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California Voter Opinions Regarding State Higher Education *Executive Summary Report of Survey Findings*

Methodology

- ▶ Telephone survey of California likely November 2016 voters
- ▶ September 11 – 17, 2015
- ▶ 600 total interviews
- ▶ Margin of error: ± 4.0 percentage points
- ▶ Interviews conducted by trained, professional interviewers

Please note that due to rounding, percentages may not add up to exactly 100%

Project Purpose

This study was conducted to identify voter opinions and attitudes regarding public higher education in California, including support for a potential statewide proposition to secure a minimum level of funding for the University of California and California State University systems.

Key Findings

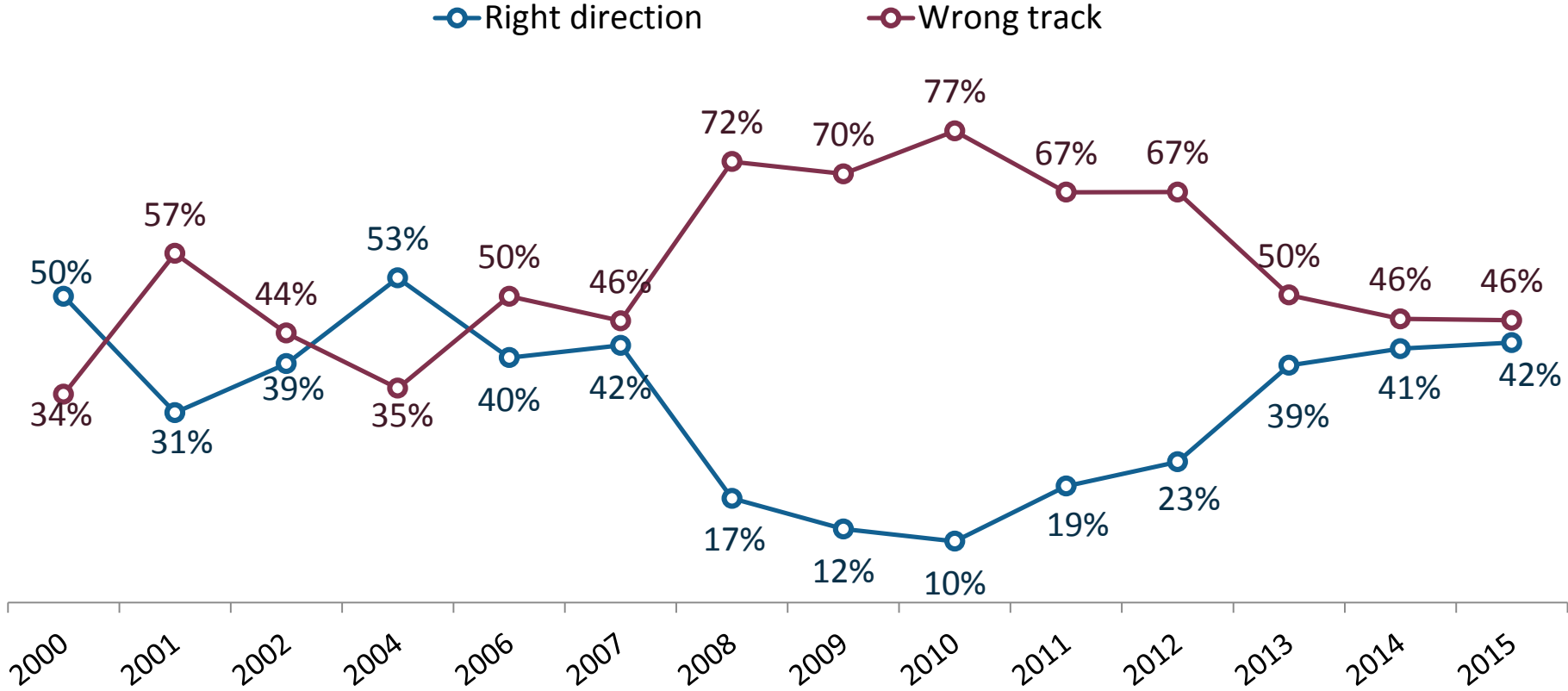
- ▶ CA voters acknowledge the need for increased funding for higher education in the state.
- ▶ A majority of voters indicate support for a conceptual statewide measure to guarantee admission to, increase access to and establish a minimal level of higher education funding for the state's UCs and CSUs.
- ▶ Improving access by making sure students can get into courses needed to graduate and making sure qualified students can get in, is particularly important to voters overall – even more important than limiting tuition and other elements of a potential measure.



General Attitudes

California Right Direction/Wrong Track

Voter optimism continues to grow slightly.

