



Pinelands
Alliance

Pinelands Alliance Member Survey

Survey Results

May 22, 2026

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Survey Background & Overview

Background: Member Survey

As part of its strategic planning process, Pinelands Alliance Members were surveyed between March 30 – May 1, 2026.

Members were asked about:

- Their hopes and concerns for the Pinelands
- How they currently engage with the Pinelands and the Pinelands Alliance
- What suggestions they have for the Pinelands Alliance

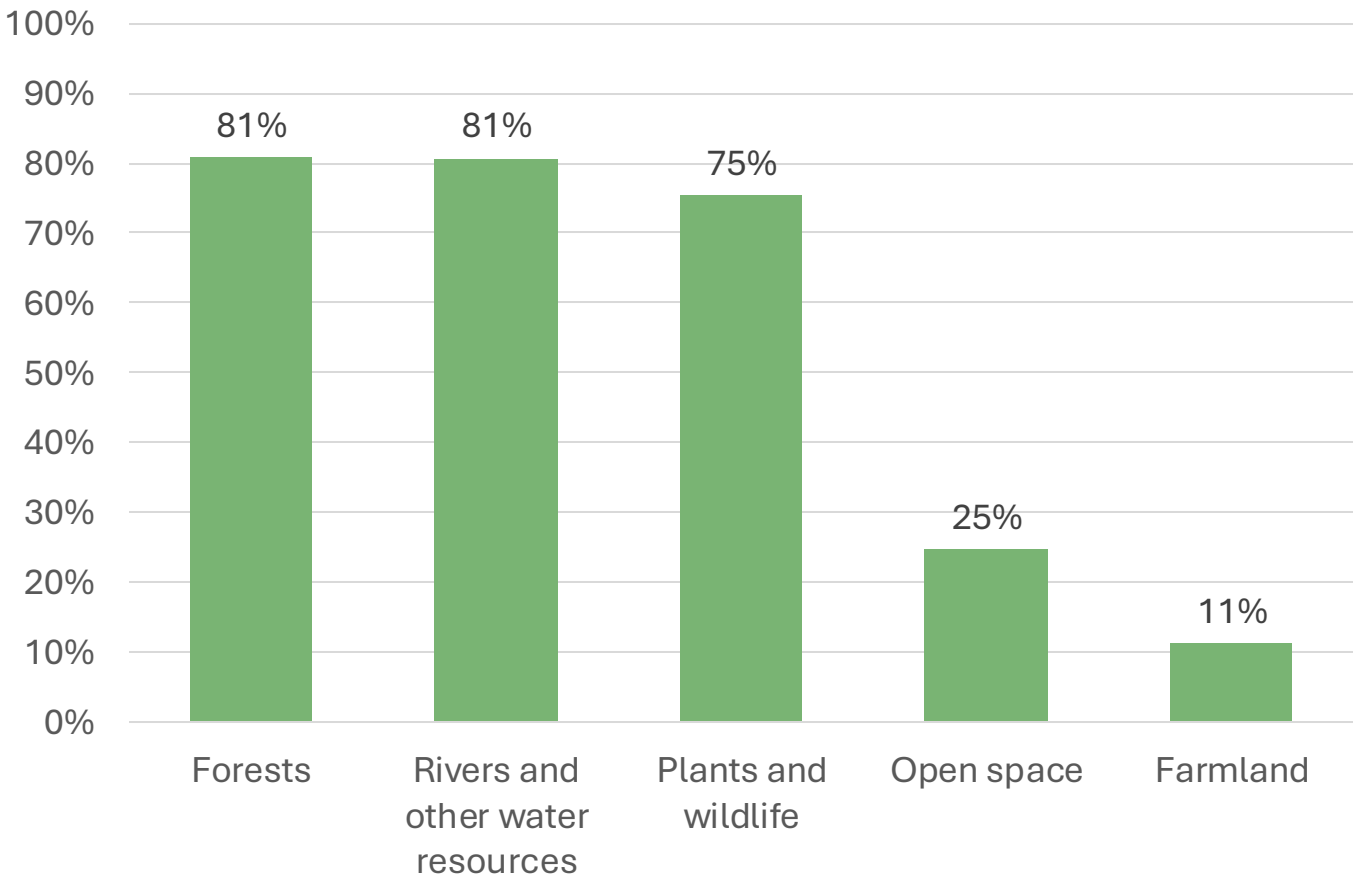
In total, **867** surveys were received.

Document Overview

- This document presents the survey results. Tables or graphs are provided for each question, as appropriate
- The responses to open-ended questions are summarized, with the complete set of responses to each open-ended question collected in appendices
- The percentages shown on the following slides were calculated using the total number of survey participants to answer the question as the denominator
- The format of some questions allowed survey participants to select more than one answer choice. This is why, in some cases, the percentages do not sum to 100%, and why the total number of responses selected may exceed the total number of survey participants

QUESTION 1

As you think about the many wonderful aspects of the Pinelands, which do you value/cherish the most? Please select up to 3 aspects.



Number of responses: 865
Number of skips: 2

Please note that the percentages do not sum to 100% because participants could select more than one answer choice.
Source: Pinelands Alliance Member Survey. May 5, 2026. Consultant Analysis.

QUESTION 2

Question format: open-ended text box

What else makes the Pinelands special to you? Feel free to say more about the fascinating, quirky, unique, or other things that you most cherish about the place.

Please note qualitative data findings analyses are in progress.

Please reference Qualitative Data Appendix for complete responses to this question.

