

**2006 SURVEY OF
NEW BRUNSWICK RESIDENTS**

Conducted for:



Conducted by:



**Eagleton Institute of Politics
Eagleton Center for Public Interest Polling**

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2006 SURVEY OF NEW BRUNSWICK RESIDENTS

EXECUTIVE SUMMARY

This report is the sixteenth in a series of biennial surveys of New Brunswick residents conducted by the Eagleton Institute's Eagleton 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 as a result of revitalization over the past three decades. The survey was conducted by telephone from April 4 to 13, 2006 with a random sample of 800 permanent New Brunswick residents. The margin of error for this sample is ± 3.4 percent.

The overall positive rating for New Brunswick as a place in which to live stands at 58 percent, an increase of two percentage points over 2004, but within the margin of error. Residents' opinions about New Brunswick continue to improve, particularly relative to the city's schools. The population of New Brunswick continues to include higher numbers of Hispanic residents, who comprise 48 percent of the current survey respondents. Overall, the generally positive results show that concerns about crime observed in the 2004 survey were most likely a public reaction to a spate of high-profile crime incidents and not ongoing opinions and attitudes.

The 2006 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 focused 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-eight percent of New Brunswick residents rate it a positive place to live, which is a two-point improvement from 2004 results, but which does not reach the high-water mark of 64 percent in 2002. However, the trend for this item is unquestionably positive since the survey began asking the question in 1978, when the revitalization process was in its earliest stages and the positive rating was 34 percent.
- In 2006, 55 percent of respondents thought New Brunswick was better today than five years ago, up five points from 2004. Fifteen percent of participants thought New Brunswick was worse today than five years ago, compared to 19 percent in 2004.
- Similarly, respondents are optimistic that New Brunswick will be better in five years than it is today. Nearly two-thirds feel that it will be better, and 16 percent feel it will be worse, similar to results from the 2004 study.

- A majority of New Brunswick residents who have lived in the city for more than 20 years are positive about the revitalization efforts that have taken place in the city. Sixty-two percent of these long-term residents say that New Brunswick is better today than it was before revitalization efforts began in the mid-1970s, compared to 66 percent in 2004. Twenty-three percent say that it is worse, unchanged since 2004.
- This year's survey captures an increase in the number of New Brunswick residents who are positive about their neighborhoods, with nearly two-thirds rating their neighborhood as either an excellent (18 percent) or good (46 percent) place in which to live. Another 25 percent of city residents say their neighborhood is only fair and nine percent say it is a poor place in which to live, both numbers down slightly from 2004.

Perceptions of Safety:

- Perceptions of crime in New Brunswick improved from 2004, with 36 percent observing that crime has lessened compared to two years ago, and 15 percent observing that it has increased. In contrast, in 2004 29 percent of those surveyed said crime had lessened, and 27 percent said crime had increased. The 2004 numbers were, in all likelihood, influenced by high-profile crimes that had occurred before the 2004 survey went into the field. While the 2006 numbers do not fully recover to the levels of 2002, when 38 percent felt crime was better and 12 percent felt it was worse, the figures do seem to indicate that the results of 2004 were uncharacteristic.
- Eighty-seven percent of residents report feeling "very" or "somewhat" safe in their own neighborhood at night, which is an eight-percentage-point jump from 2004, but which is also consistent with previous surveys. The proportion of permanent New Brunswick residents who report feeling "not at all safe" in their neighborhoods at night has decreased significantly to 12 percent in 2006 from 18 percent in 2004.

Commitment to New Brunswick:

- Sixty-four percent of respondents prefer to stay in the city as opposed to moving out of the city, up two points from 2004. Thirty-four percent of respondents would prefer to move out of New Brunswick, down four points from 2004 and the lowest percentage reporting this preference since 1988.
- Thirty-two percent of respondents think that revitalization will help low-income families. This percentage has dropped from 36 percent in 2004. Thirty-seven percent predict that revitalization will hurt low-income families, compared to 32 percent in 2004. The reason most often cited for believing that revitalization will hurt low-income residents is that it will worsen the housing situation.

Public Schools

- Ratings for New Brunswick's public schools now stand at 45 percent positive to 37 percent negative, compared to 43 percent positive and 36 percent negative in 2004.

Sharp differences emerge, however, when the results are broken down by race and ethnicity. Hispanic residents are more likely to give a positive rating to the public schools than white or African-American residents.

- A larger proportion of residents continue to give positive evaluations of the public elementary schools in the city (49 percent) than they do of the public high school (38 percent), but both of these ratings have improved in recent years.

Approval of Key Institutions

- Approval of New Brunswick Tomorrow is at 74 percent among respondents who are acquainted with the mission of the organization, and 67 percent say it is succeeding, which are both consistent with previous surveys. Awareness of New Brunswick Tomorrow is at 45 percent, a decrease of four percentage points from 2004, which is just beyond the margin of error. The level of awareness may reflect the large influx of new residents into the city, particularly Hispanics. Awareness of New Brunswick Tomorrow is at 68 percent among white respondents, 61 percent among African-Americans, and 29 percent among Hispanics.
- Perceptions of key institutions Rutgers University and Johnson & Johnson remain consistently positive, in keeping with previous New Brunswick Tomorrow surveys. Rutgers University is rated “good for New Brunswick” by 83 percent of respondents. This number has been stable across time. Johnson & Johnson is perceived positively by 78 percent of respondents.
- The importance of culture to New Brunswick residents remains at a high level, with 88 percent rating culture very important or somewhat important to the revitalization of New Brunswick, virtually unchanged from 2004. Fifty-five percent of respondents have attended at least one cultural event in New Brunswick in the last year, similar to the percentage reported in 2004.

CHAPTER 1

INTRODUCTION

This report is the sixteenth in a series of biennial surveys of New Brunswick residents conducted by the Eagleton Institute's Eagleton 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 changes and developments that have occurred in the city as a result of revitalization over the past thirty years. All questions asked in the survey were drafted by Eagleton after consultation with NBT.

Methodology

The survey was conducted by telephone April 4 to 13, 2006 with a random sample of 800 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 ± 3.4 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 2006 survey maintains the increased proportion of renters (65 percent) seen in the 2000 and 2002 survey data. From 1980 to 2000 this number hovered between 48 and 62 percent.

There continues to be an increase in the proportion of Hispanic residents and a decline in white residents since the 1990 U.S. Census was conducted (Figure 1.1). Since 2002, the number of Hispanic residents has surpassed that of white residents while the proportion of African-American residents has remained stable. The percentage of white residents is equal in 2006 to the percentage of black residents (24%), while the percentage of Hispanics is double that of each of the other two groups (48%).

Age distributions have remained fairly stable since 1978. After a decrease in the age 60 and older cohort in 2000, the size of the cohort has held steady. The number of households with children under age 18 has increased to an all-time high of 50 percent in the current survey, rising dramatically from 27 percent in 1990. The number of residents with less than an eighth grade education has tripled to 18 percent since 1996, while the number of college graduates has decreased by eight percent in the same time period. In contrast, the percentage of high school graduates has steadily increased in the last decade.

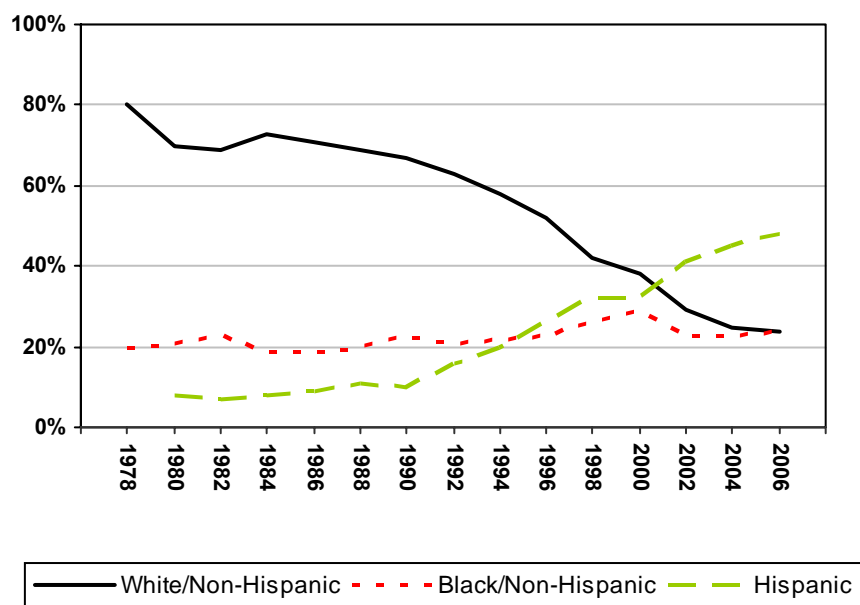
Overview of the Report

The results of our study are presented in chapters, as in previous reports. Chapter Two 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 Three focuses on ratings of New Brunswick public schools. Chapter Four explores residents' employment patterns. Chapter Five 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 appendix.

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

(Representing New Brunswick's adult permanent resident population)



CHAPTER TWO

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 in which 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 in Which to Live

Positive evaluations of New Brunswick as a place in which to live have rebounded slightly to 58 percent from 56 percent in 2004. Fifty-eight percent is the second highest positive figure recorded in the history of the survey, second only to 2002's high of 64 percent (Figure 2.1).

Overall, 14 percent of residents rate the city as an excellent place to live and 44 percent say it is good, compared with 32 percent who rate it as only fair and eight percent who say it is poor (Table 2.1). As in past surveys, variations in the ratings given to the city continue across racial and ethnic groups. Whites and Hispanics give New Brunswick higher evaluations than do African-Americans, with 63 percent of white residents, 62 percent of Hispanics, and 52 percent

of African-Americans giving New Brunswick positive evaluations. However, it is important to note that since 1988, majorities in all racial and ethnic groups have given New Brunswick positive ratings. Comparing 2006 to 2004, the positive evaluations from white and Hispanic residents have increased by approximately five percentage points each, while the positive evaluations from African-Americans have decreased by two percentage points. However, these numbers should be interpreted in light of the larger margin of error associated with sub-samples of the survey.

Satisfaction with New Brunswick increases in higher income groups. Sixty-seven percent of residents with incomes over \$50,000 per year rate New Brunswick positively, 10 to 12 percentage points higher than middle and low-income residents respectively.

Comparison of New Brunswick Today with Five Years Ago

The increase in positive ratings of the city is complemented by an increase in the percentage of residents (55 percent) who feel that New Brunswick is a better place in which to live than it was five years ago (Figure 2.2). Twenty-five percent believe the city is the same as it was five years ago and only 15 percent say the city is now a worse place to live. This represents an increased level of positive opinion about changes in the city since the early 1990s.

Residents of all races perceive improvement in the city, but Hispanics are much more likely than whites or African-Americans to give positive comparisons of New Brunswick today to New Brunswick five years ago. Sixty-one percent of Hispanics, 50 percent of whites and 49 percent of African-Americans say New Brunswick is better than it was five years ago (Table 2.2). These numbers represent increases across all racial groups compared to 2004.

Similar percentages of long-term (11+ years) and shorter term (fewer than 10 years) residents claimed that New Brunswick has gotten better compared to five years earlier. However, twenty-three percent of long-term residents perceived New Brunswick as worse now than five years earlier, compared with only nine percent of short-term residents. Overall, higher-income residents perceive New Brunswick as changing for the better.

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 that have been included in each New Brunswick Tomorrow survey since the series began.

The percentage of long-term residents who feel that revitalization efforts have made New Brunswick a better place to live has hovered in the low- to mid-sixties since 2000. Sixty-two percent of those living here for more than 20 years think the city is a better place to live in than it was before revitalization, 23 percent say it is worse, and six percent say it is the same (Table 2.3).

Non-white long-term residents are more likely to rate New Brunswick as better today than 25 years ago than are white long-term residents. Sixty-four percent of non-white long-term residents rated New Brunswick as better, compared with 59 percent of white long-term residents.

Expectations for New Brunswick Five Years from Now

Expectations for New Brunswick's future remain high. Nearly two-thirds of respondents feel that New Brunswick will be better five years from now than it is today (Table 2.4). This continues the high trend observed since 2000, which itself marked a return to 1980s levels in the number of permanent residents believing the city will be a better place in which 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. However, the number of residents who believe the city will be a worse place to live in five years time hovered around the rates seen since 2000 – a decrease of 13 percentage points from the 1992 results.

Permanent Residents Assess their Neighborhoods

This year's survey captured an increase in the number of New Brunswick residents who are positive about their neighborhoods, with more nearly two-thirds rating their neighborhood as either an excellent (18 percent) or good (46 percent) place in which to live (Table 2.5). Another 25 percent of city residents say their neighborhood is only fair and nine percent say it is a poor place in which to live, both numbers down slightly from 2004.

Improvement in neighborhood evaluations comes primarily from increases among white residents. At 76 percent, white residents are much more likely to rate their neighborhoods positively than are African-American (60 percent) and Hispanic (62 percent) residents.

Although majorities of residents in all income brackets have increasingly positive evaluations of their neighborhoods, those with incomes under \$20,000 – although still a majority

of 56 percent – are somewhat less likely than those with higher incomes from \$20,000 to \$50,000 (62 percent) or over \$50,000 (76 percent) to rate their neighborhood favorably. The ratings of residents in the highest income group jumped from 67 percent in 2004.

Although 48 percent of residents continue to report that their neighborhood has not changed in the last few years, the 32 percent who say their neighborhood has gotten better maintains an all-time high point for the survey (Table 2.6). Many more residents say their neighborhood has gotten better (32 percent) than say it has gotten worse (15 percent).

