

# PPIC Statewide Survey: Californians and Higher Education

Mark Baldassare, Dean Bonner,  
Jennifer Paluch, Sonja Petek

*November 2008*



# Outline

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- **PPIC /Hewlett Survey Series**
- Perceptions of Higher Education
- Attitudes and Policy Preferences
- Conclusions



# PPIC Statewide Survey Mission

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- Provide timely, relevant, nonpartisan data on public's political, social, economic opinions
- Inform and improve state policymaking, raise awareness, encourage discussion
- Provide a voice for all Californians in state policy debates
  - 196,000+ Californians surveyed since 1998
  - General, regional, and issue surveys (budget, environment, K-12 ...)



# Californians and Higher Education

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- Second survey on higher education
  - Funded by The Hewlett Foundation
- Perceptions of performance, opportunity  
Attitudes toward affordability, access  
Preferences for future funding
- Telephone interviews Oct. 20–Nov. 3
  - 2,503 adults, 1,526 likely voters,  
1,026 parents of children 18 or younger
  - 2,253 landline, 250 cell phone
    - $\pm 2\%$  margin of error for all adults
    - $\pm 3\%$  for likely voters and parents



# Outline

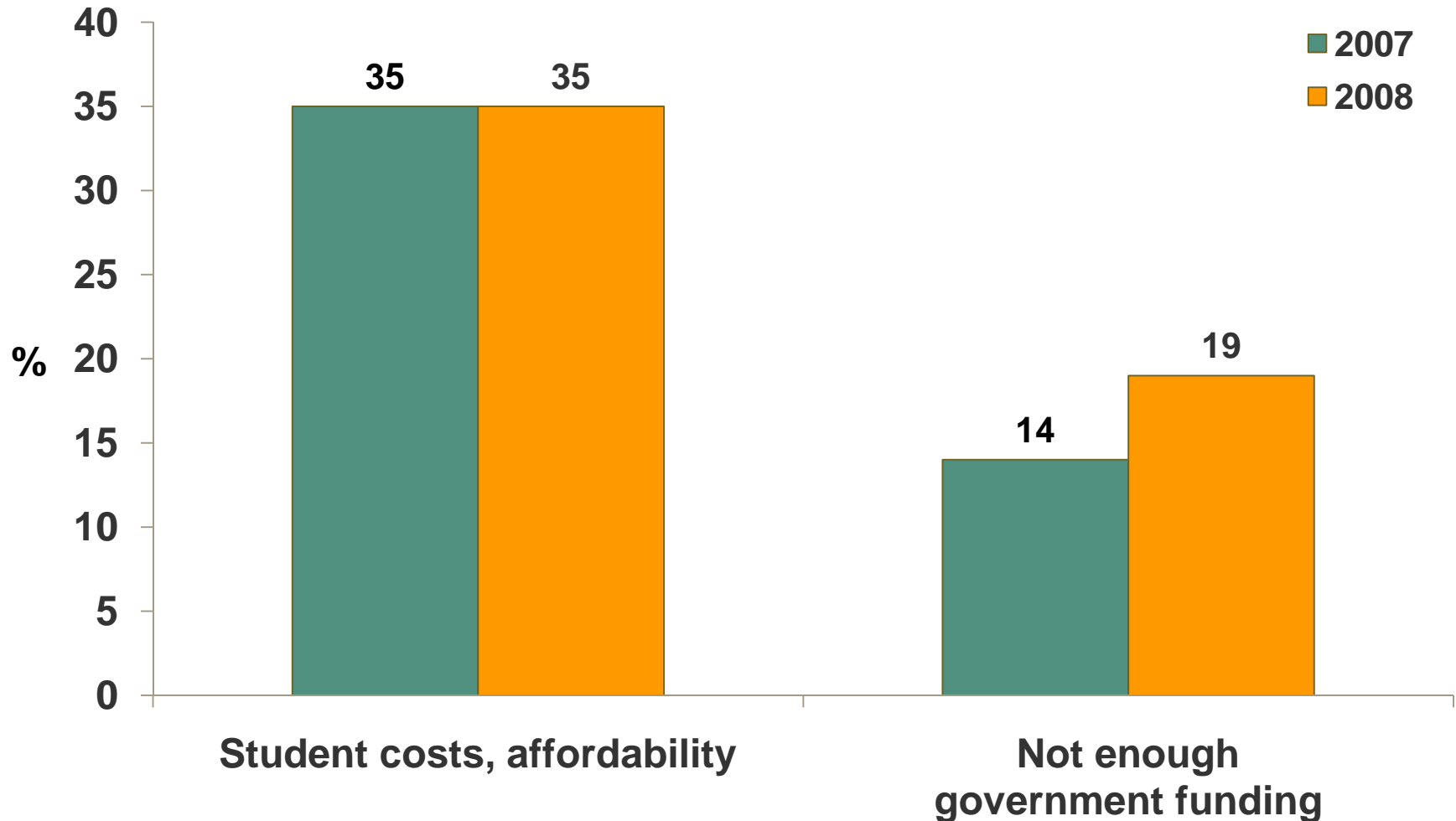
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# Most Important Issue

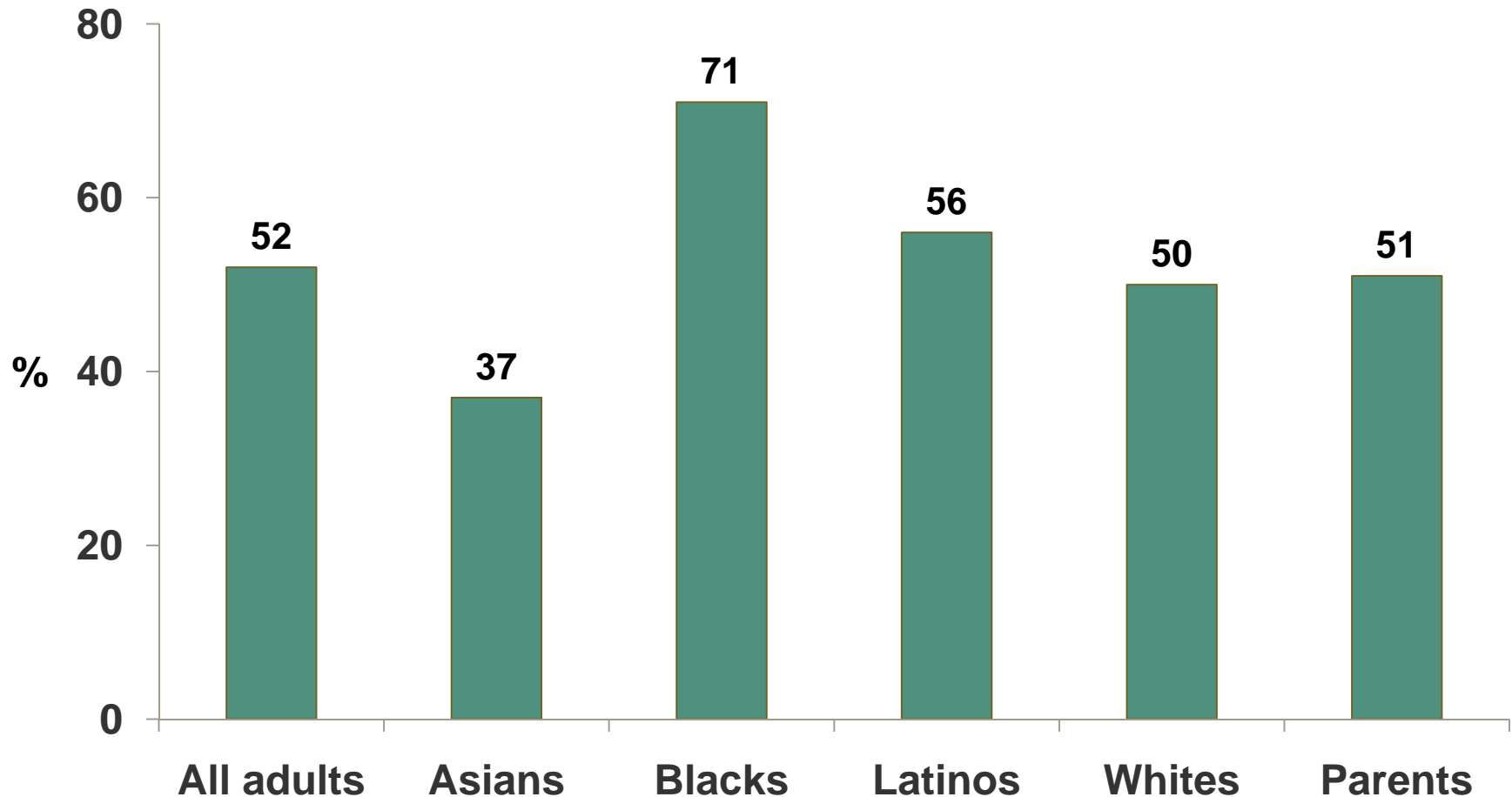
What do you think is the most important issue facing California's public colleges and universities today?



# Affordability of Higher Education

How about the overall affordability of education for students in California's public colleges and universities today?

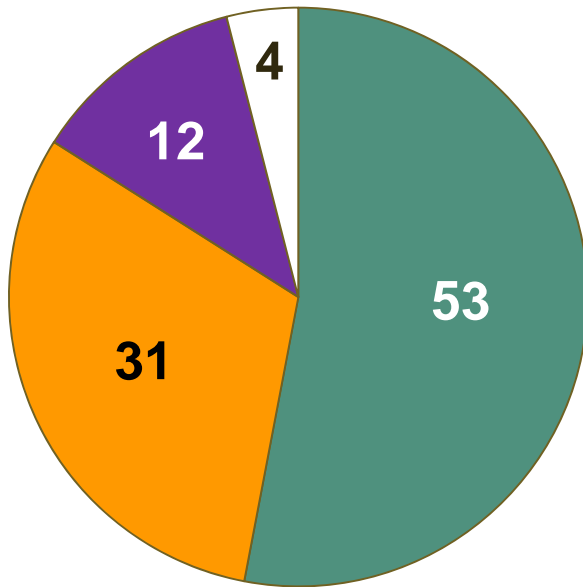
Percent saying big problem



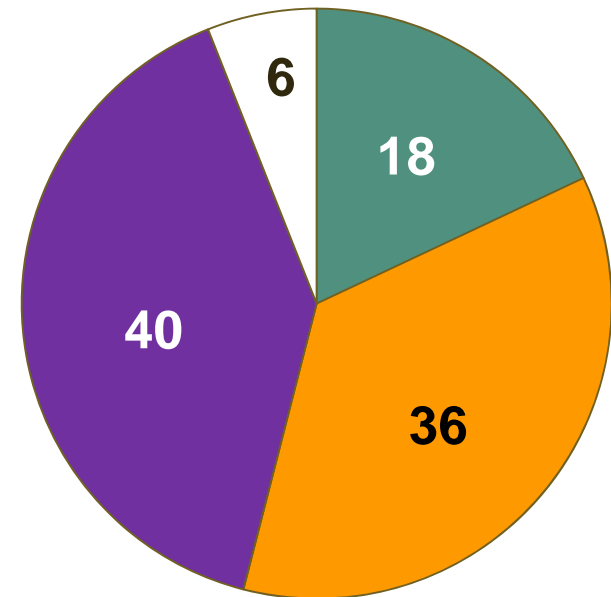
# Quality of K-12 and Higher Education

How about the overall quality of education in California's...?

