

PPIC Statewide Survey: Californians and Higher Education

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November 2009



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
 - $\pm 2\%$ margin of error for all adults
 - $\pm 2.5\%$ for likely voters
 - $\pm 3.1\%$ for parents

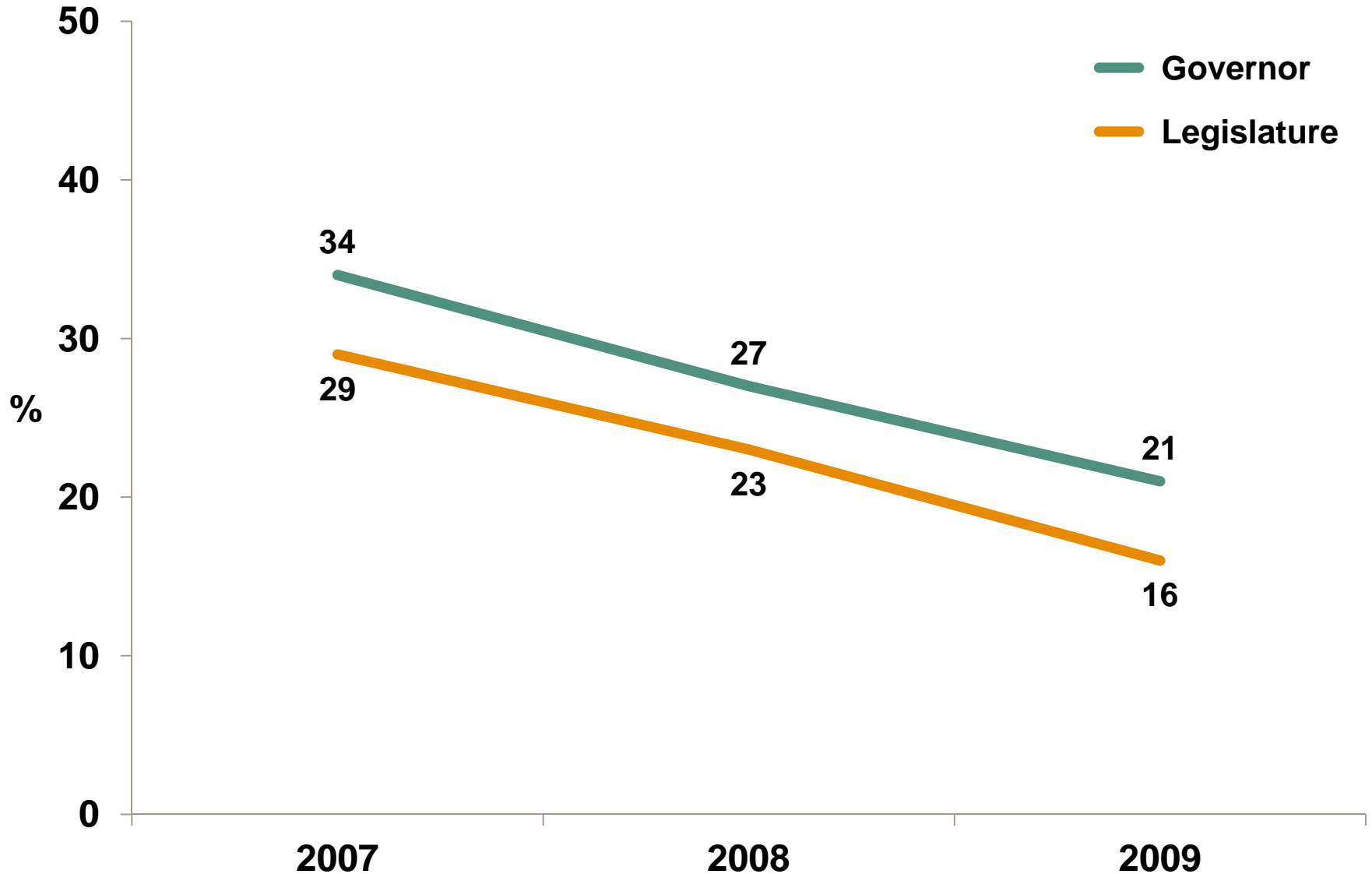


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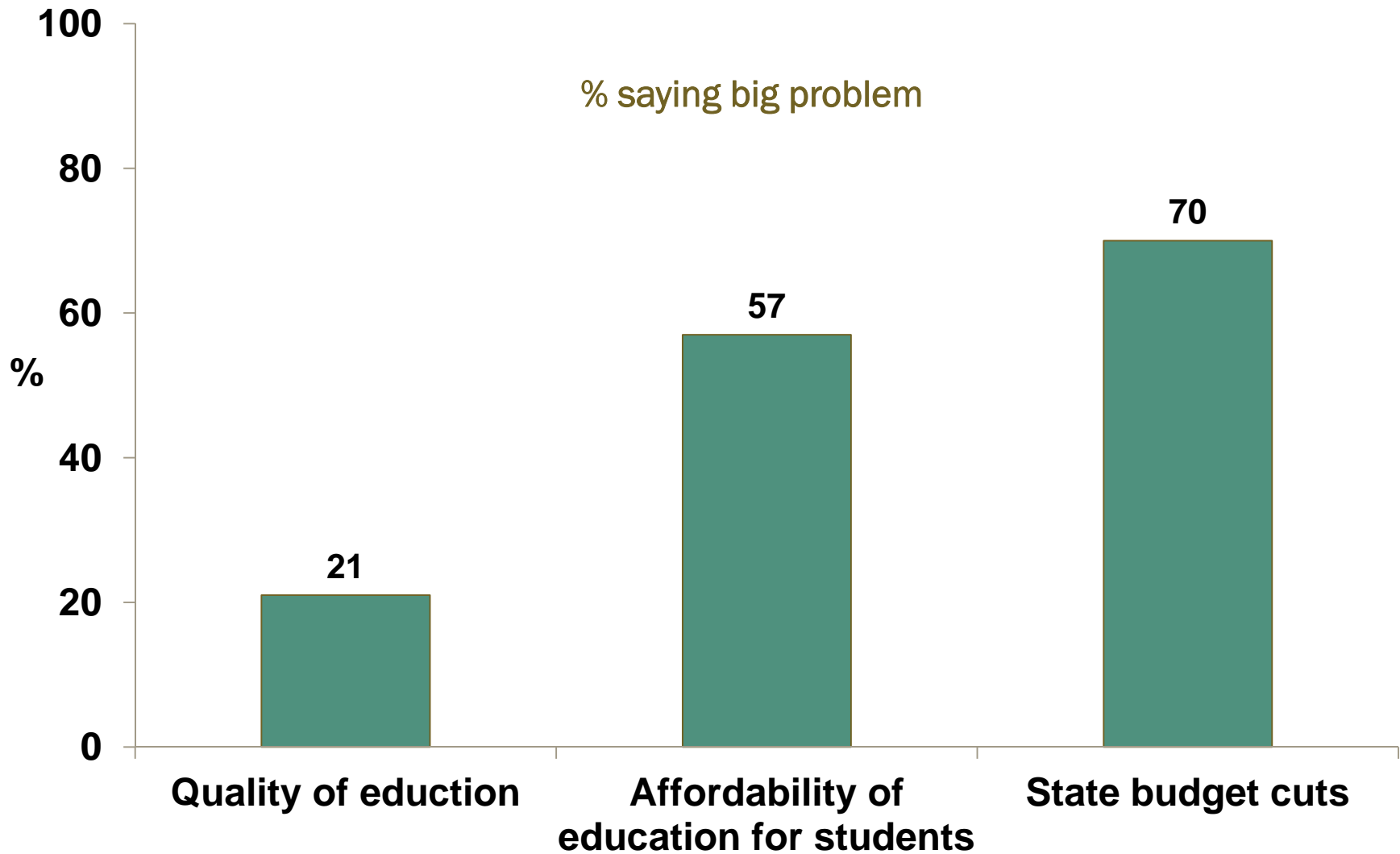


Approval Ratings of State Officials on Higher Education



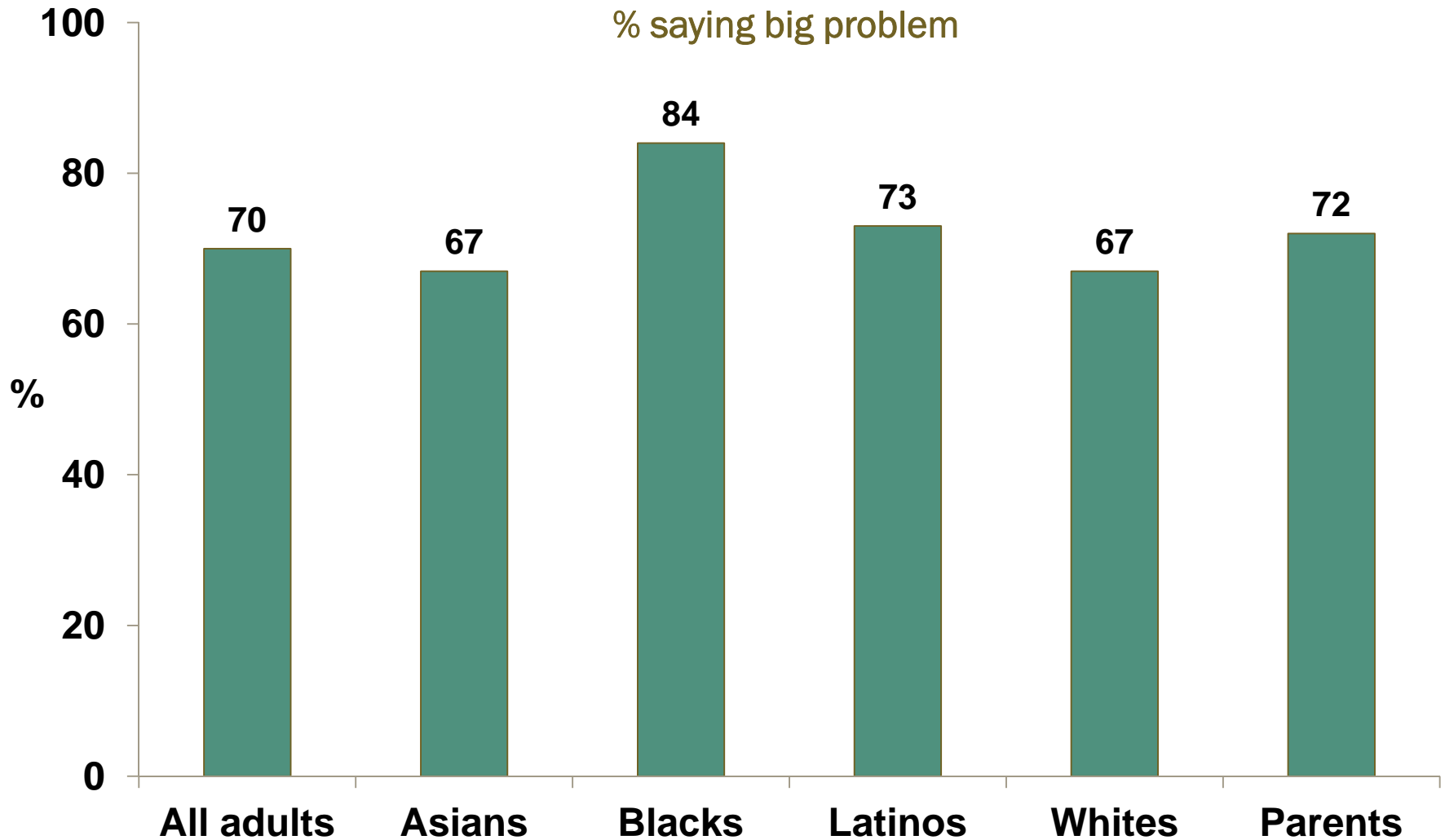
Overall Conditions of Higher Education

How about the overall _____ in California's public colleges and universities today?



