



Eagleton Institute of Politics • Center for Public Interest Polling

NEW BRUNSWICK TOMORROW 2004

April 19-May 9, 2004

ANNOTATED QUESTIONNAIRE

RESPONDENT SEX:

Responses	Total (n=802)
Male	48%
Female	52

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

Responses	Total (n=802)
Less than one year	7%
1 or 2 years	9
3 - 5 years	19
6 - 10 years	16
11 - 20 years	14
21 - 30 years	6
More than 30 years	9
All my life	19
Don't know	1

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

Responses	Total (n=802)
Excellent	11%
Good	45
Only fair	32
Poor	9
Don't know	2

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)?**

Responses	Total (n=802)
Much better	22%
Somewhat better	28
About the same	28
Somewhat worse	12
Much worse	7
Don't know	3

[NOTE: ASK Q.4 ONLY IF RESPONDENT HAS LIVED IN NEW BRUNSWICK 21 YEARS OR MORE]

4. Now I'd like you to think back to what New Brunswick was like about 25 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?)**

Responses	Total (n=278)
Much better	36%
Somewhat better	30
About the same	5
Somewhat worse	8
Much worse	15
Don't know	7

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)?**

Responses	Total (n=802)
Much better	31%
Somewhat better	31
About the same	6
Somewhat worse	8
Much worse	7
Don't know how much better/worse	7
Don't know better/worse	10

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?) (DO NOT READ LIST - PROBE FOR UP TO THREE)**

Responses	Total (n=802)
Make safer/reduce crime	21%
Deal with drug problems	7
Improve police protection	6
More police/foot patrols	8
Improve quality of police force	3
Improve education/schools	15
Build more housing	8
Build Low-Income housing	10
Renovate old housing	3
Replace old housing projects	1
Make landlords keep up property	1
Renovate buildings (NOT housing)	2
Improve Downtown area	3
Clean streets	10
Encourage New Businesses	4
More jobs	10
More/better parking	4
More/better parks/recreation	4
Lower taxes	3
Better transportation	3
Improve Government/Politics	2
Race relations/immigration	1
Roads and Traffic	6
Clean water	<1
RU students relations	2
More activities for youth	4
More nightlife/entertainment	2
Lower rents/rent control	6
More services for seniors	1
Over-development/overcrowding	2
Other	9
Nothing	4
DK/refused	12

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

Responses	Total (n=802)
Excellent	18%
Good	44
Only fair	28
Poor	10
Don't know	1

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?

Responses	Total (n=802)
Better	32%
Worse	18
No change	45
Don't know	4

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?)**

Responses	Total (n=802)
Move out of New Brunswick	33%
In process of moving out of New Brunswick	3
Move to another part of New Brunswick	15
Continue where now	47
Don't know	3

(IF "MOVE OUT OF NEW BRUNSWICK" OR "IN PROCESS" TO Q.9, ASK Q.10:)

10. Why do you want to move out of New Brunswick?
(DO NOT READ LIST - PROBE FOR UP TO TWO RESPONSES)

Responses	Total (n=290)
Crime rate/Safety	26%
School/education quality	10
Want to live in suburban area/better environment	13
Want to live in a different city	8
New Brunswick is dirty/run-down/don't like it	7
Job/employment opportunities	7
Transportation	2
Leaving college/school	<1
Taxes	4
Noise	9
Cost of Living/Cost of Housing/expensive	15
Parking	2
Too crowded	11
Been here too long/al my life	5
Want to live in a house/different house	3
Other	13
DK/ref	3

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

Responses	Total (n=802)
More crime	36%
Less crime	17
Same amount	37
Don't know	11

12. 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.)**

Responses	Total (n=802)
Better	29%
Worse	27
Same	37
Don't know	8

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

Responses	Total (n=802)
Very safe	27%
Somewhat safe	52
Not at all safe	18
Don't know	3

14. 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.)**

Responses	Total (n=802)
Excellent	11%
Good	32
Only fair	24
Poor	12
Don't know	21

15. 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.)

