

**2008 SURVEY OF
NEW BRUNSWICK RESIDENTS**

Conducted for:



Conducted by:



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2008 SURVEY OF NEW BRUNSWICK RESIDENTS

EXECUTIVE SUMMARY

This report is the seventeenth in a series of biennial surveys of New Brunswick residents conducted by the Eagleton Institute of Politics (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 March 24 to April 8, 2008 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 61 percent, an increase of three percentage points over 2006, and just within the margin of error. Residents' opinions about New Brunswick continue to improve, although the 2008 survey finds an increase in concerns about crime in the city and concern about the performance of the city's public schools.

The 2008 survey addressed the following topics: perceptions of quality of life in New Brunswick, opinions of schools, employment and jobs, 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:

- Sixty-one percent of New Brunswick residents rate the city a positive place to live, which is a three-point improvement from 2006, but still slightly lower than the all-time high approval rating of 64 percent in 2002. The overall trend for this item continues to be positive, however. Looking back to 1978, when the survey began asking the question, and the city's revitalization process was in its earliest stages, the positive rating was 34 percent.
- In 2008, 59 percent of respondents thought New Brunswick was better today than five years ago, up four points from 2006. Sixteen percent of participants thought New Brunswick was worse today than five years ago, compared to 15 percent in 2006.
- Similarly, respondents are optimistic that New Brunswick will be better in five years than it is today. Sixty-eight percent feel that it will be better, and 14 percent feel it will be worse, similar to results from the 2006 study.
- An increasing percentage 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-seven percent of these long-term residents say that New Brunswick is better today than 25 years ago, in the early stages of revitalization, up from 62 percent in 2006. Twenty percent say that it is worse, down from 23 percent in 2006.

- Two-thirds of New Brunswick residents are positive about their neighborhoods, with 66 percent rating their neighborhood as either an excellent (20 percent) or good (46 percent) place in which to live. Another 26 percent of city residents say their neighborhood is only fair and seven percent say it is a poor place in which to live, with little change from 2006.

Perceptions of Safety:

- Perceptions of crime in New Brunswick rose slightly from 2006, with 32 percent observing that crime has lessened compared to two years ago, and 20 percent observing that it has increased. In contrast, in 2006 36 percent of those surveyed said crime had lessened, and 15 percent said crime had increased.
- But the vast majority of residents still say they feel safe in their neighborhoods at night. Eighty-eight percent of residents report feeling “very” or “somewhat” safe in their own neighborhood, compared to 87 percent in 2006. The proportion of permanent New Brunswick residents who report feeling “not at all safe” in their neighborhoods at night was 10 percent, unchanged from 2006.

Commitment to New Brunswick:

- Sixty-two percent of respondents said they would prefer to stay in the city as opposed to moving out of the city, virtually unchanged from 2006. Thirty-six percent of respondents would prefer to move out of New Brunswick, also similar to the results for 2006.
- Among those who said they want to move from New Brunswick, the largest group, 14 percent, cited the cost of living or rent as the reason why. Thirteen percent cited dissatisfaction with New Brunswick schools, 12 percent pointed to crime, and 12 percent said they want to live in a non-urban environment. Concerns about cost of living replaced crime as the top reason given in 2008 compared to 2006, when nearly a quarter of respondents pointed to crime as the primary factor. Among those who want to remain in the city, the largest group – 32 percent – cited its convenient location.
- Thirty-three percent of respondents think that revitalization will help low-income families. This percentage is virtually unchanged from 2006. Thirty-seven percent predict that revitalization will hurt low-income families, unchanged since 2006. The reason most often cited for believing that revitalization will hurt low-income residents is that it will worsen the housing situation (44 percent). Job creation was the reason most often given by those who revitalization will help low-income families (42 percent).

Public Schools

- Attitudes toward New Brunswick’s public schools showed the largest movement in the 2008 survey. Forty percent rated the public schools excellent or good, down from 45 percent in 2006. Forty-three percent rated the public schools as only fair or poor, up six points from 2006. 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.
- Among those giving a positive assessment, the largest group pointed to the schools’ focus on students and attention paid to students (19 percent), followed by student performance (15 percent) and the quality of teaching (14 percent). Those giving a negative rating to the schools cited inadequate facilities and resources (14 percent), poor student performance (14 percent) and overcrowded classes (10 percent).
- A larger proportion of residents continue to give positive evaluations of the public elementary schools in the city (40 percent) than they do of the public high school (33 percent). But both ratings are down from 2006, when 49 percent gave a positive rating to the elementary schools, and 38 percent offered a positive assessment of the high school.

Approval of Key Institutions

- Approval of New Brunswick Tomorrow is at 72 percent among respondents who are acquainted with the mission of the organization, and 65 percent say it is succeeding, which are both consistent with previous surveys. Awareness of New Brunswick Tomorrow is at 51 percent, up six percentage points from 2006.
- 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 85 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 90 percent rating culture as very important or somewhat important to the revitalization of New Brunswick, up two points from 2006.

CHAPTER 1

INTRODUCTION

This report is the seventeenth in a series of biennial surveys of New Brunswick residents conducted by the Eagleton Institute of Politics (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 March 24 through April 8, 2008 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, more than half of the respondents to the survey are renters (56 percent), down from 65 percent in 2006 but consistent with proportions for much of the history of the survey. Hispanics continue to make up the largest percentage of respondents – 44 percent in

2008 – compared to 48 percent in 2006 and 45 percent in 2004. (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.

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 remained stable at 47 percent in the current survey compared to 50 percent in 2006. Eleven percent of residents in the sample have less than an eighth grade, the lowest percentage in this category since 2000. The percentage of respondents with a college degree has remained steady at 12 percent. The percentage of high school graduates has steadily increased in the last decade.

Overview of the Report

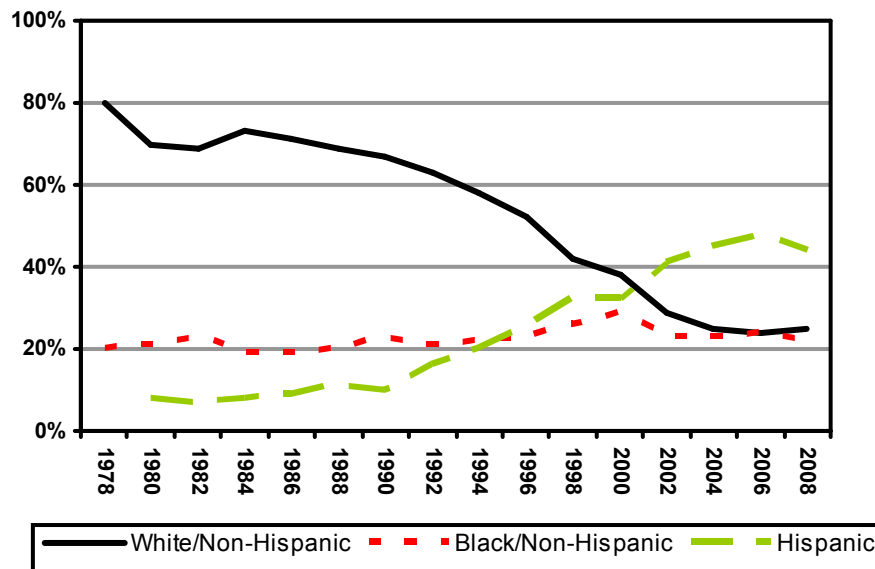
The results of our study are presented in chapters, as in previous reports. Chapter Two discusses resident perceptions of the overall quality of life in New Brunswick, evaluations of neighborhood life, mobility plans, and attitudes about crime and safety. Chapter Three focuses on ratings of New Brunswick public schools. Chapter Four explores residents' employment patterns and levels of job satisfaction. 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. The 2008 report marks the debut of a new set of measures – the immigrant experience in New Brunswick, which we present in Chapter Six.

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 previous surveys. 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 risen slightly to 61 percent in 2008 from 58 percent in 2006. Sixty-one 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). The three-point increase is just within the margin of error of plus or minus 3.4 percent for the sample of 800 respondents.

Overall, 14 percent of residents rate the city as an excellent place to live and 47 percent say it is good, compared with 30 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 66 percent of white residents, 63 percent of Hispanics, and 51 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 2008 to 2006, the positive evaluations from white, African-American and Hispanic residents have remained steady.

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 (59 percent) who feel that New Brunswick is a better place in which to live than it was five years ago (Figure 2.2). Twenty-two percent believe the city is the same as it was five years ago and only 16 percent say the city is now a worse place to live. This represents an increasing 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-eight percent of Hispanics, 54 percent of whites and 51 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 2006, with the positive rating from Hispanics showing the greatest gain at seven percentage points.

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, 21 percent of long-term residents perceived New Brunswick as worse now than five

years earlier, compared with only 10 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 rose to 67 percent in 2008, the highest percentage giving that response since Eagleton began asking the question in 1992. Twenty percent say it is worse, and five percent say it is the same (Table 2.3).

White long-term residents are more likely to rate New Brunswick as better today than 25 years ago than are non-white long-term residents, reversing a finding from two years ago. Seventy-two percent of white long-term residents rated New Brunswick as better, compared with 63 percent of non-white long-term residents.

Expectations for New Brunswick Five Years from Now

Expectations for New Brunswick's future remain high. More than 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 – 14 percent – is the lowest proportion to give that response since 2000.

Permanent Residents Assess their Neighborhoods

This year's survey captured a slight 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 (20 percent) or good (46 percent) place in which to live (Table 2.5). Another 26 percent of city residents say their neighborhood is only fair and seven percent say it is a poor place in which to live, both numbers holding steady since 2006.

Positive evaluations of one's neighborhood comes primarily from increases among white residents. At 75 percent, white residents are much more likely to rate their neighborhoods positively than are African-American (55 percent) and Hispanic (66 percent) residents.

Although majorities of residents in all income brackets have positive evaluations of their neighborhoods, those with incomes of \$50,000 or less are somewhat less likely than those with incomes above \$50,000 to rate their neighborhood favorably.

Although 46 percent of residents continue to report that their neighborhood has not changed in the last few years, the 39 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 (39 percent) than say it has gotten worse (12 percent).

Hispanic residents' perceive positive neighborhood change (49 percent) at much higher rates than those of white (26 percent) and African-American (37 percent) residents. African-American residents offer the most critical assessment of change in quality of neighborhoods, with 18 percent who perceive that the quality of their neighborhood has recently gotten worse. In comparison, 16 percent of whites and only eight percent of Hispanics shared that negative assessment.

Perceptions of Crime in New Brunswick

We found that when residents were asked to compare crime in New Brunswick today to two years ago, 32 percent said crime has gotten better compared to 20 percent who say it has gotten worse (Figure 2.4). Comparing the data to the 2006 results, these figures represent a drop of four points for "better" and an increase of five points for "worse." Still, the results 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. Neither the percentage in 2008 nor the percentage in 2004 was anywhere near the more than 40 percent of respondents who felt crime was worsening in the early 1990s.

While perceptions of crime compared to two years ago raises some concern, it is important to note that the vast majority of respondents – 88 percent – said they feel "very safe" or

“somewhat safe” in their own neighborhoods at night, with only 10 percent saying they don’t feel at all safe (Table 2.7). These figures have changed only slightly, and within the margin of error, since 2006.

Commitment to New Brunswick

As has been the case since the survey began, most New Brunswick residents (62 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 hovered in the mid-30s since 2000, with 36 percent in the current survey reporting a preference to leave. Over half of permanent residents (54 percent) say they would continue living in their present home and another eight percent say they would move to some other location within the city of New Brunswick (Table 2.8).

African-American residents (47 percent) are more likely than Hispanic (29 percent) and white (33 percent) residents to want to move out of New Brunswick. Commitment to staying in New Brunswick increases with age, with 55 percent of residents ages 18-29 reporting a preference to stay, compared with 76 percent residents over 65.

The most common reasons cited for wanting to move out of the city are the cost of living/rent (14 percent), the public of schools (13 percent), crime (12 percent), and a desire to live in a non-urban environment (12 percent) (Table 2.9). This marks the first time since 1986 that crime was not the top reason given for wanting to leave the city.

The 2008 survey included for the first time a follow-up question asking those who said they want to remain in New Brunswick to give reasons why they want to stay. Respondents gave

a wide variety of responses, with the most common being New Brunswick's convenient location (32 percent) followed by proximity to job (10 percent), having family in New Brunswick (10 percent), and always having lived in New Brunswick (10 percent) (Table 2.10).

