



City of Camden  
Redevelopment Agency  
**Public Sector Employees  
Housing Report**  
January 2019





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MAYOR

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On behalf of the City of Camden, the Camden Redevelopment Agency recently undertook an important task. In an effort to understand where residents choose to live, as well as the demand for rental and homeownership opportunities, a survey of City employees was conducted. The survey data is also intended to be helpful in identifying the unique perspective of City employees regarding current housing quality as well as their housing needs; this will assist the City and development partners in crafting strategies to enhance and expand services in our neighborhoods.

We are pleased to share the results of the City employees survey in this Camden Housing Survey 2019 report. This publication complements the Camden Higher Education and Health Care Task Force Housing Survey 2017 report. It captured the opinions of private sector employees and students and measured whether the major improvements in Camden over the last decade have changed perceptions and their outlook for Camden's future.

At a time when attaining more equitable wealth distribution is a national goal and inclusive prosperity is a priority of mine, we are mindful that home ownership is the cornerstone of strong communities. With successful economic development leading Camden's revitalization, we are equally committed to re-building vibrant communities and neighborhoods.

We commend the City employees for taking time to provide feedback. We also look forward to reporting the findings of our survey of City residents later this year.

Should you have any questions or concerns about this report, please do not hesitate to contact my office or the City of Camden Redevelopment Agency's Interim Executive Director Olivette Simpson.

These are exciting times for our City. Together, let's keep Camden Rising.

Sincerely,

Francisco "Frank" Moran  
Mayor



## EXECUTIVE SUMMARY

The City of Camden's public sector workforce is composed of major institutions, agencies, and departments, including the City of Camden Administration, the Camden Housing Authority, the Camden County Police Department, and the Camden School District. More than 2,000 individuals are employed in the public sector.

In order to better understand where public sector employees choose to live, their demand for rental and homeownership opportunities, and to identify gaps in current housing quality and public sector employees' needs, the Camden Redevelopment Agency (CRA) hired Econsult Solutions, Inc. (ESI) to survey public sector employees on housing issues and their perceptions of the city. This report presents the results of that survey.

The survey had two core purposes: to identify potential demand for quality housing in Camden and to understand how public sector employees perceive the city where they work and live.

Regarding housing demand, the public sector survey results demonstrate that:

- 66 percent of respondents would consider purchasing or renting a home in Camden;
- Respondents under 35 are the most likely to consider living in Camden;
- Respondents with children are less likely to consider moving to Camden;
- Two-thirds of current renters are likely to or may purchase a home in the next two years;
- Nearly half of respondents are unwilling to commute more than 20 minutes to work;
- For 76 percent of respondents, the availability of convenient and affordable housing was important in their decision to work in Camden and for 97 percent, quality housing is viewed as an important factor in where the city's workforce chooses to live;
- Safety/security, quality of life in the neighborhood, physical condition of housing, and character of neighborhood are the most important factors for respondents in determining where they live;
- For renters, in-unit washer and dryer, on-site parking, and proximity to grocery stores are the most important amenities when considering residential properties; and
- Financial assistance programs, including homeownership grants and rental assistance programs, will increase the likelihood of living in Camden for more than half of respondents.

The survey also demonstrates a strong consensus among public sector employees that the city has improved over the last decade and that they expect it to continue to improve over the next 10 years:

- 89 percent of respondents believe Camden's housing stock has improved over the last decade;
- For more than 70 percent of respondents, overall perception of Camden is better now than it was 10 years ago;
- 85 percent of respondents who live in Camden have lived there more than 10 years, giving them a first-hand knowledge of how the city has changed over the last decade, and
- 90 percent of respondents believe Camden will continue to improve in the next 10 years.

Camden has experienced major employment growth in recent years. This growth coupled with major development projects, investments in infrastructure, and public safety and education reforms contribute to the strong perception that Camden has improved over the last decade and will remain on an upward trajectory.



## 1.0 INTRODUCTION

### 1.1 CAMDEN HOUSING SURVEYS

The City of Camden has experienced significant economic growth in recent years. This growth has been accompanied by major development projects. In order to prepare for future housing demand, the Camden Redevelopment Agency (CRA) commissioned a survey of the city's public sector employees.<sup>1</sup> The results of these surveys identify the needs of public sector employees: where they choose to live, the demand for rental and homeownership opportunities, and gaps in current housing quality and needs.

This report details the results of the public sector employees' survey, to understand the housing needs and demand of those who work and/or live in the city, including City Administration employees, Camden County Metro police, Camden firefighters, and teachers within the Camden School District. Information from this report can be used by developers to meet demands, and for the city to understand incentives that will help attract and retain employees in its workforce. It can also help the city understand the housing supply that is needed to assist on converting renters to homeowners.

### 1.2 OVERVIEW OF REPORT

In this report we analyze how public sector employees choose where to live, the demand for rental and homeownership opportunities in Camden, and the receptiveness to programs intended to increase the number of employees staying in Camden and purchasing homes in the city.

The report is divided into six sections:

Section 1: Introduction – Section 1 introduces the public institutions, agencies, and departments where employees were surveyed and the purpose of commissioning this survey. This section includes a review of the survey methodology and provides context on how the public sector survey relates to the existing and future housing surveys in Camden.

Section 2: Profile of Survey Respondents – This section details the demographics of survey respondents, including institutional affiliation, employment status, race/ethnicity, age, and household income.

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<sup>1</sup> The Camden CRA surveys follow a survey conducted by the Camden Higher Education and Health Care Task Force, conducted in summer 2017. This survey focused on the interests of employees and students at Task Force institutions living in Camden. Many were not living in Camden, 88 percent of survey respondents were not a Camden resident.

Section 3: Demand for Housing – In Section 3, we detail respondents’ current housing status – including housing type, location, and commuting patterns – and forecast potential demand for new housing, rental and owned. This includes desired amenities, housing type, and perceptions of current housing stock in the city. Within this section, we also compare the responses of all survey respondents to public sector employees who live in Camden on some questions, to extract the perspective of individuals who both live and work in Camden.

Section 4: Incentives for Living in Camden – Survey respondents were asked to determine whether their willingness to relocate to Camden would be impacted by a set of financial incentives. This section details how financial incentives impact relocation or purchasing interest, and which groups (e.g., age groups or homeowners/renters) are most influenced by the proposed incentives.

Section 5: Factors Impacting Residents’ Interest in Living in Camden – Section 5 reviews respondents’ current relationship with the city of Camden, by isolating respondents who currently work, but do not live in the city. By cross-tabbing their responses with demographic factors, we are able to identify both current factors impacting respondents’ interest in living in the city and the groups that are most likely to relocate there.

Section 6: Perceptions of Camden – Section 6 reviews respondents’ perceptions of the city, including how they believe Camden has changed over the last 10 years and how they expect it to change over the next decade.

### 1.3 SURVEY METHODOLOGY

This report is based on a survey completed by employees at public sector institutions, agencies, and departments in the City of Camden. The Camden County Metro Police Department is also included because its jurisdiction includes the City of Camden. For the purpose of this report, employees of public and charter schools in the City of Camden are counted as public sector employees. The institutions, agencies, and departments that were surveyed are:

- City of Camden
- Camden Fire Department
- Camden Housing Authority
- Camden Parking Authority
- Camden County Metro Police Department
- Camden City School District

Within the aggregate City of Camden, Camden Fire Department, Camden County Police Department, and Camden School District, there was a 12.0 percent response rate.

### 1.3.1 PUBLIC SECTOR EMPLOYEES' SURVEY DISTRIBUTION AND COMPILATION

The public sector employees' survey was conducted between November 9, 2017 and March 16, 2018. Surveys were distributed both electronically and in hard copy. Partners, city agencies, and departments distributed the electronic version of the survey to employees' via email. They also provided hard copies of the survey to department heads with staff members without work email accounts. Completed hard copies were sent to ESI via mail and entered into the database containing electronic survey responses.

### 1.3.2 ABOUT ECONSULT SOLUTIONS



Econsult Solutions, Inc., is a Philadelphia-based economic consulting firm, providing businesses and public policy makers with economic consulting services in urban economics, real estate economics, transportation, public infrastructure, development, public policy and finance, community and neighborhood development, and planning, as well as litigation expert witness support services.



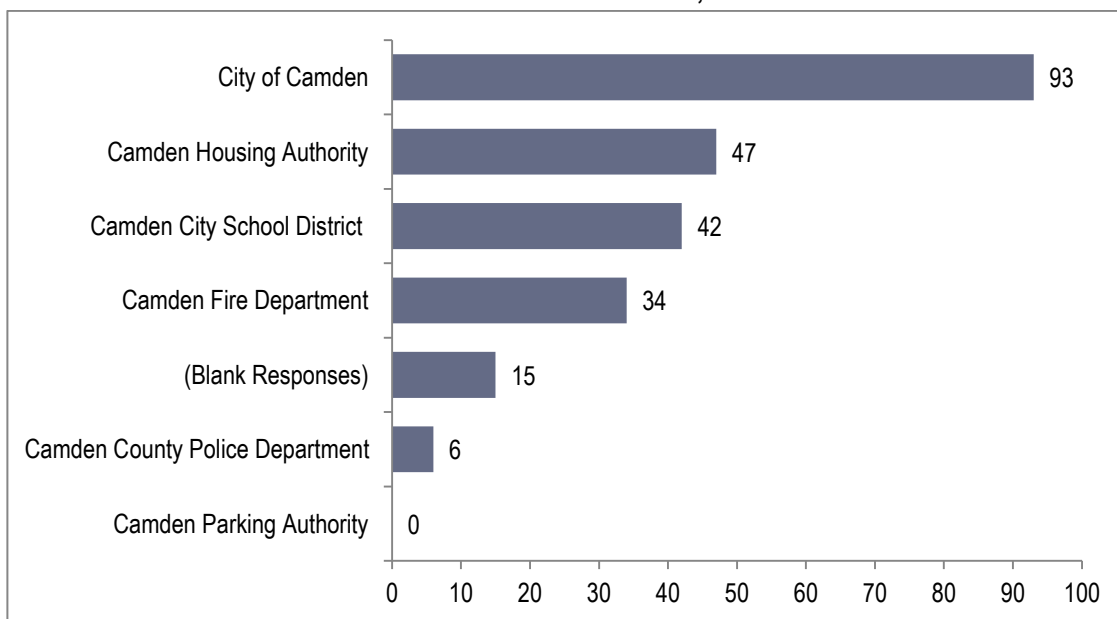
## 2.0 DEMOGRAPHICS OF SURVEY RESPONDENTS

In order to understand the background of survey respondents, the survey included a series of demographic questions. Respondents were also asked to identify the public sector institutions, agencies, and departments where they are employed.

### 2.1 AFFILIATIONS

The City of Camden had the highest number of survey respondents ( $n = 93$ ), accounting for nearly 40 percent of respondents (Figure 2.1). The Camden Fire Department, Camden Housing Authority, and Camden City School District also had strong response rates. Fifteen respondents did not list their affiliation.

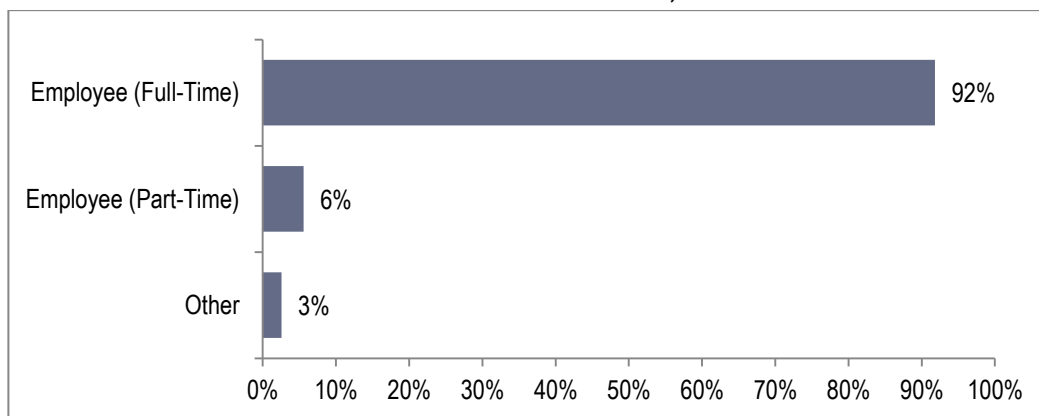
**FIGURE 2.1 – CURRENT EMPLOYER, N = 237<sup>2</sup>**



Source: Camden Housing Survey: Public Sector Employees (2018)

More than 90 percent of respondents are employed at public sector institutions, agencies, and departments full time (Figure 2.2). Three percent of respondents listed an “other” employment status. This included contract workers, on-call employment, or retired respondents.

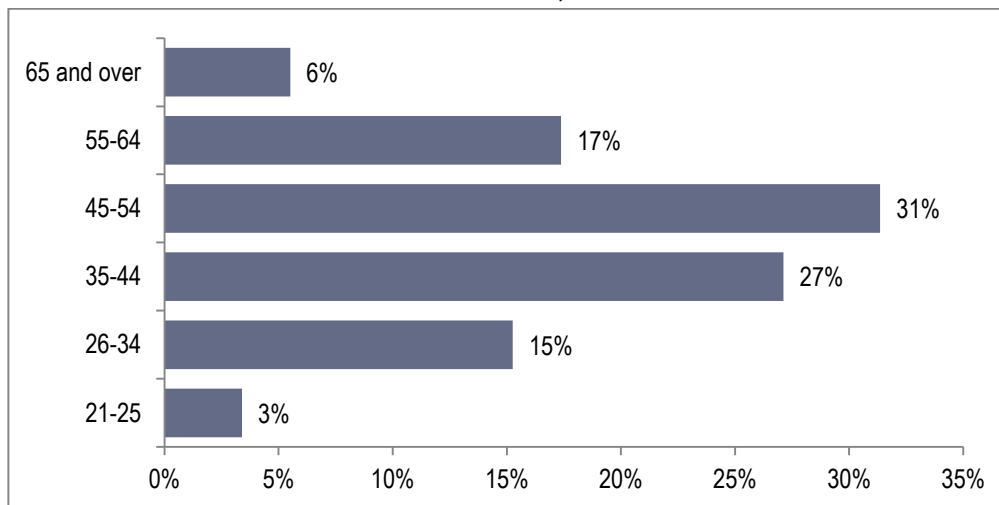
<sup>2</sup> For each graph, N represents the number of survey takers that responded to that specific question. Respondents were not required to answer every question. The gap between the N on any figure and the total number of respondents is the number of respondents who left that question unanswered.

**FIGURE 2.2 – EMPLOYMENT STATUS, N = 232**

Source: Camden Housing Survey: Public Sector Employees (2018)

## 2.2 DEMOGRAPHICS

The survey also collected demographic data on respondents regarding age, race, gender, and income. The majority of survey respondents were between 35 and 54 years of age (see Figure 2.3).

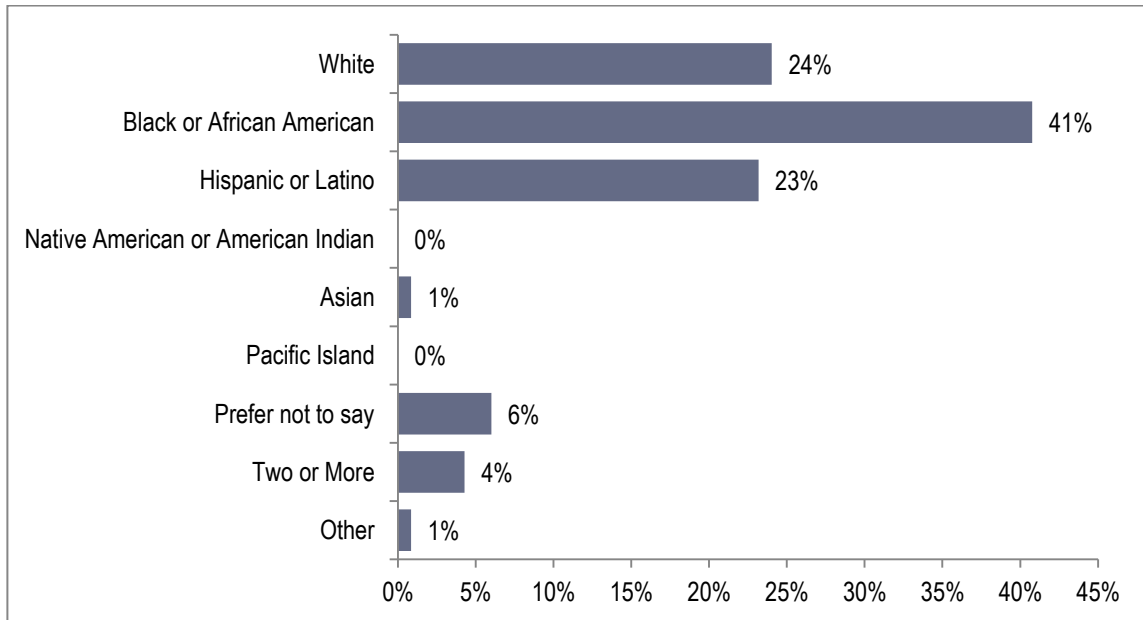
**FIGURE 2.3 – AGE, N = 237**

Source: Camden Housing Survey: Public Sector Employees (2018)



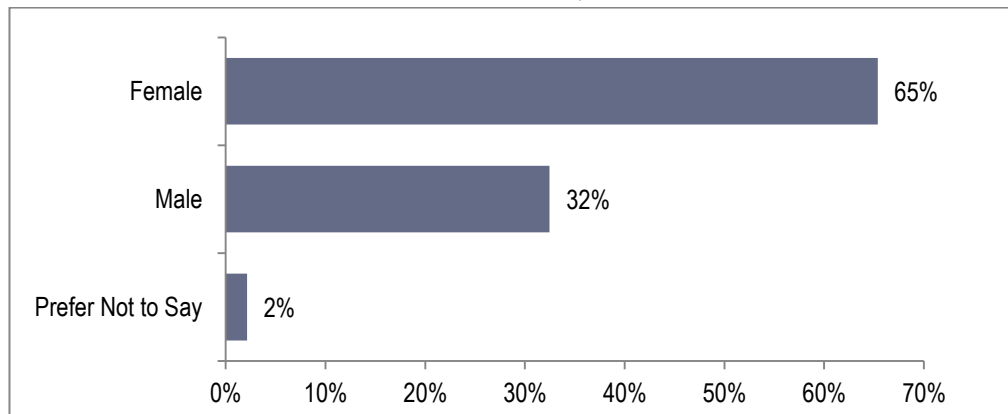
More than 40 percent of respondents identified as Black or African American, with a near equal combined number of white and Hispanic or Latino respondents (Figure 2.4). Nearly two-thirds of respondents identify as female (Figure 2.5).

**FIGURE 2.4 – RACE/ETHNICITY, N = 233**



Source: Camden Housing Survey: Public Sector Employees (2018)

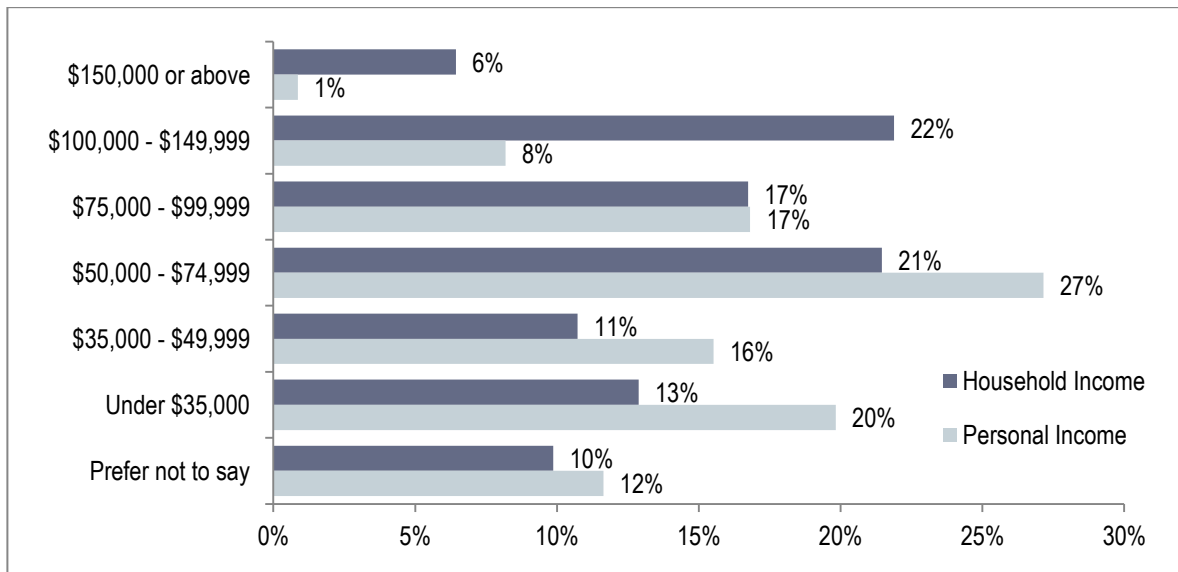
**FIGURE 2.5 – GENDER, N = 234**



Source: Camden Housing Survey: Public Sector Employees (2018)

Sixty percent of respondents have a household income – the combined income of all people sharing a particular household or place of residence – between \$50,000 and \$100,000, while the most common personal income range was \$50,000 to \$75,000 (Figure 2.6). Nearly one-third reported earnings above \$100,000.