K-12 public schools\*



Public colleges and universities



All adults

- Big problem
- Somewhat of a problem
- Not much of a problem
- Don't know

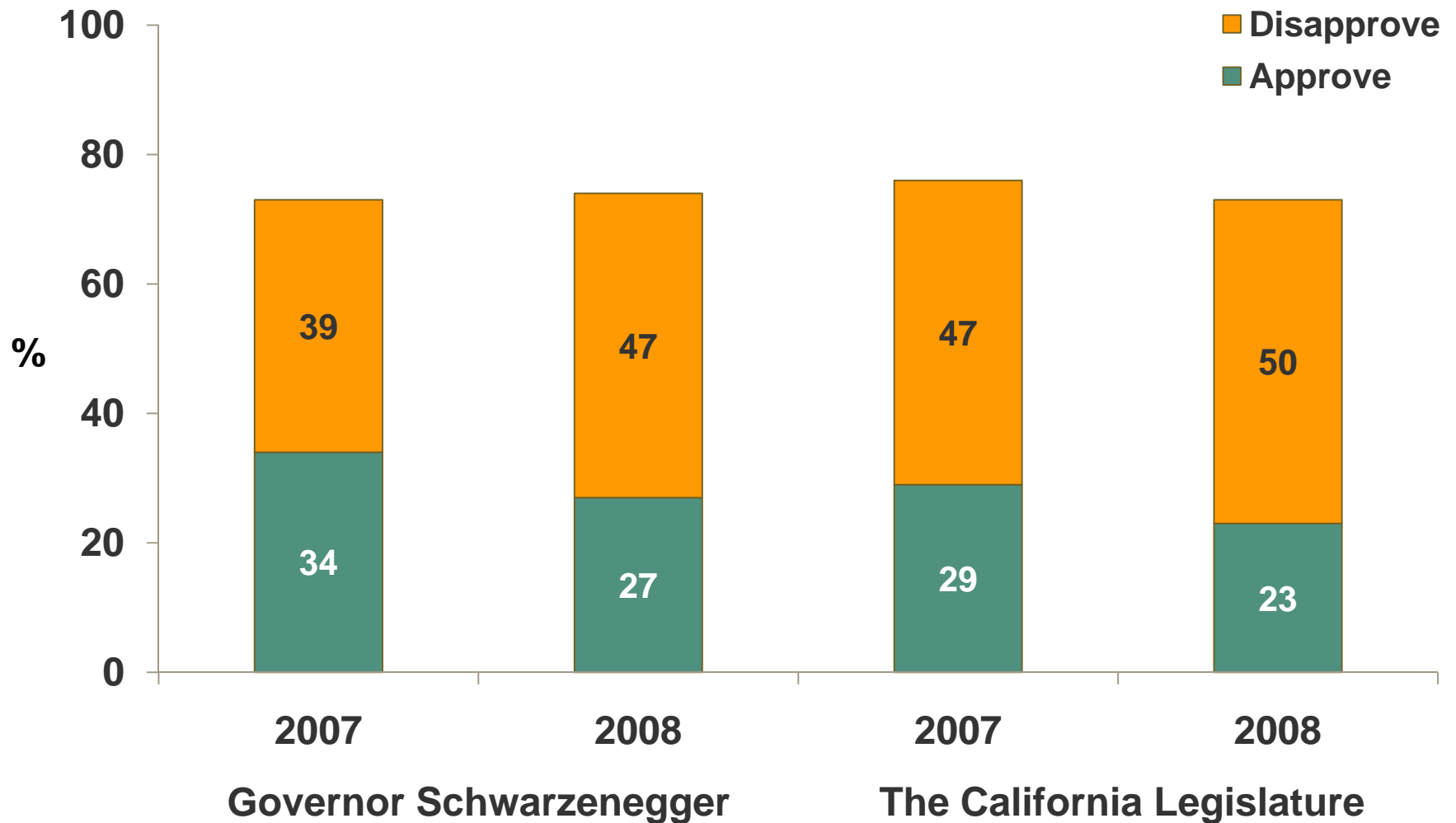
\* PPIC Statewide Survey, April 2008





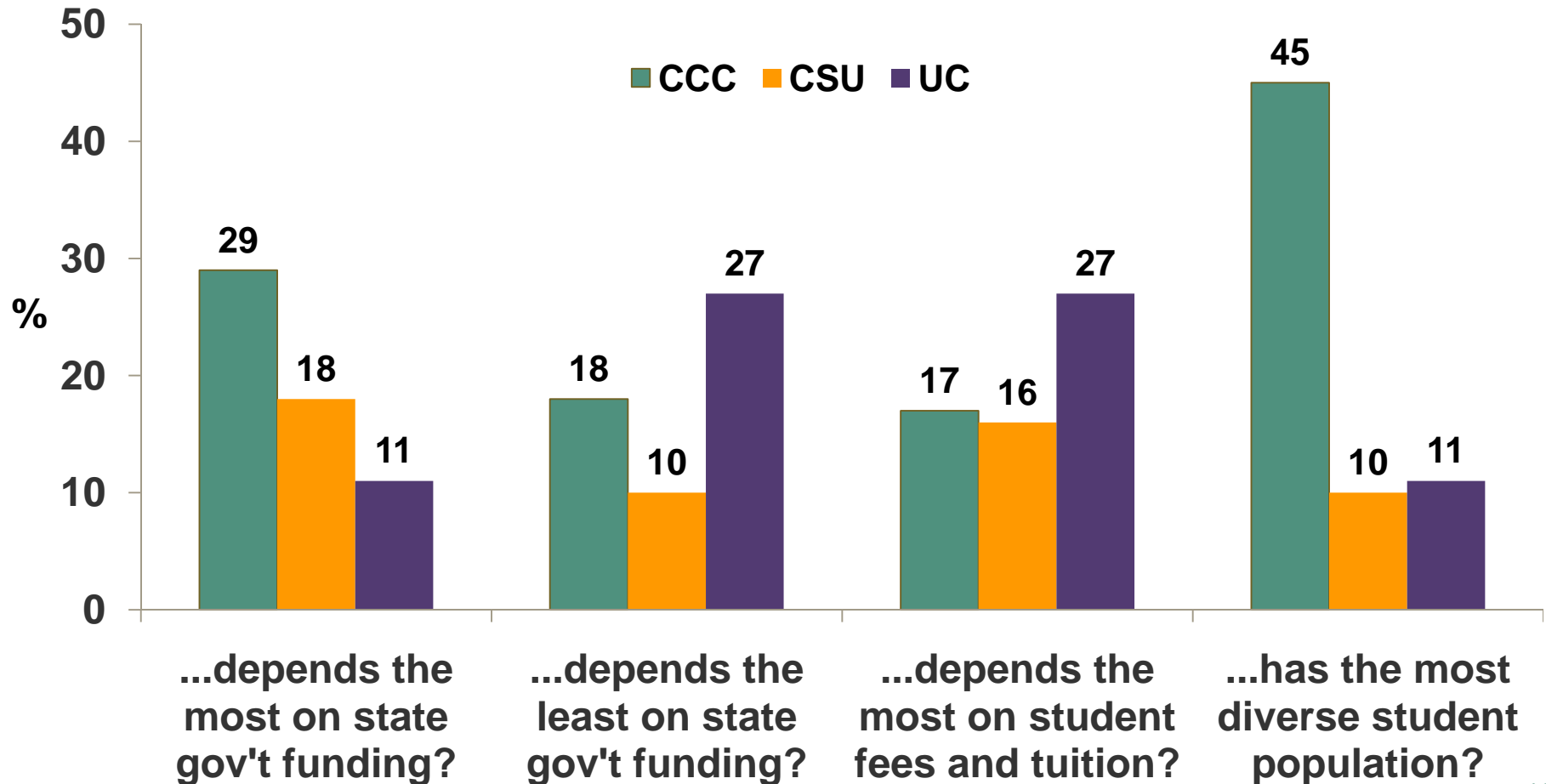
# Approval Ratings

Do you approve or disapprove of the way that ... is handling California's public college and university system?



# Knowledge of Higher Education

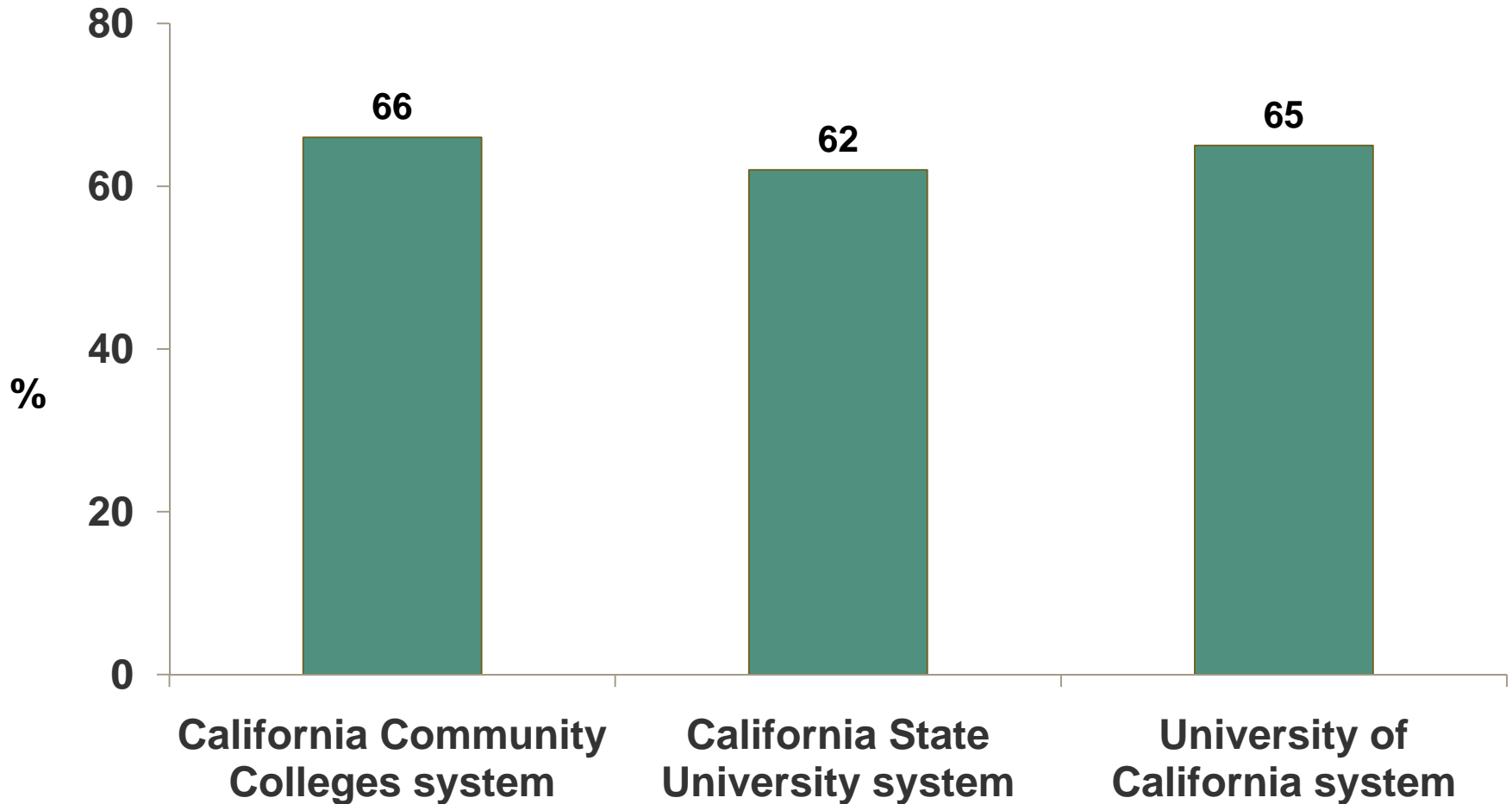
Thinking about the CCC, CSU, and UC systems, do you happen to know which branch...?



