Compton Community College District
Issues Survey

Interviews Conducted:
May 28-June 5, 2014

Fairbank, Maslin, Maullin, Metz & Associates - FM3
Public Opinion Research & Strategy
Survey Methodology

- The survey was conducted May 28-June 5, 2014.
- Interviews conducted by landline and cell phones with 500 randomly-selected Compton Community College District registered voters likely to cast a ballot in the November 2014 statewide election.
- The sample also includes 145 oversamples of Compton CCD voters living in the Cities of Carson, South Gate, Lakewood, Long Beach, Bellflower, and Downey.
- The margin of error for the district wide sample is +/-4.4% at the 95% confidence interval; the margin of error for population subgroups will be higher.
- Interviews were conducted in English and Spanish.
- Results from prior Compton Community College District surveys are shown for comparison purposes.
Section I: The General Mood of Voters & Perceptions of Compton Community College District
When asked if there is a local community college district that serves their area, more than four-in-ten voters mentioned either “Compton College” or CCCD without prompting, while one-in-four mentioned El Camino.

### 2002
- Compton Community College District: 71%
- El Camino Community College District: 2%
- Cerritos College: 9%
- Long Beach City College: 6%
- Other: 3%
- None: 6%
- Don’t know: 4%

### 2014
- Compton College: 24%
- El Camino College: 10%
- Cerritos College: 8%
- Long Beach City College: 7%
- Other: 5%
- None: 6%
- Don’t know: 10%

### Totals
- Compton: 44%
- El Camino: 24%

2. From what you know, is there a local community college district that serves your area?
Slightly more than four-in-ten voters believe the District is doing an “Excellent” or “Pretty Good” job, which is a 10-point increase from when this question was asked in 2002.

3. How would you rate the job being done by the Compton Community College District? Please tell me if you think the Compton Community College District is doing an excellent job, a pretty good job, only a fair job, or a poor job.
When asked what they believed is the biggest problem facing the District, the most common answer from voters was budget cuts/lack of funding.

<table>
<thead>
<tr>
<th>Open-ends</th>
<th>2002</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget cuts/Lack of funding</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>Mismanagement/District wastes money</td>
<td>3%</td>
<td>10%</td>
</tr>
<tr>
<td>Lost accreditation</td>
<td>NA</td>
<td>8%</td>
</tr>
<tr>
<td>Lack of safety on campus/Unsafe/Drugs on campus/Violence on Campus/Crime on campus</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>Deteriorating/Out-of-date/Unsafe facilities/Overcrowded</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Doesn’t train/Prepare students for four-year college/Doesn’t train students for jobs</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Not enough class offerings</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Lack of well-trained teachers</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Bureaucracy</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Not independent/Managed by El Camino</td>
<td>NA</td>
<td>1%</td>
</tr>
<tr>
<td>High-school atmosphere</td>
<td>NA</td>
<td>1%</td>
</tr>
<tr>
<td>Dropouts/Students lack motivation</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Nothing</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>DK/NA</td>
<td>36%</td>
<td>27%</td>
</tr>
</tbody>
</table>
Three-in-four voters agree that CCCD campus buildings are deteriorating and in need of repair and believe the college is an important community resource.

Compton Community College District buildings are deteriorating, run down, and in need of repair

- 2014: 42% Very Acc., 30% Smwt. Acc., 9% Smwt./Very Inacc., 20% DK/NA
- 2002: 31% Very Acc., 28% Smwt. Acc., 7% Smwt./Very Inacc., 33% DK/NA

College students are safe when they are on the Compton campus

- 2014: 22% Very Acc., 39% Smwt. Acc., 20% Smwt./Very Inacc., 19% DK/NA
- 2013: 24% Very Acc., 26% Smwt. Acc., 39% Smwt./Very Inacc., 0% DK/NA
- 2002: 24% Very Acc., 25% Smwt. Acc., 21% Smwt./Very Inacc., 29% DK/NA

Compton Community College District does a good job of preparing students to transfer to a four-year college or university

- 2014: 25% Very Acc., 36% Smwt. Acc., 18% Smwt./Very Inacc., 20% DK/NA
- 2002: 29% Very Acc., 27% Smwt. Acc., 11% Smwt./Very Inacc., 33% DK/NA
El Camino College assumed responsibility of the former Compton Community College

Compton Community College District and its students have benefited from its partnership with El Camino College

