

# PPIC Statewide Survey: Californians and Higher Education

December 9, 2016

Mark Baldassare, Dean Bonner,  
David Kordus, Lunna Lopes

---

Supported with funding from the Arjay and Frances Miller Foundation, the Flora Family Foundation, John and Louise Bryson, Walter Hewlett, and the William and Flora Hewlett Foundation



**PPIC**

PUBLIC POLICY  
INSTITUTE OF CALIFORNIA

# Outline

- PPIC Statewide Surveys
- Perceptions of Public 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
  - 325,000+ Californians since 1998
  - 150+ general, issue, and regional surveys

# Californians and Higher Education

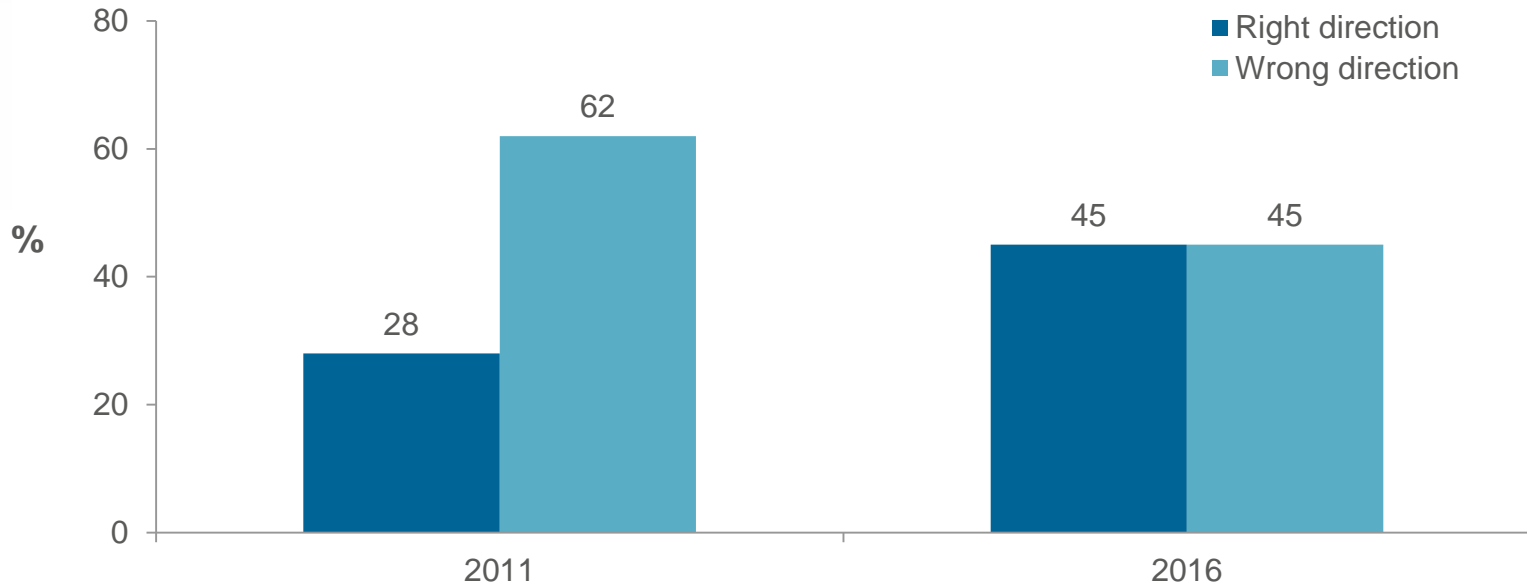
- Annual survey from 2007–2011; restarted in 2016, after the launch of the PPIC Higher Education Center
- Funded by the Arjay and Frances Miller Foundation, the Flora Family Foundation, John and Louise Bryson, Walter Hewlett, and the William and Flora Hewlett Foundation
- Telephone interviews, November 13–22, 2016
  - 50% landline, 50% cell phone
  - 1,711 adults,  $\pm 3.5\%$  margin of error
  - 1,123 likely voters,  $\pm 4.3\%$  margin of error
- Views on the state's public colleges and universities, including their quality and affordability
- Preferences for raising revenues, views on access and the importance of diversity in higher education

# Outline

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

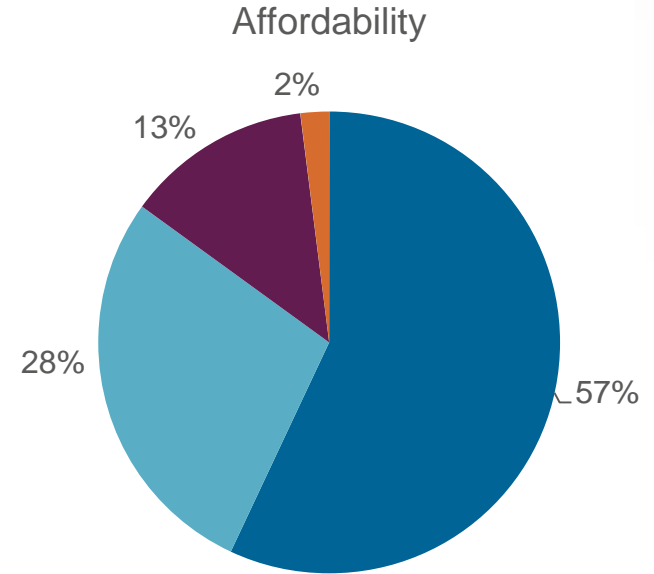
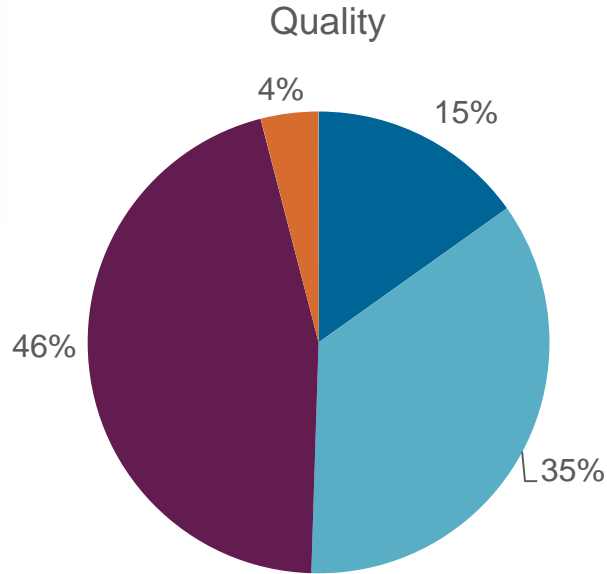
# Direction of California's public higher education system

Thinking about the public higher education system overall in California today, do you think it is generally going in the right direction or the wrong direction?

