

## APPENDIX

### Survey Methodology

The survey was conducted between June 26, 2004 and September 19, 2004 and focused exclusively on people who live or work in or near Prospect Heights. The boundaries chosen to define this area coincide with those of Brooklyn census tracts 161, 163, 203, 205, 207 and 215. According to the 2000 U.S. census, the combined population of this area is 19,426.

PHNDC distributed postal questionnaires to hundreds of people in Prospect Heights and also launched an online version of the questionnaire, enabling local people to respond to the survey via the World Wide Web. A total of 224 people completed the online questionnaire and another 188 people responded to the postal survey, for a total of 412 responses.

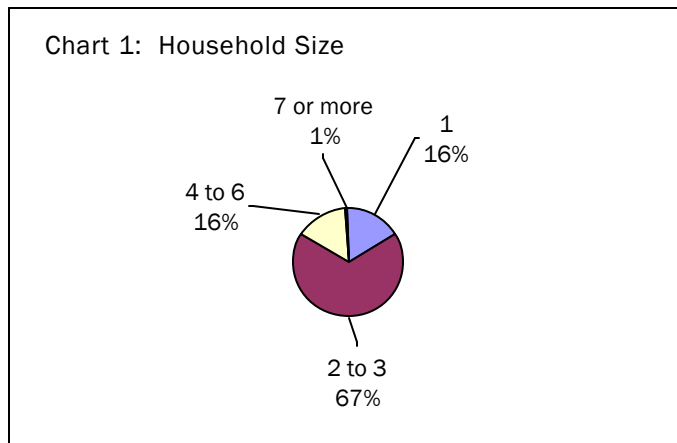
The survey covered three broad areas:

- Respondent attitudes and opinions about Prospect Heights
- Respondent opinions and ideas about future development in Prospect Heights, including the proposed Brooklyn Atlantic Yards Project
- Respondent profiles (see below)

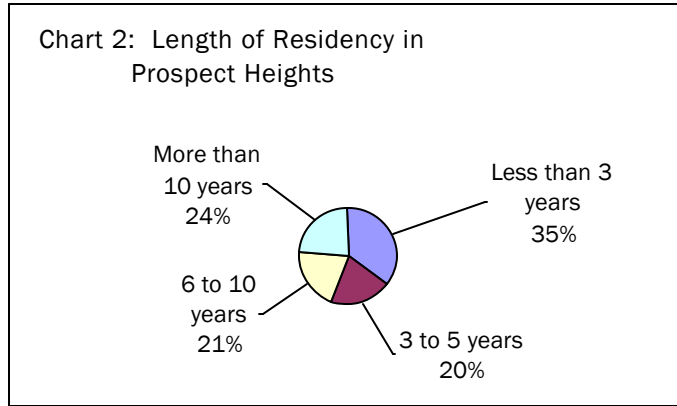
### Respondent Profile

The following highlights demographic and other socio-economic characteristics of respondents:

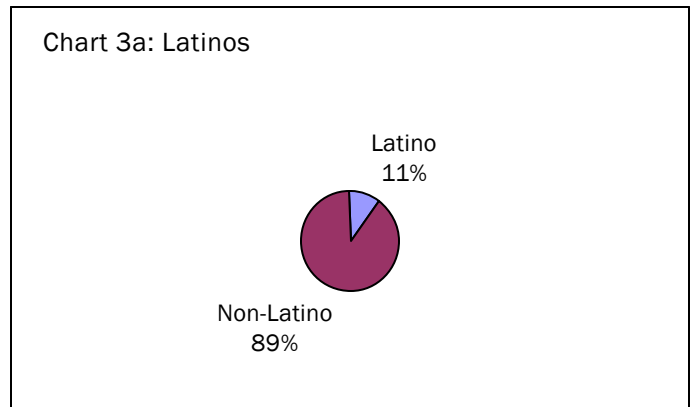
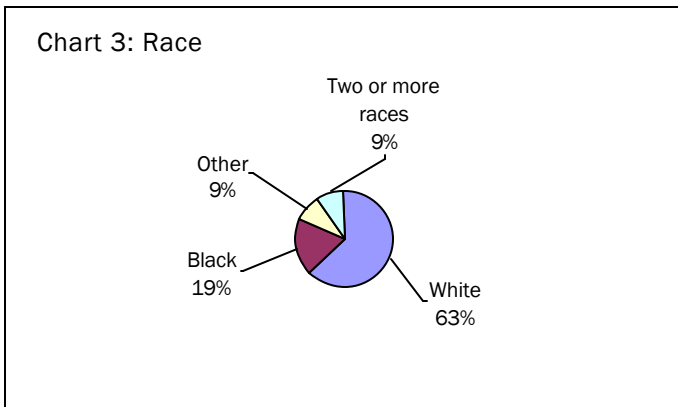
- 1) A large majority (67%) of the respondents have 2 to 3 people in their households, while 16% of the households have either 1 or between 4 to 6 members.



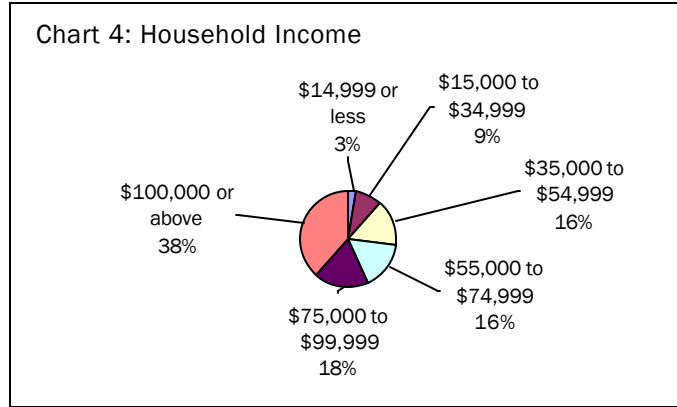
- 2) A little under one-quarter (24%) have lived in the neighborhood for over 10 years, while 41% have lived in the neighborhood between 3 to 10 years. The remaining 35% of respondents have lived in Prospect Heights for less than 3 years.



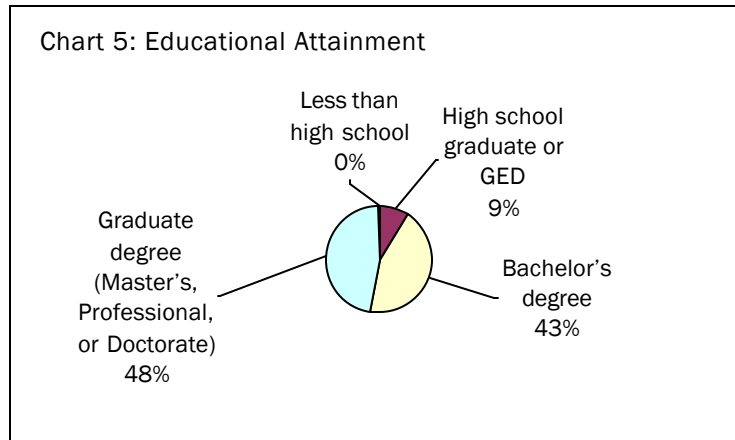
- 3) 11% of the respondents identified themselves as Latinos/Hispanic, while 89% identified themselves as non-Latinos. 63% of the respondents were white, 19% were African American, 9% were people of two or more races and 9% were people from other races.



4) A relatively high percentage (38%) of respondents earn more than \$100,000 per annum, while 12% earn less than \$35,000 per annum.



5) Educational attainment was generally high among respondents with just under half (48%) of all respondents possessing a graduate degree and 91% of all respondents possessing some form of college qualification.



6) Roughly 25% of respondents have school age children, less than 10% of respondents are senior citizens, roughly half own or lease a car and just over 10% own a business in the neighborhood.