



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

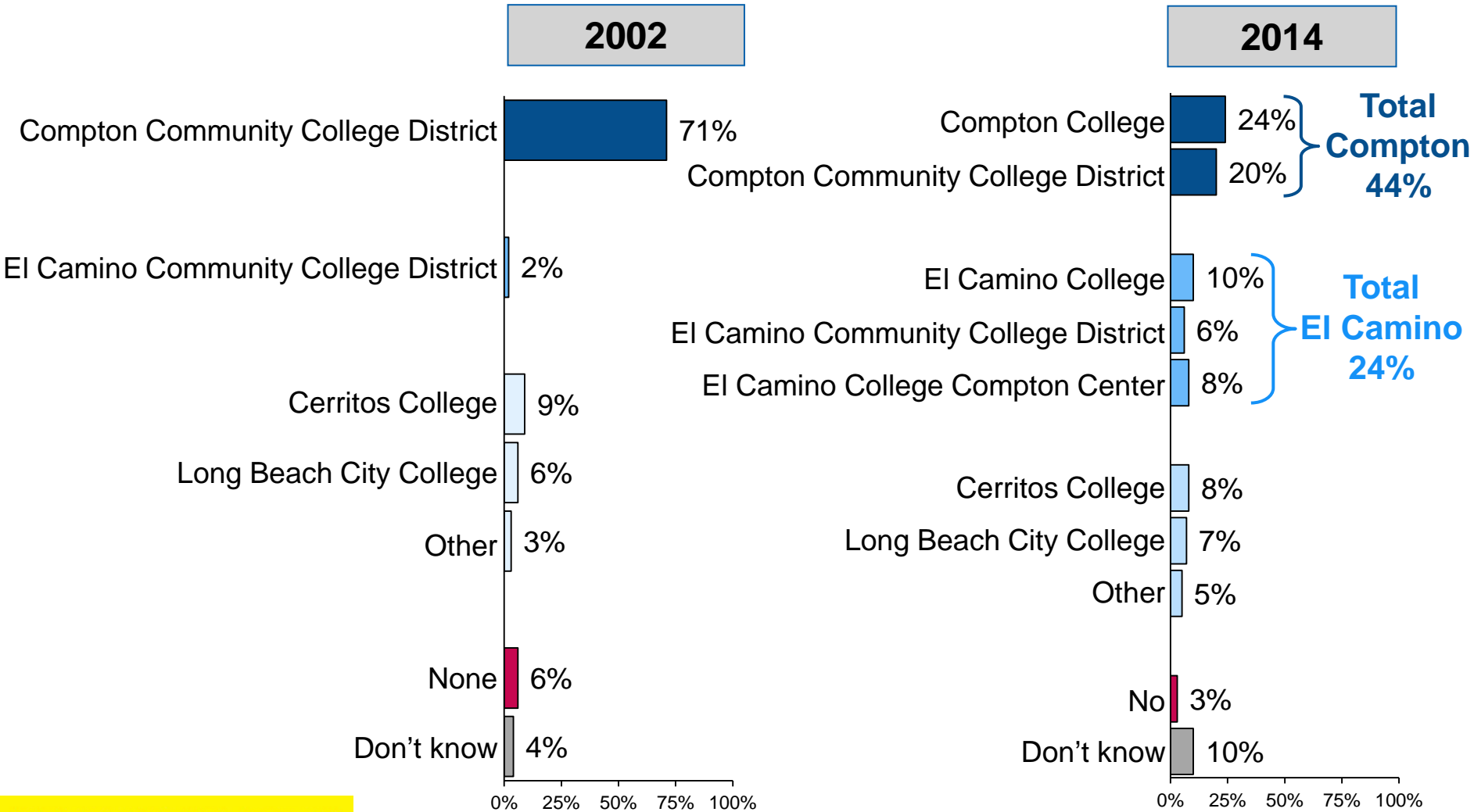
- The survey was conducted May 28-June 5, 2014.
- Interviews conducted by landline and cell phones with 500 randomly-selected Compton Community College District registered voters likely to cast a ballot in the November 2014 statewide election.
- The sample also includes 145 oversamples of Compton CCD 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:

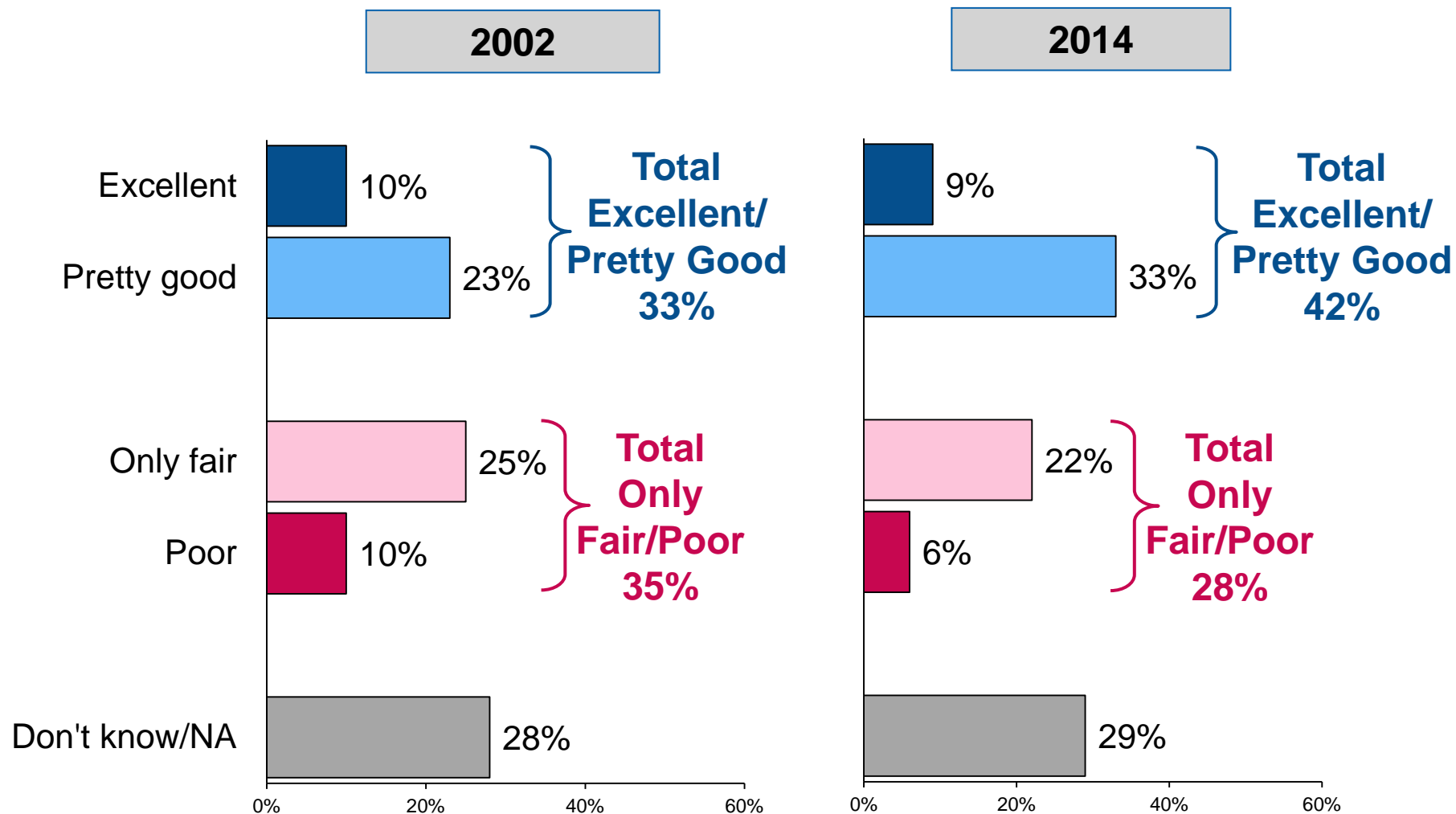
The General Mood of Voters & Perceptions of Compton Community College District

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.



