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New Jersey Association of State Colleges and Universities

Spring 2011 Higher Education Reform Study Agenda

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Methodology

The following results are taken from an online study conducted on March 31st, 2011, through April 4th, 2011 of 750 New Jersey likely voters from across the state. The margin of error for this study is +/- 3.58% at the 95% confidence interval. Certain questions were split sampled to reduce respondent fatigue.

Tracking data cited in this report comes from the following studies:

- 2009 NJASCU Likely Voters Survey
- 2007 NJASCU Likely Voters Study

Crosstab		% of total
NJ Likely Voters		100%
Party	Democrats	44%
	Republicans	28%
	Independents	29%
Gender	Male	45%
	Female	55%
Age	18-34	27%
	35-49	31%
	50+	42%
Race	White	74%
	Non-White	26%
Region	North Jersey (Bergen, Essex, Hudson, Morris, Passaic, Sussex, Union, Warren)	43%
	Central Jersey (Hunterdon, Mercer, Middlesex, Monmouth, Somerset)	30%
	South Jersey (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean, Salem)	27%
NJ SCU	Respondent or someone in respondent's household attended NJASCU member institution (The College of New Jersey, Kean University, Montclair State University, New Jersey City University, Ramapo College, Richard Stockton College, Rowan University, Thomas Edison State College, and/or William Paterson University)	31%
Kids <18	Have children under 18	33%

Agenda

1. In general, would you say that things **in the country** are headed in the right direction or are they off on the wrong track?

(%) NJ Likely Voters	'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
Wrong Track	67	54	47	87	76	71	64	63	65	71	74	47	64	69	70	60	71
Right Direction	33	46	53	13	24	29	36	37	35	29	26	53	36	31	30	40	29

2. In general, would you say that things in **New Jersey** are headed in the right direction or are they off on the wrong track?

(% NJ Likely Voters)	'09	'07	Party			Gender		Age			Race		Region			NJ SCU	Kids <18
			D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Wrong Track*	50	72	56	36	51	48	52	47	54	49	53	42	44	53	55	52	60
Right Direction	50	28	44	44	64	49	52	53	46	51	47	58	56	47	45	48	40

Note: '07 respondents could answer "I Don't Know" (Right Direction-39%, Wrong Track-49%, I Don't Know-12%)

3. Next you are going to see a series of issues facing the state of New Jersey. After each please indicate whether you think the issue is a very important, somewhat important, not very important, or not at all important issue facing the state.

(% Very Important Important/Not Important)	'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
Taxes*	81 99/1	86 99/1	77 98/1	87 99/0	80 99/1	78 98/2	83 99/0	65 99/1	81 98/1	91 99/2	83 99/1	76 100/0	82 99/1	77 99/1	83 99/0	83 100/0	84 98/1
Unemployment/jobs	81 99/1	75 97/3	82 99/1	81 98/2	78 99/1	75 98/1	85 99/1	74 100/0	86 99/0	81 97/3	81 98/2	79 100/0	82 99/1	77 99/0	83 98/3	85 99/1	79 99/0
Budget issues	80 99/1	71 97/3	74 98/2	83 100/0	85 99/0	78 100/1	82 99/2	68 100/0	83 99/0	84 97/2	81 99/1	76 98/2	81 99/1	76 97/2	82 99/0	80 99/1	82 99/1
State spending	80 98/2	76 98/2	79 99/0	80 97/3	81 98/2	76 98/2	83 99/1	70 96/3	77 99/1	89 99/1	80 99/2	81 97/3	80 98/1	77 97/3	82 99/1	80 100/0	80 99/1
Corruption in state government	76 97/3	75 95/6	71 97/3	78 97/3	82 97/3	69 96/4	82 98/2	67 97/4	75 97/3	83 98/2	76 97/4	78 100/0	74 94/5	81 99/1	75 99/1	78 96/4	74 96/4
Healthcare	71 95/5	61 91/8	76 99/0	62 91/9	71 93/7	63 93/7	78 98/3	64 94/5	73 96/4	73 95/4	69 95/5	77 97/3	72 95/4	68 95/5	73 96/4	74 95/5	69 95/5
Education including higher education	67 94/6	53 91/9	77 96/5	52 91/8	65 94/6	61 95/5	72 93/7	72 97/3	64 93/7	66 93/8	64 94/6	76 95/5	65 95/5	72 95/5	64 91/8	72 92/8	67 92/8
Transportation, highways, and roads	46 92/7	34 83/18	48 94/6	39 89/12	52 96/4	48 92/8	45 93/7	46 95/5	40 86/14	51 96/4	45 94/6	50 89/11	46 91/8	46 93/7	47 94/5	51 94/5	40 88/12