El Camino College began offering the academic programs at Compton Community College due to loss of accreditation

The quality of education at the former Compton College has improved since El Camino College began overseeing the academic programs

The quality of education at the El Camino College Compton Center has improved in recent years

8 (All except a). I would like to mention some statements about your local community college in general. Please tell me if you think each of the following statements is accurate or inaccurate. Split Sample

- Very Acc. 34% 32% 31% 29% 26%
- Smwt. Acc. 31% 38% 37% 33% 32%
- Smwt./Very Inacc. 10% 9% 8% 10% 10%
- DK/NA 26% 23% 32% 29% 25%

Total

- Acc. 65% 70% 60% 62% 66%
The Compton Center is an important resource for many different groups that use the District’s campus.

Compton Community College District serves the needs of my community.

Compton Community College District is governed by a state-appointed Special Trustee.

Compton Community College District listens to residents and community when making major decisions.

Continued:

<table>
<thead>
<tr>
<th>Year</th>
<th>Very Acc.</th>
<th>Smwt. Acc.</th>
<th>Smwt./Very Inacc.</th>
<th>DK/NA</th>
<th>Total Acc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>38%</td>
<td>36%</td>
<td>8%</td>
<td>18%</td>
<td>74%</td>
</tr>
<tr>
<td>2002</td>
<td>39%</td>
<td>38%</td>
<td>5%</td>
<td>19%</td>
<td>77%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Very Acc.</th>
<th>Smwt. Acc.</th>
<th>Smwt./Very Inacc.</th>
<th>DK/NA</th>
<th>Total Acc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>33%</td>
<td>37%</td>
<td>15%</td>
<td>15%</td>
<td>70%</td>
</tr>
<tr>
<td>2002</td>
<td>35%</td>
<td>35%</td>
<td>14%</td>
<td>16%</td>
<td>70%</td>
</tr>
</tbody>
</table>

| | 2014 | 22% | 22% | 10% | 46% | 44% |
| | 2002 | 21% | 24% | 24% | 32% | 45% |
Section II: Voter Support for a Compton Community College Bond Measure
A majority of voters perceive that the District has a “great need” for additional funding.

5. Generally speaking, would you say that the Compton Community College District has a great need for additional funding, some need, a little need or no real need for additional funding?
COMPTON COMMUNITY COLLEGE DISTRICT CLASSROOM REPAIR, JOB TRAINING AND CAMPUS SAFETY MEASURE. To update aging classrooms/buildings to better prepare students, returning veterans and workers for good paying jobs/university transfer by:

- Improving classroom technology, science labs, nursing, paralegal, automotive, and other career education programs;
- Upgrading campus safety/security;
- Ensuring handicapped accessibility;
- Removing asbestos and lead paint;
- Repairing, constructing, and acquiring facilities, sites, and equipment,

Shall Compton Community College District issue $100 million in bonds at legal rates, requiring citizens’ oversight, annual independent financial audits, no money for administrators' salaries or pensions, and all funds used locally?
After hearing this simulated title and summary, eight-in-ten voters support the proposed bond, including almost seven-in-ten who say they are “definitely” or “probably” voting yes.

6. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?
Voters of all parties support the bond.

Initial Vote on the District-wide Measure by Party

- **Democrats**
  - Total Yes: 78%
  - Total No: 13%
  - Undecided: 9%
  - (% of Sample): (73%)

- **Independents**
  - Total Yes: 86%
  - Total No: 4%
  - Undecided: 4%
  - (% of Sample): (19%)

- **Republicans**
  - Total Yes: 72%
  - Total No: 21%
  - Undecided: 7%
  - (% of Sample): (8%)

6. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?
Support is strong across the District’s various cities.

Initial Vote on the District-wide Measure by City

- Bellflower: 62% Total Yes, 22% Total No, 16% Undecided
- Carson: 81% Total Yes, 5% Total No, 14% Undecided
- Compton: 80% Total Yes, 12% Total No, 7% Undecided
- Downey: 100% Total Yes, 0% Total No, 0% Undecided
- Lakewood: 74% Total Yes, 22% Total No, 4% Undecided

6. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?
Initial Vote on the District-wide Measure by City; Continued

<table>
<thead>
<tr>
<th>City</th>
<th>Total Yes</th>
<th>Total No</th>
<th>Undecided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long Beach</td>
<td>86%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Lynwood</td>
<td>77%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Paramount</td>
<td>75%</td>
<td>8%</td>
<td>17%</td>
</tr>
<tr>
<td>South Gate</td>
<td>66%</td>
<td>27%</td>
<td>7%</td>
</tr>
<tr>
<td>Unincorporated</td>
<td>84%</td>
<td>10%</td>
<td>6%</td>
</tr>
</tbody>
</table>

6. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?
Voters prioritize preparing students, workers and veterans for good-paying jobs and university transfers, improving campus safety and security, upgrading classrooms, ensuring handicapped accessibility and making basic health and safety related repairs with bond funds.