Suggestions to Improve the City

When asked what New Brunswick could do to improve the city, 33 percent of residents mention dealing with various safety and crime issues. This area of concern declined from 42 percent in 2006, and 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 (15 percent), dealing with drug problems (seven percent), and improving police protection (five percent).

Two-in-ten residents say the city should do something to improve housing conditions, such as building more housing (seven percent), building low-income housing specifically (seven percent) and renovating old housing (four percent).

Twenty-five percent of residents feel that the city should encourage economic development, such as more job opportunities (10 percent), lower taxes (six percent), and continued improvement of the downtown area (four percent). These results are similar to recent surveys.

Another 18 percent feel that the city should improve its schools. Other suggestions for improving New Brunswick continue to include cleaner streets (11 percent), improved traffic and roads (six percent), more/improved parks and recreation (five percent), more youth activities (three percent), and parking (two percent).

Impact of Revitalization on the Poor

City residents are more likely to believe that revitalization will hurt low-income residents in New Brunswick than help them (Figure 2.6). This continues a reversal first seen in the 2006 study away from the belief that revitalization will help poorer residents. Residents had been more likely to say revitalization would help the poor from 1994 to 2004.

In the current survey, residents who believe that revitalization will help low-income residents (33 percent) are outnumbered by those who believe that it will hurt them (37 percent). Another 19 percent of residents say revitalization efforts will neither help nor hurt low-income residents and 11 percent offer no opinion (Table 2.12).

Low-income residents are slightly more likely to feel that revitalization efforts will help (36 percent) rather than hurt (33 percent) them. Residents in the higher income categories were more likely to say urban renewal would hurt than help.

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 (23 percent) by revitalization. This continues to contrast with both white and Hispanic residents, where 32 percent of white residents and 41 percent of Hispanic residents say revitalization will be beneficial for low-income families.

Among those residents who say revitalization will help low-income families, 42 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 (14 percent), or a better standard of living (nine percent). The main reasons cited by those who feel revitalization will

hurt low-income families are that it will worsen the housing situation (44 percent), will increase the cost of living (38 percent), and will force out poor people (13 percent).

Summary

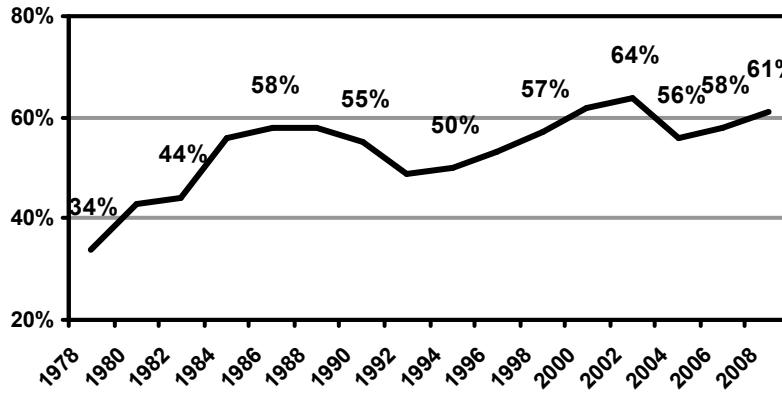
The 61 percent “excellent/good” overall positive rating of New Brunswick is a slight increase from 2006, and maintains a high level of satisfaction for the city. Residents are expressing slight increases in perceptions of crime compared to two years ago, but an overwhelming majority of residents say they still feel safe in their neighborhoods at night.

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 more than two-thirds of residents who feel it will only get better in the future. Two-thirds of respondents also give positive ratings to their neighborhoods, continuing a trend seen in recent years.

A continuing area of concern is the belief that revitalization will hurt the poorest of the city. Among those who feel that revitalization will help low-income families, there is a consistent emphasis on the assertion 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

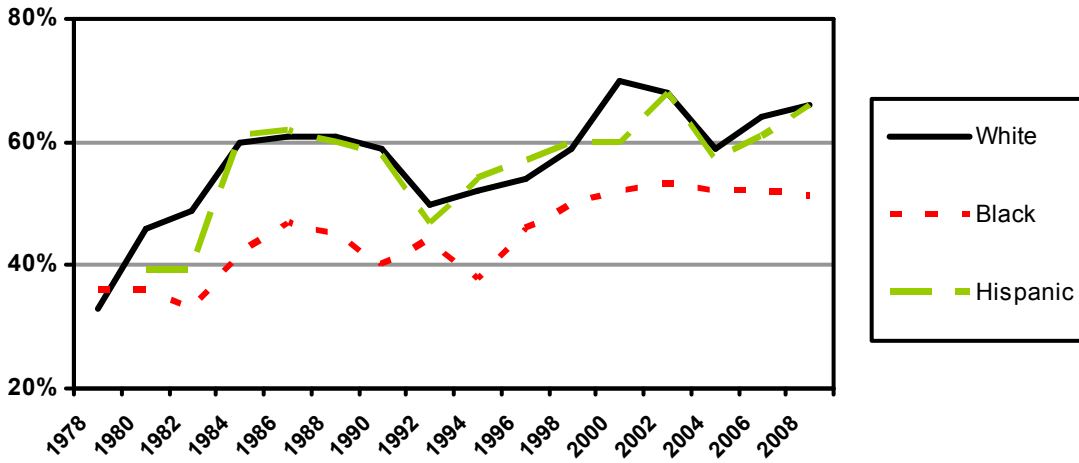


Table 2.1:
Overall Rating of New Brunswick [Q.2]

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>DK/RF</u>	<u>(n)</u>
Permanent Residents	14%	47%	30%	8%	1%	800
Race						
White	16	50	29	4	1	242
African-American	11	40	37	11	2	182
Hispanic	17	48	28	6	0	302
Income						
Under \$20,000	13	50	28	8	2	184
\$20,000 - \$50,000	20	40	32	7	1	219
Over \$50,000	11	50	32	6	0	207
<u>PAST SURVEYS</u>						
--2006	14%	44%	32%	8%	1%	800
--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)

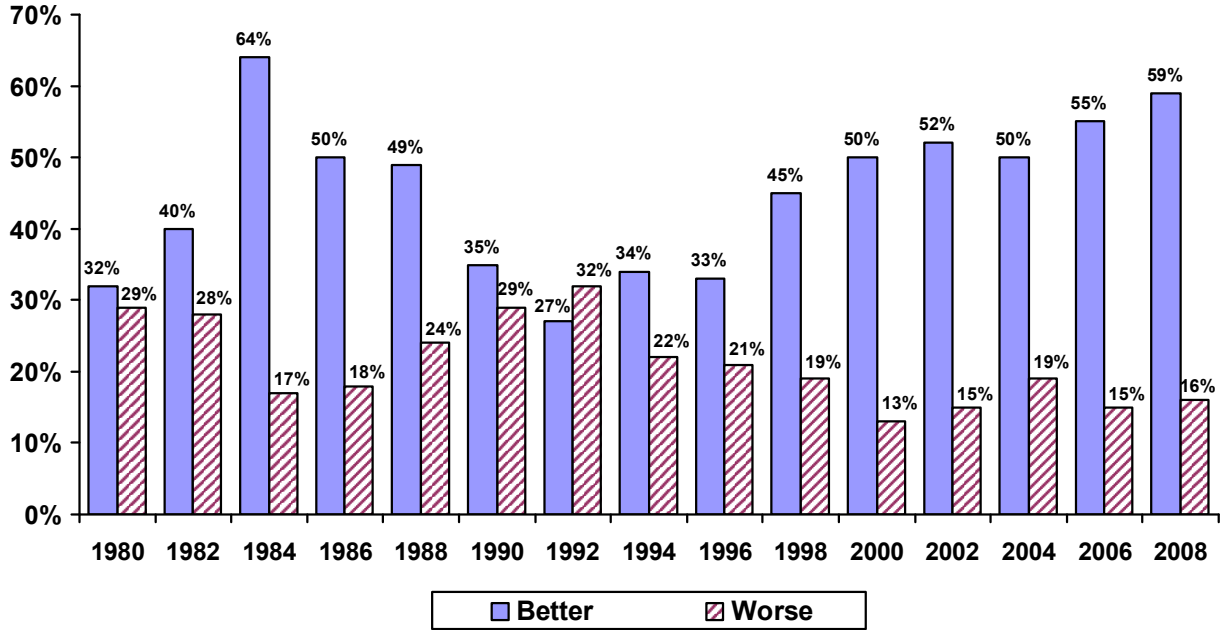


Table 2.2:
Comparison of New Brunswick Today with Five Years Ago [Q.3]

	<u>Better</u>	<u>Same</u>	<u>Worse</u>	<u>Don't Know</u>	<u>(n)</u>
PERMANENT RESIDENTS	59%	22%	16%	3%	800
Length of Residence					
10 years or less	59	28	10	3	312
11 years or more	60	16	21	3	483
Race					
White	54	29	14	3	242
African-American	51	22	24	2	182
Hispanic	68	17	13	3	302
Income					
Under \$20,000	59	21	15	5	184
\$20,000 - \$50,000	58	22	18	2	219
Over \$50,000	62	21	16	1	207

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, 2008	67%	5%	20%	8%	334
<u>By Race, 2008</u>					
--White	72	4	21	3	139
--Non-white	63	7	19	11	169
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>
2008	68%	7%	14%	12%
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	20%	46%	26%	7%	0%	800
Race						
White	32	43	21	5	0	242
African-American	12	43	36	8	0	182
Hispanic	19	47	26	7	0	302
Income						
Under \$20,000	18	44	31	6	1	184
\$20,000 - \$50,000	18	42	31	9	0	219
Over \$50,000	24	50	21	5	0	207

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	39%	12%	46%	2%	800
Length of Residence					
10 years or less	46	5	47	3	312
11 years or more	34	19	45	2	483
Race					
White	26	16	56	2	242
African-American	37	18	43	2	182
Hispanic	49	8	41	2	302

FIGURE 2.3
Positive Neighborhood Evaluations (Q.7)

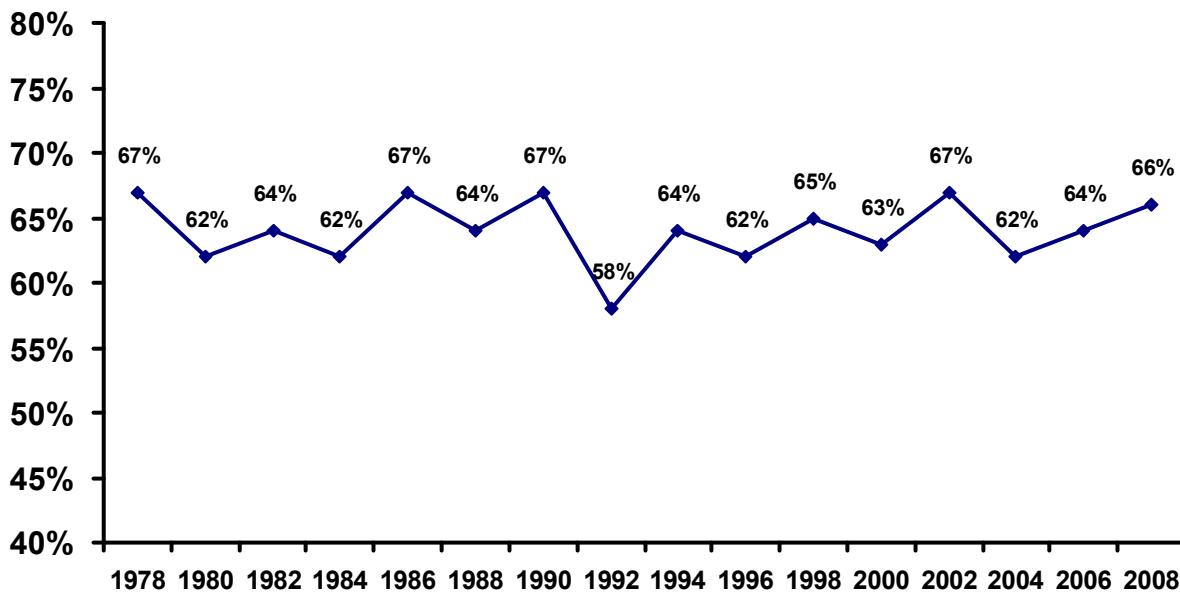


FIGURE 2.4
Crime in New Brunswick Compared to Two Years Ago (Q.12)

