

# PPIC Statewide Survey: Californians and Higher Education

November 2, 2017

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# Outline

- PPIC Statewide Surveys
- California's Public Higher Education System
- Higher Education Perceptions and Attitudes
- 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

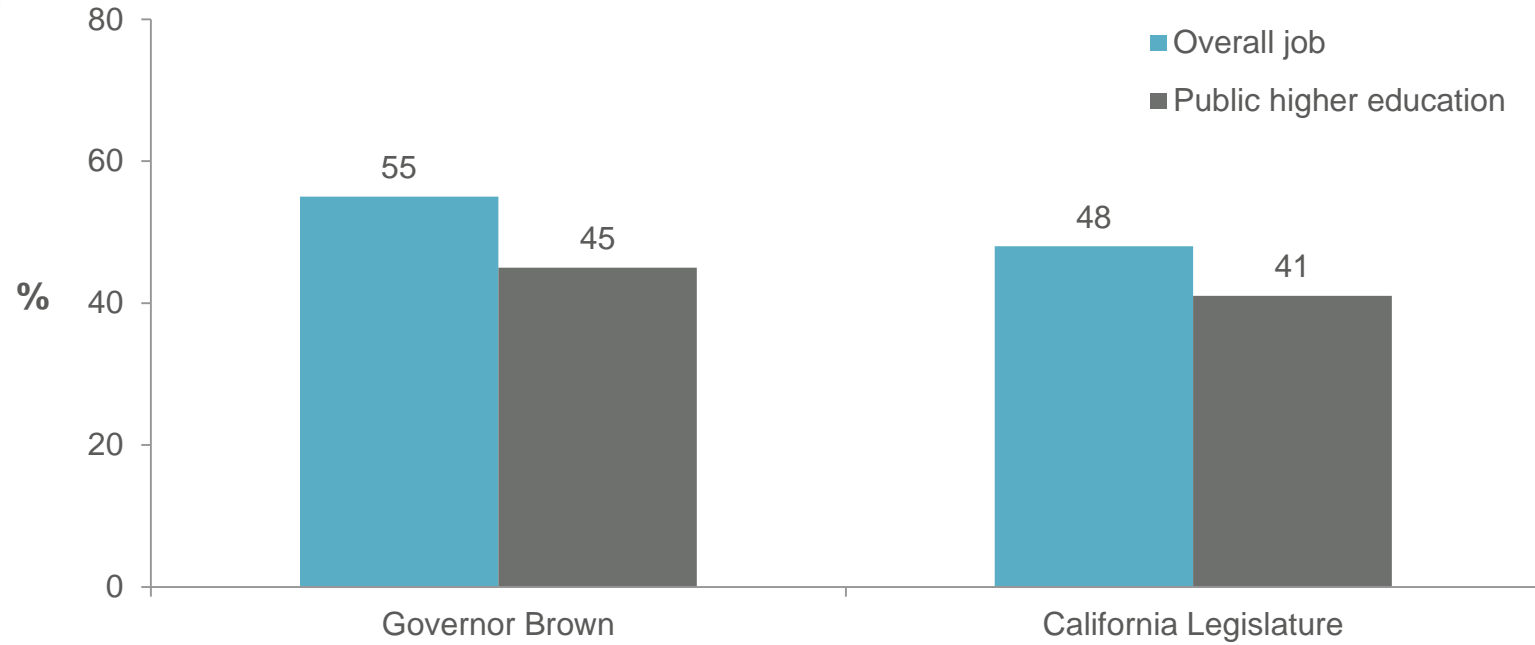
# Californians and Higher Education

- Annual survey from 2007–2011; restarted in 2016, after the launch of the PPIC Higher Education Center
- Telephone interviews, October 8–17, 2017
  - 65% cell phone, 35% landline
  - 1,703 adults,  $\pm 3.3\%$  margin of error
  - 1,065 likely voters,  $\pm 4.1\%$  margin of error
- Views on the state's public colleges and universities, including their quality and affordability; preferences for raising revenues
- Views on importance of higher education, workforce preparation, and campus issues

# Outline

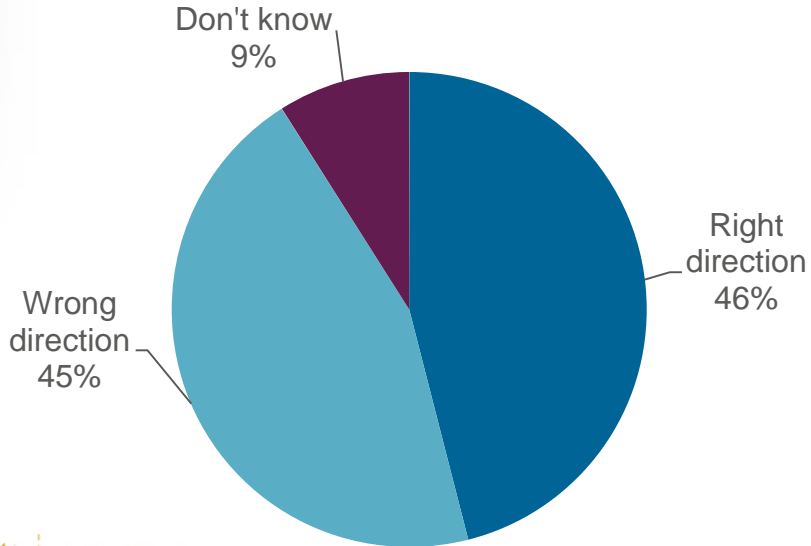
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# Approval ratings of state elected officials

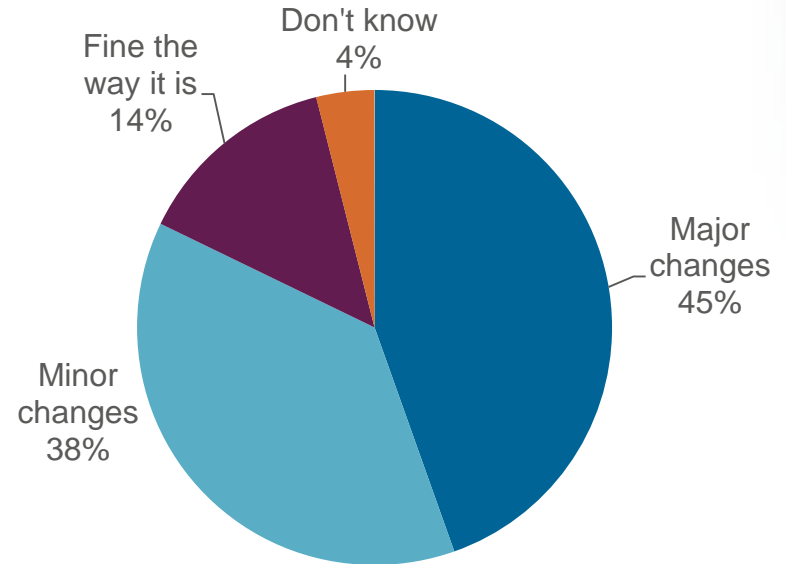


# Direction of California's public higher education system

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?

