

WILLIAM J. HUGHE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



EXECUTIVE SUMMARY

The Stockton Polling Institute in the William J. Hughes Center for Public Policy at The Richard Stockton College of New Jersey conducted telephone interviews of parents of high school students throughout the eight southern New Jersey counties and additionally in Atlantic County alone. Phone calls were made by live interviewers from the Stockton College campus from May 9 to May 23, 2013. Parents were asked about their opinions on potential impacts if Stockton College were to become a university.

Data were collected in two regions: South Jersey including the counties of Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean, and Salem (810 completed interviews); and in Atlantic County alone (612 additional completed interviews).

The surveys find mostly positive feelings connected to the possibility of Stockton College becoming a university, and there is overwhelming support for the concept. Results include the following:

- Overwhelming majorities say university status would enhance Stockton's reputation in the southern New Jersey region and throughout the state;
- About half believe university status would help Stockton graduates find better jobs;
- A significant percentage think that Stockton becoming a university would encourage employers to move into the surrounding region;
- The vast majority believe that university status would enhance the value of a degree from Stockton;
- Overwhelming majorities support the idea of Stockton College becoming a university;
- Majorities believe university status would result in larger class sizes at both the undergraduate and graduate levels;
- And for most parents, university status would not make it more likely that their children would apply to Stockton College.

The sampling margin of error is +/- 3.4 percentage points in the South Jersey survey and +/- 3.95 percentage points in the Atlantic County survey.

METHODOLOGY

More than 1,400 adult parents of high school students in southern New Jersey were interviewed by the Stockton Polling Institute for a survey about attitudes toward The Richard Stockton College of New Jersey potentially becoming a university. Results from two regions were compiled: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean, and Salem counties; and Atlantic County only. In South Jersey, 810 interviews were completed. The sampling margin of error is +/- 3.4 percentage points. In Atlantic County, an additional 612 interviews were completed. That poll has a margin of error of +/- 3.95 percentage points.

Interviews are conducted at the Stockton Polling Institute by live interviewers calling from the Stockton College campus. The poll was conducted from May 9-23, 2013. Interviewers called both land lines and cell phones. All prospective respondent households in the source telephone list have the same chance of joining the sample because of the random digital dialing system (RDD). Data are weighted according to United States Census Bureau demographics for the southern New Jersey adult population.

Q3. Which do you think provides greater academic quality?

	So. Jersey	Atlantic
A public college	2.7	2.5
A public university		

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Q5. If Stockton College were to become a university, what do you think the impact would be on the size of undergraduate classes?

	So. Jersey	Atlantic
Class size would be larger	54.9	66.0
Class size would be smaller	6.6	1.8
There would be no difference	30.4	23.5
DK	8.1	8.7

Majorities of 55 percent in South Jersey and 66 percent (nearly two-thirds) in Atlantic County think that becoming a university would result in larger undergraduate class sizes at Stockton. Few think it would result in smaller class sizes. In South Jersey, 30 percent say it would not make a difference, while 24 percent in Atlantic County think there would be no difference. Between 8-9 percent are unsure.

Q6. If Stockton were to become a university, what do you think the impact would be on the size of graduate classes?

	So. Jersey	Atlantic

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Q7. Do you think Stockton graduates would find better jobs if the college becomes a university?

	So. Jersey	Atlantic
YES	50.7	47.6
NO	36.2	34.3
DK	13.1	18.1

About half of all respondents – 51 percent in South Jersey, 48 percent in Atlantic County – think university status would help Stockton graduates find better jobs. A little more than one in three think it would not help in finding better jobs. Significant percentages of 13 percent in South Jersey and 18 percent in Atlantic County are not sure.

Q8. How likely do you think it would be that Stockton becoming a university would encourage more employers to move into the region?

	So. Jersey	Atlantic
Very likely	8.1	11.3
Somewhat likely	34.9	40.4
No difference	44.4	36.4
Somewhat unlikely	5.3	3.0
Very unlikely	4.1	5.5
DK	3.2	3.3

Half of parents surveyed in Atlantic County think that Stockton becoming a university would encourage more employers to relocate to the region, while only 9 percent think that scenario would be somewhat or very unlikely. In South Jersey, 43 percent think it is very likely or somewhat likely that employers would move into the region, with 44 percent saying it would make no difference. Thirty-six percent in Atlantic

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Q9. How do you think becoming a university would affect the value of a degree from Stockton College?