*Note: showing only "very important"

4. If you had to pick just one, which issue is the MOST important issue facing New Jersey today?

(% NJ Likely Voters)	'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
Unemployment/jobs	26	24	31	20	23	23	28	25	30	23	22	37	30	22	24	32	26
Taxes	26	44	20	32	27	25	26	14	28	31	30	12	26	25	26	23	29
Budget issues	12	4	12	13	13	15	10	17	10	11	13	12	11	15	12	13	12
Corruption in state government	11	13	7	12	15	11	10	11	11	11	10	13	6	15	14	8	13
Education including higher education	8	2	10	6	7	7	9	14	8	4	8	7	9	7	7	9	8
State spending	8	5	7	10	7	8	8	5	6	11	9	6	7	7	11	9	5
Healthcare	6	6	9	3	6	7	6	8	5	6	5	9	6	9	4	6	5
Transportation, highways, and roads	2	1	3	1	1	3	2	6	1	1	2	3	3	0	2	0	0
Other	1	1	1	1	1	2	1	1	1	2	2	1	1	1	2	1	2

5. Thinking about the economy and the future, how important is it for New Jersey to have a plan to connect higher education opportunity with jobs and economic development?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Very Important	64	76	48	61	64	64	77	63	56	57	79	59	69	67	61	69
Somewhat Important	31	21	42	34	30	31	20	31	37	36	19	37	27	25	31	27
Somewhat Unimportant	4	3	6	3	3	5	3	3	5	4	3	2	4	6	6	4
Very Unimportant	2	0	4	1	3	1	0	2	2	3	0	2	0	3	2	1

6. From what you have seen, read, or heard, would you say Governor Christie has a plan to connect higher education opportunity with jobs and economic development?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Yes, I think so	43	30	61	48	52	36	42	37	49	43	45	40	48	43	42	36
No, I don't think so	57	70	39	52	48	64	58	63	51	57	55	60	52	57	58	64

7. How much have you seen, read, or heard about the governor's Task Force on Higher Education and its recommendations regarding improving New Jersey's state colleges and universities?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
A lot	8	7	7	9	9	7	11	6	6	7	11	7	11	6	7	8
Some	33	33	35	29	35	31	32	29	36	33	33	33	33	32	35	33
A little	34	31	38	33	36	32	27	36	36	34	33	34	34	33	36	32
Nothing at all	26	29	20	28	20	31	30	30	21	27	23	27	22	29	22	27

THE FOLLOWING TEXT WAS DISPLAYED: New Jersey's nine state colleges and universities consist of The College of New Jersey, Kean University, Montclair State University, New Jersey City University, Ramapo College, Richard Stockton College, Rowan University, Thomas Edison State College, and William Paterson University.

8. From what you have seen, read, or heard, do students get an excellent, good, fair or poor education at the nine New Jersey state colleges and universities?

(%) NJ Likely Voters	'09	'07	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
			D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
Excellent	14	18	15	16	13	13	14	14	14	13	16	12	20	18	9	15	19	14
Good	67	64	56	69	66	67	68	67	69	61	71	69	62	62	74	69	70	67
Fair	17	16	17	14	19	20	16	18	18	23	13	17	17	19	18	13	11	17
Poor	1	2	3*	1	2	0	1	1	0	3	1	1	1	1	0	3	1	2

Note: 2007 respondents could answer "Don't know"

9. Next you are going to read several statements concerning higher education in New Jersey. After each one, please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with that statement.

