

Telephone Survey of
Peralta Community College District
Likely June 2012 Voters

Conducted for: Peralta Community College District

Executive Summary Presentation



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Methodology

- ▶ Telephone survey of Likely June, 2012 Voters in the Peralta Community College District
- ▶ Conducted December 1–5, 2011
- ▶ 501 completed interviews
- ▶ Trained, professional interviewers
- ▶ Margin of error ± 4.4 percentage points
- ▶ When possible, results are compared with:
 - ▶ Telephone Survey of Peralta CCD
 - ▶ Likely June, 2012 Voters
 - ▶ May 31-June 5, 2011
 - ▶ n = 502; MoE: ± 4.4
 - ▶ EMC Research 11-4430

As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.

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

Key Findings

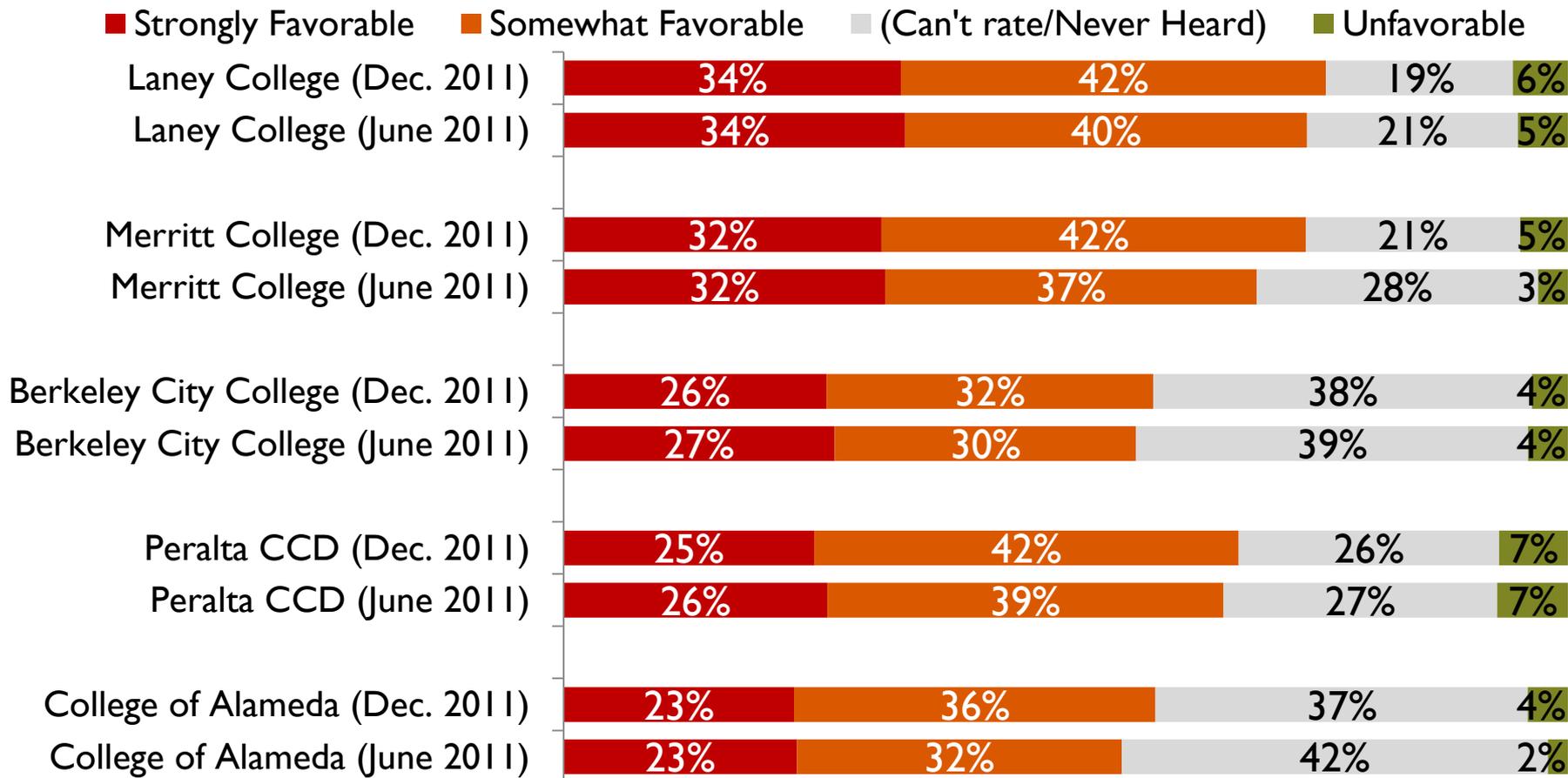
- ▶ Overall, voters continue to have positive opinions about the Peralta colleges.
- ▶ Awareness of the colleges' need for funding is very high.
- ▶ Reaching two-thirds support for a parcel tax measure in 2012 appears feasible.
- ▶ Timing a tax measure for the June 2012 election will take advantage strong support from high-frequency voters as well as a less crowded ballot.



Attitudes toward Peralta Community College District

The colleges are all viewed favorably

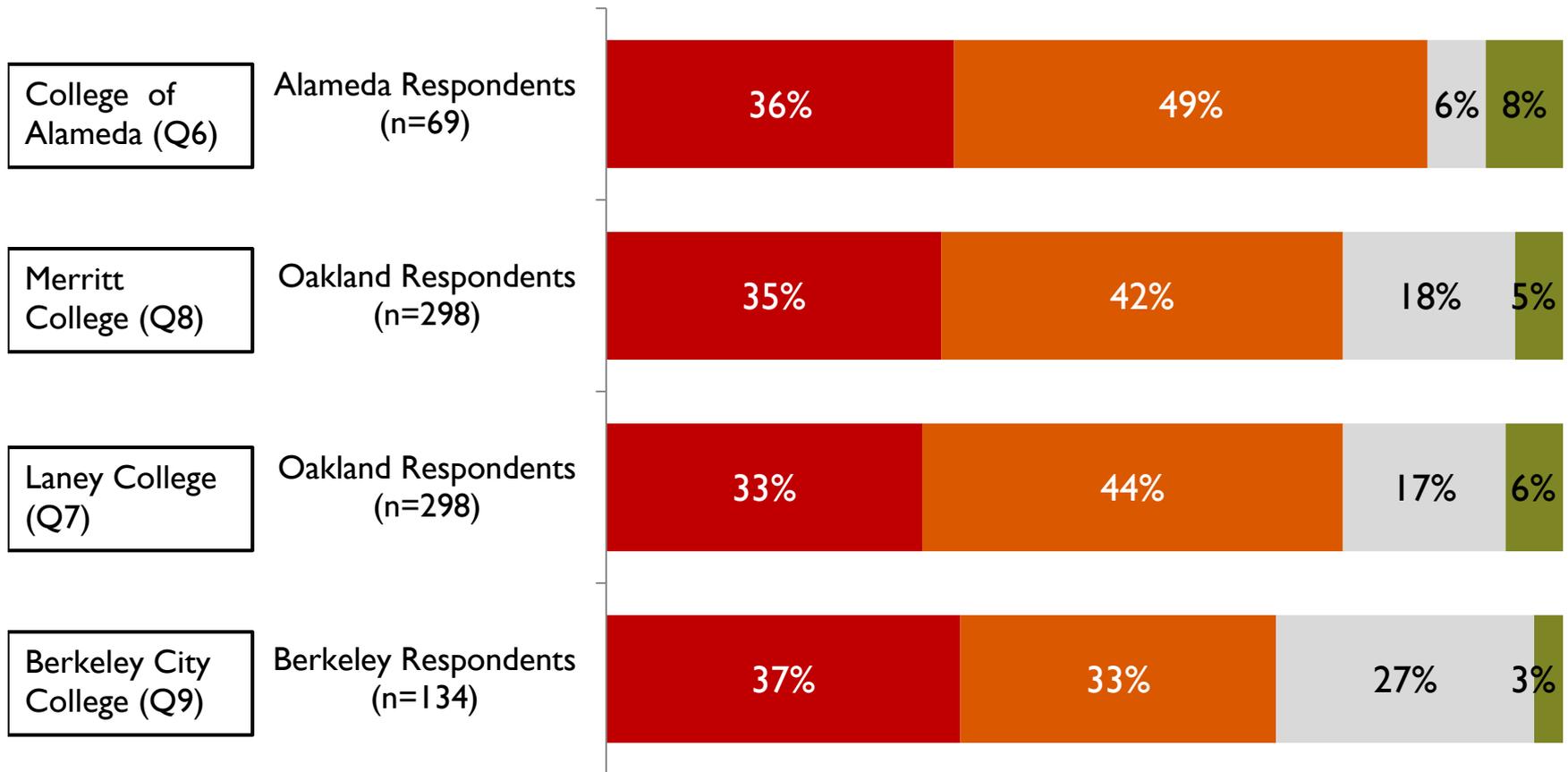
...please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of each (Q5-9)