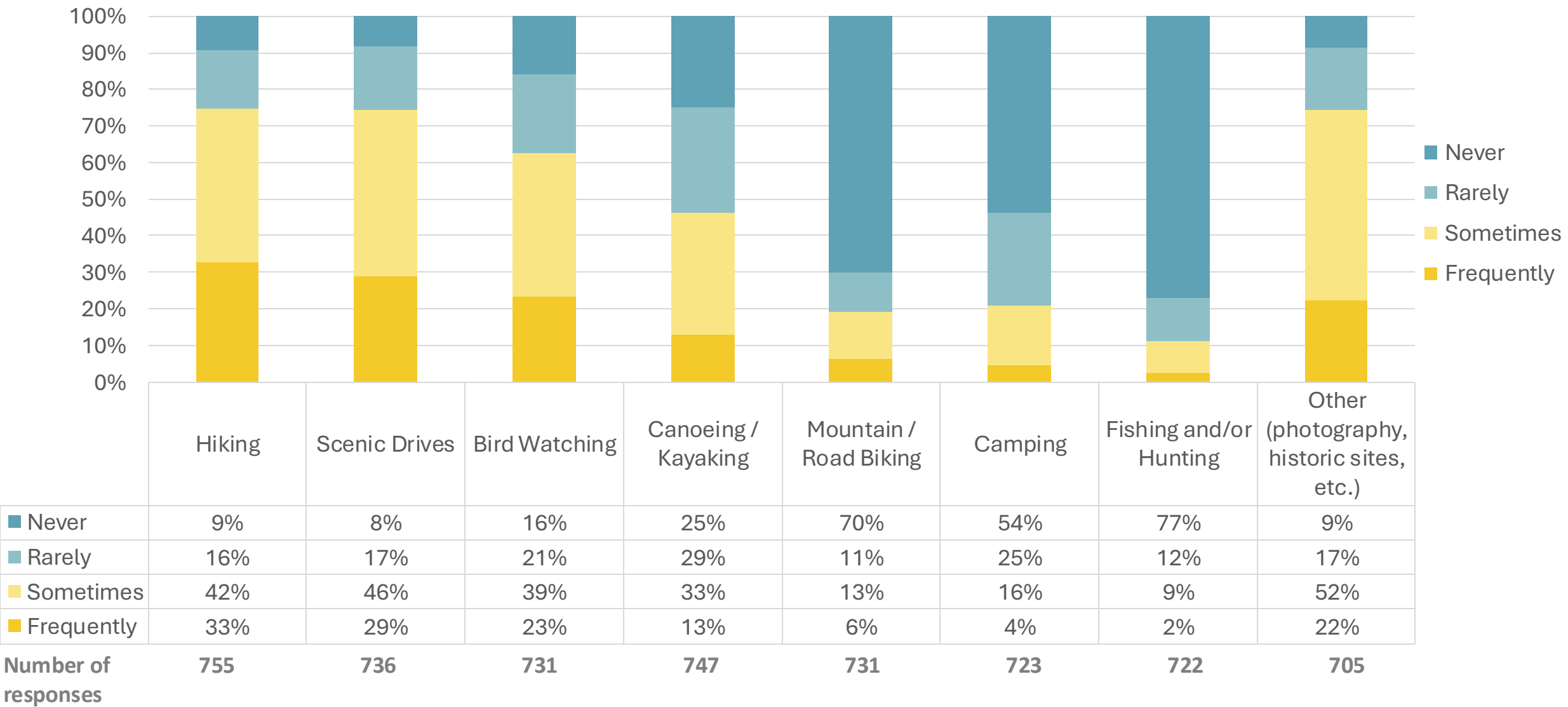
Number of responses: 632

Number of skips: 235

QUESTION 3

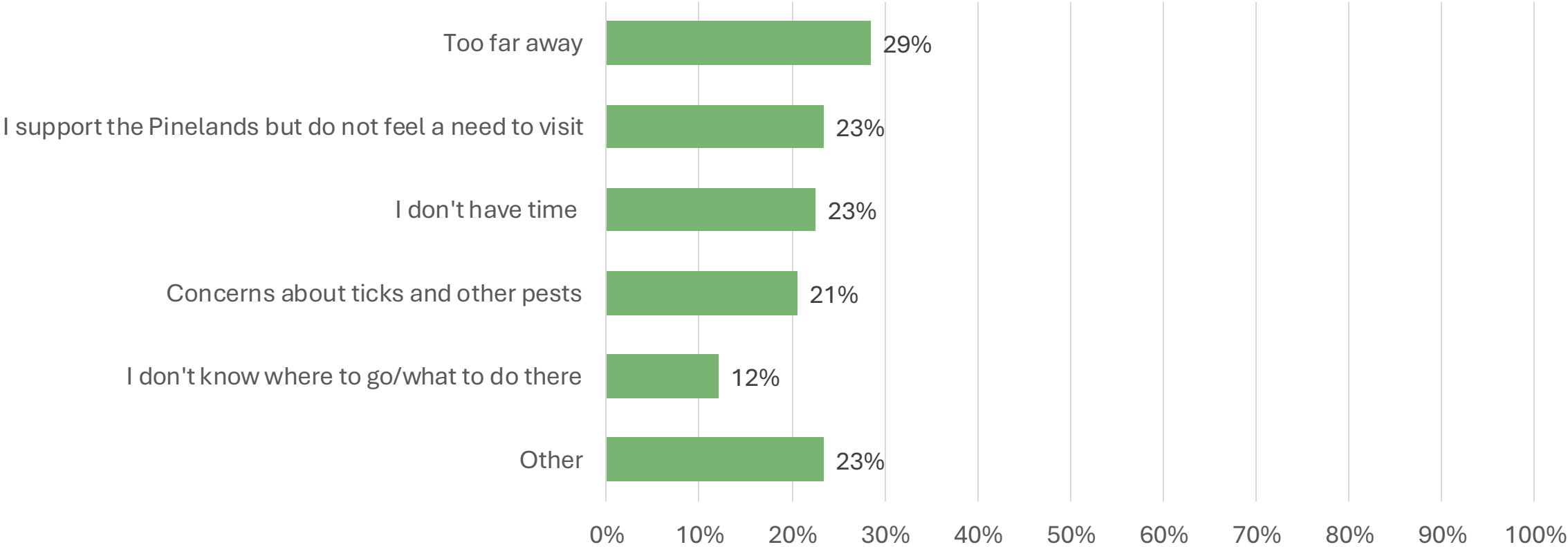
Question format: matrix rating

If you spend time in the Pinelands, how often do you pursue the following activities?



QUESTION 4

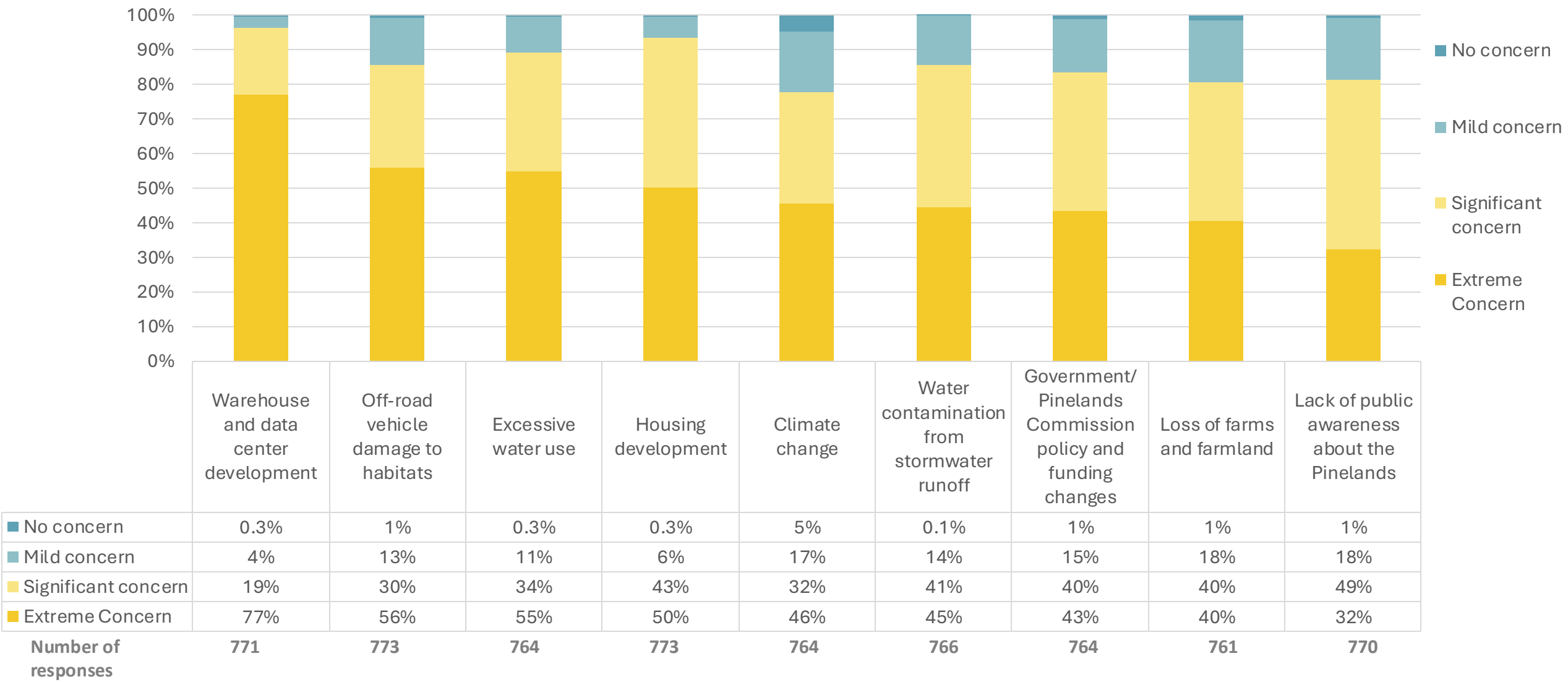
If you do not regularly visit the Pinelands, or have never visited, tell us what factors play a role.



