



Californians & Higher Education

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The PPIC Statewide Survey provides a voice for the public and likely voters—informing policymakers, encouraging discussion, and raising awareness on critical issues of the day.

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News Release

EMBARGOED: Do not publish or broadcast until 9:00 p.m. PST on Wednesday, November 14, 2018.

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PPIC STATEWIDE SURVEY: CALIFORNIANS AND HIGHER EDUCATION

Many Ready for Change in Higher Education System

MAJORITIES FAVOR CSU, UC FUNDING GUARANTEE, "SPLIT ROLL" TAX THAT WOULD BENEFIT COLLEGES

SAN FRANCISCO, November 14, 2018—Most Californians say public higher education should be a high priority for the next governor, and they are ready for a change in policies in the state's college and university system.

These are among the key findings of a statewide survey released today by the Public Policy Institute of California (PPIC), with funding from the College Futures Foundation.

Large majorities of Californians (74% adults, 73% likely voters) say the state's public higher education system should be a high or very high priority for the new governor. Fewer than half (48% adults, 41% likely voters) say the system is generally going in the right direction.

Asked if the next governor should generally continue Governor Jerry Brown's policies on public higher education or change to different policies, half (51% adults, 52% likely voters) prefer a change, while just 31 percent of adults and 34 percent of likely voters want to continue current policies. Democrats are divided between continuing Brown's policies (44%) and changing to different ones (37%), while a majority of independents (58%) and an overwhelming majority of Republicans (84%) want to see a change.

Mark Baldassare, PPIC president and CEO, said: "Most Californians want the new governor to change course when it comes to public higher education, with fewer than half saying it is going in the right direction today."

Asked to rate Brown's handling of higher education, fewer than half of Californians (45% adults, 44% likely voters) approve. His overall approval rating is higher (50% adults, 53% likely voters). The legislature's approval rating for handling higher education (42% adults, 35% likely voters) is also lower than its overall job approval rating (46% adults, 44% likely voters).

Affordability Seen as Big Problem

What are Californians' concerns about the higher education system? Most (58%) say overall affordability is a big problem, and an additional 25 percent say it is somewhat of a problem. By contrast, just a quarter (26%) say enrollment capacity is a big problem and only 20 percent say the quality of education is a big problem. Across parties, majorities (65% Democrats, 63% Republicans, 60% independents) say affordability is a big problem.

In a state with one of the highest costs of living in the nation, the survey asks which is the bigger financial burden for students: tuition and fees or housing and living expenses. Residents are divided: 45 percent say tuition and fees, 34 percent say housing and living expenses, and 17 percent volunteer that the two are equally burdensome. Notably, the San Francisco Bay Area is the only region in which

residents are more likely to name housing and living expenses as the bigger burden. Most Californians (59%) are very concerned that students who attend the state's public colleges and universities are taking on too much debt, and most (61%) think there is not enough government funding for scholarships and grants for students who need financial help.

"Many Californians agree that college affordability is a big problem, with many pointing to housing and living expenses as well as tuition and fees," Baldassare said.

Majority Favor Minimum State Spending Guarantee for CSU, UC

Majorities of adults (56%) and likely voters (57%) say the level of state funding for public higher education is not sufficient. Community colleges and K–12 public schools are guaranteed a minimal level of state funding under Proposition 98, passed in 1988. Most residents (63%) and likely voters (61%) say that it would be a good idea to do the same for the California State University and University of California systems. Across parties, a solid majority of Democrats (73%) and independents (65%) and a slight majority of Republicans (51%) say this would be a good idea.

"Citing a lack of state funding, many Californians are open to ideas about new funding sources and a state spending guarantee for the Cal State and UC systems," Baldassare said.

Should additional state funding be tied to student outcomes, such as graduation rates? Majorities of adults (64%) and likely voters (57%) say yes. Most Democrats (68%) and independents (66%) share this view, while Republicans are more divided (44% favor, 48% oppose). Majorities across demographic groups and regions favor the idea.

When asked how colleges and universities should spend extra money if the state increases funding, 52 percent of adults and 55 percent of likely voters would prefer that it be used to increase resources to help current students obtain degrees. Fewer adults (38%) would prefer that it be used to increase enrollment capacity so that more students can attend.

Most Favor "Split Roll" Tax That Would Benefit Higher Education

How would Californians raise revenue for higher education? One possible source would be a "split roll" property tax, which would change Proposition 13 so that commercial property is taxed at current value while strict limits on residential property taxes remain in place. A potential 2020 initiative would direct the revenue to K–12 education and local government.

When Californians are asked how they would vote on a split roll property tax that directs some of the revenue to public higher education, 58 percent of adults and 56 percent of likely voters say they would vote yes. Democrats (77%) are much more likely than independents (57%) and far more likely than Republicans (27%) to favor this idea. In PPIC's January statewide survey, which did not mention using the revenue for any specific purpose, 46 percent of likely voters were in favor of a split roll tax. In the April survey, 53 percent of likely voters favored a split roll system with some revenue directed to K–12 education.

Another possible revenue source is a state bond to fund higher education construction projects. Asked how they would vote on such a bond measure, 66 percent of adults and 57 percent of likely voters are in favor.

Three Branches of Higher Education System Get Good Grades

Solid majorities of adults rate the three segments of the public higher education system as good to excellent: 68 percent for the California Community Colleges, 66 percent for CSU, and 68 percent for UC. A quarter of adults rate the systems as not so good or poor. Majorities of those who attended a college in one of the systems give that system a positive rating.

Most Californians (57%) also say the state's public colleges provide sufficient academic support and course planning for students to obtain a degree. African Americans (67%) are the most likely to express this view, followed by Latinos (64%), Asian Americans (59%), and whites (52%). Californians age 18 to 34 (65%) are more likely than older Californians (56% age 35 to 54, 51% age 55 or older) to say academic support is adequate.

When Californians are asked about who is responsible for a student's success in higher education, 27 percent say the student is solely responsible and 61 percent say the university needs to help.

Californians Divided in Their Views on Equity

Do all qualified students have an opportunity to get a college education? Half of Californians (53%) say students from low-income families have less opportunity than others. A third of residents (34%) say low-income students have the same opportunities, and 12 percent say they have more opportunity. Majorities of African Americans (58%), Asian Americans (56%), and whites (55%) say low-income students have less opportunity, while fewer than half of Latinos (47%) say so. Majorities across income groups say low-income students have less opportunity.

When asked about equity for qualified students who are ethnic or racial minorities, Californians are divided. While 42 percent of residents say these students have about the same opportunity to get a college education, 40 percent say they have less opportunity and 15 percent say they have more. Across racial/ethnic groups, a majority of African Americans (52%) believe qualified minorities have less opportunity to go to college. Pluralities of Latinos (48%) and Asian Americans (45%) say that opportunities are about equal. Whites are divided about whether qualified minority students have an equal opportunity to go to college (38% less opportunity, 38% about the same).

Most See Four-Year Degree as Very Important for Economic Success

A majority of adults (56%) say a four-year college degree is very important for economic and financial success in today's economy. Latinos (69%) and Asian Americans (61%) are much more likely than African Americans (49%) and whites (46%) to hold this view. When Californians are asked if a college degree is necessary for a person to be successful in today's work world or if there are other ways to succeed, they are divided (49% each). Three-quarters of adults (75%) think that the state's higher education system is very important to the quality of life and economic vitality of the state over the next 20 years.