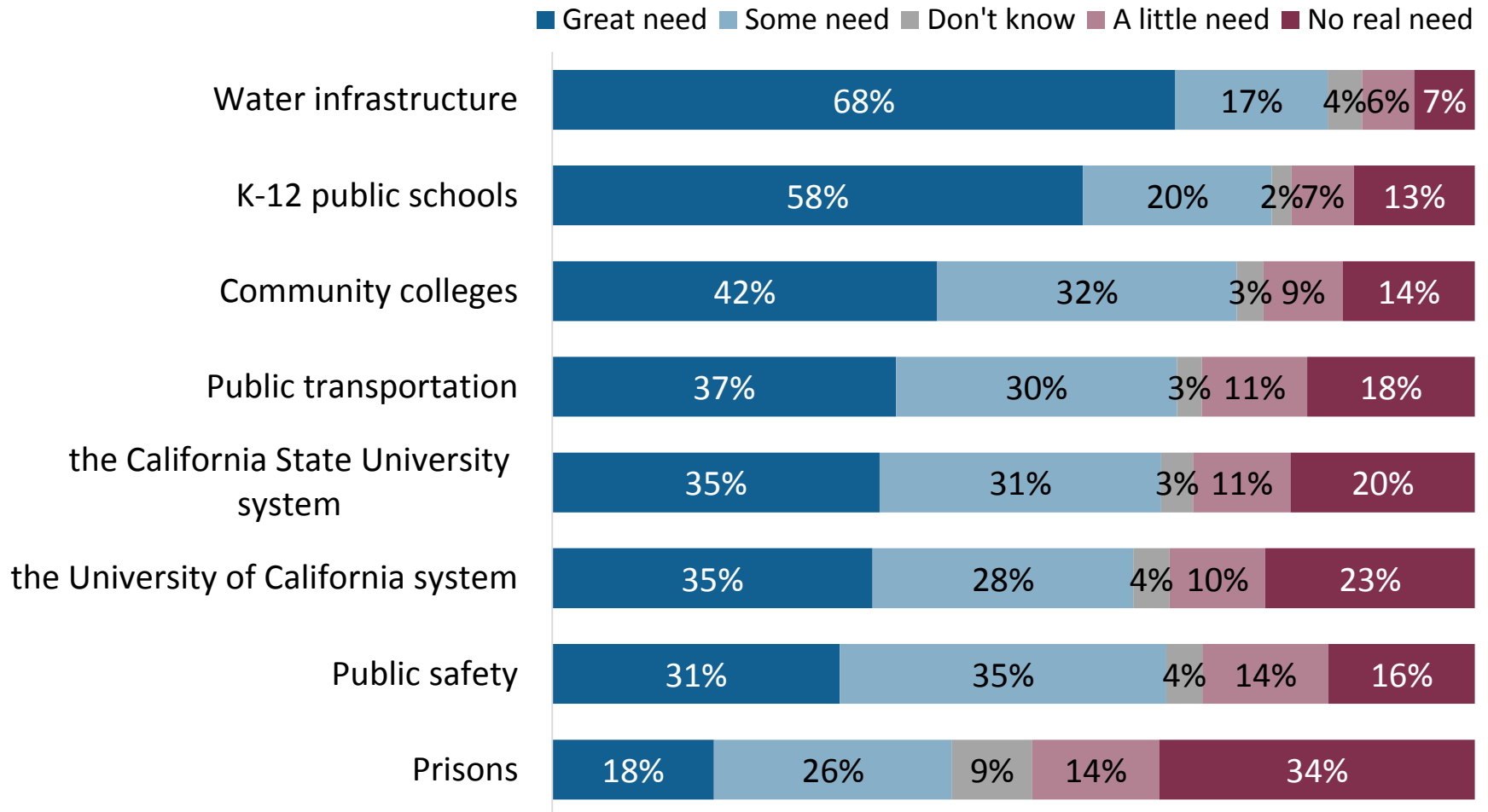


Q4. Do you think things in the California are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?



Funding Priorities for California

California voters rate water and K-12 schools as very high priorities for funding. A majority recognize at least some need for higher education funding.



Q5-12. I'm going to ask you about some possible funding priorities for California. Would you say there is a great need for additional funding, some need, a little need, or no real need for additional funding for each of the following in California?



