



# PUBLIC OPINION STRATEGIES

## El Camino College Compton Center Community Survey 2013

BOTH IN ENGLISH AND SPANISH

**Sample:** 500 Registered Voters  
**Field Dates:** June 24-27, 2013  
**Margin of Error:**  $\pm 4.38\%$   
**Project:** 13234  
*Public Opinion Strategies*

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**INTERVIEWER INSTRUCTIONS:** If the respondent answers the phone in English, read the introductory paragraph and proceed in ENGLISH. If the respondent answers the phone in Spanish, read the introductory paragraph and proceed in SPANISH.

Hello, this is \_\_\_\_\_ of \_\_\_\_\_ Research, a national research firm. We are talking with people in your area and would like to ask you a few questions on a confidential basis. We are not attempting to sell anything, nor will your participation result in any calls in the future to sell you anything. (DO NOT PAUSE)

C. Could I speak to (FROM LIST)?

100% YES (READ: Could you spend a few minutes on the phone with me to discuss some people and events in your area of California?)

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D. Are you, or is anyone in your household, employed by a newspaper or blog, television or radio station, a political party, or by a candidate for political office, or is anyone in your household currently an elected official of any kind?

100% NO (CONTINUE)

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Now, please tell me how satisfied you are with each of the following. Would you say you are very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied with **(READ ITEM)?**  
**(RANDOMIZE)**

	<b>TOTAL SATIS- FIED</b>	<b>TOTAL NOT SATIS- FIED</b>	<b>VERY SATIS- FIED</b>	<b>SMWT SATIS- FIED</b>	<b>NOT VERY SATIS- FIED</b>	<b>NOT AT ALL SATIS- FIED</b>	<b>DK/ REF</b>
3. The safety of your neighborhood	<b>69%</b>	<b>30%</b>	26%	43%	17%	13%	*
4. The jobs and economic opportunities available in your area	<b>39%</b>	<b>56%</b>	10%	29%	29%	27%	5%
5. The quality of community colleges in your area	<b>74%</b>	<b>19%</b>	29%	45%	12%	7%	7%

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I am going to read you the names of some organizations active here in your community, and I would like you to tell me what your opinion is of each type. Please use a scale from zero to one hundred, with one hundred being a very high and favorable opinion, and zero being a very low and unfavorable opinion. Of course, you can choose any number between zero and one hundred. **(RECORD NUMBER BETWEEN 0-100. USE 999 FOR DK/REFUSED)**

The **(FIRST/NEXT)** name is...

	<b><u>HIGH</u> (76-100)</b>	<b><u>MED</u> (50-75)</b>	<b><u>LOW</u> (0-49)</b>	<b><u>DK/Ref</u></b>	<b><u>MEAN</u></b>
6. Compton Community College District	<b>23%</b>	<b>48%</b>	<b>21%</b>	<b>7%</b>	<b>56.7</b>
7. El Camino College	<b>38%</b>	<b>43%</b>	<b>11%</b>	<b>8%</b>	<b>66.9</b>
8. El Camino College Compton Center	<b>28%</b>	<b>42%</b>	<b>17%</b>	<b>13%</b>	<b>61.1</b>

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**(IF Q8:75-100, ASK:)**

9. Now, please tell me why you gave the El Camino College Compton Center such a positive rating? **(Probe:)** Is there anything else you can tell me about the El Camino College Compton Center?

**RECORD VERBATIM RESPONSE**

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**(IF Q8:0-49, ASK:)**

10. Now, please tell me why you gave the El Camino College Compton Center such a negative rating? **(Probe:)** Is there anything else you can tell me about the El Camino College Compton Center?

**RECORD VERBATIM RESPONSE**

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**(IF Q8:50-74, ASK:)**

11. Now, please tell me the first two or three things that come to mind when thinking of El Camino College Compton Center? In other words, what do you like most or least about El Camino College Compton Center? **(Probe:)** Is there anything else you can tell me about El Camino College Compton Center?