Ratings in home cities are even stronger

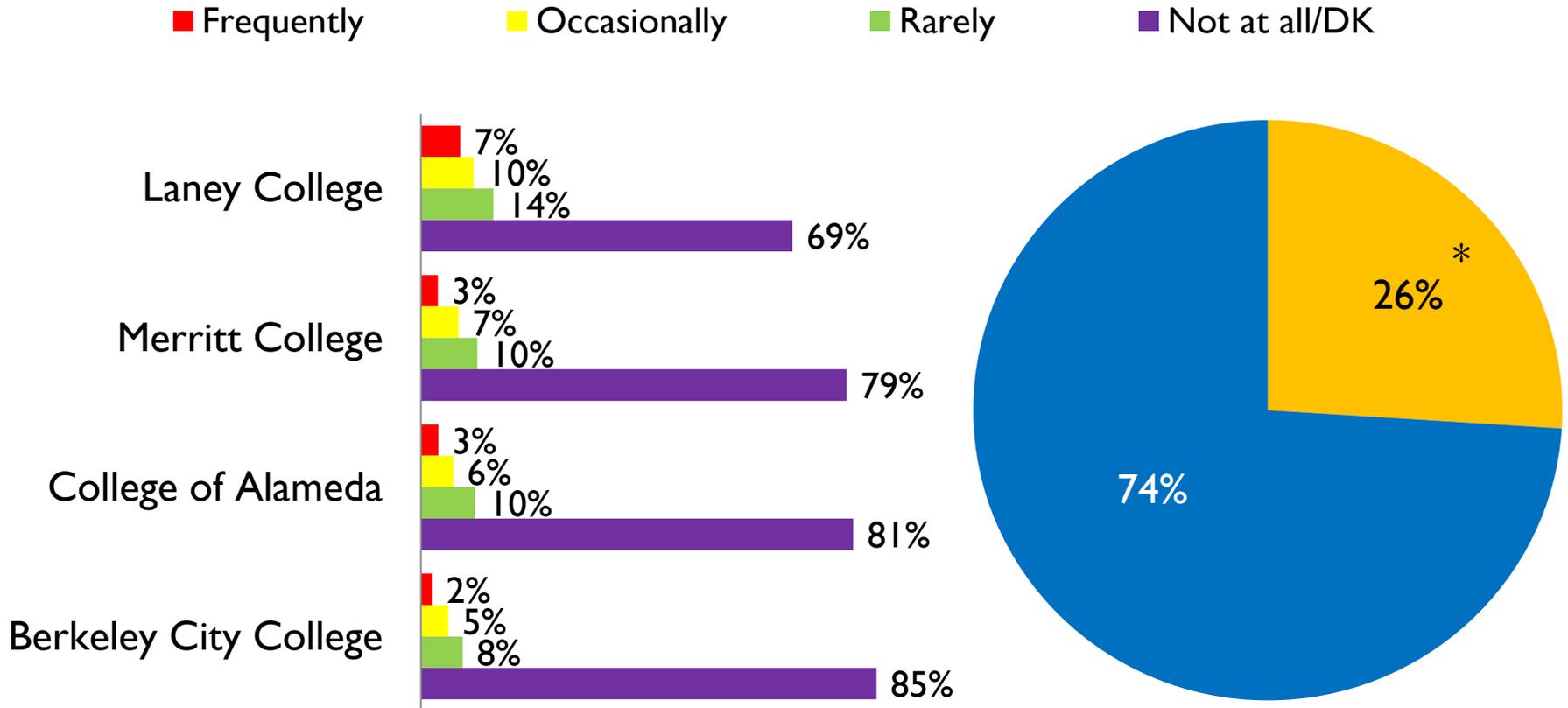
...please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion of each (Q5-9)

■ Strongly Favorable ■ Somewhat Favorable ■ Can't Rate/Never Heard ■ Unfavorable



26% have been to at least one of the Peralta College campuses occasionally or frequently

Thinking about the past year or so, have you been to each of the following frequently, occasionally, rarely or not at all? (Q36-39)

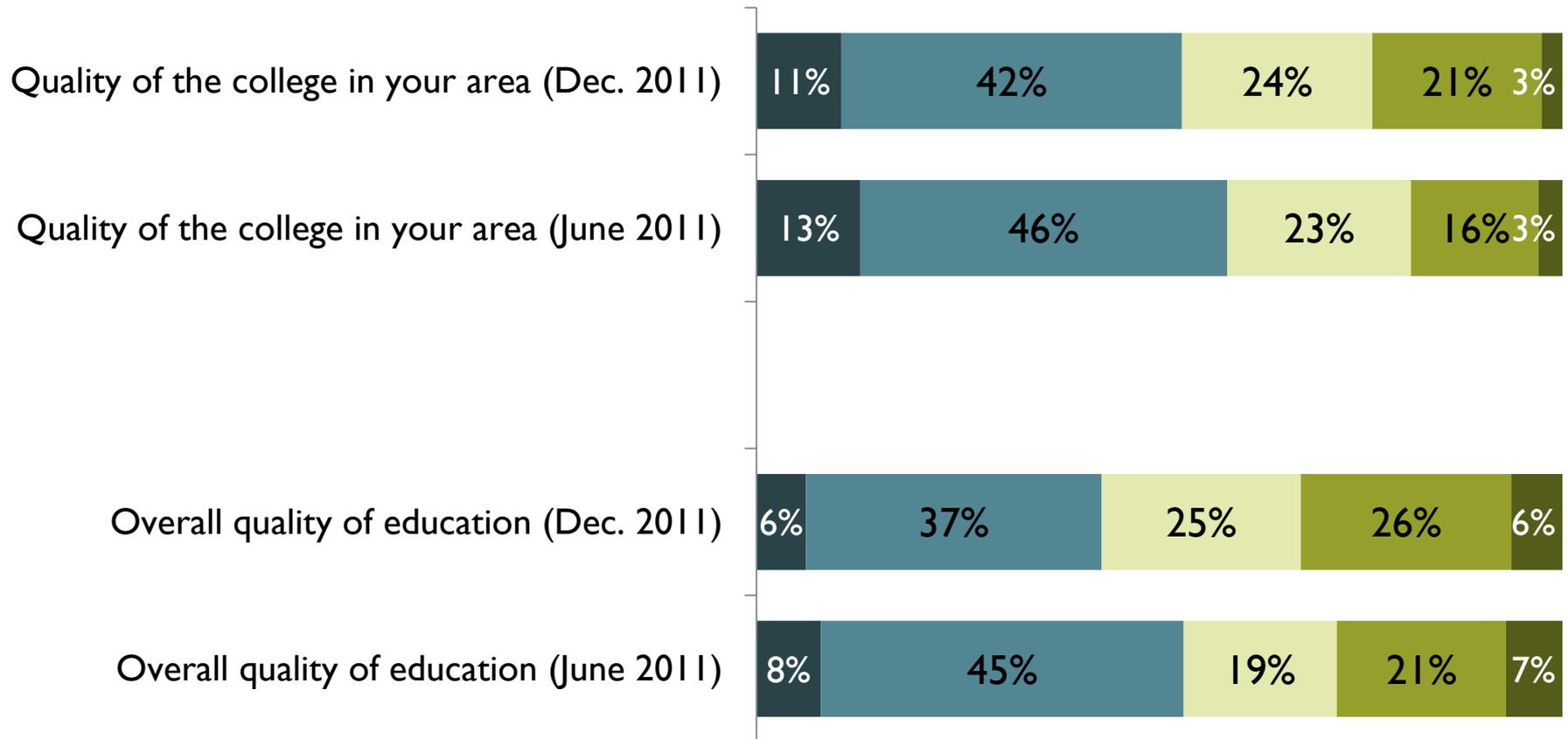


*26% have been to at least one of the Peralta Colleges occasionally or frequently in the last year.

