

PPIC Statewide Survey: Californians and Higher Education

November 15, 2018

Mark Baldassare, Dean Bonner, Alyssa Dykman, Lunna Lopes

Supported with funding from the College Futures Foundation



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Outline

- PPIC Statewide Surveys
- Perceptions and Attitudes
- 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
 - 350,000+ Californians since 1998
 - 170+ general, issue, and regional surveys

Californians and Higher Education

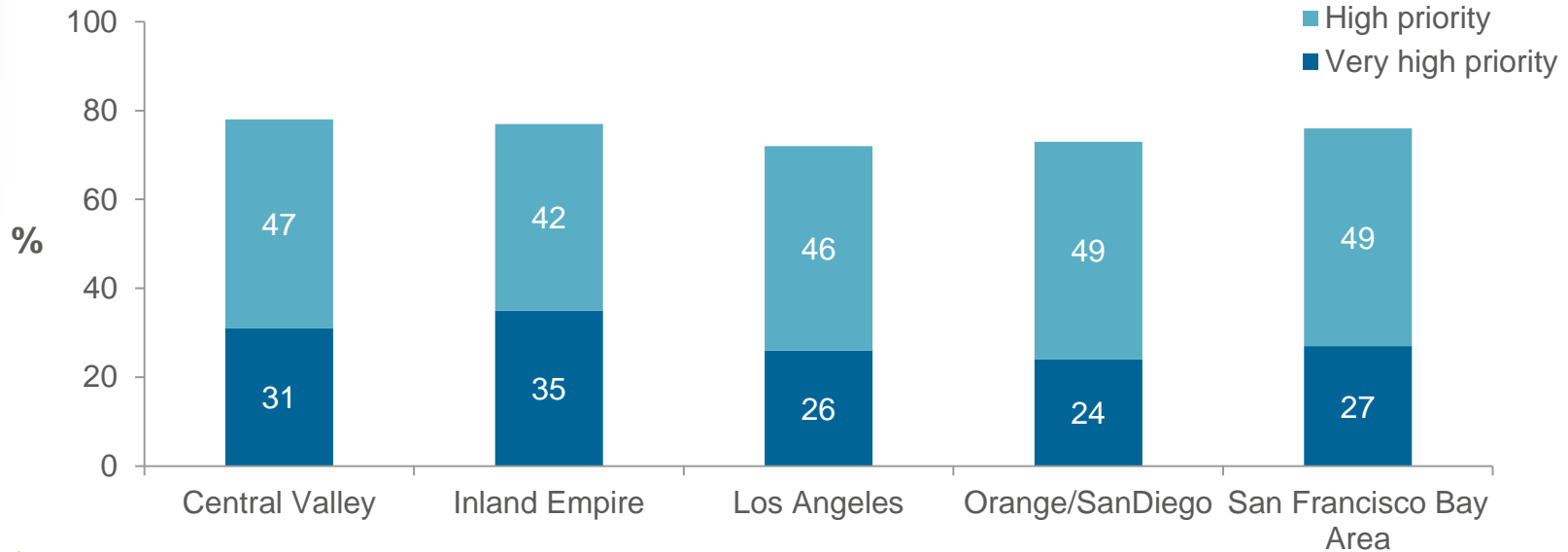
- Annual survey from 2007–2011; restarted in 2016, after the launch of the PPIC Higher Education Center
- Telephone interviews, October 27–November 5, 2018
 - 70% cell phone, 30% landline
 - 1,703 adults, $\pm 3.5\%$ margin of error
 - 1,095 likely voters, $\pm 4.4\%$ margin of error
- Views on the importance of higher education and the next governor, problems facing higher education, ratings of the systems and elected officials
- Views on funding levels for higher education, revenue sources, affordability, and equity

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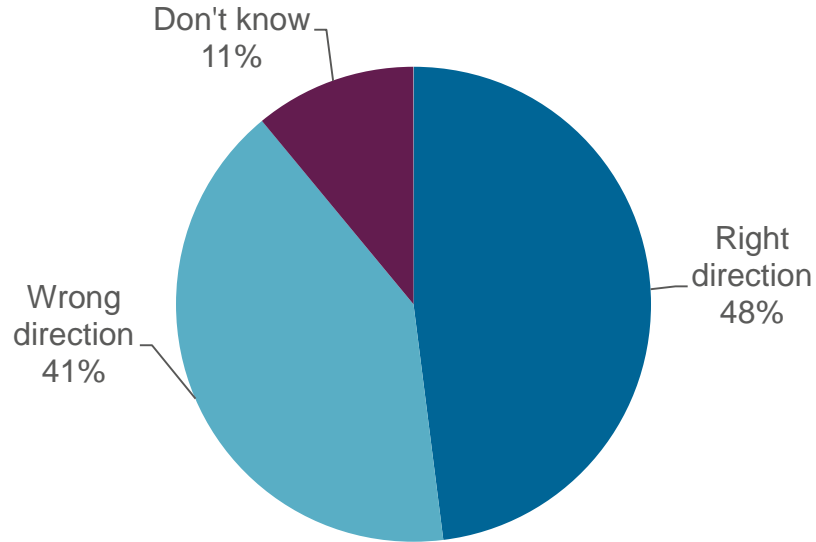
Priority of higher education for the next governor

In thinking about priorities for the next governor of California, do you think that the state's public higher education system should be a very high priority, high priority, medium priority, low priority, or very low priority?



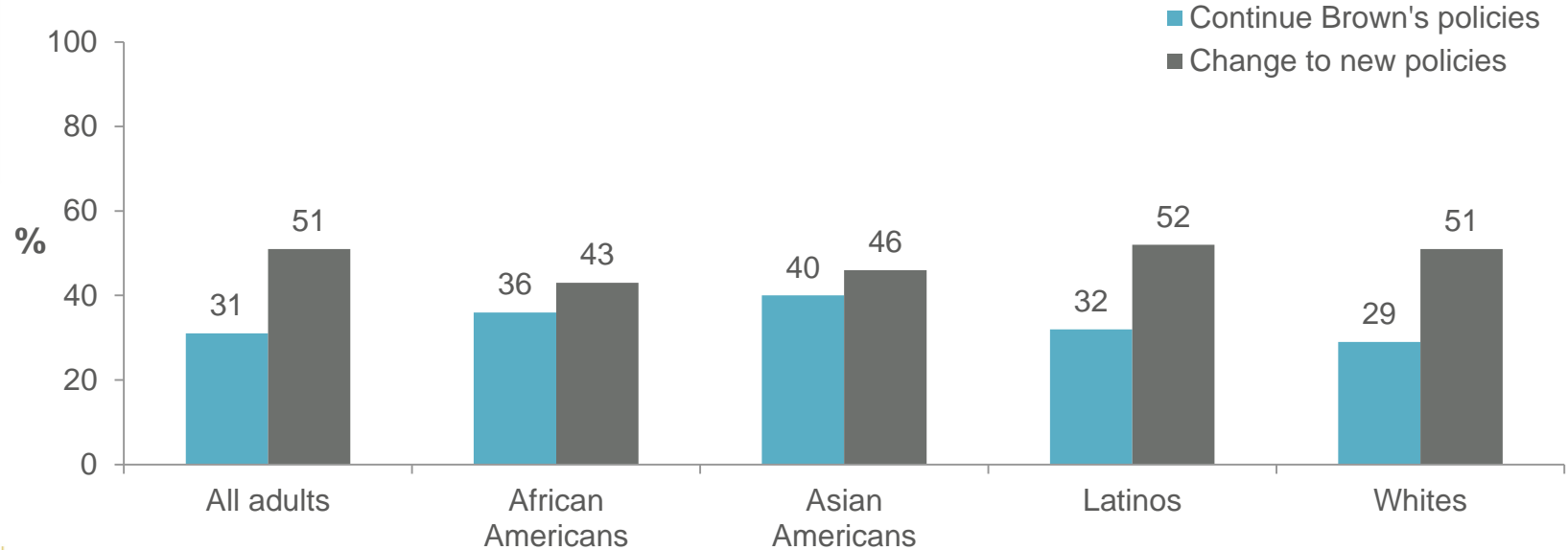
Direction of California's public higher education system

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?



