

WILKES COLLEGE LIBRARY

STUDENT OPINION SURVEY

CONCERNING
CONSOLIDATION

Property Of
Institute of Municipal Government
Wilkes College

HUGO V. MAILEY

1959

INSTITUTE OF MUNICIPAL GOVERNMENT

ARCHIVES

JS332
L8W682

WILKES COLLEGE

WILKES-BARRE, PENNSYLVANIA



LIBRARY

WILKES-BARRE
PENNSYLVANIA

OFFICE OF THE CLERK
COUNTY OF WILKES
CONSOLIDATION

1950 V. 1111

1957

OFFICE OF MUNICIPAL GOVERNMENT
WILKES COLLEGE
WILKES-BARRE, PENNSYLVANIA

STUDENT OPINION SURVEY

CONCERNING
CONSOLIDATION

HUGO V. MAILEY

1959

INSTITUTE OF MUNICIPAL GOVERNMENT

WILKES COLLEGE

WILKES-BARRE, PENNSYLVANIA



ARCHIVES

J5332

L8W682

WILKES COLLEGE
INSTITUTE OF MUNICIPAL GOVERNMENT
WILKES-BARRE, PENNSYLVANIA

WILKES COLLEGE

1959

INSTITUTE OF MUNICIPAL GOVERNMENT

WILKES COLLEGE

WILKES-BARRE, PENNSYLVANIA

PREFACE

What opinions do the students of Wilkes College have concerning the recent campaign of the Commission on Metropolitan Government to consolidate a number of Wyoming Valley communities with the City of Wilkes-Barre? Under the direction of the Institute of Municipal Government at Wilkes College, a survey of student opinion concerning the issue was conducted by the Junior Chamber of Commerce Chapter on the campus.

The survey was made with a number of objectives in mind:

- (1) to ascertain student opinion on the issue;
- (2) to break down the students' opinions into certain attributes or characteristics, such as sex, class, etc.;
- (3) to discover whether the students possessed any knowledge of their municipal governments;
- (4) to evaluate certain services provided by municipal governments;
- (5) to get a student appraisal of the media of communication;
- (6) to see which factors weighed most heavily in their opinions.

The data were collected by an informal survey technique. The method involved no interviewing. The questionnaires were distributed at an assembly period. The students were asked to answer the questions and to deposit the questionnaires in designated places on the campus. No attempt was made to secure a representative cross-section or sample of the student body of approximately 1,000 students. The group conducting the survey hoped that if enough students responded to the questionnaire, the results might be considered representative of the opinions that would have been obtained had the whole student population been interviewed personally.

Approximately 1,000 questionnaires were handed out to

APPENDIX

What opinions do the students of Wilkes College have concerning the recent campaign of the Greater Wilkes-Barre Junior Chamber of Commerce to consolidate a number of Young Men's Christian Associations with the City of Wilkes-Barre under the direction of the Institute of Municipal Government of Wilkes College, a survey of student opinion concerning the issue was conducted by the Junior Chamber of Commerce Chapter on the campus.

The survey was made with a number of objectives in mind:

- (1) to ascertain student opinion on the issue;
- (2) to break down the students' opinions into certain attitudes or characteristics such as sex, class, etc.;
- (3) to discover whether the students possessed any knowledge of their municipal government;
- (4) to evaluate certain services provided by municipal government;
- (5) to get a student appraisal of the media of communication;
- (6) to see which factors weighed most heavily in their opinions.

The data were collected by an indirect survey technique. The method involved no interviewing. The questionnaires were distributed at an assembly period. The students were asked to answer the questions and to deposit the questionnaires in designated places on the campus. An attempt was made to secure a representative cross-section or sample of the student body of approximately 1,000 students. The group conducting the survey hoped that it enough students responded to the questionnaires, the results might be considered representative of the opinion that would have been obtained had the whole student population been interviewed personally.

Approximately 1,000 questionnaires were handed out to

students. Almost a third, or 319, were returned. Of this number, only 272 were used; 47 were eliminated because their answers were invalid. The group conducting the survey felt that since over a quarter of the student-body replies were valid replies, a certain amount of reliance could be placed on the results.

Everyone associated with the survey was well aware of the errors inherent in a study of this kind. It should not be supposed that all those students expressing opinions were equally informed or that they held their opinions with equal convictions. It must also be pointed out that caution must be exercised in putting an unwarranted interpretation on the results. All in all the results are gratifying. The group accomplished what it set out to do: to learn how Wilkes students felt about the issue CONSOLIDATION.

Both the Institute of Municipal Government and the Wilkes College Division of the Greater Wilkes-Barre Junior Chamber of Commerce wish to express particular thanks to Mrs. Ruth Roberts, a member of the English Department at Wilkes College, for reading the results of the study and making thoughtful suggestions in the preparation of the study. Special thanks are due to the following members of the Wilkes College Division of the Greater Wilkes-Barre Junior Chamber of Commerce: Mike Evanko, John Mulhall, Paul Klein, Bernard Wahalla, Frank Steck, Allyn Jones, Dale Wagner, and Richard Salus.

Poll Conducted - May 1959

Poll Released - September 1959

GENERAL INFORMATION RESULTS

The total number of questionnaires collected was 319, of which 47 were ruled invalid. Only 272 replies were in the tabulations.

157	For Consolidation	57.7%
115	Against Consolidation	42.3%

Wilkes College Students favored consolidation. In this respect, they were not an accurate barometer of opinion, since consolidation was defeated at the polls.

Against Consolidation -	115		For Consolidation -	157	
Students from			Students from		
Wilkes-Barre	15	14.8%	Wilkes-Barre	57	36.4%
Students from			Students from		
outside the City	98	85.2%	outside the City	100	63.6%

As the figures show, more students from the City contributed to the cause for consolidation than to the cause against it. Whereas it might be expected that students outside the City might be preponderantly against consolidation, the survey shows that the feeling against consolidation was about evenly divided among these students.

Student opinion was broken down into classes: freshman, sophomore, junior, and senior. All classes indicated a desire for consolidation.