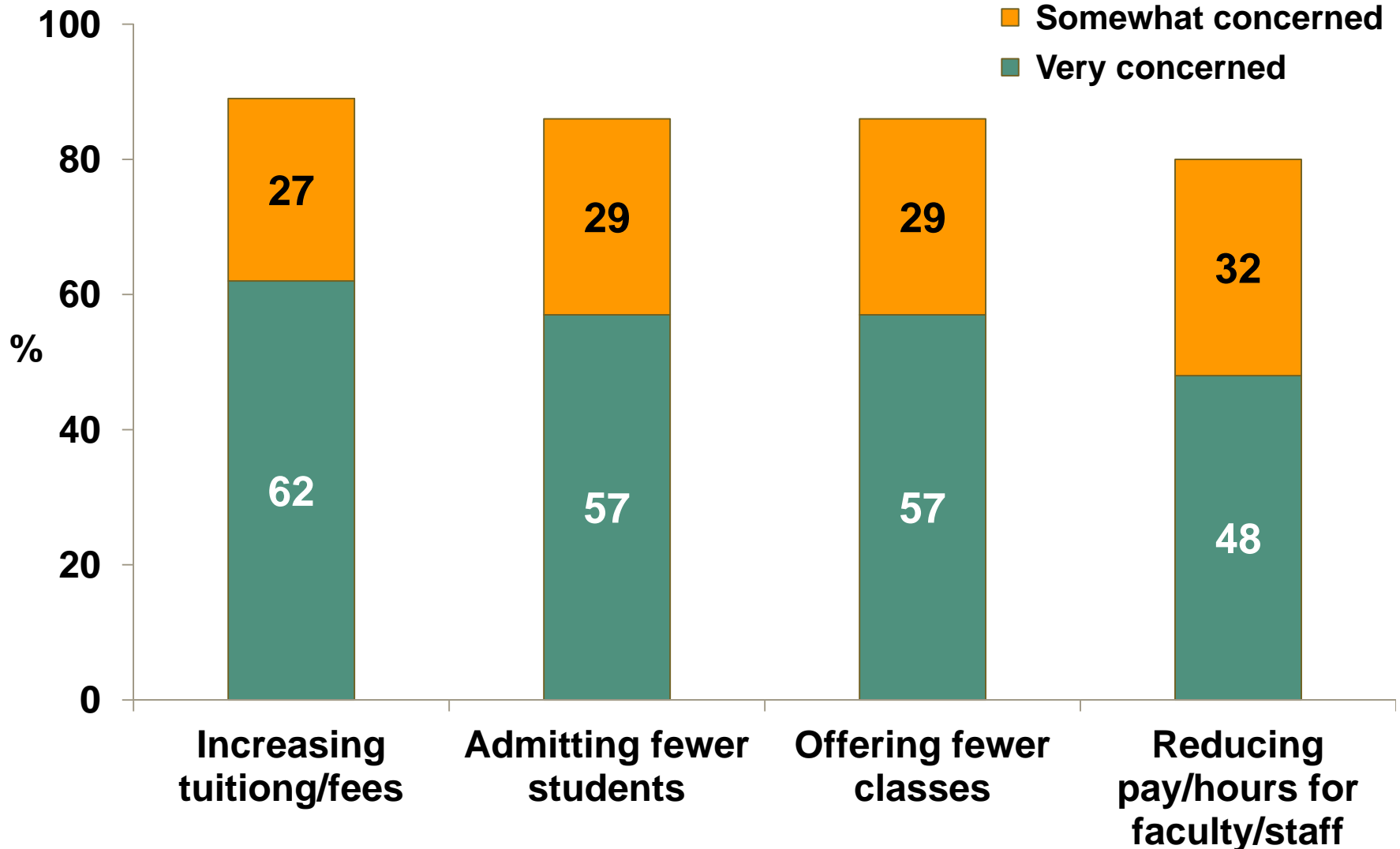
State Budget Cuts to Higher Education

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



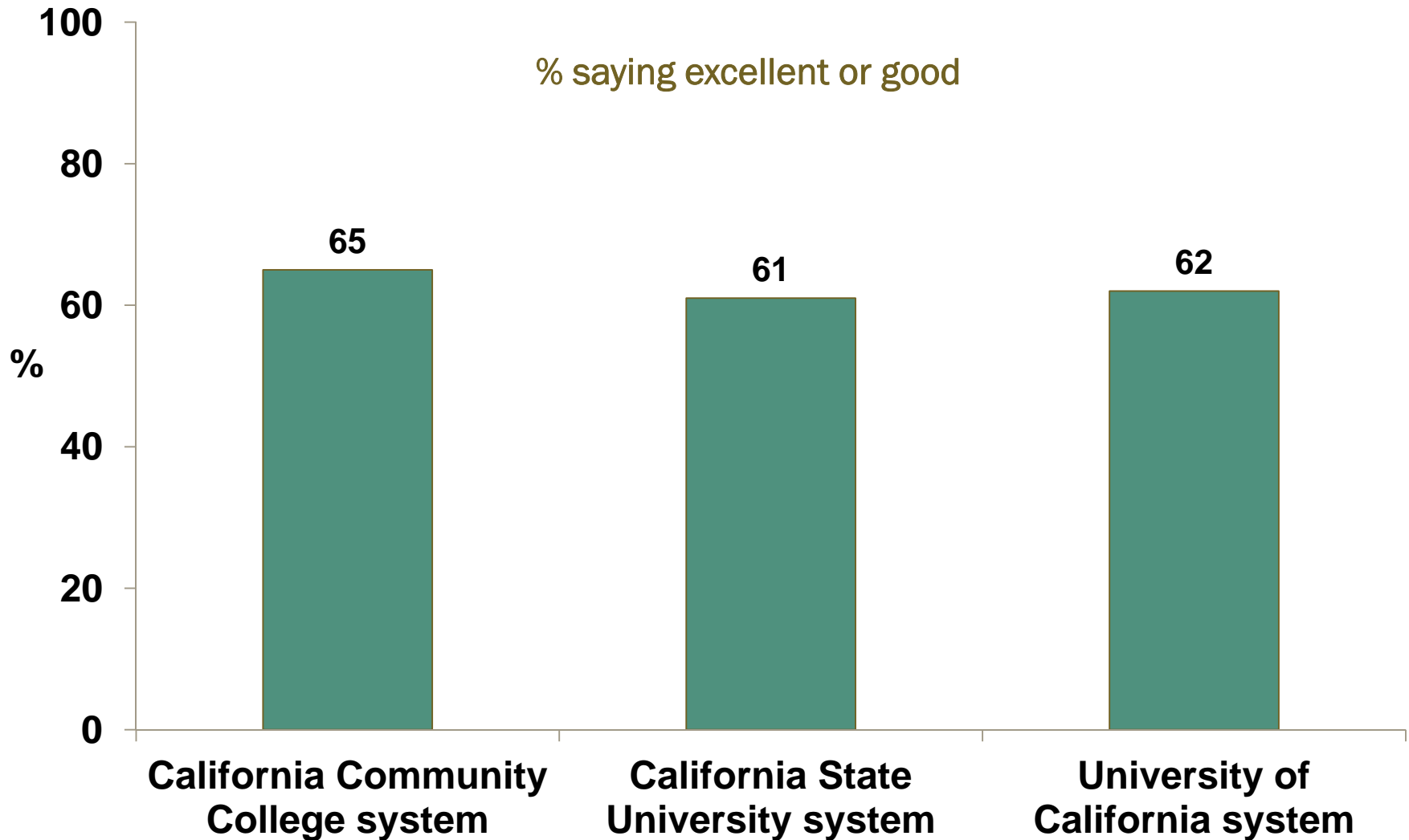
Perceptions of State Budget Cuts

How about _____ to deal with state budget cuts?



