

# College worth the cost, NJ residents say

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The poll was conducted for the project by the Stockton Polling Institute. Researchers called 822 adults in the state on land line and cell phones from May 14 to 23 and from May 27 to June 1. The survey has a margin of error of plus or minus 3.5 percentage points at a 95 percent confidence level.

Getting a better job was the most popular choice, at 31 percent, for a question asking what the most important outcome of college is in the long term. Improving quality of life was the second most popular choice, followed by gaining a broader understanding of the world.



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Respondents said the state's colleges and universities — including private colleges, such as Princeton University — offer quality educations.



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affordability — and use it to begin talking to lawmakers, Greer said.

“The poll is about moving higher education to a point that it ... provide some leadership with an empirical base,” Greer said. “Knowing what does the public think, how do we talk to the citizens we serve, how do we go to Trenton and talk to legislators, businessmen and women?”

“This is just the beginning,” Greer said. “Now we have something to talk about.”

— Jonathan Lai

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