

Carteret Community Survey Final Report

Prepared for:

BOROUGH OF CARTERET

Prepared by:

 **wba** RESEARCH

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BACKGROUND

The Borough of Carteret and the Carteret Business Partnership wants to understand their resident's experiences and needs living in the Borough of Carteret in order to inform their decision making about future improvements and business recruitment. To gather this information, the Carteret Business Partnership hired WBA Research to conduct an independent survey of Carteret residents. What follows are the topline results of this survey.

METHODOLOGY

WBA Research programmed an online survey for residents to take the survey. The survey was available to take in English, Spanish, and Urdu.

Initially, WBA Research sent out 8,617 letters on June 13th inviting residents to participate in the survey. Each letter was printed in English with either Spanish or Urdu on the back depending on the prevalence of each language within their Census block. Each letter contained two unique passwords allowing up to two household members to take the survey. Additionally, the letter included a toll-free telephone number residents could call to complete the survey. A total of 277 completed surveys were gained through this initial letter.

On August 3rd, 8,246 postcards were sent to households where neither password had been used. Surveys were collected through August 19th. An additional 143 surveys were gained in this effort, for a total of 420 completed surveys.

	Letters/Postcard Sent	Completes	Response Rate
Initial Letter	8,617	277	3.2%
Reminder Postcard	8,246	143	1.7%
Total	8,617*	420	4.9%

**Reminder Postcard's sent are a subset of the Initial Letter's sent, so Total Sent is equal to the Initial Letters sent. The Total response rate is calculated by dividing the total completes by this number.*

	Completes
English	394
Spanish	23
Urdu	3

WEIGHTING

In order to weight the data to better represent the Borough of Carteret, Census data for income, race/ethnicity, age, and gender were pulled from the 2016-2020 American Community Survey 5-Year Estimates for Carteret borough, New Jersey. In order to weight the data by these four variables, Random Iterative Method (RIM) weighting was used. This allowed the proportions for each variable to be adjusted to match the Census. Due to four variables needing to be balanced, the proportions may not match exactly. These proportions and how they compare are shown below.

	Unweighted Survey Proportion	Census Proportion	Weighted Survey Proportion
AGE			
18 to 24 years	3%	10%	9%
25 to 34 years	12%	22%	21%
35 to 44 years	17%	14%	15%
45 to 54 years	20%	17%	17%
55 to 64 years	26%	20%	21%
65 or older	22%	17%	17%
RACE/ETHNICITY			
Hispanic or Latino (of any race)	31%	37%	36%
White alone	46%	26%	27%
Black or African American alone	9%	10%	10%
American Indian and Alaska Native alone	<1%	0%	<1%
Asian alone	10%	25%	25%
Native Hawaiian and Other Pacific Islander alone	<1%	<1%	<1%
Some other race alone	2%	<1%	1%
Two or more races	2%	1%	<1%
INCOME			
Less than \$10,000	<1%	6%	6%
\$10,000 to \$14,999	2%	3%	3%
\$15,000 to \$24,999	5%	7%	7%
\$25,000 to \$49,999	19%	19%	19%
\$50,000 to \$74,999	15%	14%	14%
\$75,000 to \$99,999	21%	21%	21%
\$100,000 to \$149,999	22%	17%	17%
\$150,000 to \$199,999	11%	5%	6%
\$200,000 or more	5%	7%	7%
GENDER			
Male	40%	48%	46%
Female	60%	52%	54%
Something else	1%	0%	1%

SAMPLING ERROR

As a result of only a portion of the entire population completing a survey, the data are subject to sampling error. A total of 420 surveys results in a maximum standard error of ± 4.8 percentage points at the 95% confidence level. However, depending on the data being examined, the sampling error may be smaller. Sampling errors are shown below at the 95% confidence level for various percentages.

If the percentage found is around:	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%	1% or 99%
Then, the standard error in percentage points is:						
Total Sample (n=420)	± 4.8	± 4.7	± 4.4	± 3.8	± 2.9	± 1.0

For example, if a question in the study asked among the total sample (n=420) yielded a percentage of 20%, then we can be sure 95 out of 100 times that the true percentage would lie between 16.2% and 23.8% (20% \pm 3.8 percentage points).

HOW TO INTERPRET THE RESULTS

Differences between groups (e.g., Satisfaction, Likelihood to Recommend, Safety, etc.) are noted when **significant** differences are present at the 95% confidence level. Significant differences are shown through the use of letters for comparisons between groups. For example, in the table below, 37% of residents that rated Safety a 0-7 are White. The B represents that this percentage is significantly higher than the percentage of residents who rated Safety an 8-10 who are White (21%).

	Demographics by Safety Rating	
	0-7 (A) n=167	8-10 (B) n=218
Race/Ethnicity		
Hispanic/Latino	28%	42% ^A
White/Caucasian	37% ^B	21%
Asian	29%	22%
Black/African American	5%	13% ^A

Caution should be taken when evaluating data with a small sample size or base (n<40) due to the high level of sampling error around the data, which can lead to results that do not accurately represent the Borough of Carteret population as a whole.

KEY FINDINGS

Residents rate overall satisfaction in Carteret, on average, a 7.6 out of 10, with 58% of residents rating it an 8 to 10. The net promotor score (NPS) among residents is 18, making residents likely to recommend Carteret. Though likelihood to recommend and overall satisfaction are each high, there are still opportunities to increase resident satisfaction.

Successes

Most of Carteret's strengths lie in their events and departments.

The following events are strengths for Carteret:

- The Fourth of July Celebration (rated a 9.3 out of 10, on average);
- Winter Holiday Fest (rated a 9.3 out of 10, on average);
- Latin Fest (rated a 9.1 out of 10, on average);
- Memorial Day Parade (rated a 9.0 out of 10, on average); and
- Halloween Fall Fest (rated an 8.9 out of 10, on average).

The following departments are strengths in Carteret:

- Fire Department (rated a 9.0 out of 10, on average);
- Carteret Port Authority (rated an 8.3 out of 10, on average);
- Police Department (rated an 8.1 out of 10, on average);
- Tax Office (rated an 8.0 out of 10, on average);
- Mayor's Office (rated a 7.9 out of 10, on average);
- Health, Recreation & Seniors (rated a 7.9 out of 10, on average); and
- Public Works (rated a 7.8 out of 10, on average).

Two additional strengths in Carteret are:

- Carteret Park (rated an 8.9 out of 10, on average); and
- Safety (rated a 7.7 out of 10, on average).

Areas for Improvement

The following are areas where Carteret can improve that will lead to the greatest impact in resident satisfaction:

- Borough Council (rated a 7.4 out of 10, on average);
- Business Partnership (rated a 7.3 out of 10, on average);
- Economic Development (rated a 7.2 out of 10, on average);
- Construction & Zoning (rated a 7.0 out of 10, on average);
- Schools (rated a 6.9 out of 10, on average); and
- Bishop Andrews Chrome Park (rated a 6.2 out of 10, on average).

EXECUTIVE SUMMARY

Strengths and Weaknesses

Carteret has many strengths. A lot of events, including the Fourth of July celebration, Winter Holiday Fest, Halloween Fall Fest, Latin Fest, and the Memorial Day Parade are considered strengths in Carteret. When it comes to departments, the Tax Office, Carteret Port Authority, Health, Recreation & Seniors, Public Works, Police Department, Fire Department, and Mayor's Office are all strengths.

Most strengths in Carteret are related to events or departments, but Carteret has two other strengths outside of these areas: **safety** and **Carteret Park**.

Economic Development, Borough Council, Business Partnership, Construction & Zoning, Schools, and Bishop Andrews Chrome Park are areas where Carteret receives relatively low ratings and that have the largest pull in lowering the average overall satisfaction score. What this means is that they are areas where improvement can have the most significant impact on overall resident satisfaction.

Overall Opinions on Living in Carteret

A slight majority of residents reported being satisfied with living in the Borough, with 58% giving a rating of 8 to 10. Only one in twenty residents (5%) reported being dissatisfied. Relatedly, almost six in ten residents (57%) that had lived in Carteret last year said their satisfaction had remained the same since last year and three in ten (30%) said it has improved. Residents that gave a low satisfaction rating were more likely to say their satisfaction decreased from this time last year.

When it comes to living in Carteret, more than four in ten residents (44%) were likely to recommend it, creating a positive *Net Promotor Score (NPS) of 18*.

On average, residents rated feeling safe a 7.7 out of 10, with *less than one in ten residents (6%) saying they do not feel safe*.

Residents that are Hispanic/Latino were significantly more likely to give higher ratings for overall satisfaction, likelihood to recommend, and overall safety.

Community Locations

The majority of residents were very familiar with the Carteret Public Library, Municipal Marina at Carteret Waterfront Park, USRB Carteret Performing Arts & Events Center, and RWJ Rahway Fitness & Wellness Center at Carteret (ranging from 58% to 73% being very familiar). Fewer residents were very familiar with the Blazing Star Cultural Arts Center (29%).

Despite almost six in ten (58%) being very familiar with the USRB Carteret Performing Arts & Events Center, more than eight in ten residents (84%) have never visited or have not visited the venue in the past 30 days. The *Municipal Marina at Carteret Waterfront Park is the most visited* of these locations, with 16% visiting at least once a week, and 22% visiting one or two times a month. Notably, the greatest proportion of residents (73%) were very familiar with the Carteret Public Library, but it was not the most visited location.

In terms of Satisfaction, the *Municipal Marina at Carteret Waterfront Park and the Carteret Library had the highest ratings*, on average (8.6 and 8.2, respectively). Interestingly, not as many residents have visited the Blazing Star Cultural Arts Center ever or in the past 30 days and it received the lowest average rating (6.8). Residents that rated the Blazing Star Cultural Arts Center poorly said it

was because it *needs better/more variety of entertainment/shows/events* (38% of those giving a 0 to 5).

Parks

There are *two parks in Carteret that more residents have visited in the past 30 days: Carteret Park and Veterans Pier & Waterfront Park* (with 80% and 65% visiting in the past 30 days, respectively). These parks are the most visited and received the highest ratings on average (8.9 and 8.5, respectively). The combination of Carteret Park being frequently visited and having high satisfaction ratings lead to it being a strength for Carteret. Residents that are satisfied with Veterans Pier & Waterfront Park say it is because it is *good/nice/like it* (47%) and it has *good activities* (33%).

Events

Most residents have at least heard of each municipal event (ranging from 85% to 98%). Similarly, residents also rated each municipal event positively, on average (ranging from 8.9 to 9.3). Halloween Fall Fest received the lowest average rating, but still only 2% rated it poorly (a 0 to 3). ***Overall, satisfaction with events in Carteret is high.***

Departments and Services

Residents agreed that, on average, *Carteret emergency services will be able to help them in the event of an emergency* (82% rating 8 to 10). Residents were *less likely to agree that roads are well maintained*, with only 53% rating this an 8 to 10.

Unlike residents' satisfaction with events, satisfaction with the different departments and services is more variable. Residents are *most satisfied with the fire department, rating it a 9.0 out of 10 on average*. Residents rated the Fire Department highly because they see it as *quick to respond, resolve our problems, or answer questions* (51% of those giving a 6 to 10) and is *helpful* (47%). *Construction & Zoning has the lowest average rating, 7.0*, two satisfaction points lower. Residents rating Construction & Zoning poorly said that *they block traffic* (22% of those rating a 0 to 5) and are *unfriendly, rude, unpleasant, or condescending* (16%).

Ferry

The majority of residents (88%) are aware of the first ferry coming to Carteret. Due to residents tending to overreport their likelihood to use, the percentage of residents likely to use the ferry was adjusted by a factor to better represent the true proportion likely to use the ferry. Based on the results it is estimated that 37% of residents are likely to use the ferry. Residents that are very likely to use the ferry, on average expect to use it 1.3 days a week, while residents who are only somewhat likely expect to use it 0.5 times a week on average.

Of those likely to use the ferry, shopping, and visiting family/friends (46% and 35%, respectively) are the top trip purposes.

Residents that are not likely to use the ferry say it is because they *do not usually visit downtown/midtown new* (67% of those unlikely to use), and they *prefer another method of transportation* (23%).

Businesses

Residents use many different types of businesses in Carteret, with the top three being retail, dining, and banks (83%, 77%, and 62% respectively). Despite these being the most used businesses in Carteret, a large proportion of **residents reported there being too few retail and dining businesses** (54% and 68%, respectively). Additionally, more than two-thirds of residents (69%) reported a need for an additional business that is not currently located in Carteret.

The businesses residents would most like to see are **dining** (50%), **retail** (37%), and **entertainment** (33%). The largest proportion of residents (23%) specifically want to see more **fast-food restaurants** in Carteret, with **Taco Bell** specifically being the most cited (12%).

Schools

Just over one-half of residents (53%) reported they are satisfied with the schools available in the Borough of Carteret, but **nearly two in ten (17%) reported being dissatisfied**, dropping the average rating to a 6.9 out of 10. This average suggests this could be an area for improvement. The majority of residents dissatisfied with schools say this is because of **poor education/lack of resources** (52% of those dissatisfied), followed by them being **overcrowded/not enough schools** (22%).

Time in Carteret

More than eight in ten residents (85%) have lived in Carteret for over six years. For the residents that have not, one-third (33%) reported moving to Carteret because they **wanted to own a home, not rent**.

Sources of Information

Almost three out of four residents (73%) reported getting information about what is happening in the Borough of Carteret through **Mailings from the Borough**. Otherwise, the top sources of information are **word of mouth** (43%) and **other social media** (36%).

Additional Comments

The majority of residents that provided additional comments (60%) left comments regarding areas of improvement. The main areas mentioned were **street maintenance/traffic** (16%), **overdevelopment/too many people** (13%), and the **need for more entertainment** (10%). More than four in ten (44%) left positive comments, with the largest amount saying Carteret has a **good community** (26%) and is a **nice town** (15%).

DETAILED FINDINGS

KEY DRIVERS

In order to analyze Carteret's strengths and weaknesses, a key driver analysis was performed by looking at individual satisfaction ratings and their correlation to (i.e., impact on) overall satisfaction.

How safe residents feel has the strongest correlation to overall satisfaction. This means that safety has the largest influence on how residents rated their overall satisfaction. Due to this strong correlation and residents rating safety higher on average than overall satisfaction, safety is considered a strength in Carteret.

Carteret Park is the only park in Carteret that is a strength, though Joseph Medwick Park and Veterans Pier & Waterfront Park are considered opportunities. This means they have a high average satisfaction but do not contribute as much to residents' overall satisfaction. In general, most parks in Carteret tend to have a low correlation to overall satisfaction.

Weaknesses are defined by areas that have a lower satisfaction rating but have a stronger correlation/influence on overall satisfaction. This means that improvement in these areas can have the greatest impact on overall satisfaction. Four of *Carteret's weaknesses* are seen as economic development, the Borough Council, the Business Partnership, and construction and zoning. These should be considered areas for growth.

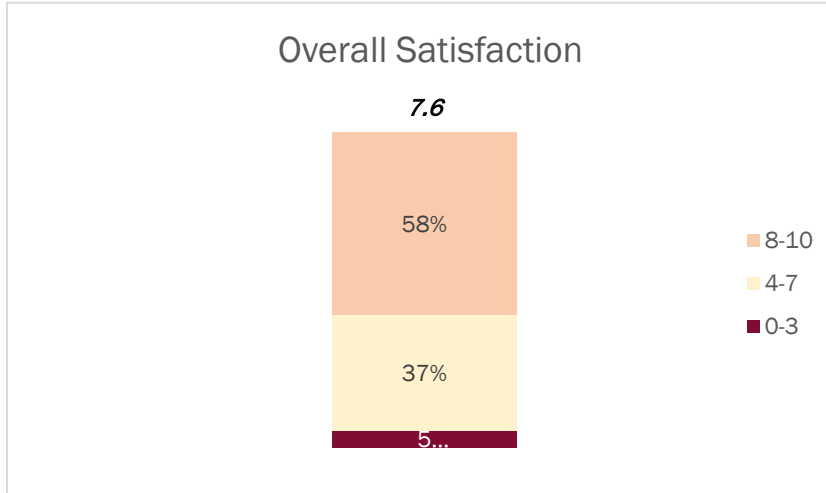
What follows is where all individual areas fall in the key driver analysis.



OVERALL OPINIONS ON LIVING IN CARTERET

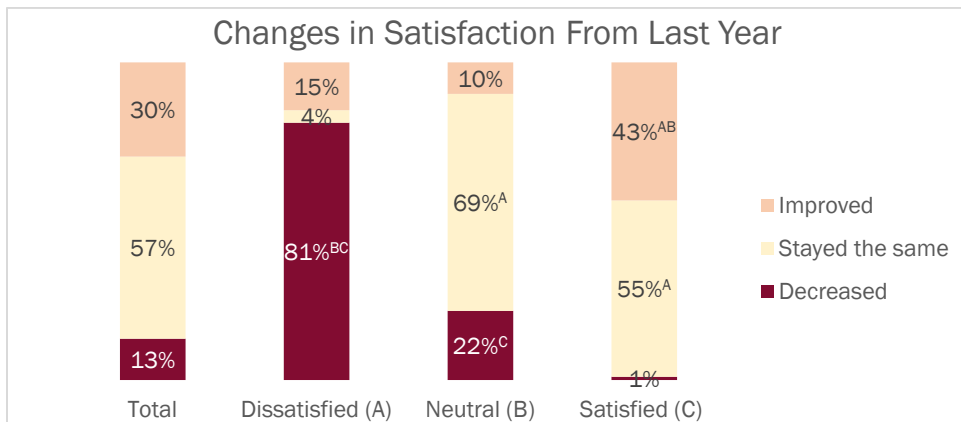
Satisfaction

Residents were asked to rate their satisfaction with living in the Borough of Carteret on a scale from zero to ten. Nearly six in ten residents were satisfied (58% rating 8-10).



Q30. How Satisfied are you with living in the Borough of Carteret?
B=Those Answering (n=420)

Of those who lived in Carteret for more than a year, the majority said their satisfaction remained the same (57%). Most residents who said they were dissatisfied overall had decreased satisfaction since this time last year.



Q34. Thinking about this time last year, would you say that your satisfaction with living in the Borough of Carteret has...?

B=Those Answering who have lived in Carteret for more than one year (n=413; 40; 136; 237)

Residents that are Hispanic/Latino were more likely to rate their overall satisfaction an 8 to 10 than 0 to 3. On the other hand, residents of Asian descent were more likely to rate their overall satisfaction a 0 to 3 than 8 to 10.

