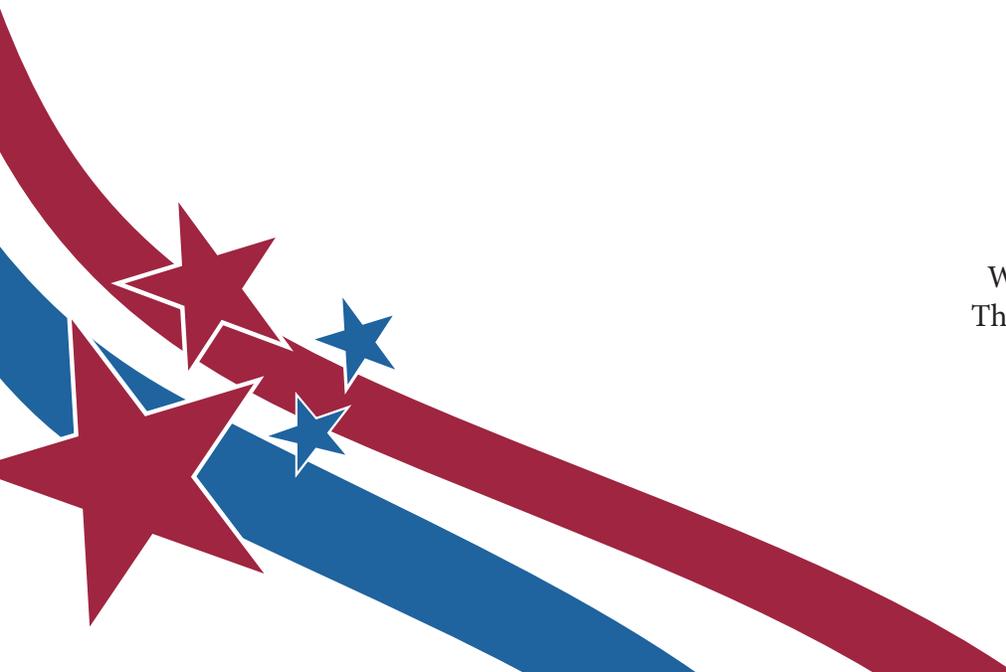


SURVEY REPORT

*University Status:
Views of Southern New Jersey
Parents*

June 2013

Prepared by:
Stockton Polling Institute
William J. Hughes Center for Public Policy
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.

Telephone survey of parents of children in high school

The Stockton Polling Institute surveyed 1,422 southern New Jersey and Atlantic County adult residents. Results are reported by: South Jersey region including Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean and Salem counties (810 completed interviews); and Atlantic County only (612 additional completed interviews)

Interviews were conducted by the Stockton Polling Institute from the Stockton College campus May 9-23, 2013. Both landlines and cell phones were called. All numbers in this report represent percentages based on weighted frequencies. Margin of error is +/- 3.4 percentage points in South Jersey, +/- 3.95 percentage points in Atlantic County.

In the charts, "DK" means "Not sure/don't know"

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

	So. Jersey	Atlantic
YES	83.0	84.9
NO	8.4	9.6
DK	8.7	5.5

Parents of high school students think that becoming a university would enhance Stockton College's reputation in southern New Jersey by overwhelming margins. Majorities of 83 percent or more hold up in both the South Jersey and Atlantic County target populations. Region wide, 9 percent in South Jersey are unsure as to whether university status would enhance Stockton's reputation, and 6 percent in Atlantic County are uncertain.

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

	So. Jersey	Atlantic
YES	85.6	87.1
NO	7.6	8.7
DK	6.8	4.1

Similar high margins of at least 85 percent in South Jersey and in Atlantic County think that becoming a university would enhance Stockton's reputation throughout all of New Jersey. Less than 10 percent of respondents think such a change would not help the college's reputation. Seven percent in South Jersey are unsure, with 4 percent in Atlantic County not sure.

FOR INTERNAL USE AT STOCKTON COLLEGE ONLY

Q3. Which do you think provides greater academic quality?

	So. Jersey	Atlantic
A public college	2.7	2.5
A public university	42.6	42.1
Or there is no difference	45.6	46.1
DK	8.9	9.3
REFUSE	0.2	

A plurality of 46 percent in both populations says there is no difference in academic quality between a public college and a public university. However, among those who think that there is a difference, respondents believe that a public university provides greater academic quality than a public college does by a margin of about 20 to 1. Nine percent say they do not know which provides greater quality.

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?

	So. Jersey	Atlantic
MORE LIKELY	22.3	24.0
LESS LIKELY	2.2	2.8
NO DIFFERENCE	72.8	68.0
DK	2.7	5.1

The vast majority of parents – 73 percent in South Jersey, 68 percent in Atlantic County – say university status would not make a difference in whether or not their children apply to Stockton College. Among parents who say it would make a difference, becoming a university would make it more likely that their children apply by a margin of roughly 10 to 1.

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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
Class size would be larger	62.0	69.9
Class size would be smaller	3.5	3.3
There would be no difference	27.1	19.8
DK	7.4	7.0

Even higher percentages of parents think that becoming a university would result in larger class sizes at the graduate level. In South Jersey, 62 percent say class size would increase, while 70 percent in Atlantic County say it would. Minorities of 27 percent region wide and 20 percent on Stockton's home county think there would be no difference, while 7 percent in both populations are unsure.

FOR INTERNAL USE AT STOCKTON COLLEGE ONLY

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 County say university status would not make a difference in bringing more employers to the area.

FOR INTERNAL USE AT STOCKTON COLLEGE ONLY

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	72.8	72.8	97.3
NOT SURE/DON'T KNOW	22	2.7	2.7	100.0
Total	842	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?

	Frequency	Percent	Valid Percent	Cumulative Percent
Class size would be larger	462	54.9	54.9	54.9
Class size would be smaller	55	6.6	6.6	61.5
Valid There would be no difference	256	30.4	30.4	91.9
NOT SURE/DON'T KNOW	68	8.1	8.1	100.0
Total	842	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Class size would be larger	522	62.0	62.0	62.0
Class size would be smaller	30	3.5	3.5	65.5
Valid There would be no difference	228	27.1	27.1	92.6
NOT SURE/DON'T KNOW	62	7.4	7.4	100.0
Total	842	100.0	100.0	

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
NO	305	36.2	36.2	86.9
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
Somewhat likely	294	34.9	34.9	43.0
No difference	374	44.4	44.4	87.4
Somewhat unlikely	45	5.3	5.3	92.7
Very unlikely	34	4.1	4.1	96.8
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 university would affect the value of a degree from Stockton College?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Make it more valuable	590	70.2	70.2	70.2
Make it less valuable	3	.4	.4	70.5
There would be no difference	224	26.6	26.6	97.1
NOT SURE/DON'T KNOW	24	2.9	2.9	100.0
Total	842	100.0	100.0	

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	14	1.6	1.6	100.0
Total	842	100.0	100.0	

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?