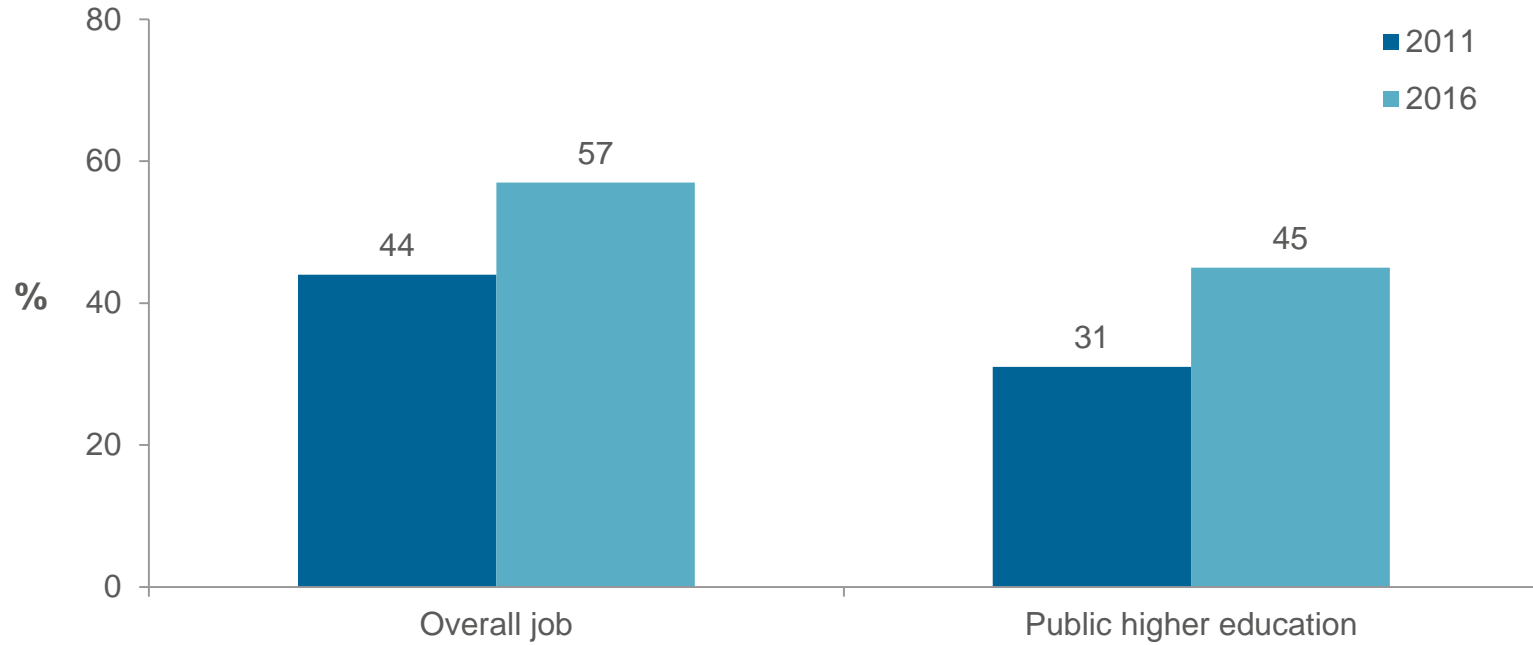


# Quality and affordability of public higher education

How about the overall \_\_\_\_\_ of education in California's public colleges and universities today? Is it a big problem, somewhat of a problem, or not much of a problem?