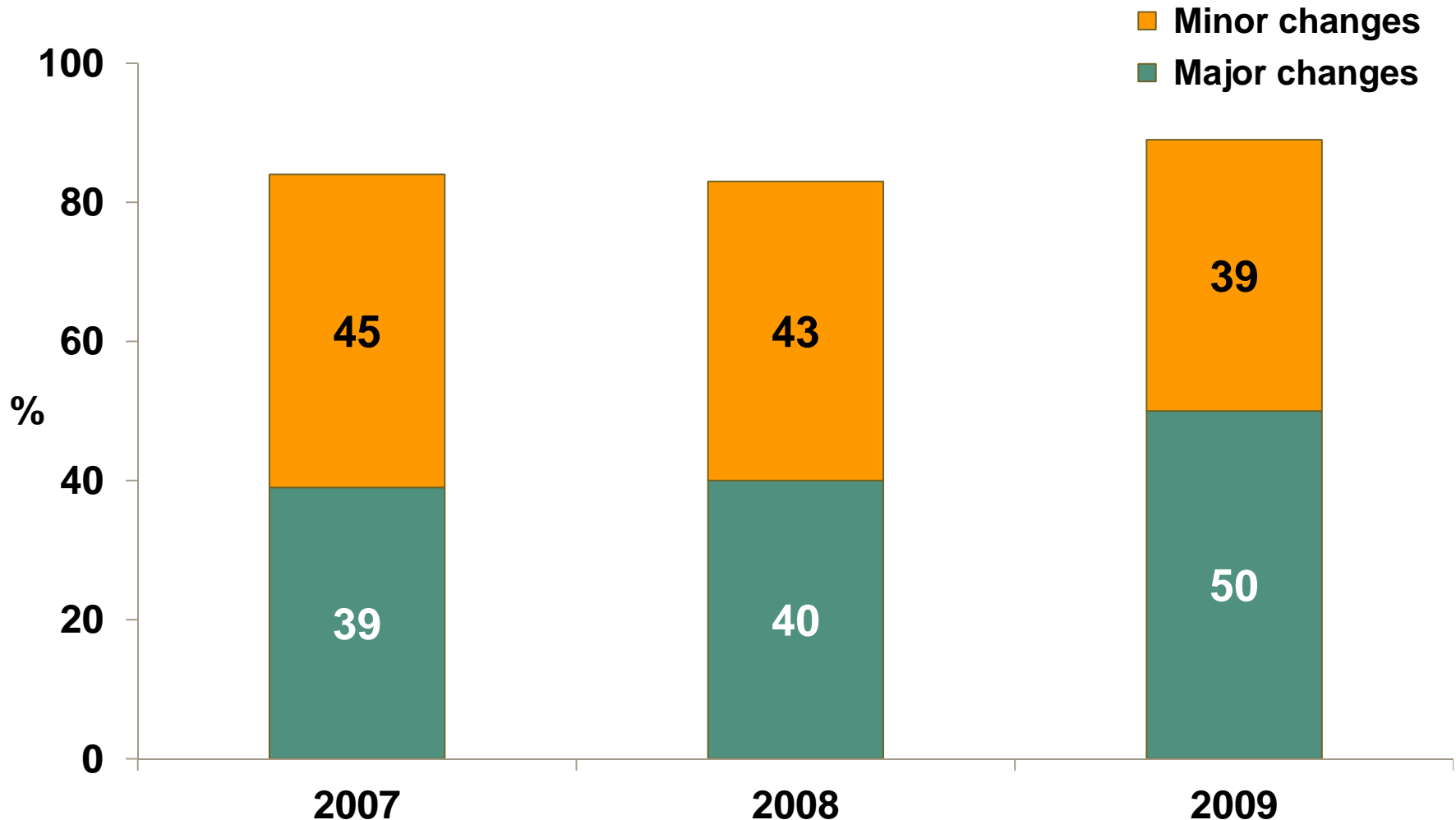
Institutional Ratings

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



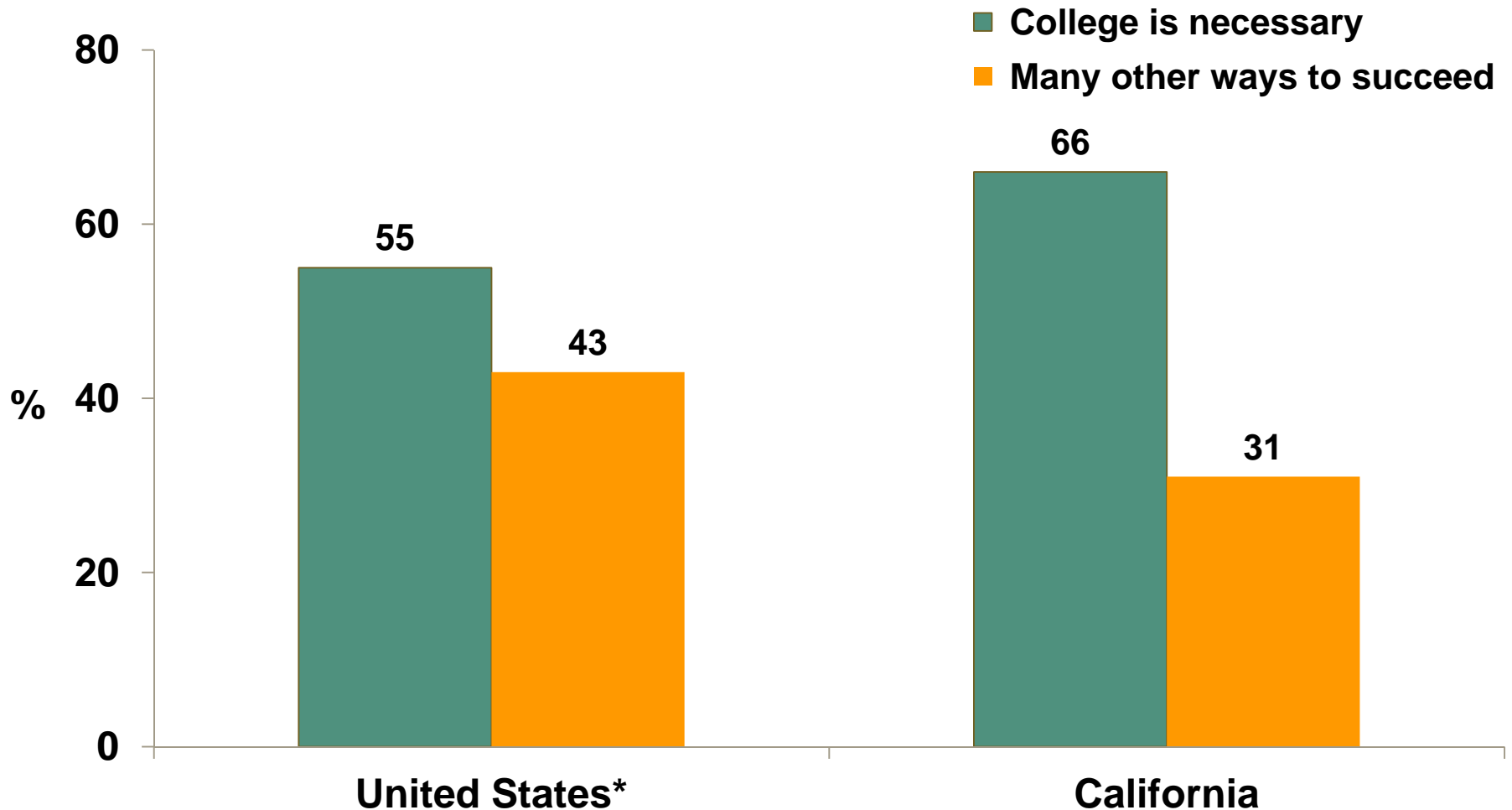
Change Needed to Higher Education

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?



Importance of a College Education

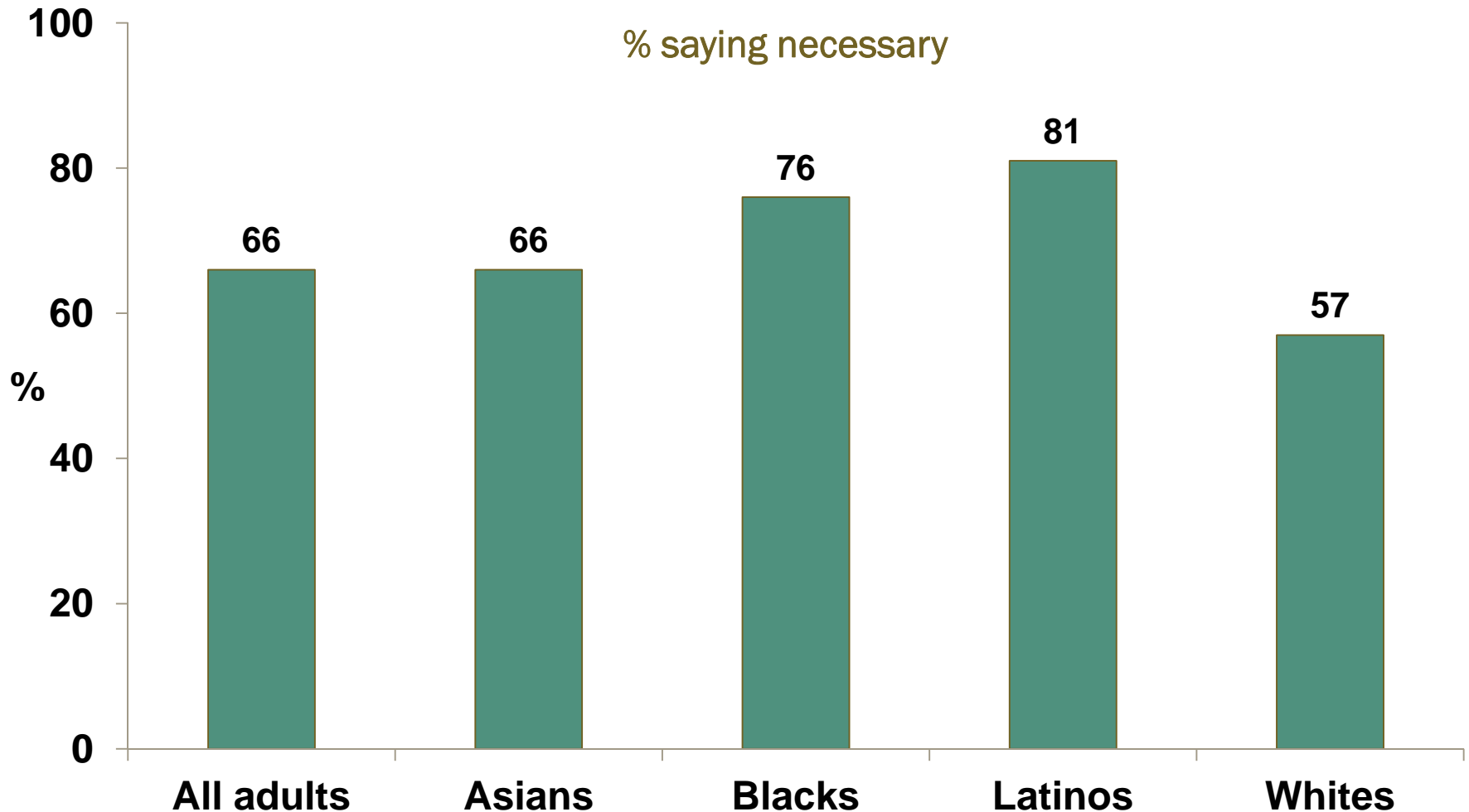
Do you think that a college education is necessary for a person to be successful in today's work world, or do you think that there are many ways to succeed in today's work world without a college education?



*Public Agenda/National Center, 2009

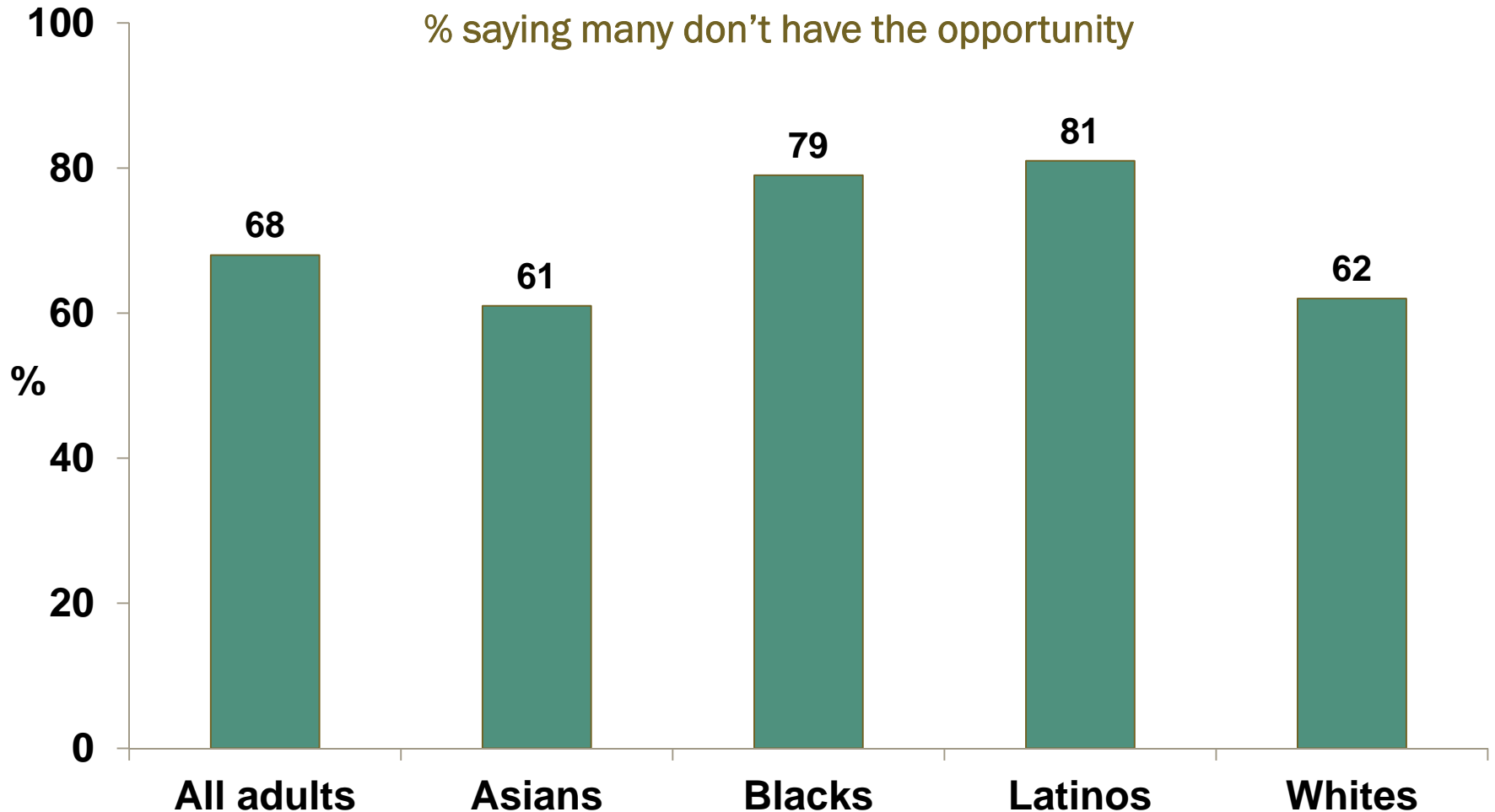
Importance of a College Education

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?



