

NBT96
101-105

___ 1 1
106-109 110 111
RESP ID DECK FORM

FINAL
NEW BRUNSWICK TOMORROW 1996

/ / /
Neighborhood
DISTRICT NUMBER
/ / /
SAMPLE POINT

/ / /
CENSUS TRACT

RESPONDENT SEX

- 1. MALE
- 2. FEMALE

_____ / / /
Time interview began Time interview ended Length of interview

Hello, my name is _____ (first and last name). I'm on the staff of the Eagleton Poll and I'm taking a public opinion survey of adults for Rutgers University. I'd like to ask you a few questions about what New Brunswick is like as a place to live in order to help plan for New Brunswick's future.

The survey will take about 20 minutes to complete. Am I speaking to a member of the household who is at least 18 years old? [If yes:] Do you have time to complete the interview with us now?

- 1. Yes -----> continue
- 2. No -----> ask for 18 year old/schedule recontact time
- 3. Too young/REFUSED -----> thank and terminate

1. First of all, how long have you lived in New Brunswick, or have you lived here all of your life?

- 01. LESS THAN ONE
- 02. 1 OR 2
- 03. 3 - 5
- 04. 6 - 10

05. 11 - 14
06. 15 - 20
07. 21 - 30
08. MORE THAN 30
09. ALL MY LIFE

- 10. DON'T KNOW
- 11. DO NOT LIVE IN NB [TERMINATE]

TERMINATE INTERVIEW IF THEY DON'T LIVE IN NEW BRUNSWICK

2. How would you rate New Brunswick as a place to live--excellent, good, only fair, or poor?

- 1. EXCELLENT
- 2. GOOD
- 3. ONLY FAIR
- 4. POOR
- 9. DON'T KNOW

3. All things considered, do you think New Brunswick has gotten better or worse than it was (5 years ago/when you first moved in), or has it stayed about the same as a place to live? **(IF "BETTER" OR "WORSE," PROBE:** Would you say it's gotten much (better/worse) or only somewhat (better/worse)?

- 1. MUCH BETTER
- 2. SOMEWHAT BETTER
- 3. ABOUT THE SAME
- 4. SOMEWHAT WORSE
- 5. MUCH WORSE
- 9. DON'T KNOW

[NOTE: ASK Q.4 ONLY IF RESPONDENT HAS LIVED IN NEW BRUNSWICK FOR 11 YEARS OR MORE]

4. Now I'd like you to think back to what New Brunswick was like about 15 years ago before the rebuilding and revitalization efforts began. All things considered, do you think New Brunswick is better or worse **(IF "BETTER" OR "WORSE," PROBE:** Would you say it is much (better/worse) or only somewhat (better/worse)?

- 1. MUCH BETTER
- 2. SOMEWHAT BETTER
- 3. ABOUT THE SAME
- 4. SOMEWHAT WORSE
- 5. MUCH WORSE
- 9. DON'T KNOW

5. Thinking of the future, do you think New Brunswick will be better or worse as a place to live 5 years from now? **(IF "BETTER" OR "WORSE," PROBE:** Would you say it will be much or only somewhat (better/worse)?

- 1. MUCH BETTER
- 2. SOMEWHAT BETTER
- 3. ABOUT THE SAME
- 4. SOMEWHAT WORSE
- 5. MUCH WORSE
- 8. DON'T KNOW HOW MUCH BETTER/WORSE
- 9. DON'T KNOW BETTER/WORSE

6. What do you think are the two or three most important things that should be done to make New Brunswick a better place to live? **(PROBE:** Is there anything New Brunswick needs that would make living here easier or better?) **(PROBE FOR UP TO THREE RESPONSES)**

_____/_____/_____

_____/_____/_____

_____/_____/_____

7. How would you rate your neighborhood as a place to live--excellent, good, only fair or poor?

1. EXCELLENT
2. GOOD
3. ONLY FAIR
4. POOR
9. DON'T KNOW

8. In the last few years, has your neighborhood gotten better or worse as a place to live, or hasn't there been any change?