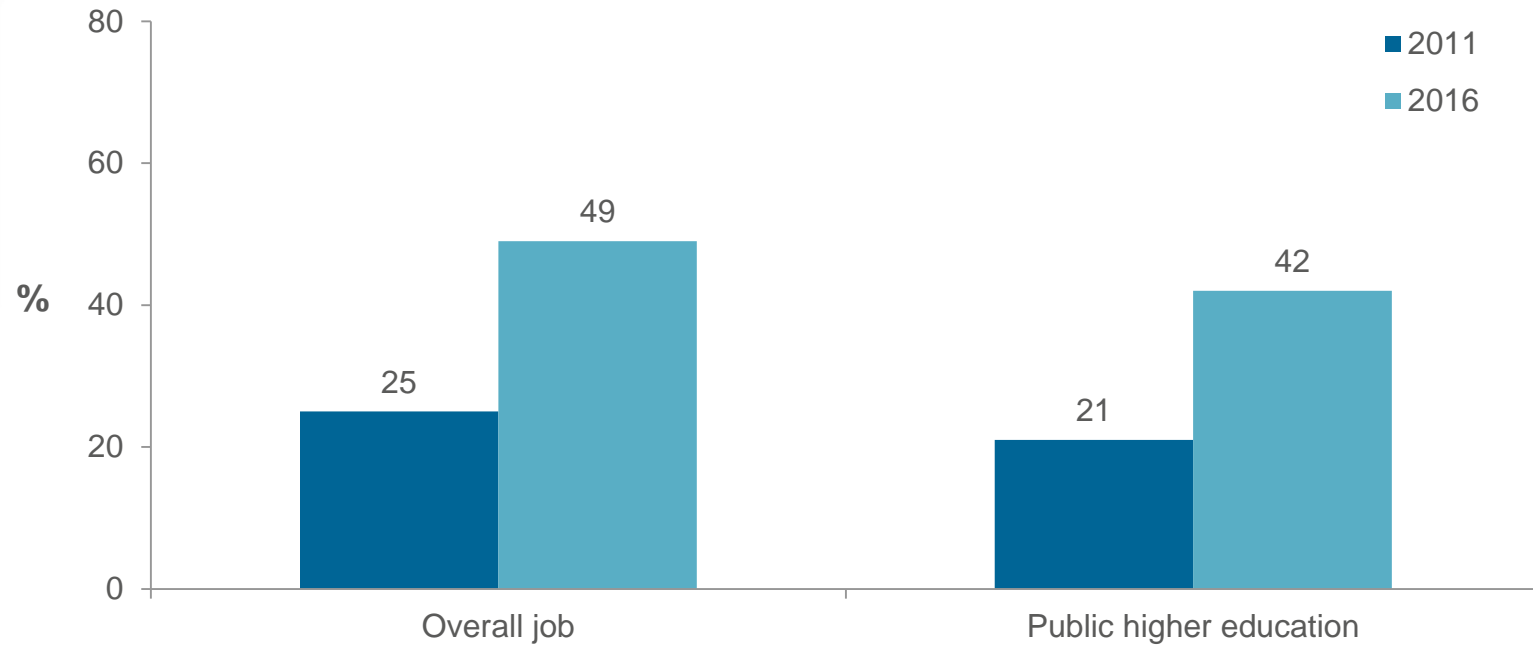


# Governor Brown's approval ratings



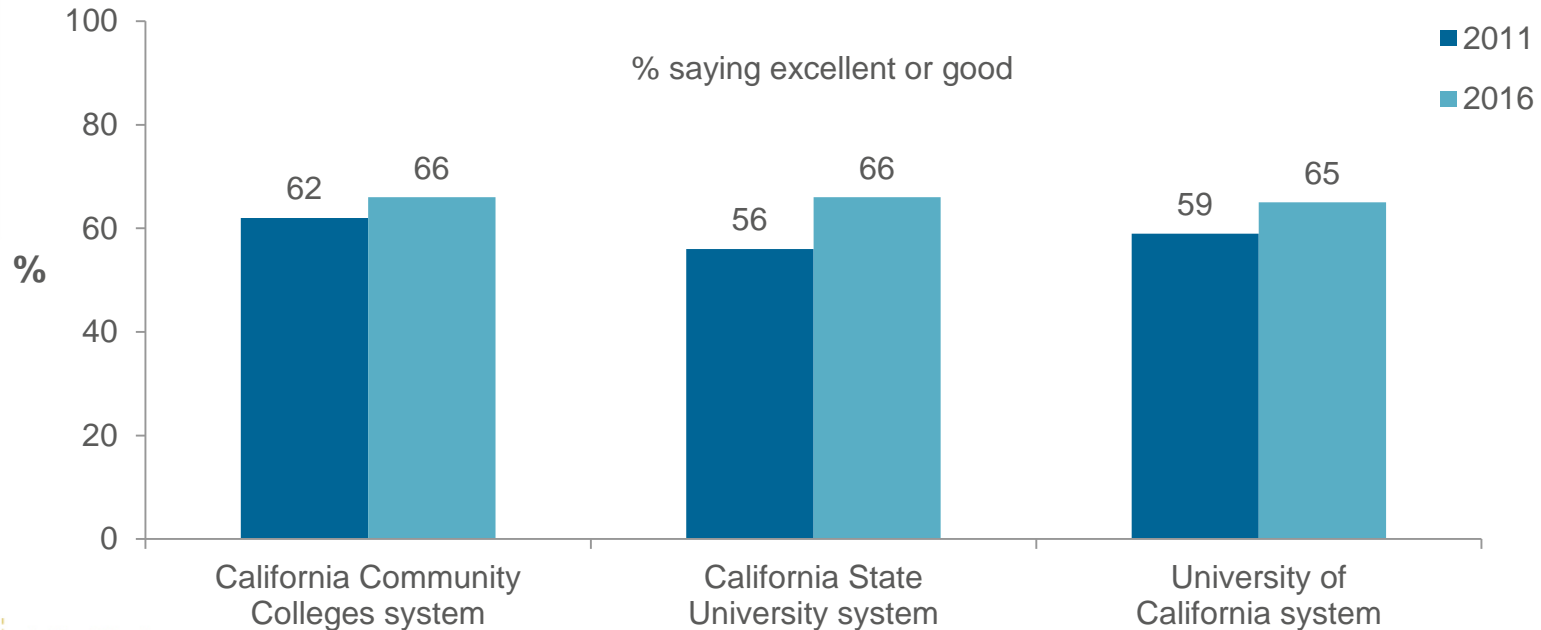


# California Legislature's approval ratings

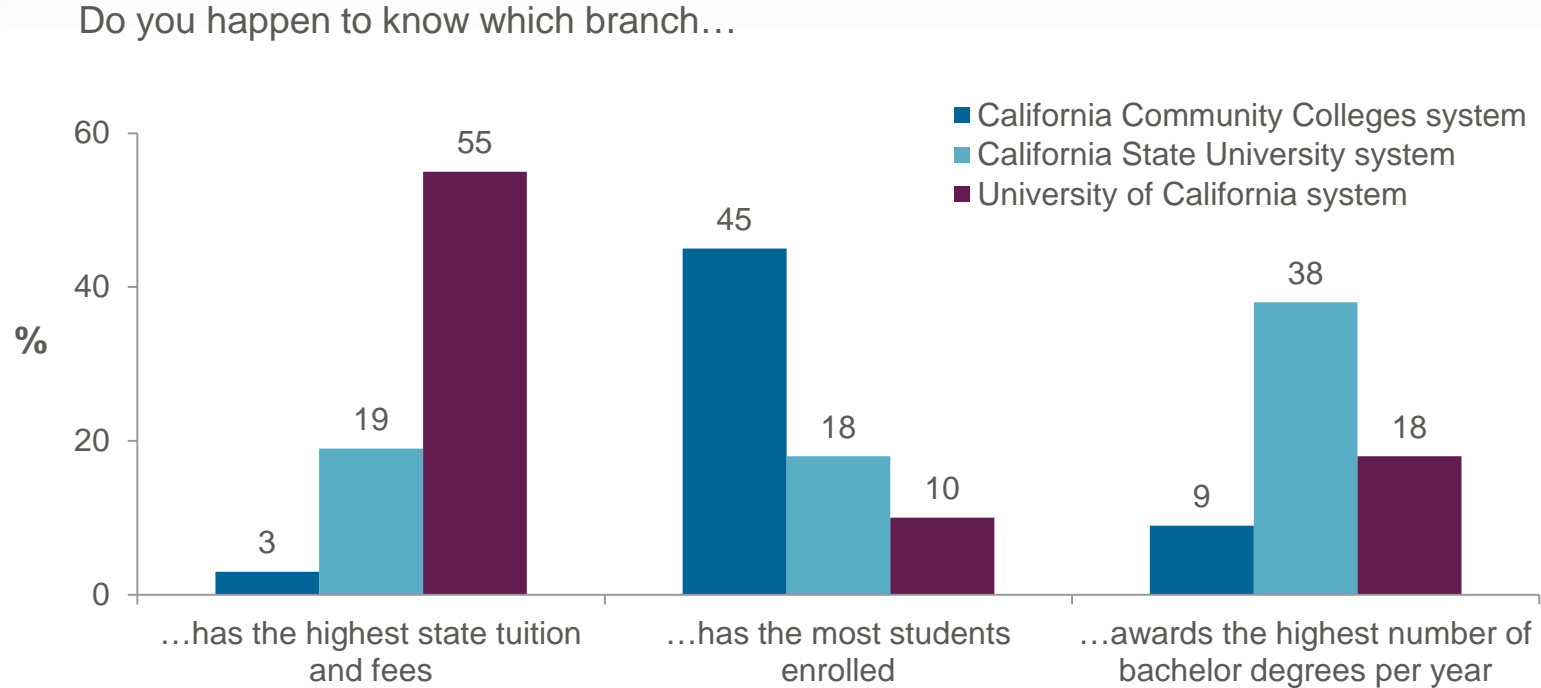


# Ratings of the three branches

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

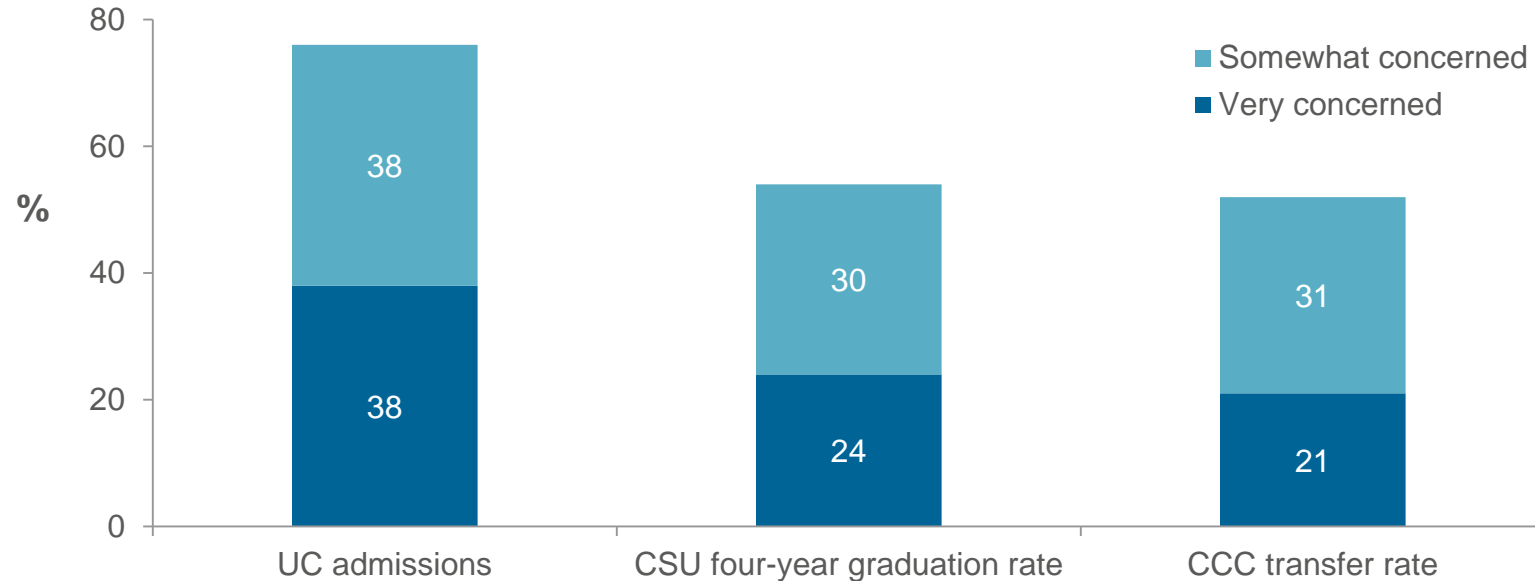


# Knowledge of the three branches



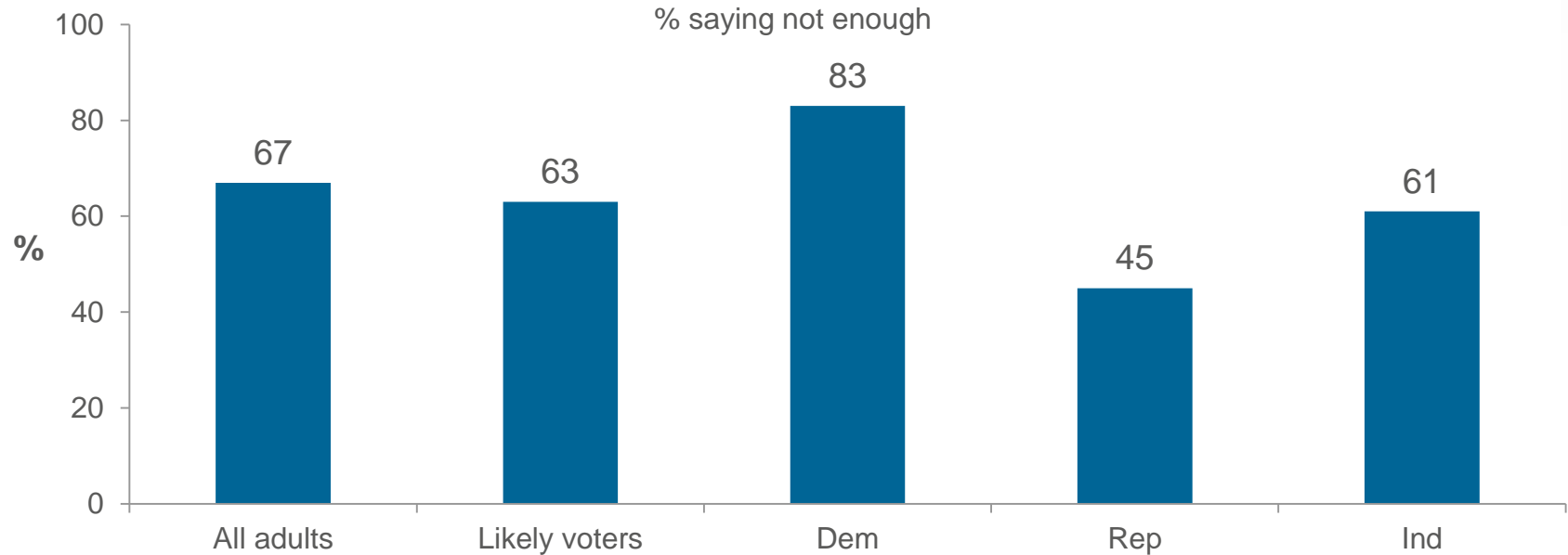
# Concerns about the three branches

For each of the following, please tell me if you are very concerned, somewhat concerned, not too concerned, or not at all concerned.



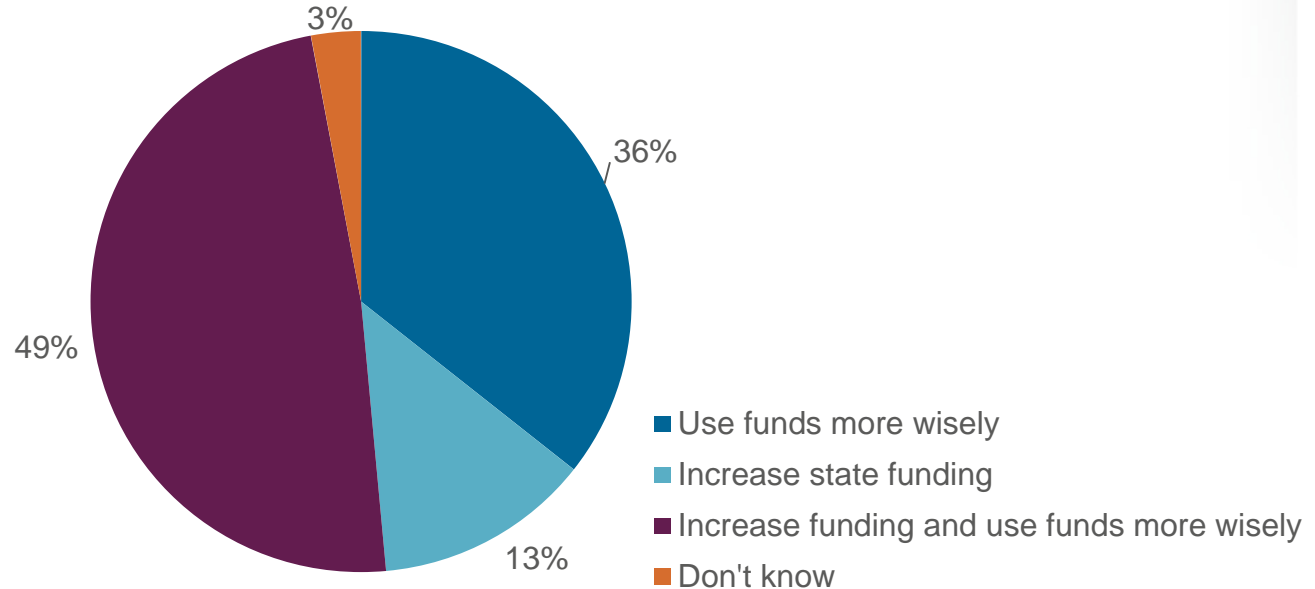
