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TV Reality Show 'Jersey Shore' Promotes Jersey

As millions flock to New Jersey's shoreline this summer, the TV reality show *Jersey Shore* might get some of the credit. According to a national telephone poll by Fairleigh Dickinson University's PublicMind™, 41% of Americans have a favorable view of New Jersey, while 18% say they have an unfavorable view. Another 40% have mixed views or are unsure.

People in the northeastern United States are more likely than people in other regions of the country to have a favorable view of New Jersey. They are also more likely than people in other regions to have an unfavorable view of NJ. 48% of folks in the Northeast have a favorable view of the Garden State, compared to just 37% of people in the Midwest. Similarly, 27% of people in the Northeast say they have an unfavorable view of New Jersey, compared to just 17% in the Midwest.

"Familiarity breeds both appreciation and criticism," said Peter Woolley, director of the poll. "New Jersey's neighbors are more likely than others to know both the attractive and unattractive parts of the state."

More important for critics and fans of the MTV series, there is no statistical difference between the favorable views of those who have seen *Jersey Shore* and those who have not: 43% of those who have seen the show have a favorable opinion of the state; 41% of those who haven't seen the show have a favorable opinion of the state.

"These measures alone suggest the show isn't hurting the nation's view of the state. In fact, it may be promoting one of the state's best features--not Snooki, but the shore itself."

People who are first reminded about the *Jersey Shore* show (simply by asking whether they have seen it) and have in fact seen it, actually have far more favorable views of New Jersey than those who either have not seen the show, or have seen it but were not asked about it first: Of those who have seen the show and were reminded of it, 49% reported they have a favorable view of the state. "In other words, if you've seen the show, and you are reminded of the show, you are more disposed to say you have a favorable view of our state," said Woolley. "It seems to me viewers are looking past The Situation to the shore scene itself."

Researchers experimented by asking half of their respondents whether they had seen the show *before* asking whether they had a favorable view of New Jersey, and half the respondents whether they had seen the TV show or not *after* they asked whether they had a favorable view of New Jersey.

The Fairleigh Dickinson University poll of 711 adults nationwide was conducted by telephone using both landlines and cell phones from March 21, 2011, through March 27, 2011, and has a margin of error of +/-4 percentage points.

Methodology, questions, and tables are available on the web at: <http://publicmind.fdu.edu>
Radio actualities at 201.692.2846 For more information, please call 201.692.7032.

Methodology, Questions, and Tables

The survey by Fairleigh Dickinson University's PublicMind was conducted by telephone from March 21, 2011, through March 27, 2011, with a randomly selected sample of 711 permanently resident adults nationwide. The margin of error for a sample of 711 randomly selected respondents is +/- 4 percentage points. Random selection is achieved by computerized random-digit dialing. This random selection process gives every person with a land-line phone number (including those with unlisted numbers) an equal chance of being selected. RDD samples are typically purchased from Survey Sample International. Non-responding residential numbers and residential numbers with automated answering devices are called back up to a limit of six times and interviews are conducted over a length of time calculated to facilitate maximum coverage. All PublicMind interviews are conducted by professionally trained interviewers with a full complement of supervisors using a CATI (Computer Assisted Telephone Interviewing) system. The survey sample may be mathematically weighted to match known demographics such as gender, age, and race. Survey results are also subject to non-sampling error. This kind of error, which cannot be measured, arises from a number of factors including, but not limited to, non-response (eligible individuals refusing to be interviewed), question wording, the order in which questions are asked, and variations among interviewers.

Have you ever seen a TV show called "Jersey Shore" or have you not had the chance?						
	All	18-29	30-44	45-59	60+	Jan. 2010
Seen	31%	65	40	25	15	22%
Not seen	69%	35	60	75	85	78%

Do you have a favorable or unfavorable view of New Jersey?											
	All	Northeast	Midwest	South	West	18-29	30-44	45-59	60+	Seen it	Haven't
favorable	41%	48	37	41	41	45	43	43	38	43	41
unfavorable	18%	27	17	15	15	11	21	19	19	22	16
Mixed	12%	9	10	17	8	13	15	13	8	15	10
unsure	28%	17	35	27	36	31	21	25	34	20	33

Do you have a favorable or unfavorable view of New Jersey?							
	All	Favorable question asked 1 st			Jersey Shore question asked 1 st		
		All N=366	Seen JS	Not seen JS	All N=345	Seen JS	Not seen JS
favorable	41%	40	36	43	42	49	39
unfavorable	18%	17	21	15	19	24	17
Mixed	12%	12	20	9	11	11	12
unsure	28%	30	23	33	27	16	32

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Question order and wording:

US1-2, USP1-3E released 31 March 2011

SC1-4B released 4 April, 23 May, 26 May, 6 June 2011

AC1-5B released 2 May 2011

JS1. Withheld for release.

[ROTATE ORDER OF JS2, JS3]

JS2. Do you have a favorable or unfavorable opinion of New Jersey?

Fav.

Unfav.

Mixed/DK [VOL]

JS3. Have you ever seen a TV show called "Jersey Shore" or have you not had the chance?

Sample Characteristics

Gender

Male	50
Female	50

Age

18-29	15
30-44	23
45-59	29
60+	31
ref.	2

In addition to being American, would you say you are...?

White	66
Black	13
Hispanic or Latino	10
Asian	6
Other/ref.	5

Census regions

Northeast	22
North central	25
South	33
West	20