

**1994 SURVEY OF
NEW BRUNSWICK RESIDENTS**

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INTRODUCTION

This report is the tenth in a series of bi-annual surveys of New Brunswick residents conducted by the Eagleton Institute's Center for Public Interest Polling for New Brunswick Tomorrow (NBT). This regular survey of residents serves to capture perceptions of the quality of life in New Brunswick, as well as reactions to the changes and developments that have occurred in the city as a result of revitalization over the past eighteen years. All questions asked in the survey were drafted by the Eagleton Institute after consultation with NB. The survey was conducted in May, 1994.

The 1994 survey of was conducted by telephone with a random sample of 1,007 New Brunswick residents. Sampling error for the full sample of respondents is $\pm 3\%$. Interviewing was conducted in May, 1994. The 1994 survey is the tenth in the series of bi-annual surveys of city residents. The survey is conducted by the Eagleton Institute's Center for Public Interest Polling at Rutgers University, and is funded by New Brunswick Tomorrow.

Overview of Report

The remainder of this introduction to the report is devoted to providing a summary of the main findings of the study. The first chapter of the report explains the study's methodology, while the substantive findings of the study are discussed in the following five chapters. Chapter II discusses citizen perceptions of the overall quality of life in New Brunswick, evaluations of neighborhood life, mobility plans, and attitudes about crime. Chapter III presents findings regarding participation in activities in the downtown area. Specifically, residents were questioned about their shopping habits in the downtown area, as well as about their past year's attendance of performances at Crossroads Theater, George Street Playhouse, and the State Theater. Chapter IV focuses on ratings of New Brunswick public schools, and awareness and support for various

construction and renovation projects in the city. The next chapter explores residents awareness and use of various health care and social service organizations in the community, as well as their awareness of sources of information on specific concerns, such as employment programs, child care, and educational programs. Finally, Chapter VI discusses how citizens see some of the city's more prominent institutions -- Rutgers University, Johnson & Johnson, and New Brunswick Tomorrow. Each chapter in this report contains a description of survey findings followed by supporting tables and figures for those descriptions. The full questionnaire is appended, which readers are urged to consult for the full text of question wording. A statistical profile which presents responses to all questions broken down by various demographic subgroups of the population accompanies this report, and is bound in a separate volume.

EXECUTIVE SUMMARY OF FINDINGS

The 1994 survey shows a number of changes for the better in New Brunswick residents' opinions about the city—and many of these positive changes are dramatic ones. Responses to many of the 'quality of life' questions in this year's survey represent high points for the decade. Even more significantly, the findings for the current survey indicate the reversal of a negative trend toward the city from the mid-1980s through 1992.

The 1994 survey addressed the following topics: Perceptions of the quality of life in New Brunswick, attitudes and use of the downtown area, feelings about the public schools, awareness and evaluation of construction and renovation projects in the city, awareness and use of various health care and social service organizations and evaluations of the city's prominent institutions.

Perceptions of the Quality of Life

- ▶ Half (50%) of New Brunswick's residents believe the city is an "excellent" (6%) or "good" (44%) place to live, compared to 1992, when the results were (3%) "excellent" and (44%) "good". Another 39 percent rate it as "only fair," while one-in-ten say it is a "poor" place to live.
- ▶ Fully one-third (33%) of residents say New Brunswick is a better place to live today compared to five years ago, an increase of 6 points since 1992. Forty-four percent say it is the same as five years ago, and about one-in-five (21%) say it has gotten worse. This represents a significant decline in the proportion of residents believing the city has gotten "worse" in the past five years, with the lowest proportion of residents having this negative opinion since 1986.
- ▶ A majority of residents residing in the city for more than 15 years are positive about the changes in the city since revitalization efforts began, with 59 percent saying the city has become a "better" place to live over the past 15 years, up 6 points since 1992. Seven percent say the city is the "same" as it was 15 years ago, and 30 percent say it is now a "worse" place to live.
- ▶ Fifty-three percent of New Brunswick's permanent residents are optimistic about the city's future, believing that the city will become a "better" place to live in the next five years, a 3 point increase since 1992. About one-in-ten residents (9%) say the city will be the "same," while 24 percent say it will become "worse."

- ▶ Ratings residents give their own neighborhoods as a place to live have become more positive compared to those found in the 1992 survey. Similar to pre-1992 ratings, 64 percent of residents rate their own neighborhood as either an "excellent" (22%) or "good" (42%) place to live. Another 26 percent rate their neighborhoods as "only fair," and one-in-ten say their neighborhoods are "poor."
- ▶ As in previous studies, a majority of residents (55%) believe there has been "no change" in the quality of their neighborhood in the past few years. However, among the others, 27 percent say their neighborhood has gotten "worse" compared to 15 percent who believe it has gotten "better".
- ▶ Similar to the 1992 survey, a slight majority of residents (52%) believe New Brunswick has "more" crime than other areas. One-third of residents believe New Brunswick has the "same" amount of crime compared to other areas, while about one-in-ten residents (9%) believe the city has "less" crime than other areas. For the first time since 1984, there has not been an increase in the proportion of residents believing that the city has more crime than other areas. As in the 1992 survey, about half of New Brunswick's permanent residents believe the city has more crime than other areas. There has, however, been a significant decrease in the number of residents saying the amount of crime in the city is worse than it was two years ago, and an increase in the proportion of residents believing the amount of crime has gotten better during this time frame. Again, this represents a reversal of a trend beginning in 1986 when residents became increasingly more likely to say crime had gotten worse in the past two years.
- ▶ There has been a marked decrease in the proportion of residents believing that crime in the city has gotten "worse" in the past two years, with 30 percent of residents having this opinion -- again the lowest figure since 1986. Fifteen percent of residents in the current study believe crime has gotten "better" over the past two years, while about half (51%) believe there is the "same" amount of crime in the city as there was two years ago.
- ▶ New Brunswick residents continue to be more positive about the extent of crime in their own neighborhoods compared to crime in other neighborhoods in the city. Two-thirds believe their neighborhood has "less" crime than other neighborhoods in the city. Twenty-two percent believe their neighborhood has the "same" amount of crime as other neighborhoods, and 9 percent say their neighborhood has less.
- ▶ Residents also continue to feel safe in their own neighborhoods at night, with 27 percent saying they feel "very" safe, and 58 percent saying they feel "somewhat" safe. Fourteen percent say they feel "not at all" safe in their own neighborhood at night.
- ▶ As in past surveys, a majority of residents (59%) say they would prefer to continue living in New Brunswick, a 5 percent increase since 1992. And, also as in past surveys, the most common reason given for wanting to remain in New Brunswick are financial considerations, and the most common reason for wanting to move out of the city is crime.

Improving New Brunswick

- ▶ A majority of residents (54%) state that addressing crime problems in the city would serve to improve New Brunswick. About one-fourth residents (24%) say improving the schools would improve the city, while one-in-five say the city should concentrate on building housing.
- ▶ Residents are evenly divided on whether revitalization efforts help (34%) or hurt (33%) low income families. In 1992, 28% said help and 42% said hurt. This is the first time since the survey in 1984 that as many residents believe revitalization will help as those who believe it will hurt.

Downtown New Brunswick

- ▶ Four-in-five residents say they do at least some shopping in downtown New Brunswick. Rutgers students continue to be an important source of patronage for downtown merchants, with 97 percent saying they shop downtown at least occasionally.
- ▶ When asked to suggest improvements to the downtown area that would make them shop there more often, 40 percent of residents say that having more and/or a greater variety of stores would increase their visits to downtown, and 20 percent say that better or free parking would bring them there more often.
- ▶ Of the three theaters asked about, residents are most likely to say they have attended one or more events at the State Theater (49%). Thirty-one percent have attended one or more events at the George Street Playhouse, and 25 percent have attended one or more events at the Crossroads Theater.

Public Schools

- ▶ New Brunswick's public schools continue to be positively rated by about one-fourth of the city's permanent residents (24%). This figure has remained fairly constant since 1984. Another 37 percent say the schools are "only fair," and 26 percent say they are "poor." Similar to the 1992 survey, 35 percent of residents who have children in a public school in the city offer positive ratings to the schools.
- ▶ The majority of residents in the current survey (54%) believe the schools are the "same" as they were compared to two years ago. The percentage of residents believing the city's schools have gotten better is the lowest since the question was first asked in 1980, with less than one-in-ten residents (9%) in the current survey having this opinion. And, the percentage of residents believing the schools have gotten worse (20%), is the highest it has been since 1980.
- ▶ When asked to think specifically about the city's public high school, about one-fourth of permanent residents give it a favorable rating of "excellent" (3%) or "good" (20%). Thirty-five percent rate the high school as "only fair," and 21 percent rate it as "poor." Interestingly, there are no striking differences in the ratings given the high school between parents and non-parents, those with and without children in the city's public schools, or those with and without teenage children.
- ▶ Residents are slightly more positive about the public elementary schools in New Brunswick than they are about the high school, with 31 percent giving them a positive rating of "excellent" (6%) or "good" (26%). Thirty-five percent rate the elementary schools as "only fair," and 16 percent rate them as "poor." Parents with children in public schools, and those with elementary school age children in the household (ages 6 to 12), are more likely than others to have favorable ratings of the elementary schools.

Housing and Construction Programs

- ▶ While awareness of the various construction and revitalization programs asked about is varied, approval of the projects (among those aware of them) is fairly widespread. Fifty-nine percent of permanent residents in the city have heard or read about the "Civic Square" project, and among these, 84 percent approve of the project. Fifty-three percent are aware of the Boyd Park renovation project, and 80 percent of them approve of the it. A slight minority of residents (45%) have heard or read about "Renaissance 2000," but almost three-fourths (73%) of this group approve of the project. Finally, residents are least likely to be familiar with the McKinley School expansion project (36%), yet again almost three-fourths of these residents (72%), are in favor of the plan.
- ▶ Thirty-one percent of residents have heard or read about the Home Rehabilitation Program, which allows owners and renters of older homes to get loans they do not have to pay back as long as they stay in the house six to ten years after it has been rehabilitated. And, regardless of whether they had heard of the program or not, residents overwhelmingly approve of this program (85%).

Medical and Social Services

- ▶ When asked where they would seek medical care "if it were needed today," 70 percent of residents respond they would go to the hospital. Fifteen percent would go to their family doctor, and 10 percent say they would go to a health clinic.
- ▶ Residents were also asked if they would know where to go to get information about several different concerns for which they might need assistance. Residents are most likely (71%) to say they would "definitely" (38%) or "probably" (33%) know where to get information about educational or training programs. About the same proportion of residents (69%) say they would "definitely" (37%) or "probably" (32%) know where to get information about job or employment programs. Fewer residents (56%) would "definitely" (33%) or "probably" (23%) know where to go to get information about senior citizens concerns.
- ▶ Those with senior citizens in the household, however, are much more likely to say they would know where to get such information. Residents are least likely to know where to get information about child care, with 29 percent saying they would "definitely" know where to get such information, and 23 percent saying they would "probably" know. However, again, those with children in the household are more likely than those without to say they would know where to get information about child care.

Evaluations of Prominent Institutions

- ▶ Seventy percent of city's permanent residents are aware of New Brunswick Tomorrow. Among them, three-fourths say they approve of what the organization is trying to do, a figure representing the highest approval rating given the organization since 1982. In addition, there has been an 11 point increase since 1992 in the percentage of residents believing NBT is succeeding in improving New Brunswick (65%).
- ▶ Large majorities of residents (82%) continue to believe that Johnson & Johnson's presence is good for the city, up 5 points since 1992.
- ▶ A majority of residents (52%) in the current survey believe Johnson & Johnson has the "right amount" of influence, while 7 percent believes it has "too little." The percentage of residents believing that Johnson & Johnson has "too much" influence in the city (29%) is the lowest since the question was first asked in 1978.
- ▶ A large majority of residents (84%) and students (95%) believe that Rutgers is good for the city.

CHAPTER I

METHODS OF DATA COLLECTION

One thousand and seven New Brunswick residents 18 years of age and older were interviewed by telephone in May, 1994. Interviewing was conducted during the evening on week days and on weekends both during daytime and evening hours. These hours maximize the chances of contacting residents who work full-time, providing a representative sample of New Brunswick's population. A minimum of four attempts to contact and interview a respondent were made with each number randomly chosen for the sample. Using these methods, a response rate of 77 percent was achieved. Response rate is calculated by dividing the total number of calls made in which a person was contacted (i.e., not a busy signal or no answer) by the number of interviews completed.

Sample Selection

The sampling procedures used in this year's study were identical to those employed in the nine previous studies. This allows for direct comparisons to be made between all ten surveys. In 1976, however, the study did not separate permanent residents from full-time students, so that any comparisons with that first survey are based on the total sample.

The sample for this year's survey, as in the past, was selected from the "reverse" or "criss-cross" directory of Middlesex County, in which telephone numbers are listed by address rather than by name. This allows for a more accurate selection of new Brunswick residents, by choosing only those numbers with New Brunswick addresses. Telephone numbers were selected for the sample through a systematic random sampling procedure.