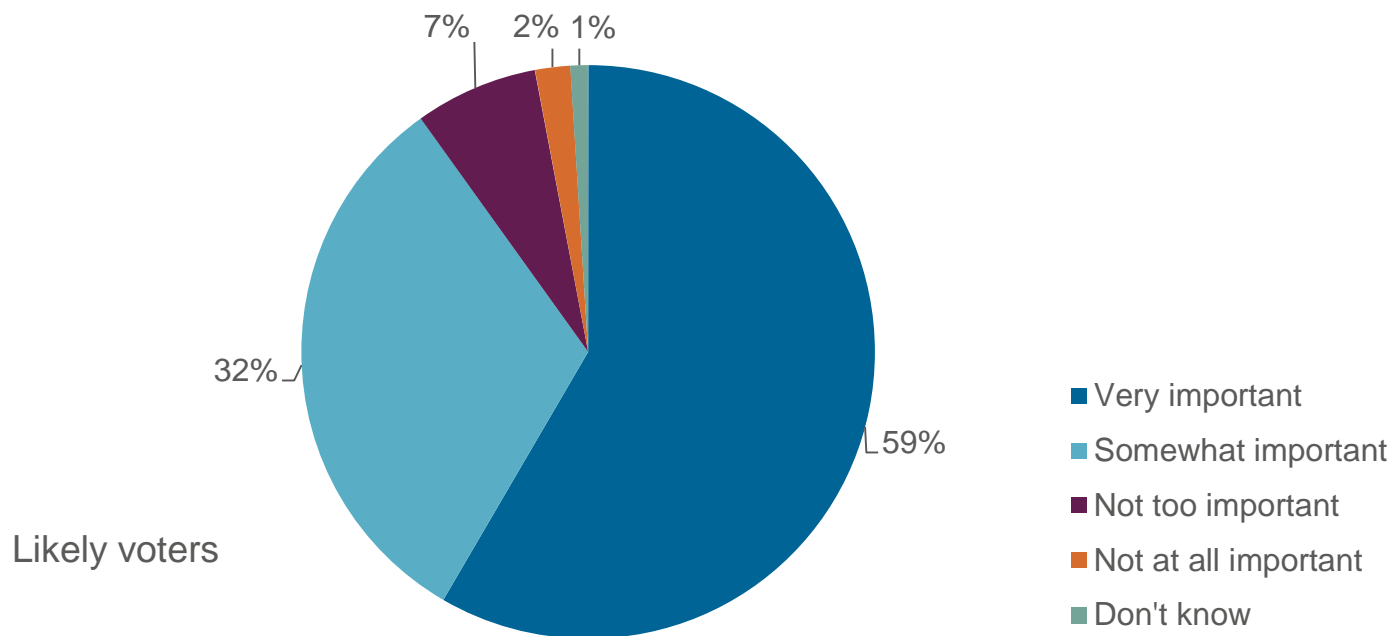


Overall, do you think the public higher education system in California is in need of major changes, minor changes, or that it is basically fine the way it is?



# Importance of higher education in the 2018 gubernatorial election

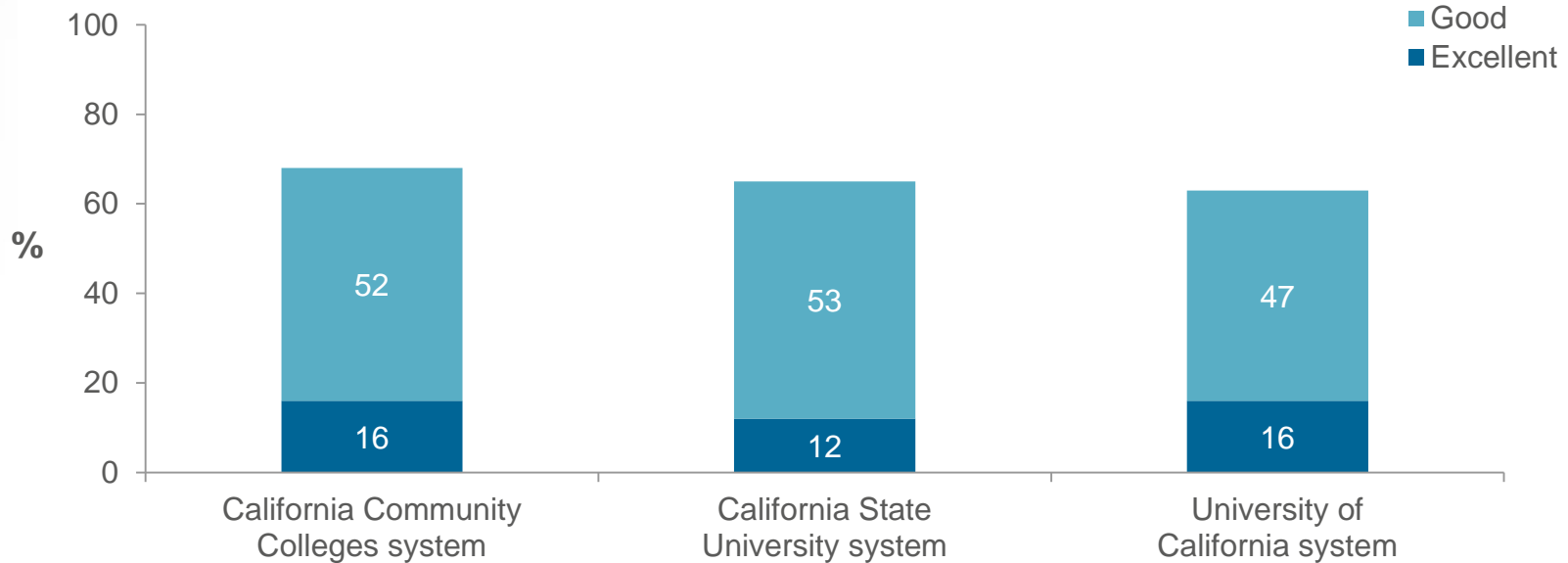
In thinking about the upcoming California governor's election in 2018, how important to you are the candidates' positions on higher education?





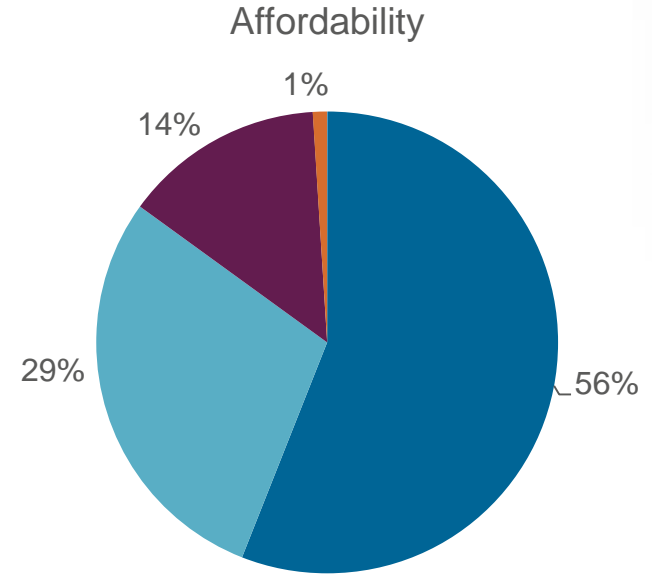
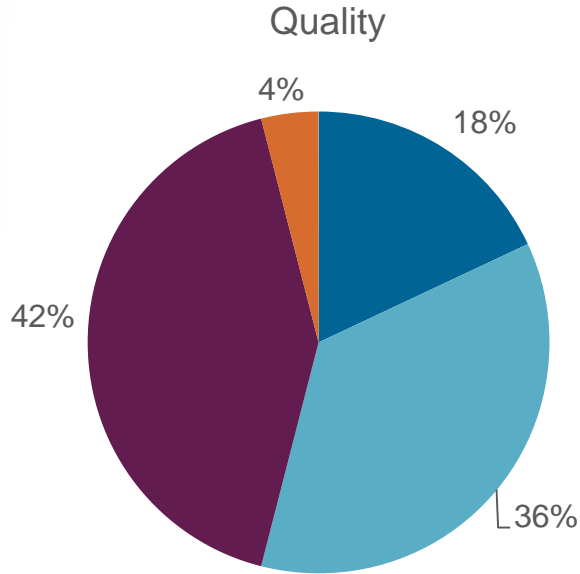
# Ratings of the three public higher education systems