(%) NJ Likely Voters	'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
It is vital to New Jersey's economy that we have excellent and affordable state colleges & universities.	57 93/7	*	59 95/5	50 87/12	60 95/5	52 92/7	60 93/7	54 94/7	59 93/7	57 92/8	54 92/8	64 95/5	61 95/5	57 93/7	50 90/10	61 90/9	63 93/7
Instead of cutting funds for higher education, the state government should provide consistent, predictable support to state universities so that they can effectively make long term plans and strategies.	39 82/18	*	45 94/6	24 62/38	41 80/21	33 76/24	43 85/15	47 87/14	38 81/19	35 80/21	35 78/23	49 92/8	38 79/21	39 84/16	39 83/17	44 79/21	37 86/14
New Jersey needs to expand the capacity of the state colleges and universities to keep our brightest students here.	36 82/17	35 82/18	44 91/10	33 74/26	27 77/24	33 80/20	39 84/16	30 80/19	38 84/16	39 82/17	31 78/22	51 93/7	40 86/15	34 79/21	34 81/19	37 84/16	40 82/18
New Jersey students should have the opportunity to live on campus at the state college or university of their choice.	36 88/12	42 92/9	42 94/6	26 82/18	39 86/14	36 90/10	36 86/14	44 93/7	35 88/12	32 85/16	35 87/13	39 90/10	32 87/13	43 86/14	34 91/10	43 83/18	35 92/9
Expanding access to the state's colleges and universities will help create new jobs, new businesses, and improve New Jersey's economy.	35 83/17	32 86/13	45 90/10	24 72/28	31 85/15	34 84/16	37 84/17	41 88/11	33 86/14	33 78/21	32 80/20	45 93/7	34 85/15	43 84/16	31 80/20	39 86/15	37 86/15
To assure New Jersey's future prosperity, higher education is the first place to increase state spending when the economy turns back around.	26 68/33	*	30 76/24	16 57/43	28 64/37	29 73/28	24 64/36	36 78/21	24 63/37	21 64/36	17 62/37	46 80/20	28 63/37	28 73/27	20 68/32	36 72/28	29 73/27
The New Jersey economy is losing hundreds of millions of dollars a year because New Jersey students are forced to go to out of state colleges.	23 70/31	21 67/33	28 77/23	13 65/35	25 61/39	23 65/35	22 72/27	24 78/22	19 64/36	24 67/33	21 66/34	29 80/20	23 64/35	22 74/26	22 73/28	24 68/31	14 66/34

* Not asked in 2009

10. Which of the following comes closest to your view regarding financing New Jersey's state colleges and universities?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Elected officials in Trenton should provide more financial help to New Jersey's state colleges and universities	51	63	39	45	49	53	57	51	48	47	63	50	52	53	58	51
Elected officials in Trenton should not help New Jersey's state colleges and universities until they are run more efficiently	35	28	42	39	35	35	31	37	37	39	24	34	38	34	29	36
Elected officials in Trenton cannot afford to reinvest in New Jersey's colleges and universities	14	9	19	16	16	12	12	13	15	14	13	16	10	13	13	12

11. Governor Christie supports granting New Jersey's nine state colleges and universities greater authority over the management of the institutions in all areas. He wants to get rid of outdated bureaucratic red tape such as civil service rules. State research universities and county colleges are not bound by such rules. Do you think less regulation and greater authority for colleges in this area will have a positive or negative impact on college quality and affordability?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Very positive impact	18	14	25	18	21	16	22	14	19	18	19	16	20	20	19	17
Somewhat positive impact	59	60	60	56	58	59	57	60	59	61	52	60	56	60	57	60
Somewhat negative impact	18	19	14	21	15	21	19	21	16	17	22	19	18	17	22	17
Very negative impact	5	6	1	5	5	4	2	5	6	4	7	5	6	2	3	6