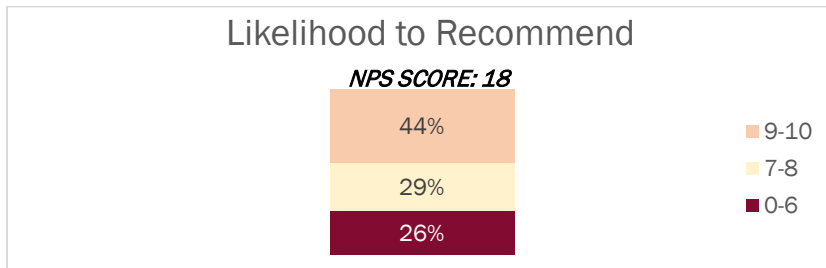
	Demographics by Overall Satisfaction		
	Satisfied (A) n=196-235	Neutral (B) n=101-136	Dissatisfied (C) n=19*-36*
Age			
18-34	28%	34%	21%
35-54	28%	41%	31%
55+	44%	26%	48%
Race/Ethnicity			
Hispanic/Latino	41% ^C	31%	16%
White/Caucasian	23%	32%	38%
Asian	22%	25%	46% ^{AB}
Black/African American	10%	11%	0%
Gender			
Male	41%	52%	53%
Female	59%	46%	47%
Income			
<\$25,000	13%	21%	19%
\$25,000-\$49,999	20% ^C	19%	5%
\$50,000-\$74,999	14%	15%	11%
\$75,000-\$99,999	25%	15%	22%
\$100,000+	28%	30%	44%
Employment Status			
Employed	72%	57%	53%
Unemployed	28%	43%	47%
College Degree			
Yes	42%	38%	51%
No	58%	62%	49%

Letters represent significance at a 95% CL

*Caution small base

Likelihood to Recommend

Overall, Residents of Carteret are likely to recommend Carteret, with a positive net promoter score (NPS) score of 18.



Q31. How likely would you be to recommend living in the Borough of Carteret to someone else?

B=Those Answering (n=420)

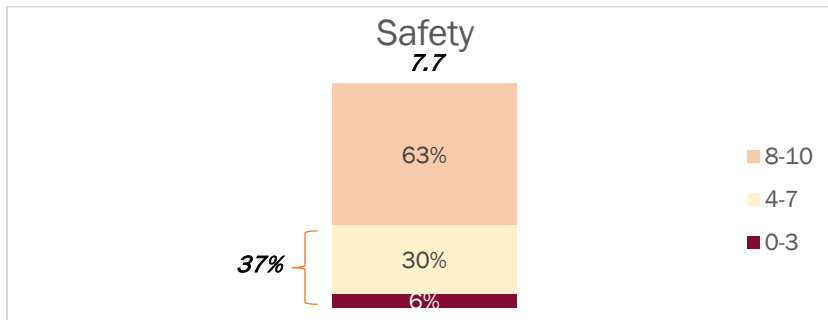
Similarly to overall satisfaction, residents that are Hispanic/Latino were more likely to rate highly and be promoters than detractors. White residents were more likely to be detractors than promoters. Additionally, residents with an income less than \$25,000 were more likely to rate a 7 to 10 rather than 0 to 6.

	Demographics by Likelihood to Recommend		
	Detractors (A) n=89-131	Passives (B) n=82-103	Promoters (C) n=145-172
Age			
18-34	31%	30%	29%
35-54	32%	37%	30%
55+	37%	33%	41%
Race/Ethnicity			
Hispanic/Latino	26%	33%	45% ^A
White/Caucasian	38% ^C	28%	20%
Asian	31%	21%	23%
Black/African American	5%	16% ^A	10%
Gender			
Male	40%	60%	40%
Female	58%	40%	60%
Income			
<\$25,000	6%	27% ^A	15% ^A
\$25,000-\$49,999	19%	17%	19%
\$50,000-\$74,999	13%	13%	16%
\$75,000-\$99,999	24%	16%	23%
\$100,000+	38%	27%	28%
Employment Status			
Employed	68%	52%	73%
Unemployed	32%	48%	27%
College Degree			
Yes	46%	36%	41%
No	54%	64%	59%

Letters represent significance at a 95% CL

Safety Living in the Borough of Carteret

About six in ten residents (63%) feel safe living in the Borough of Carteret, with residents rating safety a 7.7 out of 10 on average.



Q32. How safe do you feel living in the Borough of Carteret?
B=Those Answering (n=420)

Hispanic/Latino, Black/African American, and/or lower income residents are significantly more likely to rate safety an 8 to 10, while White/Caucasian residents are significantly more likely to rate safety a 0 to 7.

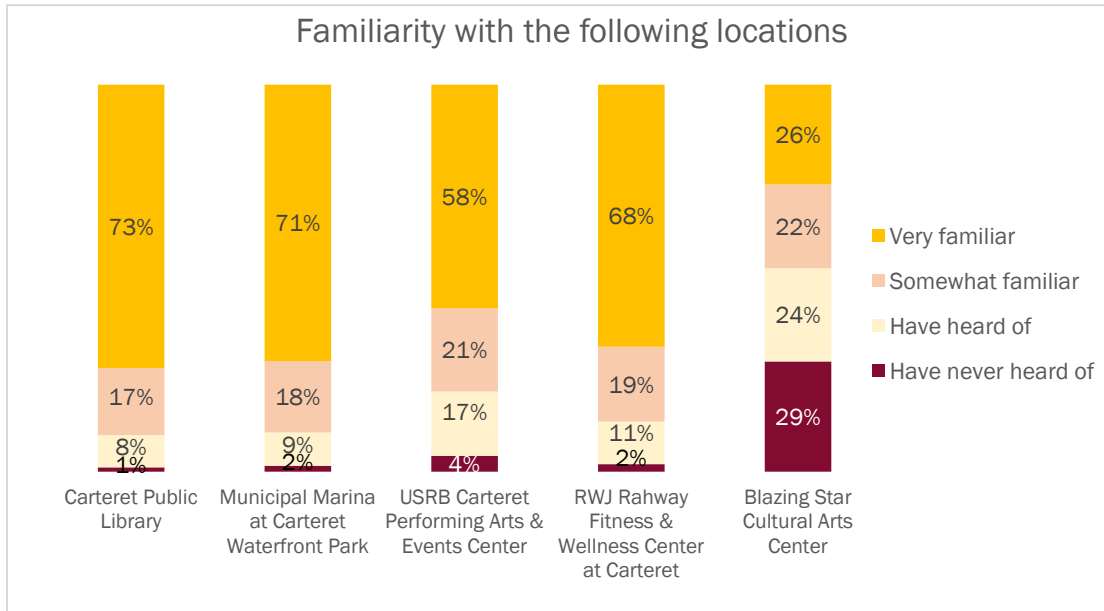
	Demographics by Safety Rating	
	0-7 (A) n=123-179	8-10 (B) n=193-227
Age		
18-34	36%	26%
35-54	28%	35%
55+	36%	39%
Race/Ethnicity		
Hispanic/Latino	28%	42% ^A
White/Caucasian	37% ^B	21%
Asian	29%	22%
Black/African American	5%	13% ^A
Gender		
Male	48%	45%
Female	50%	55%
Income		
<\$25,000	6%	22% ^A
\$25,000-\$49,999	20%	18%
\$50,000-\$74,999	14%	15%
\$75,000-\$99,999	23%	20%
\$100,000+	37%	26%
Employment Status		
Employed	68%	64%
Unemployed	32%	36%
College Degree		
Yes	47%	37%
No	53%	63%

Letters represent significance at a 95% CL

OPINIONS ON COMMUNITY LOCATIONS

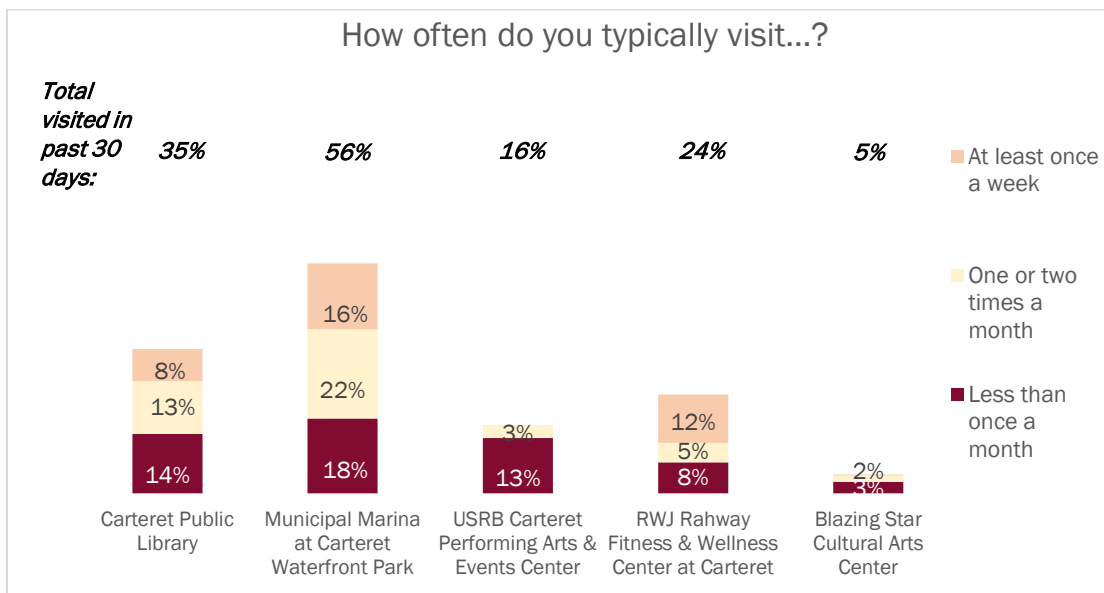
Familiarity with Locations

The majority of residents (58% to 73%) were very familiar with most of the locations, with the exception of the Blazing Star Cultural Arts Center where only one quarter (26%) were very familiar.



Q1. Please tell me about your familiarity with each of the following locations.
B=Those Answering (n=420)

The Municipal Marina at Carteret Waterfront Park is the most visited location. 56% have visited the park in the last 30 days, compared to 5% to 35% visiting the rest of the locations.



Q3. How often do you typically visit the...?
B=Those Answering (n=419)

Satisfaction with Locations

Carteret residents are most satisfied with the Municipal Marina at Carteret Waterfront Park, followed by the Carteret Public Library (rated 8.6 and 8.2 out of 10, respectively). The Blazing Star Cultural Center received the lowest average rating (6.8 out of 10). The following charts contain the satisfaction ratings for each location and residents’ reasoning behind them.

Satisfaction with the Carteret Public Library



Why are you satisfied?

Net: Staff	51%
Good service/Helpful and knowledgeable staff	28%
Friendly staff/welcoming and friendly atmosphere	21%
Well managed/professional	15%
Net: Child/family friendly	35%
Activities for children/good place to bring kids	25%
Good selection of books/resources/Can find what I am looking for	29%
Offer a variety of services/amenities	16%
Clean/well maintained	14%

Q4. How satisfied were you with the Carteret Public Library?

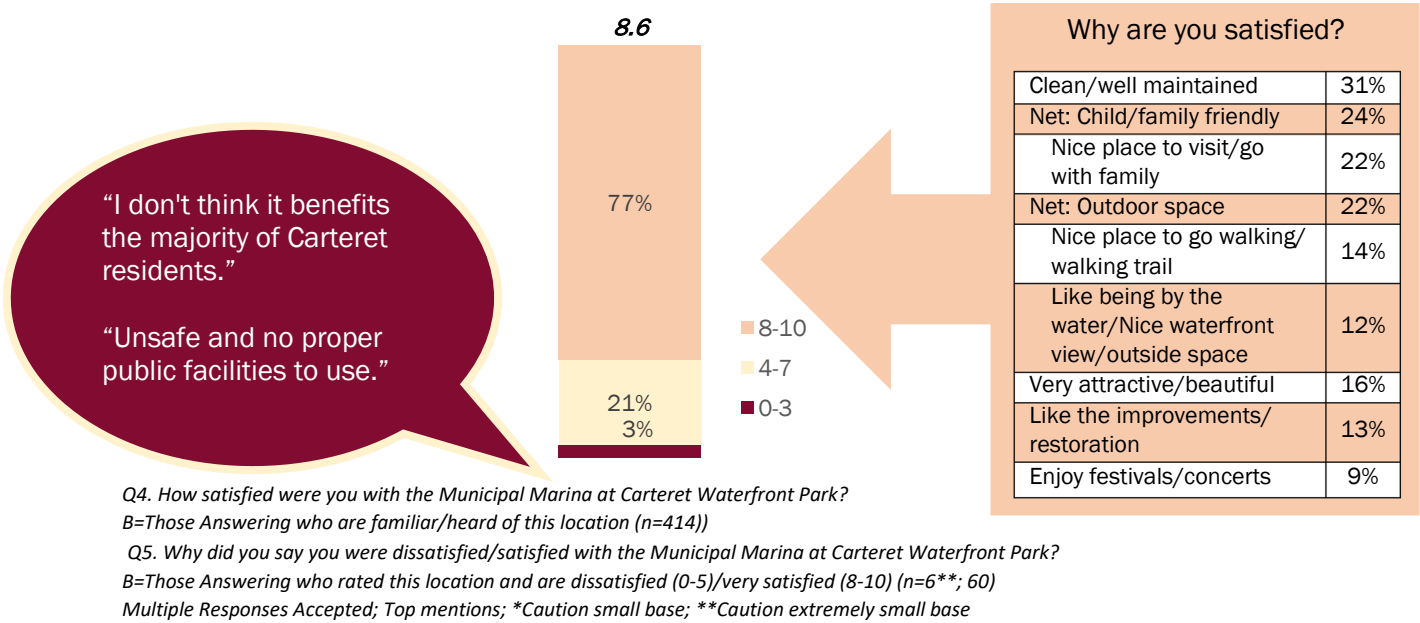
B=Those Answering who are familiar/heard of this location (n=415)

Q5. Why did you say you were dissatisfied/satisfied with the Carteret Public Library?

B=Those Answering who rated this location and are dissatisfied (0-5)/very satisfied (8-10) (n=3**, 47)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

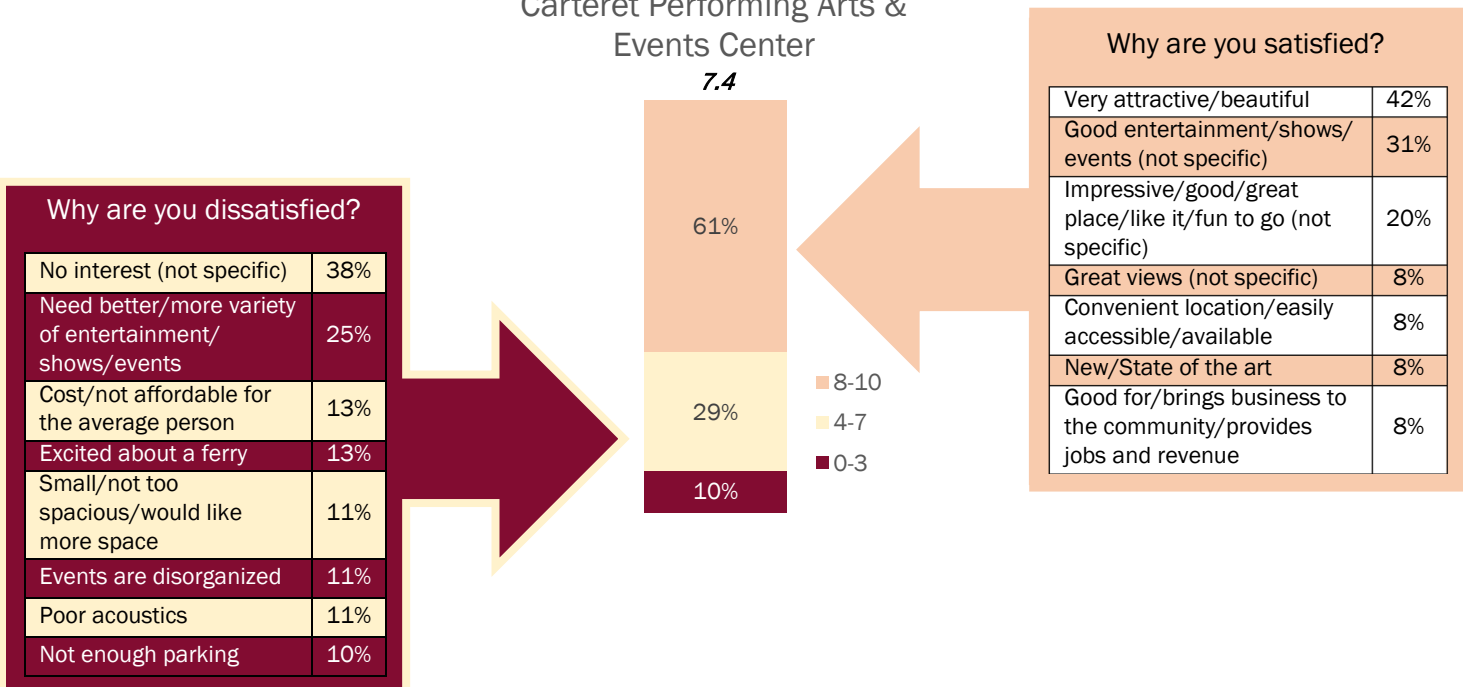
Satisfaction with the Municipal Marina at Carteret Waterfront Park



“I don't think it benefits the majority of Carteret residents.”

“Unsafe and no proper public facilities to use.”