# Adequacy of state funding for public higher education

Do you think the current level of state funding for California's public colleges and universities is more than enough, just enough, or not enough?



# Increasing state funding and using funds efficiently

To significantly improve California's public higher education system, which of the following statements do you agree with the most — we need to use existing state funds more wisely, we need to increase the amount of state funding, or we need to use existing state funds more wisely and increase the amount of state funding?

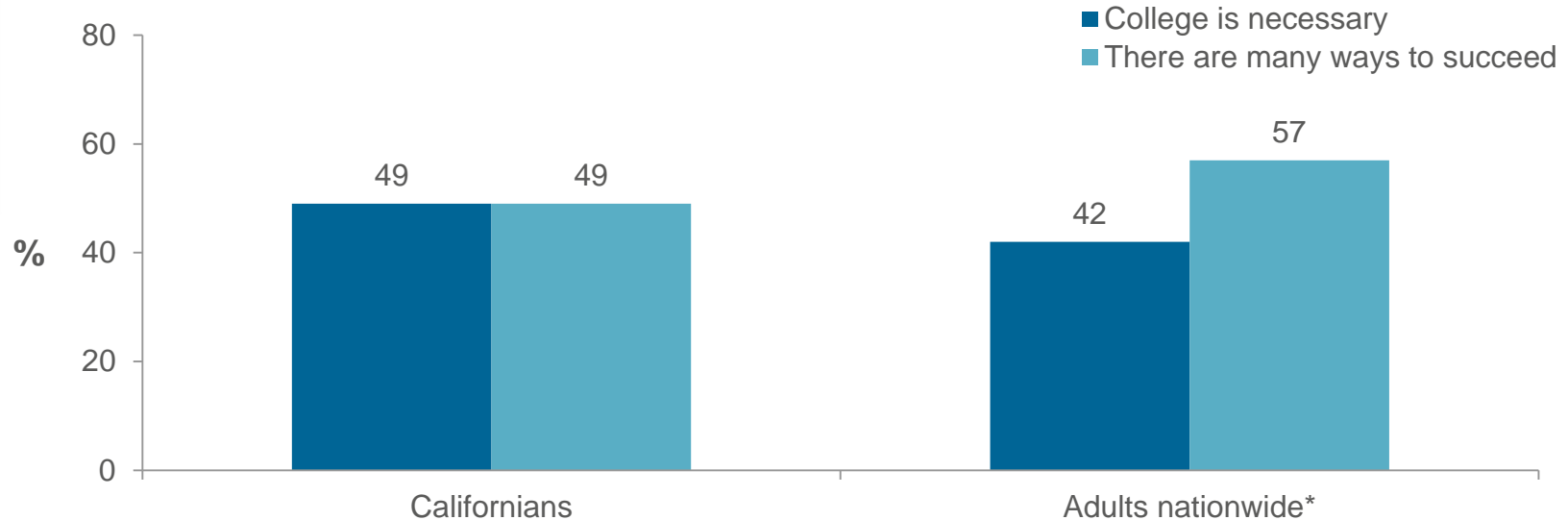


# Outline

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

# Importance of college for job success

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?