1. BETTER
2. WORSE
3. NO CHANGE
9. DON'T KNOW

9. If you had the opportunity, would you like to move out of your neighborhood or would you continue to live where you are now? **(IF "MOVE" ASK:** Would you like to move to another part of New Brunswick or would you prefer to move out of the city?)

- | |
|--|
| <ol style="list-style-type: none"> 1. MOVE OUT OF NEW BRUNSWICK 2. IN PROCESS OF MOVING OUT OF NEW BRUNSWICK |
|--|

- | | | |
|--|---|-------------|
| <ol style="list-style-type: none"> 3. MOVE TO ANOTHER PART OF NEW BRUNSWICK 4. CONTINUE WHERE NOW 9. DON'T KNOW | → | GO TO Q. 12 |
|--|---|-------------|

(IF "MOVE OUT OF NEW BRUNSWICK" OR "IN PROCESS" TO Q. 9, ASK:)

10. Why do you want to move out of New Brunswick?
(PROBE FOR UP TO TWO RESPONSES)

_____/_____/_____

_____/_____/_____

11. Why are you still living in New Brunswick? **(IF GET MULTIPLE RESPONSES, ASK:** What is the most important reason?)

1. FINANCIAL REASONS/CAN'T AFFORD TO MOVE AWAY
2. JOB HERE
3. MUST LIVE NEAR TRANSPORTATION
4. SCHOOLS
5. GOING TO COLLEGE
6. WANT TO STAY NEAR FRIENDS/RELATIVES/CHURCH/TEMPLE
7. GREW UP HERE
8. OTHER (SPECIFY:
9. DON'T KNOW

12. Compared to other towns in this area, do you think New Brunswick has more crime, less crime, or about the same amount?

1. MORE CRIME
2. LESS CRIME
3. SAME AMOUNT
9. DON'T KNOW

13. Compared to two years ago, do you think crime in New Brunswick has gotten better, gotten worse, or stayed about the same? **(IF LIVED IN NEW BRUNSWICK LESS THAN 2 YEARS, SAY: Then compared with when you first moved in.)**

1. BETTER
2. WORSE
3. SAME
9. DON'T KNOW

14. How safe is your neighborhood at night--very safe, somewhat safe, or not at all safe?

1. VERY SAFE
2. SOMEWHAT SAFE
3. NOT AT ALL SAFE
- (VOL) 4. DOESN'T GO OUT BECAUSE NOT SAFE
9. DON'T KNOW

15. Compared to other neighborhoods in New Brunswick, do you think your neighborhood has more crime, less crime, or about the same amount?

1. MORE
2. LESS
3. SAME
9. DON'T KNOW

16. How good a job do you think New Brunswick's public schools are doing--excellent, good, only fair or poor? **(PROBE: Based on what you've heard.)**

1. EXCELLENT
2. GOOD
3. ONLY FAIR
4. POOR
9. DON'T KNOW

17. Compared to two years ago, do you think the quality of the public schools has gotten better, gotten worse, or stayed about the same? **(IF LIVED IN NEW BRUNSWICK LESS THAN 2 YEARS, SAY: Then compared with when you first moved in.)**

1. BETTER
2. WORSE
3. SAME
- (VOL) 4. WAS NOT HERE/NO CHILDREN IN SCHOOLS
9. DON'T KNOW

18. How good a job do you think New Brunswick High School is doing--excellent, good, only fair, or poor?

1. EXCELLENT
2. GOOD
3. ONLY FAIR
4. POOR
9. DON'T KNOW

19. And, how would you rate the job the New Brunswick grammar or elementary schools are doing--excellent, good, only fair, or poor?

1. EXCELLENT
2. GOOD
3. ONLY FAIR
4. POOR
9. DON'T KNOW

20. On another topic, how often do you go shopping downtown--almost every day, a few times a week, once a week, once a month, or less often than once a month?