# Institutional Ratings

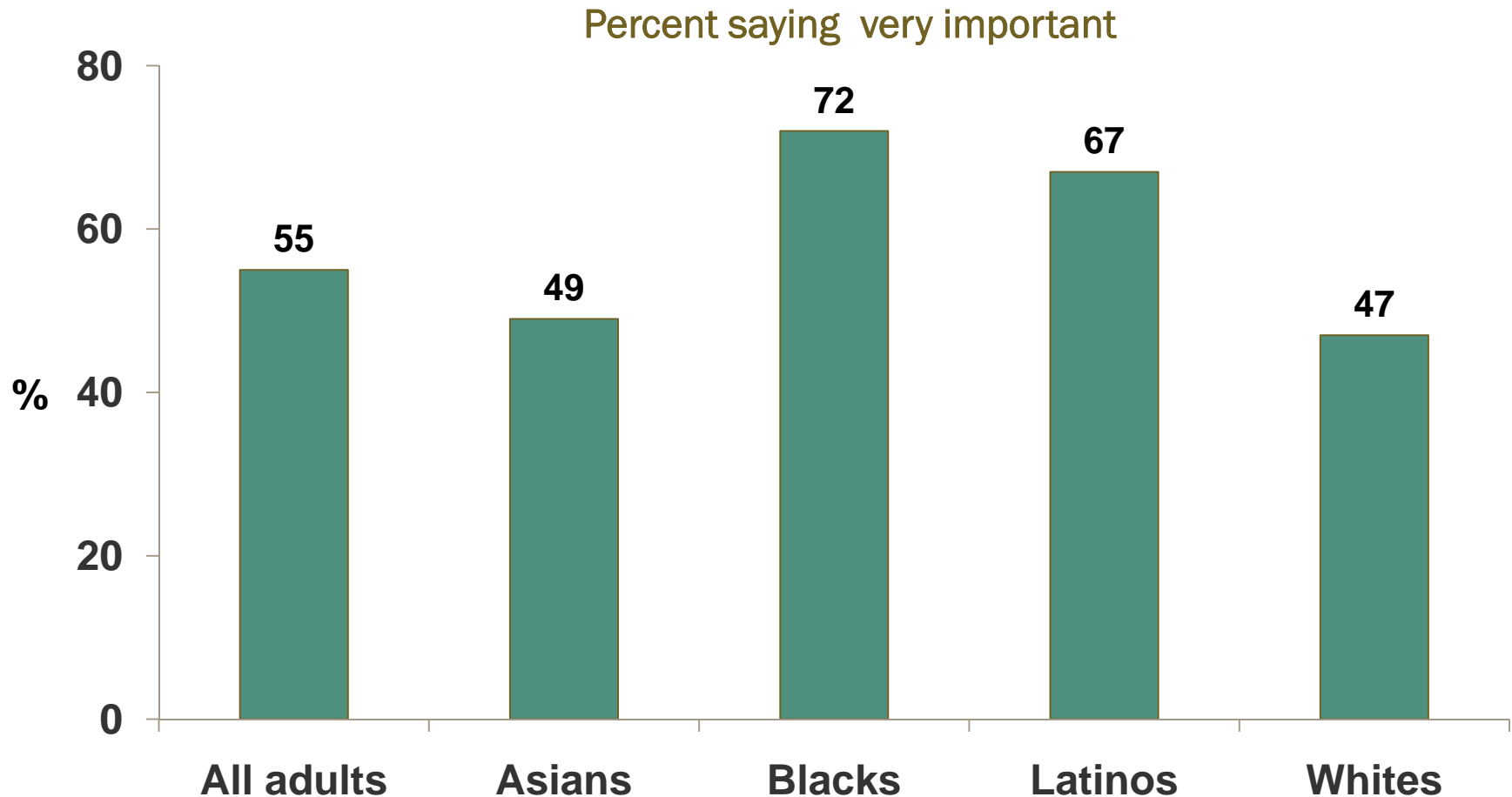
Overall, is the ... doing an excellent, good, not so good, or poor job?

Percent saying excellent or good



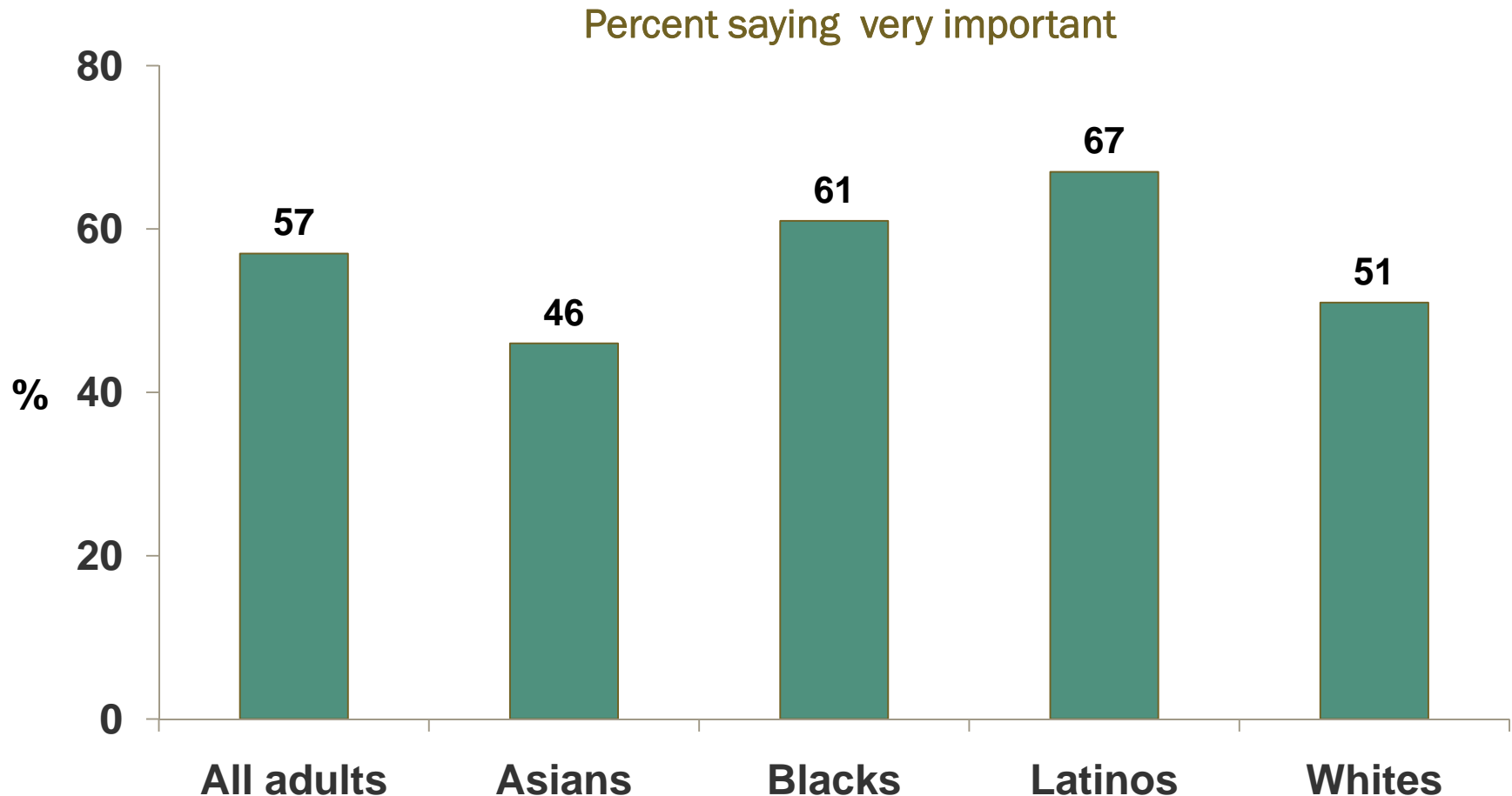
# Importance of Racial Diversity

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?



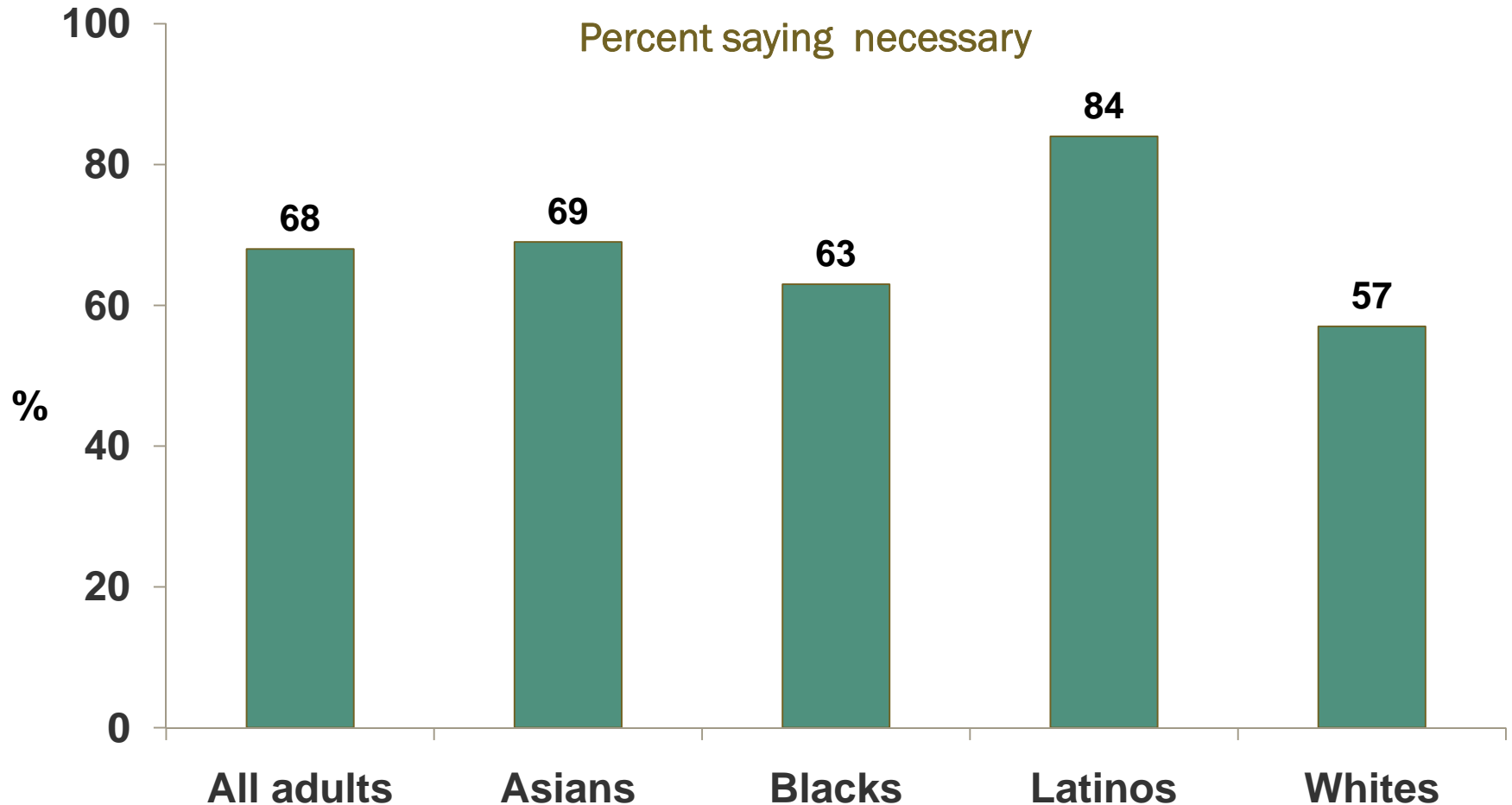
# Importance of Economic Diversity

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?