	Frequency	Percent	Valid Percent	Cumulative Percent
Class size would be larger	397	66.0	66.0	66.0
Class size would be smaller	11	1.8	1.8	67.8
Valid There would be no difference	142	23.5	23.5	91.3
NOT SURE/DON'T KNOW	52	8.7	8.7	100.0
Total	602	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Class size would be larger	420	69.9	69.9	69.9
Class size would be smaller	20	3.3	3.3	73.2
Valid There would be no difference	119	19.8	19.8	93.0
NOT SURE/DON'T KNOW	42	7.0	7.0	100.0
Total	602	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	286	47.6	47.6	47.6
Valid NO	206	34.3	34.3	81.9
Valid NOT SURE/DON'T KNOW	109	18.1	18.1	100.0
Total	602	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	11.3	11.3	11.3
Somewhat likely	243	40.4	40.4	51.7
No difference	219	36.4	36.4	88.1
Valid Somewhat unlikely	18	3.0	3.0	91.1
Very unlikely	33	5.5	5.5	96.7
NOT SURE/DON'T KNOW	20	3.3	3.3	100.0
Total	602	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Make it more valuable	441	73.2	73.2	73.2
Make it less valuable	4	.6	.6	73.9
Valid There would be no difference	144	24.0	24.0	97.9
NOT SURE/DON'T KNOW	13	2.1	2.1	100.0
Total	602	100.0	100.0	

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

	Frequency	Percent	Valid Percent	Cumulative Percent
SUPPORT	494	82.1	82.1	82.1
OPPOSE	37	6.1	6.1	88.2
Valid NO FEELING EITHER WAY	61	10.1	10.1	98.4
NOT SURE/DON'T KNOW	10	1.6	1.6	100.0
Total	602	100.0	100.0	

Frequencies - university status poll demographics - South Jersey

Which category describes your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 to 29	5	.6	.6	.6
30 to 49	463	57.2	57.2	57.8
50 to 64	324	40.0	40.0	97.8
65 and older?	15	1.9	1.9	99.6
REFUSE	3	.4	.4	100.0
Total	810	100.0	100.0	

Do you consider yourself to be Hispanic or Latino?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	22	2.7	2.7	2.7
NO	783	96.7	96.7	99.4
REFUSE	5	.6	.6	100.0
Total	810	100.0	100.0	

Which of the following best represents your race?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid White	697	86.0	86.0	86.0
Black or African American	46	5.7	5.7	91.7
Asian or Pacific	10	1.2	1.2	93.0
Native American	6	.7	.7	93.7
Or do you identify with more than one race	34	4.2	4.2	97.9
NOT SURE/DON'T KNOW	4	.5	.5	98.4
REFUSE	13	1.6	1.6	100.0
Total	810	100.0	100.0	

Which of the following best describes your highest level of education?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than high school	9	1.1	1.1	1.1
High school graduate	127	15.7	15.7	16.8
Some college	248	30.6	30.6	47.4
Or a four-year college or higher	422	52.1	52.1	99.5
REFUSE	4	.5	.5	100.0
Total	810	100.0	100.0	

Which of the following general categories best represents your household income last year before taxes?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than \$50,000	86	10.6	10.6	10.6
\$50,000 to less than \$100,000	240	29.6	29.6	40.2
\$100,000 to \$150,000	240	29.6	29.6	69.9
Or more than \$150,000	152	18.8	18.8	88.6
NOT SURE/DON'T KNOW	13	1.6	1.6	90.2
REFUSE	79	9.8	9.8	100.0
Total	810	100.0	100.0	

Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MALE	247	30.5	30.5	30.5
FEMALE	561	69.3	69.3	99.8
REFUSE	2	.2	.2	100.0
Total	810	100.0	100.0	

Frequencies - University status poll demographics - Atlantic County

Which category describes your age?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 to 29	5	.8	.8	.8
30 to 49	328	53.6	53.6	54.4
50 to 64	258	42.2	42.2	96.6
65 and older?	18	2.9	2.9	99.5
NOT SURE/DON'T KNOW	1	.2	.2	99.7
REFUSE	2	.3	.3	100.0
Total	612	100.0	100.0	

Do you consider yourself to be Hispanic or Latino?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	21	3.4	3.4	3.4
NO	587	95.9	95.9	99.3
NOT SURE/DON'T KNOW	1	.2	.2	99.5
REFUSE	3	.5	.5	100.0
Total	612	100.0	100.0	

Which of the following best represents your race?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid White	513	83.8	83.8	83.8
Black or African American	40	6.5	6.5	90.4
Asian or Pacific	22	3.6	3.6	94.0
Native American	1	.2	.2	94.1
Or do you identify with more than one race	24	3.9	3.9	98.0
NOT SURE/DON'T KNOW	4	.7	.7	98.7
REFUSE	8	1.3	1.3	100.0
Total	612	100.0	100.0	

Which

of the following best describes your highest level of education?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than high school	8	1.3	1.3	1.3
High school graduate	123	20.1	20.1	21.4
Some college	204	33.3	33.3	54.7
Or a four-year college or higher	276	45.1	45.1	99.8
REFUSE	1	.2	.2	100.0
Total	612	100.0	100.0	

Which of the following general categories best represents your household income last year before taxes?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than \$50,000	84	13.7	13.7	13.7
\$50,000 to less than \$100,000	206	33.7	33.7	47.4
\$100,000 to \$150,000	176	28.8	28.8	76.1
Or more than \$150,000	86	14.1	14.1	90.2
NOT SURE/DON'T KNOW	7	1.1	1.1	91.3
REFUSE	53	8.7	8.7	100.0
Total	612	100.0	100.0	

Sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MALE	189	30.9	30.9	30.9
FEMALE	423	69.1	69.1	100.0
Total	612	100.0	100.0	

University Status Survey

Prepared by:
Stockton Polling Institute
William J. Hughes Center for Public Policy
The Richard Stockton College of New Jersey
John Froomjian, Senior Research Associate
Daniel J. Douglas, Director