**RECORD VERBATIM RESPONSE**

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**(Q12-18 SAMPLE A)**

Now I am going to read a number of different items that may be important for a local community college, and after I read each one I want you to rate how important each one is. We will use a scale of one to ten, where ten means you find the item VERY IMPORTANT and one means you find the item NOT IMPORTANT AT ALL.

The (first/next/last) item is... **RANDOMIZE** On a scale of one to ten, where ten means you find the issue to be VERY IMPORTANT and one means you find the issue NOT IMPORTANT AT ALL, how would you rate this particular issue?

	<b><u>10</u></b>	<b><u>8-10</u></b>	<b><u>4-7</u></b>	<b><u>1-3</u></b>	<b><u>Mean</u></b>
12. The community college is close to your home.	<b>52%</b>	<b>72%</b>	<b>22%</b>	<b>4%</b>	<b>8.4</b>
13. Students are safe on the campus of the community college.	<b>61%</b>	<b>78%</b>	<b>19%</b>	<b>2%</b>	<b>8.8</b>
14. The community college offers certification in professional areas such as nursing, a paralegal program or others.	<b>61%</b>	<b>81%</b>	<b>15%</b>	<b>1%</b>	<b>8.9</b>
15. The community college offers training in trades such as automotive repair, electrical, air conditioning and others.	<b>50%</b>	<b>78%</b>	<b>14%</b>	<b>4%</b>	<b>8.5</b>
16. The community college offers teaching of English as a second language.	<b>52%</b>	<b>67%</b>	<b>22%</b>	<b>7%</b>	<b>8.2</b>
17. The community college offers an AA or associates degree	<b>66%</b>	<b>83%</b>	<b>12%</b>	<b>1%</b>	<b>9.1</b>
18. The community college's faculty and staff reflect the ethnic makeup of the community	<b>38%</b>	<b>65%</b>	<b>27%</b>	<b>5%</b>	<b>7.9</b>

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**(Q19-27 SAMPLE B)**

Now I am going to read a number of different statements about El Camino College Compton Center, and after I read each one I want you to rate how well each describes El Camino College Compton Center. We will use a scale of one to ten, where ten means the statement describes El Camino College Compton Center VERY WELL and one means the statement does not describe El Camino College Compton Center AT ALL.

The (first/next/last) statement is... **RANDOMIZE** On a scale of one to ten, where ten means the statement describes El Camino College Compton Center VERY WELL and one means the statement does not describe El Camino College Compton Center AT ALL., how would you rate this particular statement?

	<b><u>10</u></b>	<b><u>8-10</u></b>	<b><u>4-7</u></b>	<b><u>1-3</u></b>	<b><u>Mean</u></b>
19. The community college is close to your home.	<b>47%</b>	<b>62%</b>	<b>27%</b>	<b>5%</b>	<b>8.1</b>
20. The community college's academic reputation.	<b>20%</b>	<b>50%</b>	<b>34%</b>	<b>6%</b>	<b>7.2</b>
21. CUT					
22. Students are safe on the campus of the community college.	<b>24%</b>	<b>50%</b>	<b>33%</b>	<b>6%</b>	<b>7.4</b>
23. The community college offers certification in professional areas such as nursing, a paralegal program or others.	<b>35%</b>	<b>60%</b>	<b>28%</b>	<b>2%</b>	<b>8.0</b>
24. The community college offers training in trades such as automotive repair, electrical, air conditioning and others.	<b>31%</b>	<b>58%</b>	<b>24%</b>	<b>4%</b>	<b>7.9</b>
25. The community college offers teaching of English as a second language.	<b>36%</b>	<b>53%</b>	<b>25%</b>	<b>6%</b>	<b>7.7</b>
26. The community college offers an AA or associates degree	<b>52%</b>	<b>71%</b>	<b>17%</b>	<b>2%</b>	<b>8.7</b>
27. The community college's faculty and staff reflect the ethnic makeup of their community	<b>30%</b>	<b>51%</b>	<b>31%</b>	<b>5%</b>	<b>7.6</b>

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28. As you may know, in 2006, the trustees of the Compton Community College District had their authority removed because of mismanagement and the college accreditation was revoked. El Camino College was asked to oversee the College's academic programs and it was renamed El Camino College Compton Center.

