

**2004 SURVEY OF
NEW BRUNSWICK RESIDENTS**

Conducted for:



Conducted by:

THE STATE UNIVERSITY OF NEW JERSEY
RUTGERS

**Eagleton Institute of Politics
Center for Public Interest Polling
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Data Collection:

May 2004

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2004 SURVEY OF NEW BRUNSWICK RESIDENTS

EXECUTIVE SUMMARY

This report is the fifteenth in a series of biennial surveys of New Brunswick residents conducted by the Eagleton Institute's Center for Public Interest Polling (Eagleton) for New Brunswick Tomorrow (NBT). This regular survey of residents – the longest running community survey in the nation – serves to capture perceptions of the quality of life in New Brunswick, as well as reactions to the changes and developments that have occurred as a result of revitalization over the past two and a half decades. The survey was conducted by telephone from April 29 to May 9, 2004 with a random sample of 802 “permanent” New Brunswick residents.

The current findings demonstrate that improvements in residents' opinions about New Brunswick continue to grow in a number of areas, particularly for the city's schools. These results build upon the upturn in perceptions first noted in the 1998 results. The overall ratings for New Brunswick stand at 56 percent positive. While the overall evaluation of the city is a few percentage points lower than in the 2002 survey, this decline seems to be directly related to a public reaction to a spate of high profile crime incidents in the city recently.

The 2004 survey addressed the following topics: perceptions of quality of life in New Brunswick, opinions of schools, and evaluations of the city's prominent institutions. The survey focuses on the opinions of permanent residents (excluding students of Rutgers). Readers are encouraged to review the full report for detailed information.

Perceptions of Quality of Life

- ☐ Fifty-six percent of the city's permanent residents give New Brunswick an overall rating of excellent (11%) or good (45%) as a place to live. This is a decline from the 2002 result of 64 percent, but still maintains a relatively high level of satisfaction for this urban hub. When revitalization and redevelopment efforts were just starting, only one-third of residents saw the city as a positive place to live – 34 percent in the 1978 survey. Positive ratings come from majorities among all racial/ethnic groups in the city.
- ☐ Concerns about recent crime incidents seem to have driven this change in overall opinion of the city. As seen in past surveys, crime worries had been rapidly diminishing over the past few years. Recent incidents seem to have put a spotlight back on this issue for residents. When asked to compare crime in New Brunswick today to two years ago, 29 percent say crime has gotten better compared to a similar 27 percent who say it has gotten worse. While the 29 percent who say crime has gotten better is similar to ratings in 1998 and 2000, this marks a sharp decline from the 38 percent who felt the same in 2002. Similar, the 27 percent who feel crime has worsened in New Brunswick is nowhere near the more than 40 percent levels of the early 1990s, but it is still a relative increase from the 12 percent who said the same two years ago.

It is also important to put concerns about citywide crime in the context of one's own personal security. While residents are more worried about crime in general, they don't appear to feel much differently about the safety of their own neighborhoods. In the current survey, 27 percent of residents feel very safe in their own neighborhoods at night and 52 percent feel somewhat safe, while 18 percent do not feel safe at all. These findings are only slightly lower than the 2002 survey results.

- ☐ The lower overall rating and concerns about crime have not diminished the progress residents have seen over the years. When compared with the New Brunswick of five years ago, 50 percent of residents say the city is better today, up 23 percentage points from those who said the same in 1992. Moreover, 66 percent of long-term residents conclude that New Brunswick is a better place to live than it was 25 years ago.
- ☐ Most residents are optimistic about continued improvements, with 62 percent saying the city will be a better place to live five years from now. This is in contrast to 1992, when only 50 percent of residents felt the city would improve.

Commitment to New Brunswick

- ☐ Over 3-in-5 permanent residents (62%) say they would prefer to continue living in New Brunswick.
- ☐ When asked to identify what should be done to improve New Brunswick, addressing safety and crime issues are mentioned by 45 percent of permanent residents – up from 36 percent in 2002, but down from 62 percent in 1992. As in past surveys, other suggestions include improving housing (29%), continuing economic development efforts (20%) and improving the city's schools (15%).

Impact of Revitalization

- ☐ More city residents continue to believe revitalization efforts will help low-income residents (36%) than believe it will hurt them (32%). While this positive gap is smaller than in recent years, this still marks a strong contrast with the 1988 survey, when more residents said that revitalization will hurt (53%) rather than help (29%) low-income residents. One key issue to watch in future surveys is a growing concern about the lack of available housing for low-income families.

Public Schools

- ☐ The 2004 survey marks a turning point for New Brunswick's public schools. Ratings for the city's educational system now stand at 43 percent positive to 36 percent negative. This represents the first time in the history of these surveys that positive opinions of the city's educational system outnumber negative opinions. Continuing a trend noted in recent surveys, the majority of residents with children in the public school system (57%) are positive about the city's schools.

- ☐ More residents give positive evaluations of the public elementary schools in the city (43%) than they do of the public high school (37%), but both of these ratings have improved in the past few years.

Employment and Social Needs

- ☐ Reports of full-time employment – 57 percent of the adult population – have dropped a few points in the past two years, mainly among those age 18 to 29. One-in-four residents said their family had a financial or health problem that they could have used assistance for, and 16 percent reported actually contacting a local agency for help.

Evaluations of New Brunswick Institutions

- ☐ The vast majority (87%) of New Brunswick residents continue to believe that “culture” plays an important role in the revitalization of the city. Also, more than half (55%) report attending a New Brunswick arts or cultural activity in the past year.
- ☐ Approval of New Brunswick Tomorrow’s efforts remains high – 77 percent among those aware of NBT. More than 6-in-10 believe that NBT is succeeding in its efforts to improve the city. Overall awareness of the NBT name (49%) has stabilized after decreasing in the past few surveys.
- ☐ Resident opinion that both Johnson & Johnson (76%) and Rutgers University (79%) are good for the city has remained steady.

Summary

- ☐ While the current findings represent a drop of eight percentage points in the overall rating of the city compared to the 2002 survey, the only specific issue which seems to correlate with this is a growing concern about crime. Attitudes toward past progress and the future of New Brunswick remain high. Positive evaluations of the city’s school system continue to grow. It appears that recent high profile events may have had an impact on the overall rating of the city, even though residents’ own lives may not have been affected by them. Future editions of this survey will be able to track whether these findings are long-term or momentary trends.

CHAPTER 1

INTRODUCTION

This report is the fifteenth in a series of biennial surveys of New Brunswick residents conducted by the Eagleton Institute's Center for Public Interest Polling (Eagleton) for New Brunswick Tomorrow (NBT). This regular survey of residents – believed to be the longest running community survey in the nation – 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 twenty-seven years. All questions asked in the survey were drafted by Eagleton after consultation with NBT.

Methodology

The survey was conducted by telephone April 29 to May 9, 2004 with a random sample of 802 adult New Brunswick permanent residents. Permanent residents are defined as all non-Rutgers students (with the exception of those students who have been living in the city for 10 or more years). Sampling error for the full sample of respondents is ± 3.5 percent. Interviews were conducted in both English and Spanish. Households were selected using a random digit dial telephone sample so that new and unlisted numbers would be included. A more detailed explanation of the survey methodology can be found in Appendix B of this report.

Demographically, the 2004 survey maintains the increased proportion of renters (62%) seen in the 2000 and 2002 survey data. From 1980 to 1998 this number hovered between 48 and 57 percent.

Also, there continues to be an increase in the proportion of Hispanic residents and a consequent decline in white residents since the 1990 census was conducted (Figure 1.1). The proportion of African-American residents has remained stable.

Age distributions have remained fairly stable since 1978, although there has been a decrease in the age 60 and older cohort since 1996. The number of households with children under age 18 has increased to an all time high of 46 percent in the current survey. The survey results also show that trends in education have remained steady over the past decade, although there has been a drop in employment over the past four years.

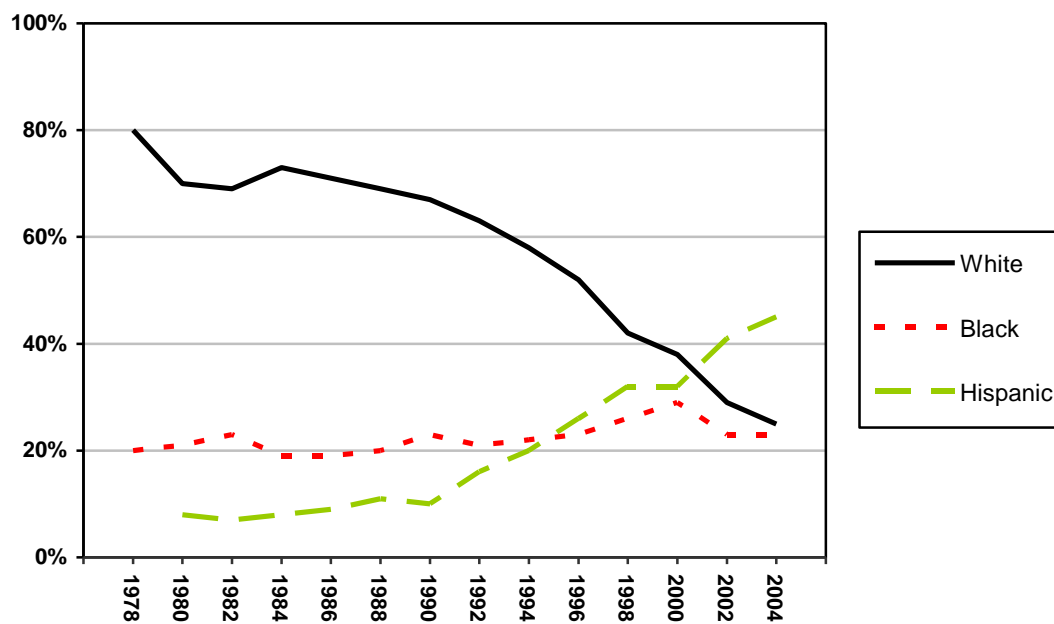
Overview of the Report

The substantive findings of the study are presented in the following chapters. Chapter 2 discusses resident perceptions of the overall quality of life in New Brunswick, evaluations of neighborhood life, mobility plans, and attitudes about crime and safety. Chapter 3 focuses on ratings of New Brunswick public schools. Chapter 4 explores residents' employment patterns. Chapter 5 examines residents' views on the role of culture in the city's revitalization and opinions towards some of the city's more prominent institutions -- New Brunswick Tomorrow, Johnson & Johnson and Rutgers University.

Each chapter in this report contains a narrative description of survey findings followed by tables and figures. An annotated copy of the questionnaire is appended to this report, which readers are encouraged 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 in a separate volume.

**FIGURE 1.1:
RACIAL COMPOSITION OF
BIENNIAL SURVEY PARTICIPANTS**

(representing New Brunswick's adult permanent resident population)



CHAPTER 2

THE QUALITY OF LIFE IN NEW BRUNSWICK

This chapter explores New Brunswick residents' perceptions of their city. 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. This chapter also looks at residents' evaluations of their own neighborhoods.

The chapter then turns to a discussion of crime, a key factor in the 2004 ratings. This is followed by a discussion of residents' plans 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

Opinion of the city remains positive, with 56 percent of New Brunswick's residents giving the city positive marks as a place to live. While this result is slightly lower than the 60 percent level registered in the prior two surveys, it matches the results from 1998, 1988 and 1986 – previous high water marks in the 26 year history of the survey. (Figure 2.1).

Overall, 11 percent of residents rate the city as an excellent place to live and 45 percent say it is good, compared with 32 percent who rate it as only fair and 9 percent who say it is poor (Table 2.1). As in past surveys, there continue to be variations in the ratings given to the city by different racial groups. However, it is important to note that since 1988, majorities in all racial groups have given New Brunswick positive ratings. These currently stand at 59 percent for

white residents, 57 percent for Latinos, and 52 percent for African-Americans. Comparing the 2002 results to today shows that African-American opinion has remained stable, while white and Latino opinion has dropped about ten percentage points.

Comparison of New Brunswick Today with Five Years Ago

Even though there has been a decrease in positive ratings of the city, a majority of residents (50%) still feel that New Brunswick is a better place to live than it was five years ago (Figure 2.2). Twenty-eight percent believe the city is the same as it was five years ago and only 19 percent say the city is now a worse place to live. This represents a continued level of positive opinion about changes in the city since the early 1990s.

Residents of all races perceive improvement in the city. A majority of Latinos (55%) and nearly half of whites (45%) and African-Americans (46%) say New Brunswick is better than it was five years ago (Table 2.2). The views of African-Americans concerning this issue represents the most substantial change among all groups since 1996, when only 26 percent of African-Americans said New Brunswick had improved as a place to live.

Comparison of New Brunswick Today with Twenty-Five Years Ago

Residents who have lived in the city for 20 years or more were asked to compare present day New Brunswick to its condition “about 25 years ago before the rebuilding and revitalization efforts began.” This framework asks residents to think back to a time before the tangible results of revitalization were seen. It also provides some perspective for the series of five year comparisons which have been included in each survey over the years.

As in past surveys, about 2-in-3 long-term residents feel that changes which have taken place in the city since revitalization efforts began have made New Brunswick a better place to live. Sixty-six percent of those living here for more than 20 years think the city is a better place to live than it was before revitalization, 23 percent say it is worse, and 5 percent say it is the same (Table 2.3).

Expectations for New Brunswick Five Years from Now

More than 3-in-5 New Brunswick residents (62%) are optimistic about the city's future (Table 2.4). This continues the high trend since 2000, which itself marked a return to 1980s levels in the number of permanent residents believing the city will be a better place to live in the near future. This finding is in contrast to the 1992 survey when only 50 percent of residents felt the city would improve. Complimenting this growing sense of optimism since the early 1990s is the corresponding decline in the number of residents who believe the city will be a worse place to live in five years time, with 15 percent now having this opinion – a decrease of 13 percentage points from the 1992 results.

Permanent Residents Assess their Neighborhoods

A majority of New Brunswick residents continue to be positive about their neighborhoods, with more than 3-in-5 rating their neighborhood as either an excellent (18%) or good (44%) place to live (Table 2.5). Another 28 percent of city residents say their neighborhood is only fair and 10 percent say it is a poor place to live.

As in the past, those with incomes under \$20,000 – although still a majority of 54 percent – are somewhat less likely than those with higher incomes from \$20,000 to \$50,000 (62%) or over \$50,000 (67%) to rate their neighborhood favorably.

Although many residents (45%) continue to report that their neighborhood has not changed in the last few years, the 32 percent who say their neighborhood has gotten better is an all-time high point for the survey (Table 2.6). More residents say their neighborhood has gotten better (32%) than say it has gotten worse (18%), while 45 percent say there has been no change.