Satisfaction with the USRB Carteret Performing Arts & Events Center



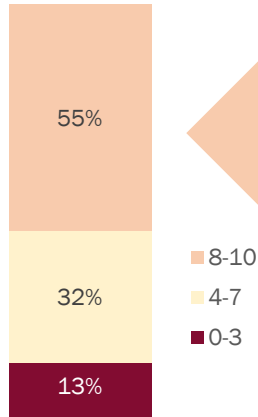
Q4. How satisfied were you with the USRB Carteret Performing Arts & Events Center?
B=Those Answering who are familiar/heard of this location (n=408)

Q5. Why did you say you were dissatisfied/satisfied with the USRB Carteret Performing Arts & Events Center?
B=Those Answering who rated this location and are dissatisfied (0-5)/very satisfied (8-10) (n=15*, 39*)
Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the RWJ Rahway Fitness & Wellness Center at Carteret

7.0

Why are you dissatisfied?	
Cost/not affordable for the average person	55%
Should offer more classes	22%
Have to contact them for fee information	21%
Not well maintained/dirty	6%



Why are you satisfied?	
Nice gym/has all necessary equipment for exercise	37%
Convenient location/easily accessible/available	18%
Net: Staff	17%
Good service/helpful/knowledgeable/staff	11%
Friendly staff/welcoming/friendly Atmosphere	9%
Offer a variety of services/amenities	16%
Clean/well maintained	13%

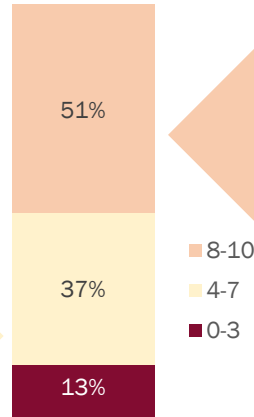
Q4. How satisfied were you with the RWJ Rahway Fitness & Wellness Center at Carteret?
 B=Those Answering who are familiar/heard of this location (n=413)

Q5. Why did you say you were dissatisfied/satisfied with the RWJ Rahway Fitness & Wellness Center at Carteret?
 B=Those Answering who rated this location and are dissatisfied (0-5)/very satisfied (8-10) (n=15*; 42)
 Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the Blazing Star Cultural Arts Center

6.8

Why are you dissatisfied?	
Need better/more variety of entertainment/shows/events	38%
No need for it/No benefit to the majority of Carteret residents/geared to a certain population	25%
Events are disorganized	25%
No interest (not specific)	13%



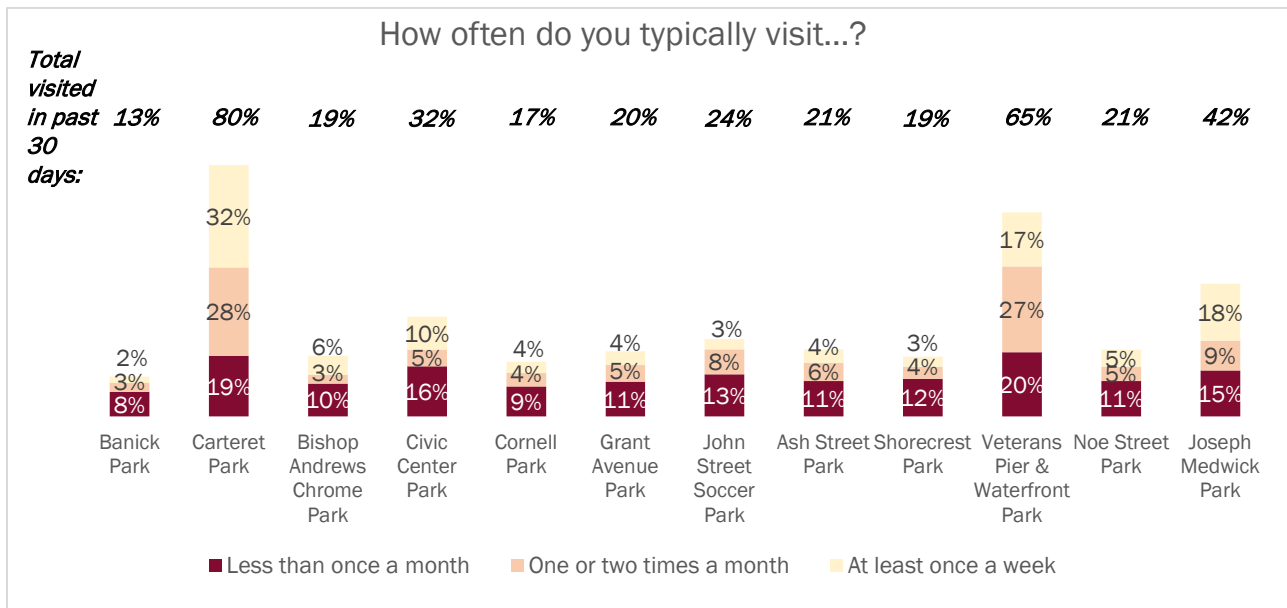
Why are you satisfied?	
Good entertainment/shows/events (not specific)	28%
Very attractive/beautiful	17%
Impressive/good/great place/like it/ fun to go (not specific)	14%
Clean/well maintained	10%
Worked there as a volunteer	9%
Love the historical exhibits/events	8%

Q4. How satisfied were you with the Blazing Star Cultural Arts Center?
 B=Those Answering who are familiar/heard of this location (n=302)
 Q5. Why did you say you were dissatisfied/satisfied with the Blazing Star Cultural Arts Center?
 B=Those Answering who rated this location and are dissatisfied (0-5)/very satisfied (8-10) (n=10*; 27*)
 Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

OPINIONS ON PARKS

Familiarity with Parks

Carteret Park and Veterans Pier & Waterfront Park are visited more than the rest of the parks. Fewer than one-half of residents (13% to 42%) have visited the remaining parks in the past 30 days.

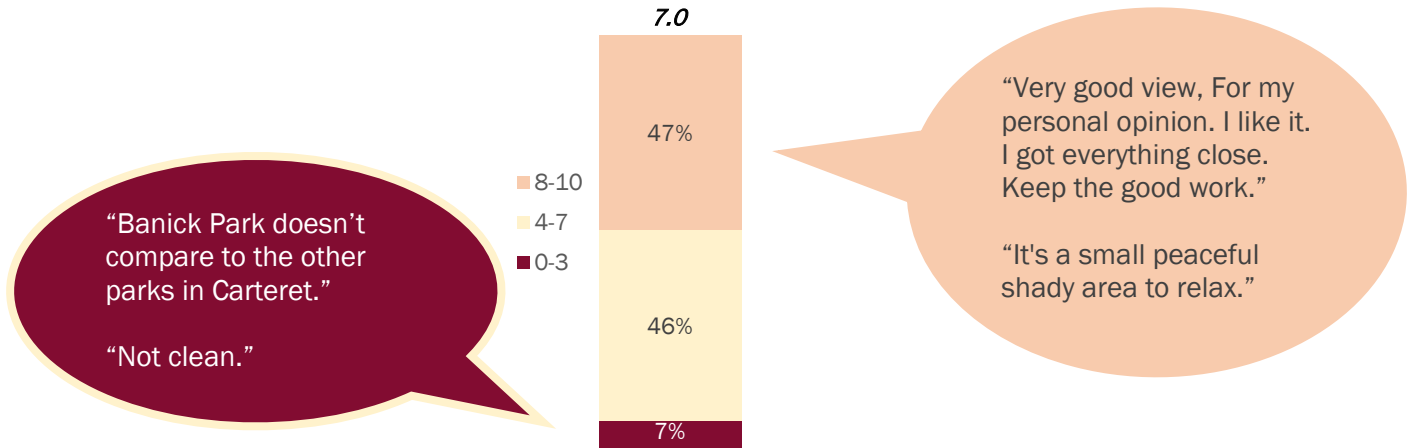


Q7. How often do you typically visit...?
 B=Those Answering (n=372-414)

Satisfaction with Parks

Not only are Carteret Park and Veterans Pier & Waterfront Park visited the most, but they have the highest average satisfaction of all the parks (8.9 and 8.5 out of 10, respectively). On the other end, Bishop Andrews Chrome Park received the lowest rating on average (6.2 out of 10). What follows is a breakdown of these ratings.

Satisfaction with Banick Park



Q8. How satisfied were you with Banick Park...?

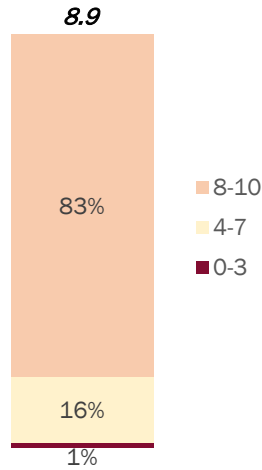
B=Those Answering who are familiar with this park (n=100)

Q9. Why did you say you were dissatisfied/satisfied with Banick Park?

B=Those Answering who rated this park and are dissatisfied (0-5)/very satisfied (8-10) (n=2**, 9**)

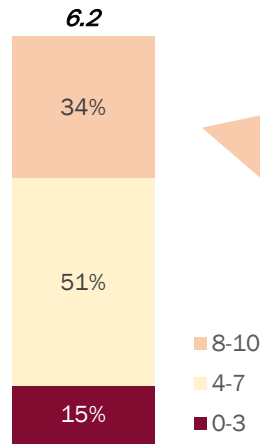
Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Carteret Park



Q8. How satisfied were you with Carteret Park...?
 B=Those Answering who are familiar with this park (n=388)

Satisfaction with Bishop Andrews Chrome Park



“Major upgrade in the Process, Loving it.”

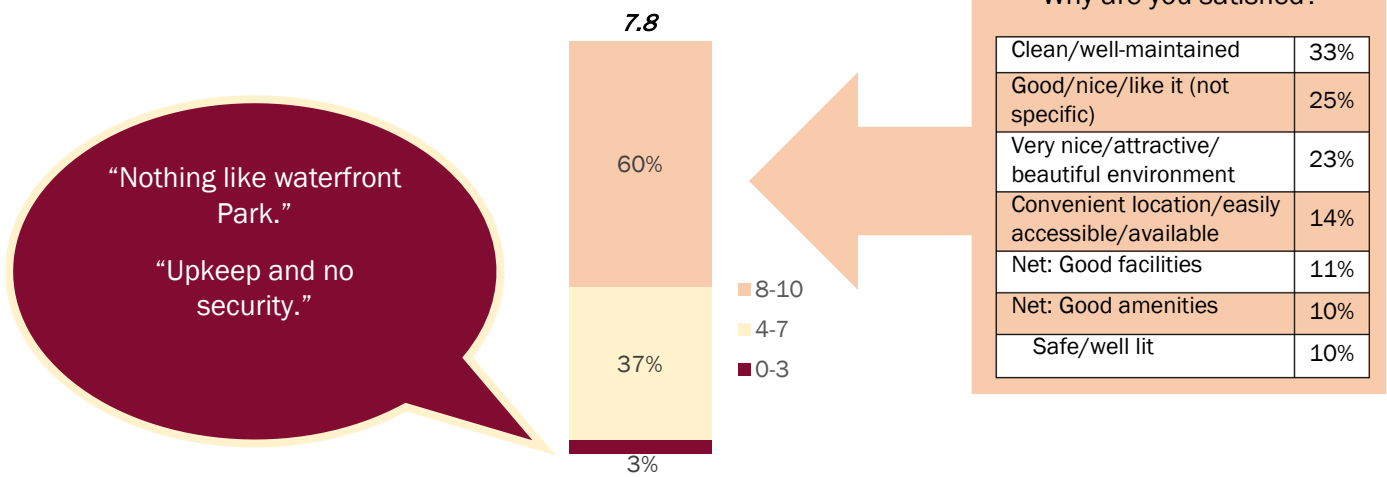
“It's great for the community.”

“They are very beautiful and very clean.”

Why are you dissatisfied?	
Not a safe area/ Needs more security	28%
Lackluster/ Rundown/Needs improvements (not specific)	28%
Net: Poor amenities	19%
Limited amenities/Not much there	13%
Currently under renovation	11%

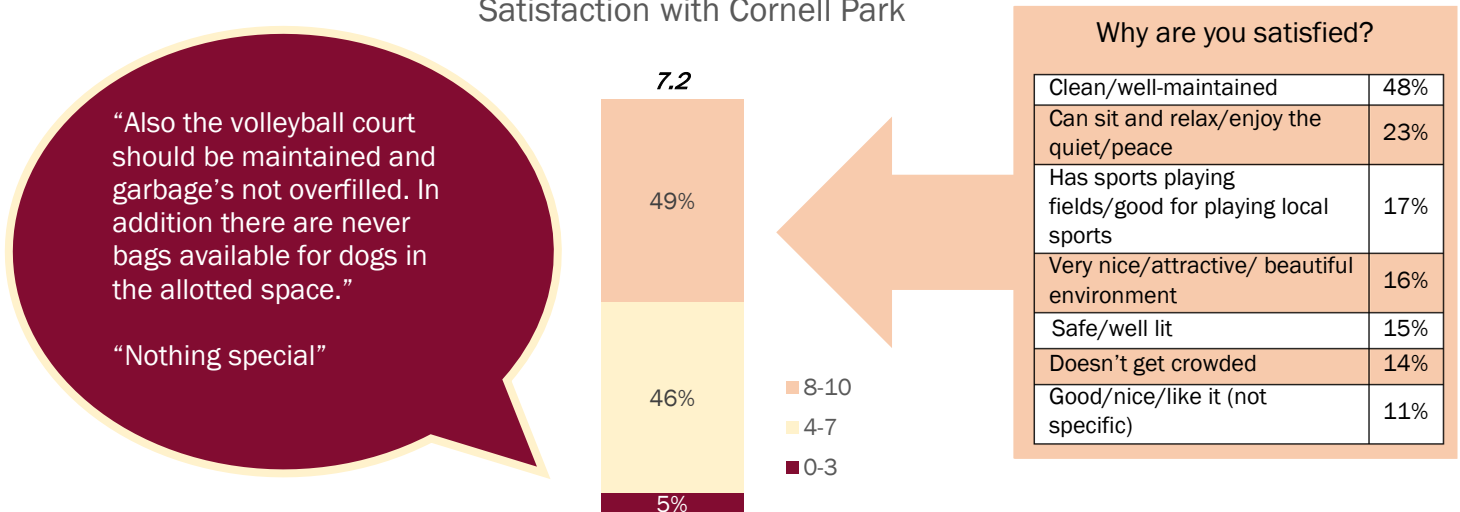
Q8. How satisfied were you with Bishop Andrews Chrome Park...?
 B=Those Answering who are familiar with this park (n=122)
 Q9. Why did you say you were dissatisfied/satisfied with Bishop Andrews Chrome Park?
 B=Those Answering who rated this park and are dissatisfied (0-5)/very satisfied (8-10) (n=15*; 7**)
 Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Civic Center Park



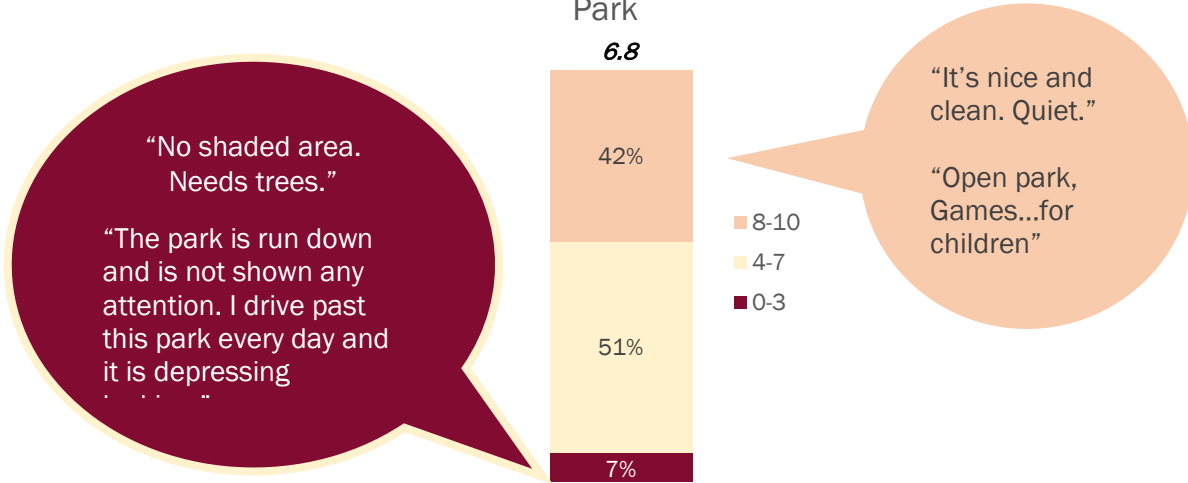
Q8. How satisfied were you with Civic Center Park...?
 B=Those Answering who are familiar with this park (n=183)
 Q9. Why did you say you were dissatisfied/satisfied with Civic Center Park?
 B=Those Answering who rated this park and are dissatisfied (0-5)/very satisfied (8-10) (n=3**, 23*)
 Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Cornell Park



Q8. How satisfied were you with Cornell Park...?
 B=Those Answering who are familiar with this park (n=123)
 Q9. Why did you say you were dissatisfied/satisfied with Cornell Park?
 B=Those Answering who rated this park and are dissatisfied (0-5)/very satisfied (8-10) (n=4**, 10*)
 Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Grant Avenue Park



Q8. How satisfied were you with Grant Avenue Park...?

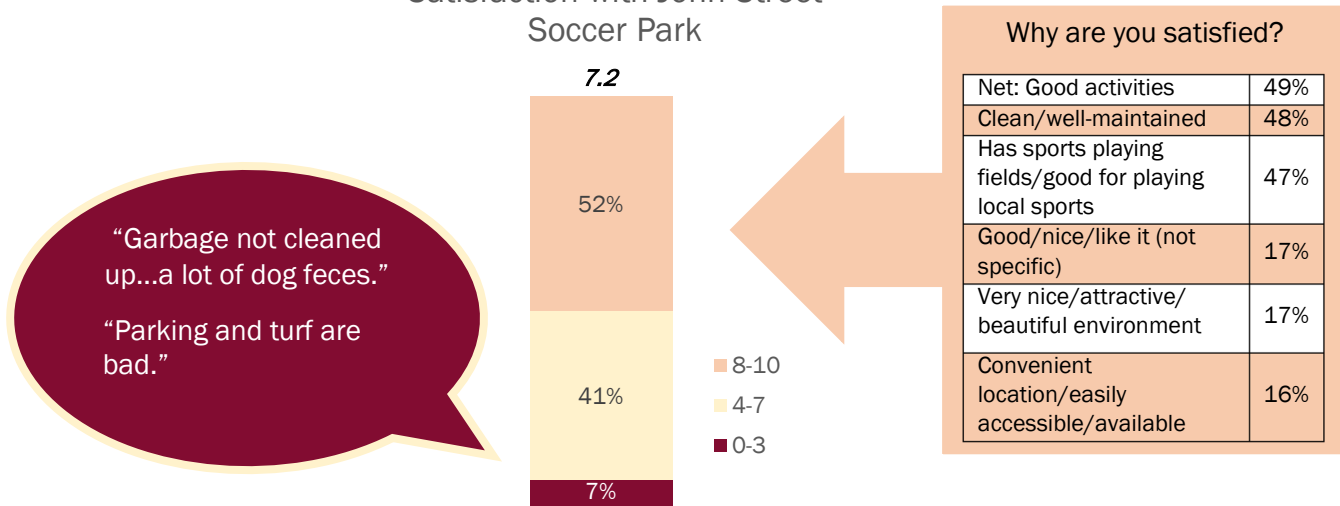
B=Those Answering who are familiar with this park (n=169)

Q9. Why did you say you were dissatisfied/satisfied with Grant Avenue Park?

B=Those Answering who rated this park and are dissatisfied (0-5)/very satisfied (8-10) (n=6**, 7**)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with John Street Soccer Park



Q8. How satisfied were you with John Street Soccer Park...?

B=Those Answering who are familiar with this park (n=151)

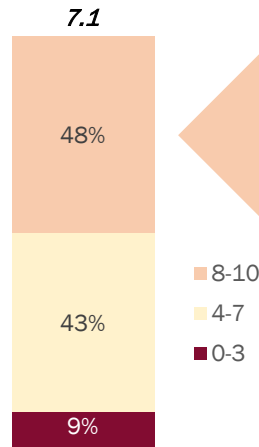
Q9. Why did you say you were dissatisfied/satisfied with John Street Soccer Park?

B=Those Answering who rated this park and are dissatisfied (0-5)/very satisfied (8-10) (n=7**, 14*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Ash Street Park

“While we live right near it, it's hardly a destination for us. It's a small patch of green, which is certainly appreciated that it's there but mainly we walk through it but as we are Seniors, we do not have young children or grandchildren who might utilize its playground.”