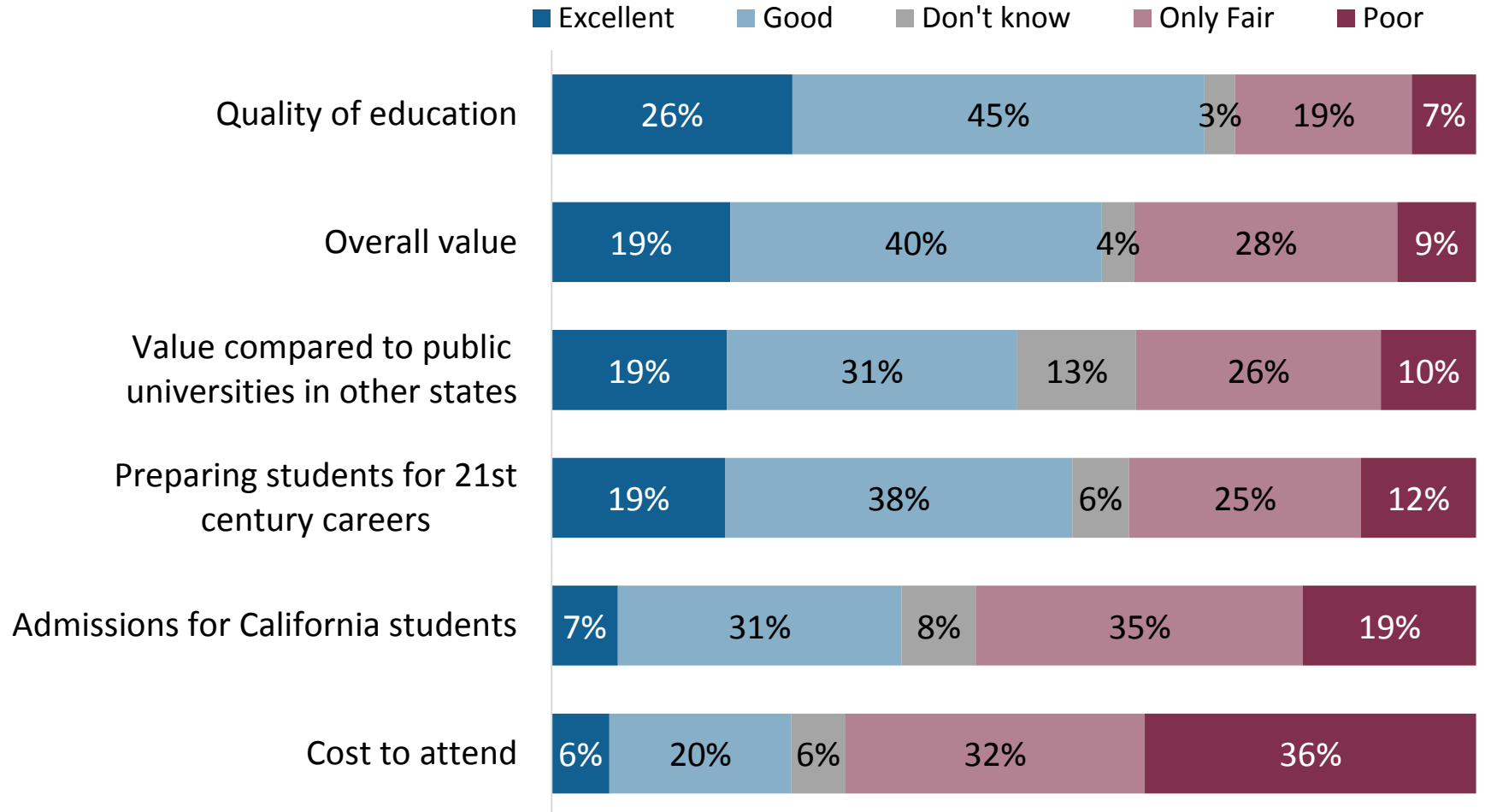
UC and CSU Ratings

Personal Connection to UC and CSU

- ▶ 50% of California voters say they have an immediate family member that attended or currently attends a UC or CSU.
- ▶ 41% of California voters say they personally have attended or currently attend a UC or CSU.
- ▶ Without double counting voters' responses, 64% of voters say they have a close personal connection to UC or CSU.

University of California System Ratings

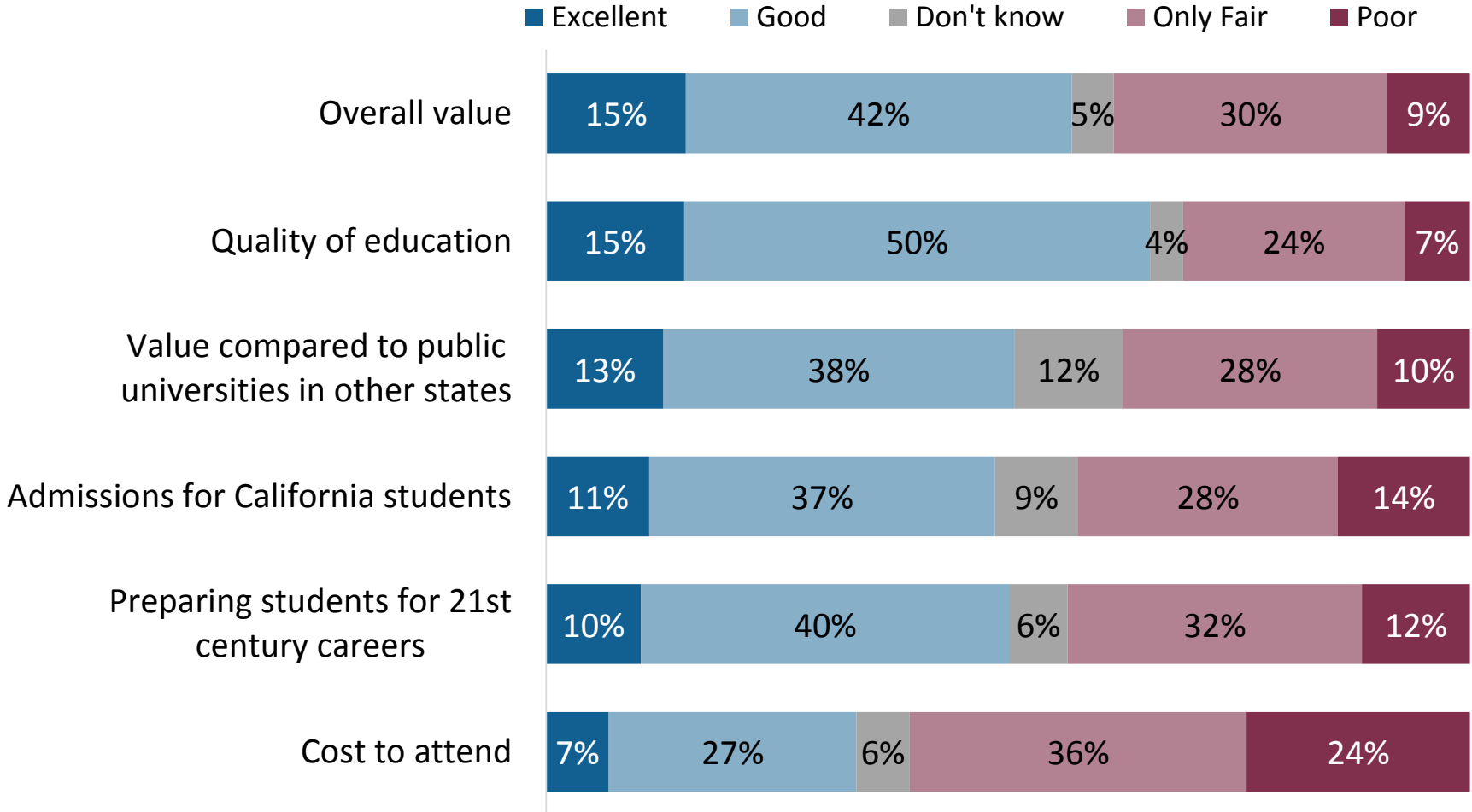
Although the quality of education at the UCs is rated positively, cost and getting in are concerns.