Most Favor Admission Priority for Local Students

Large majorities of adults (77%) say that the state's public colleges and universities should give priority to local students from their regions of the state when making enrollment decisions. There is bipartisan agreement on this idea (81% Democrats, 80% Republicans, 74% independents). Majorities among racial/ethnic groups are in favor, as are majorities across regions, with support strongest among residents in Orange/San Diego (81%).

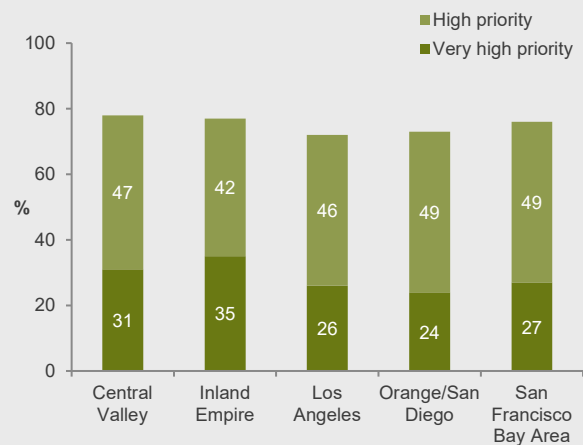
An overwhelming majority of Californians (80%) also favor the state making two years of community college tuition free for California students. Most residents (75%) also support the expansion of online certificate and degree programs in community colleges, a move Brown announced earlier this year.

Perceptions and Attitudes

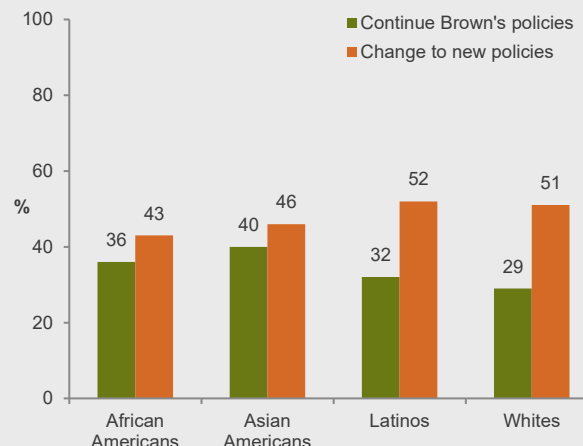
Key Findings

- Three in four Californians think the state’s public higher education system should be a high or very high priority for the new governor. Forty-eight percent say the state’s public higher education system is going in the right direction today, while 51 percent want to see the new governor mostly change to different policies. *(page 7)*
- Three in four Californians say the state’s higher education system is very important to California’s future quality of life and economic vitality. Fifty-six percent say that a four-year degree is very important for financial success, but Californians are divided as to whether a college education is necessary to succeed in today’s work world. *(page 8)*
- Fifty-eight percent say affordability of education is a big problem in the state’s higher education institutions. Fewer than three in ten Californians say quality of education (20%) or enrollment capacity (26%) is a big problem in California’s public colleges and universities. *(page 9)*
- About two in three adults and likely voters give excellent or good ratings to the California Community Colleges system, the California State University system, and the University of California system. *(page 10)*
- Fifty percent of Californians approve of Governor Jerry Brown and 46 percent approve of the California Legislature. Approval is similar for the governor’s (45%) and the legislature’s (42%) handling of the state’s public higher education system. *(page 11)*

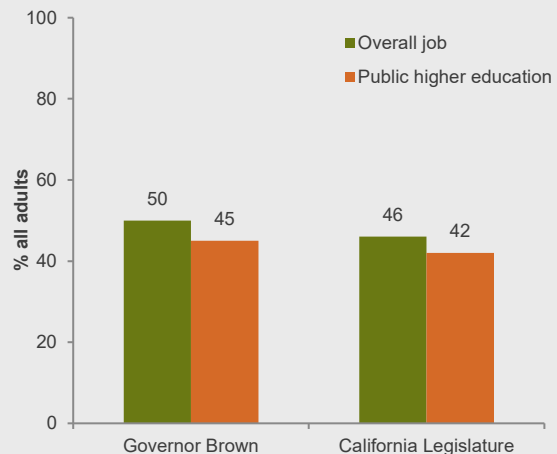
Priority of higher education for the next governor



Public higher education policies for the next governor



Approval ratings of state elected officials



State Priority and Overall Direction

Most Californians (74%) and likely voters (73%) say the state’s public higher education system should be a high or very high priority for the next governor; fewer than one in ten say it should be a low or very low priority. Democrats (83%) are more likely than independents (71%) and Republicans (62%) to say it should be at least a high priority. More than two in three across regions and across age, education, income, and racial/ethnic groups say the state’s public higher education system should be a high or very high priority.

“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?”

	All adults	Party			Likely voters
		Dem	Rep	Ind	
Very high priority	27%	29%	18%	22%	26%
High priority	47	54	44	49	47
Medium priority	17	14	24	22	20
Low priority	4	1	11	5	5
Very low priority	2	1	2	2	2
Don't know	2	1	2	–	1

About half of Californians (48%) and four in ten likely voters (41%) think the public higher education system in California is generally going in the right direction today. Similar shares of adults and likely voters had this opinion in November 2017 and December 2016, but far fewer felt this way in November 2011 (28% adults, 17% likely voters). Today, Democrats (53%) are more likely than independents (39%) and Republicans (19%) to offer positive views. The share saying the system is heading in the right direction is highest in Orange/San Diego (55%) and lowest in the Inland Empire (41%); it is also higher among Asian Americans (64%) and Latinos (60%) than among African Americans (46%) and whites (35%).

Do Californians think the next governor should generally continue Jerry Brown’s higher education policies or mostly change to different policies? Half of Californians and likely voters want a change to different policies, while about one in three want to continue Brown’s policies. Democrats are divided between continuing Brown’s policies (44%) and changing to different policies (37%), while an overwhelming majority of Republicans (84%) and more than half of independents (58%) want to see a change to different policies. Majorities in most regions want a change (60% Central Valley, 60% Inland Empire, 52% Orange/San Diego, 51% Los Angeles); the exception is the San Francisco Bay Area, where 43% want the next governor to continue Brown’s policies and 39% want him to change policies. Across racial/ethnic groups, Latinos (52%) and whites (51%) are the most likely to say they would like to see the next governor change to different policies, followed by Asian Americans (46%) and African Americans (43%).

“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?”

	All adults	Party			Likely voters
		Dem	Rep	Ind	
Continue Jerry Brown’s policies	31%	44%	10%	26%	34%
Change to different policies	51	37	84	58	52
Don't know	17	19	6	16	14

Importance of Higher Education

Three in four Californians and likely voters think California’s higher education system is very important to the quality of life and economic vitality of the state over the next 20 years. Findings were similar last November, and more than seven in ten adults and likely voters have said the state higher education system is very important in 12 surveys dating back to October 2007. Solid majorities of Democrats (83%), independents (73%), and Republicans (62%) say the system is very important. More than seven in ten across age, racial/ethnic, and regional groups say it is very important, as do more than two in three across education and income groups.

“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?”

