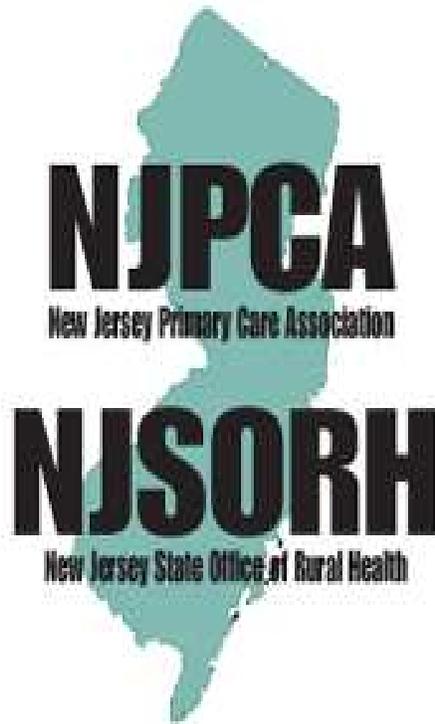

HOLLERAN



*New Jersey Rural Health
Behavioral Risk Factor Surveillance
System (BRFSS) Analysis*

*Presented by:
Holleran
November 6, 2009*

BACKGROUND & METHODOLOGY

The New Jersey State Office of Rural Health, New Jersey Primary Care Association, requested that Holleran submit a proposal for data analysis services related to New Jersey's Behavioral Risk Factor Surveillance System (BRFSS) study. The BRFSS is a national initiative, headed by the Centers for Disease Control and Prevention (CDC) that assesses the health status and risk factors among U.S. citizens. The purpose of the analysis is to identify the health needs of New Jersey's residents who live in rural areas of the state.

The aim of the study is to utilize existing BRFSS data to identify the health needs in the rural municipalities. This approach was an alternative to conducting a statewide rural health BRFSS study, which would have been more costly and time-consuming than the current approach. The New Jersey State BRFSS Coordinator supplied Holleran with the statewide BRFSS datasets from the past several years. All analyses in the report were conducted using the 2008 dataset.

Respondents from rural areas in New Jersey were identified using the Federal Information Processing Standard (FIPS) County and FIPS Minor Civil Division (MCD) codes. A total of 1,483 respondents from rural areas in New Jersey were included in the analysis. This sample size yields an overall error rate of +/- 2.5% at the 95% confidence level.

* Supported by a grant to the New Jersey Primary Care Association from the New Jersey Department of Health and Senior Services, Office of Primary Care and Rural Health.

RESEARCH OBJECTIVES

The research objectives of the assessment were as follows:

1. To gather statistically valid information on the health status of New Jersey residents who live in rural areas of the state.
2. To accurately represent all municipalities within the rural areas of New Jersey.
3. To develop accurate comparisons to the state and national baseline of health and quality of life measures to provide trending information for the future.
4. To interpret the meaning of the data so that needs are accurately depicted for New Jersey residents who live in rural areas of the state.
5. To conduct research in a fully confidential manner consistent with the Code of Standards and Ethics promulgated by the Council of American Survey Research Organizations (CASRO).

Reading the Results

All figures included within the report reflect the percentage of respondents. It should be noted that the 2008 New Jersey state and 2008 National BRFSS data included in the report were calculated with a weighting variable. The state and national weighting variables correct for any demographic differences that may exist between the sample and the population it represents. The formulae used for weighting the state and national were developed by the CDC. The New Jersey Rural data was also weighted to accurately represent the proportion of respondents in each rural municipality, based on the total rural population of the state.

Holleran conducted tests of significance to identify differences among various subsets. For example, statistically significant differences between both New Jersey state and National comparisons are provided, as well as significant differences by gender and race. Holleran conducted all tests of significance using the nonparametric test, "Chi-Square." The cutoff used for significance was $p \leq .01$. This cutoff, rather than $p \leq .05$, was used to account for the inability to reliably calculate effect size. Analyses of effect size for nonparametric tests have limited validity as they are highly influenced by a large sample size.

Respondent Demographics

The 1,483 respondents represent all municipalities throughout New Jersey, with the exceptions of; Rockleigh borough (Bergen County), Pine Valley borough and Tavistock borough (Camden County), and Sandyston township and Walpack township (Sussex County). The distribution of respondents by municipality is reported in the demographics section of the report.

The gender breakdown for the sample was 61.5% female and 38.5% male (*population statistics: 49.7% female; 50.3% male*). Although the ages of the respondents varied, the largest proportion (29.7%) was 65 and over. The racial group with the largest representation (91.0%) was White, which is consistent with the New Jersey Rural census information.

More than half of the respondents (61.3%) reported being married and almost half of the respondents (47.5%) reported that they are employed for wages. The residents were also asked to share their annual household income. While some individuals refused to answer this question, the largest proportion (39.3%) reported an income level of more than \$75,000.

The final demographic question asked of residents was their height and weight. Based on the height and weight statistics reported, Body Mass Index (BMI) was calculated for each respondent. Respondents were categorized as either neither overweight nor obese, overweight or obese. The majority of respondents (42.4%) fall into the overweight category, with an additional 25.6% being obese. New Jersey Rural residents are more likely to be overweight compared to the rest of the state and the nation.

Summary of Strengths & Opportunities

Areas of strength and opportunity are identified below. Areas with no New Jersey state or National comparisons are not included in the summary below. Additionally, there are some areas that are open to debate as to whether they are a strength or opportunity. These areas of difference are not listed as it is not clear where they belong.

Areas of Strength for Rural New Jersey:

	Healthier/ Better than the Nation	Healthier/ Better than New Jersey
Percentage of people with any kind of health care coverage	✓	✓
Percentage of people unable to see a doctor within the past year because of cost	✓	✓
Percentage of respondents who have visited a dentist office within the past year	✓	✓
Percentage of people having their teeth cleaned within the past year	✓	✓
Percentage of people who have had a flu shot within the past year	✓	✓

Areas of Strength for Rural New Jersey (cont'd):

	Healthier/ Better than the Nation	Healthier/ Better than New Jersey
Percentage of people who always wear a seatbelt while driving or riding in a car	✓	✓
Percentage of people who have ever had a pneumonia shot	✓	✓
Percentage of women who have ever had a mammogram	✓	✓
Percentage of people who are “very satisfied” with their lives	✓	✓

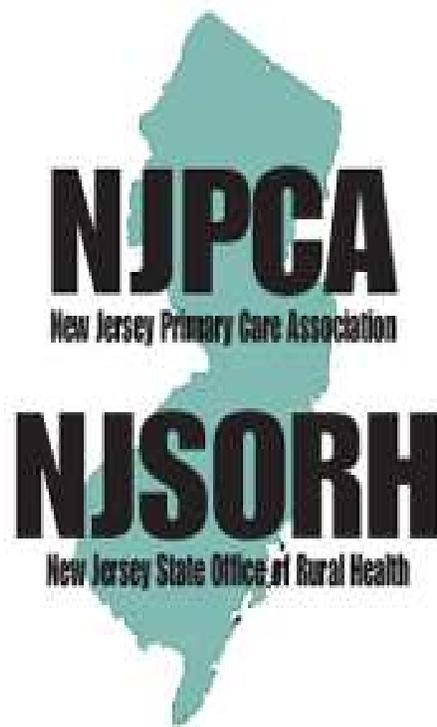
Areas of Opportunity for Rural New Jersey:

	Less Healthy/ Worse than the Nation	Less Healthy/ Worse than New Jersey
Percentage of people who are overweight	✓	✓
Percentage of people who have ever been told they have diabetes	✓	✓
Percentage of people who have six or more teeth removed due to tooth decay or gum disease	✓	✓
Percentage of people who have ever had a heart attack	✓	✓
Percentage of people who have ever been told they have angina or coronary heart disease	✓	✓

Areas of Opportunity for Rural New Jersey (cont'd):

	Less Healthy/ Worse than the Nation	Less Healthy/ Worse than New Jersey
Percentage of people who have smoked at least 100 cigarettes in their lifetime	✓	✓
Percentage of people who had at least one alcoholic beverage within the past three months	✓	✓
Frequency of alcohol use for people who had at least one alcoholic beverage within the past three months	✓	✓
Percentage of people age 45 and over who have been injured in a fall within the past three months	✓	✓

HOLLERAN



Secondary Data Profile

*Presented by:
Holleran*

November 6, 2009

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A. Reading the Results

Various statistics regarding health status, education, mortality, crime, employment, and others have been collected to portray the current status of Rural New Jersey residents. For all of the data provided, the most recent published data at the state level were used. For example, if 2008 data are available at the national level, but only 2007 data available at the state, year 2007 data are utilized. . The year is noted after each chart and the 2007 population estimates are used for all calculations

Definitions

Age-Adjustment- There are many characteristics that render a crude rate of little use, especially when comparing different populations. Therefore, age-adjusted rates offer a more refined measurement to compare experiences over geographic areas or periods of time.