University Status Survey

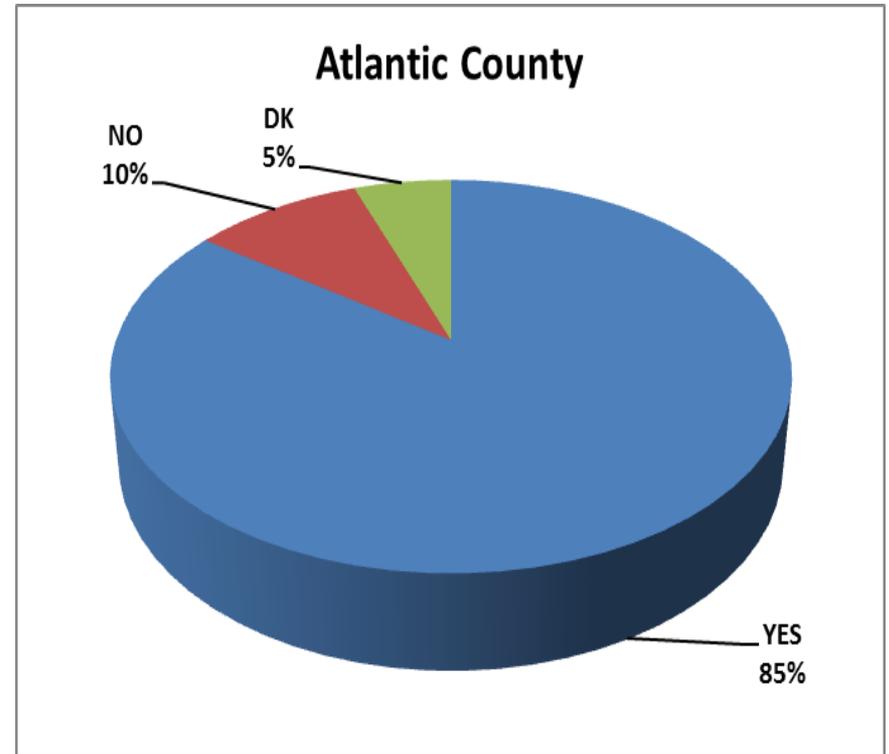
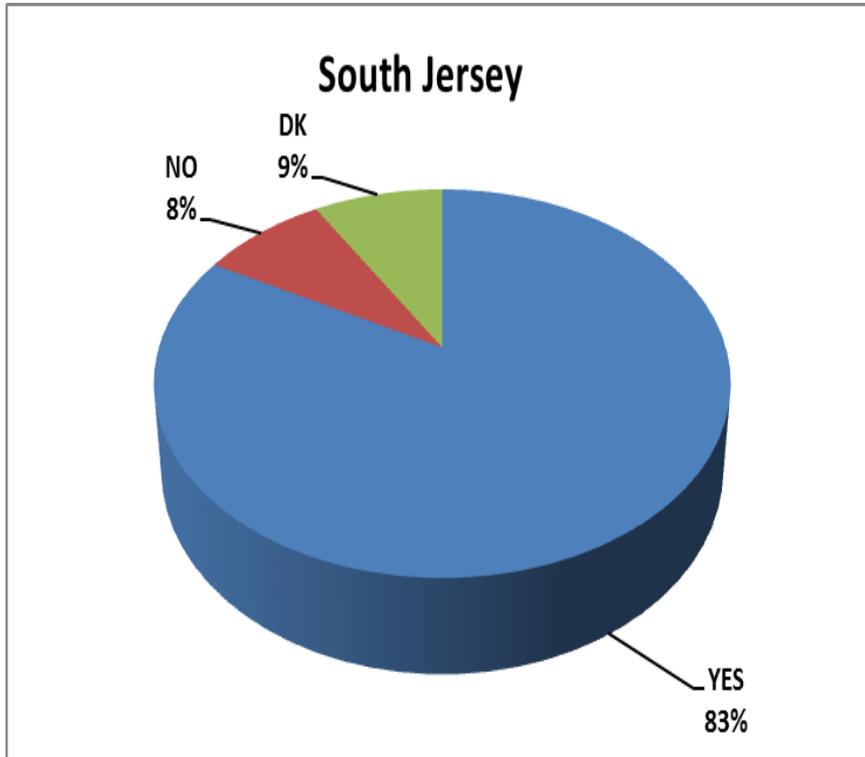
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- Results reported by:
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- This information for internal Stockton use only. Not for public release.

University Status Survey Methodology Statement

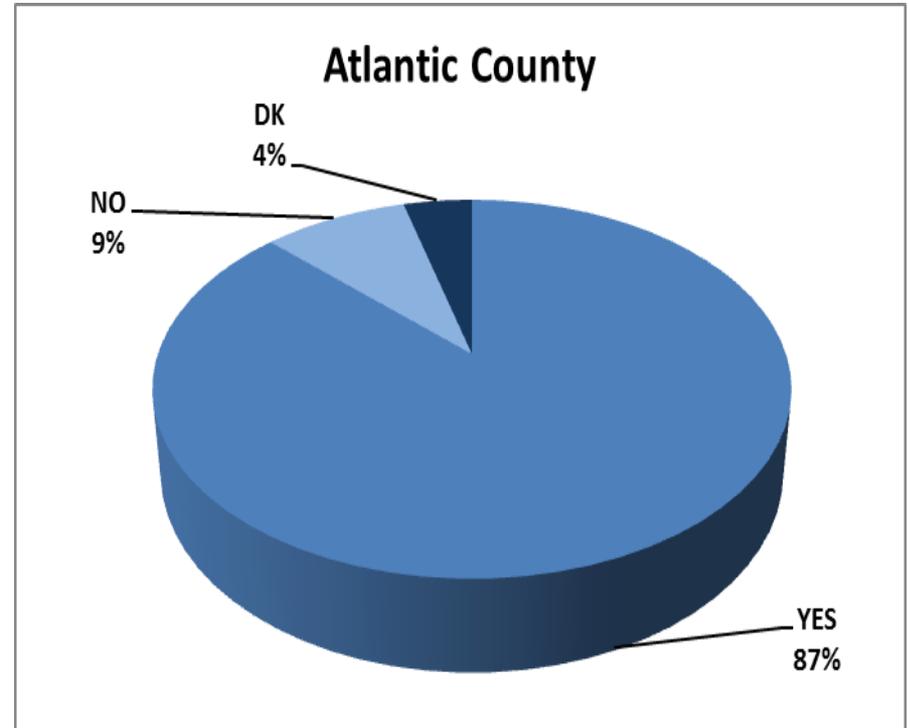
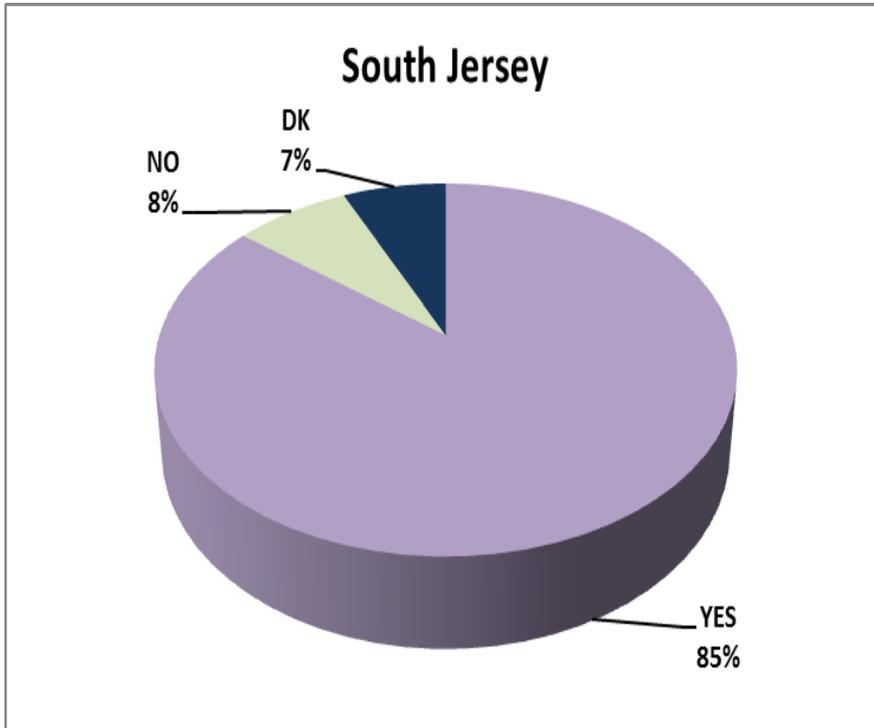
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Interviews are conducted at the Stockton Polling Institute by live interviewers calling from the Stockton College campus. The poll was conducted from May 9-23, 2013. Interviewers called both land lines and cell phones. All prospective respondent households 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.