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?



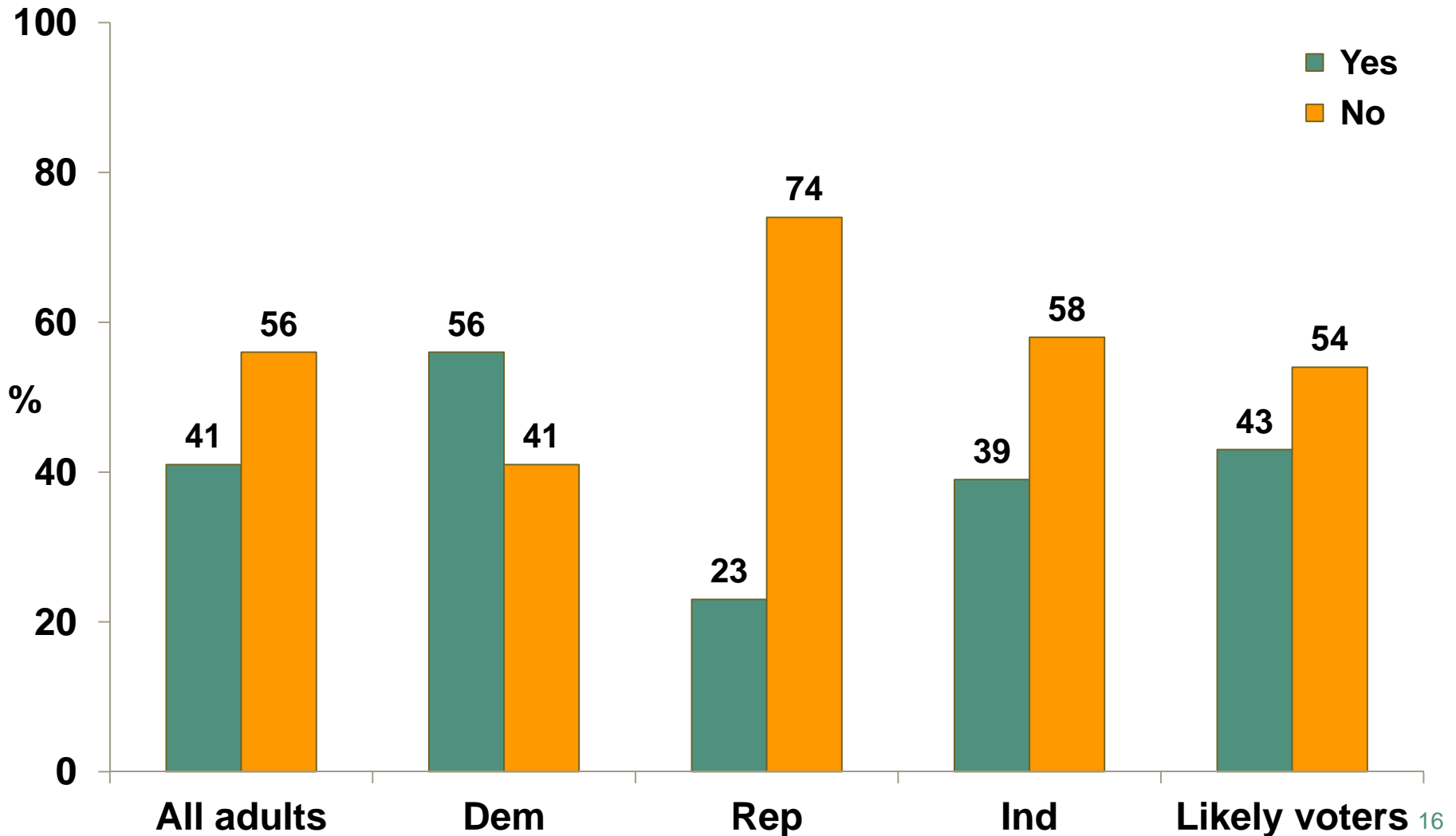
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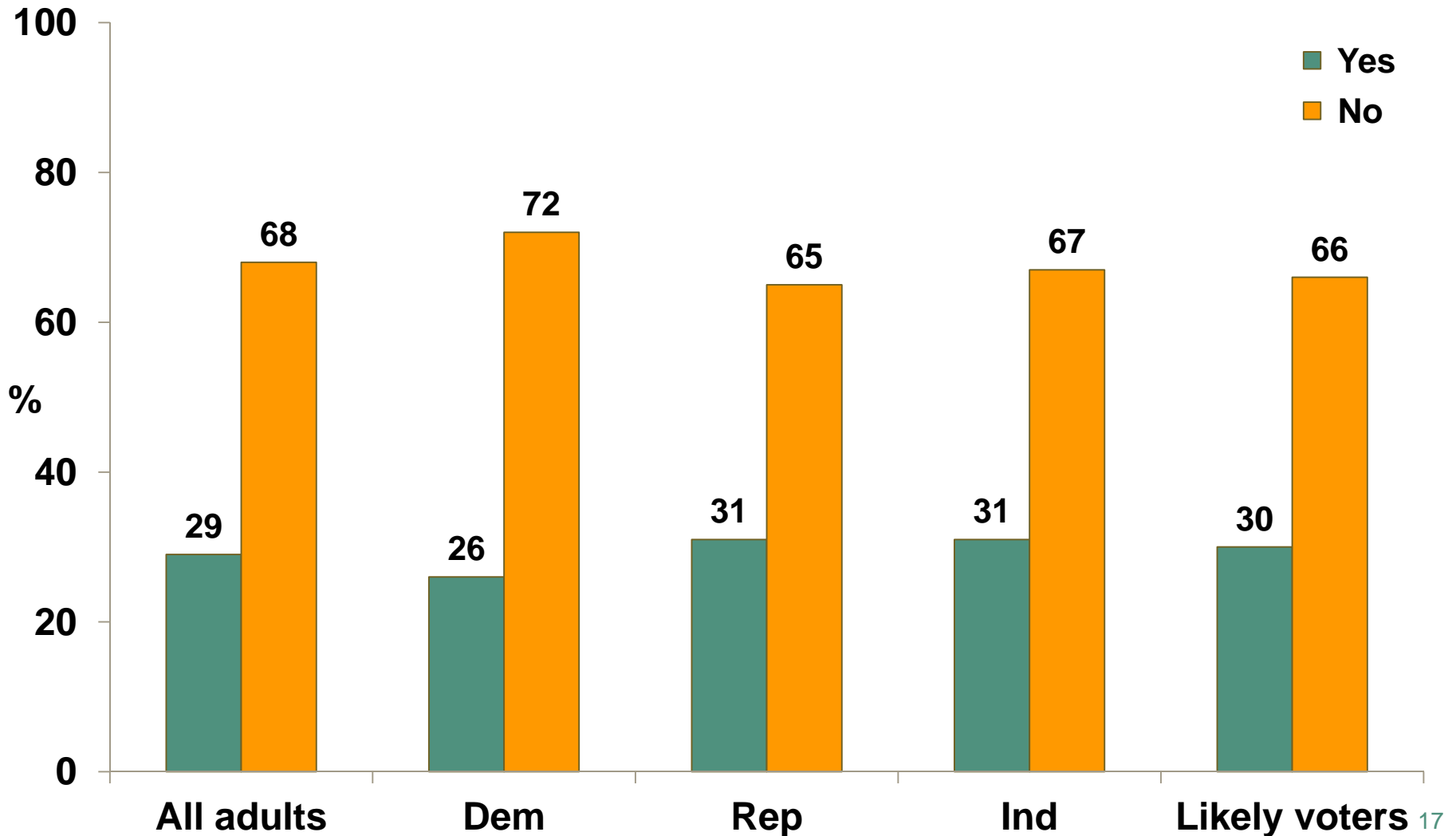
Willingness to Pay Higher Taxes for Public Colleges and Universities

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



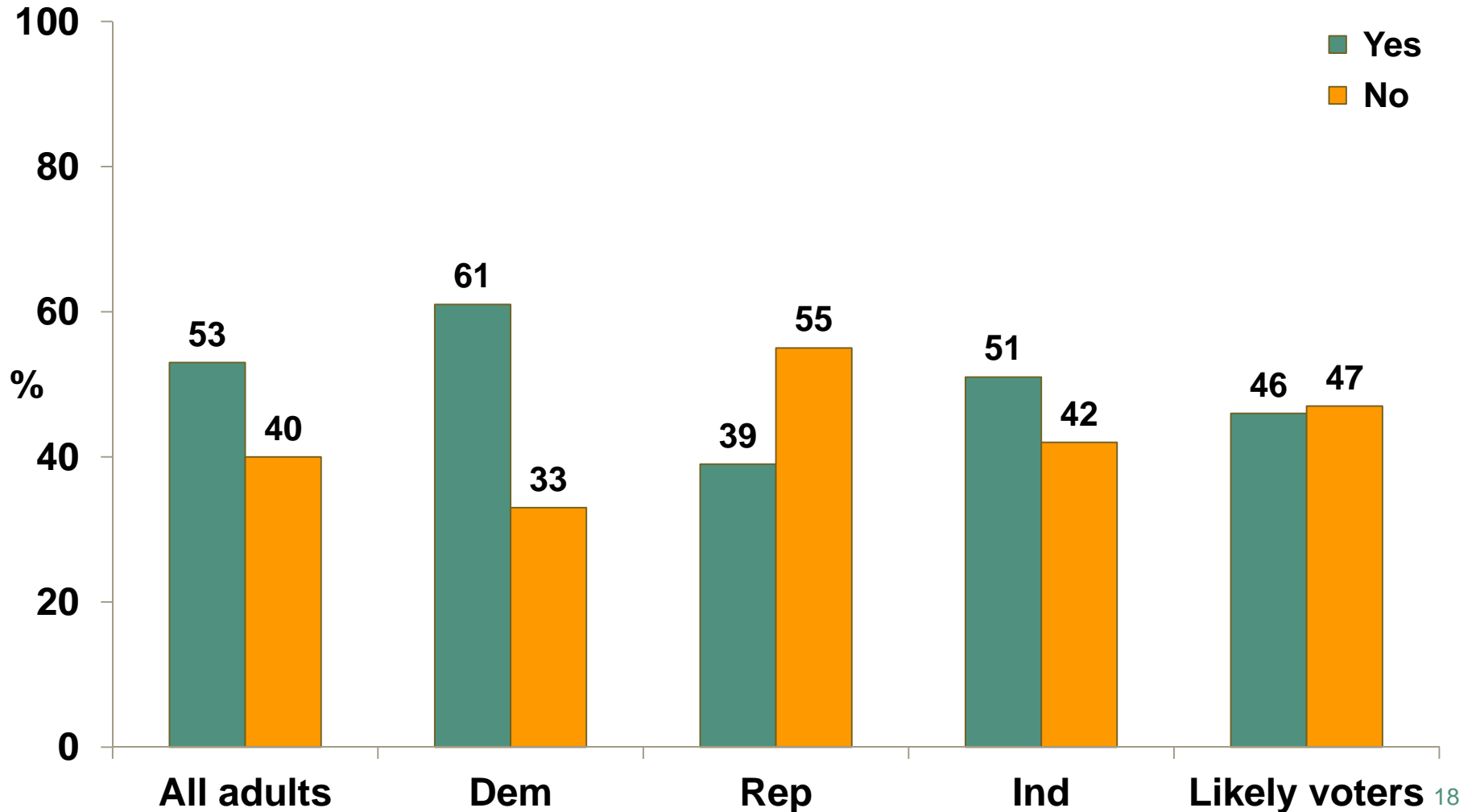
Willingness to Increase Student Fees to Make Up for Budget Cuts