Perceptions of Crime in New Brunswick

Opinions on crime proved to be the key dynamic in this year's survey. When asked to compare crime in New Brunswick today to two years ago, 29 percent say crime has gotten better compared to a similar 27 percent who say it has gotten worse (Figure 2.4). Another 37 percent say there has been no change.

While the 29 percent who say crime has gotten better is similar to ratings in 1998 and 2000, this marks a sharp decline from the 38 percent who felt the same in 2002. Similar, the 27 percent who feel crime has worsened in New Brunswick is nowhere near the more than 40 percent levels of the early 1990s, but it is a jump from the 12 percent who said the same two years ago.

It is important to keep in mind that the 2002 survey showed a large increase in optimism regarding the city's safety. The 2004 numbers are not low points in the survey's history, but they are a contrast to recent feelings that New Brunswick was becoming much safer. This may not be surprising given the recent public attention to some high profile violent crimes that occurred in the months prior to this survey. Concern over recent crimes may have had an impact

on the overall ratings of the city. At the same time, it is worth noting that residents' personal feelings of security do not seem to have been negatively impacted.

The current survey shows that New Brunswick residents continue to feel safe in their own neighborhoods (Table 2.7). In the current survey, 27 percent of residents feel very safe in their own neighborhoods at night and 52 percent feel somewhat safe, while 18 percent do not feel safe at all in their own neighborhood at night. These findings are only slightly lower than the 2002 survey results.

There seems to be a contradiction between observing worsened crime in the city but feeling safe in one's own neighborhood. This may be due to the fact that New Brunswick residents appear to believe that rising crime is a regional problem and not just within their city's limits. A majority of the city's residents say New Brunswick has either the same amount (37%) or less (17%) crime than other towns in the area (Table 2.8). Another 36 percent of residents feel that there is more crime in New Brunswick, which still represents an 18 percentage point drop from the 1994 survey in the number of residents who perceive that crime is higher in their city than in other towns.

Similar to previous findings, there are some variations among subgroups in perceptions of crime in New Brunswick. For example, white residents (51%) are somewhat more likely than African-American (29%) and Latino (31%) residents to believe their city has more crime than other towns.

Commitment to New Brunswick

As has been the case since these surveys began, most New Brunswick residents (62%) would choose to stay in the city rather than move out of New Brunswick if presented with the option to leave (Figure 2.5). In the current survey, nearly half of permanent residents (47%) say they would continue living in their present home and another 15 percent say they would move to some other location in the city (Table 2.9).

In comparison, only 36 percent would choose to move out of New Brunswick. This number has remained fairly steady over the past ten years. As in the past, African-Americans (43%) and whites (40%) are somewhat more likely than Latino (30%) residents to want to move out of New Brunswick.

The most common reasons cited for wanting to move out of the city are crime (26%), cost of living/rents (15%), the desire to live in a non-urban environment (13%) and the school system (10%) (Table 2.10). The percentage who cite crime as a reason for wanting to move has increased from 19 percent in the 2002 survey. However, it continues to remain low compared to the 1992 high point. Then, more than one-third (38%) said crime was their main reason for wanting to leave the city.

Other reasons for wanting to leave New Brunswick include noise in New Brunswick (9%), wanting to live in a different city (8%), the feeling that the city is dirty or run down (7%), new job opportunities elsewhere (7%), high taxes (4%) and transportation issues (2%).

Suggestions to Improve the City

When asked what New Brunswick could do to improve the city, 45 percent of residents mention dealing with various safety and crime issues. This area of concern has risen since the last survey in 2002 (from 36%), but is still low compared to the 1992 survey when 62 percent of residents cited crime as a major problem in the city (Table 2.11). Suggestions for reducing crime include generally making the city safer (21%), dealing with drug problems (7%) and increasing police foot patrols (8%).

Three-in-ten residents say the city should do something to improve housing conditions, such as building more housing (8%), building low-income housing specifically (16%) and renovating old housing (3%). The call for low-income housing in particular has risen from 8 percent in 2002 to 16 percent today.

Another 1-in-5 residents feel that the city should encourage economic development, such as more job opportunities (10%), continued improvement of the downtown area (3%) and lower taxes (3%). These results are similar to recent surveys.

Another 15 percent feel that the city should improve its schools – down from 20 percent in 2002. Other suggestions for improving New Brunswick continue to include cleaner streets (10%), more youth activities (4%), more/improved parks and recreation (4%), improved traffic and roads (6%), parking (4%) and other transportation issues (3%).

Impact of Revitalization on the Poor

On the whole, city residents are more likely to believe that revitalization will help low-income residents in New Brunswick as opposed to hurt them (Figure 2.6). This continues a

trend from the 1996 survey in the belief that revitalization will help poorer residents and is similar to the opinions registered in the early 1980s when revitalization was first underway.

In the current survey, residents who believe that revitalization will help low income residents (36%) continue to outnumber those who believe that it will hurt them (32%). Another 12 percent of residents say revitalization efforts will neither help nor hurt low income residents and 14 percent offer no opinion (Table 2.12). While the 4 percentage point gap between “help” and “hurt” is somewhat smaller than it has been in the past few years, it still exceeds the pessimism of the late 1980s and early 1990s, when few residents believed that revitalization was going to have an impact on the lives of low-income residents. In 1988, only 29 percent of residents thought revitalization would help such families compared to 53 percent who thought it would hurt them.

Looking specifically at the opinions of low-income residents in the current survey, those earning under \$20,000 a year are more apt to feel that revitalization will help (39%) rather than hurt (30%) people in their income bracket. Examining the results by race, though, shows that most African-Americans continue to feel that poor families are more likely to be hurt (47%) rather than helped (28%) by revitalization. This contrasts with both white and Latino residents where 38 percent say revitalization will be beneficial for low-income families.

Among those residents who say revitalization will help low-income families, more than 2-in-5 (42%) mention increased job opportunities as the reason they feel this way (Table 2.13). Other reasons why people feel revitalization will help include: better standards of living (12%), more affordable housing (12%), better housing conditions (8%) and more housing in general (14%).

The main reasons cited by those who feel revitalization will hurt low-income families is that it will worsen housing conditions (47%), will increase the cost of living (32%), will force out poor people (21%) and will worsen employment prospects (14%). Compared to past surveys, residents who feel that revitalization will have a negative impact on low-income families are less likely to feel that the poor will actually be forced out of the city.

Summary

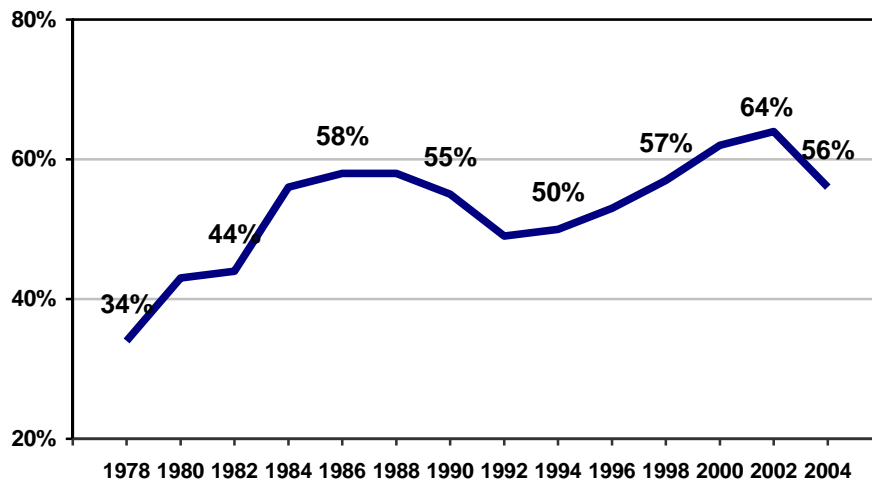
The 56 percent “excellent/good” overall positive rating of New Brunswick is a slight decline from the 2002 results, but still maintains a high level of satisfaction for this urban hub. Concerns about recent crime incidents seem to have driven this recent change in opinion. While residents are more worried about crime in the city, they don’t appear to feel much differently about the safety of their own neighborhoods than they have in the recent past. In context, concerns about crime have been rapidly diminishing over the past few years. These recent results represent a relative increase in those concerns, but by no means match the high level of worry expressed by residents over a decade ago. It is quite possible that current concerns are a momentary reaction to recent high profile incidents. This will only become evident with the next survey.

There are, in fact, some indicators that positive ratings about the city are stable. For instance, a majority of residents believe New Brunswick is a better place to live than it was five years ago and more than 6-in-10 feel it will only get better in the future. Positive ratings of residents’ own neighborhoods continue to be strong, again indicating that 1992 represented a “bottoming-out” of negative attitudes about the city.

There are some areas to watch in future surveys. The belief that revitalization will help the poorest of the city is still more positive than negative, but the gap between the two factions has narrowed slightly. Compared to past surveys, fewer residents today feel that revitalization will force these families to leave New Brunswick. However, there has been a slight rise in concern about the availability of low-income housing in the city.

FIGURE 2.1:

NEW BRUNSWICK IS A POSITIVE PLACE TO LIVE



**NEW BRUNSWICK IS A POSITIVE PLACE TO LIVE
by Race**

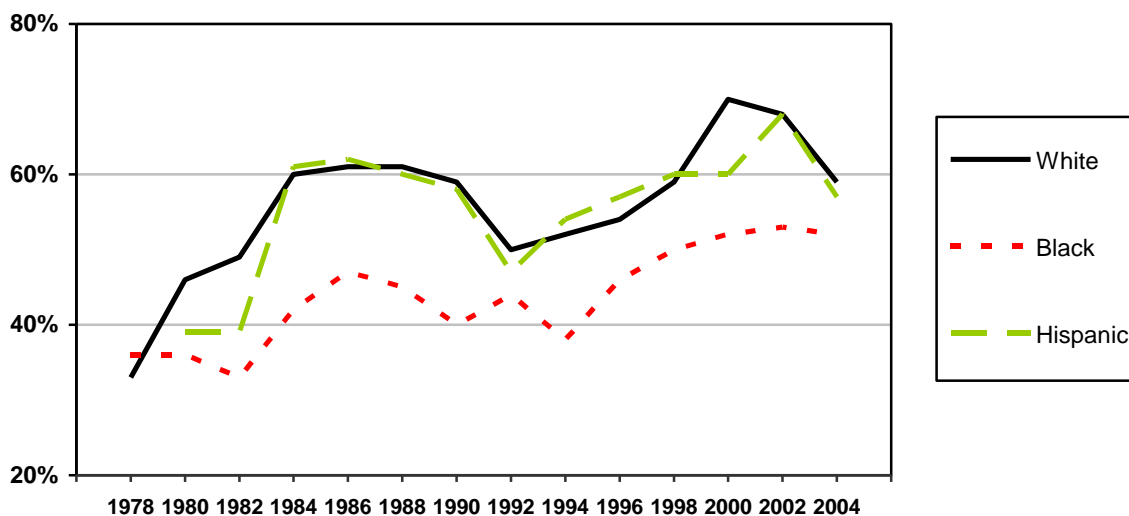


Table 2.1:
Overall Rating of New Brunswick [Q.2]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	11%	45%	32%	9%	2%	99%	(802)
<u>By Race</u>							
--White	11	48	32	8	1	100	(209)
--African-American	8	44	33	15	--	100	(184)
--Hispanic/Latino	13	44	31	8	3	99	(359)
<u>By Income</u>							
--Under \$20,000	11	45	29	13	2	100	(194)
--\$20,000 - \$50,000	12	45	34	9	--	100	(244)
--Over \$50,000	13	42	37	7	1	100	(160)
<u>PAST SURVEYS</u>							
--2002	12%	52%	28%	7%	1%	100	(800)
--2000	11	51	28	9	1	100	(803)
--1998	11	46	32	9	2	100	(870)
--1996	6	45	35	12	1	99	(754)
--1994	6	42	39	11	1	99	(891)
--1992	4	44	39	12	1	100	(764)
--1990	7	47	37	8	2	101	(808)
--1988	9	48	34	9	1	101	(774)
--1986	9	48	35	7	1	100	(812)
--1984	9	47	37	7	1	101	(846)
--1982	6	38	40	14	2	100	(719)
--1980	6	37	40	15	2	100	(868)
--1978	5	29	44	20	2	100	(836)

FIGURE 2.2
Comparison of New Brunswick Today with Five Years Ago (Q.3)

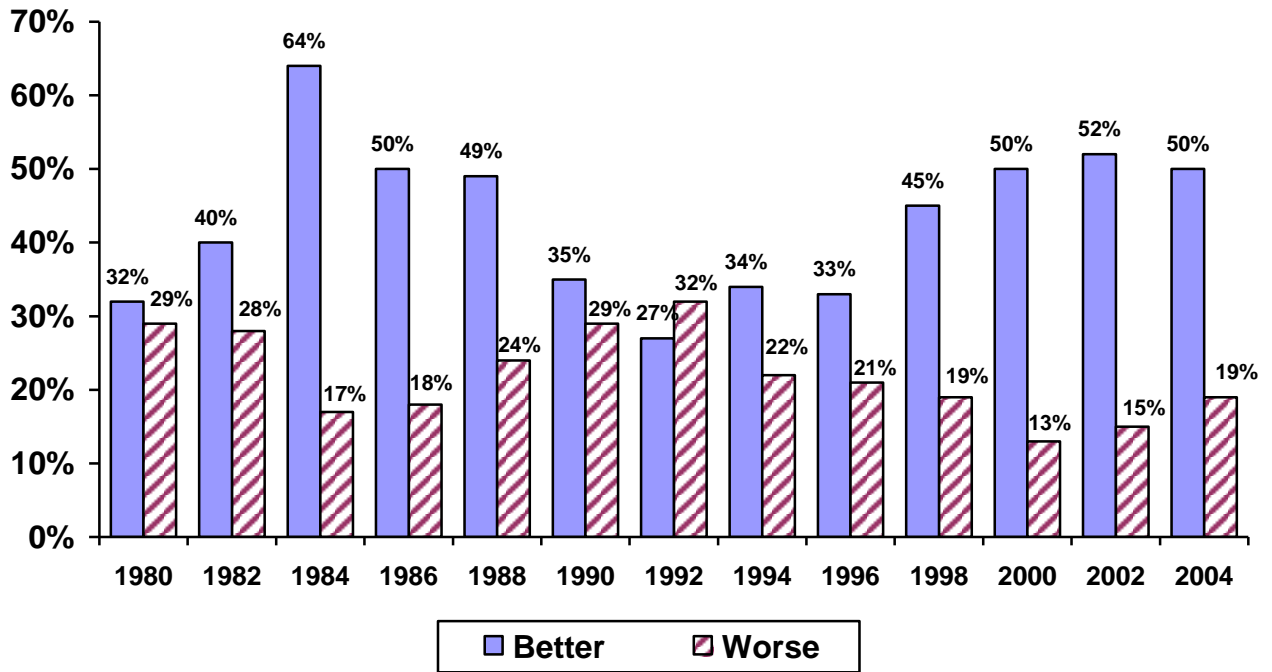


Table 2.2:
Comparison of New Brunswick Today with Five Years Ago [Q.3]