The colleges are somewhat well-rated on job performance...

... please rate the following areas relating to the Peralta Community College District: (Q11-18)

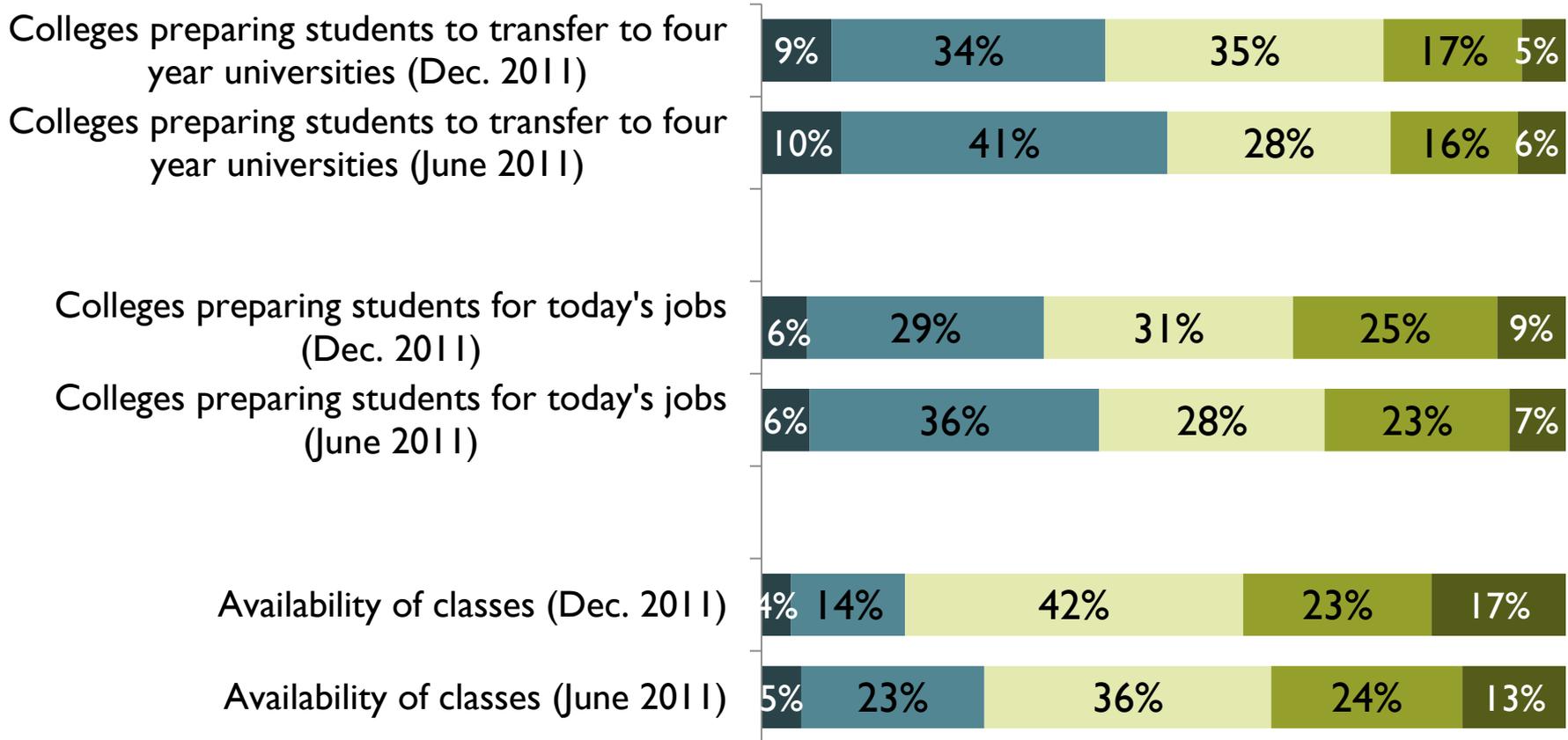
■ Excellent ■ Good ■ (Don't Know) ■ Only Fair ■ Poor



...but there is some awareness of class availability and quality problems

... please rate the following areas relating to the Peralta Community College District: (Q11-18)

■ Excellent ■ Good ■ (Don't Know) ■ Only Fair ■ Poor



Awareness of need for money is very high

Would you say that the community colleges in your area have a great need for more money, some need for more money, only a little need or no real need for more money? (Q10)