1. ALMOST EVERY DAY
2. A FEW TIMES A WEEK
3. ONCE A WEEK
4. ONCE A MONTH
5. LESS OFTEN THAN ONCE A MONTH

6. NOT AT ALL



SKIP TO Q. 22

9. DON'T KNOW

21. What do you usually go shopping for in downtown New Brunswick? **PROBE:** Anything else?

01. CLOTHING
02. SHOES
03. MEDICINE, COSMETICS, DRUGS
04. BOOKS, RECORDS
05. OFFICE SUPPLIES
06. JEWELRY
07. APPLIANCES
08. FURNITURE
09. BANKING
10. LEGAL SERVICES
11. MEDICAL CARE
12. FOOD/GROCERIES
13. HOUSEHOLD ITEMS
14. RESTAURANTS
15. ENTERTAINMENT/THEATER
98. OTHER: (SPECIFY: _____)
99. DK

22. Is there anything that can be done in the downtown area which would bring you to shop there more often? (**PROBE:** Anything else?)

_____/_____/_____/____

_____/_____/_____/_____

_____/_____/_____/_____

23. Thinking of things like the arts, theater, and concerts, how important a role do you think culture plays in revitalizing New Brunswick--is it very important, somewhat important, not very important, or not at all important?

1. VERY IMPORTANT
2. SOMEWHAT IMPORTANT
3. NOT VERY IMPORTANT
4. NOT AT ALL IMPORTANT
9. DON'T KNOW

24. There are a number of building construction and renovation projects either being planned or currently underway in New Brunswick. For each project I read, please tell me if you have read or heard anything about it. First, how about **(READ ITEM)? IF HEARD/READ ABOUT, PROBE:** Do you approve or disapprove of this? **(IF YES, FOLLOW WITH APPROVE OR DISAPPROVE)**

	<u>Heard or Read</u>	<u>Not Heard or Read</u>	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>
A. The project to revitalize the Route 27 corridor adjacent to Franklin Township. This is known as "Renaissance 2,000." 1	2	1	2	9	
B. The project to renovate and beautify Boyd Park which runs along the Raritan River in New Brunswick. 1	2	1	2	9	
C. The Livingston Manor Senior Citizen housing renovation.	1	2	1	2	9
D. The upscale rental housing project that will be located by the River Watch housing.	1	2	1	2	9
E. The project to replace the Route 1 Flea Market with a movie, entertainment, restaurant, and shopping complex.	1	2	1	2	9

READ SLOWLY

25a. New Brunswick has a program called A-STEP which is the Alliance for Successful Teen Employment Program. This program is used to provide skills training and job placements for young people in New Brunswick. It is a cooperative program sponsored by New Brunswick Tomorrow, the City of New Brunswick, Middlesex County College, and local businesses to provide job opportunities. Have you read or heard about this program?

1. YES, READ OR HEARD ABOUT PROGRAM
2. NO, HAVE NOT READ OR HEARD ABOUT PROGRAM
9. DON'T KNOW

25b. In your opinion, do you approve or disapprove of this program?

1. APPROVE
2. DISAPPROVE
9. DON'T KNOW

25c. Has anyone in your household participated in the A-STEP program?

1. YES
2. NO
9. DON'T KNOW

26a. Plans are being developed in New Brunswick for a computerized information and referral service that is called "Info-Line". With this service, people who need information about programs such as housing, health or other social services can make one phone call and find out what services are available to meet their needs and how to get in touch with the agencies that provide the services. Have you read or heard about this program?

1. YES, READ OR HEARD ABOUT PROGRAM
2. NO, HAVE NOT READ OR HEARD ABOUT PROGRAM
9. DON'T KNOW

26b. In your opinion, do you approve or disapprove of this program?

1. APPROVE
2. DISAPPROVE
9. DON'T KNOW

26c. And, when Info-Line, the computerized social services information and referral service becomes available, how likely is it that you will use it--very likely, somewhat likely, not very likely, or not at all likely?