Hispanic residents' perceive positive neighborhood change (38 percent) at much higher rates than those of white (23 percent) and African-American (32 percent) residents. African-American residents offer the most critical assessment of change in quality of neighborhoods, with 22 percent who perceive that the quality of their neighborhood has recently gotten worse. In comparison, 18 percent of whites and only 10 percent of Hispanics shared that negative assessment.

Perceptions of Crime in New Brunswick

Opinions on crime were a much-anticipated variable in this year's survey. The survey results from 2004 proved to be greatly affected by public attention to some high-profile violent crimes that occurred in the months prior to the 2004 survey. At the time the survey was analyzed, researchers felt that concern over those crimes may have had an impact on the overall ratings of the city. Therefore, the results from this year were highly anticipated, as they would either prove or disprove the assumption that current events had affected the results in 2004.

We found that when residents were asked to compare crime in New Brunswick today to two years ago, 36 percent said crime has gotten better compared to 15 percent who say it has gotten worse (Figure 2.4). These figures are significantly improved from those observed in 2004, when 29 percent of residents felt that crime was better than two years previous, and 27 percent felt that it was worse.

These figures represent an almost complete recovery of this item to levels observed in 2002, when 38 percent felt crime had improved and 12 percent felt it had worsened. Neither the percentage in 2002 nor the percentage in 2004 was anywhere near the more than 40 percent of respondents who felt crime was worsening in the early 1990s.

It is important to remember that despite the pessimistic assessments regarding overall rates of crime in New Brunswick in the 2004 survey, the same year found a large increase in optimism regarding the city's safety. Similarly, in this year's survey there is a sharp improvement in the number of residents who report feeling safe in their own neighborhoods at night, with 87 percent feeling very or somewhat safe compared with only 12 percent feeling not at all safe. These figures represent a seven-point increase in reports of feeling safe and a six-point decrease in reports of feeling unsafe as compared with 2004.

A majority of the city's residents say New Brunswick has either the same amount (40 percent) or less (22 percent) crime than other towns in the area (Table 2.8). Only 28 percent of residents felt that there is more crime in New Brunswick than in other areas, which represents an eight-point drop from the 2004 survey. This number represents a 26-point drop from the 1994 survey in the number of residents who perceive that crime is higher in their city than in other towns.

Variations among racial subgroups in perceptions of crime in New Brunswick have changed since 2004. White residents' perception that their city has more crime than other towns decreased from 51 percent to 39 percent in this year's survey. Whites are still more likely than African-American (29 percent) and Hispanic (21 percent) residents to believe their city has more crime than other towns. The number of Hispanic residents reporting that New Brunswick has more crime than other areas decreased by 10 percentage points compared with the findings in 2004.

Long-term and short-term residents do not have differing perceptions of the comparative levels of crime in New Brunswick, and younger residents perceive slightly higher levels of crime than do residents 65 years and older.

Commitment to New Brunswick

As has been the case since the survey began, most New Brunswick residents (64 percent) would choose to stay in the city rather than move out of New Brunswick if presented with the option to leave (Figure 2.5). The percentage of residents who would prefer to leave New Brunswick has been steadily declining since 1992, with only 34 percent in the current survey reporting a preference to leave. Over half of permanent residents (53 percent) say they would continue living in their present home and another 11 percent say they would move to some other location within the city of New Brunswick (Table 2.9).

In comparison, only 34 percent would choose to move out of New Brunswick, which is representative of a slow but steady decline in this figure since 1996. African-American residents (47 percent) are more likely than Hispanic (28 percent) and white (31 percent) residents to want

to move out of New Brunswick. Commitment to staying in New Brunswick increases with age, with 58 percent of residents ages 18-29 reporting a preference to stay, compared with 77 percent residents over 65.

The most common reasons cited for wanting to move out of the city are crime (24 percent), the desire to live in a non-urban environment (15 percent), cost of living/rents (14 percent), and the school system (11 percent) (Table 2.10). The percentage citing crime as a reason for wanting to move continues to remain low compared to the 1992 high point. Then, more than one-third (38 percent) said crime was their main reason for wanting to leave the city.

Suggestions to Improve the City

When asked what New Brunswick could do to improve the city, 42 percent of residents mention dealing with various safety and crime issues. This area of concern has risen from 36 percent in 2002, 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 (19 percent), increasing police foot patrols (nine percent), and dealing with drug problems (six percent).

Two-in-ten residents say the city should do something to improve housing conditions, such as building more housing (eight percent), building low-income housing specifically (eight percent) and renovating old housing (three percent). The call for low-income housing in particular has fallen from 16 percent in 2004 to eight percent today.

Three-in-ten residents feel that the city should encourage economic development, such as more job opportunities (12 percent), continued improvement of the downtown area (two percent)

and lower taxes (five percent). These results are similar to recent surveys. An additional suggestion was to control rents or implement rent controls, which was suggested by eight percent of residents.

Another 17 percent feel that the city should improve its schools. Other suggestions for improving New Brunswick continue to include cleaner streets (10 percent), more youth activities (five percent), more/improved parks and recreation (three percent), improved traffic and roads (seven percent), and parking (two percent).

Impact of Revitalization on the Poor

In a shift from the 2004 results, city residents are more likely to believe that revitalization will hurt low-income residents in New Brunswick than help them (Figure 2.6). This reverses a trend from the 1996 survey in the belief that revitalization will help poorer residents and is in contrast 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 (32 percent) are outnumbered by those who believe that it will hurt them (36 percent). Another 15 percent of residents say revitalization efforts will neither help nor hurt low-income residents and 11 percent offer no opinion (Table 2.12). The observation that more residents believe that revitalization will hurt than will help low-income residents is a shift in opinion. However, the size of this shift in opinion does not reach the dramatic differences observed in 1988, when only 29 percent of residents thought revitalization would help low-income families compared to 53 percent who thought it would hurt them.

Another difference in the current survey from 2004 is that low-income residents are more likely to feel that revitalization efforts will hurt (35 percent) rather than help (27 percent) them. In 2004 those earning under \$20,000 a year were more apt to feel that revitalization will help (39 percent) rather than hurt (30 percent) people in their income bracket.

Examining the results by race shows an increase in the number of African-Americans who feel that poor families are more likely to be hurt (54 percent) than helped (22 percent) by revitalization. This continues to contrast with both white and Hispanic residents, where 36 percent of white residents and 37 percent of Hispanic residents say revitalization will be beneficial for low-income families.

Among those residents who say revitalization will help low-income families, over half (52 percent) mention increased job opportunities as a reason they feel this way (Table 2.13). Other reasons why people feel revitalization will help include: leads to more housing (19 percent), better standard of living (17 percent).

The main reasons cited by those who feel revitalization will hurt low-income families are that it will worsen the housing situation (47 percent), will increase the cost of living (30 percent), and will force out poor people (21 percent). The concerns of residents who feel that revitalization will hurt low-income families have remained consistent over the last four surveys.

Summary

The 58 percent “excellent/good” overall positive rating of New Brunswick is a rebound from the slight decline observed in 2004, and maintains a high level of satisfaction for the city. Concerns about recent crime incidents seem to have driven the 2004 change in opinion.

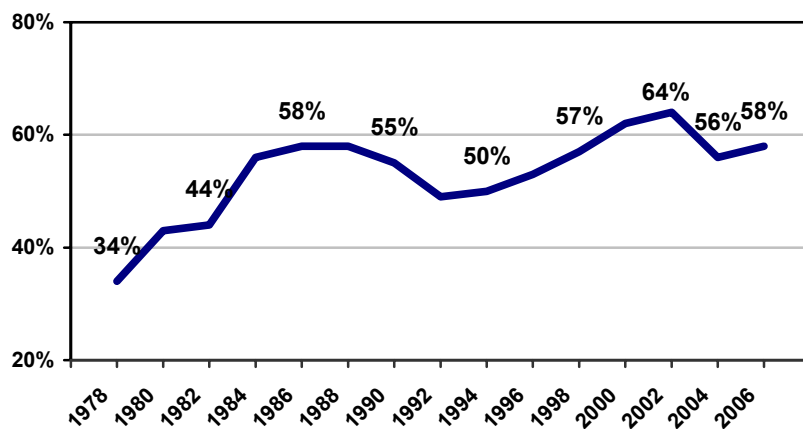
Residents appear to have recovered from concerns about overall rates of crime, and appear to continue to rate highly the safety of their own neighborhoods as they have in the recent past.

Positive ratings about the city appear to be fairly stable. The percentage of residents who believe New Brunswick is a better place to live than it was five years ago continues to grow, as do the nearly two-thirds who 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.

An area of concern to monitor is the belief that revitalization will hurt the poorest of the city. Among those who feel that revitalization will help low-income families, there has been a 10 percentage point increase in the number who feel that revitalization will provide jobs and opportunity. This optimism is balanced by stable rates of concern that revitalization will worsen the housing situation and increase the cost of living.

FIGURE 2.1:

NEW BRUNSWICK IS A POSITIVE PLACE TO LIVE



**NEW BRUNSWICK IS A POSITIVE PLACE TO LIVE
By Race/Ethnicity**

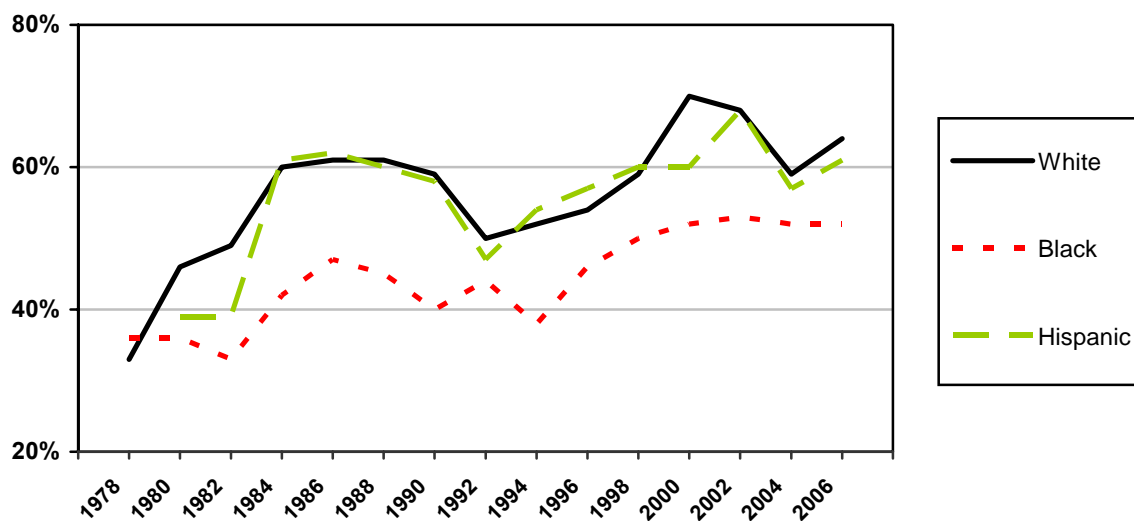


Table 2.1:
Overall Rating of New Brunswick [Q.2]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>DK/RF</u>	<u>(n)</u>
Permanent Residents	14%	44%	32%	8%	1%	800
Race						
White	16	47	29	7	0	207
African-American	12	40	35	13	1	189
Hispanic	17	45	31	7	1	365
Income						
Under \$20,000	16	39	34	11	0	196
\$20,000 - \$50,000	16	41	36	6	0	255
Over \$50,000	13	54	24	8	1	196
 <u>PAST SURVEYS</u>						
--2004	11%	45%	32%	9%	2%	802
--2002	12	52	28	7	1	800
--2000	11	51	28	9	1	803
--1998	11	46	32	9	2	870
--1996	6	45	35	12	1	754
--1994	6	42	39	11	1	891
--1992	4	44	39	12	1	764
--1990	7	47	37	8	2	808
--1988	9	48	34	9	1	774
--1986	9	48	35	7	1	812
--1984	9	47	37	7	1	846
--1982	6	38	40	14	2	719
--1980	6	37	40	15	2	868
--1978	5	29	44	20	2	836

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

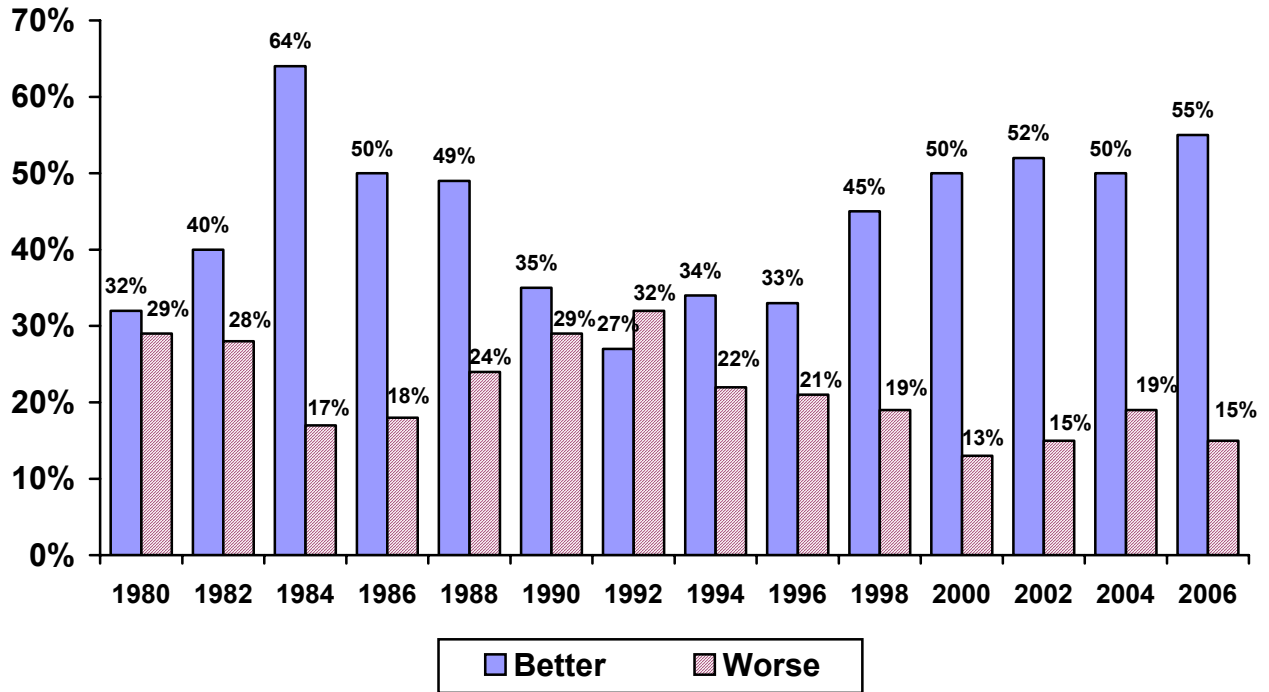


Table 2.2:
Comparison of New Brunswick Today with Five Years Ago [Q.3]