12. Currently, state colleges and universities do not control labor contract negotiations. This is handled in Trenton by the governor. How important do you think it is to change this practice and to let colleges negotiate their own labor agreements?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Very important	28	29	27	26	25	29	28	28	27	24	37	29	27	26	27	29
Somewhat important	52	55	47	53	53	52	58	53	48	52	51	50	51	56	54	51
Not very important	13	11	13	17	13	13	12	11	16	15	8	13	15	11	10	13
Not at all important	7	5	13	4	9	6	2	8	10	8	3	8	6	7	9	7

13. Under current law, the office of the Governor and state agencies in Trenton are in charge of labor negotiations at state colleges and universities—not the colleges and universities’ leaders. Who do you think would do a better job at striking a balance between appropriate pay and keeping the cost of college affordable?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
College presidents and nonpartisan trustee boards	67	70	59	70	67	67	69	69	65	67	67	65	70	68	66	70
The office of the Governor and state agencies in Trenton	33	30	41	30	33	33	31	31	35	33	33	35	30	32	34	30

14. In your view, which of the following should be responsible for making decisions regarding employees at New Jersey’s state colleges and universities?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
State college/university presidents and their nonpartisan trustee boards	75	74	71	79	73	76	72	77	75	77	67	71	74	82	75	75
The New Jersey state legislature	15	17	17	9	17	12	18	12	14	13	19	18	13	11	12	13
State agencies in Trenton	11	9	11	12	10	12	10	11	11	9	15	11	13	8	13	12

15. In your view, which of the following would you trust most to measure and accurately report college performance?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
State college/university presidents and their nonpartisan trustee boards	56	55	57	56	55	57	47	59	59	56	55	54	57	57	55	52
State agencies in Trenton	24	25	21	26	27	22	29	24	21	25	21	25	21	26	29	23
The New Jersey state legislature	20	20	22	17	19	21	24	17	19	18	24	21	21	17	16	25

16. In your view, which of the following should be responsible for making decisions regarding the planning and facilities construction at New Jersey’s state colleges and universities?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
State college/university presidents and their nonpartisan trustee boards	65	66	62	68	63	67	57	72	66	67	60	65	62	69	72	68
The New Jersey state legislature	21	21	25	17	19	22	24	20	19	20	23	22	22	18	17	17
State agencies in Trenton	14	13	13	14	17	11	19	8	14	13	17	13	16	13	11	15

17. Generally speaking, which of the following do you trust most when it comes to making the best decisions for New Jersey's state colleges and universities?

(%) NJ Likely Voters	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
	D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
State college/university presidents and their nonpartisan trustee boards	67	64	67	71	70	64	58	72	69	69	60	63	69	70	66	66
The New Jersey state legislature	19	22	19	14	18	20	22	16	19	17	24	22	18	16	19	19
State agencies in Trenton	14	14	14	14	13	15	19	13	12	13	17	15	13	13	15	15

18. Some students in New Jersey are taking five or six years to graduate from four-year colleges and universities. Which of the following do you think best explains why students are taking longer to graduate?

(%) NJ Likely Voters	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
	D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
Many students have jobs, work long hours, and don't have enough time to take full course loads	48	52	45	46	48	49	49	51	46	46	55	52	43	48	49	51
Many students are not fully prepared for college studies when they complete high school	21	23	19	21	23	20	19	19	25	22	18	20	23	22	26	16
Students don't work as hard at college as they used to and are not in a hurry to graduate	13	10	18	11	13	12	11	14	13	13	13	10	16	12	9	14
Students often change majors	9	7	9	13	8	10	14	9	7	10	8	9	11	9	8	10
Colleges do not provide enough of the courses students need for graduation	5	5	7	3	5	5	4	4	7	5	4	5	4	6	3	6
Other	3	2	2	5	2	4	3	4	3	4	2	4	3	2	4	3

NJ LIKELY VOTERS WERE ASKED ONE OF THE FOLLOWING THREE QUESTIONS

19. New Jersey has not had a general obligation bond issue for college facilities since the voters approved one over 20 years ago. Three years ago, the state approved an additional \$3.9 billion for public K-12 school construction.

Thinking of the challenges facing New Jersey and the need to promote college access and jobs, how likely would you be to support a \$1.3 billion dollar bond issue for higher education facilities?