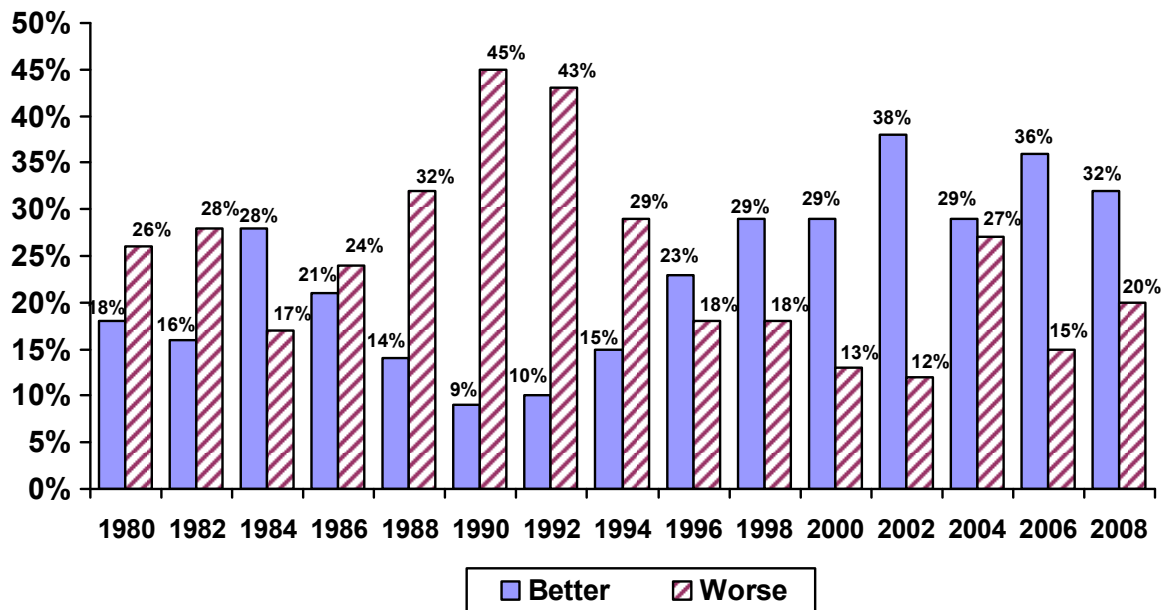


Table 2.7:
How Safe Permanent Residents Feel in Own Neighborhood at Night [Q.13]

	<u>Very Safe</u>	<u>Somewhat Safe</u>	<u>Not At All Safe</u>	<u>Don't Know</u>
2008	32%	56%	10%	2%
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

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

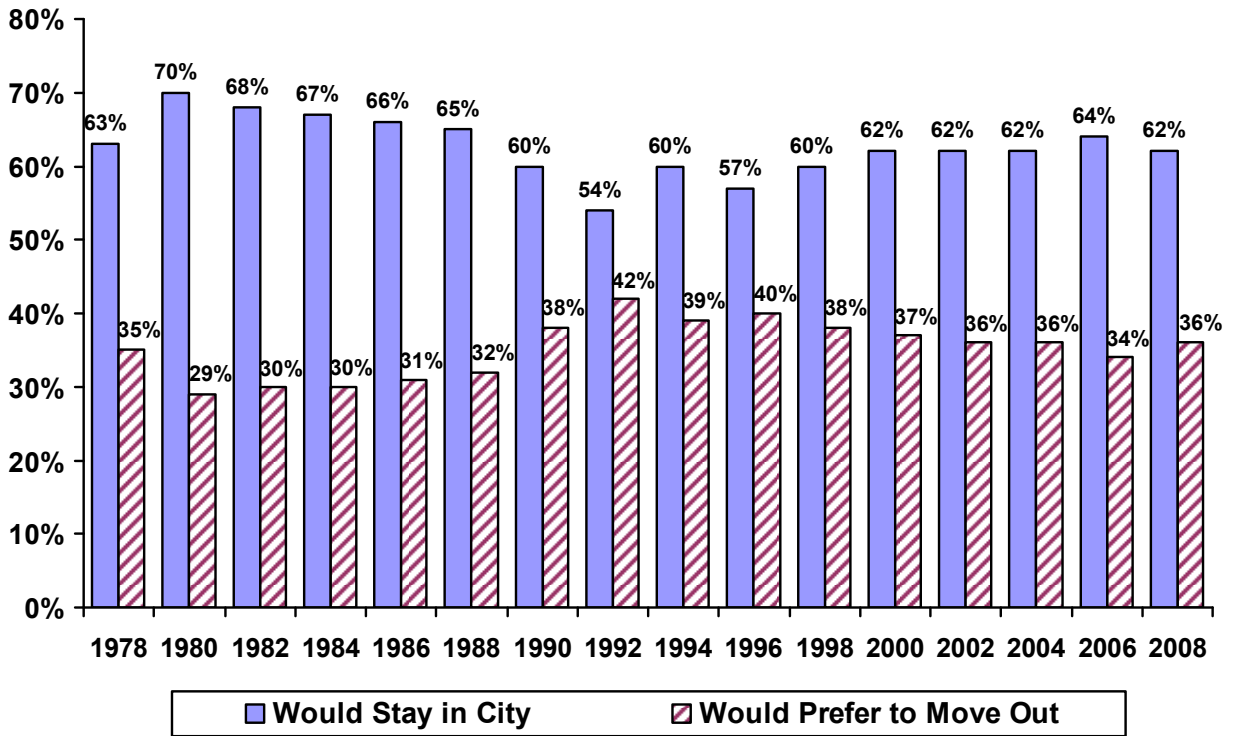


Table 2.8:
Residents' Commitment to New Brunswick [Q.9]

	<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	54%	8%	36%	2%	800
Length of Residence					
10 years or less	54	8	36	2	312
11 years or more	55	8	35	2	483
Age					
18-29	55	6	35	3	146
30-49	47	9	42	2	294
50-64	53	12	35	1	179
65+	76	4	19	1	144
Race					
White	61	4	33	2	242
African- American	42	10	47	1	182
Hispanic	58	10	29	3	302

**Table 2.9:
Reasons for Wanting to Move Out of New Brunswick [Q.10]***

	<u>2008</u>	<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>
(n)	278	270	290	287	305	338	307	341	321	309	257	252	260	217	249
High crime	12%	24%	26%	19%	17%	23%	25%	36%	38%	28%	19%	12%	17%	24%	18%
Cost of living/rent	14	14	15	12	13	4	--	na	4	2	3	3	2	2	2
Want to live in a different city	6	8	8	6	13	7	5	na	5	3	6	4	1	2	9
Poor quality schools	13	11	10	12	10	16	12	17	14	11	15	9	11	8	11
New job opportunities	6	7	7	8	10	8	8	na	1	5	2	2	6	2	6
City is dirty/run down	5	4	7	10	9	8	20	16	19	9	13	16	19	15	21
Want non-urban environment	12	15	13	13	7	11	22	12	16	19	17	24	26	30	26
Noise	3	3	9	7	7	5	--	na	7	7	2	--	--	--	--
Transportation	2	1	2	2	3	3	4	na	na	na	na	na	na	na	na
High taxes	5	5	4	2	3	3	6	na	5	10	5	2	5	3	1
Leaving school	2	--	--	1	1	2	3	na	1	3	--	--	2	3	1
Parking	1	1	2	1	1	2	--	na	5	8	7	4	4	4	3
All other	35	29	32	28	26	27	19	47	28	57	55	49	41	43	44
Don't know	1	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 2.10:
Reasons for Wanting to Stay in New Brunswick [Q.11]***

	<u>2008</u>
(n)	507
Convenient location	32%
Affordable	5
Close to job	10
Family lives in New Brunswick	10
Friends live in New Brunswick	5
Cultural and arts opportunities	4
Access to Rutgers University	2
Access to health care	3
Has always lived in New Brunswick	10
Other	40
Don't know	2

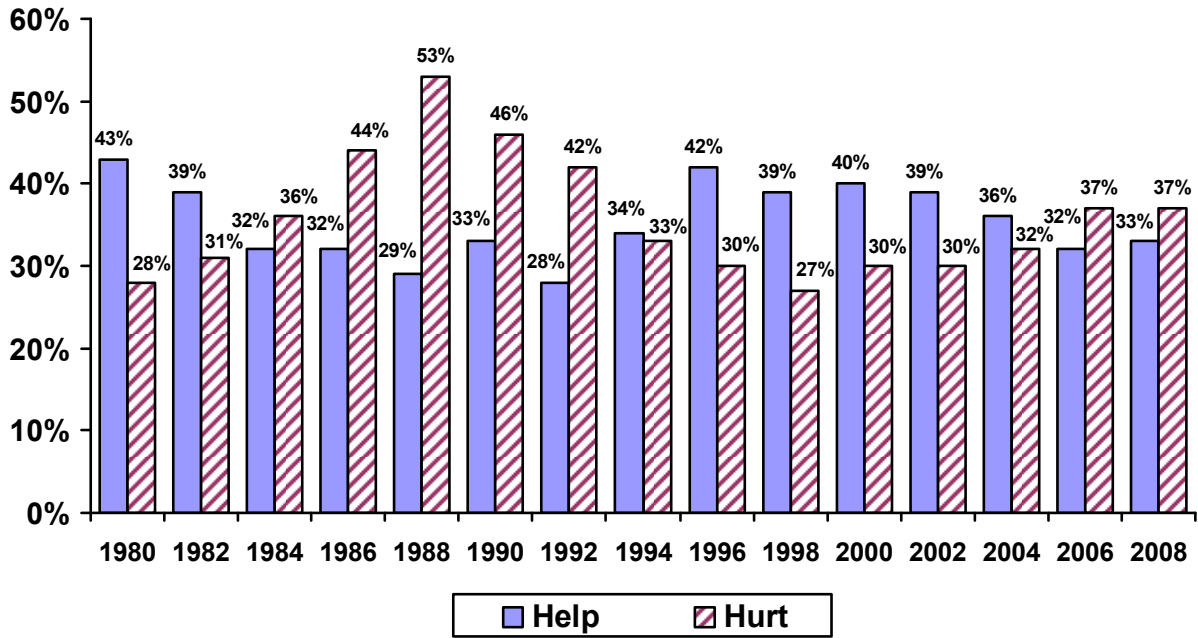
* Percentages total to more than 100% because respondents could give more than one reason.

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

	<u>08</u>	<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>
	33%	42%	45%	36%	33%	41%	45%	54%	62%	48%	31%	25%	23%	29%	25%	24%
<i>SAFETY/CRIME</i>																
Make safer	15	19	21	14	14	17	18	18	18	13	6	10	10	10	11	16
Deal with drug problem	7	6	7	10	8	9	13	17	23	21	14	5	3	3	1	na
More foot patrols	4	9	8	5	6	7	5	4	4	2	1	2	2	1	2	6
Better police protection	5	6	6	5	3	5	6	6	11	6	5	4	4	9	7	na
Better quality police	2	2	3	2	2	3	3	9	6	6	5	4	4	6	4	2
<i>HOUSING</i>																
Build more housing	7	8	8	12	8	8	7	11	11	17	16	20	15	24	27	23
Build low-income housing	7	8	16	8	9	6	9	9	11	19	20	19	14	9	5	35
Renovate old housing	4	3	3	4	7	6	5	na	4	4	4	5	8	4	5	1
Replace old housing projects	1	1	1	2	4	3	10	na	na	na	na	na	na	na	na	na
Landlords maintain property	1	1	1	3	2	2	5	na	na	na	na	na	na	na	na	na
<i>ECONOMIC DEVELOPMENT</i>																
More job opportunities	10	12	10	9	8	8	4	na	14	9	10	8	12	15	9	na
Downtown improvement	4	2	3	6	6	6	8	na	7	12	12	18	21	22	27	54
Lower taxes	6	5	3	4	2	5	4	na	7	8	5	4	5	1	1	na
Encourage new businesses	2	3	4	5	5	4	6	na	na	na	na	na	na	na	na	na
Lower rent	3	8	na	na	na	na	na	na	na	na	na	na	na	na	na	na
Improve the schools	18	17	15	20	21	19	16	24	18	18	14	13	14	14	17	na
More/better parks	5	3	4	7	4	11	4	na	4	4	8	5	8	8	9	na
Youth activities	3	5	4	7	9	na	6	na	10	6	8	6	5	3	3	2
Clean streets	11	10	10	11	12	10	4	na	11	12	9	9	14	11	12	13
More parking	2	2	4	8	6	4	5	na	3	6	8	5	4	5	5	na
Renovate other buildings	2	2	2	3	3	3	na	na	4	4	11	10	10	18	12	2
Race relations/immigration	1	4	1	3	2	2	na	na	7	5	3	5	3	3	2	1
Traffic/roads	6	7	6	6	9	2	na	na	4	4	7	5	5	6	5	na
Transportation	3	3	3	5	6	2	na	na	3	6	5	6	5	9	11	na
Reform politics	1	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	24	11	14	11	16	14	25	53	10	15	13	15	15	16	17	16
Nothing	3	3	4	4	3	4	3	--	1	2	1	1	4	2	2	2
Don't Know	9	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	33%	37%	8%	11%	11%	800
Length of Residence						
10 years or less	39	29	7	13	12	312
11 years or more	28	43	10	10	9	483
Race						
White	32	36	11	12	9	242
African-American	23	58	8	8	3	182
Hispanic	41	26	8	13	13	302
Income						
Under \$20,000	36	33	7	14	10	184
\$20,000 - \$50,000	31	42	7	13	8	219
Over \$50,000	34	41	10	9	6	207