The directory, however, does not include residents with unlisted or new telephone numbers. Therefore, these people cannot be selected in the sample. People who have unlisted phone numbers or who have recently moved may be different from people whose numbers are

listed.

The total sample of 1,007 New Brunswick residents includes 886 permanent residents and 109 full time students. All percentages included and discussed in the text of the report are for permanent residents unless otherwise noted.

Sampling Error

The percentages obtained in any sample survey are estimates of what the percentages would be were the entire population interviewed. "Sampling error" is the possible difference between interviewing everyone 18 years and older in New Brunswick as opposed to a sample of the population. The sampling error associated with the total sample of 1,007 respondents is about ± 3 percent at a 95 percent confidence interval. For example, if 35 percent of those in the sample are found to agree with a particular statement, the percentage of agreement in the entire population would be between 32 and 38 percent 95 times out of 100. Sampling error increases as the size of the sample decreases. Therefore, statements about specific sub-groups of the population -- i.e., men -- have a greater sampling error than for the full sample. This should be kept in mind whenever percentages for population sub-groups are discussed.

Weighting

Table 1.1 shows the composition of the 1994 sample for both the total sample and for the permanent residents, as well as comparable figures for the past surveys. As in the past, not all attributes of the population are proportionally represented in the sample. To correct for such differences and to more accurately reflect the responses of a cross-section of the population, the sample has been "weighted," a statistical technique used to bring samples into line with known populations.

As a hypothetical example of how weighting works, assume that a specific population

was known to have an equal number of blacks and whites, but a sample of that population was divided 75 percent white to 25 percent black. To make the sample accurately reflect the population the responses of blacks would be counted as "2" each, while the responses of whites would only be counted as ".67" each, thus equalizing the sample division at 50/50. In the 1994 sample blacks are counted as slightly more than "1" (1.29), and whites and Hispanics as slightly less than "1" (.96 and .89 respectively). The responses of blacks, then, are assigned heavier weights to more accurately represent them in proportion to the overall population of New Brunswick.

It should be noted that, as with the 1992 survey, the above "weights" were based on the 1990 census figures for the racial composition of the 18 and older population of New Brunswick, whereas the 1992 through 1990 surveys were based on the 1980 census figures. During that decade the over 18 Hispanic population of the city more than doubled, from 8 percent to 18 percent. There was also a slight increase in the proportion of black adult residents, from 21 percent to 24 percent. Conversely, the proportion of white residents aged 18 and over decreased from 66 percent to 55 percent. (The remaining "other race" category remained at about 4 percent.) Comparisons between finding of the current study using the weights derived from the 1980 versus 1990 census figures reveal only minimal (and not statistically significant) differences. Using the more recent census figures allows us to more accurately reflect the current population of New Brunswick, while not compromising the ability to draw comparisons between previous studies.

Table 1.1: Comparison of 1994 Sample with Past Samples

	PERMANENT RESIDENTS									ALL RESIDENTS									
	1994	1992	1990	1988	1986	1984	1982	1980	1978	1994	1992	1990	1988	1986	1984	1982	1980	1978	1976
<u>EDUCATION</u>																			
--Less than High School	15%	15%	15%	15%	17%	18%	19%	23%	24%	13%	12%	12%	12%	14%	15%	13%	20%	19%	23%
--High school complete	30	29	31	29	35	35	32	30	32	27	24	26	24	29	30	25	26	27	33
--College	55	55	54	56	48	47	49	46	43	60	63	63	63	57	55	61	53	53	42
--No answer	--	1	--	1	--	1	1	1	1	--	1	--	1	1	1	1	1	1	2
<u>RACE*</u>																			
--White	52	52	64	66	69	71	66	68	76	58	55	67	69	72	73	71	70	78	78
--Black	26	28	25	19	19	19	22	21	19	25	24	21	16	16	17	18	19	17	17
--Other	20	19	10	13	11	9	10	11	4	14	20	10	13	11	10	10	11	4	3
--No answer	2	1	1	1	2	1	1	1	1	2	1	1	2	2	1	1	1	1	2
<u>AGE</u>																			
--18 - 20	3	5	3	4	5	4	4	4	6	5	11	6	12	12	9	16	7	12	8
--21 - 24	9	13	10	10	9	12	11	10	9	13	22	21	19	16	18	20	17	15	15
--25 - 29	13	16	14	17	15	18	19	15	13	13	14	13	15	14	16	16	15	12	13
--30 - 59	51	45	48	43	41	35	38	44	44	46	36	39	34	34	30	28	38	38	40
--60 or older	23	20	23	25	26	26	23	24	28	20	16	19	19	21	22	16	21	23	24
--No answer	2	1	2	2	3	6	5	2	--	2	2	2	1	3	5	4	2	--	1
<u>INCOME</u>																			
--Under \$5,000	5	6	4	5	4	8	7	13	13	6	9	6	8	7	10	9	15	16	22
--\$5,000 - \$10,000	6	8	7	6	8	10	14	12	14	7	9	8	8	10	11	15	14	13	15
--\$10,001 - \$15,000	8	8	8	8	11	12	15	16	20	9	8	8	8	10	12	14	15	18	17
--\$15,001 - \$20,000	10	9	8	9	14	12	14	15	18	10	8	8	8	12	11	13	14	18	11
--More than \$20,000	57	56	57	58	47	40	37	29	19	54	49	51	54	46	39	36	28	21	16
--Don't know	14	13	15	14	17	18	13	14	16	13	16	18	14	16	17	13	14	15	19
<u>LENGTH OF RESIDENCE IN NEW BRUNSWICK</u>																			
--5 or less years	30	35	34	32	27	28	33	28	21	47	48	46	46	40	38	51	37	34	30
--6 to 10 year	14	12	13	13	12	11	11	11	13	13	10	11	11	10	10	8	10	11	10
--11 to 30 years	22	22	18	17	19	19	18	17	20	19	17	15	14	15	16	14	15	16	20
--More than 30 yrs	16	15	12	11	15	15	12	16	15	14	12	10	8	12	13	9	13	12	11
--All of life	18	16	22	28	27	27	25	28	31	16	12	18	22	23	24	18	24	26	29
<u>SEX</u>																			

--Male	46	49	45	48	45	46	48	48	49	47	49	47	47	45	46	49	49	49	45
--Female	54	51	55	52	55	54	52	52	51	53	51	53	53	55	54	51	51	51	55

* Note: The decrease in the percentage of whites and the increase in the "other" category of race reflects the use of the new 1990 Census figures for race. Between 1980 and 1990 the percentage of persons 18 years of age and over of Hispanic origin increased from 8.4% to 16.6%, while the percentage of whites of non-hispanic origin decreased from 66.3% to 55.4%.

CHAPTER II

THE QUALITY OF LIFE IN NEW BRUNSWICK

This chapter explores New Brunswick residents' perceptions of the city as a place to live. Specifically, it discusses how residents currently view the city as a place to live, whether it has changed for the better or worse both over the short and long term, and whether residents believe it will change for the better or worse in the near future. It then goes on to look more closely at residents' evaluations of their own neighborhoods, both how they feel about their neighborhoods as they are today, and how they assess recent changes in their neighborhoods. The chapter then turns to a discussion of crime, first in the city, then more specifically in residents' own neighborhoods. This is followed by a discussion of the plans of permanent residents to stay in the city or move out. The final sections of this chapter explore residents' beliefs about what New Brunswick needs to do to improve the city, and the impact of revitalization on low-income families in the city.

New Brunswick as a Place to Live

As in the 1992 study, about half (48%) of New Brunswick's permanent residents give the city a positive rating as a place to live (Table 2.1). Another 39 percent rate the city as "only fair," while 11 percent say it is a "poor" place to live. While the positive ratings are not as high as they were in the 1984 through 1990 surveys, they are still significantly higher than in 1978 before revitalization and redevelopment efforts began, when one-third residents said the city was an "excellent" or "good" place to live. The positive ratings in the current survey may also signify a leveling off (if not upswing) in the decline of such ratings since 1988.

There are variations in changes in the ratings given the city by different racial groups in 1992 and in the current study (Table 2.1). While the positive ratings given the city by whites have remained fairly consistent (52%), positive ratings given by Hispanics have increased by 5

points (to 53% in the current study), and positive ratings by blacks have decreased 8 points (to 38 percent in the current study).

Positive evaluations of the city as a place to live also vary by income and education. In both cases, as the amount of education and income increases, so does the likelihood of having a favorable opinion of New Brunswick as a place to live. Thus, those with higher incomes or more education are most likely to give a positive rating to the city.

Comparison of New Brunswick Today with Five Years Ago

There has been a significant increase in the proportion of permanent residents who say the city is a better place to live now than it was five years ago, and a significant decline in the proportion of residents who say the city is a worse place to live now (Figure 2.2). Whereas in the 1992 study residents were more likely to believe the city had gotten worse (32%) than to believe it had gotten better (27%), in the current study the reverse is true. About one-third of residents (34%) believe the city is better than 5 years ago, while 22 percent say the city is a worse place to live. This latter figure, therefore, represents a 10 point drop from the last survey in the proportion of residents having this opinion. In the current study 41 percent say New Brunswick is the same as it was 5 years ago.

The increase in the proportion of residents believing the city has gotten "better" in the past 5 years reverses a trend in a continued decline in such beliefs beginning in 1984, when 64 percent of permanent resident thought the city had gotten better. Similarly, the decline in the proportion of residents believing the city has become a "worse" place to live reverses a trend in a continued increase in such beliefs beginning in 1984, when 17 percent held this opinion.

In the current study whites and Hispanics are again more favorable than blacks about the changes in the city in the past 5 years. Thirty-eight percent of the whites, and 36 percent of

Hispanics say the city has become a better place to live, compared to 25 percent of blacks (Table 2.2). However, although blacks are the racial group most likely to believe the city has become "worse," similar to Hispanics, they have experienced a 13 point decline since the last survey in the proportion of blacks having this opinion, compared to a 7 point decline among whites having this opinion.

Those who have lived in the city for more than 5 years are also more positive about the changes during that time frame than are more recent residents of the changes that have occurred in the city since their arrival. Thirty-six percent of those living in the city for more than 5 years say the city has gotten better in the past 5 years. Short-time residents are more likely to say the city has not changed since their arrival.

Residents earning more than \$30,000 a year are much more likely than those with lower incomes to say the city has become a better place to live in the past 5 years. Forty-three percent of those with incomes over \$30,000 a year believe the city has gotten better, compared to about one-in-four of those with lower incomes. Another one-fourth of those with low incomes believe the city has gotten worse, compared to 17 percent of those with incomes over \$30,000.

Comparison of New Brunswick Today with Fifteen Years Ago

Residents who have lived in the city for 15 years or more were asked to compare present day New Brunswick to its condition "about 15 years ago," or before the rebuilding and revitalization efforts began. This time frame asks residents to think back to a time when revitalization efforts were just beginning, before tangible results were seen. It also provides some perspective for the series of five year comparisons which have been included in each survey over the years.

Even more than in last year's study, the results demonstrate that the majority of long-term permanent residents feel that changes which have taken place in the city since revitalization efforts began have made New Brunswick a better place to live. Fifty-nine percent of those living in the city for 15 or more years think the city is a better place to live than it was 15 years ago, 30 percent say it is worse, and 7 percent say it is the same. These findings represent a 6 point increase from the 1992 study in positive evaluations of long-term change in the city. These results also reveal that attitudes about long-term change among long-term residents are more positive than when they are asked to think back only five years, with only 36 percent of those living in the city 15 or more years saying New Brunswick has gotten better over the last five years. Again, as in previous surveys, these differences in evaluations clearly reflect a different basis of comparison over different time periods.

Whereas in the 1992 survey whites and non-whites were similar in their beliefs about long-term change in the city, in the current survey whites are once again, as they were in the 1990 survey, more likely than non-whites to see the changes as for the better (63%) (Table 2.3). Positive evaluations of long-term changes in the city among non-whites, however, have remained fairly constant since 1990 (53%).

Comparison of New Brunswick Today with Five Years from Now

The majority of New Brunswick's residents remain optimistic about the city's future (53%) (Table 2.4). The increase since the 1992 survey in the number of residents believing the city will be a better place to live five years from now (when 50% held this opinion) may signal the reversal of the continued decline that has been occurring since the 1984 survey in numbers of residents believing the city will get better. Strengthening this argument is the corresponding decline since the last survey in the number of residents who believe the city will be a worse place to live in five years, with 24 percent now having this opinion.

Permanent Residents Assess their Neighborhoods

A majority of New Brunswick residents continue to be positive about their neighborhoods, with 64 percent rating their neighborhood as either an "excellent" (22%) or "good" (42%) place to live (Table 2.5). Again, these findings represent a reversal from the 1992 survey's dip in favorable ratings of neighborhoods (58%), and are more in keeping with pre-1992 surveys, when between 62 percent and 67 percent of residents consistently gave favorable ratings to their neighborhoods (see Figure 2.3). As in pre-1992 survey, the remaining 36 percent in the current survey are less positive about their neighborhoods, with about one-fourth (26%) saying their neighborhood is "only fair," and one-in-ten saying their neighborhood is a "poor" place to live.