Q13-18. I'm going to ask you some questions about the University of California system, or the "UC's". Using a scale of excellent, good, only fair or poor, please rate the following areas relating to the "UC's".

California State University System Ratings

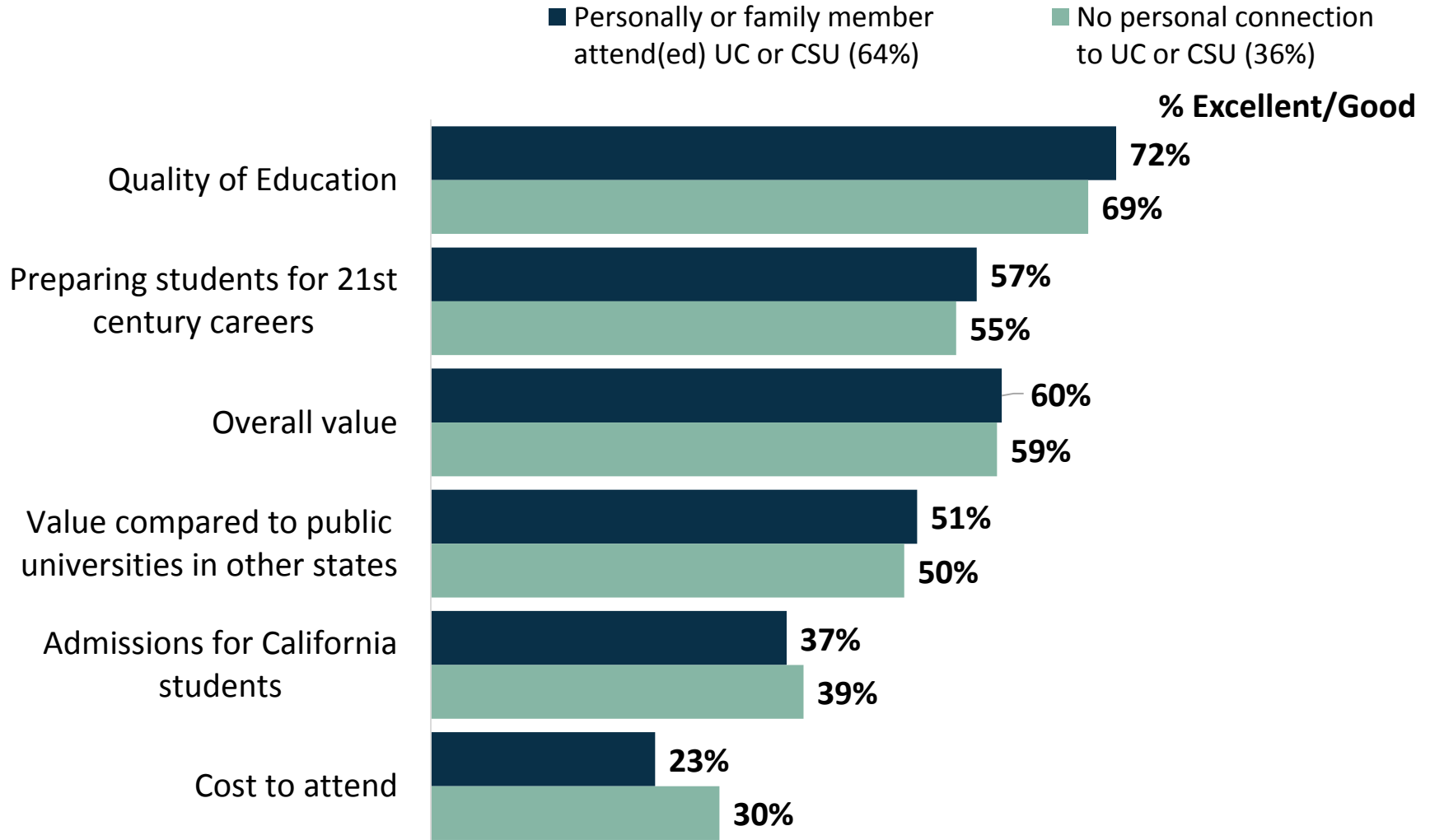
Although a majority rate the value and quality of education positively, intensity of opinion about CSUs is low overall and concerns about costs are high.