■ Great need ■ Some need ■ (Don't Know) ■ Little need ■ No need

Dec. 2011

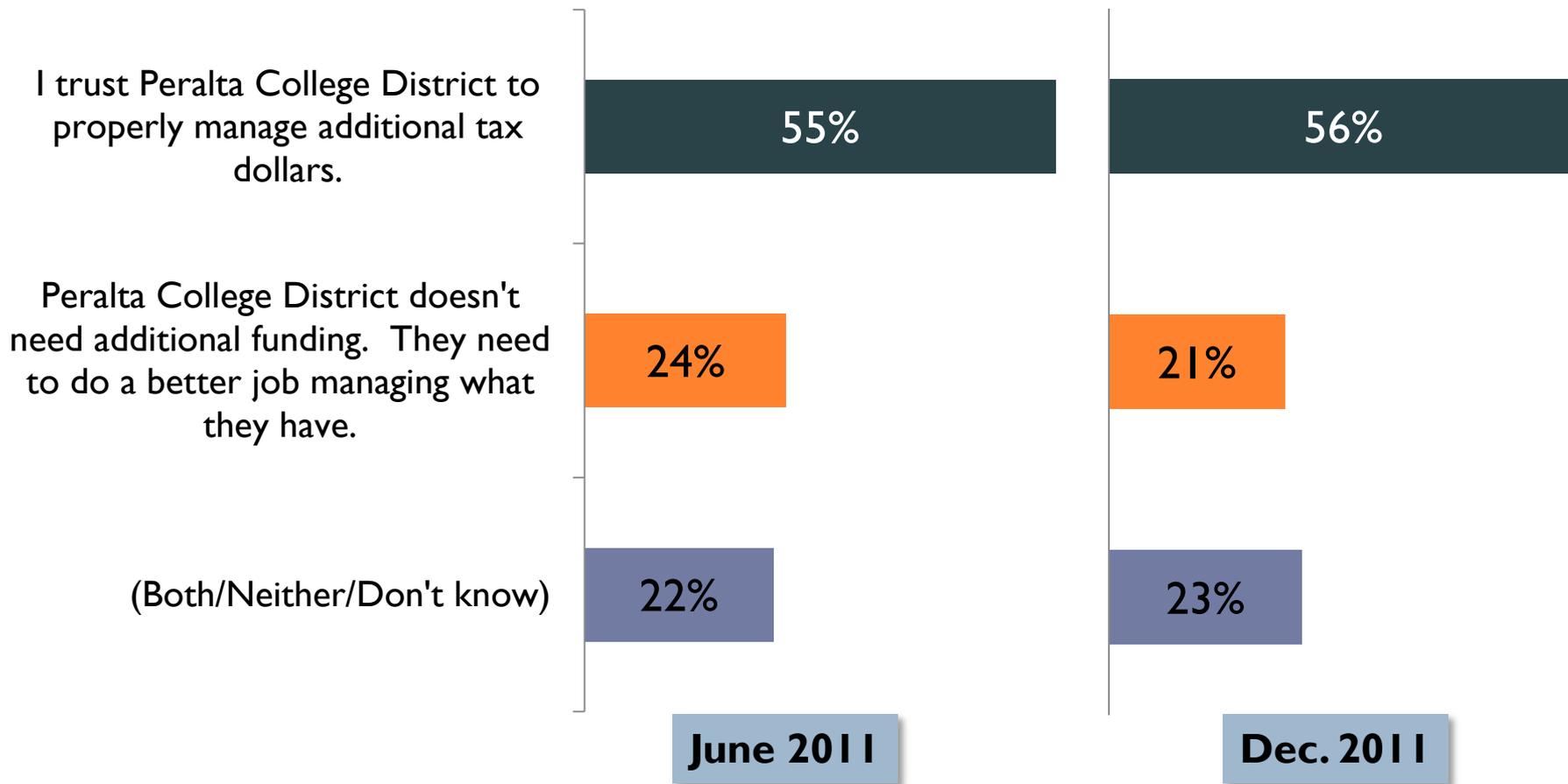


June 2011



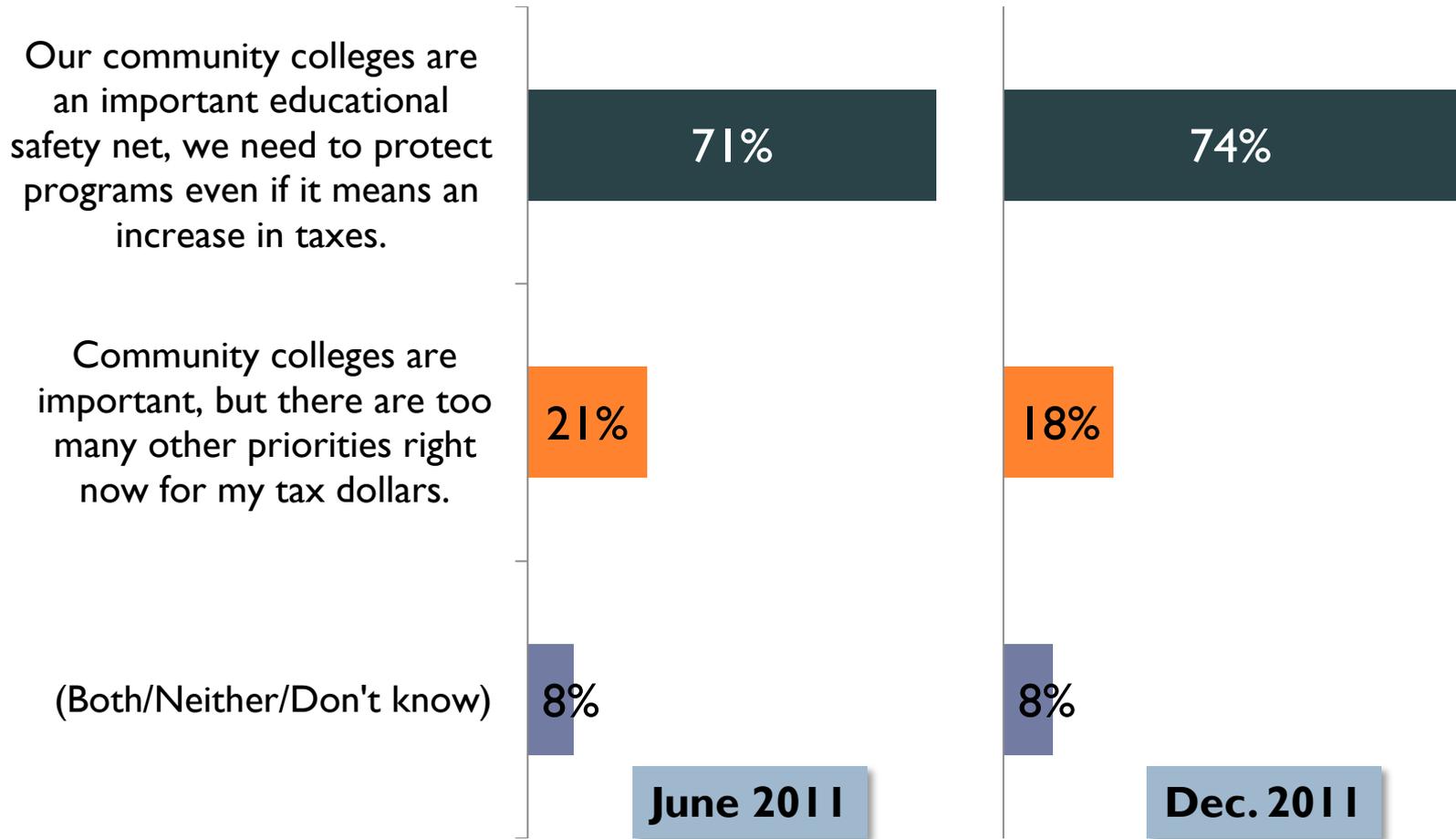
A majority trust the District with additional tax dollars

Which of the following is closer to your opinion? (Q20)



Voters overwhelmingly say taxes are worthwhile for Community Colleges

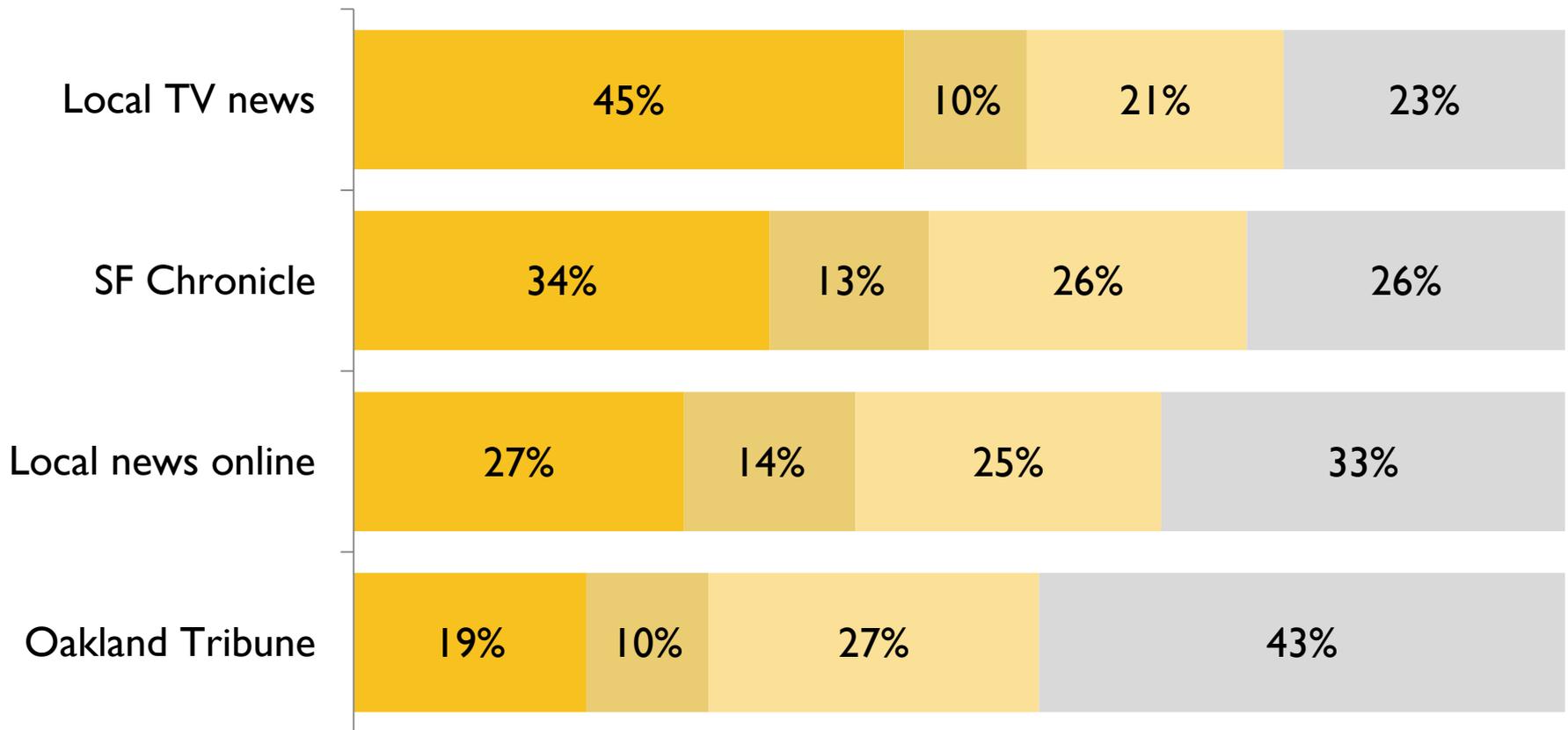
Which of the following is closer to your opinion? (Q21)



Local TV news is the most prevalent source of information.