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



# Quality and affordability of public higher education

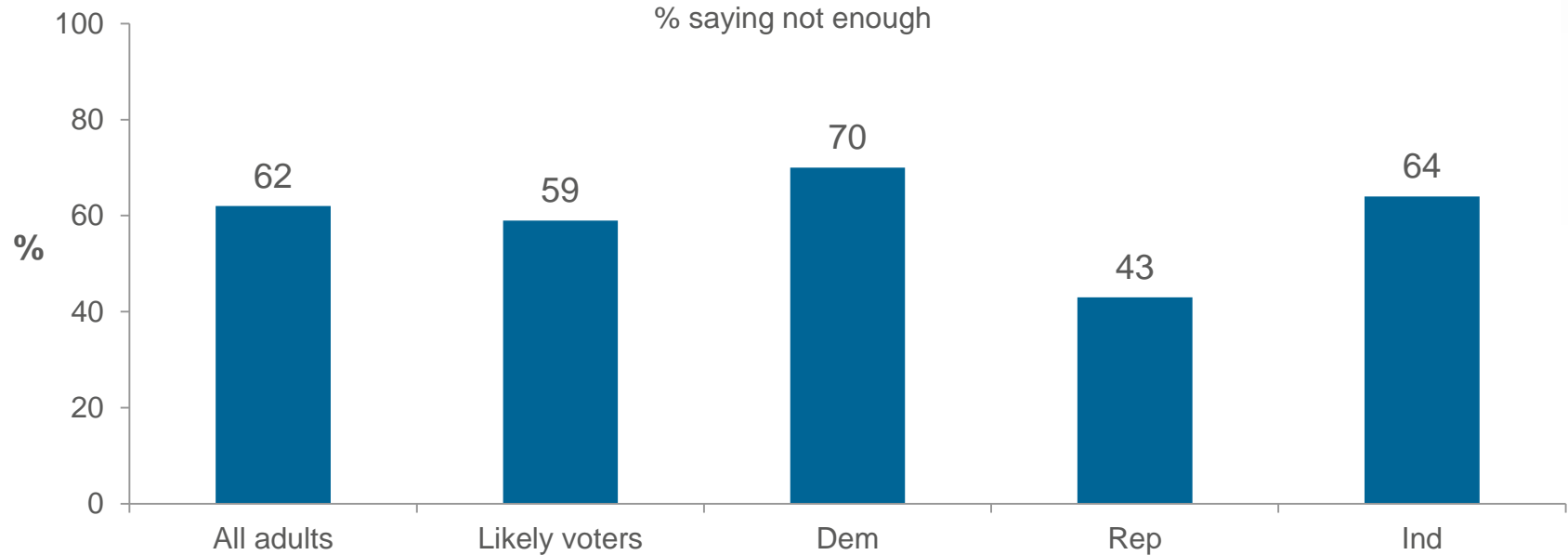
How about the overall \_\_\_\_\_ of education in California's public colleges and universities today? Is it a big problem, somewhat of a problem, or not much of a problem?



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

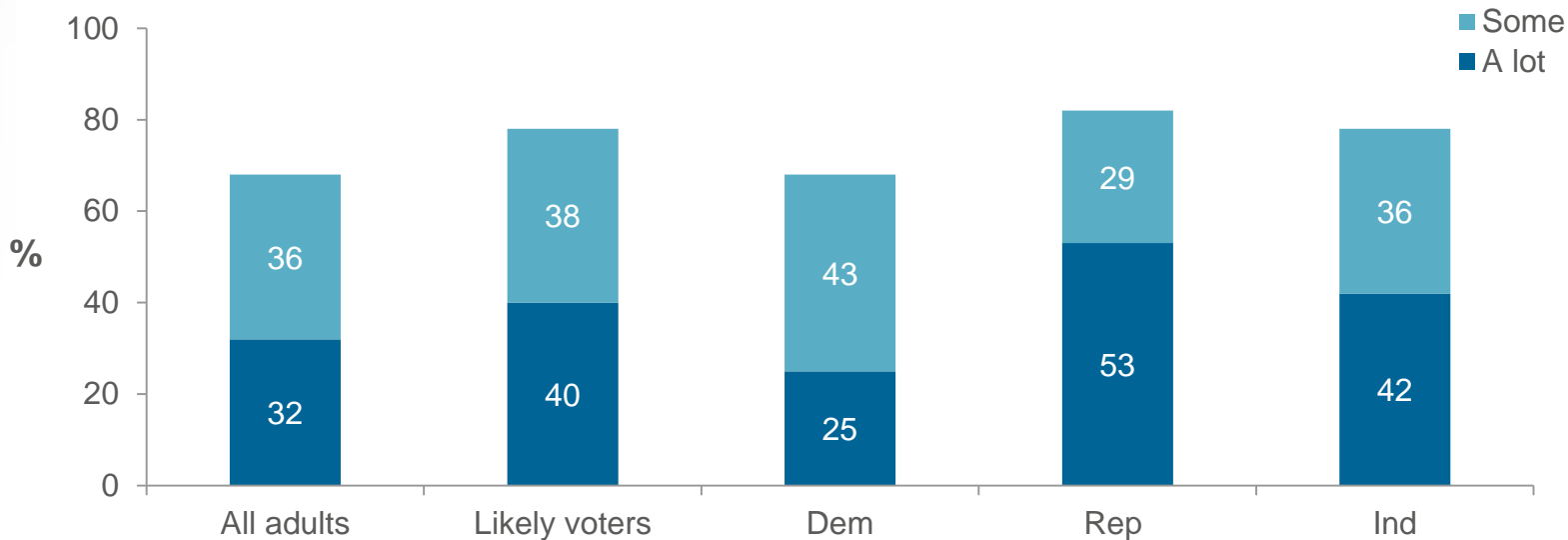
# Adequacy of state funding for public higher education

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?

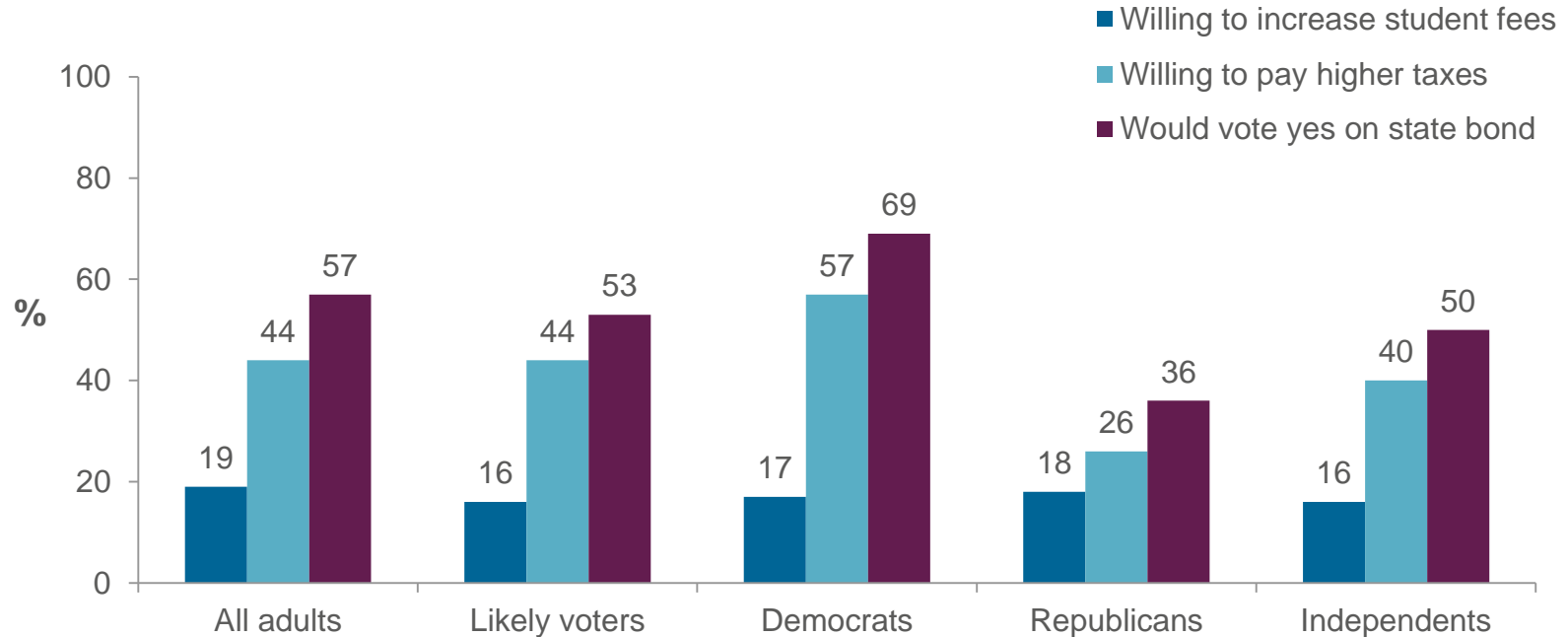


# Perception of waste at California's colleges and universities

Overall, do you think that California's public colleges and universities waste a lot of money, waste some money, or don't waste very much money?