Responses	Total (n=802)
Better	30%
Worse	10
Same	35
Was not here/no children in schools	5
Don't know	20

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

Responses	Total (n=802)
Excellent	10%
Good	27
Only Fair	21
Poor	8
Don't know	33

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

Responses	Total (n=802)
Excellent	11%
Good	32
Only fair	22
Poor	7
Don't know	28

18. 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?

Responses	Total (n=802)
Very important	60%
Somewhat important	27
Not very important	4
Not at all important	3
Don't know	6

19. In the past year, how often have you attended concerts, shows, or plays in New Brunswick -- [READ LIST]

Responses	Total (n=802)
Never,	44%
Once or twice,	26
3 to 5 times, or	18
More than 5 times in the past year	11
Don't know	1

[IF ATTENDED EVENT IN PAST YEAR, ASK:]

20. And where did you attend these events? [DO NOT READ LIST. ACCEPT MULTIPLE ANSWERS]

Responses	Total (n=451)
State Theater	62%
George Street Playhouse	19
Crossroads Theatre	10
Rutgers /New Theater/Levin Theater/Mason Gross/Zimmerli	12
A local church	1
A local school	6
A local club, bar	6
A city park	6
Other	7
DK/ref	12

21. In general, how interested are you in arts and culture events - very interested, somewhat interested, or not too interested?

Responses	Total (n=802)
Very interested	34%
Somewhat interested	36
Not too / not interested	29
DK/ref	2

[IF INTERESTED IN ARTS, ASK:]

22. I'm going to read you a list of reasons why some people do not attend as many plays or concert events in New Brunswick as they would like. For each reason, please tell me if it is a major reason, minor reason, or not a reason for you. [READ AND ROTATE ITEMS]

a. Not really interested in the types of shows they have in New Brunswick

Responses	Total (n=571)
Major reason	21%
Minor reason	34
Not a reason	37
DK/ref	8

b. Don't really know what's playing

Responses	Total (n=571)
Major reason	28%
Minor reason	29
Not a reason	36
DK/ref	7

c. It's not safe

Responses	Total (n=571)
Major reason	18%
Minor reason	26
Not a reason	49
DK/ref	7

d. It's hard for me to get to the theaters

Responses	Total (n=571)
Major reason	11%
Minor reason	26
Not a reason	58
DK/ref	4

e. Parking is hard to find

Responses	Total (n=571)
Major reason	44%
Minor reason	20
Not a reason	31
DK/ref	5

f. The shows cost too much

Responses	Total (n=571)
Major reason	25%
Minor reason	31
Not a reason	36
DK/ref	8

[IF INTERESTED IN ARTS, ASK:]

23. And where do get information about the shows and concerts in New Brunswick? [DO NOT READ LIST. ACCEPT MULTIPLE ANSWERS]

Responses	Total (n=571)
Newspapers, magazines	35%
Flyers, brochures	18
Mailings to my home, emails	22
Pass the theaters, see signs, call theater	19
Websites	11
Telephone book	1
Radio	5
TV/cable TV	5
Friends/Family - word of mouth	15
Schools	4
Other	2
None/DK/Ref	8

On another topic,

24. In the past year, has your family needed help with something like a financial problem, health care issue or any other type of service? [IF YES:] And did you contact a local organization to try to get help with that?

Responses	Total (n=802)
Contacted someone	16%
Had problem but did not contact anyone	11
No problem	71
DK/ref	2

25. Where do you turn to if you want to find information about a local service or program for residents who may need assistance? [PRE-CODES. ACCEPT MULTIPLE ANSWERS]

Responses	Total (n=802)
Newspapers	9%
My church/temple	3
City Hall	10
New Brunswick Tomorrow	1
Catholic Charities	1
Puerto Rican Action Board	4
Eric Chandler Health Center	1
St. Peter's Health Clinic	2
Civic League	<1
INFO-Line	7

Responses	Total (n=802)
Telephone book	7%
Friends/Family/word of mouth	7
Online/computer/Internet	9
Hospitals/clinics	3
Schools	2
Social services/worker	6
Senior center or services	1
Library	1
Other	3
None/DK/REF	32

Now a few questions to wrap up the survey...