	<u>Better</u>	<u>Same</u>	<u>Worse</u>	<u>Don't Know</u>	<u>(n)</u>
PERMANENT RESIDENTS	55%	25%	15%	4%	800
Length of Residence					
10 years or less	54	31	9	5	402
11 years or more	55	19	23	3	397
Race					
White	50	33	15	2	207
African-American	49	24	25	3	189
Hispanic	61	22	11	6	365
Income					
Under \$20,000	53	25	16	6	196
\$20,000 - \$50,000	56	25	15	3	255
Over \$50,000	60	24	15	1	196

Table 2.3:
Comparison of New Brunswick Today With 25 Years Ago Before Revitalization Efforts
[Q.4] (Includes only those who have lived here for more than 20 years)

	<u>Better</u>	<u>Same</u>	<u>Worse</u>	<u>Don't Know</u>	<u>(n)</u>
PERMANENT RESIDENTS, 2006	62%	6%	23%	8%	254
<u>By Race, 2006</u>					
--White	59	9	25	6	118
--Non-white	64	5	22	9	149
PERMANENT RESIDENTS, 2004	66%	5%	23%	7%	278
<u>By Race, 2004</u>					
--White	71	4	20	5	105
--Non-white	60	5	25	9	165
PERMANENT RESIDENTS, 2002	64	7	21	7	278
<u>By Race, 2002</u>					
--White	69	5	22	5	115
--Non-white	62	8	22	8	157
PERMANENT RESIDENTS, 2000	66	9	18	7	284
<u>By Race, 2000</u>					
--White	72	8	12	7	113
--Non-white	61	9	23	7	168
PERMANENT RESIDENTS, 1998*	62	5	25	7	400
<u>By Race, 1998</u>					
--White	65	5	24	7	180
--Non-white	61	6	26	7	199
PERMANENT RESIDENTS, 1996*	62	9	27	4	430
<u>By Race, 1996</u>					
--White	62	10	25	3	238
--Non-white	60	8	28	3	184
PERMANENT RESIDENTS, 1994*	59	7	30	5	437
<u>By Race, 1994</u>					
--White	63	7	24	6	258
--Non-white	53	7	37	3	167
PERMANENT RESIDENTS, 1992*	52	6	36	7	395
<u>By Race, 1992</u>					
--White	52	6	36	7	235
--Non-white	54	2	38	5	156
PERMANENT RESIDENTS, 1990*	61	8	25	5	422
PERMANENT RESIDENTS, 1988*	53	18	25	3	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>
2006	65%	6%	16%	14%
2004	62	6	15	17
2002	66	6	15	14
2000	67	7	14	12
1998	56	8	17	17
1996	56	11	21	12
1994	53	9	24	13
1992	50	8	28	14
1990	58	8	18	16
1988	65	5	19	11
1986	68	5	12	14
1984	73	6	9	11
1982	70	5	11	14
1980	69	6	10	14

**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>(n)</u>
PERMANENT RESIDENTS	18%	46%	26%	9%	1%	800
Race						
White	33	43	16	7	0	207
African-American	14	46	24	15	1	189
Hispanic	16	46	30	7	1	365
Income						
Under \$20,000	13	43	31	11	2	196
\$20,000 - \$50,000	18	44	30	8	0	255
Over \$50,000	30	46	16	8	0	196

**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>(n)</u>
PERMANENT RESIDENTS	32%	15%	48%	5%	800
Length of Residence					
10 years or less	31	9	53	7	402
11 years or more	32	23	43	2	397
Race					
White	23	18	56	4	207
African-American	32	22	40	7	189
Hispanic	38	10	48	4	365

FIGURE 2.3
Positive Neighborhood Evaluations (Q.7)

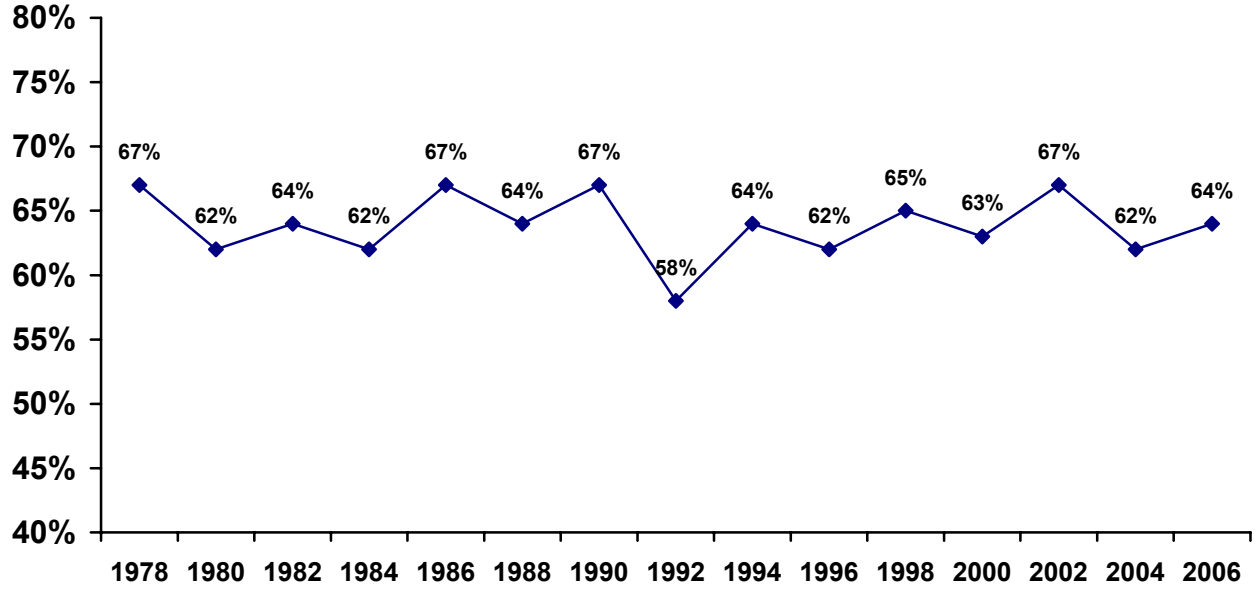


FIGURE 2.4
Crime in New Brunswick Compared to Two Years Ago (Q.12)

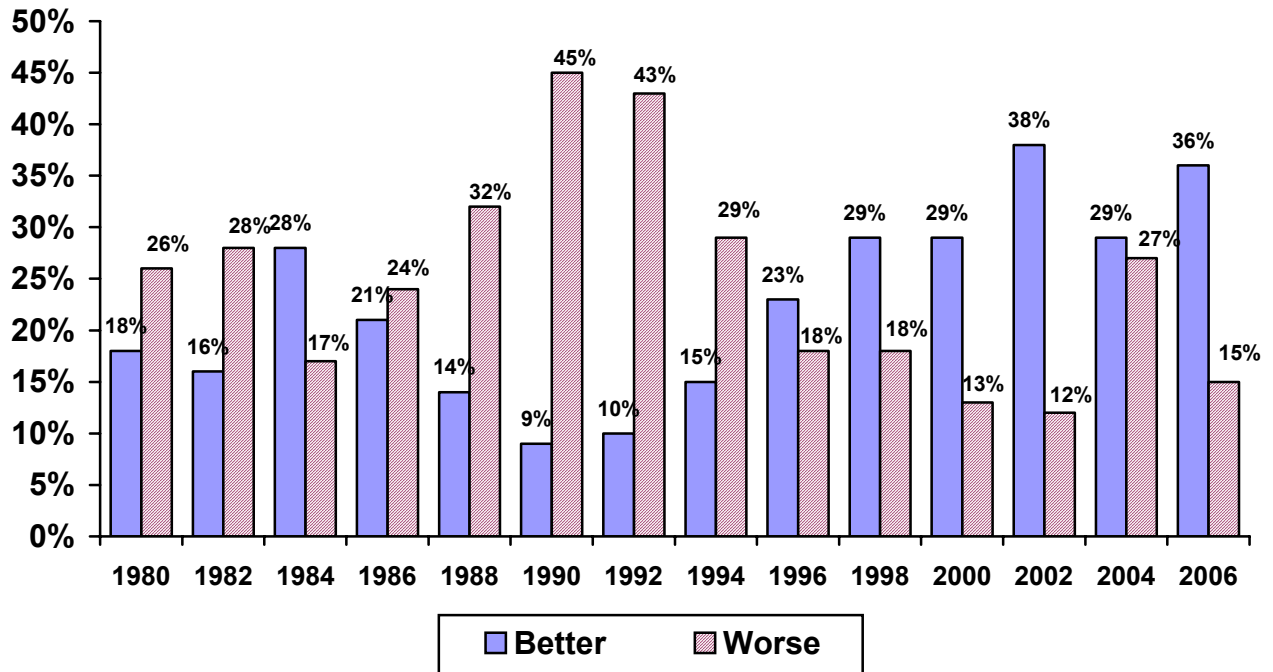


Table 2.7:
How Safe Permanent Residents Feel in Own Neighborhood at Night [Q.13]

	<u>Very Safe</u>	<u>Somewhat Safe</u>	<u>Not At All Safe</u>	<u>Don't Know</u>
2006	29%	58%	10%	2%
2004	27	52	18	3
2002	33	52	12	3
2000	31	56	11	2
1998	31	55	12	2
1996	26	59	13	2
1994	27	58	14	1
1992	22	60	17	1
1990	30	53	12	4
1988	30	56	12	2
1986	30	56	13	2
1984	27	58	13	2
1982	na	na	na	na
1980	27	56	15	1
1978	31	52	14	3

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>(n)</u>
PERMANENT RESIDENTS	28%	40%	22%	10%	800
Length of Residence					
10 years or less	27	35	25	12	402
11 years or more	29	43	19	8	397
Age					
18-29	29	43	21	7	202
30-49	29	35	25	11	319
50-64	31	40	23	6	135
65+	24	43	19	15	124
Race					
White	39	45	7	9	207
African-American	29	44	16	11	189
Hispanic	21	35	35	10	365
Sex					
Male	30	40	21	8	384
Female	26	38	23	12	416
<u>PAST SURVEYS</u>					
--2004	36%	37%	17%	11%	802
--2002	32	37	18	13	800
--2000	33	40	15	11	803
--1998	35	38	15	12	870
--1996	45	39	9	6	754
--1994	54	33	8	4	891
--1992	52	36	7	5	764
--1990	48	35	8	10	808
--1988	38	41	10	12	774
--1986	34	46	9	11	812
--1984	31	47	12	11	846
--1982	39	45	9	7	719
--1980	40	44	9	7	868
--1978	38	46	7	9	836

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

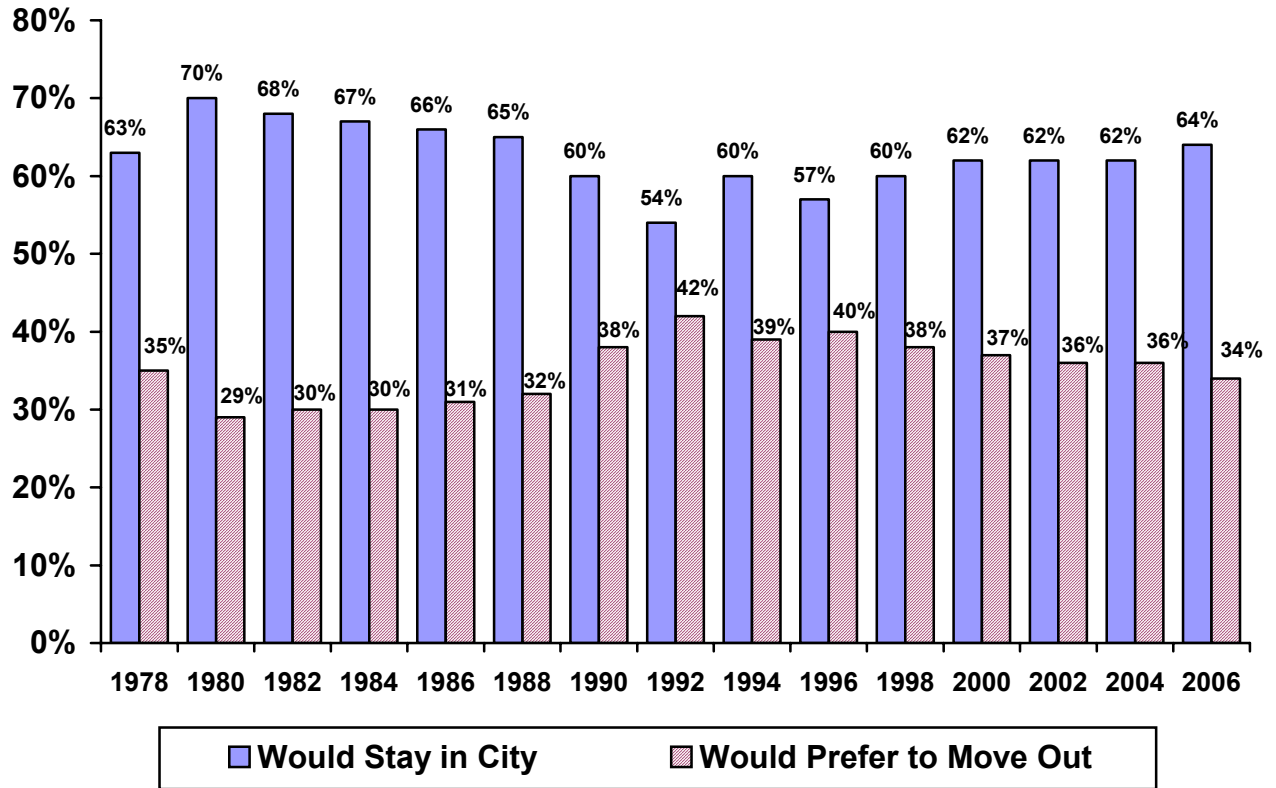


Table 2.9:
Residents' Commitment to New Brunswick [Q.9]