**FIGURE 2.6 – ANNUAL HOUSEHOLD INCOME N = 233;  
PERSONAL HOUSEHOLD INCOME, N = 232**

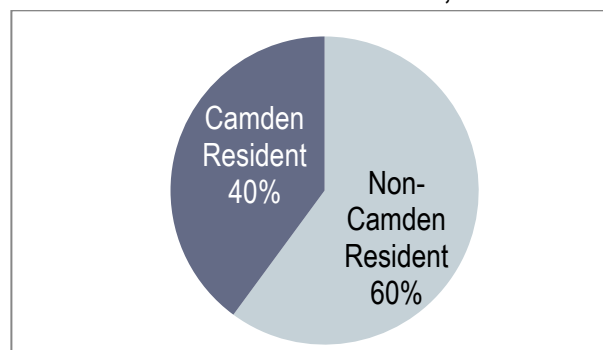


Source: Camden Housing Survey: Public Sector Employees (2018)

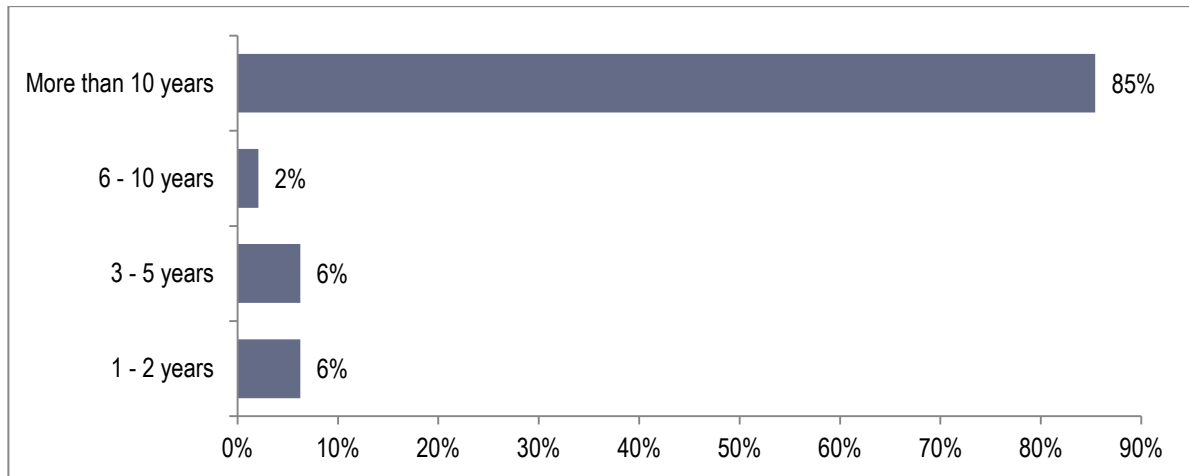
## 2.3 RELATIONSHIP WITH THE CITY OF CAMDEN

Approximately 40 percent of respondents are Camden residents (Figure 2.7). Of that 40 percent, 85 percent of respondents have lived in Camden more than 10 years, indicating stability in Camden's workforce (Figure 2.8).

**FIGURE 2.7 – CAMDEN RESIDENCY, N = 233**

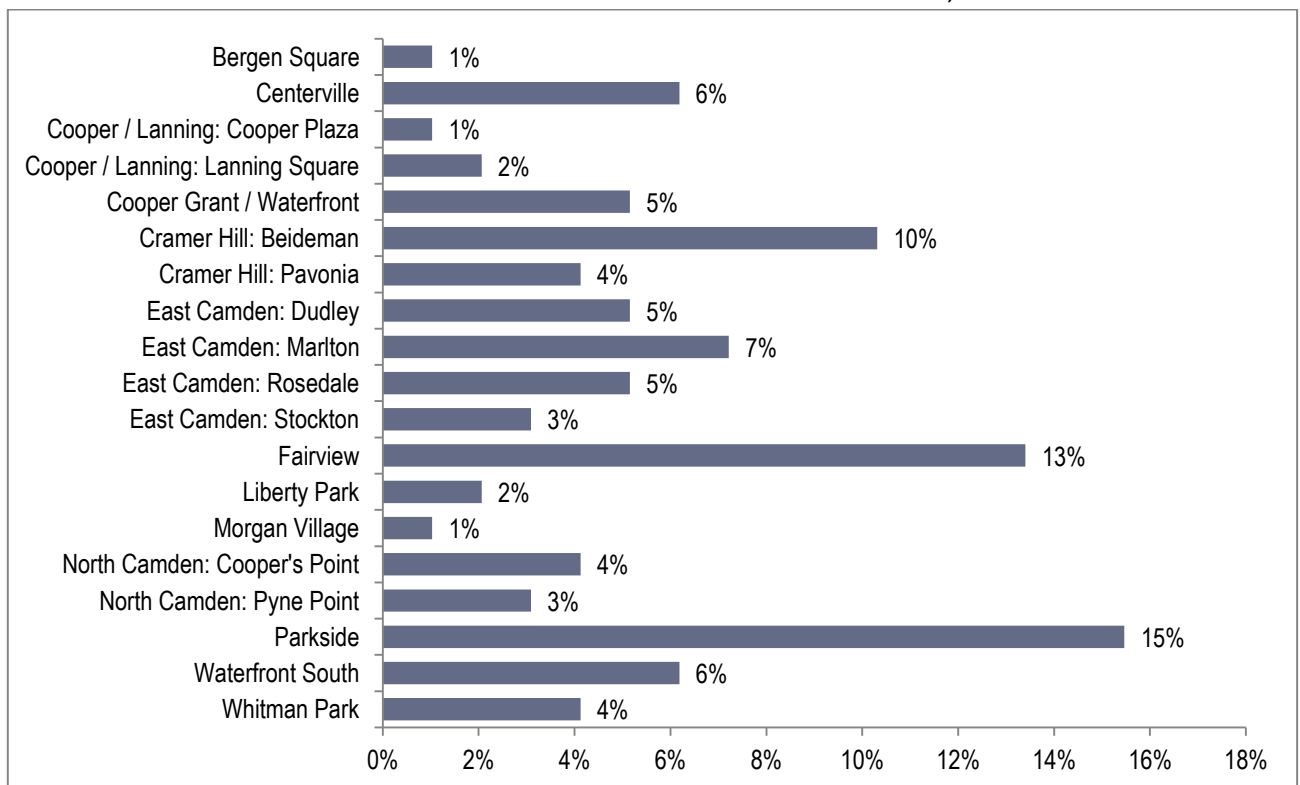


Source: Camden Housing Survey: Public Sector Employees (2018)

**FIGURE 2.8 – LENGTH OF TIME LIVING IN CAMDEN, N = 96**

Source: Camden Housing Survey: Public Sector Employees (2018)

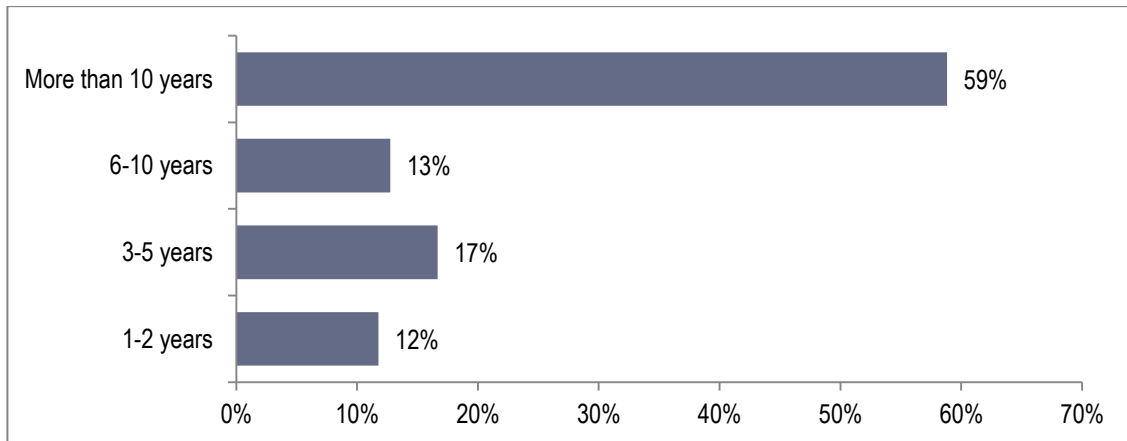
There is a strong distribution of respondents across Camden neighborhoods, with the highest responses in Parkside, Fairview, and Cramer Hill: Beideman (Figure 2.9 and Figure 2.10).

**FIGURE 2.9 – WHERE CAMDEN RESIDENTS LIVE BY NEIGHBORHOOD, N = 97**

Source: Camden Housing Survey: Public Sector Employees (2018)

Nearly 60 percent of respondents who lived in Camden have lived in their neighborhood for more than 10 years (Figure 2.10). In total, 16 percent of respondents have lived in Camden more than 10 years, but have moved to a different Camden neighborhood within the past decade. That is, the gap between those who have lived in Camden for more than 10 years (Figure 2.8) and those who have lived in their neighborhood for more than 10 years (Figure 2.10) is explained by those who stayed in the City but moved to a new neighborhood.

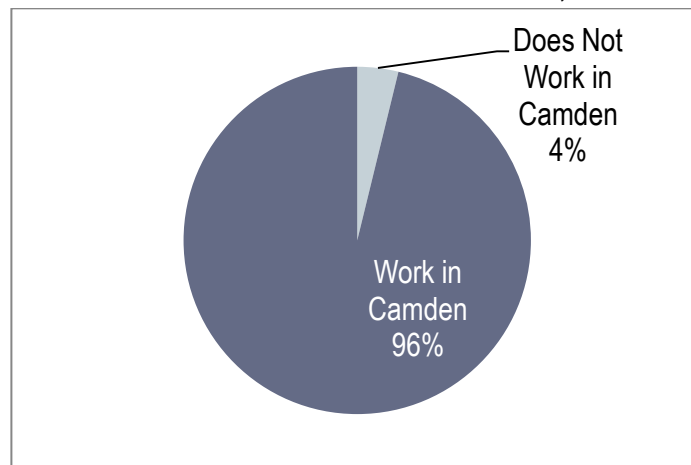
**FIGURE 2.10 – LENGTH OF TIME CAMDEN RESPONDENTS LIVED AT NEIGHBORHOOD, N = 102**



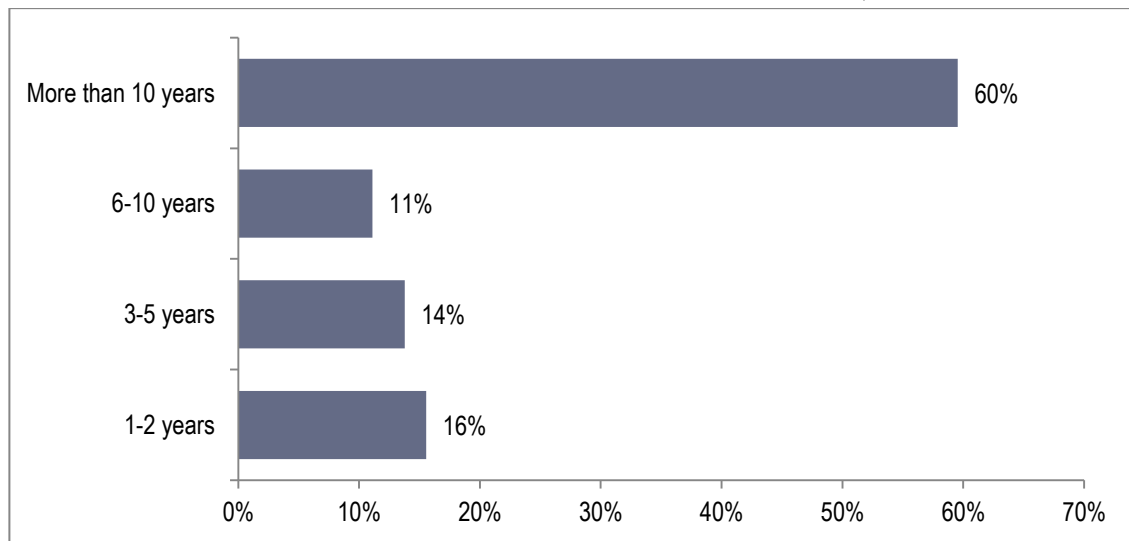
Source: Camden Housing Survey: Public Sector Employees (2018)

Nearly all respondents currently work in the City of Camden (Figure 2.11), and the majority of respondents have worked in the city for more than 10 years (Figure 2.12). The four percent of respondents to this question who work outside Camden did not list an affiliation.

**FIGURE 2.11 – RESPONDENTS' WORK LOCATION, N = 236**



Source: Camden Housing Survey: Public Sector Employees (2018)

**FIGURE 2.12 – LENGTH OF EMPLOYMENT FOR CAMDEN WORKERS, N = 225**

Source: Camden Housing Survey: Public Sector Employees (2018)





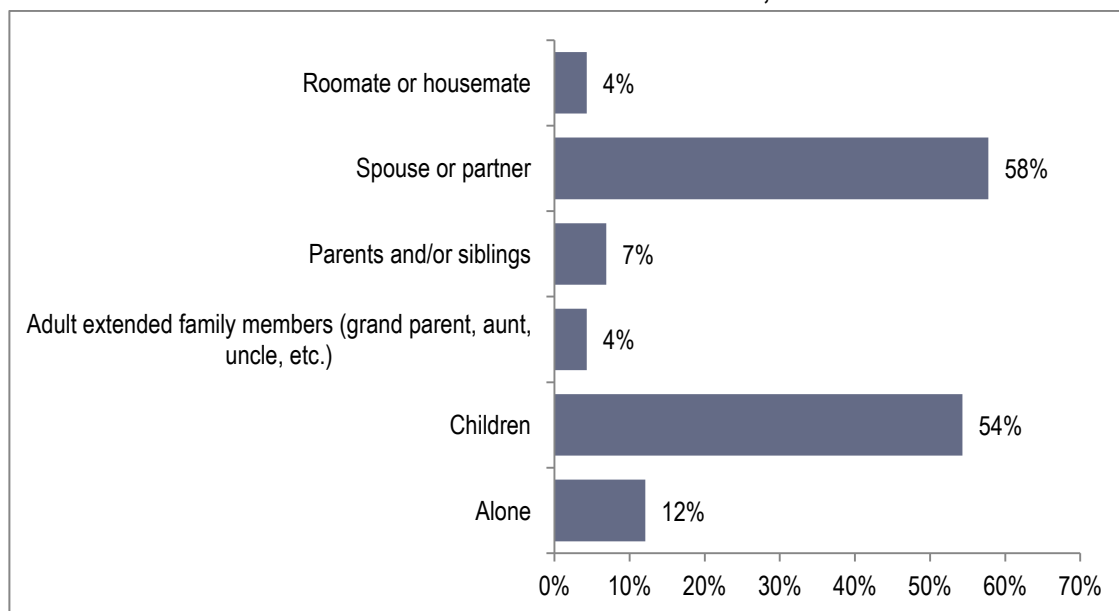
## 3.0 DEMAND FOR HOUSING

The survey was used to examine respondents' current housing situation, satisfaction with their current situation, and potential demand for new housing within Camden. In order to identify the gap in current housing supply and potential housing demand in Camden, survey respondents were asked about the types of housing they are interested in renting or purchasing, including single family homes, townhomes, and units in multifamily buildings as well as the number of bedrooms in their desired housing. Respondents were also surveyed about other factors that drive housing choice, including rental or mortgage costs, commuting times, access to public transportation, proximity to services, and amenities.<sup>3</sup>

### 3.1 CURRENT HOUSING STATUS

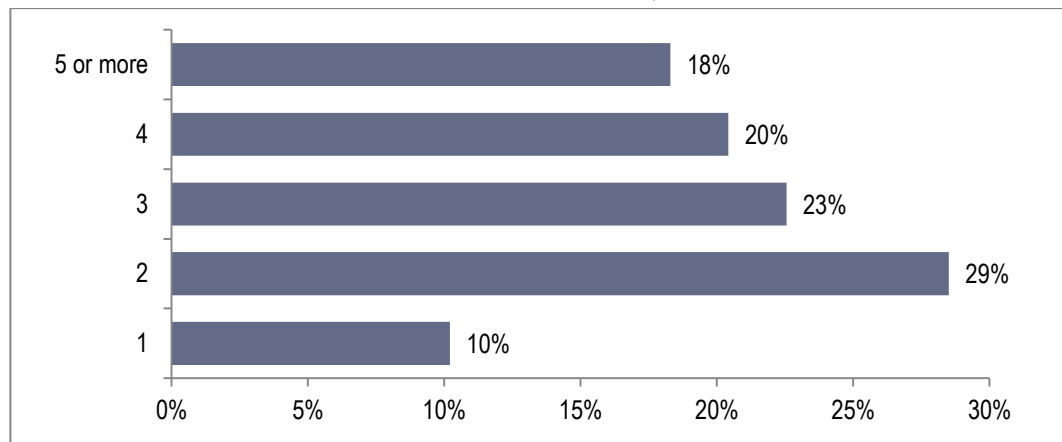
A majority of respondents live with their spouse or partner and more than half live with children (Figure 3.1). In total, 29 percent of respondents have a household size of two persons, while only 10 percent of respondents live alone (Figure 3.2). Most respondents who have children at home have one or two children (Figure 3.3).

**FIGURE 3.2 – WHOM RESPONDENTS LIVE WITH, N = 232**

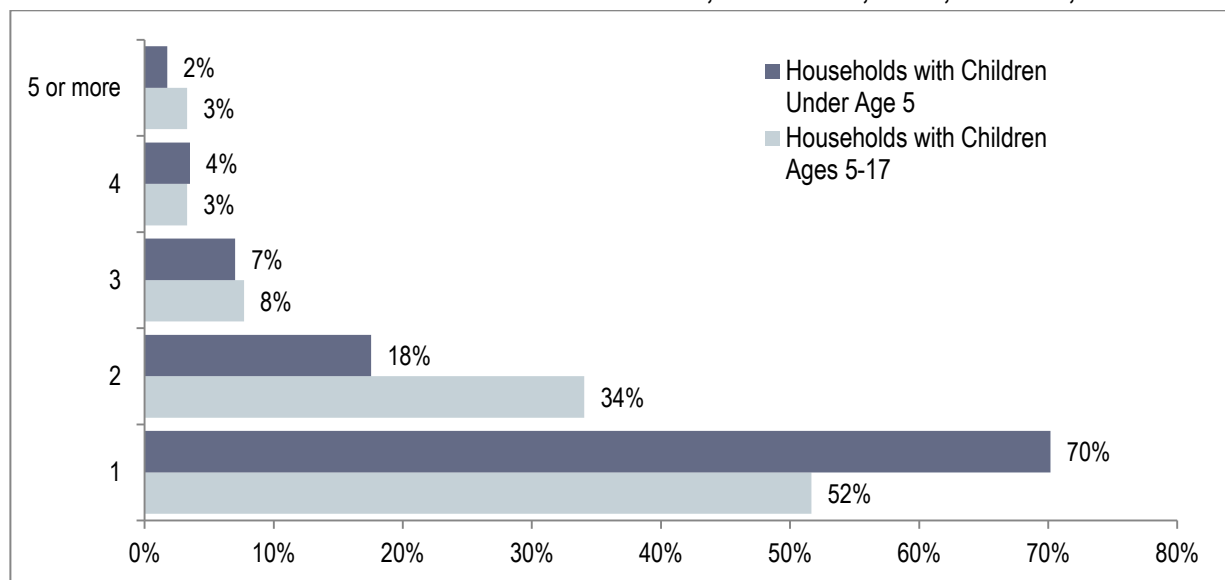


Source: Camden Housing Survey: Public Sector Employees (2018)

<sup>3</sup> Rental and homeowner units were examined separately for the purpose of services and amenities, recognizing differences in the factors that drive rental and homeowner choices.

**FIGURE 3.2 – HOUSEHOLD SIZE, N = 235<sup>4</sup>**

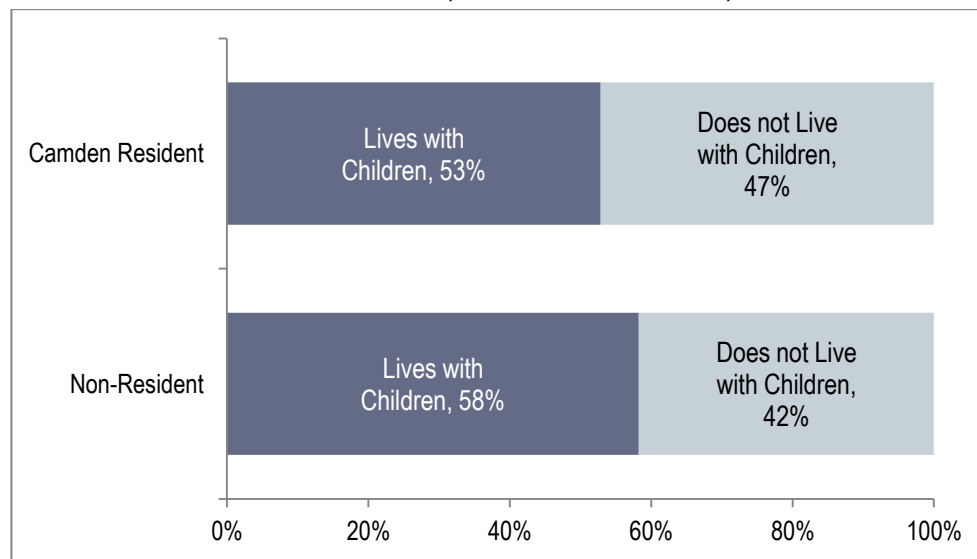
Source: Camden Housing Survey: Public Sector Employees (2018)

**FIGURE 3.3 – NUMBER OF CHILDREN IN HOUSEHOLD BY AGE, UNDER AGE 5, N = 57, AGES 5-17, N = 91**

Source: Camden Housing Survey: Public Sector Employees (2018)

<sup>4</sup> The gap between household size of 1 (Figure 3.1) and the percentage of people living alone (Figure 3.2) could be driven by individuals who live with roommates, and therefore consider themselves to have a household size of “one,” but do not live alone.