	All adults	Race/Ethnicity				Likely voters
		African Americans	Asian Americans	Latinos	Whites	
Very important	75%	81%	73%	82%	71%	75%
Somewhat important	20	13	24	15	23	21
Not too important	2	3	3	1	3	3
Not at all important	1	3	–	1	2	1
Don’t know	1	–	–	1	1	1

When asked about the importance of having a four-year college degree for economic and financial success in today’s economy, a majority of adults and likely voters say it is very important. Latinos (69%) and Asian Americans (61%) are more likely than African Americans (49%) and whites (46%) to say it is very important. Democrats (60%) are much more likely than independents (48%) and Republicans (36%) to say it is very important. At least half across regions hold this view, ranging from a low of 50 percent in the Central Valley to a high of 62 percent in the San Francisco Bay Area. A majority across age groups say a college degree is very important. Californians with a college degree (58%) and those with a high school education or less (63%) are more likely than those with some college (46%) to say it is very important.

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

	All adults	Race/Ethnicity				Likely voters
		African Americans	Asian Americans	Latinos	Whites	
Very important	56%	49%	61%	69%	46%	52%
Somewhat important	34	40	28	26	41	38
Not too important	7	7	10	3	8	8
Not at all important	3	3	–	2	5	3
Don’t know	–	1	–	–	–	–

On the question of whether a college education is necessary for a person to be successful in today’s work world or if there are many ways to succeed without a college education, Californians are divided (49% each). Findings were similar last year and in December 2016; however, in six surveys from October 2007 to March 2016, majorities have said college is necessary. Today, 37 percent of likely voters say that college is necessary. The view that college is necessary is more prevalent among Democrats (48%) and independents (42%) than Republicans (28%), among Latinos (67%) and Asian Americans (57%) than African Americans (38%) and whites (35%), and among women (56%) than men (42%).

Concern about Affordability, Capacity, and Quality

Most Californians express concern about the overall affordability of education for students at the state’s public colleges and universities. Fifty-eight percent of adults say that affordability is a big problem, while another 25 percent say it is somewhat of a problem, and only 14 percent say it is not much of a problem. The share seeing affordability as a big problem was similar last November (56%) and in December 2016 (57%), December 2014 (59%), November 2011 (61%), and October 2007 (53%).

By contrast, 26 percent of adults say that enrollment capacity is a big problem and 20 percent say that the quality of education for students in California’s public colleges and universities is a big problem today. Fewer than four in ten say that enrollment capacity (36%) and the quality of education (33%) are somewhat of a problem. In previous PPIC Statewide Surveys, Californians’ concerns about the quality of education for students have been similar; we have not previously asked about enrollment capacity.

“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?”

All adults	Quality of education	Enrollment capacity	Affordability of education
Big problem	20%	26%	58%
Somewhat of a problem	33	36	25
Not much of a problem	41	27	14
Don’t know	6	10	3

Likely voters are similar to all adults in perceiving affordability (64%) as a big problem in public higher education today. Across racial/ethnic groups, African Americans (68%) are the most likely and Latinos (48%) are the least likely to say it is a big problem. Similar majorities across regions and half or more across age, education, and income groups say affordability is a big problem. Similar majorities of Democrats (65%), Republicans (63%), and independents (60%) hold this view.

Likely voters are also similar to all adults in their perceptions of enrollment capacity (30%) and quality of education (22%) as big problems. The perceptions of enrollment capacity do not vary much across racial/ethnic groups and regions. The perception that the quality of education is a big problem is highest for African Americans (27%) and lowest for Asian Americans (12%) across racial/ethnic groups. It is highest in the Inland Empire (28%) and lowest in Orange/San Diego (16%) across the state’s regions, and it varies across political party groups (40% Republicans, 13% Democrats, 23% independents).

Percent saying big problem		Quality	Enrollment capacity	Affordability
All adults		20%	26%	58%
Likely voters		22	30	64
Race/Ethnicity	African Americans	27	27	68
	Asian Americans	12	30	57
	Latinos	17	23	48
	Whites	23	27	65
Region	Central Valley	20	22	61
	Inland Empire	28	28	60
	Los Angeles	19	26	55
	Orange/San Diego	16	29	56
	San Francisco Bay Area	17	28	60

Institutional Ratings

Solid majorities of California adults continue to give excellent or good ratings to the three branches of California’s public higher education system: 68 percent for California Community Colleges (CCC), 66 percent for California State University (CSU), and 68 percent for University of California (UC). Less than one in four rate the CCC, CSU, or UC systems as not so good or poor, and about one in ten are uncertain.

Excellent or good ratings were similar last November (68% CCC, 65% CSU, 63% UC) as well as in December 2016 (66% CCC, 66% CSU, 65% UC) and the first time these questions were asked in October 2007 (66% CCC, 66% CSU, 67% UC). Today’s ratings reflect a slight uptick from November 2011 (62% CCC, 56% CSU, 59% UC), when budgets were tighter.

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

<i>All adults</i>	California Community Colleges system	California State University system	University of California system
Excellent	17%	12%	17%
Good	51	54	51
Not so good	17	18	16
Poor	6	6	7
Don't know	9	11	9

Seventy-two percent of likely voters say the CCC is doing an excellent or good job. Majorities across regions and across age, education, income, and racial/ethnic groups give positive ratings. The ratings vary by political party (77% Democrats, 57% Republicans, 66% independents). Among those who have attended a California community college, 71 percent say it does an excellent or good job.

Sixty-five percent of likely voters say the CSU system is doing an excellent or good job. Majorities across regions and age, education, income, and racial/ethnic groups give CSU positive ratings. Positive ratings of the CSU system vary by party (78% Democrats, 48% Republicans), while 65 percent of independents give positive ratings. Among those who attended a CSU school, 72 percent rate the system as excellent or good.

Sixty-six percent of likely voters say the UC system does an excellent or good job. Majorities across regions and age, education, income, and racial/ethnic groups give UC excellent or good ratings. Ratings again vary by political party (80% Democrats, 50% Republicans, 64% independents). Among those who attended a UC school, 82 percent say it does an excellent or good job.

<i>Percent saying excellent/good</i>	California Community Colleges system	California State University system	University of California system
All adults	68%	66%	68%
Likely voters	72	65	66
Race/Ethnicity	African Americans	58	63
	Asian Americans	67	73
	Latinos	73	72
	Whites	68	66
Region	Central Valley	61	64
	Inland Empire	66	61
	Los Angeles	68	71
	Orange/San Diego	75	71
	San Francisco Bay Area	64	67

Approval Ratings of State Elected Officials

Half of Californians (50% adults, 53% likely voters) approve overall of the way that Jerry Brown is handling his job as governor. By contrast, 45 percent of adults and 44 percent of likely voters approve of Governor Brown’s handling of California’s public college and university system. Approval for handling of the public higher education system was similar a year ago (45% adults, 38% likely voters) and much lower in November 2011 (31% adults, 29% likely voters). Today, Democrats (60%) are much more likely than independents (44%) and Republicans (14%) to approve. Across regions, San Francisco Bay Area adults (54%) are the most likely and Inland Empire adults (33%) are the least likely to approve. About half of Asian Americans (54%), Latinos (53%), and African Americans (49%) and fewer whites (38%) approve.

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

		Approve	Disapprove	Don't know
All adults		45%	30%	25%
Likely voters		44	37	19
Party	Democrats	60	18	22
	Republicans	14	74	12
	Independents	44	33	22
Region	Central Valley	43	38	19
	Inland Empire	33	38	29
	Los Angeles	48	25	27
	Orange/San Diego	40	35	25
	San Francisco Bay Area	54	20	26

Forty-six percent of adults and 44 percent of likely voters approve of the way the California Legislature is handling its job. Approval of the legislature’s handling of California’s public college and university system today (42% adults, 35% likely voters) is similar to last November (41% adults, 35% likely voters) and was much lower in November 2011 (21% adults, 14% likely voters). Approval varies across party, regional, and racial/ethnic groups (52% Latinos, 50% Asian Americans, 40% African Americans, 32% whites).