Q19-24. I'm going to ask you some questions about the California State University system, or the "CSU's". Using a scale of excellent, good, only fair or poor, please rate the following areas relating to the "CSU's".

UC System Ratings, by UC/CSU Affiliation Status

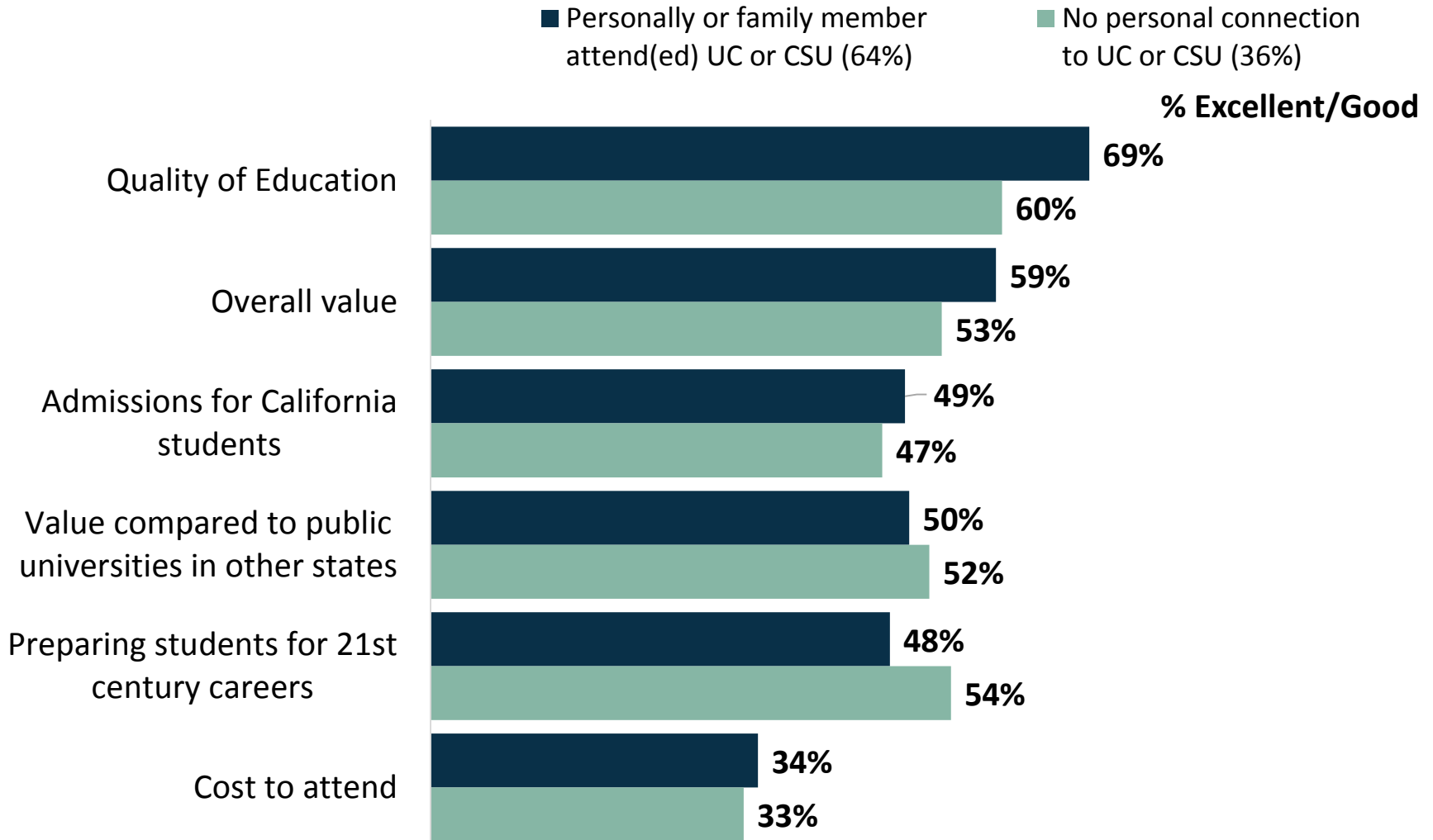
Those with personal experience with UC or CSU have fairly similar ratings to those without experience – except on cost.



Q13-18. I'm going to ask you some questions about the University of California system, or the "UC's". Using a scale of excellent, good, only fair or poor, please rate the following areas relating to the "UC's".

CSU System Ratings, by UC/CSU Affiliation Status

Voters who have personal experience with UC or CSU rate the quality of education at CSUs more positively.



Q19-24. I'm going to ask you some questions about the California State University system, or the "CSU's". Using a scale of excellent, good, only fair or poor, please rate the following areas relating to the "CSU's".