Number of responses: 354
Number of skips: 513
Number of comments: 170

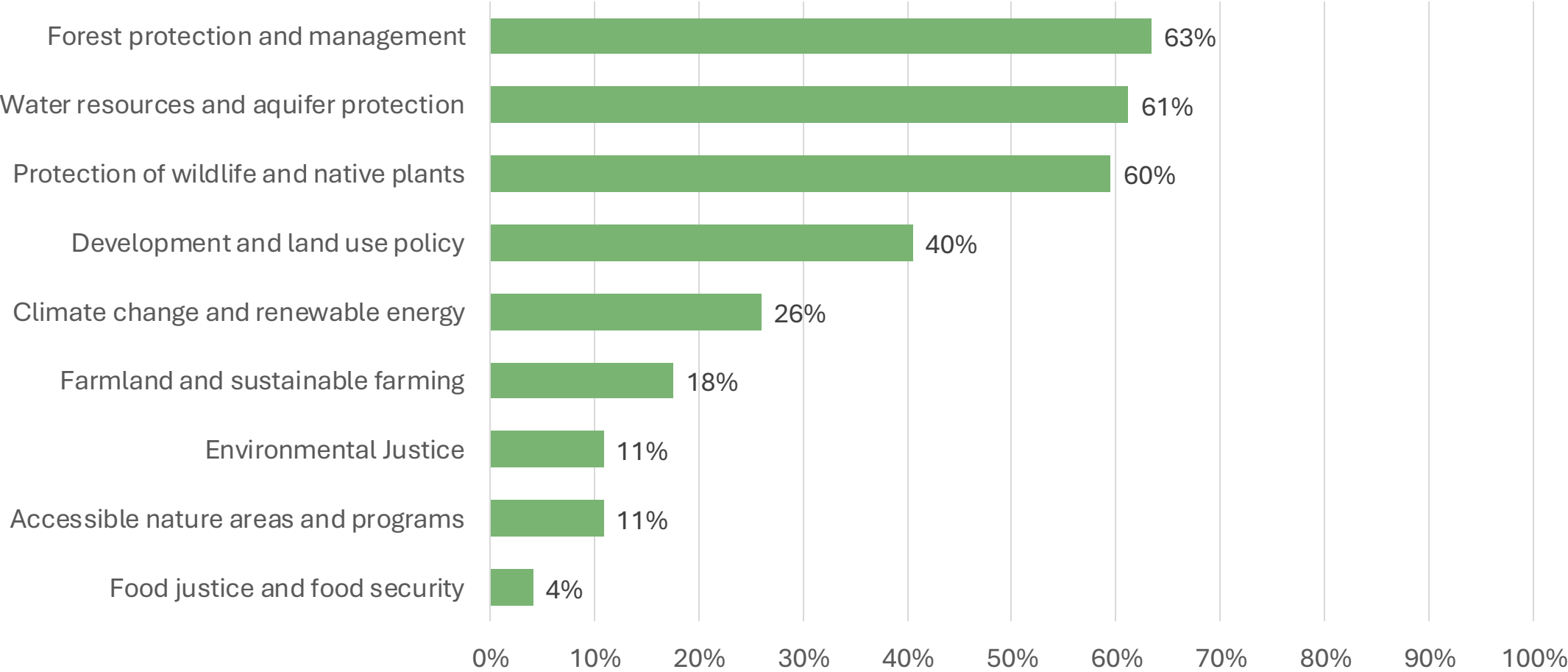
Please note that the percentages do not sum to 100% because participants could select more than one answer choice.
Source: Pinelands Alliance Member Survey. May 5, 2026. Consultant Analysis.

As you think about the future of the Pinelands, to what degree do the following threats concern you?



QUESTION 6

What environmental issues are you MOST passionate about? (Please select up to 3 areas)



Number of responses: 773

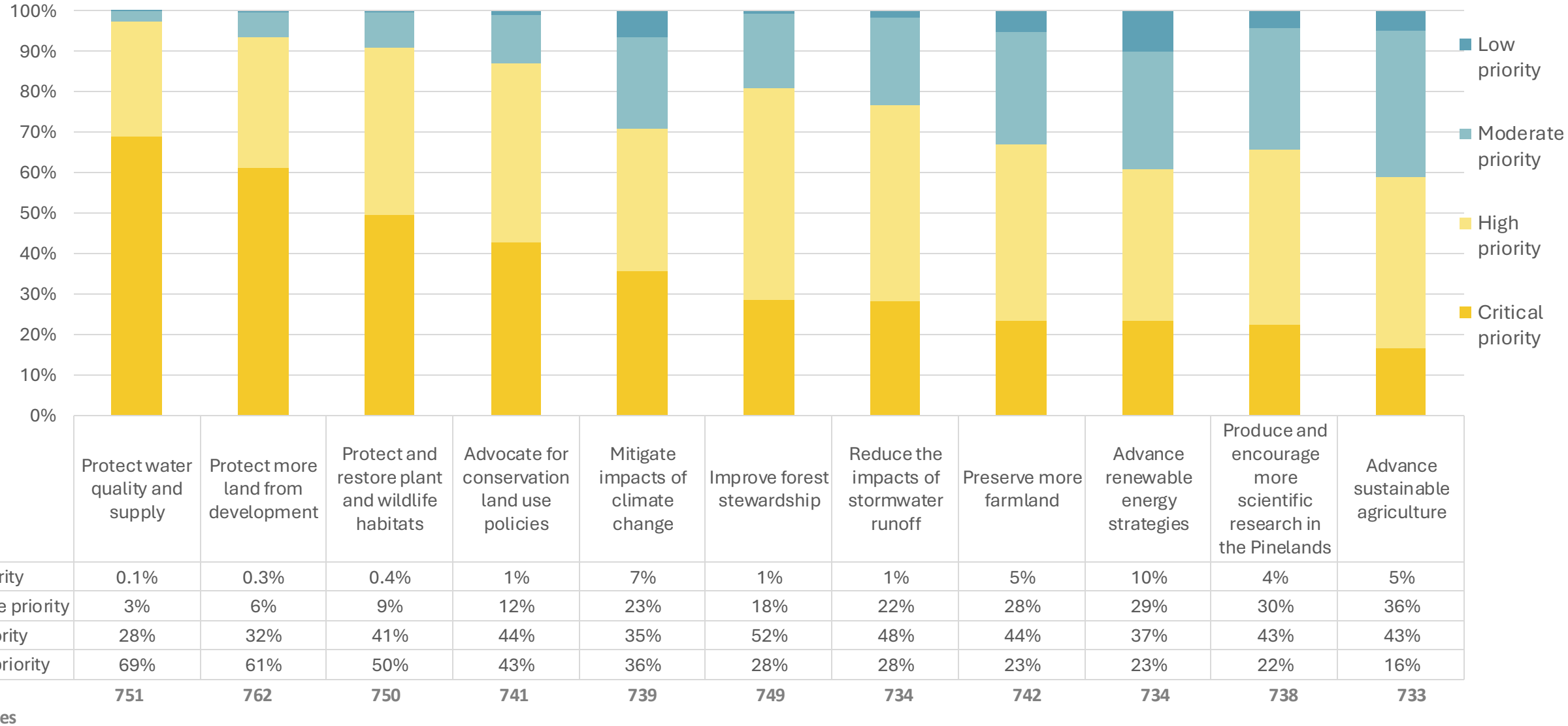
Number of skips: 94

Please note that the percentages do not sum to 100% because participants could select more than one answer choice.
Source: Pinelands Alliance Member Survey. May 5, 2026. Consultant Analysis.

QUESTION 7

Question format: matrix rating

What do you hope the Pinelands will look like 10 years from now? What actions should the Pinelands Alliance prioritize to help make your vision a reality?



QUESTION 8

We would love to hear more about your hopes for the Pinelands. Feel free to share them here.

Please note qualitative data findings analyses are in progress.