Crude Rates- Generally defined as the total number of events divided by the total population at risk; then multiplied by 1,000, 10,000, or 100,000.

Incidence Rates- Rates per 100,000 population for the specified years.

I. BASIC DEMOGRAPHICS

B. Population Statistics

B1: Population Breakdown (2000)

	United States	New Jersey	Rural New Jersey
POPULATION	281,421,906	8,414,350	765,276
GENDER (% of total population)			
Male	49.1%	48.5%	50.3%
Female	50.9%	51.5%	49.7%

Data source: U.S. Census Bureau, American Community Survey (2000)

B2: Age Breakdown (2000)

Age (% of population)	United States	New Jersey	Rural New Jersey
Under 5 years	6.8%	6.7%	6.4%
5-9 years	7.3%	7.2%	7.5%
10-14 years	7.3%	7.0%	7.9%
15-19 years	7.2%	6.2%	6.6%
20-24 years	6.7%	5.7%	5.0%
25-34 years	14.2%	14.1%	12.0%
35-44 years	16.0%	17.1%	18.6%
45-54 years	13.4%	13.8%	15.3%
55-59 years	4.8%	5.0%	5.5%
60-64 years	3.8%	3.9%	3.9%
65 -74 years	6.5%	6.8%	6.2%
75-84 years	4.4%	4.8%	3.9%
85 years and over	1.5%	1.6%	1.2%

Data source: U.S. Census Bureau, American Community Survey (2000)

B3: Disability Statistics (2000)

DISABILITY STATUS OF THE CIVILIAN NONINSTITUTIONALIZED POPULATION	United States		New Jersey		Rural New Jersey	
	Number	% Population 5 years and over	Number	% Population 5 years and over	Number	% Population 5 years and over
Population 5 to 20 years						
With a disability	5,214,334	8.1%	134,026	7.4%	584,612	6.6%
Population 21 to 64 years						
With a disability	30,553,796	19.2%	844,726	17.4%	495,702	14.5%
Population 65 years and over						
With a disability	13,978,118	41.9%	411,059	38.6%	79,550	38.2%

Data source: U.S. Census Bureau, American Community Survey (2000)

B4: Racial Breakdown (2000)

	United States	New Jersey	Rural New Jersey
RACE (Race alone or in combination with one or more races)*			
White	77.1%	74.4%	89.7%
Black/ African American	12.9%	14.4%	7.0%
Asian American	4.2%	6.2%	2.1%
Indian/ Alaskan Native	1.5%	0.6%	0.7%
Native Hawaiian or Other Pacific Islander	0.3%	0.1%	0.1%
Some other race	6.6%	6.9%	2.0%
HISPANIC or LATINO RACE			
Hispanic or Latino (of any race)	12.5%	13.3%	4.3%

Data source: U.S. Census Bureau, American Community Survey (2000)

*The numbers may add up to more than 100% because the individuals may report more than one race.

B5: Place of Birth Breakdown (2000)

PLACE OF BIRTH	United States	New Jersey	Rural New Jersey
Total population	281,421,906	8,414,350	765,276
Native	88.9%	82.5%	94.8%
Born in United States	87.7%	80.1%	93.5%
State of residence	60.0%	53.4%	63.7%
Different state	27.7%	26.7%	29.7%
Born in Puerto Rico, U.S. Island areas, or born abroad to American parent(s)	1.3%	2.4%	1.3%
Foreign born	11.1%	17.5%	5.2%

Data Source: U.S. Census Bureau, American Community Survey (2000)

B6: Language Spoken at Home (2000)

LANGUAGE SPOKEN AT HOME	United States	New Jersey	Rural New Jersey
Total Population	281,421,906	8,414,350	765,276
English only	80.6%	72.6%	90.7%
Language other than English	19.4%	27.4%	9.3%
Speak English less than "very well"	8.6%	11.5%	3.0%
Spanish	12.0%	13.5%	3.9%
Speak English less than "very well"	5.7%	6.5%	1.5%
Other Indo-European languages	3.7%	8.4%	3.9%
Speak English less than "very well"	1.2%	2.9%	1.0%
Asian and Pacific Islander languages	2.9%	4.3%	1.0%
Speak English less than "very well"	1.4%	1.7%	0.4%

Data Source: U.S. Census Bureau, American Community Survey (2000)

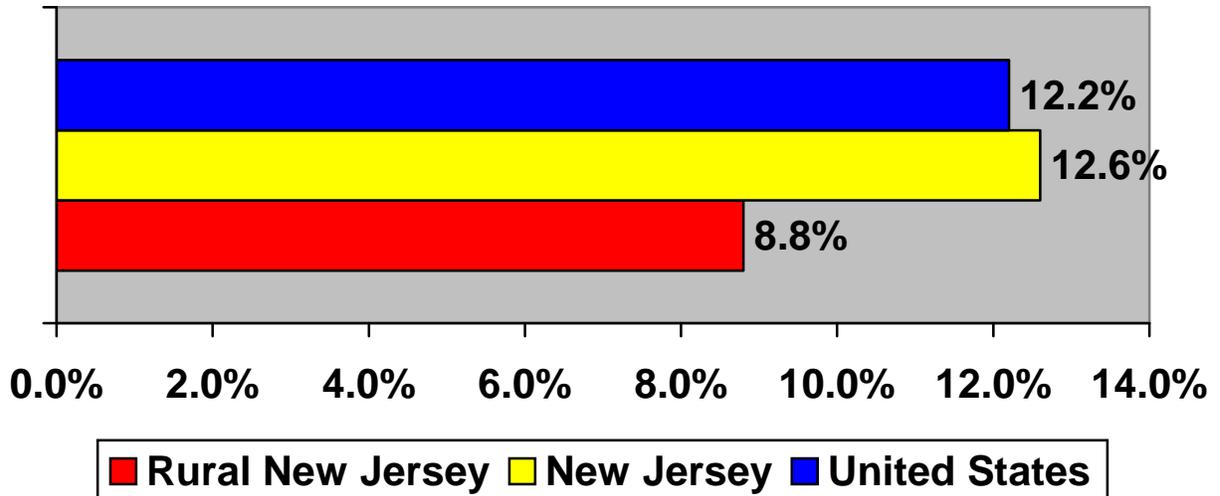
C: Household Statistics

C1: Household Type Breakdowns (2000)