Class	For	Against
Freshman	49 50.5%	48 49.5%
Sophomore	31 67.8%	20 32.2%
Junior	49 70.0%	21 30.0%
Senior	28 51.8%	26 48.2%

The freshman and seniors are about evenly divided on the issue; whereas junior feeling for consolidation was better than 2 to 1. The backbone of the student support for consolidation came from the juniors and sophomores.

If cosmopolitanism is developed on a college campus, the results

GENERAL INFORMATION REPORT

The total number of questionnaires collected was 159, of which 47 were ruled invalid. Only 72 replies were in the tabulation.

157 For Consolidation
112 Against Consolidation

Wilkes College Students favored consolidation. In this respect they were not an accurate barometer of opinion, since consolidation was defended at the polls.

Class	For Consolidation	Against Consolidation
Students from Wilkes-Barre	15	14
Students from outside the City	22	28

As the figures show, more students from the City supported the cause for consolidation than for the cause against it. Whereas it might be expected that students outside the City might be

propagandously against consolidation, the survey shows that the feeling against consolidation was about evenly divided among these students.

Student opinion was broken down into classes: Freshmen, sophomores, juniors, and seniors. All classes indicated a desire for consolidation.

Class	For	Against
Seniors	28	22
Juniors	40	30
Sophomores	31	29
Freshmen	64	30

The freshmen and seniors are about evenly divided on the issue; whereas junior feeling for consolidation was better than 2 to 1.

The backbone of the student support for consolidation came from the juniors and sophomores.

If consolidation is developed on a college campus, the results

perhaps belie that fact. Both the seniors and the freshmen are about evenly divided on the issue. It is to be expected that freshmen still have a great provincial attachment for their small community. But the figures would indicate that seniors reveal just as great an attachment.

The students were also asked to indicate their sex so that it could be ascertained whether the male or female students favored consolidation more.

Sex	For	Against
female	37 68.5%	17 31.5%
male	120 55.0%	98 45.0%

Since there are more males than females in the student body, it would be expected that more males would participate in the poll. The real picture is obtained by reducing the figures to percentages. The 37 females taking the position for consolidation constituted 68.5% of their total number; the 120 males taking the position for consolidation constituted only 55.0% of their number. The conclusion is that more females were in favor of consolidation than male students.

The student replies were classified according to their choice of educational program offered by the College, namely: education students, commerce and finance students, natural science students, and liberal arts students.

Program	For	Against
Commerce and Finance	44 64.7%	24 35.3%
Education	36 46.7%	31 53.3%
Natural Science	35 48.6%	37 51.4%
Liberal Arts	42 67.7%	20 32.3%

It is evident that the largest contributors to the cause of consolidation were the liberal arts students and the commerce and

perhaps both that fact, both the number and the location are about evenly divided in the same. It is to be expected that teachers will have a great personal attachment for their small community. But the figures would indicate that teachers favor consolidation more than the students.

The students were also asked to indicate their sex as well as to indicate whether the rate of female students favoring consolidation more.

Sex	For	Against
Male	150	108
Female	37	17

Since there are more males than females in the student body, it would be expected that more males would participate in the poll. The total picture is obtained by reducing the figures to percentages. The 37 females taking the position for consolidation constituted 68.5% of their total number; the 150 males taking the position for consolidation constituted only 52.0% of their number. The conclusion is that more females were in favor of consolidation than male students.

The student replies were classified according to their choice of educational program offered by the College, namely: education students, commerce and finance students, natural science students, and liberal arts students.

Program	For	Against
Commerce and Finance	44	24
Education	36	17
Natural Science	32	17
Liberal Arts	42	20

It is evident that the largest contributors to the cause of consolidation were the liberal arts students and the commerce and

finance students. The greatest number for consolidation were mathematics majors (18) and business administration majors (22). The bulk of the opposition against consolidation came from the secondary education students (25) and biology majors (19). It ought to be pointed out that the secondary education students were about evenly divided with 25 for consolidation and 24 against consolidation.

The student respondents were also divided according to their community of residence. Of the 157 students who favored consolidation, 57 came from the City of Wilkes-Barre, as was to be expected. The next two largest groups came from Nanticoke (10) and Kingston (9). The bulk of the opposition among those 115 students who did not favor consolidation came from Kingston (24), Plymouth (17), and Wilkes-Barre (15). A complete tabulation was made of this residential survey data but was not included in the survey because of space.

QUESTION 1.

QUESTION: Which of the following structures of municipal government is used in your community?
Check one. Commission
Mayor-Council
Council-Manager

This question was put in the survey to find out if the students had any knowledge about the type of local government in their respective communities.

	For	Against
Did know	95	51
Did not know	62	56

Most of the Wilkes-Barre students not in favor of consolidation (14 of 15) thought the City had a Mayor-Council form of government. This was also true of the Wilkes-Barre students who were in favor of consolidation (53 of 57). The replies indicate a serious lack of knowledge of their own government, since only 5 of the 72 Wilkes-Barre students recognized that their government is the Commission form. Of those 198 students living outside the City of Wilkes-Barre, a total of 141 or 70%, for and against consolidation recognized their form of government correctly.

It is interesting to note which of the groups, those for or those against consolidation, were more familiar with their respective forms of government.

	For	Against
Knew	95 60%	52 40%

Analysis shows that those for consolidation were more familiar with their forms of government. A further analysis also reveals that this majority is built up because 91 students out of 100

living outside the City, and for consolidation, recognized their government correctly.

QUESTION 2.

QUESTION: Do you live in a : second class township
first class township
borough
third class city

This question was inserted in the poll to ascertain further student knowledge of his government.

	For	Against
Knew	125 79% (of 157)	93 82% (of 113)

It would appear from the above figures that the students against consolidation were better informed than those for consolidation. On this question, the Wilkes-Barre Students fared better than on the previous one. They knew more accurately that they lived in a third class city (88%); whereas the students living outside the City were correct only 3 times out of 4 (76%). Of the 72 Wilkes-Barre students, 50 of the 57 who were for consolidation and 14 of the 15 were against consolidation answered correctly. Of the 198 students living outside the City limits, 73 of the 98 who were for consolidation and 79 of the 100 who were against consolidation recognized their community classification correctly.