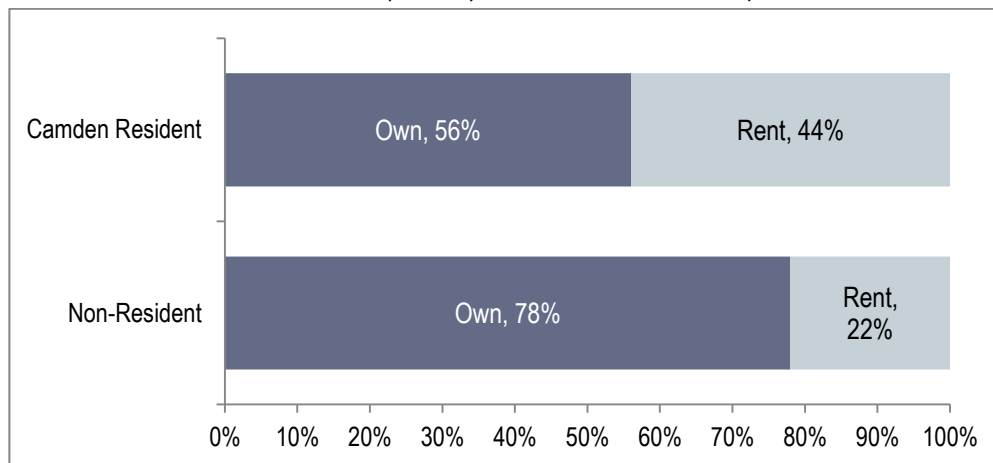
**FIGURE 3.4 – CURRENTLY LIVES WITH CHILDREN BREAKDOWN BY RESIDENCE IN CAMDEN,  
CAMDEN RESIDENTS = 87, NON-CAMDEN RESIDENTS, N = 127**



Source: Camden Housing Survey: Public Sector Employees (2018)

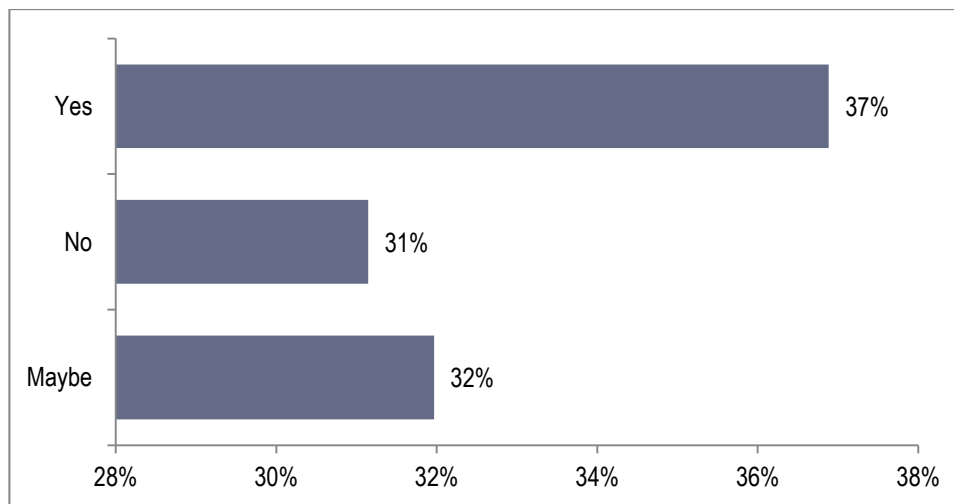
Overall, 69 percent of respondents own their home and 31 percent of respondents to this question are renters. The rate of homeownership was higher among non-Camden residents (Figure 3.5). Thirty-seven percent of renters said that they were likely to purchase a home in the next two years. This represents a significant number of public sector employees who will be looking for homeownership opportunities in the near future (Figure 3.6).

**FIGURE 3.5 – CURRENT HOMEOWNERSHIP BREAKDOWN BY RESIDENCE IN CAMDEN, CAMDEN RESIDENTS, N = 91, NON-CAMDEN RESIDENTS, N = 113**



Source: Camden Housing Survey: Public Sector Employees (2018)

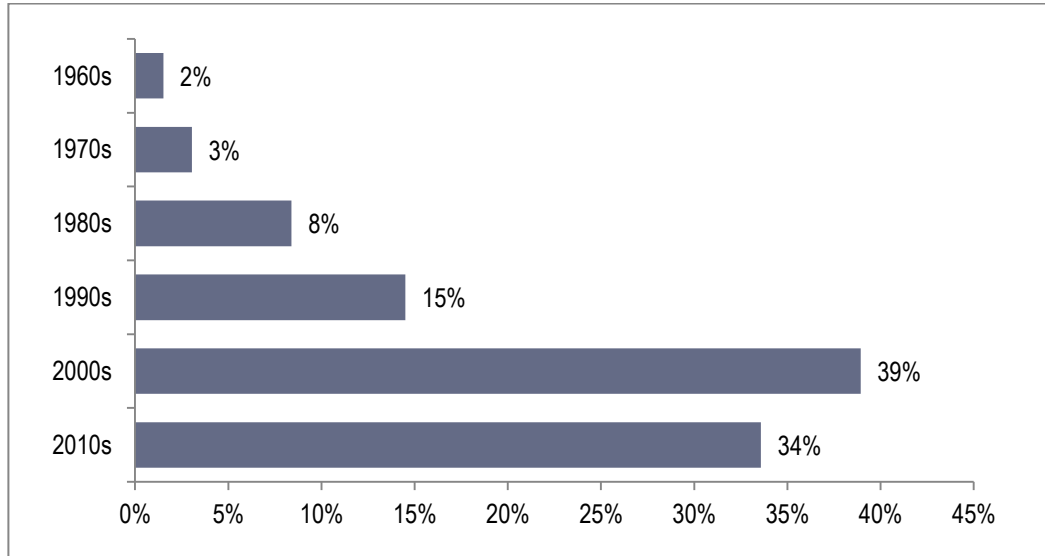
**FIGURE 3.6 – LIKELIHOOD TO PURCHASE A HOME IN THE NEXT TWO YEARS FOR RESPONDENTS WHO RENT, N = 122**



Source: Camden Housing Survey: Public Sector Employees (2018)

More than 70 percent of homeowners purchased their home within the last twenty years (Figure 3.7) and nearly 35 percent of respondents purchased their home within the last eight years.

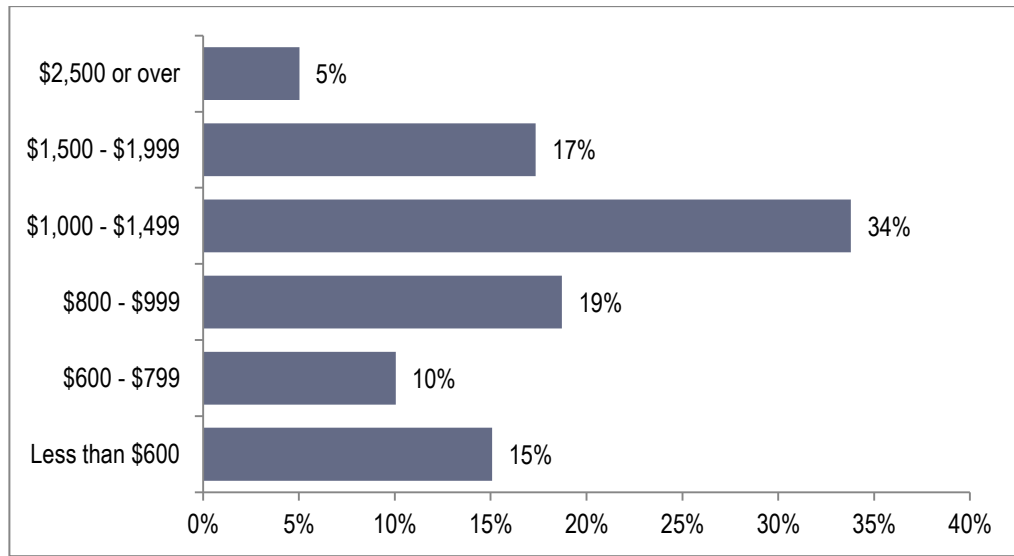
**FIGURE 3.7 – DECADE WHEN HOMEOWNERS PURCHASED THEIR HOMES N = 122**



*Source: Camden Housing Survey: Public Sector Employees (2018)*

The most common range for rent or mortgage payments is between \$1,000 and \$1,499 per month, with 34 percent of people who responded to this survey question (Figure 3.8).

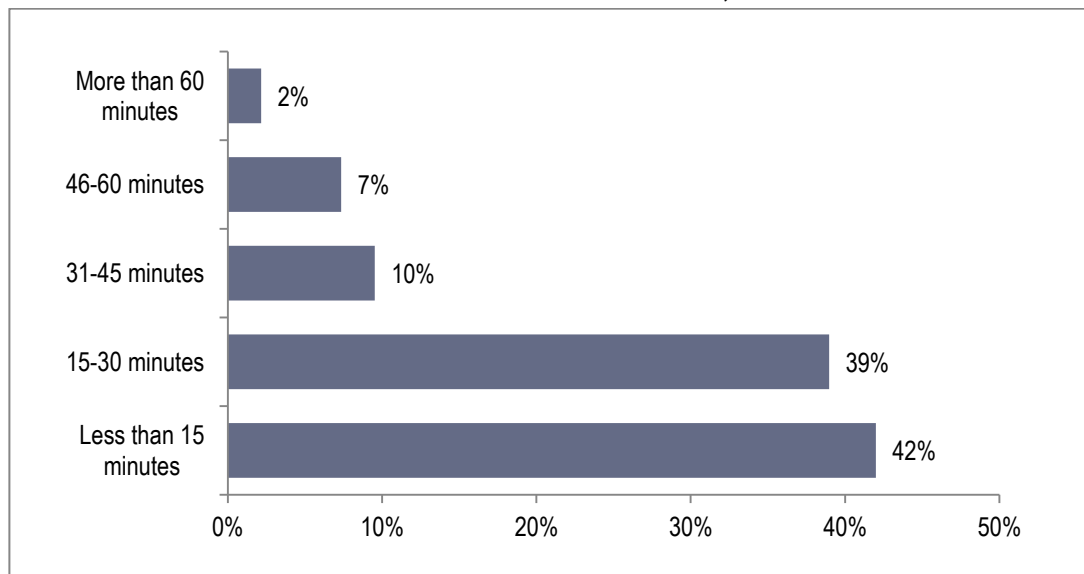
Nearly 60 percent pay \$1,000 or more and a small group pays \$2,500 or more. In aggregate, 44 percent of respondents pay less than \$1,000 per month.

**FIGURE 3.8 – MONTHLY RENT/MORTGAGE, N = 219**

Source: Camden Housing Survey: Public Sector Employees (2018)

### 3.2 COMMUTING PATTERNS

More than 40 percent of respondents have a daily commute of less than 15 minutes each way – a key benefit of both working and living in a small city. Less than 20 percent of respondents commute more than 30 minutes (Figure 3.9).

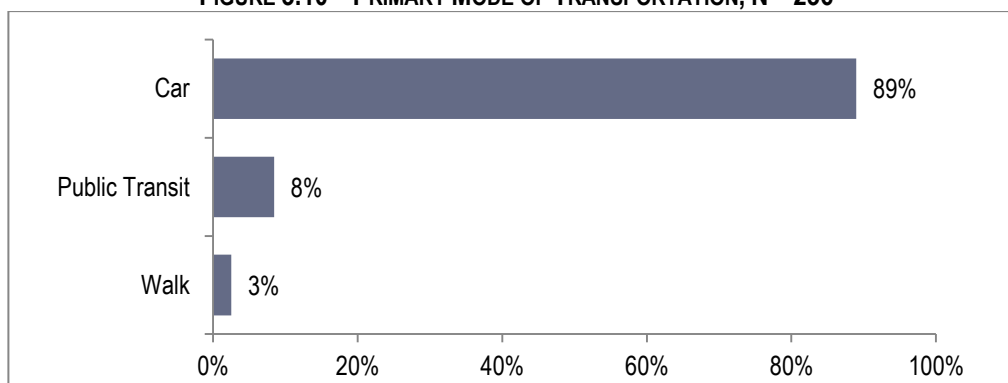
**FIGURE 3.9 – LENGTH OF WORK COMMUTE, N = 231**

Source: Camden Housing Survey: Public Sector Employees (2018)



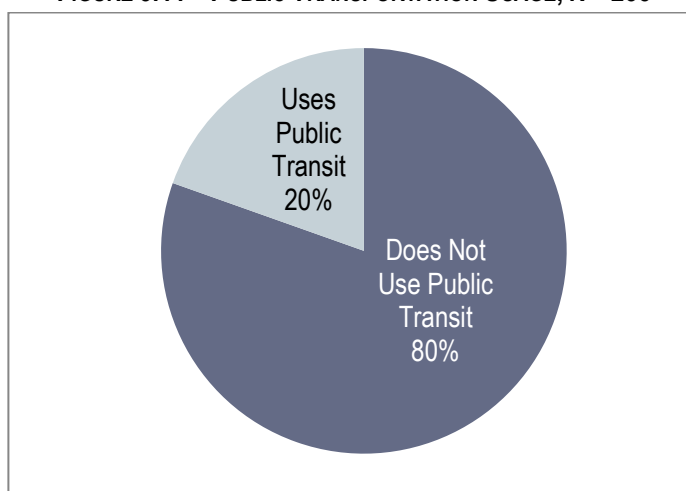
In total, 89 percent of respondents use a car as their primary mode of transportation. Eight percent of respondents use public transportation as their primary mode of transportation, but an additional 12 percent of respondents use public transportation for non-commuting purposes. This includes people who do not use public transit as their primary mode of transit, but may use public transit on occasion, for example, taking PATCO into Philadelphia or NJ Transit to shopping centers (Figures 3.10 and 3.11). In total, one in five respondents use public transportation on a regular basis. For the 80 percent who do not use public transit, the most common reason is “prefer to use car,” followed by “inaccessible/too far from home or work” and “inconvenient” (see Figure 3.11 and Figure 3.12).<sup>5</sup>

**FIGURE 3.10 – PRIMARY MODE OF TRANSPORTATION, N = 236**



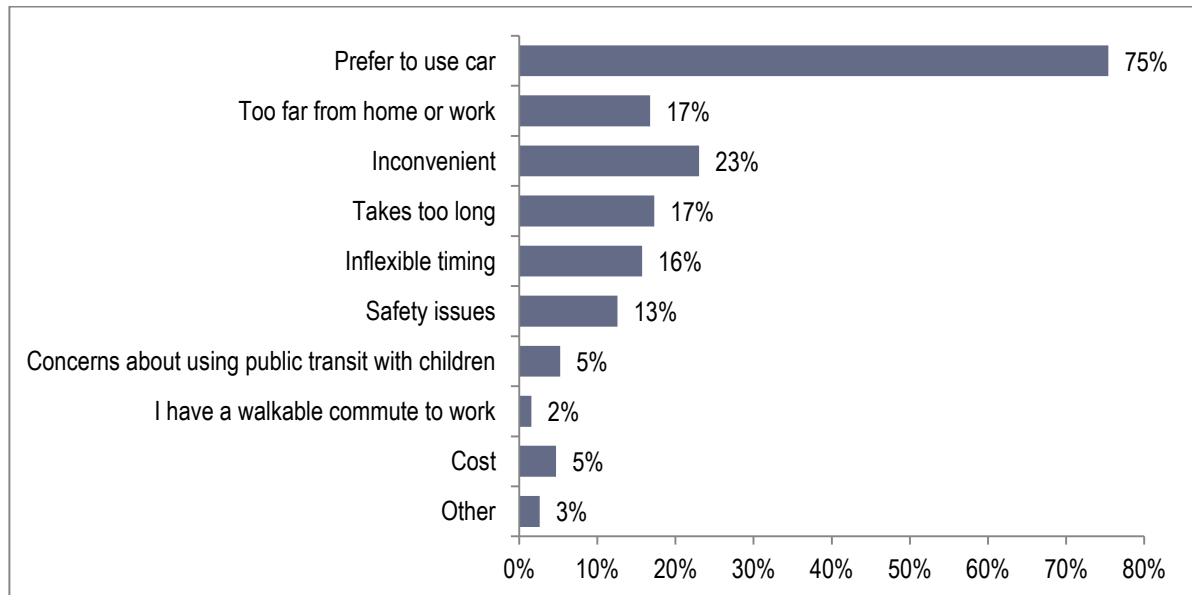
Source: Camden Housing Survey: Public Sector Employees (2018)

**FIGURE 3.11 – PUBLIC TRANSPORTATION USAGE, N = 235**



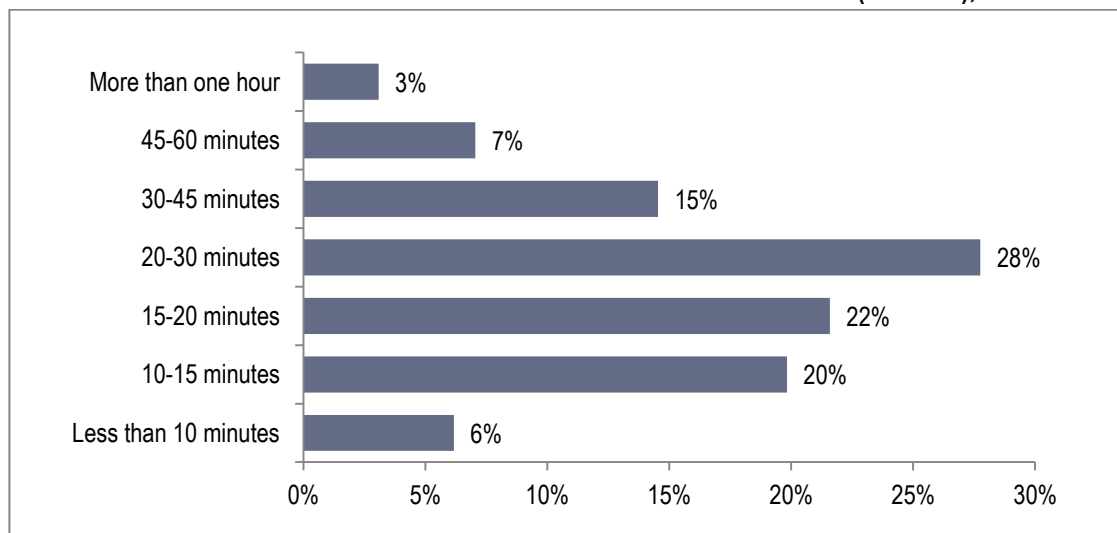
Source: Camden Housing Survey: Public Sector Employees (2018)

<sup>5</sup> Reasons listed under the “other” response for not using public transportation included comfort using public transit, panhandlers at transit stops and transportation hubs, and having a job that required driving during work hours.

**FIGURE 3.12 – MAIN REASONS FOR RESPONDENTS WHO DO NOT USE PUBLIC TRANSPORTATION, N = 191**

Source: Camden Housing Survey: Public Sector Employees (2018)

Respondents showed a preference for living close to work. About 75 percent of respondents are unwilling to commute more than 30 minutes, and 90 percent are not willing to have a commute over 45 minutes (see Figure 3.13).

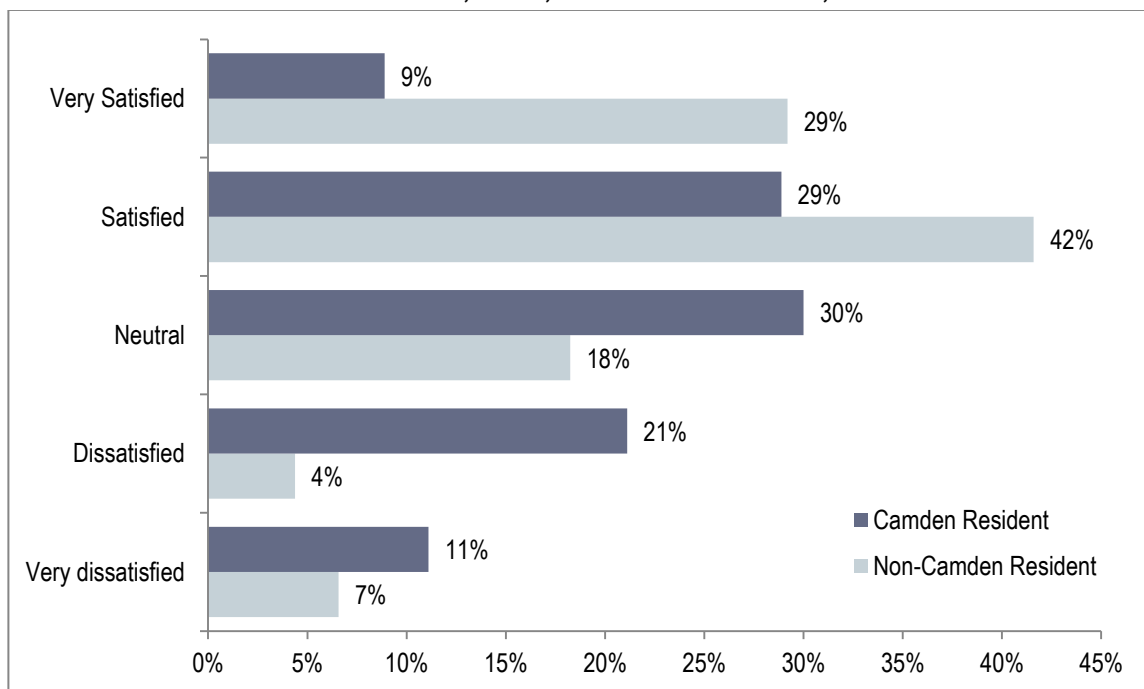
**FIGURE 3.13 – MAXIMUM AMOUNT OF TIME WILLING TO COMMUTE TO WORK (ONE-WAY), N = 227**

Source: Camden Housing Survey: Public Sector Employees (2018)

### 3.3 DEMAND FOR HOUSING CHANGE

In order to determine potential demand for new housing in Camden, we must first understand respondents' satisfaction with their current housing and their likelihood to move. In total, 58 percent of respondents are satisfied or very satisfied with their current housing situation, 23 percent of respondents were neutral and 19 percent of respondents were dissatisfied or very dissatisfied with their current housing situation. Among respondents, non-Camden residents are much more likely than Camden residents to be very satisfied or satisfied with their current housing situation. However, less than 1/3 of Camden residents are dissatisfied or very dissatisfied with their current housing situation (Figure 3.14).

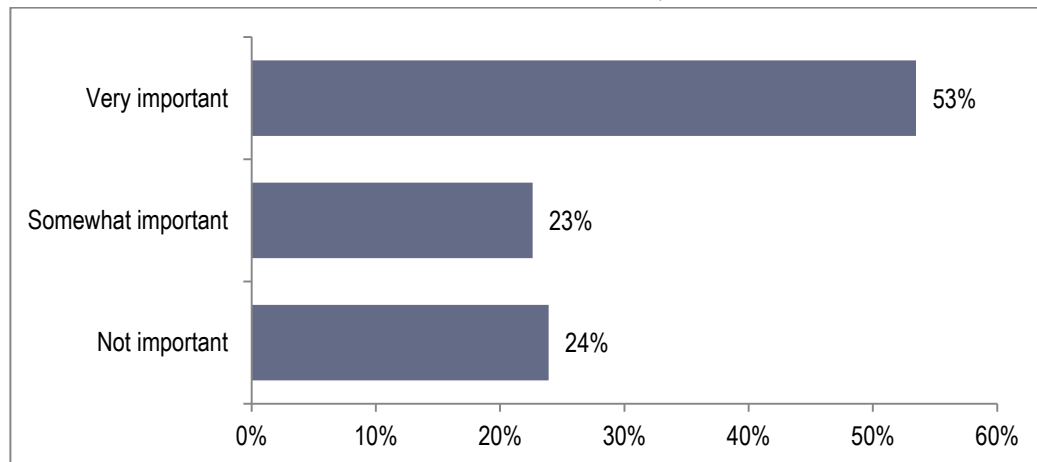
**FIGURE 3.14 – SATISFACTION WITH CURRENT HOUSING SITUATION BY RESIDENCE IN CAMDEN,  
CAMDEN RESIDENTS, N = 90, NON-CAMDEN RESIDENTS, N = 137**



Source: Camden Housing Survey: Public Sector Employees (2018)

With close to half of respondents less than satisfied with their current housing situation, Camden has the opportunity to convert them into satisfied renters or homeowners with additional quality housing stock. More than half of respondents indicated that the quality of convenient and affordable housing was very important to their decision to work in the City of Camden (Figure 3.15).