	<u>Better</u>	<u>Same</u>	<u>Worse</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	50%	28%	19%	3%	100%	(802)
<u>By Length of Residence</u>						
--10 years or less	46	35	14	5	100	(405)
--11 years or more	52	20	26	2	100	(393)
<u>By Race</u>						
--White	45	32	20	3	100	(209)
--African-American	46	25	27	3	101	(184)
--Hispanic/Latino	55	24	17	4	100	(359)
<u>By Income</u>						
--Under \$20,000	45	30	21	3	99	(194)
--\$20,000 - \$50,000	54	22	21	3	100	(244)
--Over \$50,000	51	29	18	2	100	(160)

Table 2.3:
Comparison of New Brunswick Today With 25 Years Ago Before Revitalization Efforts
[Q.4] (Includes only those having lived here since the mid-1970s)

	<u>Better</u>	<u>Same</u>	<u>Worse</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS, 2004	66%	5%	23%	7%	101%	(278)
<u>By Race, 2004</u>						
--White 71	4	20	5	100	(105)	
--Non-white	60	5	25	9	99	(165)
PERMANENT RESIDENTS, 2002	64	7	21	7	99	(278)
<u>By Race, 2002</u>						
--White 69	5	22	5	101	(115)	
--Non-white	62	8	22	8	100	(157)
PERMANENT RESIDENTS, 2000	66	9	18	7	100	(284)
<u>By Race, 2000</u>						
--White 72	8	12	7	99	(113)	
--Non-white	61	9	23	7	100	(168)
PERMANENT RESIDENTS, 1998*	62	5	25	7	99	(400)
<u>By Race, 1998</u>						
--White 65	5	24	7	101	(180)	
--Non-white	61	6	26	7	100	(199)
PERMANENT RESIDENTS, 1996*	62	9	27	4	102	(430)
<u>By Race, 1996</u>						
--White	62	10	25	3	100	(238)
--Non-white	60	8	28	3	99	(184)
PERMANENT RESIDENTS, 1994*	59	7	30	5	101	(437)
<u>By Race, 1994</u>						
--White	63	7	24	6	100	(258)
--Non-white	53	7	37	3	100	(167)
PERMANENT RESIDENTS, 1992*	52	6	36	7	101	(395)
<u>By Race, 1992</u>						
--White	52	6	36	7	101	(235)
--Non-white	54	2	38	5	99	(156)
PERMANENT RESIDENTS, 1990*	61	8	25	5	99	(422)
PERMANENT RESIDENTS, 1988*	53	18	25	3	99	(431)

* The time period asked about in 1998 was 20 years prior; in 1996, 1994 and 1992 was 15 years prior; and in 1990 and 1988 was 10 years prior.

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

PERMANENT RESIDENTS

	<u>Better</u>	<u>Same</u>	<u>Worse</u>	<u>Don't Know</u>	<u>Total</u>
2004	62%	6%	15%	17%	100%
2002	66	6	15	14	101
2000	67	7	14	12	100
1998	56	8	17	17	98
1996	56	11	21	12	100
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	18%	44%	28%	10%	1%	101%	(802)
<u>By Race</u>							
--White	25	42	21	11	1	100	(209)
--African-American	14	42	33	11	--	100	(184)
--Hispanic/Latino	16	45	29	8	1	99	(359)
<u>By Income</u>							
--Under \$20,000	14	40	32	13	--	99	(194)
--\$20,000 - \$50,000	16	46	27	9	1	99	(244)
--Over \$50,000	26	41	24	9	1	101	(160)

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	32%	18%	45%	4%	99%	(802)
<u>By Length of Residence</u>						
--10 years or less	36	10	47	7	100	(405)
--More than 10 years	28	26	44	2	100	(393)
<u>By Race</u>						
--White	18	24	53	5	100	(209)
--African-American	34	24	39	3	100	(184)
--Hispanic/Latino	41	13	42	4	100	(359)

FIGURE 2.3
Positive Neighborhood Evaluations (Q.7)

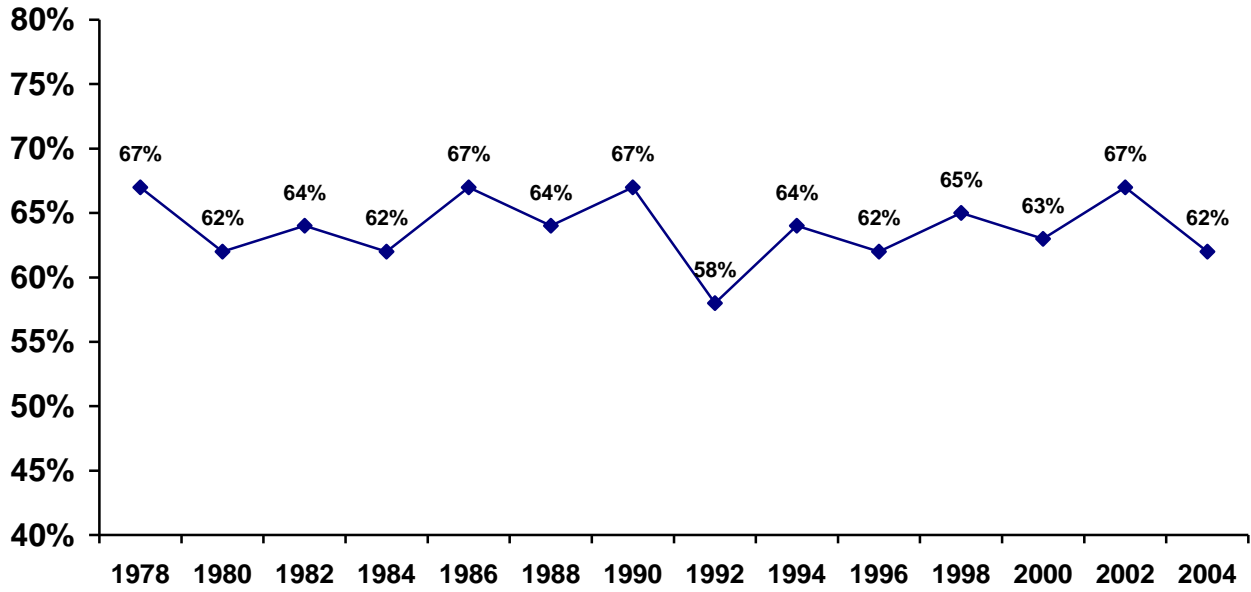


FIGURE 2.4
Crime in New Brunswick Compared to Two Years Ago (Q.12)

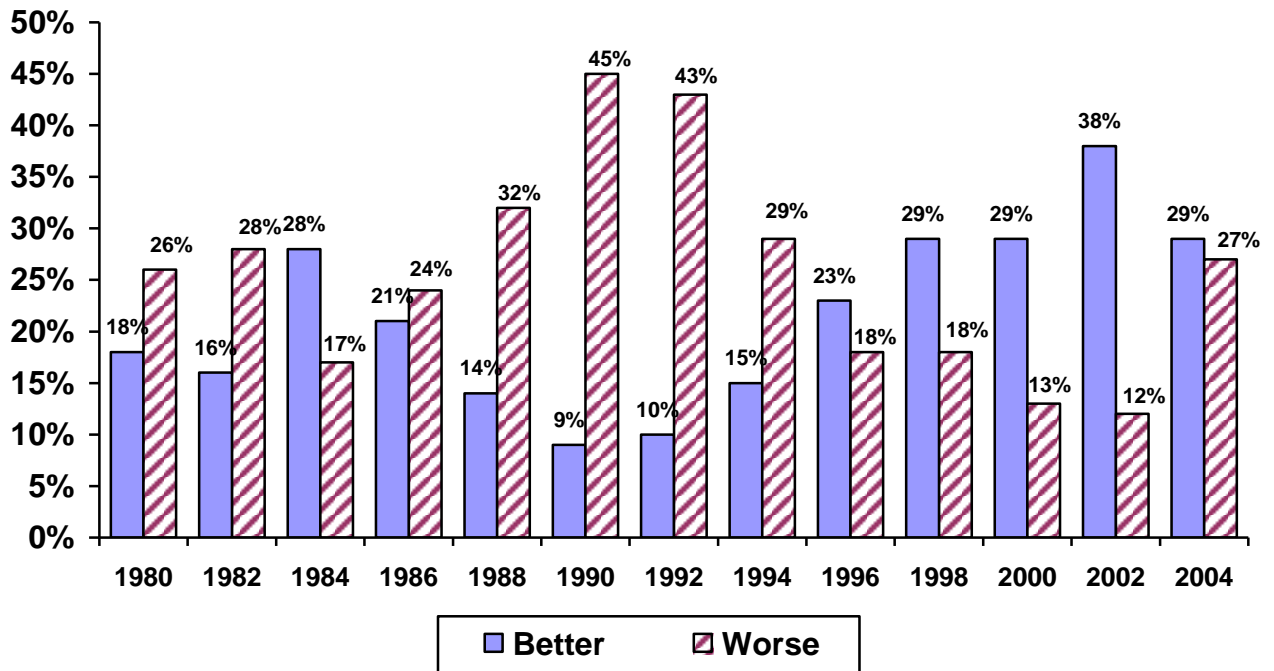


Table 2.7:
How Safe Permanent Residents Feel in Own Neighborhood at Night [Q.13]

	<u>Very Safe</u>	<u>Somewhat Safe</u>	<u>Not At All Safe</u>	<u>Don't Know</u>	<u>Total</u>
2004	27%	52%	18%	3%	100%
2002	33	52	12	3	100
2000	31	56	11	2	100
1998	31	55	12	2	100
1996	26	59	13	2	100
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
1982	na	na	na	na	na
1980	27	56	15	1	99
1978	31	52	14	3	100

Table 2.8:
Residents' Perceptions of Crime
in New Brunswick Compared to Other Areas [Q.11]

	<u>More Crime</u>	<u>Same Amount of Crime</u>	<u>Less Crime</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	36%	37%	17%	11%	101%	(802)
<u>By Length of Residence</u>						
--10 years or less	34	33	19	14	100	(405)
--More than 10 years	40	40	13	7	100	(393)
<u>By Age</u>						
--18 to 29	36	36	18	9	99	(251)
--30 to 49	41	31	19	10	101	(284)
--50 to 64	34	41	13	12	100	(137)
--65 or over	29	46	13	12	100	(100)
<u>By Race</u>						
--White	51	37	5	7	100	(209)
--African-American	29	47	14	10	100	(184)
--Hispanic/Latino	31	31	26	12	100	(359)
<u>By Gender</u>						
--Male	38	36	17	9	100	(385)
--Female	35	37	16	12	100	(417)
<u>PAST SURVEYS</u>						
--2002	32%	37%	18%	13%	100%	(800)
--2000	33	40	15	11	99	(803)
--1998	35	38	15	12	100	(870)
--1996	45	39	9	6	99	(754)
--1994	54	33	8	4	99	(891)
--1992	52	36	7	5	100	(764)
--1990	48	35	8	10	101	(808)
--1988	38	41	10	12	101	(774)
--1986	34	46	9	11	100	(812)
--1984	31	47	12	11	101	(846)
--1982	39	45	9	7	100	(719)
--1980	40	44	9	7	100	(868)
--1978	38	46	7	9	100	(836)

FIGURE 2.5
Residents' Commitment to New Brunswick (Q.9)

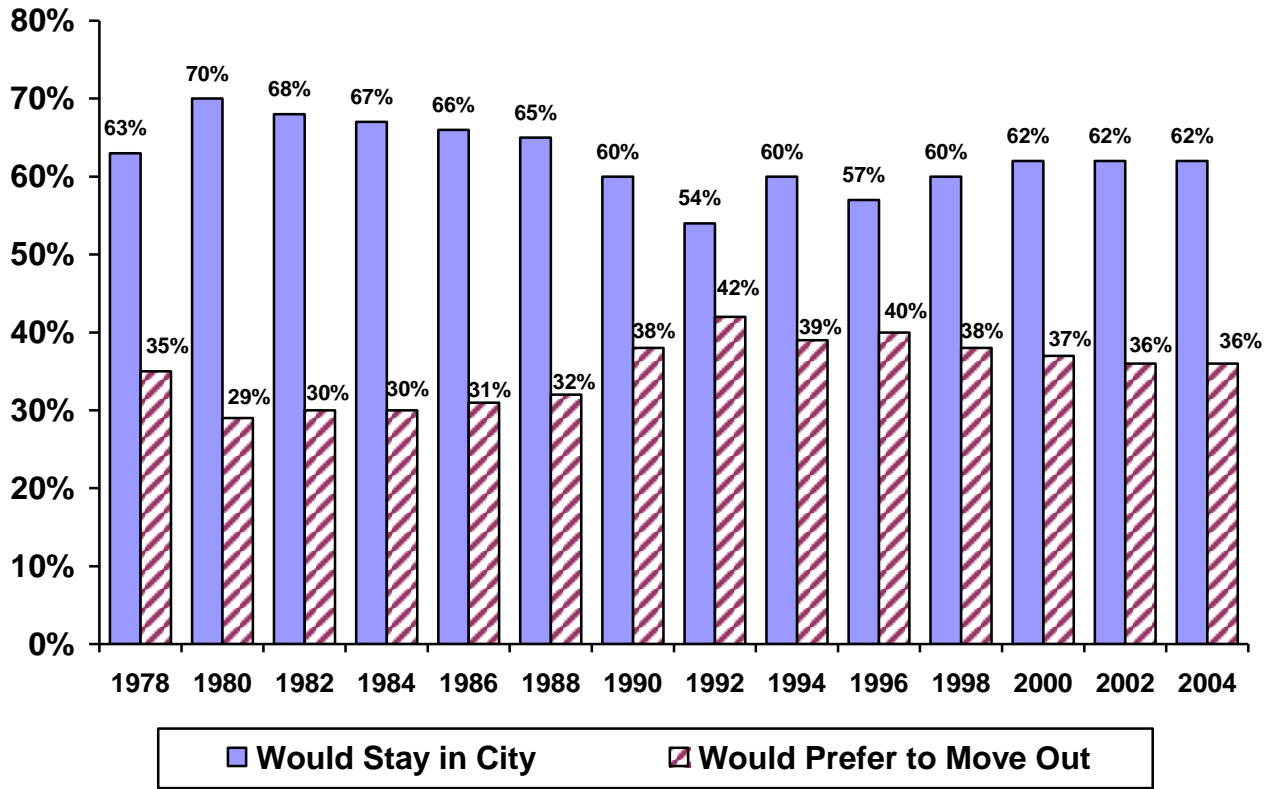


Table 2.9:
Residents' Commitment to New Brunswick [Q.9]

