Appendix E

Results of Public Outreach Survey
Purpose and Process
The Hudson County Economic Development Survey was conducted on behalf of the Hudson County Division of Planning as part of the data collection process for the Hudson County Comprehensive Economic Development Strategy (CEDS) 2010. The CEDS makes Hudson County and its respective municipalities eligible for funding through the Federal Economic Development Administration. Since the last CEDS was completed in 1999-2000 over $18 million have been received through the CEDS and distributed to the municipalities and county for various public works projects. As part of the CEDS development process, a public outreach portion must be completed. In addition to the CEDS Strategy Committee consisting of both public and private interests, this survey seeks to gain the opinions of Hudson County’s population for inclusion in the CEDS document. After a draft is approved by the CEDS Strategy Committee, a public comment period will follow before final adoption and approval by the Board of Chosen Freeholders.

Sampling and Distribution
The survey was conducted from middle of August 2009 through the middle of October 2009. This survey used a convenience sample for gathering data and therefore no statistically representative statements can be made about this data since this does not represent a independent random sampling of the population. However, the data gathered has provided significant input into the development of the CEDS 2010 and will be included in the document’s goals and recommendations. The survey was distributed via email through various existing networks including but not limited to: Hudson County employees by way of the County Executive’s office, all 12 Hudson County Municipalities Mayors and Administrators, Hudson County Chamber of Commerce, Meadowlands Chamber of Commerce, Hudson County Transportation Management Association, Jersey City Economic Development Corporation, Hudson County Economic Development Corporation, NJ Transit, Port Authority of New York and New Jersey, Hudson County Workforce Investment Board, South Kearny Industrial Association, and Hudson County Improvement Authority. The following are the results of the survey and we thank all those who participated.

The Hudson County Economic Development Survey was approved by the Rutgers University Institutional Review Board (IRB) and conducted by a certified Human Subjects Certified researcher. This ensures the protection of the identities and anonymity of the responses of the subjects of the survey.
1. What is the highest level of education you have completed?
   answered question 757
   skipped question 10

2. Please provide the zip code for your home.
   answered question 620
   skipped question 147
3. Please provide the zip code of your place of work.
answered question  491
skipped question   276
4. Please provide the zip code of your High School/College/University. (If applicable)
answered question 201
skipped question 66

5. What best describes your current form of work?
answered question 753
skipped question 14
6. What best describes your previous type of work?

- Answered question: 58
- Skipped question: 709

![Previous Form of Employment](image)

7. At what level of government are you (or were you) employed?

- Answered question: 261
- Skipped question: 506

![Branch of Government](image)
8. What best describes the industry in which you previously worked?
answered question  52
skipped question  715

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9. What best describes your current type of work?
answered question  630
skipped question  137
10. What best describes your industry in which you currently work?
answered question 372
skipped question 395

11. The greatest 3 advantages and 3 disadvantages of where I work are...
answered question 662
skipped question 105
12. The 3 greatest advantages and 3 disadvantages of where I live are...
answered question 665
skipped question 102

13. What is the biggest challenge to find work in Hudson County and the surrounding area?
answered question 614
skipped question 153
14. What are the 3 greatest challenges for workers/residents in Hudson County?
answered question 664
skipped question 103

15. What types of investment by the state or local government would have the greatest impact in your community?
answered question 643
skipped question 124
16. Which of the following actions do you think are most important to create jobs and foster economic development?
answered question 636
skipped question 131

17. What type(s) of industrial/commercial development do you welcome in Hudson County region?
answered question 629
skipped question 138
18. In your opinion, what kind of businesses and services does your local downtown/main street/central business district need?

- Answered question: 612
- Skipped question: 155

**Downtown Businesses**

- Antiques and Furniture: 21
- Appliances (refrigerator, stove/oven, air conditioner, etc.): 6
- Arts/Crafts: 47
- Bookstore/magazine shop: 150
- Clothing: 72
- Coin Operated Laundry: 3
- Electronics (cell phone, radio, computers, mp3 players, TVs, etc.): 14
- Florist: 0
- Hardware (painting, floor covering, etc.): 18
- Jewelry: 4
- Music and movie/video game store or rental: 8
- Office Supplies: 27
- Photo developing and printing: 5
- Shoes: 28
- Sporting Goods: 35
- $0.99 store: 13
- Automotive Sales/Service: 8
- Banks, credit unions, mortgage brokers, and other financial: 20
- Daycare services: 55
- Personal services (tailor, hair salon, barber shop, nail salon, beauty salon): 23
- Professional offices (doctors, lawyers, dentists, insurance): 59
- Travel agency: 12
- Elder care/nursing homes: 35
- Gym, yoga studio, acupuncture, karate studio, massage: 53
- Hospitals, clinics, and laboratories: 43
- Medical Supplies: 7
- Cafes, bistros: 121
- Convenience store/deli: 10
- Drug Store/Pharmacy: 12
- Farmer’s market: 123
- Grocery store/Supermarket: 98
- Liquor store: 4
- Lodging/Hotel/Motel/Bed & Breakfast: 46
- Museum, Movie Theater, playhouse, etc.: 201
- Restaurant: 95
- Specialty Foods (bakery, butcher, fish market, pastry shop, etc.): 171
- Other: 12
19. Are you...
answered question 643
skipped question 124

20. What is your age group?
answered question 642
skipped question 125

21. List any things you feel could improve the quality of life for residents of your neighborhood or region. Please include things that you feel could encourage job growth and support the local economy.
answered question 281
skipped question 486
22. What was your approximate household income in 2008?

answered question 607
skipped question 160

The Hudson County Division of Planning would like to thank everyone for taking the time to fill out this survey and provide us with valuable data for the drafting of the CEDS 2010. If you have any further questions regarding the CEDS 2010 plan, this survey, or the public comment period please email all inquiries to:

Hudson.County.CEDS@gmail.com