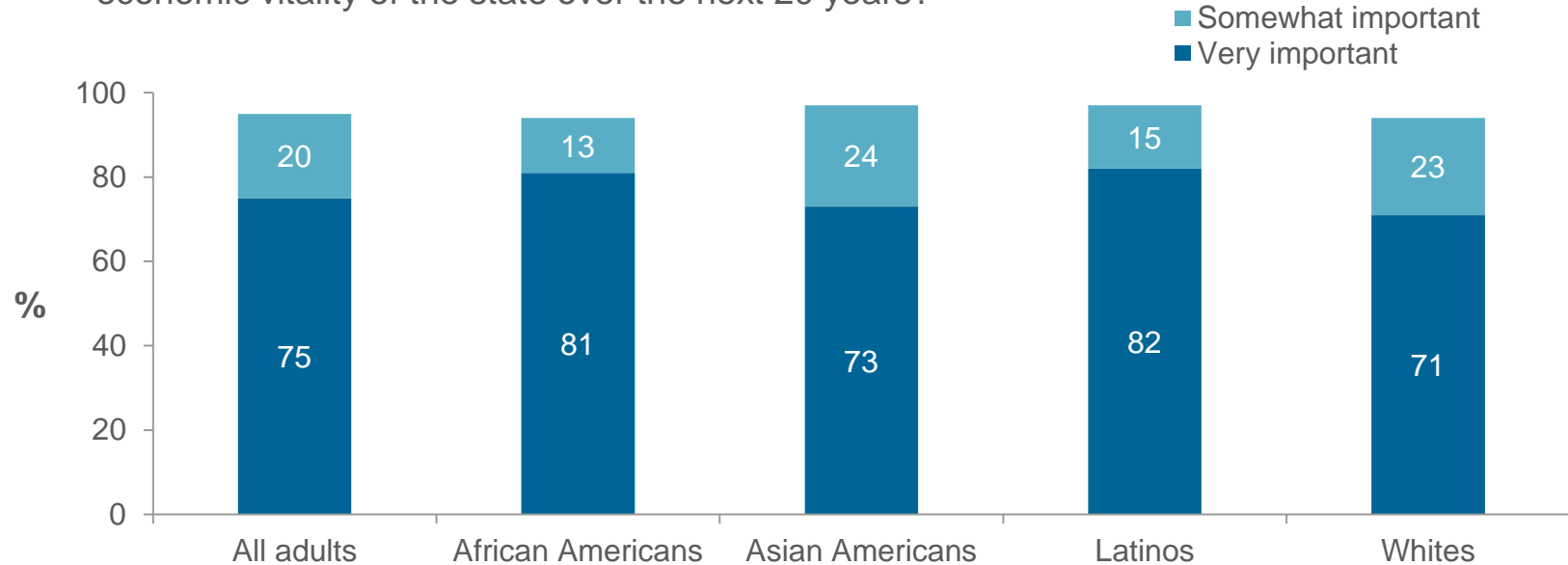
Public higher education policies for the next governor

When it comes to public higher education in California, would you rather see the next governor generally continue Jerry Brown's policies or mostly change to different policies?



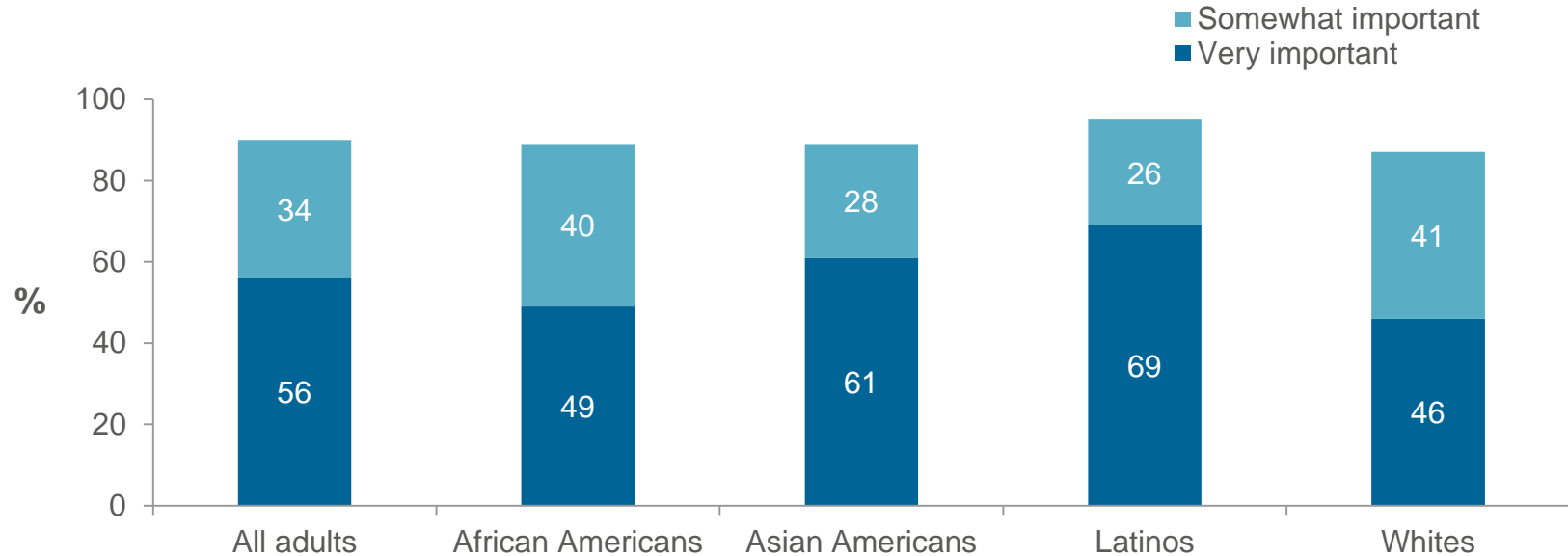
Importance of higher education for California's future

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?



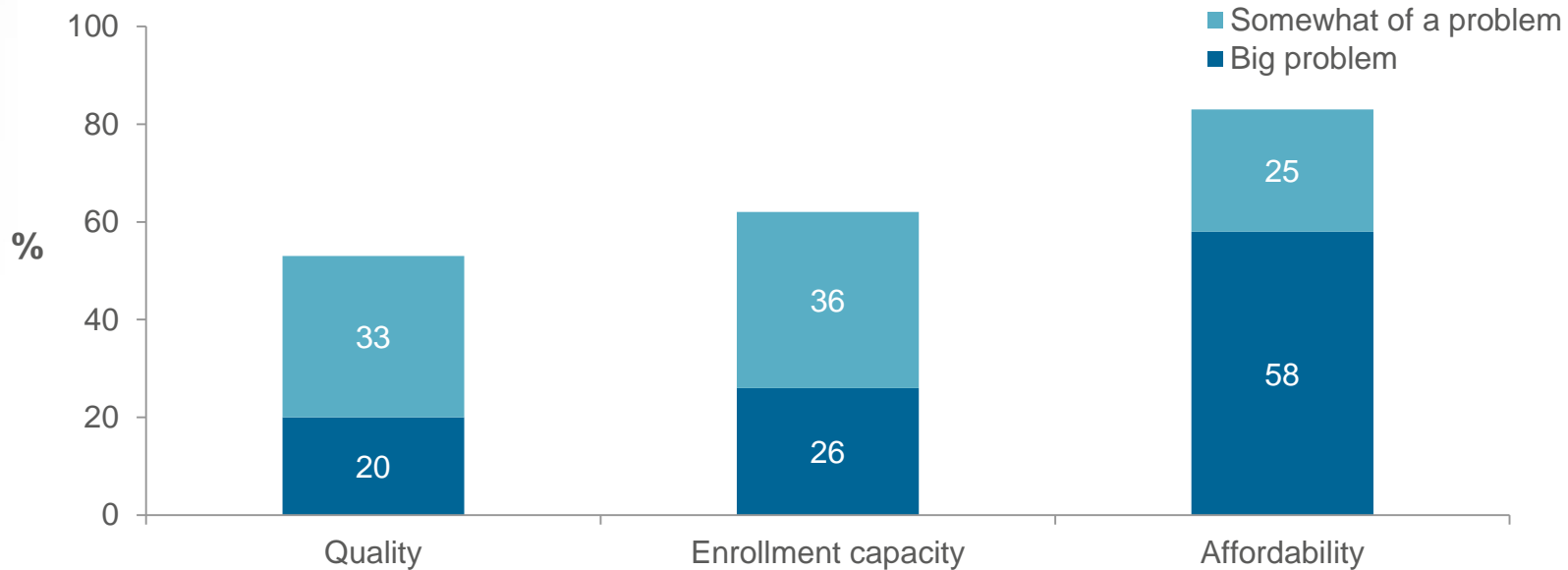
Importance of four-year degree for financial success

In general, how important is having a four-year college degree for economic and financial success in today's economy?