**FIGURE 3.15 – IMPORTANCE OF AVAILABILITY OF CONVENIENT AND AFFORDABLE HOUSING (FOR PURCHASE OR RENT) TO WORK IN THE CITY OF CAMDEN, N = 230**

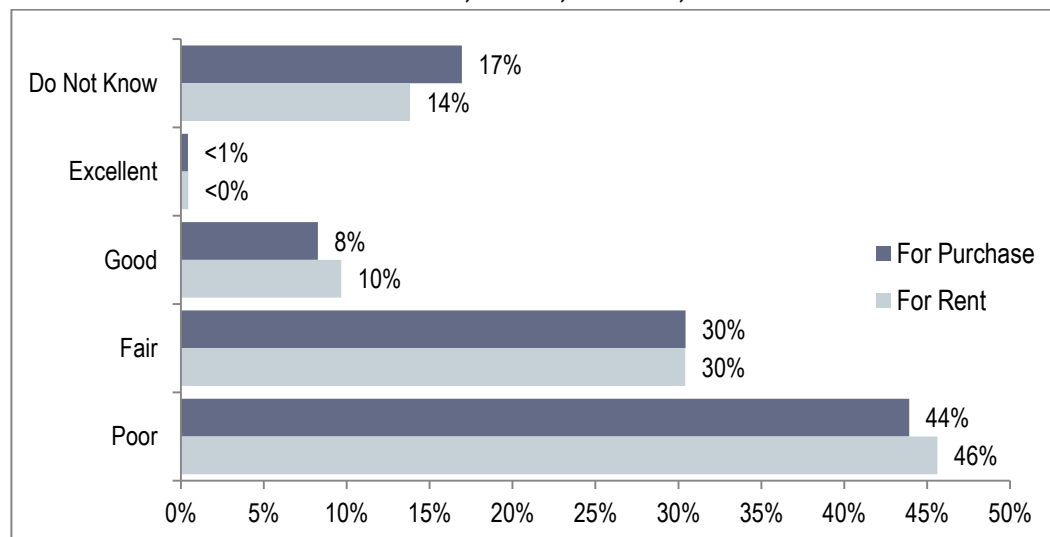


*Source: Camden Housing Survey: Public Sector Employees (2018)*

### 3.4 IMPRESSIONS OF CAMDEN HOUSING STOCK

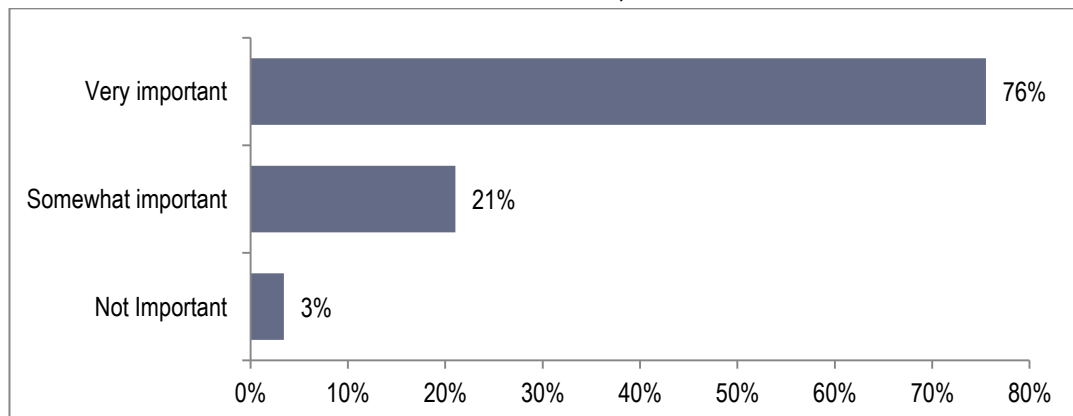
Some respondents had negative perceptions of both rental and owner-occupied properties in Camden. The difference between impressions of overall housing quality and individual housing satisfaction is likely driven by individuals who believe the quality of their own housing to be above average for the city. That is, people who are satisfied with their current housing, but do not think that Camden's housing stock is of good quality overall. For impressions of Camden existing housing stock, both for rent and for purchase housing were rated as "good" or "fair" by 40 and 38 percent of respondents, respectively (Figure 3.16). No respondents rated either housing type as "excellent." The poor impression of current housing stock is likely impacting Camden's workforce; with 76 percent of respondents believing that quality housing is "very important" for maintaining a strong professional workforce in the city (see Figure 3.17).

**FIGURE 3.16 – QUALITY AND AVAILABILITY OF HOUSING IN THE CITY OF CAMDEN,  
FOR PURCHASE, N = 230, FOR RENT, N = 217**



Source: Camden Housing Survey: Public Sector Employees (2018)

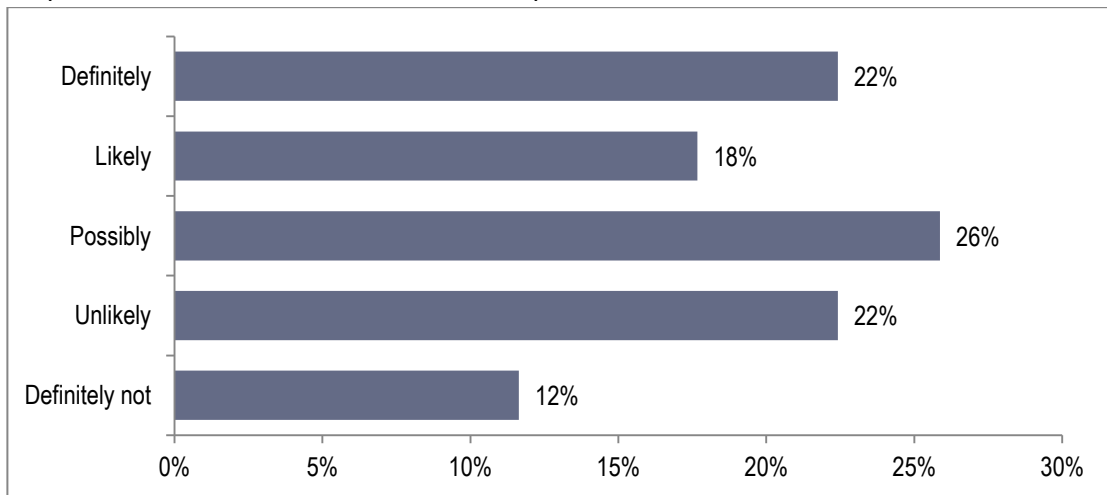
**FIGURE 3.17 – IMPORTANCE OF QUALITY HOUSING IS FOR ATTRACTING/RETAINING PROFESSIONAL STAFF  
IN THE CITY OF CAMDEN, N = 233**



Source: Camden Housing Survey: Public Sector Employees (2018)

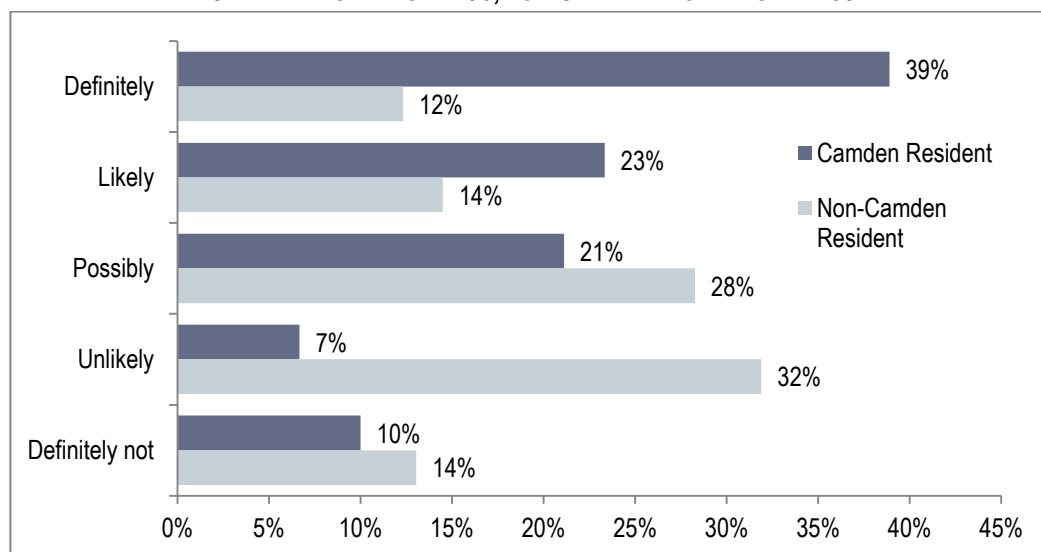
In total, 66 percent of respondents stated that they would definitely, likely, or possibly consider purchasing or renting a home in Camden (see Figure 3.18). Camden residents are more likely to want to stay in the City than non-residents are interested in moving into the City, but overall more than half of non-residents would consider moving into Camden (Figure 3.19).

**FIGURE 3.18 – LIKELIHOOD OF PURCHASING OR RENTING A HOME IF QUALITY HOUSING (NEW CONSTRUCTION OR NEWLY REFURBISHED) WERE AVAILABLE IN THE CITY OF CAMDEN, N = 232**



Source: Camden Housing Survey: Public Sector Employees (2018)

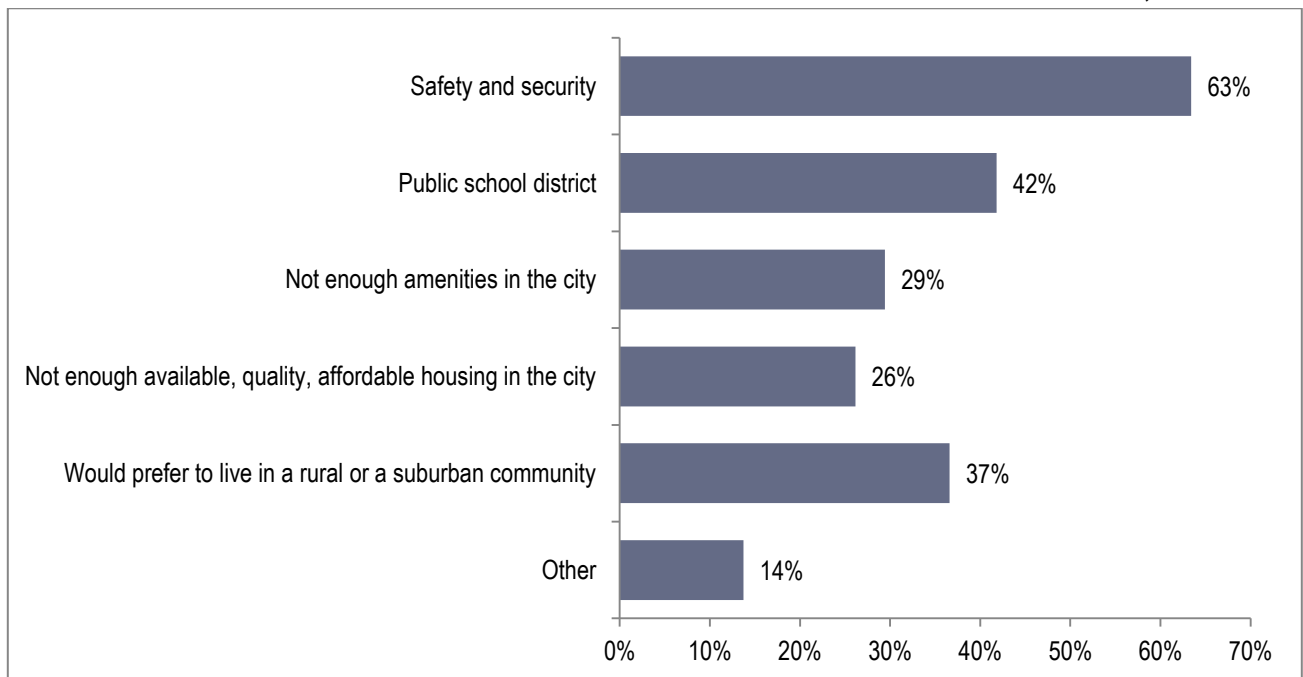
**FIGURE 3.19 – PERCENT OF SURVEY RESPONDENTS WHO WOULD CONSIDER PURCHASING OR RENTING A HOME IN CAMDEN IF QUALITY (NEW CONSTRUCTION OR NEWLY REFURBISHED) WERE AVAILABLE, BY RESIDENCE IN CAMDEN, CAMDEN RESIDENTS N = 90, NON-CAMDEN RESIDENTS N = 138**



Source: Camden Housing Survey: Public Sector Employees (2018)

Among public sector employees, safety and security was the concern most cited by respondents as a reason for not considering purchasing or renting a home and living in Camden. The public school district was a main reason for 42 percent of public sector employees who would not consider living in Camden. The “other” responses provided included the city was too quiet at night, blight from unmaintained vacant properties, lack of green space, high rent, and satisfaction with current location (see Figure 3.20). In recent years, State and local officials have implemented and invested significant reforms and resources to improve the City of Camden’s public safety and the educational systems. The responses to this survey indicate this work is well-targeted.

**FIGURE 3.20 – REASONS FOR NOT CONSIDERING PURCHASING OR RENTING A HOME AND LIVING IN CAMDEN, N = 153**

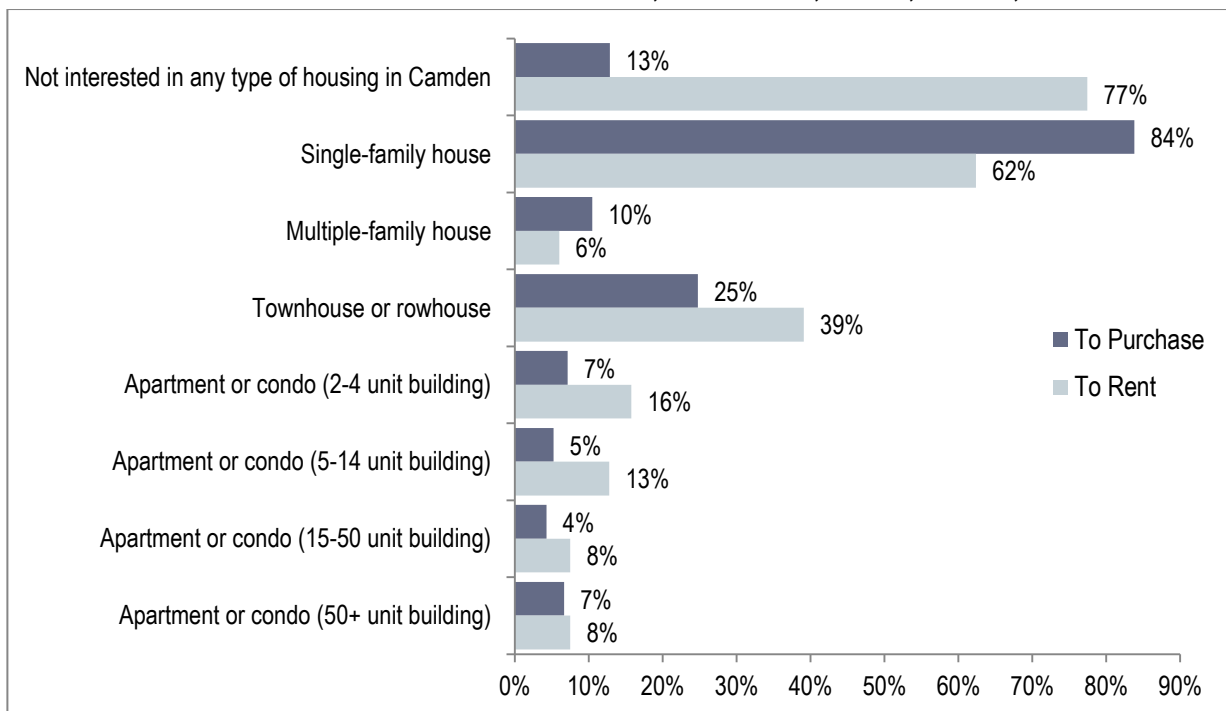


Source: Camden Housing Survey: Public Sector Employees (2018)

### 3.5 CHARACTERISTICS OF DESIRED HOUSING

In addition to assessing the potential demand for housing in Camden, it is important to close the supply and demand gap by understanding the type of housing desired by potential residents. The survey, therefore, asked about the housing preferences of potential Camden residents. Eighty-four percent of respondents indicated they would be interested in purchasing a single-family home, and 62 percent of respondents indicated they would be interested in renting a single-family home (see Figure 3.21).

**FIGURE 3.21 – TYPE OF HOUSING RESPONDENTS ARE INTERESTED IN PURCHASING OR RENTING IN THE CITY OF CAMDEN, TO PURCHASE, N = 210, TO RENT, N = 133**

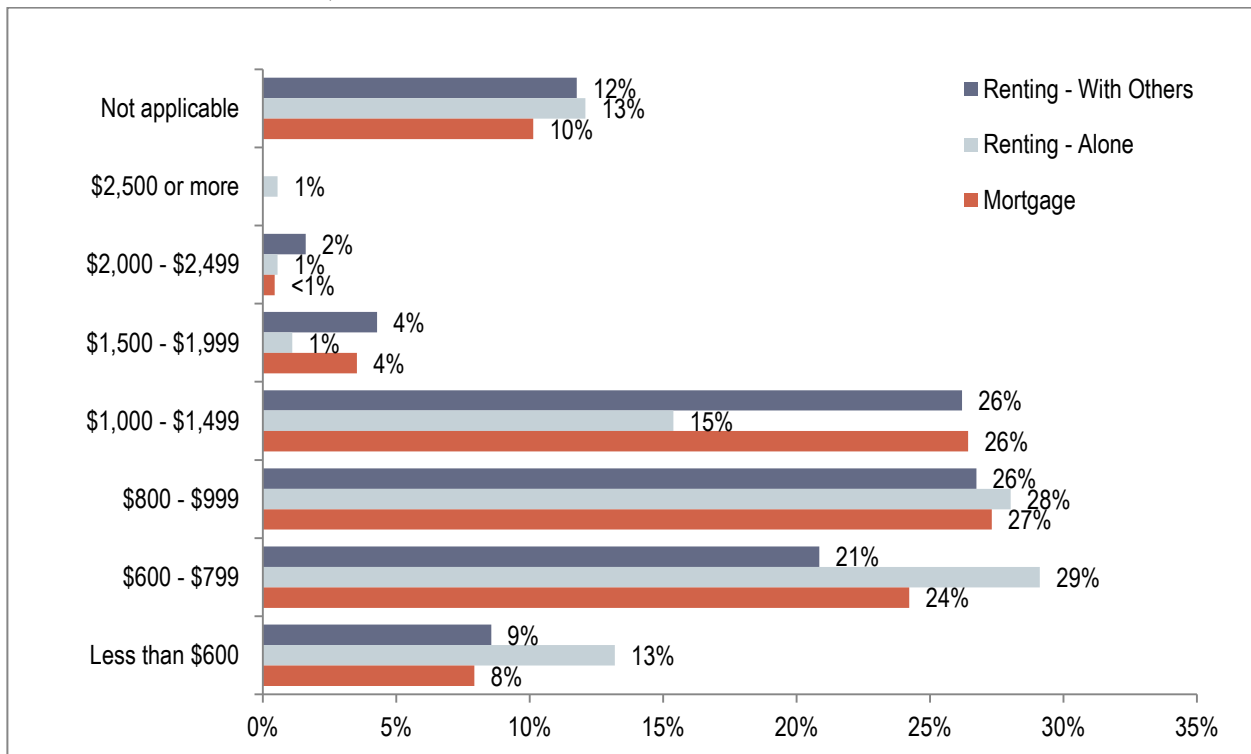


Source: Camden Housing Survey: Public Sector Employees (2018)



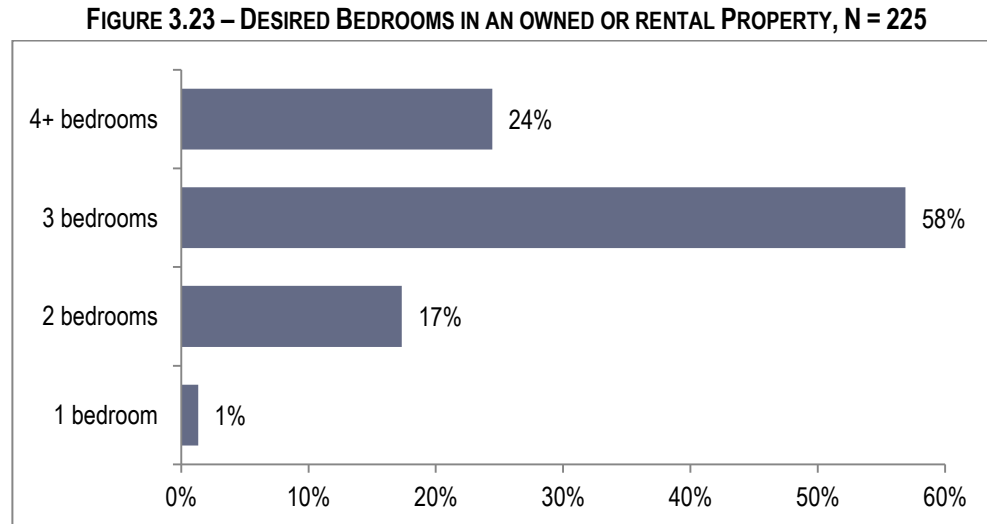
Nearly 40 percent of respondents would be interested in renting a townhouse/row house; while 45 percent would be interested in renting an apartment or condominium. Those who would consider purchasing a home are most willing to make mortgage payments between \$800 and \$999 each month. People who would consider renting are most willing to consider rent between \$600 and \$799 or between \$800 and \$999, and \$1,000 - \$1,499 for those renting with others (Figure 3.22).