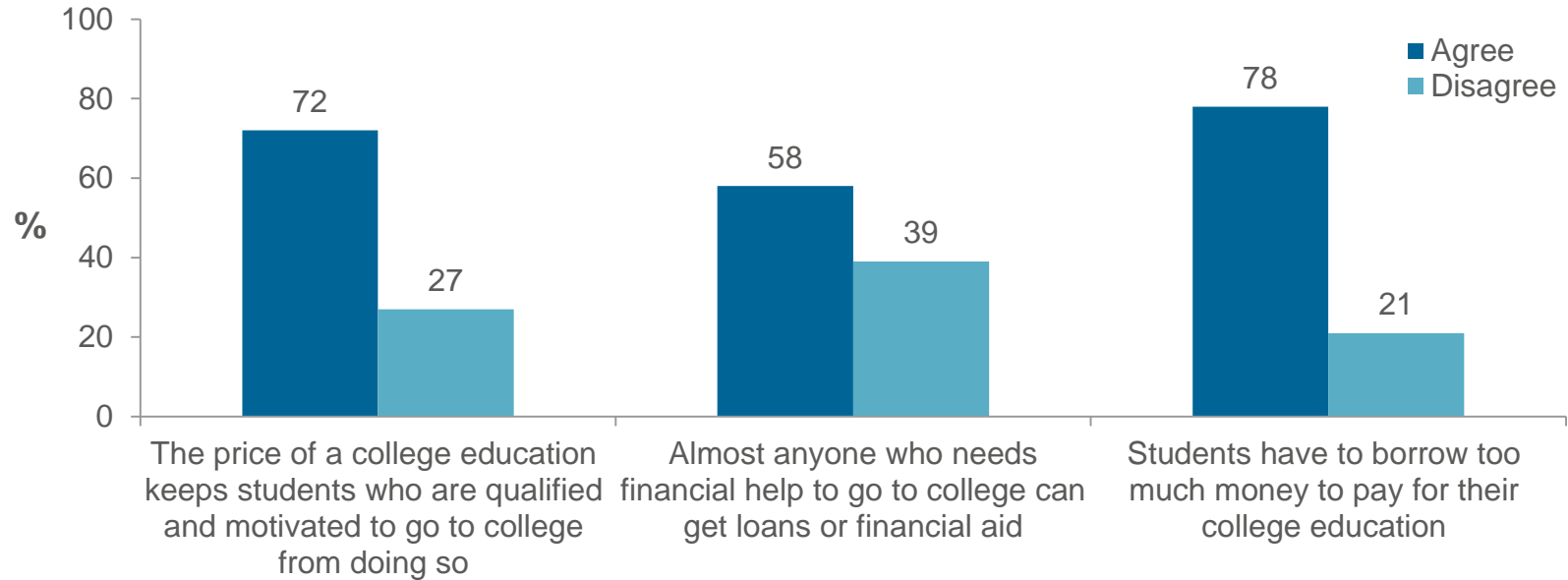


\* Public Agenda, July 2016



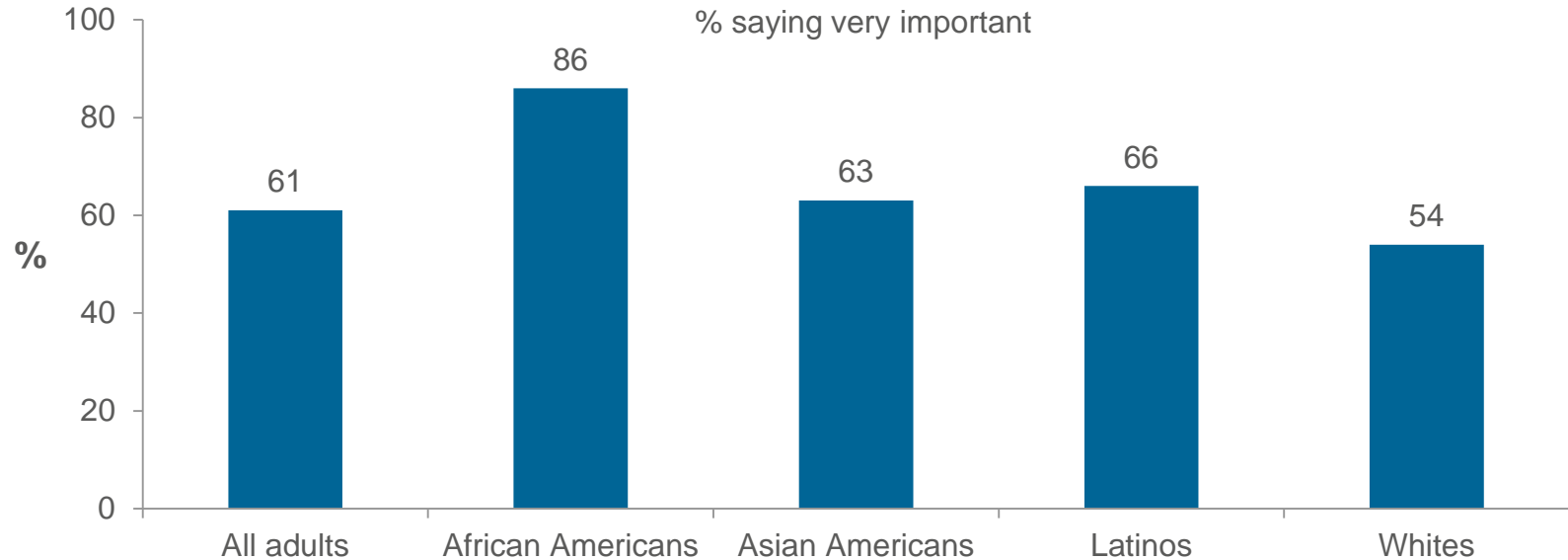
# College costs and student finances

Please say if you agree or disagree with the following statements...



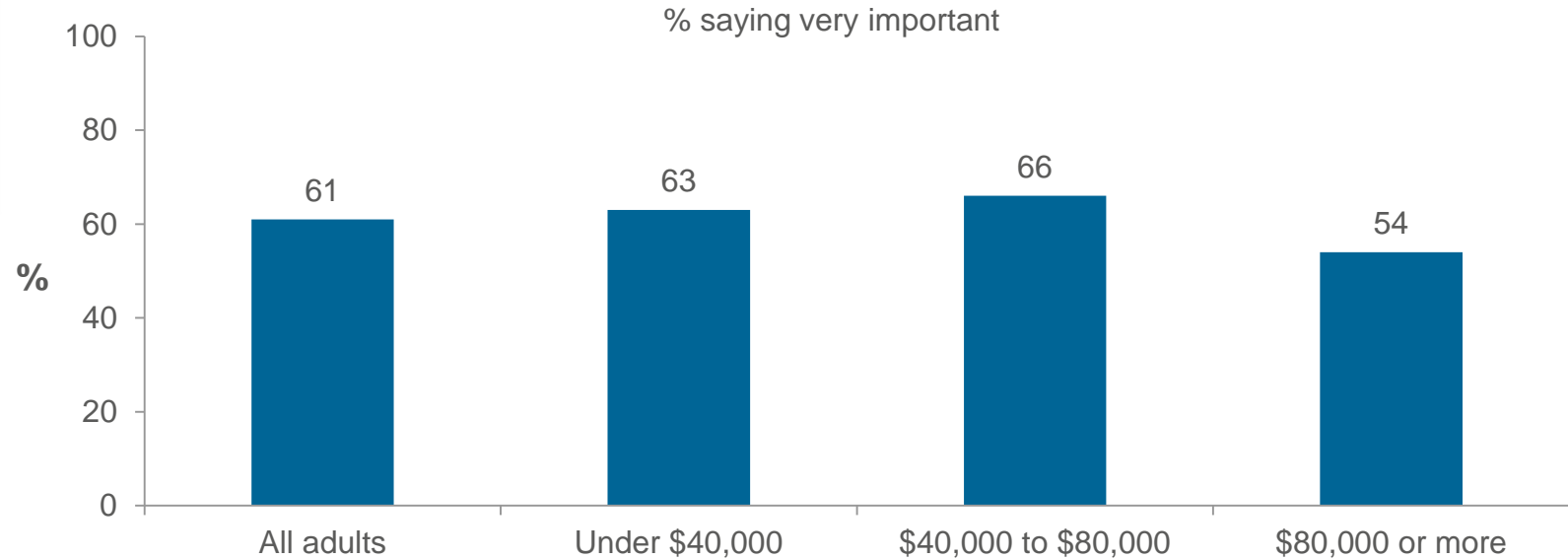
# Importance of racial diversity

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?