2. From what you know, is there a local community college district that serves your area?

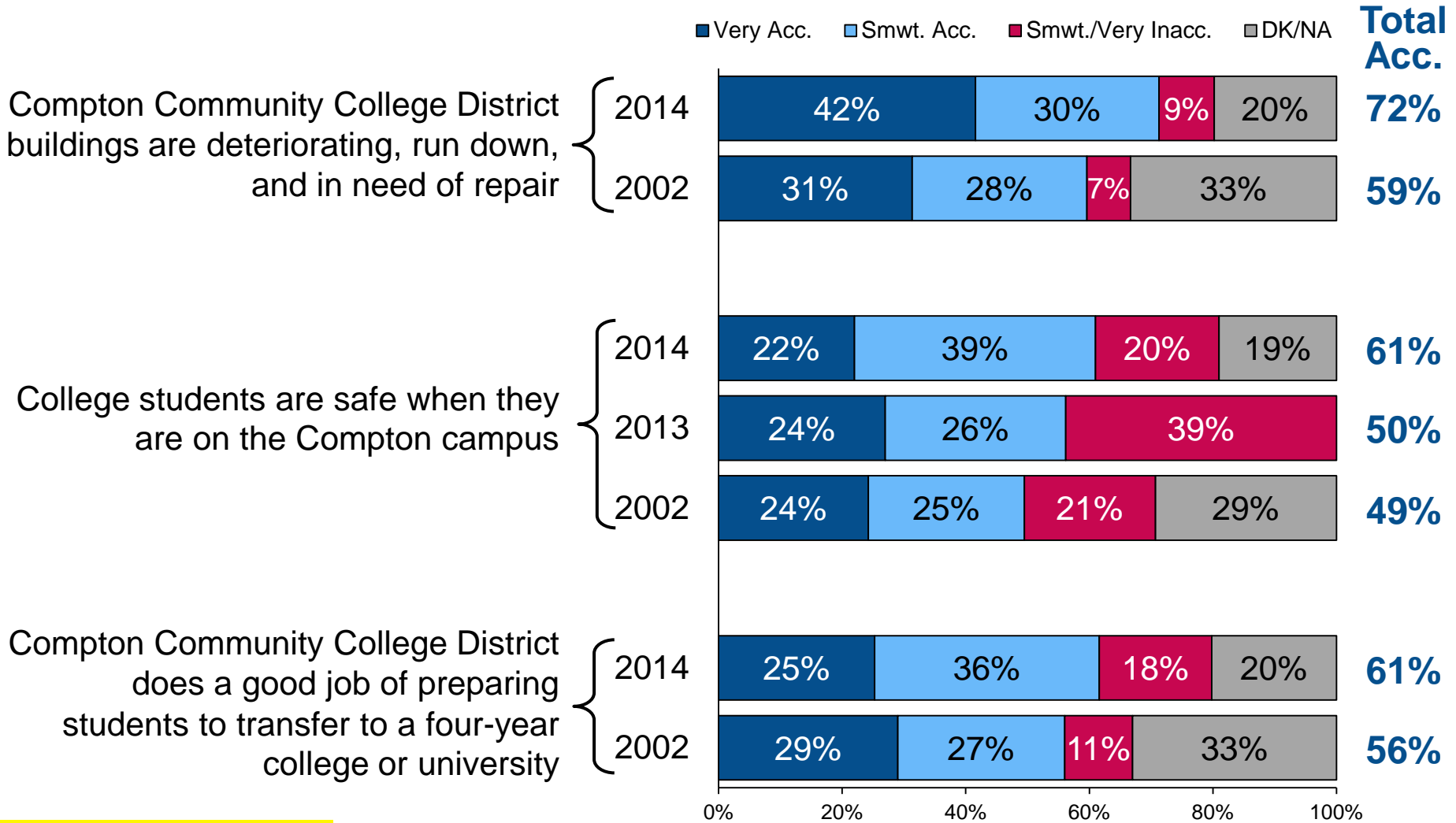
Slightly more than four-in-ten voters believe the District is doing an "Excellent" or "Pretty Good" job, which is a 10-point increase from when this question was asked in 2002.



When asked what they believed is the biggest problem facing the District, the most common answer from voters was budget cuts/lack of funding.