The increase in positive evaluations since the 1992 survey is fairly consistent across all subgroups. However, while positive evaluations of neighborhoods exist among majorities of all subgroups of residents, blacks are less likely than either whites or Hispanics to rate their neighborhood favorably, and those with incomes under \$30,000 are less likely than those with higher incomes to rate their neighborhood favorably (Table 2.5). In addition, those who own

their own homes are much more positive about their neighborhood than are those who rent.

Most residents continue to report their neighborhood has not changed in the last few years. Fifty-five percent of permanent residents say their has been "no change" in their neighborhood (Figure 2.4). As in past surveys, the remaining residents are more likely to say their neighborhoods have gotten "worse" than to say they have gotten "better." However, for the first time since the 1986 survey, the gap between those saying their neighborhoods have gotten worse and those saying they have gotten better has narrowed. In the current study 15 percent say their neighborhoods have gotten better, and 27 percent say they have gotten worse -- a 12 point gap. In the 1992 survey there was a 20 point gap between these beliefs. Thus, again there is further evidence that previously observed trends in increasingly pessimistic attitudes about the city may be starting to change.

Similar to the past several studies, residents over the age of 30 are more likely than those under 30 to say their neighborhoods have gotten worse (Table 2.6). However, compared to the 1992 survey there has been a marked decline in the number of residents aged 65 and over believing their neighborhoods have gotten worse, so that they are now more similar to those aged 30 to 64 in their beliefs.

Residents living in the city for more than 5 years are more than twice as likely as those living here for shorter lengths of time to say their neighborhoods have gotten worse in the past few years (33% to 15%). In addition, non-whites are slightly more likely than whites to believe their neighborhoods have gotten better. Finally, residents with higher incomes are more likely than others to say there has been no change in their neighborhood.

Perceptions of Crime in New Brunswick

About half of the city's permanent residents (52%) believe there is more crime in New

Brunswick than in other areas (Table 2.7). This represents no change from the 1992 study, and therefore a potential leveling off of the trend beginning in 1984 towards increasingly pessimistic attitudes about the amount of crime in New Brunswick compared to other areas. In the current survey, one-third believe New Brunswick has the same amount of crime as other areas, 9 percent say there is less crime in New Brunswick, and 5 percent do not have an opinion.

Similar to previous findings, wide variations between subgroups of residents exist in perceptions of the amount of crime in New Brunswick compared to other areas (Table 2.7). Residents who are newer to the city, those who are younger, whites, those with higher incomes, those with more education, and males are more likely than their respective counterparts to believe the city has more crime than other areas.

There has been a significant decrease in the number of residents saying the amount of crime in the city is "worse" compared to two years ago, down from 43 percent in 1992, to 30 percent in the current survey. And, there has been a slight increase in the number of residents believing the amount of crime in the city has gotten "better" during this time period. About half of the residents (51%) now believe there is the same amount of crime, compared to 42 percent in the 1992 survey. Again, together these figures represent a reversal of a trend beginning in 1988 when residents became increasing more likely to say crime had gotten worse in the past two years.

Perceptions of Neighborhood Crime

New Brunswick residents continue to be more positive about the extent of crime in their own neighborhoods compared to that of other neighborhoods in the city. In the current study 66 percent of permanent residents say there is less crime in their own neighborhood than in other neighborhoods, a slight increase from the number of residents having this opinion in the 1992

survey (Table 2.8). Twenty-two percent of residents believe their neighborhood has the same amount of crime as other neighborhoods in the city, and 9 percent believe their neighborhood now has more.

There are almost no differences in perceptions of crime in one's own neighborhood among various subgroups of the population. Unlike in the 1992 survey, there are no racial subgroup differences in perceptions of the amount of crime in one's own neighborhood compared to others in the city. The two characteristics that differentiate opinions on the amount of crime in one's own neighborhood is whether one owns or rents their residence, and income. Home owners are more likely to believe their neighborhoods have less crime compared to other neighborhoods than are renters. Also, residents with higher incomes are more likely to believe their neighborhood has less crime.

Most residents continue to feel relatively safe in their own neighborhoods at night. In the current survey 27 percent of residents say they feel "very" safe in their own neighborhoods at night (Table 2.9). This figure -- a 5 point increase from the 1992 survey -- is more in keeping with the pre-1992 survey findings, again indicating that the 1992 survey was capturing some uniquely pessimistic attitudes of the times.

Mobility Plans

As has been the case since 1978, most New Brunswick residents (60%) would choose to stay in the city rather than move out of New Brunswick (Table 2.10). After a steady period of decline since 1980 in the proportion of residents who would choose to stay in the city, the current survey demonstrates a slight increase from the 1992 survey in the proportion of residents who feel this way. Thus, again there is evidence that the 1992 survey may have represented a low point in attitudes about the city, and that residents are now feeling more optimistic.

In the current survey almost half of permanent residents (48%) say they would continue living where they are now, and another 12 percent say they would move to some other location in the city. Thirty-nine percent, however, say they would like to move out of New Brunswick.

As in previous years, there is little variation in the mobility plans among subgroups of the population of permanent residents. Residents aged 30 to 49 are the most likely to want to move out of the city (48%), followed by those 18 to 29 (41%) (Table 2.10). Older residents are much more likely than those in these younger age groups to choose to remain in New Brunswick. Short-term residents are also more likely than those living in the city for longer periods of time to want to move out.

The most common reason cited for wanting to move out of the city is crime (Table 2.11). Twenty-two percent of those wanting to move out of the city say it is because of high crime, and another 13 percent say it is because of unsafe streets in the city. Another reason cited by a number of those wanting to leave the city is poor quality schools (16%). More personal reasons given by residents include wanting a non-urban environment (12%), and being tired of living in New Brunswick (6%). Finally, 12 percent want to move out because they believe the city is run-down or dirty.

This same group of residents wanting to move out of New Brunswick but still living in the city were asked why they had not yet moved. As in all previous surveys, financial constraints are the primary reason given by a plurality of residents in this situation (43%) (Table 2.12). The next most common reasons given are that the respondent's job is here (15%), and wanting to be near friends and/or relatives (10%). The remaining respondents give a variety of other reasons for not having moved out of the city, such as because they are going to college, they need to live near transportation, because they grew up in the city, or because of the schools.

Suggestions to Improve the City

When asked what New Brunswick could do to improve the city, a majority of residents (54%) mention dealing with various crime problems (Table 2.13). Suggestions include making the city safer, dealing with drug problems, and increasing and/or improving police protection. About one-fourth of residents (24%) say the city could do something to improve the schools, and one-in-five say the city should address various housing concerns, such as building more housing, or building low-income housing in particular.

Impact of Revitalization on the Poor

For the first time since the 1982 survey, residents are not more likely to believe that revitalization will hurt low-income residents as opposed to helping them (Figure 2.8). In the current survey, residents are about evenly divided between believing that revitalization will "help" low income residents (34%), and believing that it will "hurt" them (33%). Another 22 percent say these efforts will neither help nor hurt low income residents. In 1988, by comparison, 29 percent of residents thought revitalization would "help" such families, while 53 percent thought it would "hurt" them, and 15 percent said it would do neither. There are notable sub-group differences in opinion as to whether revitalization will help or hurt low income families. Those with incomes over \$30,000, those with more education, short-term residents, whites and Hispanics are more likely than their respective counterparts to believe revitalization will help low-income families. It is those with incomes between \$15,000 and \$30,000, blacks, and those who have lived in the city more than 10 years who are most likely to believe that revitalization will hurt low-income families.

Summary

The current survey reveals some fairly dramatic changes for the better in residents assessments of the quality of life in New Brunswick. Many of the questions asked to tap opinions about the quality of life reveal the most positive attitudes expressed about the city in the past decade. These findings are particularly striking when taking into account low positive attitudes about the city found in the 1992 survey. Thus, the current survey may reveal the reversal of the trend toward increasingly negative attitudes about the city. While, similar to the 1992 survey, about half of the city's permanent residents give the city an overall rating of "excellent" or "good" as a place to live, residents are now slightly more likely to believe New

Brunswick is "better" than it was 5 years ago, and less likely to believe the city is a "worse" place to live. There have been even larger increases among long-term residents in the belief that the city has become a better place to live than it was 15 years ago. And, for the first time since the 1984 survey, there has been an increase rather than a decrease in the number of residents believing that the city will be a better place to live five years from now.

Positive ratings of residents' own neighborhoods also increased from those ratings found in the 1992 survey, again indicating that 1992 may have represented a "bottoming-out" of negative attitudes about the city. Most residents are still likely to believe there has been no change in their neighborhood over the past few years. However, while those saying their neighborhood has gotten worse still outnumber those who say it has gotten better, for the first time since the 1986 survey the gap between those saying their neighborhoods have gotten worse and those saying it has gotten better has narrowed rather than grown.

Residents' perceptions of crime in their own neighborhood are also slightly more positive than in the 1992 survey, with two-thirds of permanent residents now saying there is less crime in their neighborhood than in other neighborhoods in the city. And, there has also been a slight increase over the past two years in the number of residents saying they feel generally safe in their own neighborhood at night.

Despite the more positive attitudes about crime in the city, according to many residents crime in the city affects their attitudes about living in New Brunswick. As in previous surveys, when asked what New Brunswick could do to improve the city, a majority of residents cite the need to deal with problems related to crime. And, also as in past surveys, the primary reason cited by those wanting to move out of the city is crime. However, relatively fewer people are saying they would choose to move out of the city. Thus, the mobility plans of the city's residents

also point to a reversal of increasingly pessimistic attitudes about the city. After a steady period of decline since the 1980 survey in the proportion of residents who would choose to stay in the city, the current survey reveals a slight increase from the 1992 survey in the proportion of residents who feel this way. The primary reason for wanting to move out is crime (as noted above), while the most common reason given for not already moving out is financial.

Finally, the current survey also reveals more generally positive attitudes among residents regarding the impact of revitalization on New Brunswick's poorer residents. For the first time since the 1982 survey, residents are not more likely to believe that revitalization will hurt low-income residents as opposed to helping them. Similar numbers of residents (about one-third) now say that they think revitalization will help low income families as say such efforts will hurt low income families.

Table 2.1: Overall Rating of New Brunswick [Q.2]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
TOTAL SAMPLE	6%	44%	39%	10%	1%	100%	(1,007)
PERMANENT RESIDENTS	6	42	39	11	1	99	(886)
<u>By Income</u>							
--Under \$15,000	6	36	45	13	1	101	(170)
--\$15,000 - \$30,000	4	42	40	13	1	100	(208)
--Over \$30,000	7	48	36	8	1	100	(384)
<u>By Race</u>							
--White	7	45	37	10	1	100	(485)
--Black	3	34	49	13	1	100	(183)
--Hispanic	9	44	37	9	1	100	(164)
<u>By Education</u>							
--Less than high school (131)		8	32	45	15	--	100
--High school graduate (258)		7	39	39	13	2	100
--More than high school	6	47	38	8	1	100	(497)

Table 2.2: Comparison of New Brunswick Today with Five Years Ago [Q.3]

	<u>Better</u>	<u>Same</u>	<u>Worse</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
TOTAL SAMPLE	33%	44%	21%	2%	100%	
PERMANENT RESIDENTS	34	41	22	2	99	(886)
<u>By Length of Residence</u>						
--2 years or less	27	62	8	3	100	(116)
--3 - 5 years	30	53	15	2	100	(155)
--6 years or more	36	34	28	2	100	(615)
<u>By Race</u>						
--White	38	42	18	2	100	(485)
--Black	25	40	33	2	100	(183)
--Hispanic	36	40	22	3	101	(164)
<u>By Income</u>						
--Under \$15,000	25	46	27	2	100	(170)
--\$15,000 - \$30,000	27	43	26	3	99	(208)
--Over \$30,000	43	39	17	2	101	(384)

Table 2.3: Comparison of New Brunswick Today with 15 Years Ago Before Revitalization Efforts [Q.4]

(Includes only permanent residents having lived here for 15 or more years)

	<u>Better</u>	<u>Same</u>	<u>Worse</u>	<u>Don't Know</u>	<u>Total</u>
TOTAL SAMPLE--1994	59%	7%	30%	5%	99%
<u>By Race--1994</u>					
--White	63	7	24	6	99
--Non-white	53	7	37	3	99
TOTAL SAMPLE--1992	53	4	37	5	99
<u>By Race--1992</u>					
--White	52	6	36	7	101
--Non-white	54	2	38	5	99

Table 2.4: Comparison of New Brunswick Today with Five Years From Now [Q.5]