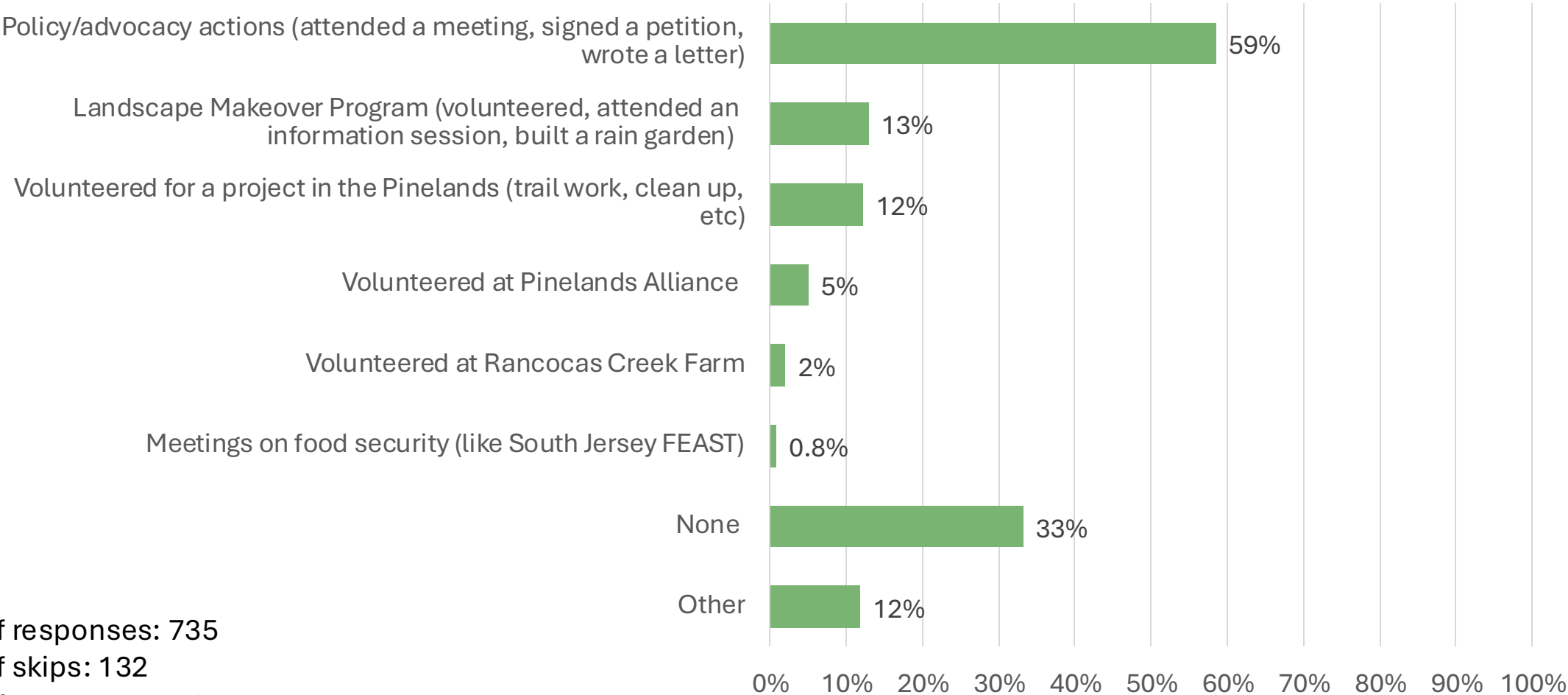
Please reference Qualitative Data Appendix for complete responses to this question.

Number of responses: 261

Number of skips: 606

QUESTION 9

Which of the following Pinelands Alliance efforts to protect and improve the Pinelands have you participated in? Please select all that apply.

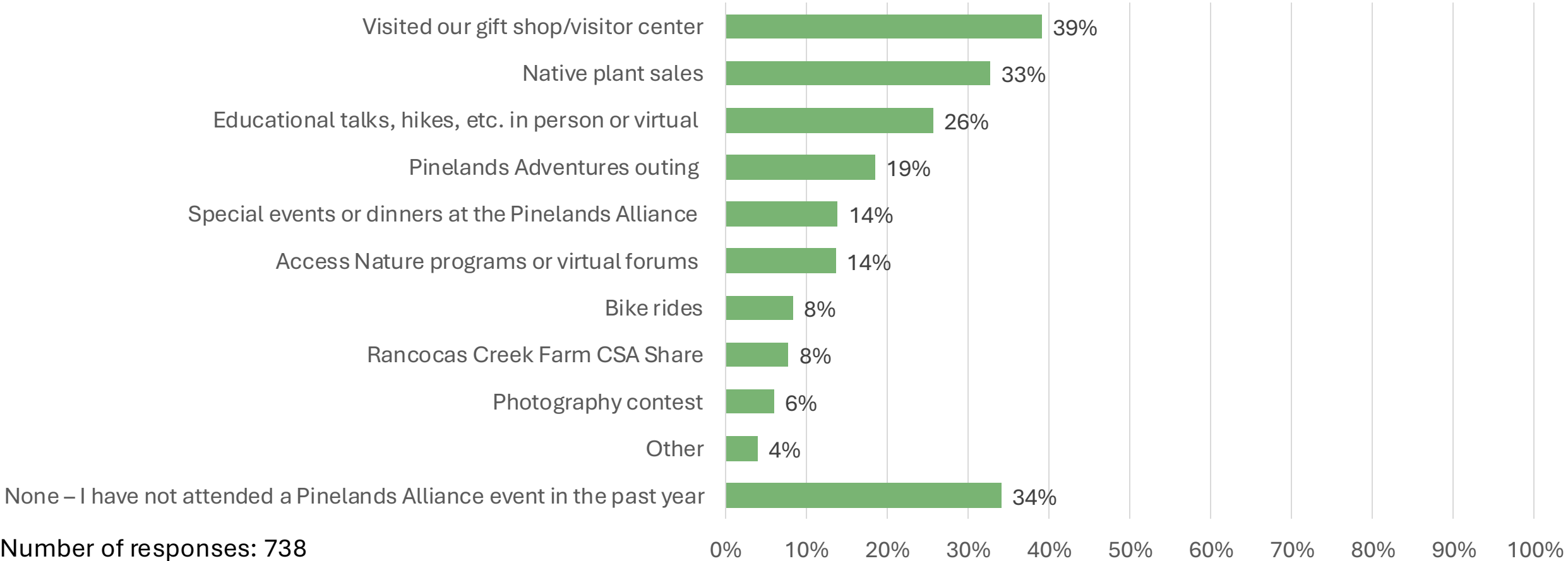


Number of responses: 735
Number of skips: 132
Number of comments: 161

Please note that the percentages do not sum to 100% because participants could select more than one answer choice.
Source: Pinelands Alliance Member Survey. May 5, 2026. Consultant Analysis.

QUESTION 10

Over the past year, which of the following Pinelands Alliance learning and enjoyment programs have you participated in? Please select all that apply.

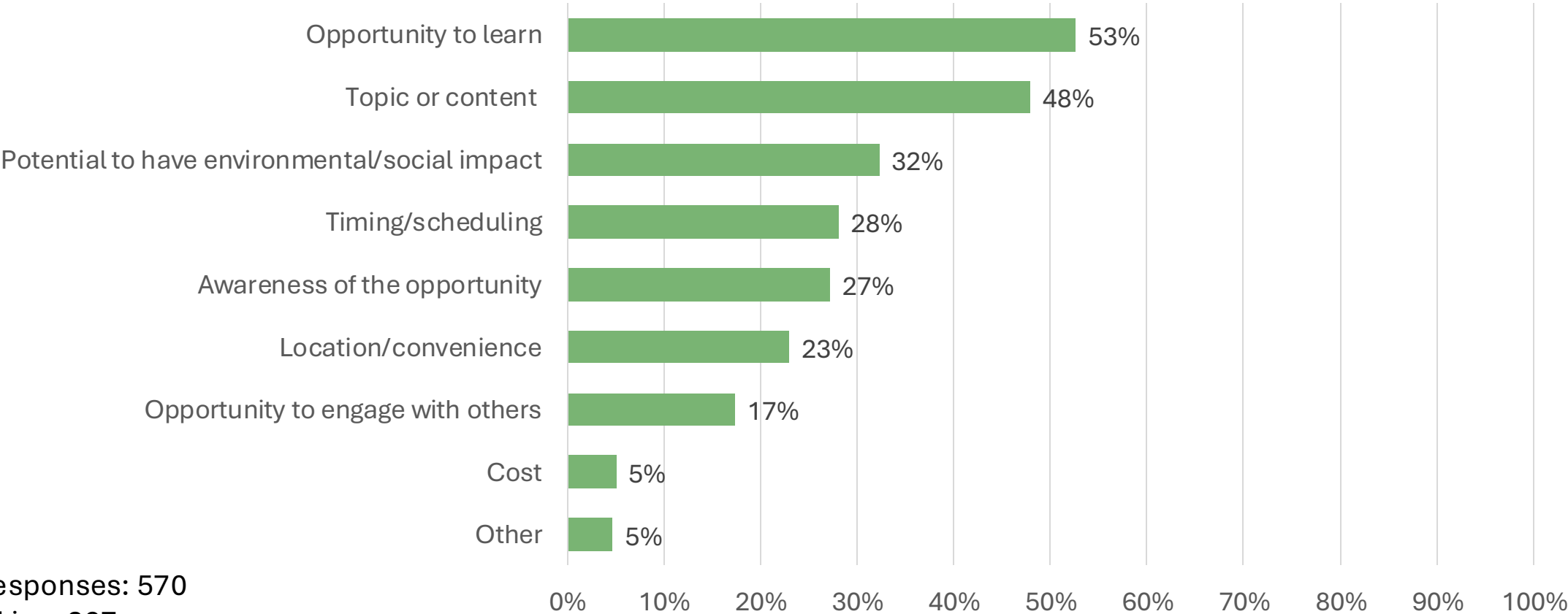


Number of responses: 738
Number of skips: 129
Number of comments: 80

Please note that the percentages do not sum to 100% because participants could select more than one answer choice.
Source: Pinelands Alliance Member Survey. May 5, 2026. Consultant Analysis.