QUESTION 3.

QUESTION: Do you have any knowledge as to whether the municipal government of your community is operating at a deficit:
Yes No No Opinion

This question was merely a simple attempt to find out whether students have any knowledge at all about the financial affairs of

their respective community governments. No attempt was made to probe further than to ascertain if they knew whether or not their government operated at a deficit. Nor was any attempt made to check the validity of their knowledge. The phrase "any knowledge" could conceivably mean even hearsay. Nevertheless, the results reveal much about college students.

The group recognized, after the results came in, that the No Opinion alternative for the respondents to mark should have been removed and that the students should have been given just two alternatives--Yes and No. However, the No Opinion replies were tabulated.

For Consolidation	Yes	41	No	57	No Opinion	37
Against Consolidation	Yes	48	No	42	No Opinion	23

The group felt that the No Opinion checks should really be tabulated with the No group. It is perfectly clear from the figures that most college students, whether for or against consolidation, had no knowledge of the financial condition of the municipal government. Although there were more Yes replies among the group against consolidation, the picture is not changed substantially when the No Opinion votes are combined with the No votes.

Those in the City admit their lack of knowledge as do those outside the City.

	For Wilkes-Barre	Outside	Against Wilkes-Barre	Outside
Yes	20	21	6	42
No	19	38	6	36
No Opinion	13	22	3	20

QUESTION 4.

QUESTION: Rate the following functions of your municipal government: police, fire, school system, and

recreation. The ratings available to the students were excellent, above average, average, below average, and inadequate.

In this question students were asked to rate four services provided by the governmental authorities in all communities in Wyoming Valley. It was hoped that there might be some correlation between the rating the student ascribed to a service and his attitude toward consolidation. It should be remembered that students are not administrative experts, and, therefore, their rating may not be founded on any well-grounded basis. Their rating may be the result of mere exposure to the service and their attitude toward it. The students were not asked to indicate any reason or basis for their opinions, nor were they asked to suggest changes, if necessary.

	Wilkes-Barre Students							
	Police		Fire		Schools		Recreation	
	For	Against	For	Against	For	Against	For	Against
Excellent	3	0	10	1	6	1	3	0
Above average	4	0	25	5	15	4	6	0
Average	26	4	20	4	25	4	13	4
Below average	15	2	3	2	7	3	14	4
Inadequate	10	9	0	3	4	3	21	7

No Wilkes-Barre student against consolidation rated either City police protection or City recreation excellent or even above average. In these two categories of services, the anti-consolidation City students began their rating with average. Even the consolidation students from the City skewed their ratings toward the lower end of the rating scale. No Wilkes-Barre student who was for consolidation rated the City fire department as inadequate. The City students who favored consolidation skewed their rating at average or better.

recreation. The results available to the students were excellent above average, average, below average, and inadequate.

In this question students were asked to rate the services provided by the governmental authorities in all communities in Wyoming Valley. It was hoped that there might be some correlation between the rating the student assigned to a service and his attitude toward consolidation. It should be remembered that students are not administrative experts, and, therefore, their rating may not be founded on any well-founded basis. Their rating may be the result of mere exposure to the service and their attitude toward it. The students were not asked to indicate any reason or basis for their opinions, nor were they asked to suggest changes, if necessary.

	Police		Fire		Schools		Recreation	
	For	Against	For	Against	For	Against	For	Against
Excellent	3	0	10	1	1	6	1	3
Above average	4	0	27	2	12	4	6	0
Average	23	4	30	4	22	4	13	4
Below average	13	2	3	5	7	3	14	4
Inadequate	10	9	0	3	4	3	21	7

No Wilkes-Barre student against consolidation rated either City police protection or City recreation excellent or even above average. In these two categories of services, the anti-consolidation City students began their rating with average. Even the consolidation students from the City showed their ratings toward the lower end of the rating scale. No Wilkes-Barre student who was for consolidation rated the City fire department as inadequate. The City students who favored consolidation showed their rating as average or better.

The above figures also are revealing in other respects. Wilkes-Barre students, whether for or against consolidation, think more highly of their fire department than of their school system. While 46 of the 72 Wilkes-Barre students rated their school system average or better, 55 of the 72 rated the fire department average or better. Only 6 students gave the school system a rating of excellent; whereas 10 gave fire protection the equivalent rating. It is interesting to note that the consolidation proponents made a great deal in their May campaign of the fact that the City school system is one of six accredited in Wyoming Valley. It was suggested that a higher caliber education could be offered to those in the three townships if consolidation could be attained.

Although, 28 City students, both for and against consolidation, rated recreation as inadequate and 19 students rated police protection equally low. It would appear from the student ratings given the recreation program and police protection that both of these programs need bolstering.

	Students outside Wilkes-Barre						Recreation	
	For	Against	For	Against	For	Against	For	Against
Excellent	2	7	14	25	6	25	2	7
Above average	9	21	28	23	23	21	7	14
Average	43	40	41	48	35	29	18	19
Below average	27	17	13	8	21	19	24	27
Inadequate	16	15	3	2	14	4	4	3

Students living outside the City, both for and against consolidation, rated fire protection and schools higher than police protection and recreation. Approximately the same number of students for (42) and against (48) rate their fire departments above average or excellent. More students who were against consolidation (46)

The above figures also are revealing in other respects. Wilkes-Barre students, whether for or against consolidation, think highly of their fire department and their school system. Only 6 students gave the school system a rating of excellent; whereas 10 gave the protection the equivalent rating. It is interesting to note that the consolidation proponents made a great deal in their May campaign of the fact that the City school system is one of six accredited in Wyoming Valley. It was suggested that a higher caliber education could be offered to those in the three townships if consolidation could be attained.

Although 28 City students, both for and against consolidation, rated recreation as inadequate and 19 students rated police protection equally low. It would appear from the student ratings given the recreation program and police protection that both of these programs need bolstering.