		<u>Better</u>	<u>Same</u>	<u>Worse</u>	<u>Don't Know</u>	<u>Total</u>
<u>TOTAL SAMPLE</u>						
1994	55%	10%	23%	12%		100%
1992	51	8	29	13		101
1990	60	8	18	14		100
1988	67	6	18	10		101
1986	70	5	11	13		99
1984	75	7	8	9		99
1982	73	4	11	12		100
1980	70	6	12	13		101
 <u>PERMANENT RESIDENTS</u>						
1994	53	9	24	13		99
1992	50	8	28	14		100
1990	58	8	18	16		100
1988	65	5	19	11		100
1986	68	5	12	14		99
1984	73	6	9	11		99
1982	70	5	11	14		100
1980	69	6	10	14		99

Table 2.5: Neighborhood Evaluations of Permanent Residents [Q.7]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	22%	42%	26%	10%	--	100%	(886)
<u>By Race</u>							
--White	25	43	24	8	--	100	(485)
--Black	16	37	32	15	1%	101	(183)
--Hispanic	24	41	24	11	--	100	(164)
<u>By Income</u>							
--Under \$15,000	16	35	31	18	1	101	(170)
--\$15,000 - \$30,000	18	39	28	15	--	100	(208)
--Over \$30,000	27	45	23	5	--	100	(384)
<u>Own or Rent</u>							
--Own	41	24	7	--	100	(415)	
--Rent	16	42	29	13	--	100	(443)

Table 2.6: Permanent Residents' Perception of Recent
Change in Quality of Neighborhood [Q.8]

	<u>Better</u>	<u>Worse</u>	<u>No Change</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	15%	27%	55%	2%	99%	(886)
<u>By Length of Residence</u>						
--5 years or less	16	15	64	5	100	(271)
--More than 5 years	15	33	51	1	100	(615)
<u>By Age</u>						
--18 - 29 years	17	17	61	5	100	(215)
--30 - 49 years	13	31	53	3	100	(362)
--50 - 64 years	17	30	53	--	100	(133)
--65 or over	14	29	57	1	99	(159)
<u>By Race</u>						
--White	12	26	59	3	100	(485)
--Non-white	18	29	51	2	100	(385)
<u>By Income</u>						
--Under \$15,000	19	32	46	3	100	(170)
--\$15,000 - \$30,000	13	31	55	1	100	(208)
--Over \$30,000	13	24	60	2	99	(384)

Table 2.7: New Brunswick Residents' Perceptions of Crime Compared to Other Areas [Q.17]

	<u>More Crime Than Elsewhere</u>	<u>Same Amount of Crime</u>	<u>Less Crime</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>	
TOTAL SAMPLE	54%	33%	8%	5%	100%	(1,007)	
PERMANENT RESIDENTS	52	34	9	5	100	(886)	
<u>By Length of Residence</u>							
--10 years or less	56	27	10	6	99	(400)	
--More than 10 years	49	39	8	4	100	(486)	
<u>By Age</u>							
--18 - 29 years (215)		54	30	11	4	99	
--30 - 49 years (362)		59	30	7	4	100	
--50 or over	44	40	9	7	100	(292)	
<u>By Race</u>							
--White	62	32	2	4	100	(485)	
--Black	45	39	10	6	100	(183)	
--Hispanic	34	31	28	7	100	(164)	
<u>By Gender</u>							
--Male	58	31	8	3	100	(412)	
--Female		47	36	10	7	100	(474)
<u>By Income</u>							
--Under \$15,000	34	41	18	7	100	(170)	
--\$15,000 - \$30,000	55	34	8	4	101	(208)	
--Over \$30,000	64	29	4	3	100	(384)	
<u>By Education</u>							
--Less than high school (131)		27	40	22	11	100	
--High school graduate (258)		46	40	10	4	100	
--More than high school	63	29	5	4	101	(497)	

Table 2.8: Perceptions of Crime in Own Neighborhood Compared to Other New Brunswick Neighborhoods [Q.20]

	<u>More</u>	<u>Less</u>	<u>Same</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
TOTAL SAMPLE	9%	66%	22%	3%	100%	(1,007)
PERMANENT RESIDENTS	9	66	22	3	100	(886)
<u>By Income</u>						
--Under \$15,000	12	54	30	4	100	(170)
--\$15,000 - \$30,000	11	61	25	3	100	(208)
--Over \$30,000	7	76	16	1	100	(384)
<u>Own or Rent</u>						
--Own	5	72	20	3	100	(415)
--Rent		13	62	23	2	100 (443)

Table 2.9: How Safe Permanent Residents Feel in Own Neighborhood at Night

	<u>Very Safe</u>	<u>Somewhat Safe</u>	<u>Not At All Safe</u>	<u>Don't Know</u>	<u>Total</u>
1994	27%	58%	14%	1%	100%
1992	22	60	17	1	100
1990	30	53	12	4	99
1988	30	56	12	2	100
1986	30	56	13	2	101
1984	27	58	13	2	100
1978	31	52	14	3	100

Table 2.10: Residents' Commitment to New Brunswick [Q.9]

	Continue <u>Where Now</u>	Move Elsewhere In <u>New Brunswick</u>	Move Out Of <u>New Brunswick</u>	Don't <u>Know</u>	<u>Total</u>	<u>(n)</u>
TOTAL SAMPLE	48%	11%	39%	2%	100%	(1,007)
PERMANENT RESIDENTS	48	12	39	2	101	(886)
<u>By Length of Residence</u>						
--10 years or less	41	12	46	2	101	(400)
--More than 10 years	53	12	33	3	101	(486)
<u>By Age</u>						
--18 - 29 years (215)		45	13	41	1	100
--30 - 49 years (362)		34	15	48	3	100
--50 - 64 years (133)		64	7	28	1	100
--65 or over	70	7	20	4	101	(159)

Table 2.11: Reason for Wanting to Move Out of New Brunswick [Q.10]*

High crime	22%
Poor quality schools	16
Unsafe streets	13
Want non-urban environment	12
Tired of living in New Brunswick	6
City is dirty	5
City is run down	5

*Percentages total to more than 100% because respondents could give more than one reason.

Table 2.12: Reason Still Living in New Brunswick

	<u>1994</u>	<u>1992</u>	<u>1990</u>	<u>1988</u>	<u>1986</u>	<u>1984</u>	<u>1982</u>	<u>1980</u>	<u>1978</u>
<u>PERMANENT RESIDENTS</u>									
Financial	43%	37%	43%	46%	36%	37%	39%	30%	29%
Job here	15	17	21	22	23	24	20	29	23
Live near transportation	2	2	3	1	2	1	2	2	1
Schools 3		2	4	1	2	3	4	3	2
College 11		4	8	6	4	5	6	6	4
Near friends, relatives	10	9	6	8	10	8	9	9	2
Grew up here	2	3	7	3	1	5	1	3	1
Other	19	18	15	12	16	11	18	20	27
Don't know	3	2	2	1	3	5	1	2	3
TOTAL	100%	100%	104%	99%	99%	101%	99%	101%	100%

Table 2.13: What New Brunswick Needs To Do To Improve City*

ADDRESS CRIME PROBLEMS	54%
--Make safer (18%)	
--Deal with drug problem (17%)	
--Increase police force (7%)	
--Better police protection (6%)	
--More foot patrols (4%)	
--Better quality police (2%)	
IMPROVE SCHOOLS	24%
HOUSING	20%
--Build more housing (11%)	
--Build low-income housing (9%)	

*Percentages total to more than 100% because respondents could give more than one answer.

CHAPTER III

DOWNTOWN NEW BRUNSWICK

This chapter examines resident's awareness of and participation in activities in downtown New Brunswick. First, shopping habits are reviewed, both in terms of the frequency with which residents shop in the downtown area, and what they shop for. The chapter also includes a discussion of what residents say would bring them downtown to shop more frequently. We then turn to the reported frequency of attendance at events in the past year at the three major performance theaters located in downtown New Brunswick.

Shopping Patterns of New Brunswick Residents

The frequency with which residents shop downtown has remained at levels fairly consistent with those found in the past several studies (Table 3.1). However, compared to the 1992 survey, there has been a slight increase in the number of residents saying they shop downtown "not at all" (20% in the current survey), bringing this number closer to the levels witnessed in the 1986 through 1990 surveys. However, the proportion of residents shopping "at least once a month" has not significantly changed since 1992, with half of the permanent residents (50%) in the current survey saying they shop downtown at least that frequently.

There are certain sub-groups of permanent residents who are more likely than others to shop downtown at least once in a while. Specifically, younger residents, males, non-whites, those with more education, and those with higher incomes are more likely than their respective counterparts to shop downtown at least occasionally. However, looking specifically at those who do shop at least occasionally, it is those with less education and those with lower incomes who do so with more frequency compared to those with more education and higher incomes.

Rutgers students in particular continue to be an important source of patronage for

downtown merchants. Almost all students (97%) shop downtown at least occasionally, compared to 80 percent of the city's permanent residents.

When asked what they shop for in downtown New Brunswick, those doing so at least occasionally are most likely to say they do so to get food or groceries (29%), or clothing (29%) (Table 3.2). Another 22 percent say they shop for shoes in the downtown stores, and 20 percent shop for books or music albums/CDs. Slightly fewer residents purchase pharmaceutical (i.e., medicine, drugs, cosmetics) (14%), or household items (14%). Other things relatively few people mention shopping downtown for include office supplies, jewelry, and banking.

Respondents were asked what changes or improvements could be made in the downtown area to bring them shopping there more often. A plurality of residents (40%) responded that bringing in new or different types of stores would increase their downtown shopping (Table 3.3). While many residents cite the need for "more stores" (20%), others want better quality stores, more/better clothing or shoe stores, a department store, or a discount store. In addition to improving the selection of stores, a number of residents would like to see improvements in the parking situation downtown. Twenty percent of residents say they would shop downtown more often if parking were improved (i.e., more parking, and/or free parking).

Importance of Culture to Revitalization

The importance of culture in New Brunswick's revitalization continues to be felt by a majority of the city's residents. Similar to the 1992 survey, 62 percent of residents believe culture plays a "very important" role in revitalization, and another 27 percent say it is "somewhat important." As in the 1992 survey, those with higher incomes, more education, and black and Hispanic residents are especially likely to believe culture is "very important" to the revitalization of New Brunswick.

Theater Attendance in Downtown New Brunswick

The city of New Brunswick is home to three performance theaters -- the George St. Playhouse, Crossroads Theater, and the State Theater. Respondents were asked if they had attended any of the theaters in the past year, and if so, how many times. Residents are most likely to have attended the State Theater, with about half of permanent residents (49%) saying they had attended the State Theater at least once in the past year (Figure 3.1). Twenty percent attended it one time, while 29 percent had been two or more times.

There are striking differences among sub-groups of residents in attendance at the State Theater (Table 3.5). Those with incomes over \$30,000 are more than two and one-half times as likely than those with incomes under \$15,000 to have attended the theater at least once in the past year (60% to 23%). Those with at least some college education are twice as likely as those with less than a high school education to have attended the theater at least once in the past year (57% to 28%). A majority of whites have attended the State theater at least once in the past year (57%), compared to 47 percent of black residents, and 29 percent of Hispanic residents. In addition, older residents, and long term residents are more likely than younger ones or those living in the city for less time to have attended the State Theater in the past year.

Thirty-one percent of residents report attending the George Street Playhouse in the past year (Table 3.6). Twelve percent say they went to the theater once during that time frame, and 19 percent say they went two or more times.

As in the case of attendance at the State Theater, there are differences among sub-groups of residents, although they are not as strong. Differences in education and income again most sharply distinguish between residents and their attendance at the theater, with those with more education and higher incomes much more likely than those with less education or lower incomes to attend at least one performance at the George Street Playhouse in the past year. White and black residents are much more likely than Hispanics to have attended the theater, while whites are somewhat more likely than blacks to have done so. Residents aged 30 to 49 are less likely than those either younger or older to have attended any event at the George Street Playhouse in the past year. Those over 50 are most likely to have attended the theater two or more times. Finally, again long-term residents are more likely than short-time ones to have attended the theater in the past year.

As to the Crossroads theater, about one-in-ten (11%) have been to one performance there, and 14 percent have been to two or more in the past year. Again, those with higher incomes, those with more education, and long-term residents are much more likely than their respective counterparts to have attended Crossroads Theater at least once in the past year. However, in this case it is black residents who are more likely than either whites or Hispanics to have attended the theater. Forty-four percent of black residents have attended Crossroads Theater in the past year, with 31 percent doing so two or more times. This compares to 17 percent of both whites and Hispanics having attended one or more performances at the theater.

Summary

The frequency with which residents shop downtown has remained at levels fairly consistent with those found over the past several years, with 80 percent of permanent residents doing so at least occasionally. Also as indicated in past surveys, Rutgers students continue to be important patrons of the downtown area, with 97 percent of them saying they shop downtown at least occasionally.