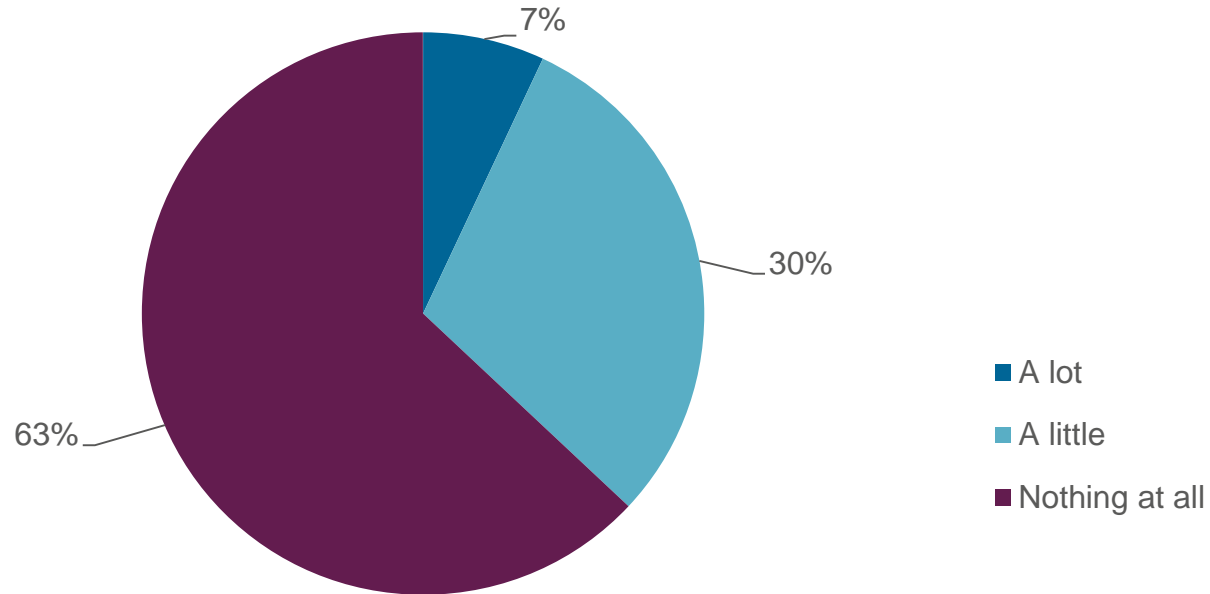


# Preferences for raising revenue for higher education

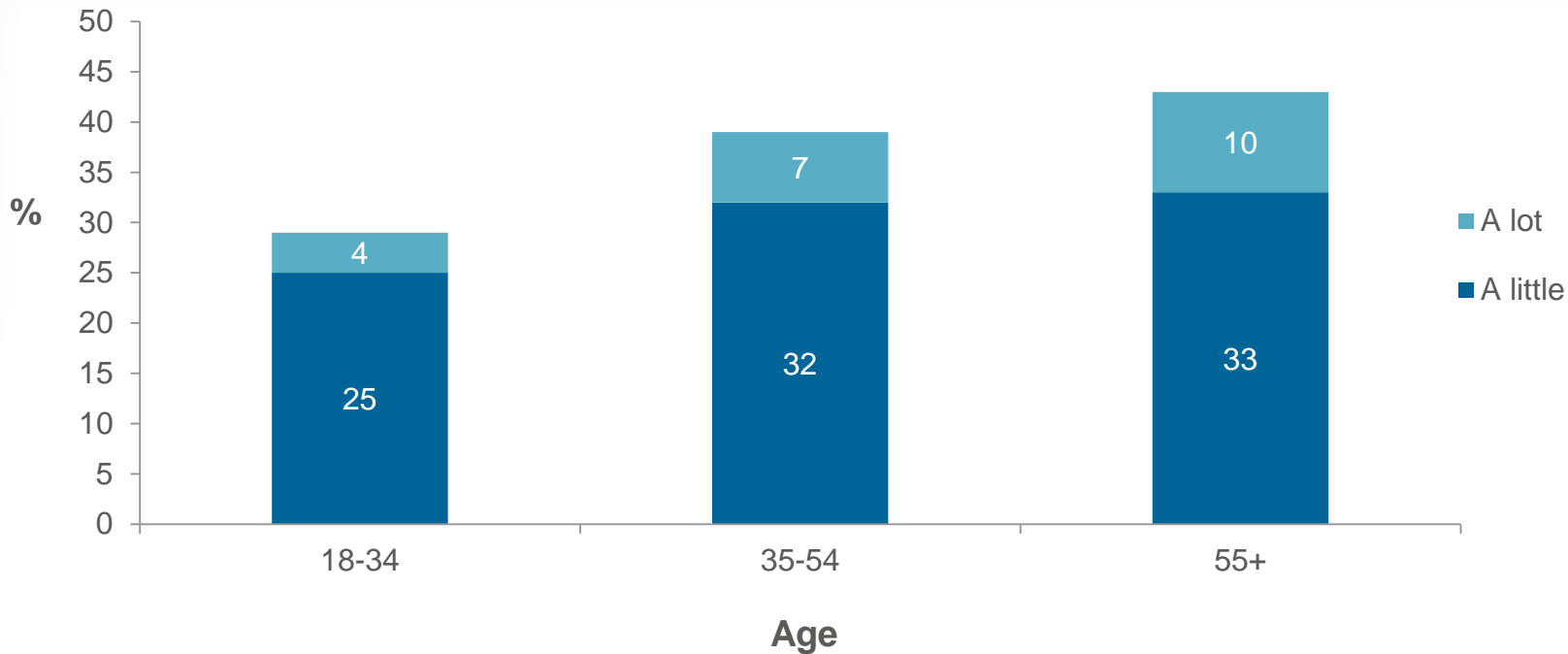


# Awareness of the 1960 Master Plan for Higher Education

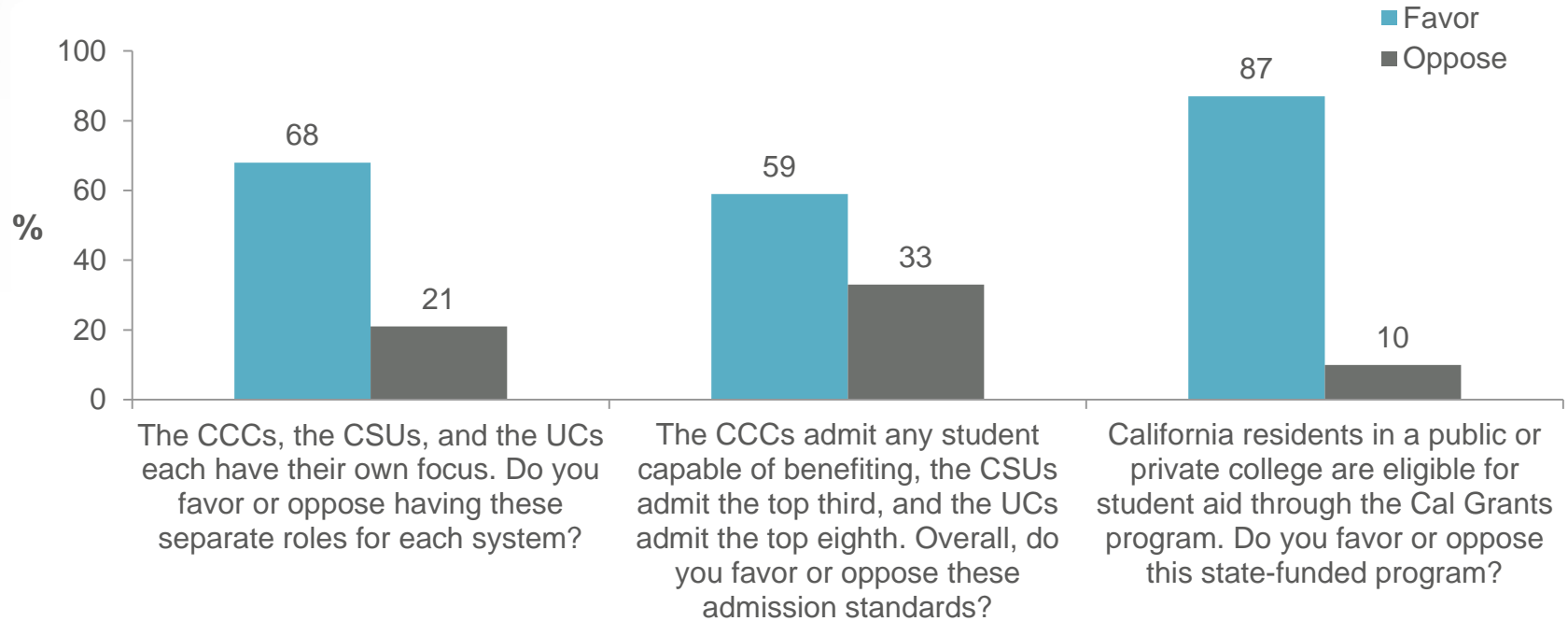
How much, if anything, have you heard about the 1960 California Master Plan for Higher Education which established the principle that every California resident with a high school degree could attend college?