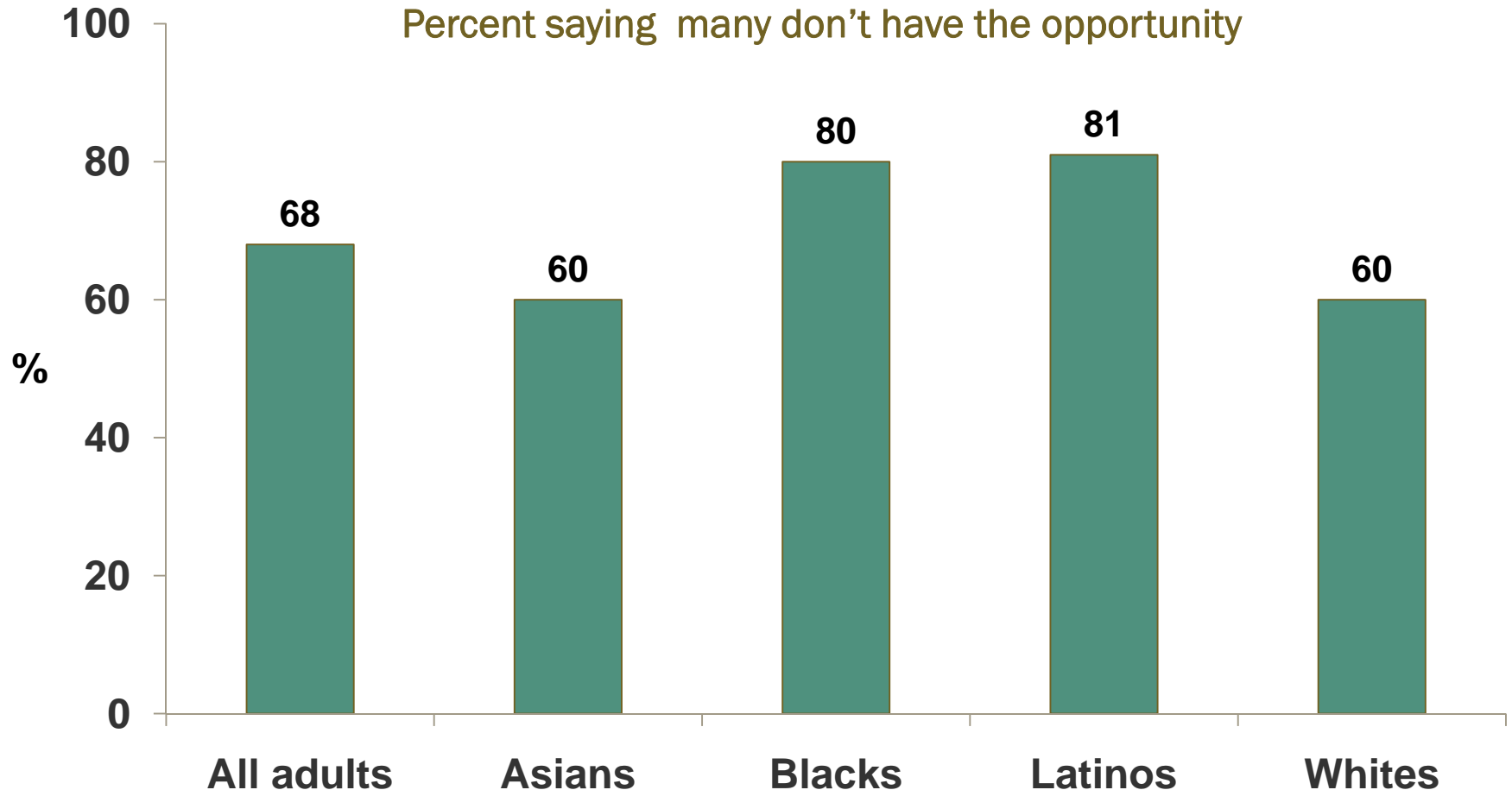
# Importance of a College Education

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?



# Outline

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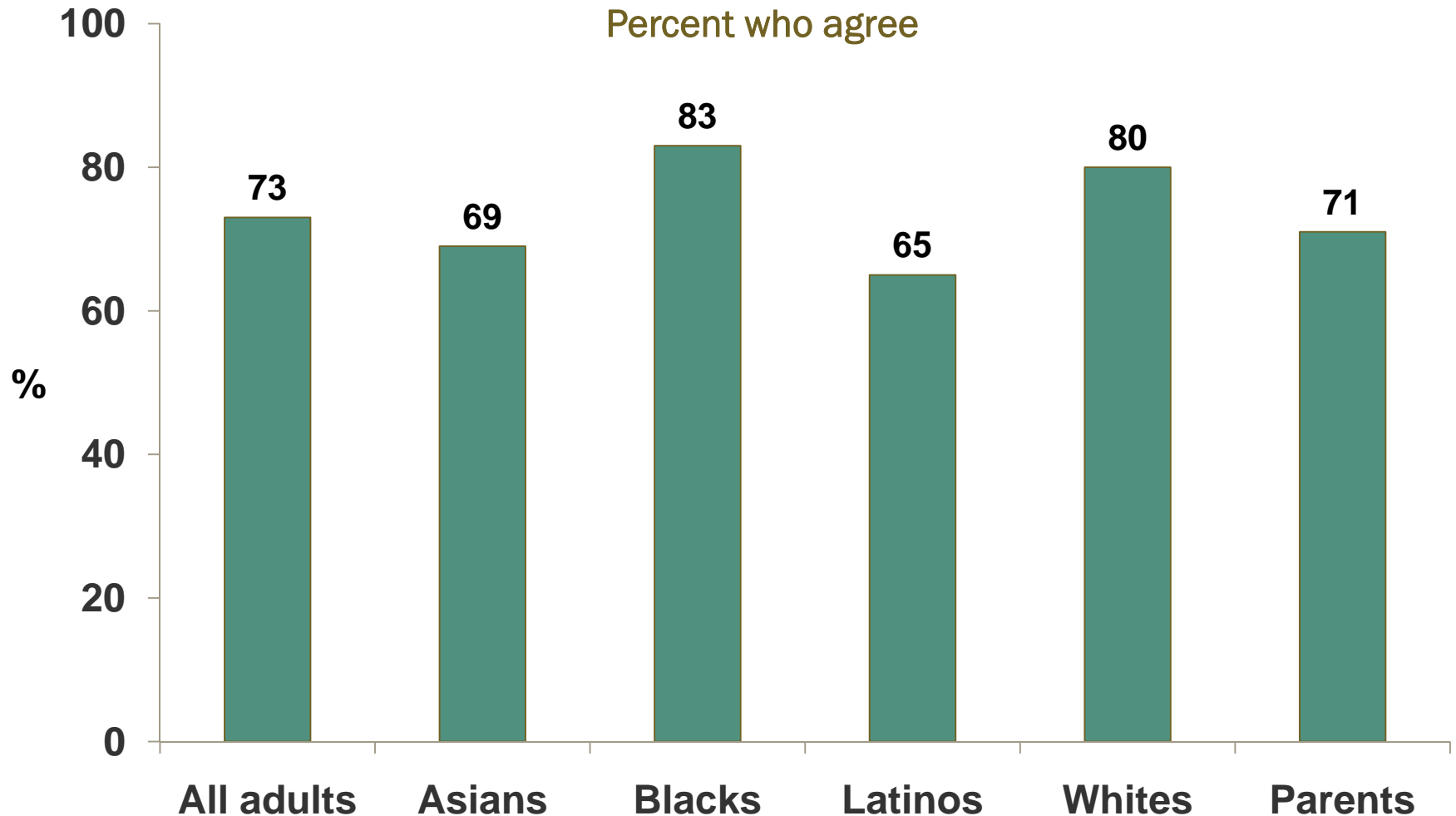
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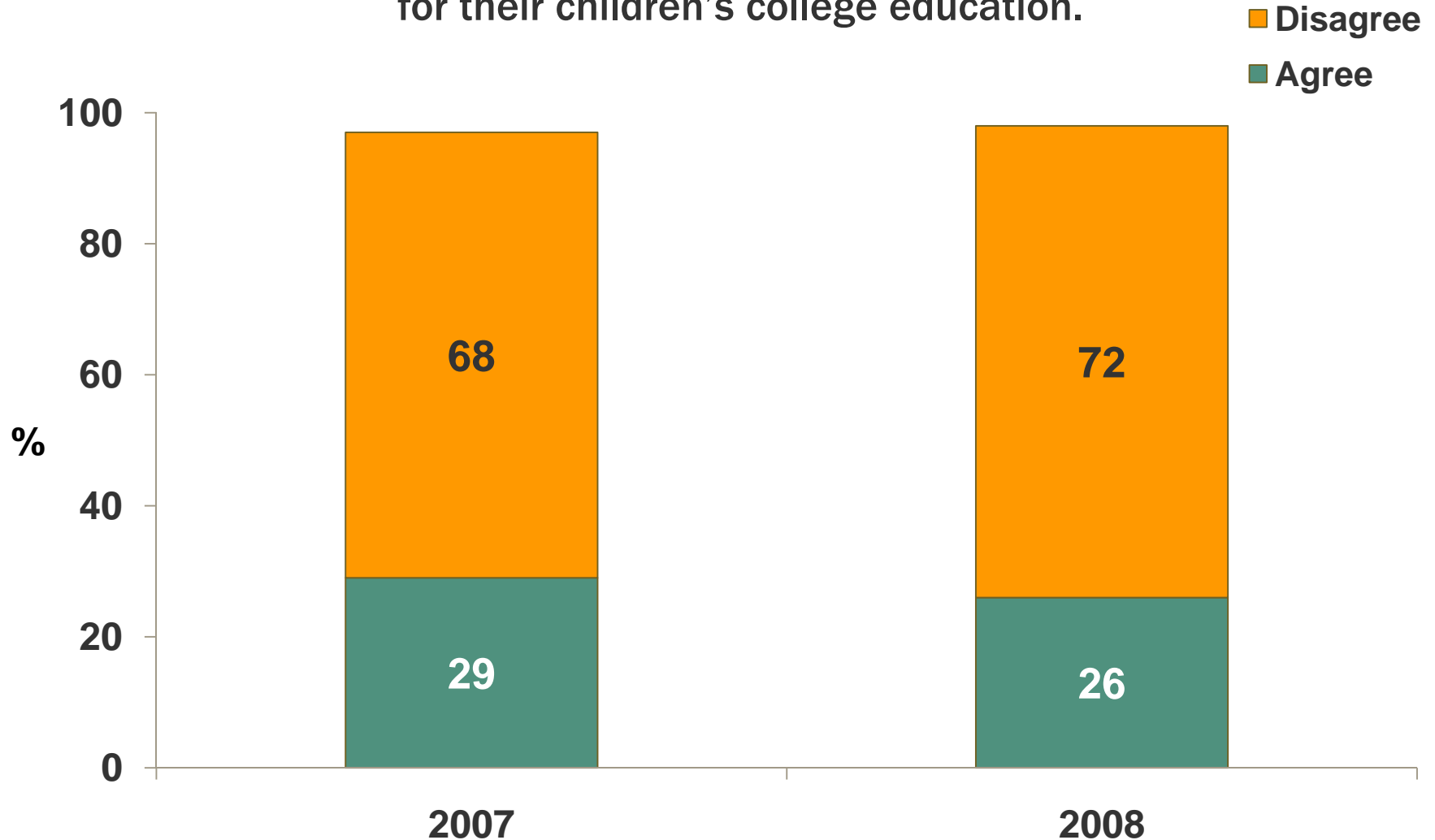
# Student Loans

Students have to borrow too much money to pay for their college education.