	<u>Continue</u> <u>Where Now</u>	<u>Move</u> <u>Elsewhere In</u> <u>New Brunswick</u>	<u>Move Out Of</u> <u>New Brunswick</u>	<u>Don't</u> <u>Know</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	47%	15%	36%	3%	101%	(802)
<u>By Length of Residence</u>						
--10 years or less	47	19	30	4	100	(405)
--More than 10 years	46	9	43	1	99	(393)
<u>By Age</u>						
--18 to 29	47	18	32	3	100	(251)
--30 to 49	38	17	42	4	101	(284)
--50 to 64	50	9	40	1	100	(137)
--65 or over	68	4	27	1	100	(100)
<u>By Race</u>						
--White	50	9	40	2	101	(209)
--African-American	42	13	43	3	101	(184)
--Hispanic/Latino	48	19	30	4	101	(359)

**Table 2.10:
Reasons for Wanting to Move Out of New Brunswick [Q.10]***

(n)	<u>2004</u> (290)	<u>2002</u> (287)	<u>2000</u> (305)	<u>1998</u> (338)	<u>1996</u> (307)	<u>1994</u> (341)	<u>1992</u> (321)	<u>1990</u> (309)	<u>1988</u> (257)	<u>1986</u> (252)	<u>1984</u> (260)	<u>1982</u> (217)	<u>1980</u> (249)
High crime	26%	19%	17%	23%	25%	36%	38%	28%	19%	12%	17%	24%	18%
Cost of living/rent	15	12	13	4	--	na	4	2	3	3	2	2	2
Want to live in a different city	8	6	13	7	5	na	5	3	6	4	1	2	9
Poor quality schools	10	12	10	16	12	17	14	11	15	9	11	8	11
New job opportunities	7	8	10	8	8	na	1	5	2	2	6	2	6
City is dirty/run down	7	10	9	8	20	16	19	9	13	16	19	15	21
Want non-urban environment	13	13	7	11	22	12	16	19	17	24	26	30	26
Noise	9	7	7	5	--	na	7	7	2	--	--	--	--
Transportation	2	2	3	3	4	na	na	na	na	na	na	na	na
High taxes	4	2	3	3	6	na	5	10	5	2	5	3	1
Leaving school	--	1	1	2	3	na	1	3	--	--	2	3	1
Parking	2	1	1	2	--	na	5	8	7	4	4	4	3
All other	32	28	26	27	19	47	28	57	55	49	41	43	44
Don't know	3	3	4	--	3	1	1	--	2	1	1	--	1

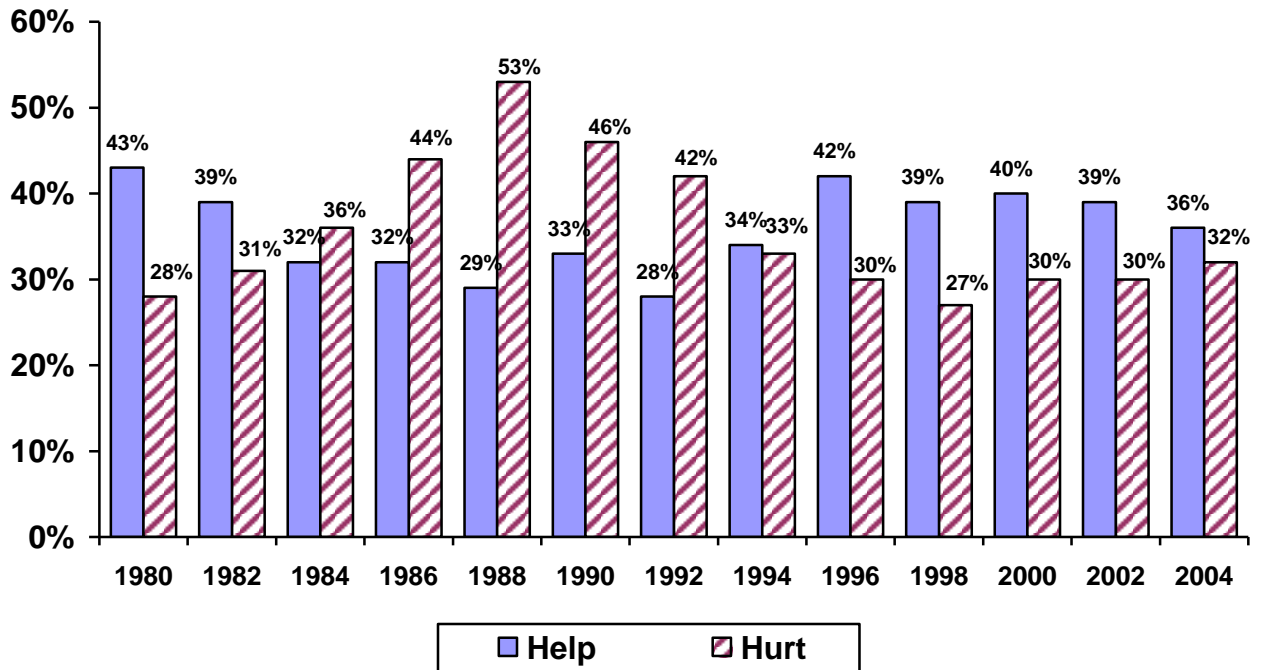
* Percentages total to more than 100% because respondents could give more than one reason.

Table 2.11: Residents' Suggestions for Improving the City* [Q.6]

	<u>2004</u>	<u>2002</u>	<u>2000</u>	<u>1998</u>	<u>1996</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>
<i>SAFETY/CRIME</i>	45%	36%	33%	41%	45%	54%	62%	48%	31%	25%	23%	29%	25%	24%
Make safer	21	14	14	17	18	18	18	13	6	10	10	10	11	16
Deal with drug problem	7	10	8	9	13	17	23	21	14	5	3	3	1	na
More foot patrols	8	5	6	7	5	4	4	2	1	2	2	1	2	6
Better police protection	6	5	3	5	6	6	11	6	5	4	4	9	7	na
Better quality police	3	2	2	3	3	9	6	6	5	4	4	6	4	2
<i>HOUSING</i>	29	29	30	25	36	20	26	40	40	44	37	36	37	59
Build more housing	8	12	8	8	7	11	11	17	16	20	15	24	27	23
Build low-income housing	16	8	9	6	9	9	11	19	20	19	14	9	5	35
Renovate old housing	3	4	7	6	5	na	4	4	4	5	8	4	5	1
Replace old housing projects	1	2	4	3	10	na	na	na	na	na	na	na	na	na
Landlords maintain property	1	3	2	2	5	na	na	na	na	na	na	na	na	na
<i>ECONOMIC DEVELOPMENT</i>	20	24	21	23	22	na	28	29	27	30	38	38	37	54
More job opportunities	10	9	8	8	4	na	14	9	10	8	12	15	9	na
Downtown improvement	3	6	6	6	8	na	7	12	12	18	21	22	27	54
Lower taxes	3	4	2	5	4	na	7	8	5	4	5	1	1	na
Encourage new businesses	4	5	5	4	6	na	na	na	na	na	na	na	na	na
Improve the schools	15	20	21	19	16	24	18	18	14	13	14	14	17	na
More/better parks	4	7	4	11	4	na	4	4	8	5	8	8	9	na
Youth activities	4	7	9	na	6	na	10	6	8	6	5	3	3	2
Clean streets	10	11	12	10	4	na	11	12	9	9	14	11	12	13
More parking	4	8	6	4	5	na	3	6	8	5	4	5	5	na
Renovate other buildings	2	3	3	3	na	na	4	4	11	10	10	18	12	2
Race relations/immigration	1	3	2	2	na	na	7	5	3	5	3	3	2	1
Traffic/roads	6	6	9	2	na	na	4	4	7	5	5	6	5	na
Transportation	3	5	6	2	na	na	3	6	5	6	5	9	11	na
Reform politics	2	2	2	2	na	na	6	9	6	7	3	2	3	na
Clean water	--	1	1	1	na	na	--	--	--	--	--	1	1	na
RU student/town relations	2	2	3	1	na	na	3	3	3	1	1	2	1	na
Other	14	11	16	14	25	53	10	15	13	15	15	16	17	16
Nothing	4	4	3	4	3	--	1	2	1	1	4	2	2	2
Don't Know	12	8	10	10	8	9	6	6	8	10	7	7	7	na

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

FIGURE 2.6
Will Revitalization Help or Hurt Low-Income Families (Q.31)



**Table 2.12:
Will Revitalization Help or Hurt Low-Income Families [Q.31]**

	<u>Help</u>	<u>Hurt</u>	<u>Both</u>	<u>Neither</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	36%	32%	6%	12%	14%	100%	(802)
<u>By Length of Residence</u>							
--10 years or less	39	27	6	9	18	99	(405)
--More than 10 years	32	37	6	15	10	100	(393)
<u>By Race</u>							
--White	38	32	7	13	10	100	(209)
--African-American	28	47	5	10	9	99	(184)
--Hispanic/Latino	38	25	6	12	19	100	(359)
<u>By Income</u>							
--Under \$20,000	39	30	7	14	11	101	(194)
--\$20,000 - \$50,000	33	39	9	10	9	100	(244)
--Over \$50,000	39	38	3	11	10	101	(160)

Table 2.13:
Reasons Why Revitalization Will Help or Hurt Low-Income Families* [Q.32]

AMONG THOSE WHO SAY IT WILL HELP:

(n)	<u>2004</u> (287)	<u>2002</u> (313)	<u>2000</u> (316)	<u>1998</u> (339)	<u>1996</u> (316)	<u>1994</u> (308)	<u>1992</u> (217)	<u>1990</u> (265)	<u>1988</u> (234)	<u>1986</u> (194)	<u>1984</u> (210)	<u>1982</u> (227)	<u>1980</u> (297)
--Will provide jobs/opportunity	42%	46%	40%	36%	52%	43%	35%	44%	51%	48%	51%	70%	44%
--Lead to more affordable housing	12	12	8	10	12	15	18	29	11	13	17	8	1
--Lead to better housing conditions	8	12	11	9	13	9	12	10	6	15	18	10	18
--Lead to more housing	14	9	8	9	10	8	5	7	7	9	--	--	--
--More public housing	--	2	2	2	4	4	2	1	3	1	2	6	8
--Lead to better standard of living	12	21	19	16	19	--	10	4	5	5	6	4	3
--Lower cost of living	4	2	3	3	3	2	--	2	--	1	2	--	--
--Better schools	6	4	na	na	na	na	na	na	na	na	na	na	na
--Less crime/drugs	3	4	na	na	na	na	na	na	na	na	na	na	na
--Other	2	7	22	21	14	33	55	46	41	40	33	29	51
--Don't know	20	15	18	18	10	12	7	8	7	9	6	9	16

AMONG THOSE WHO SAY IT WILL HURT:

(n)	<u>2004</u> (255)	<u>2002</u> (236)	<u>2000</u> (305)	<u>1998</u> (234)	<u>1996</u> (218)	<u>1994</u> (285)	<u>1992</u> (308)	<u>1990</u> (370)	<u>1988</u> (402)	<u>1986</u> (271)	<u>1984</u> (230)	<u>1982</u> (176)	<u>1980</u> (194)
--Will force out poor people	21%	38%	40%	57%	55%	47%	37%	47%	45%	40%	48%	49%	52%
--Will increase the cost of living	32	29	29	17	36	27	26	33	30	9	13	14	12
--Worsen housing situation	47	49	35	12	14	6	39	46	47	56	45	57	38
--Worsen employment	14	11	3	3	3	1	7	7	5	8	10	10	7
--Other	13	8	11	20	13	31	22	30	16	34	22	24	37
--Don't know	2	3	4	4	5	4	3	2	2	3	4	2	3

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

CHAPTER 3

NEW BRUNSWICK PUBLIC SCHOOLS

This chapter assesses the city's school system by examining residents' ratings of the public schools in New Brunswick in general, followed by more specific assessments of the high school and elementary schools. The 2004 survey marks a high point in ratings of the city's schools.

Public / Private School Enrollment

As noted in the demographic profile of survey participants, the city has experienced significant growth in the size of its Latino population, particularly in the past five years. Because of differences in family size, there has been an even greater growth trend among the number of Latino children in the city, to the point where a majority of New Brunswick children are Hispanic/Latino.

Among those households with children in school, 84 percent send their children to New Brunswick public schools, 11 percent send their children to private or parochial schools, and 5 percent do both (Table 3.1). White parents (65%) are more likely than African-American (22%) or Latino (9%) parents to send at least one of their children to a private school. This gap has widened in the past two years.

There are also income differences, with 52 percent of those households earning over \$50,000 a year sending their children to private school, compared to 11 percent of those between \$20,000 and \$50,000 and 7 percent of those below \$20,000.

Ratings of Public Schools

Ratings for New Brunswick's public schools now stand at 43 percent positive to 36 percent negative (Table 3.2). This represents the first time in the history of these surveys that positive opinions of the city's educational system outnumber negative opinions. Back in 1978, only 13 percent of city residents described New Brunswick schools as either excellent or good (Figure 3.1).

Specifically, 11 percent of residents today say the city's schools are excellent and 32 percent call them good, compared to 24 percent who rate the city's schools as only fair and 12 percent as poor. Similar to findings in previous studies, residents with children in the New Brunswick public school system (57%) are more likely to be positive than other parents (41%) and non-parents (37%) about the schools.

Among those who are familiar with the schools, 64 percent of Latinos, 49 percent of whites and 40 percent of African-Americans give a positive evaluation of the city's educational system. These findings have been fairly stable for Latinos and African-Americans over the past few years. However, opinion among white residents has jumped more than 15 percentage points since the 2002 survey.

Three-in-ten residents (30%) say the city's public schools are better than they were two years ago, 1-in-10 say they are worse (10%), and 35 percent say they are the same as two years ago (Table 3.3). The 30 percent who say that the schools have improved is the highest level recorded since these surveys began.

Ratings of New Brunswick High School

When asked specifically about New Brunswick High School, more than 1-in-3 residents give it a positive rating of excellent (10%) or good (27%) – a 14 percentage point increase since 1994 when the high school was first evaluated in these surveys (Table 3.4). Another 21 percent rate the high school as only fair, and 8 percent say it is poor. Thirty-three percent offer no opinion. The 29 percent negative rating marks a continued decline from 56 percent in 1994.

Like the ratings for the city's schools in general, residents with children in the public school system (49%) are the most positive about the high school.