For the first time, the current survey included questions specifically asking residents about their attendance at performances at the city's major theaters -- the George Street Playhouse, Crossroads, and the State Theater. About half of the residents say they have been to the State Theater at least once in the past year, about one-third say they have been to the George Street Playhouse at least once in the past year, and one-fourth say they have been to Crossroads Theater at least once in the past year. The theaters, however, are primarily attended by only certain groups of residents. Overall, those with higher incomes, those with more education, older residents, and long-term residents are far more likely than their respective counterparts to have attended at least one event at these theaters in the past year. And, while whites are more likely than either blacks or Hispanics to have attended at least one event at either the George Street Playhouse or the State Theater in the past year, blacks are far more likely than either whites or Hispanics to have attended Crossroads Theater at least once in the past year.

Table 3.1: How Often New Brunswick Residents Shop Downtown

	<u>More Than Once a Week</u>	<u>Once A Week</u>	<u>Once A Month</u>	<u>Less Than Once a Month</u>	<u>Not At All</u>	<u>Total</u>
<u>TOTAL SAMPLE</u>						
1994	13%	20%	21%	28%	17%	99%
1992	14	19	24	29	13	99
1990	14	22	22	23	19	100
1988	16	23	23	20	18	100
1986	13	19	25	25	18	100
1984	17	21	26	18	16	99
1978	16	20	21	21	21	99
<u>PERMANENT RESIDENTS</u>						
1994	12	18	20	30	20	100
1992	14	16	22	33	16	101
1990	13	19	21	25	22	100
1988	16	19	20	23	22	100
1986	13	15	23	27	21	99
1984	16	18	24	21	29	100
1978	16	18	20	22	24	100
<u>STUDENTS</u>						
1994	19	36	28	14	3	100
1992	16	32	33	16	2	99
1990	16	36	26	18	4	100
1988	17	35	32	10	5	99
1986	12	34	34	14	5	99
1984	23	34	32	7	4	100
1978	15	35	29	18	4	101

Table 3.2: What Residents Shop For Downtown*

Food/groceries	29%
Clothing	29
Shoes	22
Books/records	20
Medicine/cosmetics/drugs	14
Household items	14
Jewelry	3
Office supplies	3
Banking	3
Medical care	1
Appliances	1
Furniture	1
Other	33

*Percentages total to more than 100% because respondents could give more than one answer.

Table 3.3: What Would Increase Residents' Frequency
of Shopping Downtown

	<u>Total Sample</u>
STORES	40%
--More stores (20%)	
--Better quality stores (8%)	
--Clothing/shoe store (3%)	
--Department store (5%)	
--Discount stores (2%)	
--Other store mentions (2%)	
PARKING	20%
--More parking (11%)	
--Free parking (4%)	
--Other parking mentions (5%)	
OTHER	28%
NOTHING/DON'T KNOW	31%

*Percentages total to more than 100% because respondents could give more than one answer.

Table 3.4: Importance of Culture in Revitalization of New Brunswick

	<u>Very Important</u>	<u>Somewhat Important</u>	<u>Not Very Important</u>	<u>Not At All Important</u>	<u>Don't Know</u>	<u>Total</u>
<u>Permanent Residents</u>						
1994	62%	27%	5%	4%	2%	100%
1992	62	29	3	4	2	100
1990	55	31	6	5	3	100
1988	49	35	8	4	4	100
1986	50	35	7	4	4	100
1984	50	36	7	3	4	100
1982	49	37	7	3	5	101

Table 3.5: Number of Times Attended State Theater
in Past Year

	None	Once	Two Or More Times	Don't Know	Total	(n)
Total Sample	50%	20%	29%	1%	100%	(1,007)
Full-Time Students	48	27	24	1	100	(109)
Permanent Residents	50	19	30	--	99	(896)
<u>By Income</u>						
--Under \$15,000	77	7	16	--	100	(170)
--\$15,000 - \$30,000	54	20	27	--	101	(208)
--Over \$30,000	38	22	38	--	98	(383)
<u>By Race</u>						
--White	44	22	35	--	101	(484)
--Black	52	19	28	--	99	(183)
--Hispanic	71	9	20	1	101	(164)
<u>By Education</u>						
--Less than high school	72	14	14	1	101	(131)
--High school graduate	56	19	24	1	100	(257)
--More than high school	42	20	37	--	99	(497)
<u>By Length of Residence</u>						
--10 years or less	57	17	26	--	100	(400)
--More than 10 years	46	21	33	1	101	(485)

Table 3.6: Number of Times Attended George Street

	Playhouse in Past Year				Total	(n)
	None	Once	Two Or More Times	Don't Know		
Total Sample	69%	12%	18%	--	99%	(1,007)
Full-Time Students	64	9	26	1%	100	(109)
Permanent Residents	69	12	19	1	101	(896)
<u>By Age</u>						
--18 - 29 years	68	16	15	--	99	(215)
--30 - 49 years	73	11	16	--	100	(361)
--50 and over	64	10	26	--	100	(292)
<u>By Income</u>						
--Under \$15,000	83	5	11	1	100	(170)
--\$15,000 - \$30,000	70	12	16	--	98	(208)
--Over \$30,000	62	14	23	--	99	(383)
<u>By Race</u>						
--White	65	13	22	--	100	(484)
--Black	70	13	16	1	100	(183)
--Hispanic	79	6	14	1	100	(164)
<u>By Education</u>						
--Less than high school	82	8	9	1	100	(131)
--High school graduate	72	13	15	1	101	(257)
--More than high school	64	12	24	--	100	(497)
<u>By Length of Residence</u>						
--10 years or less	73	11	16	--	100	(400)
--More than 10 years	66	13	21	--	100	(485)

Table 3.7: Number of Times Attended Crossroads Theater
in Past Year

	None	Once	Two Or More Times	Don't Know	Total	(n)
Total Sample	75%	11%	14%	--	100%	(1,007)
Full-Time Students	71	16	12	1%	100	(109)
Permanent Residents	75	11	14	1	101	(896)
<u>By Income</u>						
--Under \$15,000	86	5	9	--	100	(170)
--\$15,000 - \$30,000	75	13	12	--	100	(208)
--Over \$30,000	68	12	19	1	100	(484)
<u>By Race</u>						
--White	83	10	7	--	100	(484)
--Black	55	13	31	1	100	(183)
--Hispanic	83	9	8	--	100	(164)
<u>By Education</u>						
--Less than high school	84	7	9	--	100	(131)
--High school graduate	78	11	11	--	100	(257)
--More than high school	71	12	17	--	100	(497)
<u>By Length of Residence</u>						
--10 years or less	80	9	10	--	99	(400)
--More than 10 years	71	12	16	--	99	(485)

CHAPTER IV

SCHOOLS AND CONSTRUCTION/RENOVATION PROGRAMS

This chapter focuses on an assessment of the city's public schools, as well as on construction and/or renovation programs going on in the city. The first part of the chapter examines residents ratings of the public schools in New Brunswick in general, followed by more specific assessments of the high school and elementary schools. It then turns to awareness and evaluations of several different construction and/or renovation programs. These programs include "Renaissance 2000," the McKinley School renovation and expansion program, the renovation of Boyd Park, the "Civic Square" project, and, finally, the Home Rehabilitation Program.

Ratings of Public Schools

New Brunswick's public schools continue to be rated positively by about one-fourth of the city's permanent residents (24%), a figure that has remained fairly constant since about 1984 (Figure 4.1). Similar to the findings in the 1992 survey, 37 percent rate the public schools as "only fair," while 26 percent rate them at "poor" (a very slight increase from 1992, when 23 percent gave such a rating). Thirteen percent of residents do not offer an opinion as to the ratings of the public schools in the city.

Similar to findings in previous studies, residents with children in the New Brunswick public school system are much more positive than the general public about the schools (Table 4.1). Again similar to the 1992 study, in the current survey 9 percent of the parents with children in the public schools in the city rate the schools as "excellent," and 26 percent rate them as "good." There has been an increase in negative ratings of the schools, however, compared to the 1992 survey. In the current survey 35 percent of these parents rate the schools as "only fair" and

28 percent rate them as "poor." In the 1992 survey, 22 percent of the parents with children in the public school system rated the city's public schools as "poor."

Opinions of the schools in the city also vary by income, education, and race. Higher income residents(over \$30,000) are much more likely than those with lower incomes to rate the schools as "poor." And, as the amount of education a resident has increases,so does the likelihood that he/she will rate the city's schools as "poor." Finally, the highest ratings for the public schools in the city are given by Hispanics. Forty percent of Hispanics rate the schools as either "excellent"(10%) or "good" (30%), compared to 20 percent of whites, and 23 percent of blacks give such positive ratings.

There has been a slight increase in the proportion of permanent residents (20%) who say the city's public schools are "worse" than they were two years ago (Table 4.2). This figure reflects a continuing trend beginning in 1984 in negative assessments of change in the schools, when 10 percent of the residents felt this way. In addition, the proportion of residents saying that the schools have gotten better in the past two years declined somewhat to 9 percent, after holding steady at 15 percent since 1986. This is the lowest proportion of residents having this opinion about change in the schools since first asking the question in 1980. For the first time since asking this question, a majority of residents in the current study (54%) now say there has been "no change" in the public schools in the recent past. Residents with children in their household attending one of the public schools in the city, however, are more pessimistic than those without children in the city schools about recent change in the school system. Thirty-eight percent of the residents with children in the public schools, compared to 26 percent of those without children in the public schools, believe the school system has gotten "worse" in the past two years.

Ratings of New Brunswick High School

When asked specifically about New Brunswick High School, slightly less than one-fourth of the city's permanent residents give it a positive rating of either "excellent" (3%) or "good" (20%) (Table 4.3). Thirty-five percent rate the high school as "only fair," and 21 percent say it is "poor." Another 21 percent of residents, however, do not have an opinion on the question.

Unlike the ratings for the city's schools in general, those residents with children in the public school system are actually slightly less positive about the high school than are permanent residents taken altogether (19% compared to 23%). And, those residents who have children between the ages of 13 and 17 in the household are much more likely than permanent residents in general to rate the high school as "poor" (35% to 21%).

Ratings of the city high school also vary by resident's income, education, race and age. Those with lower incomes (under \$30,000), those with a high school education or less, Hispanics, and those either under 30 or over 49 years of age, are more likely than their respective counterparts to give positive ratings to the high school.

Ratings of New Brunswick Elementary Schools

Permanent residents are more positive about the public elementary schools in the city. Almost one-third permanent residents rate the elementary schools as either "excellent" (6%) or "good" (26%) (Table 4.4). Thirty-five percent rate them as "only fair," 16 percent as "poor," and 17 percent offer no opinion.

Those residents with children in the public school system in the city are even more positive about the elementary schools, but this is primarily due to a decrease among this group in the numbers having no opinion on the schools. However, among residents with children in the school system, 11 percent rate the elementary schools as "excellent," and 30 percent rate them as "good." Residents with children between the ages of 6 and 12 in their household, on the other

hand, are somewhat more likely than all permanent residents to rate the elementary schools as "poor" (23% to 16%).

Once again, ratings of the elementary schools vary by residents' income, education, race and age. Like ratings of the high school, it is those with lower incomes, less education, Hispanics, and those either under 30 or over 49 years of age, who are more likely than their respective counterparts to give positive ratings to the elementary schools in the city.

Construction/Renovation Programs

Residents were asked about their awareness and approval of several different construction and/or renovation programs in the city. Residents are most likely to be aware of the construction project known as "Civic Square," which is taking place on Livingston Avenue near the cultural center, and includes buildings for Rutgers University as well as parking (59%) (Table 4.5). This is followed by awareness of the project to renovate and beautify Boyd Park (53%). Slightly fewer permanent residents are aware of "Renaissance 2000," the project to revitalize the Route 27 corridor adjacent to Franklin township (45%). Least likely to be widely known about is the project to renovate and expand McKinley elementary school on Route 27 (36%).

There are some consistent sub-group differences in awareness of these various construction/renovation projects. Awareness of each of the projects increases with length of residency, age, education, and income. That is, for example, the longer one has been living in the city, or the more education one has, the more likely he/she is to be aware of the project. In addition, there are some racial differences in awareness of some of the projects. Specifically, white residents are more likely than non-whites to be aware of the Boyd Park project and the Civic Square project, and whites along with blacks are more likely than Hispanics to be aware of "Renaissance 2000." Blacks are more likely than either whites or Hispanics, on the other hand, to

be aware of the McKinley School expansion project. Finally, men are more likely than women to be aware of all but the McKinley School expansion project.

There is relatively high support for each of the construction/renovation projects among those having heard or read about them. Eighty-four percent of those aware of the "Civic Square" project approve of it, while 80 percent of those aware of the Boyd Park renovation project approve of it (Table 4.6). Slightly fewer of those aware of "Renaissance 2000" approve of this project (73%). Similarly, 72 percent of those aware of the McKinley School expansion project approve of it. Thus, overall, the projects with which residents are most likely to be aware are those that these same residents are most likely to be supportive of. There are basically no differences in support for the various projects between sub-groups of those actually aware of them.