1. VERY LIKELY ----> **SKIP TO Q.27**
2. SOMEWHAT LIKELY ---> **SKIP TO Q.27**
3. NOT VERY LIKELY ---> **ASK Q.26d**
4. NOT AT ALL LIKELY ---> **ASK Q.26d**
9. DON'T KNOW ---> **SKIP TO Q.27**

[IF NOT VERY OR NOT AT ALL LIKELY TO. Q.26c, ASK:]

26d. Do you think you won't use this service because you don't think that you'll need the information or for some other reason?

1. DON'T NEED THE INFORMATION
2. SOME OTHER REASON
9. DON'T KNOW

On another topic...,

27. Rutgers University is located in New Brunswick. Do you think this is good for the city, bad, or doesn't it make any difference?

1. GOOD
2. BAD
3. DOESN'T MAKE ANY DIFFERENCE
9. DON'T KNOW

28. How about Johnson & Johnson--is it good for the city that J&J is located in New Brunswick, is it bad, or doesn't it make any difference?

1. GOOD
2. BAD
3. DOESN'T MAKE ANY DIFFERENCE
- (VOL) 4. BOTH--REFUSES TO CHOOSE
9. DON'T KNOW

29. Taking into account all you know or have heard about Johnson and Johnson, do you think it has too much influence on what happens in New Brunswick, too little influence, or about the right amount?

1. TOO MUCH
2. TOO LITTLE
3. RIGHT AMOUNT
4. DON'T KNOW IF J&J HAS TOO MUCH INFLUENCE
5. DON'T KNOW HOW MUCH INFLUENCE J&J HAS

30. Have you heard of New Brunswick Tomorrow?

1. YES	
2. NO	
9. DON'T KNOW	→ SKIP TO Q. 33

(IF "YES" TO Q.30, ASK:)

31. Do you approve or disapprove of what New Brunswick Tomorrow is trying to do?

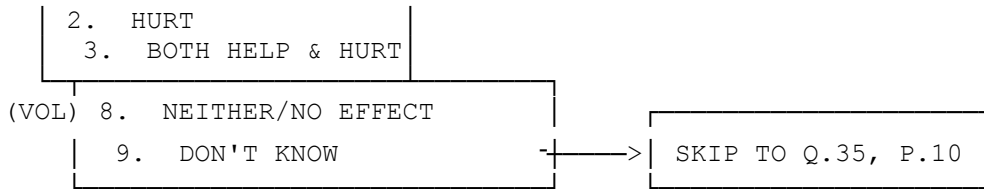
1. APPROVE
2. DISAPPROVE
9. DON'T KNOW

32. Do you think it is succeeding in improving New Brunswick, or not?

1. YES--IS SUCCEEDING
2. NO--NOT SUCCEEDING
- (VOL) 3. BOTH--REFUSES TO CHOOSE
9. DON'T KNOW

33. All things considered, do you think the revitalization and redevelopment that has taken place in the city in recent years will help or hurt low-income families in New Brunswick or will it have no effect?

1. HELP



(IF "HELP, HURT, OR BOTH" TO Q. 33, ASK:)

34. How will it (help/hurt/both help and hurt?) **(PROBE FOR TWO RESPONSES)**

A.

/ / /

B.

/ / /

35. I'm going to read a list of organizations that people can turn to for social services. For each that I read, tell me if you have heard of that organization. First, how about **(READ ITEM)**?

	<u>Q.35</u>		<u>Q.36</u>	
	<u>Aware</u>	<u>Not Aware</u>	<u>Yes used in past year</u>	<u>No not used</u>
a. Puerto Rican Action Board	1	2	1	2
b. Salvation Army	1	2	1	2
c. Civic League of Greater New Brunswick	1	2	1	2
d. Chandler Health Center	1	2	1	2
e. St. John's Community Health Center	1	2	1	2
f. Hungarian Civic Association	1	2	1	2
g. American Red Cross	1	2	1	2
h. The First Baptist Community Corporation in Renaissance 2000	1	2	1	2
i. Elijah's Promise	1	2	1	2

36. **FOR EACH ORGANIZATION RESPONDENT IS AWARE OF, ASK:**

Have you used **(READ ITEM)** for any reason in the past year?