Recreation	Police	Students outside Wilkes-Barre		Students living outside the City, both for and against consolidation, rated fire protection and schools higher than police protection and recreation. Approximately the same number of students for (42) and against (48) rate that the departments above average or excellent. More students who were against consolidation (46)	
		For	Against	For	Against
2	7	25	4	22	14
14	9	21	23	23	28
19	43	24	32	48	41
27	27	19	21	8	13
4	18	4	14	2	3

rate their school system above average or excellent than those for consolidation (29). It is doubtful whether a plea could be made for consolidation on the basis of better fire protection. A case based on a higher caliber of education might stand only an even chance; whereas the best plea for consolidation could definitely be made on the basis of better police protection and a better recreational program. However, since the Wilkes-Barre students, both for and against consolidation, rated both of these service low, perhaps the figures reveal that students, whether living in the City or outside and whether for or against consolidation, are really pointing out a deficiency in these programs in Wyoming Valley as a whole.

QUESTION 5.

QUESTION: Do you feel that your community has taken adequate steps toward its future development by a planned program?
 Yes No No Opinion

This question was included in the questionnaire to find out whether the students were at all familiar with any attempts made in their own communities to plan for the future development of the community. It should be noted that Wilkes-Barre, Nanticoke, and Pittston have both Planning Commissions and Redevelopment Authorities to plan and redevelop those communities. Kingston and Forty Fort have Zoning Boards, which do not necessarily plan for any future development but rather administer zoning ordinances ordained by the borough councils. The latter two communities are not really planning, in the technical sense, for the future.

Again, after the tabulations started, it was apparent that the No Opinion choice should have been omitted. However, the results

are revealing even without the tabulation of the No Opinion replies.

	For	Against
Had taken adequate steps	Wilkes-Barre 11 of 57	Outside Wilkes-Barre 17 of 100
		Outside 1 of 15
		19 of 98

Evidently any work along this line has not been brought to the attention of the College students. This certainly would be true of those from Wilkes-Barre, Pittston, and Nanticoke. As was the case with the answers to Question 4, students are aware of deficiencies in their municipalities.

Question 6.

QUESTION: If you had a friend who was considering moving to Wyoming Valley, list three towns in order of preference that you would recommend to him.

The inclusion of this question was predicated on the promise that there might exist some lily-white community or communities which appear to meet all requisites of a desirable town in which to live and to recommend to someone else. The student was not asked to consider any particular factor as a basis for indicating his preference.

Students both for and against consolidation, living both in the City and outside it, would recommend Kingston. Of students outside the City and against consolidation, 60 of 98 would recommend Kingston, followed by Forty Fort (11) and Dallas (10). Almost all Wilkes-Barre students against consolidation would also recommend Kingston. Of the 57 Wilkes-Barre students for consolidation, 25 would also recommend Kingston; 14 would recommend Wilkes-Barre, followed by Forty Fort and Dallas. The order was slightly changed for the consolidation minded students living outside the City: Kingston (37), Dallas (16), and Forty Fort (13).

A bit startling was the fact that only 14 of 57 Wilkes-Barre students favoring consolidation would recommend the City to a friend; and, also, that 4 of the 100 students living outside the City favoring consolidation would recommend the City above their own community or any section other than Wilkes-Barre.

QUESTION 7.

QUESTION: List in order of preference, three towns in Wyoming Valley that you consider efficiently managed and which you consider as furnishing all necessary services.

As a complement to the preceding question, students were asked which of the municipalities in the Valley they considered efficiently managed. It again should be remembered that students are not experts and, therefore, do not possess the expertise to evaluate professionally.

The cynical attitude of the student body toward local government was reflected in a very simple figure: 119 of 272 polled stated that no town in Wyoming Valley is efficiently managed. This is the opinion of 43.7% of the students.

	For		Against	
	Wilkes-Barre	Outside	Wilkes-Barre	Outside
None efficiently managed	26	51	9	33

It is surprising that 26 students of 57 living in the City and for consolidation feel that the City is not efficiently managed. It is also noteworthy that 84 students who state that no town is efficiently managed live outside the City environs. A total of 77 out of 157 consolidation or 49% stated that no town is efficiently managed. A total of 42 or 36% of 115 anti-consolidation students felt the same way. Certainly, in spite of the fact that students may be for consolidation, they, nevertheless, are more severely

critical than the anti-consolidation students. Perhaps these results raise the interesting speculation as to whether these students would remain in the Valley.

Among the anti-consolidation students, 43 students living outside the City and 5 Wilkes-Barre students selected Kingston as the town they thought most efficiently managed. Kingston was followed by Forty Fort in the student selections. It is odd that whereas in the previous question, 60 students would recommend Kingston to a friend, only 43 of them consider it efficiently managed.

Among the proponents for consolidation, Kingston was selected as the town that they thought was most efficiently managed. There were 15 students for consolidation living in Wilkes-Barre and 18 living outside who felt that Kingston was so managed. Among the consolidation students from Wilkes-Barre, Wilkes-Barre was the second selection. Only 13 of 37 pro-consolidation out-of-city students who recommended Kingston in the previous question also stated that Kingston was efficiently managed. The rest stated that no town was considered so-managed in spite of the fact that they would recommend Kingston to a friend.

Although Kingston was selected the most frequently by both consolidation and anti-consolidation students, it received the vote of only 27.9% of all students polled. Wilkes-Barre received only 7.3% of the student vote on the question of efficient management.

QUESTION 8.

QUESTION: Indicate five of the following factors, in the order of preference, as those which you think industrialists consider most important when contemplating a move to a new community: adequate natural resources, good

location, transportation, tax concessions, equitable tax structures, efficient governmental services, adequate water supply, ample electric power, skilled labor, available sites, available housing, caliber of school system, cultural facilities, proximity of market areas.

The factors were ranked in the following order by all the students taking part in the poll:

skilled labor	155	56.9%
transportation	153	56.2%
good location	130	47.7%
proximity to markets	130	47.7%
available sites	110	40.4%

The above tabulation was compiled by adding up the number of times a factor was marked among the first five.

Among the anti-consolidationists living in Wilkes-Barre, the factors considered most important were transportation, available sites, skilled labor, and tax concessions, in that order. It is surprising that cultural facilities was not once ranked among the first five factors.