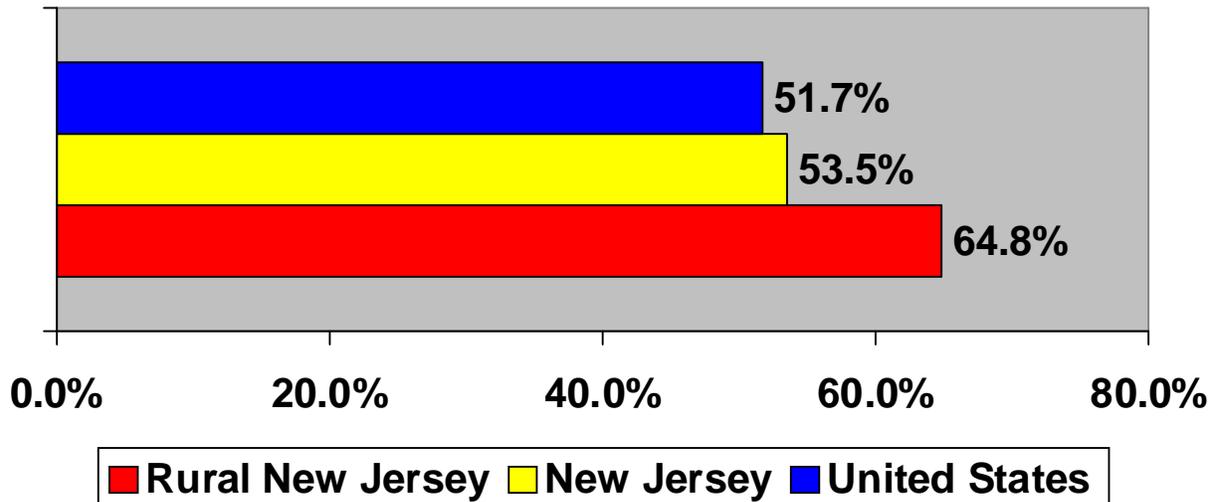
HOUSEHOLDS BY TYPE	United States	New Jersey	Rural New Jersey
Total households	105,480,101	3,064,645	164,046
Family households (families)	68.1%	70.3%	77.3%
With own children under 18 years	32.8%	33.5%	38.0%
Married-couple families	51.7%	53.5%	64.8%
With own children under 18 years	23.5%	25.3%	31.5%
Female householder, no husband present	12.2%	12.6%	8.8%
With own children under 18 years	7.2%	6.4%	4.6%
Non-family households	31.9%	29.7%	22.7%
Householder living alone	25.8%	24.5%	18.3%
65 years and over	9.2%	9.8%	7.1%
Households with one or more people under 18 years	36.0%	36.6%	40.7%
Households with one or more people 65 years and over	23.4%	25.9%	22.2%
Average household size	2.59	2.68	2.79
Average family size	3.14	3.21	3.18

Data source: U.S. Census Bureau, American Community Survey (2000)

Percentage of Female Households, No Husband Present 2000



Percentage of Married Family Households 2000



C2: Housing Occupancy and Selected Characteristics (2000)

HOUSING OCCUPANCY	United States	New Jersey	Rural New Jersey
Total housing units	115,904,641	3,310,275	285,851
Occupied housing units	105,480,101	3,064,645	264,557
% Total housing units occupied	91.0%	92.6%	92.6%
HOUSING TENURE			
Owner-occupied	66.2%	65.6%	84.2%
Renter-occupied	33.8%	34.4%	15.8%
Average household size of owner-occupied unit	2.69	2.81	2.83
Average household size of renter-occupied unit	2.40	2.43	2.50
OCCUPANTS PER ROOM			
1.00 or less	94.3%	95.0%	98.3%
1.01 to 1.50	3.0%	2.9%	1.2%
1.51 or more	2.7%	2.1%	0.5%
SELECTED CHARACTERISTICS			
Lacking complete plumbing facilities	0.6%	0.5%	0.2%
Lacking complete kitchen facilities	0.7%	0.6%	0.2%
No telephone service available	2.4%	1.8%	0.7%
HOUSE HEATING FUEL			
Utility gas	51.2%	66.8%	36.5%
Bottled, tank, or LP gas	6.5%	2.4%	7.5%
Electricity	30.3%	10.3%	12.4%
Fuel oil, kerosene, etc.	9.0%	19.4%	41.1%
Coal or coke	0.1%	0.0%	0.2%
Wood	1.7%	0.2%	1.6%
Solar energy	0.0%	0.0%	0.0%
Other fuel	0.4%	0.4%	0.5%
No fuel used	0.7%	0.3%	0.2%

Data Source: U.S. Census Bureau, American Community Survey (2000)

C3: Marital Status (2000)

MARITAL STATUS	United States	New Jersey	Rural New Jersey
Population 15 years and over	221,148,671	6,655,333	579,730
Never married	27.1%	28.1%	22.9%
Now married, except separated	54.4%	54.6%	62.0%
Separated	2.2%	2.4%	1.8%
Widowed	6.6%	7.4%	6.2%
Divorced	9.7 %	7.5%	7.1%

Data Source: U.S. Census Bureau, American Community Survey (2000)

D. Income Statistics:

D1: Income Statistics (2000)

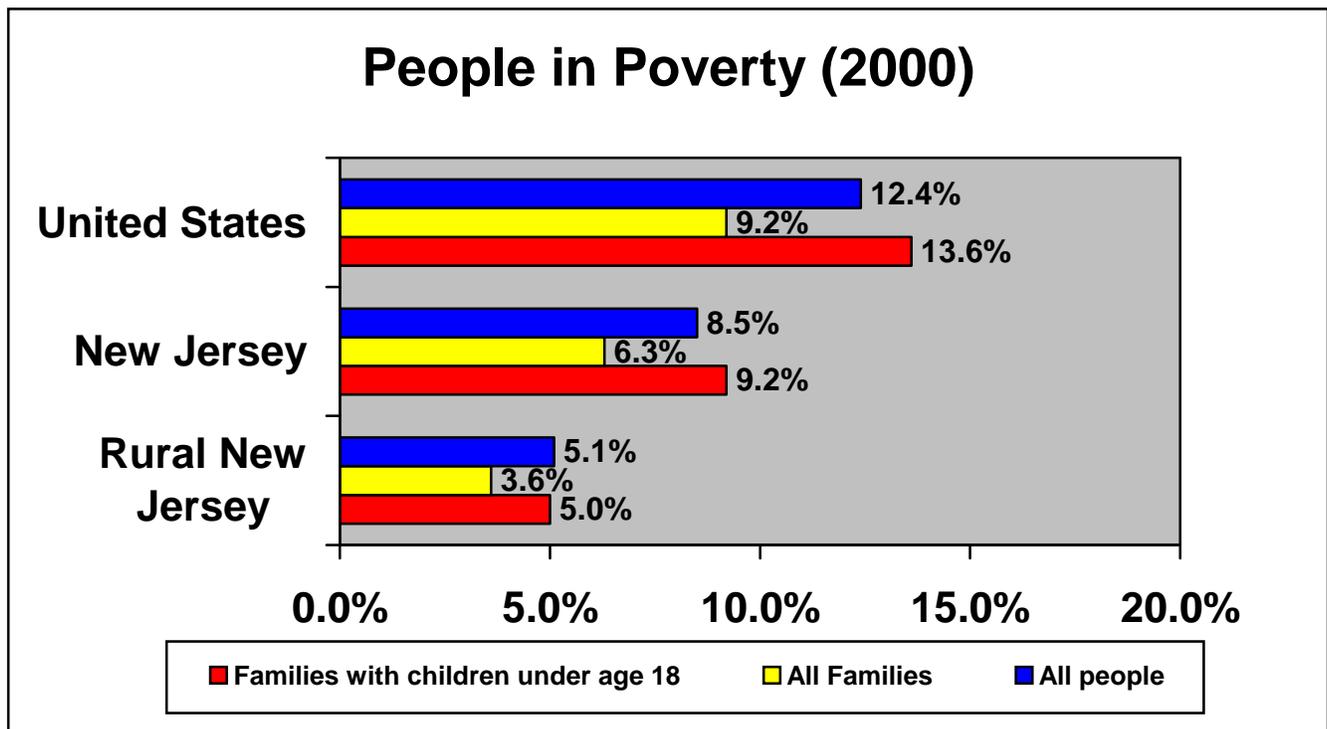
INCOME (IN 2000 INFLATION- ADJUSTED DOLLARS)	United States	New Jersey	Rural New Jersey
Total households	105,480,101	3,065,774	256,500
Median household income	\$41,994	\$55,146	\$65,563
Families	72,261,780	2,167,577	197,698
Median family income	\$50,046	\$65,370	\$72,686
Per capita income	\$21,587	\$27,006	\$27,679
Median earnings			
Male full-time, year- round workers	\$37,057	\$46,368	\$50,267
Female full-time, year- round workers	\$27,194	\$33,081	\$34,227

Data Source: U.S. Census Bureau, American Community Survey (2000)

D2: Poverty Statistics (2000)

PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL	United States	New Jersey	Rural New Jersey
All families	9.2%	6.3%	3.6%
With related children under 18 years	13.6%	9.2%	5.0%
With related children under 5 years only	17.0%	10.9%	5.6%
Families with female householder, no husband present	26.5%	19.4%	13.3%
With related children under 18 years	34.3%	27.4%	19.4%
All people	12.4%	8.5%	5.1%
Related children under 18 years	16.1%	10.8%	4.8%
Related children 5 to 17 years	15.4%	10.5%	6.0%
18 years and over	12.4%	7.6%	5.8%
65 years and over	9.9%	7.8%	5.9%
Unrelated individuals 15 years and over	22.7%	18.4%	14.7%

Data Source: U.S. Census Bureau, American Community Survey (2000)



D3: Children receiving Free or Reduced Lunch

	New Jersey	Rural New Jersey
Children Receiving Free School Lunch		
2008-2009	329,638	13,684
Children Receiving Reduced Price School Lunch		
2008-2009	86,974	5,545

Data Source: New Jersey Department of Education

D4: Health and Human Services Poverty Guidelines (2006)

Size of Family Unit	48 Contiguous States and D.C.
1	\$9,800
2	\$13,200
3	\$16,600
4	\$20,000
5	\$23,400
6	\$26,800
7	\$30,200
8	\$33,600
For each additional person add:	\$3,400

Poverty Guidelines: is a version of the federal poverty measure. They are issued each year in the *Federal Register* by the Department of Health and Human Services. The guidelines are a simplification of the poverty thresholds for use for administrative purposes (Determining eligibility for certain federal programs).

Source: United States Department of Health and Human Services, 2006

- **Programs using the guidelines (or percentage multiples of the guidelines) in determining eligibility include Head Start, the Food Stamp Program, the National School Lunch Program, the Low-Income Home Energy Assistance Program, and the Children’s Health Insurance Program. Note that in general, cash public assistance programs (Temporary Assistance for Needy Families and Supplemental Security Income) do NOT use the poverty guidelines in determining eligibility. The Earned Income Tax Credit program also does NOT use the poverty guidelines to determine eligibility (United States Department of Health and Human Services, 2006).**

E. Employment & Education Statistics:

E1: Employment Status (2000)

Employment Status	United States		New Jersey		Rural New Jersey	
Population 16 years and over	217,168,077		6,546,155		569,142	
	Number	Percent	Number	Percent	Number	Percent
In labor force	138,820,935	63.9%	4,204,393	64.2%	373,290	65.8%
Civilian labor force	137,668,798	63.4%	4,193,145	64.1%	367,387	64.9%
Employed	129,721,512	59.7%	3,950,029	60.3%	350,438	61.9%
Unemployed	7,947,286	3.7%	243,116	3.7%	16,949	3.0%
Armed Forces	1,152,137	0.5%	11,248	0.2%	5,903	0.9%
Not in labor force	78,347,142	36.1%	2,341,762	35.8%	195,852	34.2%
Unemployment rate (2007)	4.6*		4.2^		4.1~	

Data Source: U.S. Census Bureau, American Community Survey (2000)

*Data Source: U.S. Department of Labor, Bureau of Labor Statistics

^Data Source: New Jersey Department of Labor

~Data Source: New Jersey Office of Rural Health

E2: Type of Occupation Statistics (2000)

OCCUPATION	United States	New Jersey	Rural New Jersey
Management, professional, and related occupations	33.6%	38.0%	36.6%
Service occupations	14.9%	13.6%	14.8%
Sales and office occupations	26.7%	28.5%	26.2%
Farming, fishing, and forestry occupations	0.7%	0.2%	0.6%
Construction, extraction, maintenance and repair occupations	9.4%	7.8%	10.8%
Production, transportation, and material moving occupations	14.6%	12.0%	11.0%

Data source: U.S. Census Bureau, American Community Survey (2000)

E3: Type of Industry Statistics (2000)

	United States	New Jersey	Rural New Jersey
Agriculture, forestry, fishing and hunting, and mining	1.9%	0.3%	1.5%
Construction	6.8%	5.6%	8.0%
Manufacturing	14.1%	12.0%	11.3%
Wholesale trade	3.6%	4.4%	3.7%
Retail trade	11.7%	11.3%	11.3%
Transportation and warehousing, and utilities	5.2%	5.9%	5.6%
Information	3.1%	4.4%	3.6%
Finance and insurance, and real estate and rental and leasing	6.9%	8.9%	6.7%
Professional, scientific, and management, and administrative and waste management services	9.3%	11.5%	9.8%
Educational services, and health care, and social assistance	19.9%	19.8%	19.9%
Arts, entertainment, and recreation, and accommodation, and food services	7.9%	6.9%	8.5%
Other services, except public administration	4.9%	4.4%	4.2%
Public administration	4.8%	4.5%	5.9%

Data Source: U.S. Census Bureau, American Community Survey (2000)

E4: Class of Worker Statistics (2000)

CLASS OF WORKER	United States	New Jersey	Rural New Jersey
Private wage and salary workers	78.5%	80.8%	76.7%
Government workers	14.8%	13.9%	16.4%
Self-employed workers in own not incorporated business	6.6%	5.0%	6.6%
Unpaid family workers	0.3%	0.2%	0.3%

Data Source: U.S. Census Bureau, American Community Survey (2000)

E5: Commuting to Work (2000)

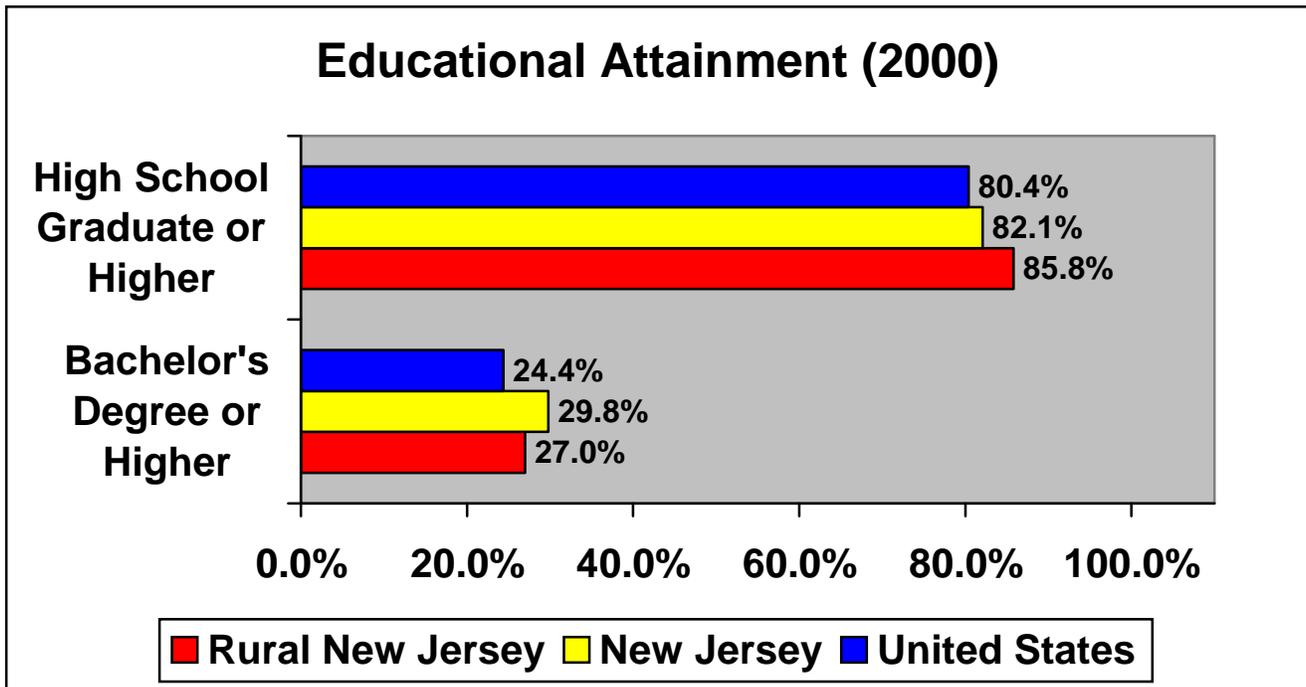
COMMUTING TO WORK	United States		New Jersey		Rural New Jersey	
Workers 16 years and over	217,168,077		6,546,155		349,274	
	Number	Percent	Number	Percent	Number	Percent
Car, truck, or van -- drove alone	97,102,050	75.7%	2,828,303	73.0%	288,821	82.8%
Car, truck, or van -- carpooled	15,634,051	12.2%	412,299	10.6%	32,100	9.2%
Public transportation (excluding taxicab)	6,067,703	4.7%	371,514	9.6%	6,583	1.8%
Walked	3,758,982	2.9%	121,305	3.1%	5,220	1.5%
Other means	1,532,219	1.2%	36,456	0.9%	2,785	0.8%
Worked at home	4,184,223	3.3%	106,556	2.7%	13,765	3.9%
Mean travel time to work (minutes)	25.5		30.0		31.8	