37. Are there any other social service organizations you are aware of? **(IF YES:**
What are they?) **[PROBE TO NEGATIVE]**

Now just a few questions so that we can classify your answers.

38. Do you or someone in your household now attend Rutgers University? **(IF YES:**
Would that be you, someone else or both?)

1. NO ONE ATTENDS RUTGERS 2. SOMEONE ELSE ATTENDS RUTGERS	→	SKIP TO Q. 40
3. RESPONDENT ATTENDS RUTGERS 4. BOTH RESPONDENT & SOMEONE ELSE ATTEND RUTGERS		
9. DON'T KNOW	→	SKIP TO Q. 40

(IF #3 OR #4 TO Q. 38, ASK:)

39. Are you a full-time student?

1. YES
2. NO
9. DON'T KNOW

40. Do you own or rent your home?

1. OWN
2. RENT
3. LIVE RENT FREE WITH PARENTS/RELATIVES

4. LIVE IN A DORM/FRATERNITY/SORORITY	→	SKIP TO Q. 48 PAGE 13
9. DON'T KNOW/REFUSED		

41. Are there any children under 18 now living in your household?

1. YES		
2. NO		
9. DON'T KNOW	→	SKIP TO Q.45, P.12

(IF "YES" TO Q.41, ASK:)

42a. Do you use any type of child care for any of the children in your household?

1. YES ---> ASK Q.42c
2. NO ---> ASK Q.42b
3. DON'T KNOW ---> SKIP TO Q.43a

IF NO IN Q.42a:

42b. Are you not using child care because you do not need it or because
you cannot find the good kind of child care you need?

1. DO NOT NEED IT ---> GO TO Q.43a
2. CANNOT FIND IT --> GO TO Q.43a
3. DON'T KNOW -----> GO TO Q.43a

IF YES IN Q.42a:

42c. Overall, how satisfied are you with the [READ ITEM] of the child care you have -- very satisfied, somewhat satisfied, not very satisfied, not at all satisfied?

	<u>Very Satisfied</u>	<u>Somewhat Satisfied</u>	<u>Not Very Satisfied</u>	<u>Not At All Satisfied</u>	<u>Don't Know</u>
ROTATE					
a. Quality	1	2	3	4	9
b. Cost	1	2	3	4	9
c. Convenience	1	2	3	4	9

43a. Is there a child in your household that attends public school?

- 1. YES
- 2. NO
- 9. DON'T KNOW

43b. Is there a child in your household that attends private or parochial school?

- 1. YES
- 2. NO
- 9. DON'T KNOW

44. What are the ages of the children in your household?

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____

45. How many people 18 or over are now living in your household other than yourself?

_____/_____/_____ Code actual number

46. Is yours a Spanish-speaking household?

1. NO	
2. YES	
3. PARTIALLY/SOMETIMES	→
9. DON'T KNOW	SKIP TO Q. 48

(IF "NO" TO Q.46, ASK:)

47a. Do you consider yourself to be of Hispanic or Latin American origin?

- 1. NO
- 2. YES--HISPANIC/LATIN AMERICAN
- 9. DON'T KNOW

48. Are you currently employed full-time--that is, more than 20 hours a week--employed part-time, laid off, retired or not employed?