QUESTION 11

Looking back on the Pinelands Alliance programs and activities you have participated in, which of the following factors MOST impacted your decision to participate? Please select up to three answers.

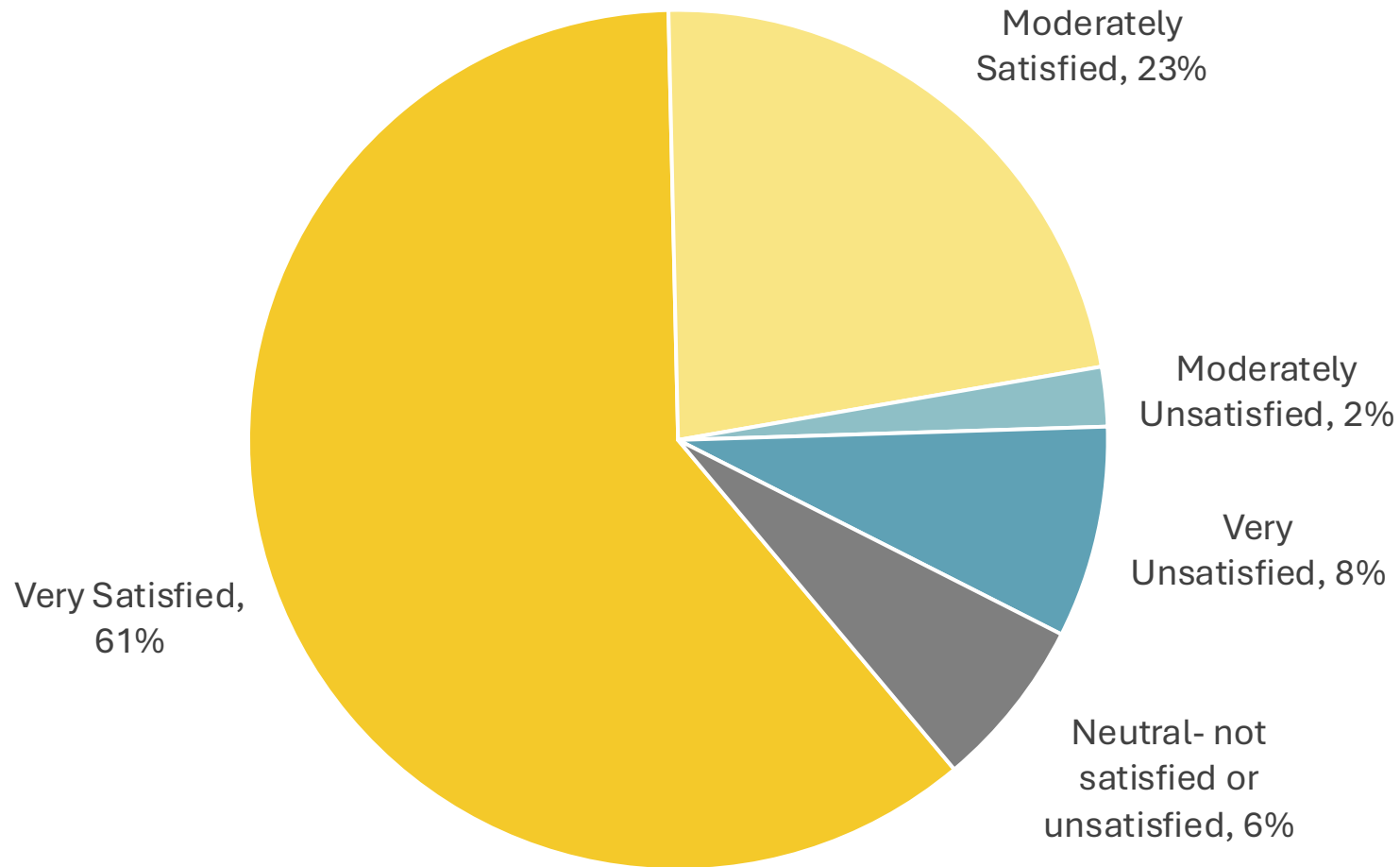


Number of responses: 570
Number of skips: 297
Number of comments: 58

Please note that the percentages do not sum to 100% because participants could select more than one answer choice.
Source: Pinelands Alliance Member Survey. May 5, 2026. Consultant Analysis.

QUESTION 12

In general, how satisfied are you with Pinelands Alliance efforts to protect the Pinelands?



Number of responses: 716

Number of skips: 151

QUESTION 13

If you would like to share further thoughts about your answer to the last question, please feel free to do so here.

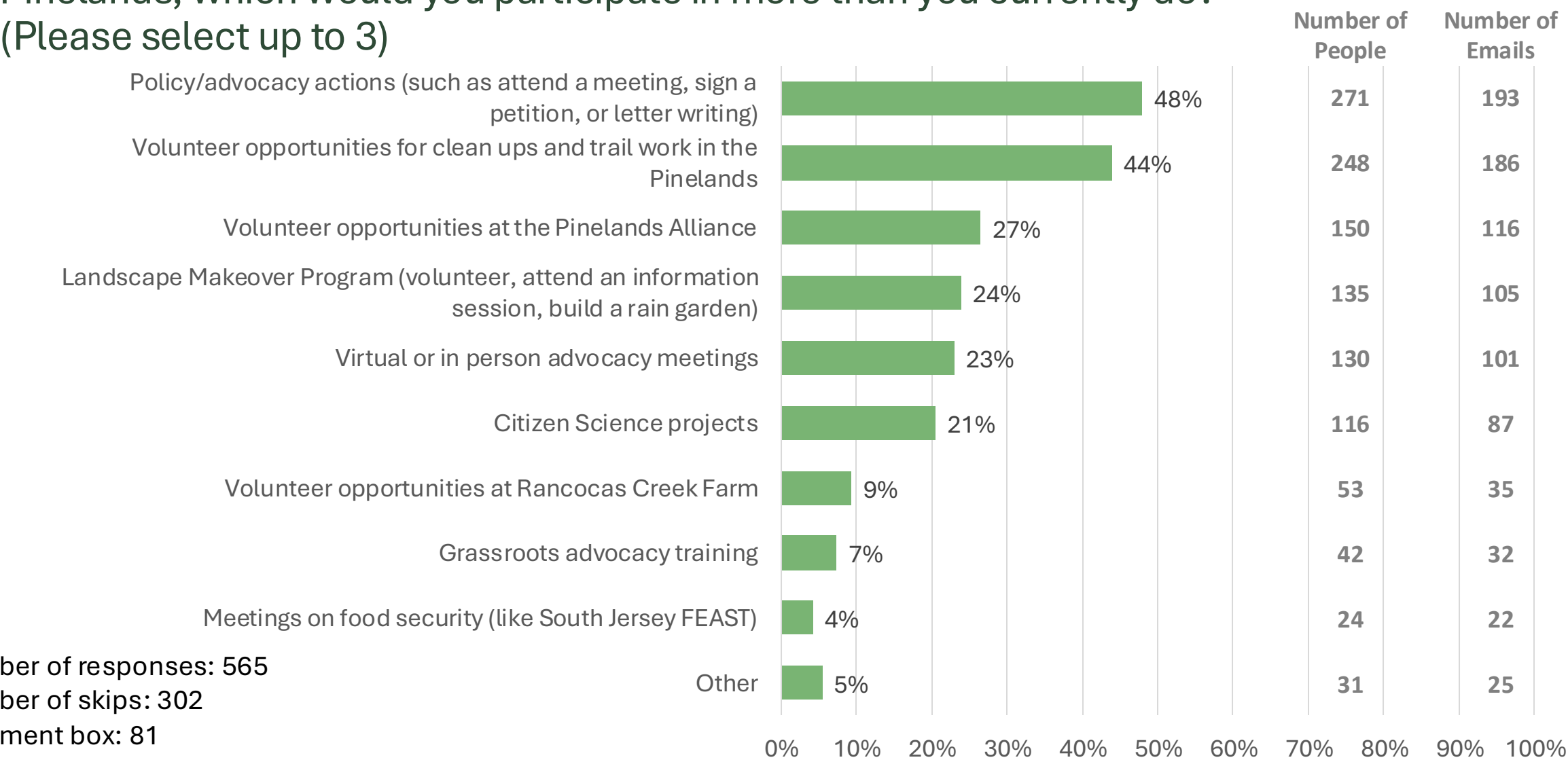
Please note qualitative data findings analyses are in progress.