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



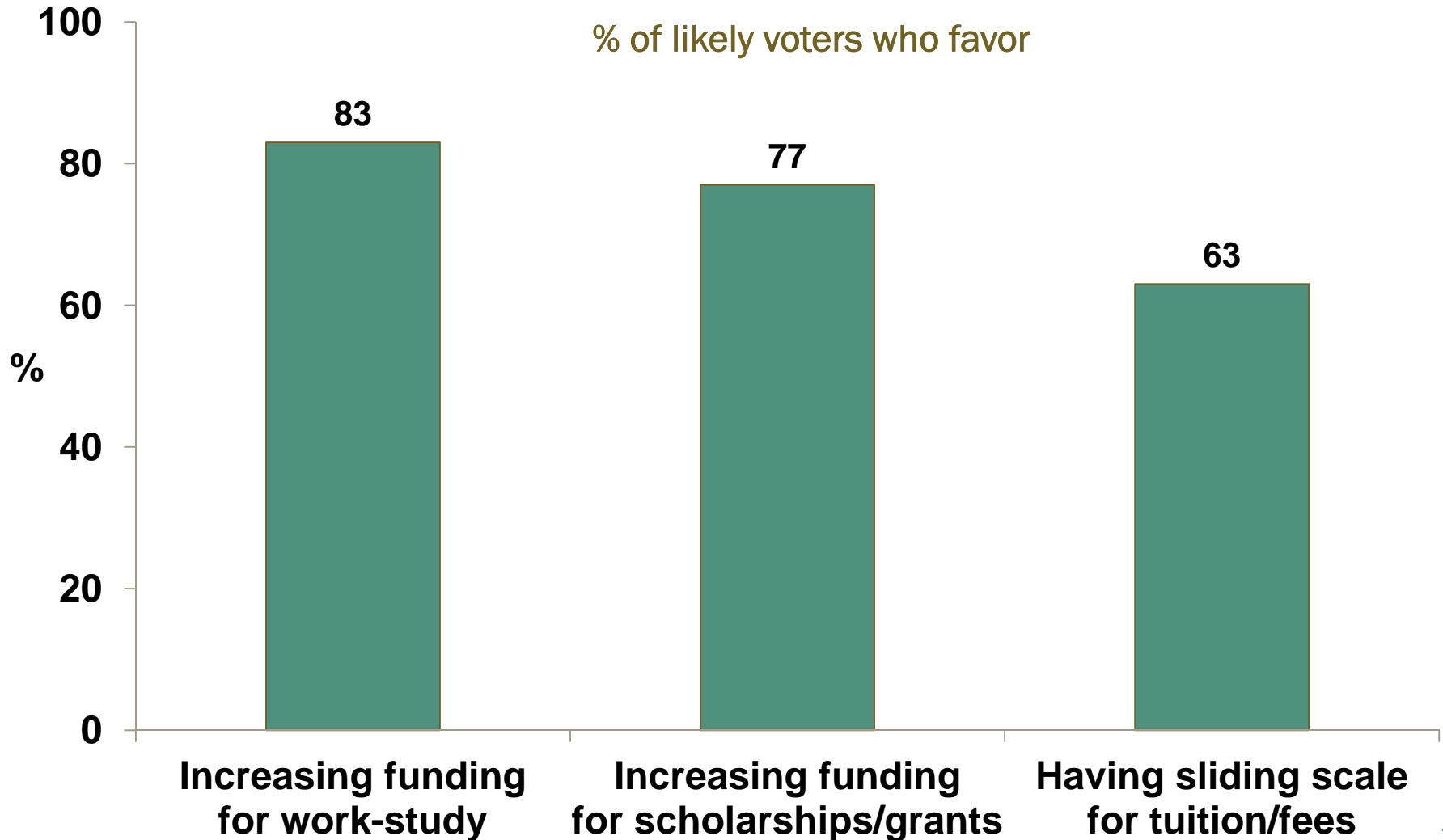
Support for Bonds for Construction Projects in Higher Education

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?



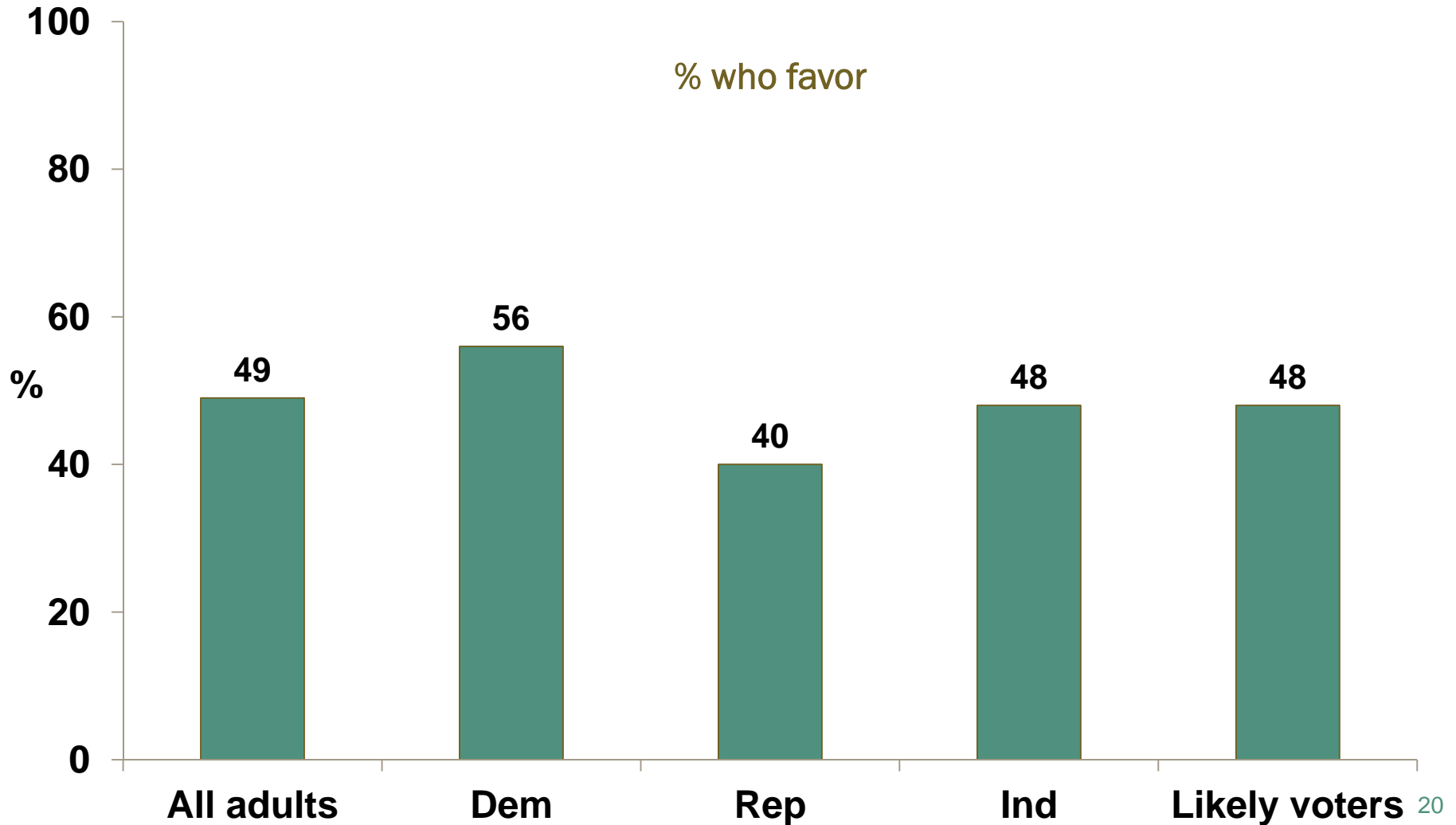
Making College More Affordable

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



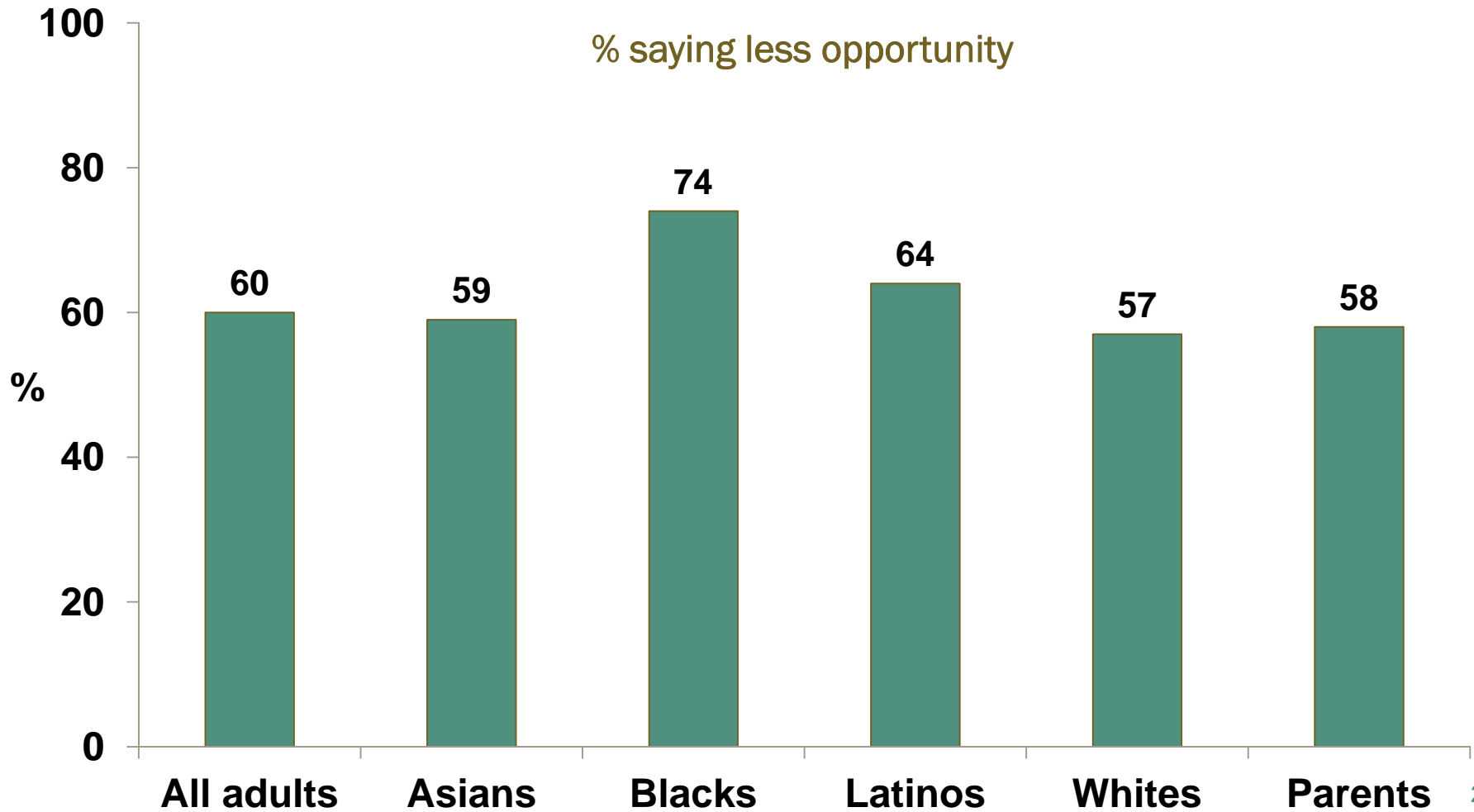
Spending More State Money to Keep Down Tuition and Fee Costs