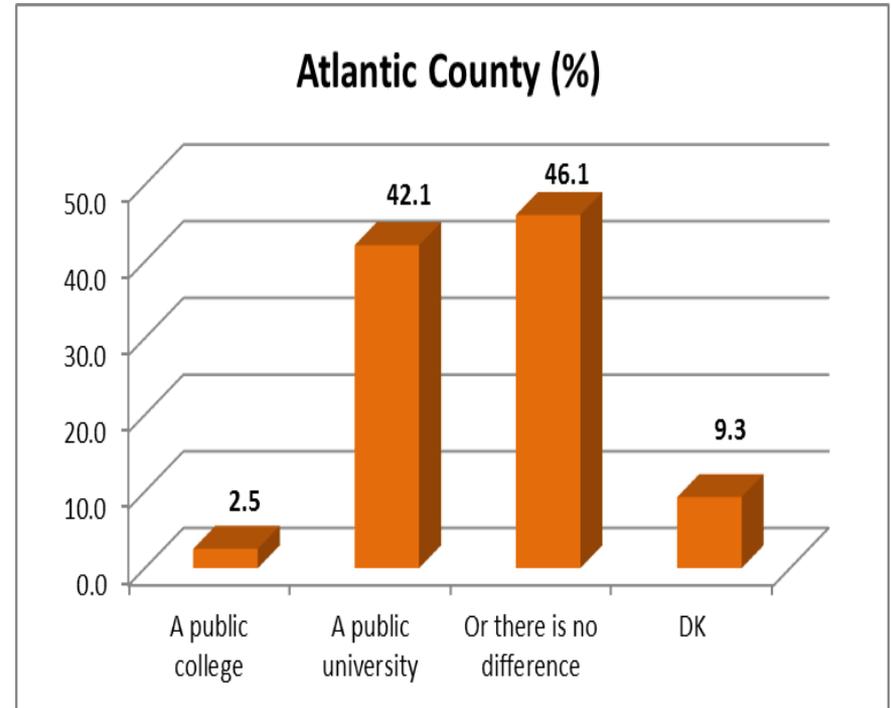
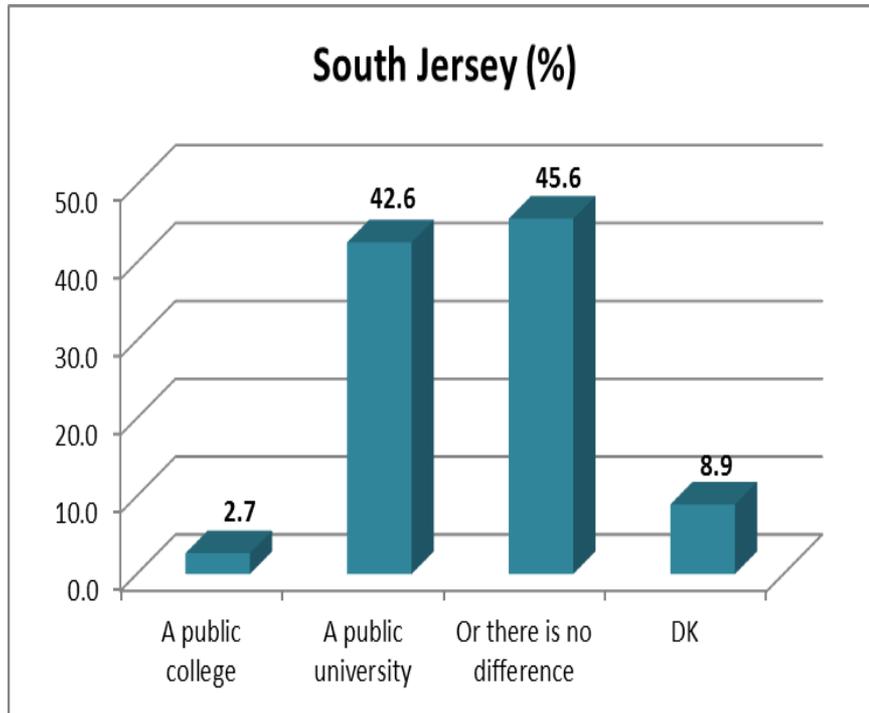
Q1. Do you think that becoming a university would enhance Stockton's reputation throughout southern New Jersey?



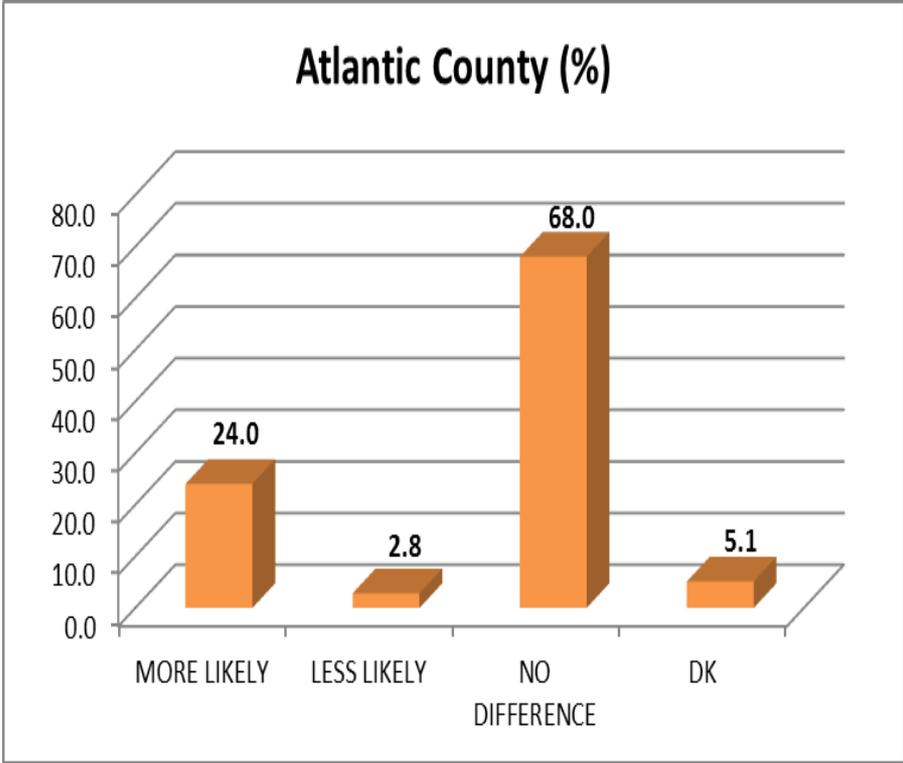
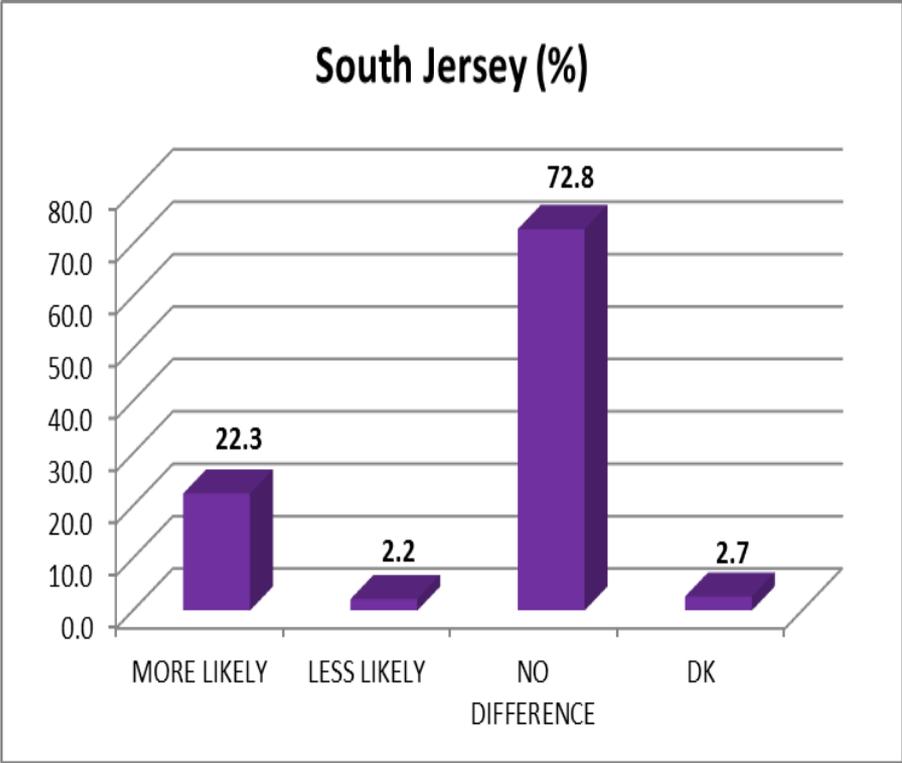
Q2. Do you think that becoming a university would enhance Stockton's reputation throughout the state?