Among the anti-consolidationist students living outside the City, transportation was ranked as the most important factor, since it appeared as one of the first five preferences 67 times out of 98, although it ranked first only five times. Transportation was followed in this order by skilled labor, good location, proximity of markets, and tax concessions. Cultural facilities and available housing were not considered important by the students.

The factors considered important by the consolidation students living in Wilkes-Barre were skilled labor, proximity to markets, transportation, good location, tax concessions, and available sites. Adequate natural resources and proximity of market areas received the most first-place votes. Yet adequate natural resources ranked

in seventh place in total number of times that students considered it in among the factors.

The students for consolidation and living outside the City ranked the factors in the following order: skilled labor, good location, transportation, proximity to markets, and available sites. Good location received most first-place votes. Skilled labor was tied for second with proximity to markets. Cultural facilities ranked last. Electric power and available housing received no first place votes.

	Against			For		
	Wilkes-Barre	Outside	Total	Wilkes-Barre	Outside	Total
Skilled labor	8	58	66 (2)	34	55	89 (1)
Transportation	10	67	77 (1)	31	45	76 (3)
Good location	6	52	58 (3)	26	46	72 (4)
Proximity to markets	6	48	54 (4)	33	43	76 (2)
Available sites	9	39	48 (5)	21	41	62 (5)

QUESTION 9.

QUESTION: Below are some factors which some people think have deterred industry from coming to the Valley. Rank the three factors that you feel have made industry hesitant about locating here: subsidence or subsurface conditions, political corruption, decreasing population, lack of skilled labor supply, labor difficulties.

The reason for including this question was to find out student opinion concerning their image by outsiders, such as industrialists. Again, it must be pointed out that although the students may consider certain factors as deterrents, industrialists may not necessarily consider them so.

	For			Against		
	Wilkes-Barre	Outside	Total	Wilkes-Barre	Outside	Total
Subsidence	46	79	125	10	89	99
Political corruption	34	63	97	15	82	97
Decreasing population	40	56	96	6	40	46
Lack of skilled labor	28	53	81	4	43	47
Labor difficulties	24	43	67	9	63	72

The above table reveals subsidence and political corruption are considered by both consolidation and anti-consolidation students as deterrents to attracting industry. It is noteworthy that both of these factors were either ignored or played down by the Commission for Metropolitan Commission. Whereas the students for consolidation rated a decreasing population as third, the anti's rated it last and placed labor difficulties in third place.

Among the Wilkes-Barre students against consolidation, political corruption received 6 first-place votes out of 15 as the factor most likely to deter industry from coming here. This factor did not receive a mark among the first three on any two responses. Notice should be taken that among these students a decreasing population is not considered as a deterring factor.

Among the students against consolidation and living outside the city, checks for decreasing population ran last. Subsidence was the first choice on 28 of 98 ballots and appeared on 89 of 98 replies. Political corruption received 26 first place choices and a total of 82 marks out of 98.

Subsidence was ranked first among the Wilkes-Barre students who favored consolidation, followed by decreasing population. This latter factor was only fourth in first places, but received the

highest number in second and third choices.

Subsidence was ranked first in first-place choices and also first in total marks among the students who favor consolidation but live outside the City. Political corruption ranked second in first-place choices and second in total marks among these same students.

The students, both those for consolidation and those against consolidation, have recognized subsidence as the most pressing problem. The issue of political corruption, long a source of political agitation in Luzerne County, is related to issues raised in Questions 4, 5, 6, and 7. There certainly must be some relationship between student feelings on political corruption on the one hand and efficient management of local government on the other.

QUESTION 10.

QUESTION: Do you feel that enough information has been disseminated about consolidation as a solution to the problems of the Valley?

This question and the next three that follow were an attempt to have students evaluate the effectiveness of the media of communication in presenting the issue of consolidation leading to the voting on Primary Election Day on May 19, 1959.

The overwhelming feeling among the students was that not enough information had been disseminated on the issue. This they said in about equal proportion among the pros and antis in spite of the fact that the students voted 2 to 1 in favor of consolidation. It raises an interesting question as to what basis was used in the formation of their opinions in voting for consolidation. Of course, the lack of information might have been the deciding factor in voting against consolidation by the anti students.

	For	Against
Yes	24 16%	16 14%
No	133 84%	99 86%

There is no need to break down the above table since all classes of students felt overwhelmingly the same.

QUESTION 11 AND QUESTION 12

QUESTION: How do you feel the media of communication (radio, TV, newspapers) have treated the consolidation issue?
 Fair Favor consolidation Against it

QUESTION: Do you feel that the presentation of the issue has been in good taste, factual, offensive?

These two questions are taken together because the interpretation of the results lends itself to combination. Questions 11 and 12 combined with question 10 and question 13, do give a composite student attitude about the media of communication on the issue of consolidation. The results are all the more important in view of the fact that so much money was spent on promoting consolidation through these media.

Only 1 Wilkes-Barre student of 15 against consolidation expressed the feeling that the media of communication was fair in its treatment of the issue, and even this student probably invalidated his reply by answering on the next question that the presentation was offensive. In most cases where the Wilkes-Barre students felt that the media of communication favored consolidation, they also felt that the presentation was offensive (8 of 12 responses). About (7 of 15) 50% of the Wilkes-Barre students against consolidation expressed the opinion that not enough information had been disseminated, and that which had been disseminated favored consolidation and was offensive.

A total of 85 of 98 or 86.7% of the students living outside the City and against consolidation felt that the media favored consolidation. Of these 85 students, 53 or 62.3% had the impression that the presentation was offensive. There were 46 students who expressed the opinion that not enough information had been disseminated on the issue, and that which had been disseminated favored consolidation and was offensive. This again is almost 50% of the students who were against consolidation and who live outside the City. Among the anti-consolidationists outside the City, there was only 2 of 98 who felt that enough information was disseminated, that the treatment was fair, and that the presentation was factual. No anti-students combined enough information, fair treatment, and presentation in good taste. As a matter of fact, only 3 students of 98 against consolidation and living outside the City felt the presentation was in good taste, and only 17 of 98 felt the presentation was actual.