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



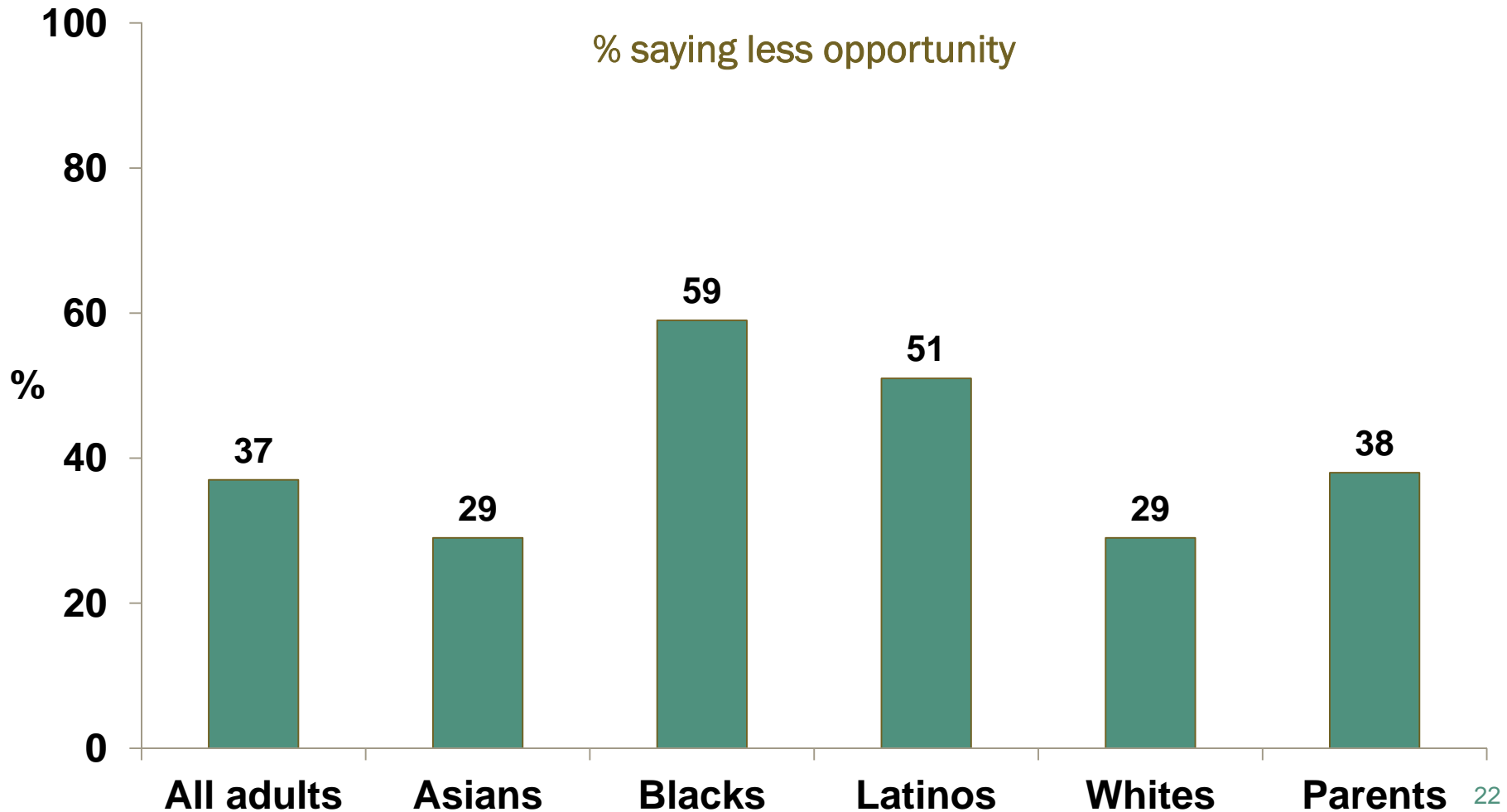
Are There Income Disparities in College Opportunities?

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?



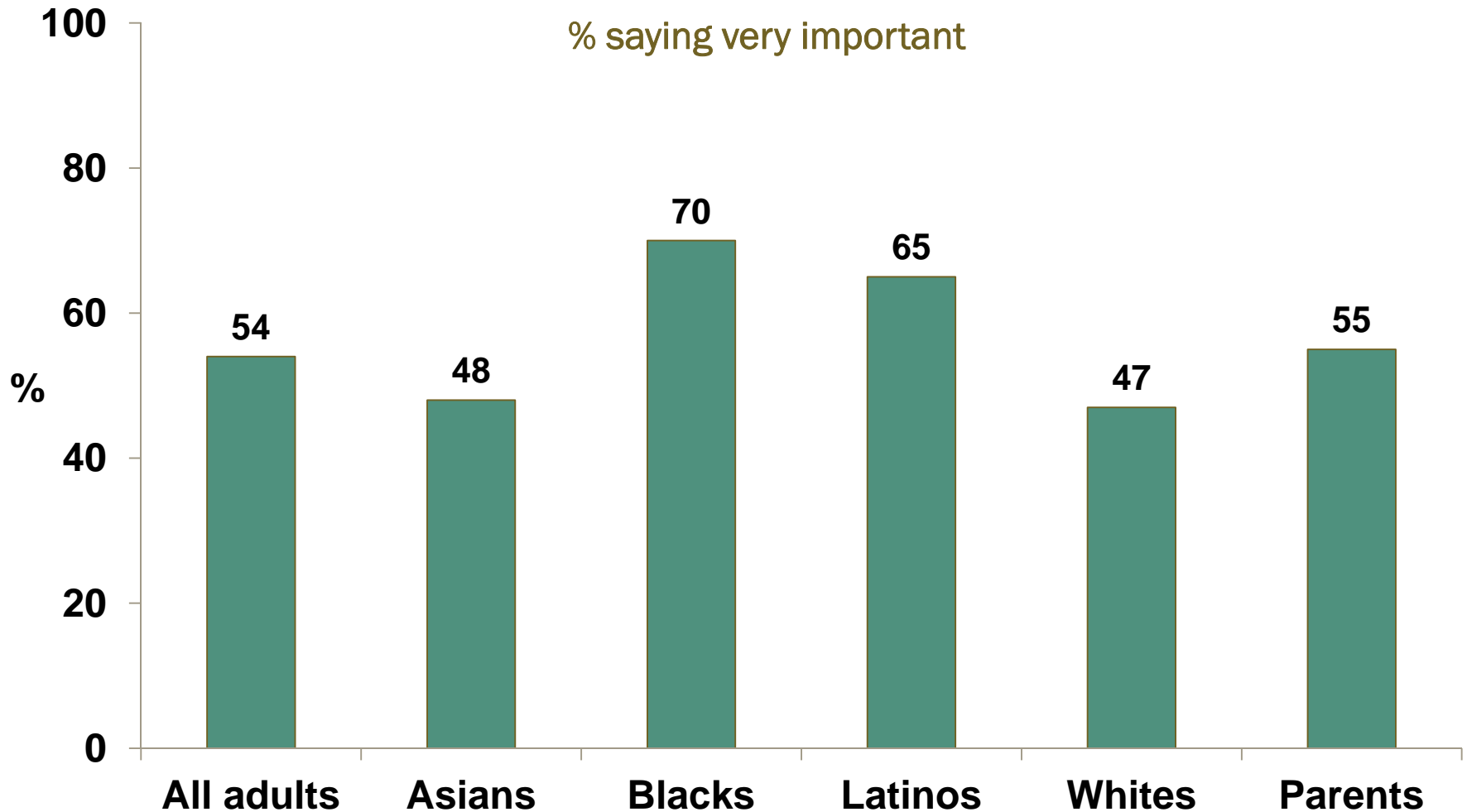
Are There Racial/Ethnic Disparities in College Opportunities?

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?



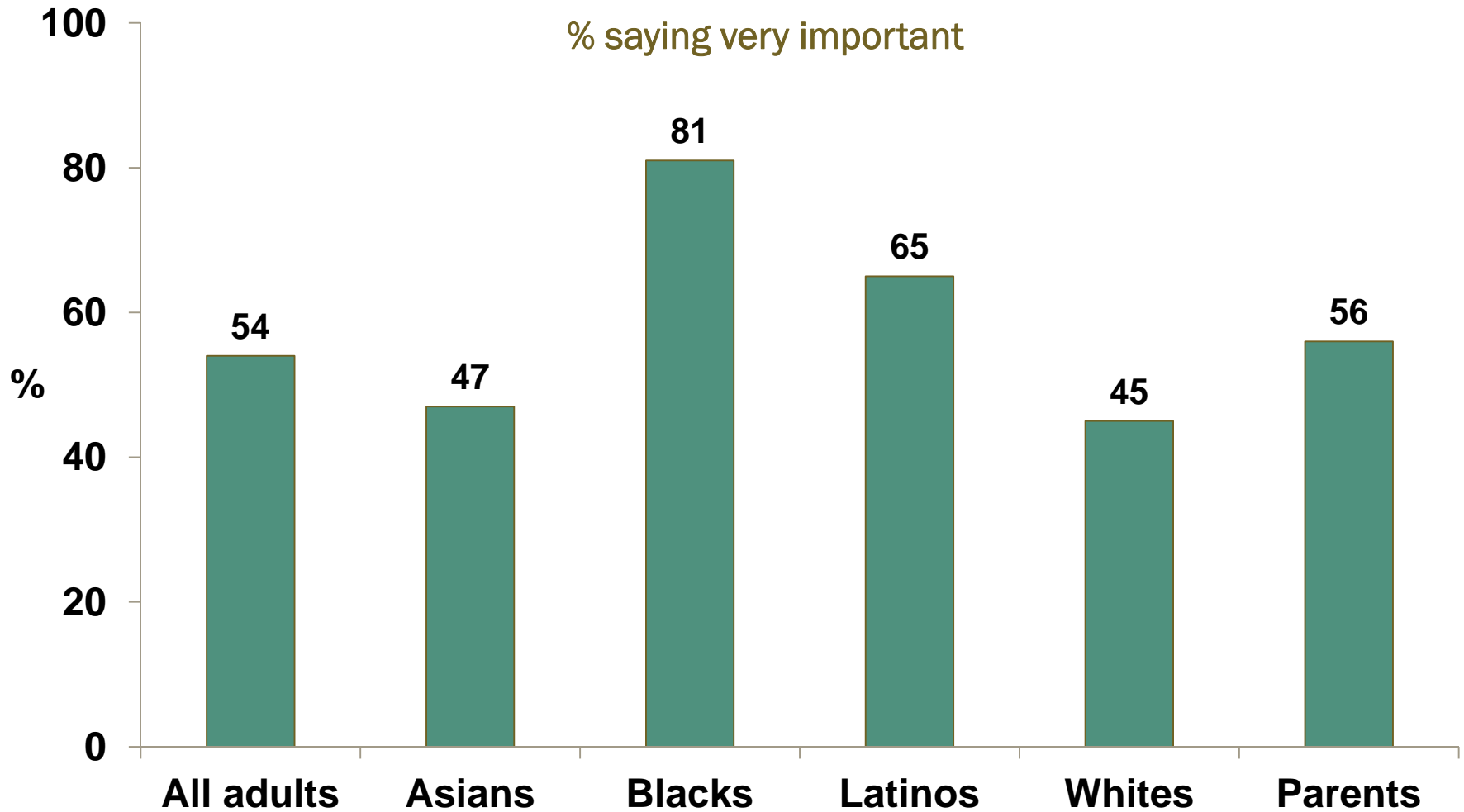
Importance of Economic Diversity

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?