Do you read/watch _____ almost every day, a few days a week, occasionally or never?

■ Almost every day ■ A few days a week ■ Occasionally ■ Never



Voter Support for Parcel Tax

Proposed ballot measure language

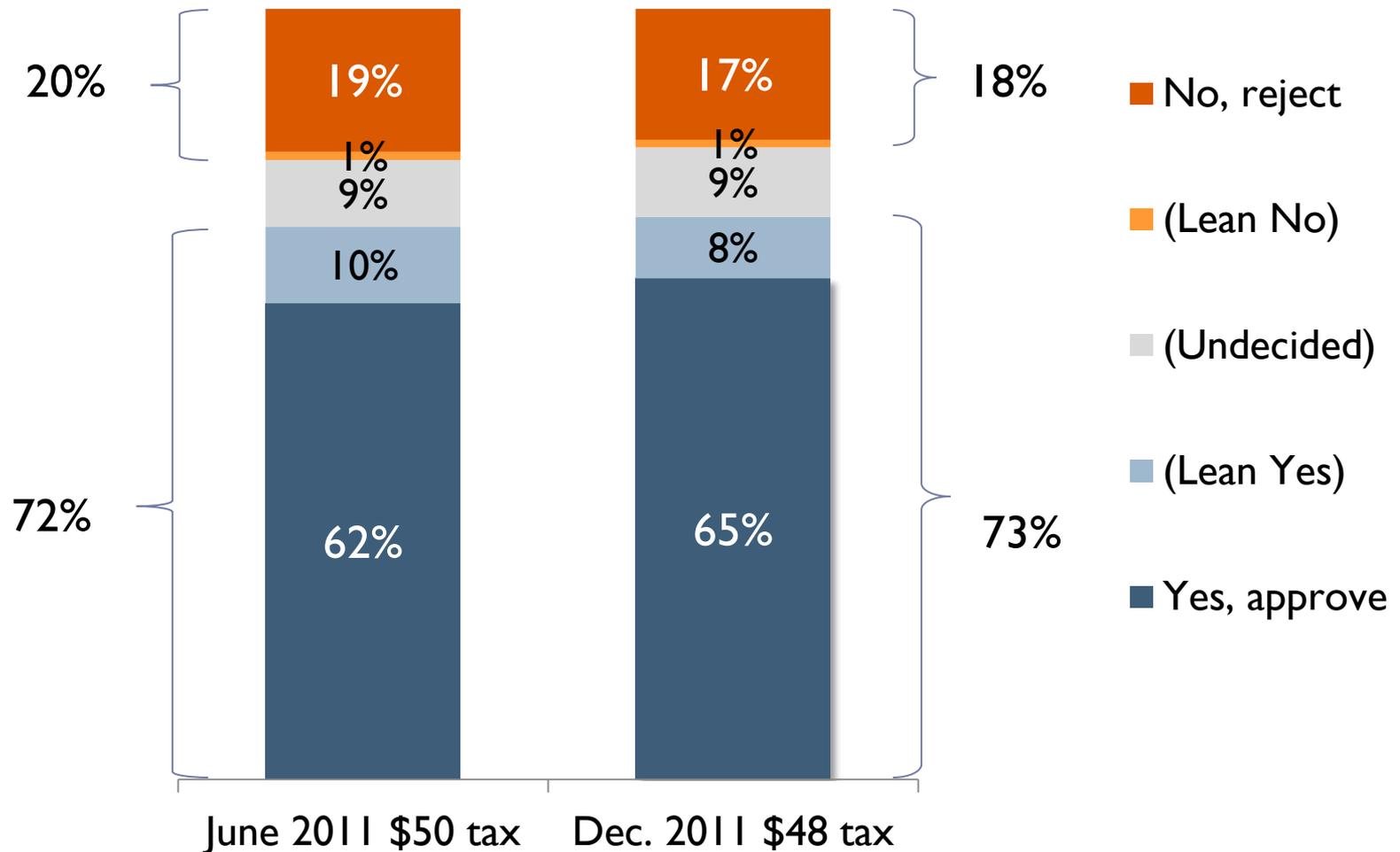
Now, I'm going to read you a proposed measure that may appear on the ballot next year:

To provide College of Alameda, Laney College, Merritt College and Berkeley City College secure funds that cannot be taken by the state, and support affordable college education including:

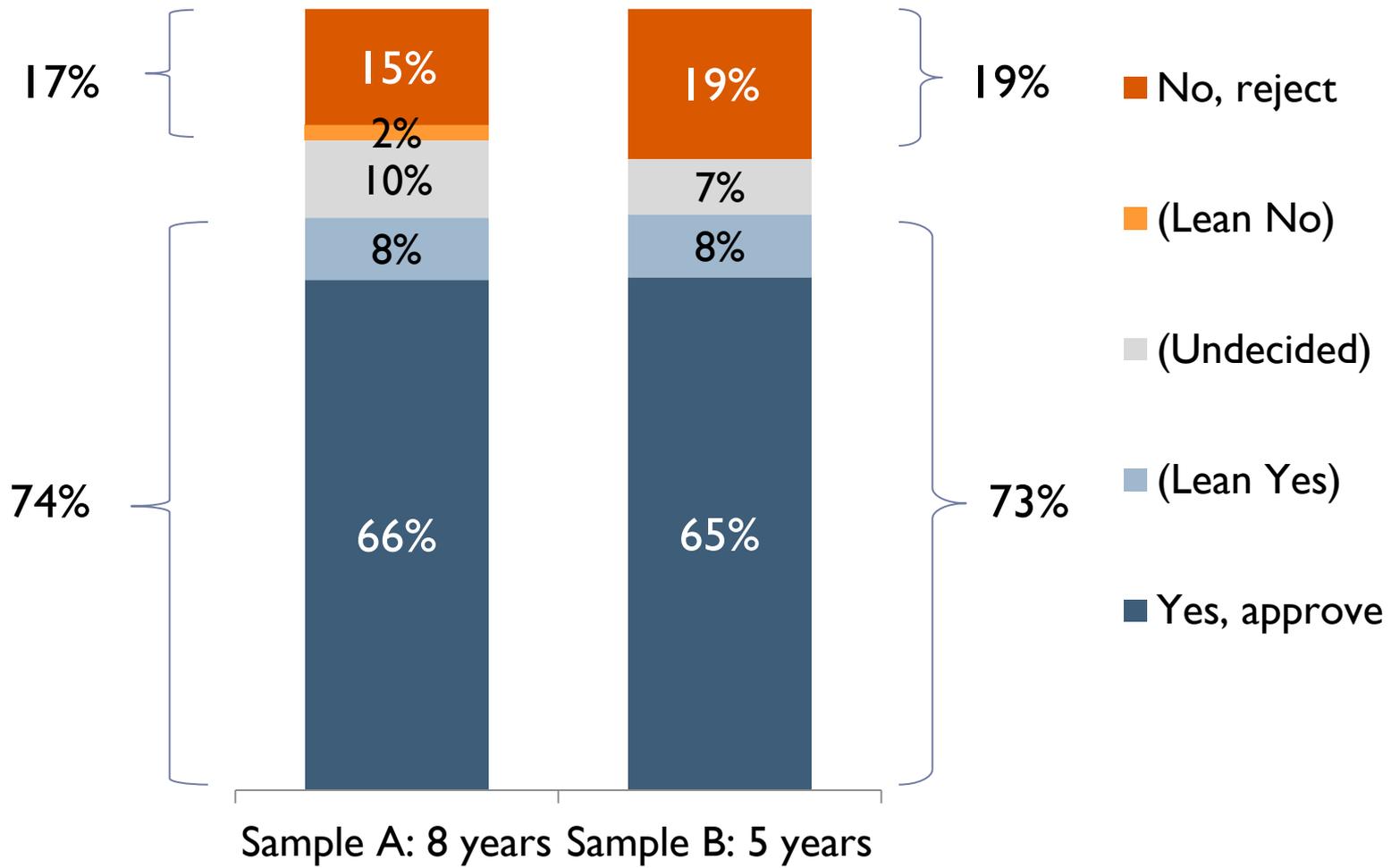
- core academic programs in math, science and English;
- preparing students for jobs and careers;
- preparing students to transfer to university;