Please reference Qualitative Data Appendix for complete responses to this question.

Number of responses: 130

Number of skips: 737

If Pinelands Alliance offered more programs to protect and improve the Pinelands, which would you participate in more than you currently do?
(Please select up to 3)

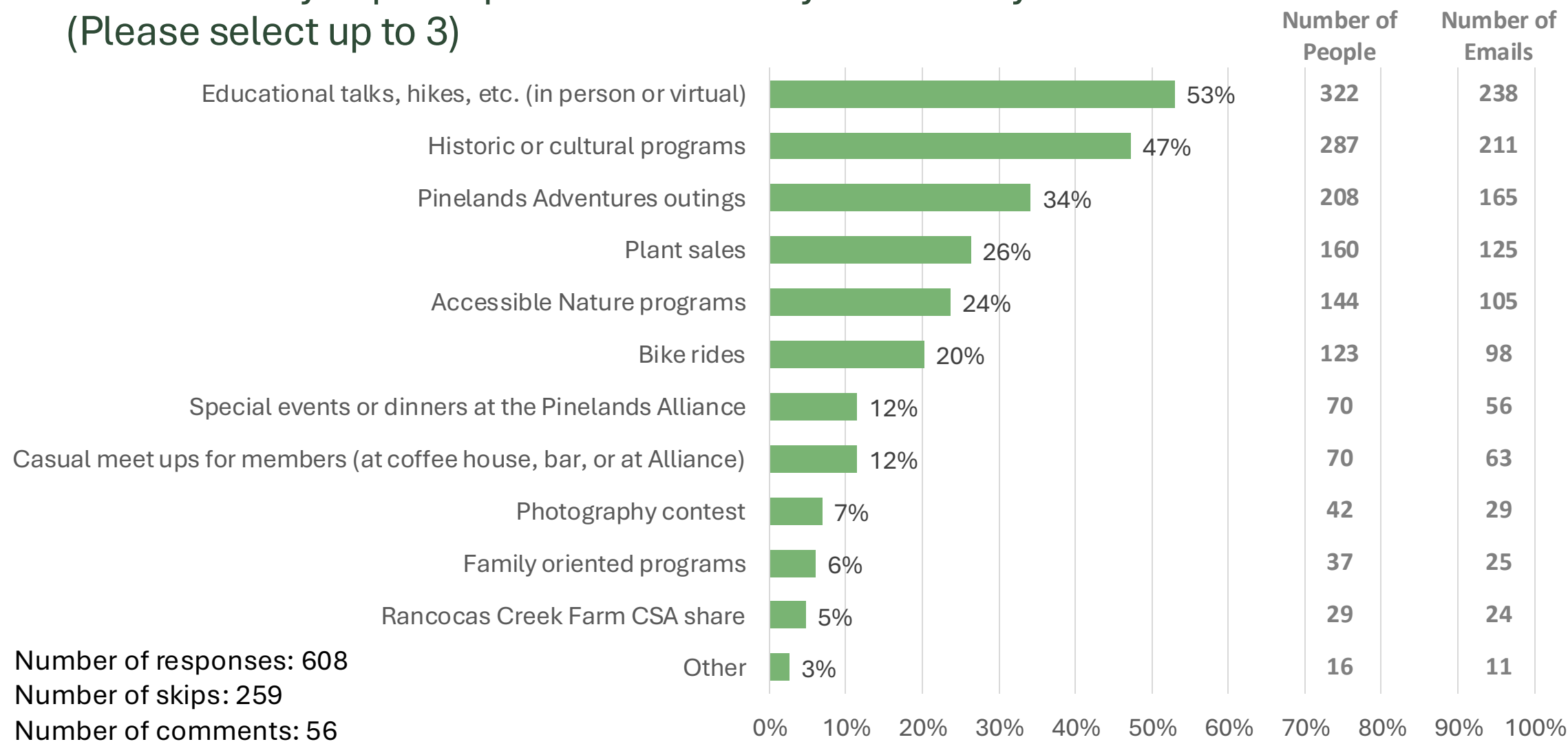


Number of responses: 565
Number of skips: 302
Comment box: 81

QUESTION 15

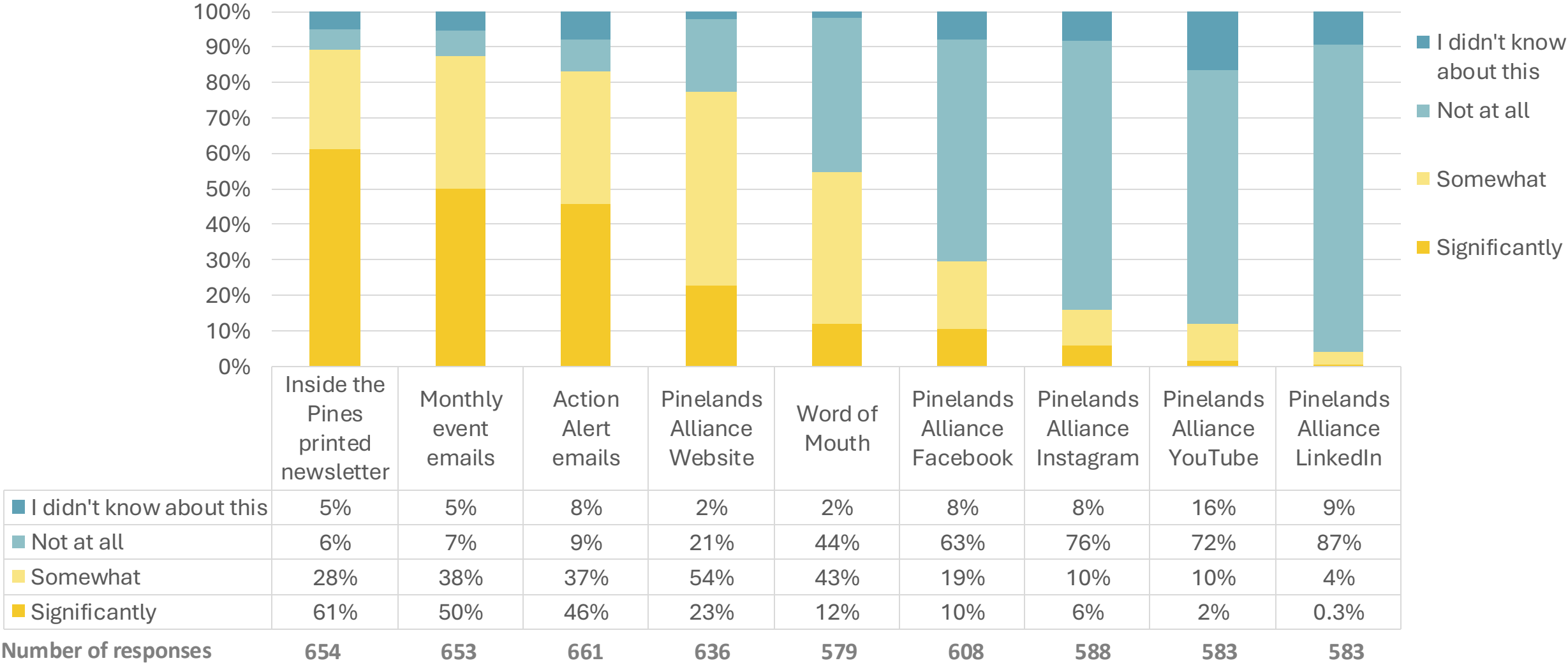
If Pinelands Alliance offered more education and enjoyment programs, which would you participate in more than you currently do?
(Please select up to 3)