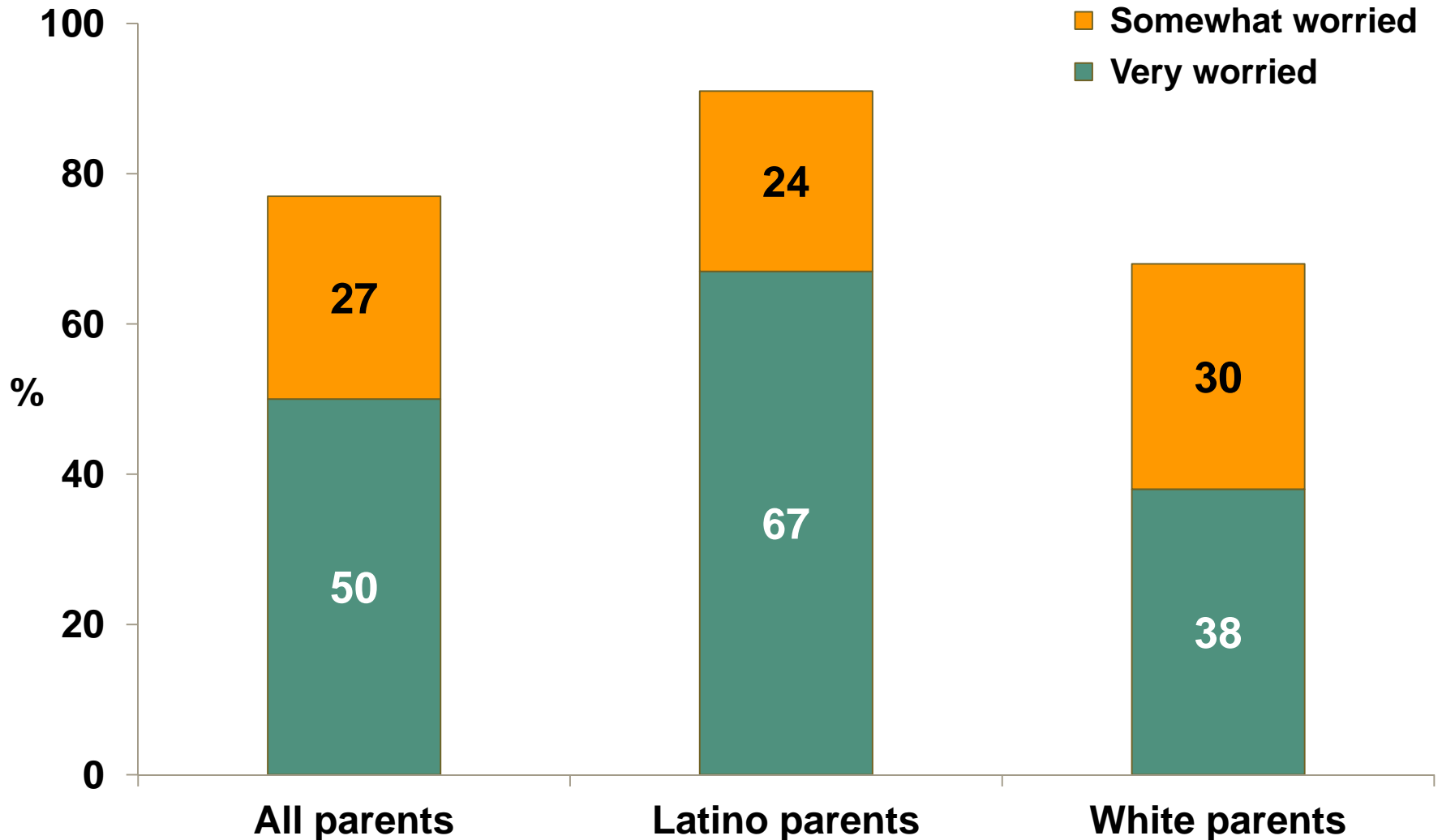
Importance of Racial Diversity

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?



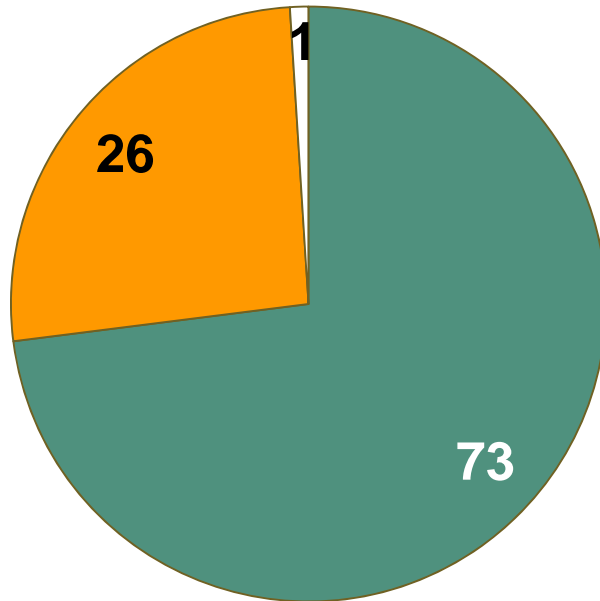
Concern about Affording College

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



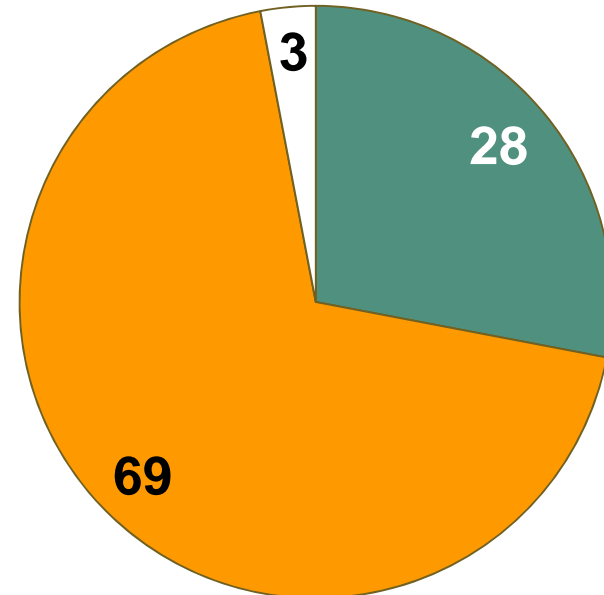
Student Loans and Family Savings

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.