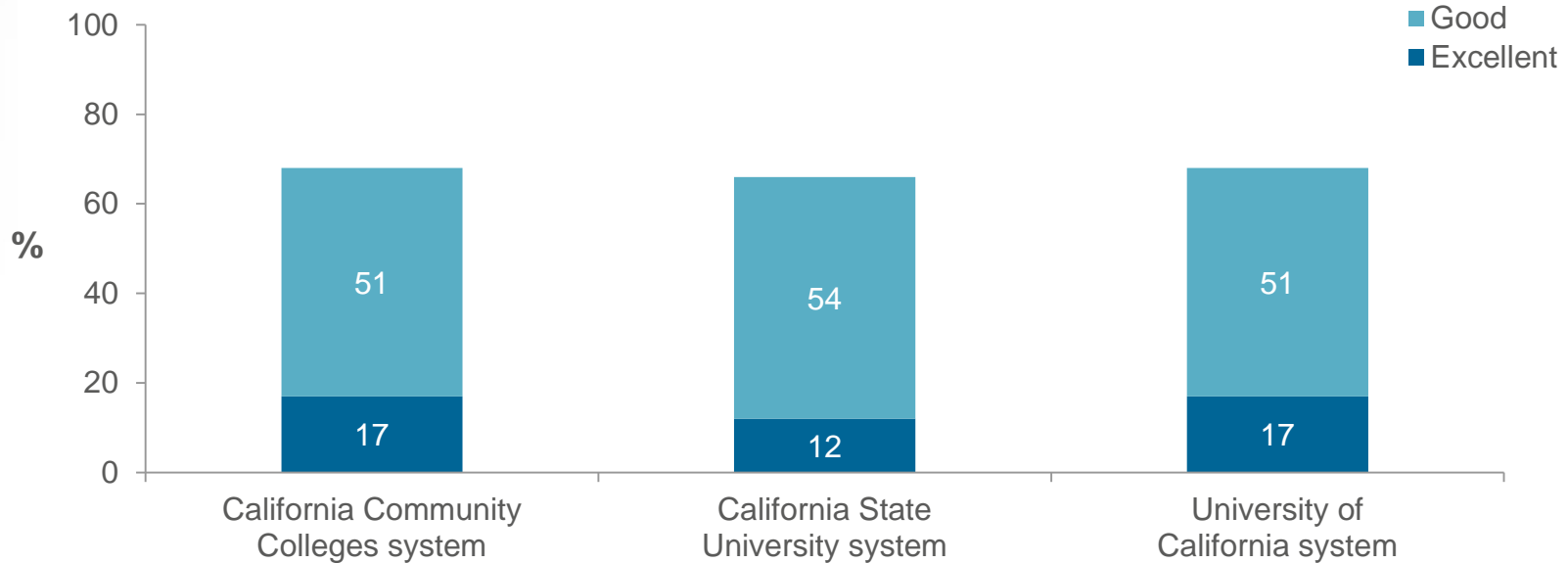
Concern about quality, capacity, and affordability

How about the overall _____ in California's public colleges and universities today; is it a big problem, somewhat of a problem, or not much of a problem?