Data Source: U.S. Census Bureau, American Community Survey (2000)

E6: Educational Attainment (2000)

EDUCATIONAL ATTAINMENT	United States	New Jersey	Rural New Jersey
Population 25 years and over	182,211,639	5,657,799	493,288
Less than 9th grade	7.5%	6.6%	4.1%
9th to 12th grade, no diploma	12.1%	11.3%	10.1%
High school graduate (includes equivalency)	28.6%	29.4%	33.2%
Some college, no degree	21.0%	17.7%	19.4%
Associate's degree	6.3%	5.3%	6.2%
Bachelor's degree	15.5%	18.8%	17.6%
Graduate or professional degree	8.9%	11.0%	9.4%
Percent high school graduate or higher	80.4%	82.1%	85.8%
Percent bachelor's degree or higher	24.4%	29.8%	27.0%

Data Source: U.S. Census Bureau, American Community Survey (2000)



E7: School Enrollment (2000)

SCHOOL ENROLLMENT	United States	New Jersey	Rural New Jersey
Population 3 years and over enrolled in school	76,632,927	2,217,832	198,575
Nursery school, preschool	6.5%	8.2%	7.7%
Kindergarten	5.4%	5.5%	5.3%
Elementary school (grades 1-8)	43.9%	44.1%	47.6%
High school (grades 9-12)	21.4%	21.0%	22.8%
College or graduate school	22.8%	21.2%	16.6%

Data Source: U.S. Census Bureau, American Community Survey (2000)

E8: School Enrollment by Gender and Race (2008-2009)

	New Jersey	Rural New Jersey
Total Enrollments	1,377,728	108,176
Females-White	26.2%	38.8%
Females-Black	8.4%	4.2%
Females-Hispanic	9.7%	3.5%
Females-Asian	4.0%	1.7%
Females-Native American	0.1%	0.1%
Females-Native Hawaiian	0.1%	0.1%
Females-Two or more races	0.1%	0.2%
Males-White	27.9%	41.1%
Males-Black	8.7%	4.4%
Males-Hispanic	10.3%	3.7%
Males Asian	4.3%	1.7%
Males-Native American	0.1%	0.1%
Males-Native Hawaiian	0.1%	0.1%
Males-Two or more races	0.1%	0.2%

Data Source: New Jersey Department of Education

II. HEALTH STATISTICS/INDICATORS

F. Mortality Statistics

F1: Mortality Rates (2005)

	United States	New Jersey	Rural New Jersey
Age-adjusted rates computed per 100,000 population based on the U.S. standard population. Crude rates per 100,000 population.			
Number of Deaths	2,448,017	71,102	6,187
Crude Rate	825.9	823.7	787.0
Age-Adjusted Rate	798.8	757.9	782.7

Data Sources: New Jersey Department of Health and Senior Services, Centers for Disease Control

F2: Rural New Jersey Resident Deaths by Gender & Race (2005)

Resident Deaths (2005)	Total Deaths	Male	Female	White	Black	Hispanic	Asian/Pacific Islander	Other
Rural New Jersey Total	6,187	49.0%	51.0%	90.0%	6.0%	3.0%	1.0%	0.04%

Data Source: New Jersey Department of Health and Senior Services

F3: Rural New Jersey Resident Deaths by Age (2005)

Resident Deaths (2005)	Less than 1	1 - 4 years	5 - 14 years	15 - 24 years	25 - 44 years	45 - 64 years	65 - 84 years	85 and older
Rural New Jersey Total	0.6%	0.1%	0.1%	1.0%	4.0%	18.1%	45.7%	30.2%

Data Source: New Jersey Department of Health and Senior Services

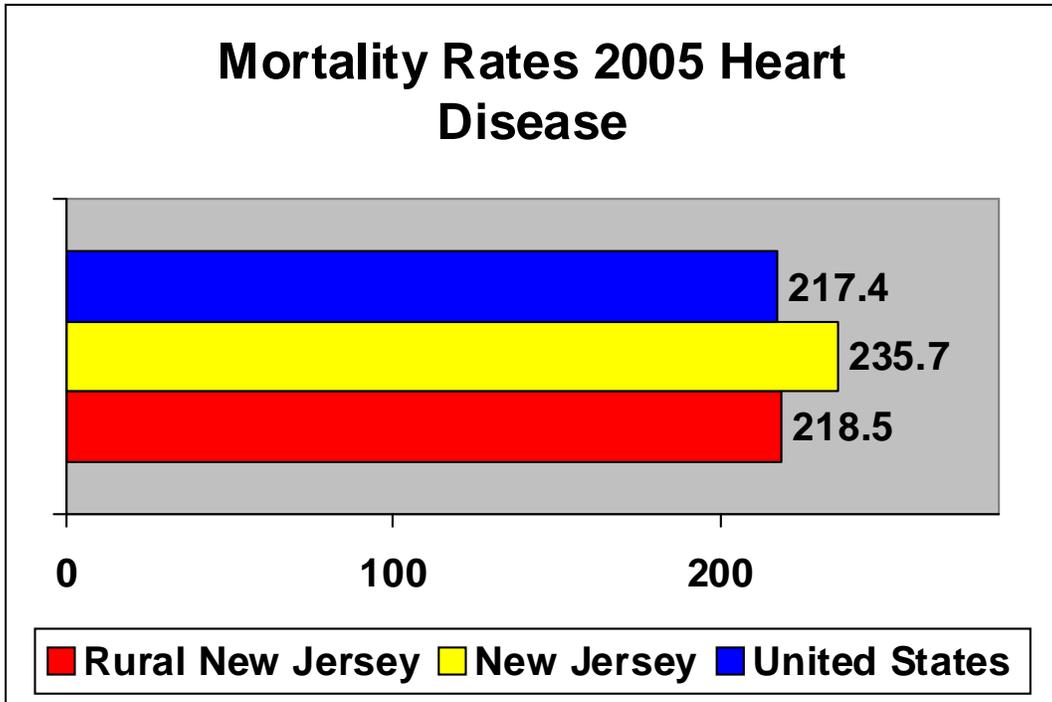
F4: Top Ten Causes of Death (2005)

	United States	New Jersey	Rural New Jersey
These are the top 10 leading causes of death in the United States and New Jersey 2003, in ranking order of the United States.			
Heart Disease	26.5%	28.7%	28.4%
Cancer (Malignant Neoplasms)	22.8%	23.8%	25.8%
Stroke	5.9%	5.0%	4.7%
Chronic Lower Respiratory Diseases	5.3%	4.4%	5.2%
Accidents (Unintentional Injuries)	4.7%	3.5%	3.9%
Diabetes	3.1%	3.6%	3.0%
Influenza/Pneumonia	2.9%	2.5%	2.4%
Alzheimer's Disease	2.6%	2.3%	2.8%
Nephritis, Nephrotic Syndrome, and Nephrosis (Kidney Disease)	1.8%	2.2%	2.1%
Septicemia	1.4%	2.7%	2.0%

Note: Percentages do not add up to 100% as only top ten causes of death are reported.