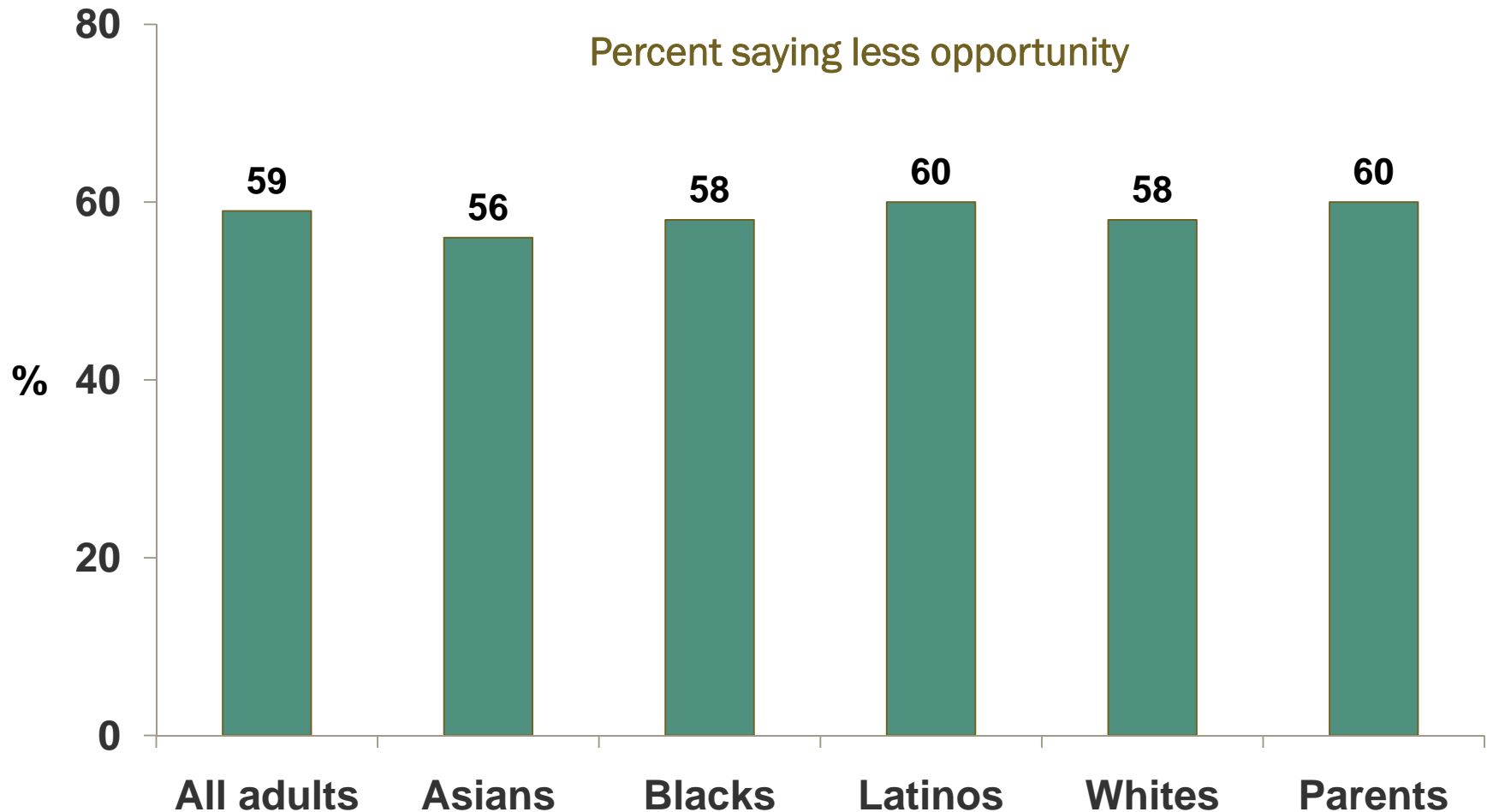
# Saving for College

Most families today do a good job of saving for their children's college education.



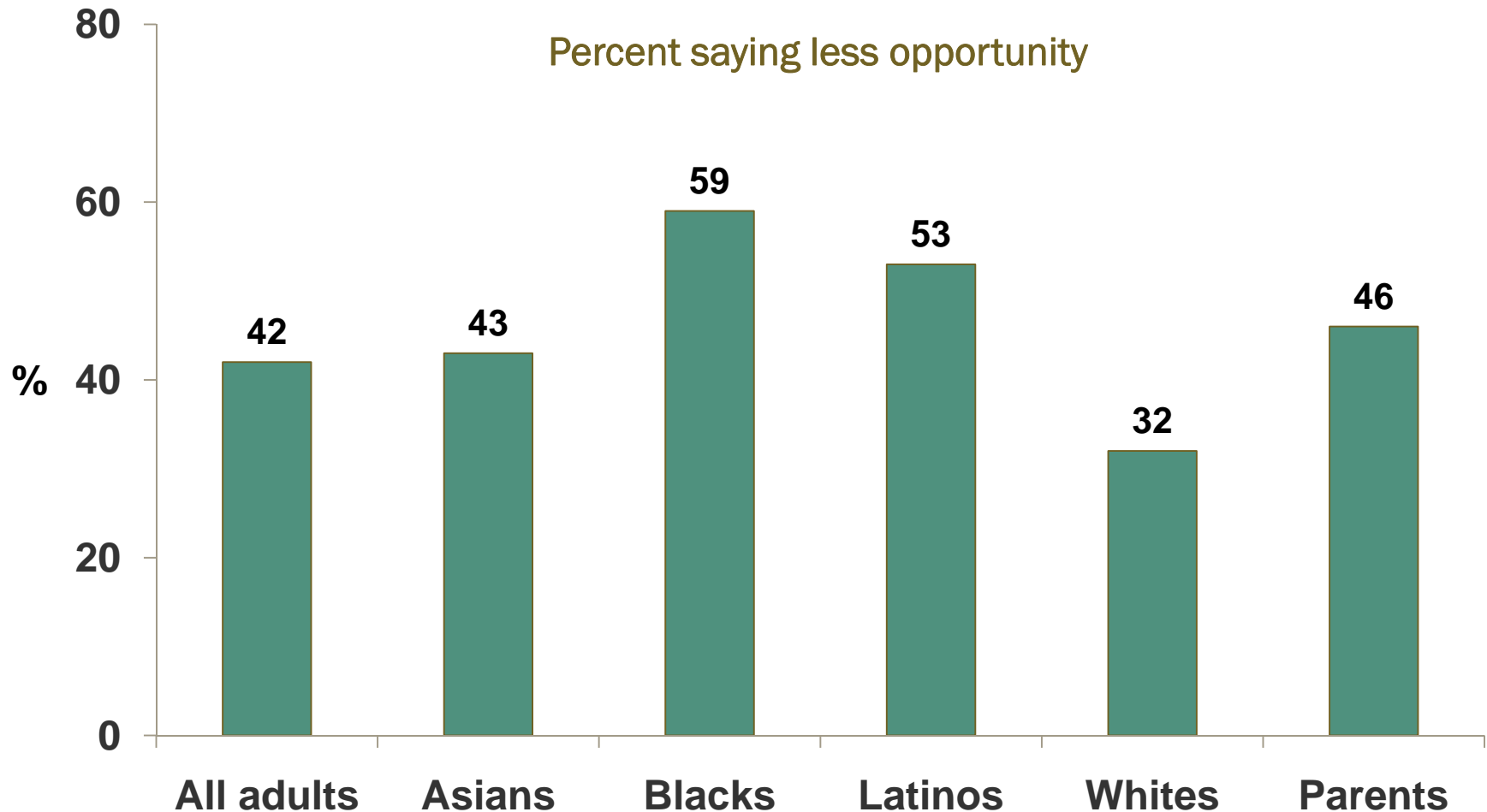
# Disparities in Opportunity I

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?



# Disparities in Opportunity II

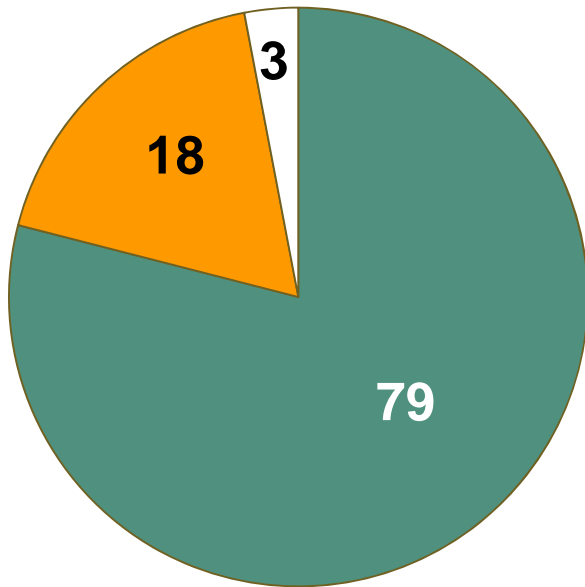
Do you think qualified students who are ethnic or racial minorities, such as blacks or Latinos, have less opportunity, more opportunity, or about the same opportunity as others to get a college education?



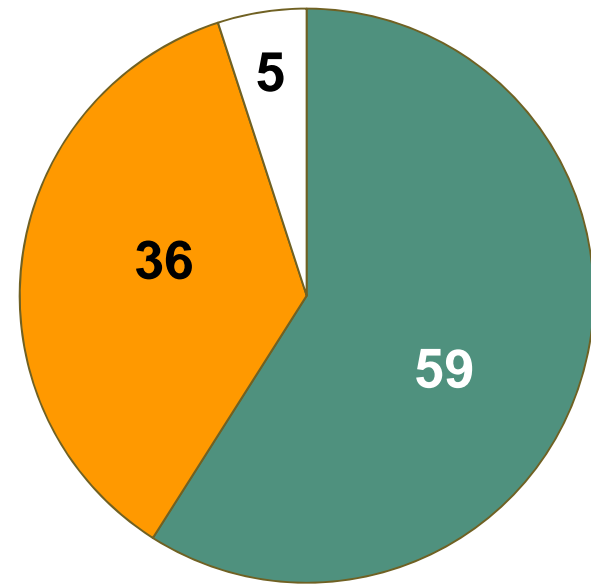
# Increasing Funding for Loans

Congress should increase the amount of funding for loans that students can borrow for their college education.