Ratings of New Brunswick Elementary Schools

City residents are somewhat more positive about New Brunswick's public elementary schools than they are about the high school. More than 2-in-5 permanent residents rate the elementary schools as either excellent (11%) or good (32%) compared to 3-in-10 who rate them as only fair (22%) or poor (7%) (Table 3.5). Twenty-eight percent offer no opinion. The current 29 percent negative rating for New Brunswick's elementary schools has dropped from 51 percent in 1994.

Residents with children in the public school system in the city are the most positive, with a majority (58%) having favorable opinions of the elementary schools.

Summary

The New Brunswick school system has been undergoing significant demographic changes, with the vast majority of students now being of Latino origin. Currently, positive ratings of the New Brunswick public schools are the highest they have been since these surveys have been conducted. More than two-fifths of city residents rate the public schools as excellent (11%) or good (32%). This marks the first time where positive evaluations of the schools (43%) have outnumbered negative evaluations (36%).

New Brunswick High School receives a positive rating from about one-third of residents (37%, a 14 percentage point increase from 1994), and more than 2-in-5 residents view the public elementary schools in the city favorably (43%, an 11 percentage point increase from 1994).

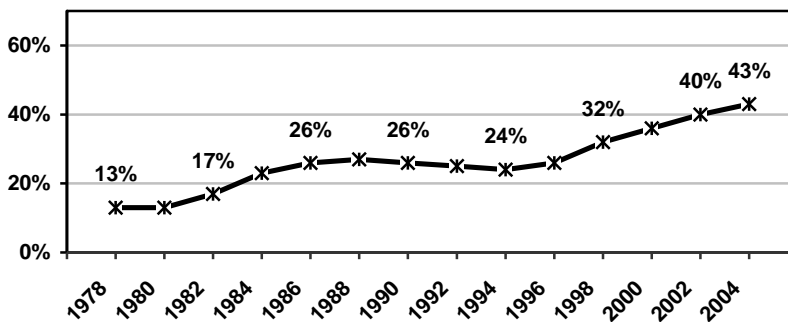
Table 3.1:
Type of School Attending
(among Households with School-Age Children) [Q.D4/5]

	<u>Public</u>	<u>Both</u>	<u>Private</u>	<u>Total</u>
TOTAL	84%	5%	11%	100%
<u>By Race</u>				
--White	35	16	49	100
--African-American	78	7	15	100
--Hispanic/Latino	91	4	5	100
<u>By Income</u>				
--Under \$20,000	93	6	1	100
--\$20,000 - \$50,000	89	7	4	100
--Over \$50,000	48	7	45	100
<u>PAST SURVEYS</u>				
--2002	79%	8%	13%	100%
<u>By Race</u>				
--White	45	7	48	100
--African-American	77	10	13	100
--Hispanic/Latino	88	8	4	100
--2000	79%	6%	16%	101%
<u>By Race</u>				
--White	39	9	52	100
--African-American	84	3	12	99
--Hispanic/Latino	86	6	9	101

Table 3.2:
Rating of New Brunswick Public Schools [Q.14]

	<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	11%	32%	24%	12%	21%	100%	(802)
<u>By Race</u>							
--White	3	28	18	15	37	101	(209)
--African-American	8	25	34	16	17	100	(184)
--Hispanic/Latino	18	37	24	8	12	99	(359)
<u>By Presence of Children in Household</u>							
--Yes	15	36	25	13	10	99	(358)
--No	8	29	23	11	30	101	(433)
<u>Does Any Child in Household Attend Public School</u>							
--Yes	20	37	26	11	6	100	(245)
--No	6	35	24	17	19	101	(108)
<u>PAST SURVEYS</u>							
--2002	10%	30%	25%	15%	21%	101%	(800)
<u>By Race</u>							
--White	2	20	27	21	30	100	(232)
--African-American	10	26	30	22	12	100	(180)
--Hispanic/Latino	16	39	21	9	15	100	(328)
--2000	8%	28%	28%	15%	20%	99%	(803)
<u>By Race</u>							
--White	3	24	24	19	31	101	(283)
--African-American	6	28	39	19	9	101	(215)
--Hispanic/Latino	17	38	25	8	12	100	(239)

**FIGURE 3.1
NEW BRUNSWICK SCHOOLS POSITIVE RATINGS**



**by Race
Among Those Familiar with the Schools**

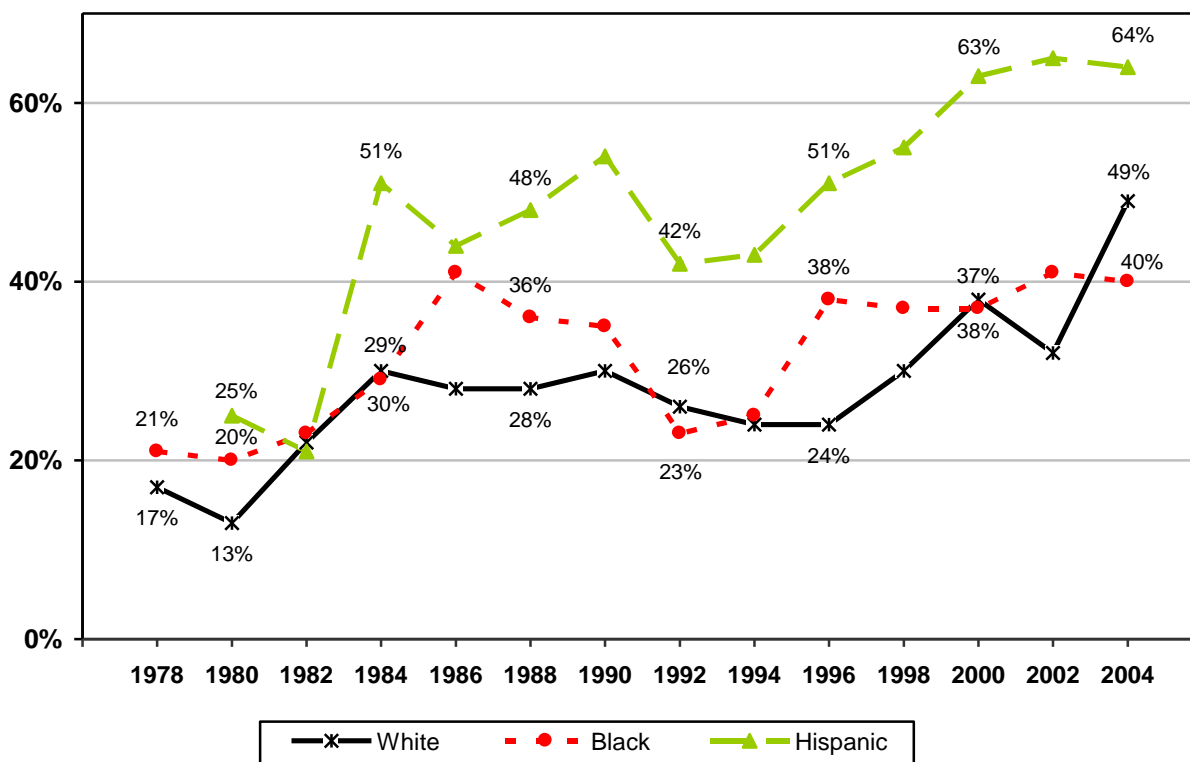


Table 3.3:
Comparison of New Brunswick Public
Schools with Two Years Ago [Q.15]

	<u>Better</u>	<u>Worse</u>	<u>Same</u>	<u>Not in</u> <u>City</u>	<u>Don't</u> <u>Know</u>	<u>Total</u>
2004	30%	10%	35%	5%	20%	100%
2002	30	9	36	4	21	100
2000	24	9	44	5	18	100
1998	19	11	45	3	21	99
1996	15	11	48	6	20	100
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 3.4:
Residents' Ratings of New Brunswick High School [Q.16]

	<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	10%	27%	21%	8%	33%	99%	(802)
<u>By Race</u>							
--White	2	21	19	8	49	99	(209)
--African-American	8	23	25	13	32	101	(184)
--Hispanic/Latino	16	32	22	7	23	100	(359)
<u>By Presence of Children in Household</u>							
--Yes	15	30	22	10	23	100	(358)
--No	6	25	21	8	41	101	(433)
<u>Does Any Child in Household Attend Public School</u>							
--Yes	17	32	23	9	20	101	(245)
--No	12	25	22	12	29	100	(108)
<u>PAST SURVEYS</u>							
--2002	8%	27%	20%	9%	36%	100%	(800)
--2000	6	27	24	11	32	100	(803)
--1998	3	23	27	17	30	100	(870)
--1996	2	19	32	16	31	100	(755)
--1994	3	20	35	21	21	100	(891)

Table 3.5:
Residents' Ratings of New Brunswick
Elementary Schools [Q.17]

	<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	11%	32%	22%	7%	28%	100%	(802)
<u>By Race</u>							
--White	2	25	19	7	47	100	(209)
--African-American	9	26	31	11	24	101	(184)
--Hispanic/Latino	17	38	21	5	19	100	(359)
<u>By Presence of Children in Household</u>							
--Yes	14	38	25	8	15	100	(358)
--No	7	27	20	7	39	100	(433)
<u>Does Any Child in Household Attend Public School</u>							
--Yes	16	42	24	8	10	100	(245)
--No	9	28	26	9	28	100	(108)
<u>PAST SURVEYS</u>							
--2002	9%	32%	22%	9%	28%	100%	(800)
--2000	7	34	26	8	25	100	(803)
--1998	6	28	31	8	26	99	(870)
--1996	4	27	31	10	28	100	(755)
--1994	6	26	35	16	17	100	(891)

CHAPTER 4

EMPLOYMENT STATUS AND SOCIAL NEEDS

This chapter presents an overview of employment patterns among adults in New Brunswick. This is followed by a discussion of the results for some questions on the social needs of city residents.

Employment Patterns Among New Brunswick Adults

Two-in-three New Brunswick residents are currently employed in either a full-time (57%) or part-time (9%) capacity (Table 4.1). Another 11 percent are retired, 2 percent are laid off and 17 percent are not working. This represents a slight drop in employment status over the past two years.

Those currently working include 72 percent of 18 to 29 year olds, 81 percent of 30 to 49 year olds, 68 percent of 50 to 64 years olds, and 17 percent of those age 65 and over. Residents under age 30 (14%) are most likely to have a part-time job. These youngest adults are also less likely to have a full-time job than they were two years ago (65% compared to 58% today).

Over 4-in-10 working residents (42%) have their job located in the city of New Brunswick. Another 27 percent work in neighboring towns.

The survey also examined employment information for the person identified as the “chief wage earner” in New Brunswick households. The results indicate that 78 percent of the city’s chief wage earners are employed, 11 percent are retired, and 9 percent are laid off or not employed (Table 4.2). This represents no significant change since the last survey. Among those households with children under age 18, about 1-in-10 households are led by a chief wage earner

who is laid off (2%) or otherwise not working (8%). Also, 18 percent of households earning less than \$20,000 a year report that the chief wage earner does not have a job.

Among all permanent resident households, 56 percent identify the chief wage earner as a man, 34 percent say it is a woman, and 7 percent say they have no single chief wage earner (Table 4.3). These results are similar to findings in the 2000 survey, when this question was first asked. African-American households (49%) are more likely than white (25%) or Latino (31%) households to have a female head. Also, in households where the chief wage earner is either laid off or otherwise not working, the head of household is more likely to be a woman (53%) than in households where the chief wage earner is employed (35%).

Family Social Needs

The 2004 edition of the survey included new questions to identify families in need of assistance and to determine where New Brunswick residents turn when they need such help. Just over 1-in-4 city families report that they needed help with something such as a financial problem or health care issue in the past year. And just over half of these families-in-need contacted someone to get help. Specifically, 16 percent of New Brunswick families reached out to an organization for help in the past year and another 11 percent needed help but did not contact any local service group about it (Table 4.4). The majority of city residents (71%) report that they did not need such assistance in the past year.

White families (15%) are somewhat less likely than Latinos (29%) or African-Americans (39%) to have needed help in the past year. African-Americans (27%) were the most likely to contact a local organization for help. Still, a sizable percentage of those who needed help did not

turn to any local agency for assistance. Part of the reason for this is that many of these people don't know where to turn for help.

When asked who they would contact if they needed assistance, 1-in-3 New Brunswick residents (32%) could not name a specific organization (Table 4.5). This includes 41 percent of those who needed help in the past year but did not contact anyone about it. Among those who named a specific source of help, responses ran the gamut with no one predominate agency or organization. Sources of help that New Brunswick residents say they would turn to include City Hall (10%), newspapers (9%), the Internet (9%), Middlesex County's Info-Line (7%), the telephone book (7%), friends and family (7%), local social service agencies and workers (6%), hospitals and clinics in the city (6%), the Puerto Rican Action Board (4%), their church or temple (3%), their children's school (2%), New Brunswick Tomorrow (1%) and Catholic Charities (1%).

Among those residents who have sought assistance in the past year, the most frequent sources of help were social service agencies and workers (19%), local hospitals and clinics (15%), Info-Line (13%) and City Hall (11%).

Summary

About 2-in-3 New Brunswick residents are currently employed. Another 11 percent are retired, 2 percent are laid off and 17 percent are not working. While the overall employment picture has dropped only slightly, those most affected by job losses appear to be adults under age 30. Families where the chief wage earner is not working continue to be predominantly female-run households.

Just over 1-in-4 city families report that they needed help with something such as a financial problem or health care issue in the past year, including 16 percent who reached out to an organization for assistance. Still, a sizable percentage of those who needed help did not contact any local agency for assistance. Many of them do not know where to turn.