Home Rehabilitation Program

Residents were also asked about the Home Rehabilitation Program, the program which allows owners and renters of older homes to get loans they do not have to pay back as long as they live in the house for six to ten years after it has been rehabilitated. Awareness of the program increases with length of residency in the city, with age, with education, and with income (Table 4.7). In addition, whites are more likely than non-whites to have heard about the program.

Residents were asked how supportive they are of the program regardless of whether or not they were familiar with it. As was the case in the 1992 survey, residents are overwhelmingly supportive of the Home Rehabilitation Program (Figure 4.2). Sixty-one percent of residents "strongly approve" of the program, while 24 percent "mildly approve" of the program. While those who are and are not aware of the program are both supportive of it, those who have heard

of the Home Rehabilitation Program are much more likely than those who have not to "strongly approve" of it (73% to 56%) (Table 4.8).

In addition to those who are familiar with the program, those who "strongly approve" of the Home Rehabilitation Program are most likely to be those with higher incomes, with more education, between the ages of 30 and 49, and blacks and Hispanics.

Summary

A majority of the city's residents continue to give the public schools in the city a negative rating, although, as in past surveys, those with children in the public school system are slightly more positive about the schools than are those without children in the schools. New Brunswick High School receives a positive rating by about one-fourth of residents (23%). However in this case those residents with children in the school system, and especially those with teenage children, are less positive about the high school. Residents are slightly more positive about the public elementary schools in the city (32%). And, in this case, those with children in the public schools are even more likely to have a positive assessment of the elementary schools. Overall, those with higher incomes, with more education, and whites are less likely than others to give positive ratings to either the high school, the elementary schools, or the school system in general.

While awareness of several construction and/or renovations projects taking place or planned for the city is varied, support for each of the projects asked about is fairly widespread. A majority of the city's residents are aware of the "Civic Square" project (59%), and the project to renovate and beautify Boyd Park (53%). Fewer residents are aware of "Renaissance 2000," the project to revitalize the Route 27 corridor adjacent to Franklin Township. Least likely to be widely known about is the project to renovate and expand the McKinley Elementary School (36%). Slightly less than three-fourths of those aware of each of the individual projects asked

about are supportive of the project.

Once again residents were asked about the Home Rehabilitation Program. While slightly more residents are now aware of the program than were in 1992(31% in the current survey), as in the case in the 1992 survey, residents are overwhelmingly supportive of the program, with 85 percent saying they either "strongly" (61%) or "mildly" (24%) approve of the it.

Table 4.1: Rating of New Brunswick Public Schools [Q.21]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
Permanent Residents	4%	20%	37%	26%	13%	100%	(886)
<u>By Income</u>							
--Under \$15,000	7	27	40	16	10	100	(170)
--\$15,000 - \$30,000	6	22	41	21	10	100	(208)
--Over \$30,000	2	16	38	31	13	100	(384)
<u>By Race</u>							
--White	2	18	36	26	18	100	(485)
--Black	6	17	45	27	4	99	(183)
--Hispanic	10	30	31	21	9	101	(164)
<u>By Education</u>							
--Less than high school	6	24	35	18	17	100	(131)
--High school graduate	6	26	35	24	9	100	(258)
--More than high school	3	16	39	29	14	101	(497)
<u>By Presence of School-Age Children in Household</u>							
--Yes	6	20	34	34	6	100	(263)
--No	4	20	39	22	16	101	(618)
<u>Does Any Child in Household Attend Public School</u>							
--Yes	9	26	35	28	3	101	(127)
--No	3	15	32	41	9	100	(135)

Table 4.2: Comparison of New Brunswick Public
Schools with Two Years Ago [Q.22]

	Better	Worse	Same	Not Here	Don't Know	Total
<u>TOTAL SAMPLE</u>						
1994	9%	19%	54%	3%	15%	100%
1992	13	15	51	4	18	101
1990	13	12	41	8	27	101
1988	14	11	48	2	24	99
1986	16	11	43	4	26	100
1984	23	8	32	9	28	100
1982	12	12	31	13	32	100
1980	12	22	38	8	20	100
<u>PERMANENT RESIDENTS</u>						
1994	9	20	54	3	14	100
1992	15	17	49	4	15	100
1990	15	14	41	8	22	100
1988	15	13	48	3	21	100
1986	19	12	44	4	21	100
1984	25	10	32	8	25	100
1982	14	15	34	14	22	99
1980	14	24	37	8	17	100

Table 4.3: Resident's Ratings of New Brunswick High School [Q.23]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
Permanent Residents	3%	20%	35%	21%	21%	100%	(886)
<u>By Age</u>							
--18 - 29 years	2	25	34	16	22	99	(215)
--30 - 49 years	3	16	34	27	20	100	(362)
--50 or over	3	20	38	17	22	100	(292)
<u>By Income</u>							
--Under \$15,000	6	24	36	11	22	99	(170)
--\$15,000 - \$30,000	3	24	38	19	17	101	(208)
--Over \$30,000	1	17	35	26	21	101	(384)
<u>By Race</u>							
--White	1	18	34	22	26	101	(485)
--Black	3	18	43	23	14	101	(183)
--Hispanic	9	26	29	16	21	101	(164)
<u>By Education</u>							
--Less than high school	6	26	34	10	25	101	(131)
--High school graduate	2	24	36	21	17	100	(258)
--More than high school	2	16	35	25	22	100	(497)
<u>By Presence of School-Age Children in Household</u>							
--Yes	3	16	32	30	19	100	(263)
--No	3	21	36	17	22	99	(618)
<u>Does Any Child in Household Attend Public School</u>							
--Yes	3	16	39	22	20	100	(127)
--No	2	17	25	38	17	99	(135)
<u>Children in Household Ages 13 - 17</u>							
--Yes	2	17	29	35	16	99	(73)
--No	3	16	33	28	20	100	(194)

Table 4.4: Resident's Ratings of New Brunswick

Elementary Schools [Q.24]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
Permanent Residents	6%	26%	35%	16%	17%	100%	(886)
<u>By Age</u>							
--18 - 29 years	6	29	32	15	18	100	(215)
--30 - 49 years	8	24	33	21	13	99	(362)
--50 or over	4	26	40	11	20	101	(292)
<u>By Income</u>							
--Under \$15,000	9	30	37	10	13	99	(170)
--\$15,000 - \$30,000	7	30	37	14	13	101	(208)
--Over \$30,000	4	25	34	20	18	101	(384)
<u>By Race</u>							
--White	3	24	36	15	22	100	(485)
--Black	9	25	41	19	7	101	(183)
--Hispanic	14	33	29	12	12	100	(164)
<u>By Education</u>							
--Less than high school	7	28	37	9	18	99	(131)
--High school graduate	10	30	37	14	10	101	(258)
--More than high school	4	23	34	19	20	100	(497)
<u>By Presence of School-Age Children in Household</u>							
--Yes	9	26	34	21	10	100	(263)
--No	5	26	36	13	19	99	(618)
<u>Does Any Child in Household Attend Public School</u>							
--Yes	11	30	35	17	7	100	(127)
--No	7	22	31	26	13	99	(135)
<u>Children in Household Ages 6 - 12</u>							
--Yes	11	28	30	23	8	100	(145)
--No	7	23	37	21	13	101	(122)

Table 4.5: Awareness of Building Construction and Renovation Projects

(Among permanent residents)

	YES - Heard or Read About	Not Heard or Read About	Total	(n)
'Renaissance 2000'	45%	56%	101%	(885)
McKinley school expansion	36	65	101	(885)
Boyd Park renovation	53	46	99	(885)
'Civic Square'	59	41	100	(885)

Table 4.6: Approval of Building Construction and Renovation Projects

(Among those aware of projects.)

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
'Renaissance 2000'	73%	9%	19%	101%	(390)
McKinley school expansion	72	15	14	101	(307)
Boyd Park renovation	80	14	6	100	(474)
'Civic Square'	84	8	9	101	(520)

Table 4.7: Awareness of Home Rehabilitation Program [Q.33]

	YES - Heard or Read <u>About</u>	Not Heard or Read <u>About</u>	Total	(n)
Permanent Residents	31%	69%	100%	(885)
<u>By Age</u>				
--18 - 29 years	14	86	100	(215)
--30 - 49 years	33	66	99	(361)
--50 or over	40	60	100	(292)
<u>By Income</u>				
--Under \$15,000	19	82	100	(170)
--\$15,000 - \$30,000	23	77	100	(208)
--Over \$30,000	41	58	99	(383)
<u>By Race</u>				
--White	36	63	99	(484)
--Black	28	72	100	(183)
--Hispanic	23	78	101	(164)
<u>By Education</u>				
--Less than high school	18	82	100	(131)
--High school graduate	32	68	100	(257)
--More than high school	34	66	100	(497)
<u>By Length of Residence</u>				
--10 years or less	21	79	100	(400)
--More than 10 years	38	62	100	(485)

Table 4.8: Approval of Home Rehabilitation Program

	<u>Strongly Approve</u>	<u>Mildly Approve</u>	<u>Mildly Disapprove</u>	<u>Strongly Disapprove</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
Permanent Residents	61%	24%	3%	4%	8%	100%	(885)
<u>By Age</u>							
--18 - 29 years	58	32	3	1	7	101	(215)
--30 - 49 years	69	17	2	4	8	100	(361)
--50 or over	56	28	4	5	7	100	(292)
<u>By Income</u>							
--Under \$15,000	58	27	2	3	10	100	(170)
--\$15,000 - \$30,000	63	24	5	3	4	99	(208)
--Over \$30,000	68	29	2	5	5	99	(383)
<u>By Race</u>							
--White	57	26	5	6	6	100	(484)
--Black	69	22	1	1	8	101	(183)
--Hispanic	65	21	1	2	11	100	(164)
<u>By Education</u>							
--Less than high school	53	25	3	5	14	100	(131)
--High school graduate	62	23	4	5	5	99	(131)
--More than high school	63	25	2	3	7	100	(497)
<u>Aware of Program</u>							
--Yes	73	18	2	5	2	100	(274)
--No	56	27	3	4	10	100	(609)

CHAPTER V

SOCIAL SERVICE AND HEALTH CARE ORGANIZATIONS

The 1994 survey included a new series of questions about residents' awareness and use of various social service and health care agencies. In this chapter, therefore, we provide a previously unexplored look at, first, where residents seek medical care, and what type of medical coverage they have. This is followed by a section on their awareness and use of various organizations that provide social and/or health care services in the city. Finally, this chapter concludes with a look at how likely it is that residents would know where to go to get information about a number of different concerns they may have, such as educational programs, job training, child care, and the needs of senior citizens.

Medical Care

Residents were asked where they would go "if they needed medical care today." Fully 70 percent of residents responded they would go to a hospital, 15 percent say they would go to a family doctor, and 10 percent say they would go to a health clinic (Table 5.1).

There are some sub-group differences in where residents say they would seek out medical attention if needed today. Those over 30 years of age, those with incomes over \$30,000, whites, those with at least a high school education, women, and those who are either married or widowed are slightly more likely than their respective counterparts to say they would go to a family doctor. Slightly more likely than others to go to health clinic are blacks, women, and those who are divorced or separated. And, slightly more likely than others to go to the hospital are those under 30 years of age, those with incomes under \$15,000, Hispanics, men, and those who have never married. Interestingly, medical coverage actually makes no real difference in where residents say they would seek out medical care if needed today.

Medical Coverage

When asked what type of medical coverage they have, 38 percent of residents say they have private insurance, 24 percent are members of an HMO, 19 percent have either Medicare or Medicaid (Table 5.3; Figure 5.1). Sixteen percent of the city's permanent residents say they have no medical coverage. Type of insurance coverage varies widely by a number of different demographic factors, such as age, income, education, race, gender, and marital status.

Almost one-third of those between the ages of 18 and 29 (32%) say they have no medical coverage. This compares to 16 percent of those ages 30 to 49, and 5 percent of those over 50 having no such coverage. A plurality of both of these older age groups have private insurance, followed by HMOs for the middle-aged group, and only Medicare/Medicaid for the older age group (primarily Medicare).

Thirty percent of those with incomes under \$15,000 have no medical coverage, compared to 18 percent of those with incomes between \$15,000 and \$30,000, and 9 percent of those with incomes over \$30,000. Another 43 percent of the low-income residents have only Medicare/Medicaid (primarily Medicaid). In contrast, a plurality of those with incomes over \$15,000 have private insurance, followed by HMO coverage.

Almost one-fourth of those with less than a high school education (23%) have no medical coverage, and another 41 percent have only Medicare/Medicaid (primarily Medicaid). A plurality of those with a high school education or more have private insurance, followed by HMOs for those with more than a high school education, and by only Medicare/Medicaid for those with a high school diploma.