Democrats



Republicans

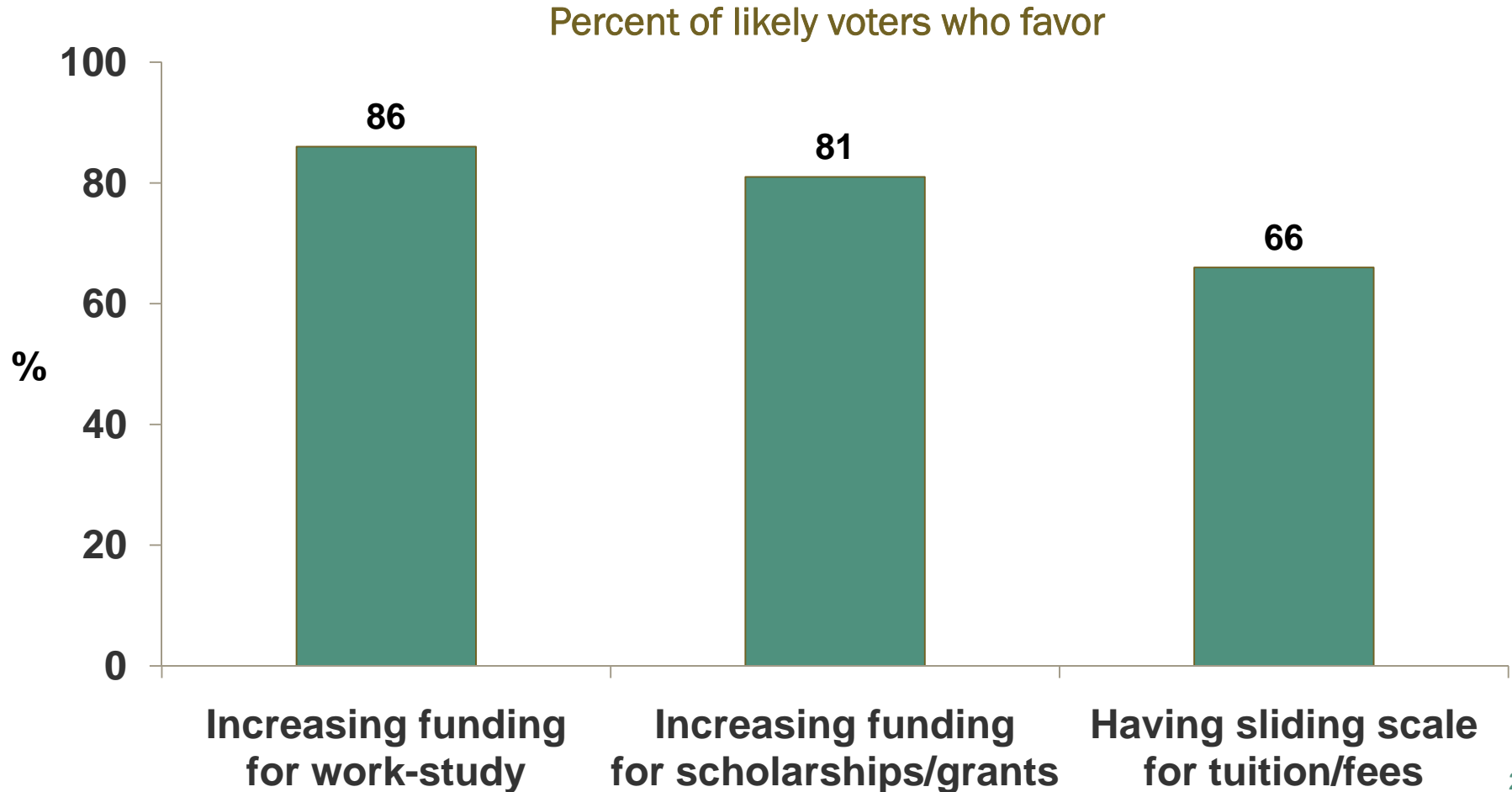


- Agree
- Disagree
- Don't know



# Making College More Affordable

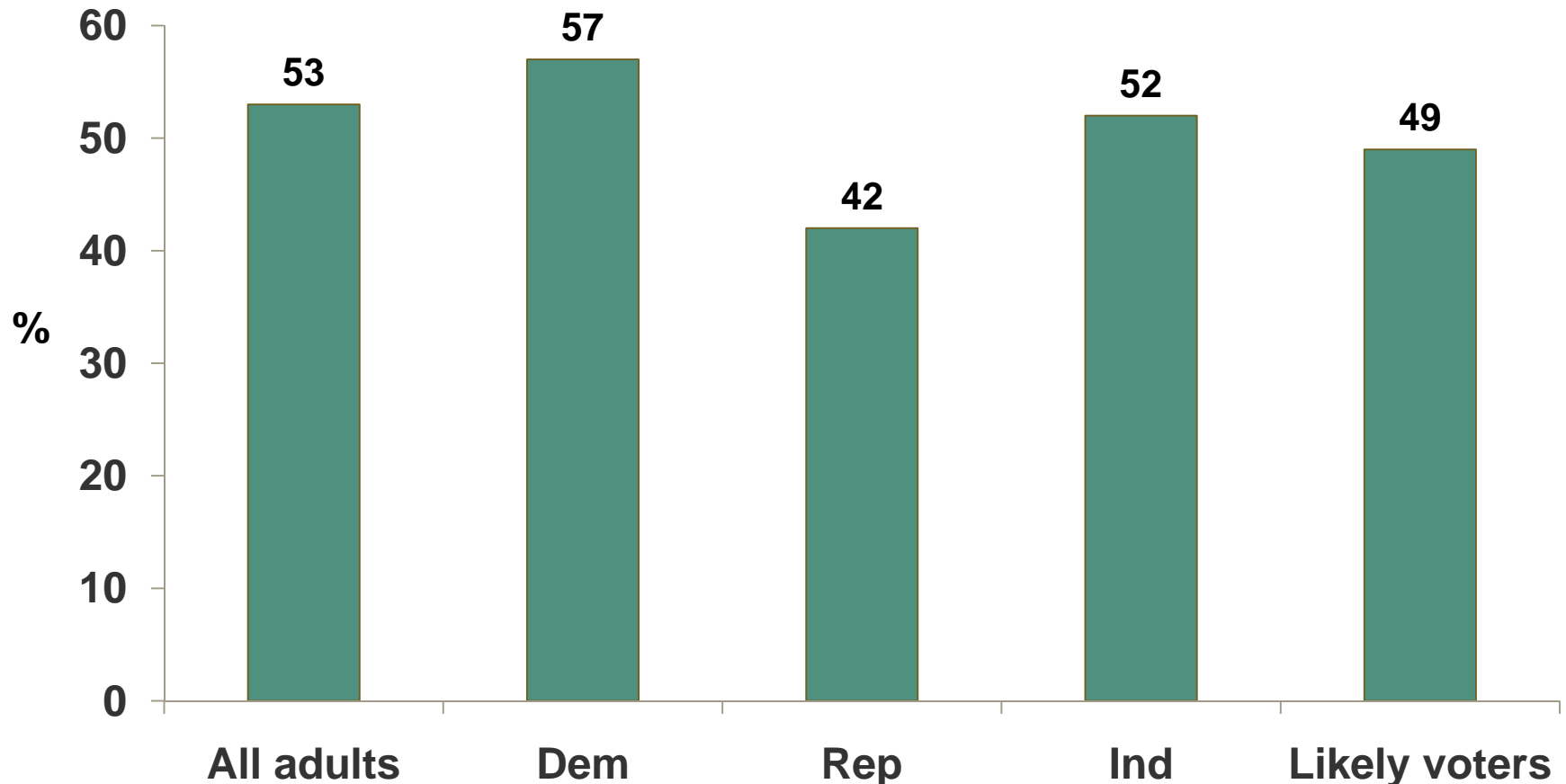
For each of the following, please say if you favor or oppose the proposal.



# Higher Education Tradeoffs

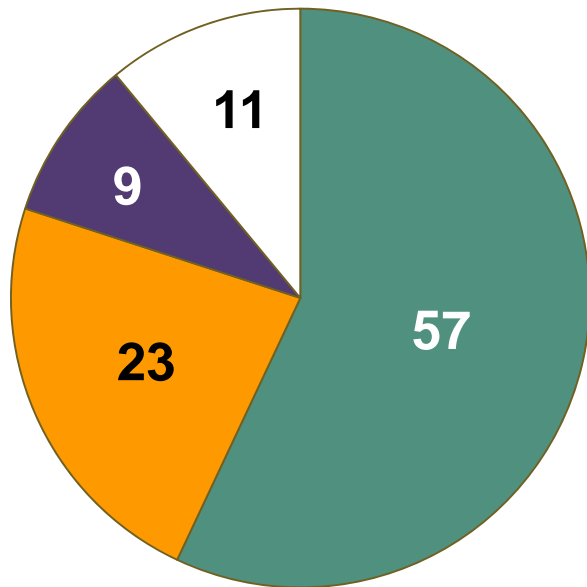
How about spending more state government money to keep down tuition and fee costs, even if it means less money for other state programs?

Percent saying they favor



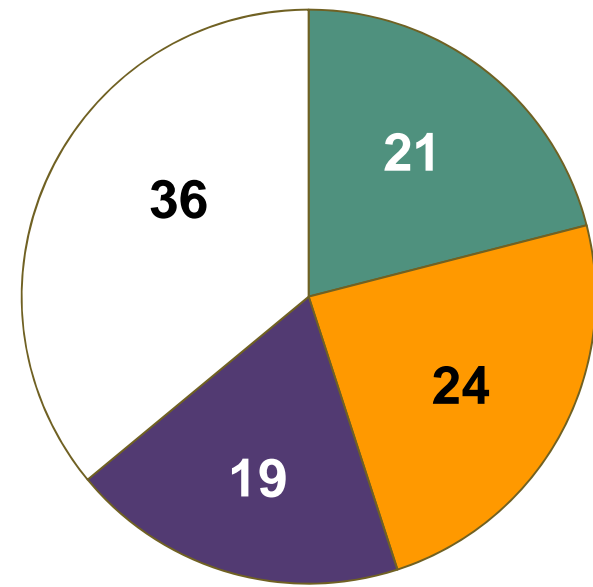
# Community College Fees

Do you think that enrollment fees in the California community college system are currently about the right amount, too high, or too low?



- Right amount
- Too high
- Too low
- Don't know

Do you think that enrollment fees in the California community college system are currently about the same as, higher than, or lower than enrollment fees in other states?