Table 4.1:
Permanent Resident Employment Profile [Q.D7]

	<u>Full Time</u>	<u>Part Time</u>	<u>Temp. Lay-off</u>	<u>Retired</u>	<u>Not Emp-loyed</u>	<u>No Answer</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	57%	9%	2%	11%	17%	3%	99%	(802)
<u>By Gender</u>								
--Male	64	8	2	10	13	4	101	(385)
--Female	51	11	2	13	21	2	100	(417)
<u>By Age</u>								
--18 to 29	58	14	2	--	25	1	100	(251)
--30 to 49	73	8	1	1	16	1	100	(284)
--50 to 64	61	7	7	15	10	1	101	(137)
--65 or over	11	6	--	74	8	1	100	(100)
<u>By Race</u>								
--White	57	8	1	23	8	2	99	(209)
--African-American	48	12	1	17	20	3	101	(184)
--Hispanic/Latino	64	9	3	2	20	2	100	(359)
<u>By Education</u>								
--Less than high school	53	9	2	10	24	2	100	(219)
--High school graduate	51	10	3	15	18	2	99	(249)
--Some college	66	9	2	6	15	2	100	(127)
--College graduate	69	10	1	12	9	--	101	(185)
<u>By Income</u>								
--Under \$20,000	44	15	3	13	24	2	101	(194)
--\$20,000 - \$50,000	68	8	3	9	12	--	100	(244)
--Over \$50,000	80	3	1	10	6	--	100	(160)
<u>PAST SURVEYS</u>								
--2002	60%	10%	3%	12%	13%	2%	100%	(800)
<u>By Race</u>								
--White	56	7	2	24	8	2	99	(232)
--African-American	62	8	4	15	9	2	100	(180)
--Hispanic/Latino	63	13	2	2	18	1	99	(328)

Table 4.2:
Chief Wage Earner Employment Status [Q.D10]

	<u>Employed</u>	<u>Laid Off</u>	<u>Retired</u>	<u>Not Employed</u>	<u>No Answer</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	78%	2%	11%	7%	2%	100%	(723)
<u>By Race</u>							
--White	71	1	23	3	2	100	(181)
--African-American	73	2	17	7	1	100	(175)
--Hispanic/Latino	85	3	1	9	1	99	(329)
<u>By Income</u>							
--Under \$20,000	69	5	12	13	1	100	(180)
--\$20,000 - \$50,000	84	2	9	5	--	100	(228)
--Over \$50,000	90	1	7	2	--	100	(147)
<u>By Children in Household</u>							
--Yes	87	2	2	8	1	100	(339)
--No	69	3	19	7	3	101	(384)
<u>Chief Wage Earner Gender</u>							
--Male	82	2	10	5	1	100	(143)
--Female	73	4	12	10	1	100	(273)
<u>PAST SURVEYS</u>							
--2002	78%	2%	13%	5%	2%	100%	(718)
<u>By Race</u>							
--White	66	2	27	3	2	100	(197)
--African-American	76	2	16	5	2	101	(167)
--Hispanic/Latino	87	2	3	6	2	100	(303)
--2000	76%	2%	16%	4%	2%	100%	(726)

Table 4.3:
Chief Wage Earner's Gender [Q.D11]

	<u>Male</u>	<u>Female</u>	<u>No CWE</u>	<u>No Answer</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	56%	34%	7%	4%	101%	(802)
<u>By Race</u>						
--White	60	25	11	4	100	(209)
--African-American	45	49	4	1	99	(184)
--Hispanic/Latino	60	31	7	2	100	(359)
<u>By Income</u>						
--Under \$20,000	47	45	6	1	99	(194)
--\$20,000 - \$50,000	62	32	6	--	100	(244)
--Over \$50,000	66	26	7	1	100	(160)
<u>By Children in Household</u>						
--Yes	59	35	4	2	100	(358)
--No	54	34	10	3	101	(433)
<u>By Chief Wage Earner Status</u>						
--Employed	65	35	--	--	100	(556)
--Retired	57	43	--	--	100	(84)
--Not working/laid off	43	53	--	4	100	(70)
<u>PAST SURVEYS</u>						
--2002	51%	38%	8%	3%	100%	(800)
<u>By Race</u>						
--White	46	39	13	2	100	(232)
--African-American	45	48	5	3	101	(180)
--Hispanic/Latino	56	35	6	2	99	(328)
--2000	53%	36%	7%	4%	100%	(803)

Table 4.4:
Family Needed Help in Past Year [Q.24]

	Yes and contacted a local organization for help	Yes, but did not contact anyone	Did not need help	<u>No</u> <u>answer</u>	<u>Total</u>	<u>(n)</u>
TOTAL	16%	11%	71%	2%	100%	(802)
<u>By Race</u>						
--White	7	8	84	2	101	(209)
--African-American	27	12	60	2	101	(184)
--Hispanic/Latino	16	13	69	2	100	(359)
<u>By Income</u>						
--Under \$20,000	24	15	60	1	100	(194)
--\$20,000 - \$50,000	18	11	69	2	100	(244)
--Over \$50,000	10	7	81	3	101	(160)
<u>By Children in Household</u>						
--Yes	21	11	66	2	100	(358)
--No	12	11	75	2	100	(433)

Table 4.5:
Where Would You Turn for Help* [Q.25]

	City Hall	Newspapers	Internet	INFO-LINE	Telephone book	Friends & Family	Social services	Hospitals/clinics	Puerto Rican Action Board	Church or Temple	Schools	New Brunswick Tomorrow	Catholic Charities	NONE / Don't Know
TOTAL	10%	9%	9%	7%	7%	7%	6%	6%	4%	3%	2%	1%	1%	32%
<u>By Race</u>														
--White	16	7	13	12	13	7	3	3	--	2	2	1	--	25
--African-American	8	15	12	9	7	8	14	4	2	4	--	1	3	19
--Hispanic/Latino	7	6	4	5	4	6	3	8	8	4	4	--	1	43
<u>By Income</u>														
--Under \$20,000	7	7	2	5	4	4	8	8	9	3	4	1	2	36
--\$20,000 - \$50,000	10	10	14	7	8	8	6	6	5	3	2	1	2	24
--Over \$50,000	16	9	12	9	14	8	5	4	1	3	1	1	1	24
<u>By Children in Household</u>														
--Yes	8	7	7	5	6	7	6	8	6	2	3	--	2	34
--No	11	10	11	9	8	6	5	4	3	4	2	1	1	30
<u>By Needed Help in Past Year</u>														
--Contacted Someone	11	6	1	13	6	7	19	15	7	4	2	--	4	12
--Did not contact	10	6	8	7	5	10	3	6	4	--	1	--	2	41
--Did not need help	10	9	11	7	8	6	3	3	4	3	2	1	1	35

* Survey participants could give multiple answers.

CHAPTER 5

EVALUATIONS OF NEW BRUNSWICK INSTITUTIONS

As in past years, the survey includes questions to gauge residents' opinions on some of the major institutions in New Brunswick, including New Brunswick Tomorrow, Johnson & Johnson and Rutgers University. The 2004 survey also provides new insight into the utilization of local cultural offerings by city residents.

Importance and Access to Cultural Offerings

The importance of culture in New Brunswick's revitalization continues to be expressed by a large majority of the city's residents. Nearly 9-in-10 residents believe culture plays a very (60%) or somewhat (27%) important role in revitalization (Table 5.1).

In fact, 55 percent of residents report that they have attended a cultural event in the city during the past year (Table 5.2). This includes 11 percent who have attended such an event or activity more than five times in the past year, 18 percent who have done this three to five times, and 26 percent who have done this once or twice. The number who have attended one or two events has dropped slightly since 2002 when it stood at 31 percent.

White residents (76%) are the most likely to have attended New Brunswick cultural activities in the past year. They are followed by African-Americans (59%) and Latinos (42%). Since the 2000 survey, attendance at New Brunswick cultural events has increased by 14 percentage points among whites, but has decreased by 6 percentage points among African-American and 13 percentage points among Latinos. Also, residents in higher income brackets are more likely to take advantage of the cultural opportunities available in the city.

Among those who have attended an event in New Brunswick in the past year, the vast majority – 62 percent – have gone to the State Theater (Table 5.3). About 1-in-5 city arts patrons have seen a show at the George Street Playhouse (19%) and 1-in-10 have gone to the Crossroads Theatre (10%) or a Rutgers University venue (12%). Other places for arts and cultural events visited by city residents in the past year include New Brunswick bars and clubs (6%), city parks (6%), schools (6%) and churches (1%).

The 2004 survey also examined interest in cultural and arts activities more closely. Overall, 7-in-10 New Brunswick residents say they are very (34%) or somewhat (36%) interested in these types of activities, whether they've attended an arts event or not (Table 5.4). Another 29 percent say they really have no interest.

While there are some differences in levels of interest, majorities of all ethnic groups – white (81%), African-American (74%) and Latino (61%) – say they are interested in attending arts and cultural events. The same is true of residents in different income categories.

Residents who said they are interested in cultural activities were asked why they don't attend such events in New Brunswick more often. The survey presented six common reasons for this and asked participants to rate the importance of each one. Leading the list of barriers to increased arts attendance are problems with parking downtown (Figure 5.1). Nearly two-thirds (64%) of interested residents say this is a reason they do not attend more arts events in the city, including 44 percent who cite this as a "major" reason.

Following on the heels of parking is the issue of knowing what's playing (57 percent cite this as a reason including 28 percent who say it is major), the cost of tickets (56 percent say this is a reason including 25 percent who say it is major) and lack of interest in what's being offered

(a reason for 55 percent, including 21 percent who say this is major). Less important reasons for not attending more city arts events are the feeling that New Brunswick is not safe (a reason for 44 percent of interested residents, but major for only 18 percent) and the issue of theaters and other venues being hard to get to (cited by 37 percent as a reason, including 11 percent who say it is a major reason).

There are also some demographic differences in who gives these as reasons for not attending more events in the city (Table 5.5). Latinos are somewhat less likely than others to name parking as an obstacle, but are more likely to say the venues are hard to get to. So either way, transportation is an issue for all groups.

Latinos – the group least likely to attend arts events – are also more likely to say that lack of awareness about what’s playing (33%) and the cost of these events (31%) are major reasons why they don’t attend more cultural activities in New Brunswick. On the other hand, African-American residents (27%) are somewhat more likely than either Latinos (22%) or white residents (16%) to say that a major reason why they don’t attend more often is that these events do not appeal to them.

Among those residents who are interested in the arts, but have not attended any events in the past year, the main reason they do not attend – aside from parking – is that they don’t really know what’s playing – 35 percent say this is a major reason.

Another difference in cited reasons for not attending more events in the city is the concern over safety. Interestingly, the residents who attend events most frequently – more than five times a year – are half as likely as other residents to cite safety as a major reason they don’t participate in more cultural activities.

Residents interested in arts and culture were asked where they turn to for information on such activities (Table 5.6). The most frequently named source of information is newspapers and magazines (35%). About 1-in-5 name direct mail or email (22%), the signs outside theaters (19%) or flyers and brochures they come across (18%) as ways they find out about arts events in the city. Other sources of information include word of mouth (15%), websites (11%), radio (5%), cable TV (5%) and schools (4%).

Direct mail or email is the most frequently cited source for residents who attend many events in the city – 41 percent of this group receive information through this means compared to 33 percent who utilize newspapers and magazines.

New Brunswick Tomorrow

About half of the city's residents (49%) are aware of New Brunswick Tomorrow (Table 5.7). This represents a stabilization in the decline of recognition for "NBT" over the prior six years. The decline in awareness correlated with the growth of both Latinos and home renters in the city. Both groups tend to have lower overall awareness of New Brunswick Tomorrow. While two-thirds of white (71%) and African-American (64%) residents know of NBT, only 3-in-10 Latinos (31%) recognize the organization's name (Table 5.10).

Despite the decrease in awareness, public approval of NBT's efforts remains high with 3-in-4 permanent residents (77%) who know of NBT saying they approve of NBT's efforts to revitalize the city (Table 5.8). Ten percent of residents say they disapprove of NBT's work and 14 percent don't offer an opinion. Approval of NBT's efforts is high among all groups of residents (Table 5.11).

More than 3-in-5 residents who are aware of NBT (62%) believe it is succeeding in improving New Brunswick (Table 5.9). This represents a continued high level of confidence over the past ten years.

Johnson & Johnson

The belief that Johnson & Johnson is good for the city has remained steady over the past 25 years, with 76 percent of permanent residents in the current survey having this opinion (Table 5.12). Just 3 percent believe the company is bad for the city and 14 percent say the presence of the company makes no difference.

Rutgers University

A large majority of permanent residents continue to believe Rutgers University is good for the city (Table 5.13). In the current survey, 79 percent of permanent residents say Rutgers is good for New Brunswick. Just 3 percent believe the university is bad for the city and 15 percent say the presence of Rutgers makes no difference to the quality of life in New Brunswick.

Summary

A large majority of New Brunswick residents continue to believe cultural activities are an important aspect of revitalizing their city, with many residents reporting that they take advantage of the cultural opportunities available in their home city. However, finding parking for these venues is a major issue that keeps potential patrons away.

Approval of New Brunswick Tomorrow's efforts remains high – with 3-in-4 approving of what NBT is trying to do. The decrease in overall awareness of NBT experienced during the prior six years seems to have stabilized. At the same time, more than 6-in-10 of residents continue to believe that NBT is succeeding in its efforts to improve the city.

Opinion that both Johnson & Johnson and Rutgers University are good for New Brunswick has remained fairly steady over the past 25 years with more than 3-in-4 city residents holding this view.

Table 5.1:
Importance of Culture in Revitalization of New Brunswick [Q.18]

	<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>
2004	60%	27%	4%	3%	6%	100%
2002	61	28	4	2	6	101
2000	65	23	4	2	5	99
1998	62	25	5	2	6	100
1996	65	25	4	4	2	100
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 5.2:
Resident Attendance at New Brunswick Cultural and Arts Events in the Past Year [Q.19]

	<u>Never</u>	<u>Once or Twice</u>	<u>3 to 5 Times</u>	<u>Over 5 Times</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	44%	26%	18%	11%	1%	100%	(802)
<u>By Race</u>							
--White	23	27	26	23	--	99	(209)
--African-American	40	29	20	10	1	100	(184)
--Hispanic/Latino	56	24	12	6	2	100	(359)
<u>By Income</u>							
--Under \$20,000	58	24	11	6	1	100	(194)
--\$20,000 - \$50,000	36	34	19	11	1	101	(244)
--Over \$50,000	30	26	22	20	1	99	(160)
<u>PAST SURVEYS</u>							
--2002	38%	31%	18%	12%	1%	100%	(800)
<u>By Race</u>							
--White	30	30	23	16	--	99	(232)
--African-American	29	34	26	11	--	100	(180)
--Hispanic/Latino	48	31	11	8	2	100	(328)
--2000	39%	28%	19%	13%	1%	100%	(803)
<u>By Race</u>							
--White	37	27	19	16	--	99	(283)
--African-American	35	33	21	11	--	100	(215)
--Hispanic/Latino	43	27	18	10	1	99	(239)

Table 5.3:
New Brunswick Venues Attended in Past Year* [Q.20]

	State Theater	George Street Playhouse	Rutgers venues/museums	Crossroads Theatre	Local club, bar	City park	Local school	Local church	Other	(n)
TOTAL	62%	19%	12%	10%	6%	6%	6%	1%	7%	(451)
<u>By Race</u>										
--White	76	25	22	9	10	7	2	1	6	(161)
--African-American	67	18	8	20	5	5	6	--	6	(110)
--Hispanic/Latino	45	14	5	4	2	3	11	2	8	(156)
<u>By Income</u>										
--Under \$20,000	42	14	4	3	6	5	9	1	6	(82)
--\$20,000 - \$50,000	67	21	10	9	5	5	8	--	5	(157)
--Over \$50,000	79	27	21	17	7	8	3	1	7	(112)
<u>By Number of Events Attended in Past Year</u>										
--One or two	55	12	8	3	3	5	6	--	7	(212)
--3 to 5	70	24	12	18	8	8	4	1	6	(140)
--More than 5	71	30	25	14	10	5	11	3	8	(90)

* Among those attending cultural events. Survey participants could give multiple answers.