Why are you satisfied?

Clean/well-maintained	41%
Good/nice/like it (not specific)	28%
Can sit and relax/enjoy the quiet/peace	25%
Very nice/attractive/beautiful environment	21%
Convenient location/easily accessible/available	19%
Pet friendly/has dog waste dispensers	13%
It's a small park	10%

Q8. How satisfied were you with Ash Street Park...?

B=Those Answering who are familiar with this park (n=132)

Q9. Why did you say you were dissatisfied/satisfied with Ash Street Park?

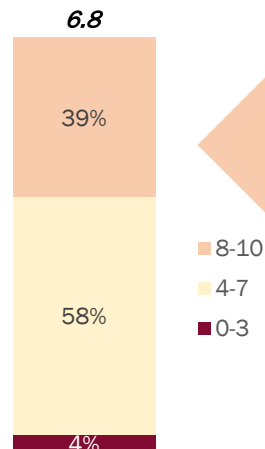
B=Those Answering who rated this park and are dissatisfied (0-5)/very satisfied (8-10) (n=3**, 15*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Shorecrest Park

“Nothing in it. Not taken care of. Would be nice for pickle ball courts.”

“Too small [and] unclean.”



Why are you satisfied?

Convenient location/easily accessible/available	40%
Net: Good activities	37%
Has sports playing fields/good for playing local sports	30%
Net: New/renovated/well maintained	35%
Clean/well-maintained	29%
Good/nice/like it	24%
Net: Good amenities	12%
Kid-friendly/ playground for children	10%

Q8. How satisfied were you with Shorecrest Park...?

B=Those Answering who are familiar with this park (n=170)

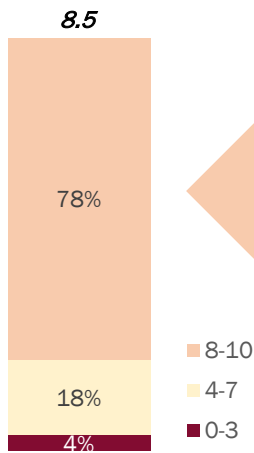
Q9. Why did you say you were dissatisfied/satisfied with Shorecrest Park?

B=Those Answering who rated this park and are dissatisfied (0-5)/very satisfied (8-10) (n=4**, 17*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Veterans Pier & Waterfront Park

“Usually filled with people smoking weed and just an uncomfortable vibe. witnessed drug deals and just not a happy active place.”



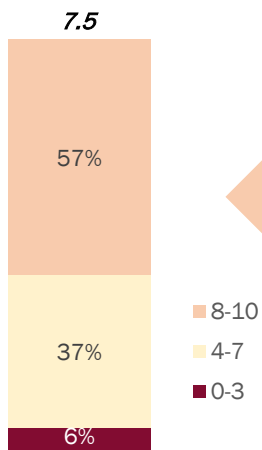
Why are you satisfied?

Good/nice/like it (not specific)	47%
Net: Good activities	33%
Nice place to walk/run/walking trails/track	22%
Great events	10%
Net: New/renovated/well maintained	28%
Clean/well-maintained	22%
Good view/scenery/landscape	16%
Can sit and relax/enjoy the quiet/peace	15%
Net: Child/family friendly	13%
Good for families	12%
Net: Good amenities	12%

Q8. How satisfied were you with Veterans Pier & Waterfront Park...?
 B=Those Answering who are familiar with this park (n=344)
 Q9. Why did you say you were dissatisfied/satisfied with Veterans Pier & Waterfront Park?
 B=Those Answering who rated this park and are dissatisfied (0-5)/very satisfied (8-10) (n=1**; 31*)
 Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Noe Street Park

“Not much there, just the fountain”

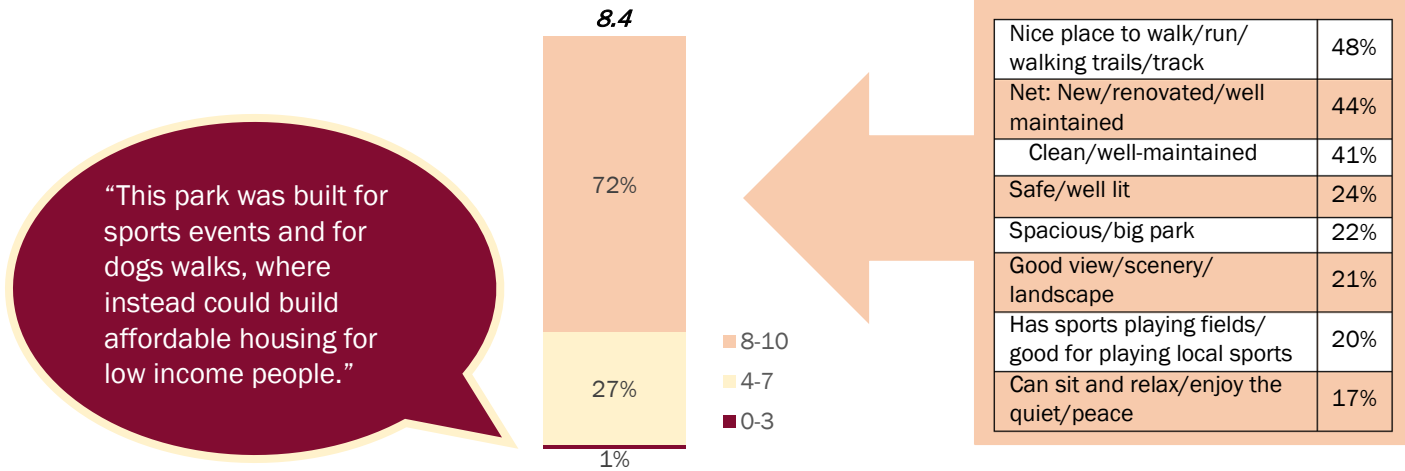


Why are you satisfied?

Net: New/renovated/well maintained	43%
Clean/well-maintained	37%
Net: Good amenities	26%
Safe/well lit	22%
Net: Good activities	18%
Nice place to walk/run/walking trails/track	12%
Good/nice/like it (not specific)	18%
Can sit and relax/enjoy the quiet/peace	16%
Good view/scenery/landscape	12%
Net: Good facilities	11%
It's a small park	11%

Q8. How satisfied were you with Noe Street Park...?
 B=Those Answering who are familiar with this park (n=138)
 Q9. Why did you say you were dissatisfied/satisfied with Noe Street Park?
 B=Those Answering who rated this park and are dissatisfied (0-5)/very satisfied (8-10) (n=2**; 20*)
 Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Joseph Medwick Park



Q8. How satisfied were you with Joseph Medwick Park...?

B=Those Answering who are familiar with this park (n=252)

Q9. Why did you say you were dissatisfied/satisfied with Joseph Medwick Park?

B=Those Answering who rated this park and are dissatisfied (0-5)/very satisfied (8-10) (n=1**; 26*)

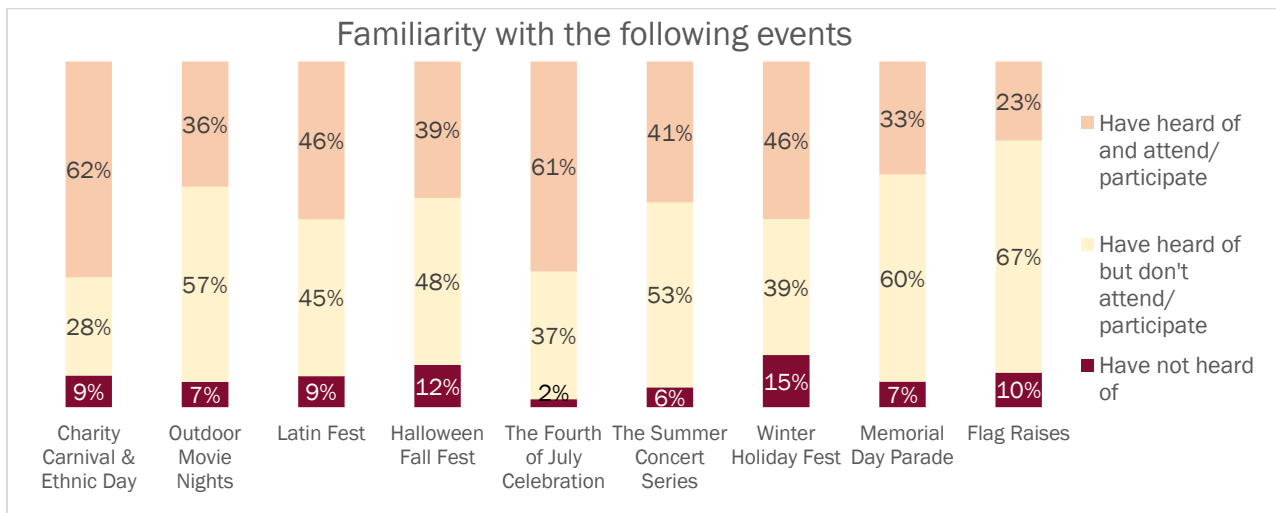
Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

OPINIONS ON EVENTS

Familiarity with Events

Charity Carnival & Ethnic Day and the Fourth of July Celebration are the most attended events, with six in ten residents attending (62% and 61% respectively). Most residents have heard of all of these events, with the largest percent never hearing of Winter Holiday Fest (15%).

Residents who are 18 to 34 years old are more likely to attend the Memorial Day Parade compared to those older than 55. Residents older than 55 are also significantly less likely to attend outdoor movie night than all other ages.



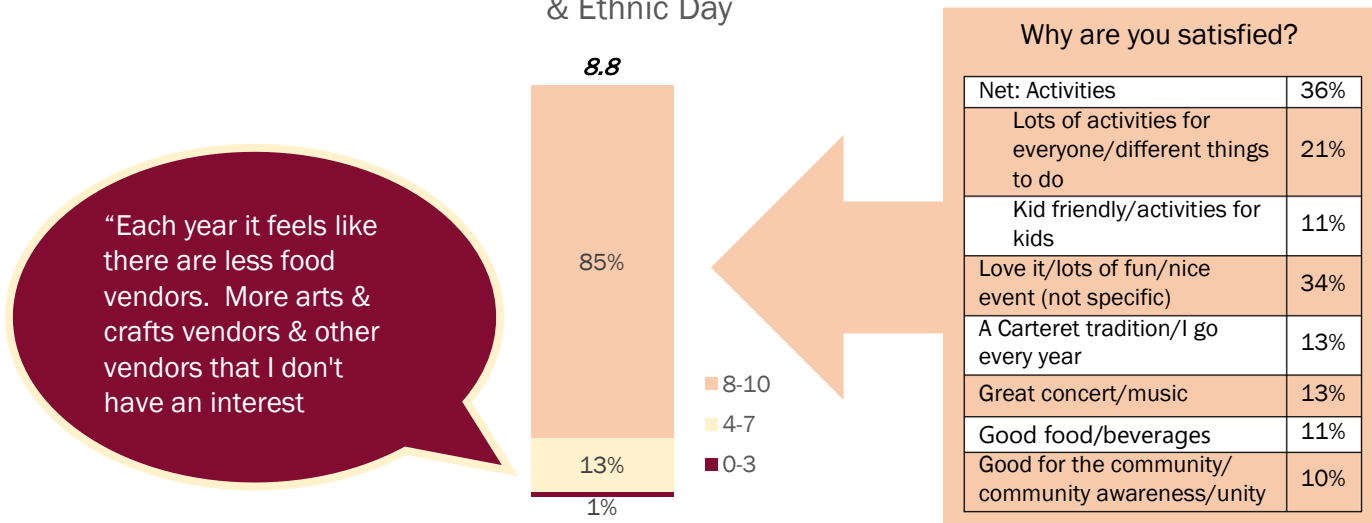
Q11. Please tell me about your familiarity with each of the following municipal events hosted by the Borough of Carteret.

B=Those Answering (n=420)

Satisfaction with Events

In general, residents who have attended each event are satisfied with the events in Carteret, with an average rating ranging from 8.8 to 9.3. The Fourth of July Celebration, Outdoor Movie Nights, and Winter Holiday Fest all received the highest average rating, each a 9.3 out of 10. Charity Carnival & Ethnic Day received the lowest average rating (though still 8.8 out of 10). What follows are the ratings for each park and residents' reasons behind them.

Satisfaction with Charity Carnival & Ethnic Day



Q13. How satisfied were you with Charity Carnival & Ethnic Day?

B=Those Answering who attended this event (n=261)

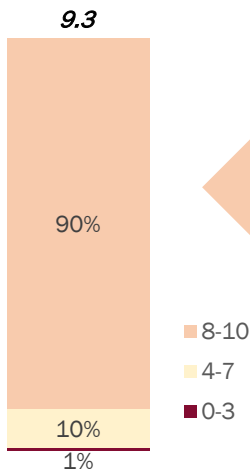
Q14. Why did you say you were dissatisfied/satisfied with Charity Carnival & Ethnic Day?

B=Those Answering who rated this event and are dissatisfied (0-5)/very satisfied (8-10) (n=4**; 32*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Outdoor Movie Nights

“A lot of teenagers running around during the movie loudly using profanity while I was there with a 10 and 3 year old. No adult supervision and no one else there to ask them to sit or leave.”



Why are you satisfied?

Love it/lots of fun/nice event (not specific)	45%
Family oriented/good for families	37%
Net: Activities	26%
Good movie lineup	23%
Feels like a drive-in movie	12%
Like being outdoors	11%
See lots of people/involvement in the community/gathering of friends	11%

Q13. How satisfied were you with Outdoor Movie Nights?

B=Those Answering who attended this event (n=147)

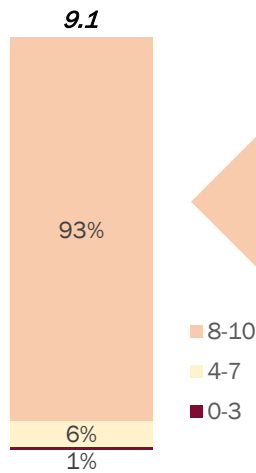
Q14. Why did you say you were dissatisfied/satisfied with Outdoor Movie Nights?

B=Those Answering who rated this event and are dissatisfied (0-5)/very satisfied (8-10) (n=2**; 31*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Latin Fest

“Lack of adequate parking, not enough restrooms, lack of diversity in Latin food choices (Mexican, Salvadorean, Peruvian). More food trucks, dessert trucks, better marketing detailing what to expect at the festival.”



Why are you satisfied?

Love it/lots of fun/nice event (not specific)	58%
Great concert/music	54%
Good food/beverages	29%
Represents the diversity of our community	15%
Nice atmosphere	8%

Q13. How satisfied were you with Latin Fest?

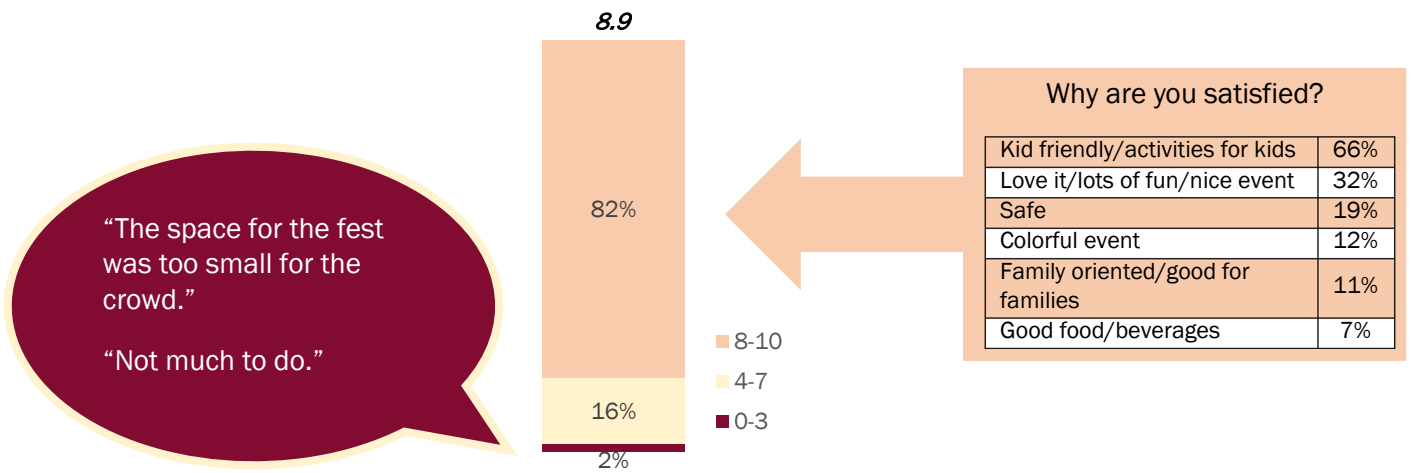
B=Those Answering who attended this event (n=161)

Q14. Why did you say you were dissatisfied/satisfied with Latin Fest?