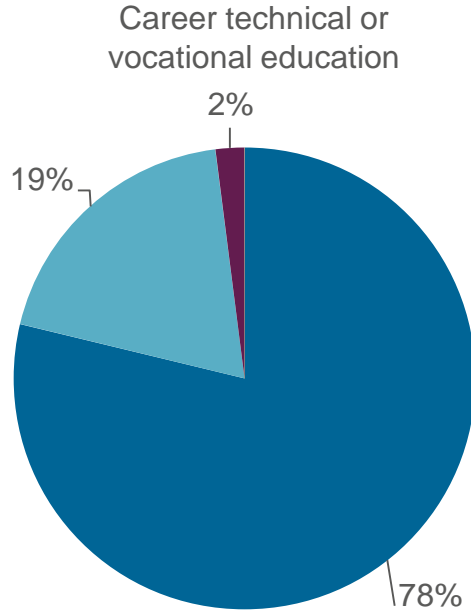
# Importance of economic diversity

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?

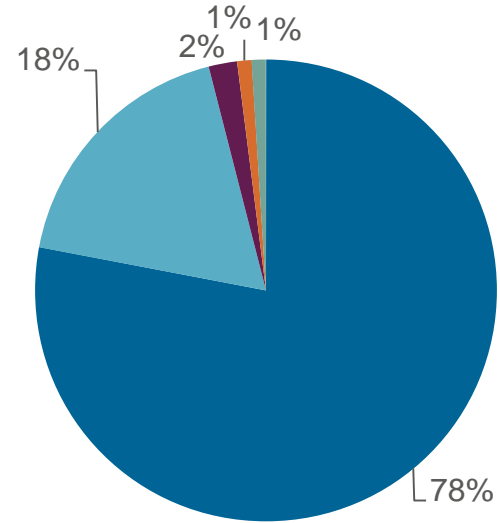


# Importance of community college educational pathways

How important to you is it that community colleges include...?



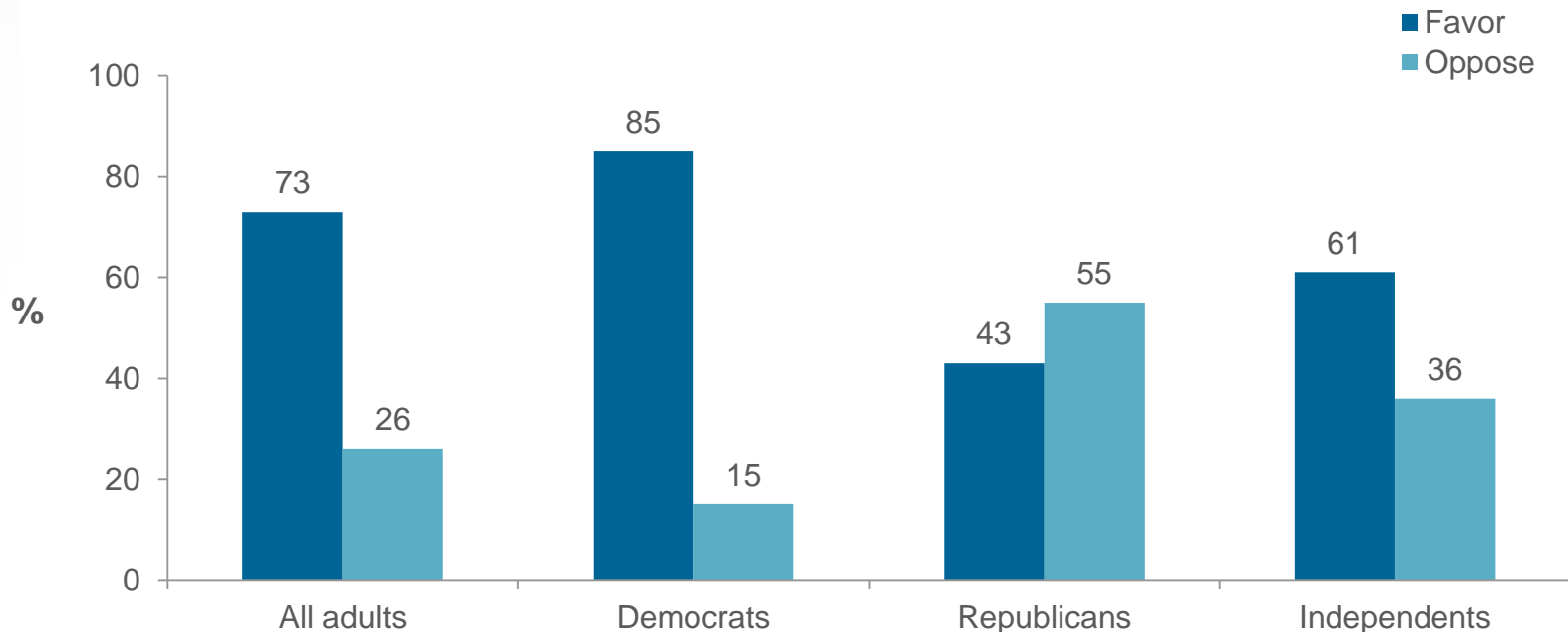
Classes that prepare students to transfer to four-year colleges and universities



- Very important
- Somewhat important
- Not too important
- Not at all important
- Don't know

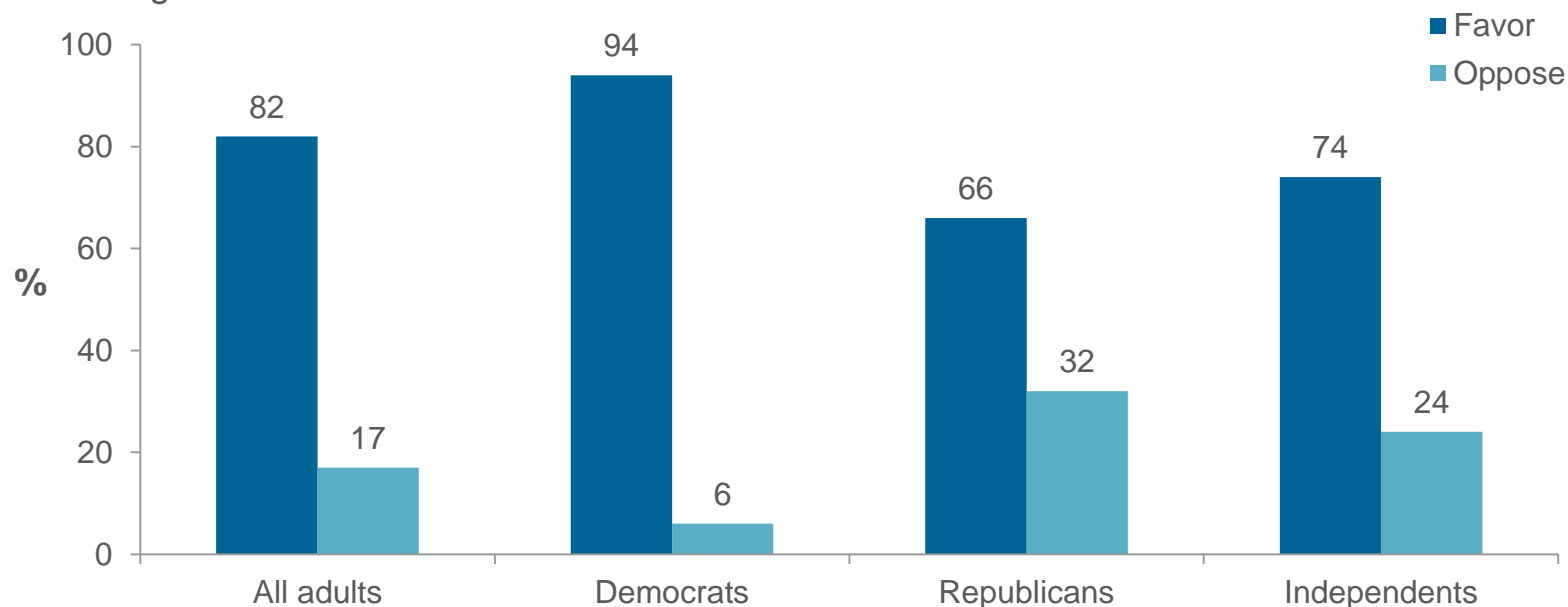
# Support for increased government funding for free community college

For each of the following, please say if you favor or oppose the proposal. How about increasing government funding to make community college free?