Data Sources: New Jersey Department of Health and Senior Services and U.S. Department of Health and Human Services, National Vital Statistics System

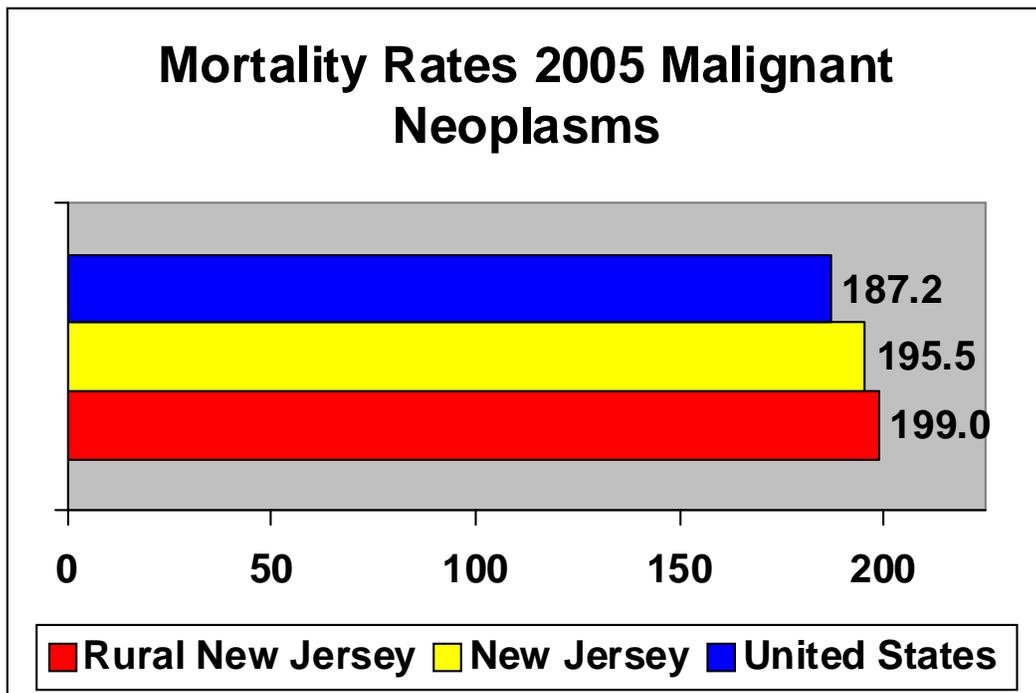
F5: Mortality Rates - Heart Diseases (2005)



Per 100,000

Data Sources: New Jersey Department of Health and Senior Services & National Center for Health Statistics

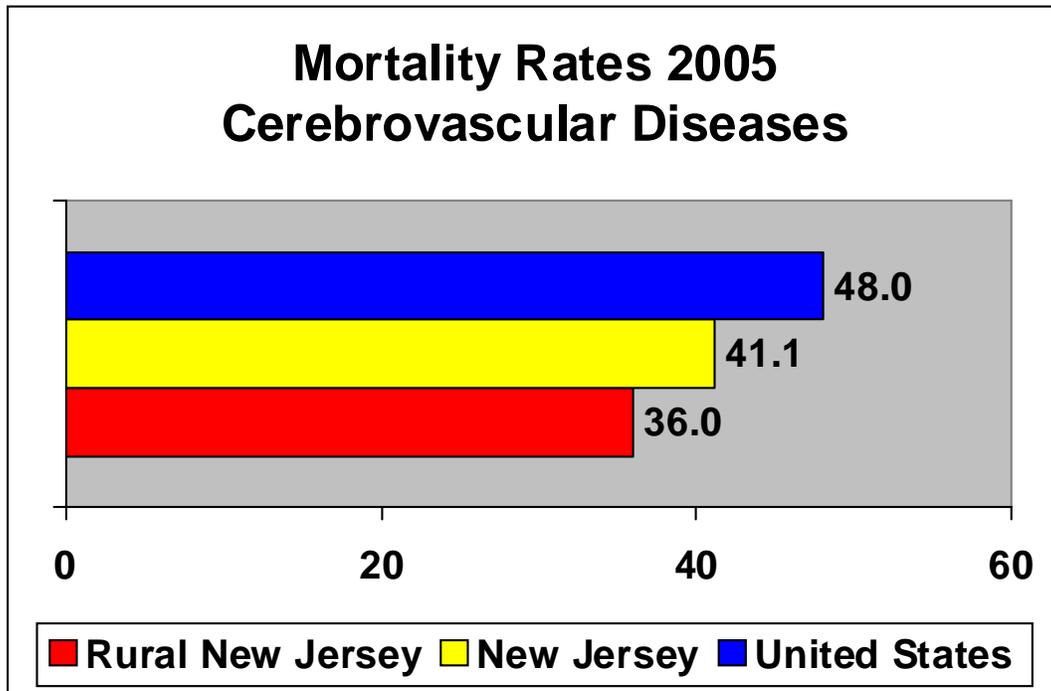
F6: Mortality Rates - Malignant Neoplasms (2005)



Per 100,000

Data Sources: New Jersey Department of Health and Senior Services & National Center for Health Statistics

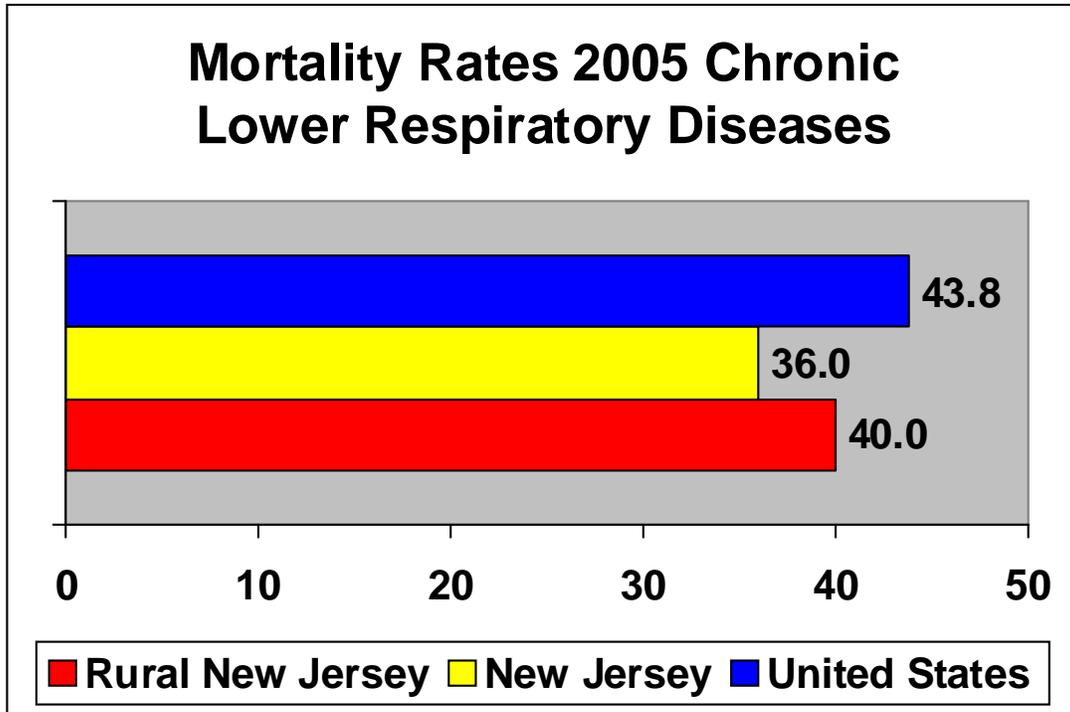
F7: Mortality Rates - Cerebrovascular Diseases (2005)



Per 100,000

Data Sources: New Jersey Department of Health and Senior Services & National Center for Health Statistics

F8: Morality Rates - Chronic Lower Respiratory Diseases (2005)



Per 100,000

Data Sources: New Jersey Department of Health and Senior Services & National Center for Health Statistics

G. Mortality Statistics-Children:

G1: Infant Mortality (2004)

Infant Mortality (2004)	New Jersey	Rural New Jersey
Infant	648	43
Neonatal	459	31
Postneonatal	187	11
Fetal	756	56
Perinatal	1,215	87

Data Source: New Jersey Department of Health and Senior Services

H. Diabetes:

H1: Diabetes Hospitalizations

Crude rate per 100,000 (Under 65)	New Jersey	Rural New Jersey
2004	44.6	29.6
2005	45.2	32.7
2006	45.1	34.6

Data Source: New Jersey Office of Rural Health

I. Infectious/Communicable Diseases & Immunizations:

Lyme Disease (2007) Reported Confirmed Cases	New Jersey	Rural New Jersey
2007	3,134	1,000

Data Source: New Jersey Department of Health and Senior Services, Centers for Disease Control

Due to issues of confidentiality, no other infectious diseases can be reported.