How much have you seen, read or heard about this issue?

**(ROTATE TOP TO BOTTOM; BOTTOM TO TOP)**

19% A LOT

18% SOME

23% NOT MUCH

39% NOTHING AT ALL

1% DON'T KNOW/NOT SURE **(DO NOT READ)**

1% REFUSED **(DO NOT READ)**

**37% TOTAL A LOT/SOME**

**61% TOTAL NOT MUCH/NOTHING AT ALL**

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29. And, what specifically have you seen, read or heard about El Camino College overseeing the Compton Community College's academic programs? **(Probe:)** Is there anything else you can tell me about that?

**RECORD VERBATIM RESPONSE**

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30. And from what you know would you say you APPROVE or DISAPPROVE of El Camino College overseeing Compton Community College's academic programs?

**(IF CHOICE, ASK:)** And is that STRONGLY (choice), or just SOMEWHAT (choice)?

45% STRONGLY APPROVE  
36% SOMEWHAT APPROVE  
7% SOMEWHAT DISAPPROVE  
4% STRONGLY DISAPPROVE

8% DON'T KNOW (**DO NOT READ**)  
1% REFUSED (**DO NOT READ**)

**80% TOTAL APPROVE**  
**11% TOTAL DISAPPROVE**

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**(IF Q30:1-2, ASK:)**

31. And, can you tell me why you APPROVE of El Camino College overseeing Compton Community College's academic programs? (**Probe:**) Is there anything else you can tell me about that?

**RECORD VERBATIM RESPONSE**

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**(IF Q30:3-4, ASK:)**

32. And, can you tell me why you DISAPPROVE of El Camino College overseeing Compton Community College's academic programs? (**Probe:**) Is there anything else you can tell me about that?

**RECORD VERBATIM RESPONSE**

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33. And, from what you know have things gotten... **ROTATE TOP TO BOTTOM...** since Compton Community College became El Camino College Compton Center?

49% BETTER  
 20% STAYED THE SAME ...or...  
 2% WORSE

28% DON'T KNOW (**DO NOT READ**)  
 1% REFUSED (**DO NOT READ**)

**(IF Q33:1, ASK:)**

34. And, can you tell me why things have gotten BETTER since Compton Community College became El Camino College Compton Center? (**Probe:**) Is there anything else you can tell me about that?

**RECORD VERBATIM RESPONSE**

**(IF Q33:3, ASK:)**

35. And, can you tell me why things have gotten WORSE since Compton Community College became El Camino College Compton Center? (**Probe:**) Is there anything else you can tell me about that?

**RECORD VERBATIM RESPONSE**

36. I am going to read you two statements, please tell me which one is closest to your own view... (**ROTATE**)

49% (**SOME/OTHER**) people want El Camino College to always be a part of the Compton Center

...while...

35% (**SOME/OTHER**) people want the Compton Center to return to being Compton Community College

14% DON'T KNOW/UNDECIDED (DNR)  
 2% REFUSED (DNR)



37. And would you support or oppose passing a bond or property tax increase with the money being used to improve the Compton Community College District facilities?

**(IF CHOICE, ASK:)** And is that STRONGLY (choice), or just SOMEWHAT (choice)?

28% STRONGLY SUPPORT  
33% SOMEWHAT SUPPORT  
10% SOMEWHAT OPPOSE  
20% STRONGLY OPPOSE

8% DON'T KNOW (**DO NOT READ**)  
1% REFUSED (**DO NOT READ**)

**61% TOTAL SUPPORT**  
**31% TOTAL OPPOSE**

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**(IF Q37:1-2, ASK:)**

38. And, can you tell me why you SUPPORT passing a bond or property tax increase with the money being used to improve the Compton Community College District facilities? (**Probe:**) Is there anything else you can tell me about that?