# Awareness of the Master Plan is higher among older Californians



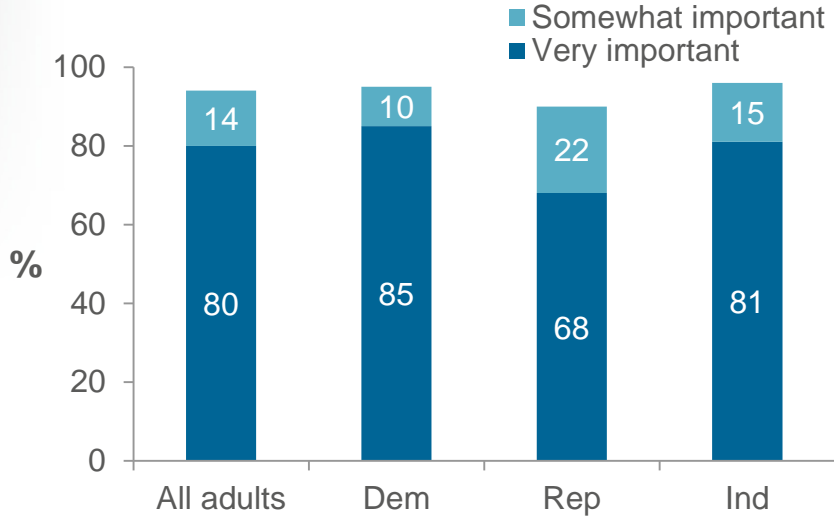
# Support for system roles, admission standards, and Cal Grants



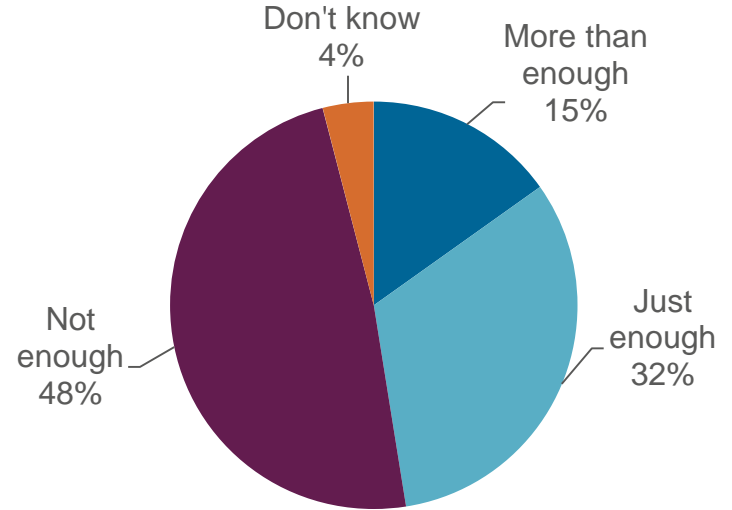


# Higher education and California's future

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?



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?