**FIGURE 3.22 – AMOUNT WILLING TO PAY PER MONTH IN RENT – LIVING ALONE N = 182, PER MONTH IN RENT – WITH OTHERS N = 182, OR PER MONTH WITH A MORTGAGE NEAR PLACE OF EMPLOYMENT N = 182**



Source: Camden Housing Survey: Public Sector Employees (2018)

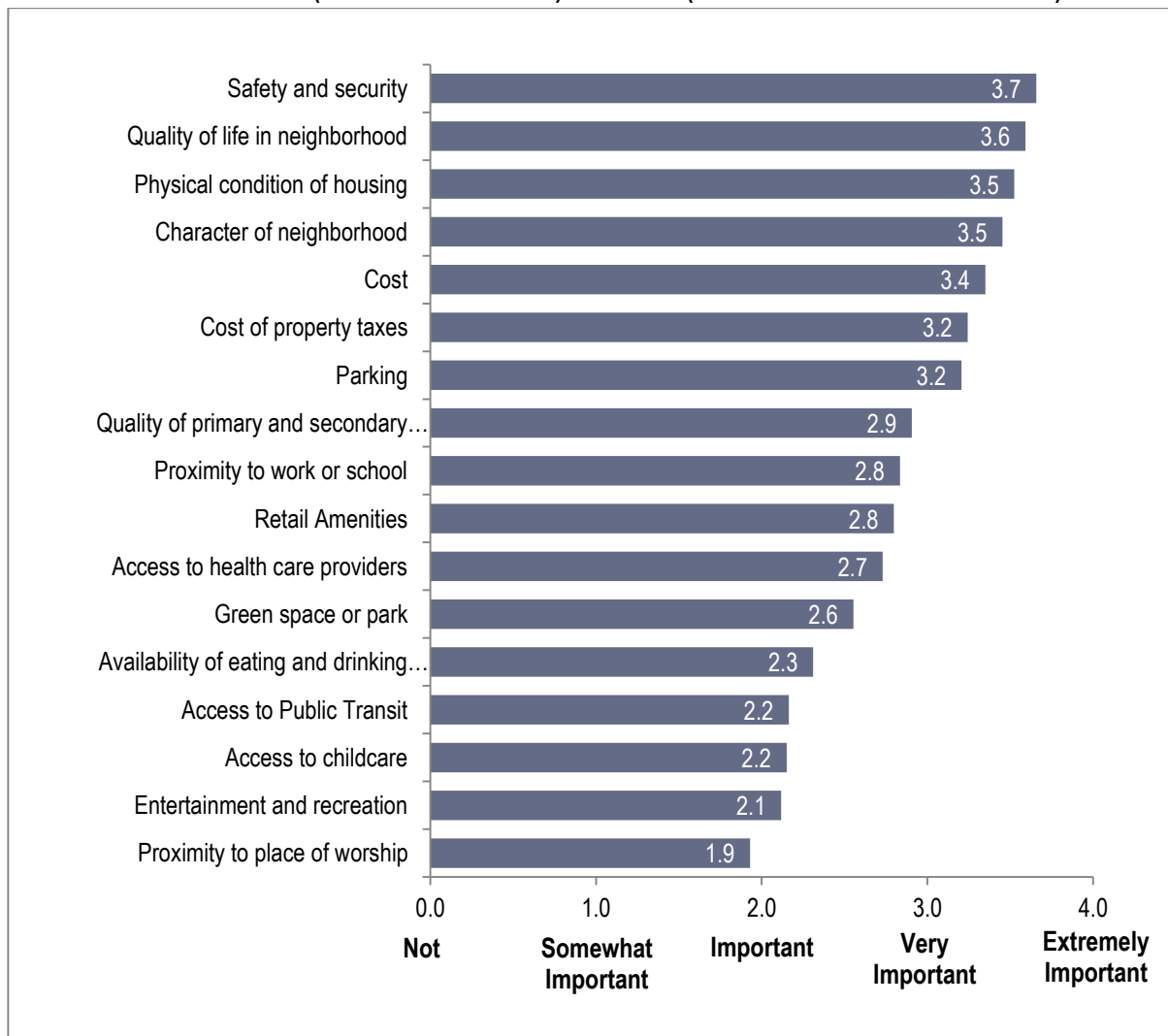
With regard to desired housing size, three- and four-bedroom homes were predominant. Fifty-eight percent of respondents would want a three-bedroom home, followed by 24 percent interested in four-bedrooms (see Figure 3.23).



*Source: Camden Housing Survey: Public Sector Employees (2018)*

In addition to housing type and size, housing decisions are based on proximity to services and other neighborhood factors. Survey respondents were asked to indicate whether amenities were “not important,” “somewhat important,” “important,” “very important,” or “not applicable.” We then calculated an average score for each amenity, assigning the values of “not important” = 0, “somewhat important” = 1, “important” = 2, and “very important” = 3, and “extremely important” = 4. Responses of “not applicable” were excluded.” Average scores are out of a maximum of four. Safety, quality of life in the neighborhood, and physical condition of housing were each rated highly (see Figure 3.24).

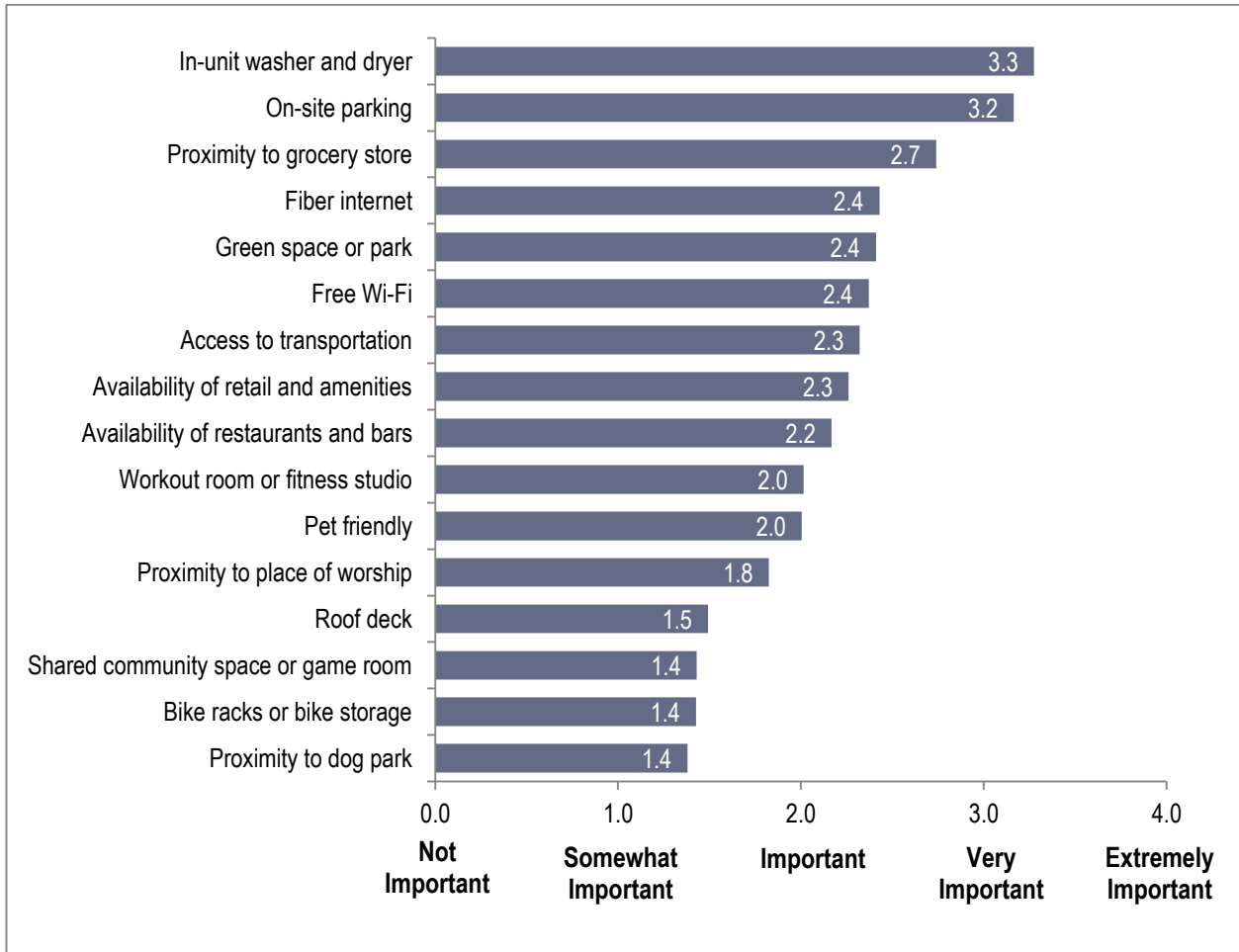
**FIGURE 3.24 – IMPORTANCE OF VARIOUS ITEMS TO DETERMINING RESIDENCE LOCATION, RANGE OF N = 180 (ACCESS TO CHILDCARE) TO N = 225 (QUALITY OF LIFE IN NEIGHBORHOOD)**



Source: Camden Housing Survey: Public Sector Employees (2018)

The survey also asked about the importance of amenities when considering a rental property. These amenities include factors that are rental-specific, recognizing differences in homeowners' and renters' abilities to make changes to their residence. The average scores were calculated using the same 0-4 point conversions. In-unit washer and dryer, on-site parking, and proximity to grocery stores ranked the highest (see Figure 3.25).

**FIGURE 3.25 – IMPORTANCE OF VARIOUS AMENITIES IN A RENTAL PROPERTY,  
RANGE OF N = 179 (PROXIMITY TO DOG PARK) TO N = 197 (PROXIMITY TO GROCERY STORE)**



Source: Camden Housing Survey: Public Sector Employees (2018)

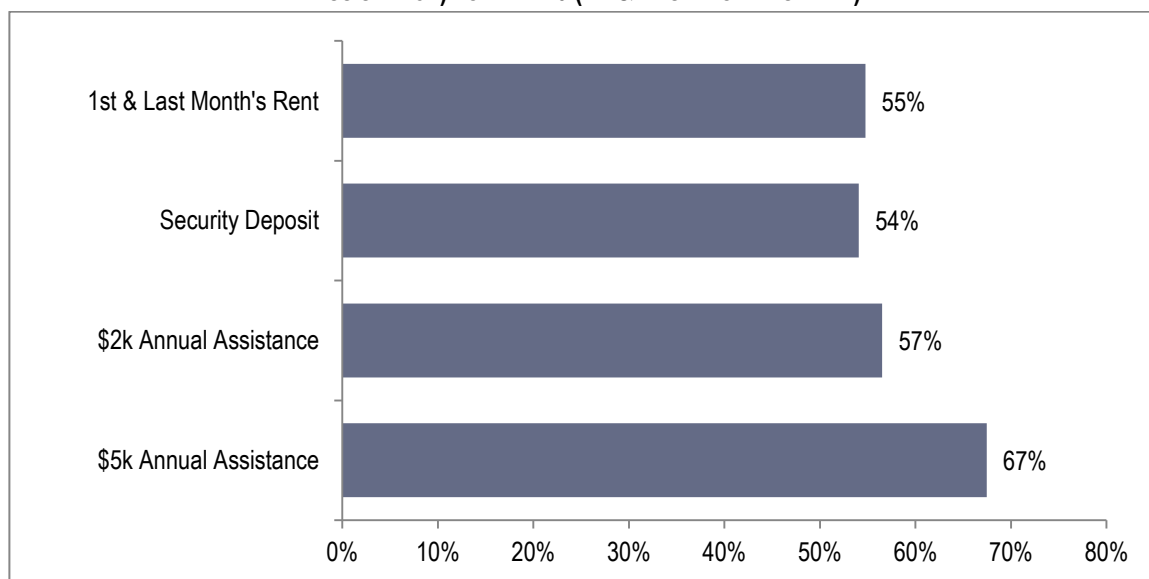
## 4.0 INCENTIVES FOR LIVING IN CAMDEN

Respondents to the survey were presented with a series of rental and homeownership financial incentive programs and asked how much these incentives would influence their decision to live in Camden. Financial assistance programs for renters focused on employer-based security deposit or annual assistance payments. Other programs looked at attracting individuals or households to purchase houses in Camden through grants or low-interest loans. All of the assistance programs garnered strong interest, even at the lowest levels of help.

### 4.1 INCENTIVES FOR RENTALS

Respondents indicated that rental assistance provided by their employer would increase the likelihood of them renting a home in Camden. Incentives where the employer would provide annual rental assistance were more popular than incentives that would help the employee secure a residence. Fifty-four percent responded that having an employer pay the security deposit would increase the likelihood they rent in Camden, and if the incentive were increased to cover first and last month's rent, 55 percent would be interested. For annual assistance, 57 percent indicated \$2,000 in annual assistance would influence their decision to rent in Camden, which increased to 67 percent with \$5,000 of annual assistance (see Figure 4.1).

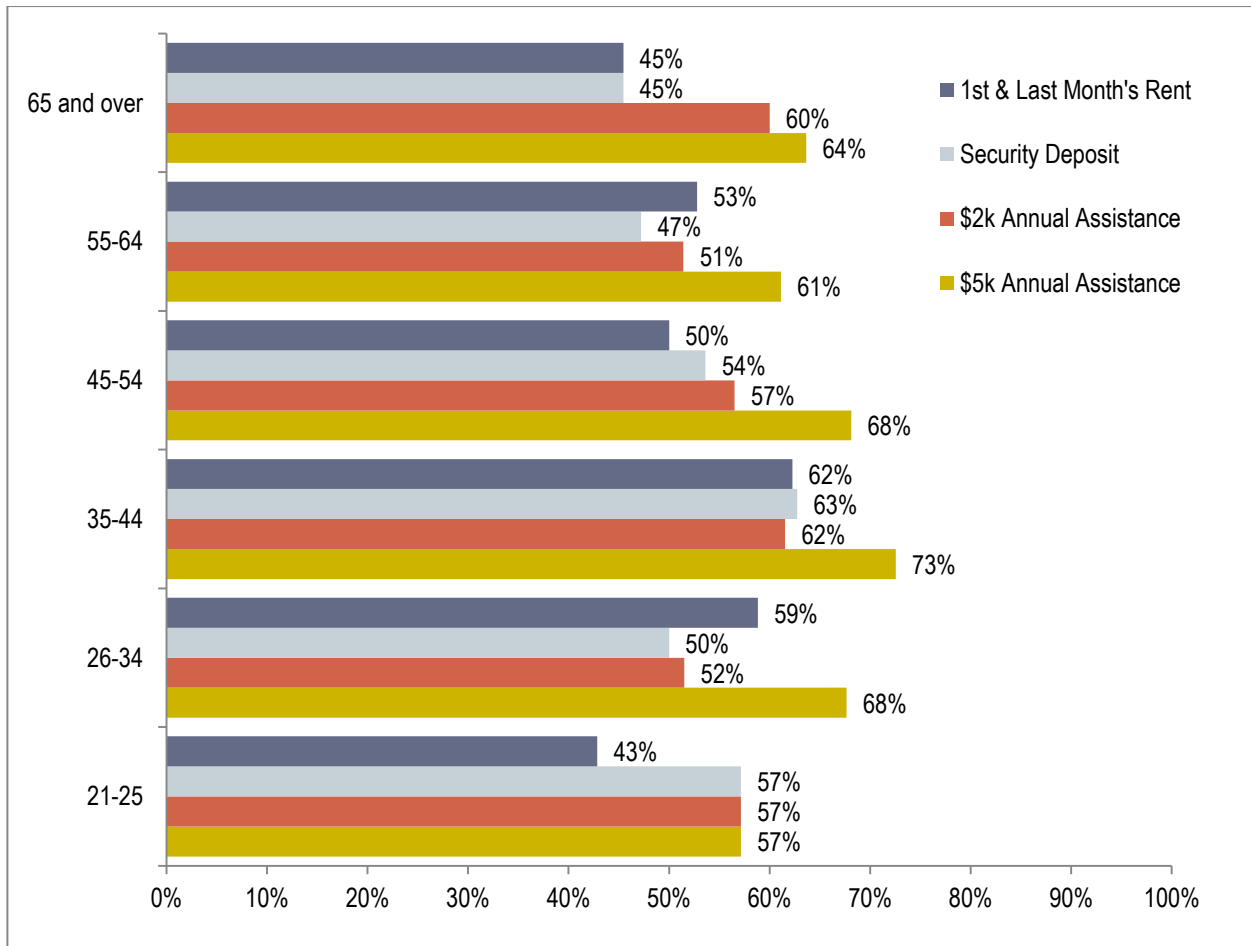
**FIGURE 4.1 – PERCENTAGE OF RESPONDENTS WHO SAY EMPLOYER-BASED RENTAL ASSISTANCE WOULD MODERATELY OR SIGNIFICANTLY INCREASE THE LIKELIHOOD THEY RENT IN CAMDEN, BY TYPE OF ASSISTANCE, RANGE OF N = 207 (\$5K ASSISTANCE) TO N = 210 (1<sup>ST</sup> & LAST MONTH'S RENT)**



Source: Camden Housing Survey: Public Sector Employees (2018)

Breaking down the response to employer rental assistance by age, younger respondents were significantly more likely to be influenced than older respondents. The most popular form of assistance for each age bracket was \$5,000 in annual assistance. Respondents between 35 and 44 is the age group shown to be the most incentivized, where a majority of responses in this age group answered this would moderately or significantly increase their likelihood to rent in Camden (see Figure 4.2).

**FIGURE 4.2 – PERCENTAGE OF RESPONDENTS WHO SAY EMPLOYER RENTAL ASSISTANCE WOULD MODERATELY OR SIGNIFICANTLY INCREASE THE LIKELIHOOD THEY RENT IN CAMDEN, BY ASSISTANCE TYPE AND AGE, RANGE OF N = 206 (\$2K ASSISTANCE) TO N = 209 (1<sup>ST</sup> & LAST MONTH'S RENT)<sup>6</sup>**



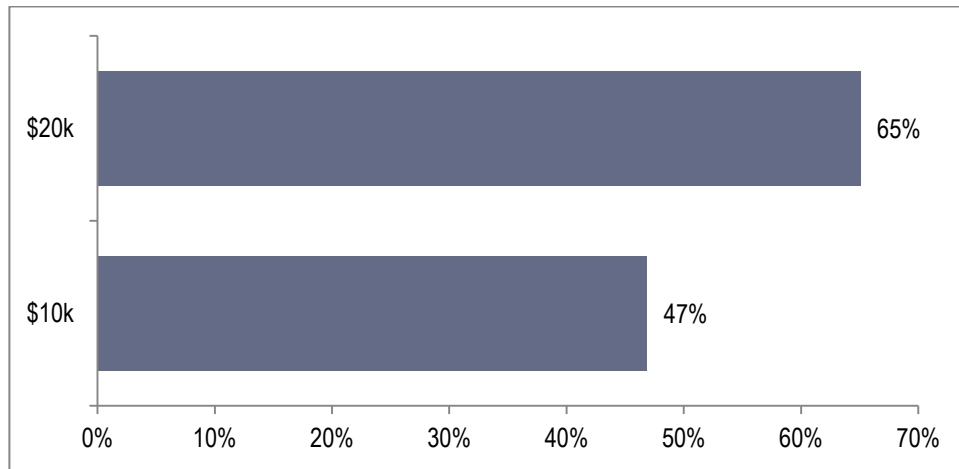
Source: Camden Housing Survey: Public Sector Employees (2018)

<sup>6</sup> Some respondents selected more than one incentive.

## 4.2 INCENTIVES FOR HOME OWNERSHIP

The survey also asked whether a grant toward purchasing a house would increase the likelihood of purchasing in Camden. Forty-seven percent of respondents indicated that a \$10,000 grant would positively affect their likelihood of purchasing a home in Camden. That group increased to 65 percent for a \$20,000 grant (see Figure 4.3).