J. Maternal Health Statistics:

J1: Birth Statistics (2005)

	New Jersey	Rural New Jersey
Number Of Live Births	113,476	7,912
Birth Rate*	13.1	9.5

* Rate per 1,000 Population.

Data Source: New Jersey Department of Health and Senior Services

J2: Births by Maternal Age (2005)

	New Jersey		Rural New Jersey	
	Number	Percent	Number	Percent
10 - 14 years	89	0.1%	3	0.0%
15 - 17 years	2,185	1.9%	112	1.4%
18 - 19 years	4656	4.1%	269	3.4%
20 - 24 years	18826	16.6%	1,104	14.0%
25 - 29 years	28520	25.1%	1,855	23.4%
30 - 34 years	34298	30.2%	2,532	32.0%
35 - 39 years	20295	17.7%	1,616	20.4%
40 - 44 years	4492	4.0%	388	4.9%
45+	301	0.3%	32	0.4%
Not Stated	89	0.1%	N/A	N/A
Total Births	113,476		7,912	

Data Source: New Jersey Department of Health and Senior Services

J3: Prenatal Care (2005)

Percent of all live births	New Jersey	Rural New Jersey
Late Prenatal Care		
2005	3.6%	2.5%
No Prenatal Care		
2005	1.1%	0.7%

Data Source: New Jersey Department of Health and Senior Services

J4: Low & Very Low Birth Weights (2005)

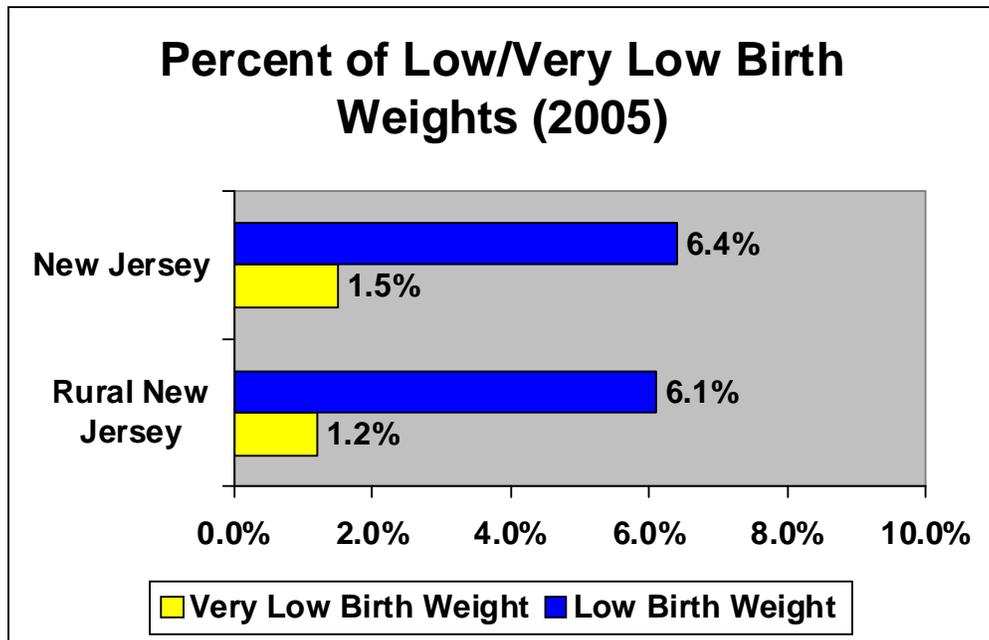
Percent of all live births	New Jersey	Rural New Jersey
Low Birth Weight	6.4%	6.1%
Very Low Birth Weight	1.5%	1.2%

Data Source: New Jersey Department of Health and Senior Services

Low Birth Weight: A weight less than 5 pounds 3 ounces (2,500 grams).

Very Low Birth Weight: A weight less than 3 pounds 5 ounces (1,500 grams).

J5: Percent of Low/Very Low Birth Weights (2005)



Data Source: New Jersey Department of Health and Senior Services

J6: Marital Status of Mother (2005)

Marital Status of Mother	New Jersey	Rural New Jersey
Married	65.9%	77.2%
Not Married	31.1%	22.3%

Data Source: New Jersey Department of Health and Senior Services

J7: Tobacco Use During Pregnancy (2005)

Tobacco use during pregnancy	New Jersey	Rural New Jersey
Yes	7.3%	12.2%
No	88.0%	84.3%
Not Stated	4.7%	3.5%

Data Source: New Jersey Department of Health and Senior Services

J8: Alcohol Use During Pregnancy (2005)

Alcohol use during pregnancy	New Jersey	Rural New Jersey
Yes	1.0%	1.3%
No	94.3%	95.1%
Not Stated	4.7%	3.6%

Data Source: New Jersey Department of Health and Senior Services

J9: Drug Use During Pregnancy (2005)

Drug use during pregnancy	New Jersey	Rural New Jersey
Yes	1.5%	1.7%
No	93.7%	94.8%
Not Stated	4.8%	3.5%

Data Source: New Jersey Department of Health and Senior Services

K. Injury and Violence Prevention

K1: Violent Crime Rate - Year Comparisons

Rate per 1,000 Inhabitants	New Jersey	Rural New Jersey
2008	3.3	1.3
2007	3.3	1.4
% Change between '08-'07	0.0%	-7.2%

Data Source: New Jersey State Police - Uniform Crime Report 2008

K2: Domestic Violence - Year Comparisons

Total arrests involving Domestic Violence	New Jersey	Rural New Jersey
2008	70,613	6,819
2007	71,901	6,634
% Change between '08-'07	-1.8%	2.8%

Data Source: New Jersey State Police - Uniform Crime Report 2008

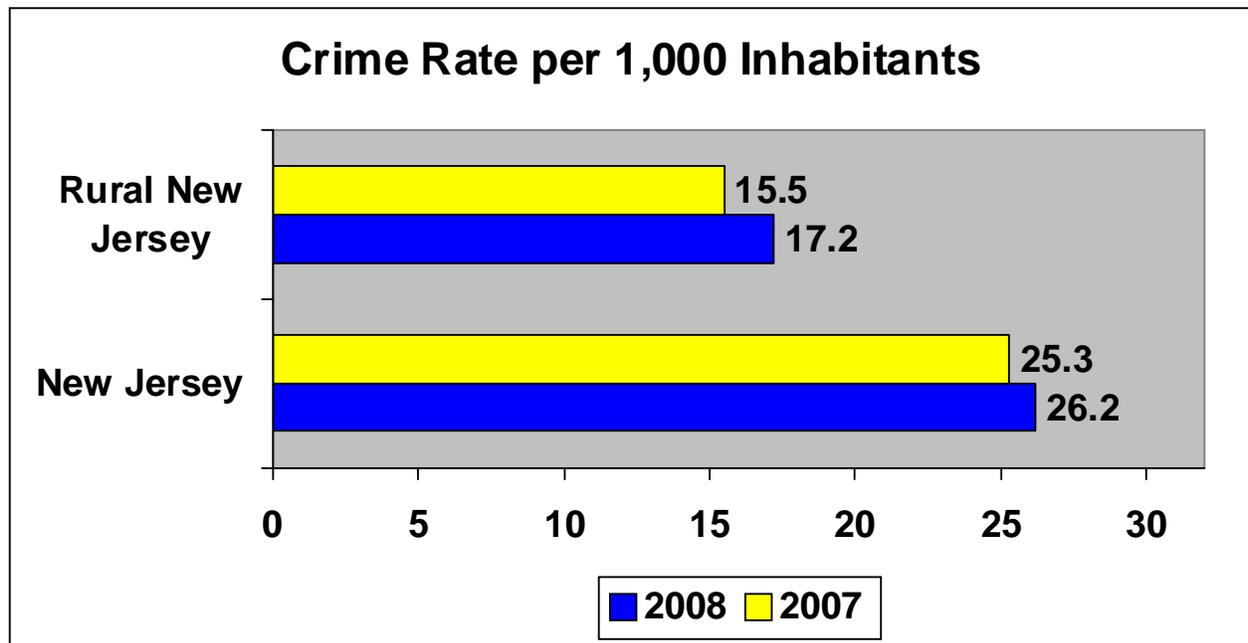
L. Crime Statistics:

L1: Total Arrests

	New Jersey	Rural New Jersey
Murder	376	15
Rape	1,090	84
Robbery	12,694	177
Aggravated Assault	14,121	811
Burglary	40,132	3,091
Larceny-Theft	138,644	9,836
Motor Vehicle Theft	20,120	670

Data Source: New Jersey State Police - Uniform Crime Report 2008

L2: Crime Rate - Year Comparisons



Data Source: New Jersey State Police - Uniform Crime Report 2008

M. Substance Abuse:

M1: Total Drug and Alcohol Admissions (2008)

	New Jersey*	Rural New Jersey
<i>Admissions</i>		
Total Admissions	56,261	4,196

Data Source: New Jersey Department of Human Services, Substance Abuse Overview

*New Jersey data is from 2006

M2: Primary Drug for Admission (2008)

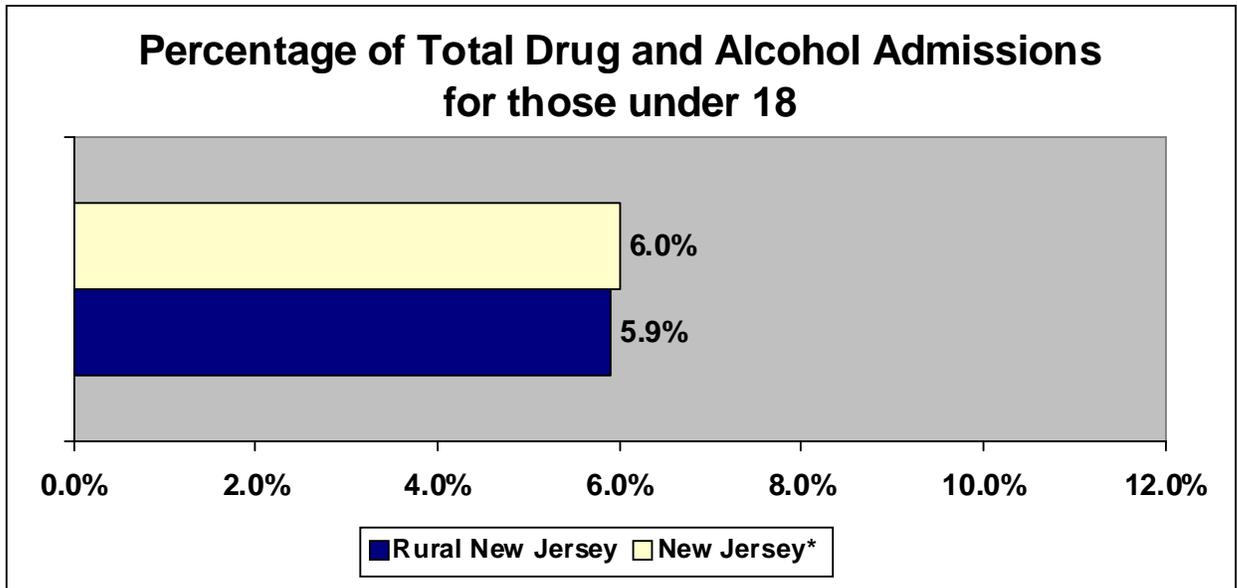
Percentage of admissions by Primary Drug	New Jersey*	Rural New Jersey
<i>Admissions</i>		
Alcohol	29.0%	44.7%
Heroin & Other Opiates	40.0%	28.3%
Cocaine	11.0%	6.9%
Marijuana	13.0%	13.8%
Other Drugs	N/A	5.0%

Data

Source: New Jersey Department of Human Services, Substance Abuse Overview

*New Jersey data is from 2006

M3: Drug & Alcohol Admissions by Age (2008)



Data Source: New Jersey Department of Human Services, Substance Abuse Overview
*New Jersey data is from 2006

N. Mental Health:

N1: Suicide (2005)

	New Jersey	Rural New Jersey
Number of deaths due to Suicide in 2005	525	54
Percentage among 2005 deaths	0.7%	0.9%

Data Source: New Jersey Department of Health and Senior Services

O. Respiratory Diseases

O3: Asthma Hospitalization Rates 2004-2006

	New Jersey	Rural New Jersey
Crude Rate	185.8	106.1
Age-Adjusted Rate	192.8	115.3

Rate per 100,000 population.

Data Source: New Jersey Office of Rural Health

P. Conclusions

The following conclusions are based on both comparisons to the New Jersey and National data. Areas where Rural New Jersey fares “worse” than New Jersey and/or the nation are termed “opportunities.” Areas where Rural New Jersey fares “better” than New Jersey and/or the nation are termed “strengths.” The strengths and opportunities listed below are not intended to be an exclusive list, as some data points are open to debate as to whether they are a strength or opportunity. For example, a higher percentage of arrests for a particular crime could either mean that that particular crime is occurring more or that law enforcement is doing a better job of cracking down on that type of illegal behavior. These areas are listed as areas of difference, as it is not clear whether they are a strength or opportunity.

Areas of Strength

- ***Married Couple Families*** - 64.8% of the total households in Rural New Jersey are married couple families. This is considerably higher than both New Jersey (53.5%) and National (51.7%).
- ***Female Householder, No Husband Present*** - Only 8.8% of the total households in Rural New Jersey are female householder, with no husband present, compared to 12.6% for New Jersey and 12.2% for the Nation.
- ***Median Income*** - The median household income for Rural New Jersey is \$65,563, compared to New Jersey (\$55,146) and National (\$41,994).
- ***People in Poverty*** - The percentage of all people in poverty in Rural New Jersey is 5.1%, compared to New Jersey at 8.5%, and National at 12.4%.
- ***Cerebrovascular Disease Mortality Rate*** - In 2005, the mortality rate for cerebrovascular diseases in Rural New Jersey was 36.0 (per 100,000 population). This is lower than New Jersey (41.1) and the National rate (48.0).
- ***Diabetes Hospitalizations***- The hospitalization rate in Rural New Jersey in 2006 was 34.6 which is lower than the state as a whole (45.1).
- ***Prenatal Care*** - Only 0.22% of live births in Rural New Jersey were to women who received late or no prenatal care compared to 4.7 statewide.
- ***Births To Married Mothers*** - 77.2% of the births in Rural New Jersey in 2005 were to married mothers, compared to New Jersey at 65.9%.
- ***Asthma Hospitalization Rates*** - The age-adjusted asthma hospitalization rate (from 2004 - 2006) was 115.3 for Rural New Jersey, compared to 12.8 for New Jersey as a whole.

Areas of Opportunity

- ***Cancer Death Rate*** - The death rate in 2005 was 199.0 for Rural New Jersey, which is higher than both New Jersey (195.5) and National (187.2) comparisons.
- ***Tobacco Use During Pregnancy*** - 12.2% of Rural New Jersey mothers reported using tobacco during their pregnancy in 2005, compared to 7.3% in New Jersey as a whole.

Areas of Difference

- ***Hispanic Population*** - Only 4.3% of Rural New Jersey residents are Hispanic or Latino (of any race). This is much lower than New Jersey (13.3%) and National (12.5%) comparisons.
- ***Native Population*** - 94.8% of Rural New Jersey residents are native residents of the United States. This is much higher than New Jersey (82.5%) and National (88.9%) comparisons.
- ***Language*** - 90.7% of Rural New Jersey residents speak English only at home, which is much higher than New Jersey (72.6%) and National (80.6%) comparisons.
- ***Violent Crime Rate*** - From 2007 to 2008 Rural New Jersey had a 7.2% increase in the violent crime rate, while New Jersey had no increase. Despite the increase, the violent crime rate for Rural New Jersey is lower (1.4) than New Jersey (3.3).
- ***Drug and Alcohol Admissions*** - 44.7% of admissions in Rural New Jersey were for alcohol which is higher than New Jersey (29.0%), but percentages for Heroin and other Opiates (28.3%) and Cocaine (6.9%) are lower than New Jersey (40.0%, 11.0%).