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

AMONG THOSE WHO SAY IT WILL HELP:

(n)	<u>08</u>	<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>
	259	259	287	313	316	339	316	308	217	265	234	194	210	227
--Will provide jobs/opportunity	42%	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	8	12	11	9	13	9	12	10	6	15	18	10
--Lead to more housing	14	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	9	17	12	21	19	16	19	--	10	4	5	5	6	4
--Lower cost of living	2	2	4	2	3	3	3	2	--	2	--	1	2	--
--Better schools	4	6	6	4	na	na	na	na	na	na	na	na	na	na
--Less crime/drugs	5	5	3	4	na	na	na	na	na	na	na	na	na	na
--Other	16	2	2	7	22	21	14	33	55	46	41	40	33	29
--Don't know	15	12	20	15	18	18	10	12	7	8	7	9	6	9

AMONG THOSE WHO SAY IT WILL HURT:

(n)	<u>08</u>	<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>
	293	294	255	236	305	234	218	285	308	370	402	271	230	176
--Will force out poor people	13%	21%	21%	38%	40%	57%	55%	47%	37%	47%	45%	40%	48%	49%
--Will increase the cost of living	38	30	32	29	29	17	36	27	26	33	30	9	13	14
--Worsen housing situation	44	47	47	49	35	12	14	6	39	46	47	56	45	57
--Worsen employment	9	11	14	11	3	3	3	1	7	7	5	8	10	10
--Other	21	12	13	8	11	20	13	31	22	30	16	34	22	24
--Don't know	3	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. Results of the 2008 survey show a decline in the positive rating for the public schools to 40 percent, a five-point drop from 2006.

Public / Private School Enrollment

Among those households in the survey that have children in school, 82 percent send their children to New Brunswick public schools, 13 percent send their children to private or parochial schools, and five percent do both (Table 3.1). African-American and Hispanic households are more than twice as likely as white households to send their children to the public schools.

There are also income differences, with 29 percent of those households earning over \$50,000 a year sending their children to private school, compared to eight percent of those between \$20,000 and \$50,000 and six percent of those below \$20,000.

Ratings of Public Schools

Ratings for New Brunswick's public schools now stand at 40 percent positive to 43 percent negative (Table 3.2). This represents a return to a net negative rating after a net positive rating in 2006. Still, the positive rating for the city's schools remains far higher than it was in the

early days of the study. 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 31 percent call them good, compared to 27 percent who rate the city's schools as only fair and 16 percent as poor. Similar to findings in previous studies, residents with children in the New Brunswick public school system (52 percent) are more likely to be positive than other parents (34 percent) and non-parents (32 percent) about the schools. The positive rating among parents of children in the public schools dropped five points from 2006, while the rating among non-parents dropped six points and the assessment from parents of children in private school remained the same.

Among those who have children in school, 59 percent of Hispanics, 32 percent of African-Americans and 25 percent of whites give a positive evaluation of the city's educational system. While positive assessments had risen among Hispanic parents in recent surveys, their 59 percent rating this year represented a decline of 10 points from 2006. White parents' positive evaluations dropped by 15 points – to 25 percent in 2008 from 40 percent in 2006 – while the evaluations of African-American parents rose six points to 32 percent this year. The 2008 report marks the first time African-American parents have given the public schools a higher rating than white parents since the 2000 study.

The 2008 survey for the first time asked an open-ended follow-up question in which respondents could explain their evaluation of the public schools in a sentence or two. Among those who gave a positive rating to the schools, the schools' focus on students and attention paid to students were cited most frequently (19 percent), followed by student performance (15

percent) and quality of teaching (14 percent) (Table 3.3). Focusing just on comments from parents of students in the public schools did not change the order of the reasons given, and the percentages varied by only a point or two from those for the entire sub-sample of people who gave positive assessments. The lone exception was student performance, which was cited by 12 percent of parents compared to 15 percent for the entire sub-sample.

Open-ended responses for those who gave a negative assessment of the public schools varied across a wide range of categories as well, with 14 percent of respondents citing student performance, 14 percent pointing to inadequate facilities and resources, and 10 percent saying over-crowded classes (Table 3.4). Narrowing the responses to just those given by parents of students in the public schools revealed similar results that varied only by a point or two from the entire sub-sample of respondents giving negative evaluations. The one exception was school safety, which seven percent of parents cited compared to four percent of the entire sub-sample.

Despite the dip in positive assessments in 2008, 30 percent of residents say the schools are better than they were two years ago, while 11 percent say they are worse and 34 percent say they are the same (Table 3.5). The 30 percent rating matches the highest measure of improvement recorded in the study in 2002 and 2004.

Ratings of New Brunswick High School

When asked specifically about New Brunswick High School, 33 percent of residents give it a positive rating of excellent (seven percent) or good (26 percent) – representing a five-point decline in the good rating from 2006 (Table 3.6). Another 20 percent rate the high school as only fair, and 10 percent say it is poor. Thirty-six percent offer no opinion.

Like the ratings for the city's schools in general, residents with children in the public school system (41 percent) are the most positive about the high school. Hispanic residents are much more positive about the high school (47 percent) than are white (17 percent) and African-American residents (35 percent).

Ratings of New Brunswick Elementary Schools

City residents are seven percentage points more positive about New Brunswick's public elementary schools than they are about the high school. Residents rate the city's elementary schools as either excellent (8 percent) or good (32 percent) compared to three-in-10 who rate them as only fair (23 percent) or poor (nine percent) (Table 3.7). Twenty-one percent offer no opinion. The current 40 percent positive rating is a nine-point drop from 2006. Negative ratings held steady, and the percentage offering no opinion rose six points to 27 percent.

Residents with children in the public school system in the city are the most positive, with 51 percent having favorable opinions of the elementary schools. That represents a decline of 11 points from 2006. Hispanics again give high marks to the public schools, with 58 percent rating the public elementary schools favorably, compared with 22 percent of whites and 35 percent of African-Americans.

Summary

While the positive rating for New Brunswick public schools dropped in the 2008 survey, the 40 percent rating still remains the third highest rating in the history of the study. As in the past, differences emerge based on race and ethnicity, with Hispanics and African-Americans

more likely to offer a positive rating than white respondents. Teaching, student performance, and resources are the reasons most often given for both the positive and negative ratings. While the overall rating declined, nearly a third of respondents believe the schools are better now than they were two years ago, continuing a trend first noted in the 2002 survey.

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

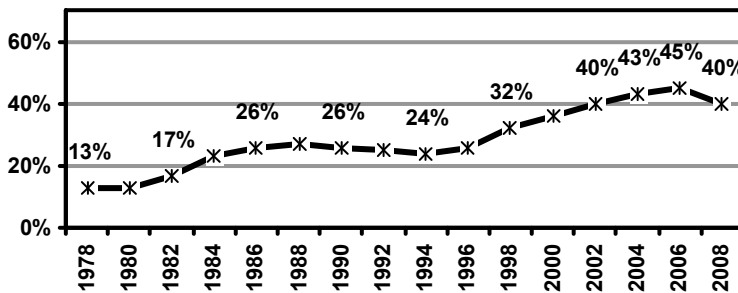
	<u>Public</u>	<u>Both</u>	<u>Private</u>	<u>(n)</u>
TOTAL	82%	5%	13%	283
Race				
White	37	8	55	35
African-American	76	10	15	61
Hispanic	94	3	3	174
Income				
Under \$20,000	92	2	6	73
\$20,000 - \$50,000	86	7	8	100
Over \$50,000	68	3	29	62
<u>PAST SURVEYS</u>				
--2006	87%	4%	9%	
<u>By Race</u>				
--White	55	7	36	
--African-American	84	0	16	
--Hispanic/Latino	93	4	2	
--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%	31%	27%	16%	18%	800
Race						
White	4	16	29	17	34	242
African-American	3	25	32	26	15	182
Hispanic	16	44	24	9	7	302
Children living in household						
Yes	12	35	30	18	5	328
No	6	26	24	14	30	461
Child attending public school						
Yes	13	39	30	16	2	243
No	10	24	29	24	14	82
<u>PAST SURVEYS</u>						
--2006	9%	36%	26%	11%	17%	(800)
<u>By Race</u>						
--White	4	23	28	14	31	(207)
--African-American	5	24	36	21	14	(189)
--Hispanic/Latino	15	48	22	5	10	(365)
--2004	11%	32%	24%	12%	21%	(802)
<u>By Race</u>						
--White	3	28	18	15	37	(209)
--African-American	8	25	34	16	17	(184)
--Hispanic/Latino	18	37	24	8	12	(359)
--2002	10%	30%	25%	15%	21%	(800)
<u>By Race</u>						
--White	2	20	27	21	30	(232)
--African-American	10	26	30	22	12	(180)
--Hispanic/Latino	16	39	21	9	15	(328)
--2000	8%	28%	28%	15%	20%	(803)
<u>By Race</u>						
--White	3	24	24	19	31	(283)
--African-American	6	28	39	19	9	(215)
--Hispanic/Latino	17	38	25	8	12	(239)

FIGURE 3.1 RATING OF NEW BRUNSWICK'S SCHOOLS

New Brunswick Schools Positive Ratings



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

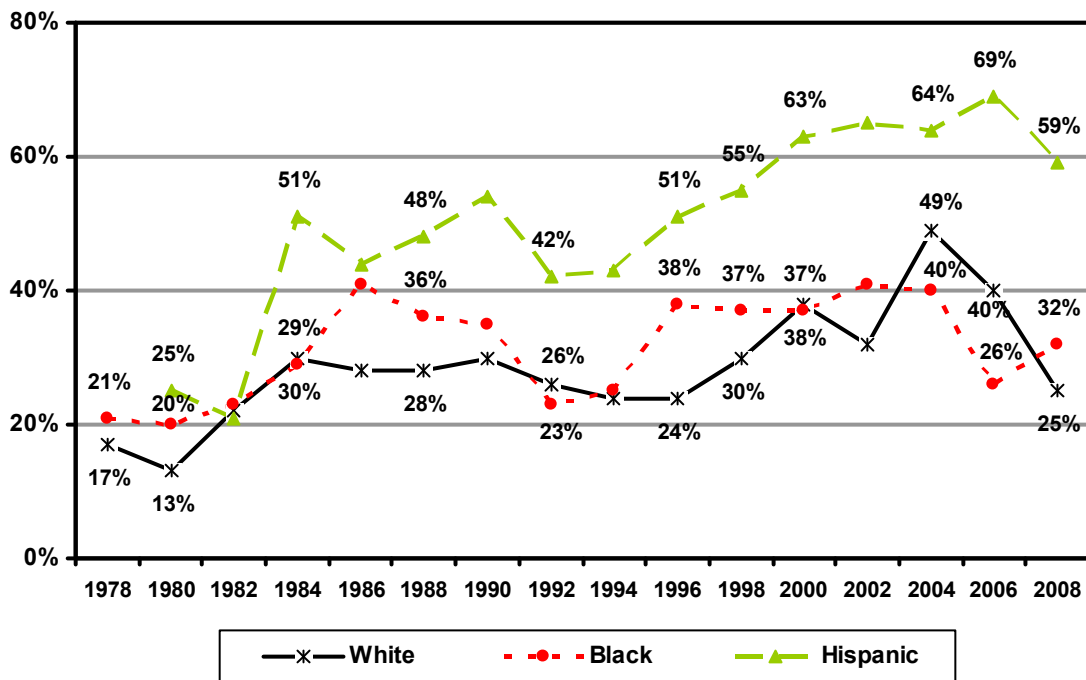


Table 3.3
Reasons Cited for Positive Evaluations of New Brunswick Schools
[Q. 14A – coded responses to an open-ended question]