**RECORD VERBATIM RESPONSE**

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**(IF Q37:3-4, ASK:)**

39. And, can you tell me why you OPPOSE passing a bond or property tax increase with the money being used to improve the Compton Community College District facilities? (**Probe:**) Is there anything else you can tell me about that?

**RECORD VERBATIM RESPONSE**

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40. I am going to read you two statements, please tell me which one is closest to your own view...  
(ROTATE)

54% (SOME/OTHER) people support passing a bond or property tax increase for Compton Community College District because it will improve the campus and the quality of education students receive.

...while...

29% (SOME/OTHER) people oppose passing a bond or property tax increase for Compton Community College District because the money will get used for El Camino College instead of improving the Compton Center campus.

16% DON'T KNOW/UNDECIDED (DNR)

1% REFUSED (DNR)

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Now I would like to ask you a few final questions just for statistical purposes...

D1. First, in what year were you born?

25% 18 - 24

19% 25 - 34

14% 35 - 44

16% 45 - 54

11% 55 - 64

15% 65 AND ABOVE

\* REFUSED

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D2. Do you currently have any children under the age of 18 who live with you?

33% YES

67% NO

-- DON'T KNOW/UNDECIDED (DNR)

\* REFUSED (DNR)

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D3. And what was the last grade you completed in school? **(DO NOT READ CATEGORIES)**

5% SOME GRADE SCHOOL (1-8)  
 8% SOME HIGH SCHOOL (9-11)  
 28% GRADUATED HIGH SCHOOL (9-12)  
 2% TECHNICAL OR VOCATIONAL SCHOOL (12)  
 32% SOME COLLEGE (13-15)  
 17% GRADUATED COLLEGE (16)  
 6% GRADUATE/PROFESSIONAL SCHOOL (16+)

2% REFUSED **(DO NOT READ)**

**41% HIGH SCHOOL OR LESS**  
**35% SOME COLLEGE**  
**23% COLLEGE+**

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D4A. Are you a full-time or part-time student?

23% FULL-TIME  
 12% PART-TIME

64% NOT A STUDENT  
 1% DK/REF **(DO NOT READ)**

**35% TOTAL STUDENT**

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**(IF NOT A STUDENT ASK:)**

D4B. Are you currently employed full-time, employed part-time, unemployed, retired, a home maker, or disabled?

27% Employed full-time  
 16% Retired  
 8% Unemployed  
 6% Disabled  
 5% Employed part-time  
 3% Home maker

1% DK/REF **(DO NOT READ)**

**32% EMPLOYED**

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## D4C. Combined Choices

27% Employed full-time  
 23% Full-Time Student  
 16% Retired  
 12% Part-Time Student  
 8% Unemployed  
 6% Disabled  
 5% Employed part-time  
 3% Home maker

**35% TOTAL STUDENT**  
**32% EMPLOYED**

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## D5A. Are you from a Hispanic or Spanish-speaking background?

55% Yes, Hispanic  
 45% No, not Hispanic  
 -- DK/REF (**DO NOT READ**)

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**(IF NOT HISPANIC ASK:)**

## D5B. What is your race?

35% Black  
 6% White  
 1% Asian  
 2% Other (**SPECIFY \_\_\_\_\_**)  
 1% DK/REF (**DO NOT READ**)

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## D5C. Combined Choices.

55% HISPANIC  
 35% BLACK  
 6% WHITE  
 1% ASIAN  
 2% OTHER  
 1% DON'T KNOW/REFUSED

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D6. Gender (**BY OBSERVATION**)

48% MALE  
52% FEMALE

-- DK/REF (**DO NOT READ**)

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D7. GEOGRAPHY (**FROM SAMPLE LIST**)

17% DISTRICT 1  
21% DISTRICT 2  
17% DISTRICT 3  
19% DISTRICT 4  
26% DISTRICT 5

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