

STOCKTON COLLEGE

THE RICHARD STOCKTON COLLEGE OF NEW JERSEY



Stockton- Zogby Poll Measures Parent Attitudes Toward Higher Education in NJ

Most Believe College Funding Should Be a Priority

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Contact: Tim Kelly
Office of Public Relations
Galloway Township, NJ 08240
Tim.Kelly@stockton.edu

College Funding:

Overall, 73 percent of parents statewide and similar amounts in the oversampled counties thought more funding should be available for higher education.

Among acceptable tradeoffs for getting more funding, in addition to infrastructure (31 percent statewide), choices included less money to programs for small businesses (26 percent) and paying higher taxes (22 percent).

When asked to name their top three state budget priorities, all groups agreed education was an area that should receive priority funding with K-12 education at around 60 percent and higher education around 54 percent. The third priority for the parents was healthcare around 37 percent.

College Costs:

Scholarships were the top choice to pay for college among 67 percent of respondents statewide. Children paying their own way was chosen by more than 30 percent of the respondents.

Likelihood to Attend a New Jersey State College

Seventy eight percent of the respondents throughout the state said their children were likely to attend a college or university in New Jersey, and in most cases they would select a four-year college or university and more than half said it would be a public one.

Of those who say their children are not likely to go to a private four-year school, three-quarters say the main reason is cost.

[Percentages are rounded and may be slightly different based on whether it is a statewide or oversample result. Figures for each sampling area are available.]

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