Among different racial groups, it is Hispanics who are more likely to have no medical coverage (30%). Eighteen percent of blacks, and 11 percent of whites in New Brunswick say

they have no medical coverage. Whites are more likely than other racial groups to have private insurance (45%, compared to 32% for blacks, and 28% for Hispanics). Members of the different racial groups are fairly similarly likely to be members of HMOs (between 21 and 26%), as well as to be on only medicare/medicaid (18 to 23%).

Males are more likely than females to say they have no medical coverage (20% to 13%), while females are more likely than males to have only medicare/medicaid coverage (22% to 16%). Equal proportions of males and females have private insurance, or have HMO coverage.

Finally, those who have never married are more likely than others to have no medical coverage (25%). Those who are currently married are more likely than others to have private insurance, and those who are widowed are more likely than others to have only medicare/medicaid (primarily Medicaid).

Social Service Organizations

Awareness of:

There are a number of different organizations in New Brunswick to which the city's residents can turn for various types of assistance, such as social services and health care. For the first time, in the current survey, residents were asked about both their awareness and use of eight of these organizations. Of the organizations asked about, residents were most likely to be familiar with the local chapters of large, national organizations, specifically, the Salvation Army (94%), the American Red Cross (89%), and the YWCA of New Brunswick (88%) (Table 5.2). A majority of residents are also aware of the Hungarian Civic Association (59%), and the Puerto Rican Action Board (54%). Slightly fewer residents are familiar with the Civic League of New Brunswick (48%). Those organizations residents are least likely to be familiar with are those most primarily associated with health care -- Chandler Health Center (44%), and St. Johns

Community Health Center (34%).

There are large differences in awareness of these organizations among sub-groups of residents. Length of residency in the city, age, education, income, race, and gender all relate to how likely one is to know about these social service and health care agencies.

With the exception of St. Johns Health Center, long-term residents are more likely than more recent arrivals to the city to be aware of each of the organizations asked about. Older residents are also more likely than younger ones to be aware of each of the organizations. These older residents are especially more likely to be aware of the YWCA and the Hungarian Civic Association.

Residents with a high school education or more are more likely than those with less than a high school education to be aware of the Salvation Army, the YWCA, Chandler Health Center, the Hungarian Civic Association, and the American Red Cross. Those with a high school education, however, are more likely than those with either less or more education to be familiar with the Puerto Rican Action Board, the Civic League of New Brunswick, and St. Johns Health Center.

Awareness of all but the Salvation Army and Chandler Health Center increases with income. That is, those with increasingly higher incomes are more aware of the organizations than are those with lower incomes.

Race is related to awareness of the various organizations in a number of different ways. White and black residents are more likely than Hispanics to be aware of the Salvation Army, the YWCA, and the American Red Cross. Blacks and Hispanics are more likely than white residents to be aware of the Puerto Rican Action Board, and Chandler Health Center. (Blacks are especially likely to be aware of Chandler Health Center.) Blacks are more familiar than either

Hispanics or whites with the Civic League of New Brunswick, while whites are more likely than other races to be familiar with the Hungarian Civic Association, and Hispanics are more likely than others to be familiar with St. Johns Health Center. Thus, compared to other race groups, overall, black residents are generally familiar with almost all of the agencies asked about, whites are familiar with somewhat fewer of them, and Hispanics, again relative to other groups, are aware of few of the organizations providing social services and health care in the city.

Women are more likely than men to be familiar with the Puerto Rican Action Board, the Civic League of New Brunswick, and Chandler Health Center. None of the other organizations are more or less familiar to women versus men.

Finally, residents with minor children in the household are more likely than those without children in the household to be aware of Chandler Health Center.

Utilization of Organizations By Those Aware of Them:

Those residents saying they were familiar with an organization were asked if they had gone to the organization for assistance with social services or health care in the past year. Less than one-in-five of those familiar with an organization had used it in the past year (Table 5.4). The organization residents were most likely to have used in the past year (again, among those aware of it) was the Chandler Health Center (19%). Interestingly, this organization was one of the ones residents are least likely to be familiar with. So, while awareness of Chandler Health Center is low compared to other such agencies, use of it among those who are familiar with it is high compared to other such agencies. The Salvation Army -- an organization that a large majority of residents are familiar with -- was also used in the past year by 18 percent of those familiar with it.

Used in the past year by about one-in-ten of those familiar with them were the YWCA (11%), the Puerto Rican Action Board (10%), the Hungarian Civic Association (10%), and St. Johns Health Center (9%). Slightly fewer residents aware of the Civic League of New Brunswick went to it for assistance in the past year (8%). Finally, the organization that has one of the highest levels of awareness -- the American Red Cross -- was used in the past year by 7 percent of those aware of it.

Utilization of these organization varies significantly by a number of different demographic factors, although not always in a consistent manner. Length of residency in the city relates to use of several of the organizations asked about. Again, only considering those aware of the organizations, long-term residents are more likely than short-term ones to have used the Civic League of New Brunswick in the past year, while short-term residents are more likely than long-term ones to have used the Salvation Army, Chandler Health Center, and St. Johns Health Center.

Younger residents are more likely than older ones to say they went to the Puerto Rican Action Board, the YWCA, the Civic League of New Brunswick, Chandler Health Center, and St. Johns Health Center. Those residents ages 30 to 49 are more likely than those either older or younger to have gone to the American Red Cross in the past year.

Residents with less education are more likely than those with more education to have gone to the Puerto Rican Action Board, the Salvation Army, the Civic League of New Brunswick, Chandler Health Center and St. Johns Health Center. Residents with more education, however, are more likely than those with less education to say they used the American Red Cross in the past year.

Low income residents familiar with the various organizations asked about are generally more likely than those with higher incomes to have gone to the organization for assistance in the past year. In particular, low income residents were more likely than those with higher incomes to have used the Puerto Rican Action Board, the Civic League of New Brunswick, Chandler Health Center, and St. Johns Health Center.

With few exceptions, non-whites are consistently more likely than whites to say they went to those organizations they are familiar with for social services or health care in the past year, although there are differences between Hispanics and blacks in their use of these organizations. Specifically, Hispanics are more likely than blacks (or whites) to report having gone to the Puerto Rican Action Board, the Salvation Army, Chandler Health Center, and St. Johns Health Center. Hispanics, along with whites, are also more likely than blacks to have used the Hungarian Civic Association. Black residents familiar with the organizations in question, however, are more likely than either Hispanics or whites to have used the YWCA, and the Civic League of New Brunswick. Thus, overall, among those familiar with these social and health

service providers, Hispanics are the most likely to say they have gone to these agencies in the past year, followed by blacks, and then by whites. This is particularly striking in that Hispanics, relative to white and black residents, are overall least likely to be familiar with the various organizations. Thus, although relatively few Hispanics are aware of any given agency, relatively high numbers of them are using these agencies in comparison to either blacks or whites.

A few of the organizations have different likelihoods of being used by men and by women. Women are more likely to report they used the Salvation Army and Chandler Health Center, while men are more likely to say they went to the Civic League of New Brunswick in the past year.

Finally, many of the social service and health care organizations are more likely to be used by residents with minor children in the home than by those without such children. Specifically, among those familiar with the agencies, those with minor children in the household are more likely than those without to say they have used the Puerto Rican Action Board, the Salvation Army, the YWCA, the Civic League of New Brunswick, Chandler Health Center, and St. Johns Health Center in the past year.

Awareness of Sources of Information

Residents were asked how likely it is that they would know where to go to get information about a number of different potential concerns. Specifically, for information about education or training programs, about senior citizen concerns, about job or employment programs, and about child care. Overall, a majority of residents believe they would know where to go to get information about each of these types of concerns.

Out of these four types of concerns, residents are most likely to believe that they would know where to go to get information about educational or training programs (Figure 5.3).

Thirty-eight percent say they would "definitely know" where to go to get information about educational or training programs, and another 33 percent say they would "probably know." More than one-fourth residents (27%), say they would "probably not know" (13%), or "definitely not know" (14%) where to get such information. Long-term residents, younger residents, those with more education, those with higher income, and whites and blacks are more likely than their respective counterparts to say they would know where to get information about educational or training programs.

Only slightly fewer residents say they would know where to go to get information about job or employment programs. Thirty-seven percent of residents say they would "definitely know" where to get information about job or employment programs, and another 32 percent say they would "probably know" where to get such information. Fifteen percent say they would "probably not know" where to get this kind of information, while 14 percent say they "definitely would not know." Those with higher incomes, and black residents are more likely than others to say they would know where to go to get information about job or employment programs.

A majority of residents (55%) also would know where to get information about senior citizen concerns. One-third believe they would "definitely know" where to get this information, and 23 percent believe they would "probably know" where to get it. Eighteen percent of residents say they would "probably not know," while almost one-fourth (24%) say they would "definitely not know" where to get information about senior citizen concerns. Not surprisingly, those with senior citizens in the household are much more likely than those without to say they would "definitely know" where to get such information (53% to 25%). Knowledge of where to get information about senior citizen concerns is also higher among long-term residents, those with more education, those with higher incomes, whites, and women than among their

respective counterparts.

Slightly fewer residents (52%) say they would either "definitely" (29%) or "probably" (23%) know where to get information about child care. Twenty-one percent of residents say they would "probably not know," and 24 percent say they "definitely would not know" where to get such information. However, residents with minor children in the household, and especially those with children under the age of 6 in the household, are much more likely than others to know where to go to get information about child care. Also more likely than others to know where to get such information are younger residents, those with more education, those with higher incomes, blacks, and women.

Summary

For the first time this survey included a new series of questions about resident's awareness and use of various social service and health care organizations, as well as about how likely it is they would know where to get information about several different types of concerns they may have.

When asked where they would go for medical care "if needed today," 7-in-10 residents said they would go to a hospital, 15 percent say they would go to a family doctor, and 10 percent say they would go to a health clinic.

A plurality of the city's residents (38%) have private health insurance, while another 24 percent are members of HMO's. Almost one-in-five have only Medicare or Medicaid, and 16 percent say they have no medical coverage at all. Younger residents, those with low incomes, those with little education, males, those who have never married, and non-whites (especially Hispanics), are far more likely than their respective counterparts to say they have no medical coverage at all.

Of the number of different social service and health care organizations asked about, residents are most likely to be familiar with the local chapters of large, national organizations. Almost 9-in-10 or more residents are familiar with the Salvation Army, the American Red Cross, and the YWCA of New Brunswick. A majority of residents are familiar with the Hungarian Civic Association (59%), and the Puerto Rican Action Board (54%), while slightly fewer are aware of the Civic League of New Brunswick (48%). Those organizations that residents are least likely to be familiar with are those primarily associated with health care -- Chandler Health Center (44%), and St. Johns Community Health Center (34%).

Looking at all residents, regardless of their awareness of each of the organizations asked about, the survey finds that residents are most likely to have used is the Salvation Army (17%). Less than one-in-ten residents report using in the past year any of the other organizations asked about. Nine percent say they used the YWCA, 8 percent say they went to Chandler Health Center, 6 percent each say they used the Hungarian Civic Association and the American Red Cross, 5 percent the Puerto Rican Action Board, 4 percent the Civic League of New Brunswick, and 3 percent St. Johns Community Health Center.

Residents are most likely to say they would know where to go to get information about educational or training programs (71%), followed by knowing where to get information about job or employment programs (69%). A majority of residents also say they would know where to get information about senior citizen concerns (55%), or about child care (52%).