12. I am going to read you a list of types of projects that could be funded or provisions that could be included in this measure. Please tell me how important it is to you that each project be undertaken: extremely important, very important, somewhat important, or not too important?

Split Sample

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Section III: Communicating with Compton CCD Voters
Voters respond very strongly to a number of educational messages including making basic health and safety repairs, providing an affordable college education and training students for in-demand careers.

**(JOBS)** Compton Center provides essential job training and workforce preparation for students of all ages, and local residents who want to learn new skills to compete for better paying jobs in this tough economy. This measure will expand access to the training programs that will help students prepare and find jobs in automotive technology, aerospace, nursing, paralegal, early childhood education and other in-demand careers that require specific skills.

**^(REPAIRS)^** Much of the Compton Community College District campus was built over 60 years ago in the 1950s, and many buildings, classrooms, science labs and job training equipment are deteriorating and outdated. This measure will address urgent and basic repairs such as upgrading electrical systems, gas and sewer lines, fixing leaky roofs, repairing bathrooms and replacing outdated plumbing and wiring to make our local college clean and safe for learning.

**(ACCREDITATION)** Funds raised by this bond will be used to make improvements to support Compton Center in the accreditation efforts. Accreditation will enable the Compton District to serve many more students, provide more course offerings and programs, and increase opportunities for students to transfer onto four-year colleges and universities.

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13. I'm going to read some statements made by people in favor of the COMPTON COMMUNITY COLLEGE DISTRICT CLASSROOM REPAIR, JOB TRAINING AND CAMPUS SAFETY MEASURE. Please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support the measure. *^Not part of Split Sample*
(AFFORDABLE) The cost to attend California’s public universities has risen to at least six times that of attending a community college. As a result, more local students and their families rely on their local community college to save tens of thousands of dollars. Passing this measure increases opportunities for local students to earn college credits, certifications, and job skills at a reasonable price and transfer to four-year colleges and universities.

(SAFETY) This measure will help make Compton Community College District a safer place for local students to learn. Funds will be used to remove hazardous materials like asbestos and lead paint as well as upgrade campus security and emergency communications systems and fire safety equipment, earthquake-retrofit classrooms and buildings and provide a new campus police station.

(Accountability) This bond measure includes strict accountability requirements including a Citizens’ Bond Oversight Committee and independent annual financial and performance audits to make sure all funds are used effectively, efficiently and as promised. Furthermore, no money from this measure will go towards administrators’ salaries or pensions and all funds will be used locally.
Support for the bond remains well above the level required for passage after voters hear educational messages.

Q6/Q14. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?

- **Initial Vote**
  - Definitely yes: 49%
  - Probably yes: 22%
  - Undecided, lean yes: 8%
  - Undecided, lean no: 3%
  - Probably no: 6%
  - Definitely no: 4%
  - Undecided: 8%

- **Vote After Supportive Statements**
  - Definitely yes: 49%
  - Probably yes: 23%
  - Undecided, lean yes: 10%
  - Undecided, lean no: 3%
  - Probably no: 4%
  - Definitely no: 6%
  - Undecided: 4%
After voters hear negative messages, support remains well above the 55 percent majority requirement for passage.

(Vote Progression)

<table>
<thead>
<tr>
<th></th>
<th>Initial Vote</th>
<th>Vote After Supportive Statements</th>
<th>Vote After Critical Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Yes</td>
<td>79%</td>
<td>82%</td>
<td>79%</td>
</tr>
<tr>
<td>Total No</td>
<td>13%</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>Undecided</td>
<td>8%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Q6/Q14/Q16. If the vote on this measure were held today, would you vote yes in favor, or no to oppose it?
The most believable messengers for a bond measure are District stakeholders including Compton Center professors, staff, students and alumni, as well as local pastors and clergy.
Conclusions
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