B=Those Answering who rated this event and are dissatisfied (0-5)/very satisfied (8-10) (n=3**; 33*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

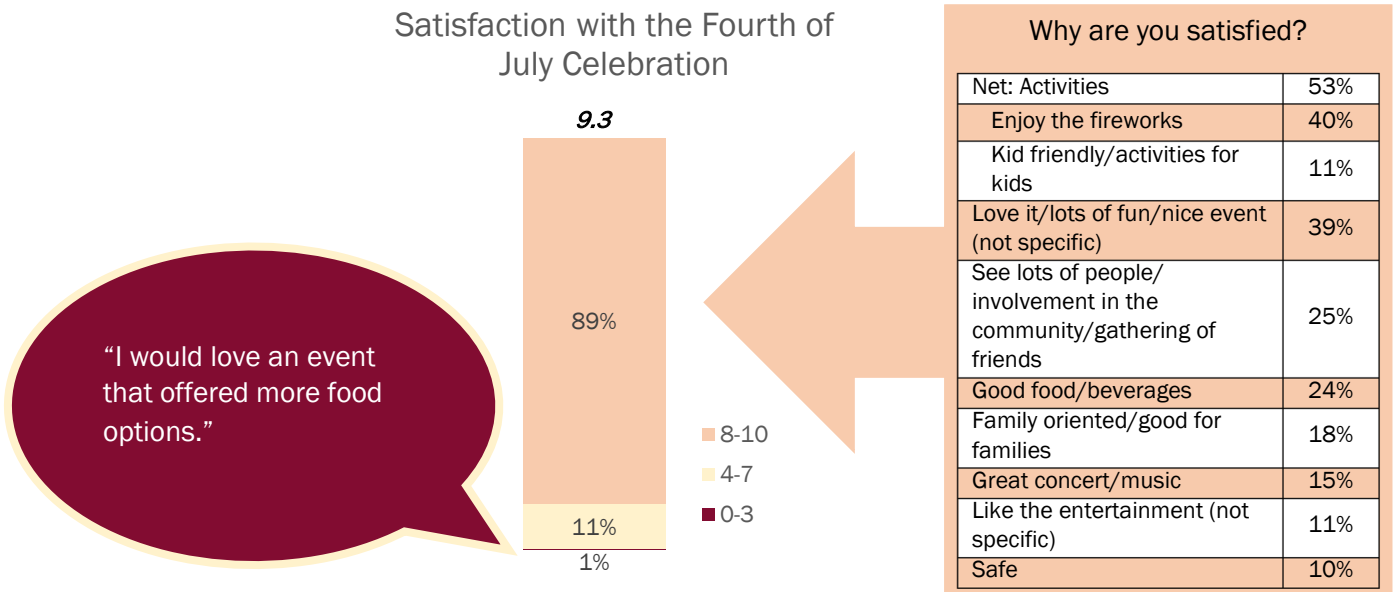
Satisfaction with Halloween Fall Fest



Q13. How satisfied were you with Halloween Fall Fest?
 B=Those Answering who attended this event (n=173)

Q14. Why did you say you were dissatisfied/satisfied with Halloween Fall Fest?
 B=Those Answering who rated this event and are dissatisfied (0-5)/very satisfied (8-10) (n=4**; 23*)
 Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

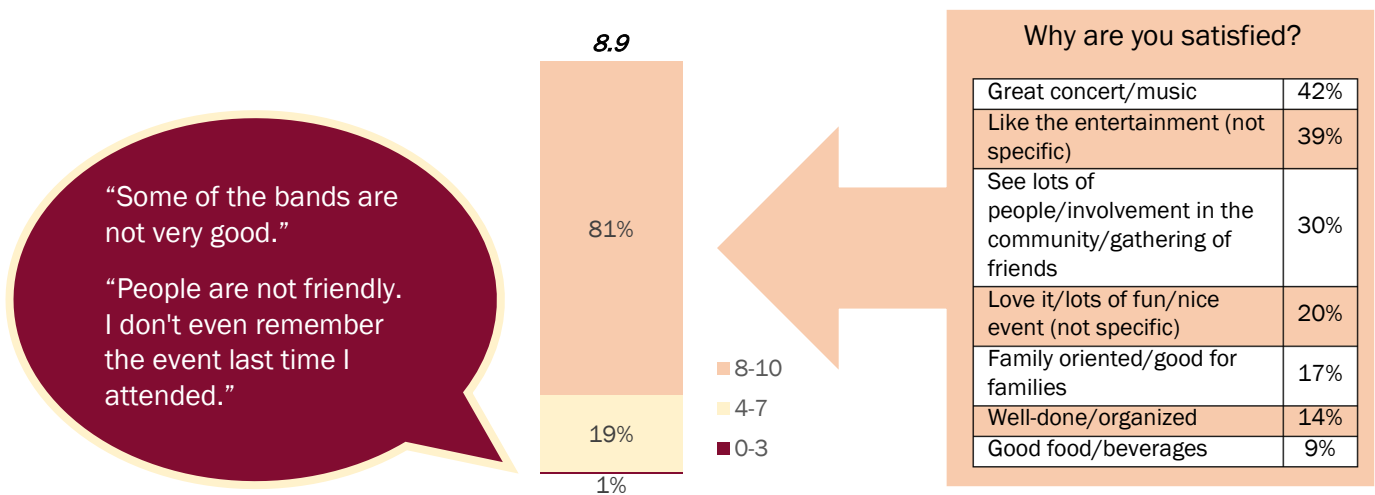
Satisfaction with the Fourth of July Celebration



Q13. How satisfied were you with the Fourth of July Celebration?
 B=Those Answering who attended this event (n=260)

Q14. Why did you say you were dissatisfied/satisfied with the Fourth of July Celebration?
 B=Those Answering who rated this event and are dissatisfied (0-5)/very satisfied (8-10) (n=1**; 35*)
 Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the Summer Concert Series



Q13. How satisfied were you with the Summer Concert Series?

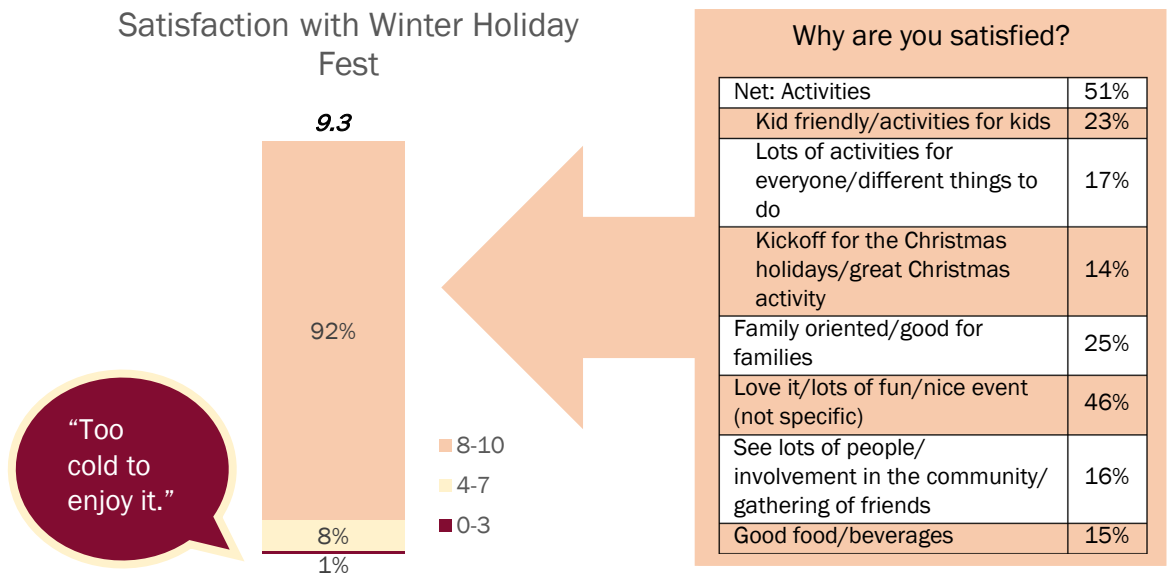
B=Those Answering who attended this event (n=194)

Q14. Why did you say you were dissatisfied/satisfied with the Summer Concert Series?

B=Those Answering who rated this event and are dissatisfied (0-5)/very satisfied (8-10) (n=3**; 29*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Winter Holiday Fest



Q13. How satisfied were you with Winter Holiday Fest?

B=Those Answering who attended this event (n=203)

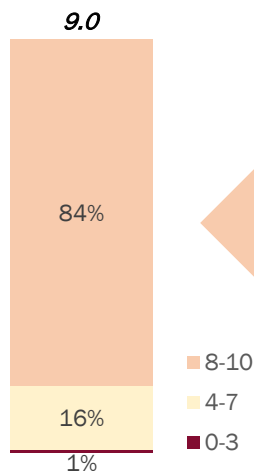
Q14. Why did you say you were dissatisfied/satisfied with Winter Holiday Fest?

B=Those Answering who rated this event and are dissatisfied (0-5)/very satisfied (8-10) (n=3**; 31*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Memorial Day Parade

“Should go back to the original parade route through the major streets/avenues of town, not an abbreviated route.”



Why are you satisfied?

Important to honor our soldiers/veterans	36%
Love it/lots of fun/nice event (not specific)	21%
See lots of people/ involvement in the community/ gathering of friends	20%
Net: Activities	15%
Well-done/organized	15%
Net: Child/family friendly	13%
Wonderful parade/like parades	13%
Important to commemorate our history/America/enjoy patriotic atmosphere	13%

Q13. How satisfied were you with Memorial Day Parade?

B=Those Answering who attended this event (n=162)

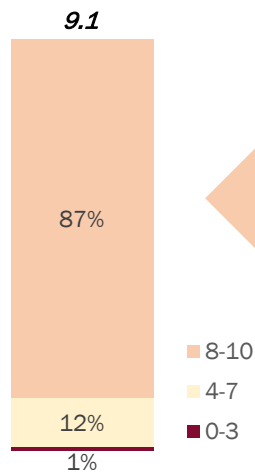
Q14. Why did you say you were dissatisfied/satisfied with Memorial Day Parade?

B=Those Answering who rated this event and are dissatisfied (0-5)/very satisfied (8-10) (n=3**; 28*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with Flag Raises

“We don’t do enough.”
“It’s just a quick raising of the flag.”



Why are you satisfied?

See lots of people/ involvement in the community/gathering of friends	43%
Love it/lots of fun/nice event (not specific)	36%
Represents the diversity of our community	16%
Shows respect for flags of different countries/all nations are included/ recognizes all ethnicities	9%

Q13. How satisfied were you with Flag Raises?

B=Those Answering who attended this event (n=96)

Q14. Why did you say you were dissatisfied/satisfied with Flag Raises?

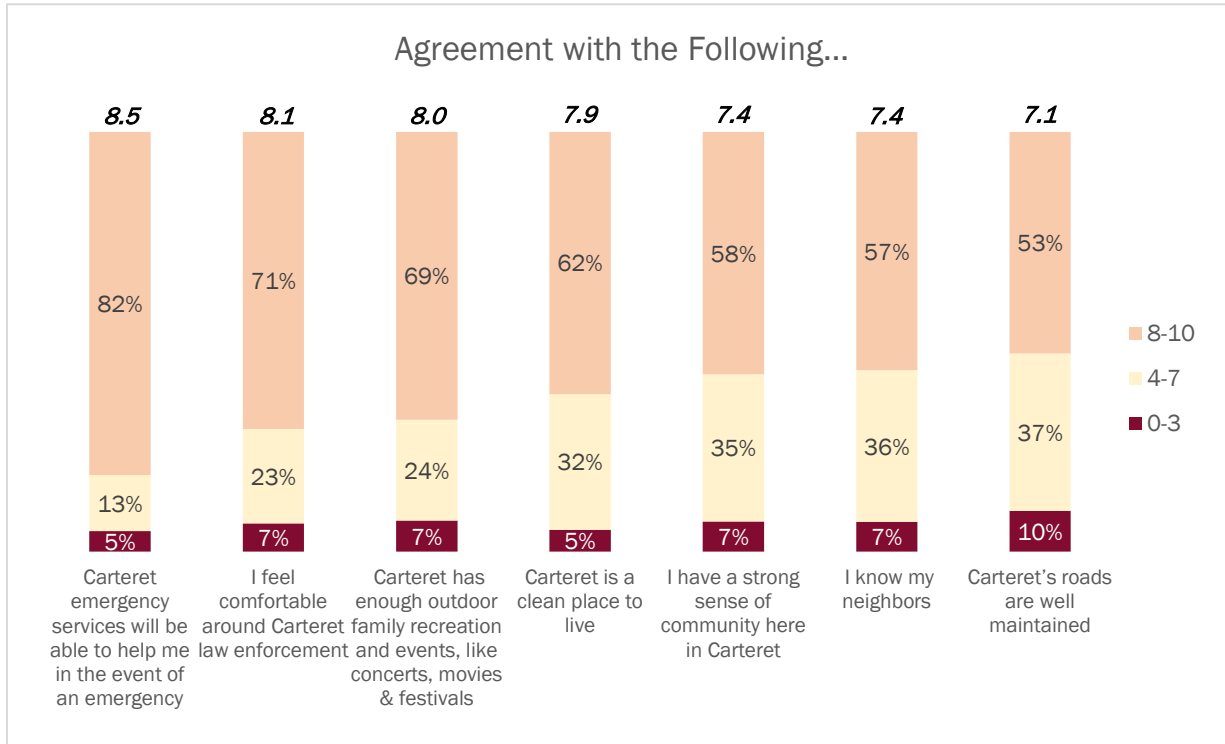
B=Those Answering who rated this event and are dissatisfied (0-5)/very satisfied (8-10) (n=2**; 28*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

OPINIONS ON DEPARTMENTS AND SERVICES

Carteret Attributes

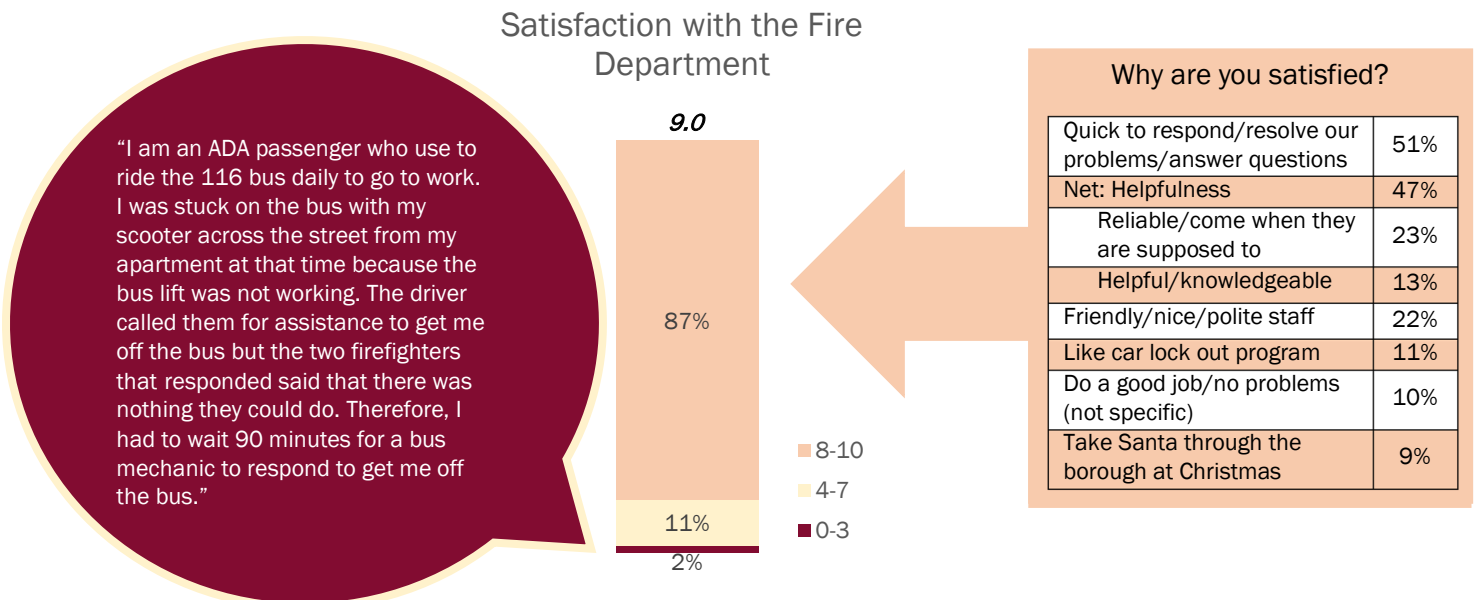
Residents of Carteret are most likely to agree that *Carteret emergency services will be able to help them in the event of an emergency* (rating 8.5 out of 10 on average), while residents are least likely to agree that *the roads in Carteret are well maintained* (rating 7.1 out of 10 on average).



Q33. How much do you agree or disagree with each of the following statements?
 B=Those Answering (n=377-419)

Satisfaction with Departments and Services

Carteret residents are most satisfied with the Fire Department, rating it a 9.0 out of 10, on average. On the other hand, residents are less satisfied with Construction & Zoning, which on average was rated a 7.0 out of 10. Below are the ratings and reasonings behind them for each individual department



Q20. How satisfied are you with the Fire Department?

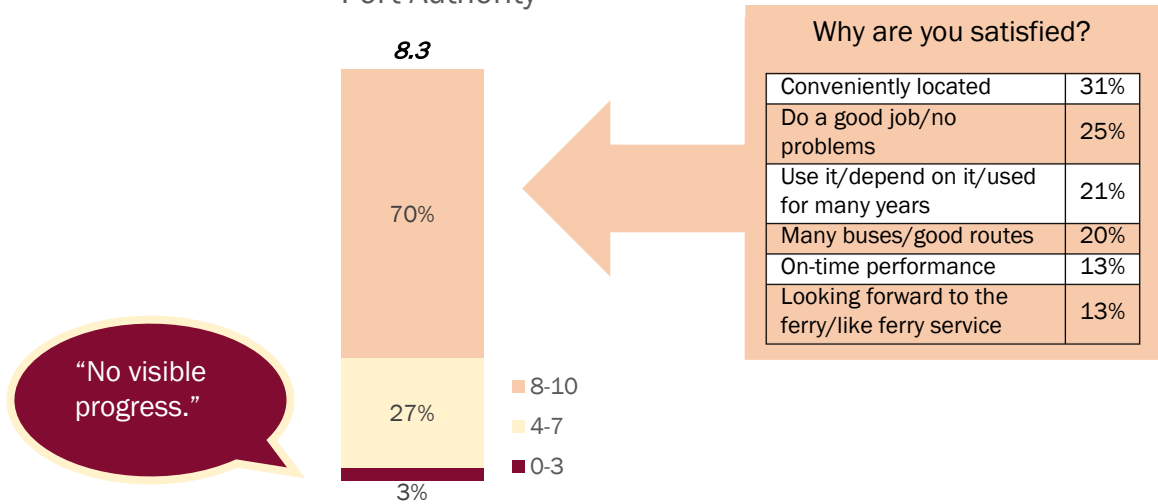
B=Those Answering who have experience with this department/service (n=282)

Q21. Why did you say you were dissatisfied/satisfied with the Fire Department?

B=Those Answering who rated this department and are dissatisfied (0-5)/very satisfied (8-10) (n=4**, 28*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the Carteret Port Authority



Q20. How satisfied are you with the Carteret Port Authority?

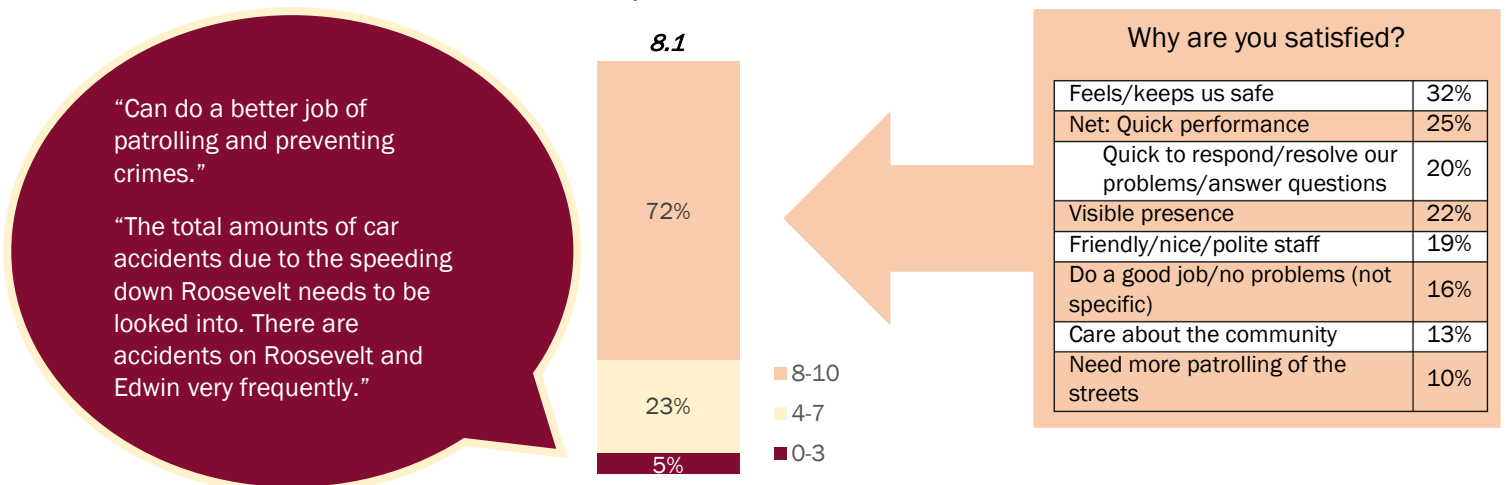
B=Those Answering who have experience with this department/service (n=122)

Q21. Why did you say you were dissatisfied/satisfied with the Carteret Port Authority?