(%) NJ Likely Voters	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
	D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
Very likely	19	27	8	18	23	15	21	21	15	12	41	21	19	14	28	21
Somewhat likely	44	54	36	39	41	46	59	33	44	49	27	41	42	49	38	40
Somewhat unlikely	23	13	29	28	22	23	16	29	21	22	26	20	27	21	25	26
Very unlikely	15	6	27	15	14	16	5	17	20	17	7	18	11	16	8	14

20. New Jersey has not had a general obligation bond issue for college facilities since the voters approved one over 20 years ago. Three years ago, the state approved an additional \$3.9 billion for public K-12 school construction.

Thinking of the challenges facing New Jersey and the need to promote college access and jobs, how likely would you be to support a \$2.6 billion dollar bond issue for higher education facilities?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Very likely	17	22	14	12	8	23	19	11	20	10	36	25	17	5	26	22
Somewhat likely	51	55	42	53	52	50	60	58	41	52	47	44	48	63	49	50
Somewhat unlikely	19	18	17	21	17	20	13	22	19	19	16	17	25	14	17	20
Very unlikely	14	5	27	15	23	8	9	10	19	19	0	14	9	18	8	8

21. New Jersey has not had a general obligation bond issue for college facilities since the voters approved one over 20 years ago. Three years ago, the state approved an additional \$3.9 billion for public K-12 school construction.

Thinking of the challenges facing New Jersey and the need to promote college access and jobs, how likely would you be to favor investing in facilities at New Jersey's state colleges and universities?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Very likely	22	25	17	21	24	20	33	18	16	18	32	23	24	17	21	18
Somewhat likely	44	45	41	45	45	44	38	45	48	45	42	42	46	47	48	44
Somewhat unlikely	21	19	24	21	20	21	22	22	18	23	15	24	18	18	19	26
Very unlikely	13	11	18	13	12	15	7	14	17	14	10	11	12	19	13	11

22. Would you say the following is a very convincing, somewhat convincing, not very convincing, or not at all convincing reason to invest more in facilities at New Jersey's state colleges and universities?

(%) NJ Likely Voters	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
	D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
Greater funding for facilities at New Jersey's state colleges and universities would allow thousands of additional in-state students to be admitted rather than be rejected or leave the state to go to college	27 72/28	31 81/19	19 59/42	26 69/31	28 68/32	25 75/25	28 86/15	23 59/42	28 70/30	26 69/31	30 79/21	34 73/27	22 72/28	20 69/31	31 71/29	35 77/23
Building new facilities would create jobs right away and it would allow New Jersey state colleges to enroll more students who would likely start their careers in New Jersey after graduation	25 70/29	36 78/22	11 61/39	22 68/32	19 70/30	30 72/28	36 76/24	22 76/24	21 63/37	19 66/34	45 85/15	28 74/26	22 72/28	25 64/35	36 76/24	25 76/23
New Jersey has not provided any significant funding for state college and university facilities like classrooms, libraries, and labs in over 20 years	24 66/34	30 75/24	19 60/40	20 57/43	22 67/33	26 65/35	37 83/16	21 61/39	20 60/40	22 61/38	31 79/21	26 71/29	22 61/39	24 63/37	32 69/30	21 65/34
Unlike most other states, New Jersey has not provided any regular or one-time funding for college facilities in over a decade	18 64/36	19 72/28	15 56/44	19 60/40	22 63/38	15 65/34	16 77/23	16 59/42	21 59/41	17 60/41	23 79/21	23 68/32	13 62/38	16 60/40	23 71/30	16 65/36

23. If Trenton had more control over state colleges and universities would people from New Jersey have **greater** or **less** college opportunity?

(%) NJ Likely Voters	'09	'07*	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
			D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
Greater opportunity with more state control	44	44	28	40	45	48	43	45	53	34	46	47	34	40	51	43	46	42
Less opportunity with more state control	56	56	53	60	55	52	57	55	47	66	54	53	66	60	49	57	54	58

Note: '07 respondents could answer "I Don't Know"

24. If Trenton had more control over New Jersey's nine state colleges and universities, would they be **more** or **less** subject to political interference?