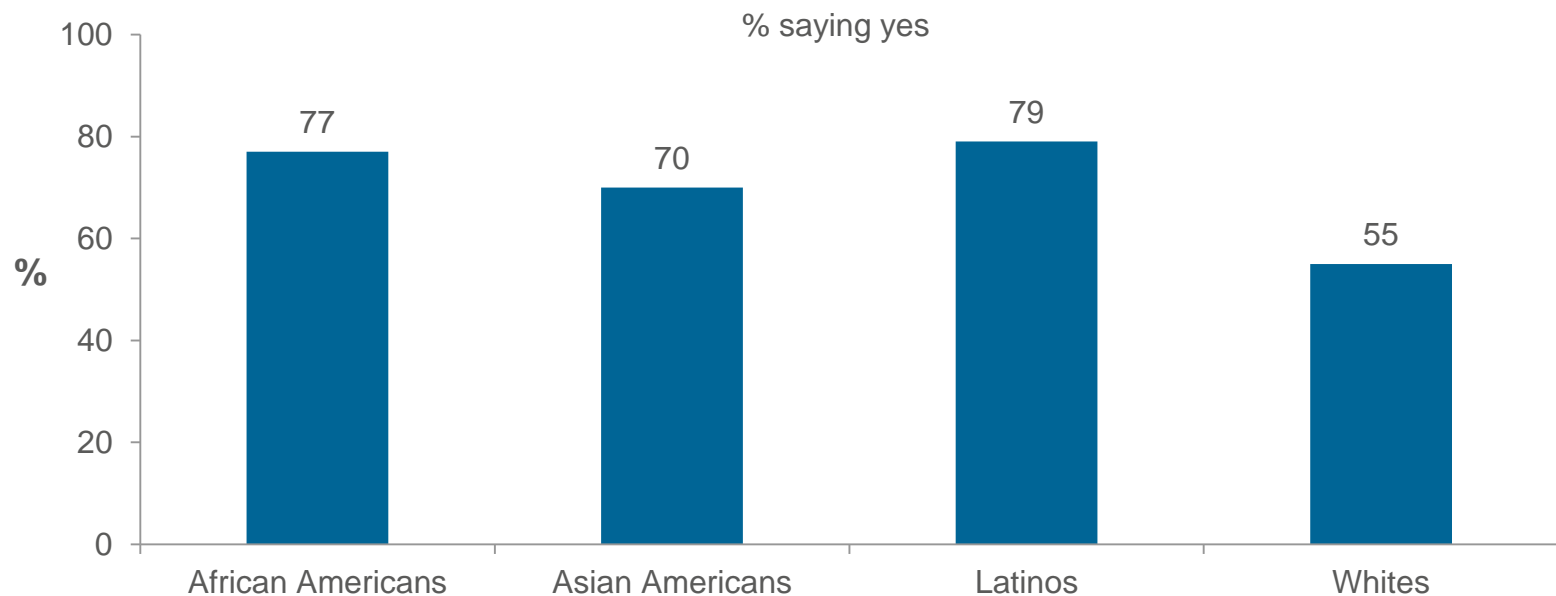
# Support for increased government funding for scholarships and grants

For each of the following, please say if you favor or oppose the proposal. How about increasing government funding for scholarships and grants for students attending four-year colleges and universities?



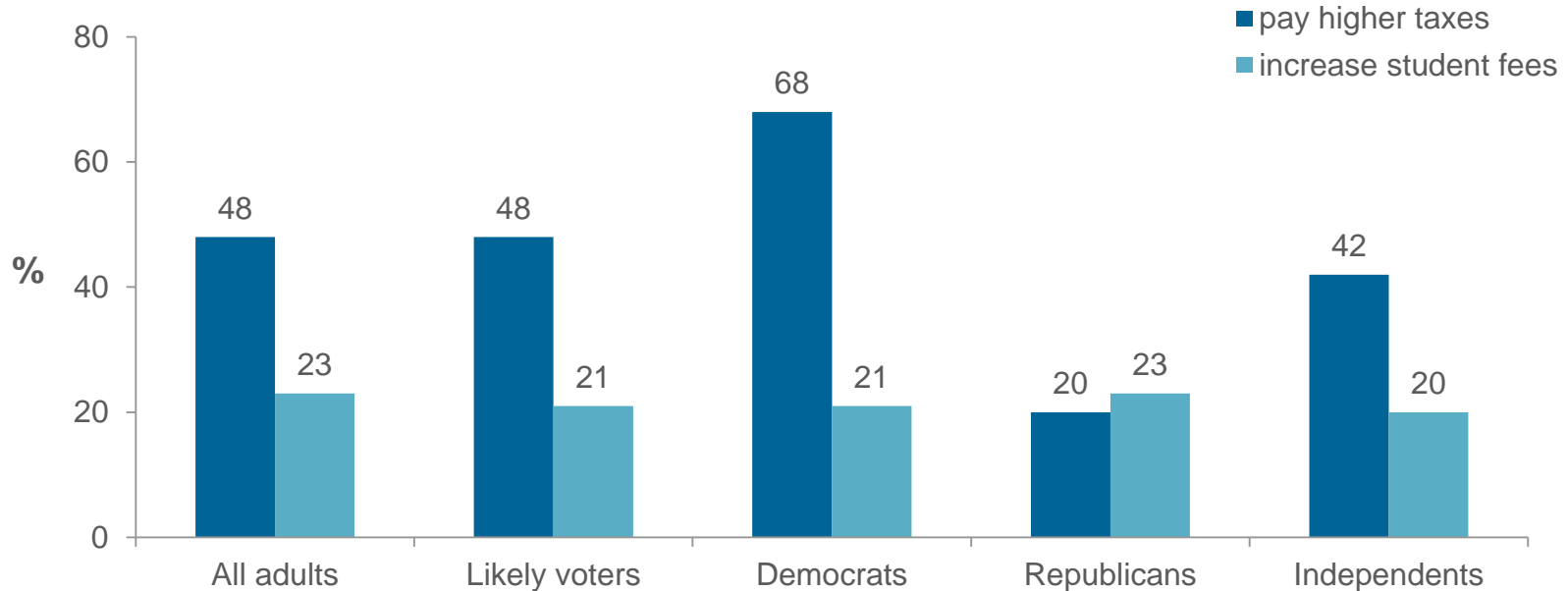
# Support for state bond for higher education construction projects

If the state ballot had a bond measure to pay for construction projects in California's higher education system, would you vote yes or no?