Table 5.1: Where Residents Would Seek Medical Care
If Needed 'Today' [Q.12]

	Family Doctor	Hospital	Health Clinic	Other	Don't Know	Total	(n)
Total	15%	70%	10%	3%	3%	101%	(1,007)
Full-time students	8	66	16	4	6	100	(109)
Permanent Residents	16	70	9	2	2	99	(886)
<u>By Age</u>							
--18 - 29 years	11	74	10	1	3	99	(215)
--30 - 49 years	17	67	9	4	2	99	(362)
--50 or over	18	70	7	2	2	99	(292)
<u>By Income</u>							
--Under \$15,000	14	76	6	1	4	101	(170)
--\$15,000 - \$30,000	12	72	11	3	3	101	(208)
--Over \$30,000	18	68	9	4	1	100	(384)
<u>By Race</u>							
--White	18	70	7	2	2	99	(485)
--Black	15	67	14	2	2	100	(183)
--Hispanic	14	74	7	2	3	100	(164)
<u>By Education</u>							
--Less than high school	12	72	10	2	3	99	(131)
--High school graduate	18	72	7	2	2	101	(258)
--More than high school	16	69	10	3	3	101	(497)
<u>By Gender</u>							
--Male	14	74	7	2	3	100	(412)
--Female	18	67	11	3	2	101	(474)
<u>By Marital Status</u>							
--Married	20	66	8	3	2	99	(366)
--Never married	12	74	9	3	2	102	(315)
--Divorced/separated	10	69	14	3	4	100	(93)
--Widowed	20	70	7	1	2	100	(100)
<u>By Type of Health Coverage</u>							
--Insurance/HMO	16	69	10	4	2	101	(545)
--Medicare/Medicaid	18	70	7	1	3	99	(169)
--None	14	73	8	1	4	100	(162)

Table 5.2: Awareness of Organizations for Social Services

(Among permanent residents)

	YES - Aware Of	Not Aware Of	Total	(n)
Salvation Army	94%	6%	100%	(885)
American Red Cross	89	11	100	(885)
YWCA	88	12	100	(885)
Hungarian Civic Association	59	41	100	(885)
Puerto Rican Action Board	54	46	100	(885)
Civic League of New Brunswick	48	51	99	(885)
Chandler Health Center	44	56	100	(885)
St. Johns Community Health Center	34	65	99	(885)

Table 5.3: Type of Insurance Coverage [Q.35]

	<u>Insurance</u>	<u>HMO</u>	<u>Medicare/ Medicaid</u>	<u>Not Covered</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
Permanent Residents	38%	24%	19%	16%	2%	99%	(896)
<u>By Age</u>							
--18 - 29 years	25	25	14	32	3	99	(215)
--30 - 49 years	43	31	8	16	1	99	(361)
--50 or over	42	13	36	5	1	97	(292)
<u>By Income</u>							
--Under \$15,000	20	5	43	30	1	99	(170)
--\$15,000 - \$30,000	40	25	14	18	1	98	(208)
--Over \$30,000	47	35	7	9	1	99	(383)
<u>By Race</u>							
--White	45	23	18	11	2	99	(484)
--Black	32	26	23	18	1	100	(183)
--Hispanic	28	21	18	30	2	99	(164)
<u>By Education</u>							
--Less than high school	22	10	41	23	2	98	(131)
--High school graduate	35	22	24	16	2	99	(257)
--More than high school	44	28	11	15	1	99	(497)
<u>By Gender</u>							
--Male	38	23	16	20	2	99	(411)
--Female	37	25	22	13	2	99	(474)
<u>By Marital Status</u>							
--Married	45	28	12	13	1	99	(366)
--Never married	31	25	16	25	2	99	(314)
--Divorced/separated	38	24	20	16	1	99	(93)
--Widowed	37	5	49	6	1	98	(100)

Table 5.4: Use of Organizations for Social Services in Past Year
 (Among those permanent residents aware of organization)

	YES - Used In Past Year	Not Used In Past Year	Total	(n)
Chandler Health Center	19%	81%	100%	(376)
Salvation Army	18	82	100	(827)
YWCA	11	89	100	(774)
Hungarian Civic Association	10	90	100	(526)
Puerto Rican Action Board	10	90	100	(468)
St. Johns Community Health Center	9	91	100	(307)
Civic League of New Brunswick	8	92	100	(414)
American Red Cross	7	93	100	(782)

CHAPTER VI
EVALUATIONS OF NEW BRUNSWICK TOMORROW,
JOHNSON & JOHNSON, AND RUTGERS

As in past years, the 1994 survey includes questions intended to gauge residents' opinions of some of the major institutions in New Brunswick. The first section of this chapter presents the findings regarding awareness and attitudes towards New Brunswick Tomorrow, and the next two discuss Johnson & Johnson, and Rutgers University, respectively. New Brunswick Tomorrow

A growing majority of residents (70%) are aware of New Brunswick Tomorrow. Long-term residents, older residents, those with higher incomes, those with more education, whites, and women are more likely than their respective counterparts to say they have heard or read about NBT (Table 6.1).

Public approval of NBTs efforts increased 5 points since the 1992 survey, and is now similar to the approval ratings given the institution in the early 1980's (Table 6.2). Fully three-fourths of permanent residents approve of what the organization is trying to do, while 8 percent disapprove. The remaining 16 percent do not have an opinion. Approval ratings are highest among those residents either under 30 or over 50 years of age, those with a high school education or more, those with incomes over \$15,000, and whites and Hispanics. However, disapproval ratings among members of these sub-groups are not very different from their respective counterparts. Rather, it is that they are more likely to express an opinion as to their approval of what NBT is trying to do.

There has also been an 11 point increase since the 1992 survey in the proportion of residents who believe NBT is succeeding in its efforts to improve the city (Table 6.4). Two-thirds of permanent residents in the current survey believe NBT is succeeding in improving New

Brunswick. This figure represents a reversal of the trend beginning in 1984 in declining assessments of the success of the organization.

Johnson & Johnson

The belief that Johnson & Johnson is good for the city has also increased, with 82 percent of permanent residents in the current survey having this opinion, compared to 77 percent in the 1992 survey (Figure 6.1). Again, such positive ratings are similar to those found in 1984 and earlier. Just 3 percent believe the company is "bad" for the city, while 14 percent say the presence of the company makes no difference in the city.

Beliefs about whether Johnson & Johnson is good for the city vary by income, education, and race (Table 6.5). As income and education increase, so does the likelihood that one believes the company is good for the city. And, whites and Hispanics are more likely than blacks to say Johnson & Johnson is good for New Brunswick. However, no sub-groups of residents are more likely than others to believe the company is "bad" for the city. Rather, the difference is that those with lower incomes, less education, and blacks are more likely to believe the company makes no difference to the city.

Although there has not been a lot of variation in past surveys in the proportion of residents believing that Johnson & Johnson has "the right amount" of influence in the city, the findings for the current survey represent the largest proportion of residents ever expressing this opinion (52%). And, the proportion of residents believing the company has "too much" influence in the city is at an all-time low since the question was first asked in 1978, with 29 percent in the current survey having this opinion. Thus, the gap between those believing the company has "too much" versus "the right amount" of influence is now the widest ever recorded in these surveys. Again, as in past surveys, few permanent residents believe the company has

"too little" influence (7%). Those residents who are between the ages of 30 and 49, long-term residents, and blacks and Hispanics are most likely to feel Johnson & Johnson has too much influence in New Brunswick (Table 6.6).

Rutgers University

An overwhelming majority of permanent residents continue to believe Rutgers University is "good" for the city (Table 6.7). In the current survey, 84 percent of permanent residents say Rutgers is good for New Brunswick, a figure that is among the highest ever recorded for this question on these surveys. Residents who are newer to the city, younger residents, those with more education, those with higher incomes, and whites and Hispanics are more likely than their respective counterparts to believe the university is "good" for the city. Summary

Awareness and approval of the efforts of NBT has increased from the 1992 survey findings. In the current survey 70 percent of residents are aware of NBT, and among them 75 percent approve of what the organization is trying to do. There has also been a large increase since the 1992 survey in the proportion of residents who believe NBT is succeeding in its efforts to improve the city. For the first time since the 1984 survey, the numbers of residents believing that NBT has been successful in its efforts have increased rather than decreased. The belief that Johnson & Johnson is good for the city has also increased among the city's residents. More strikingly, the numbers of residents believing that the company has "the right amount" of influence in the city is the largest ever recorded in these surveys, while beliefs that the company has "too much" influence is the lowest ever recorded in these surveys.

Finally, positive evaluations of the effect of Rutgers University on the city are also the highest ever recorded in these surveys, with 84 percent of the city's permanent residents believing that the university is "good" for the city.

Table 6.1: Awareness of NBT

	<u>Heard Of</u>	<u>Not Heard Of</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
TOTAL SAMPLE	65%	34%	1%	100%	(1,007)
FULL-TIME STUDENTS	28	72	--	100	(109)
PERMANENT RESIDENTS	70	29	1	100	(885)
<u>By Length of Residence</u>					
--10 years or less	49	50	1	100	(400)
--More than 10 years	86	13	1	100	(485)
<u>By Residence Type</u>					
--Own	86	13	1	100	(415)
--Rent	55	44	--	99	(443)
<u>By Age</u>					
--18 - 29 years	46	54	--	100	(215)
--30 - 49 years	70	28	1	99	(361)
--50 or over	87	13	--	100	(292)
<u>By Education</u>					
--Less than high school	58	40	2	100	(131)
--High school graduate	71	29	--	100	(257)
--More than high school	72	27	1	100	(497)
<u>By Income</u>					
--Under \$15,000	59	41	--	100	(170)
--\$15,000 - \$30,000	64	34	2	100	(208)
--Over \$30,000	79	20	--	99	(383)
<u>By Race</u>					
--White	78	21	1	100	(484)
--Black	69	31	1	101	(183)
--Hispanic	51	48	1	100	(164)
<u>By Gender</u>					
--Male	64	39	1	104	(411)
--Female	75	24	1	100	(474)

Table 6.2: Approval Of What NBT Is Trying To Do

(Among those permanent residents aware of NBT)

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
TOTAL SAMPLE	75%	8%	16%	99%	(616)
<u>By Age</u>					
--18 - 29 years	77	6	17	100	(97)
--30 - 49 years	71	8	20	99	(254)
--50 or over	80	9	11	100	(253)
<u>By Education</u>					
--Less than high school	63	10	27	100	(74)
--High school graduate	79	7	14	100	(183)
--More than high school	76	9	15	100	(359)
<u>By Income</u>					
--Under \$15,000	66	13	21	100	(98)
--\$15,000 - \$30,000	77	9	14	100	(132)
--Over \$30,000	79	7	13	99	(303)
<u>By Race</u>					
--White	78	9	14	101	(378)
--Black	68	9	23	100	(126)
--Hispanic	80	6	14	100	(84)

Table 6.3: Approval of What NBT Is Trying To Do*

RESIDENTS	TOTAL RESIDENTS									PERMANENT	
	<u>1994</u>	<u>1992</u>	<u>1990</u>	<u>1988</u>	<u>1986</u>	<u>1984</u>	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1994</u>	<u>1992</u>
	<u>1990</u>	<u>1988</u>	<u>1986</u>	<u>1984</u>	<u>1982</u>	<u>1980</u>	<u>1978</u>				
--Approve	75%	70%	64%	64%	62%	73%	75%	75%	4%	75%	70%
	65%	64%	63%	74%	75%	75%	73%				
--Disapprove	8	12	13	16	14	11	8	7	6	8	12
	13	16	15	11	9	7	6				
--Don't Know	17	18	23	20	24	16	17	17	20	16	18
	23	20	23	15	16	18	21				
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
	100%	100%	100%	100%	100%	100%	100%				

Table 6.4: Is NBT Succeeding in Improving New Brunswick?*

	TOTAL RESIDENTS									PERMANENT RESIDENTS	
	<u>1994</u>	<u>1992</u>	<u>1990</u>	<u>1988</u>	<u>1986</u>	<u>1984</u>	<u>1982</u>	<u>1980</u>	<u>1978</u>	<u>1994</u>	<u>1992</u>
	<u>1990</u>	<u>1988</u>	<u>1986</u>	<u>1984</u>	<u>1982</u>	<u>1980</u>	<u>1978</u>				
--Yes	65%	54%	58%	62%	67%	73%	66%	59%	54%	66%	55%
	59%	62%	67%	74%	67%	58%	53%				
--No	21	26	21	22	17	12	14	21	22	20	26
	21	21	17	12	14	21	23				
--Don't Know/Both	14	20	20	17	17	15	20	20	24	14	19
	19	17	16	14	19	20	25				
Total	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%
	99%	100%	100%	100%	100%	99%	101%				

*Based only on the 65% of all residents and 70% of permanent residents having heard of NBT.

Table 6.5: Perception of Johnson & Johnson as Good or Bad for New Brunswick

	Good	Bad	No Difference	Don't Know	Total	(n)
TOTAL SAMPLE	85%	3%	11%	1%	100%	(1,006)
PERMANENT RESIDENTS	82	3	14	1	100	(885)
<u>By Race</u>						
--White	88	3	9	--	100	(484)
--Black	70	3	26	1	100	(183)
--Hispanic	85	3	11	1	100	(164)
<u>By Income</u>						
--Under \$15,000	76	2	22	1	101	(170)
--\$15,000 - \$30,000	79	5	16	--	100	(208)
--Over \$30,000	88	3	8	1	100	(383)
<u>By Education</u>						
--Less than high school	70	2	26	2	100	(131)
--High school graduate	79	2	19	--	100	(257)
--More than high school	88	4	8	1	101	(497)

Table 6.6: How Much Influence Does Johnson & Johnson Have in
What Happens in New Brunswick

	Too Much	Right Amount	Too Little	Don't Know	Total	(c)
TOTAL SAMPLE	29%	53%	7%	11%	100%	(1,006)
PERMANENT RESIDENTS	29	52	7	12	100	(885)
<u>By Age</u>						
--18 - 29	28	50	10	12	100	(215)
--30 - 49	35	44	9	12	100	(361)
--50 - 64	30	57	4	9	100	(133)
--65 or over	15	70	5	11	101	(159)
<u>By Race</u>						
--White	24	60	7	10	101	(484)
--Black	36	40	9	15	100	(183)
--Hispanic	35	45	8	12	100	(164)
<u>By Length of Residence</u>						
--5 years or less	23	55	8	15	101	(271)
--More than 5 years	31	51	7	10	99	(614)

APPENDIX A: SURVEY INSTRUMENT