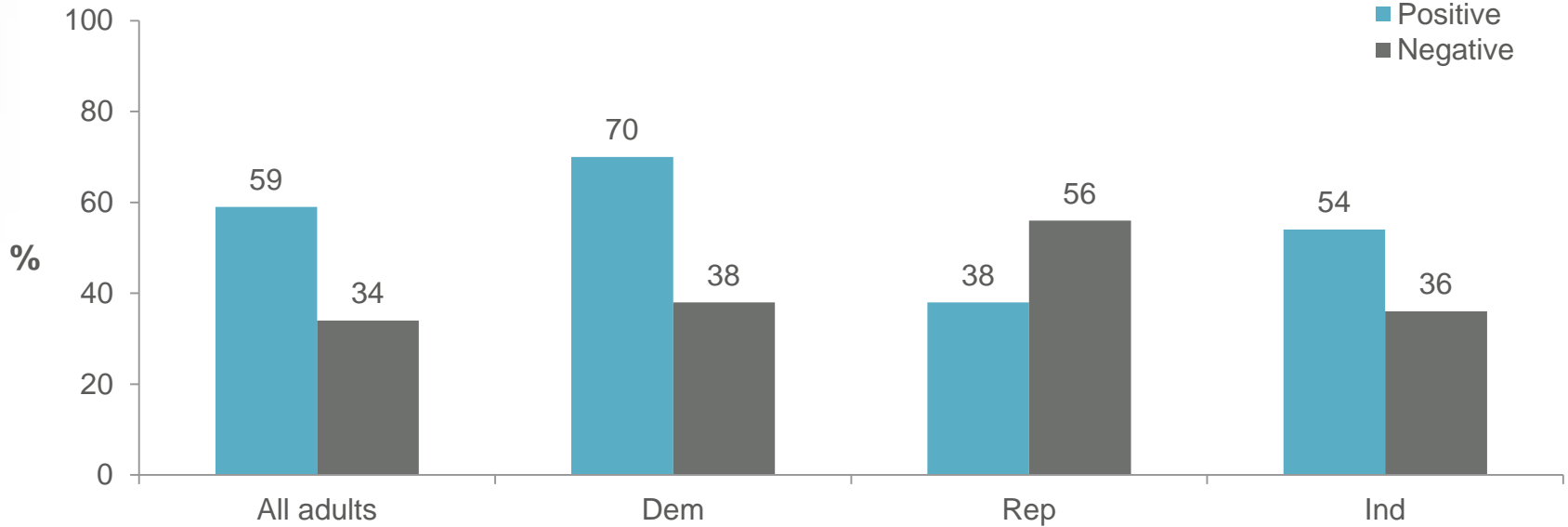


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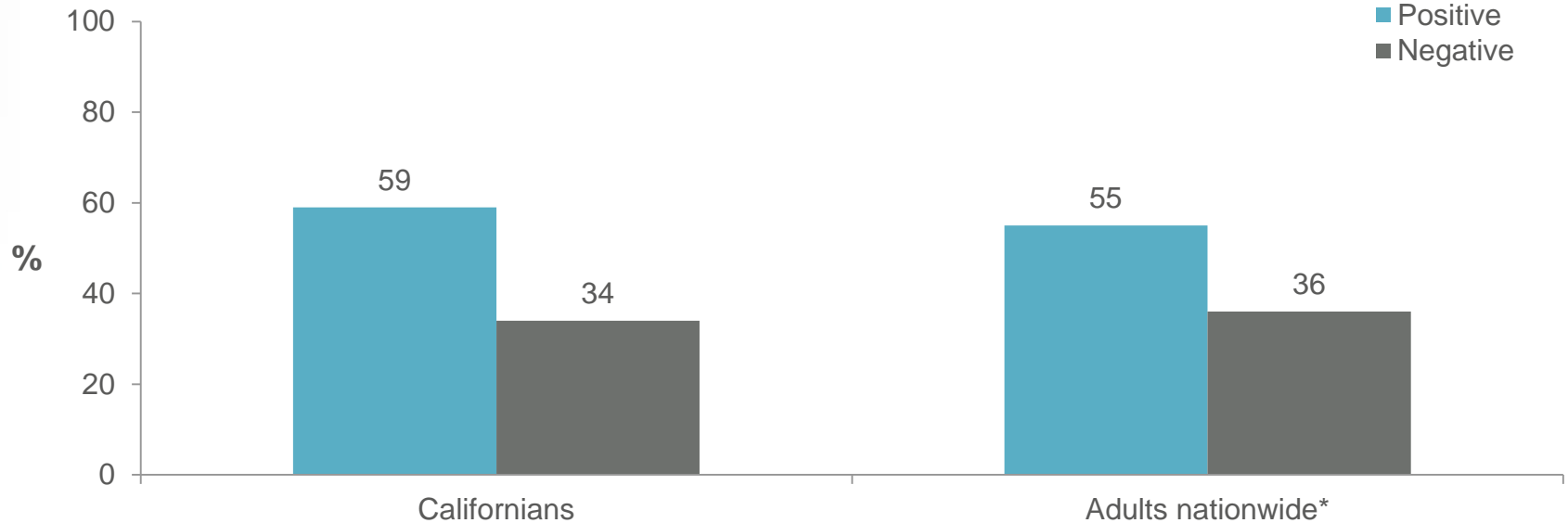
# Effect of colleges and universities on the country

Are colleges and universities having a positive or negative effect on the way things are going in the country these days?



# Californians hold similar views as adults nationwide on the effect of college

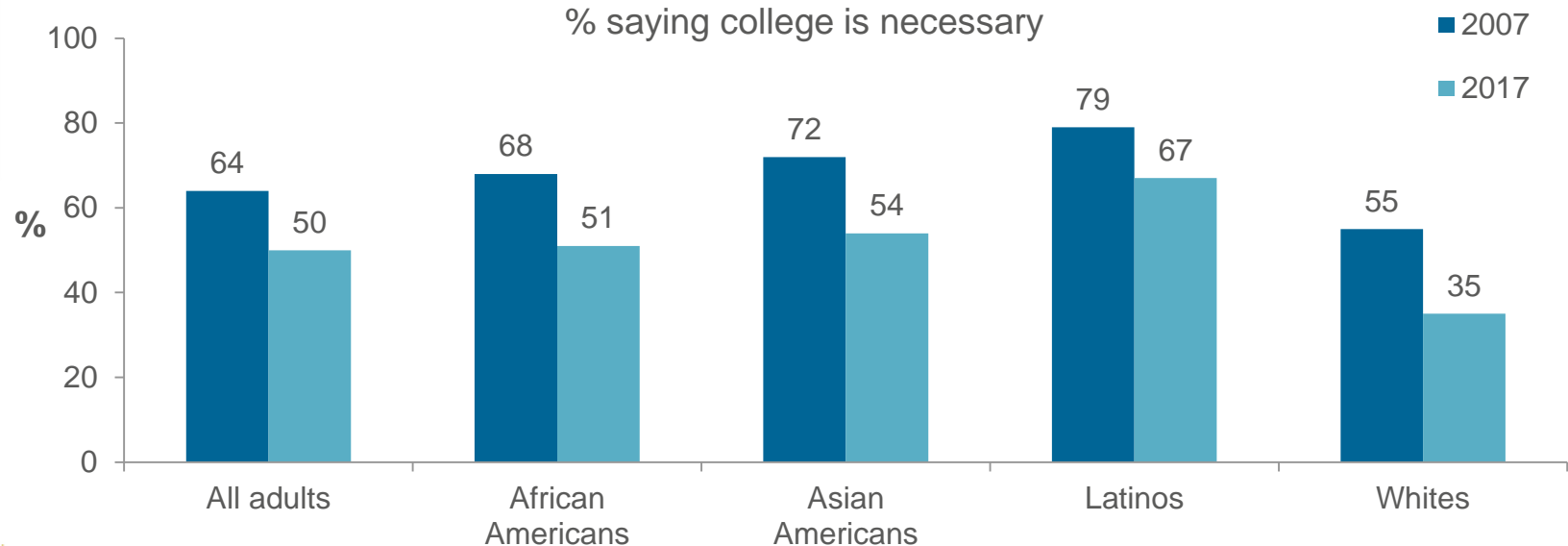
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*\*Pew Research Center Poll, June 2017*

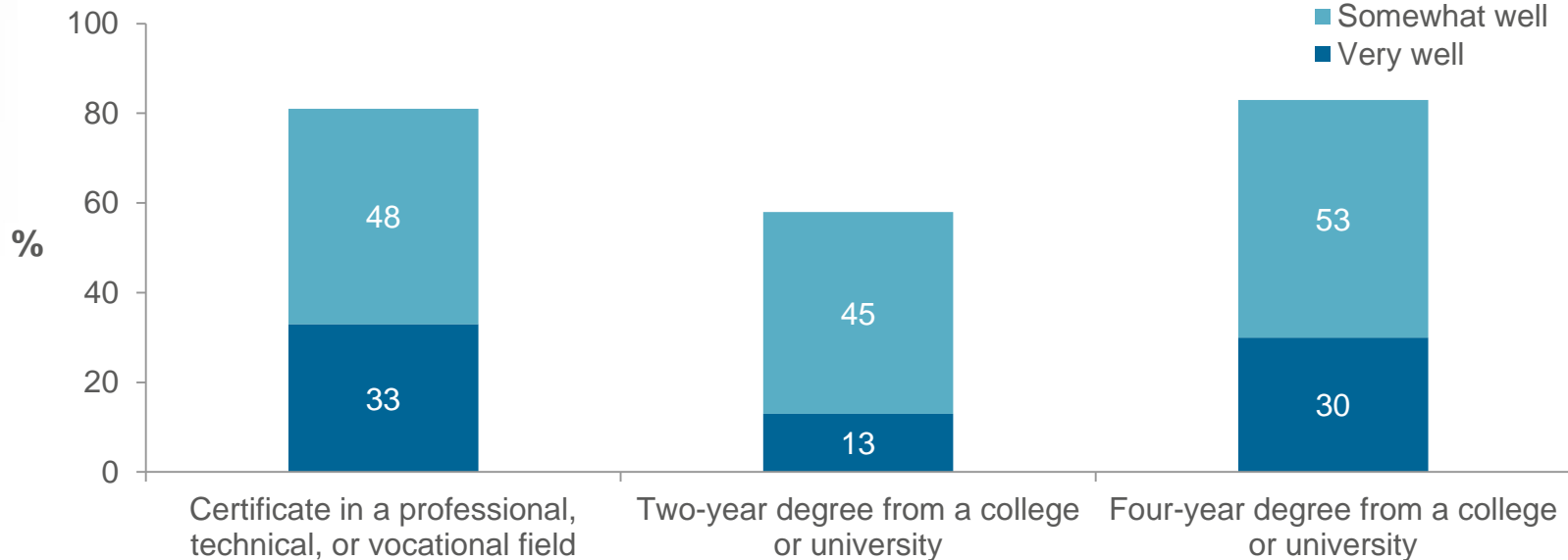
# Importance of college for workforce success

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?