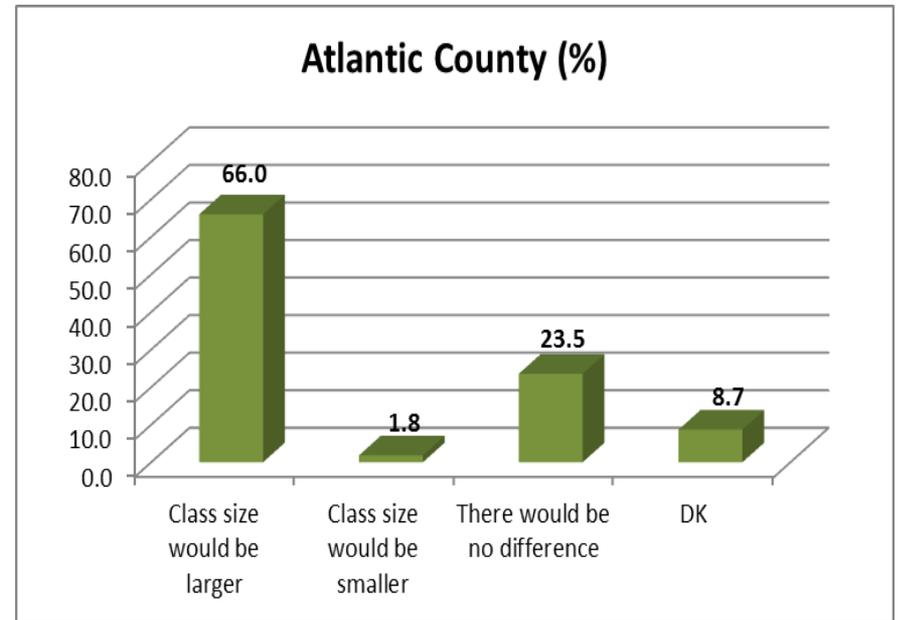
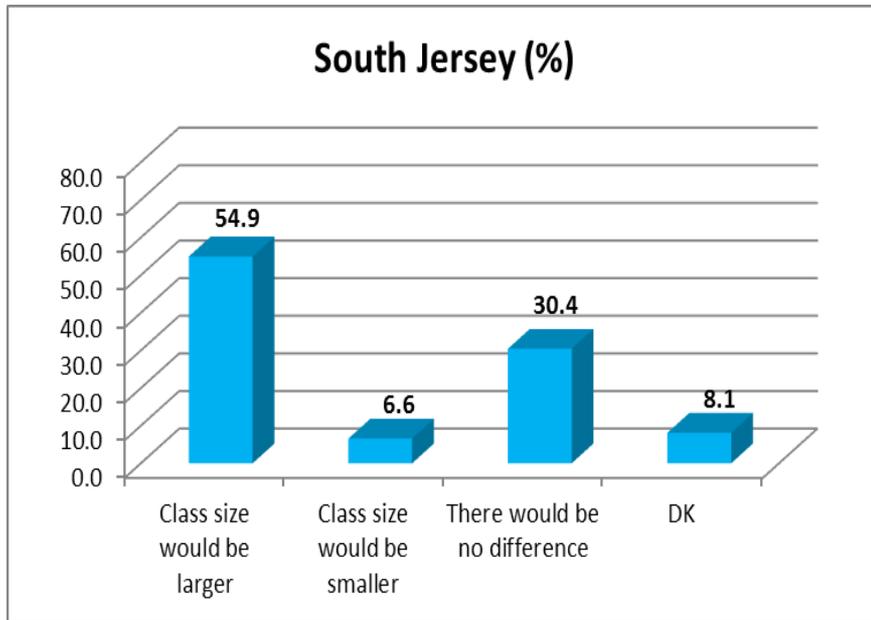
Q3. Which do you think provides greater academic quality?