	<u>Continue Where Now</u>	<u>Move Elsewhere In New Brunswick</u>	<u>Move Out Of New Brunswick</u>	<u>Don't Know</u>	<u>(n)</u>
PERMANENT RESIDENTS	53%	11%	34%	3%	800
Length of Residence					
10 years or less	50	13	35	2	402
11 years or more	56	10	32	2	397
Age					
18-29	43	15	40	3	202
30-49	55	11	32	2	319
50-64	50	12	35	3	135
65+	72	5	23	0	124
Race					
White	60	7	31	2	207
African- American	38	15	47	0	189
Hispanic	56	12	28	3	365

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

	<u>2006</u>	<u>2004</u>	<u>2002</u>	<u>2000</u>	<u>98</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>
(n)	270	290	287	305	338	307	341	321	309	257	252	260	217	249
High crime	24%	26%	19%	17%	23%	25%	36%	38%	28%	19%	12%	17%	24%	18%
Cost of living/rent	14	15	12	13	4	--	na	4	2	3	3	2	2	2
Want to live in a different city	8	8	6	13	7	5	na	5	3	6	4	1	2	9
Poor quality schools	11	10	12	10	16	12	17	14	11	15	9	11	8	11
New job opportunities	7	7	8	10	8	8	na	1	5	2	2	6	2	6
City is dirty/run down	4	7	10	9	8	20	16	19	9	13	16	19	15	21
Want non-urban environment	15	13	13	7	11	22	12	16	19	17	24	26	30	26
Noise	3	9	7	7	5	--	na	7	7	2	--	--	--	--
Transportation	1	2	2	3	3	4	na	na	na	na	na	na	na	na
High taxes	5	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	1	2	1	1	2	--	na	5	8	7	4	4	4	3
All other	29	32	28	26	27	19	47	28	57	55	49	41	43	44
Don't know	3	3	3	4	--	3	1	1	--	2	1	1	--	1

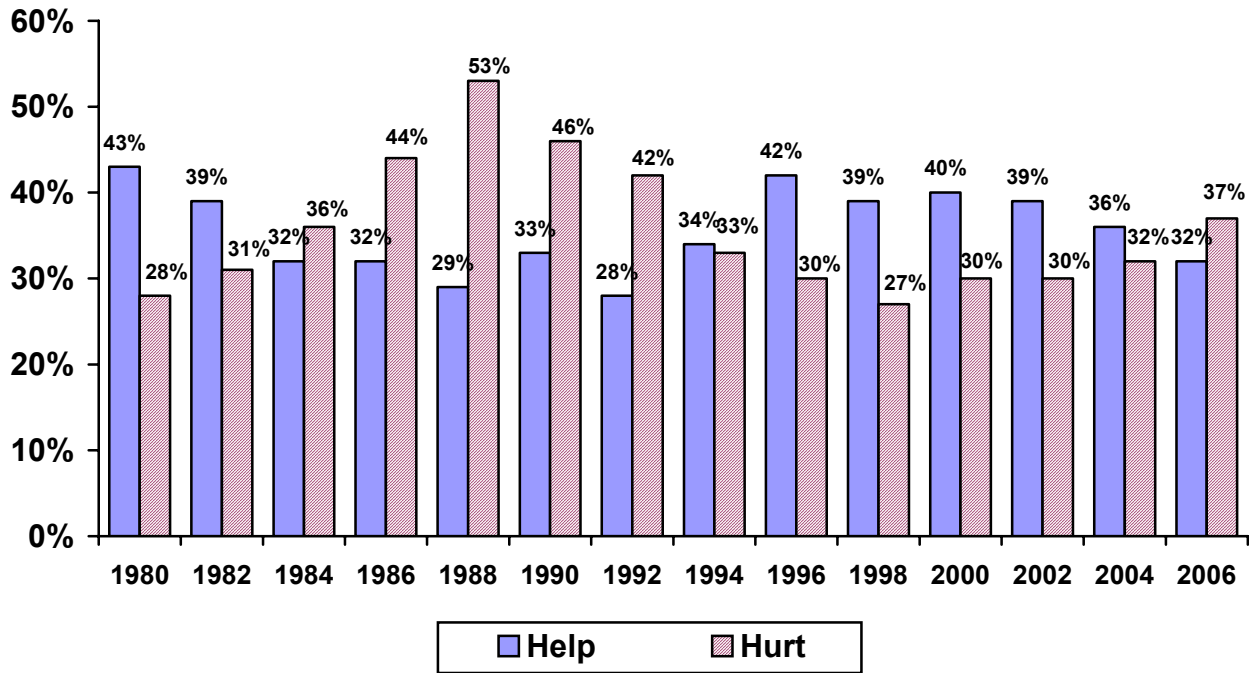
* Percentages total to more than 100% because respondents could give more than one reason.

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

	<u>06</u>	<u>04</u>	<u>02</u>	<u>00</u>	<u>98</u>	<u>96</u>	<u>94</u>	<u>92</u>	<u>90</u>	<u>88</u>	<u>86</u>	<u>84</u>	<u>82</u>	<u>80</u>	<u>78</u>
<i>SAFETY/CRIME</i>	42%	45%	36%	33%	41%	45%	54%	62%	48%	31%	25%	23%	29%	25%	24%
Make safer	19	21	14	14	17	18	18	18	13	6	10	10	10	11	16
Deal with drug problem	6	7	10	8	9	13	17	23	21	14	5	3	3	1	na
More foot patrols	9	8	5	6	7	5	4	4	2	1	2	2	1	2	6
Better police protection	6	6	5	3	5	6	6	11	6	5	4	4	9	7	na
Better quality police	2	3	2	2	3	3	9	6	6	5	4	4	6	4	2
<i>HOUSING</i>	21	29	29	30	25	36	20	26	40	40	44	37	36	37	59
Build more housing	8	8	12	8	8	7	11	11	17	16	20	15	24	27	23
Build low-income housing	8	16	8	9	6	9	9	11	19	20	19	14	9	5	35
Renovate old housing	3	3	4	7	6	5	na	4	4	4	5	8	4	5	1
Replace old housing projects	1	1	2	4	3	10	na	na	na	na	na	na	na	na	na
Landlords maintain property	1	1	3	2	2	5	na	na	na	na	na	na	na	na	na
<i>ECONOMIC DEVELOPMENT</i>	30	20	24	21	23	22	na	28	29	27	30	38	38	37	54
More job opportunities	12	10	9	8	8	4	na	14	9	10	8	12	15	9	na
Downtown improvement	2	3	6	6	6	8	na	7	12	12	18	21	22	27	54
Lower taxes	5	3	4	2	5	4	na	7	8	5	4	5	1	1	na
Encourage new businesses	3	4	5	5	4	6	na	na	na	na	na	na	na	na	na
Lower rent	8	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Improve the schools	17	15	20	21	19	16	24	18	18	14	13	14	14	17	na
More/better parks	3	4	7	4	11	4	na	4	4	8	5	8	8	9	na
Youth activities	5	4	7	9	na	6	na	10	6	8	6	5	3	3	2
Clean streets	10	10	11	12	10	4	na	11	12	9	9	14	11	12	13
More parking	2	4	8	6	4	5	na	3	6	8	5	4	5	5	na
Renovate other buildings	2	2	3	3	3	na	na	4	4	11	10	10	18	12	2
Race relations/immigration	4	1	3	2	2	na	na	7	5	3	5	3	3	2	1
Traffic/roads	7	6	6	9	2	na	na	4	4	7	5	5	6	5	na
Transportation	3	3	5	6	2	na	na	3	6	5	6	5	9	11	na
Reform politics	2	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	1	2	2	3	1	na	na	3	3	3	1	1	2	1	na
Other	11	14	11	16	14	25	53	10	15	13	15	15	16	17	16
Nothing	3	4	4	3	4	3	--	1	2	1	1	4	2	2	2
Don't Know	10	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>(n)</u>
PERMANENT RESIDENTS	32%	37%	6%	15%	11%	800
Length of Residence						
10 years or less	36	28	6	17	12	402
11 years or more	28	46	5	12	9	397
Race						
White	36	43	2	12	7	207
African-American	22	54	8	11	5	189
Hispanic	37	25	5	18	15	365
Income						
Under \$20,000	27	35	6	19	13	196
\$20,000 - \$50,000	35	36	7	13	9	255
Over \$50,000	34	45	4	11	5	196

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

AMONG THOSE WHO SAY IT WILL HELP:

(n)	<u>06</u> 259	<u>04</u> 287	<u>02</u> 313	<u>00</u> 316	<u>98</u> 339	<u>96</u> 316	<u>94</u> 308	<u>92</u> 217	<u>90</u> 265	<u>88</u> 234	<u>86</u> 194	<u>84</u> 210	<u>82</u> 227
--Will provide jobs/opportunity	52	42%	46%	40%	36%	52%	43%	35%	44%	51%	48%	51%	70%
--Lead to more affordable housing	--	12	12	8	10	12	15	18	29	11	13	17	8
--Lead to better housing conditions	8	8	12	11	9	13	9	12	10	6	15	18	10
--Lead to more housing	19	14	9	8	9	10	8	5	7	7	9	--	--
--More public housing	--	--	2	2	2	4	4	2	1	3	1	2	6
--Lead to better standard of living	17	12	21	19	16	19	--	10	4	5	5	6	4
--Lower cost of living	2	4	2	3	3	3	2	--	2	--	1	2	--
--Better schools	6	6	4	na	na	na	na	na	na	na	na	na	na
--Less crime/drugs	5	3	4	na	na	na	na	na	na	na	na	na	na
--Other	2	2	7	22	21	14	33	55	46	41	40	33	29
--Don't know	12	20	15	18	18	10	12	7	8	7	9	6	9

AMONG THOSE WHO SAY IT WILL HURT:

(n)	<u>06</u> 294	<u>04</u> 255	<u>02</u> 236	<u>00</u> 305	<u>98</u> 234	<u>96</u> 218	<u>94</u> 285	<u>92</u> 308	<u>90</u> 370	<u>88</u> 402	<u>86</u> 271	<u>84</u> 230	<u>82</u> 176
--Will force out poor people	21	21%	38%	40%	57%	55%	47%	37%	47%	45%	40%	48%	49%
--Will increase the cost of living	30	32	29	29	17	36	27	26	33	30	9	13	14
--Worsen housing situation	47	47	49	35	12	14	6	39	46	47	56	45	57
--Worsen employment	11	14	11	3	3	3	1	7	7	5	8	10	10
--Other	12	13	8	11	20	13	31	22	30	16	34	22	24
--Don't know	4	2	3	4	4	5	4	3	2	2	3	4	2

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

CHAPTER THREE

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 2006 survey surpasses the high point in ratings of the city's schools observed in 2004.

Public / Private School Enrollment

Among those households with children in school, 87 percent send their children to New Brunswick public schools, nine percent send their children to private or parochial schools, and four percent do both (Table 3.1). White parents (36 percent) are more likely than African-American (16 percent) or Hispanic (two percent) parents to send at least one of their children to a private school.

There are also income differences, with 27 percent of those households earning over \$50,000 a year sending their children to private school, compared to five percent of those between \$20,000 and \$50,000 and two percent of those below \$20,000.

Ratings of Public Schools

Ratings for New Brunswick's public schools now stand at 45 percent positive to 37 percent negative (Table 3.2). This represents the second time in the history of these surveys (2004 was the first) 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, nine percent of residents today say the city's schools are excellent and 36 percent call them good, compared to 26 percent who rate the city's schools as only fair and 11 percent as poor. Similar to findings in previous studies, residents with children in the New Brunswick public school system (57 percent) are more likely to be positive than other parents (34 percent) and non-parents (38 percent) about the schools. A difference this year is that, compared to 2004, the gap in positive ratings between parents of children in the New Brunswick public schools and both residents without children and residents with children who do not attend the public schools has increased.

Among those who have children in school, 69 percent of Hispanics, 40 percent of whites and 26 percent of African-Americans give a positive evaluation of the city's educational system. These findings have been risen for Hispanics over the past few years. However, positive views among white and African-American residents have declined significantly since 2004 (Figure 3.1).