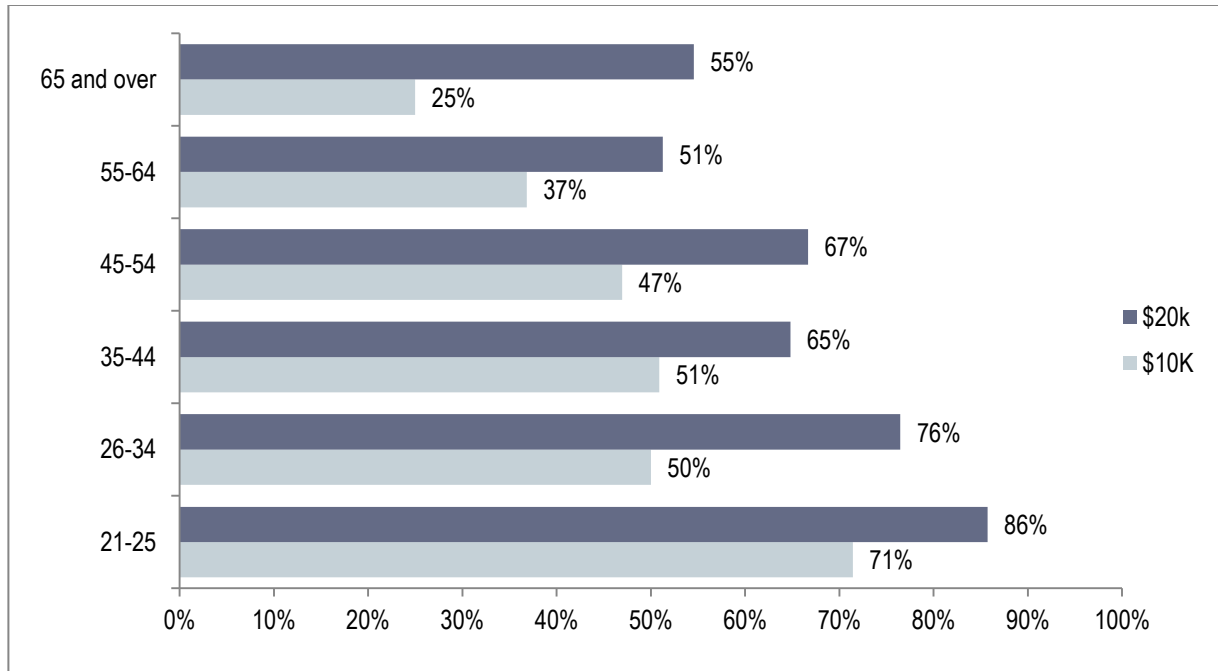
**FIGURE 4.3 – PERCENTAGE OF RESPONDENTS WHO SAY A GRANT WOULD MODERATELY OR SIGNIFICANTLY INCREASE THE LIKELIHOOD THEY PURCHASE A HOME IN CAMDEN, BY GRANT AMOUNT, \$10K, N = 209, \$20K, N = 212**



Source: Camden Housing Survey: Public Sector Employees (2018)

A program offering a grant toward purchasing a home appealed most to younger respondents. Over half of respondents to this question in each age bracket up to 35-44 would be positively influenced by a \$10,000 grant. As the grant amount increases, more people across all age brackets showed interest in a program of this type (see Figure 4.4)

**FIGURE 4.4 – PERCENTAGE OF RESPONDENTS WHO SAY A GRANT WOULD MODERATELY OR SIGNIFICANTLY INCREASE THE LIKELIHOOD THAT THEY PURCHASE A HOME IN CAMDEN, BY GRANT AMOUNT AND AGE, \$10K, N = 208, \$20K, N = 211**

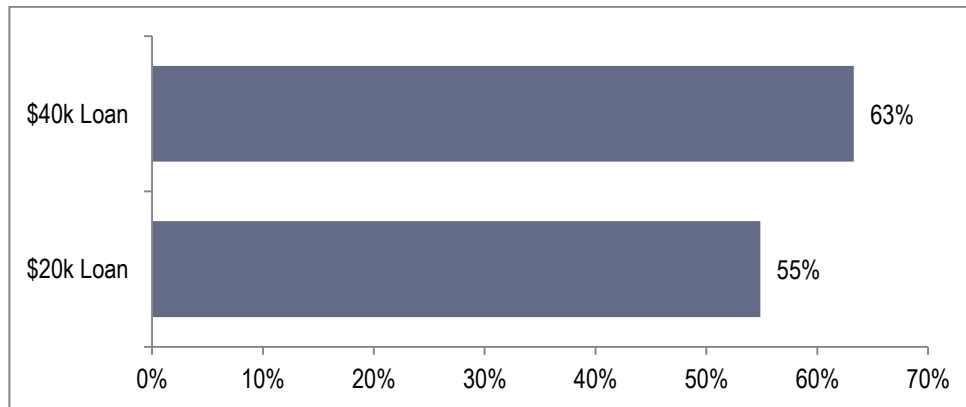


Source: Camden Housing Survey: Public Sector Employees (2018)



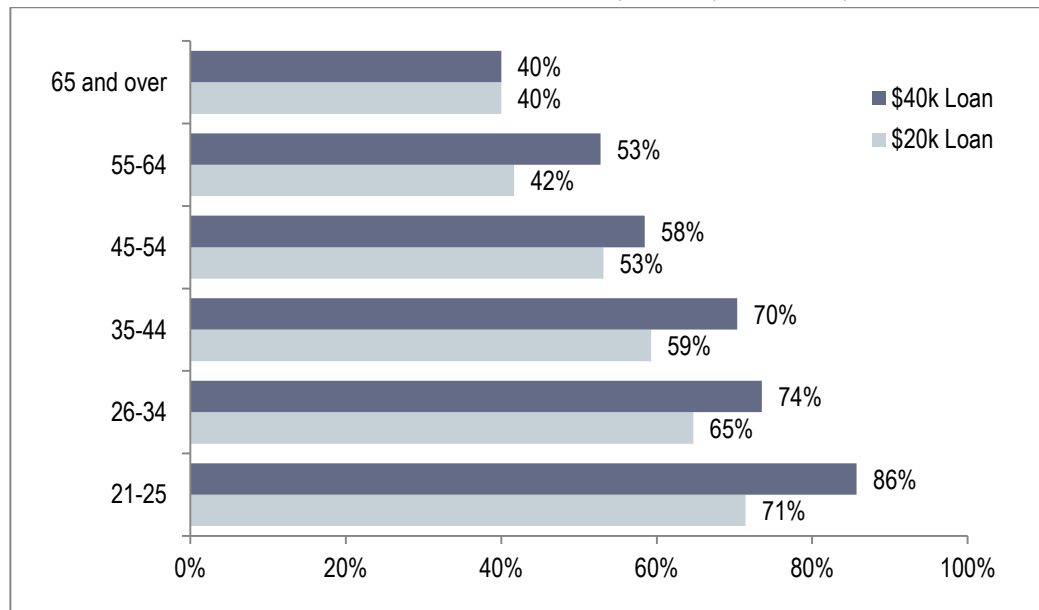
The survey also asked about a program that would provide a low-interest loan for home improvements. Fifty-five percent of respondents said that a \$20,000 loan would moderately or significantly increase the likelihood of purchasing a home in Camden. That percent grew to 63 percent with a \$40,000 loan (see Figure 4.5). For 70 percent of respondents 35 to 44, a \$40,000 loan would increase their likelihood of purchasing in Camden (see Figure 4.6).

**FIGURE 4.5 – PERCENTAGE OF RESPONDENTS WHO SAY A LOW-INTEREST LOAN FOR HOME IMPROVEMENTS WOULD MODERATELY OR SIGNIFICANTLY INCREASE THE LIKELIHOOD THEY WOULD PURCHASE A HOME IN CAMDEN, BY LOAN AMOUNT \$20K LOAN, N = 206, \$40K LOAN, N = 207**



Source: Camden Housing Survey: Public Sector Employees (2018)

**FIGURE 4.6 – PERCENTAGE OF RESPONDENTS WHO SAY A LOW-INTEREST LOAN FOR HOME IMPROVEMENTS WILL MODERATELY OR SIGNIFICANTLY INCREASE THE LIKELIHOOD THEY WOULD PURCHASE A HOME IN CAMDEN, BY LOAN AMOUNT AND AGE GROUP \$20K LOAN, N = 205, \$40K LOAN, N = 206**



Source: Camden Housing Survey: Public Sector Employees (2018)



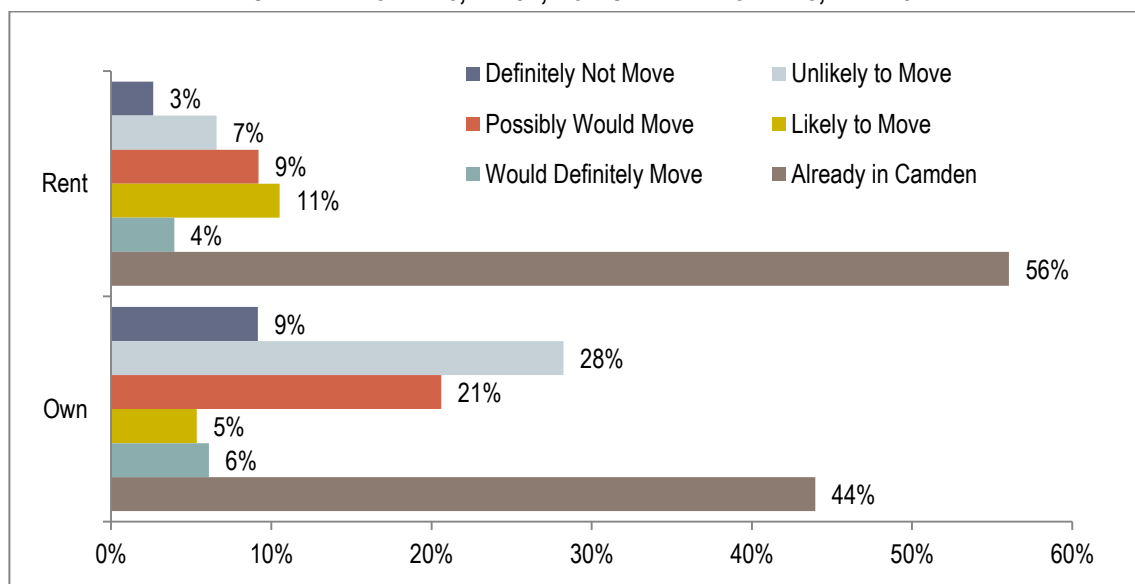
## 5.0 FACTORS IMPACTING RESIDENTS' INTEREST IN LIVING IN CAMDEN

Although two-thirds of respondents would consider living in Camden, some respondents had concerns about moving into the City. The primary concerns among respondents were safety, school quality, and the lack of amenities in the city. However, some groups— for example younger respondents, individuals who are currently renting, and households without children – were more likely to move to Camden.

### 5.1 FACTORS INFLUENCING WILLINGNESS TO MOVE TO CAMDEN

Fifteen percent of respondents to this question who currently rent their home indicated that they would be “likely to move” or “would definitely move” to Camden, compared to 11 percent of respondents who own their home.<sup>7</sup> An additional nine percent of renters and 21 percent of homeowners “possibly would move” to Camden. More than half of respondents currently rent in Camden, compared with 44 percent of homeowners. Only 7 percent of renters and 28 percent of homeowners are “unlikely to move” to Camden (see Figure 5.1).

**FIGURE 5.1 – RESPONDENTS' RELATIONSHIP TO CAMDEN BY CURRENT HOMEOWNERSHIP, CAMDEN RESIDENTS, N = 91, NON-CAMDEN RESIDENTS, N = 116**

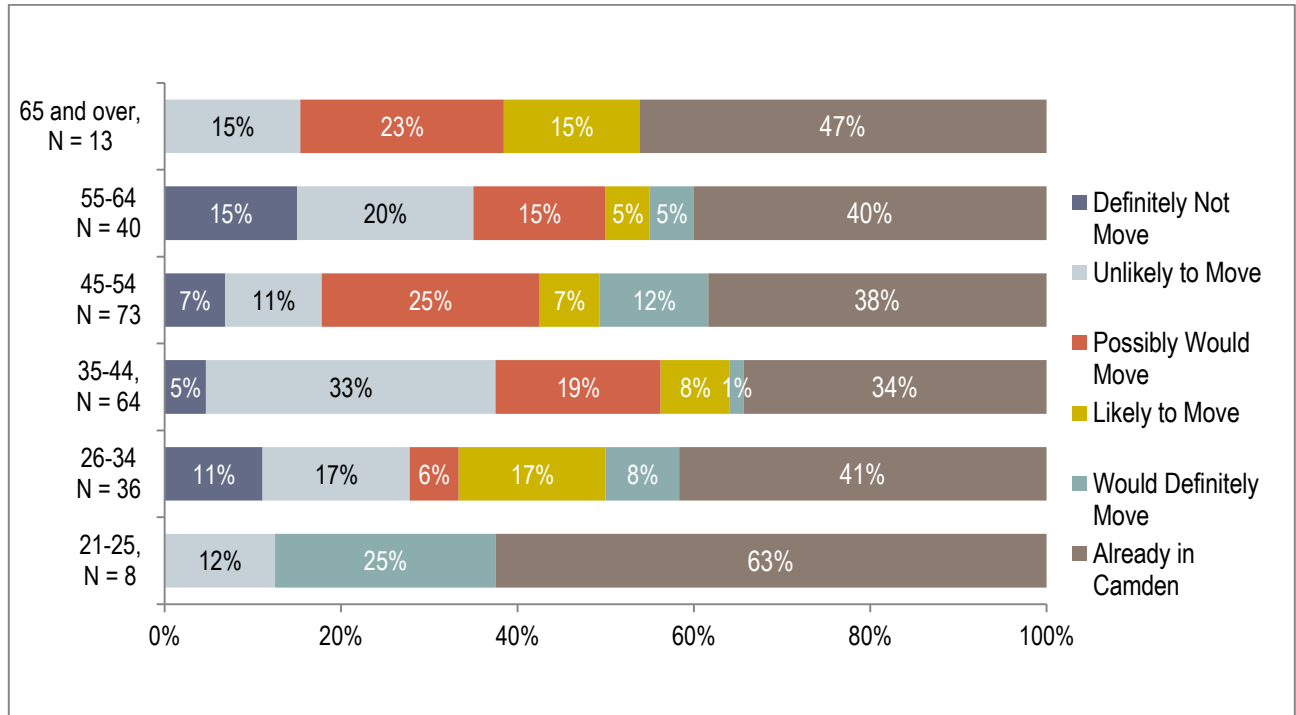


Source: Camden Housing Survey: Public Sector Employees (2018)

<sup>7</sup> Respondents are defined as those who answered each particular question.

Among those who took this survey, as age increased, respondents were less interested in moving to Camden (see Figure 5.2). More than 40 percent of respondents between 26 and 34 already live in Camden, while more than half of those living outside the city would consider moving to Camden. There were only 13 respondents over the age of 65 and only 8 between the ages of 21 and 25. We cannot draw clear conclusions about those age groups due to the small sample size.

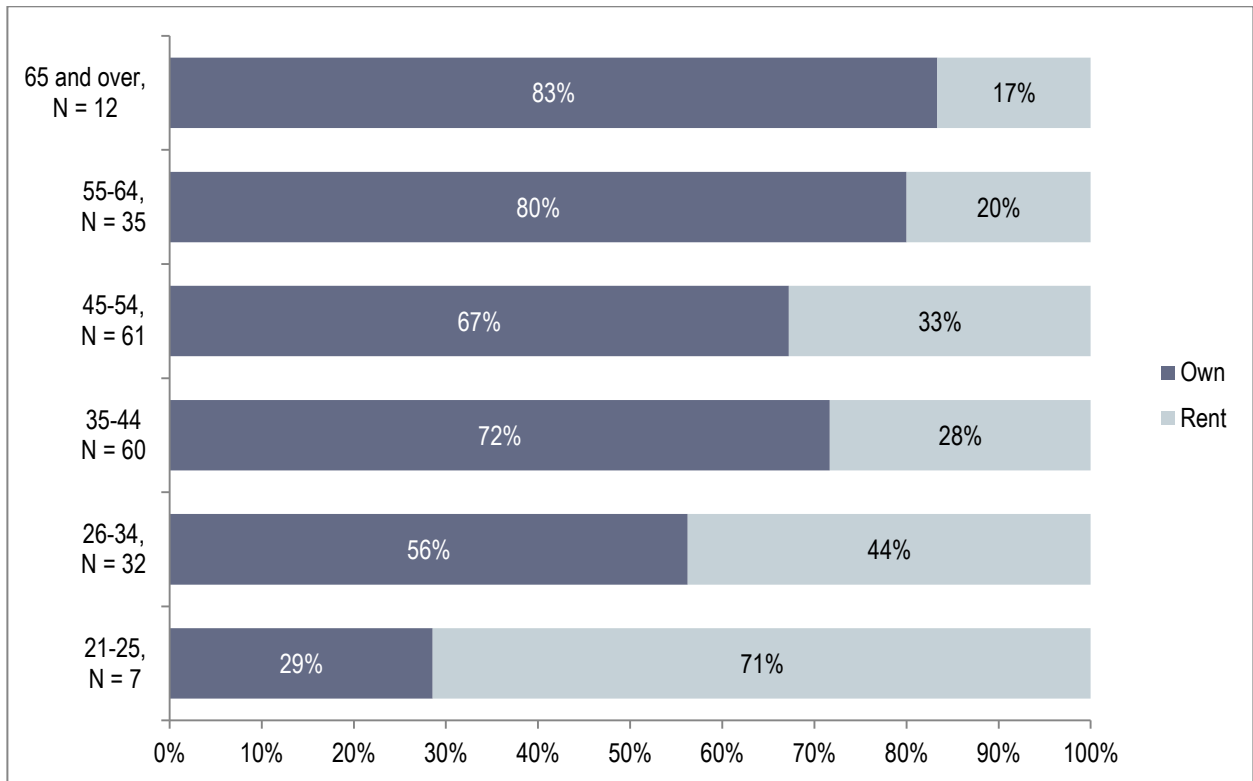
**FIGURE 5.2 – RESPONDENTS’ RELATIONSHIP TO CAMDEN BY AGE GROUP,  
CAMDEN RESIDENTS, N = 93, NON-CAMDEN RESIDENTS, N = 142**



Source: Camden Housing Survey: Public Sector Employees (2018)

There is a positive relationship between homeownership and age among respondents. That is, as age increases so does the likelihood of homeownership and as age increases, the likelihood of renting decreases. As noted, it is difficult to draw conclusions about those under 25 and over 65 due to the sample sizes in those age groups. (see Figure 5.3).

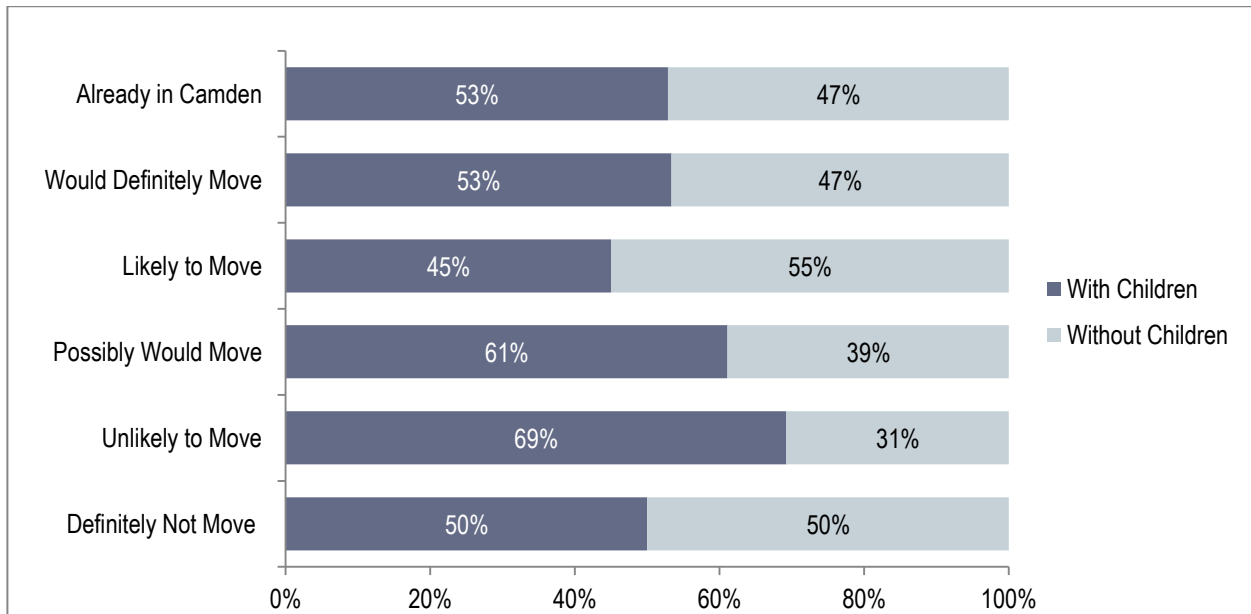
**FIGURE 5.3 – CURRENT HOMEOWNERSHIP BY AGE GROUP, N = 206**



Source: Camden Housing Survey: Public Sector Employees (2018)

Respondents without children are more likely to move to Camden than those with children. Among respondents to this question, the majority of respondents who possibly would move or are unlikely to move have children (see Figure 5.4).

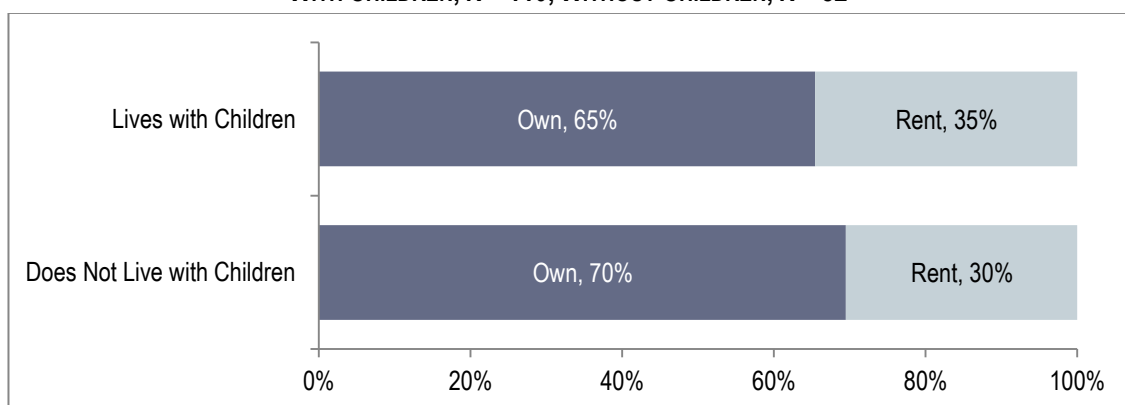
**FIGURE 5.4 – RESPONDENTS’ RELATIONSHIP TO CAMDEN BY WHETHER OR NOT THEY LIVE WITH CHILDREN, CAMDEN RESIDENTS, N = 87, NON-CAMDEN RESIDENTS = 126; WITH CHILDREN, N = 120, WITHOUT CHILDREN, N = 93**



Source: Camden Housing Survey: Public Sector Employees (2018)

The rental vs. homeowner rate is similar between those who live with children and those who do not, with respondents who live with children slightly more likely to be renters. (see Figure 5.5).