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

Responses	Total (n=802)
Good	79%
Bad	3
Doesn't make any difference	15
Don't know	3

27. 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?

Responses	Total (n=802)
Good	76%
Bad	3
Doesn't make any difference	14
Both--refuses to choose	1
Don't know	5

28. Have you heard of New Brunswick Tomorrow?

Responses	Total (n=802)
Yes	49%
No	50
Don't know	2

29. New Brunswick Tomorrow is a private, non-profit organization that works to coordinate services for city residents to assure that human and social issues are addressed. They do NOT renovate buildings or property. Do you approve or disapprove of what New Brunswick Tomorrow is trying to do?

Responses	Total (n=802)
Approve	70%
Disapprove	9
Don't know	21

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

Responses	Total (n=802)
Yes--is succeeding	59%
No--not succeeding	15
Both--refuses to choose	3
Don't know	23

31. 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?

Responses	Total (n=802)
Help	36%
Hurt	32
Both help and hurt	6
Neither/no effect	12
Don't know	14

(IF "HELP OR HURT" TO Q.31, ASK:)

- 32A. How will it help?) (OPEN-END - DO NOT READ LIST - PROBE FOR UP TO TWO RESPONSES)

Responses	Total (n=287)
Create/Provide jobs	30%
Create opportunities for poor	12
More housing	14
More affordable housing	12
Better housing conditions	8
Lower cost of living	4
Improve standard of living	12
Better schools	6
Less crime/safer	3
Other	2
DK/ref	20

- 32B. How will it hurt?) (OPEN-END - DO NOT READ LIST - PROBE FOR UP TO TWO RESPONSES)

Responses	Total (n=255)
Fewer jobs	14%
Clear out poor/forced to re-	21
Less housing	9
Less affordable housing	36
Worse housing conditions	2
Increase cost of living	32
Worsen standard of living	7
Worsen/fewer services	4
Other	2
DK/ref	2

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

D1. What was the last grade in school you completed?

Responses	Total (n=802)
8TH GRADE OR LESS	16%
HIGH SCHOOL INCOMPLETE (GRADES 9, 10 AND 11)	12
HIGH SCHOOL COMPLETE (GRADE 12)	29
VOCATIONAL/TECHNICAL SCHOOL	2
SOME COLLEGE	12
JUNIOR COLLEGE GRADUATE (2 YEAR, ASSOCIATES DEGREE)	4
4 YEAR COLLEGE GRADUATE (BACHELOR=S DEGREE)	13
GRADUATE WORK (MASTERS, LAW/MEDICAL SCHOOL, ETC.)	10
DK/REF	3

D2. Do you own or rent your home?

Responses	Total (n=802)
OWN	34%
RENT	62
LIVE RENT FREE WITH PARENTS/RELATIVES	3
DON'T KNOW	2

D3. Are there any children under 18 now living in your household?

Responses	Total (n=802)
Yes	46%
No	53
Don't know	1

D4. Is there a child in your household that attends public school?

Responses	Total (n=358)
Yes	68%
No	31
Don't know	1

D5. Is there a child in your household that attends private or parochial school?

Responses	Total (n=358)
Yes	12%
No	86
Don't know	1

D6. Including yourself, how many people age 18 or over are now living in your household?

Responses	Total (n=802)
One, lives alone	22%
Two	36
3 or 4	30
5 or more	9
Refused	3

- D7. Are you currently employed full-time--that is, more than 20 hours a week--employed part-time, laid off, retired or not employed?

Responses	Total (n=802)
EMPLOYED FULL-TIME	57%
EMPLOYED PART-TIME	9
LAID OFF	2
RETIRED	11
NOT EMPLOYED	17
OTHER	1
DK/ref	2

- D8. In which town or city do you work?