Shall Peralta Community College District levy \$48 per parcel annually for **(Sample A: 8 years, Sample B: 5 years)** with Citizens' Oversight, no funds for administrators' salaries, and all funds spent in our local colleges?

More than two thirds at least lean toward voting for a parcel tax measure on the initial ask

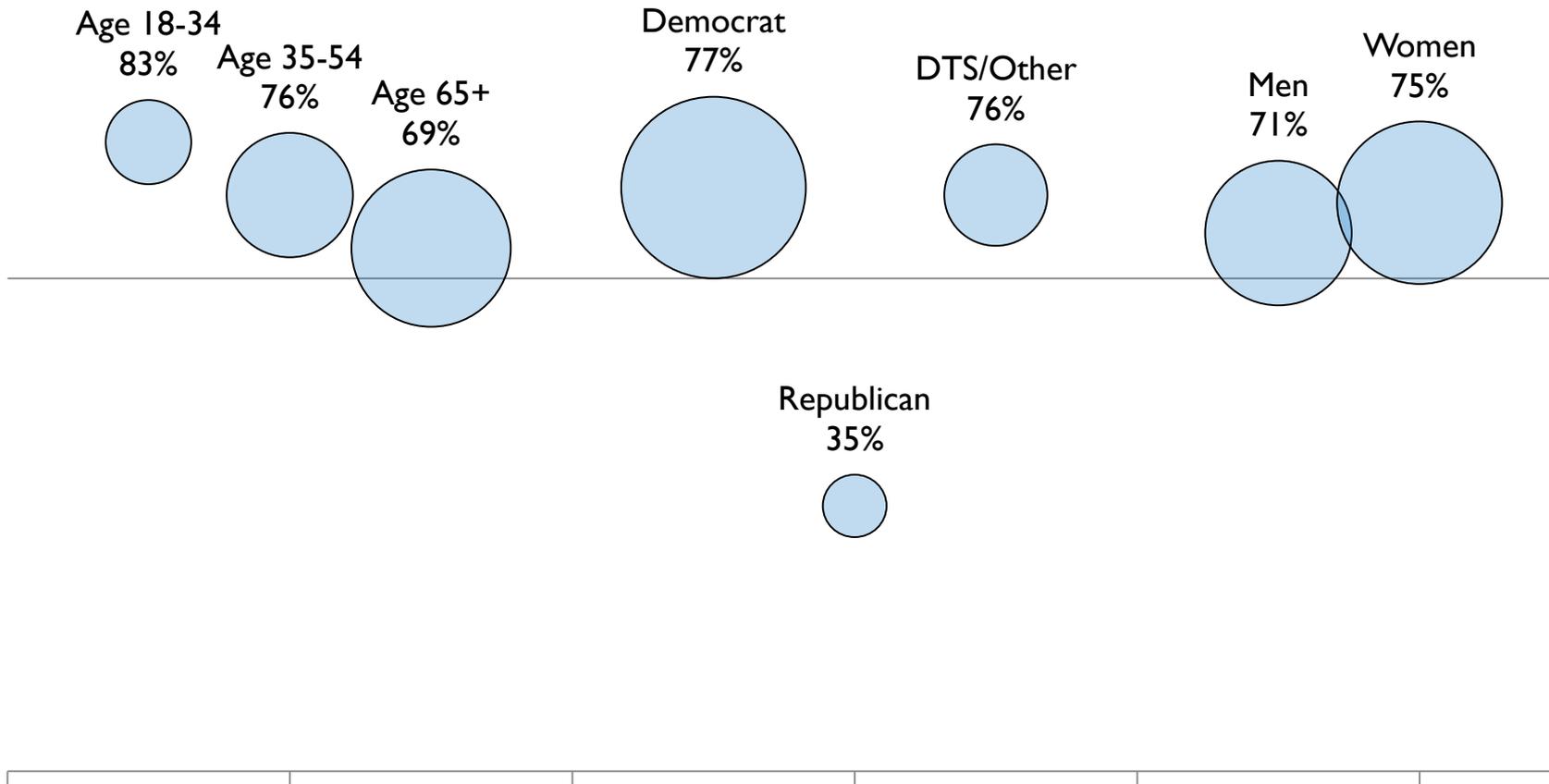


The number of years of the proposed parcel tax has little impact on initial support

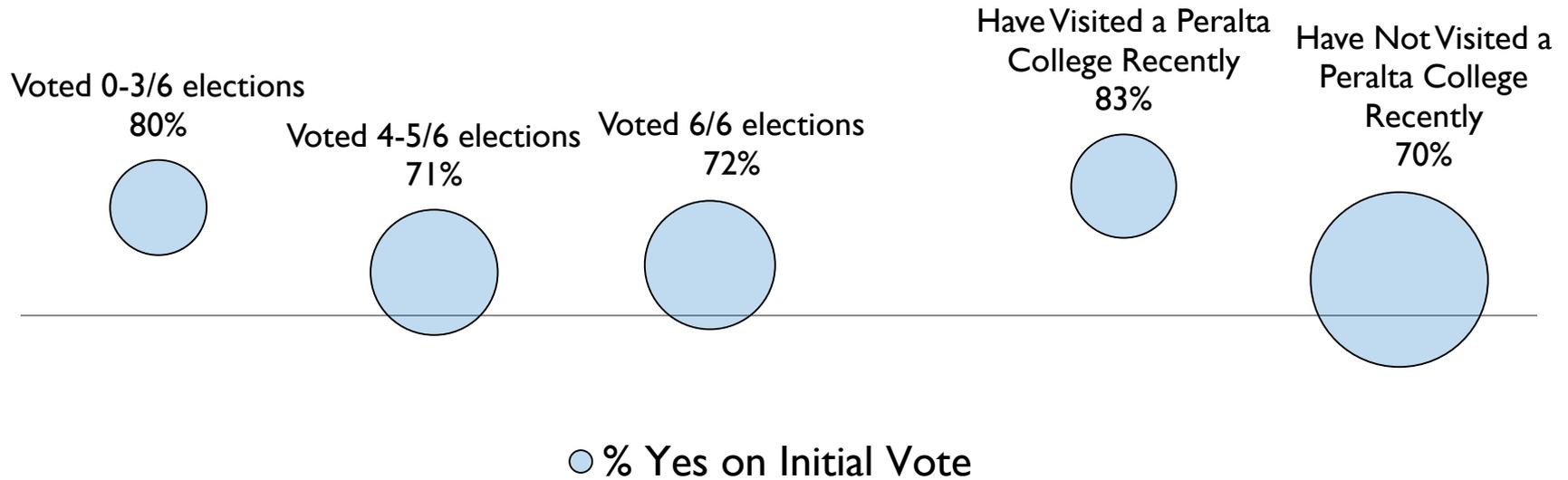


Democrats are very supportive and while Republicans are not, there are very few in the district