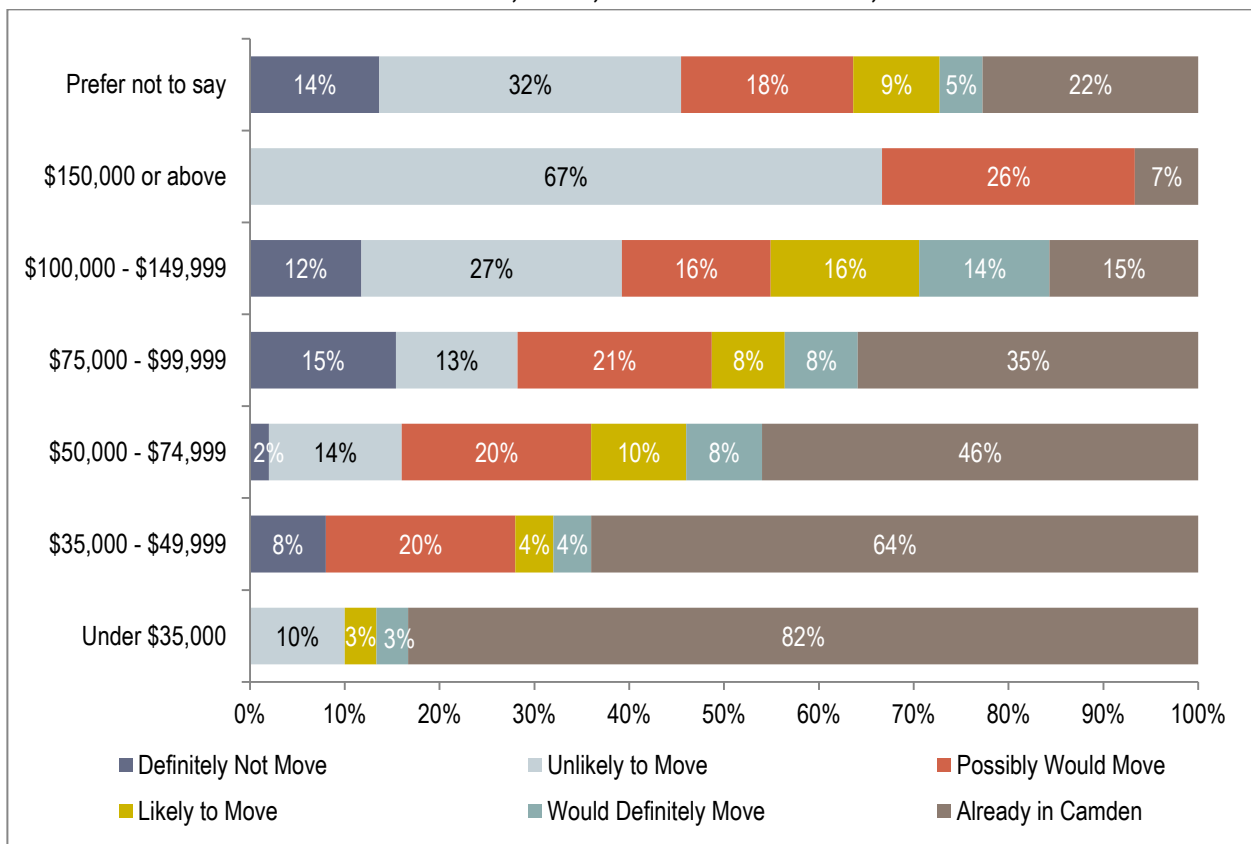
**FIGURE 5.5 – CURRENT HOMEOWNERSHIP BY WHETHER OR NOT THEY LIVE WITH CHILDREN, N = 192; WITH CHILDREN, N = 110, WITHOUT CHILDREN, N = 82**



Source: Camden Housing Survey: Public Sector Employees (2018)

Among respondents to this question, the highest income respondents are the least interested in moving to Camden, although 26 percent of respondents with a household income over \$150,000 would possibly move to the city. In total, 28 percent of respondents with household income between \$35,000 and \$50,000 and between \$50,000 and \$75,000 are likely or would possibly move to Camden (see Figure 5.6). Sixteen percent with household income between \$75,000 and \$150,000 are likely or would possibly move. As previously noted, household income is the combined income for all people sharing a particular household.

**FIGURE 5.6 – RESPONDENTS’ ANNUAL HOUSEHOLD INCOME BY RELATIONSHIP TO CAMDEN, CAMDEN RESIDENTS, N = 92, NON-CAMDEN RESIDENTS, N = 140**



Source: Camden Housing Survey: Public Sector Employees (2018)





## 6.0 PERCEPTIONS OF CAMDEN

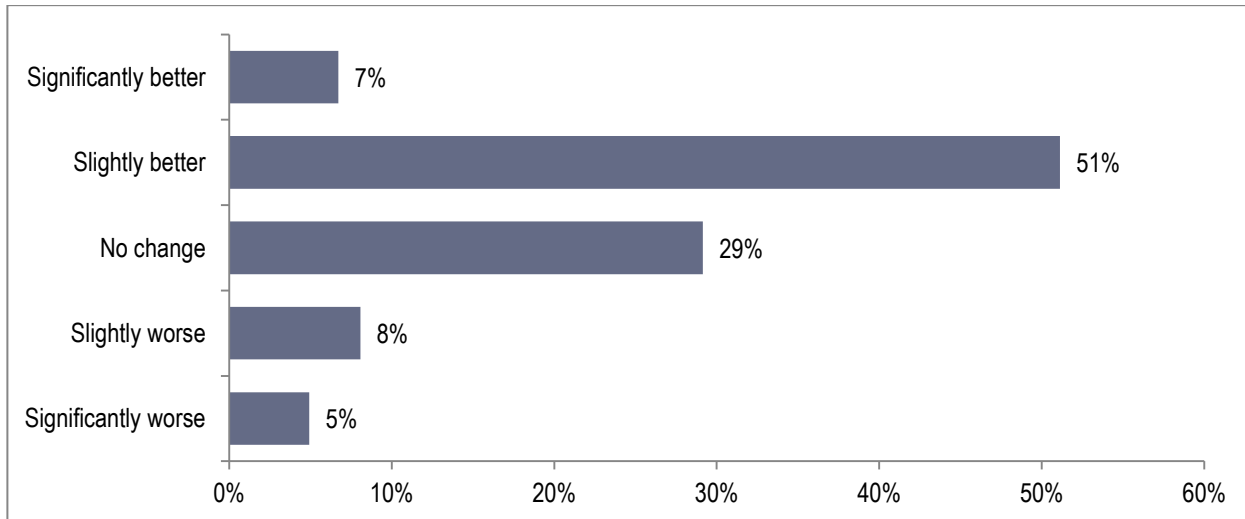
The public sector survey demonstrated a strong stability in the public sector workforce, with the majority of respondents both working and living in the city for more than 10 years. This gives respondents first-hand insight into how the city has changed over the last decade. Respondents were asked about how their perceptions of the city and its housing stock have changed over the last 10 years and how they expect it to change over the next decade.

The survey demonstrated that respondents overwhelmingly believe both the city and its housing have improved and have strong expectations for its continued improvement over the next 10 years. These responses indicate the city's recent renaissance is recognized by those who work and/or live there.

### 6.1 HOUSING QUALITY

Survey respondents were asked about how the quality and availability of housing in Camden compares to ten years ago. In total, 58 percent stated it is now slightly or significantly better. Only 5 percent believe it has significantly declined in quality (Figure 6.1).

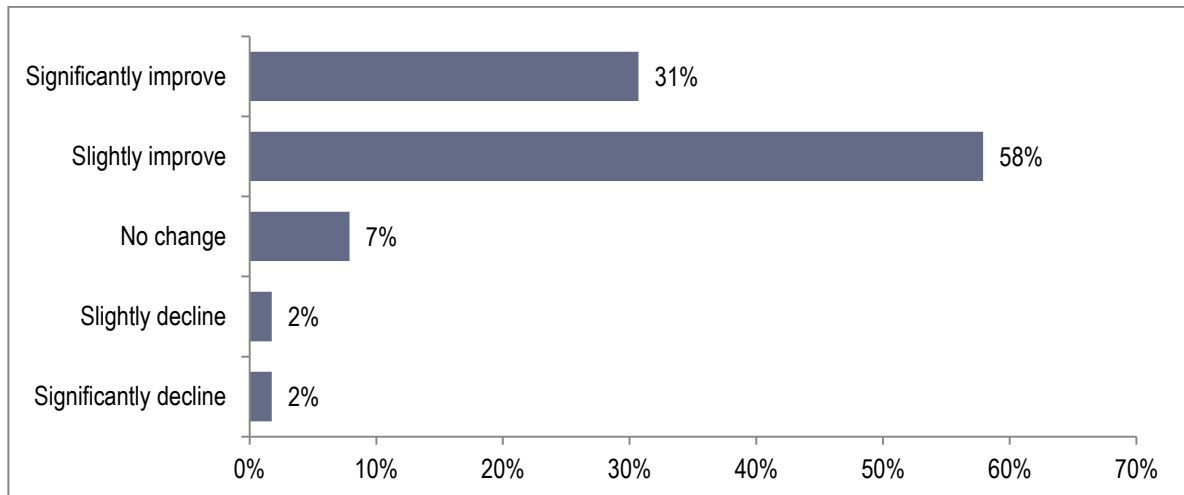
**FIGURE 6.1 – PERCEPTION OF THE CAMDEN HOUSING STOCK TO ITS CONDITION FIVE YEARS AGO, N = 223**



*Source: Camden Housing Survey: Public Sector Employees (2018)*

Respondents expect this trend to continue, with 89 percent of respondents stating they believe the housing stock will be slightly or significantly better in 10 years (Figure 6.2).

**FIGURE 6.2 – PREDICTION OF THE CAMDEN HOUSING STOCK'S CONDITION 10 YEARS IN THE FUTURE COMPARED TO ITS CONDITION TODAY, N = 228**

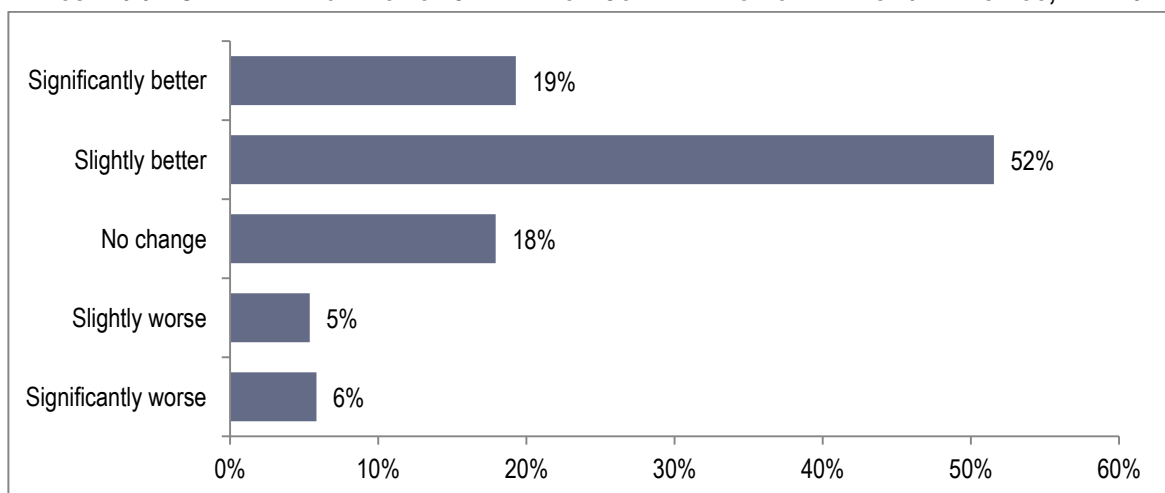


Source: Camden Housing Survey: Public Sector Employees (2018)

## 6.2 HOW THE CITY OF CAMDEN HAS CHANGED

Respondents also expressed a positive perception of how the city has changed over the last 10 years. Seventy-one percent of respondents stated that their overall perception of Camden has slightly or significantly improved over the last decade (Figure 6.3).

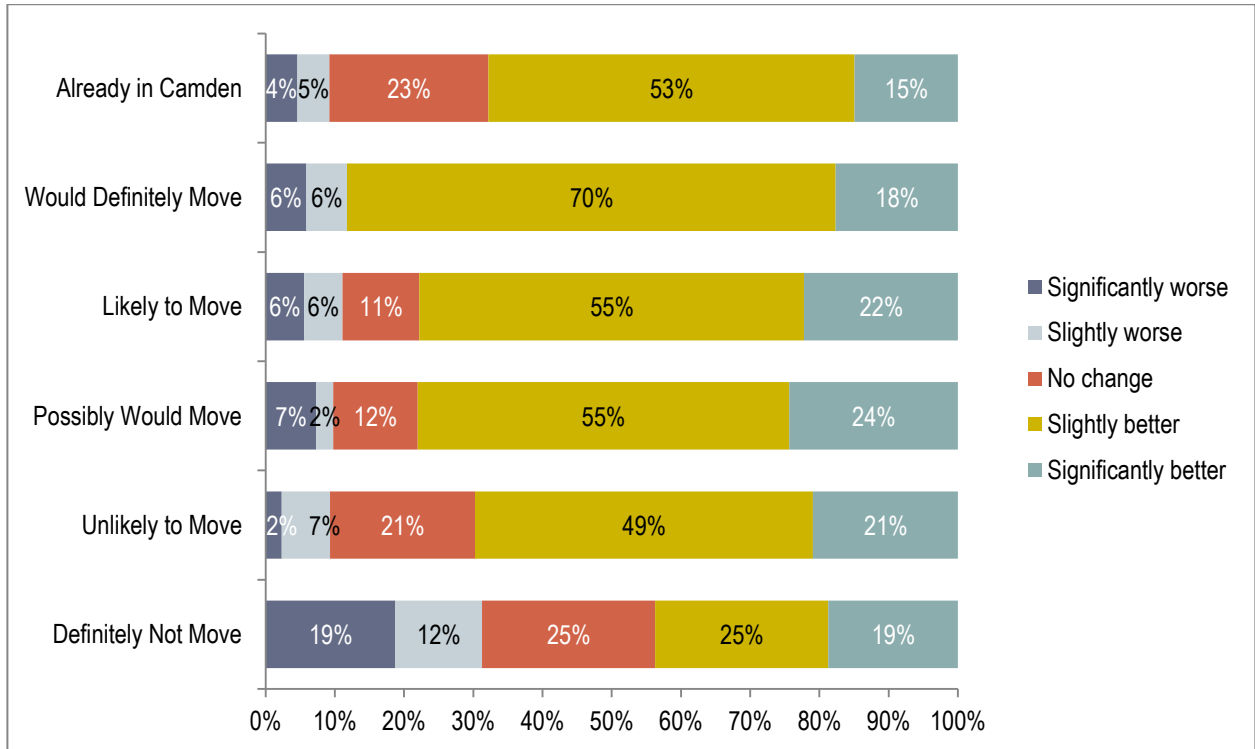
**FIGURE 6.3 – OVERALL PERCEPTION OF CAMDEN NOW COMPARED TO HOW IT WAS 10 YEARS AGO, N = 223**



Source: Camden Housing Survey: Public Sector Employees (2018)

This perception is consistent among those who currently live in the city and those who are likely, possibly, or definitely will move into Camden (Figure 6.4). In all groups, at least or about 70 percent of respondents stated the city has improved over the last decade.

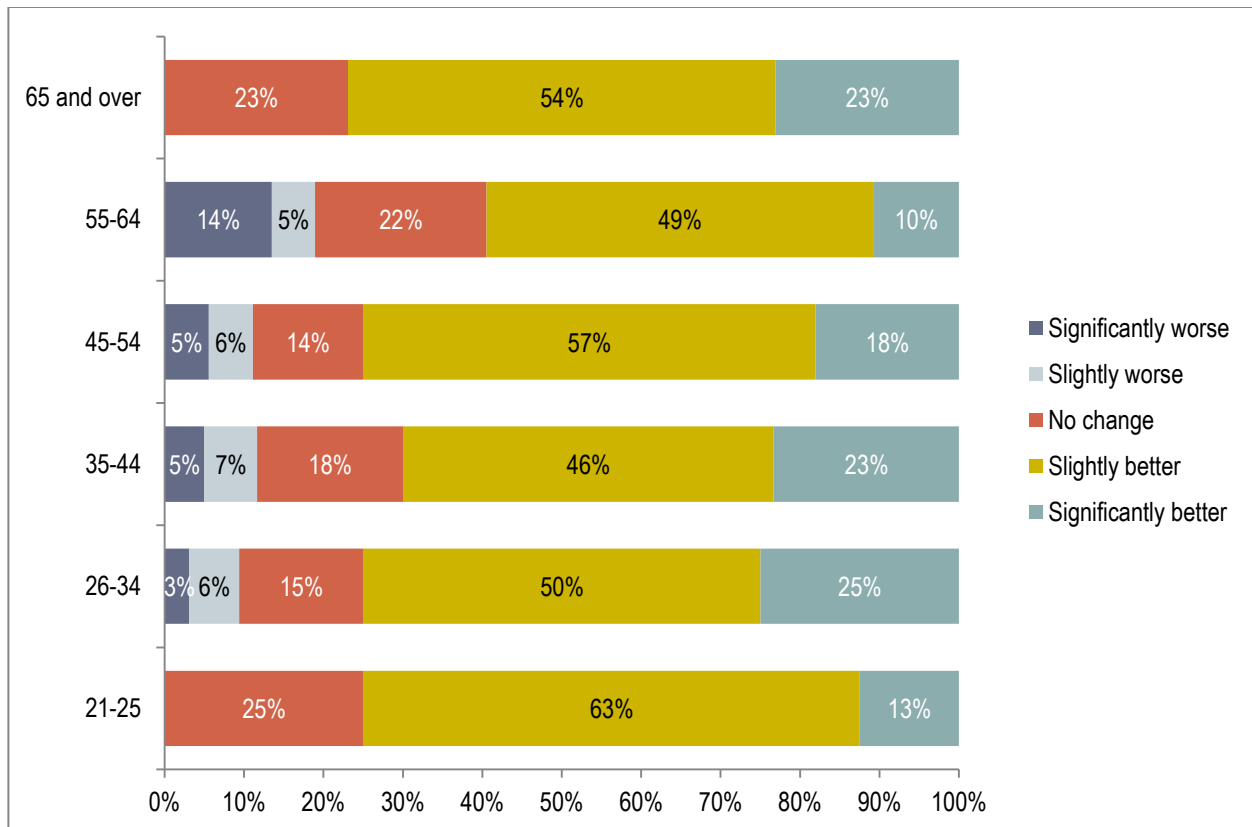
**FIGURE 6.4 – OVERALL PERCEPTION OF CAMDEN NOW COMPARED TO HOW IT WAS 10 YEARS AGO  
BY RELATIONSHIP TO THE CITY, N = 222**



Source: Camden Housing Survey: Public Sector Employees (2018)

Similarly, this positive trend is reflected across all age groups. Even among the age groups least likely to move to Camden, there is a strong belief that the city has improved in the last 10 years (Figure 6.5).

**FIGURE 6.5 – OVERALL PERCEPTION OF CAMDEN NOW COMPARED TO HOW IT WAS 10 YEARS AGO  
BY AGE GROUP, N = 222**

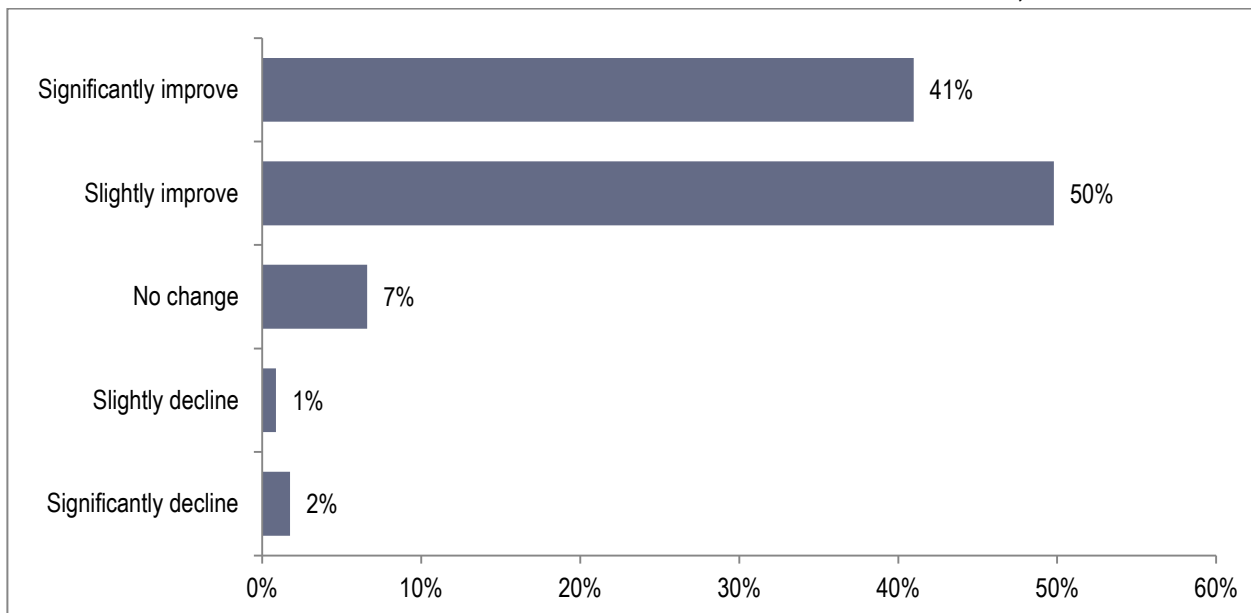


Source: Camden Housing Survey: Public Sector Employees (2018)

### 6.3 EXPECTATIONS OF HOW CAMDEN WILL CHANGE

Public sector employees believe that the City has improved over the last decade. They also expect this positive trend to continue. Over 90 percent of respondents believe the city will continue to improve over the next 10 years, including 41 percent who believe that the city will be significantly better in a decade (Figure 6.6).

**FIGURE 6.6 – OVERALL PERCEPTION OF THE CITY OF CAMDEN 10 YEARS FROM NOW, N = 227**



Source: Camden Housing Survey: Public Sector Employees (2018)

## 6.4 CONCLUSION

Camden's economic upswing has been captured in how public sector employees view their city. There is a strong consensus among respondents that Camden's housing stock and the city overall have improved over the last 10 years – and they expect the improvements to continue over the next decade. This positive impression of Camden is creating demand for new, quality housing in the city. Nearly two-thirds of respondents would consider living in the city, with the highest demand for homeownership opportunities; particularly three-bedroom single-family homes and townhomes. In addition, the majority of current renters plan to purchase a home within the next two years.

Current Camden residents, who are more likely to be renters, are also overwhelmingly interested in staying in Camden – with 83 percent saying that they are interested in purchasing or renting in the city. Financial assistance programs, including homeownership grants and rental assistance programs, further increase respondents' interest in living in the city, and support those who already want to stay or move into Camden.

The major factors impacting where residents choose to live are safety/security, quality of life in the neighborhood, and physical condition of housing. The continued work of the city to improve safety in Camden and developers to provide additional quality housing stock are well aligned with the housing demands of public sector employees.

## APPENDIX A – CAMDEN PUBLIC SECTOR INSTITUTIONS, AGENCIES, AND DEPARTMENTS

- City of Camden
- Camden Fire Department
- Camden Housing Authority
- Camden Parking Authority
- Camden City School District (including Renaissance Schools)
- Camden County Police Department





## APPENDIX B – PUBLIC SECTOR AND TASK FORCE SURVEY COMPARISONS

### BACKGROUND ON THE CAMDEN HIGHER EDUCATION AND HEALTHCARE TASK FORCE HOUSING SURVEY

The Camden Higher Education and Healthcare Task Force first distributed a housing survey in March 2009. The member institutions conducted a survey of their Camden-based employees and graduate students to evaluate the potential demand for new rental and homeowner housing near their places of employment or schools in Camden. A total of 1,057 responses were received from seven of the Task Force's member institutions.