Responses	Total (n=547)
New Brunswick	42%
Somerset/Franklin	5
Piscataway/Highland Park	5
North Brunswick	6
East Brunswick	4
Edison/Metuchen	7
New York City	2
Princeton	1
Trenton	2
South Brunswick/ Dayton/Cranbury/Plainsboro	5
Iselin/Woodbridge	<1
South Plainfield	1
Other Middlesex County	7
Other	10
DK/ref	2

- D9. Are you the chief wage earner in your household?

Responses	Total (n=802)
Yes	53%
No	38
There is no chief wage earner in household	7
DK/ref	3

D10. Is the chief wage earner in your household currently employed, temporarily laid off, retired or not employed?

Responses	Total (n=723)
Employed	78%
Laid off	2
Retired	11
Not employed	7
Other	<1
DK/ref	2

D11. Is the chief wage earner male or female?

Responses	Total (n=802)
Male	56%
Female	34
No Chief Wage Earner	7
DK/ref	4

D12. What was your age on your last birthday?

D13. [IF REFUSED AGE ASK:] Is it between --

Responses	Total (n=802)
18-20	8%
21-24	13
25-29	12
THIRTIES (30-39)	21
FORTIES (40-49)	15
FIFTIES (50-59)	13
60 - 64	3
65 OR OLDER	12
NO ANSWER/REFUSED	4

D14. **IF RESPONDENT IS LESS THAN 65 YEARS OLD OR REFUSED AGE, ASK:** Is anyone in your household 65 years of age or older?

Responses	Total (n=802)
Yes	9%
No	79
Respondent is 65 or older	12
DK/ref	--

D15. Are you married, living as married, widowed, divorced, separated, or have you never been married?

Responses	Total (n=802)
Married	36%
Living as married	7
Widowed	7
Divorced	8
Separated	5
Never married	35
Don't know	3

D16. Do you consider yourself to be of Hispanic or Latino origin?

Responses	Total (n=802)
Yes--Hispanic/Latino	42%
No	56
Don't know	2

D17. What country is your family from?

Responses	Total (n=802)
Columbia	1%
Dominican Republic	9
Ecuador	1
Guatemala	1
El Salvador	1
Honduras	4
Mexico	17
Nicaragua	1
Puerto Rico	6
Peru	1
Other	1
Not Hispanic/Latino	58

D18. Are you white, black or of Asian origin?

Responses	Total (n=802)
White	34%
Black	26
Asian	3
Hispanic/Latino	32
Other	1
DK/ref	5

D19. What languages are spoken in your home? **[MULTIPLE RESPONSE]**

Responses	Total (n=802)
English	72%
Spanish	42
Hindi/Indian dialects	1
Chinese/Korean/Japanese	<1
Arabic	<1
Hungarian	1
Russian/Polish/Slovak/Ukranian (Eastern Europe)	1
Other Western Europe (Italian, French, etc.)	2
Other	1
DK	2

D20. And so that we can make sure that all parts of New Brunswick are represented, what are the nearest cross streets to your home? **[PROBE FOR TWO STREET NAMES]**

Responses (Grouped into Neighborhoods)	Total (n=709)
College Avenue	5%
Easton Avenue/Buccleuch Park	6
Harvey Park	3
French Street	12
Jersey Avenue	4
Renaissance Station	13
Central New Brunswick	25
River Watch	10
Nichol Avenue	7
Route 18/Dewey Heights	7
Edgebrook	3
Not determined	5

D21. So that we can group all answers, what is your total annual family income before taxes: Under \$10,000; \$10,000 to under \$20,000; \$20,000 to under \$30,000; \$30,000 to under \$50,000; \$50,000 to under \$75,000; or over \$75,000?

Responses	Total (n=802)
Under \$10,000	11%
\$10,000 - \$19,999	14
\$20,000 - \$29,999	12
\$30,000 - \$49,999	18
\$50,000 - \$74,999	8
\$75,000 or more	12
REFUSED/DON'T KNOW	26