	<u>2008</u>	
	All residents	Parents of public school students
(n)	266	112
Quality of teaching	14%	13%
Curriculum	3	4
Student performance	15	12
Extra-curricular activities	1	0
Schools are safe	4	4
Parent and community support	2	4
Facilities and resources	8	8
After-school programs	2	0
Overall quality of schools has increased	2	3
School administration	2	1
Services for immigrants / non-English-speaking students	4	3
Focus on students / attention paid to students	19	18
Other	24	29
Don't know	1	0

Table 3.4
Reasons Cited for Negative Evaluations of New Brunswick Schools
[Q. 14B – coded responses to an open-ended question]

(n)	<u>2008</u>	
	All residents	Parents of public school students
	307	105
Quality of teaching	8%	9%
Over-crowded classes	10	10
School administration	3	1
Student performance	14	12
Lack of parent support	2	2
Inadequate facilities and resources	14	14
Lack of discipline	4	2
Curriculum	9	10
Diversity / too much attention paid to minority students	5	3
Not as strong as neighboring schools	1	1
Schools are unsafe	4	7
Transportation	1	2
Schools have made little improvement	2	2
Inadequate resources for bilingual / ESL education	1	3
Other	20	21
Don't know	2	2

**Table 3.5:
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 2 years Ago</u>	<u>Don't Know</u>
2008	30%	11%	34%	7%	17%
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 3.6:
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%	26%	20%	10%	36%	800
Race						
White	3	14	18	10	54	242
African-American	8	27	22	16	27	182
Hispanic	11	36	19	7	27	302
Children living in household						
Yes	8	29	23	12	28	328
No	7	25	17	9	42	461
Child attending public school						
Yes	8	33	22	11	26	243
No	5	17	28	17	33	82
<u>PAST SURVEYS</u>						
--2006	7%	31%	22%	11%	29%	800
--2004	10	27	21	8	33	802
--2002	8	27	20	9	36	800
--2000	6	27	24	11	32	803
--1998	3	23	27	17	30	870
--1996	2	19	32	16	31	755
--1994	3	20	35	21	21	891

**Table 3.7:
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	8%	32%	23%	9%	27%	800
Race						
White	4	18	22	10	46	242
African-American	6	29	27	17	21	182
Hispanic	13	45	21	5	16	302
Children in Household						
Yes	12	33	29	11	15	328
No	5	32	18	7	38	461
Child attending Public School						
Yes	13	38	29	8	11	243
No	6	15	31	20	28	82
<u>PAST SURVEYS</u>						
--2006	10%	39%	22%	9%	21%	800
--2004	11	32	22	7	28	802
--2002	9	32	22	9	28	800
--2000	7	34	26	8	25	803
--1998	6	28	31	8	26	870
--1996	4	27	31	10	28	755
--1994	6	26	35	16	17	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 (49 percent) or part-time (14 percent) capacity (Table 4.1). Another 14 percent are retired, three percent are laid off and 14 percent are not working. This represents a slight shift from full-time to part-time employment status over the past two years.

Those currently working full- or part-time include 69 percent of 18-to-29 year olds, 80 percent of 30-to-49 year olds, 61 percent of 50-to-64 year olds, and 14 percent of those age 65 and over. Residents under age 30 are most likely to have a part-time job (25 percent), an increase of 10 percentage points for that age group compared to 2006. These youngest adults are also less likely to have a full-time job than they were six years ago (65 percent compared to 44 percent today). Nearly four-in-10 working residents (39 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 74 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 only slight 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 (86 percent) than are chief wage earners in households with no children (64 percent). As in 2006, about one-in-10 households are led by a chief wage earner who is laid off (three percent) or otherwise not working (six percent). Also, 14 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, 54 percent identify the chief wage earner as a man, 38 percent say it is a woman (Table 4.3). These results are significantly different from the 2006 survey, in which 69 percent of chief wage earners were male and 27 percent female. But the 2008 figures are in line with data from the 2004 and 2002 surveys. African-American households (58 percent) are more likely than white (35 percent) or Hispanic (32 percent) households to have a female chief wage earner. Women are chief wage earners in families with children less often (35 percent) than they are in families without children (41 percent).

Job Satisfaction

The 2008 study for the first time asked those who said they were employed full- or part-time whether they are satisfied or dissatisfied with their jobs. The overwhelming majority said they are very satisfied (41 percent) or somewhat satisfied (44 percent) with their jobs (Table 4.4). Only 13 percent said they were very or somewhat dissatisfied with their jobs. When asked in an open-ended question to explain why they are satisfied or dissatisfied with their jobs, answers ranged across a large number of categories. Salary was the most frequently given response for explaining job satisfaction (17 percent), followed by statements along the lines of, “I just really

like my job,” (13 percent), and co-workers (12 percent) (Table 4.5). Among those who said they are dissatisfied with their jobs, salary was the most frequent reason (31 percent), followed by hours (24 percent) (Table 4.6).

Family Social Needs

The 2008 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. Thirty percent of city families report that they needed help with something such as a financial problem or health care issue in the past year, virtually unchanged from the 29 percent who said they sought help in 2006 (Table 4.7). Nineteen percent of New Brunswick families reached out to an organization for help in the past year and another 11 percent needed help but did not contact any local service group about it. The majority of city residents (66 percent) report that they did not need such assistance in the past year.

White families (22 percent) are somewhat less likely than Hispanic (32 percent) or African-American families (37 percent) to have needed help in the past year. African-Americans (29 percent) were the most likely to contact a local organization for help. White residents were least likely at 14 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 five New Brunswick residents (21 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 the Internet (17 percent), City Hall (11 percent), newspapers (nine percent), hospitals and clinics, churches, and the Puerto Rican Action Board (six percent each) (Table 4.8).

Use of the Internet to find help varied along racial and income lines. White residents were more likely to go online in search of help (22 percent) than African-Americans (16 percent) and Hispanics (14 percent). About one-third of residents with annual household incomes of more than \$50,000 turned to the Internet for help, compared to 21 percent of residents with annual household incomes of \$20,000 to \$50,000, and four percent of those with incomes of less than \$20,000.

Summary

About two-in-three New Brunswick residents are currently employed. Another 14 percent are retired, three percent are laid off and 14 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 30. Employment shifted somewhat from full- to part-time, with the percentage of residents employed full-time dropping five points since 2006. This was particularly the case for residents under age 30. Among those who said they are employed full- or part-time, job satisfaction is high, with 85 percent reporting they are very or somewhat satisfied with their jobs. Salaries and co-workers were among the chief reasons for job satisfaction.

Thirty percent of city families report that they needed help with something such as a financial problem or health-care issue in the past year, including 19 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	49%	14%	3%	14%	14%	7%	800
Sex							
Male	58	13	2	12	11	5	390
Female	42	16	3	15	16	8	410
Age							
18-29	44	25	1	1	25	4	146
30-49	68	12	4	1	10	5	294
50-64	53	8	5	17	9	9	179
65+	10	4	0	76	6	4	144
Race							
White	51	8	2	28	7	4	242
African-American	47	8	2	20	16	8	182
Hispanic	51	21	3	2	18	4	302
Education							
Less than High School	40	20	5	11	17	7	186
High School graduate	45	15	1	17	19	4	262
Some College	50	13	4	12	12	8	146
College graduate	71	9	2	11	4	4	186
Income							
Under \$20,000	40	12	6	14	20	8	184
\$20,000 - \$50,000	53	16	1	12	12	5	219
Over \$50,000	75	5	2	9	6	3	207
<u>PAST SURVEYS</u>							
--2006	54%	11%	2%	14%	17%	2%	800
<u>By Race</u>							
--White	44	9	2	34	9	1	(207)
--African-American	50	12	2	20	16	1	(189)
--Hispanic/Latino	61	9	1	5	23	4	(365)
--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	(184)
--Hispanic/Latino	64	9	3	2	20	2	(359)

**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	74%	3%	13%	6%	3%	731
Race						
White	66	2	25	4	2	219
African-American	65	3	21	6	5	174
Hispanic	82	3	3	8	3	287
Income						
Under \$20,000	55	6	15	16	8	175
\$20,000 - \$50,000	80	2	13	2	2	205
Over \$50,000	89	0	9	1	0	191
Children in Household						
Yes	86	3	4	7	1	310
No	64	2	23	6	6	421
Chief Wage Earner Sex						
Male	78	3	12	4	3	424
Female	69	3	15	9	4	302
 <u>PAST SURVEYS</u>						
--2006	77	2%	13%	7%	2%	730
<u>By Race</u>						
--White	62	2	28	5	3	181
--African-American	76	2	15	4	2	174
--Hispanic/Latino	85	2	4	8	1	342
--2004	78%	2%	11%	7%	2%	723
<u>By Race</u>						
--White	71	1	23	3	2	181
--African-American	73	2	17	7	1	175
--Hispanic/Latino	85	3	1	9	1	329

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	54%	38%	5%	4%	800
Race					
White	57	35	8	1	242
African-American	37	58	4	1	182
Hispanic	64	32	3	1	302
Income					
Under \$20,000	50	45	4	2	184
\$20,000 - \$50,000	58	36	5	0	219
Over \$50,000	60	34	6	0	207
Children in Household					
Yes	60	35	2	2	328
No	50	41	7	2	461
Chief Wage Earner Employment Status					
Employed	62	38	0	0	505
Temp Laid off	60	40	0	0	19
Retired	53	47	0	0	136
Not Employed	41	57	0	2	41
<u>PAST SURVEYS</u>					
	<u>Male</u>	<u>Female</u>	<u>No CWE</u>	<u>No Answer</u>	<u>(n)</u>
--2006	69%	27%	2%	3%	800
<u>By Race</u>					
--White	67	24	2	7	55
--African-American	45	53	2	0	60
--Hispanic/Latino	80	16	3	1	146
--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

Table 4.4:
Thinking about all aspects of your job, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with your job? (Asked of those who said they are employed full- or part-time) [Q.D7a]

	<u>2008</u>
(n)	481
Very satisfied	41%
Somewhat satisfied	44
Somewhat dissatisfied	9
Very dissatisfied	4
Don't know	2

Table 4.5:
What is the most important factor in explaining why you are satisfied with your job?
(Open-ended question asked of those who said they are
very or somewhat satisfied with their job.) [Q.D7a1]

	<u>2008</u>
(n)	412
Co-workers	12%
Physical / safety conditions of workplace	1
Hours	8
Boss or immediate supervisor	4
Job security	5
Amount of vacation time	1
Amount of work that is required	1
Recognition at work for accomplishments	4
Opportunities for promotion	3
Health insurance benefits	4
Amount of on-the-job stress	1
Salary	17
Location of job / commute	3
Simply likes / enjoys job	13
Other	20
Don't know	4

Table 4.6:
What is the most important factor in explaining why you are dissatisfied with your job?
(Open-ended question asked of those who said they are
very or somewhat dissatisfied with their job.) [Q.D7a2]

	<u>2008</u>
(n)	58
Coworkers	6%
Hours	24
Boss or immediate supervisor	5
Job security	3
Amount of work that is required	2
Recognition at work for accomplishments	1
Health insurance benefits	5
Amount of on-the-job stress	3
Salary	31
Location of job/commute	5
Other	15

Table 4.7:
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	19%	11%	66%	3%	800
Race					
White	14	8	77	1	242
African-American	29	8	60	3	182
Hispanic	18	14	64	4	302
Income					
Under \$20,000	28	12	59	2	184
\$20,000 - \$50,000	27	10	62	2	219
Over \$50,000	13	11	75	1	207
Children in Household					
Yes	20	12	65	3	328
No	19	10	67	3	461

Table 4.8:
Where Would You Turn for Help* [Q.25]

	City Hall	Newspapers	Internet	INFO-LINE	Telephone book	Friends & Family	Hospitals/clinics	Puerto Rican Action Board	Church or Temple	New Brunswick Tomorrow	Catholic Charities	Boaz	(n)
TOTAL	11	9	17	4	3	5	6	6	6	0	2	0	
<u>By Race</u>													
--White	15	9	22	7	4	7	5	1	5	1	1	0	242
--African-American	11	11	16	4	3	6	4	7	13	0	6	0	182
--Hispanic/Latino	8	7	14	3	0	4	8	8	5	0	0	1	302
<u>By Income</u>													
--Under \$20,000	8	6	4	3	1	4	8	7	11	0	2	1	184
--\$20,000 - \$50,000	10	9	21	3	2	5	6	7	4	0	3	1	219
--Over \$50,000	13	8	32	6	2	8	5	5	6	2	1	0	207
<u>By Children in Household</u>													
--Yes	9	7	19	4	2	4	6	8	7	1	2	1	328
--No	13	10	15	4	3	6	6	4	6	0	1	0	461
<u>By Needed Help in Past Year</u>													
--Contacted Someone	10	6	10	5	1	9	14	11	8	0	3	2	163
--Did not contact	7	6	17	3	5	4	7	4	7	0	3	0	90
--Did not need help	12	10	19	4	3	4	3	4	6	1	1	0	526

* Survey participants could give multiple answers.