1. EMPLOYED FULL-TIME
2. EMPLOYED PART-TIME

3. TEMPORARILY LAID OFF

SAY, "WHEN WORKING," THEN ASK Q. 49

4. RETIRED
5. NOT EMPLOYED
6. OTHER/REFUSED

GO TO Q.50,

(IF #1,2 OR 3 TO Q. 49, ASK:)

49. Do you get paid at an hourly rate, a salary, or are you self-employed?

1. HOURLY (AND PIECEWORK)
2. SALARIED (AND COMMISSIONS)
3. SELF-EMPLOYED
9. DON'T KNOW

50. Are you the chief wage earner in your household?

1. YES → GO TO Q. 53

2. NO

(VOL) 8.THERE IS NO CHIEF WAGE EARNER IN HOUSEHOLD →GO TO Q. 53

(IF "NO" TO Q.50, ASK:)

51. Is the chief wage earner in your household currently employed, temporarily laid off, retired or not employed?

1. EMPLOYED
2. TEMPORARILY LAID OFF

3. RETIRED
4. NOT EMPLOYED
5. OTHER/REFUSED

GO TO Q. 53

(IF #1 OR #2 TO Q.51, ASK:)

52. Does/did the chief wage earner get paid at an hourly rate, paid a salary, or is the chief wage earner self-employed?

1. HOURLY (AND PIECEWORK)
2. SALARIED (AND COMMISSIONS)
3. SELF-EMPLOYED
9. DON'T KNOW

53. What was the last grade in school you completed?

1. 8TH GRADE OR LESS
2. HIGH SCHOOL INCOMPLETE (GRADES 9, 10 AND 11)
3. HIGH SCHOOL COMPLETE (GRADE 12)
4. VOCATIONAL/TECHNICAL SCHOOL
5. SOME COLLEGE
6. COLLEGE GRADUATE
7. GRADUATE WORK
9. NOT DETERMINED

54. What was your age on your last birthday?

 / / (CODE # OF YEARS, 99=REFUSED AND CODE)

55.

1. 18-20
2. 21-24
3. 25-29
4. THIRTIES (30-39)
5. FORTIES (40-49)
6. FIFTIES (50-59)
7. 60 - 64
8. 65 OR OLDER
9. NO ANSWER/REFUSED

56. **IF RESPONDENT IS LESS THAN 65 YEARS OLD OR REFUSED AGE, ASK:** Is Anyone in your household 65 years of age or older?

1. YES
2. NO

57. Are you married, widowed, divorced, separated, or have you never been married?

1. MARRIED
2. WIDOWED
3. DIVORCED
4. SEPARATED
5. NEVER MARRIED
9. DON'T KNOW

58. Are you white, black or of Hispanic origin?

1. WHITE
2. BLACK
3. HISPANIC
4. OTHER (SPECIFY: _____)
9. NOT DETERMINED

59. So that we can group all answers, what is your total annual family income before taxes: Under \$5,000; \$5,000 to \$10,000; \$10,000 to \$15,000; \$15,000 to \$20,000; \$20,000 to \$30,000; \$30,000 to \$50,000; over \$50,000?

1. UNDER \$5,000
2. \$5,001 - \$10,000
3. \$10,001 - \$15,000
4. \$15,001 - \$20,000
5. \$20,001 - \$30,000
6. \$30,001 - \$50,000
7. OVER \$50,000
8. STUDENT - SUPPORTED BY FAMILY
9. REFUSED/DON'T KNOW

60. You've been very helpful. Sometimes Rutgers needs to recontact people to ask some follow up questions. Could I please have just your first name?

61. Just so I am sure I dialed correctly, is your home phone number:
(RECORD PHONE NUMBER LEGIBLY BELOW) (IF NOT, RECORD ACTUAL
NUMBER DIALED)

(_ _ _) _ _ _ -

THANK RESPONDENT; TERMINATE INTERVIEW; AND RATE THE RESPONDENT'S LEVEL OF ATTENTION TO, AND KNOWLEDGE ABOUT, REDEVELOPMENT AND REVITALIZATION IN NEW BRUNSWICK

1. VERY HIGH
2. ABOVE AVERAGE
3. AVERAGE
4. BELOW AVERAGE
5. VERY LOW
9. NO OPINION/CAN'T JUDGE

NUMBER OF CALL ATTEMPTS / _____ /

INTERVIEWER SEX

1. MALE
2. FEMALE

REMEMBER TO FILL IN THE FRONT PAGE