Of the 57 students living in Wilkes-Barre and favoring consolidation, 37 said the media favored the consolidation movement and 20 said the treatment was fair. This latter figure must be taken with a slight reservation in view of the fact that 6 of the 20 stated that the presentation was offensive. Of the 20, only 4 said that the presentation was in good taste, and 10 said it was factual. However, further analysis reveals that of the 20 who said the treatment was fair, 17 indicated in Question 10 that not enough information had been disseminated. Of the 37 of the 57 Wilkes-Barre students who said that the media favored consolidation, 11 said it was offensive, 8 said it was in good taste, and 18 said it was factual.

	Wilkes-Barre Students		Total
	For	Against	
Factual	28	1	29
Offensive	17	10	27
In good taste	12	1	13

The Wilkes-Barre students, both for and against consolidation, are almost evenly divided in appraising the presentation between factual and offensive. Note should be taken that more indicated that the presentation was offensive than indicated that the presentation was in good taste.

A full 77% or 77 of 100 consolidation students living outside the City stated that the media of communication favored consolidation. Of the 23 who did state that it was fair in treating the issue, 14 stated that it was factual and only 7 stated that it was in good taste. Of the 23 who said that the treatment was fair, 18 indicated in Question 10 that not enough information had been disseminated on the issue. Of the 77 who stated that the issue was handled fairly, 37 maintained that it was factual, 19 stated that it was offensive, and 21 held that it was in good taste.

PRESENTATION OF ISSUES--BOTH CONSOLIDATION AND ANTI-CONSOLIDATION STUDENTS

	Wilkes-Barre	Outside	Total	Percentage of all students
Factual	29	30	59	21.6%
Offensive	27	100	127	46.6%
In good taste	13	29	42	15.4%

One is first struck by the fact that 46.6% is rather high and that this is rather a harsh feeling on the part of the students. Part of that total of 127 is made up of anti-consolidation students (78). Even without that 78 included, the figure remaining (49) is surprisingly high since the media of communication as an industry

always prides itself on the factual presentation of the public issues.

QUESTION 13.

QUESTION: Check the media of communication which played the most important part in influencing your opinion towards consolidation: radio, TV, newspapers, and personal contact.

As was stated in introducing the previous three questions, the inclusion of this question was to find out how the students felt about the presentation of the issue of consolidation by the media of communication. This particular question was included in order to find out which particular media was most effective. The inclusion of personal contact was an alternative choice was inserted for just that reason. Actually, the group constructing the questionnaire realized that this should have been a separate question; therefore, the phraseology of the question is dubious. The group wanted to limit the number of questions to 20, if at all possible.

Results of Question 13 makes one wonder whether money spent on the air--radio and TV--was worthwhile. It would appear that personal contact does still remain the most important media by which to spread information, although in view of the closeness of the vote (94 to 91), it might have to share its monopolistic position with newspapers.

Wilkes-Barre and Outside

	Against	For	Total
Radio	22	26	48
TV	15	19	34
Newspapers	36	55	91
Personal contact	42	52	94

Again the position of personal contact and newspapers is barely maintained when the same media are analyzed from the standpoint of

students within and outside the City, since the vote is even closer (92 to 91).

	Both For and Against		
	Wilkes-Barre	Outside	Total
Radio	10	39	49
TV	12	23	35
Newspapers	22	69	91
Personal contact	28	64	92

Of the 57 Wilkes-Barre students for consolidation, 21 marked personal contact as the media which influenced them the most and 34 marked either radio, TV, or newspapers. Only 9 of the 34 indicated in the previous question that the media were offensive in their presentation, while 9 indicated they were in good taste and 16 stated that it was factual.

The consolidation students living outside the City felt more kindly toward the media. Of the 66 of the 100 consolidation students living outside the City, 23 stated that in the previous question the presentation was in good taste and 23 stated that it was factual. Only 17 stated that it was offensive.

Of the 15 Wilkes-Barre students against consolidation, 8 of them marked radio, TV, or newspapers as influencing them the most. Only 2 of the 8 indicated that it was offensive. There were 53 anti-consolidation students living outside the City who marked one of the commercial media (radio, TV, newspapers) as influencing their opinions. Of this number, 33 indicated that the media was offensive, 15 said the presentation was factual, and 5 said it was in good taste.

There were many anti-consolidation students who said that not enough information had been presented, that what had been presented favored consolidation and was described as offensive, but who later

indicated that they were influenced in their thinking by personal contact.

QUESTION 14, QUESTION 15, and QUESTION 17

- QUESTION: Think of a person whom you respect very highly. Is he for consolidation or against consolidation?
- QUESTION: The last time you discussed consolidation in a group, was the general sentiment for consolidation or against consolidation?
- QUESTION: Do you think your friends are consolidationists or anti-consolidationists?

These questions were intended to show the importance of certain personal relationships in our thinking. Sociologists claim that we ordinarily think as a person whom we respect highly thinks. They also insist that people are likely to join that circle of friends who think as they do. Neither of these may be as true on the college campus as in every day life. There is the likelihood of more differences of opinion on the college campus. College students may, more often than the general public, disagree with those whom they respect and with those who make up their circle of friends. The aim was to find out to what extent on the campus both of these were true regarding this particular issue of consolidation.

Question 16 was inserted among these three questions, first, to make the student as unaware as possible of the objective in Questions 14, 15, and 17; second, as this was a sort of hiding place for the question which very definitely needed asking, to ascertain just how objective the students were trying to be.

There were 14 of 17 Wilkes-Barre students against consolidation or 82.3% respect highly a person who was also against it. Of these 14, 11 found themselves in an anti-consolidation group the last time the issue was discussed; altogether 15 students or 88.2%

indicated that they thought their friends were anti-consolidation.

This same sort of relationship appears to hold true with the anti-consolidation students living outside the City, except that the relationship may not be as close. Of the 98 anti-consolidation student replies included, 73 or 74.4% indicate they respect highly an anti-consolidation person. Of the 73, 67 last discussed the issue in a group that they considered anti-consolidation. Altogether 82 or 83.4% indicated that they thought their friends were anti-consolidation.