“Do you approve or disapprove of the way the California Legislature is handling California's public college and university system?”

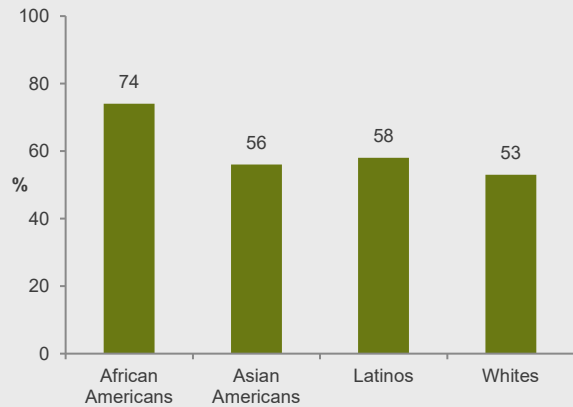
		Approve	Disapprove	Don't know
All adults		42%	40%	19%
Likely voters		35	49	16
Party	Democrats	54	27	19
	Republicans	9	80	12
	Independents	37	48	15
Region	Central Valley	39	44	17
	Inland Empire	29	53	17
	Los Angeles	47	34	19
	Orange/San Diego	41	45	15
	San Francisco Bay Area	47	32	21

Policy Preferences

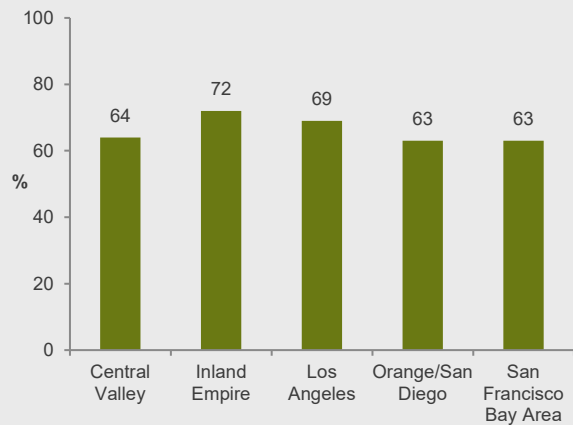
Key Findings

- Majorities of adults and likely voters think the current level of state funding for higher education is not enough. Six in ten adults favor tying additional funding to student outcomes (64%) and think establishing a minimum level of state spending for higher education is a good idea (63%). *(page 13)*
- Majorities of likely voters would vote yes on a measure to tax commercial properties at market rate and direct some of the revenue to fund higher education (56%) and on a state bond measure for higher education construction projects (57%). *(page 14)*
- Fifty-three percent of residents believe that lower-income students have less opportunity to go to college while 40 percent say racial/ethnic minorities have less opportunity. *(page 15)*
- Californians are divided on whether tuition and fees (45%) or housing and living expenses (34%) are the biggest financial burden. Six in ten are very concerned about students taking on too much debt. *(page 16)*
- A majority of Californians say the state’s public colleges are providing enough academic support for students to successfully complete their degree. Six in ten say universities need to assist in the success of their students. *(page 17)*
- Overwhelming majorities favor guaranteeing two free years of community college tuition and think the expansion of online programs is a good thing for community college students. *(page 18)*
- Overwhelming majorities think universities should give admission priority to local students. Half would prefer that additional state funding go to helping current students rather than increasing enrollment. *(page 19)*

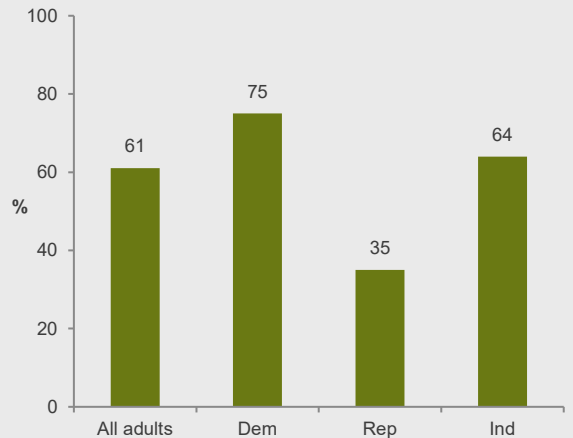
View that state funding for public higher education is not enough



Support for state bond for higher education construction projects



View that current level of government funding for scholarships and grants is not enough



State Funding

Majorities of adults (56%) and likely voters (57%) say that the level of state funding for California’s public colleges and universities is not enough. One in four say the funding level is just enough while one in ten say it is more than enough. Findings were similar last November. Across parties, Democrats are much more likely than independents and far more likely than Republicans to say that the current level of state funding is not adequate. Majorities across racial/ethnic groups say that the current level of state funding is not enough.

“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?”

	All adults	Party			Likely voters
		Dem	Rep	Ind	
More than enough	10%	4%	29%	13%	12%
Just enough	27	21	29	25	25
Not enough	56	71	35	53	57
Don't know	8	5	7	10	6

When asked about tying additional state funding for the state’s public colleges and universities to student outcomes such as graduation rates, majorities of adults (64%) and likely voters (57%) are in favor. Two in three Democrats and independents are in favor of this proposal, while Republicans are more divided. Majorities across racial/ethnic groups are in favor; however, whites (54%) are the least likely to favor this proposal (78% African Americans, 73% Latinos, 71% Asian Americans). Majorities across all regions and demographic groups favor tying additional funding to student outcomes, though support decreases as age and income rise.

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

	All adults	Party			Likely voters
		Dem	Rep	Ind	
Favor	64%	68%	44%	66%	57%
Oppose	27	25	48	27	36
Don't know	9	7	8	7	7

Passed in 1988, Proposition 98 guarantees a minimum level of state spending for K–12 schools and community colleges. When asked about establishing a minimum level of spending for the CSU and UC systems, more than six in ten adults and likely voters think it would be a good idea. A solid majority of Democrats and independents, and a slight majority of Republicans, think establishing a minimum level of state spending would be a good idea. Majorities across all regional, age, education, income, and racial/ethnic groups think this would be a good idea.

“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?”**

	All adults	Party			Likely voters
		Dem	Rep	Ind	
Good idea	63%	73%	51%	65%	61%
Bad idea	29	20	39	29	32
Don't know	8	7	10	6	8

***For complete text of question, see p. 24.*

Raising Revenues

A possible initiative on the 2020 ballot would change how commercial property taxes are assessed under Proposition 13 and direct some of the tax revenue to state funding for K–12 public education and local governments. How do Californians feel about this proposal if it directed some of the tax revenue to state funding for public higher education? Majorities of adults (58%) and likely voters (56%) say they would favor it. Democrats (77%) are much more likely than independents (57%) and far more likely than Republicans (27%) to support this proposal. Support ranges from a high of 66 percent in the San Francisco Bay Area to a low of 50 percent in Orange/San Diego (63% Los Angeles, 54% Inland Empire, 53% Central Valley). Asian Americans (71%), African Americans (69%), and Latinos (60%) are more likely than whites (50%) to say they would vote yes. Notably, majorities across education, income, and age groups say they would vote yes, though support declines as age increases.