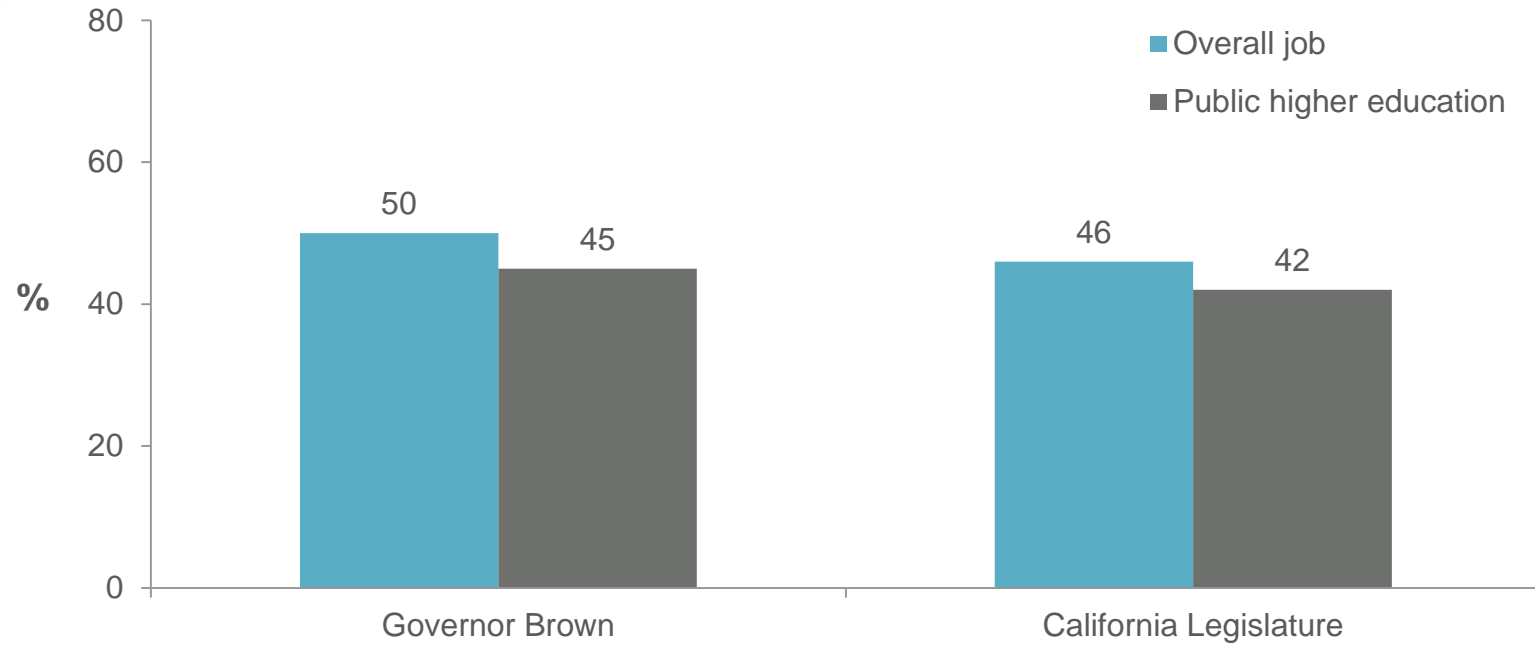


Ratings of the three public higher education systems

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



Approval ratings of state elected officials

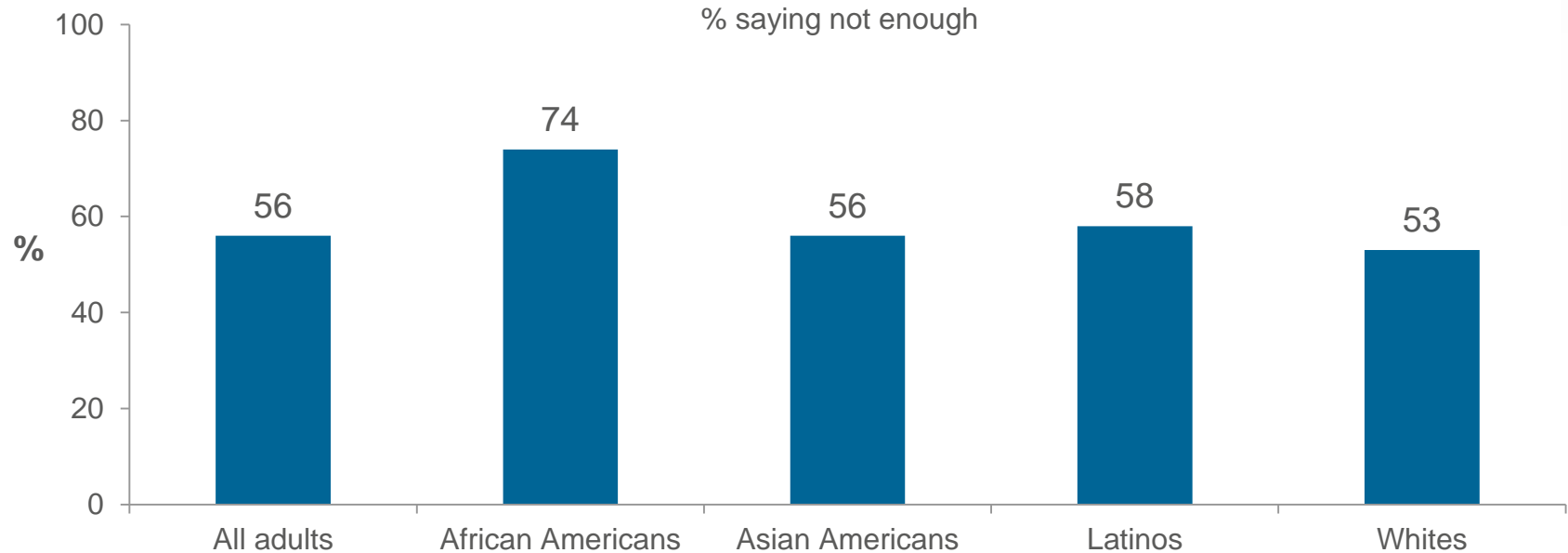


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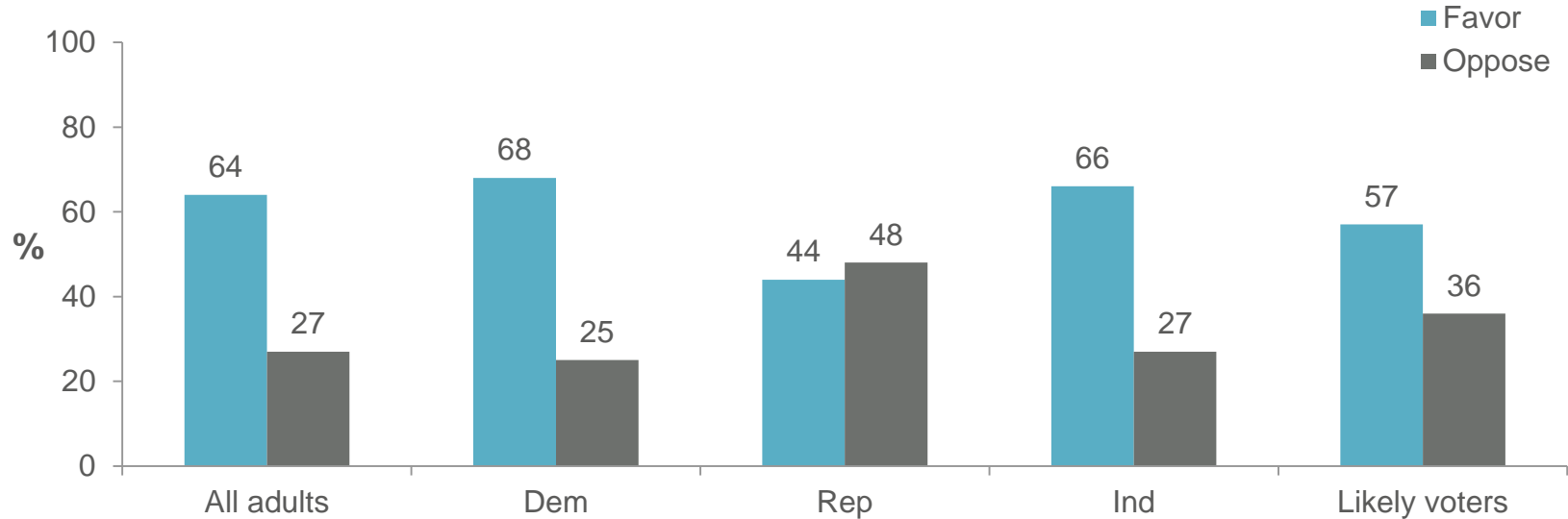
Adequacy of state funding for public higher education

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?



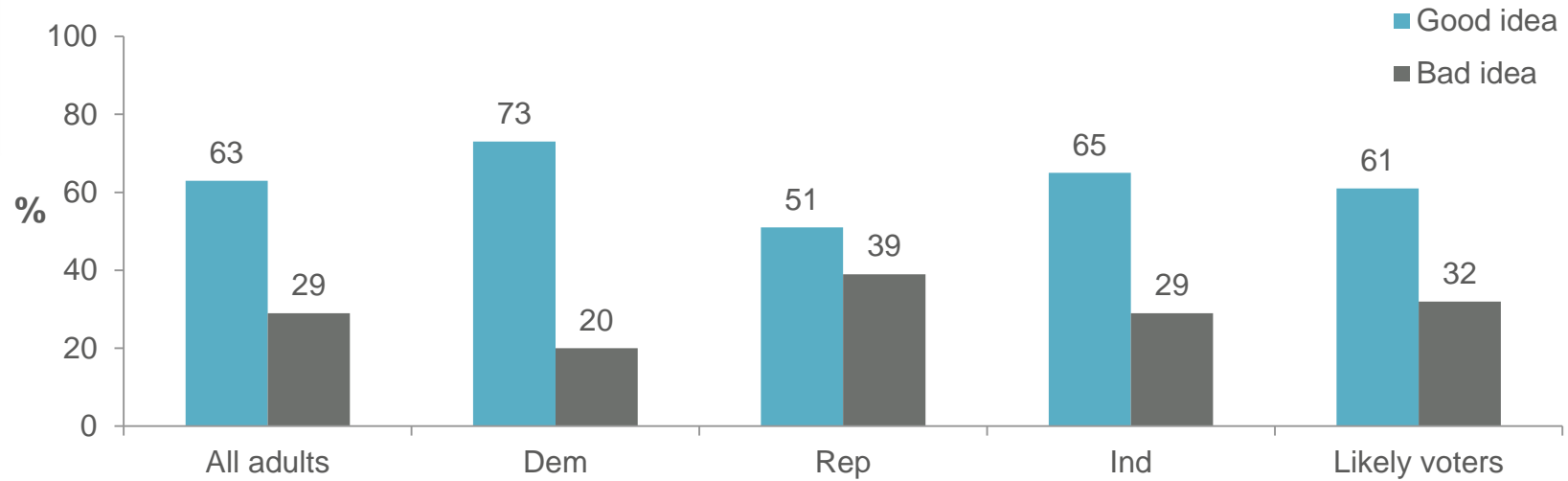
Tying additional funding to student outcomes

Do you favor or oppose tying additional state funding for California's public colleges and universities to student outcomes such as graduation rates?



