Outline

- PPIC Statewide Surveys
- Perceptions of Higher Education
- Attitudes and Policy Preferences
- Conclusions
PPIC Statewide Survey Mission

- Provide timely, relevant, nonpartisan data on political, social, and economic opinions
- Inform and improve state policymaking, raise awareness, encourage discussion
- Provide a voice for all Californians in important state policy debates
  - 218,000+ Californians since 1998
  - 100+ general, issue, and regional surveys
Californians and Higher Education

- Third survey on higher education
  - Funded by The Hewlett Foundation
- Perceptions of performance, opportunity, affordability, state budget cuts
- Preferences for future funding
- Telephone interviews Oct. 20–Nov. 3
  - 2,502 adults, 1,488 likely voters, 973 parents of children 18 or younger
  - 2,252 landline, 250 cell phone
    - ± 2% margin of error for all adults
    - ± 2.5% for likely voters
    - ± 3.1% for parents
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Approval Ratings of State Officials on Higher Education

Governor
Legislature

%
Overall Conditions of Higher Education

How about the overall ____________ in California’s public colleges and universities today?

% saying big problem

- Quality of education: 21%
- Affordability of education for students: 57%
- State budget cuts: 70%
State Budget Cuts to Higher Education

How about the overall state budget cuts in California’s public colleges and universities today?

% saying big problem

- All adults: 70
- Asians: 67
- Blacks: 84
- Latinos: 73
- Whites: 67
- Parents: 72
Perceptions of State Budget Cuts

How about ________ to deal with state budget cuts?

- Increasing tuition/fees: 62%
- Admitting fewer students: 57%
- Offering fewer classes: 57%
- Reducing pay/hours for faculty/staff: 48%

Colors:
- Somewhat concerned
- Very concerned
Institutional Ratings

Overall, is the ________ doing an excellent, good, not so good, or poor job?

% saying excellent or good

- California Community College system: 65%
- California State University system: 61%
- University of California system: 62%

%
Change Needed to Higher Education

Overall, do you think the higher education system in California—including public colleges and universities—is in need of major changes, minor changes, or that it is basically fine the way it is?

<table>
<thead>
<tr>
<th>Year</th>
<th>Minor Changes</th>
<th>Major Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>45</td>
<td>39</td>
</tr>
<tr>
<td>2008</td>
<td>43</td>
<td>40</td>
</tr>
<tr>
<td>2009</td>
<td>39</td>
<td>50</td>
</tr>
</tbody>
</table>
Importance of a College Education

Do you think that a college education is necessary for a person to be successful in today’s work world, or do you think that there are many ways to succeed in today’s work world without a college education?

United States*

- College is necessary: 55%
- Many other ways to succeed: 43%

California

- College is necessary: 66%
- Many other ways to succeed: 31%

*Public Agenda/National Center, 2009
Importance of a College Education

Do you think that a college education is necessary for a person to be successful in today’s work world, or do you think that there are many ways to succeed in today’s work world without a college education?

% saying necessary

- All adults: 66%
- Asians: 66%
- Blacks: 76%
- Latinos: 81%
- Whites: 57%
College Opportunities

Do you think that currently, the vast majority of people who are qualified to go to college have the opportunity to do so, or do you think there are many people who are qualified to go but don’t have the opportunity to do so?

% saying many don’t have the opportunity

- All adults: 68%
- Asians: 61%
- Blacks: 79%
- Latinos: 81%
- Whites: 62%
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Willingness to Pay Higher Taxes for Public Colleges and Universities

Would you be willing to pay higher taxes to make up for state budget cuts to public colleges and universities?

[Bar chart showing responses by different demographics, with percentages and colors indicating 'Yes' and 'No'.]
Willingness to Increase Student Fees to Make Up for Budget Cuts

Would you be willing to increase student fees to make up for state budget cuts to public colleges and universities?

<table>
<thead>
<tr>
<th>Group</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults</td>
<td>29</td>
<td>68</td>
</tr>
<tr>
<td>Dem</td>
<td>26</td>
<td>72</td>
</tr>
<tr>
<td>Rep</td>
<td>31</td>
<td>65</td>
</tr>
<tr>
<td>Ind</td>
<td>31</td>
<td>67</td>
</tr>
<tr>
<td>Likely voters</td>
<td>30</td>
<td>66</td>
</tr>
</tbody>
</table>
Support for Bonds for Construction Projects in Higher Education

If there was a bond measure on the state ballot in 2010 to pay for construction projects in California’s higher education system, would you vote yes or no?

- All adults: 53% Yes, 40% No
- Dem: 61% Yes, 33% No
- Rep: 55% Yes, 39% No
- Ind: 51% Yes, 42% No
- Likely voters: 46% Yes, 47% No
Making College More Affordable

For each of the following, please say if you favor or oppose the proposal.

% of likely voters who favor

- Increasing funding for work-study: 83%
- Increasing funding for scholarships/grants: 77%
- Having sliding scale for tuition/fees: 63%
Spending More State Money to Keep Down Tuition and Fee Costs

How about spending more state government money to keep down tuition and fee costs, even if it means less money for other state programs?