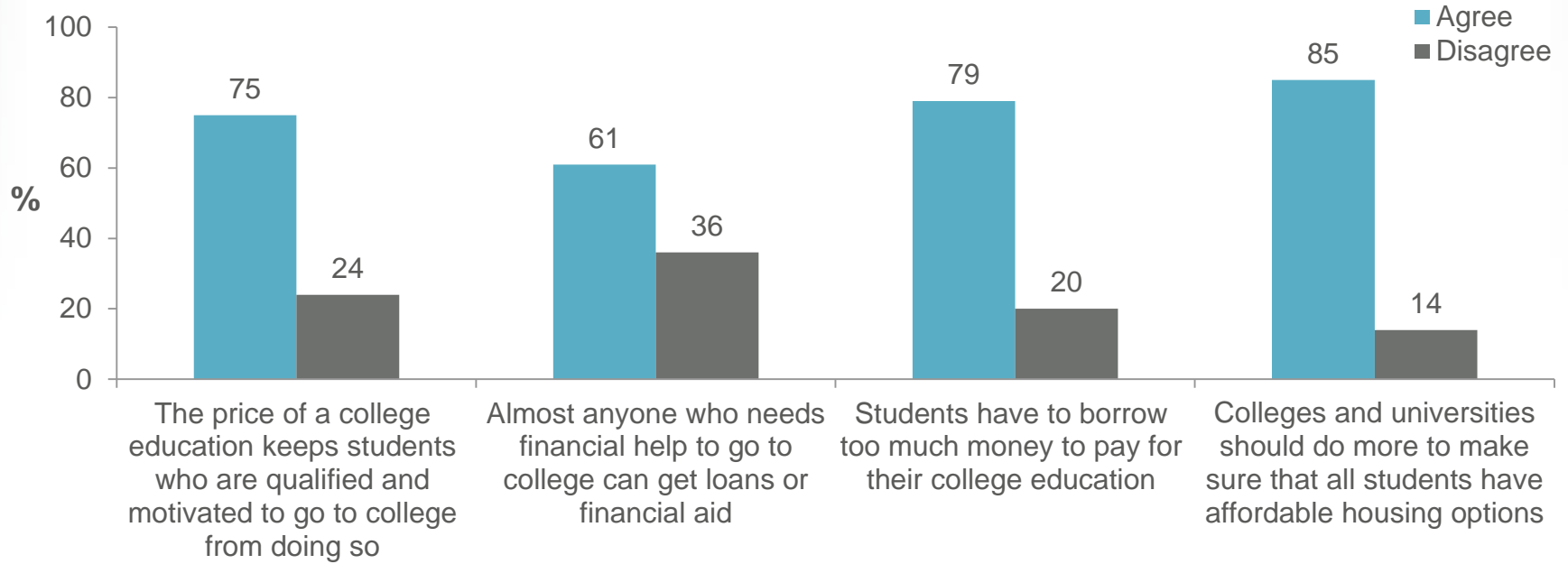
# Workforce preparation

How well do you think a \_\_\_\_\_ from a college or university prepares someone for a well-paying job in today's economy?