	So. Jersey	Atlantic
Make it more valuable	70.2	73.2
Make it less valuable	.4	.6
There would be no difference	26.6	24.0
DK	2.9	2.1

By strong majorities of 70 percent or more, parents think that becoming a university would make a degree from Stockton College more valuable. Less than 1 percent thinks university status would make a Stockton degree less valuable. Approximately one in four in both populations thinks there would be no difference.

Q10. Do you support or oppose Richard Stockton College becoming a university?

	So. Jersey	Atlantic
SUPPORT	76.0	82.1
OPPOSE	4.8	6.1
NO FEELING EITHER WAY	17.6	10.1
DK	1.6	1.6

Strong majorities support Stockton College becoming a university. Four out of five in Atlantic County support such a change, as do three out of four across the southern region. Minorities of only 5-6 percent oppose Stockton becoming a university. About 20 percent in South Jersey either have no feeling about the proposal or are unsure, with 12 percent in Atlantic County having no feeling or being unsure.

Weighted frequencies – University status poll – South Jersey

Stockton Polling Institute

The Richard Stockton College of New Jersey

812 interviews completed May 9-23, 2013

Q1. Do you think that becoming a university would enhance Stockton's reputation throughout southern New Jersey?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	698	83.0	83.0	83.0
Valid NO	70	8.4	8.4	91.3
Valid NOT SURE/DON'T KNOW	73	8.7	8.7	100.0
Total	842	100.0	100.0	

Q2. Do you think that becoming a university would enhance Stockton's reputation throughout the state?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	720	85.6	85.6	85.6
Valid NO	64	7.6	7.6	93.2
Valid NOT SURE/DON'T KNOW	58	6.8	6.8	100.0
Total	842	100.0	100.0	

Q3. Which do you think provides greater academic quality?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid A public college	22	2.7	2.7	2.7
Valid A public university	358	42.6	42.6	45.2
Valid Or there is no difference	384	45.6	45.6	90.9
Valid NOT SURE/DON'T KNOW	75	8.9	8.9	99.8
Valid REFUSE	2	.2	.2	100.0
Total	842	100.0	100.0	

Q4. Would your child be more likely or less likely to apply to Stockton College if it were a university?

	Frequency	Percent	Valid Percent	Cumulative Percent
MORE LIKELY	188	22.3	22.3	22.3
LESS LIKELY	18	2.2	2.2	24.5
Valid NO DIFFERENCE	613			

Q7. Do you think Stockton graduates would find better jobs if the college becomes a university?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	426	50.7	50.7	50.7
Valid NO	305	36.2	36.2	86.9
Valid NOT SURE/DON'T KNOW	110	13.1	13.1	100.0
Total	842	100.0	100.0	

Q8. How likely do you think it would be that Stockton becoming a university would encourage more employers to move into the region?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very likely	68	8.1	8.1	8.1
Valid Somewhat likely	294	34.9	34.9	43.0
Valid No difference	374	44.4	44.4	87.4
Valid Somewhat unlikely	45	5.3	5.3	92.7
Valid Very unlikely	34	4.1	4.1	96.8
Valid NOT SURE/DON'T KNOW	27	3.2	3.2	100.0
Total	842	100.0	100.0	

Q9. How do you think becoming a uniO.36 3-192ing a uniO.36 3-1919.

Q10. Do you support or oppose Richard Stockton College becoming a university?

	Frequency	Percent	Valid Percent	Cumulative Percent
SUPPORT	640	76.0	76.0	76.0
OPPOSE	40	4.8	4.8	80.8
Valid NO FEELING EITHER WAY	148	17.6	17.6	98.4
NOT SURE/DON'T KNOW				

Weighted frequencies – University status poll – Atlantic County
 Stockton Polling Institute
 The Richard Stockton College of New Jersey
 610 interviews completed May 9-23, 2013

Q1. Do you think that becoming a university would enhance Stockton's reputation throughout southern New Jersey?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	511	84.9	84.9	84.9
Valid NO	58	9.6	9.6	94.5
Valid NOT SURE/DON'T KNOW	33	5.5	5.5	100.0
Total	602	100.0	100.0	

Q2. Do you think that becoming a university would enhance Stockton's reputation throughout the state?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	524	87.1	87.1	87.1
Valid NO	53	8.7	8.7	95.9
Valid NOT SURE/DON'T KNOW	25	4.1	4.1	100.0
Total	602	100.0	100.0	

Q3. Which do you think provides greater academic quality?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid A public college	15	2.5	2.5	2.5
Valid A public university	253	42.1	42.1	44.6
Valid Or there is no difference	277	46.1	46.1	90.7
Valid NOT SURE/DON'T KNOW	56	9.3	9.3	100.0
Total	602	100.0	100.0	

Q4. Would your child be more likely or less likely to apply to Stockton College if it were a university?