% who favor

<table>
<thead>
<tr>
<th>Category</th>
<th>% Favor</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults</td>
<td>49</td>
</tr>
<tr>
<td>Dem</td>
<td>56</td>
</tr>
<tr>
<td>Rep</td>
<td>40</td>
</tr>
<tr>
<td>Ind</td>
<td>48</td>
</tr>
<tr>
<td>Likely voters</td>
<td>48</td>
</tr>
</tbody>
</table>
Are There Income Disparities in College Opportunities?

Do you think qualified students from low-income families, regardless of their ethnic background, have less opportunity, more opportunity, or about the same opportunity as others to get a college education?

% saying less opportunity

- All adults: 60%
- Asians: 59%
- Blacks: 74%
- Latinos: 64%
- Whites: 57%
- Parents: 58%
Are There Racial/Ethnic Disparities in College Opportunities?

Do you think qualified students who are ethnic or racial minorities, such as blacks or Latinos, have less opportunity, more opportunity, or about the same opportunity as others to get a college education?

% saying less opportunity

- All adults: 37%
- Asians: 29%
- Blacks: 59%
- Latinos: 51%
- Whites: 29%
- Parents: 38%
Importance of Economic Diversity

How important do you think it is for public colleges and universities to have an economically diverse student body—that is, a mix of students from lower, middle, and upper-income backgrounds?

% saying very important

- All adults: 54%
- Asians: 48%
- Blacks: 70%
- Latinos: 65%
- Whites: 47%
- Parents: 55%
Importance of Racial Diversity

How important do you think it is for public colleges and universities to have a racially diverse student body—that is, a mix of blacks, whites, Asians, Hispanics, and other minorities?

% saying very important

<table>
<thead>
<tr>
<th>Group</th>
<th>% Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults</td>
<td>54</td>
</tr>
<tr>
<td>Asians</td>
<td>47</td>
</tr>
<tr>
<td>Blacks</td>
<td>81</td>
</tr>
<tr>
<td>Latinos</td>
<td>65</td>
</tr>
<tr>
<td>Whites</td>
<td>45</td>
</tr>
<tr>
<td>Parents</td>
<td>56</td>
</tr>
</tbody>
</table>
Concern about Affording College

How worried are you about being able to afford a college education for your youngest child?

- Somewhat worried
- Very worried

All parents
- 27% somewhat worried
- 50% very worried

Latino parents
- 24% somewhat worried
- 67% very worried

White parents
- 30% somewhat worried
- 38% very worried
Students have to borrow too much money to pay for their college education.

Most families today do a good job of saving for their children’s college education.
Importance of Higher Education to California’s Future

In general, how important is California’s higher education system to the quality of life and economic vitality of the state over the next 20 years?

% saying very important

<table>
<thead>
<tr>
<th>Group</th>
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</tr>
</thead>
<tbody>
<tr>
<td>All adults</td>
<td>72</td>
</tr>
<tr>
<td>Asians</td>
<td>64</td>
</tr>
<tr>
<td>Blacks</td>
<td>76</td>
</tr>
<tr>
<td>Latinos</td>
<td>81</td>
</tr>
<tr>
<td>Whites</td>
<td>69</td>
</tr>
<tr>
<td>Likely voters</td>
<td>72</td>
</tr>
</tbody>
</table>
Demand for College-Educated Workers in the Future

In thinking ahead 20 years, if current trends continue, do you think California’s economy will need a higher percentage, a lower percentage, or about the same percentage of college-educated workers as today?

- Higher percentage: 61
- Lower percentage: 9
- About the same: 26
- Don't know: 4

All adults
Importance of Investing in California’s Future

In thinking ahead 20 years, how important do you think it is for the state government to be spending more public funds to increase capacity in public colleges and universities?

- Very important: 43
- Somewhat important: 38
- Not too important: 6
- Not at all important: 3
- Don't know: 10

All adults
Confidence in State Government

How much confidence do you have in the state government’s ability to plan for the future of California’s higher education system?

Likely voters

<table>
<thead>
<tr>
<th>Year</th>
<th>Very little/None</th>
<th>Great deal/Some</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>58</td>
<td>42</td>
</tr>
<tr>
<td>2008</td>
<td>48</td>
<td>50</td>
</tr>
<tr>
<td>2009</td>
<td>63</td>
<td>36</td>
</tr>
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Conclusions

- Californians express concern about state budget cuts to higher education and have low regard for state officials’ handling of colleges and universities.

- Californians believe the affordability of a college education is a problem and many parents are worried about student loans and family savings.

- Residents continue to hold the UC, CSU, and CCC systems in high regard, but half think the higher education system is in need of major changes.

- Voters are divided along party lines on willingness to support tax increases for higher education and they increasingly lack confidence in state govt. planning.
Upcoming PPIC Statewide Surveys

- December
  - Californians and Their Government
- January
  - Californians and Their Government
- March
  - Californians and Their Government
- April
  - Californians and K-12 Education
Notes on the use of these slides

These slides were created to accompany a presentation. They do not include full documentation of sources, data samples, methods, and interpretations. To avoid misinterpretations, please contact:

Mark Baldassare or Jennifer Paluch: surveys@ppic.org

Thank you for your interest in this work.

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PPIC Statewide Survey: Californians and Higher Education

Mark Baldassare, Dean Bonner, Jennifer Paluch, Sonja Petek

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