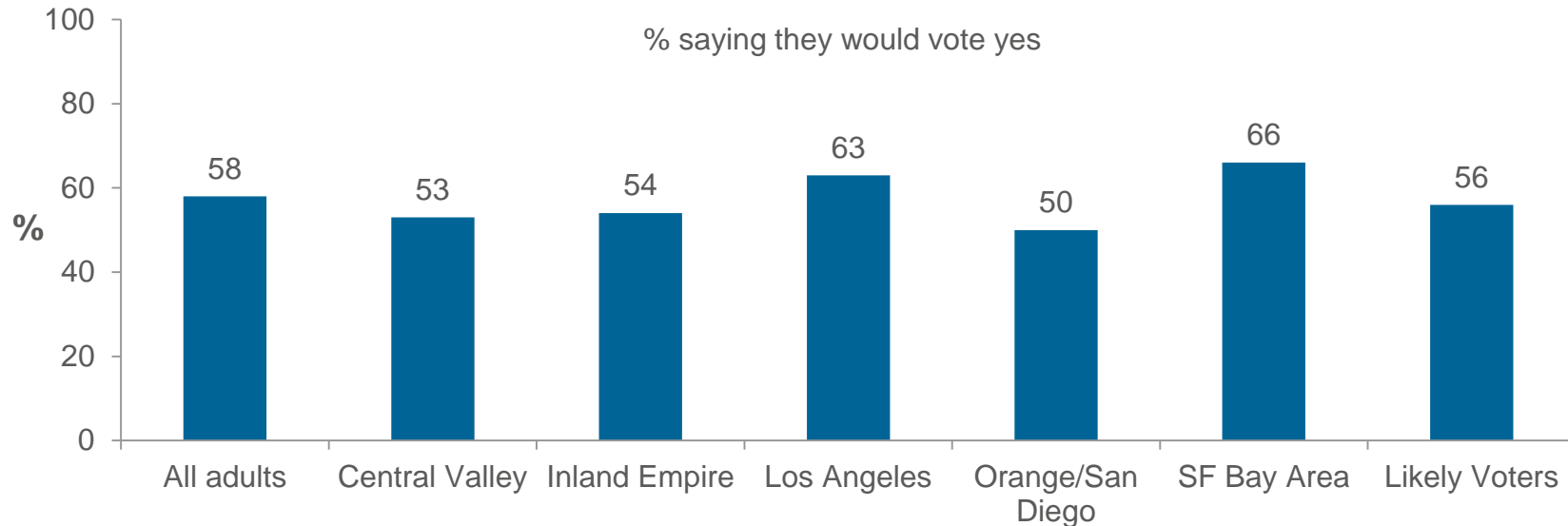
Establishing a minimum level of state spending for CSU and UC

California voters passed Proposition 98 in 1988, which established a minimum level of state spending each year for K–12 public schools and the community college system. Do you think it would be a good idea or a bad idea to establish a minimum level of state spending each year for the California State University and University of California systems?



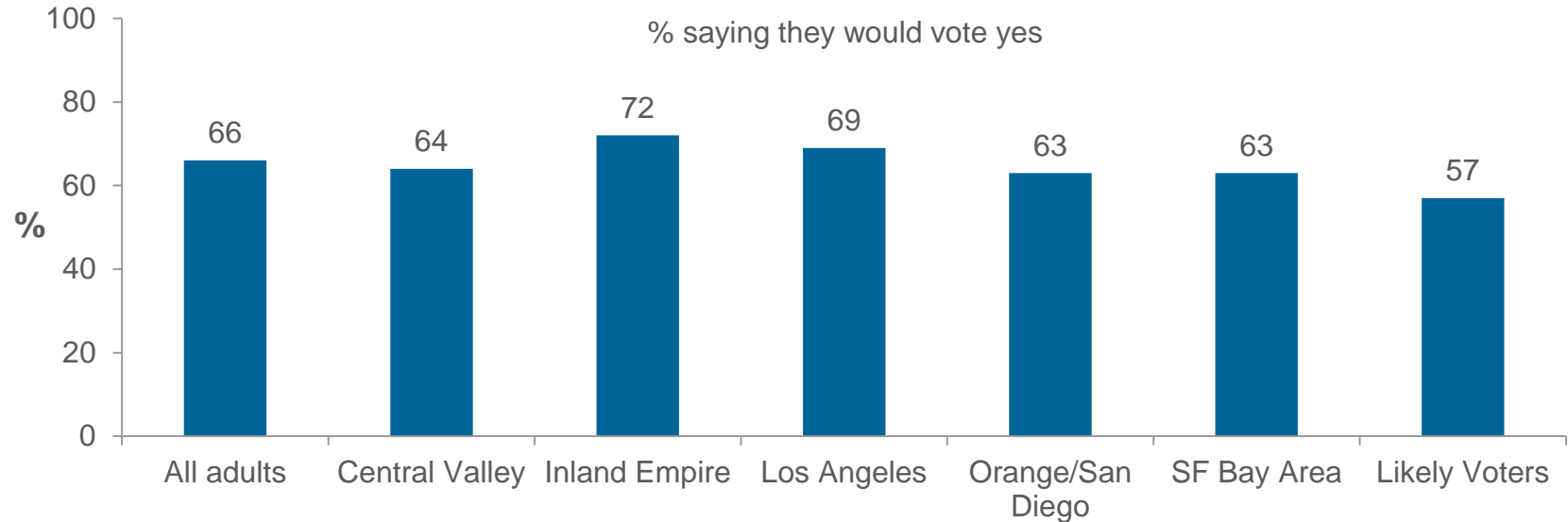
Support for a split roll property tax to fund higher education

As you may know, under Proposition 13, residential and commercial property taxes are both strictly limited. What if there was a state ballot measure to have commercial properties taxed at their current value and direct some of the tax revenue to state funding for public higher education? Would you vote yes or no?



Support for a state bond for higher education construction projects

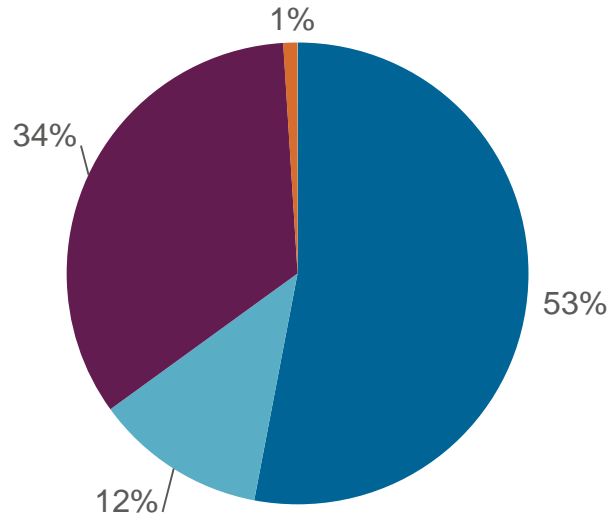
If the state ballot had a bond measure to pay for construction projects in California's public higher education system, would you vote yes or no?



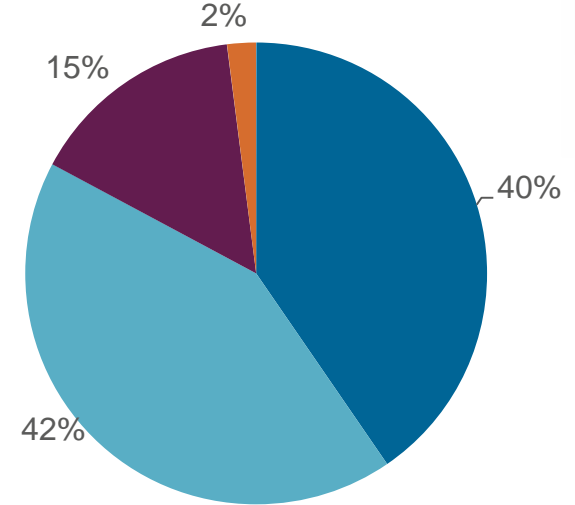
Opportunity disparities

Do you think qualified students _____ have less opportunity, more opportunity, or about the same opportunity as others to get a college education?