B=Those Answering who rated this department and are dissatisfied (0-5)/very satisfied (8-10) (n=1**; 18*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the Police Department



Q20. How satisfied are you with the Police Department?

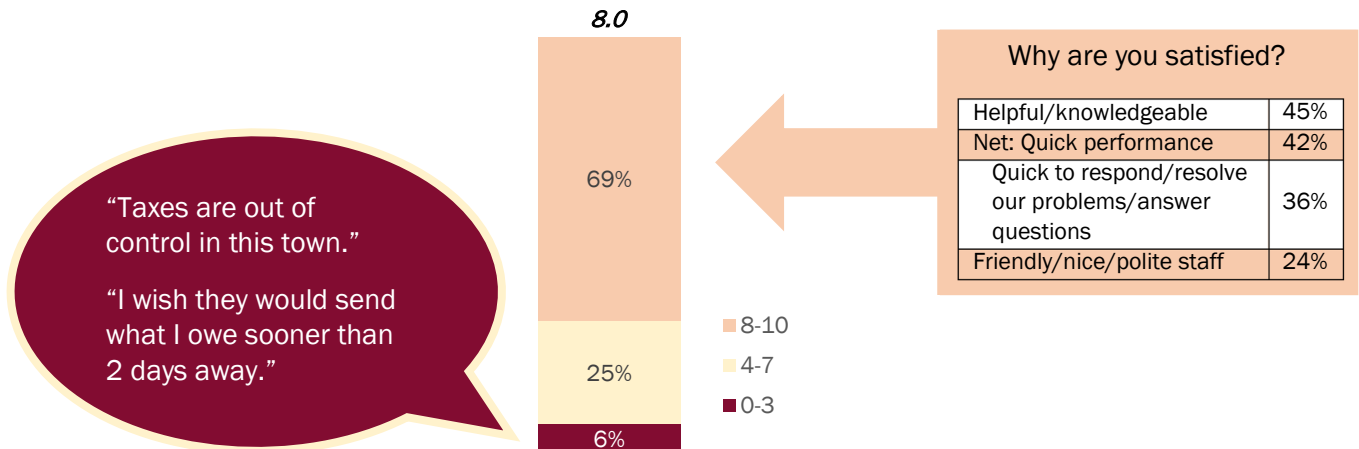
B=Those Answering who have experience with this department/service (n=344)

Q21. Why did you say you were dissatisfied/satisfied with the Police Department?

B=Those Answering who rated this department and are dissatisfied (0-5)/very satisfied (8-10) (n=4**; 24*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the Tax Office



Q20. How satisfied are you with the Tax Office?

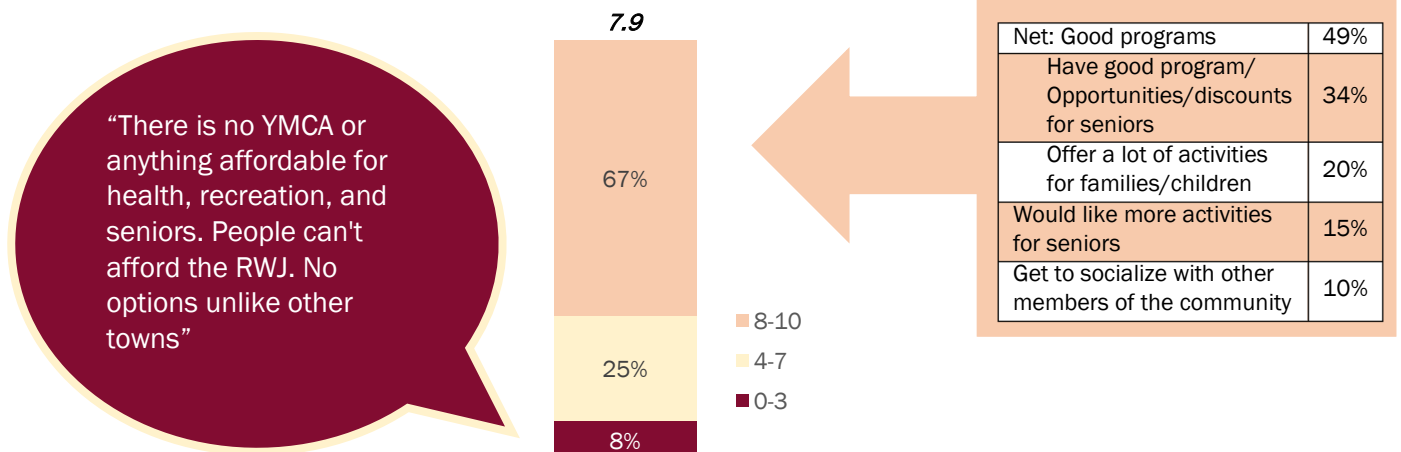
B=Those Answering who have experience with this department/service (n=252)

Q21. Why did you say you were dissatisfied/satisfied with the Tax Office?

B=Those Answering who rated this department and are dissatisfied (0-5)/very satisfied (8-10) (n=4**, 26*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the Health, Recreation & Seniors



Q20. How satisfied are you with the Health, Recreation & Seniors?

B=Those Answering who have experience with this department/service (n=201)

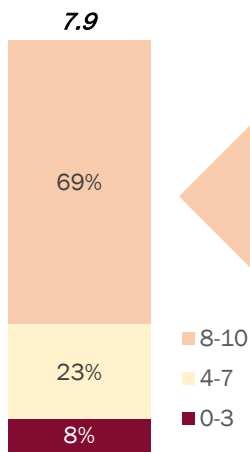
Q21. Why did you say you were dissatisfied/satisfied with the Health, Recreation & Seniors?

B=Those Answering who rated this department and are dissatisfied (0-5)/very satisfied (8-10) (n=3**, 22*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the Mayor's Office

“Also, the traffic on Roosevelt Ave near the Woodbridge border is horrible and nothing has been done about it for more than 10 years. However, there are new traffic lights in Port Reading and Avenel. The Mayor needs to do more to mediate this traffic noise as it is a quality of life issue for the residents.”



Reason	Percentage
Net: Helpfulness	39%
Helpful/knowledgeable	35%
Friendly/nice/polite staff	30%
Quick to respond/resolve our problems/answer questions	17%
Receive good information/information is clear and concise	13%
Do a good job/no problems (not specific)	8%

Q20. How satisfied are you with the Mayor's Office?

B=Those Answering who have experience with this department/service (n=261)

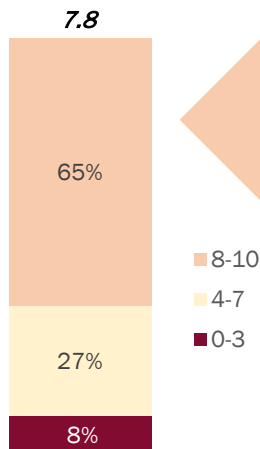
Q21. Why did you say you were dissatisfied/satisfied with the Mayor's Office?

B=Those Answering who rated this department and are dissatisfied (0-5)/very satisfied (8-10) (n=6**, 24*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the Public Works

“Carteret only provides recycling twice a month. 2 days a month is not enough. Recycling should be done weekly. As for sanitation, some of the sanitation crews throw the garbage bins all over the place. They should be more considerate.”



Reason	Percentage
Do a good job/no problems	59%
Net: Efficiency	38%
Streets/roads are well maintained/clean	31%
Efficient/fast (not specific)	6%
Net: Cleanliness	31%
Net: Helpfulness	15%
Reliable/come when they are supposed to	15%
Helpful/knowledgeable	6%
Pick up recycling	10%
Friendly/nice/polite staff	9%

Q20. How satisfied are you with the Public Works?

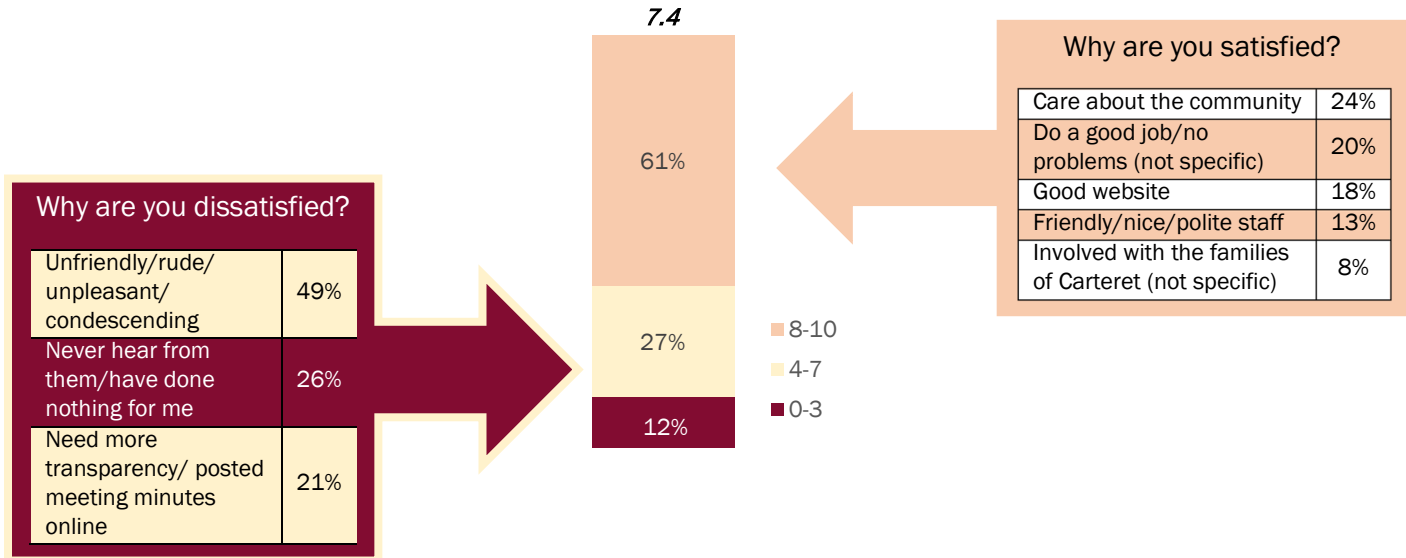
B=Those Answering who have experience with this department/service (n=378)

Q21. Why did you say you were dissatisfied/satisfied with the Public Works?

B=Those Answering who rated this department and are dissatisfied (0-5)/very satisfied (8-10) (n=7**, 22*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the Borough Council



Q20. How satisfied are you with the Borough Council?

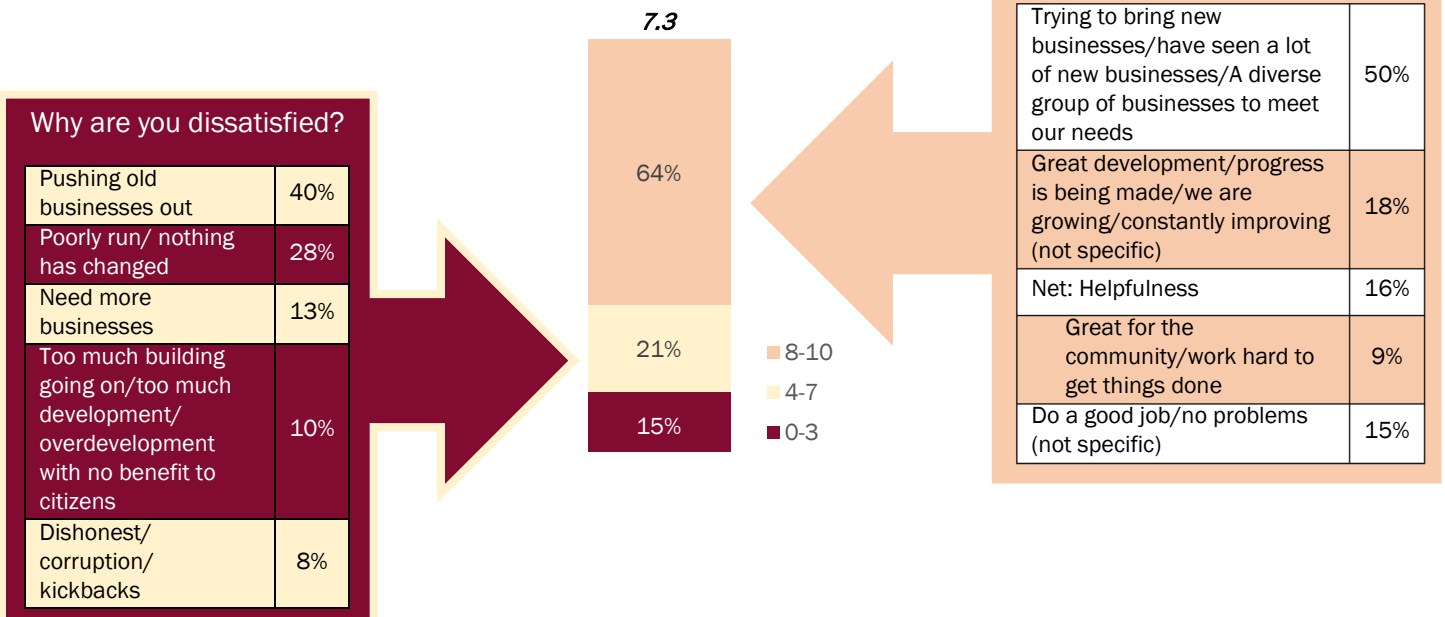
B=Those Answering who have experience with this department/service (n=211)

Q21. Why did you say you were dissatisfied/satisfied with the Borough Council?

B=Those Answering who rated this department and are dissatisfied (0-5)/very satisfied (8-10) (n=10*; 20*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the Business Partnership



Q20. How satisfied are you with the Business Partnership?

B=Those Answering who have experience with this department/service (n=139)

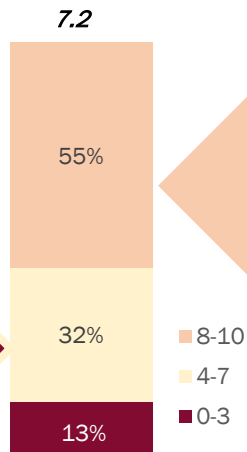
Q21. Why did you say you were dissatisfied/satisfied with the Business Partnership?

B=Those Answering who rated this department and are dissatisfied (0-5)/very satisfied (8-10) (n=11*; 19*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the Economic Development

Why are you dissatisfied?	
Some roads not in good shape/need work	33%
A better selection of businesses could be attracted	32%
Trying to bring new businesses/ have seen a lot of new businesses/A diverse group of businesses to meet our needs	22%
Too much building going on/too much development/ overdevelopment with no benefit to citizens	12%



Why are you satisfied?	
Great development/ progress is being made/ we are growing/ constantly improving (not specific)	48%
Trying to bring new businesses/have seen a lot of new businesses/A diverse group of businesses to meet our needs	27%
Improving quality of life	22%
Do a good job/no problems (not specific)	8%

Q20. How satisfied are you with the Economic Development?

B=Those Answering who have experience with this department/service (n=167)

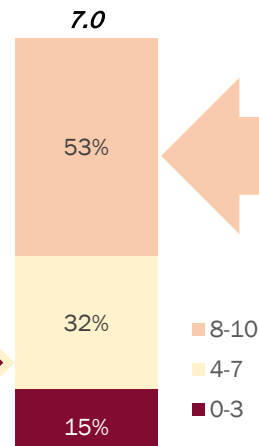
Q21. Why did you say you were dissatisfied/satisfied with the Economic Development?

B=Those Answering who rated this department and are dissatisfied (0-5)/very satisfied (8-10) (n=11*; 15*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

Satisfaction with the Construction & Zoning

Why are you dissatisfied?	
They block traffic	22%
Unfriendly/ rude/ unpleasant/ condescending	16%
Takes too long (not specific)	10%
Some streets should be for residents only	9%
Some parks are ignored	8%
Too much building going on/too much development/ overdevelopment with no benefit to citizens	8%



Why are you satisfied?	
Quick/easy inspections/ permits	59%
Helpful/knowledgeable	33%
Do a good job/no problems (not specific)	15%
Issue tickets without investigating	8%

Q20. How satisfied are you with the Construction & Zoning?

B=Those Answering who have experience with this department/service (n=236)

Q21. Why did you say you were dissatisfied/satisfied with the Construction & Zoning?

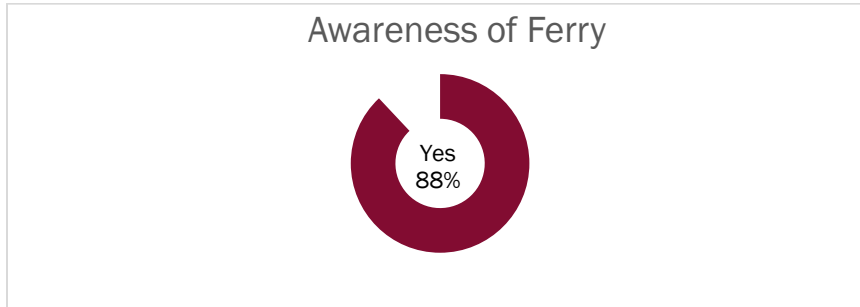
B=Those Answering who rated this department and are dissatisfied (0-5)/very satisfied (8-10) (n=14*; 16*)

Multiple Responses Accepted; Top mentions; *Caution small base; **Caution extremely small base

OPINIONS ON UPCOMING FERRY SERVICE

Familiarity with Upcoming Ferry Service

Most residents (88%) are aware of the upcoming ferry.



Q15. On January 18th, 2022, Mayor Reiman announced that the Borough of Carteret, using grant funds, awarded a contract from a public bid with NY Waterway to purchase Carteret's first ferry boat. Were you aware of this before now?