CHAPTER FIVE

CULTURAL LIFE AND EVALUATIONS OF NEW BRUNSWICK INSTITUTIONS

The 2008 survey featured measures of the importance of art and culture in New Brunswick, as well as measures of residents' attitudes toward some of the major institutions in New Brunswick, including New Brunswick Tomorrow, Johnson & Johnson and Rutgers University.

Importance of Cultural Offerings

A large majority of the city's residents continue to stress the importance of culture in New Brunswick's revitalization. Nine in 10 residents believe culture plays a very important (60 percent) or somewhat important (30 percent) role in revitalization, a rate comparable to the results in previous years and the highest since 1992 (Table 5.1).

Residents were asked to respond to several potential explanations for why people do not attend as many cultural events as they would like. As in past years, parking was the greatest concern, with 62 percent indicating parking was a major or minor reason for not attending more cultural events (Figure 5.1). Cost of tickets was a major or minor reason for 57 percent of residents. Lack of interest was listed as a major or minor reason by 54 percent of residents, followed by lack of information about events (50 percent), the perception that events are in unsafe areas (40 percent), and that they are difficult to get to (39 percent).

The reasons given varied to some extent by race and ethnicity (Table 5.2). 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, as well as the cost of attending. Whites are least daunted by parking issues, although transportation is an issue for all groups.

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. Fifty-one percent of respondents said they are aware of New Brunswick Tomorrow (Table 5.3). This represents a six-point increase in recognition for NBT from 2006. Both Hispanics and people under 49 tend to have lower overall awareness of New Brunswick Tomorrow. While two-thirds of white (66 percent) and nearly three-fifths of African-American (58 percent) residents know of NBT, only four in 10 Hispanics (40 percent) recognize the organization’s name (Table 5.6). The level of awareness among Hispanics, however, has increased by 11 percentage points since 2006.

Approval of NBT’s efforts remains high, with 72 percent of permanent residents who know of NBT saying they approve of NBT’s efforts to serve the city (Table 5.4). Twelve percent of residents say they disapprove of NBT’s work and 16 percent don’t offer an opinion. Approval of NBT’s efforts is consistent across racial lines, but is higher among those in the highest income category (Table 5.7). These numbers all represent fairly stable patterns when compared with the 2006 survey.

About two-thirds of residents who are aware of NBT (65 percent) believe it is succeeding in improving New Brunswick (Table 5.5). This is virtually unchanged from 2006, and is consistent with the trend in recent years.

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 5.8). Just two percent believe the company is bad for the city and 15 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 two percentage points to 85 percent in 2008 (Table 5.9). This perception also has been fairly steady over time since 1978. Only two percent say the University is bad for the city and 11 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. Finding parking for these events, however, remains a major obstacle that keeps potential patrons away, along with cost and lack of interest in cultural offerings.

Approval of New Brunswick Tomorrow's efforts continues to be high – with nearly three in four residents approving of what NBT is trying to do. Awareness of NBT is on the rise again after a decrease in 2006. At the same time, two-thirds of residents who are aware of NBT believe that organization 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>
2008	60%	30%	4%	3%	4%
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

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

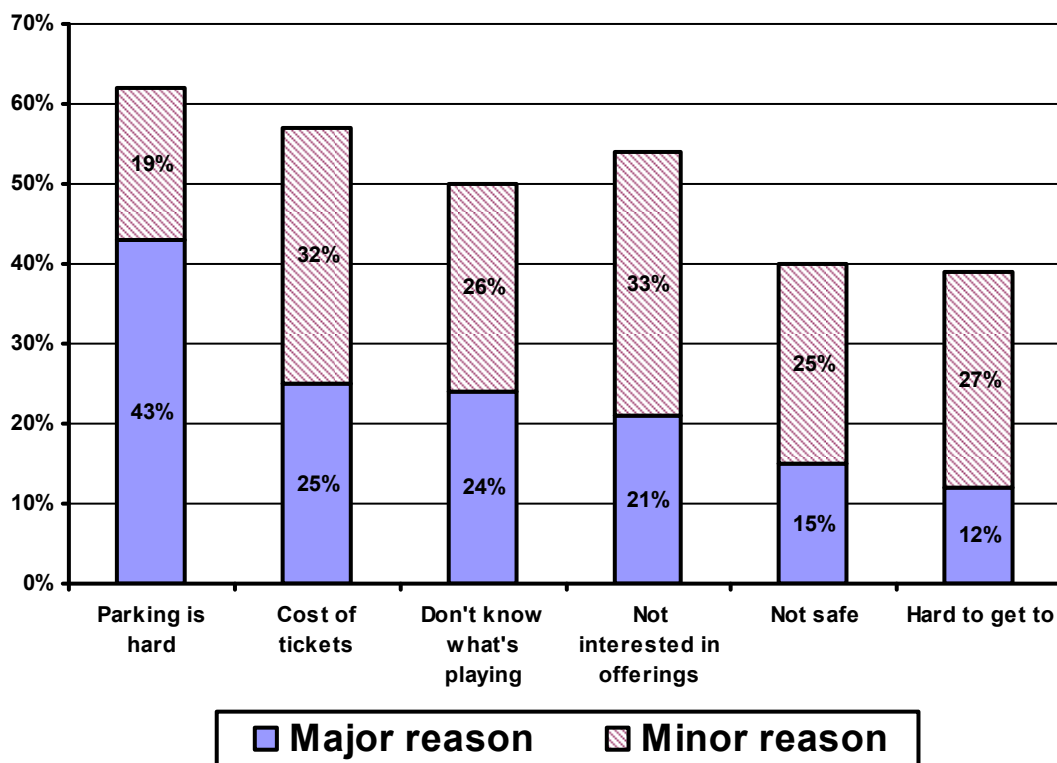


Table 5.2:
Reasons for Not Attending More New Brunswick Events [Q.22]

<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	43%	24%	25%	21%	15%	12%	800
<u>By Race</u>							
--White	34	15	18	10	12	11	242
--African-American	53	28	20	28	11	10	182
--Hispanic/Latino	46	28	32	22	18	12	302
<u>By Income</u>							
--Under \$20,000	48	26	32	20	23	15	184
--\$20,000 - \$50,000	48	27	32	29	17	11	219
--Over \$50,000	44	25	15	17	9	7	207

Table 5.3:
Awareness of New Brunswick Tomorrow (NBT) (Over time) [Q.28]

	<u>08</u>	<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	51%	45%	49%	49%	57%	60%	72%	70%	65%	69%	75%	77%	76%	80%	79%	70%

Table 5.4:
Approval of What NBT Is Trying To Do* (Over time) [Q.29]

PERMANENT RESIDENTS WHO ARE AWARE OF NBT

	<u>08</u>	<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	72%	74%	77%	75%	80%	75%	81%	75%	70%	65%	64%	63%	74%	75%	75%	73%
--Disapprove	12	8	10	12	9	8	6	8	12	13	16	15	11	9	7	6
--DK	16	18	14	13	11	17	13	16	18	23	20	23	15	16	18	21

Table 5.5:
Is NBT Succeeding in Improving New Brunswick?* (Over time) [Q.30]

PERMANENT RESIDENTS WHO ARE AWARE OF NBT

	<u>08</u>	<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	65%	67%	62%	65%	68%	68%	66%	66%	55%	59%	62%	67%	74%	67%	58%	53%
--No	15	15	18	15	15	14	16	20	26	21	21	17	12	14	21	23
--DK	20	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 5.6:
Awareness of New Brunswick Tomorrow [Q.28]

	<u>Aware</u>	<u>(n)</u>
Length of Residence		
10 years or less	32	312
11 years or more	67	483
Own or Rent		
Own	68	341
Rent	41	424
Race		
White	66	242
African-American	58	182
Hispanic	40	302
Age		
18-29	35	146
30-49	48	294
50-64	67	179
65+	74	144
<u>PAST SURVEYS</u>		
--2006	45%	800
<u>By Length of Residence</u>		
--10 years or less	24	402
--More than 10 years	71	397
<u>By Race</u>		
--White	68	207
--African-American	61	189
--Hispanic/Latino	29	365
--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 5.7:
Approval Of What New Brunswick Tomorrow Is Trying To Do [Q.29] *

	<u>Approve</u> 71%	<u>Disapprove</u> 11%	<u>Don't Know</u> 18%	<u>(n)</u> 800
Race				
White	74	8	18	242
African-American	74	10	16	182
Hispanic	72	11	17	302
Income				
Under \$20,000	68	12	20	184
\$20,000 - \$50,000	74	11	14	219
Over \$50,000	77	10	13	207
<u>PAST SURVEYS</u>				
--2006	74%	8%	18%	800
<u>By Race</u>				
--White	78	5	16	207
--African-American	73	10	17	189
--Hispanic/Latino	72	8	20	365
--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 5.8:
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%	15%	5%	800
Race					
White	86	1	10	3	242
African-American	69	4	22	5	182
Hispanic	80	1	15	4	302
Income					
Under \$20,000	76	1	17	5	184
\$20,000 - \$50,000	75	3	16	6	219
Over \$50,000	79	2	16	3	207
<u>PAST SURVEYS</u>					
--2006	78%	2%	14%	6%	800
--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 5.9:
Perception of Rutgers As Good or Bad for New Brunswick [Q.26]

	<u>08</u>	<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	85%	83%	79%	81%	85%	82%	80%	84%	79%	81%	77%	78%	83%	84%	83%	77%
--Bad	2%	2	3	3	2	4	5	3	4	3	8	4	3	3	3	6
--No Difference	11%	12	15	14	11	12	14	12	15	14	13	14	13	10	11	14
--DK	2%	3	3	3	2	2	1	1	2	2	2	4	2	2	3	3

CHAPTER SIX

COMPARING THE VIEWS OF NATIVE-BORN AND FOREIGN-BORN RESIDENTS

The 2008 survey included for the first time a question about place of birth in order to measure differences in characteristics and perceptions between New Brunswick residents born in the United States and residents born in other countries. The data presented here offer a snapshot of the foreign-born population of New Brunswick, and the ways in which the attitudes of those residents are similar to and different from the views of city residents who were born in the United States.

Demographic Differences

Forty percent of the sample said they were born outside of the United States (Table 6.1). The largest percentage of foreign-born residents were born in Mexico (43 percent), followed by the Dominican Republic (23 percent), and Honduras (7 percent) (Table 6.2).

New Brunswick residents who were born outside of the United States differ from their native-born counterparts along a number of demographic dimensions. Not surprisingly, given the countries of origin, 84 percent of foreign-born residents identify themselves as Hispanic, compared to 18 percent of those born in the United States (Table 6.3). Education levels vary, with 42 percent of foreign-born residents not having finished high school and 34 percent having a high school diploma, compared to 12 percent not having finished high school and 35 percent with a high school diploma among native-born residents. Foreign-born residents also tend to be

younger, with 82 percent under age 50, compared to 59 percent of residents who were born in the United States.