(%) NJ Likely Voters	'09	'07*	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
			D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
More subject to interference	80	87	76	80	74	87	80	81	78	82	81	83	74	79	81	82	87	80
Less subject to interference	20	13	14	20	26	13	20	19	22	18	19	17	26	21	19	18	13	20

Note: 2007 respondents could answer "Don't know"

25. Some people say that less government bureaucracy and less state regulation would help the colleges and universities to be more efficient and serve students better. Do you...

(%) NJ Likely Voters		'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18
			D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Strongly agree with this statement	25	34	27	29	18	28	23	32	19	25	23	31	28	26	19	26	21
Somewhat agree	56	47	57	49	62	52	59	55	59	54	55	58	55	54	59	52	58
Somewhat disagree	16	18	12	20	18	17	15	11	19	18	18	10	14	17	18	19	17
Strongly disagree with this statement	3	1	4	2	3	3	3	2	3	4	3	1	3	3	4	3	4

26. If the state was going to invest more money annually to support higher education and serve more New Jersey students, who should decide how to spend the money?

(%) NJ Likely Voters		'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18
			D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Let non-partisan boards of trustees of each college and college presidents decide how to spend the money	64	79	66	57	65	65	62	57	65	67	63	64	57	67	71	67	63
Let the governor and legislature decide how to spend the money	22	11	17	30	23	26	19	22	20	23	24	17	23	18	23	17	22
Let state agencies in Trenton decide how to spend the money	14	10	17	13	12	9	19	21	15	10	13	19	19	15	6	16	16

27. Whom do you trust the most to assure that the nine state colleges and universities make future progress in terms of college affordability, quality and accountability?

(%) NJ Likely Voters		'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18
			D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
State college/university presidents and their nonpartisan trustee boards	58	71	60	53	60	60	57	54	60	59	61	50	54	57	66	60	59
The New Jersey state legislature	22	17	29	15	20	21	24	31	24	16	17	37	26	24	15	26	23
The Governor of New Jersey	20	12	11	32	20	20	20	15	16	25	22	13	20	20	19	13	18

28. How much do you think tuition and required educational fees cost per year at the typical New Jersey state college or university, not including room and board?

(%) NJ Likely Voters		'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18
			D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
\$5,000 - \$10,000	24	32	25	22	23	22	25	22	25	24	21	31	22	27	23	27	23
\$10,001 - \$15,000	38	33	38	43	34	44	33	41	36	38	40	33	38	36	41	37	35
\$15,001 - \$20,000	26	22	24	25	29	22	28	22	24	29	26	24	26	24	26	26	27
\$20,001 or more	13	13	13	11	13	12	13	15	15	9	13	12	14	13	10	10	16

29. In your opinion, how affordable is the cost of an education at the nine state colleges and universities when you consider the cost of tuition and required educational fees? Would you say it is...

(%) NJ Likely Voters	'09	'07*	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
			D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
Very affordable	7	9	32	8	6	7	9	5	7	8	7	7	8	8	8	5	7	6
Somewhat affordable	42	43	39	38	47	44	48	37	45	34	46	45	33	39	41	47	40	38
Not very affordable	40	38	12	47	33	39	35	45	36	43	41	39	46	40	43	38	46	40
Not at all affordable	11	10	4	8	14	10	8	13	12	15	7	9	14	13	8	9	7	16

Note: 2007 respondents could answer "Don't know"

THE FOLLOWING TEXT WAS DISPLAYED: The average tuition and fees for one of New Jersey's nine state colleges and universities is \$11,000 and all are under \$14,000.