	Frequency	Percent	Valid Percent	Cumulative Percent
MORE LIKELY	144	24.0	24.0	24.0
LESS LIKELY	17	2.8	2.8	26.9
Valid NO DIFFERENCE	409	68.0	68.0	94.9
NOT SURE/DON'T KNOW	31	5.1	5.1	100.0
Total	602	100.0	100.0	

Q5. If Stockton College were to become a university, what do you think the impact would be on the size of undergraduate classes?

Q7. Do you think Stockton graduates would find better jobs if the college becomes a university?

	Frequency	Percent	Valid Percent	Cumulative Percent
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YES

Valid

Q10.

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University Status Survey

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University Status Survey



University Status Survey Methodology Statement

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Q1. Do you think that becoming a university would enhance Stockton's reputation throughout southern New Jersey?

Q2. Do you think that becoming a university would enhance Stockton's reputation throughout the state?

Q3. Which do you think provides greater academic quality?

Q4. Would your child be more likely or less likely to apply to Stockton College if it were a university?

Q5. If Stockton College were to become a university, what do you think the impact would be on the size of undergraduate classes?

Q6. If Stockton were to become a university, what do you think the impact would be on the size of graduate classes?

Q7. Do you think Stockton graduates would find better jobs if the college becomes a university?

Q8. How likely do you think that Stockton becoming a university would encourage more employers to move into the region?

Q9. How do you think becoming a university would affect the value of a degree from Stockton College?

Q10. Do you support or oppose Richard Stockton College becoming a university?

STOCKTON UNIVERSITY STATUS POLL OF ATLANTIC COUNTY AND SOUTHERN NJ

INTRO. Hello. My name is _____ I'm calling from the Stockton College Polling Institute. We're interviewing parents of high school students in southern New Jersey in a voluntary poll. Your participation will help students conduct academic research.

ADULT. Let me confirm that you are an adult. Are you at least 18 years old?

YES

NO, BUT AN ADULT IS HOME (SKIP TO INTRO)

NO, AND NO ADULT IS HOME (SKIP TO CALLBACK)

NO ADULT LIVES HERE (SKIP TO INELIGIBLE)

NOT SURE/DON'T KNOW (SKIP TO SILENT CALLBACK)

REFUSE (SKIP TO TERMINATE)

COUNTY. What county do you live in?

ATLANTIC

BURLINGTON

CAMDEN

CAPE MAY

CUMBERLAND

GLOUCESTERT

YES
NO
NOT SURE/DON'T KNOW
REFUSE

Q2. Do you think that becoming a university would enhance Stockton's reputation throughout the state?

YES
NO
NOT SURE/DON'T KNOW
REFUSE

Q3. Which do you think provides greater academic quality?

A public college
A public university
Or there is no difference
NOT SURE/DON'T KNOW
REFUSE

Q4. Would your child be more likely or less likely to apply to Stockton College if it were a university, or would it not make any difference?

MORE LIKELY
LESS LIKELY
NO DIFFERENCE
NOT SURE/DON'T KNOW
REFUSE

Q5. If Stockton College were to become a university, what do you think the impact would be on the size of undergraduate classes?

Class size would be larger
Class size would be smaller
Or there would be no difference
NOT SURE/DON'T KNOW
REFUSE

Q6. If Stockton were to become a university, what do you think the impact would be on the size of graduate classes?

Class size would be larger
Class size would be smaller
Or there would be no difference
NOT SURE/DON'T KNOW
REFUSE

Q7. Do you think Stockton graduates would find better jobs if the college becomes a university?

YES
NO
NOT SURE/DON'T KNOW
REFUSE

High school graduate
Some college
Or a four-year college or higher
NOT SURE/DON'T KNOW
REFUSE