Initial Support for Set-Aside Measure



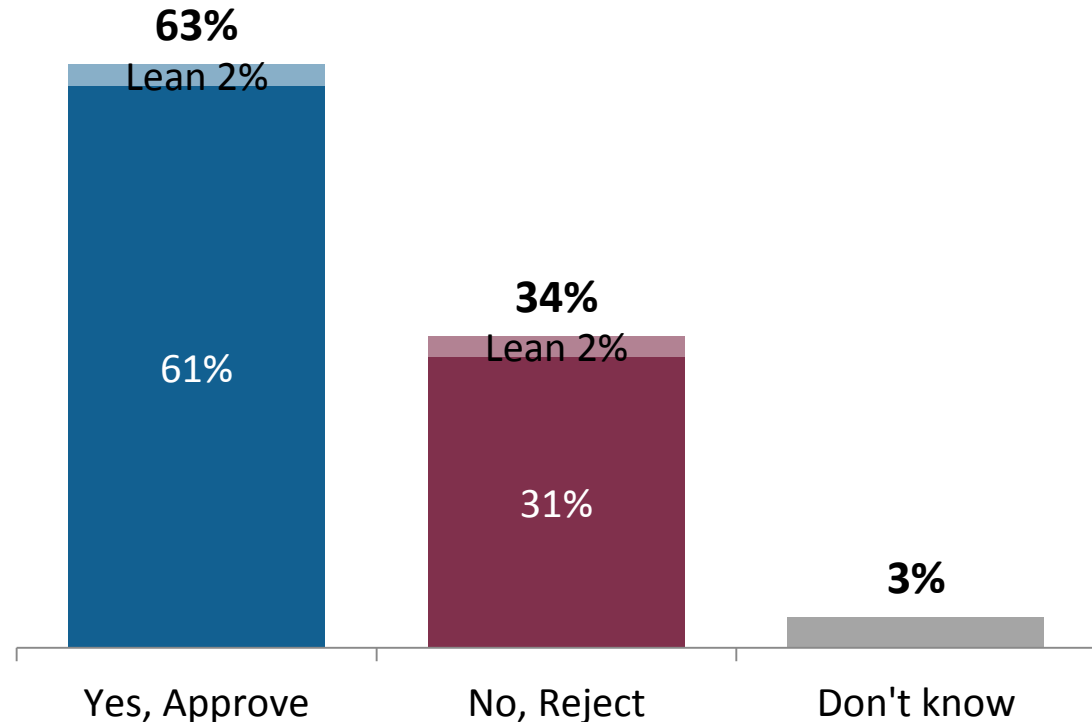
Initial Vote

A majority of voters indicate support for a conceptual statewide measure to guarantee admission, increase access and establish a minimal level of higher education funding.

Public Colleges and Universities Promise Act

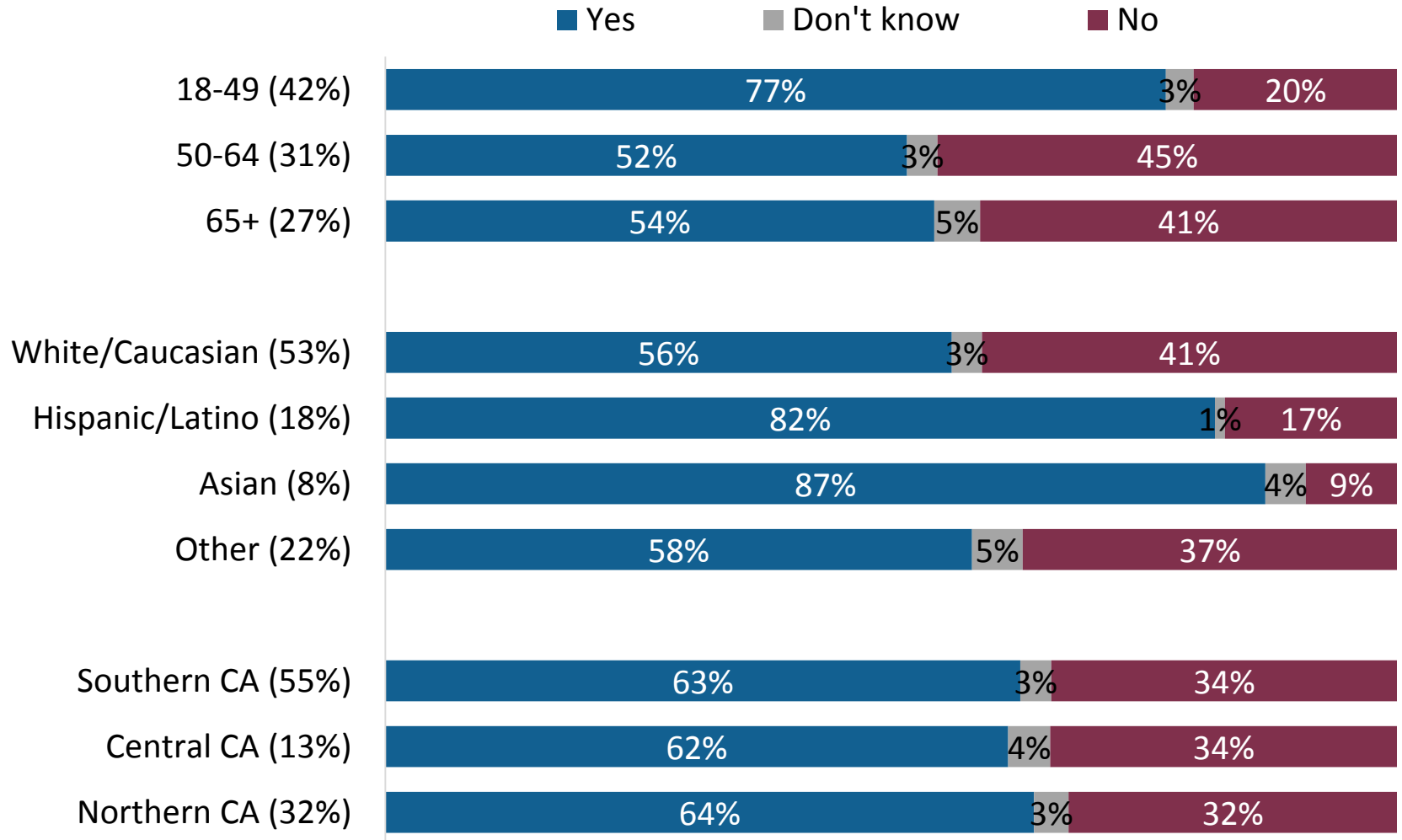
To guarantee admission for qualified California students, place strict limits on tuition increases, continue tuition-free education for low-income students, and increase access to courses needed to graduate at University of California and California State Universities, should the state constitution be amended to establish a minimum level of state funding with accountability and oversight?