Table 5.4:
Overall Interest in Arts and Cultural Events [Q.21]

	<u>Very</u> <u>Interested</u>	<u>Somewhat</u> <u>Interested</u>	<u>Not</u> <u>Interested</u>	<u>No</u> <u>Answer</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	34%	36%	29%	2%	101%	(802)
<u>By Race</u>						
--White	47	34	19	--	100	(209)
--African-American	31	43	25	1	100	(184)
--Hispanic/Latino	28	33	36	4	101	(359)
<u>By Income</u>						
--Under \$20,000	24	36	37	3	100	(194)
--\$20,000 - \$50,000	38	36	24	2	100	(244)
--Over \$50,000	44	39	17	--	100	(160)
<u>By Number of Events</u> <u>Attended in Past Year</u>						
--None	19	33	44	3	99	(351)
--One or two	34	41	23	1	99	(212)
--3 to 5	47	41	11	1	100	(140)
--More than 5	69	26	6	--	101	(90)

FIGURE 5.1:
Reasons for Not Attending More New Brunswick Events [Q.22]

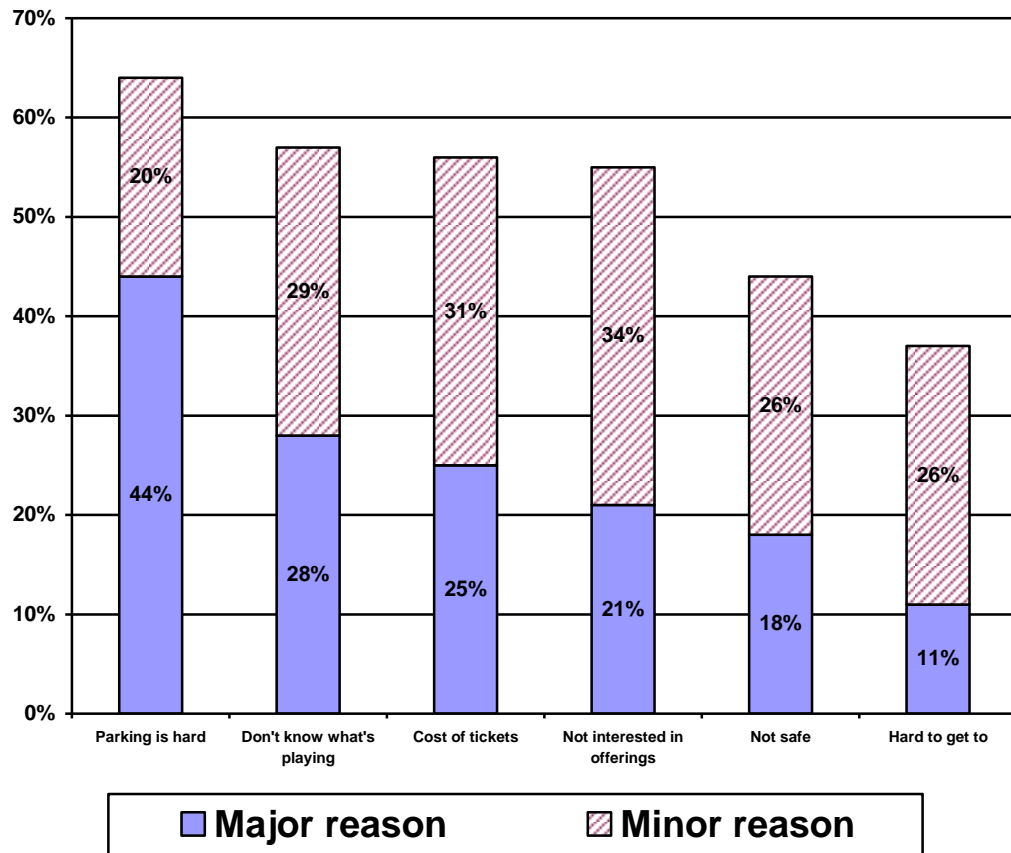


Table 5.5:
Reasons for Not Attending More New Brunswick Events [Q.22]

<i>Those saying each is a "Major Reason"</i>	Parking is hard to find	Don't really know what's playing	Shows cost too much	Not really interested in the types of shows there	It's not safe	Hard for me to get to the theaters	(n)
TOTAL	44%	28%	25%	21%	18%	11%	(571)
<u>By Race</u>							
--White	48	20	20	16	15	8	(169)
--African-American	48	27	20	27	15	8	(137)
--Hispanic/Latino	37	33	31	22	23	15	(230)
<u>By Income</u>							
--Under \$20,000	38	32	33	26	30	27	(121)
--\$20,000 - \$50,000	44	28	22	23	13	5	(185)
--Over \$50,000	48	25	23	22	14	6	(133)
<u>By Number of Events Attended in Past Year</u>							
--None	43	35	27	21	21	13	(193)
--One or two	51	30	24	25	17	13	(161)
--3 to 5	44	25	26	16	20	10	(124)
--More than 5	36	17	23	24	11	6	(85)

Table 5.6:
Information Sources for New Brunswick Events* [Q.23]

	Newspapers, magazines	Direct mail, email	Pass theater signs, call theater	Flyers, brochures	Word of mouth	Websites	Radio	TV, cable TV	Schools	(n)
TOTAL	35%	22%	19%	18%	15%	11%	5%	5%	4%	(571)
<u>By Race</u>										
--White	43	39	20	15	10	16	5	1	1	(169)
--African-American	39	23	20	21	23	8	7	5	2	(137)
--Hispanic/Latino	26	11	18	19	13	7	4	7	7	(230)
<u>By Income</u>										
--Under \$20,000	30	11	19	15	15	9	4	8	8	(121)
--\$20,000 - \$50,000	37	24	20	21	11	10	6	5	2	(185)
--Over \$50,000	39	31	18	19	19	18	8	2	2	(133)
<u>By Number of Events Attended in Past Year</u>										
--None	33	11	17	16	14	6	4	6	3	(193)
--One or two	36	21	20	17	16	11	5	6	6	(161)
--3 to 5	40	29	24	24	14	13	7	3	4	(124)
--More than 5	33	41	19	14	20	18	5	3	3	(85)

* Among those interested in cultural events. Survey participants could give multiple answers.

Table 5.7:
Awareness of New Brunswick Tomorrow (NBT) [Q.28]

	<u>2004</u>	<u>2002</u>	<u>2000</u>	<u>1998</u>	<u>1996</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>
--Aware of NBT	49%	49%	57%	60%	72%	70%	65%	69%	75%	77%	76%	80%	79%	70%

Table 5.8:
Approval of What NBT Is Trying To Do* [Q.29]

PERMANENT RESIDENTS WHO ARE AWARE OF NBT

	<u>2004</u>	<u>2002</u>	<u>2000</u>	<u>1998</u>	<u>1996</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	77%	75%	80%	75%	81%	75%	70%	65%	64%	63%	74%	75%	75%	73%
--Disapprove	10	12	9	8	6	8	12	13	16	15	11	9	7	6
--Don't Know	14	13	11	17	13	16	18	23	20	23	15	16	18	21

Table 5.9:
Is NBT Succeeding in Improving New Brunswick?* [Q.30]

PERMANENT RESIDENTS WHO ARE AWARE OF NBT

	<u>2004</u>	<u>2002</u>	<u>2000</u>	<u>1998</u>	<u>1996</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	62%	65%	68%	68%	66%	66%	55%	59%	62%	67%	74%	67%	58%	53%
--No	18	15	15	14	16	20	26	21	21	17	12	14	21	23
--Don't Know	20	20	17	18	18	14	19	19	17	16	14	19	20	25

* Results are based only on those permanent residents who are aware of NBT.

Table 5.10:
Awareness of New Brunswick Tomorrow [Q.28]

	<u>Aware</u>	<u>(n)</u>
PERMANENT RESIDENTS	49%	(802)
<u>By Length of Residence</u>		
--10 years or less	27	(405)
--More than 10 years	72	(393)
<u>By Residence Type</u>		
--Own	68	(280)
--Rent	39	(489)
<u>By Race</u>		
--White	71	(209)
--African-American	64	(184)
--Hispanic/Latino	31	(359)
<u>By Age</u>		
--18 to 29	28	(251)
--30 to 49	48	(284)
--50 to 64	72	(137)
--65 or over	80	(100)
<u>PAST SURVEYS</u>		
--2002	49%	(800)
<u>By Length of Residence</u>		
--10 years or less	22	(403)
--More than 10 years	76	(394)
<u>By Race</u>		
--White	66	(232)
--African-American	67	(180)
--Hispanic/Latino	29	(328)
--2000	57%	(803)
<u>By Length of Residence</u>		
--10 years or less	33	(427)
--More than 10 years	82	(374)
<u>By Race</u>		
--White	67	(283)
--African-American	70	(215)
--Hispanic/Latino	38	(239)

Table 5.11:
Approval Of What New Brunswick Tomorrow Is Trying To Do [Q.29] *

	<u>Approve</u>	<u>Disapprove</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	70%	9%	21%	100%	(802)
<u>By Race</u>					
--White	75	6	19	100	(209)
--African-American	68	15	17	100	(184)
--Hispanic/Latino	68	8	24	100	(359)
<u>By Income</u>					
--Under \$20,000	67	11	22	100	(194)
--\$20,000 - \$50,000	77	9	14	100	(244)
--Over \$50,000	79	8	12	99	(160)
<u>PAST SURVEYS</u>					
--2002	73%	9%	18%	100%	(800)
<u>By Race</u>					
--White	78	6	16	100	(232)
--African-American	70	13	17	100	(180)
--Hispanic/Latino	71	10	19	100	(328)
--2000	77%	9%	14%	100%	(803)
<u>By Race</u>					
--White	83	5	12	100	(283)
--African-American	78	11	11	100	(215)
--Hispanic/Latino	72	13	15	100	(239)

* *The wording of this question was changed in 2000. In order to distinguish NBT from other organizations in the city, a brief description was read and the question was asked of all study participants. In the past the question was read with no description and only asked of those who said they had heard of NBT.*

Table 5.12:
Perception of Johnson & Johnson as Good or Bad for New Brunswick [Q.27]

	<u>Good</u>	<u>Bad</u>	<u>No Difference</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
PERMANENT RESIDENTS	76%	3%	14%	6%	99%	(802)
<u>By Race</u>						
--White	85	3	9	3	100	(209)
--African-American	70	6	20	4	100	(184)
--Hispanic/Latino	76	3	13	8	100	(359)
<u>By Income</u>						
--Under \$20,000	77	2	14	6	99	(194)
--\$20,000 - \$50,000	74	5	16	5	100	(244)
--Over \$50,000	87	4	8	1	100	(160)
<u>PAST SURVEYS</u>						
--2002	77%	5%	13%	4%	99%	(800)
--2000	80	2	13	4	99	(803)
--1998	79	3	13	6	101	(870)
--1996	79	3	16	1	99	(754)
--1994	82	3	13	1	99	(891)
--1992	77	5	16	2	100	(764)
--1990	78	4	14	4	100	(808)
--1988	75	8	12	5	100	(774)
--1986	74	8	13	5	100	(812)
--1984	84	5	8	3	100	(846)
--1982	85	3	8	3	99	(719)
--1980	85	5	7	3	100	(868)
--1978	83	3	9	5	100	(836)

Table 5.13:
Perception of Rutgers As Good or Bad for New Brunswick [Q.26]

	<u>2004</u>	<u>2002</u>	<u>2000</u>	<u>1998</u>	<u>1996</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>
--Good	79%	81%	85%	82%	80%	84%	79%	81%	77%	78%	83%	84%	83%	77%
--Bad	3	3	2	4	5	3	4	3	8	4	3	3	3	6
--No Difference	15	14	11	12	14	12	15	14	13	14	13	10	11	14
--Don't Know	3	3	2	2	1	1	2	2	2	4	2	2	3	3

APPENDIX A:
SURVEY INSTRUMENT



Eagleton Institute of Politics • Center for Public Interest Polling

NEW BRUNSWICK TOMORROW 2004

April 19-May 9, 2004

ANNOTATED QUESTIONNAIRE

RESPONDENT SEX:

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

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

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

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

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

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

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

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

4. Now I'd like you to think back to what New Brunswick was like about 25 years ago before the rebuilding and revitalization efforts began. All things considered, do you think New Brunswick is better or worse **(IF "BETTER" OR "WORSE," PROBE: Would you say it is much (better/worse) or only somewhat better/worse?)**

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

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

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

6. What do you think are the two or three most important things that should be done to make New Brunswick a better place to live? **(PROBE: Is there anything New Brunswick needs that would make living here easier or better?) (DO NOT READ LIST - PROBE FOR UP TO THREE)**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

[IF ATTENDED EVENT IN PAST YEAR, ASK:]

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

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

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

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

[IF INTERESTED IN ARTS, ASK:]

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

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

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

b. Don't really know what's playing

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

c. It's not safe

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

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

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

e. Parking is hard to find

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

f. The shows cost too much

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

[IF INTERESTED IN ARTS, ASK:]

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

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

On another topic,

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

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

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

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

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

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

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

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

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

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

28. Have you heard of New Brunswick Tomorrow?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

D2. Do you own or rent your home?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

D11. Is the chief wage earner male or female?

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

D12. What was your age on your last birthday?

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

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

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

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

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

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

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

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

D17. What country is your family from?

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

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

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

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

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

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

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

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

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

APPENDIX B:
SURVEY METHODOLOGY

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SURVEY METHODOLOGY

2000 marked a transition year in the sampling methodology employed for the New Brunswick Biennial Survey, moving from an outmoded reverse-directory approach to a random-digit dialing telephone sample. The 1998 report includes an extensive discussion of the rationale behind this transition. In the past, the survey included both permanent residents and Rutgers student residents in the sample, although the results were usually reported only for the permanent resident sample. Since 2002, the survey has interviewed permanent residents only.

Sample Selection

This random-digit dial approach takes all telephone exchanges which serve the city of New Brunswick and distributes them in the sample according to proportion of phone service (e.g. if exchange “246” makes up 15 percent of all telephone numbers in the city, the chances of a “246” number being selected for the sample are about 15 percent). After the exchanges are set, a computer program randomly selects the last four digits in the phone number. This process ensures that unlisted numbers as well as new listed telephone numbers are included in the sampling frame.