Twenty-nine percent of residents say the city's public schools are better than they were two years ago, 11 percent say they are worse, and 38 percent say they are the same as two years ago (Table 3.3). The 29 percent who say that the schools have improved is a slight decline from the all-time high of 30 percent in 2004.

Ratings of New Brunswick High School

When asked specifically about New Brunswick High School, 38 percent of residents give it a positive rating of excellent (seven percent) or good (31 percent) – a 15-percentage point increase since 1994 when the high school was first evaluated in these surveys (Table 3.4). Another 22 percent rate the high school as only fair, and 11 percent say it is poor. Twenty-nine percent offer no opinion. The 33 percent negative rating marks a slight increase from 29 percent in 2004.

Like the ratings for the city's schools in general, residents with children in the public school system (48 percent) are the most positive about the high school. Hispanic residents are much more positive about the high school (50 percent) than are white (22 percent) and African-American residents (33 percent).

Ratings of New Brunswick Elementary Schools

City residents are 10 percentage points more positive about New Brunswick's public elementary schools than they are about the high school. Nearly half of New Brunswick's permanent residents rate the elementary schools as either excellent (10 percent) or good (39 percent) compared to three-in-10 who rate them as only fair (22 percent) or poor (nine percent) (Table 3.5). Twenty-one percent offer no opinion. The current 31 percent negative rating for New Brunswick's elementary schools represents a slight increase from 2004.

Residents with children in the public school system in the city are the most positive, with a majority (62 percent) having favorable opinions of the elementary schools. Hispanics again

give high marks to the public schools, with 62 percent rating the public elementary schools favorably, compared with 32 percent of whites and 36 percent of African-Americans.

Summary

Positive ratings of the New Brunswick public schools continue to be at the highest levels observed since the beginning of this study in 1976. Forty-five percent of city residents rate the public schools as positive, compared with 37 percent negative. This marks the second time (2004 was the first) when positive evaluations of the schools have outnumbered negative evaluations. Sharp differences emerge in the 2006 data, however, based on race and ethnicity, with Hispanics far more likely to offer a positive rating than white or African-American respondents.

New Brunswick High School receives a positive rating from 38 percent of residents and nearly half view the public elementary schools in the city favorably (49 percent, a 17 percentage point increase from 1994).

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

	<u>Public</u>	<u>Both</u>	<u>Private</u>	<u>(n)</u>
TOTAL	87%	4%	9%	315
Race				
White	55	7	36	34
African-American	84	0	16	69
Hispanic	93	4	2	205
Income				
Under \$20,000	94	3	2	86
\$20,000 - \$50,000	92	2	5	119
Over \$50,000	69	4	27	63

PAST SURVEYS

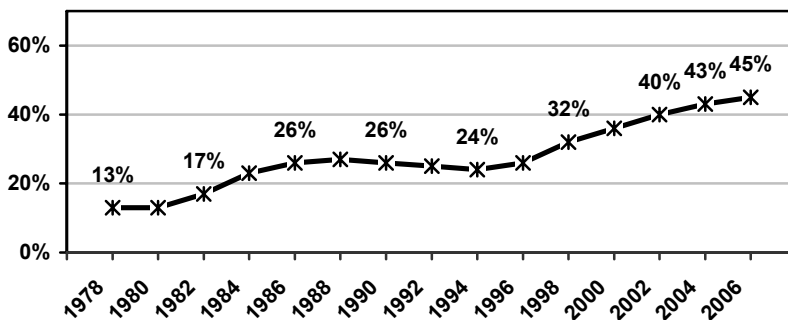
--2004	84%	5%	11%	
<u>By Race</u>				
--White	35	16	49	
--African-American	78	7	15	
--Hispanic/Latino	91	4	5	
--2002	79%	8%	13%	
<u>By Race</u>				
--White	45	7	48	
--African-American	77	10	13	
--Hispanic/Latino	88	8	4	
--2000	79%	6%	16%	
<u>By Race</u>				
--White	39	9	52	
--African-American	84	3	12	
--Hispanic/Latino	86	6	9	

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

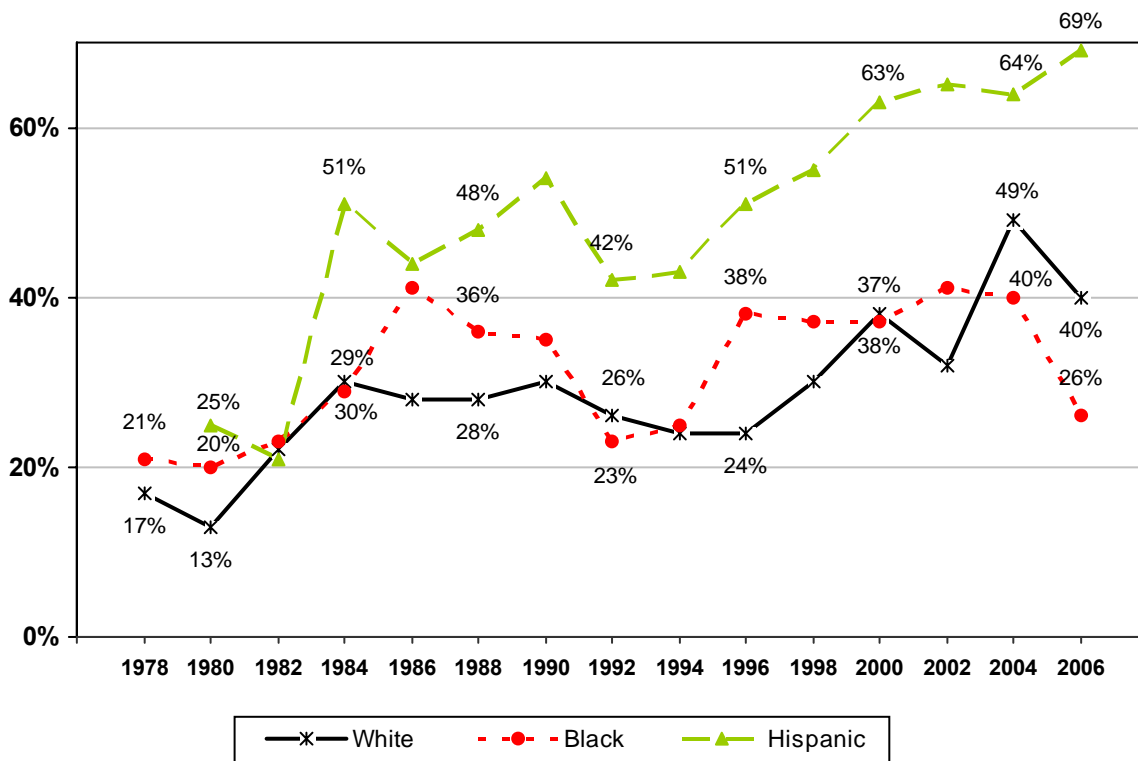
	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>		<u>(n)</u>
PERMANENT RESIDENTS	9%	36%	26%	11%	17%		800
Race							
White	4	23	28	14	31		207
African-American	5	24	36	21	14		189
Hispanic	15	48	22	5	10		365
Children living in household							
Yes	11	40	29	12	7		384
No	8	30	25	10	28		412
Child attending public school							
Yes	13	44	30	9	4		287
No	6	28	28	22	16		94
 <u>PAST SURVEYS</u>							
--2004	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)
--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 RATING OF NEW BRUNSWICK SCHOOLS

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 City</u>	<u>Don't Know</u>
2006	29%	11%	38%	6%	17%
2004	30	10	35	5	20
2002	30	9	36	4	21
2000	24	9	44	5	18
1998	19	11	45	3	21
1996	15	11	48	6	20
1994	9	20	54	3	14
1992	15	17	49	4	15
1990	15	14	41	8	22
1988	15	13	48	3	21
1986	19	12	44	4	21
1984	25	10	32	8	25
1982	14	15	34	14	22
1980	14	24	37	8	17

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>(n)</u>
PERMANENT RESIDENTS	7%	31%	22%	11%	29%		800
Race							
White	3	19	19	13	45		207
African-American	5	28	31	15	21		189
Hispanic	12	38	19	8	23		365
Children living in household							
Yes	8	37	22	13	21		384
No	8	24	21	10	37		412
Child attending public school							
Yes	10	38	20	10	22		287
No	2	34	27	20	17		94
 <u>PAST SURVEYS</u>							
--2004	10%	27%	21%	8%	33%	99%	802
--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>(n)</u>
PERMANENT RESIDENTS	10%	39%	22%	9%	21%		800
Race							
White	5	27	22	11	35		207
African-American	5	31	31	16	16		189
Hispanic	14	48	19	4	15		365
Children in Household							
Yes	12	43	25	10	10		384
No	7	32	20	8	32		412
Child attending Public School							
Yes	14	48	24	6	9		287
No	9	29	30	22	11		94
<u>PAST SURVEYS</u>							
--2004	11%	32%	22%	7%	28%	100%	802
--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 FOUR

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

Nearly two-thirds of New Brunswick residents are currently employed in either a full-time (54 percent) or part-time (11 percent) capacity (Table 4.1). Another 14 percent are retired, two percent are laid off and 17 percent are not working. This represents a slight drop in employment status over the past four years, and an increase in the number of retired residents.

Those currently working full- or part-time include 70 percent of 18-to-29 year olds, 80 percent of 30-to-49 year olds, 61 percent of 50-to-64 year olds (a five-point drop), and 13 percent of those age 65 and over (a four-point drop). Residents under age 30 (15 percent) 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 four years ago (65 percent compared to 55 percent today). Nearly four-in-10 working residents (36 percent) have their job located in the city of New Brunswick.

The survey also examined employment information for the person identified as the “chief wage earner” in New Brunswick households. The results indicate that 77 percent of the city’s chief wage earners are employed, 13 percent are retired, and nine percent are laid off or not employed (Table 4.2). This represents no major changes in the employment status of chief wage earners since the last survey. Chief wage earners in households with children under age 18 are

much more likely to be employed (88 percent) than are chief wage earners in households with no children (65 percent). As in 2004, about one-in-10 households are led by a chief wage earner who is laid off (two percent) or otherwise not working (seven percent). Also, 15 percent of households earning less than \$20,000 a year report that the chief wage earner does not have a job. These figures do not vary significantly from the last survey.

Among all permanent resident households, 69 percent identify the chief wage earner as a man, 27 percent say it is a woman (Table 4.3). These results are different from the 2004 survey, in which 56 percent of chief wage earners were male and 34 percent female. African-American households (53 percent) are more likely than white (24 percent) or Hispanic (16 percent) households to have a female chief wage earner. Women are chief wage earners in families with children less often (24 percent) than they are in families without children (30 percent).

Family Social Needs

The 2006 edition of the survey repeated questions first asked in 2004 to identify families in need of assistance and to determine where New Brunswick residents turn when they need such help. Twenty-nine percent of city families report that they needed help with something such as a financial problem or health care issue in the past year, a slight increase over the 2004 findings. Seventeen percent of New Brunswick families reached out to an organization for help in the past year and another 12 percent needed help but did not contact any local service group about it (Table 4.4). The majority of city residents (69 percent) report that they did not need such assistance in the past year.

White families (22 percent) are somewhat less likely than Hispanic (29 percent) or African-American families (33 percent) to have needed help in the past year. African-Americans (25 percent) were the most likely to contact a local organization for help. Hispanics were least likely at 16 percent. 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 said they don't know where to turn for help.

When asked whom they would contact if they needed assistance, one-in-three New Brunswick residents (31 percent) could not name a specific organization. Among those who named a specific source of help, responses covered a wide range, with no one predominant agency or organization emerging from the data. Sources of information that New Brunswick residents say they would turn to include their friends and family (11 percent), City Hall (11 percent), and the Internet (11 percent), followed by hospitals and clinics in the city (nine percent), newspapers (seven percent), their church or temple (seven percent), the telephone book (five percent), the Puerto Rican Action Board (four percent), Middlesex County's Info-Line (two percent), New Brunswick Tomorrow (one percent) and Catholic Charities (one percent).

Among those residents who have sought assistance in the past year, the most frequent sources of help were local hospitals and clinics (19 percent), friends and family (15 percent) and City Hall (12 percent).

Summary

About two-in-three New Brunswick residents are currently employed. Another 14 percent are retired, two percent are laid off and 17 percent are not working. While the overall

employment picture has deteriorated to a small degree, those most affected by job losses appear to be adults under age 50. Families where the chief wage earner is female are more likely to experience unemployment.