If the election were held today, would you vote "Yes" to approve or "No" to reject the measure?



Initial Vote by Subgroups

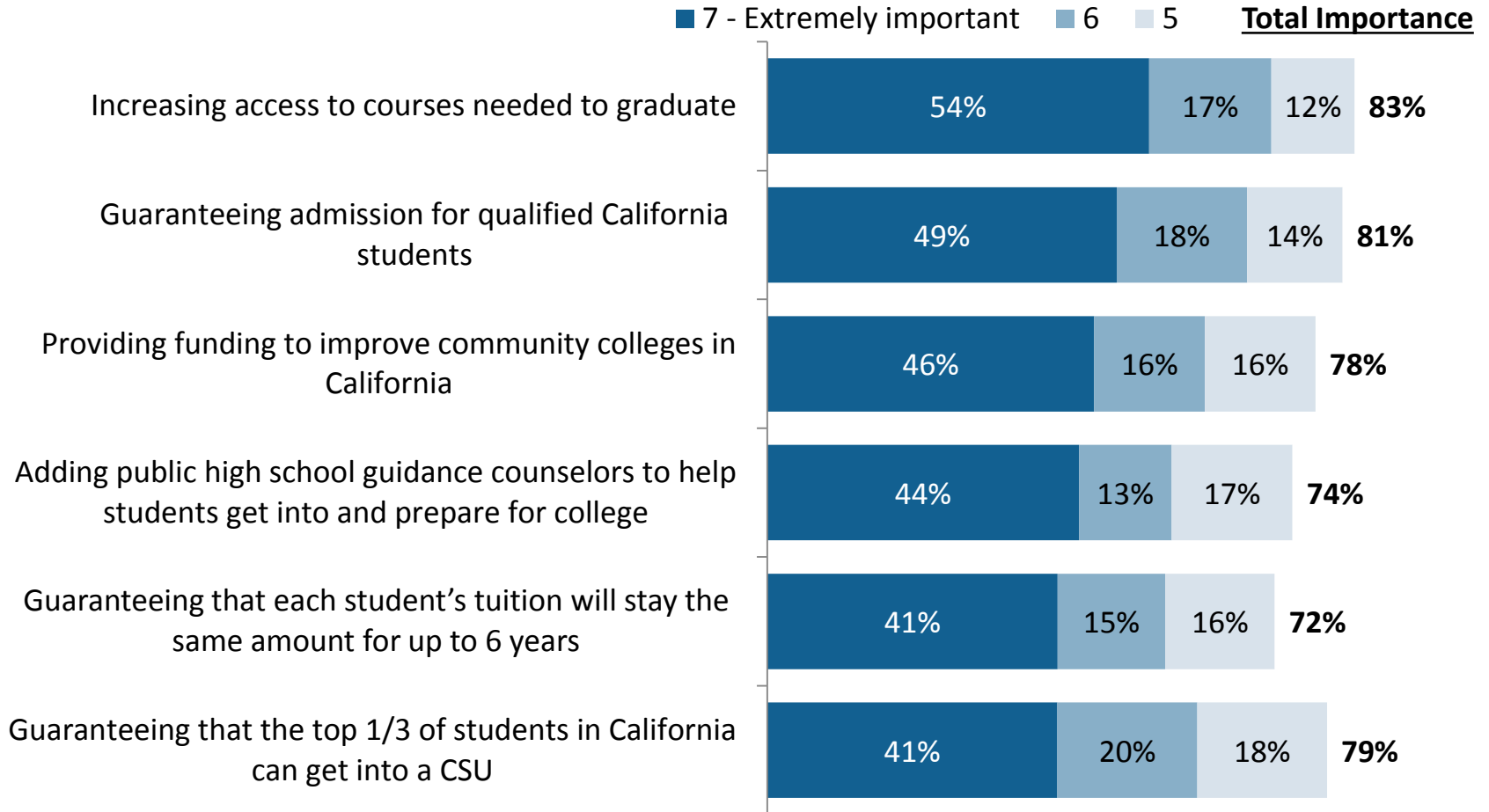
Younger voters, Latinos and Asians are particularly supportive of the measure.