However, because the telephone company does not assign exchanges based on municipal boundaries there is overlap in the exchanges which serve New Brunswick and surrounding towns. Of the 20 or so telephone exchanges which serve New Brunswick and the surrounding area, 40 percent of the total telephone numbers included in those exchanges are assigned to New Brunswick locations and the remaining 60 percent are outside the city. A tele-match was conducted for listed numbers to eliminate households known to be outside the city, leaving those numbers attached to New Brunswick addresses as well as those numbers for which no listed address was found.

The survey includes a screening question for city/town of residence. In addition, the survey includes questions asking respondents to identify their general location in the city (by nearest cross-streets).

A set of screening questions were used to screen out full-time Rutgers students who had lived in the city for less than 10 years, so that the sample would include only permanent city residents.

Data Collection

A sample of 802 New Brunswick residents 18 years of age and older were interviewed by telephone from April 29 to May 9, 2004. Interviewing was conducted during the evening on week days, and on weekends during both 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. Interviews were conducted in both English (n=565) and Spanish (n=237). Using these methods, an overall cooperation rate of 86 percent and a response rate of 44 percent were achieved.

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 800 respondents is about ± 3.5 percent at a 95 percent confidence interval. For example, if 47 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 43.5 and 50.5 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 -- e.g. men and women -- 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 B.1 shows the weighted composition of the 2004 sample for all participants, 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 men and women, but a sample of that population was divided 75 percent male to 25 percent female. To make the sample accurately reflect the population the responses of men would be counted as "2" each, while the responses of women would only be counted as ".67" each, thus equalizing the sample division to 50/50.

For the New Brunswick Biennial Survey, no weighting procedure was used from 1976 to 1982. In 1984, it was noted that the African-American population in New Brunswick had grown between the 1970 and 1980 U.S. Censuses and that the white population had dropped. From 1984 to 1990, the Census population count for racial distribution among adults in the city was used to keep the data in line with those Census figures. When the 1990 Census was published,

the Hispanic/Latino population of the city had 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. For 1992 through 1996, these new census figures for race were used to weight the survey data. A comparison of the results from past surveys using the weights derived from the 1980 versus 1990 census figures (as well as with unweighted data) reveal only minimal and not statistically significant differences.

Since 1998, a different weighting approach has been utilized for the random digit dial sample. The growth of the Hispanic community which was shown in the 1990 Census has continued. In comparison with the counts by race, the Census results for age categories have remained fairly stable from 1970 to 2000. As such, this variable is used as the weighting factor for the current sample. Also, the use of age categories allows Eagleton to account for the exclusion of students from the sample. While students are included in the Census count, they were not included in the survey (for reasons described earlier in this section). Therefore, the weighting approach needs to be able to take into account the number of students who are excluded. While Rutgers University tracks the number of students living in New Brunswick, it does not provide demographic information on them. While it would be impossible to assign racial categories to these students, it is much safer to assume that nearly all fall into the 18 to 29 year old age category. According to Rutgers figures, approximately 6,000 students live in New Brunswick dorms and about 6-7,000 live in off-campus apartments in the city. As such, the 2000 census results for the 18-29 year old category was reduced by 13,000 people to create the weighting calculations for this survey sample.

Trends in the New Brunswick Permanent Resident Profile

Table B.1 examines survey findings for different demographic and economic groupings for permanent residents from 1978 to the present. Overall, trends in education have remained steady for the past decade, although there is a slight decline in those holding a college degree. Unemployment has gone up slightly in the past few years. Since 2000, more than 3-in-5 residents rent their homes. From 1980 to 1998 this number hovered between 48 and 57 percent.

Table B.2 presents an unweighted profile of permanent residents who have participated in these surveys since 1978 and allows for a better examination of changes in age and race over two-year periods. According to these results, there continues to be an increase in the proportion of Hispanic residents (especially in the past few years) and a consequent decline in white residents since the 1990 census was conducted. The proportion of African-American residents has remained fairly steady over the past ten years. Also, age distributions have remained fairly stable since 1978, although there has been a decrease in the age 60 and older cohort since 1996.

Table B.1: Profile of Permanent Residents [Weighted]

(n)	<u>2004</u> (802)	<u>2002</u> (800)	<u>2000</u> (803)	<u>1998</u> (870)	<u>1996</u> (755)	<u>1994</u> (891)	<u>1992</u> (764)	<u>1990</u> (808)	<u>1988</u> (774)	<u>1986</u> (812)	<u>1984</u> (846)	<u>1982</u> (719)	<u>1980</u> (868)	<u>1978</u> (836)
<u>Gender</u>														
--Male	48	48	49	48	50	46	49	45	47	44	46	48	48	50
--Female	52	52	51	52	50	54	51	55	53	56	54	52	52	50
<u>Education</u>														
--8th grade or less	16	14	8	8	6	6	5	5	5	6	7	9	10	10
--Some high school	12	11	10	10	10	8	10	9	11	11	11	10	12	14
--High school grad	29	29	28	29	24	27	29	28	26	32	35	32	30	32
--Vo-Tech school	2	2	3	3	3	2	2	3	3	3	na	na	na	na
--Some college	16	18	18	17	18	18	22	18	19	16	17	16	16	15
--College grad	13	14	20	19	21	24	20	24	24	21	19	17	17	16
--Graduate school	10	9	12	13	15	14	10	12	11	11	10	16	14	12
<u>Children in home</u>														
--Child under 18	46	40	35	36	30	30	31	27	31	31	na	na	na	na
<u>Child in school</u>														
--NB Public school	31	27	22	22	15	15	17	14	15	16	14	11	12	14
--Private school	6	7	6	6	9	8	7	6	8	8	9	8	9	11
<u>Senior citizen</u>														
--in home	21	20	24	24	29	25	23	na	na	na	na	na	na	na
<u>Age</u>														
--18 to 29	33	34	29	27	27	25	34	28	31	30	34	34	29	28
--30 to 39	21	19	24	21	21	27	21	25	24	22	17	19	21	16
--40 to 49	15	16	13	15	15	14	14	12	10	10	9	8	8	10
--50 to 59	13	11	11	12	10	9	9	10	10	9	11	13	15	18
--60 and over	15	16	20	21	26	22	20	23	25	25	26	24	24	28
<u>Home ownership</u>														
--Own	34	32	33	46	45	46	41	44	46	49	46	43	44	na
--Rent	62	63	63	49	51	51	57	54	53	48	51	55	53	na
--Lives with family	3	4	3	3	2	2	1	2	1	2	2	2	1	na

Table B.1: Profile of Permanent Residents [Weighted] (continued)

(n)	<u>2004</u> (802)	<u>2002</u> (800)	<u>2000</u> (803)	<u>1998</u> (870)	<u>1996</u> (755)	<u>1994</u> (891)	<u>1992</u> (764)	<u>1990</u> (808)	<u>1988</u> (774)	<u>1986</u> (812)	<u>1984</u> (846)	<u>1982</u> (719)	<u>1980</u> (868)	<u>1978</u> (836)
<u>Race/ Ethnicity</u>														
--White	25	29	38	39	51	52	52	63	62	62	64	66	68	75
--African-American	23	23	26	27	27	26	28	25	25	25	24	22	21	19
--Hispanic/Latino	45	41	28	23	17	16	16	8	9	9	9	7	8	na
--Asian	3	4	4	4	2	na	na	2	1	na	na	na	na	na
--Other	<1	1	1	2	--	4	2	1	2	2	2	3	2	3
<u>Speaks Spanish</u>														
--in home	42	39	26	24	13	13	12	7	6	7	5	6	5	na
<u>Years in City</u>														
--< One	7	8	8	5	4	5	4	5	5	4	5	7	4	2
--1 to 2	9	12	11	8	7	8	11	12	10	10	9	10	9	7
--3 to 5	19	15	15	15	15	17	21	17	16	12	14	16	15	12
--6 to 10	16	15	17	17	14	14	12	13	13	12	11	11	11	13
--11 to 20	14	15	11	13	13	14	13	10	9	12	12	10	10	11
--21 to 30	6	6	5	8	9	7	9	8	8	8	7	8	7	9
--Over 30	9	9	12	14	14	16	15	12	11	15	15	12	15	15
--Entire life	19	19	21	20	23	18	16	22	28	28	27	25	28	31
<u>Marital Status</u>														
--Married/ living as	43	41	32	40	37	40	35	39	43	43	na	na	na	na
--Widowed	7	8	10	9	12	11	10	11	11	12	na	na	na	na
--Divorced	8	9	10	10	8	7	10	9	8	7	na	na	na	na
--Separated	5	5	6	4	3	4	5	4	5	3	na	na	na	na
--Never married	35	35	41	34	38	36	39	35	33	33	na	na	na	na
<u>Employ- ment</u>														
--Full-time	57	60	65	61	58	59	58	64	65	60	na	na	na	na
--Part-time	9	10	6	9	7	7	9	5	6	6	na	na	na	na
--Laid off	2	3	1	1	1	2	2	1	1	1	na	na	na	na
--Retired	11	12	17	18	21	19	17	19	18	19	na	na	na	na
--Not working	17	13	10	8	10	12	12	10	9	12	na	na	na	na
--Other	1	1	1	2	2	2	2	1	1	2	na	na	na	na
<u>Annual Income</u>														
--Under \$10,000	11	10	10	9	11	11	14	11	11	12	18	21	25	27
--\$10- 20,000	14	17	15	14	15	18	17	16	17	24	24	29	31	38
--\$20- 30,000	12	13	14	16	14	14	18	16	18	19	18	18	16	19
--\$30- 50,000	18	16	20	18	22	20	21	24	26	18	21	18	13	↓
--Over \$50,000	20	22	22	21	21	23	17	17	13	9	↓	↓	↓	↓
--No answer	26	23	19	23	16	14	14	15	15	19	19	15	14	16

Table B.2: Unweighted Profile of Permanent Residents

	<u>200</u> <u>4</u> (802)	<u>200</u> <u>2</u> (800)	<u>200</u> <u>0</u> (803)	<u>199</u> <u>8</u> (870)	<u>199</u> <u>6</u> (755)	<u>199</u> <u>4</u> (891)	<u>199</u> <u>2</u> (764)	<u>199</u> <u>0</u> (808)	<u>198</u> <u>8</u> (774)	<u>198</u> <u>6</u> (812)	<u>198</u> <u>4</u> (846)	<u>198</u> <u>2</u> (719)	<u>198</u> <u>0</u> (868)	<u>197</u> <u>8</u> (836)
(n)														
<u>Gender</u>														
--Male	48%	48%	50%	46%	51%	46%	50%	45%	48%	45%	46%	48%	48%	50%
--Female	52	52	50	54	49	54	50	55	52	55	54	52	52	50
<u>Age</u>														
--18 to 29	31	36	32	28	28	25	34	28	31	30	34	34	29	28
--30 to 39	21	19	25	23	22	27	21	26	24	22	17	19	21	16
--40 to 49	14	15	16	16	15	14	13	12	10	9	9	8	8	10
--50 to 59	14	10	10	12	9	9	9	10	9	9	10	13	15	18
--60 and over	16	17	14	18	25	23	20	23	25	26	27	24	24	28
<u>Race/Ethnicity</u>														
--White	26	29	35	39	49	55	61	64	66	69	71	66	68	75
--African-American	23	22	27	24	21	21	20	22	19	18	19	22	21	19
--Hispanic/Latino	45	41	30	26	24	19	15	10	10	9	8	7	8	na
--Asian	3	4	4	4	3	na	na	2	1	na	na	na	na	na
--Other	1	1	1	2	1	4	3	1	2	2	2	3	2	3

Table B.3: Description of Neighborhood Areas in New Brunswick

Edgebrook: This is an area of single family homes in the section of the city east of Route 1. It encompasses Districts 4 and 5 in the 1st Ward.

Route 18/Dewey Heights: This includes the area along Route 18 from west of Route 1 to just before the George Street ramp. It has a mix of single family homes and garden apartments. It includes most of Districts 1 and 6 in the 1st Ward.

Nichol Avenue: This areas is bounded by the Douglass/Cook campus on the west, Commercial Avenue/Georges Road on the east, and Redmond Street on the north. It is mainly older single family homes, some of which are used as rental properties for college students. It is in the eastern part of the 2nd Ward.

River Watch: This is the area from Bishop Street to the Railroad tracks, between Redmond Street and the Raritan River. It currently contains, older housing along and around George Street, apartment buildings along the northern end of Commercial Avenue, the Memorial Homes housing project, and newer owner/renter properties around Hiram Square. This area is slated to see many changes in coming years. It includes the far western part of District 1 and all of District 2 and 3 in the 1st Ward, the southern half of the 3rd Ward, District 1 in the 4th Ward, and part of District 1 in the 5th Ward.

Central New Brunswick: The largest area of the city defined in the survey, it is bounded by Commercial Avenue to the west, the Railroad tracks to the east, Redmond Street to the north, and Delavan Street to the south. It has mainly older housing stock, many multi-family properties, and many rental properties. It includes the northwestern portions of the 2nd Ward, and District 2 and part of District 3 in the 4th Ward.

Renaissance Station: Taking its name from the townhouse complex built here in the past decade, this includes the area of the city south of Delavan Street and east of the Railroad tracks, including the entire southern end of Livingston Avenue. In addition to the townhouse complex, this area has larger single family and multi-family housing, mostly of older stock. It includes most of Districts 5, 6, and 7 in the 2nd Ward, and most of District 3 and all of District 4 in the 4th Ward.

Jersey Avenue: This area comprises the southwestern portion of the city from Sandford Street along the Railroad tracks to the North Brunswick and Franklin borders. It includes a mix of older apartment units, Robeson Village and Schwartz-Robeson HUD apartments, single family homes in Lincoln Gardens, and the relatively new Hampton Club townhouse complex. It includes Districts 6 and 7 in the 4th Ward.

French Street: This comprises the area along French Street between Somerset Street and the Railroad tracks. It supports a growing Latino population in mostly older rental housing stock. It includes District 5 in the 4th Ward, and part of District 1 and all of District 2 in the 5th Ward.

Harvey Park: This area is bounded by Hamilton Street and Somerset Street from Easton Avenue to Sandford Street. It is mostly residential with many homes being used as rental properties. It includes Districts 3 and 4 in the 5th Ward.

Easton Avenue/Bucleuch Park: This is the area surrounding St. Peters Medical Center, from Hamilton Street to Easton Avenue and runs northwest to include Landing Lane. It includes apartment buildings, single family homes, and rental units populated by many students. It includes Districts 2, 5, and 6 in the 6th Ward.

College Avenue: This area is bounded by Easton Avenue, Bucleuch Park, the Raritan River, and the Railroad tracks. It is comprised of mostly older housing which has been converted to rental units for students, although a number of long-term residents still live here. It includes Districts 1, 3, and 4 in the 6th Ward.