B=Those Answering (n=420)

Likelihood, Frequency, and Purpose of using Ferry Service

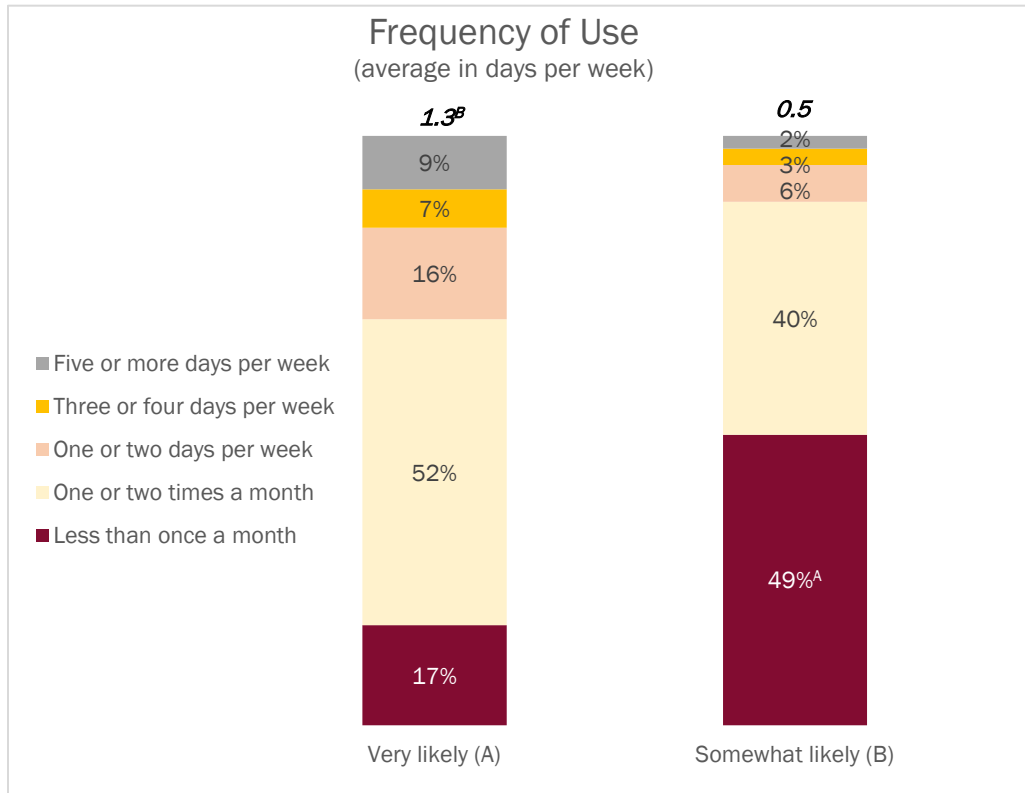
In order to account for survey respondents typically overpredicting how likely they are to purchase or use products or services in the future (a common problem with survey research), a factor was applied to those who said they were very and somewhat likely to use the ferry. With this factor applied, it can be estimated that more than one-third of residents (37%) are likely to use the ferry.

Likelihood to Use	%	Factor	Factored %
Very likely	55%	0.6	33%
Somewhat likely	22%	0.2	4%
Net: Likely	77%		37%

Q16. How likely are you to use this ferry service once it is available?

B=Those answering (n=420)

Residents that are only somewhat likely are significantly more likely to only use the ferry less than once a month than those who are very likely to use it (49%, compared to 17%).



Q18. About how often do you think you will use the ferry once it is available?

B=Those Answering who are likely to use (n=171; 67)

Letters represent significance at a 95% CL

Of residents who say they are not likely to use the ferry, the most cited reason for not using was they do not usually visit downtown/midtown new (67%).

Reasons Not Likely to Use Ferry	%
Do not usually visit downtown/midtown new	67%
Prefer another method of transportation	23%
Concerned about the cost of the ferry	16%
Concerned about safety while taking the ferry	15%
Concerned about the frequency of the ferry	7%
Will be moving	5%

Q17. Why do you say you are not likely to use the ferry service?

B=Those answering who are unlikely to use the ferry service (n=76)

Those who think they are likely to use the ferry plan on using it mostly for *shopping* (46%) and to *visit family/friends* (35%).

Primary Purposes of Using the Ferry of Those Likely to Use	%
Shopping	46%
To visit family/friends	35%
Commuting to/from work	22%
Personal business (e.g., getting a haircut)	19%
Leisure/entertainment (for example, Broadway)	16%
To receive healthcare services	16%

Q19. What will be your primary purposes for using the ferry once it is available?

B=Those answering who are likely to use ferry service (n=286)

Multiple Responses Accepted; Top Mentions

OPINIONS ON BUSINESSES

Businesses Used

The top three types of businesses within the Borough used by residents are *Retail* (83%), *Dining* (77%), and *Banks* (62%).

BUSINESSES USED WITHIN THE BOROUGH OF CARTERET	%
Retail (grocery, convenience, etc.)	83%
Dining (restaurants, bars, etc.)	77%
Banks	62%
Auto Services (repairs, towing, etc.)	44%
Entertainment	41%
Medical (physical therapy, dentist, etc.)	37%
Health, fitness & beauty	34%
Contractors (landscaping, interior design, etc.)	18%
Accounting services	8%
Hotels	7%

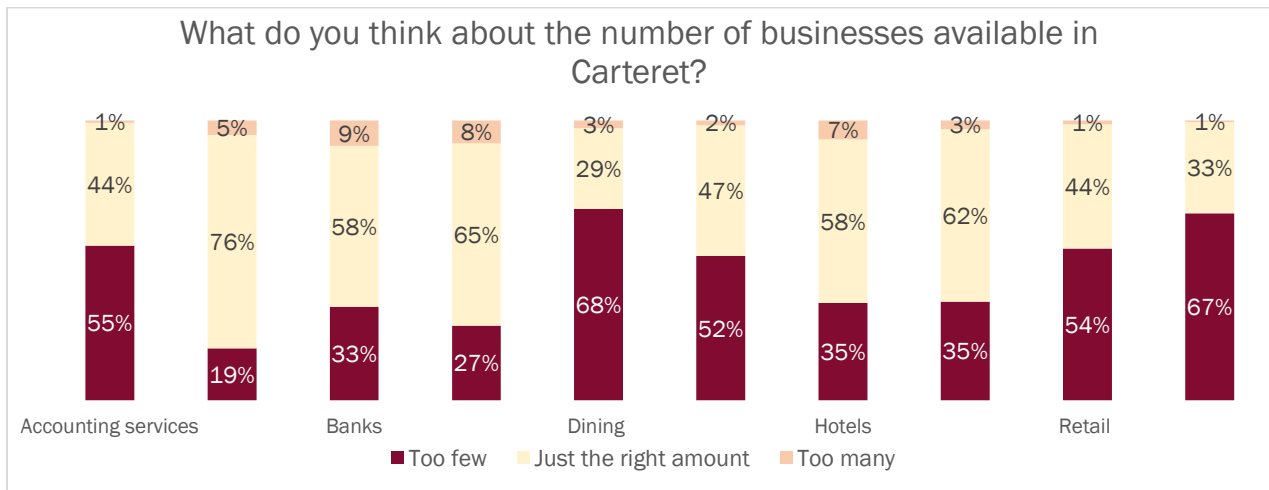
Q22. What kinds of businesses do you use within the Borough of Carteret?

B=Those answering (n=420)

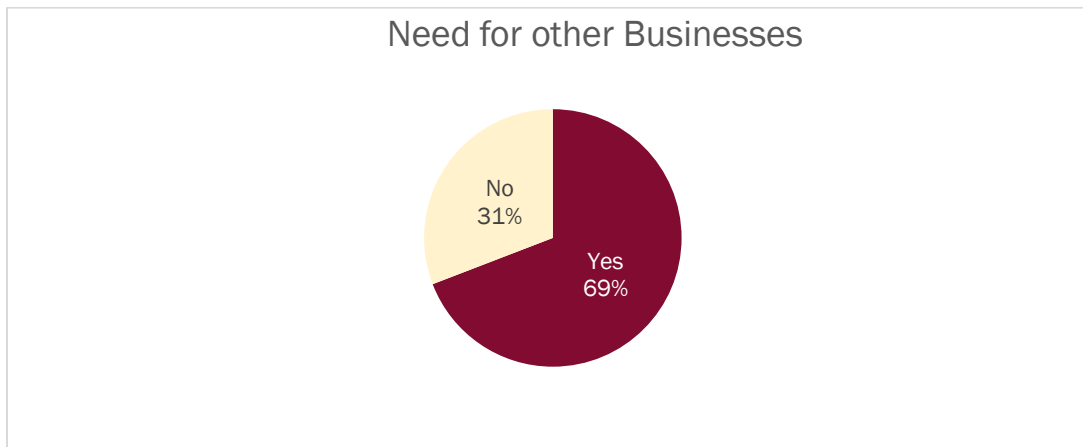
Multiple Responses Accepted; Top Mentions

Prevalence of Businesses

Residents believe there are too few dining (68%) and entertainment (67%) businesses in Carteret. On the other hand, they are most likely to agree there are just the right amount of auto services (76%) in Carteret. Seven in ten residents (69%) believe there is a need for other types of businesses in Carteret.



Q23. What do you think about the number of businesses available in Carteret? Are there too few, just the right amount, or too many...?
 B=Those Answering (n=185-403)



Q24. Is there a particular business or type of business that you would like to see in Carteret that is not currently located there?
 B=Those answering (n=420)

Residents were asked what type of businesses they would like to see in Carteret. One-half of residents (50%) stated they would like some type of restaurant added, followed by retail (37%).

BUSINESSES	%
Net: Dining	50%
Subnet: Fast food restaurants	23%
Taco Bell	12%
Restaurants/good/better food/more dining options (not specific)	14%
Subnet: Coffee shop/Café	8%
Net: Retail	37%
Clothing Stores	18%
Net: Entertainment	33%
Bowling Alley	13%
Movie Theatre	12%
Net: Finance/Banking	11%
Net: Grocery	11%

Q25. What is the name or type of Business you would like to see in Carteret?

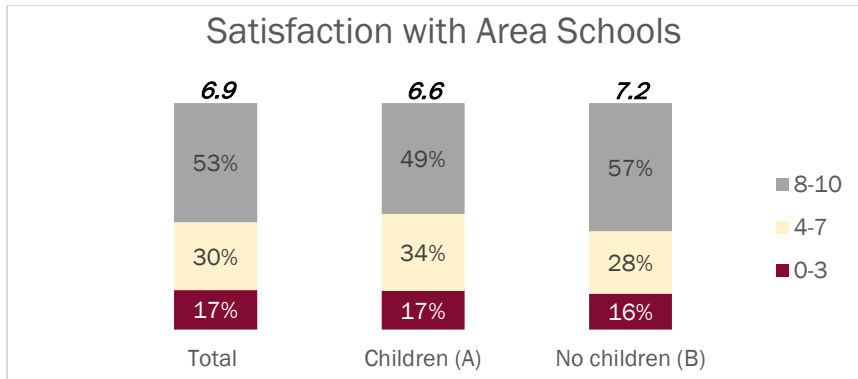
B=Those Answering who would like to see new businesses (n=277)

Multiple Responses Accepted; Top Mentions

OPINIONS ON AREA SCHOOLS

Satisfaction with Schools

About five in ten residents (53%) are satisfied with the schools available in Carteret. Interestingly, there were no significant differences between residents with and without kids on their satisfaction with area schools. Though, residents that make over \$100,000 are more likely to be dissatisfied with area schools.



Q28. How satisfied are you with the schools available in the Borough of Carteret?

B=Those Answering (n=282; 101; 154)

Letters represent significance at a 95% CL

More than one-half of residents (52%) said they are dissatisfied with area schools because of a perceived poor education provided and lack of resources.

WHY ARE YOU DISSATISFIED? (0-5)	%
Net: Poor education/resources	52%
Poor/limited academics/curriculum/do not get a good education	30%
Ranking/rating needs to be improved/grades are too low	27%
Overcrowded/not enough schools	22%
Net: Poor quality teachers/staff	11%
Need better quality/dedicated teachers/better training	9%
Net: Not safe	9%

Q29. Why did you say you were dissatisfied with the schools available in the Borough of Carteret?

B=Those Answering who are familiar with schools and are dissatisfied (n=84)

Multiple Responses Accepted; Top Mentions

The most cited reason for being satisfied with area schools was that they or their kids go/went, though this was closely followed by it having a good system/management (29% and 27%, respectively).

WHY ARE YOU SATISFIED? (8-10)	%
Me/my kids go/went to Carteret public schools	29%
Net: Good system/management	27%
A good system/do a good job/happy with schools (not specific)	25%
Net: Good education	20%
Good curriculum/children get a good education	15%
Net: Good programs	19%
Net: Good teachers/staff	14%
Good/qualified/dedicated teachers/care about students	10%
Many schools options/the right amount of schools/for all ages	13%
Net: Good facilities	8%

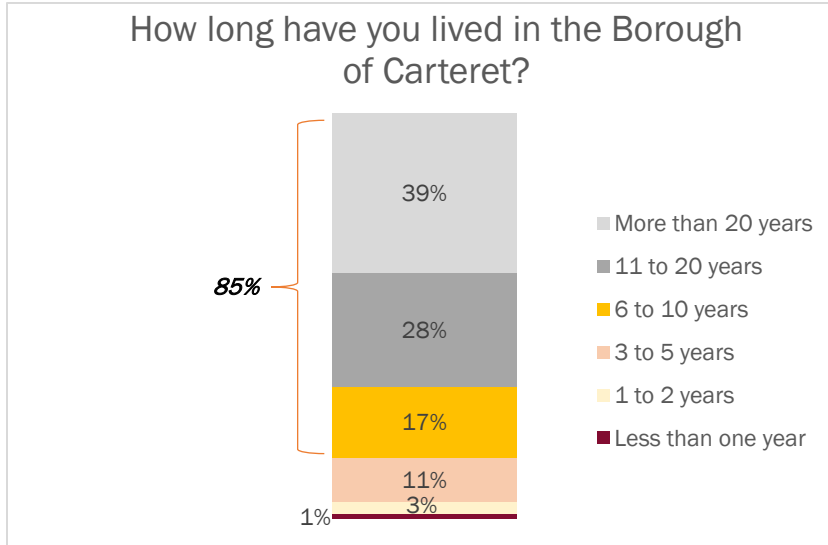
Q29. Why did you say you were satisfied with the schools available in the Borough of Carteret?

B=Those Answering who are familiar with schools and are very satisfied (n=132)

Multiple Responses Accepted; Top Mentions

TIME IN CARTERET

Most residents have lived in Carteret for six or more years (85%). Those that are White or over the age of 55 are more likely to have lived in Carteret for more than 20 years.



Q35. How long have you lived in the Borough of Carteret?
B=Those Answering (n=420)

Of the residents that have lived in Carteret for five years or less, the top three reasons for moving to Carteret were they wanted to own a home, not rent (33%), to be closer to work (17%), and new job or job transfer (12%).

PRIMARY REASON FOR MOVING TO CARTERET	%
Wanted to own a home, not rent	33%
To be closer to work	17%
New job or job transfer	12%
Other family reason	11%
Wanted less expensive housing	9%
To establish own household or start a family	6%

Q36. What was your primary reason for moving to Carteret?
B=Those Answering who have lived in Carteret for five years or less (n=62)
Top Mentions

SOURCES OF INFORMATION

Residents in the Borough of Carteret are most likely to get their information about what is happening through *mailings from the Borough* (73%) and *word of mouth* (43%).

SOURCES OF INFORMATION	%
Mailings from the Borough	73%
Word of mouth	43%
Other social media	36%
The Carteret Press	33%
Automated calls from the Mayor	33%
Government social media accounts	30%

Q40. Where do you primarily get information about what is happening in the Borough of Carteret?

B=Those Answering (n=410)

Multiple Responses Accepted; Top Mentions

ADDITIONAL COMMENTS

Six in ten residents (60%) provided additional comments relating to them being dissatisfied. The most cited comments were about street maintenance/traffic (16%). Over four in ten residents (44%) left positive remarks, with the largest percent saying that Carteret is a good community.

ADDITIONAL COMMENTS	%
Net: Dissatisfied	60%
Net: Street maintenance/Traffic	16%
Net: Overdeveloped/Too many people	13%
Net: Need more entertainment	10%
Net: Satisfied	44%
Net: Good community	26%
A great place to live/a fine community/like living in Carteret	25%
Net: Nice town	15%
Quiet town	13%
A safe place to live	13%
Clean town/well maintained	11%

Q39. Do you have any additional comments you would like to add about your experience living in the Borough of Carteret?

B=Those Answering (n=265)

Multiple Responses Accepted; Top Mentions

APPENDIX

Questionnaire



22-533 Carteret Community Survey
May 2022

Carteret Community Survey

INTRO:

WBA Research is conducting a survey on the behalf of the Borough of Carteret about your experiences living in the Borough. It's very helpful for the Borough to understand residents' experiences and needs in order to inform decision making and future plans. Your answers will be kept completely confidential. Once completed, you will be automatically entered into a drawing to win a \$100 gift card from your choice of several area businesses.

SCREENER:

S1. Are you 18 years of age or older?

- 01 Yes
- 02 No

→ THANK AND TERMINATE

S2. Are you currently a resident of the Borough of Carteret?

- 01 Yes
- 02 No

→ THANK AND TERMINATE

AMENITIES, EVENTS, AND SERVICES

This section of the survey will ask about your experience with the amenities, events, and services offered in the Borough of Carteret.

Q1. Please tell us about your familiarity with each of the following locations. **(RANDOMIZE.)**

	Have <u>never</u> heard of this	Have heard of this	Somewhat familiar with this location	Very familiar with this location
A. Carteret Public Library	01	02	03	04
B. Municipal Marina at Carteret Waterfront Park	01	02	03	04
C. URSB Carteret Performing Arts & Events Center (CPAC)	01	02	03	04
D. RWJ Rahway Fitness & Wellness Center at Carteret	01	02	03	04
E. Blazing Star Cultural Arts Center	01	02	03	04

IF FAMILIAR/HEARD OF LOCATIONS [Q1(02-04)], ASK:

Q2. Have you visited any of the following locations in the past 30 days? (ACCEPT MULTIPLE RESPONSES FOR (01-05). SHOW ONLY LOCATIONS CHOSEN IN [Q1A-E(03-04)]]. SHOW IN SAME ORDER AS Q1. KEEP 97 LAST.)

- 01 Carteret Public Library
- 02 Municipal Marina at Carteret Waterfront Park
- 03 URSB Carteret Performing Arts & Events Center (CPAC)
- 04 RWJ Rahway Fitness & Wellness Center at Carteret
- 05 Blazing Star Cultural Arts Center
- 97 I have not visited any of these locations in the past 30 days

IF VISITED [Q2(01-05)], ASK:

Q3. How often do you typically visit...? (SHOW ONLY LOCATIONS VISITED IN Q2. SHOW IN SAME ORDER AS Q1.)

	Less than once a month	One or two times a month	One or two days per week	Three or more days per week
A. Carteret Public Library	01	02	03	04
B. Municipal Marina at Carteret Waterfront Park	01	02	03	04
C. URSB Carteret Performing Arts & Events Center (CPAC)	01	02	03	04
D. RWJ Rahway Fitness & Wellness Center at Carteret	01	02	03	04
E. Blazing Star Cultural Arts Center	01	02	03	04

IF FAMILIAR/HEARD OF LOCATIONS [Q1(02-04)], ASK:

Q4. On a scale of 0-10, with “0” meaning very dissatisfied and “10” meaning very satisfied, how satisfied were you with...? (SHOW IN SAME ORDER AS Q1.)

