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, ± 3.3% margin of error
  - 1,065 likely voters, ± 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
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Approval ratings of state elected officials

<table>
<thead>
<tr>
<th></th>
<th>Overall job</th>
<th>Public higher education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governor Brown</td>
<td>55</td>
<td>45</td>
</tr>
<tr>
<td>California Legislature</td>
<td>48</td>
<td>41</td>
</tr>
</tbody>
</table>
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?

- Right direction: 46%
- Wrong direction: 45%
- Don't know: 9%

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?

- Major changes: 45%
- Minor changes: 38%
- Fine the way it is: 14%
- Don't know: 4%
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?

- Very important: 59%
- Somewhat important: 32%
- Not too important: 7%
- Not at all important: 2%
- Don't know: 1%

Likely voters
Ratings of the three public higher education systems

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

- California Community Colleges system: 52% Good, 16% Excellent
- California State University system: 53% Good, 12% Excellent
- University of California system: 47% Good, 16% Excellent
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?

Quality:
- Big problem: 42%
- Somewhat of a problem: 36%
- Not much of a problem: 18%
- Don’t know: 4%

Affordability:
- Big problem: 56%
- Somewhat of a problem: 29%
- Not much of a problem: 14%
- Don’t know: 1%
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?

% saying not enough

- All adults: 62%
- Likely voters: 59%
- Dem: 70%
- Rep: 43%
- Ind: 64%
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

- Willing to increase student fees
- Willing to pay higher taxes
- Would vote yes on state bond

%

- All adults: 19, 44, 57
- Likely voters: 16, 44, 53
- Democrats: 17, 57, 69
- Republicans: 18, 26, 36
- Independents: 16, 40, 50
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

The CCCs, the CSUs, and the UCs each have their own focus. Do you favor or oppose having these separate roles for each system?

- The CCCs admit any student capable of benefiting, the CSUs admit the top third, and the UCs admit the top eighth. Overall, do you favor or oppose these admission standards?

- California residents in a public or private college are eligible for student aid through the Cal Grants program. Do you favor or oppose this state-funded program?
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?

- Somewhat important: 14%, 10%, 22%, 15%
- Very important: 80%, 85%, 68%, 81%

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?

- More than enough: 15%
- Just enough: 32%
- Not enough: 48%
- Don't know: 4%
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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

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

Californians
- Positive: 59%
- Negative: 34%

Adults nationwide*
- Positive: 55%
- Negative: 36%

*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?

% saying college is necessary

<table>
<thead>
<tr>
<th>Group</th>
<th>2007</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults</td>
<td>64</td>
<td>50</td>
</tr>
<tr>
<td>African Americans</td>
<td>68</td>
<td>51</td>
</tr>
<tr>
<td>Asian Americans</td>
<td>72</td>
<td>54</td>
</tr>
<tr>
<td>Latinos</td>
<td>79</td>
<td>67</td>
</tr>
<tr>
<td>Whites</td>
<td>55</td>
<td>35</td>
</tr>
</tbody>
</table>
How well do you think a ________ from a college or university prepares someone for a well-paying job in today’s economy?

<table>
<thead>
<tr>
<th>Qualification</th>
<th>Somewhat well</th>
<th>Very well</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certificate in a professional, technical, or vocational field</td>
<td>48</td>
<td>33</td>
</tr>
<tr>
<td>Two-year degree from a college or university</td>
<td>45</td>
<td>13</td>
</tr>
<tr>
<td>Four-year degree from a college or university</td>
<td>53</td>
<td>30</td>
</tr>
</tbody>
</table>
College costs and student finances

The price of a college education keeps students who are qualified and motivated to go to college from doing so.

Almost anyone who needs financial help to go to college can get loans or financial aid.

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

Colleges and universities should do more to make sure that all students have affordable housing options.

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The price of a college education keeps students who are qualified and</td>
<td>75</td>
<td>24</td>
</tr>
<tr>
<td>motivated to go to college from doing so</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Almost anyone who needs financial help to go to college can get loans or</td>
<td>61</td>
<td>36</td>
</tr>
<tr>
<td>financial aid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students have to borrow too much money to pay for their college education</td>
<td>79</td>
<td>20</td>
</tr>
<tr>
<td>Colleges and universities should do more to make sure that all students</td>
<td>85</td>
<td>14</td>
</tr>
<tr>
<td>have affordable housing options</td>
<td></td>
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</tbody>
</table>
How concerned are you that increased federal immigration enforcement efforts will impact undocumented college and university students—including those with DACA status?

- **All adults**: 25% somewhat concerned, 51% very concerned
- **African Americans**: 35% somewhat concerned, 47% very concerned
- **Asian Americans**: 26% somewhat concerned, 37% very concerned
- **Latinos**: 18% somewhat concerned, 71% very concerned
- **Whites**: 29% somewhat concerned, 40% very concerned
Importance of racial justice issues on campus

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

- **All adults**: 25 (Somewhat important) + 57 (Very important)
- **African Americans**: 15 (Somewhat important) + 77 (Very important)
- **Asian Americans**: 36 (Somewhat important) + 43 (Very important)
- **Latinos**: 16 (Somewhat important) + 76 (Very important)
- **Whites**: 29 (Somewhat important) + 43 (Very important)
Are you satisfied or dissatisfied with the way that college and university officials are handling _____ on campus?

- **Freedom of speech**: 39% Satisfied, 52% Dissatisfied
- **Hate crimes**: 31% Satisfied, 57% Dissatisfied
- **Sexual assault**: 26% Satisfied, 64% Dissatisfied
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?

- All adults: 39% satisfied, 52% dissatisfied
- Dem: 45% satisfied, 47% dissatisfied
- Rep: 25% satisfied, 69% dissatisfied
- Ind: 35% satisfied, 55% dissatisfied
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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.
PPIC Statewide Survey: Californians and Higher Education

November 2, 2017

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Supported with funding from the Arjay and Frances Miller Foundation, the James Irvine Foundation, and John and Louise Bryson
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.