From low-income families



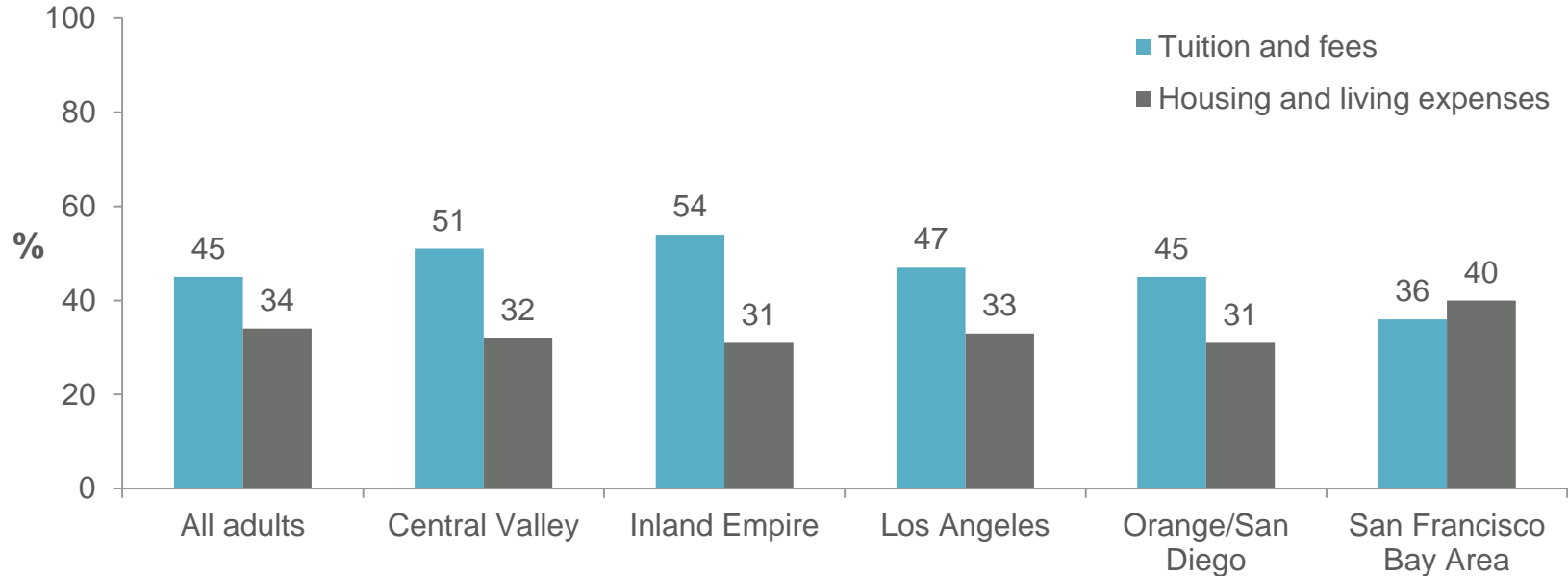
Who are ethnic or racial minorities



- Less opportunity
- About the same
- More opportunity
- Don't know

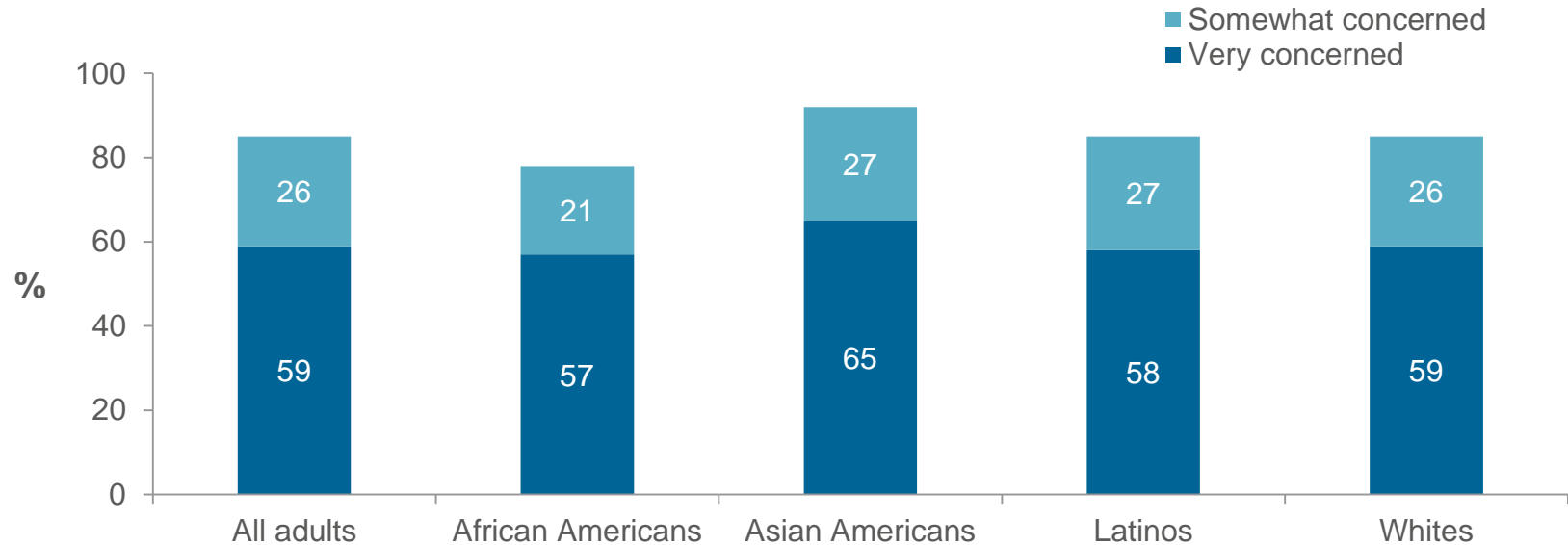
Biggest financial burden for California's students

In general, which do you think is the biggest financial burden for students in California's public colleges and universities today: tuition and fees or housing and living expenses?



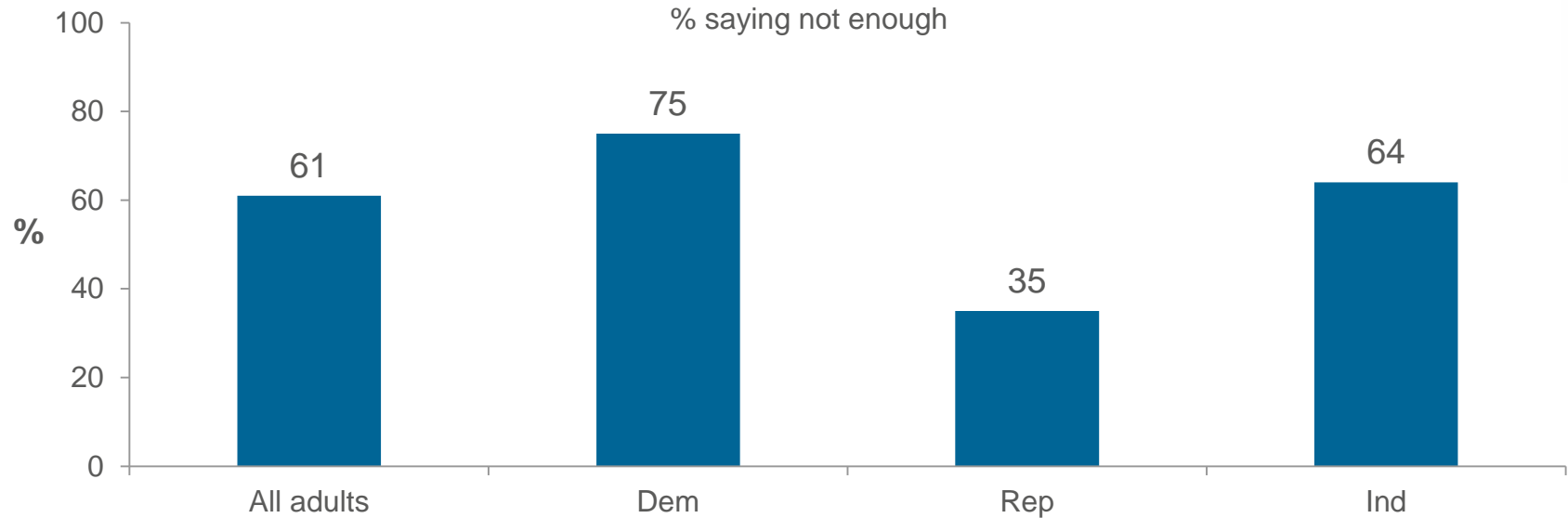
Concern about students taking on too much debt

How concerned are you about students who attend California's public colleges and universities taking on too much debt to pay for tuition and living expenses?