In our January survey, which did not mention directing revenue to any specific purpose, 46 percent of likely voters were in favor of the general idea of having commercial properties taxed according to their current market values. In our April survey, when asked about taxing commercial properties at market rate with some revenue directed to K–12 education, 53 percent of likely voters were in favor.

“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?”

	All adults	Party			Likely voters
		Dem	Rep	Ind	
Yes	58%	77%	27%	57%	56%
No	36	18	68	36	40
Don't know	7	5	5	7	4

When asked about a potential state bond measure for higher education construction projects, two in three Californians (66%) and a majority of likely voters (57%) are in favor. Support among all adults is at its highest point since we began asking this question in 2007. Today, majorities of Democrats (76%) and independents (58%) are in favor, while a majority of Republicans (67%) are opposed. Majorities across regional, racial/ethnic, age, education, and income groups say they would vote yes on a state bond measure. Regionally, support for this proposal is highest in the Inland Empire (72%), followed by Los Angeles (69%), the Central Valley (64%), and Orange/San Diego and the San Francisco Bay Area (63% each). Across racial/ethnic groups, whites (55%) are far less likely than Latinos (78%), Asian Americans (76%), and African Americans (75%) to say they would vote yes on this proposal. Similarly, Californians age 55 and older (57%) are less likely than younger residents to support a state bond for higher education construction projects (74% 18–34 year olds, 67% 35–54 year olds).

“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?”

	All adults	Party			Likely voters
		Dem	Rep	Ind	
Yes	66%	76%	28%	58%	57%
No	28	19	67	30	37
Don't know	7	5	5	11	5

Equity Issues

When it comes to opportunities to get a college education, half of Californians (53%) think that qualified students from low-income families, regardless of their ethnic or racial background, have less opportunity than others. One in three adults say they have the same opportunity and one in ten say they have more opportunity. When we last asked this question in our 2009 survey on higher education, slightly more adults (60%) said less opportunity. Today, Democrats (70%) are more likely than independents (57%) and far more likely than Republicans (31%) to think that low-income students have less opportunity. Across regions, San Francisco Bay Area residents (62%) are the most likely and Central Valley residents (46%) are the least likely to believe that low-income students have less opportunity to get a college education; about half in other regions hold this view. Majorities of African Americans (58%), Asian Americans (56%), and whites (55%) think students from low-income families have less opportunity; fewer Latinos (47%) hold this view. Majorities across income groups say that low-income students have less opportunity, and Californians with more education are more likely to think low-income students have less opportunity.

“Do you think qualified students from low-income families, regardless of their ethnic or racial background, have less opportunity, more opportunity, or about the same opportunity as others to get a college education?”

	All adults	Party			Income		
		Dem	Rep	Ind	Under \$40,000	\$40,000 to under \$80,000	\$80,000 or more
Less opportunity	53%	70%	31%	57%	54%	57%	51%
More opportunity	12	6	27	8	8	12	17
About the same	34	23	40	33	37	30	31
Don't know	1	1	2	2	2	1	1

When asked about college opportunities for qualified students who are ethnic or racial minorities, Californians are divided. Forty percent believe these students have less opportunity, while a similar proportion (42%) believe qualified minority students have about the same opportunity, and 15 percent think they have more opportunity. These perceptions are similar to our findings in 2009 (37% less opportunity, 40% about the same opportunity, 20% more opportunity). Today, the view that qualified minority students have less opportunity is held by 60 percent of Democrats and 40 percent of independents, compared with 12 percent of Republicans. A majority of African Americans believe qualified minority students have less opportunity, while pluralities of Asian Americans and Latinos believe that minority students have about the same opportunity; whites are divided. Half of San Francisco Bay Area residents say minority students have less opportunity, compared to pluralities elsewhere that say they have the same opportunity.

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

	All adults	Party			Race/Ethnicity			
		Dem	Rep	Ind	African Americans	Asian Americans	Latinos	Whites
Less opportunity	40%	60%	12%	40%	52%	35%	45%	38%
More opportunity	15	8	41	13	16	19	6	21
About the same	42	30	47	44	33	45	48	38
Don't know	2	2	–	3	–	1	1	3

Student Costs

California’s housing costs and its overall cost of living are among the highest in the nation. As [PPIC research has noted](#), the median monthly housing costs for homeowners with a mortgage are 47 percent higher in California than nationwide; California’s renters pay 40 percent above the nationwide median. When it comes to the state’s students, which do Californians think is the bigger financial burden: tuition and fees or housing and living expenses? A plurality of Californians name tuition and fees as the bigger burden, while 34 percent say housing and living expenses and 17 percent volunteer both. Notably, the San Francisco Bay Area is the only region in which a plurality of adults say housing and living expenses are the biggest burden for students. Across racial/ethnic groups, whites and African Americans (52% each) are more likely than Latinos (43%) and Asian Americans (32%) to say tuition and fees are the biggest burden. Pluralities across age and income groups say tuition and fees are the biggest burden for students in California’s public colleges and universities.

“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?”

	All adults	Region					Likely voters
		Central Valley	Inland Empire	Los Angeles	Orange/San Diego	San Francisco Bay Area	
Tuition and fees	45%	51%	54%	47%	45%	36%	50%
Housing and living expenses	34	32	31	33	31	40	32
Both (<i>volunteered</i>)	17	15	12	16	20	21	16
Don’t know	3	2	2	5	4	2	2

Six in ten Californians are very concerned about college students in the state’s public systems taking on too much debt. As [research from PPIC’s Higher Education Center has noted](#), 40 percent of UC freshman and 38 percent of CSU freshman took out student loans as of 2016. Majorities across age, income, education, and racial/ethnic groups are very concerned about students taking on too much debt. A solid majority of Democrats (65%) and independents (64%) are very concerned, compared to fewer Republicans (49%).

“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?”

	All adults	Household income			Race/Ethnicity			
		Under \$40,000	\$40,000 to under \$80,000	\$80,000 or more	African Americans	Asian Americans	Latinos	Whites
Very concerned	59%	55%	66%	63%	57%	65%	58%	59%
Somewhat concerned	26	31	23	23	21	27	27	26
Not too concerned	7	9	6	6	3	4	8	8
Not at all concerned	5	4	4	8	15	5	4	6
Don’t know	1	–	1	–	4	–	2	–

Six in ten Californians think that there is not enough government funding for scholarships and grants for students who need financial help to attend California’s public colleges and universities. Twenty-two percent say there is just enough funding and 10 percent say there is more than enough. More than six in ten across all regions, with the exception of Orange/San Diego (53%) say there is not enough funding for grants and scholarships. Majorities across all age, education, income, and racial/ethnic groups say that there is not enough government funding.

Student Success

When asked if students are solely responsible for their success in higher education or if the university needs to help students succeed, six in ten Californians say the university needs to assist students while one in four say the student is solely responsible. Most Democrats (73%) and a majority of independents (58%) say the university needs to assist, while Republicans are evenly divided. African Americans (76%) are the most likely to say the university needs to assist, followed by Asian Americans (67%), whites (63%), and Latinos (53%). Women (66%) are more likely than men (54%) to say the university should assist and this belief increases with rising education and income levels. Majorities across regions and age groups say the university should assist students. Findings among adults nationwide were similar in a 2017 New America survey (31% student solely responsible, 57% university needs to assist).