30. In your opinion, what is the main cause for recent increases in state college tuition?

(%) NJ Likely Voters	'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
State budget cuts	32	45	39	25	28	33	32	30	35	32	28	45	34	30	32	30	40
Inability of colleges to cut back on spending	22	18	15	30	25	26	19	17	21	26	26	11	22	22	23	21	22
The bad economy	21	-	20	19	22	22	20	30	18	16	18	27	21	22	19	25	17
Rising costs of new programs and technology	15	19	16	16	14	9	20	12	17	16	16	12	14	17	15	15	16
State-mandated costs and regulation	10	19	9	9	11	10	9	11	8	10	11	5	9	9	12	9	5

Note: '09 text read "The bad economy and state budget cuts"

31. New Jersey spends about three times as much per student per year on K-12 education compared to per-student spending for higher education at state colleges and universities. Would you say...

(%) NJ Likely Voters	'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
New Jersey should spend at least as much to educate a college student as it does to educate a K-12 student	39	38	40	35	41	34	43	49	34	36	36	46	40	38	37	41	36
The current amount New Jersey spends to educate a college student is about what it should be compared to spending on a K-12 student	35	34	30	43	34	40	31	23	44	36	37	28	36	28	41	31	43
New Jersey should spend more to educate a college student than the current amount, but not as much as than it spends to educate a K-12 student	27	28	30	22	25	26	27	29	23	28	27	26	24	34	22	29	20

32. How available is financial aid for most students at New Jersey state colleges and universities?
 Would you say it is available to almost all students, available to most students, available to some students, or available to only a few students?

(% NJ Likely Voters)	'09	'07	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
			D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
Available to almost all students	20	11	11	24	15	21	21	20	28	19	16	19	26	13	28	24	17	19
Available to most students	33	30	22	36	34	29	38	29	32	35	33	34	30	36	28	35	37	32
Available to some students	38	46	29	33	40	43	33	41	32	36	42	39	34	40	36	36	38	35
Available to only a few students	9	13	11	8	11	8	8	9	7	9	9	8	10	11	7	6	8	14

33. Which comes closer to your view? Financial aid to New Jersey state colleges and universities...

(% NJ Likely Voters)	'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
Benefits others but not me and my family	62	69	54	69	69	63	62	53	61	70	66	52	62	69	57	55	58
Benefits people like me and my family	38	31	46	31	31	37	38	47	39	30	34	48	38	31	43	45	42

34. Do you feel that state-funded scholarships should be made available to...

(% NJ Likely Voters)	'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Only those students who attend New Jersey county/community colleges	9	9	13	6	10	9	14	11	5	8	12	12	6	9	13	15
Only those students who attend New Jersey four-year colleges/universities	21	22	24	17	23	20	17	24	21	19	28	23	23	16	23	25
Students who attend any college or university in New Jersey	70	69	63	77	67	72	68	65	74	73	60	65	71	75	64	60

35. Which comes closer to your view?

(% NJ Likely Voters)	'09	Party			Gender		Age			Race		Region			NJ SCU	Kids <18	
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S			
Qualified New Jersey students, applying to a New Jersey state college or university of their choice, usually get admitted.	58	61	55	60	63	59	58	60	65	53	61	52	59	58	59	58	59
Many qualified New Jersey applicants get turned away from the New Jersey state college or university of their choosing.	42	39	45	40	37	41	42	40	35	47	39	48	41	42	41	42	41

36. New Jersey leads the nation in losing high school graduates to out of state institutions, a net loss of 30,000 students each year. With this in mind, how important is it that New Jersey keeps more students in state?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Very important	50	57	43	45	46	53	45	48	54	44	65	45	53	53	58	53
Somewhat important	36	35	33	40	39	34	40	35	34	39	27	38	33	36	28	32
Not very important	10	5	16	12	10	10	10	12	9	12	4	11	12	6	9	11
Not at all important	4	3	7	3	6	3	5	5	3	5	3	5	2	6	5	3

THE FOLLOWING TEXT WAS DISPLAYED: About 90% of New Jersey state college and university students today are NJ residents.

37. Some say that because of limited enrollment capacity, New Jersey should not increase enrollment of out-of-state students. Others say that it is important that New Jersey’s state colleges and universities enroll more students from other states. Which comes closer to your view?

