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 (56% vs. 73%). Rutgers-Camden students are most likely to cite being “able to make more money” as important in deciding to go to college (80% vs. 71% among peer institutions). The groups are approximately equally likely to note the following reasons for deciding to go to college: “to get a better job” (76% and 73%, respectively), “to get training for a specific career” (74% and 76%), “to learn more about things” (67% and 71%), and “to gain a general education” (58% for both groups). Rutgers-Camden students report a more positive view of their institution than peer institution students: 65 percent selected Rutgers-Camden because it has a very good academic reputation and 58 percent because graduates get good jobs. This contrasts with 45 percent and 43 percent, respectively, for peer institution students. Rutgers-Camden students are also more likely to cite low tuition, wanting to live near home, and financial assistance as reasons for choosing their college of attendance (50% vs. 28%, 44% vs. 21%, and 36% vs. 23%, respectively).

Both Rutgers-Camden students and peer institution students are equally likely to report being concerned about financing college (67% vs. 66%, respectively). As noted above, a higher percentage of Rutgers-Camden students report that low tuition was very important in selecting a college compared with peer institution students (50% vs. 28%). Rutgers-Camden students are more likely to intend to rely on their part-time, off campus job (40% vs. 33%). Rutgers-Camden students are more likely to intend to finance their education with state scholarships or grants (31% vs. 21%). However, in terms of financing
their education, they are less likely than peer institution students to rely on their parents, savings from summer work for educational expenses, or other savings (75% vs. 84%, 42% vs. 60%, and 27% vs. 40%, respectively).

In responding to questions developed for Rutgers students only (Items A6 through A10), Rutgers-Camden students attribute varying degrees of importance to written and electronic sources of information as aids in the selection of college (college guides 14%, World Wide Web 9%, and magazine ratings 7%). Nineteen percent of Rutgers-Camden students reported that Rutgers’ position as a major research university influenced their decision to attend to “a huge degree,” while 52 percent 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, 44 percent cited the “breadth of the academic program,” 23 percent cited the “renowned faculty,” and 20 percent 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 cite "cost" (44%) and "locality" (20%) as the most important reasons for selecting Rutgers. Students not from New Jersey cite "high academic reputation” (32%) and “cost” (27%) as their top reasons for coming to New Jersey and attending Rutgers.

With regard to **Educational and Career Plans** (Items B1-B4), approximately the same percentage of Rutgers-Camden students and peer institution students are planning to obtain a postbaccalaureate degree (68% and 67%, respectively). Moreover, over 40 percent of Rutgers-Camden students plan on attaining a postbaccalaureate degree from Rutgers. Peer institutions can expect only one in four (24%) of their students to remain at
their university for a postbaccalaureate degree. Rutgers-Camden students and peer institution students have similar career plans. The most commonly cited expected careers are business executive (10% for Rutgers-Camden and 11% for peer institutions), physician (10% and 13%), and engineer (9% for both groups). In addition, business was cited as the most probable field of undergraduate studies among Rutgers-Camden students (20%), and was the second most probable major at peer institutions (16%).

With respect to **Student Attitudes and Background** (Items C1-C15), Rutgers-Camden students are more interested than peer institution students in financial success (88% vs. 75%), raising a family (80% vs. 73%), and helping others in difficulty (71% vs. 60%). While students from both samples have similar expectations about their college experience, slightly more Rutgers-Camden students believe that they will get a bachelor’s degree (83% vs. 76%) and that they will attain at least a "B" average (55% vs. 49%). Exactly half of the students at Rutgers-Camden reported it likely that they will get a job to help pay for college expenses, as did a similar percentage of students at peer institutions (45%).

In terms of political issues, Rutgers-Camden students and students at peer institutions have similar attitudes. Sixty-one percent and 59 percent consider themselves politically "middle-of-the-road" in each sample, respectively. Similar percentages agreed with statements relating to personal freedom, such as “The federal government should do more to control the sale of handguns” (89% for both groups), “Just because a man thinks that a woman has “led him on” does not entitle him to have sex with her” (87% and 90%), and “There is too much concern in the courts for the rights of criminals” (71% and 68%).
In terms of demographic characteristics, there are some significant differences between the two groups. They are most similar in terms of age, as 67 percent of Rutgers-Camden students are 18 years of age as are 71 percent of peer institution students.

Rutgers-Camden students demonstrate considerable ethnic diversity compared to students at peer institutions. A substantial proportion of Rutgers-Camden students indicate that they are of a minority ethnic background¹: 13 percent are African American, 9 percent are Asian American, and 8 percent are Latino. This compares to 6 percent, 6 percent, and 7 percent of these ethnic groups, respectively, among the peer institution students. Compared to peer institution students, slightly fewer Rutgers-Camden students are citizens of the United States (93% vs. 97%) and are native English speakers (90% vs. 93%). In general, the parents of Rutgers-Camden students are slightly less educated than the parents of students at peer institutions. For example, Rutgers-Camden students report 32 percent of their fathers having a bachelors or advanced degree compared with 41 percent of the fathers of students in peer institutions. Less than half of Rutgers-Camden students’ mothers are educated beyond high school (45%) compared to 59 percent of the mothers of peer institution students.

In terms of remedial work done in high school, both groups are very similar. Five percent or fewer of each group had remedial work in a foreign language, English, science, reading, or social studies. Mathematics was the subject in which the largest number of

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¹ 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 both Rutgers-Camden and its peer institutions.
students had remedial work, with 8 percent of the Rutgers-Camden and 12 percent of the peer institution students reported taking remedial classes. Similarly, 28 percent of Rutgers-Camden students and 27 percent report that they will need remedial work in mathematics, while substantially fewer report that they will need remedial work in other subjects (e.g., 10% of both groups report needing remedial work in English).