ANALYSIS OF RUTGERS-CAMDEN DATA

With respect to **Selection of College** (Items A1-A5), Rutgers-Camden students view their institution as their first choice less frequently than students in peer institutions (64% vs. 72%). Rutgers-Camden students are more likely than students at peer institutions to cite the following reasons for deciding to go to college: “to be able to make more money” (86% vs. 75%), “to prepare for graduate or professional school” (82% vs. 48%), “to gain a general education” (80% vs. 61%), and “to become a more cultured person” (64% vs. 46%). Additionally, they have a more positive view of their institution than peer institution students: 71 percent selected Rutgers-Camden because it has a very good academic reputation and 53 percent because graduates get good jobs. This contrasts with 47 percent and 45 percent, respectively, for peer institution students. Rutgers-Camden students are also more likely to cite low tuition, financial assistance, graduates going to top graduate schools, and special programs offered by their school as reasons for choosing their college of attendance (50% vs. 34%, 46% vs. 22%, 41% vs. 23%, and 35% vs. 19%, respectively). In terms of financing their educational expenses, a higher percentage of Rutgers-Camden students note that low tuition was very important in selecting a college than peer institution students (50% vs. 34%). They are less likely than peer institution students to rely on their parents or on savings from summer work for educational expenses (50% vs. 82% and 30% vs. 57%, respectively) and equally likely to intend to rely on their part-time, off campus job (28%). Rutgers-Camden students were more likely to intend to finance their education with state scholarships or grants (33% vs. 19%), and other college grants (33% vs. 20%). Rutgers-Camden students are also more likely to be concerned
about financing college than students at peer institutions (83% vs. 68%).

In responding to questions developed for Rutgers students only (Items A6 through A10), Rutgers-Camden students attributed varying degrees of importance to written and electronic sources of information impacting the selection of college (college guides 30%, magazine ratings 10%, and World Wide Web 5%). Fifty percent of Rutgers-Camden students reported that Rutgers’ position as a major research university influenced their decision to attend to a high degree, while 32% reported that it influenced their decision to a moderate degree. When asked to identify the most appealing aspect of Rutgers as a major research university, 29% cited the breadth of the academic program, 25% cited the renowned faculty, 25% cited opportunity to participate in research, and 21% cited the opportunity to obtain an internship.

Students from New Jersey who were accepted at colleges out of state but elected to stay in New Jersey noted "cost" (50%) and "high academic reputation" (14%) as the most important reasons for selecting Rutgers; students not from New Jersey also noted "high academic reputation" (36%) and “cost” (29%) as their top reasons for coming to New Jersey and attending Rutgers.

With regard to Educational and Career Plans (Items B1-B4), a greater percentage of Rutgers-Camden students are planning to obtain a postbaccalaureate degree (81%) than peer institution students (69%). Moreover, fully half of Rutgers-Camden students plan on attaining a postbaccalaureate degree from Rutgers. Arts and humanities was cited as the most probable field of undergraduate studies among Rutgers-Camden students (20%), but was only the sixth most probable major at peer institutions (8%). Both
Rutgers-Camden students (17%) and peer institution students (16%) plan to study business at similar rates, but more peer institution students (19%) than Rutgers-Camden students (3%) intend to major in education.

With respect to **Student Attitudes and Background** (Items C1-C15), Rutgers-Camden students are more interested than peer institution students in financial success (82% vs. 77%), becoming an authority in one’s field (73% vs. 61%), having administrative responsibility (66% vs. 37%), and are about equally interested in raising a family (75% vs. 74%). Rutgers-Camden students and students at peer institutions have similar attitudes about political issues; 52 percent and 58 percent consider themselves "middle-of-the-road" in each sample, respectively. While students from both samples have equivalent expectations that they will get a bachelor’s degree (77%), more students at Rutgers-Camden feel that they will attain at least a "B" average than peer institution students (66% vs. 50%). Approximately half of the students at Rutgers-Camden and peer institutions feel that they will get a job to help pay for college expenses (54% and 45%, respectively).

Students at Rutgers-Camden are approximately the same age as those at peer institutions, however Rutgers-Camden students are considerably more ethnically diverse. Seventy-four percent of both student samples are 18 years of age, and 21 percent of Rutgers-Camden students are 19 and older compared to 24 percent of peer institution students. A substantial proportion of Rutgers-Camden students indicate that they are of a minority ethnic background: 31 percent are African American, 22 percent are Asian American, and 14 percent are Latino. This compares to seven percent of each of those
ethnic groups among the peer institution students. Many more students at Rutgers-Camden report parental income below $30,000 compared to peer institutions (33% vs. 19%). In addition, 83 percent of Rutgers-Camden students indicate that they are native English speakers, while 92 percent of peer institution students identify English as their native language.

\footnote{In answering the question about racial background, students may have selected more than one category. Consequently, the percentages may add to more than one hundred percent when the total percentage of minority students is added to the percentage of white students. This is true for Rutgers-Camden and its peer institutions.}