Just over a quarter of city families report that they needed help with something such as a financial problem or health-care issue in the past year, including 17 percent who reached out to an organization for assistance. Still, as observed when these questions were first posed in 2004, a sizable percentage of those who needed help did not contact any local agency for assistance. Many of them said they 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>(n)</u>
PERMANENT RESIDENTS	54%	11%	2%	14%	17%	2%	800
Sex							
Male	65	7	2	13	11	2	384
Female	43	12	1	20	22	2	416
Age							
18-29	55	15	2	0	25	1	202
30-49	70	10	2	0	16	1	319
50-64	56	5	1	17	20	1	135
65+	10	3	0	83	4	0	124
Race							
White	44	9	2	34	9	1	207
African-American	50	12	2	20	16	1	189
Hispanic	61	9	1	5	23	4	365
Education							
Less than High School	45	12	1	14	26	1	255
High School graduate	49	11	2	20	17	1	241
Some College	63	5	2	16	14	1	132
College graduate	67	9	1	17	5	1	163
Income							
Under \$20,000	40	14	2	13	29	2	196
\$20,000 - \$50,000	61	9	2	16	13	0	255
Over \$50,000	75	8	2	9	6	0	196
<u>PAST SURVEYS</u>							
--2004	57%	9%	2%	11%	17%	3%	802
<u>By Race</u>							
--White	57	8	1	23	8	2	209
--African-American	48	12	1	17	20	3	101 (184)
--Hispanic/Latino	64	9	3	2	20	2	100 (359)
--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>(n)</u>
PERMANENT RESIDENTS	77%	2%	13%	7%	2%	730
Race						
White	62	2	28	5	3	181
African-American	76	2	15	4	2	174
Hispanic	85	2	4	8	1	342
Income						
Under \$20,000	70	2	11	13	3	179
\$20,000 - \$50,000	78	2	12	5	2	237
Over \$50,000	88	2	9	1	0	187
Children in Household						
Yes	88	2	3	6	1	362
No	65	2	24	7	2	366
Chief wage earner sex						
Male	86	2	10	2	1	186
Female	81	1	10	5	3	72
<u>PAST SURVEYS</u>						
--2004	78%	2%	11%	7%	2%	723
By Race						
--White	71	1	23	3	2	181
--African-American	73	2	17	7	1	175
--Hispanic/Latino	85	3	1	9	1	329
--2002	78%	2%	13%	5%	2%	718
By Race						
--White	66	2	27	3	2	197
--African-American	76	2	16	5	2	167
--Hispanic/Latino	87	2	3	6	2	303
--2000	76%	2%	16%	4%	2%	726

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

	<u>Male</u>	<u>Female</u>	<u>Both</u>	<u>No Answer</u>	<u>(n)</u>
PERMANENT RESIDENTS	69%	27%	2%	3%	800
Race					
White	67	24	2	7	55
African-American	45	53	2	0	60
Hispanic	80	16	3	1	146
Income					
Under \$20,000	71	24	3	2	63
\$20,000 - \$50,000	66	29	3	3	77
Over \$50,000	73	25	1	0	67
Children in Household					
Yes	72	24	3	1	160
No	64	30	2	5	111
Chief Wage Earner Employment Status					
Employed	72	26	2	0	217
Temp Laid off	80	20	0	0	5
Retired	66	28	3	3	32
Not Employed	50	50	0	0	8
<u>PAST SURVEYS</u>					
	<u>Male</u>	<u>Female</u>	<u>No CWE</u>	<u>No Answer</u>	<u>(n)</u>
--2004	56%	34%	7%	4%	802
<u>By Race</u>					
--White	60	25	11	4	209
--African-American	45	49	4	1	184
--Hispanic/Latino	60	31	7	2	359
--2002	51%	38%	8%	3%	800
<u>By Race</u>					
--White	46	39	13	2	232
--African-American	45	48	5	3	180
--Hispanic/Latino	56	35	6	2	328
--2000	53%	36%	7%	4%	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>	(n)
TOTAL	17%	12%	69%	3%	800
Race					
White	14	8	76	2	207
African-American	25	8	62	4	189
Hispanic	13	16	69	2	365
Income					
Under \$20,000	22	15	61	2	196
\$20,000 - \$50,000	17	14	67	2	255
Over \$50,000	14	10	74	2	196
Children in Household					
Yes	20	12	66	3	384
No	14	12	72	2	412

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	New Brunswick Tomorrow	Catholic Charities	(n)
TOTAL	11	7	11	2	5	11	0	9	4	7	1	1	
<u>By Race</u>													
--White	24	2	20	3	9	5	0	3	1	3	1	0	207
--African-American	8	10	11	2	4	16	0	5	3	11	1	3	189
--Hispanic/Latino	5	9	4	1	2	11	0	14	7	8	0	1	365
<u>By Income</u>													
--Under \$20,000	4	9	4	2	3	9	0	13	6	12	0	2	196
--\$20,000 - \$50,000	11	7	8	3	4	13	0	10	6	7	1	2	255
--Over \$50,000	17	4	24	2	8	8	0	5	2	4	0	0	196
<u>By Children in Household</u>													
--Yes	7	7	8	2	3	11	0	13	6	8	1	2	384
--No	14	7	13	2	7	10	0	5	2	7	0	1	412
<u>By Needed Help in Past Year</u>													
--Contacted Someone	12	4	5	2	5	15	0	19	11	8	1	4	134
--Did not contact	4	3	11	3	2	13	0	12	4	5	0	0	94
--Did not need help	12	9	12	2	5	9	0	6	2	7	0	1	551

* Survey participants could give multiple answers.

CHAPTER FIVE

CULTURAL LIFE AND EVALUATIONS OF NEW BRUNSWICK INSTITUTIONS

The 2006 survey featured measures of use of local cultural offerings by city residents, a series of questions that the survey began asking in 2002. As in past years, the survey also includes questions to measure residents' attitudes toward some of the major institutions in New Brunswick, including New Brunswick Tomorrow, Johnson & Johnson and Rutgers University.

Importance of and Access to Cultural Offerings

A large majority of the city's residents continue to stress the importance of culture in New Brunswick's revitalization. Nearly nine-in-10 residents believe culture plays a very important (61 percent) or somewhat important (27 percent) role in revitalization, a rate comparable to the results in 2004 (Table 5.1).

Fifty-five percent of residents report that they have attended a cultural event in the city during the past year (Table 5.2). This includes nine percent who have attended such an event or activity more than five times in the past year, 15 percent who have done this three to five times, and 29 percent who have done so once or twice. The number who attended one or two events has dropped very slightly since 2002 when it stood at 31 percent.

White residents (73 percent) are the most likely to have attended New Brunswick cultural activities in the past year. They are followed by African-Americans (64 percent) and Hispanics (38 percent). Since the 2000 survey, attendance at New Brunswick cultural events has increased by 12 percentage points among whites, but has remained steady among African-American and

decreased by 18 percentage points among Hispanics. Residents in higher income brackets are much 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 largest proportion – 68 percent – have gone to the State Theater (Table 5.3). About one-in-five of those attending a cultural event have seen a show at the George Street Playhouse (19 percent) and one-in-10 have gone to the Crossroads Theatre (nine percent) or a Rutgers University venue (nine percent). Other places for arts and cultural events visited by city residents in the past year include local schools (seven percent), city parks (five percent), bars and clubs (four percent) and churches (one percent).

In general, seven out of 10 New Brunswick residents say they are very (31 percent) or somewhat (38 percent) interested in these types of activities, whether they've attended an arts event or not (Table 5.4). Another 29 percent say they are not interested. These levels are comparable to the results observed in the 2004 survey.

While there are some differences in levels of interest, majorities of all racial/ethnic groups – white (86 percent), African-American (75 percent) and Hispanic (57 percent) – say they are interested in attending arts and cultural events. High-income residents are more likely to express interest in arts and cultural events than are low- and middle-income residents.

Residents who said they are interested in cultural activities in New Brunswick were asked why they don't attend such events more often. Drawing from a list of six common reasons, the survey asked participants to rate the importance of each one. Leading the list of reasons are problems with downtown parking (Figure 5.1). Two-thirds (66 percent) 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.

In addition to parking is the issue of knowing what’s playing (55 percent cite this as a reason including 26 percent who say it is major), the cost of tickets (57 percent say this is a reason including 22 percent who say it is major) and lack of interest in what’s being offered (a reason for 54 percent, including 22 percent who say this is major). Less important reasons for not attending more cultural events are the feeling that New Brunswick is not safe (cited by 44 percent of interested residents, but listed as a major reason by only 17 percent) and the issue of theaters and other venues being hard to get to (cited by 39 percent as a reason, including 13 percent who say it is a major reason).

The reasons given varied to some extent by race and ethnicity (Table 5.5). African-Americans are somewhat more likely than others to name parking as an obstacle, but also say they do not know what is playing. Hispanics are also likely to cite uncertainty over what is playing. Whites are least daunted by parking issues, although transportation is an issue for all groups.

Residents interested in arts and culture were asked for their sources of information about such activities (Table 5.6). The most frequently cited sources of information are newspapers and magazines (24 percent). Sixteen percent named direct mail or e-mail, 14 percent said word of mouth from friends and family, 12 percent said flyers and brochures, and 11 percent said signs outside theaters. Other sources of information include web sites (10 percent), radio (four percent), broadcast and cable TV (three percent) and schools (one percent).

Among residents who attend many events in the city, 40 percent said they receive information about those events through newspapers, followed by 28 percent who cited direct mail and e-mail.

New Brunswick Tomorrow

The survey also measured knowledge of and attitudes toward three key institutions in the city – New Brunswick Tomorrow, Johnson & Johnson, and Rutgers University. Forty-five percent of respondents said they are aware of New Brunswick Tomorrow (Table 5.7). This represents a continuation in the decline of recognition for NBT over the prior eight years. The decline in awareness may be connected to the growth of the city’s Hispanic population and the aging out of aware populations in the city. Both Hispanics and people under 49 tend to have lower overall awareness of New Brunswick Tomorrow. While just over two-thirds of white (68 percent) and three-fifths of African-American (61 percent) residents know of NBT, only three-in-10 Hispanics (29 percent) recognize the organization’s name (Table 5.10).

Despite the drop in public knowledge, approval of NBT’s efforts remains high, with 74 percent of permanent residents who know of NBT saying they approve of NBT’s efforts to serve the city (Table 5.8). Eight percent of residents say they disapprove of NBT’s work and 18 percent don’t offer an opinion. Approval of NBT’s efforts is highest among white respondents and those in the highest income category (Table 5.11). These numbers all represent stable patterns when compared with the 2004 survey.

More than two-thirds of residents who are aware of NBT (67 percent) believe it is succeeding in improving New Brunswick (Table 5.9). This represents a five-percentage-point increase from 2004.

Johnson & Johnson

The perception that Johnson & Johnson is good for New Brunswick has remained relatively consistent since 1978, with 78 percent of permanent residents in the current survey expressing this view (Table 5.12). Just two percent believe the company is bad for the city and 14 percent say the company makes no difference in New Brunswick.

Rutgers University

The percentage of permanent residents who believe Rutgers University is good for the city increased by four percentage points to 83 percent in 2006 (Table 5.13). This perception also has been fairly steady over time since 1978. Only two percent say the University is bad for the city and 12 percent say the presence of Rutgers makes no difference to the quality of life in New Brunswick.

Summary

Cultural activities are a key part of revitalizing New Brunswick, according to a large majority of respondents to the 2006 survey. Also, many residents say they participate in the cultural opportunities in the city. Finding parking for these events, however, remains a major obstacle that keeps potential patrons away.

Approval of New Brunswick Tomorrow's efforts continues to be high – with three-in-four approving of what NBT is trying to do. The decline in awareness of NBT that emerged in the prior six years seems to be continuing. At the same time, 74 percent of residents believe that NBT is succeeding in its efforts to improve the city.

Positive perceptions of both Johnson & Johnson and Rutgers University have remained relatively consistent since 1978. More than three-quarters of city residents share 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>
2006	61%	27%	3%	3%	6%
2004	60	27	4	3	6
2002	61	28	4	2	6
2000	65	23	4	2	5
1998	62	25	5	2	6
1996	65	25	4	4	2
1994	62	27	5	4	2
1992	62	29	3	4	2
1990	55	31	6	5	3
1988	49	35	8	4	4
1986	50	35	7	4	4
1984	50	36	7	3	4
1982	49	37	7	3	5

Table 5.2:
Resident Attendance at New Brunswick Cultural and
Arts Events in the Past Year [Q.19]

	<u>Never</u>	<u>Once or</u> <u>Twice</u>	<u>3 to 5</u> <u>Times</u>	<u>Over 5</u> <u>Times</u>	<u>Don't</u> <u>Know</u>	<u>(n)</u>
PERMANENT RESIDENTS	45%	29%	15%	9%	1%	800
Race						
White	27	35	19	18	0	207
African-American	35	34	21	10	1	189
Hispanic	61	23	11	4	1	365
Income						
Under \$20,000	63	18	11	7	2	196
\$20,000 - \$50,000	49	31	13	6	2	255
Over \$50,000	16	38	30	15	1	196
 <u>PAST SURVEYS</u>						
--2004	44%	26%	18%	11%	1%	802
<u>By Race</u>						
--White	23	27	26	23	--	209
--African-American	40	29	20	10	1	184
--Hispanic/Latino	56	24	12	6	2	359
--2002	38%	31%	18%	12%	1%	800
<u>By Race</u>						
--White	30	30	23	16	--	232
--African-American	29	34	26	11	--	180
--Hispanic/Latino	48	31	11	8	2	328
--2000	39%	28%	19%	13%	1%	803
<u>By Race</u>						
--White	37	27	19	16	--	283
--African-American	35	33	21	11	--	215
--Hispanic/Latino	43	27	18	10	1	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	68%	19%	9%	9%	4%	5%	7%	1%	6%	433
<u>By Race</u>										
--White	84	29	16	5	7	4	1	0	2	150
--African-American	72	20	9	17	2	2	8	2	7	121
--Hispanic/Latino	50	10	4	6	3	7	11	0	8	137
<u>By Income</u>										
--Under \$20,000	41	10	7	7	5	12	13	3	11	70
--\$20,000 - \$50,000	72	13	8	9	2	0	6	0	6	127
--Over \$50,000	80	27	15	11	6	6	3	1	5	163
<u>By Number of Events Attended in Past Year</u>										
--One or two	64	12	6	6	3	4	6	1	3	231
--3 to 5	74	23	11	11	1	5	6	0	4	125
--More than 5	71	36	20	15	12	6	8	1	20	75