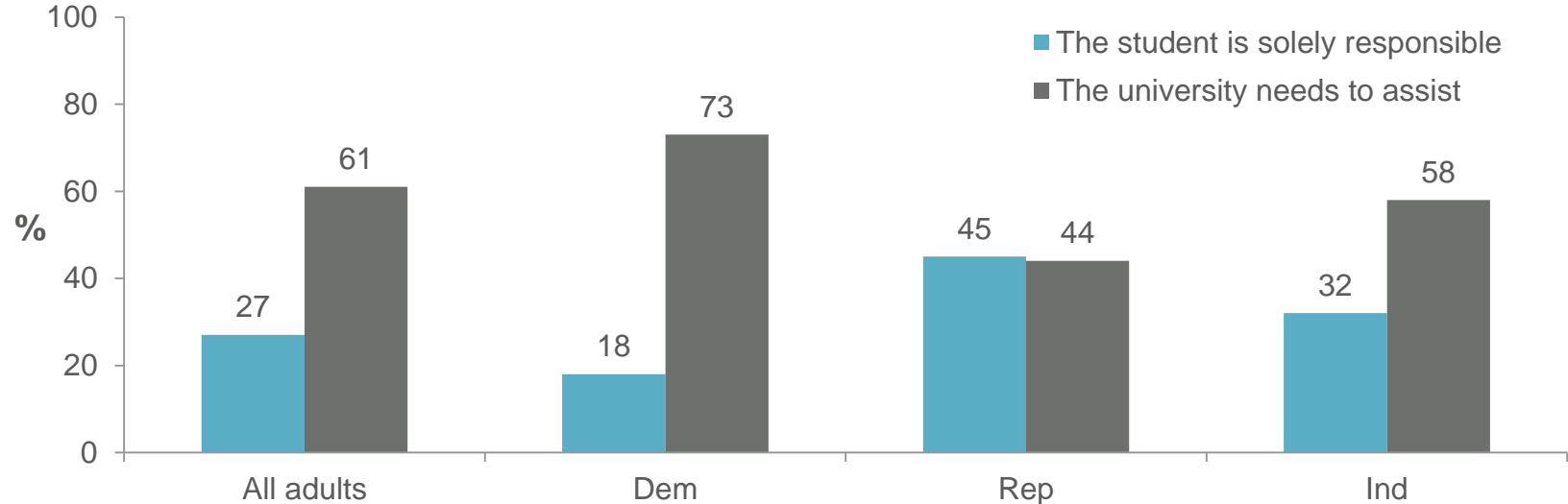
Adequacy of state funding for scholarships and grants

Do you think that there is more than enough, just enough, or not enough government funding for scholarships and grants for students who need financial help to attend California's public colleges and universities?



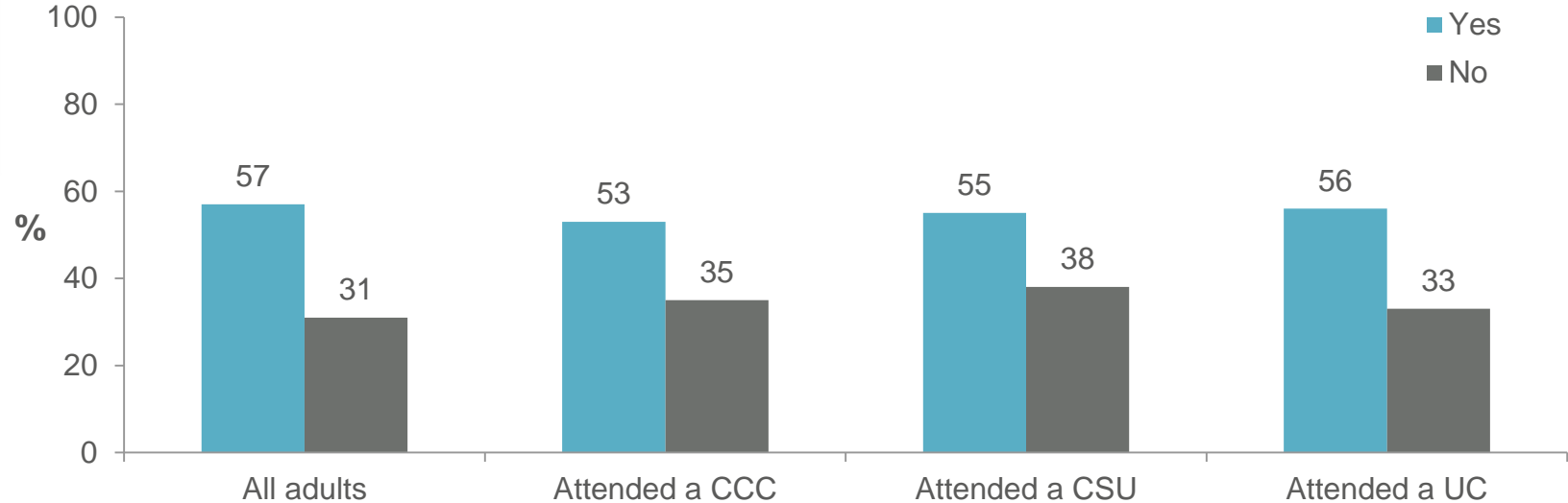
Responsibility for student success

Which of the following is closer to your point of view regarding success of students in higher education: the student is solely responsible or the university needs to assist in the success of its students?



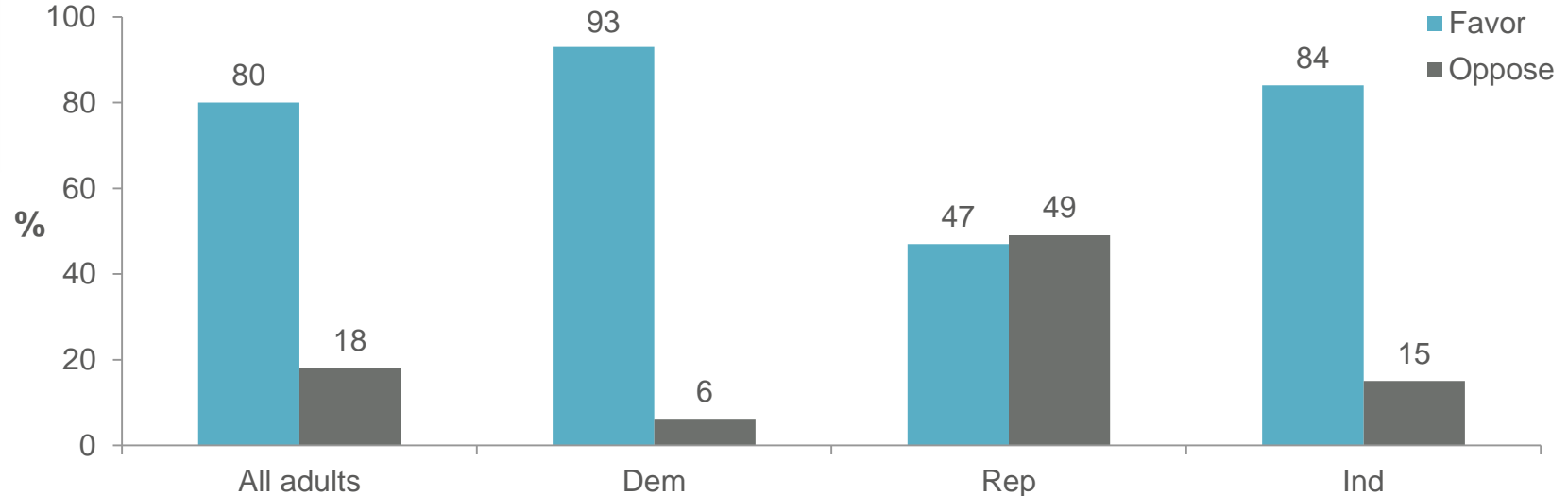
Adequacy of academic support and course planning

Overall, do you think California's public colleges and universities provide sufficient academic support and course planning for students to successfully complete their degree on time?