Foreign-born residents are more likely to be working full- or part-time (72 percent compared to 60 percent among those born in the United States). This is due in part to a higher percentage of native-born residents identifying themselves as retired (20 percent compared to five percent among those born in other countries). The difference in the percentage who say they are retired is probably related to age differences for the two groups, with foreign-born residents tending to be younger than those who were born in the United States. There are also significant differences in income between the groups, with 65 percent of foreign-born residents reporting annual household incomes of \$50,000 or less, compared to 45 percent of residents who were born in the U.S.

More than half of the foreign-born population is relatively new to New Brunswick, with almost two-thirds having moved to the city in the past 10 years.¹ Nearly three-fourths of those born in other countries rent their housing, compared to 46 percent of residents who were born in the U.S. Foreign-born residents also are more likely to say they plan to stay in new Brunswick (70 percent, compared to 57 percent for native-born residents).

¹ These new arrivals may have moved here from other parts of the United States, or from outside of the country. The 2008 data do not include a measure of when foreign-born residents entered

Differences in Perceptions About New Brunswick

Attitudes about New Brunswick tend to be more positive among foreign-born residents than among those born in the U.S. Sixty-eight percent of those born in another country rate the city as excellent or good, compared to 57 percent of native-born residents (Table 6.4).

Differences virtually disappear, however, when residents rate the quality of their neighborhoods. Sixty-eight percent of foreign-born and 64 percent of native-born residents rate their neighborhoods as excellent or good. Both groups also are optimistic about the future, with 64 percent of native-born residents and 71 percent of foreign-born residents predicting that the city will be much better or somewhat better two years from now.

Perceptions of crime in New Brunswick also vary somewhat, with 43 percent of foreign-born residents saying the crime situation is better now compared to two years ago, while that was true of only 25 percent of city residents born in the United States. Despite the differences, both groups say they feel relatively safe in their neighborhoods at night, with 89 percent of native-born residents and 86 percent of those born outside of the U.S. saying their neighborhoods are very or somewhat safe.

Foreign-born residents were more likely to give positive assessments of key institutions in New Brunswick. Fifty-nine percent of those born in other countries rated the New Brunswick public schools as excellent or good, compared to 26 percent of residents who were born in the U.S. (Table 6.5) While foreign-born residents were less likely to have heard of New Brunswick Tomorrow (33 percent compared to 64 percent of native-born residents), those who had heard of the organization were more likely to say New Brunswick Tomorrow is succeeding in improving

the United States. The 2008 survey also did not ask about current citizenship status.

the city (78 percent among foreign-born, compared to 60 percent among native-born residents who had heard of New Brunswick Tomorrow).

Residents born in other countries also were somewhat more likely than native-born residents to say that Rutgers University is good for New Brunswick. Ninety percent of those born outside the U.S. said Rutgers is good for the city, compared to 82 percent of residents born in the U.S. Eight-two percent of foreign-born residents said the same of Johnson & Johnson, compared to 76 percent of New Brunswick residents who were born in the United States.

Summary

The data show that, in general, foreign-born residents of New Brunswick have more positive views of the city and its major institutions than do city residents who were born in the United States. Those differences tend to disappear, however, when residents rate the quality of life in their specific neighborhoods. While evaluations of the city may differ by group, assessments are similar when residents reflect on their immediate experiences in terms of overall quality of life and perceptions of crime in their neighborhoods.

Table 6.1:
National Origin – 2008 Sample
Where you born in the United States? [Q.D15A]

Yes	56 %
No	40
Don't know / Refused	4
(n)	800

Table 6.2:
Country of Birth for Foreign Born – 2008 Sample

Colombia	1 %
Dominican Republic	23
Ecuador	2
El Salvador	1
Honduras	7
Mexico	43
Nicaragua	2
Peru	2
Hungary	1
Jamaica	2
Other	14
Don't know / Refused	1
(n)	294

Table 6.3:
Comparison of Native-Born and Foreign-Born Populations in New Brunswick

	<u>Born in the U.S.</u>	<u>Born in Another Country</u>
(n)	473	294
<u>Race/ Ethnicity</u>		
-- White	42 %	5 %
-- African-American	35	6
-- Asian	1	3
-- Hispanic / Latino	18	84
-- Other	2	1
<u>Education</u>		
-- Less than high school	12 %	42 %
-- High school graduate	35	34
-- Some college	23	9
-- College graduate	30	12
<u>Age</u>		
-- 18 to 29	26 %	38 %
-- 30 to 49	33	44
-- 50 to 64	20	12
-- 65 +	18	4
<u>Employment</u>		
-- Full-time	48 %	54 %
-- Part-time	12	18
-- Laid off	2	4
-- Retired	20	5
-- Not working	13	16
-- Other	6	2
<u>Income</u>		
-- Under \$20,000	20 %	29 %
-- \$20,000 to \$50,000	25	36
-- Over \$50,000	34	13
<u>Child in school</u>		
-- NB Public Schools	70 %	82 %

Table 6.3:
Comparison of Native-Born and Foreign-Born Populations in New Brunswick
(Continued)

	<u>Born in</u> the U.S.	<u>Born in</u> <u>Another</u> Country
(n)	473	294
<u>Years Living in New Brunswick</u>		
-- Less than 1 year	2 %	5 %
-- 1 or 2 years	6	5
-- 3 to 5 years	13	24
-- 6 to 10 years	12	29
-- 11 to 24 years	15	25
-- 25 to 30 years	5	4
-- More than 30 years	18	3
-- All my life	29	3
<u>Own or rent home</u>		
-- Own	49 %	25 %
-- Rent	46	73
<u>Commitment to New Brunswick</u>		
-- Move out of New Brunswick	39 %	27 %
-- In the process of moving out of NB	2	0
-- Move to another part of NB	7	10
-- Continue where living now	50	60

Table 6.4:
Comparison of Perceptions of New Brunswick, Native-Born and Foreign-Born

	<u>Born in the U.S.</u>	<u>Born in Another Country</u>
(n)	473	294
<u>New Brunswick as a place to live [Q5]</u>		
-- Excellent	13 %	17 %
-- Good	44	51
-- Only fair	34	26
-- Poor	9	5
<u>New Brunswick two years from now [Q5]</u>		
-- Much better	30 %	46 %
-- Somewhat better	34	25
-- About the same	8	7
-- Somewhat worse	10	7
-- Much worse	6	2
<u>How would you rate your neighborhood as a place to live [Q7]</u>		
-- Excellent	20 %	20 %
-- Good	44	48
-- Only fair	27	26
-- Poor	8	5
<u>Perceptions of crime in New Brunswick compared to two years ago [Q12]</u>		
-- Better	25 %	43%
-- Worse	26	18
-- Same	40	31
<u>How safe is your neighborhood at night [Q13]</u>		
-- Very safe	33 %	31 %
-- Somewhat safe	56	55
-- Not at all safe	8	10

Table 6.5:
**Comparison of Perceptions of New Brunswick Institutions,
 Native-Born and Foreign-Born**

	<u>Born in the U.S.</u>	<u>Born in Another Country</u>
(n)	473	294
<u>How good a job the public schools are doing [Q14]</u>		
-- Excellent	4 %	15 %
-- Good	22	44
-- Only fair	28	25
-- Poor	23	7
 <u>Awareness of New Brunswick Tomorrow [Q28]</u>		
-- Yes	64 %	33 %
-- No	36	66
 <u>Do you think NBT is succeeding in improving New Brunswick, or not? [Q30] *</u>		
-- Yes	60 %	78 %
-- No	16	12
 <u>Is Rutgers University good or bad for the city [Q26]</u>		
-- Good	82 %	90 %
-- Bad	2	1
 <u>Is Johnson & Johnson good or bad for the city [Q27]</u>		
-- Good	76 %	82 %
-- Bad	2	2

* Asked of those who said they were aware of New Brunswick Tomorrow (n = 327 native-born respondents, 101 respondents born in another country)

APPENDIX A:
SURVEY INSTRUMENT

NEW BRUNSWICK TOMORROW 2008
Annotated Questionnaire
April 2008

Gender (BY OBSERVATION)

Responses	2006 Total (n=800)	2008 Total (n=800)
Male	48%	49%
Female	52%	51%

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

Responses	2006 Total (n=800)	2008 Total (n=800)
Less than one year	7%	4%
1 or 2 years	11%	6%
3 - 5	16%	17%
6 - 10	19%	19%
11 - 20	15%	19%
21 - 30	6%	5%
More than 30	10%	12%
All my life	15%	18%

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

Responses	2006 Total (n=800)	2008 Total (n=800)
Excellent	14%	14%
Good	44%	47%
Only Fair	32%	30%
Poor	8%	8%
DK/RF	1%	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)	2008 Total (n=800)
Much better	29%	27%
Somewhat better	26%	32%
About the same	25%	22%
Somewhat worse	9%	9%
Much worse	6%	6%
DK/RF	4%	3%

Q4. All things considered, do you think New Brunswick is better or worse?

Responses	2006 Total (n=273)	2008 Total (n= 334)
Much better	37%	42%
Somewhat better	25%	25%
About the same	6%	5%
Somewhat worse	14%	10%
Much worse	9%	10%
DK/RF	8%	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)	2008 Total (n=800)
Much better	33%	38%
Somewhat better	32%	30%
About the same	6%	7%
Somewhat worse	9%	9%
Much worse	6%	5%
(VOL) Don't know how much better/worse	7%	6%
DK/RF	6%	5%

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)	2008 Total (n=800)
Make safer	19%	15%
Deal with drug problem	6%	7%
More foot patrols	9%	4%
Better police protection	6%	5%
Better quality police	2%	2%
Build more housing	8%	7%
Build low-income housing	8%	7%
Renovate old housing	3%	4%
Replace old housing projects	1%	1%
Landlords maintain property	1%	1%
More job opportunities	12%	10%
Downtown improvement	2%	4%
Lower taxes	5%	6%
Encourage new businesses	3%	2%
Lower rent	8%	3%
Improve the schools	17%	18%
More/better parks	3%	5%
Youth activities	5%	3%
Clean streets	10%	11%
More parking	2%	2%
Renovate other buildings	2%	2%
Race relations/immigration	4%	1%
Traffic/roads	7%	6%
Transportation	3%	3%
Reform politics	2%	1%
RU student/town relations	1%	--
More Entertainment	--	1%
Other	11%	24%
Nothing	3%	3%
DK/RF	10%	9%

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

Responses	2006 Total (n=800)	2008 Total (n=800)
Excellent	18%	20%
Good	46%	46%
Only Fair	25%	26%
Poor	9%	7%
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)	2008 Total (n=800)
Better	32%	39%
Worse	15%	12%
No Change	48%	46%
DK/RF	4%	2%

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)	2008 Total (n=800)
Move out of New Brunswick	33%	34%
In Process of moving out of New Brunswick	1%	2%
Move to another part of New Brunswick	11%	8%
Continue Where Now	53%	54%
DK/RF	2%	2%

Q10. Why do you want to move out of New Brunswick? (DO NOT READ LIST - PROBE FOR UP TO TWO RESPONSES)

Responses	2006 Total (n=270)	2008 Total (n=278)
High crime	24%	12%
Cost of living/rent	14%	14%
Want to live in a different city	8%	6%
Poor quality schools	11%	13%
New job opportunities	7%	6%
City is dirty/run down	4%	5%
Want non-urban environment	15%	12%
Noise	3%	3%
Transportation	1%	2%
High taxes	5%	5%
Leaving school	--	2%
Parking	1%	1%
Overcrowded	--	4%
Been here too long	--	2%
Want to live in a different house	--	4%
All other	29%	26%
DK/RF	3%	1%

Q11. Why do you want to continue living in New Brunswick? (DO NOT READ LIST - PROBE FOR UP TO TWO RESPONSES)

Responses	2008 Total (n=507)
Convenient location	32%
Affordable	5%
Close to job	10%
Family lives in New Brunswick	10%
Friends live in New Brunswick	5%
Cultural and arts opportunities	4%
Access to Rutgers University	2%
Access to health care	3%
Has always lived in New Brunswick	10%
Other	40%
DK/RF	2%

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)	2008 Total (n=800)
Better	36%	32%
Worse	15%	20%
Same	40%	36%
DK/RF	10%	12%

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

Responses	2006 Total (n=800)	2008 Total (n=800)
Very safe	29%	32%
Somewhat safe	58%	56%
Not at all safe	10%	8%
(VOL) Doesn't go out because not safe	2%	2%
DK/RF	2%	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)	2008 Total (n=800)
Excellent	9%	9%
Good	36%	31%
Only Fair	26%	27%
Poor	11%	16%
DK/RF	17%	18%