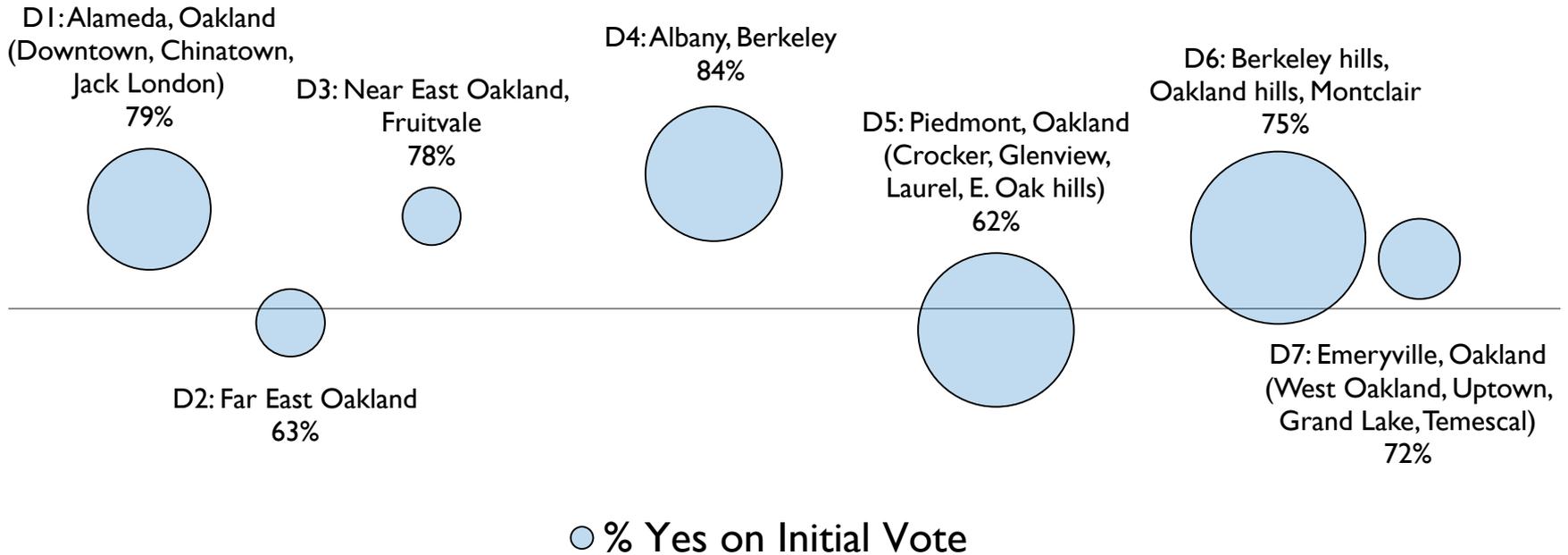
○ % Yes on Initial Vote



Support among the most frequent voters is above two thirds



Support is strongest in the Albany, Berkeley trusteeship



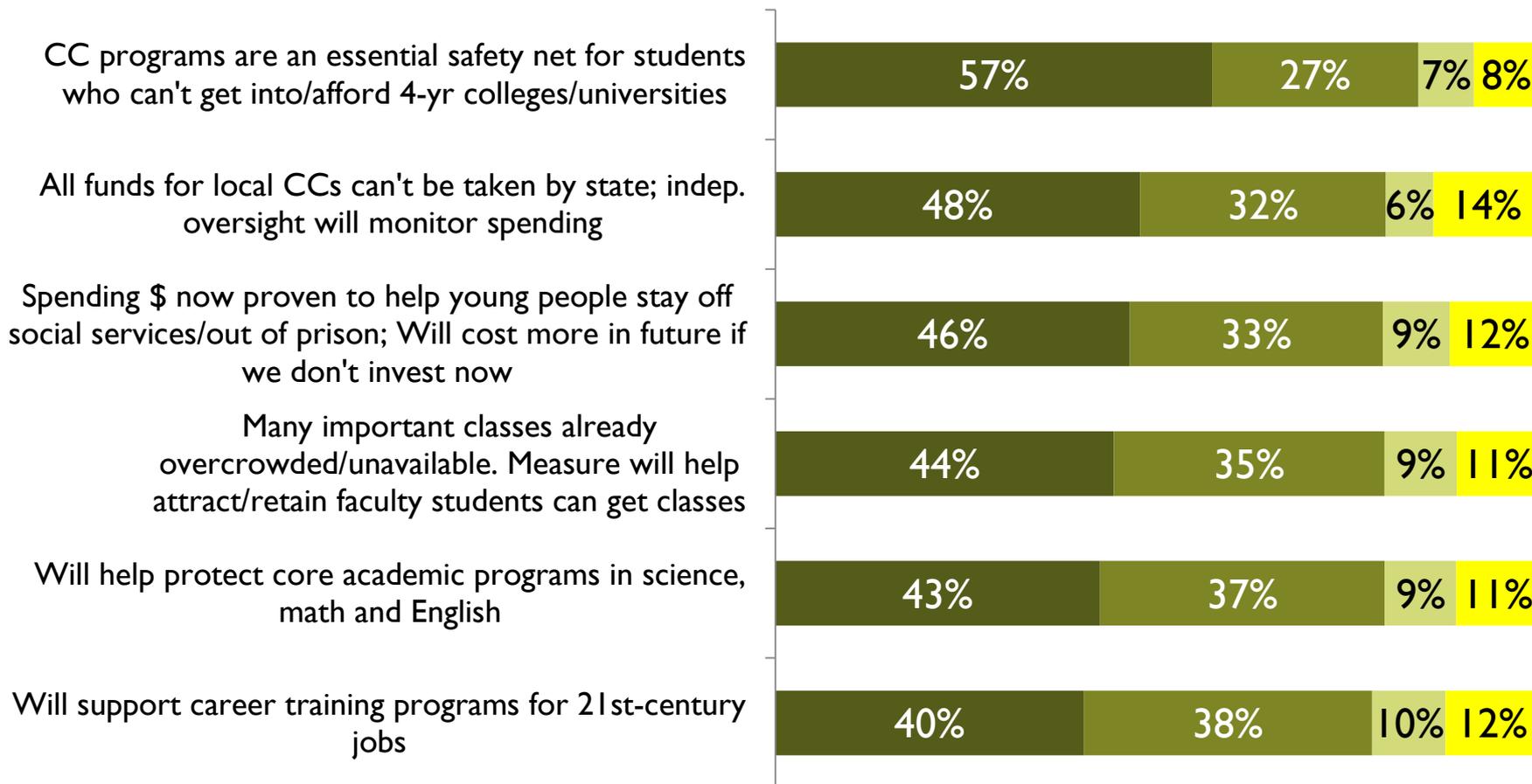


Messages

The safety net and fiscal management statements are the most compelling

For each statement please tell me how compelling this is as a reason to support a college tax measure: (Q35-45)