Generally speaking, the relationship between a student's thinking as favoring consolidation and that of a highly respected person, and a last discussion, or his friends opinions is not so close as with the anti-consolidation group. Among the Wilkes-Barre consolidation students, 47 respected highly a consolidation person. This is 80.7%. A total of 37 found themselves in a pro group the last time the issue was discussed. Of the 57, 44 or 77.1% feel that their friends are consolidation minded.

Among the consolidation students living outside the City, 82 of 100 or 82% respected highly a person who was in favor of consolidation; 62 or 62% last discussed the issue in a pro group. Of the 100, 72 or 72% thought their friends to be for consolidation.

	For	Against	Total
Respect highly	129 82.1%	87 75.6%	216 79.4%
Last time discussed	99 63.0%	96 83.4%	195 71.6%
Friends	116 73.8%	97 84.3%	213 78.3%

Among the students as a whole, the most important factor influencing their opinions was the decision of a highly respected person, followed by those of their friends, and then the results of the last discussion. Almost 4 out of 5 students are influenced

in that way. The consolidation students indicated they were influenced mostly by a highly respected person, whereas the anti-consolidation students felt their circle of friends had the most influence.

QUESTION 16.

QUESTION: At the present time, is there any member of your immediate family active in the movement for consolidation or holding an office with one of the municipal governments included in the proposed consolidation?

The inclusion of this question was to discover how objective the students could be, assuming of course, that if a member of their families were in any way directly involved in local government or in the movement for consolidation, their opinions would be colored in some way. It has been stated earlier that this question was included at this point deliberately to hide it among a series of questions so that the respondents would not be aware of its importance.

Only 7 of the total number of 115 students against consolidation admitted that a member of the family was involved; only 14 of 157 of the students favoring consolidation stated that some one of their immediate family was involved. This means only 6.6% of the total respondents could possibly have been influenced by this factor of family relationship with the movement or with local officials who presumably are pro, if City officials, and con, if outside officials. Even though the assumption were made that the 7 anti-consolidation might be for consolidation and the 14 consolidation students might be against it, the overall result would be the same--namely, that the Wilkes Students favored consolidation by a revised vote of 143 to 129. However, it is conceivable that other results

on various questions and therefore interpretations flowing from them, where the voting was close, might be different.

QUESTION 18.

QUESTION: If you are a proponent of the proposed consolidation, which of the following factors do you consider most important in the formation of your decision: new industry, better governmental services, better schools, better recreational facilities, community prestige, increased government economy, and better police and fire protection?

This question was answered only by those who were proponents of the proposed consolidation and together with Question 20 really was the method used to determine how the students stood on the issue. The anti-consolidation students were asked to answer Question 20 rather than Question 18.

	Wilkes-Barre	Outside	Total
Industry	39	80	119 75.7%
Governmental services	21	39	60 38.2%
Schools	25	44	69 43.8%
Recreation	19	19	38 24.2%
Prestige	26	26	52 33.1%
Governmental economy	20	27	47 29.9%
Police and fire	15	28	43 27.3%

The most important factor influencing the consolidation students was the possibility of attracting new industry. This factor was selected by almost twice as many students as better schools of which most college students would be especially conscious. Next in order were better governmental services, community prestige, increased governmental economy, better police and fire protection, and better recreational facilities.

Whereas new industry was still the foremost factor in helping Wilkes-Barre students make up their minds on consolidation, a note was struck for community prestige, followed by schools. The possibility of better police and fire protection ran a poor last.

Note should be taken that there might be some relationship between Wilkes-Barre students' rating decreasing population second in importance in Question 9 and voting community prestige second in this question. Community prestige rated sixth with the outsiders.

There is likewise a consistency in these consolidation students outside the City rating better governmental services second and rating political corruption second on Question 9. Although better schools was a close third among the Wilkes-Barre students, it was a substantial second among the students living outside of the City.

A cautious word must be spoken about police and fire protection. This factor ran last among the Wilkes-Barre students favoring consolidation and fourth among the people outside the City. Both police and fire protection were put into one factor. Whether the result might have been different had they been separated is matter for speculation, especially since the students had entirely different feelings about these two governmental services, as revealed by the results in Question 4. The question remains unanswered as to whether the students ranked this factor so low because they can not see consolidation improving police coverage or because fire protection is so good that is impossible of improvement.

QUESTION 19

QUESTION: Do you think consolidation will win anywhere this year, regardless of your opinion on the subject; Hanover, Kingston, Plains, Wilkes-Barre Township, Wilkes-Barre City?

All of us at one time have the urge to predict the outcome of an event or happening. This question was inserted into the questionnaire to see if, regardless of how they felt about the issue, students could predict the outcome of the election vote on the

issue as it was placed before the people in the City and the three townships of Plains, Wilkes-Barre, and Hanover. Students were asked not how the vote would go in general, but they were asked to predict the separate vote in each of the 4 municipalities. Under the law, for consolidation to be successful it had to be voted on favorably in the City and each of the separate municipalities. Although the consolidationists won over the people by a tremendous victory, they were not able to put the vote across successfully in the townships. Therefore, the proposed consolidation was lost. Kingston was included in the question, but this was a mistake since there was no vote in Kingston. But it was too late to make the correction, so students were informed to ignore Kingston.

Municipality	Predictions					
	For Wilkes-Barre	Outside	Total	Against Wilkes-Barre	Outside	Total
Hanover	wrong	right	right	right	right	right
Plains	wrong	right	wrong	wrong	right	right
W-B. Township	wrong	wrong	wrong	wrong	wrong	wrong
W-B. City	right	right	right	wrong	right	right

Neither the students for consolidation nor the students against consolidation could guess 100% accurately the outcome of the election. The students against were better predictors than those for in that they missed only on Wilkes-Barre Township which they thought would vote pro consolidation, but which did not on election day. In addition to missing Wilkes-Barre Township, the consolidation also missed out on Plains which they thought would vote for consolidation, but again where it was defeated.