- Same
- Higher
- Lower
- Don't know

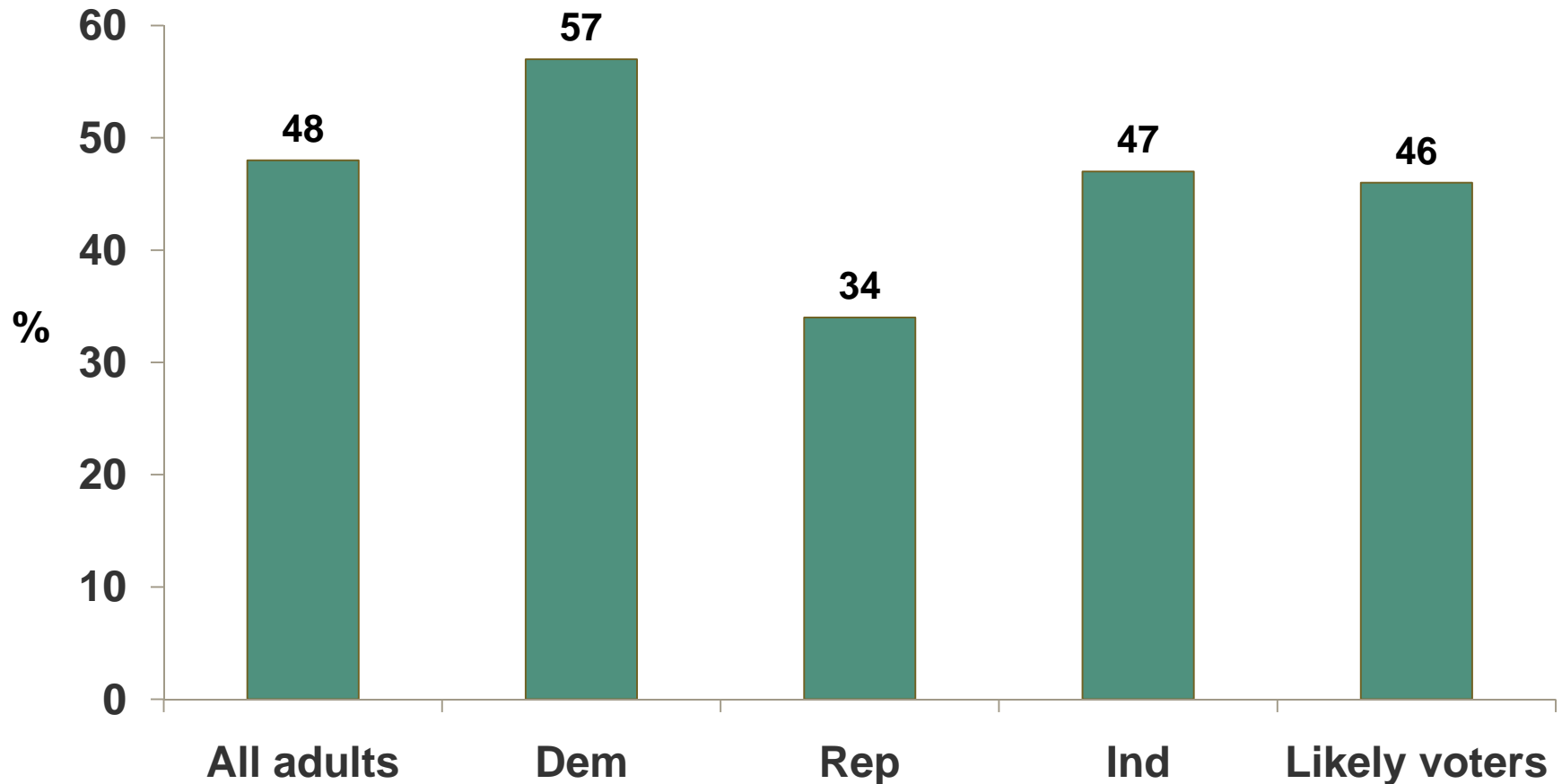




# Effects of State Budget Deficit

How concerned are you that the state's budget gap will cause significant spending cuts in higher education?

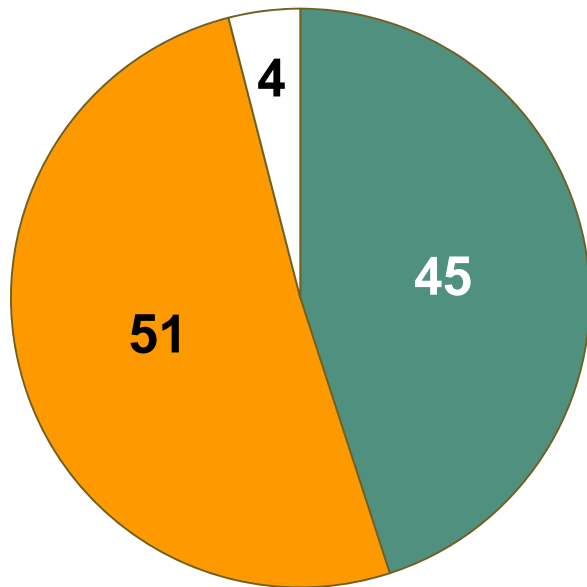
Percent saying very concerned



# Willingness to Pay More for Higher Education

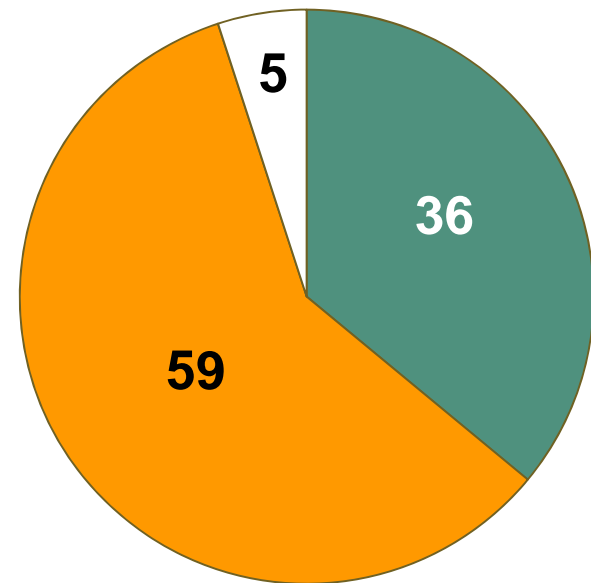
What if the state said it needed more money just to maintain current funding for public colleges and universities. Would you be willing to...

Pay higher taxes for this purpose, or not?



Likely voters

Increase student fees for this purpose, or not?

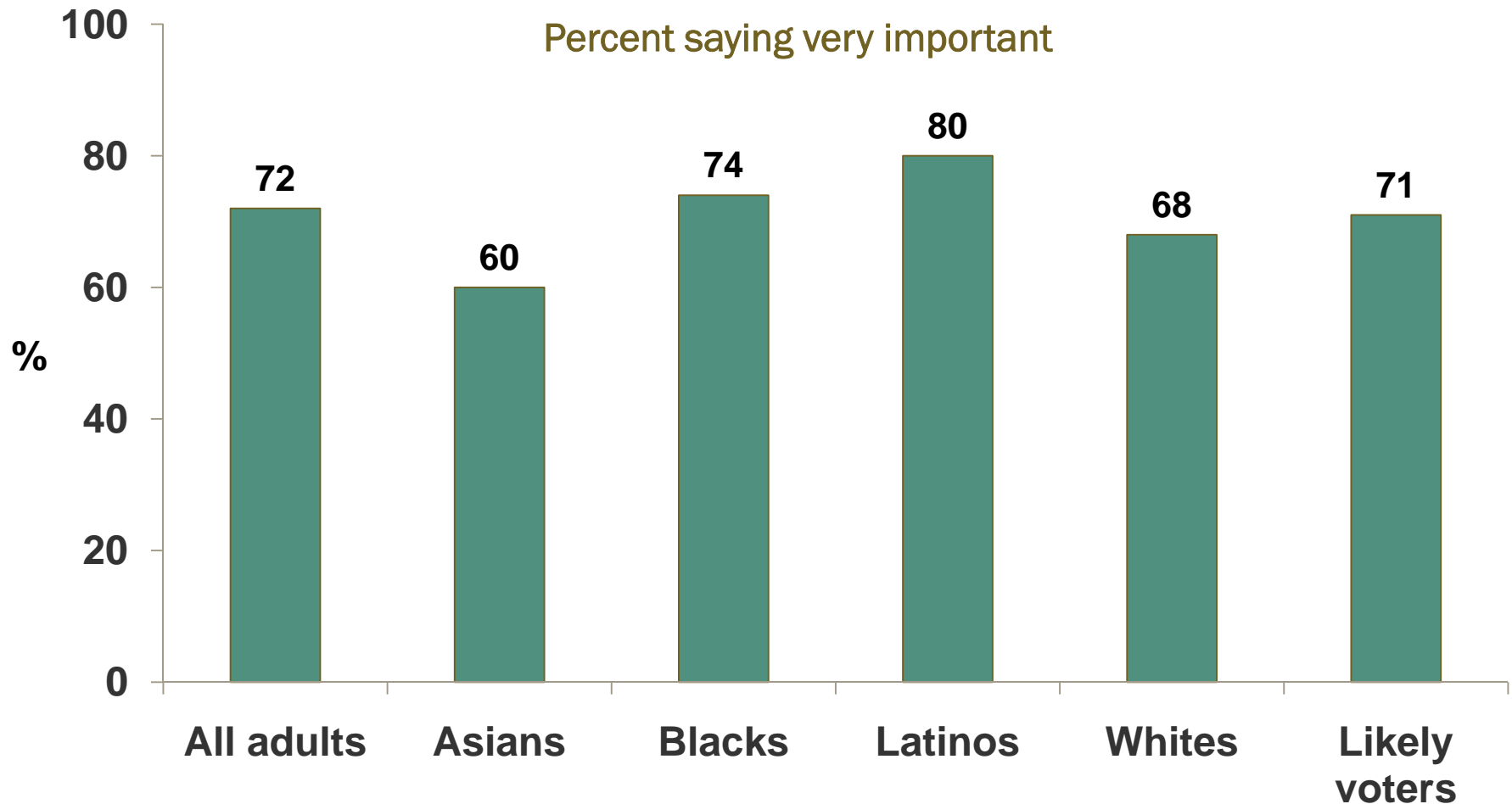


- Yes
- No
- Don't know



# Importance of Higher Education to California's Future

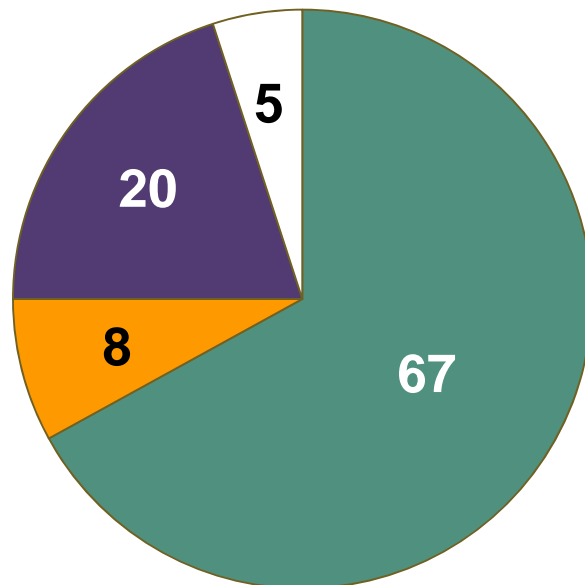
In general, how important is California's higher education system to the quality of life and economic vitality of the state over the next 20 years?



# Demand for College-Educated Workers in the Future

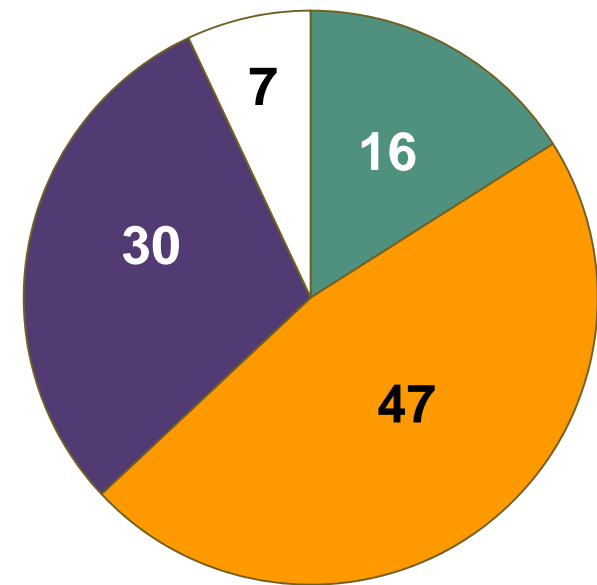
In thinking ahead 20 years, if current trends continue, do you think...

California's economy will need a higher percentage, a lower percentage, or about the same percentage of college-educated workers as today?



- Higher percentage
- Lower percentage
- About the same
- Don't know

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?