“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?”

	All adults	Party			Likely voters
		Dem	Rep	Ind	
The student is solely responsible	27%	18%	45%	32%	26%
The university needs to assist	61	73	44	58	65
Both (<i>volunteered</i>)	10	8	8	9	9
Don't know	2	1	1	1	1

Most Californians think California’s public colleges provide sufficient academic support and course planning for students to successfully obtain their degree on time. Majorities of those who have attended a CCC, CSU, or UC school say universities provide sufficient academic support and course planning. Democrats (58%) and independents (57%) are more likely than Republicans (48%) to hold this view. African Americans (67%) are the most likely to think colleges and universities provide sufficient support, followed by Latinos (64%), Asian Americans (59%), and whites (52%). Californians age 18 to 34 (65%) are more likely than older Californians (56% age 35 to 54, 51% age 55 and older) to hold this view. Those with a high school diploma or less (66%) are much more likely than those with at least some college (52% some college, 53% college degree) to say universities are providing enough support. Majorities across regions think that public colleges and universities provide sufficient academic support and course planning for students to obtain their degree on time.

“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?”

	All adults	Attended			Likely voters
		California Community College	California State University	University of California	
Yes	57%	53%	55%	56%	51%
No	31	35	38	33	35
Don't know	12	12	7	11	13

Community Colleges

An overwhelming majority of Californians (80%) favor the state guaranteeing two tuition-free years of community college for California students. Most Democrats (93%) and independents (84%) are in favor of this proposal, while Republicans are divided (49% oppose, 47% favor). More than seven in ten across regional, racial/ethnic, age, education, and income groups are in favor of two free years of community college tuition, though there are some differences across groups. About nine in ten African Americans (94%) and Latinos (88%) support this proposal, while three in four Asian Americans (78%) and whites (74%) do. Californians with an annual household income under \$40,000 (88%) are more likely than those with higher household incomes (79% \$40,000 to \$80,000, 74% \$80,000 or more) to support the state guaranteeing two free years of community college tuition. Support for this proposal decreases as age and income levels rise. Women (84%) are slightly more likely than men (76%), and renters (85%) are much more likely than homeowners (73%) to support two free years of community college tuition. Those who attended a UC (82%) or CCC (81%) school are somewhat more likely than those who attended CSU (73%) to favor this proposal.

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

	All adults	Party			Race/Ethnicity			
		Dem	Rep	Ind	African Americans	Asian Americans	Latinos	Whites
Favor	80%	93%	47%	84%	94%	78%	88%	74%
Oppose	18	6	49	15	6	19	9	23
Don't know	3	1	5	2	–	3	3	2

Earlier this year, Governor Brown announced his commitment to establishing a new online community college to provide students with skills and credentials needed to move ahead in today’s economy. Today, when asked about the expansion of online certificate and degree programs, 75 percent of Californians say an online option is a good thing for students at California community colleges, while just 18 percent say it is a bad thing. Three in four across parties say it is a good thing. At least seven in ten across all racial/ethnic groups and demographic groups say the expansion of online certificate and degree programs is a good thing for California community college students. Across racial/ethnic groups, African Americans (85%) and Asian Americans (81%) are slightly more likely than whites (74%) and Latinos (73%) to say this is a good thing. The proportion of those saying this is a good thing decreases as age increases. More than two in three adults across regions say this is a good thing, with Los Angeles residents most likely (78%) and San Francisco Bay Area residents least likely (69%) to hold this view (72% Inland Empire, 75% Central Valley, 77% Orange/San Diego).

“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?”

	All adults	Party			Race/Ethnicity			
		Dem	Rep	Ind	African Americans	Asian Americans	Latinos	Whites
Good thing	75%	75%	77%	76%	85%	81%	73%	74%
Bad thing	18	15	16	20	9	16	20	18
Don't know	7	9	7	4	7	4	7	9

Admissions Preferences and Enrollment Capacity

An overwhelming majority of Californians (77%) and likely voters (82%) are in favor of California’s public colleges and universities giving priority to students from their region of the state when making admissions decisions. There is bipartisan agreement, with eight in ten Democrats (81%) and Republicans (80%) in favor of giving priority to local students; 74 percent of independents hold this view. Overwhelming majorities across regions are in favor, with residents in Orange/San Diego (81%) the most likely to support giving local students priority when making admissions decisions. Across racial/ethnic groups, eight in ten African Americans (80%), Asian Americans (79%), and whites (79%), and three in four Latinos (74%) are in favor. While majorities across age, education, and income groups favor giving priority to local students, the likelihood increases as income rises. Older Californians (80% age 35 to 54, 82% age 55 and older) are more likely than younger Californians (67%, ages 18 to 34) to support giving priority to 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?”

	All adults	Region					Likely voters
		Central Valley	Inland Empire	Los Angeles	Orange/San Diego	San Francisco Bay Area	
Yes	77%	74%	77%	78%	81%	75%	82%
No	19	24	19	18	16	18	16
Don't know	4	1	4	4	3	7	3

When asked how California’s public colleges and universities should spend extra money if the state increased funding, a slight majority of adults (52%) and likely voters (55%) prefer to increase resources to help current students successfully obtain their degree. Thirty-eight percent of adults and 35 percent of likely voters prefer to use this money to increase enrollment capacity so that more students can attend California’s public colleges and universities. Majorities across parties and across education and income groups prefer to help current students. Across racial/ethnic groups, six in ten African Americans (60%) and slight majorities of Asian Americans (54%) and whites (52%) prefer to help current students, while Latinos are more divided (47% help current students, 42% increase enrollment capacity). Majorities of residents in the San Francisco Bay Area (57%) and Los Angeles (54%) prefer to help current students; fewer in Orange/San Diego (49%) do. Opinion is divided in the Central Valley (49% help current students, 44% increase enrollment) and the Inland Empire (47% help current students, 43% increase enrollment).

“In general, if the state increased funding for California’s public colleges and universities how would you prefer to use this extra money? Would you prefer that colleges and universities use this money to increase resources to help current students successfully obtain their degree or would you prefer to use this money to increase enrollment capacity so that more students can attend California’s public colleges and universities?”

	All adults	Race/Ethnicity				Likely voters
		African Americans	Asian Americans	Latinos	Whites	
Increase resources to help current students	52%	60%	54%	47%	52%	55%
Increase enrollment capacity	38	34	40	42	37	35
Both (<i>volunteered</i>)	6	6	5	7	6	6
Neither (<i>volunteered</i>)	1	–	–	1	2	2
Don't know	3	1	–	3	3	2

Regional Map



Methodology

The PPIC Statewide Survey is directed by Mark Baldassare, president and CEO and survey director at the Public Policy Institute of California, with assistance from survey research associate Lunna Lopes, project manager for this survey, associate survey director Dean Bonner and research associate Alyssa Dykman. The *Californians and Higher Education* survey is supported with funding from the College Futures Foundation. The PPIC Statewide Survey invites input, comments, and suggestions from policy and public opinion experts and from its own advisory committee, but survey methods, questions, and content are determined solely by PPIC's survey team.

Findings in this report are based on a survey of 1,703 California adult residents, including 1,193 interviewed on cell phones and 510 interviewed on landline telephones. Interviews took an average of 19 minutes to complete. Interviewing took place on weekend days and weekday nights from October 27–November 5, 2018.