# Preferences for raising revenue

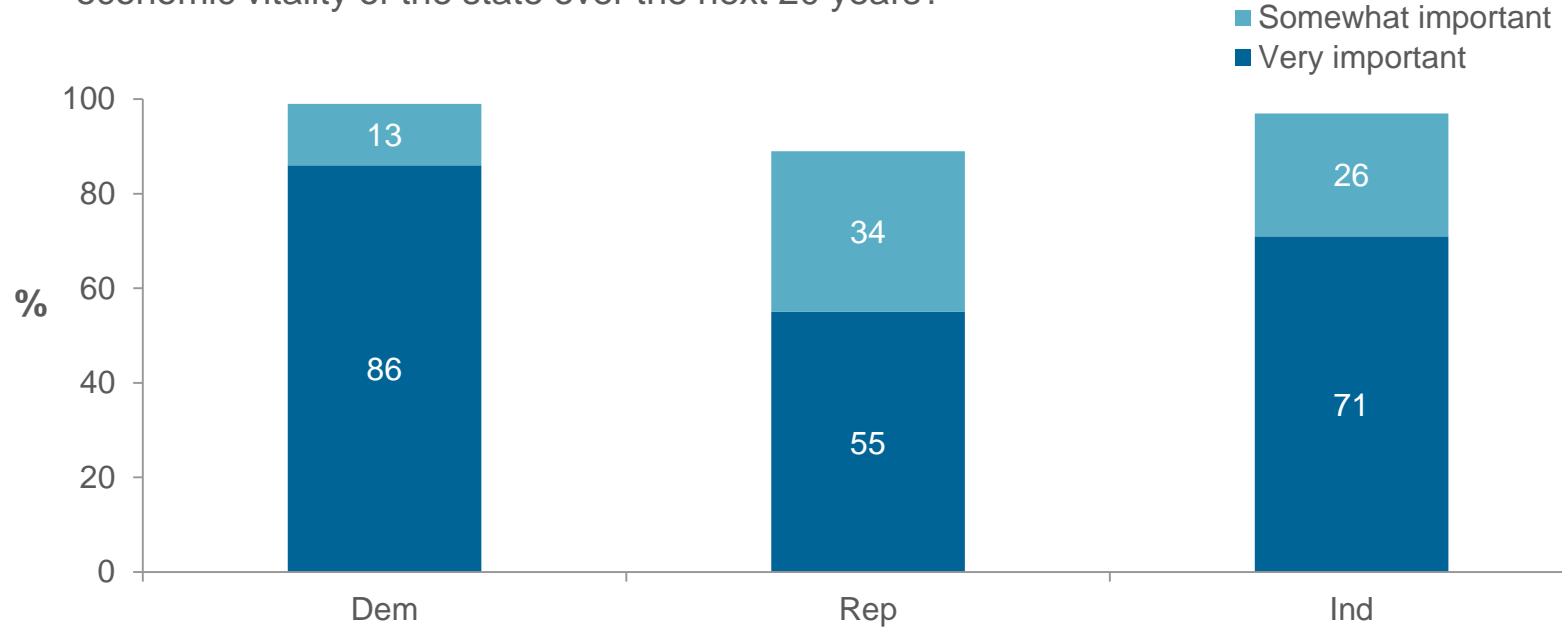
What if the state government said it needed more money to increase funding for California's public higher education system? Would you be willing to...





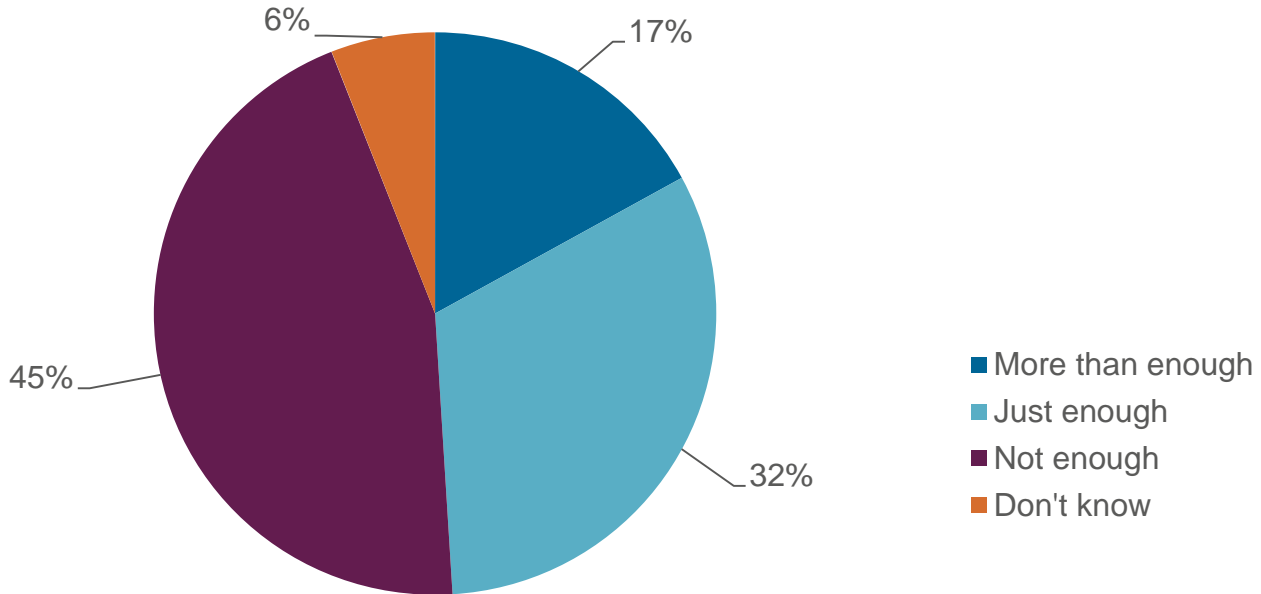
# Importance of higher education for California's future

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?



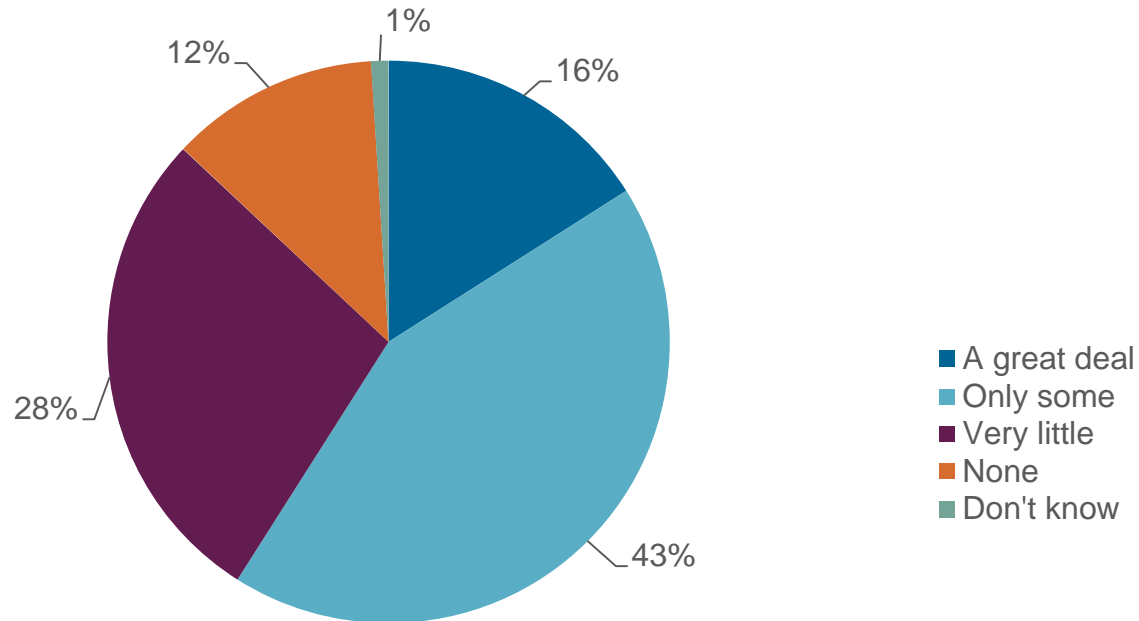
# Future supply of college-educated workers

In thinking ahead 20 years, if current trends continue, do you think California will have more than enough, not enough, or just enough college-educated residents needed for the jobs and skills likely to be in demand?



# 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—a great deal, only some, very little, or none?



# Outline

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

# Conclusions

- Californians give positive ratings to the three branches of the state's public higher education system.
- While few see the quality of education as a problem, a plurality say affordability is the most important issue facing public higher education.
- Approval ratings for Governor Brown and the legislature have risen as the state's budget situation has improved and student costs have stabilized in recent years.
- Two-thirds of Californians say state funding for public higher education is not adequate; there is majority support for raising revenue through a state bond, but few favor increasing student fees.
- Though a strong majority say California's higher education system is very important for the state's quality of life and economic vitality, few have a great deal of confidence in the state government to plan for its future.

# PPIC Statewide Survey: Californians and Higher Education

December 9, 2016

Mark Baldassare, Dean Bonner,  
David Kordus, Lunna Lopes

---

Supported with funding from the Arjay and Frances Miller Foundation, the Flora Family Foundation, John and Louise Bryson, Walter Hewlett, and the William and Flora Hewlett Foundation



**PPIC**

PUBLIC POLICY  
INSTITUTE OF CALIFORNIA

# 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:

Lunna Lopes (lopes@ppic.org; 415-291-4492)

Thank you for your interest in this work.