Parents

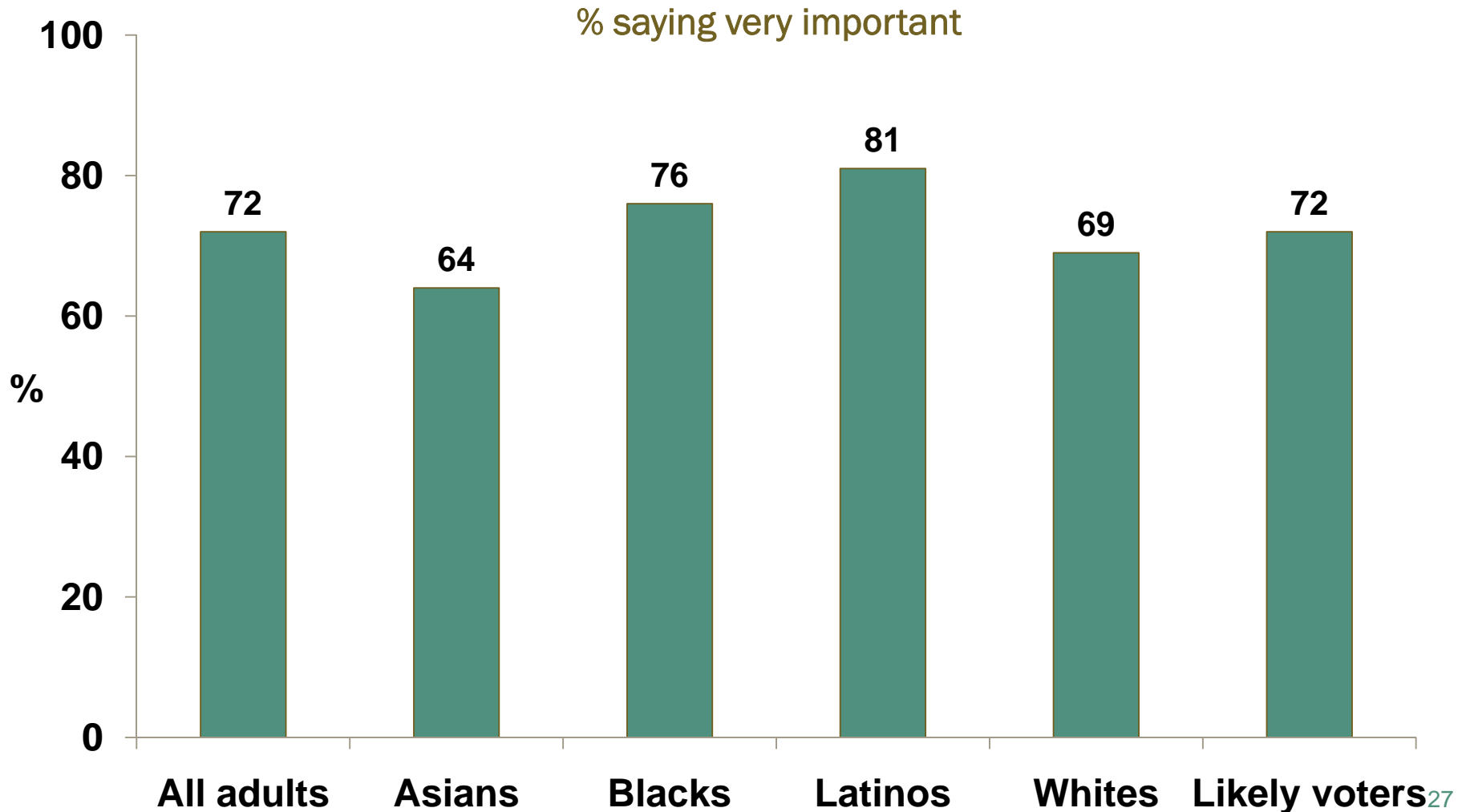


- Agree
- Disagree
- Don't know



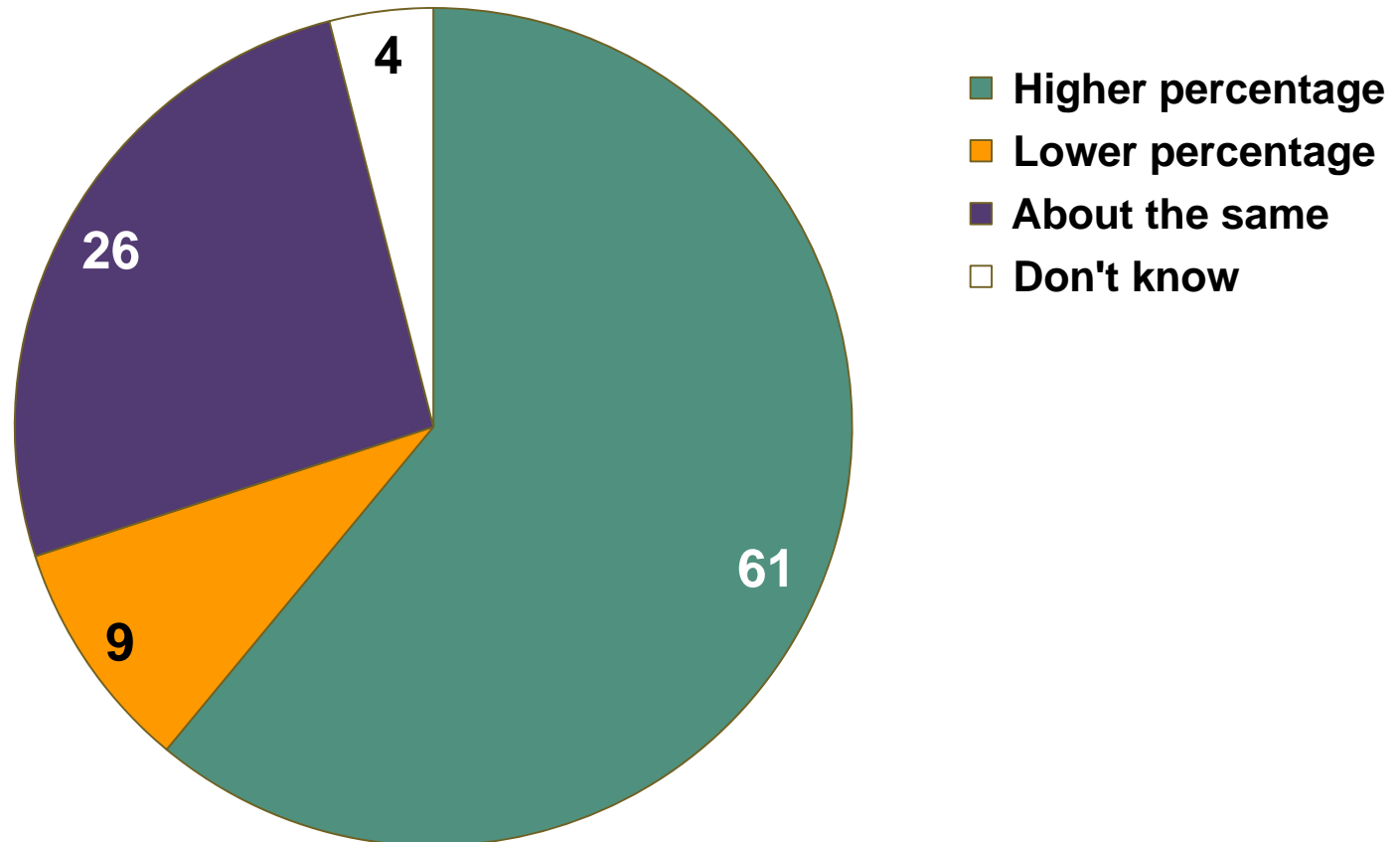
Importance of Higher Education to California's Future

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?



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?

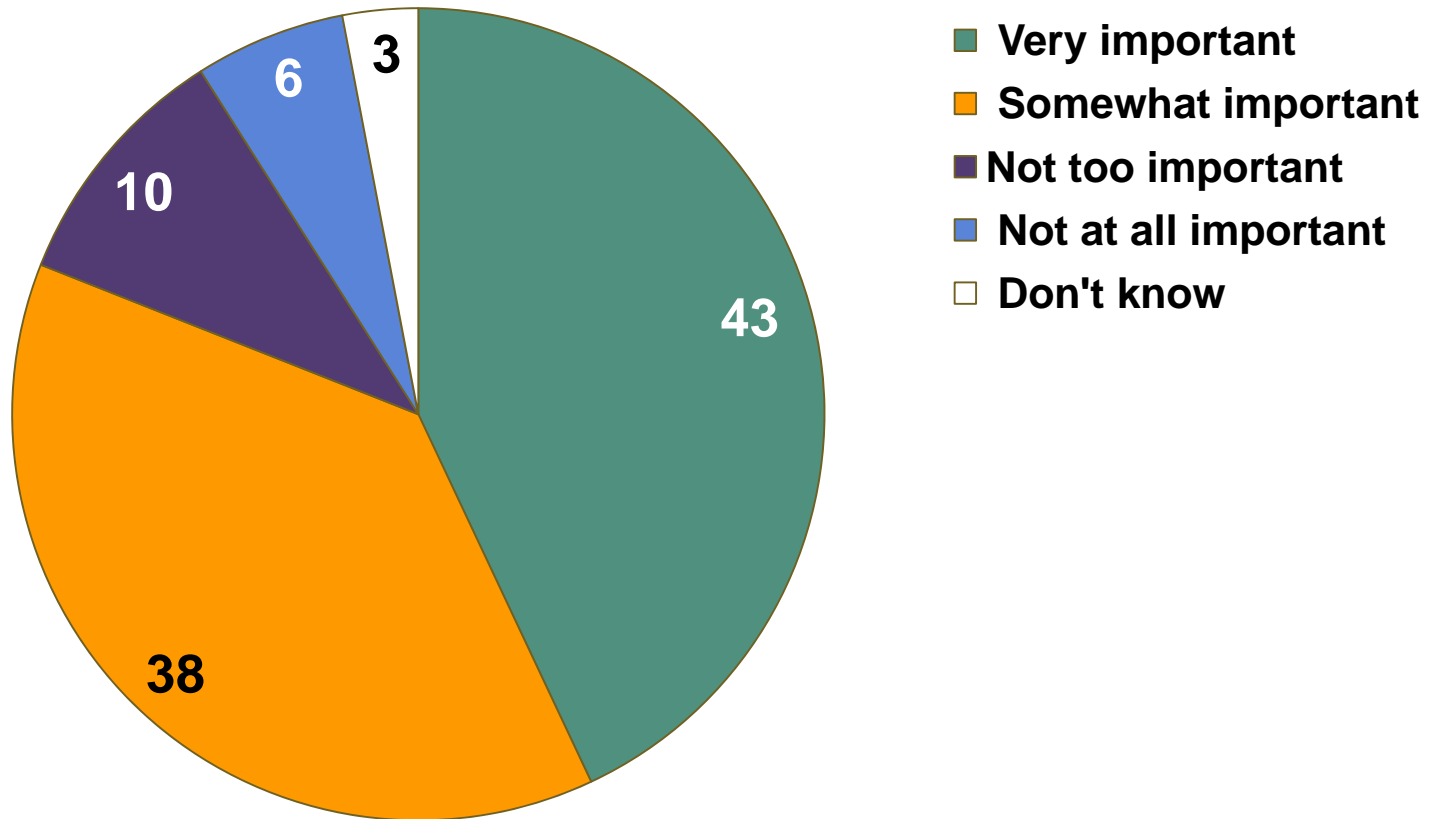


All adults



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?

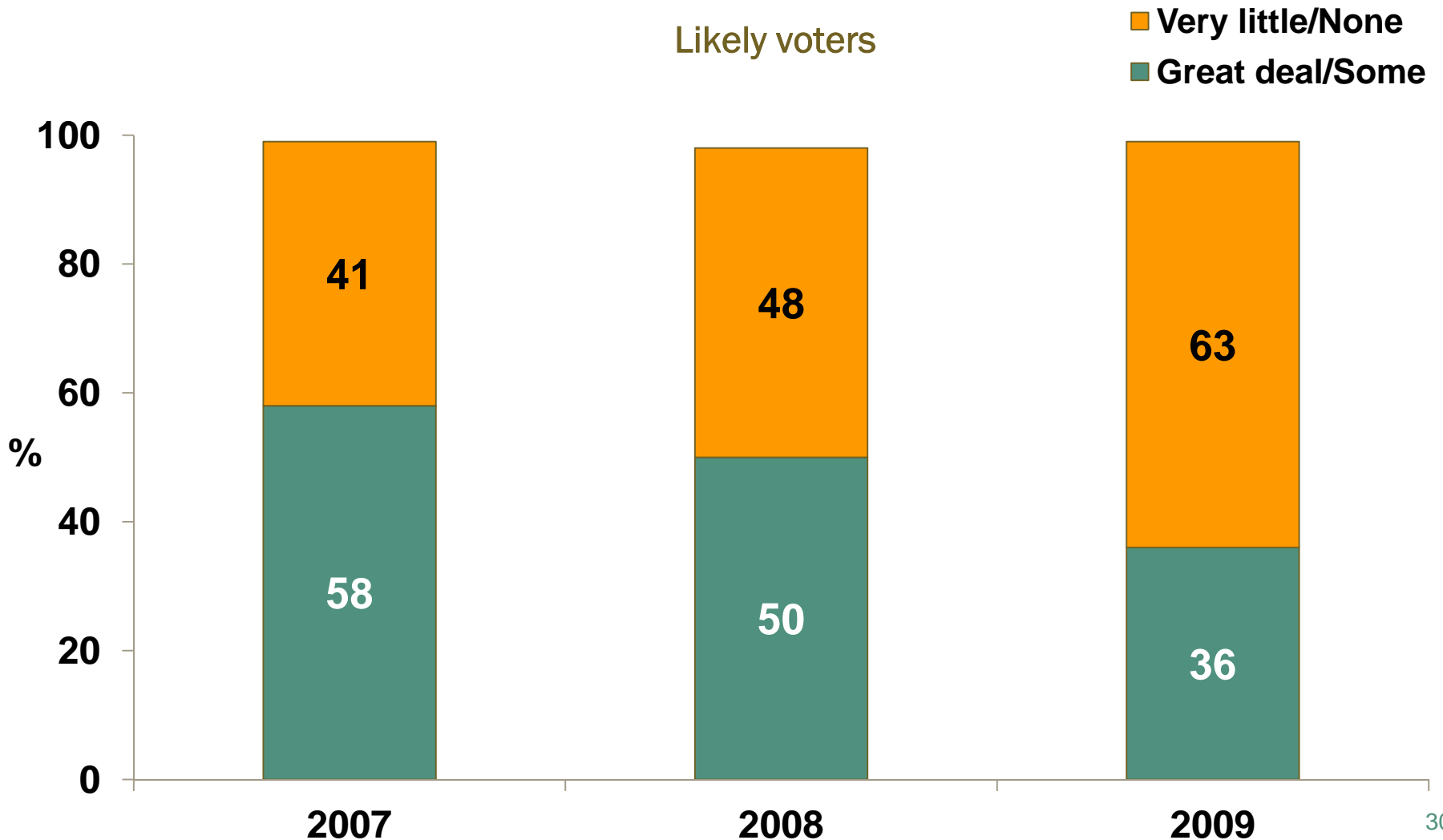


All adults



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?



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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:

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surveys@ppic.org

Thank you for your interest in this work.

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