

## Twenty key findings of the 2007 Central New Jersey Regional Social Capital Benchmark Survey

	CENTRAL NEW JERSEY	NATIONAL	
<b>1.</b> Many people surveyed have <b>deep roots in the community:</b>			
lived in community 6 to 10 years	22%	17%	
11+ years	52%	54%	
over 20 years	33%	35%	
<b>2.</b> Most are <b>well connected with immediate neighbors</b> (defined as the “10 or 20 households that live closest to you”) and talk to or visit with immediate neighbors just about every day or several times a week at <b>rates that are notably higher</b> than the national survey:	56%	48%	
<b>3.</b> The <b>vast majority or respondents feel they can have an impact</b> in making community a better place to live:			
have an impact	96%	96%	
have a moderate impact	46%	45%	
have a big impact	33%	34%	
<b>4.</b> <b>Race-ethnicity and religion</b> — sometimes considered the great dividers — <b>are not as important to our sense of who we are</b> as are other factors:	<b>Central New Jersey</b>		<b>National</b>
	Very	Very, moderately, slightly	Not
	70%	97%	3%
being an American	58%	90%	10%
occupation	49%	93%	7%
place of residence	48%	84%	14%
religion	37%	85%	15%
ethnic/racial background			
	Very	Very, moderately, slightly	Not
	77%	96%	4%
being an American	54%	90%	10%
occupation	54%	92%	9%
place of residence	57%	87%	13%
religion	38%	79%	20%
ethnic/racial background			
<b>5.</b> Overall, we have <b>notably greater diversity in our personal friendships along ethnic, racial and religious lines</b> when compared to the national sample:			
has a friend who has a different religion	83%	78%	
has a personal friend who is white	90%	91%	
has a personal friend who is Latino or Hispanic	61%	58%	
Has a personal friend who is Asian	51%	36%	
has a personal friend who is Black or African American	70%	63%	

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<b>6.</b>	Compared to the nation, central New Jersey is <b>more balanced politically and socially:</b>	
	Conservative	33%
	Middle-of-road	29%
	Liberal	38%
<b>7.</b>	Compared to the nation, <b>our community exhibits greater religious diversity:</b>	
	Christian	70%
	Jewish	6%
	Other	9%
	No Religion	14%
<b>8.</b>	We have <b>similar or higher levels of trust</b> when compared with the rest of the country:	
	People can be trusted (some or a lot)	45%
	People in your neighborhood can be trusted	84%
	People you work with can be trusted	85%
	People who work in the stores where you shop can be trusted	83%
	Police in your local community can be trusted	87%
	White people can be trusted	89%
	African Americans or blacks can be trusted	87%
	Asian people can be trusted	88%
	Hispanics or Latinos can be trusted	87%
<b>9.</b>	Most of us are <b>very satisfied with our lives.</b>	
	On a scale of 1 to 10 with 10 "extremely satisfied," the percentages selecting 7, 8, 9 and 10 on the scale were:	
	88%	83%
<b>10.</b>	Most residents consider their <b>health</b> to be <b>good to excellent</b>	
	90%	83%
<b>11.</b>	Most residents <b>feel it is very or somewhat unlikely they will be a crime victim in the next 12 months:</b>	
	76%	72%
<b>12.</b>	Most residents rate their community as a <b>good or excellent place</b> to live:	
	85%	84%
<b>13.</b>	A much <b>higher percentage</b> of our residents <b>read the newspaper daily</b> than residents do nationally:	
	40%	28%

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14. More of us spend **over 11 hours per week** on the internet or communicating by email:

20%    10%

15.	Our average daily commute is:	31 minutes	26 minutes
16.	Our average work week is:	42 hours	45 hours
Therefore, we are no busier than the nation on average in the time it takes us to work and get to work:		<b>47.2</b>	<b>49.3</b>

17. There are a variety of reasons why we are not as engaged in community as we would like:

Work/family	29%
Lack of information	17%
Feel can't make difference	12%
Feeling unwelcome	10%
Concerns for safety	9%
Inadequate transportation	6%

National survey did not ask this question

18. While we appear to be a well-connected region, many of us have **NOT joined groups and organizations that increase social capital**. The following chart shows the percentage of survey respondents who have **NOT** participated in one of the groups or organizations listed:

	Central New Jersey	National (where differences exceed 3%)
Organization affiliated with religion (not worship)	85%	
Adult sports club or league	80%	
Youth organization	76%	
Parents' association or school group	74%	
Veteran's group	93%	
Neighborhood association	81%	
Organization for senior citizens	88%	
Charity or social welfare organization	62%	66%
Labor union	87%	
Pro, trade, farm, business assn	68%	78%
Service clubs or fraternal org	88%	
Ethnic, nationality, civil rights org	91%	94%
Other public interest, political, party	86%	90%

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	Literary, art, discussion, study	77%	81%	
	Other hobby, investment, garden	77%		
	Support or self-help	85%	80%	
<b>19.</b>	Likewise, a significant percentage of respondents <b>did NOT volunteer, join clubs, attend public events or simply play together</b> over “the past year” of their lives. The following percentages <b>never</b> :			
	Volunteered	40%		
	Attended club meeting	58%		
	Attended public meeting	51%		
	Attended celebration, parade, sports, art event	27%		
	Taken part in artistic group	63%		
	Played cards or board games	34%		
	Played a team sport	71%		
			National survey did not ask this question	
<b>20.</b>	<b>Central NJ's demographics are different</b>			
	18 to 29 years old	21%	22%	
	30 to 49 years old	44%	39%	
	50 and over	35%	41%	
	Non-hispanic white	64%	62%	
	Non-hispanic black	15%	13%	
	Hispanic	11%	16%	
	Asian	8%	7%	
	Other	2%	2%	
	High school diploma <b>OR LESS</b>	21%	47%	CNJ is significantly better educated
	Bachelor's degree <b>OR HIGHER</b>	51%	28%	
	2006 Household income less than \$30,000	16%	28%	CNJ household incomes are higher
	Household income \$30,000 to \$75,000	30%	40%	
	Household income over \$75,000	54%	27%	
	Household income over \$100,000	36%	15%	
	Household income over \$200,000	20%	n/a	