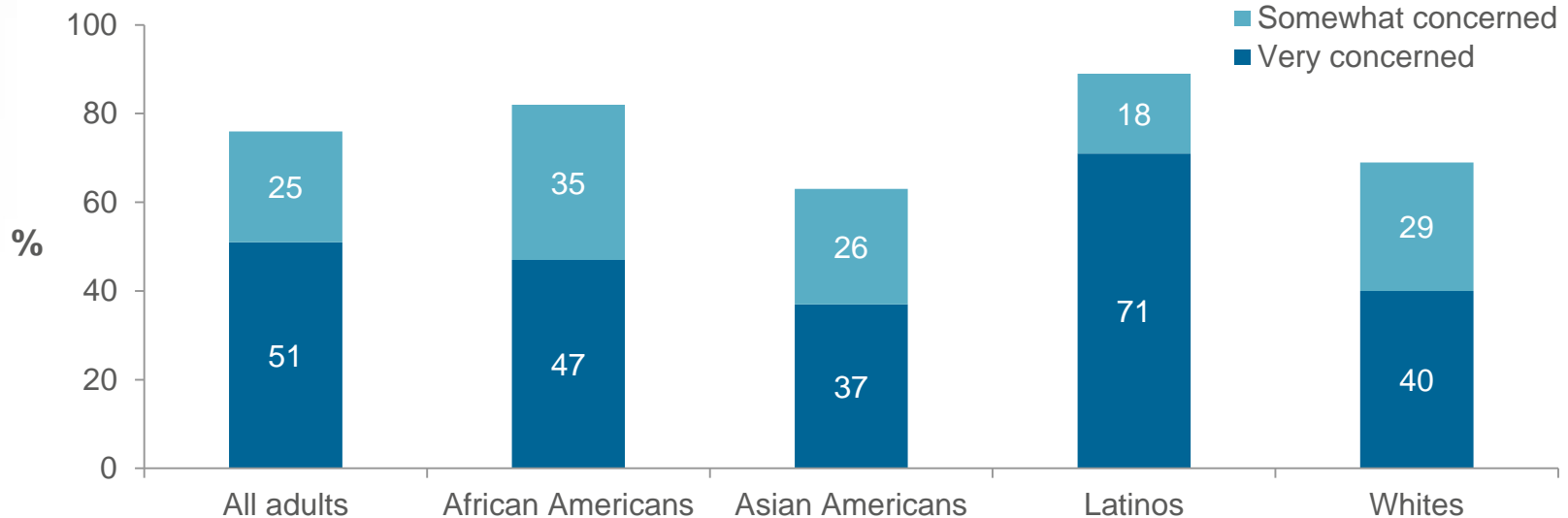
# College costs and student finances

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



# Impact of immigration enforcement on college students

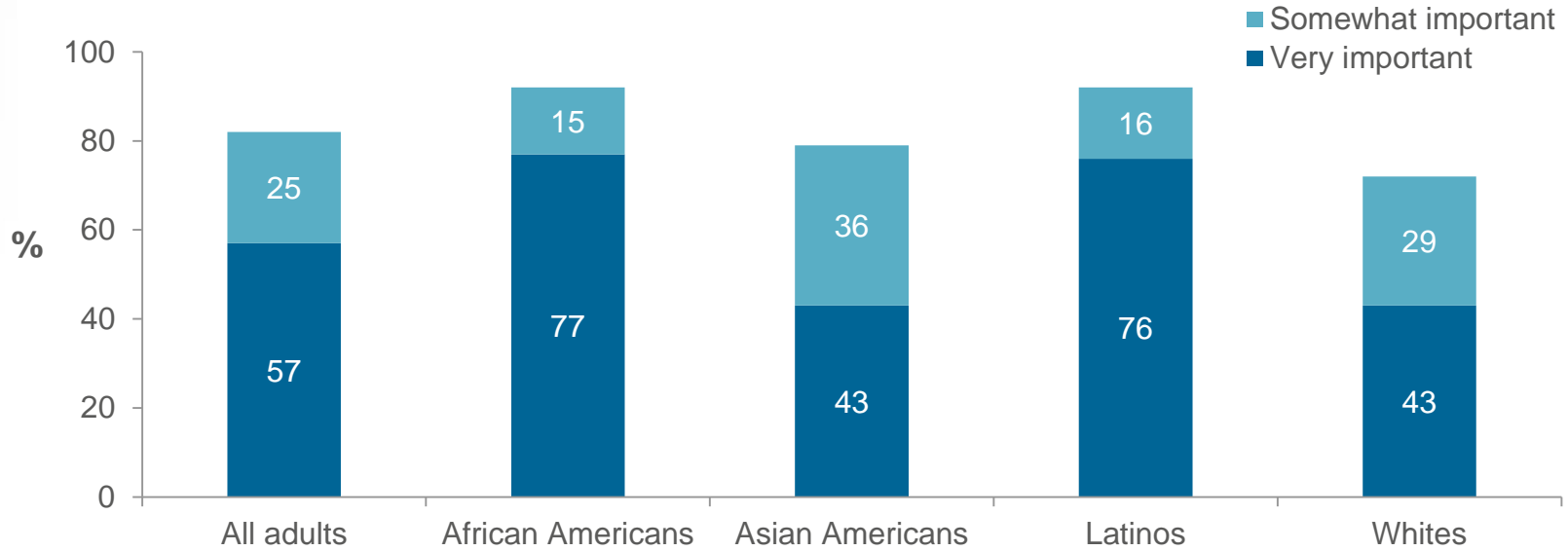
How concerned are you that increased federal immigration enforcement efforts will impact undocumented college and university students—including those with DACA status?





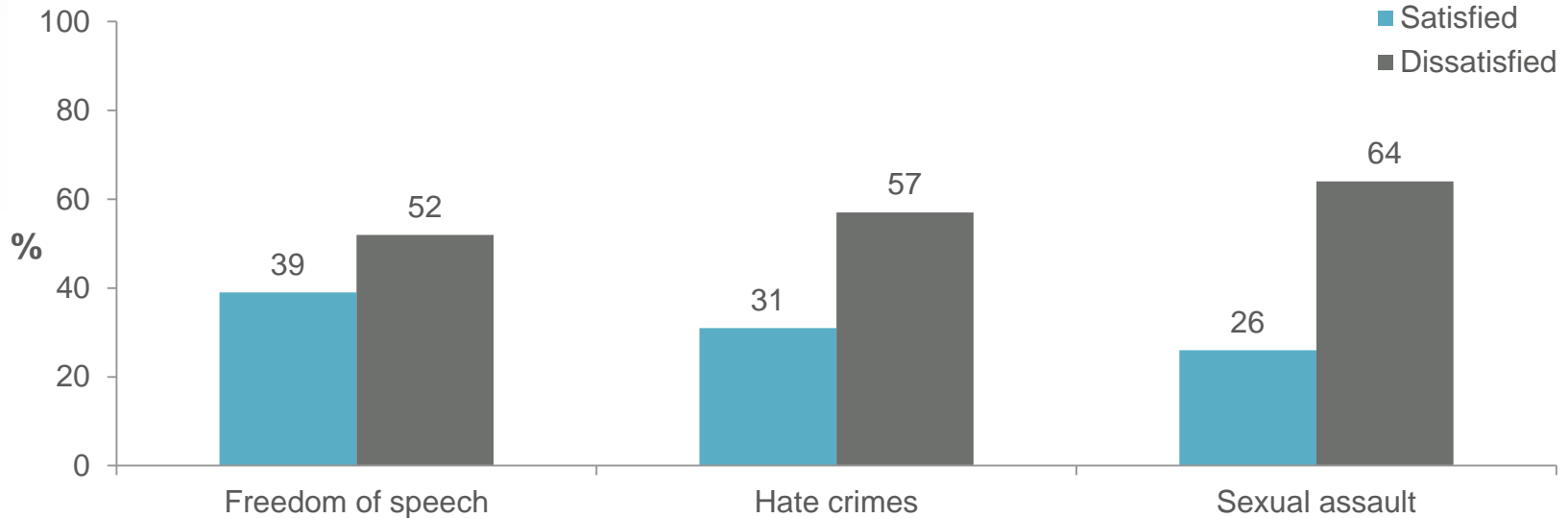
# Importance of racial justice issues on campus

How important to you are the racial justice issues that students are raising on campus today?



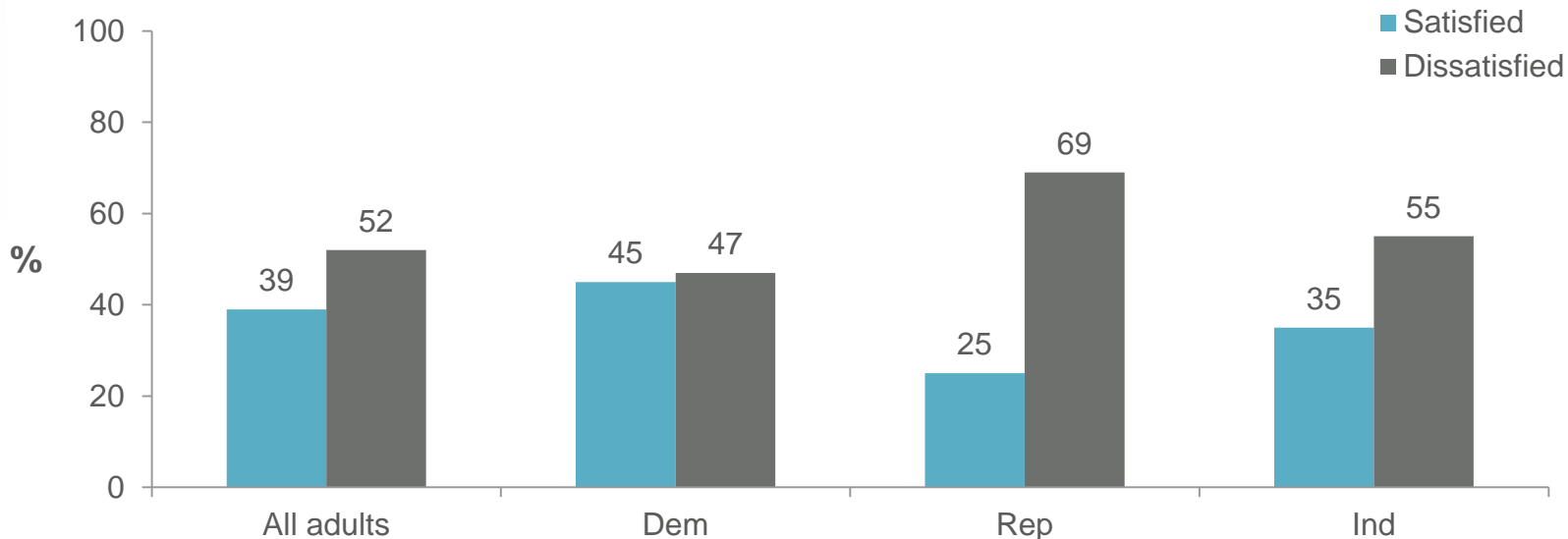
# Free speech, hate crimes, and sexual assault on campus

Are you satisfied or dissatisfied with the way that college and university officials are handling\_\_\_\_\_ on campus?



# Partisans differ on how colleges are handling free speech on campus

Are you satisfied or dissatisfied with the way that college and university officials are handling the issue of free speech on campus?



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# Conclusions

- Many say the public higher education system is going in the wrong direction and needs major changes.
- Californians are concerned about affordability, funding, and spending but few see the quality of public higher education in the state as a big problem.
- Californians rate the three public systems positively; few have heard of the Master Plan, but most support the system roles and admissions standards it created.
- Californians are divided along party lines on both the effect of college and the handling of free speech on campus.
- Californians are concerned about the impact of immigration enforcement on undocumented students; most say that the racial justice issues being raised on campus are important to them.

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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:

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Thank you for your interest in this work.