Question format: multi-select with comment box



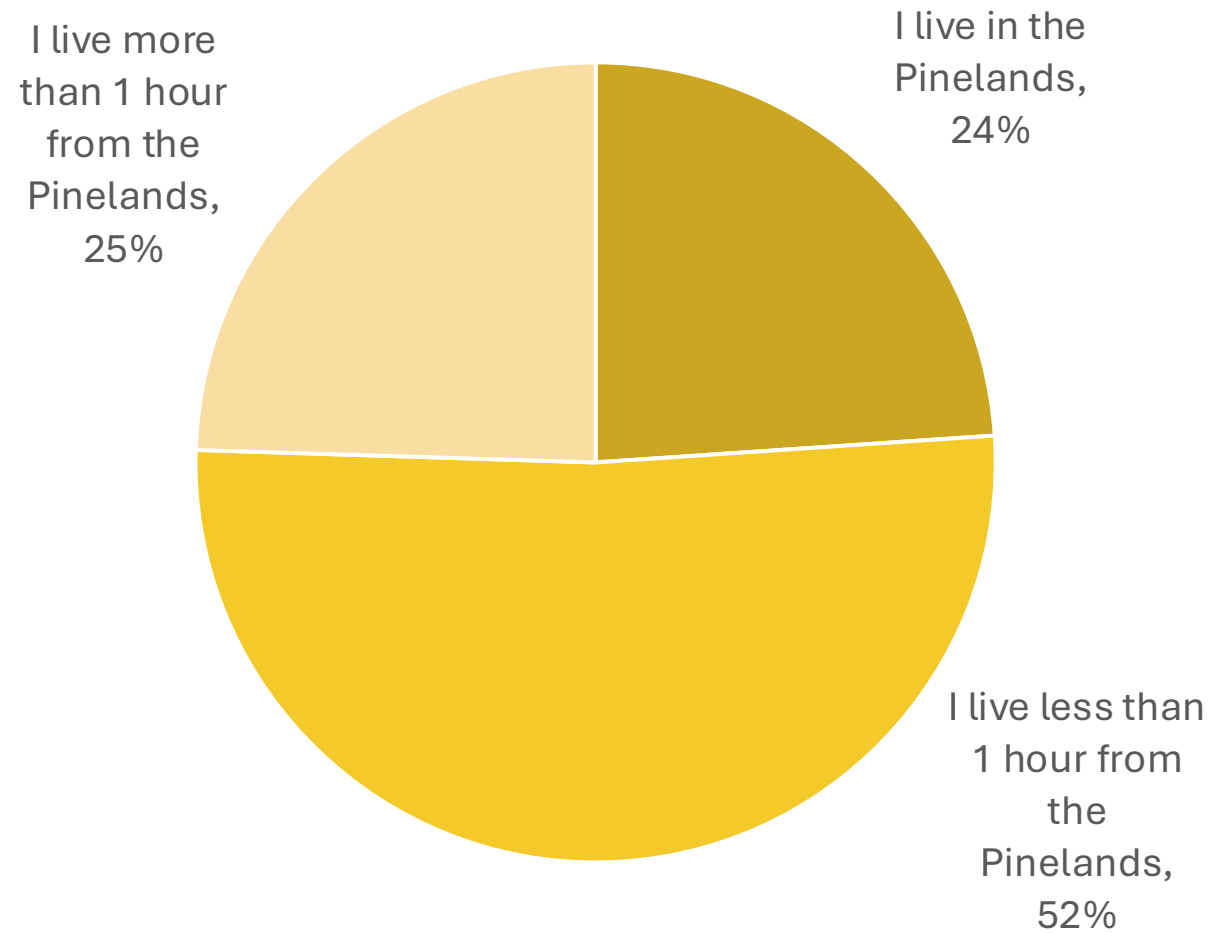
QUESTION 16

Please select the degree to which you use the following communication platforms to stay informed about Pinelands issues and Pinelands Alliance programs and events.



QUESTION 17

Where do you live in relation to the Pinelands?

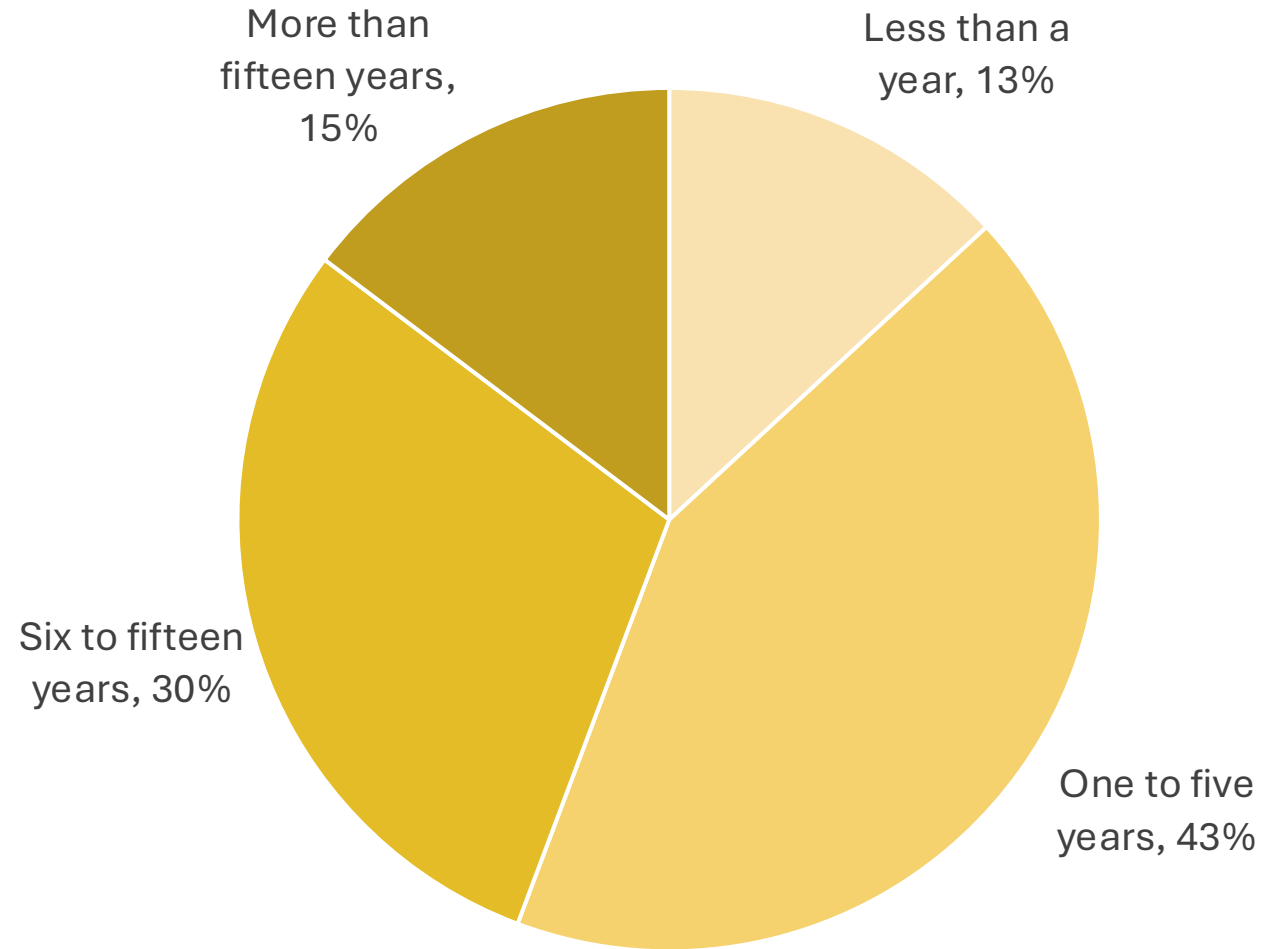


Number of responses: 702

Number of skips: 165

QUESTION 18

How long have you been a member of Pinelands Alliance?