Cell phone interviews were conducted using a computer-generated random sample of cell phone numbers. All cell phone numbers with California area codes were eligible for selection. Once a cell phone user was reached, it was verified that this person was age 18 or older, a resident of California, and in a safe place to continue the survey (e.g., not driving). Cell phone respondents were offered a small reimbursement to help defray the cost of the call. Cell phone interviews were conducted with adults who have cell phone service only and with those who have both cell phone and landline service in the household.

Landline interviews were conducted using a computer-generated random sample of telephone numbers that ensured that both listed and unlisted numbers were called. All landline telephone exchanges in California were eligible for selection. Once a household was reached, an adult respondent (age 18 or older) was randomly chosen for interviewing using a “youngest male/female” method to avoid biases in age and gender.

For both cell phones and landlines, telephone numbers were called as many as eight times. When no contact with an individual was made, calls to a number were limited to six. Also, to increase our ability to interview Asian American adults, we made up to three additional calls to phone numbers estimated by Survey Sampling International as likely to be associated with Asian American individuals.

Live landline and cell phone interviews were conducted by Abt Associates in English and Spanish, according to respondents' preferences. Accent on Languages, Inc., translated new survey questions into Spanish, with assistance from Renatta DeFever.

Abt Associates uses the US Census Bureau's 2011–2015 American Community Survey's (ACS) Public Use Microdata Series for California (with regional coding information from the University of Minnesota's Integrated Public Use Microdata Series for California) to compare certain demographic characteristics of the survey sample—region, age, gender, race/ethnicity, and education—with the characteristics of California's adult population. The survey sample was closely comparable to the ACS figures. To estimate landline and cell phone service in California, Abt Associates used 2015 state-level estimates released by the National Center for Health Statistics—which used data from the National Health Interview Survey (NHIS) and the ACS—and 2016 estimates for the West Census Region in the latest NHIS report. The estimates for California were then compared against landline and cell phone service reported in this survey. We also used voter registration data from the California Secretary of State to compare the party registration of registered voters in our sample to party registration statewide. The landline and cell phone samples were then integrated using a frame integration weight, while sample balancing adjusted for differences across regional, age, gender, race/ethnicity, education, telephone service, and party registration groups.

The sampling error, taking design effects from weighting into consideration, is ± 3.5 percent at the 95 percent confidence level for the total unweighted sample of 1,703 adults. This means that 95 times out of 100, the results will be within 3.5 percentage points of what they would be if all adults in California were interviewed. The sampling error for unweighted subgroups is larger: for the 1,399 registered voters, the sampling error is ± 3.9 percent; for the 1,095 likely voters, it is ± 4.4 percent; for the 532 respondents who attended a California community college, it is ± 6.2 percent; for the 319 who attended a California State University school, it is ± 8.5 percent; for the 205 who attended a University of California school, it is ± 10.9 percent. Sampling error is only one type of error to which surveys are subject. Results may also be affected by factors such as question wording, question order, and survey timing.

We present results for five geographic regions, accounting for approximately 90 percent of the state population. “Central Valley” includes Butte, Colusa, El Dorado, Fresno, Glenn, Kern, Kings, Madera, Merced, Placer, Sacramento, San Joaquin, Shasta, Stanislaus, Sutter, Tehama, Tulare, Yolo, and Yuba Counties. “San Francisco Bay Area” includes Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma Counties. “Los Angeles” refers to Los Angeles County, “Inland Empire” refers to Riverside and San Bernardino Counties, and “Orange/San Diego” refers to Orange and San Diego Counties. Residents of other geographic areas are included in the results reported for all adults, registered voters, and likely voters, but sample sizes for these less populous areas are not large enough to report separately.

We present specific results for non-Hispanic whites, who account for 43 percent of the state’s adult population, and also for Latinos, who account for about a third of the state’s adult population and constitute one of the fastest-growing voter groups. We also present results for non-Hispanic Asian Americans, who make up about 15 percent of the state’s adult population, and non-Hispanic African Americans, who comprise about 6 percent. Results for other racial/ethnic groups—such as Native Americans—are included in the results reported for all adults, registered voters, and likely voters, but sample sizes are not large enough for separate analysis. We compare the opinions of those who report they are registered Democrats, registered Republicans, and decline-to-state or independent voters; the results for those who say they are registered to vote in other parties are not large enough for separate analysis. We also analyze the responses of likely voters—so designated per their responses to survey questions about voter registration, previous election participation, and current interest in politics.

The percentages presented in the report tables and in the questionnaire may not add to 100 due to rounding.

We compare current PPIC Statewide Survey results to those in our earlier surveys and to those in a 2017 national survey by the New America Foundation. Additional details about our methodology can be found at www.ppic.org/content/other/SurveyMethodology.pdf and are available upon request through surveys@ppic.org.

Questionnaire and Results

CALIFORNIANS AND HIGHER EDUCATION

October 27–November 5, 2018

1,703 California Adult Residents:

English, Spanish

MARGIN OF ERROR $\pm 3.5\%$ AT 95% CONFIDENCE LEVEL FOR TOTAL SAMPLE
PERCENTAGES MAY NOT ADD TO 100 DUE TO ROUNDING

1. **Overall, do you approve or disapprove of the way that Jerry Brown is handling his job as governor of California?**
 - 50% approve
 - 29 disapprove
 - 22 don't know
 2. **Overall, do you approve or disapprove of the way that Governor Brown is handling California's public college and university system?**
 - 45% approve
 - 30 disapprove
 - 25 don't know
 3. **Overall, do you approve or disapprove of the way that the California Legislature is handling its job?**
 - 46% approve
 - 38 disapprove
 - 16 don't know
 4. **Overall, do you approve or disapprove of the way that the California Legislature is handling California's public college and university system?**
 - 42% approve
 - 40 disapprove
 - 19 don't know
 5. **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?**
 - 48% right direction
 - 41 wrong direction
 - 11 don't know
 6. **In thinking about priorities for the next governor of California, do you think that the state's public higher education system should be a: [rotate order] very high priority, high priority, medium priority, low priority, [or] very low priority?**
 - 27% very high priority
 - 47 high priority
 - 17 medium priority
 - 4 low priority
 - 2 very low priority
 - 2 don't know
 7. **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?**
 - 31% continue Jerry Brown's policies
 - 51 change to different policies
 - 17 don't know
 8. **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—very important, somewhat important, not too important, or not at all important?**
 - 75% very important
 - 20 somewhat important
 - 2 not too important
 - 1 not at all important
 - 1 don't know
- [question 9 not asked]*

I'm going to read you a list of issues people have mentioned when talking about California's public higher education system today. For each one, please tell me if you think it is a big problem, somewhat of a problem, or not much of a problem. First...

[rotate questions 10 to 12]

10. How about the overall quality of education in California's public colleges and universities today?

- 20% big problem
- 33 somewhat of a problem
- 41 not much of a problem
- 6 don't know

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

- 58% big problem
- 25 somewhat of a problem
- 14 not much of a problem
- 3 don't know

12. How about the overall enrollment capacity in California's public colleges and universities today?

- 26% big problem
- 36 somewhat of a problem
- 27 not much of a problem
- 10 don't know

As you may know, California's public higher education system has three branches—the California Community College system, the California State University system, and the University of California system.