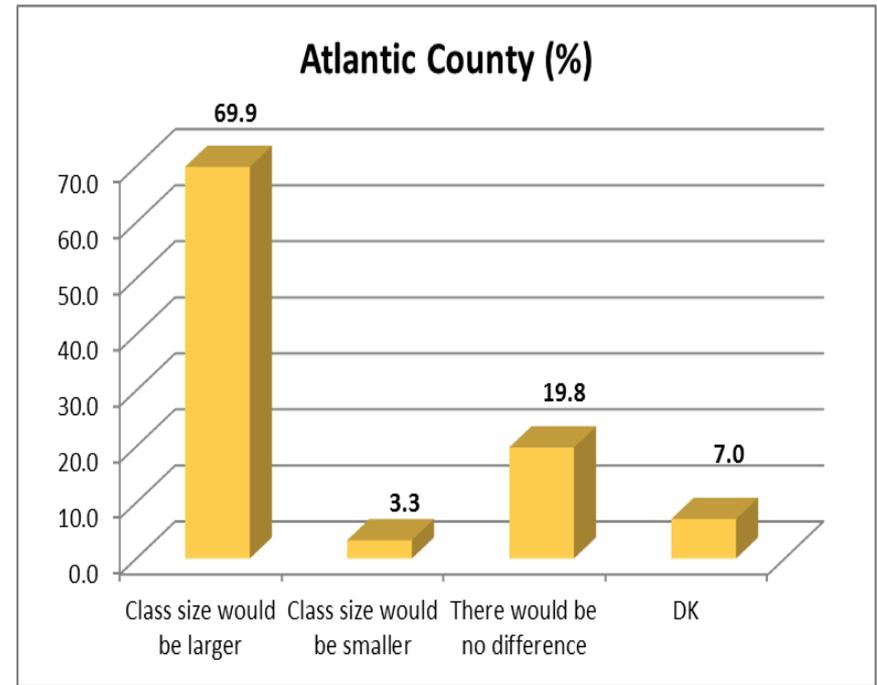
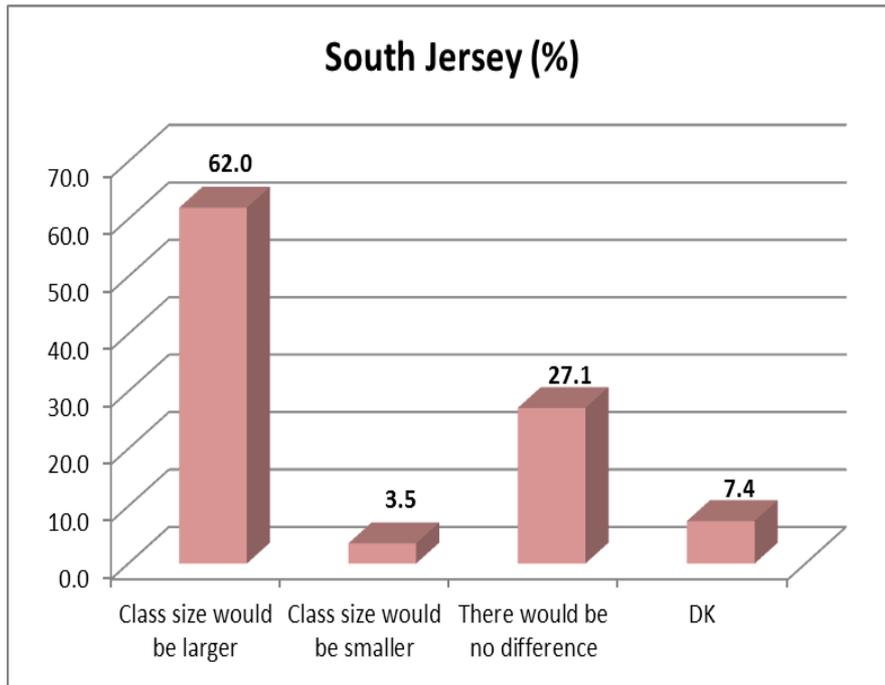
Q4. Would your child be more likely or less likely to apply to Stockton College if it were a university?



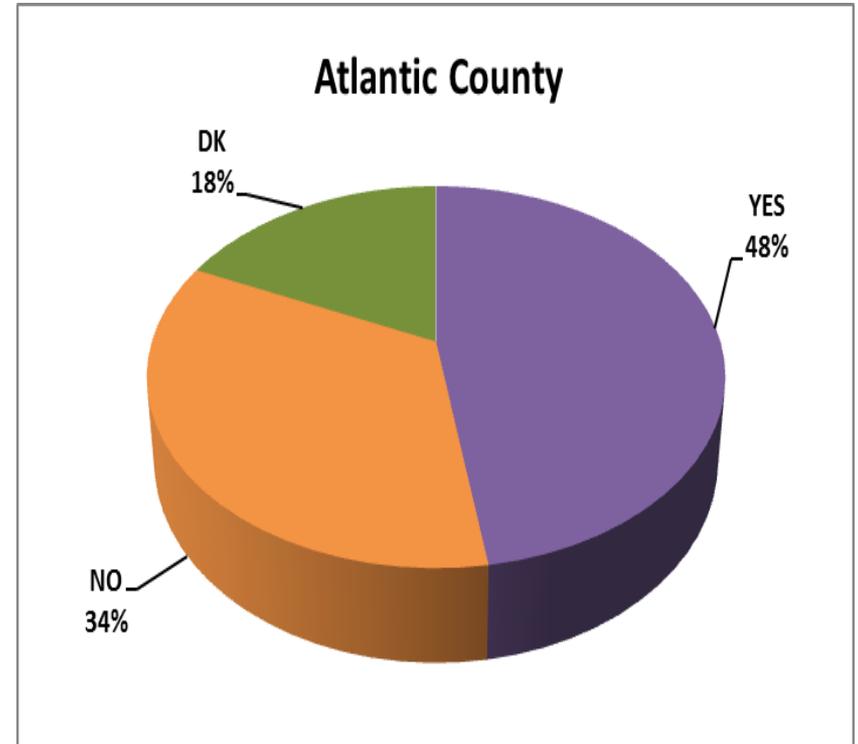
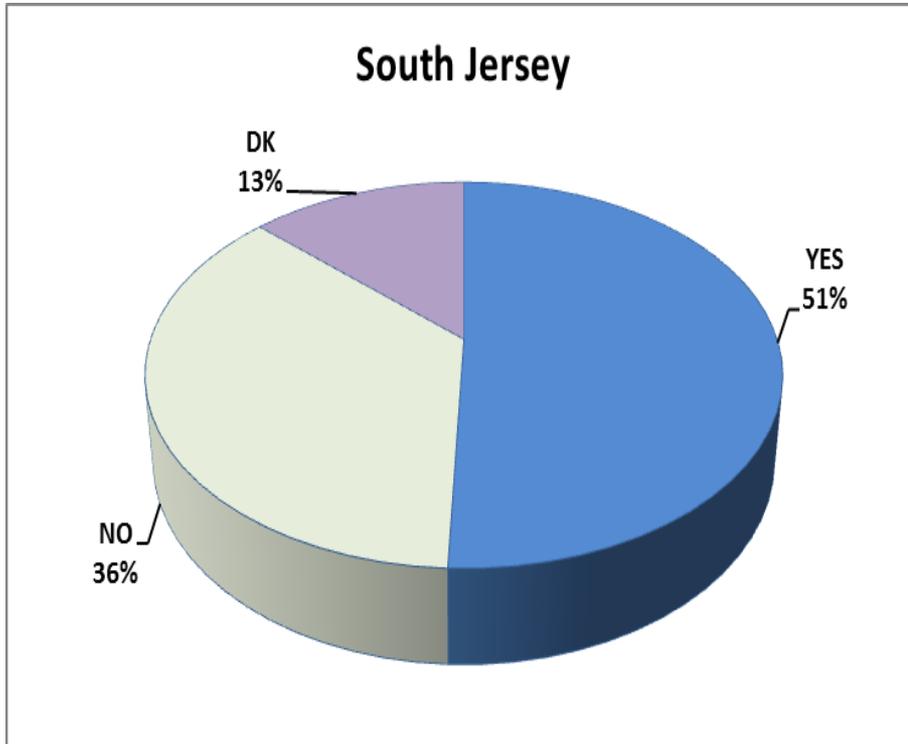
Q5. If Stockton College were to become a university, what do you think the impact would be on the size of undergraduate classes?