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)	2008 Total (n=800)
Better	29%	30%
Worse	11%	11%
Same	38%	34%
(VOL) Was not here/No children in schools	5%	7%
DK/RF	16%	17%

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)	2008 Total (n=800)
Excellent	7%	7%
Good	31%	26%
Only Fair	22%	20%
Poor	11%	10%
DK/RF	29%	36%

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)	2008 Total (n=800)
Excellent	10%	8%
Good	39%	32%
Only Fair	22%	23%
Poor	9%	9%
DK/RF	21%	27%

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)	2008 Total (n=800)
Very important	61%	60%
Somewhat important	27%	30%
Not very important	3%	4%
Not at all important	3%	3%
DK/RF	6%	4%

Q22. 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)	2008 Total (n=800)
Major reason	22%	21%
Minor reason	34%	33%
Not a reason	39%	38%
DK/RF	5%	8%

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

Responses	2006 Total (n=557)	2008 Total (n=800)
Major reason	26%	24%
Minor reason	29%	26%
Not a reason	39%	40%
DK/RF	5%	9%

Q22.c. It's not safe

Responses	2006 Total (n=557)	2008 Total (n=800)
Major reason	17%	15%
Minor reason	27%	25%
Not a reason	51%	52%
DK/RF	4%	8%

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

Responses	2006 Total (n=557)	2008 Total (n=800)
Major reason	13%	12%
Minor reason	26%	27%
Not a reason	58%	55%
DK/RF	3%	6%

Q22.e. Parking is hard to find

Responses	2006 Total (n=557)	2008 Total (n=800)
Major reason	44%	43%
Minor reason	22%	19%
Not a reason	29%	32%
DK/RF	5%	6%

Q22.f. The shows cost too much

Responses	2006 Total (n=557)	2008 Total (n=800)
Major reason	22%	25%
Minor reason	35%	32%
Not a reason	38%	31%
DK/RF	5%	11%

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)	2008 Total (n=800)
Yes	29%	32%
No	69%	66%
DK/RF	2%	2%

Q24a. And did you contact a local organization to try to get help with that?

Responses	2006 Total (n=234)	2008 Total (n=261)
Yes	56%	61%
No	41%	36%
DK/RF	2%	3%

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)	2008 Total (n=800)
City Hall	11%	11%
Newspapers	7%	9%
Internet	11%	17%
INFO-LINE	2%	4%
Telephone book	5%	3%
Friends & Family	11%	5%
Hospitals/clinics	9%	6%
Puerto Rican Action Board	4%	6%
Church or Temple	7%	6%
New Brunswick Tomorrow	1%	--
Catholic Charities	1%	2%

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)	2008 Total (n=800)
Good	83%	85%
Bad	2%	2%
Doesn't make any difference	12%	11%
(VOL) Both – Refuses to Choose	1%	1%
DK/RF	2%	1%

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)	2008 Total (n=800)
Good	78%	78%
Bad	2%	2%
Doesn't make any difference	14%	15%
(VOL) Both – Refuses to Choose	0%	1%
DK/RF	5%	3%

Q28. Have you heard of New Brunswick Tomorrow?

Responses	2006 Total (n=800)	2008 Total (n=800)
Yes	45%	51%
No	54%	48%
DK/RF	1%	1%

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

Responses	2006 Total (n=800)	2008 Total (n=800)
Approve	74%	71%
Disapprove	8%	11%
DK/RF	18%	18%

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

Responses	2006 Total (n=800)	2008 Total (n=800)
Yes-is succeeding	67%	64%
No-not succeeding	11%	12%
(VOL) Both-Refuses to Choose	2%	2%
DK/RF	20%	22%

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)	2008 Total (n=800)
Help	32%	33%
Hurt	36%	37%
Both help & hurt	6%	8%
(VOL) Neither/No Effect	15%	11%
DK/RF	11%	11%

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

Responses	2006 Total (n=259)	2008 Total (n=259)
Will provide jobs/opportunity	52%	42%
Lead to better housing conditions	8%	8%
Lead to more housing	19%	14%
Lead to better standard of living	17%	9%
Lower cost of living	2%	2%
Better schools	6%	4%
Less crime/drugs	5%	5%
Other	2%	16%
Don't know	12%	15%

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

Responses	2006 Total (n=294)	2008 Total (n=293)
Will force out poor people	21%	13%
Will increase the cost of living	30%	38%
Worsen housing situation	47%	44%
Worsen employment	11%	9%
Worsen the standard of living	--	4%
Worsen schools	--	2%
Other	12%	14%
Don't know	4%	3%

APPENDIX B:
SURVEY METHODOLOGY

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SURVEY METHODOLOGY

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

Sample Selection

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

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

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

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

Data Collection

A sample of 800 New Brunswick residents 18 years of age and older were interviewed by telephone from March 24 to April 8, 2008. Interviewing was conducted during the evening on weekdays, 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=596) and Spanish (n=204). Using these methods, an overall cooperation rate of 64 percent and a response rate of 22 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 2008 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 has been a decline in those holding a college degree since 2000. Unemployment has fluctuated slightly in the past few years. More than half of residents rent their homes, although the figure dropped to 56 percent in 2008 compared to more than 60 percent in 2000, 2002, 2004 and 2006.

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, growth in the Hispanic population of New Brunswick may be stabilizing after a period of steady increases since 2000. The proportion of African-American residents has remained fairly steady since 1990. Also, the age distribution is gradually shifting to the older cohorts.

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

	<u>2008</u>	<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	800	802	800	803	870	755	891	764	808	774	812	846	719	868	836
<u>Gender</u>																
--Male	49	48	48	48	49	48	50	46	49	45	47	44	46	48	48	50
--Female	51	52	52	52	51	52	50	54	51	55	53	56	54	52	52	50
<u>Education</u>																
--8th Grade or less	12	18	16	14	8	8	6	6	5	5	5	6	7	9	10	10
--Some high school	13	15	12	11	10	10	10	8	10	9	11	11	11	10	12	14
--High school grad	34	31	29	29	28	29	24	27	29	28	26	32	35	32	30	32
--Vo-Tech school	1	2	2	2	3	3	3	2	2	3	3	3	na	na	na	na
--Some college	16	14	16	18	18	17	18	18	22	18	19	16	17	16	16	15
--College grad	14	13	13	14	20	19	21	24	20	24	24	21	19	17	17	16
--Graduate school	9	7	10	9	12	13	15	14	10	12	11	11	10	16	14	12
<u>Children in home</u>																
--Child under 18	47	50	46	40	35	36	30	30	31	27	31	31	na	na	na	na
<u>Child in school</u>																
--NB Public school	71	73	31	27	22	22	15	15	17	14	15	16	14	11	12	14
--Private school	11	11	6	7	6	6	9	8	7	6	8	8	9	8	9	11
<u>Senior citizen</u>																
--in home	24	21	21	20	24	24	29	25	23	na	na	na	na	na	na	na
<u>Age</u>																
--18 to 29	31	32	33	34	29	27	27	25	34	28	31	30	34	34	29	28
--30 to 39	20	21	21	19	24	21	21	27	21	25	24	22	17	19	21	16
--40 to 49	16	16	15	16	13	15	15	14	14	12	10	10	9	8	8	10
--50 to 59	13	12	13	11	11	12	10	9	9	10	10	9	11	13	15	18
--60 +	15	16	15	16	20	21	26	22	20	23	25	25	26	24	24	28
<u>Home ownership</u>																
--Own	38	32	34	32	33	46	45	46	41	44	46	49	46	43	44	na
--Rent	56	65	62	63	63	49	51	51	57	54	53	48	51	55	53	na
--Lives with family	3	2	3	4	3	3	2	2	1	2	1	2	2	2	1	na

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

	<u>2008</u>	<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	800	802	800	803	870	755	891	764	808	774	812	846	719	868	836
<u>Race/ Ethnicity</u>																
--White	25	24	25	29	38	39	51	52	52	63	62	62	64	66	68	75
--African-American	22	24	23	23	26	27	27	26	28	25	25	25	24	22	21	19
--Hispanic/Latino	44	48	45	41	28	23	17	16	16	8	9	9	9	7	8	na
--Asian	2	1	3	4	4	4	2	na	na	2	1	na	na	na	na	na
--Other	1	1	<1	1	1	2	--	4	2	1	2	2	2	3	2	3
<u>Speaks Spanish</u>																
--in home	44	50	42	39	26	24	13	13	12	7	6	7	5	6	5	na
<u>Years in City</u>																
--< One	4	7	7	8	8	5	4	5	4	5	5	4	5	7	4	2
--1 to 2	6	11	9	12	11	8	7	8	11	12	10	10	9	10	9	7
--3 to 5	17	16	19	15	15	15	15	17	21	17	16	12	14	16	15	12
--6 to 10	19	19	16	15	17	17	14	14	12	13	13	12	11	11	11	13
--11 to 20	19	15	14	15	11	13	13	14	13	10	9	12	12	10	10	11
--21 to 30	5	6	6	6	5	8	9	7	9	8	8	8	7	8	7	9
--Over 30	12	10	9	9	12	14	14	16	15	12	11	15	15	12	15	15
--Entire life	18	15	19	19	21	20	23	18	16	22	28	28	27	25	28	31
<u>Marital Status</u>																
--Married/living as	40	42	43	41	32	40	37	40	35	39	43	43	na	na	na	na
--Widowed	7	7	7	8	10	9	12	11	10	11	11	12	na	na	na	na
--Divorced	8	8	8	9	10	10	8	7	10	9	8	7	na	na	na	na
--Separated	5	6	5	5	6	4	3	4	5	4	5	3	na	na	na	na
--Never married	36	34	35	35	41	34	38	36	39	35	33	33	na	na	na	na
<u>Employment</u>																
--Full-time	49	54	57	60	65	61	58	59	58	64	65	60	na	na	na	na
--Part-time	14	11	9	10	6	9	7	7	9	5	6	6	na	na	na	na
--Laid off	3	2	2	3	1	1	1	2	2	1	1	1	na	na	na	na
--Retired	14	14	11	12	17	18	21	19	17	19	18	19	na	na	na	na
--Not working	14	17	17	13	10	8	10	12	12	10	9	12	na	na	na	na
--Other	5	1	1	1	1	2	2	2	2	1	1	2	na	na	na	na
<u>Annual Income</u>																
-- < \$10,000	7	12	11	10	10	9	11	11	14	11	11	12	18	21	25	27
--\$10-20,000	15	13	14	17	15	14	15	18	17	16	17	24	24	29	31	38
--\$20-30,000	13	18	12	13	14	16	14	14	18	16	18	19	18	18	16	19
--\$30-50,000	15	14	18	16	20	18	22	20	21	24	26	18	21	18	13	↓
--\$50,000 +	24	24	20	22	22	21	21	23	17	17	13	9	↓	↓	↓	↓
--No answer	25	20	26	23	19	23	16	14	14	15	15	19	19	15	14	16

Table B.2: Unweighted Profile of Permanent Residents

(n)	<u>2008</u>	<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>Gender</u>																
--Male	49%	48%	48%	48%	50%	46%	51%	46%	50%	45%	48%	45%	46%	48%	48%	50%
--Female	51	52	52	52	50	54	49	54	50	55	52	55	54	52	52	50
<u>Age</u>																
--18 to 29	18	25	31	36	32	28	28	25	34	28	31	30	34	34	29	28
--30 to 39	19	22	21	19	25	23	22	27	21	26	24	22	17	19	21	16
--40 to 49	18	18	14	15	16	16	15	14	13	12	10	9	9	8	8	10
--50 to 59	17	13	14	10	10	12	9	9	9	10	9	9	10	13	15	18
--60 and over	23	19	16	17	14	18	25	23	20	23	25	26	27	24	24	28
<u>Race/Ethnicity</u>																
--White	30	26	26	29	35	39	49	55	61	64	66	69	71	66	68	75
--African-American	23	24	23	22	27	24	21	21	20	22	19	18	19	22	21	19
--Hispanic/Latino	38	46	45	41	30	26	24	19	15	10	10	9	8	7	8	na
--Asian	2	1	3	4	4	4	3	na	na	2	1	na	na	na	na	na
--Other	1	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.