[rotate questions 13 to 15]

13. Overall, is the California Community College system doing an excellent, good, not so good, or poor job?

- 17% excellent
- 51 good
- 17 not so good
- 6 poor
- 9 don't know

14. Overall, is the California State University system doing an excellent, good, not so good, or poor job?

- 12% excellent
- 54 good
- 18 not so good
- 6 poor
- 11 don't know

15. Overall, is the University of California system doing an excellent, good, not so good, or poor job?

- 17% excellent
- 51 good
- 16 not so good
- 7 poor
- 9 don't know

16. Next, 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?

- 10% more than enough
- 27 just enough
- 56 not enough
- 8 don't know

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

- 64% favor
- 27 oppose
- 9 don't know

18. 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?

- 63% good idea
- 29 bad idea
- 8 don't know

19. 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?

- 58% yes
- 36 no
- 7 don't know

20. 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?

- 66% yes
- 28 no
- 7 don't know

Next,

[rotate questions 21 and 22]

21. 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?

- 49% college is necessary
- 49 many ways to succeed without a college education
- 2 don't know

22. In general, how important is having a four-year college degree for economic and financial success in today's economy—very important, somewhat important, not too important, or not at all important?

- 56% very important
- 34 somewhat important
- 7 not too important
- 3 not at all important
- don't know

Next,

23. 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?

- 57% yes
- 31 no
- 12 don't know

24. Which of the following is closer to your point of view regarding success of students in higher education: [rotate] (1) the student is solely responsible [or] (2) the university needs to assist in the success of its students?

[Get answer, then ask: Do you feel that way strongly or somewhat?]

- 17% the student is solely responsible, strongly
- 10 the student is solely responsible, somewhat
- 21 the university needs to assist, somewhat
- 40 the university needs to assist, strongly
- 10 both / the same (volunteered)
- 2 don't know

Next, please tell me if you think the following groups of people have less opportunity, more opportunity, or about the same opportunity as others to get a college education.

[rotate questions 25 and 26]

25. Do you think qualified students from low-income families, regardless of their ethnic or racial background, have [rotate 1 and 2] [1] less opportunity, [2] more opportunity, [or] about the same opportunity as others to get a college education?

- 53% less opportunity
- 12 more opportunity
- 34 about the same
- 1 don't know

26. Do you think qualified students who are ethnic or racial minorities, such as African Americans or Latinos, have [rotate 1 and 2] [1] less opportunity, [2] more opportunity, [or] about the same opportunity as others to get a college education?

- 40% less opportunity
- 15 more opportunity
- 42 about the same
- 2 don't know

Next,

27. In general, which do you think is the biggest financial burden for students in California's public colleges and universities today: [rotate] (1) tuition and fees [or] (2) housing and living expenses?

- 45% tuition and fees
- 34 housing and living expenses
- 17 both (volunteered)
- 3 don't know

28. 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?

- 59% very concerned
- 26 somewhat concerned
- 7 not too concerned
- 5 not at all concerned
- 1 don't know

29. 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?

- 10% more than enough
- 22 just enough
- 61 not enough
- 7 don't know

[question 30 not asked]

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

- 80% favor
- 18 oppose
- 3 don't know

32. 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?

- 75% good thing
- 18 bad thing
- 7 don't know

Next,

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

- 77% yes
- 19 no
- 4 don't know

34. In general, if the state increased funding for California's public colleges and universities how would you prefer to use this extra money? [rotate] [1] Would you prefer that colleges and universities use this money to increase resources to help current students successfully obtain their degree [or] [2] would you prefer to use this money to increase enrollment capacity so that more students can attend California's public colleges and universities?

- 52% increase resources to help current students
- 38 increase enrollment
- 6 both (volunteered)
- 1 neither (volunteered)
- 3 don't know

35. Next, some people are registered to vote and others are not. Are you absolutely certain that you are registered to vote in California?

- 67% yes [ask q35a]
- 33 no [skip to q36b]

35a. Are you registered as a Democrat, a Republican, another party, or as an independent?

- 45% Democrat [ask q36]
- 25 Republican [skip to q36a]
- 5 another party (specify) [skip to q37]
- 25 independent [skip to q36b]

36. Would you call yourself a strong Democrat or not a very strong Democrat?

- 60% strong
- 38 not very strong
- 3 don't know

[skip to q37]

36a. Would you call yourself a strong Republican or not a very strong Republican?

- 64% strong
- 35 not very strong
- 1 don't know

[skip to q37]

36b. Do you think of yourself as closer to the Republican Party or Democratic Party?

- 23% Republican Party
- 43 Democratic Party
- 24 neither (*volunteered*)
- 11 don't know

37. Would you consider yourself to be politically:

[read list, rotate order top to bottom]

- 16% very liberal
- 20 somewhat liberal
- 27 middle-of-the-road
- 22 somewhat conservative
- 11 very conservative
- 4 don't know

38. Generally speaking, how much interest would you say you have in politics?

- 31% great deal
- 33 fair amount
- 26 only a little
- 10 none
- 1 don't know

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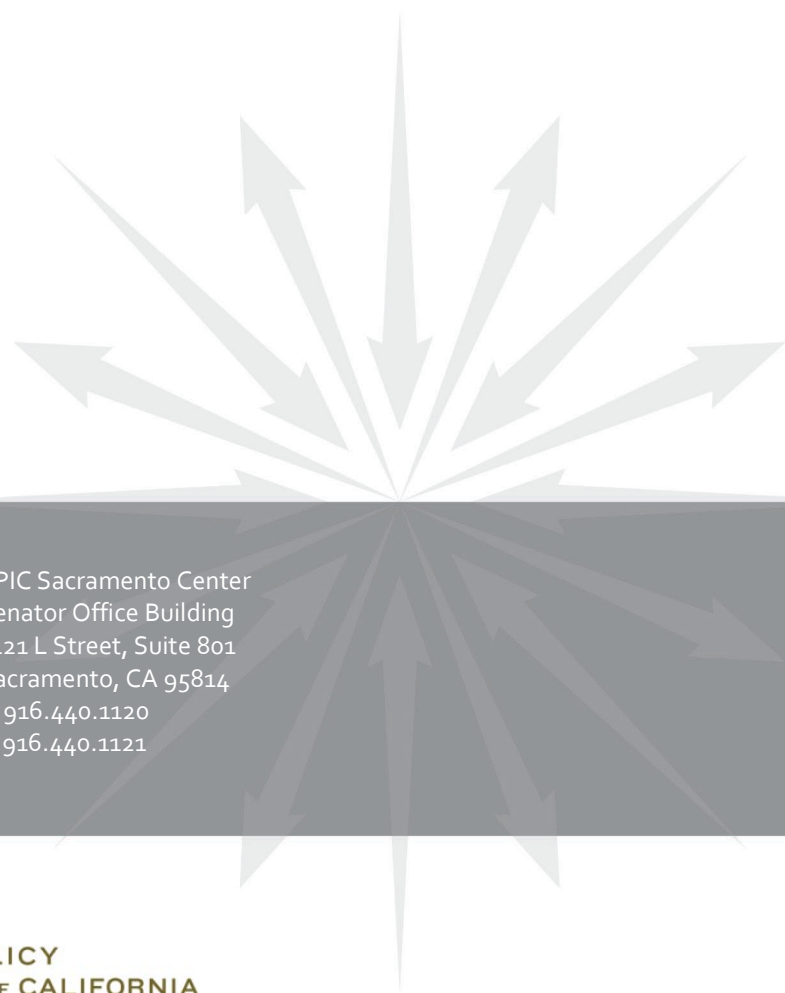
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