The Task Force's nine core members are:

- CAMCare Health Corporation
- Camden County College
- Cooper Medical School of Rowan University
- Cooper University Hospital
- Lourdes Health System
- Rowan University
- Rutgers – Camden
- Rowan University/Rutgers – Camden Board of Governors
- Virtua Camden

In March 2017, the Task Force hired Econsult Solutions, Inc. (ESI) to conduct an updated survey, building on the 2009 findings. The 2017 survey included questions that would enable a direct comparison with the 2009 results, and added new questions to evaluate additional factors in housing demand, including amenities, public transportation access, factors that impact respondents' interest in living in Camden, and assessments of how the city has changed in the last decade and is expected to change over the next ten years.

A total of 1,258 responses were received; an 8 percent response rate of the Task Force survey came from Task Force members' employees and students who work for or attend member institutions, businesses, colleges, or universities. Forty-two percent of the Task Force survey respondents stated they would consider living in the city, which represents a five percent increase from the 2009 survey. This appendix compares key similarities and differences between the results of the 2017 Task Force Survey and the City of Camden Redevelopment Authority (CRA) 2018 Public Sector Survey. CRA's report capturing responses to their 2018 residents' survey is forthcoming.

## SUMMARY

- Public Sector Institutions: City of Camden, Camden Fire Department, Camden Housing Authority, Camden Parking Authority, Camden County Police Department, Camden School District (including Renaissance Schools)
- Task Force Members: CAMCare Health Corporation, Camden County College, Cooper Medical School of Rowan University, Cooper University Hospital, Lourdes Health System, Rowan University, Rutgers – Camden, Rowan University/Rutgers – Camden Board of Governors , Virtua Camden
- Response Rate: Public Sector - 237 (12 percent), Task Force - 1,258 (8 percent)
- Percent of respondents who live in Camden: Public Sector - 40 percent, Task Force -12 percent

## KEY FINDINGS

Percentage of respondents interested in purchasing or renting a home in Camden:

- 42 percent (Task Force)
- 66 percent (Public Sector Employees)

For both groups, individuals under 35 are most likely to consider living in Camden

For both groups, financial assistance programs, including rental assistance and homeownership grants, had a significant impact on respondents' interest in moving to or staying in Camden

For both groups, the top factors in determining where to live:

- Safety and security, physical condition of housing, and quality of life in the neighborhood.

Percentage of respondents who believe Camden has either slightly or significantly improved from 10 years ago:

- 67 percent (Task Force)
- 70 percent (Public Sector Employees)

Percentage of respondents who expect Camden to continue to improve over the next 10 years:

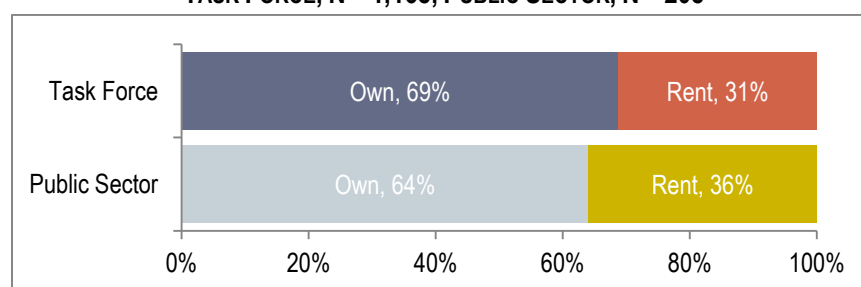
- 81 percent (Task Force)
- 90 percent of (Public Sector Employees)

## DEMAND FOR HOUSING

### Similarities to the Task Force Survey:

- Respondents under age 35 are most interested in living in Camden in both surveys.
- Both public sector and Task Force employees with children are less likely to consider moving to Camden.
- The most important factors in determining where respondents choose to live were the same in both surveys: Safety and security, quality of life in neighborhood, physical condition of housing.
- Similar percentages of Task Force and Public Sector employees own vs. rent their homes.

**FIGURE B.1 – HOUSING TENURE BY SURVEY,  
TASK FORCE, N = 1,168, PUBLIC SECTOR, N = 208**

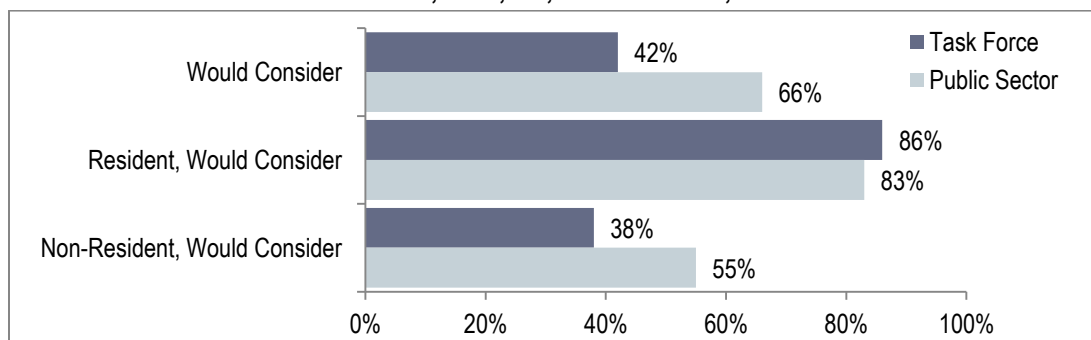


Source: Camden Housing Survey: Public Sector Employees (2018), Camden,  
Camden Higher Education and Health Care Task Force Housing Survey (2017)

### Differences from the Task Force Survey:

- Task Force members are significantly more likely to be satisfied with their current housing situation
- Public Sector employees are more likely to consider purchasing or renting a home and living in the City of Camden than Task Force survey respondent employees.

**FIGURE B.2 – PROPORTION OF RESPONDENTS WHO WOULD CONSIDER PURCHASING A HOME IN CAMDEN,  
TASK FORCE, N = 1,238, PUBLIC SECTOR, N = 232**



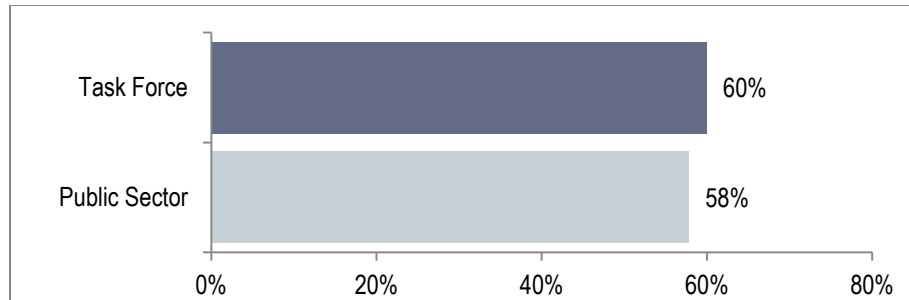
Source: Camden Housing Survey: Public Sector Employees (2018), Camden,  
Camden Higher Education and Health Care Task Force Housing Survey (2017)

## PERCEPTIONS OF CAMDEN

### Similarities to the Task Force Survey

- The majority of both Task Force and the Public Sector respondents believe Camden's housing stock has improved over the last five years

**FIGURE B.3 - PROPORTION OF RESPONDENTS WHO BELIEVE CAMDEN HOUSING STOCK HAS IMPROVED IN THE LAST FIVE YEARS, TASKFORCE, N = 1,149, PUBLIC SECTOR, N = 223**

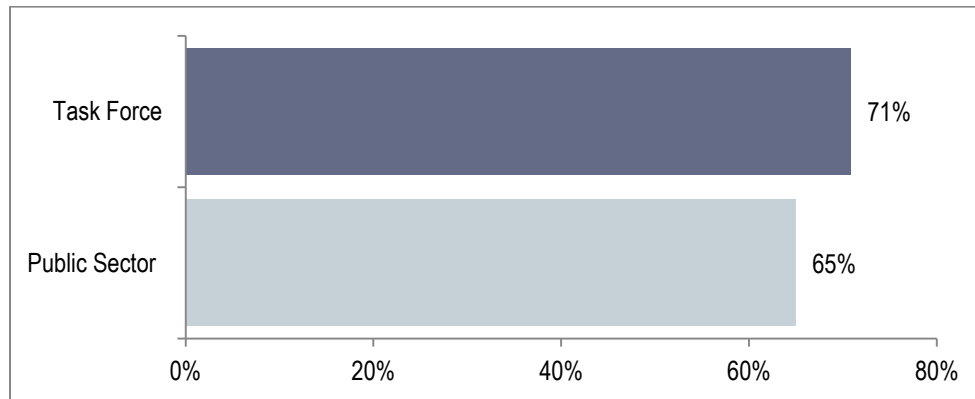


Source: Camden Housing Survey: Public Sector Employees (2018), Camden, Camden Higher Education and Health Care Task Force Housing Survey (2017)

**Differences from the Task Force Survey**

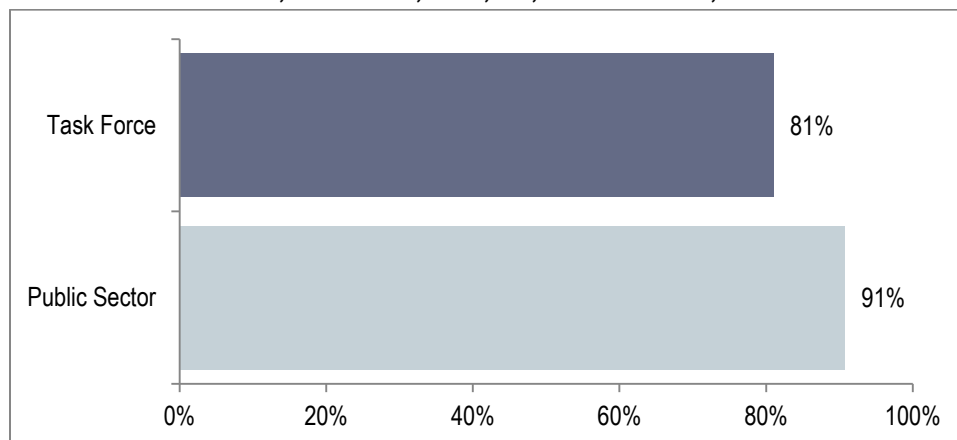
- Task force members are slightly more likely than the Public Sector survey respondents to believe Camden has improved over the last 10 years
- Both groups overwhelmingly believe Camden will continue to improve over the next decade, although Public Sector rates are higher

**FIGURE B.4 – PROPORTION OF RESPONDENTS WHO BELIEVE CAMDEN HAS IMPROVED IN THE LAST 10 YEARS, TASKFORCE, N = 1,154; PUBLIC SECTOR, N = 223**



Source: Camden Housing Survey: Public Sector Employees (2018), Camden, Camden Higher Education and Health Care Task Force Housing Survey (2017)

**FIGURE B.5 – PROPORTION OF RESPONDENTS WHO BELIEVE CAMDEN WILL CONTINUE TO IMPROVE IN THE NEXT 10 YEARS, TASKFORCE, N = 1,193; PUBLIC SECTOR, N = 227**



Source: Camden Housing Survey: Public Sector Employees (2018), Camden, Camden Higher Education and Health Care Task Force Housing Survey (2017)



## APPENDIX C – MAP OF SURVEY RESPONSES BY NEIGHBORHOODS AND CENSUS TRACTS

FIGURE C.1 – CAMDEN RESPONDENTS BY NEIGHBORHOOD, N = 97



Source: Camden Housing Survey: Public Sector Employees (2018), ArcGIS (2018), MapBox (2018)





## APPENDIX D – SURVEY

1. Where are you currently employed?
  - City of Camden
  - Camden Fire Department
  - Camden Housing Authority
  - Camden Parking Authority
  - Camden County Police Department
  - Camden City School District
  - KIPP Norcross Academy
  - KIPP Whittier
  - Mastery Charter School
  - Uncommon Schools
2. Which category best describes your status?
  - Employee (Full-Time)
  - Employee (Part-Time)
  - Other: \_\_\_\_\_
3. Age
  - 20 and under
  - 21-25
  - 26-34
  - 35-44
  - 45-54
  - 55-64
  - 65 and over
4. Which of the following describes your race or ethnicity (check all that apply)?
  - White
  - Black or African American
  - Hispanic or Latino
  - Native American or American Indian
  - Asian
  - Pacific Islander
  - Prefer not to say
  - Other: \_\_\_\_\_

**5. Gender**

- Female
- Male
- Transgender
- Prefer Not to Say
- Other: \_\_\_\_\_

**6. What is your household size? ("Household" means all people, including yourself, who occupy your primary residence as their usual place of residence, whether or not they are related to one another.)**

- 1
- 2
- 3
- 4
- 5 or more

**7. How many children are in your household?**

- Under age 5
  - 0
  - 1
  - 2
  - 3
  - 4
  - 5 or more
- Ages 5-17
  - 0
  - 1
  - 2
  - 3
  - 4
  - 5

8. Please indicate the number of bedrooms and bathrooms in your current home

- Bedrooms
  - 1
  - 2
  - 3
  - 4
  - 5 or more
- Bathrooms
  - 1
  - 2
  - 3
  - 4
  - 5 or more

9. What is your annual household income?

- Under \$35,000
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 or above
- Prefer not to say

10. What is your annual personal income?

- Under \$35,000
- \$35,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 or above
- Prefer not to say

11. Do you currently work in the City of Camden?

- Yes
- No

12. If yes, how many years have you worked in the City of Camden?

- 1-2
- 3-5
- 6-10
- More than 10

13. Do you currently live in the City of Camden?

- Yes
- No

14. If yes, how long have you lived in the City of Camden?

- 1-2 years
- 3-5 years
- 6-10 years
- More than 10 years

15. If yes, you currently live in the City of Camden, in what neighborhood?

- Bergen Square
- Centerville
- Cooper Grant/Waterfront
- Cooper/Lanning: Cooper Plaza
- Cooper/Lanning: Lanning Square
- Cramer Hill: Beideman
- Cramer Hill: Pavonia
- East Camden: Dudley
- East Camden: Marlton
- East Camden: Rosedale
- East Camden: Stockton
- Fairview
- Gateway
- Liberty Park
- Morgan Village
- Parkside
- North Camden: Cooper's Poynt
- North Camden: Pyne Poynt
- Whitman Park
- Waterfront South

16. How many years have you lived in that neighborhood?

- 1-2
- 3-5
- 6-10
- More than 10

17. Do you own or rent your home?

- Own
- Rent

18. If you are a homeowner, in what year did you purchase the home in which you currently live?

- Enter Year

19. If you are not a homeowner, are you likely to purchase a home in the next two years?

- Yes
- No
- Maybe

20. How long is the commute from your current residence to your place of work?

- Less than 15 minutes
- 15-30 minutes
- 31-45 minutes
- 46-60 minutes
- More than 60 minutes

21. What is your primary mode of transportation to your place of work?

- Car
- Public Transit
- Walk
- Bike
- Other: \_\_\_\_\_

22. Do you use public transportation?

- Yes
- No

23. If no, what are your main reasons for not using public transit? (Check all that apply.)

- Prefer to use car
- Too far from home or work
- Inconvenient
- Takes too long
- Inflexible timing
- Safety issues
- Concerns about using public transit with children
- I have a walkable commute to work
- Cost
- Other: \_\_\_\_\_

24. With whom do you live? (Check all that apply.)

- Roommate/housemate
- Spouse/partner
- Parents and/or siblings
- Adult extended family members (grandparent, aunt, uncle, etc.)
- Children
- Alone

25. What is the monthly cost of your rent or mortgage payments?

- Less than \$600
- \$600 - \$799
- \$800 - \$999
- \$1,000 - \$1,499
- \$1,500 - \$1,999
- \$2,000 or over

26. Overall, how satisfied are you with your current housing situation?

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

27. How important to you is the availability of more quality, affordable housing (for purchase or rent) in your decision to work in the City of Camden?

- Very important
- Somewhat important
- Not important

28. How would you rate the quality and availability of housing in the City of Camden?

- For purchase
  - Poor
  - Fair
  - Good
  - Excellent
  - Do Not Know
- For rent
  - Poor
  - Fair
  - Good
  - Excellent
  - Do Not Know

29. How important do you think quality housing is for attracting/retaining employees in the City of Camden?
- Very important
  - Somewhat important
  - Not Important
30. If more quality housing (new construction or newly renovated) were available in the City of Camden, would you consider purchasing or renting a home and living in the City of Camden?
- Definitely
  - Likely
  - Possibly
  - Unlikely
  - Definitely not
31. If no, what are the main reasons why you would not consider purchasing or renting a home in Camden? (Check all that apply.)
- Safety/security
  - Public school district
  - Not enough amenities in the city
  - Not enough available quality, affordable housing in the city
  - Would prefer to live in a rural or a suburban community
  - Other: \_\_\_\_\_
32. If you were to purchase or rent a home in the City of Camden, in what type of housing would you be interested? (Check all that apply.)
- To purchase
    - Single-family house
    - Multiple-family house
    - Townhouse/row house
    - Apartment or condominium (2-4 unit building)
    - Apartment or condominium (5-14 unit building)
    - Apartment or condominium (15-50 unit building)
    - Apartment or condominium (50+ unit building)
  - To rent
    - Single-family house
    - Multiple-family house
    - Townhouse/row house
    - Apartment or condominium (2-4 unit building)
    - Apartment or condominium (5-14 unit building)
    - Apartment or condominium (15-50 unit building)
    - Apartment or condominium (50+ unit building)

33. What would you be willing to pay per month in rent for quality housing in the City of Camden near your place of employment?

- Living alone
  - Less than \$600
  - \$600-\$799
  - \$800-\$999
  - \$1,000-\$1,499
  - \$1,500-\$1,999
  - \$2,000-\$2,499
  - \$2,500 or more
  - Not applicable
- Living with others
  - Less than \$600
  - \$600-\$799
  - \$800-\$999
  - \$1,000-\$1,499
  - \$1,500-\$1,999
  - \$2,000-\$2,499
  - \$2,500 or more
  - Not applicable

34. What would you be willing to pay per month in mortgage payments for quality housing in Camden?

- Less than \$600
- \$600-\$799
- \$800-\$999
- \$1,000-\$1,499
- \$1,500-\$1,999
- \$2,000-\$2,499
- \$2,500 or more
- Not applicable

35. What is the maximum amount of time you're willing to spend commuting to work (one-way)?

- Less than 10 minutes
- 10-15 minutes
- 15-20 minutes
- 20-30 minutes
- 30-45 minutes
- 45-60 minutes
- More than one hour



36. How many bedrooms would you want in a rental or owned property?

- Studio
- 1 bedroom
- 2 bedrooms
- 3 bedrooms
- 4+ bedrooms

37. Please indicate the importance of the following in determining where you live:

*Not Important, Somewhat Important, Important, Very Important, Extremely Important, or N/A*

- Access to public transit
- Availability of parking
- Availability of retail amenities and customer services (e.g. grocery store, pharmacy, etc.)
- Proximity to green space/park
- Safety/security
- Cost of property taxes
- Proximity to entertainment/recreation/cultural venues
- Character of neighborhood
- Proximity to house of worship/church/synagogue/mosque
- Availability of eating and drinking establishments (restaurants, bars, etc.)
- Cost
- Access to health care providers
- Quality of life in the neighborhood
- Access to child care providers
- Quality of primary or secondary education
- Proximity to work/school
- Overall physical condition of housing

38. Please indicate how important the following amenities are to you in considering a residential rental property:

*Not Important, Somewhat Important, Important, Very Important, Extremely Important, or N/A*

- Roof deck
- Green space/park
- Bike racks/bike storage
- On-site parking
- Fiber internet
- Workout room/fitness studio
- Proximity to house of worship/church/synagogue/mosque
- Availability of restaurants/bars
- Shared community space/game room
- Proximity of grocery store
- Proximity to dog park
- Pet friendly
- In-unit washer and dryer
- Access to transportation
- Free Wi-Fi
- Availability of retail/amenities

39. Please rate how the following incentives would impact your interest in purchasing a home in the City of Camden?

*No Effect, Slightly Increase, Moderately Increase, Significantly Increase*

- \$10,000 grant (would be required to pay back a portion if you moved in less than five years)
- \$20,000 grant (would be required to pay back a portion if you moved in less than five years)
- A \$20,000 low-interest loan for home improvement
- A \$40,000 low-interest loan for home improvement

40. Please rate how the following incentives would impact your interest in renting a home or apartment in the City of Camden:

*No Effect, Slightly Increase, Moderately Increase, Significantly Increase*

- Employer pays first and last month's rent annually
- Employer pays security deposit on a new lease
- Employer pays up to \$2,000/year in rental assistance
- Employer pays up to \$5,000/year in rental assistance

41. If you are currently a homeowner, how important is funding to upgrade or renovate your home?

- Very important
- Somewhat important
- Not important

42. How do you feel the quality of housing in the City of Camden compares to five years ago?

- Significantly better
- Slightly better
- No change
- Slightly worse
- Significantly worse

43. Over the next 10 years, do you believe the quality of housing in the City of Camden will:

- Significantly improve
- Slightly improve
- No change
- Slightly decline
- Significantly decline

44. How does your overall perception of the City Camden compare to 10 years ago?

- Significantly better
- Slightly better
- No change
- Slightly worse
- Significantly worse

45. How do you expect the City of Camden to change in the next 10 years?

- Significantly improve
- Slightly improve
- No change
- Slightly decline
- Significantly decline

46. Please indicate the neighborhoods where you would be interested in new housing. (Check all that apply.)

- Bergen Square
- Centerville
- Cooper Grant/Waterfront
- Cooper/Lanning: Cooper Plaza
- Cooper/Lanning: Lanning Square
- Cooper/Lanning: Central Business District
- Cramer Hill: Beideman
- Cramer Hill: Pavonia
- East Camden: Dudley
- East Camden: Marlton
- East Camden: Rosedale
- East Camden: Stockton
- Fairview
- Gateway
- Liberty Park
- Morgan Village
- Parkside
- North Camden: Cooper's Poynt
- North Camden: Pyne Poynt
- Waterfront South
- Whitman Park





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