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

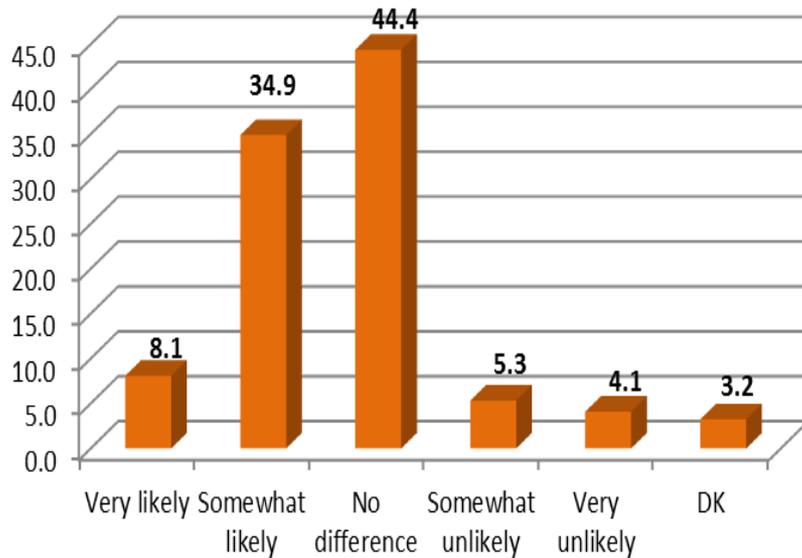


Q7. Do you think Stockton graduates would find better jobs if the college becomes a university?

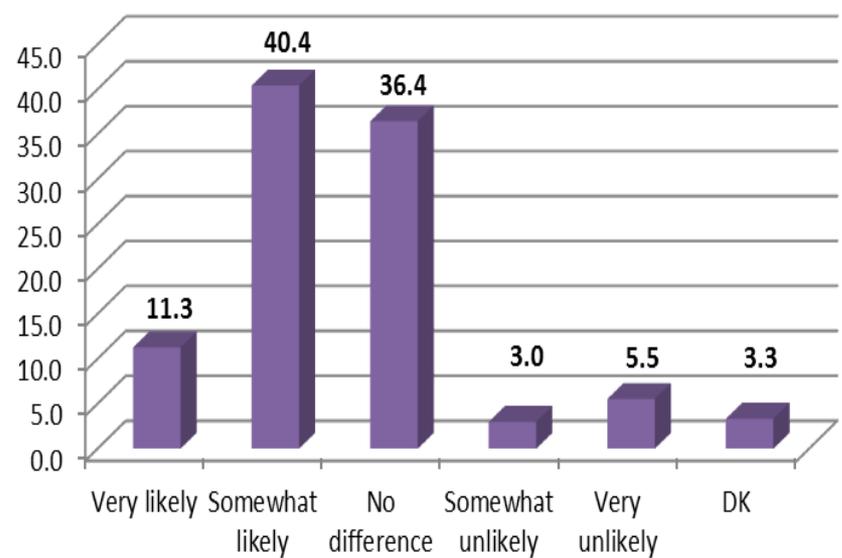


Q8. How likely do you think that Stockton becoming a university would encourage more employers to move into the region?

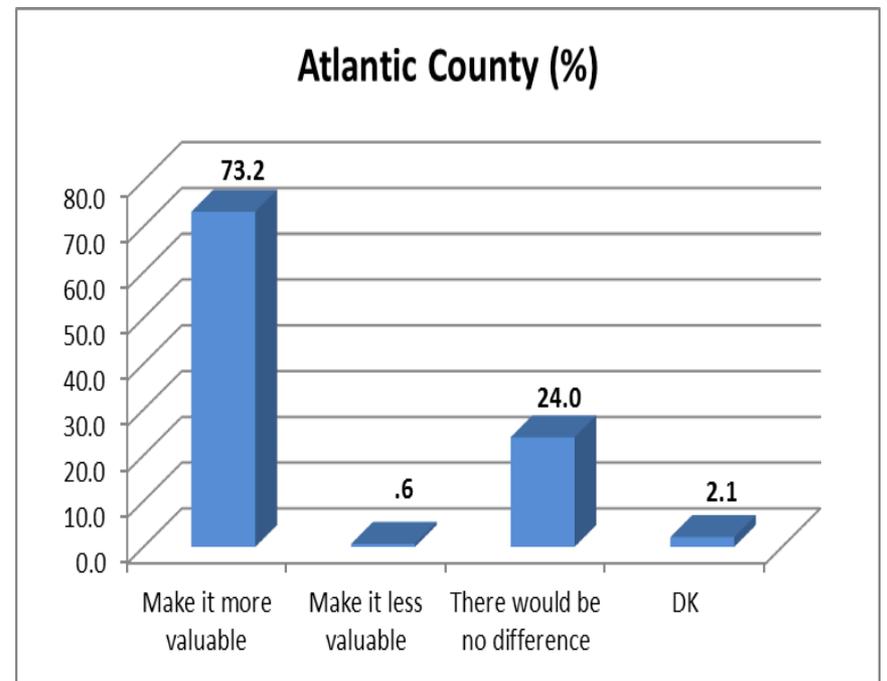
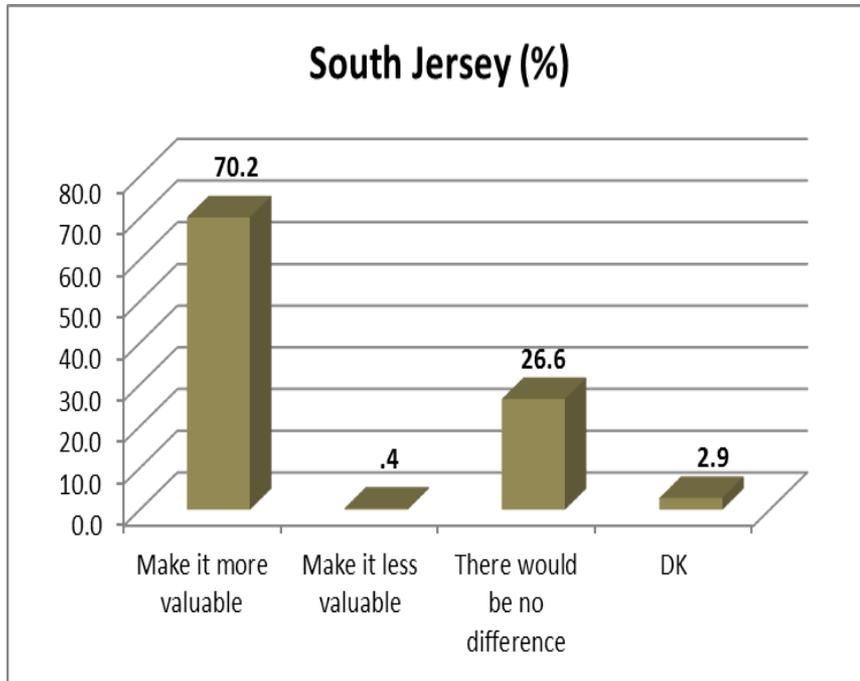
South Jersey (%)