(%) NJ Likely Voters		Party			Gender		Age			Race		Region			NJ SCU	Kids <18
		D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
NJ should encourage enrollment of out-of-state students	53	55	49	55	56	51	62	56	45	51	61	55	51	53	50	52
NJ should limit enrollment of out-of-state students	47	45	51	45	44	49	38	44	55	49	39	45	49	47	50	48

38. In your opinion, should academically qualified—but undocumented—immigrants and their children living in New Jersey be allowed to pay in-state tuition rates to attend New Jersey public colleges and universities?

(%) NJ Likely Voters		'05*	Party			Gender		Age			Race		Region			NJ SCU	Kids <18
			D	R	I	M	F	18-34	35-49	50+	White	Non	N	C	S		
Yes*	38	46	53	24	29	38	38	45	40	33	31	60	40	40	33	40	37
No*	62	45	47	76	71	62	62	55	60	67	69	40	60	60	67	60	63

*Note: '05 respondents could answer "I Don't Know" (Yes: 46%, No: 45%, Don't Know/refused: 8%)

Demographic

39. Which of the following counties do you live in?

(%) NJ Likely Voters	
Atlantic	3
Bergen	11
Burlington	5
Camden	7
Cape May	2
Cumberland	1
Essex	7
Gloucester	3
Hudson	5
Hunterdon	2
Mercer	5
Middlesex	10
Monmouth	6
Morris	8
Ocean	7
Passaic	5
Salem	1
Somerset	6
Sussex	3
Union	4
Warren	1

40. Into which of the following categories does your age fall?

(%) NJ Likely Voters	
18-24	9
25-34	18
35-49	31
50-64	27
65 and over	15

41. What is your gender?

(%) NJ Likely Voters	
Male	45
Female	55

42. Do you consider yourself to be a ...?

(%) NJ Likely Voters	
Strong Democrat	25
Weak Democrat	19
Weak Republican	11
Strong Republican	17
Independent	25
Other	3

43. How many children, if any, under the age of 18 do you have living in your household?

(%) NJ Likely Voters	
None	67
1	17
2	11
3	3
4 or more	2

44. Do you have any children under the age of 25?

(%) NJ Likely Voters	
Yes	40
No	60

45. What is your religious denomination, if any

(%) NJ Likely Voters	
Catholic	41
Protestant (Christian denomination other than Catholic, Orthodox or Mormon)	21
Jewish	10
Muslim	1
Other	13
None/Don't believe, atheist, agnostic	14

46. Are you or is anyone in your family a member of a teacher or educational union, a public employee union, or a member of a trade or industrial union?

(%) NJ Likely Voters	
Yes - teacher or educational union	16
Yes – public employee union	5
Yes – trade or industrial union	5
No	76

47. What is the last level of formal education you completed?

(%) NJ Likely Voters	
Grade school	0
Some high school	1
High school graduate	15
Technical or vocational school	5
Some college	25
College graduate	35
Graduate school	19

48. Did you or anyone in your household ever attend a state college or university in New Jersey?

(%) NJ Likely Voters	
Yes	53
No	47

49. What New Jersey colleges or universities have you or anyone in your household ever attended?

(%) NJ Likely Voters	
Rutgers	38
Other	21
Montclair State University	15
The College of New Jersey	13
Kean University	10
William Paterson University	7
Rowan University	6
Richard Stockton College	6
Seton Hall	5
Thomas Edison State College	4
New Jersey City University	4
Ramapo College	4
Princeton	2

50. Since the start of the recession, have you or has anyone in your family had their work hours reduced, pay cut, had to take unpaid leave, forced to switch to part-time, or become unemployed?

(%) NJ Likely Voters	
None of these	49
Become unemployed	28
Work hours reduced	15
Pay cut	13
Had to take unpaid leave	3
Forced to switch to part time	3

51. For statistical purposes only, we need to know your total family income. Into which of the following categories does your total family income fall?

(%) NJ Likely Voters	
Less than \$15,000	5
\$15,000 to \$30,000	10
\$30,000 to \$50,000	16
\$50,000 to \$75,000	23
\$75,000 to \$100,000	18
\$100,000 to \$150,000	19
\$150,000 to \$200,000	5
More than \$200,000	3