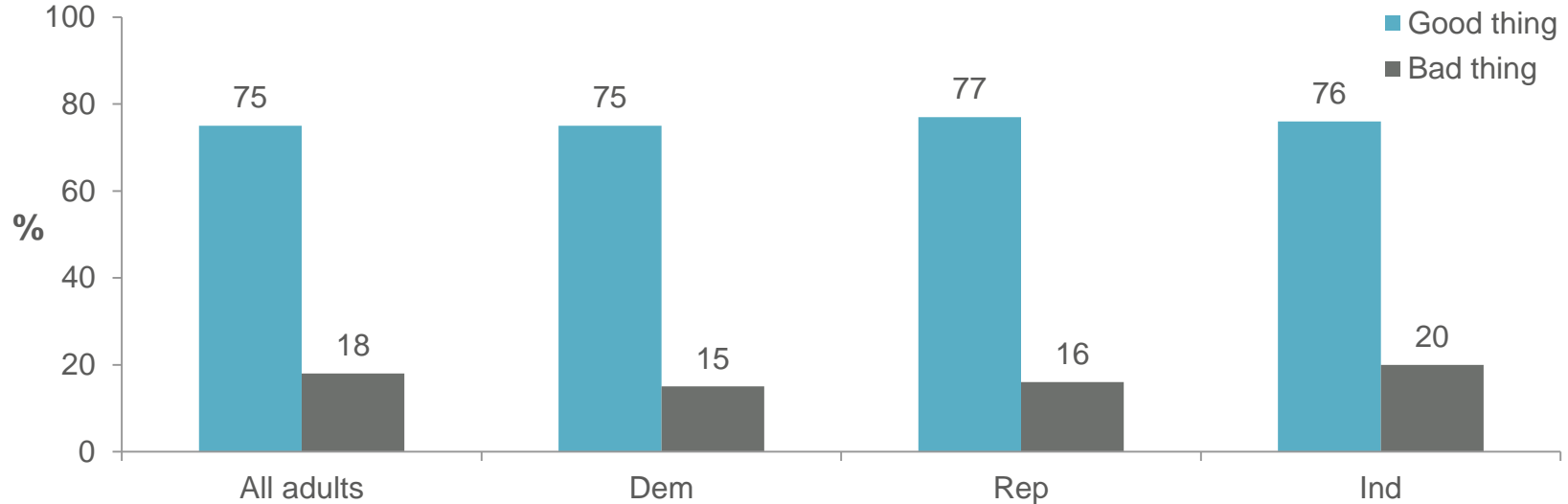
Guaranteeing two free years of community college

Do you favor or oppose the state guaranteeing two free years of community college tuition for California students?



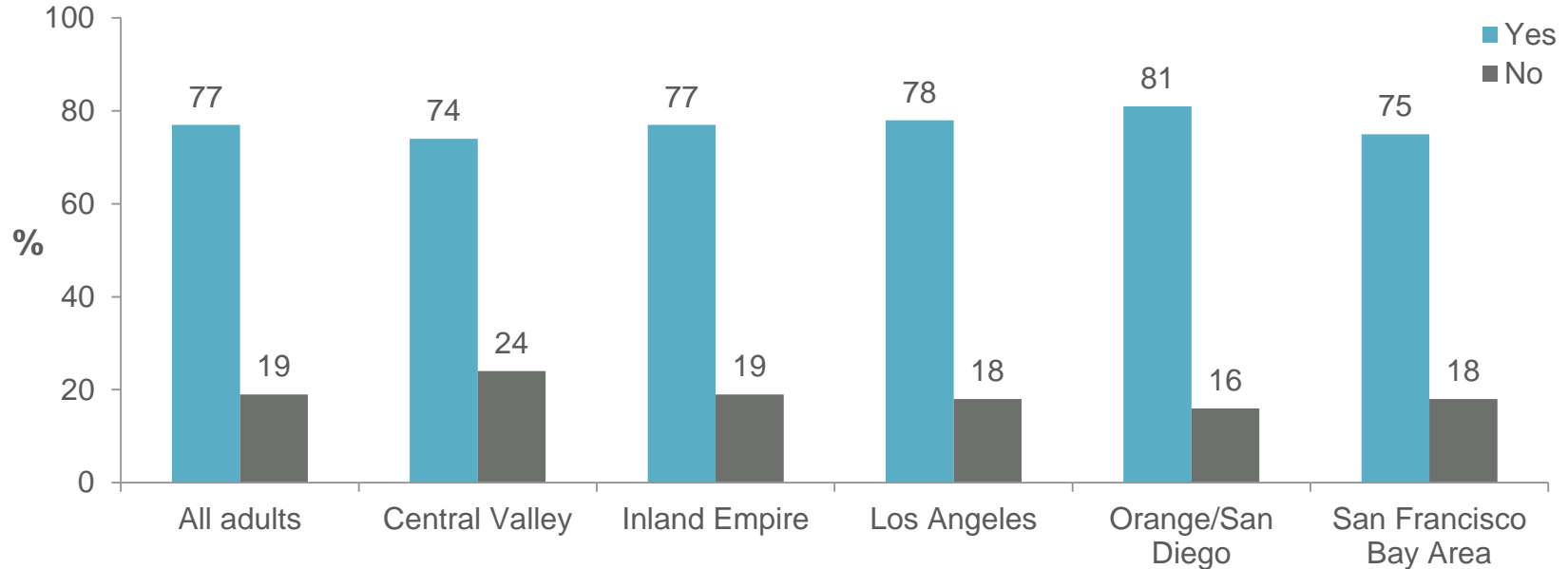
Expansion of online certificate and degree programs

Do you think that the expansion of online certificate and degree programs is a good thing or a bad thing for students at California community colleges?



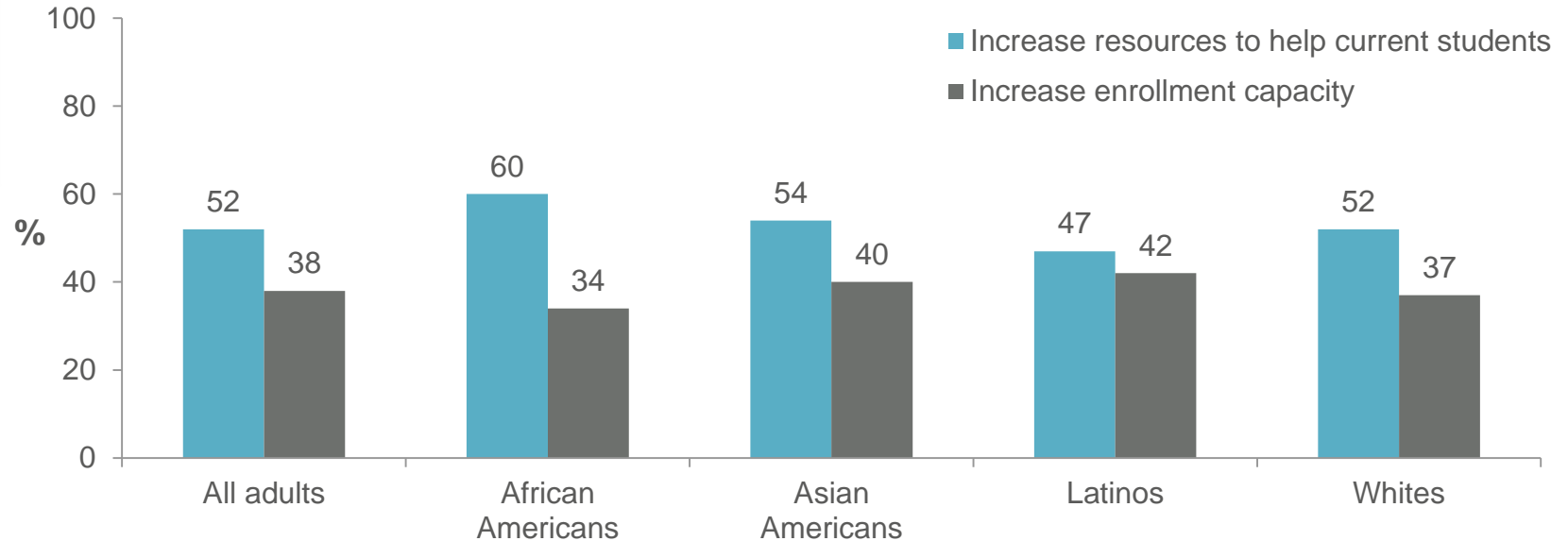
Admissions preference for local students

In general, when making admissions decisions, should California's public colleges and universities give priority to local students from their region of the state?



Preference for use of additional state funding

In general, if the state increased funding for California's public colleges and universities how would you prefer to use this extra money?



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Conclusions

- Californians see higher education as important for financial success and the state's future. They also say it should be a high priority for the new governor.
- Most Californians want Governor-elect Newsom to change to new policies for public higher education, with fewer than half saying higher education is going in the right direction today.
- California's three public higher education systems receive positive ratings and few see quality as a big problem.
- However, many Californians see college affordability as a big problem and are concerned about student debt and the adequacy of funding for scholarships.
- With most saying state funding levels are not enough, majorities of Californians support a split roll property tax to fund higher education and a guaranteed minimum level of state spending for the CSU and UC systems.

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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.