

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 conflate 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.

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

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?

New Jersey	Virginia	Pennsylvania	Massachusetts	Delaware	New York	Other	None/ No answer
17%	18%	15%	14%	6%	4%	8%	17%

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?

More important	Average importance	Less important	(VOL) Don't know
41%	43%	8%	8%

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 home town, within 10 miles of your home, within 25 miles, or farther away?

Home town	Within 10 miles	Within 25 miles	Farther away	Not sure of location	Not aware of any sites
8%	19%	18%	12%	1%	41%

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?

Yes, past year	Yes, 2-5 years ago	Not visited	(VOL) Don't know
10%	18%	70%	1%

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

Yes	No	(VOL) Don't know
30%	69%	1%

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?

Very	Somewhat	Not very	Not at all	(VOL) Don't know
42%	35%	10%	10%	2%

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?

Trenton	Other response	No answer
24%	14%	64%

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

<i>Correctly named Trenton in Q.7</i>	Trenton	Philadelphia	Princeton	New York	(VOL) No answer
24%	34%	18%	14%	4%	6%

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.

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

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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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