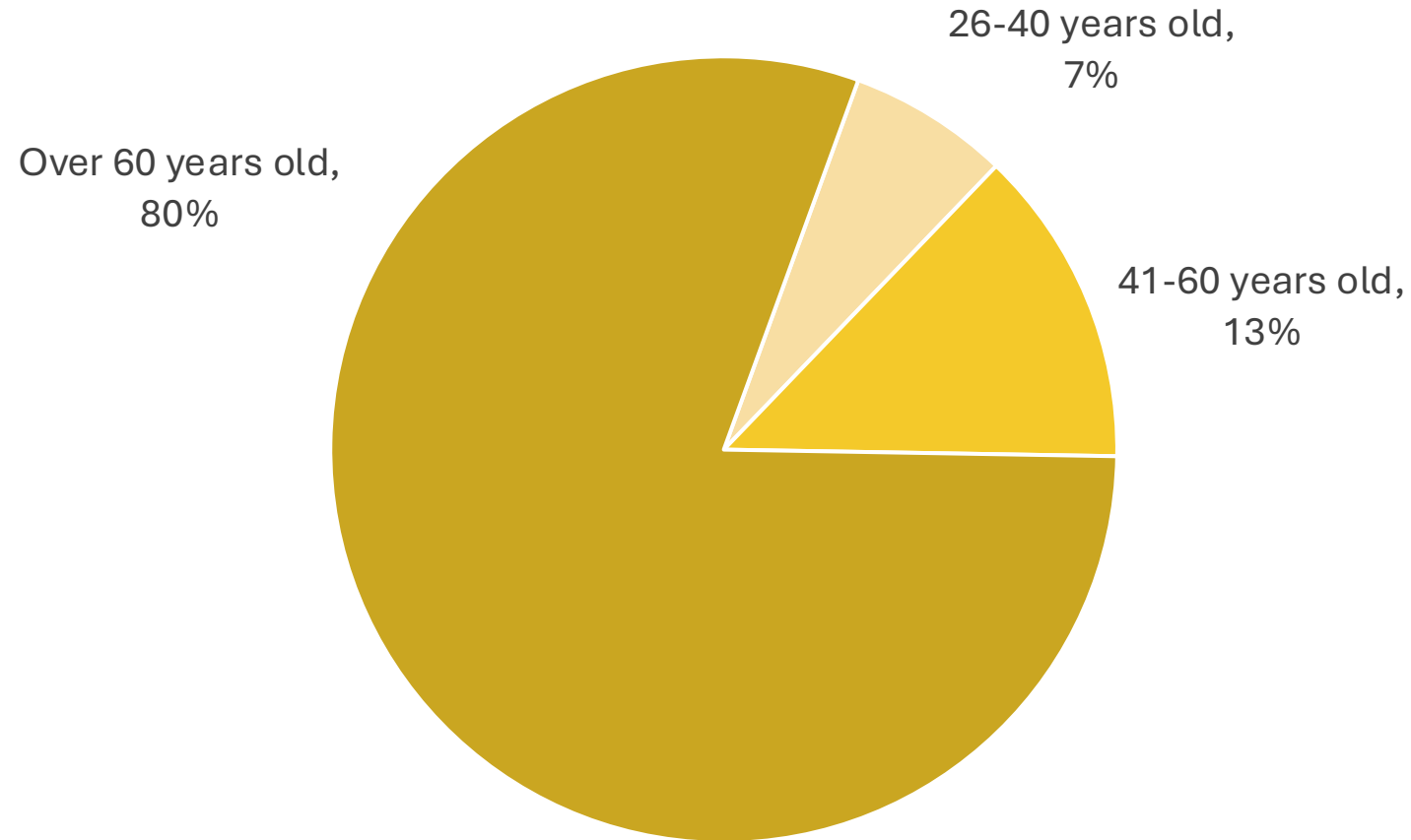


Number of responses: 700

Number of skips: 167

QUESTION 19

In what age group do you fall?

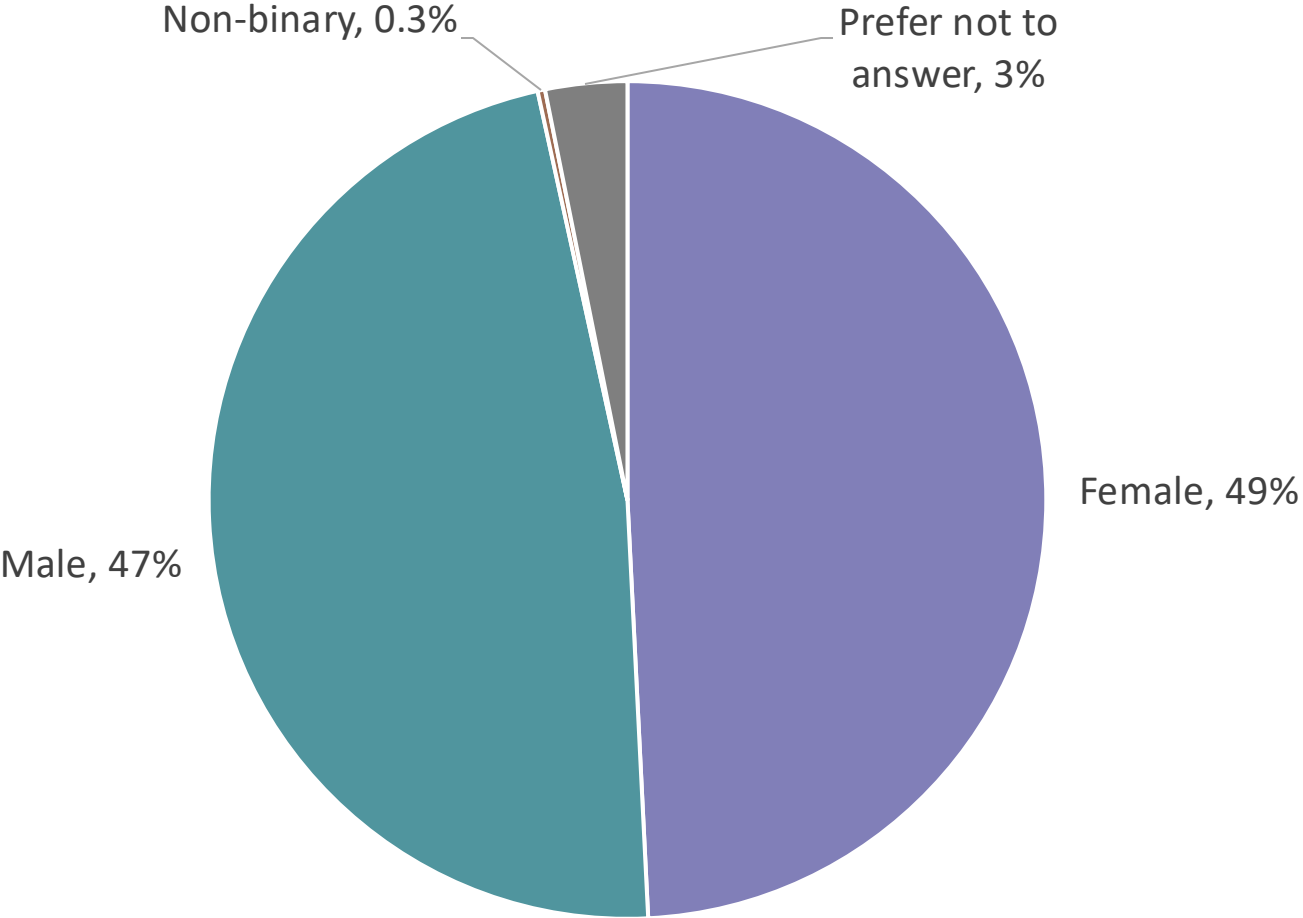


Number of responses: 695

Number of skips: 172

QUESTION 20

What gender do you identify with?



Number of responses: 697
Number of skips: 170

QUESTION 21

What races or ethnicities do you identify with? Please select all that apply.

Answer Choices	Number of Survey Participants	Percentage of Survey Participants
White or European American	660	96.9%
Hispanic, Latinx, or Spanish	12	1.8%
Asian or Asian American	6	0.9%
Middle Eastern or North African	5	0.7%
Black, African American, African Caribbean, or African	3	0.4%
Native American	3	0.4%
Native Hawaiian or Other Pacific Islander	1	0.1%
Other (please specify)	14	2.1%

Number of responses: 681
Number of skips: 186
Number of comments: 17

Please note that the percentages do not sum to 100% because participants could select more than one answer choice.
Source: Pinelands Alliance Member Survey. May 5, 2026. Consultant Analysis.

QUESTION 22

Last question! Please use this space to share anything you would like to add or offer.

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Please reference Qualitative Data Appendix for complete responses to this question.

Number of responses: 686

Number of skips: 181