Both categories of students from the City were very poor guessers--consolidationists and anti-consolidationists--in that both could guess right in only one instance out of four. Evidently, they

are not aware of popular opinion in the outlying areas.

Students living outside Wilkes-Barre, both consolidation and anti-consolidation--missed Wilkes-Barre Township. Apparently, not too many students in the poll had enough of a feeling of the opinions of the people in the Township to predict what they would do on election day.

Only the anti-consolidation students living in Wilkes-Barre guessed wrong on the City itself. Most students thought--89 of 115 anti-consolidation and 122 of 157 consolidation-- the City would vote favorably on the issue.

That the students both for and against consolidation living outside the City were better predictors is shown by the facts below:

Municipalities	Wilkes-Barre Students	Outside Students	Total
Hanover	wrong	right	right
Plains	wrong	right	right
W-B. Township	wrong	wrong	wrong
W-B. City	right	right	right

QUESTION 20.

QUESTION: If you are an opponent of the move for consolidation, which factors influenced you most: lack of a defined policy, increased taxes, loss of local identity, lack of facts, emotional appeals?

This question was answered only by those opposed to consolidation and was the source in determining who the anti-consolidation students really were.

	Wilkes-Barre	Outside	Total
Lack of policy	8	57	65 56.5%
Increased taxes	7	29	36 31.3%
Loss of identity	1	14	15 13.0%
Lack of facts	6	42	48 41.7%
Emotional appeals	4	17	21 18.2%

By far, the factor that most influenced the anti-consolidationists was a lack of defined policy on the part of the Commission for Metropolitan Government. More than half of these students rated

that factor as the first. Lack of facts, related to a well defined policy, ranked second. Loss of local identity did not matter much to the anti-consolidation students, indicating that they are not as provincial as first thought.

Lack of a well defined policy was the number one factor among the Wilkes-Barre students against consolidation, followed by increased taxes. It is difficult to interpret anything from this. This could mean that these students might be against consolidation because the City might annex liability communities. The arrangement of the factors for the students outside Wilkes-Barre and against consolidation falls into the same lineup as for the general group as a whole.

Of the 14 students who marked loss of identity as a factor in influencing their decision, 6 of them came from Plymouth. This is strange in that not a single Kingston or Hanover person is among the group, and only one from Plains. Natural Sciences accounts for 6, all of the 14 are males, and 10 are freshmen.

QUESTION 20.

QUESTION: If you are an opponent of the move for consolidation which factors influenced you most? Lack of a well defined policy, increased taxes, loss of local identity, lack of facts, emotional appeals?

This question was answered only by those opposed to consolidation and was the source in determining who the anti-consolidation students really were.

	Wilkes-Barre	Outside	Total
Emotional appeals	4	17	21
Lack of facts	3	48	51
Loss of identity	1	45	46
Increased taxes	1	14	15
Lack of policy	7	25	32

By far, the factor that most influenced the anti-consolidationists was a lack of defined policy on the part of the Consolidation Metropolitan Government. More than half of these students

CONCLUSION

The most risky part of the work of those who sample opinions is to interpret the results. This study was not done for any particular group or organization. Therefore, the interpretations are free from bias from that source. Some of the conclusions may be cause for concern for those who tirelessly worked for or against consolidation. Be that as it may, responsibility for the conclusions must be borne by those making the study.

Wilkes College students favored consolidation by almost 3 to 2 vote, but they could accurately predict its success only 75%. Students living on the outskirts of the City supported consolidation as well as the students living in the City. All classes supported the consolidation, led by the juniors and sophomores. Female students were more for consolidation than the male students. The liberal arts and commerce and finance students supported it, but the education and natural science students did not.

An overwhelmingly large number of Wilkes-Barre students do not know that the City government is the commission form. Students for consolidation are better informed about their form of government than those who opposed consolidation. An appalling number of students freely admitted that they had no knowledge as to whether the municipal government of their community operated at a deficit.

Student regard for fire protection, inside and outside the City, is high; but not so with police protection, schools, and recreation. All students are severely critical of the latter three municipal services. Students are unaware of any plans for future development of their communities, implying either that such

CONCLUSION

do not exist or that they are not informed to them. This is all the more serious with Wilkes-Barre, Nanticoke, and Pittston students since plans are in the offering.

Many students would recommend Kingston to their friends as a good town in which to live, although a cynically high number of students do not consider any Wyoming Valley town efficiently managed. Students believe that skilled labor and available transportation attract industry and that the most serious deterrants to industry in the Valley are subsidence and political corruption.

Whereas a majority of students voted for consolidation, they were free in stating that not enough information was given to the public and that the information disseminated was offensive in character. They feel that personal contacts and newspapers are the most important conveyors of information to influence people.

Although secondary media are important in the daily lives of the students, the people they respect and their circle of friends still help to formulate their opinions. In expressing their preferences for kinds of media, it can be said that the students prefer to discuss and read, rather than to see or hear.

Attracting industry was the most important factor to those voting for consolidation, and the lack of a defined policy by the Commission of Metropolitan Government was the deciding factor for those voting against consolidation.



4710610001

WILKES COLLEGE LIBRARY

do not exist or that they
more serious with Wilkes
since plans are in the

Many students would recommend Kingston to their friends as
good town in which to live, although a cynically high number of
students do not consider any Wyoming Valley town efficiently
managed. Students believe that skilled labor and available
transportation attract industry and that the most serious defect
to industry in the Valley are abundance and political corruption.
Whereas a majority of students voted for consolidation, they
were free in stating that not enough information was given to the
public and that the information disseminated was offensive in
character. They feel that personal contacts and newspapers are
most important conveyors of information to influence people.
Although secondary media are important in the daily lives
of the students, the people they respect and their circle of life
still help to formulate their opinions. In expressing their
preferences for kinds of media, it can be said that the student
prefer to discuss and read, rather than to see or hear.
Attracting industry was the most important factor to the
voting for consolidation, and the lack of a defined policy by
Commission of Metropolitan Government was the leading factor
those voting against consolidation.

WILKES COLLEGE LIBRARY