* 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>(n)</u>
PERMANENT RESIDENTS	31%	38%	29%	2%	800
Race					
White	40	46	13	1	207
African-American	41	34	23	2	189
Hispanic	21	36	41	2	365
Income					
Under \$20,000	27	35	36	2	196
\$20,000 - \$50,000	29	38	32	1	255
Over \$50,000	46	43	10	1	196
Attendance in Past Year					
Never	22	28	48	3	360
Once or twice	26	57	16	1	231
3 to 5 times	50	43	6	0	125
More than 5 times	67	23	11	0	75

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

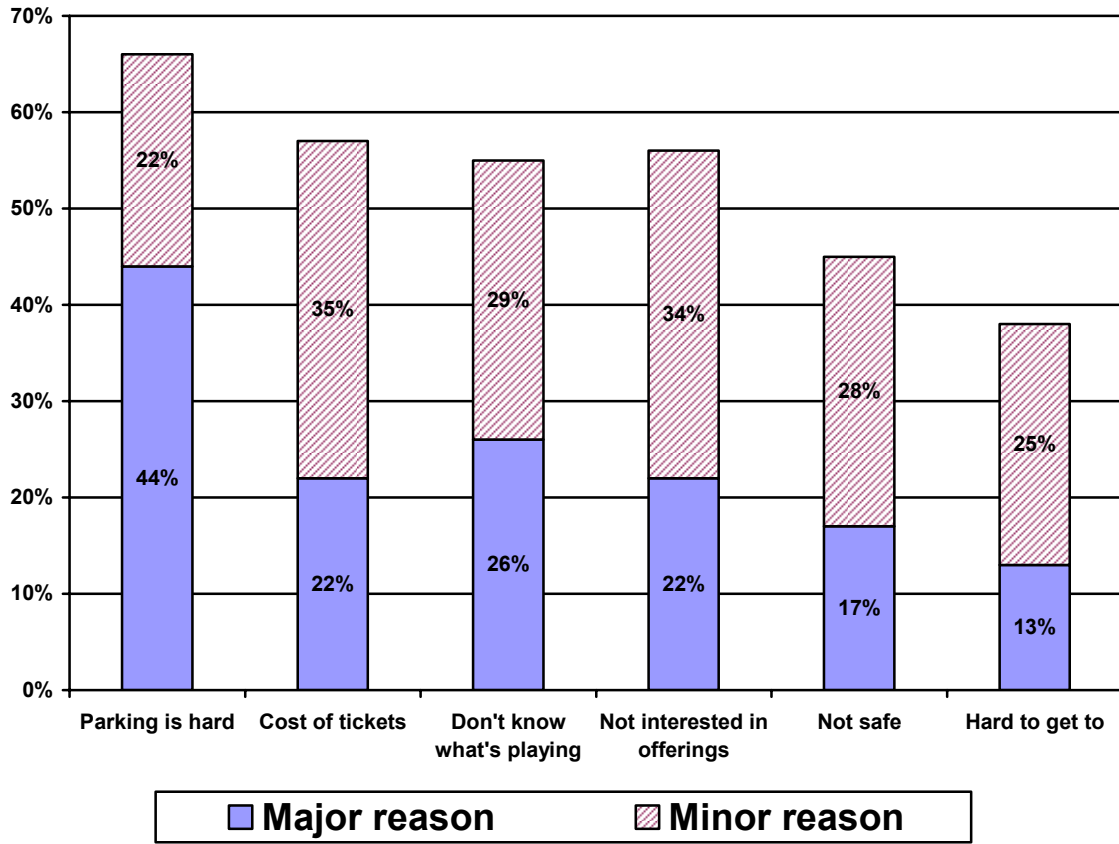


Table 5.5:
Reasons for Not Attending More New Brunswick Events [Q.22]

<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%	26%	22%	20%	16%	14%	557
<u>By Race</u>							
--White	36	17	22	12	14	14	178
--African-American	59	30	18	26	16	9	142
--Hispanic/Latino	41	30	24	25	20	18	209
<u>By Income</u>							
--Under \$20,000	48	35	37	28	25	21	122
--\$20,000 - \$50,000	47	24	22	20	17	10	171
--Over \$50,000	42	23	11	18	9	8	176
<u>By Number of Events Attended in Past Year</u>							
--None	43	30	32	19	18	22	177
--One or two	47	25	18	23	14	9	192
--3 to 5	41	23	18	23	19	10	117
--More than 5	42	21	15	12	15	9	67

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	24%	16%	11%	12%	14%	10%	4%	3%	1%	
<u>By Race</u>										
--White	36	37	12	14	10	17	5	1	1	207
--African-American	23	11	14	13	24	11	4	3	1	189
--Hispanic/Latino	18	8	10	10	11	4	2	3	2	365
<u>By Income</u>										
--Under \$20,000	22	9	15	11	11	3	4	4	2	196
--\$20,000 - \$50,000	23	15	10	10	13	6	3	2	2	255
--Over \$50,000	30	30	14	15	19	25	6	2	1	196
<u>By Number of Events Attended in Past Year</u>										
--None	15	5	8	8	9	4	3	2	2	360
--One or two	29	22	13	16	16	14	3	1	2	231
--3 to 5	34	30	12	11	24	15	4	5	0	125
--More than 5	40	28	23	16	12	20	7	5	0	75

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

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

	<u>06</u>	<u>04</u>	<u>02</u>	<u>00</u>	<u>98</u>	<u>96</u>	<u>94</u>	<u>92</u>	<u>90</u>	<u>88</u>	<u>86</u>	<u>84</u>	<u>82</u>	<u>80</u>	<u>78</u>
--Aware of NBT	45%	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* (Over time) [Q.29]

PERMANENT RESIDENTS WHO ARE AWARE OF NBT

	<u>06</u>	<u>04</u>	<u>02</u>	<u>00</u>	<u>98</u>	<u>96</u>	<u>94</u>	<u>92</u>	<u>90</u>	<u>88</u>	<u>86</u>	<u>84</u>	<u>82</u>	<u>80</u>	<u>78</u>
--Approve	74%	77%	75%	80%	75%	81%	75%	70%	65%	64%	63%	74%	75%	75%	73%
--Disapprove	8	10	12	9	8	6	8	12	13	16	15	11	9	7	6
--DK	18	14	13	11	17	13	16	18	23	20	23	15	16	18	21

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

PERMANENT RESIDENTS WHO ARE AWARE OF NBT

	<u>06</u>	<u>04</u>	<u>02</u>	<u>00</u>	<u>98</u>	<u>96</u>	<u>94</u>	<u>92</u>	<u>90</u>	<u>88</u>	<u>86</u>	<u>84</u>	<u>82</u>	<u>80</u>	<u>78</u>
--															
Yes	67%	62%	65%	68%	68%	66%	66%	55%	59%	62%	67%	74%	67%	58%	53%
--No	15	18	15	15	14	16	20	26	21	21	17	12	14	21	23
--DK	16	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>
Length of Residence		
10 years or less	24	402
11 years or more	71	397
Own or Rent		
Own	72	274
Rent	34	507
Race		
White	68	207
African-American	61	189
Hispanic	29	365
Age		
18-29	30	202
30-49	37	319
50-64	66	135
65+	77	124
<u>PAST SURVEYS</u>		
--2004	49%	802
<u>By Length of Residence</u>		
--10 years or less	27	405
--More than 10 years	72	393
<u>By Race</u>		
--White	71	209
--African-American	64	184
--Hispanic/Latino	31	359
--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

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

	<u>Approve</u> 74%	<u>Disapprove</u> 8%	<u>Don't Know</u> 18%	<u>(n)</u> 800
Race				
White	78	5	16	207
African-American	73	10	17	189
Hispanic	72	8	20	365
Income				
Under \$20,000	68	11	21	196
\$20,000 - \$50,000	78	6	16	255
Over \$50,000	84	8	8	196
 <u>PAST SURVEYS</u>				
--2004	70%	9%	21%	802
<u>By Race</u>				
--White	75	6	19	209
--African-American	68	15	17	184
--Hispanic/Latino	68	8	24	359
--2002	73%	9%	18%	800
<u>By Race</u>				
--White	78	6	16	232
--African-American	70	13	17	180
--Hispanic/Latino	71	10	19	328
--2000	77%	9%	14%	803
<u>By Race</u>				
--White	83	5	12	283
--African-American	78	11	11	215
--Hispanic/Latino	72	13	15	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</u> <u>Difference</u>	<u>Don't</u> <u>Know</u>	<u>(n)</u>
PERMANENT RESIDENTS	78%	2%	14%	6%	800
Race					
White	88	2	7	1	207
African-American	66	5	28	1	189
Hispanic	81	1	10	8	365
Income					
Under \$20,000	73	2	16	9	196
\$20,000 - \$50,000	81	2	15	2	255
Over \$50,000	85	4	10	2	196
<u>PAST SURVEYS</u>					
--2004	76%	3%	14%	6%	802
--2002	77	5	13	4	800
--2000	80	2	13	4	803
--1998	79	3	13	6	870
--1996	79	3	16	1	754
--1994	82	3	13	1	891
--1992	77	5	16	2	764
--1990	78	4	14	4	808
--1988	75	8	12	5	774
--1986	74	8	13	5	812
--1984	84	5	8	3	846
--1982	85	3	8	3	719
--1980	85	5	7	3	868
--1978	83	3	9	5	836

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

	<u>06</u>	<u>04</u>	<u>02</u>	<u>00</u>	<u>98</u>	<u>96</u>	<u>94</u>	<u>92</u>	<u>90</u>	<u>88</u>	<u>86</u>	<u>84</u>	<u>82</u>	<u>80</u>	<u>78</u>
--Good	83%	79%	81%	85%	82%	80%	84%	79%	81%	77%	78%	83%	84%	83%	77%
--Bad	2%	3	3	2	4	5	3	4	3	8	4	3	3	3	6
--No Difference	12%	15	14	11	12	14	12	15	14	13	14	13	10	11	14
--DK	3%	3	3	2	2	1	1	2	2	2	4	2	2	3	3

APPENDIX A:
SURVEY INSTRUMENT



Eagleton Institute of Politics • Eagleton Center for Public Interest Polling

NEW BRUNSWICK TOMORROW 2006
Annotated Questionnaire
April 4 - 13, 2006

Gender (BY OBSERVATION)

Responses	2006 Total (n=800)
Male	48%
Female	52%

Q1. How long have you lived in New Brunswick, or have you lived here all of your life?

Responses	2006 Total (n=800)
Less than one year	7%
1 or 2 years	11%
3 - 5	16%
6 - 10	19%
11 - 20	15%
21 - 30	6%
More than 30	10%
All my life	15%

Q2. How would you rate New Brunswick as a place to live -- excellent, good, only fair, or poor?

Responses	2006 Total (n=800)
Excellent	14%
Good	44%
Only Fair	32%
Poor	8%
DK/RF	1%

Q3. 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?

Responses	2006 Total (n=800)
Much better	29%
Somewhat better	26%
About the same	25%
Somewhat worse	9%
Much worse	6%
DK/RF	4%

Q4. 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)?) (Asked only if respondent has lived in New Brunswick 21 years or more)

Responses	2006 Total (n=273)
Much better	37%
Somewhat better	25%
About the same	6%
Somewhat worse	14%
Much worse	9%
DK/RF	8%

Q5. 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 (better/worse) or only somewhat (better/worse)?]

Responses	2006 Total (n=800)
Much better	33%
Somewhat better	32%
About the same	6%
Somewhat worse	9%
Much worse	6%
(VOL) Don't know how much better/worse	7%
DK/RF	6%

Q6. 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?

Responses	2006 Total (n=800)
Make safer	19%
Deal with drug problem	6%
More foot patrols	9%
Better police protection	6%
Better quality police	2%
Build more housing	8%
Build low-income housing	8%
Renovate old housing	3%
Replace old housing projects	1%
Landlords maintain property	1%
More job opportunities	12%
Downtown improvement	2%
Lower taxes	5%
Encourage new businesses	3%
Lower rent	8%
Improve the schools	17%
More/better parks	3%
Youth activities	5%
Clean streets	10%
More parking	2%
Renovate other buildings	2%
Race relations/immigration	4%
Traffic/roads	7%
Transportation	3%
Reform politics	2%
Clean water	--
RU student/town relations	1%
Other	11%
Nothing	3%
DK/RF	10%

Q7. How would you rate your NEIGHBORHOOD as a place to live--excellent, good, only fair or poor?

Responses	2006 Total (n=800)
Excellent	18%
Good	46%
Only Fair	25%
Poor	9%
DK/RF	1%

Q8. 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	2006 Total (n=800)
Better	32%
Worse	15%
No Change	48%
DK/RF	4%

Q9. If you had the opportunity, would you like to move out of your neighborhood or would you continue to live where you are now?

Responses	2006 Total (n=800)
Move out of New Brunswick	33%
In process of moving out of New Brunswick	1%
Move to another part of New Brunswick	11%
Continue Where Now	53%
DK/RF	2%

Q10. Why do you want to move out of New Brunswick? (DO NOT READ LIST - PROBE FOR UP TO TWO RESPONSES) (Asked only of those who said they are moving or are in the process of moving out of New Brunswick)

Responses	2006 Total (n=270)
High crime	24%
Cost of living/rent	14%
Want to live in a different city	8%
Poor quality schools	11%
New job opportunities	7%
City is dirty/run down	4%
Want non-urban environment	15%
Noise	3%
Transportation	1%
High taxes	5%
Leaving school	--
Parking	1%
All other	29%
DK/RF	3%

Q11. Compared to other towns in this area, do you think New Brunswick has more crime, less crime, or about the same amount?

Responses	2006 Total (n=800)
More crime	28%
Less crime	22%
Same amount	40%
DK/RF	10%

Q12. Compared to two years ago, do you think crime in New Brunswick has gotten better, gotten worse, or stayed about the same?

