomas D’Amico, Somerset County Cultural & Heritage Commission, 908-231-7021
James Turk, Director, Salem County Cultural Affairs & Tourism Information Services, 856-935-7510
Barbara Fuller, Director, Union County Office of Cultural and Heritage Affairs, 908-558-2550