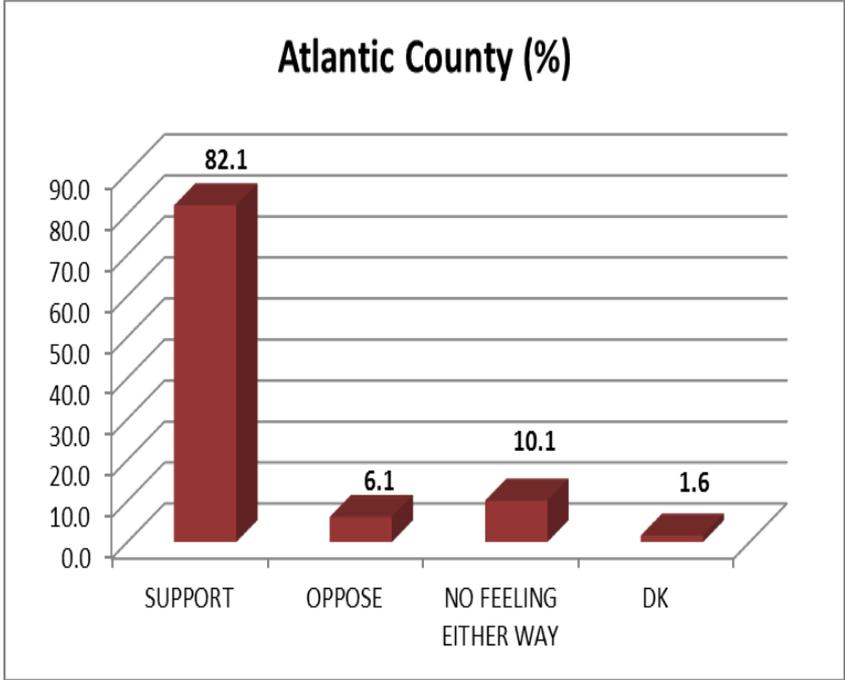
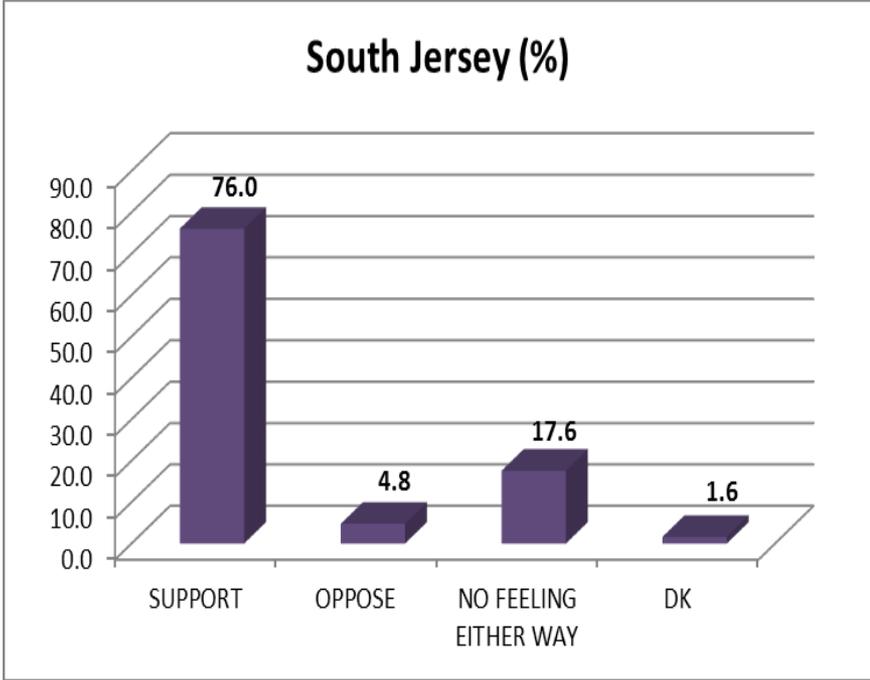
Atlantic County (%)



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

GLOUCESTER

OCEAN

SALEM

SOME OTHER COUNTY (SKIP TO INELIGIBLE)

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

REFUSE (SKIP TO TERMINATE)

STUDENT. Are you the parent of a child who is attending high school?

YES (SKIP TO Q1)

NO

NO CHILDREN/HIGH SCHOOL STUDENTS LIVE HERE (SKIP TO TERMINATE)

NOT SURE/DON'T KNOW (SKIP TO TERMINATE)

REFUSE (SKIP TO TERMINATE)

STUDENT2. Does the parent of a high school student live in this household?

YES (ASK TO SPEAK TO THE PARENT. SKIP TO INTRO)

NO (SKIP TO TERMINATE)

NOT SURE/DON'T KNOW (SKIP TO TERMINATE)

REFUSE (SKIP TO TERMINATE)

Richard Stockton College is considering becoming Richard Stockton University. A university differs from a college in that it has more course offerings and offers a variety of undergraduate and master's degrees. We are going to ask you how you think a change to university status might affect Stockton College.

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

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

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

- Very likely
- Somewhat likely
- No difference
- Somewhat unlikely
- Or very unlikely
- NOT SURE/DON'T KNOW
- REFUSE

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

- Make it more valuable
- Make it less valuable
- Or there would be no difference
- NOT SURE/DON'T KNOW
- REFUSE

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

- SUPPORT
- OPPOSE
- NOT SURE/DON'T KNOW
- REFUSE

We're almost done. These last few questions allow us to combine responses into statistics.

D1. Which category best describes your age:

- 18 to 29
- 30 to 49
- 50 to 64
- Or 65 and older?
- NOT SURE/DON'T KNOW
- REFUSE

D2. Do you consider yourself to be Hispanic or Latino?

- YES
- NO
- NOT SURE/DON'T KNOW
- REFUSE

D3. Which of the following best represents your race?

- White
- Black or African American
- Asian or Pacific
- Native American
- Or do you identify with more than one race
- NOT SURE/DON'T KNOW
- REFUSE

D4. Which of the following best describes your highest level of education?

- Less than high school

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

D5. Which of the following general categories best represents your household income last year before taxes?

Less than \$50,000
\$50,000 to less than \$100,000
\$100,000 to \$150,000
Or more than \$150,000
NOT SURE/DON'T KNOW
REFUSE

D6. SEX (DO NOT ASK, SIMPLY RECORD UNLESS NOT SURE)

MALE
FEMALE
REFUSE

THANK YOU. Those are all the questions I have for you. The Stockton Polling Institute thanks you for your time today. Have a good day/evening. Good bye.

INELIGIBLE. Those are all of the questions I have today. Thank you for your time. Good bye.

CALLBACK. All right. I can call back. Would _____ be good, or would _____ be a better time to call?

SILENTCALLBACK. Those are all of the questions I have today. Thank you for your time. Good bye.

TERMINATE. Those are all of the questions I have today. Thank you for your time. Good bye.