Responses	2006 Total (n=800)
Better	36%
Worse	15%
Same	40%
DK/RF	10%

Q13. How safe is your neighborhood at NIGHT--very safe, somewhat safe, or not at all safe?

Responses	2006 Total (n=800)
Very safe	29%
Somewhat safe	58%
Not at all safe	10%
(VOL) Doesn't go out because not safe	2%
DK/RF	2%

Q14. 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	2006 Total (n=800)
Excellent	9%
Good	36%
Only Fair	26%
Poor	11%
DK/RF	17%

Q15. Compared to two years ago, do you think the quality of the public schools has gotten better, gotten worse, or stayed about the same?

Responses	2006 Total (n=800)
Better	29%
Worse	11%
Same	38%
(VOL) Was not here/No children in schools	5%
DK/RF	16%

Q16. How good a job do you think New Brunswick High School is doing -- excellent, good, only fair, or poor?

Responses	2006 Total (n=800)
Excellent	7%
Good	31%
Only Fair	22%
Poor	11%
DK/RF	29%

Q17. And, how would you rate the job the New Brunswick grammar or elementary schools are doing -- excellent, good, only fair, or poor?

Responses	2006 Total (n=800)
Excellent	10%
Good	39%
Only Fair	22%
Poor	9%
DK/RF	21%

Q18. 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	2006 Total (n=800)
Very important	61%
Somewhat important	27%
Not very important	3%
Not at all important	3%
DK/RF	6%

Q19. In the past year, how often have you attended concerts, shows, or plays in New Brunswick -- Never, once or twice, 3 to 5 times, or more than 5 times in the past year?

Responses	2006 Total (n=800)
Never	45%
Once or twice	29%
3 to 5 times	15%
More than 5 times in the past year	9%
DK/RF	1%
Total	100%

Q20. And where did you attend these events? (DO NOT READ LIST - ACCEPT MULTIPLE ANSWERS) (Asked of those who said they attended at least one cultural event in the previous year)

Responses	2006 Total (n=433)
State Theater	68%
George Street Playhouse	19%
Rutgers venues/museums	9%
Crossroads Theatre	9%
Local club, bar	4%
City park	5%
Local school	7%
Local church	1%
Other	6%

Q21. In general, how interested are you in arts and culture events - very interested, somewhat interested, or not too interested?

Responses	2006 Total (n=800)
Very interested	31%
Somewhat interested	38%
Not too / Not interested	29%
DK/RF	2%

Questions 22.a through 22.f were asked of those who said they are very or somewhat interested in arts and culture events, or who said they didn't know or refused to respond to question 21.

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.

Q22.a. Not really interested in the types of shows they have in New Brunswick

Responses	2006 Total (n=557)
Major reason	22%
Minor reason	34%
Not a reason	39%
DK/RF	5%

Q22.b. Don't really know what's playing

Responses	2006 Total (n=557)
Major reason	26%
Minor reason	29%
Not a reason	39%
DK/RF	5%

Q22.c. It's not safe

Responses	2006 Total (n=557)
Major reason	17%
Minor reason	27%
Not a reason	51%
DK/RF	4%

Q22.d. It's hard for me to get to the theaters

Responses	2006 Total (n=557)
Major reason	13%
Minor reason	26%
Not a reason	58%
DK/RF	3%

Q22.e. Parking is hard to find

Responses	2006 Total (n=557)
Major reason	44%
Minor reason	22%
Not a reason	29%
DK/RF	5%

Q22.f. The shows cost too much

Responses	2006 Total (n=557)
Major reason	22%
Minor reason	35%
Not a reason	38%
DK/RF	5%

Q23. And where do you get information about the shows and concerts in New Brunswick? (DO NOT READ LIST; ACCEPT MULTIPLE ANSWERS)

Responses	2006 Total (n=557)
Newspapers, magazines	24%
Direct mail, email	16%
Pass theater signs, call theater	11%
Flyers, brochures	12%
Word of mouth	14%
Websites	10%
Radio	4%
TV, cable TV	3%
Schools	1%

Q24. In the past year, has your family needed help with something like a financial problem, health care issue, or any other type of service?

Responses	2006 Total (n=800)
Yes	29%
No	69%
DK/RF	2%

Q24a. And did you contact a local organization to try to get help with that? (Asked of those who said yes to question 24)

Responses	2006 Total (n=234)
Yes	56%
No	41%
DK/RF	2%

Q25. Where do you turn to if you want to find information about a local service or program for residents who may need assistance? (DO NOT READ LIST; ACCEPT MULTIPLE ANSWERS)

Responses	2006 Total (n=800)
City Hall	11%
Newspapers	7%
Internet	11%
INFO-LINE	2%
Telephone book	5%
Friends & Family	11%
Social services	--
Hospitals/clinics	9%
Puerto Rican Action Board	4%
Church or Temple	7%
New Brunswick Tomorrow	1%
Catholic Charities	1%

Q26. 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	2006 Total (n=800)
Good	83%
Bad	2%
Doesn't make any difference	12%
(VOL) Both – Refuses to Choose	1%
DK/RF	2%

Q27. 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	2006 Total (n=800)
Good	78%
Bad	2%
Doesn't make any difference	14%
(VOL) Both – Refuses to Choose	0%
DK/RF	5%

Q28. Have you heard of New Brunswick Tomorrow?

Responses	2006 Total (n=800)
Yes	45%
No	54%
DK/RF	1%

Q29. Do you approve or disapprove of what New Brunswick Tomorrow is trying to do?

Responses	2006 Total (n=800)
Approve	74%
Disapprove	8%
DK/RF	18%

Q30. Do you think it is succeeding in improving New Brunswick, or not?

Responses	2006 Total (n=800)
Yes-is succeeding	67%
No-not succeeding	11%
(VOL) Both-Refuses to Choose	2%
DK/RF	20%

Q31. 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	2006 Total (n=800)
Help	32%
Hurt	37%
Both help & hurt	6%
(VOL) Neither/No Effect	15%
DK/RF	11%

Q32A.How will it help? (DO NOT READ LIST - PROBE FOR UP TO TWO RESPONSES)

	2006 Total
Responses	(n=259)
Will provide jobs/opportunity	52%
Lead to more affordable housing	--
Lead to better housing conditions	8%
Lead to more housing	19%
More public housing	--
Lead to better standard of living	17%
Lower cost of living	2%
Better schools	6%
Less crime/drugs	5%
Other	2%
Don't know	12%

Q32B.How will it hurt? (DO NOT READ LIST - PROBE FOR UP TO TWO RESPONSES)

	2006 Total
Responses	(n=294)
Will force out poor people	21%
Will increase the cost of living	30%
Worsen housing situation	47%
Worsen employment	11%
Other	12%
Don't know	4%

APPENDIX B:
SURVEY METHODOLOGY

APPENDIX B:

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 800 New Brunswick residents 18 years of age and older were interviewed by telephone from April 4 to 13, 2006. 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=507) and Spanish (n=293). Using these methods, an overall cooperation rate of 79 percent and a response rate of 43 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 ± 3.4 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 43.6 and 50.4 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 2006 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 population of the city had more than doubled, from eight 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 three-in-five 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]

	<u>2006</u>	<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>	
(n)	800	802	800	803	870	755	891	764	808	774	812	846	719	868	836	
<u>Gender</u>																
--Male	48	48	48	49	48	50	46	49	45	47	44	46	48	48	50	
--Female	52	52	52	51	52	50	54	51	55	53	56	54	52	52	50	
<u>Education</u>																
--8th grade or less	18	16	14	8	8	6	6	5	5	5	6	7	9	10	10	
--Some high school	15	12	11	10	10	10	8	10	9	11	11	11	10	12	14	
--High school grad	31	29	29	28	29	24	27	29	28	26	32	35	32	30	32	
--Vo-Tech school	2	2	2	3	3	3	2	2	3	3	3	na	na	na	na	
--Some college	14	16	18	18	17	18	18	22	18	19	16	17	16	16	15	
--College grad	13	13	14	20	19	21	24	20	24	24	21	19	17	17	16	
--Graduate school	7	10	9	12	13	15	14	10	12	11	11	10	16	14	12	
<u>Children in home</u>																
--Child under 18	50	46	40	35	36	30	30	31	27	31	31	na	na	na	na	
<u>Child in school</u>																
--NB Public school	73	31	27	22	22	15	15	17	14	15	16	14	11	12	14	
--Private school	11	6	7	6	6	9	8	7	6	8	8	9	8	9	11	
<u>Senior citizen</u>																
--in home	21	21	20	24	24	29	25	23	na	na	na	na	na	na	na	
<u>Age</u>																
--18 to 29	32	33	34	29	27	27	25	34	28	31	30	34	34	29	28	
--30 to 39	21	21	19	24	21	21	27	21	25	24	22	17	19	21	16	
--40 to 49	16	15	16	13	15	15	14	14	12	10	10	9	8	8	10	
--50 to 59	12	13	11	11	12	10	9	9	10	10	9	11	13	15	18	
--60 +	16	15	16	20	21	26	22	20	23	25	25	26	24	24	28	
<u>Home ownership</u>																
--Own	32	34	32	33	46	45	46	41	44	46	49	46	43	44	na	
--Rent	65	62	63	63	49	51	51	57	54	53	48	51	55	53	na	
--Lives with family	2	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>2006</u>	<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>
<u>Race/ Ethnicity</u>															
--White	24	25	29	38	39	51	52	52	63	62	62	64	66	68	75
--African- American	24	23	23	26	27	27	26	28	25	25	25	24	22	21	19
--Hispanic/ Latino	48	45	41	28	23	17	16	16	8	9	9	9	7	8	na
--Asian	1	3	4	4	4	2	na	na	2	1	na	na	na	na	na
--Other	1	<1	1	1	2	--	4	2	1	2	2	2	3	2	3
<u>Speaks Spanish</u>															
--in home	50	42	39	26	24	13	13	12	7	6	7	5	6	5	na
<u>Years in City</u>															
--< One	7	7	8	8	5	4	5	4	5	5	4	5	7	4	2
--1 to 2	11	9	12	11	8	7	8	11	12	10	10	9	10	9	7
--3 to 5	16	19	15	15	15	15	17	21	17	16	12	14	16	15	12
--6 to 10	19	16	15	17	17	14	14	12	13	13	12	11	11	11	13
--11 to 20	15	14	15	11	13	13	14	13	10	9	12	12	10	10	11
--21 to 30	6	6	6	5	8	9	7	9	8	8	8	7	8	7	9
--Over 30	10	9	9	12	14	14	16	15	12	11	15	15	12	15	15
--Entire life	15	19	19	21	20	23	18	16	22	28	28	27	25	28	31
<u>Marital Status</u>															
--Married/ living as	42	43	41	32	40	37	40	35	39	43	43	na	na	na	na
--Widowed	7	7	8	10	9	12	11	10	11	11	12	na	na	na	na
--Divorced	8	8	9	10	10	8	7	10	9	8	7	na	na	na	na
--Separated	6	5	5	6	4	3	4	5	4	5	3	na	na	na	na
--Never married	34	35	35	41	34	38	36	39	35	33	33	na	na	na	na
<u>Employment</u>															
--Full-time	54	57	60	65	61	58	59	58	64	65	60	na	na	na	na
--Part-time	11	9	10	6	9	7	7	9	5	6	6	na	na	na	na
--Laid off	2	2	3	1	1	1	2	2	1	1	1	na	na	na	na
--Retired	14	11	12	17	18	21	19	17	19	18	19	na	na	na	na
--Not working	17	17	13	10	8	10	12	12	10	9	12	na	na	na	na
--Other	1	1	1	1	2	2	2	2	1	1	2	na	na	na	na
<u>Annual Income</u>															
-- < \$10,000	12	11	10	10	9	11	11	14	11	11	12	18	21	25	27
--\$10-20,000	13	14	17	15	14	15	18	17	16	17	24	24	29	31	38
--\$20-30,000	18	12	13	14	16	14	14	18	16	18	19	18	18	16	19
--\$30-50,000	14	18	16	20	18	22	20	21	24	26	18	21	18	13	↓
--\$50,000 +	24	20	22	22	21	21	23	17	17	13	9	↓	↓	↓	↓
--No answer	20	26	23	19	23	16	14	14	15	15	19	19	15	14	16

Table B.2: Unweighted Profile of Permanent Residents

	<u>2006</u>	<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>
(n)	800	802	800	803	870	755	891	764	808	774	812	846	719	868	836
<u>Gender</u>															
--Male	48%	48%	48%	50%	46%	51%	46%	50%	45%	48%	45%	46%	48%	48%	50%
--Female	52	52	52	50	54	49	54	50	55	52	55	54	52	52	50
<u>Age</u>															
--18 to 29	25	31	36	32	28	28	25	34	28	31	30	34	34	29	28
--30 to 39	22	21	19	25	23	22	27	21	26	24	22	17	19	21	16
--40 to 49	18	14	15	16	16	15	14	13	12	10	9	9	8	8	10
--50 to 59	13	14	10	10	12	9	9	9	10	9	9	10	13	15	18
--60 and over	19	16	17	14	18	25	23	20	23	25	26	27	24	24	28
<u>Race/Ethnicity</u>															
--White	26	26	29	35	39	49	55	61	64	66	69	71	66	68	75
--African-American	24	23	22	27	24	21	21	20	22	19	18	19	22	21	19
--Hispanic/Latino	46	45	41	30	26	24	19	15	10	10	9	8	7	8	na
--Asian	1	3	4	4	4	3	na	na	2	1	na	na	na	na	na
--Other	2	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 area 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 Hispanic 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.