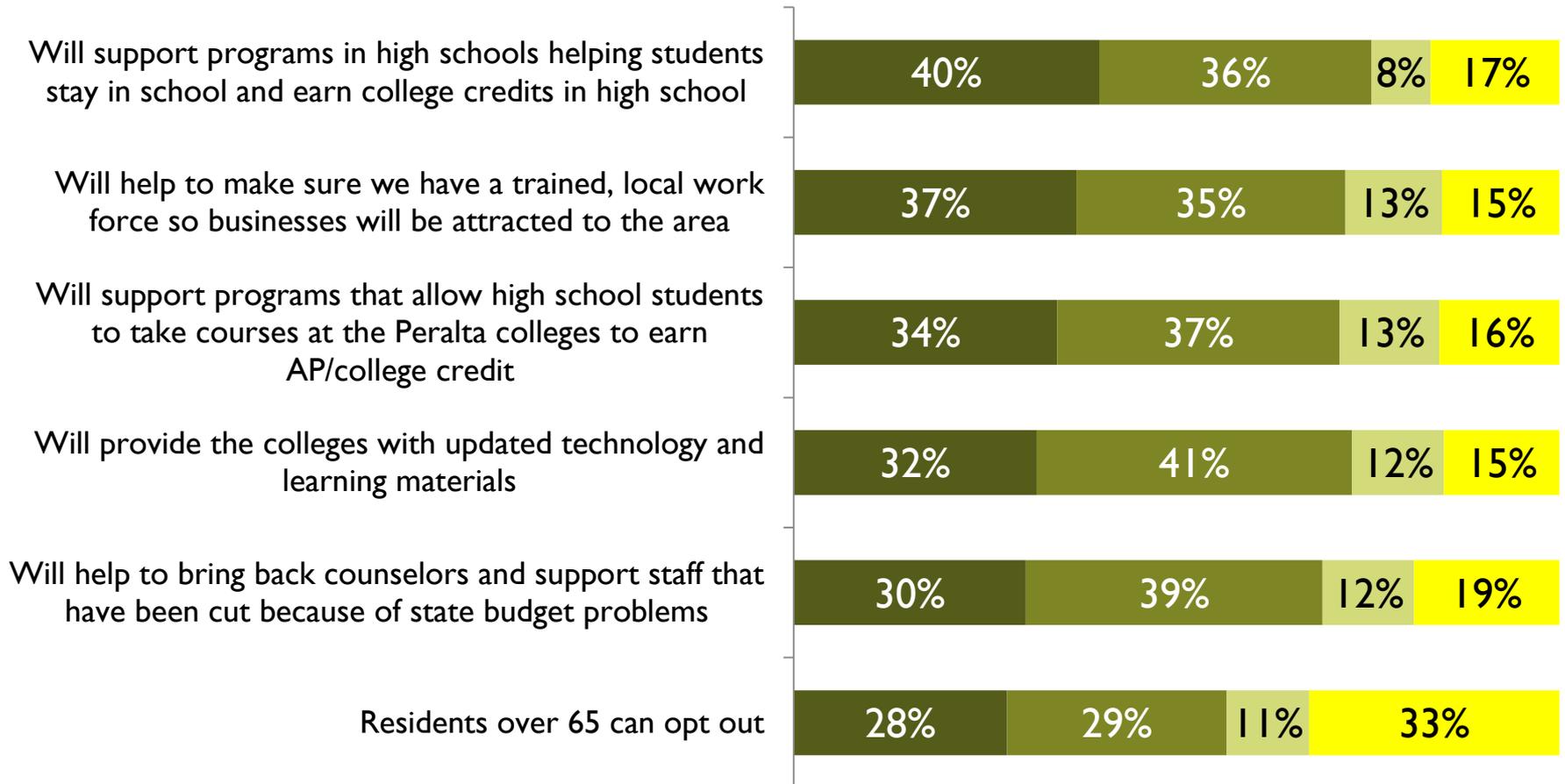
■ Very Compelling (7) ■ Somewhat Compelling (5-6) ■ 4/(Don't Know) ■ Not Compelling (1-3)



Other messages are also very compelling

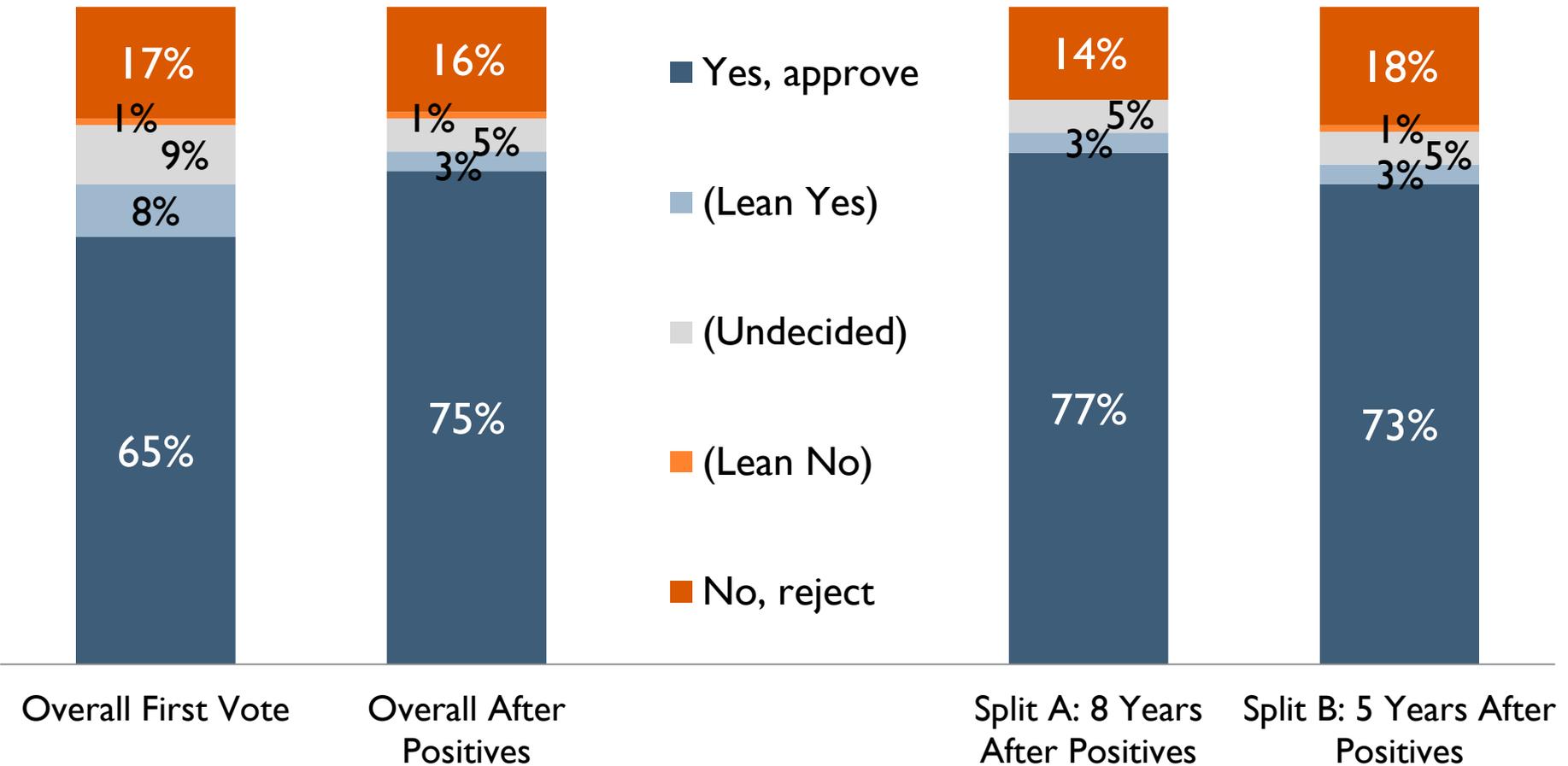
For each statement please tell me how compelling this is as a reason to support a college tax measure: (Q35-45)

■ Very Compelling (7) ■ Somewhat Compelling (5-6) ■ 4/(Don't Know) ■ Not Compelling (1-3)



Support increases significantly after voters hear more information

Given what you've heard, If the election were held today, would you vote Yes to approve or No to reject the parcel tax measure for Peralta College District? (Q34)



Recommendations / Conclusions

- ▶ Passage of a parcel tax measure appears feasible. Voters understand the colleges' need for funding and most are supportive of a measure today.
- ▶ Communications should build on the positive feeling about the colleges and the role the colleges play in the community.
- ▶ A \$48 tax amount with an 8 year sunset is reasonable to voters.

Recommended Election Date: June 2012

- ▶ Passage of a measure in June will get revenue to the District 1.5 years earlier than a November.
- ▶ Fewer competing state and local measures will appear on the ballot in June.
- ▶ High frequency voters who turn out for primary elections are highly supportive of a measure.
- ▶ Republican voters make up such a small proportion of voters in the district (8%) that even an increase in Republican turnout due to the presidential primary will be too small to affect the overall vote.



Questions