	Very Dissatisfied	Slider (INCREMENTS OF 1)	Very Satisfied
A. Carteret Public Library	00		10
B. Municipal Marina at Carteret Waterfront Park	00		10
C. URSB Carteret Performing Arts & Events Center (CPAC)	00		10
D. RWJ Rahway Fitness & Wellness Center at Carteret	00		10
E. Blazing Star Cultural Arts Center	00		10

Q5. Why did you say you were [IF Q4(00-05), “dissatisfied”, IF Q4(06-10), “satisfied”] with [INSERT LOCATION WITH FEWEST Q5 RESPONSES]? (OPEN-ENDED.)

ASK EVERYONE:

[Q6 DELETED 5/18/22]

Q7. How often do you typically visit...? (RANDOMIZE.)

	Less than once a month	One or two times a month	One or two days per week	Three or more days per week	Have not visited this park in past 30 days	Have never visited this park	Not sure
A. Banick Park	01	02	03	04	96	97	99
B. Carteret Park	01	02	03	04	96	97	99
C. Bishop Andrews Chrome Park	01	02	03	04	96	97	99
D. Civic Center Park	01	02	03	04	96	97	99
E. Cornell Park	01	02	03	04	96	97	99
F. Grant Avenue Park	01	02	03	04	96	97	99
G. John Street Soccer Park	01	02	03	04	96	97	99
H. Ash Street Park	01	02	03	04	96	97	99
I. Shorecrest Park	01	02	03	04	96	97	99
J. Veterans Pier & Waterfront Park	01	02	03	04	96	97	99
K. Noe Street Park	01	02	03	04	96	97	99
L. Joseph Medwick Park	01	02	03	04	96	97	99

IF FAMILIAR WITH PARKS [Q7(01-96)], ASK:

Q8. On a scale of 0-10, with “0” meaning very dissatisfied and “10” meaning very satisfied, how satisfied were you with...? (SHOW IN SAME ORDER AS Q7.)

	Very Dissatisfied	Slider (INCREMENTS OF 1)	Very Satisfied
A. Banick Park	00		10
B. Carteret Park	00		10
C. Bishop Andrews Chrome Park	00		10
D. Civic Center Park	00		10
E. Cornell Park	00		10
F. Grant Avenue Park	00		10
G. John Street Soccer Park	00		10
H. Ash Street Park	00		10
I. Shorecrest Park	00		10
J. Veterans Pier & Waterfront Park	00		10
K. Noe Street Park	00		10
L. Joseph Medwick Park	00		10

Q9. Why did you say you were [IF Q8(00-05), “dissatisfied”, IF Q8(06-10), “satisfied”] with [INSERT PARK WITH FEWEST Q9 RESPONSES]? (OPEN-ENDED.)

[Q10 REMOVED 5/18/22]

ASK EVERYONE:

Q11. Please tell us about your familiarity with each of the following municipal events hosted by the Borough of Carteret. (RANDOMIZE.)

	Have <u>not</u> heard of this	Have heard of this but don't attend or participate	Have heard of this and attend or participate
A. Charity Carnival & Ethnic Day	01	02	03
B. Outdoor Movie Nights	01	02	03
C. Latin Fest	01	02	03
D. Halloween Fall Fest	01	02	03
E. The Fourth of July Celebration	01	02	03
F. The Summer Concert Series	01	02	03
G. Winter Holiday Fest	01	02	03
H. Memorial Day Parade	01	02	03
I. Flag Raises	01	02	03

IF ATTENDED EVENTS [Q11(03)], ASK:

[Q12 REMOVED 5/18/22]

Q13. On a scale of 0-10, with “0” meaning very dissatisfied and “10” meaning very satisfied, how satisfied were you with...? (SHOW IN SAME ORDER AS Q11.)

	Very Dissatisfied	Slider (INCREMENTS OF 1)	Very Satisfied
A. Charity Carnival & Ethnic Day	00		10
B. Outdoor Movie Nights	00		10
C. Latin Fest	00		10
D. Halloween Fall Fest	00		10
E. The Fourth of July Celebration	00		10
F. The Summer Concert Series	00		10
G. Winter Holiday Fest	00		10
H. Memorial Day Parade	00		10
I. Flag Raises	00		10

Q14. Why did you say you were [IF Q13(00-05), “dissatisfied”, IF Q13(06-10), “satisfied”] with [INSERT EVENT WITH FEWEST Q14 RESPONSES]? (OPEN-ENDED.)

ASK EVERYONE:

Q20. On a scale of 0-10, with “0” meaning very dissatisfied and “10” meaning very satisfied, how satisfied are you with each of the following Borough of Carteret departments and services? (RANDOMIZE.)

	Very Dissatisfied	Slider (INCREMENTS OF 1)	Very Satisfied	No experience with this
A. Carteret Port Authority	00		10	97
B. Police Department	00		10	97
C. Construction & Zoning	00		10	97
D. Fire Department	00		10	97
E. Public Works (sanitation/recycling, streets/roads)	00		10	97
F. Tax Office	00		10	97
G. Health, Recreation & Seniors	00		10	97
H. Economic Development	00		10	97
I. Business Partnership	00		10	97
J. Borough Council	00		10	97
K. Mayor’s Office	00		10	97

THOSE RATING A DEPARTMENT [Q20(00-10)], ASK:

Q21. Why did you say you were [IF Q20(00-05), “dissatisfied”, IF Q20(06-10), “satisfied”] with the [INSERT DEPARTMENT WITH FEWEST Q21 RESPONSES]? (OPEN-ENDED.)

ASK EVERYONE:

Q15. On January 18th, 2022, Mayor Reiman announced that the Borough of Carteret, using grant funds, awarded a contract from a public bid with NY Waterway to purchase Carteret's first ferry boat.

Were you aware of this before reading about it on this survey?

- 01 Yes
- 02 No

Q16. The ferry service will travel from Carteret to downtown and midtown New York City. It will become available soon.

How likely are you to use this ferry service once it is available?

- 05 Very likely
- 04 Somewhat likely
- 03 Might or might not
- 02 Somewhat unlikely
- 01 Very unlikely

THOSE NOT LIKELY SO USE FERRY SERVICE [Q16(01-02)], ASK:

Q17. Why do you say you are not likely to use the ferry service? (RANDOMIZE. ACCEPT MULTIPLE RESPONSES.)

- 01 Prefer another method of transportation
- 02 Concerned about the cost of the ferry
- 03 Concerned about safety while taking the ferry
- 04 Concerned about the frequency of ferry service
- 05 Do not usually visit downtown/midtown New York City
- 95 Another reason (**specify**)

IF PLANNING ON USING THE FERRY [Q16(04-05)], ASK:

Q18. About how often do you think you will use the ferry once it is available?

- 01 Less than once a month
- 02 One or two times a month
- 03 One or two days per week
- 04 Three or four days per week
- 05 Five or more days per week
- 99 Not sure

Q19. What will be your **primary** purposes for using the ferry once it is available? (**RANDOMIZE. ACCEPT MULTIPLE RESPONSES.**)

- 01 Commuting to/from work
- 02 To go to school
- 03 Running errands (food and other household necessities)
- 04 To receive healthcare services
- 05 Shopping
- 06 To visit family/friends
- 07 Personal business (e.g., getting a haircut)
- 95 Other purposes (**specify**)

BUSINESSES

ASK EVERYONE:

This part of the survey will ask about the businesses you utilize and the ones you would like to see come to Carteret in the future.

Q22. What kinds of businesses do you use within the Borough of Carteret? (**ACCEPT MULTIPLE RESPONSES.**)

- 01 Accounting services
- 02 Auto services (repairs, towing, etc.)
- 03 Banks
- 04 Contractors (landscaping, interior design, etc.)
- 05 Dining (restaurants, bars, etc.)
- 06 Health, fitness & beauty
- 07 Hotels
- 08 Medical (physical therapy, dentist, etc.)
- 09 Retail (grocery, convenience, etc.)
- 10 Entertainment
- 95 Some other business (**specify**)
- 97 I don't use any businesses in Carteret

Q23. What do you think about the number of businesses available in Carteret? Are there too few, just the right amount, or too many of...?

	Too few	Just the right amount	Too many	Don't know/Not sure
A. Accounting services	01	02	03	99
B. Auto services (repairs, towing, etc.)	01	02	03	99
C. Banks	01	02	03	99
D. Contractors (landscaping, interior design, etc.)	01	02	03	99
E. Dining (restaurants, bars, etc.)	01	02	03	99
F. Health, fitness & beauty	01	02	03	99
G. Hotels	01	02	03	99
H. Medical (physical therapy, dentist, etc.)	01	02	03	99
I. Retail (grocery, convenience, etc.)	01	02	03	99
J. Entertainment	01	02	03	99
K. [INSERT ANSWER IF GIVEN FOR [Q22(95)]	01	02	03	99

Q24. Is there a particular business or type of business that you would like to see in Carteret that is not currently located there?

- 01 Yes
- 02 No

THOSE WHO WOULD LIKE TO SEE NEW BUSINESSES [Q24(01)], ASK:

Q25. What is the name or type of business you would like to see in Carteret? (OPEN-ENDED.)

[Q26 REMOVED 5/18/22]

[Q27 REMOVED 5/18/22]

SCHOOLS

ASK EVERYONE:

The next section asks about area schools.

Q28. On a scale of 0-10, with "0" meaning very dissatisfied and "10" meaning very satisfied, how satisfied are you with the schools available in the Borough of Carteret?

Very Dissatisfied	Slider (INCREMENTS OF 1)	Very Satisfied	Not familiar with area schools
00		10	97

IF FAMILIAR WITH SCHOOLS [Q28(00-10)], ASK:

Q29. Why did you say you were [IF Q28(00-05), “dissatisfied”, IF Q28(06-10), “satisfied”] with the schools available in the Borough of Carteret? (OPEN-ENDED.)

GENERAL SATISFACTION

ASK EVERYONE:

This part of the survey will ask about your thoughts and opinions on living in the Borough of Carteret overall.

Q30. On a scale of 0-10, with “0” meaning very dissatisfied and “10” meaning very satisfied, how satisfied are you with living in the Borough of Carteret?

Very Dissatisfied	Slider (INCREMENTS OF 1)	Very Satisfied
00		10

Q31. On a scale of 0-10, with “0” meaning very unlikely to recommend and “10” meaning very likely to recommend, how likely would you be to recommend living in the Borough of Carteret to someone else?

Very unlikely to recommend	Slider (INCREMENTS OF 1)	Very likely to recommend
00		10

Q32. On a scale of 0-10, with “0” meaning very unsafe and “10” meaning very safe, how **safe** do you feel living in the Borough of Carteret?

Very Unsafe	Slider (INCREMENTS OF 1)	Very Safe
00		10

Q33. On a scale of 0-10, with “0” meaning strongly disagree and “10” meaning strongly agree, how much do you agree or disagree with each of the following statements? **(RANDOMIZE.)**

	Strongly disagree	Slider (INCREMENTS OF 1)	Strongly agree	Don't know/ Not sure
A. Carteret emergency services will be able to help me in the event of an emergency	00		10	99
B. I feel comfortable around Carteret law enforcement	00		10	99
C. Carteret is a clean place to live	00		10	99
D. Carteret's roads are well maintained	00		10	99
E. Carteret has enough outdoor family recreation and events, like concerts, movies & festivals	00		10	99
F. I have a strong sense of community here in Carteret	00		10	99
G. I know my neighbors	00		10	99

Q35. How long have you lived in the Borough of Carteret?

- 01 Less than 1 year
- 02 1 to 2 years
- 03 3 to 5 years
- 04 6 to 10 years
- 05 11 to 20 years
- 06 More than 20 years

THOSE WHO HAVE LIVED IN CARTERET FOR MORE THAN ONE YEAR [Q35 (02-06)], ASK:

Q34. Thinking about this time last year, would you say that your satisfaction with living in the Borough of Carteret has...? **(ROTATE 01 AND 03.)**

- 01 Decreased
- 02 Stayed the same
- 03 Improved

THOSE WHO HAVE LIVED IN CARTERET FOR FIVE YEARS OR LESS [Q35 (01-03)], ASK:

Q36. What was your primary reason for moving to Carteret? (RANDOMIZE.)

- 01 Wanted a new/better/larger home
- 02 New job or job transfer
- 03 To establish own household/start a family
- 04 Other family reason
- 05 Wanted to own a home, not rent
- 06 Wanted less expensive housing
- 07 Change in marital status
- 08 To be closer to work
- 09 For better neighborhood/schools
- 10 Retired
- 95 Other (specify)

[Q37 REMOVED 5/18/22]

Q38. Where did you live before you moved to Carteret?

City State

97 Not sure/Prefer not to answer

ASK EVERYONE:

Q39. Do you have any additional comments you would like to add about your experience living in the Borough of Carteret? (OPEN-ENDED.)

97 No additional comments

COMMUNICATION

ASK EVERYONE:

Q40. Where do you primarily get information about what is happening in the Borough of Carteret?
(ACCEPT MULTIPLE RESPONSES.)

- 01 The Carteret Press
- 02 Mailings from the Borough
- 03 Government social media accounts
- 04 Other social media
- 05 Newspapers
- 06 Radio
- 07 Television news
- 08 Community groups
- 09 Religious organizations
- 10 Word of mouth
- 11 Automated calls from the Mayor
- 95 Other sources (**specify**)
- 99 Not sure/Unable to answer

DEMOGRAPHICS

ASK EVERYONE:

D1. Which of the following best describes your age category?

- 01 18-24
- 02 25-29
- 03 30-34
- 04 35-44
- 05 45-54
- 06 55-64
- 07 65 or older
- 98 Prefer not to answer

D2. Do you consider yourself to be Spanish/Hispanic/Latino?

- 01 Yes
- 02 No
- 98 Prefer not to answer

D3. Please choose one or more races you consider yourself to be. Please select all that apply.
(ACCEPT MULTIPLE RESPONSES.)

- 01 White/Caucasian
- 02 Black/African American
- 03 Asian
- 04 Pacific Islander
- 05 Native American
- 06 Middle Eastern
- 95 Some other race (**specify**)
- 98 Prefer not to answer

D4. Which of the following ranges contains your annual household income before taxes?

- 01 Less than \$10,000
- 02 \$10,000 to less than \$15,000
- 03 \$15,000 to less than \$20,000
- 04 \$20,000 to less than \$25,000
- 05 \$25,000 to less than \$30,000
- 06 \$30,000 to less than \$50,000
- 07 \$50,000 to less than \$75,000
- 08 \$75,000 to less than \$100,000
- 09 \$100,000 to less than \$150,000
- 10 \$150,000 to less than \$200,000
- 11 \$200,000 or more
- 98 Not sure/Prefer not to answer

D5. What is your gender identity?

- 01 Male
- 02 Female
- 03 Other
- 98 Prefer not to answer

D6. What is the highest level of education you have completed?

- 01 High school graduate or less
- 02 Technical/training beyond high school
- 03 Some college
- 04 Bachelor's degree
- 05 Graduate school (Master's, Doctoral, Law, Medical Degree, etc.)
- 98 Prefer not to answer

D7. Which of the following best describes your current employment status?

- 01 Employed full-time
- 02 Employed part-time
- 03 Unpaid worker or volunteer
- 04 Retired
- 05 Homemaker/Housewife/House husband
- 06 Student
- 07 Temporarily unemployed or furloughed
- 08 Otherwise not currently working for an extended period of time
- 95 Other (**specify**)
- 98 Prefer not to answer

D9. Including yourself, how many people live in (your) household? (**RANGE=1-9.**)

___ ___ number of people in household

- 10 10 or more people
- 98 Prefer not to answer

THOSE WITH MORE THAN ONE PERSON IN THEIR HOUSEHOLD [D9(02-10)], ASK:

D10. And how many children live in your household, younger than 18 years old? (**RANGE=0-9. RESPONSE MUST BE AT LEAST 1 LESS THAN D9.**)

___ ___ number of children in household

- 10 10 or more children [**ONLY SHOW IF D9(10)**]
- 98 Prefer not to answer

ASK EVERYONE:

D11. Thank you again for your participation in this survey. As mentioned before, you'll be entered into a drawing to win your choice of \$100 gift cards as a thank you for your valuable time and opinions.

If you win, from which of the following businesses would you prefer to receive a gift card?

- 01 Chateau Madrid
- 02 Oliveira de Serra
- 03 PC Richard & Son
- 04 Riuniti Pizzeria and Restaurant
- 05 Santini Seafood and Steakhouse
- 06 ShopRite
- 07 Amazon
- 99 Not interested in entering drawing

IF ENTERING DRAWING, ASK:

D12. If you are selected in the drawing, you will be sent the gift card of your choice at the completion of the study. Please confirm your name, email, and the best address to mail this gift card to if you are selected. Your address will only be used for this purpose.

01 Name: _____

02 Address: _____

03 (Optional) Email: _____

ASK EVERYONE:

Thank you for taking the time to complete this survey.



Carteret Business Partnership, Inc.

61 Cooke Avenue
Carteret, New Jersey 07008
732-541-3829



Current Resident
Address
City, ST ZIP

May 2022

The Borough of Carteret and the Carteret Business Partnership would like to learn about your experiences living in Carteret. It's very helpful for the Borough to understand our residents' experiences and needs to inform our decision making about future improvements and business recruitment. With that in mind, the Carteret Business Partnership has commissioned WBA Research to conduct an independent survey of Carteret residents. Your answers are completely confidential.

If you qualify to take the survey and complete the survey, you will be automatically entered into a drawing to win 1 of 25 \$100 gift cards from your choice of several area businesses.

You may choose to answer this survey online or by telephone.

To participate online, please visit: gowba.info/carteret

You will need the unique password below to access the web survey. A second household member 18 years or older may also take the survey using the other password.

Your Password:
PASSWORD1

2nd Respondent:
PASSWORD2

If you would prefer to participate by telephone, please call **844-467-3703**. When making an appointment, you will need the unique password above. Within the next couple of weeks, if you do not access the survey online or call to make an appointment, a representative from **WBA Research** may call you to conduct the survey by phone.

If you have any questions or need assistance, please call: **844-467-3703**.

Thank you very much for your interest and participation!

Sincerely,

The Board of Directors
Carteret Business Partnership

Postcard

Carteret Business Partnership
61 Cook Avenue
Carteret, NJ 07008

A Carteret Community Survey Questionnaire



CARTERET COMMUNITY SURVEY

The Borough of Carteret and the Carteret Business Partnership would like to learn about your experiences living in Carteret. The Carteret Business Partnership has commissioned WBA Research to conduct an independent survey of Carteret residents. You may choose to answer this survey online or by telephone. Your answers will be completely confidential.

If you qualify to take the survey and complete the survey, you will be automatically entered into a drawing to win 1 of 25 \$100 gift cards from your choice of several area businesses.

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