

~~CA 1000~~ (S. Brunswick)

10/20/75

CA

report of survey of industries
in S. Brunswick Twp

~~9 pgs~~

~~copy (7 pgs)~~

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CA002024E

Opinion Research Corporation

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HARRY W. O'NEILL
Executive Vice President

October 20, 1975

TO: HANS J. RUESCHMANN, MAYOR
SOUTH BRUNSWICK TOWNSHIP

FROM: HARRY W. O'NEILL

SUBJECT: FINAL REPORT OF SURVEY OF INDUSTRIES
IN SOUTH BRUNSWICK TOWNSHIP

On June 11, 1975, the Township Committee of South Brunswick authorized Opinion Research Corporation to conduct a survey of the industries in South Brunswick Township to obtain from each industry its number of employees (if possible, by job classification and salary range) and the number of acres of its industrial site.

A letter and questionnaire were drafted (a copy of each is attached), approved by Mr. Carl E. Hintz, Director of Planning and Development for South Brunswick Township, and sent to the 79 industries in the Township on July 16, 1975.

On July 29, phone calls were started to all of those industries that had not returned the questionnaire. Additional letters and questionnaires were sent as requested, inquiries concerning the survey were answered, and follow-up phone calls were continued through the morning of August 19. At this point, survey efforts were stopped and a preliminary report submitted. Subsequently, two more returns were received. They have been tabulated and following are the final results:

Questionnaires returned with information about both personnel and land area	59
Questionnaires returned with information on personnel but no land area	2
Questionnaires returned with land area but no personnel information	<u>1</u>
Total questionnaires returned	62 (78%)



AN ARTHUR D. LITTLE COMPANY

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Questionnaires that were unable to be completed for various reasons*	7 (9%)
Refusals**	<u>10</u> (13%)
Total questionnaires sent out	79

The total reported acreage is 1,360. The total number of employees by type and salary range is shown on the table below. The "no response" column is for those companies that provided an employee breakdown by type but not by salary range. These figures are maximum figures in that we used the higher number in any case where a company showed variable employment.

Number of Employees by Type and Salary Range

Employee Type \ Salary (annual)	Less than \$5,000	\$5,000-\$9,999	\$10,000-\$14,999	\$15,000-\$19,999	\$20,000 and Over	No Response	TOTAL
Blue collar: unskilled, semi-skilled	88	996	211	66	19	54	1,434
Blue collar: skilled	10	158	228	54	47	121	618
White collar: secretarial, clerical	6	377	84	2	1	202	672
Professional, technical	0	52	184	144	66	479	925
Managerial	0	7	54	94	182	144	481
No response						150	150
TOTAL	104	1,590	761	360	315	1,150	4,280

Number of acres reported: 1,360
 Number of employees reported: 4,280
 Number of employees per acre: 3.15

*A list of these companies and the reasons is appended.
 **A list of these companies is appended.

The table below shows the number of employees by type and salary range with 1,150 employees for which some information was lacking distributed by type and salary in the same proportion as those for whom complete information was provided.

Number of Employees by Type and Salary Range

Salary (annual) Employee Type	Less than \$5,000	\$5,000- \$9,999	\$10,000- \$14,999	\$15,000- \$19,999	\$20,000 and Over	TOTAL
Blue collar: unskilled, semi-skilled	94	1,073	227	72	20	1,486
Blue collar: skilled	12	204	295	72	59	642
White collar: secretarial, clerical	8	561	124	2	1	696
Professional, technical	0	114	395	307	143	959
Managerial	0	10	80	138	269	497
TOTAL	114	1,962	1,121	591	492	4,280

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 Attachments

COMPANIES WHERE A QUESTIONNAIRE
WAS UNABLE TO BE COMPLETED
WITHIN THE TIME LIMITS OF THE SURVEY

<u>Name of Company</u>	<u>Reason for Not Completing Questionnaire</u>
Books Mobile, Inc. (Dayton)	Said information would be sent, but have not received
John C. Dolph Company (Monmouth Junction)	Responsible person unavailable during survey period
Flint Ink Corporation (Dayton)	Not in operation yet
Optel Corporation (Princeton)	Responsible person unavailable during survey period
Questor Corporation (Dayton)	Questionnaire mailed, but not yet received
Stop-Fire, Inc. (Monmouth Junction)	Has promised to send in ques- tionnaire
Warner-Lambert Company (Dayton)	Phone disconnected

COMPANIES THAT REFUSED TO PARTICIPATE

A. S. Barnes & Company
(Cranbury)

Colonial Refrigeration Transportation, Inc.
(Dayton)

Eterna Precision Company
(Monmouth Junction)

Hercules Trailer, Inc.
(Monmouth Junction)

Hermann Forwarding Company
(North Brunswick)

Hermann Services, Inc.
(North Brunswick)

Infomed
(Princeton)

Permutit Research Center
(Princeton)

Princeton Nurseries
(Kingston)

Torrington Company
(Jamesburg)