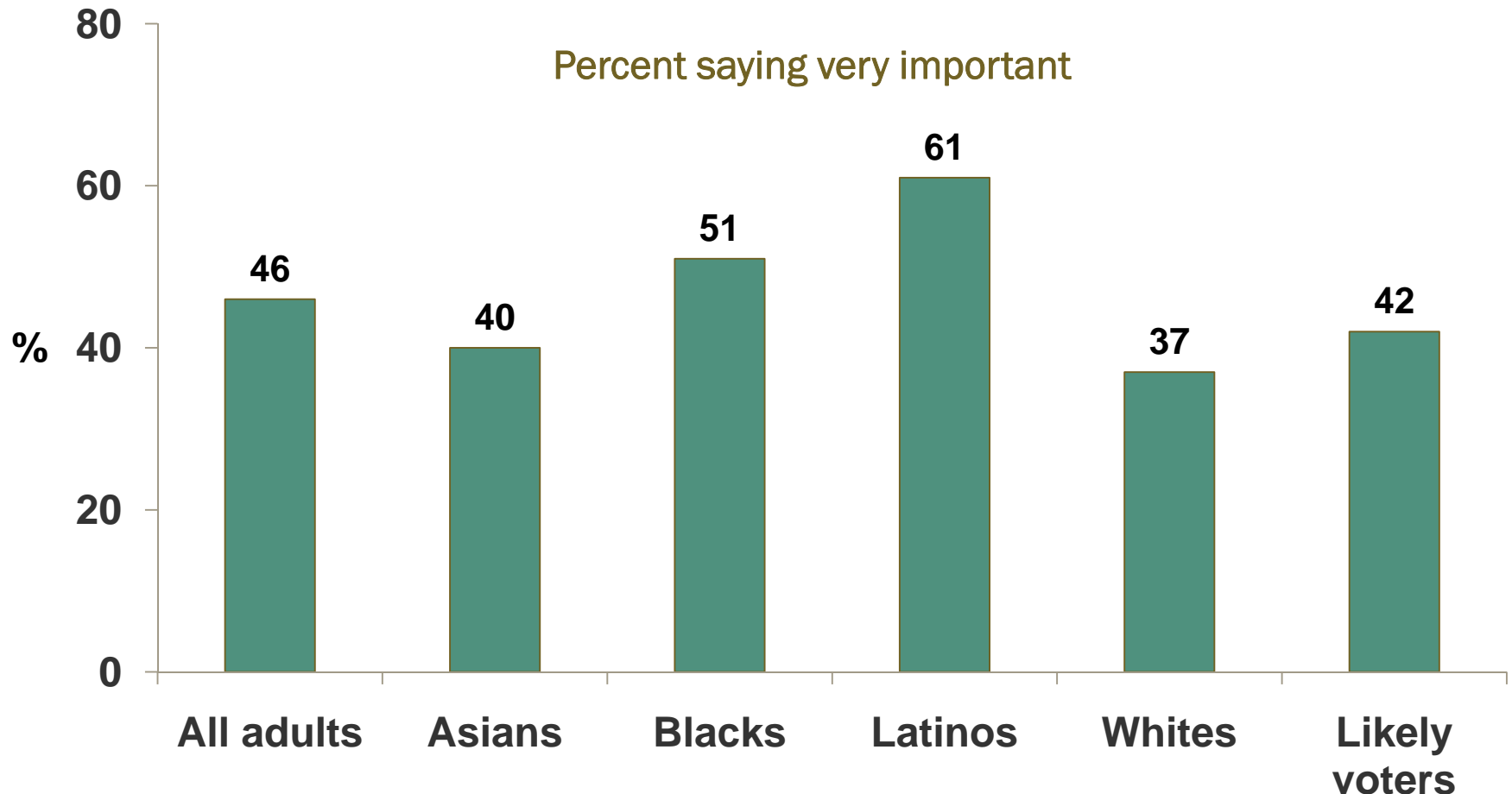
- More than enough
- Not enough
- Just enough
- Don't know

All adults



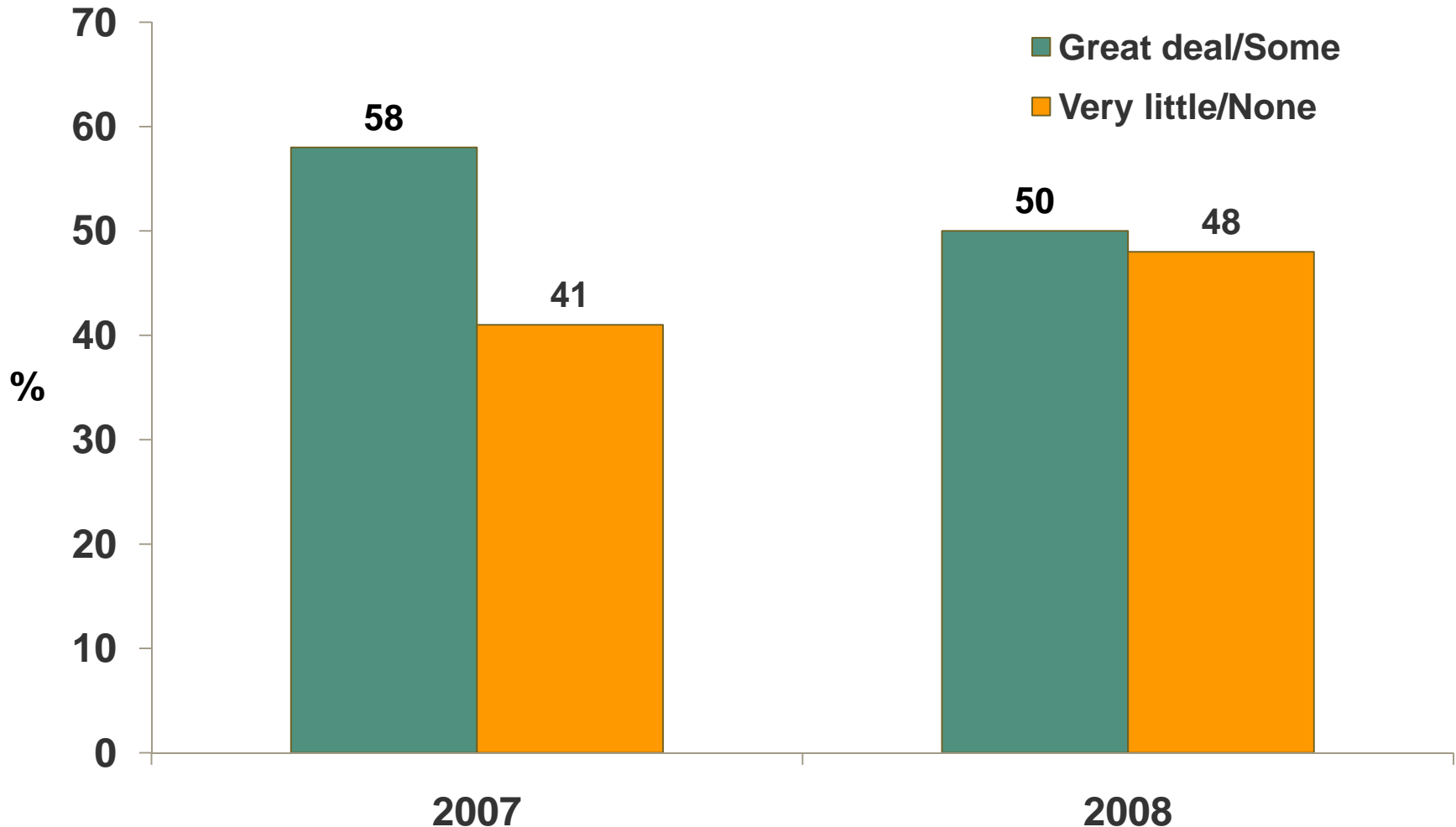
# Importance of Investing in Higher Education

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?



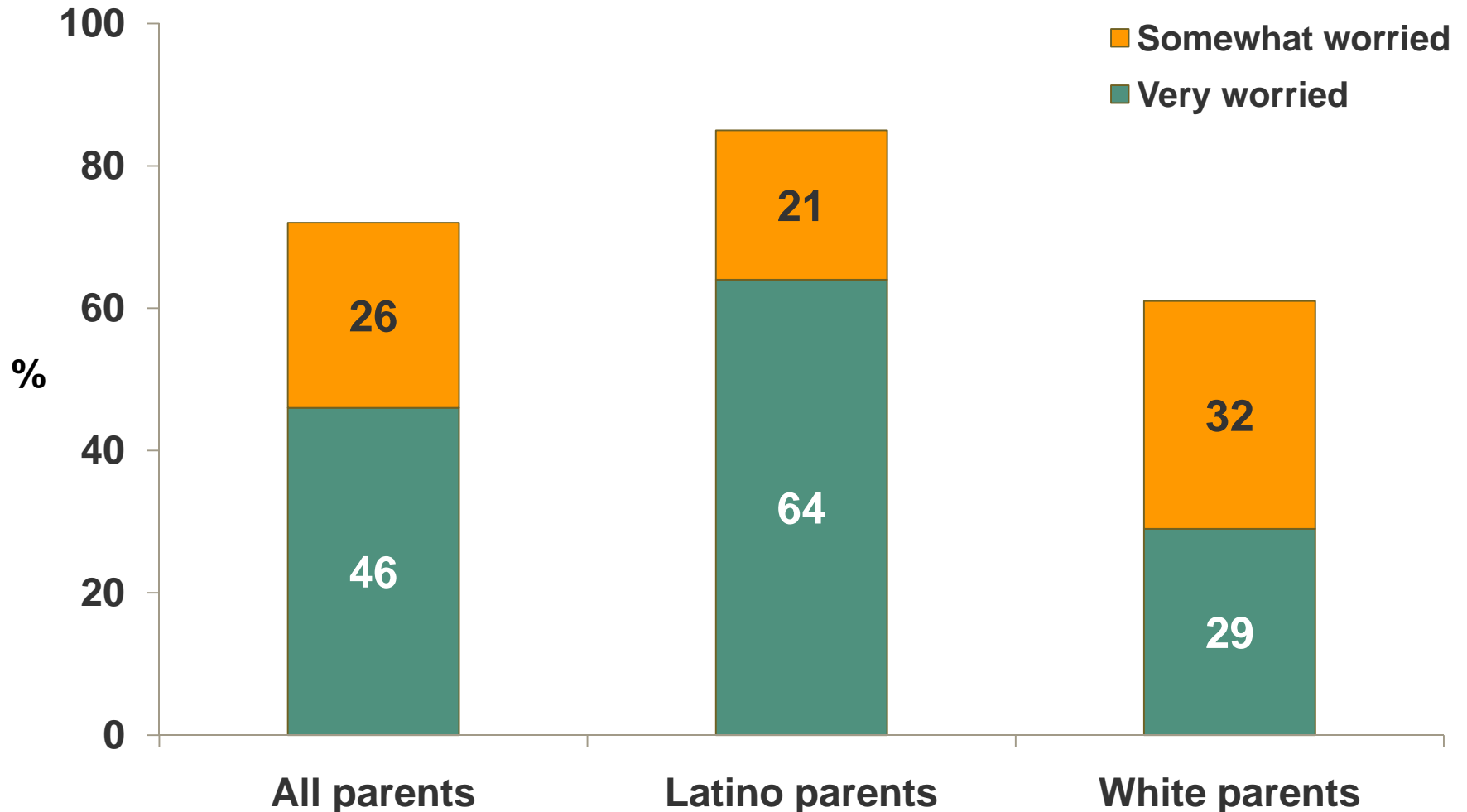
# Confidence in State Government

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



# Concern About Affording College

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



# Conclusions

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- Majorities say more government funding needed to make higher education more affordable
- Californians give high marks to CCC, CSU, UC
- Majority says college education necessary
  - For personal success, for state's future
- Majorities say economic and racial/ethnic diversity very important
  - Many say low-income students and minorities have less opportunity to attend
- Parents worry about cost, not saving enough
  - Lower-income, Latino parents more likely to cite high costs as source of concern





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