Q25. If the election were held today, would you vote "Yes" to approve or "No" to reject the measure?

Initiative Elements

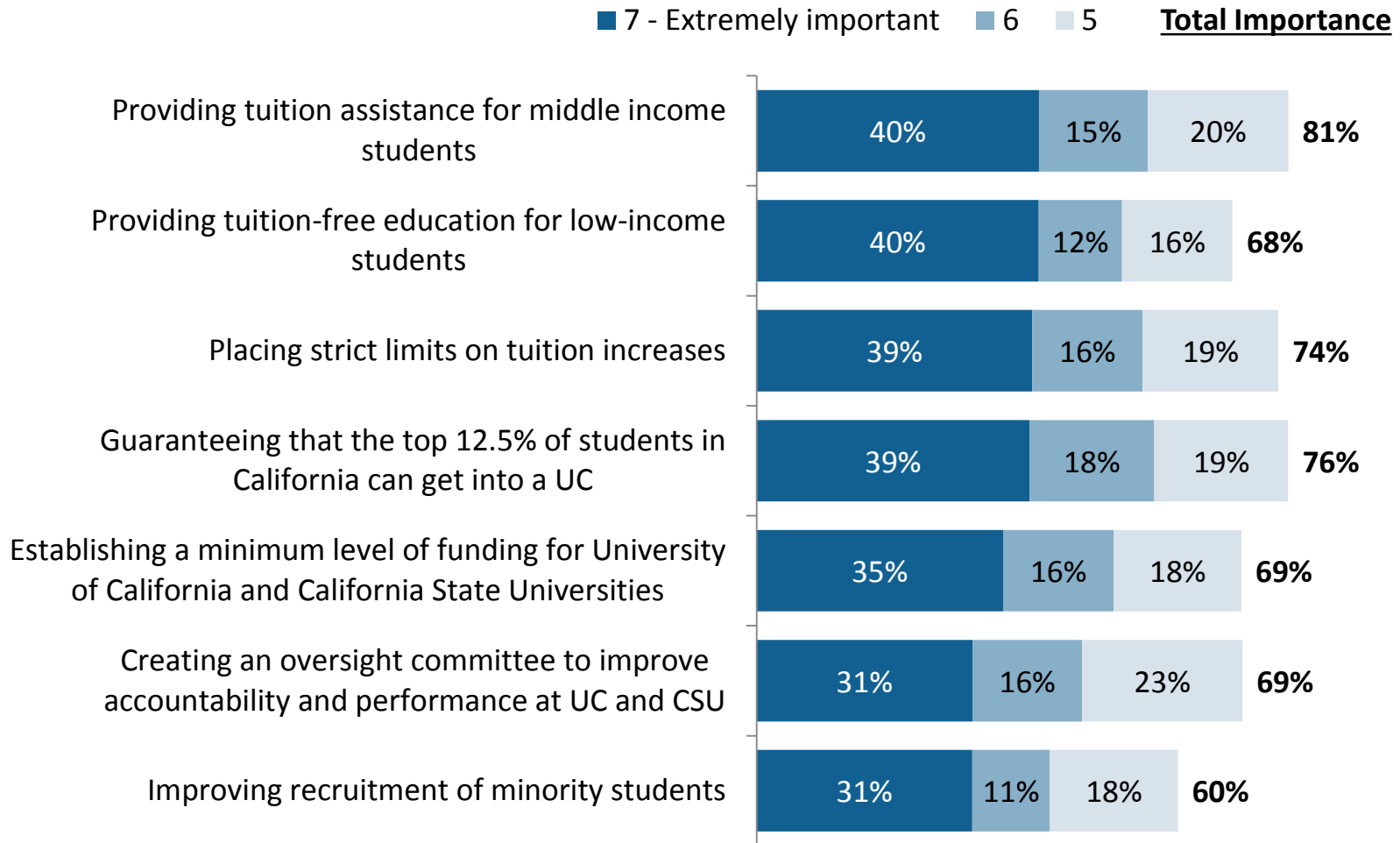
To voters overall, ensuring access to courses needed to graduate and guaranteeing admissions to qualified students are the most important elements of a potential measure. Incorporating community colleges and funding for high school guidance counselors are also well-received components.



Q26-38. I'm going to read you some of the elements that could be part of a proposed initiative for University of California and California State universities. For each one, please tell me how important that element is to you, using a scale of 1 to 7, where 1 is not at all important and 7 is extremely important.

Initiative Elements (Cont.)

Limiting tuition and providing tuition assistance for those in need are important, but not among the top-tier projects.



Q26-38. I'm going to read you some of the elements that could be part of a proposed initiative for University of California and California State universities. For each one, please tell me how important that element is to you, using a scale of 1 to 7, where 1 is not at all important and 7 is extremely important.

Conclusions

- ▶ California voters care about higher education, and agree that the UCs, CSUs, and community colleges should be a priority for state funding.
- ▶ Voters acknowledge that changes in higher education are needed and that accessibility, admissions, and students' ability to graduate in a reasonable amount of time are particularly important elements of a potential measure.
- ▶ A majority of voters are supportive of a conceptual statewide measure to guarantee admission, increase access and establish a minimum level of higher education funding for the UCs and CSUs.
- ▶ Communicating the promise of accessible and affordable higher education for all qualified California students is a key step in gathering voter support for a higher education solution.

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