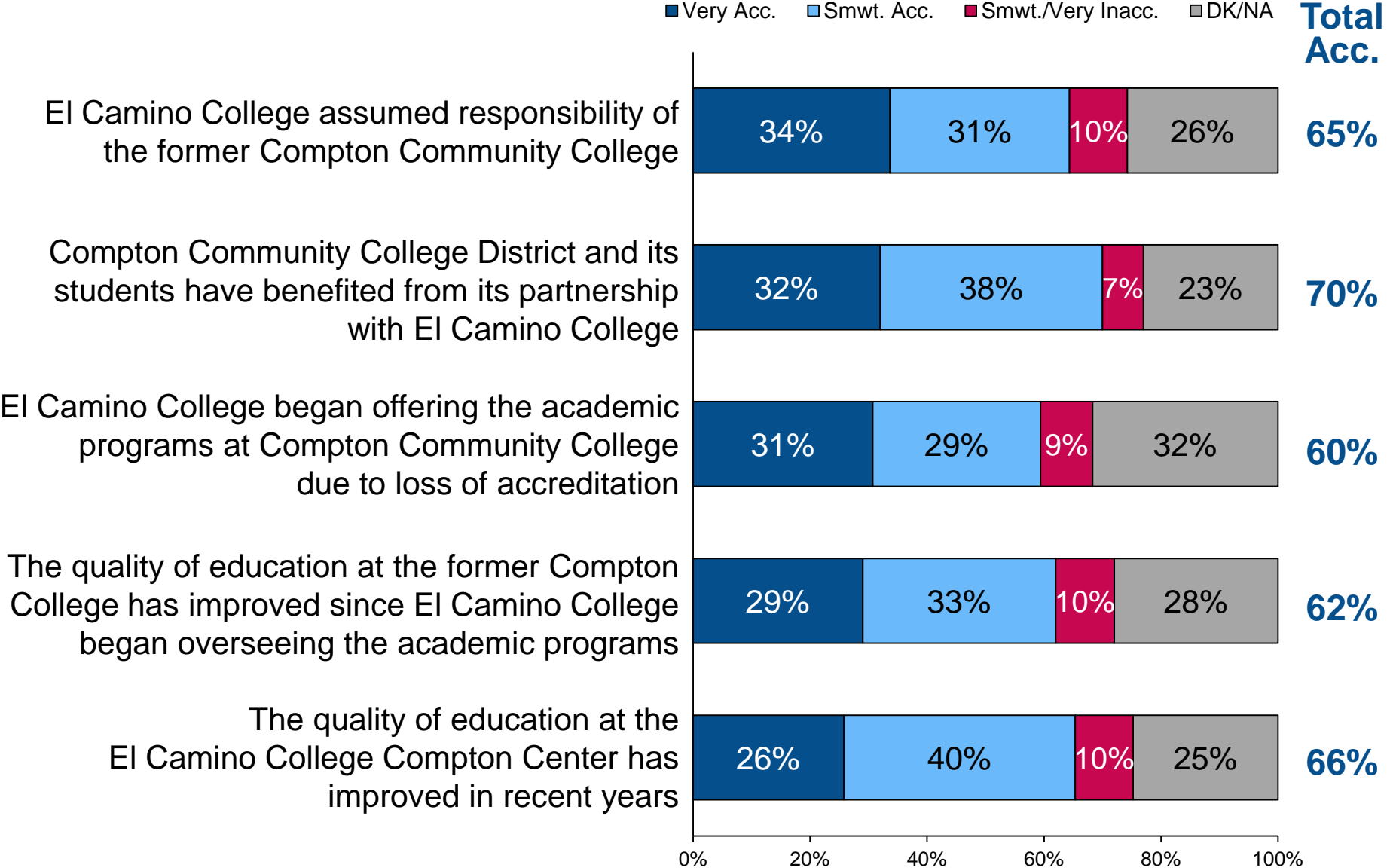
Open-ends	2002	2014
Budget cuts/Lack of funding	21%	12%
Mismanagement/District wastes money	3%	10%
Lost accreditation	NA	8%
Lack of safety on campus/Unsafe/Drugs on campus/Violence on Campus/Crime on campus	4%	8%
Deteriorating/Out-of-date/Unsafe facilities/Overcrowded	5%	6%
Doesn't train/Prepare students for four-year college/Doesn't train students for jobs	3%	5%
Not enough class offerings	2%	5%
Lack of well-trained teachers	2%	3%
Bureaucracy	3%	2%
Not independent/Managed by El Camino	NA	1%
High-school atmosphere	NA	1%
Dropouts/Students lack motivation	2%	1%
Other	9%	4%
Nothing	8%	8%
DK/NA	36%	27%

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.



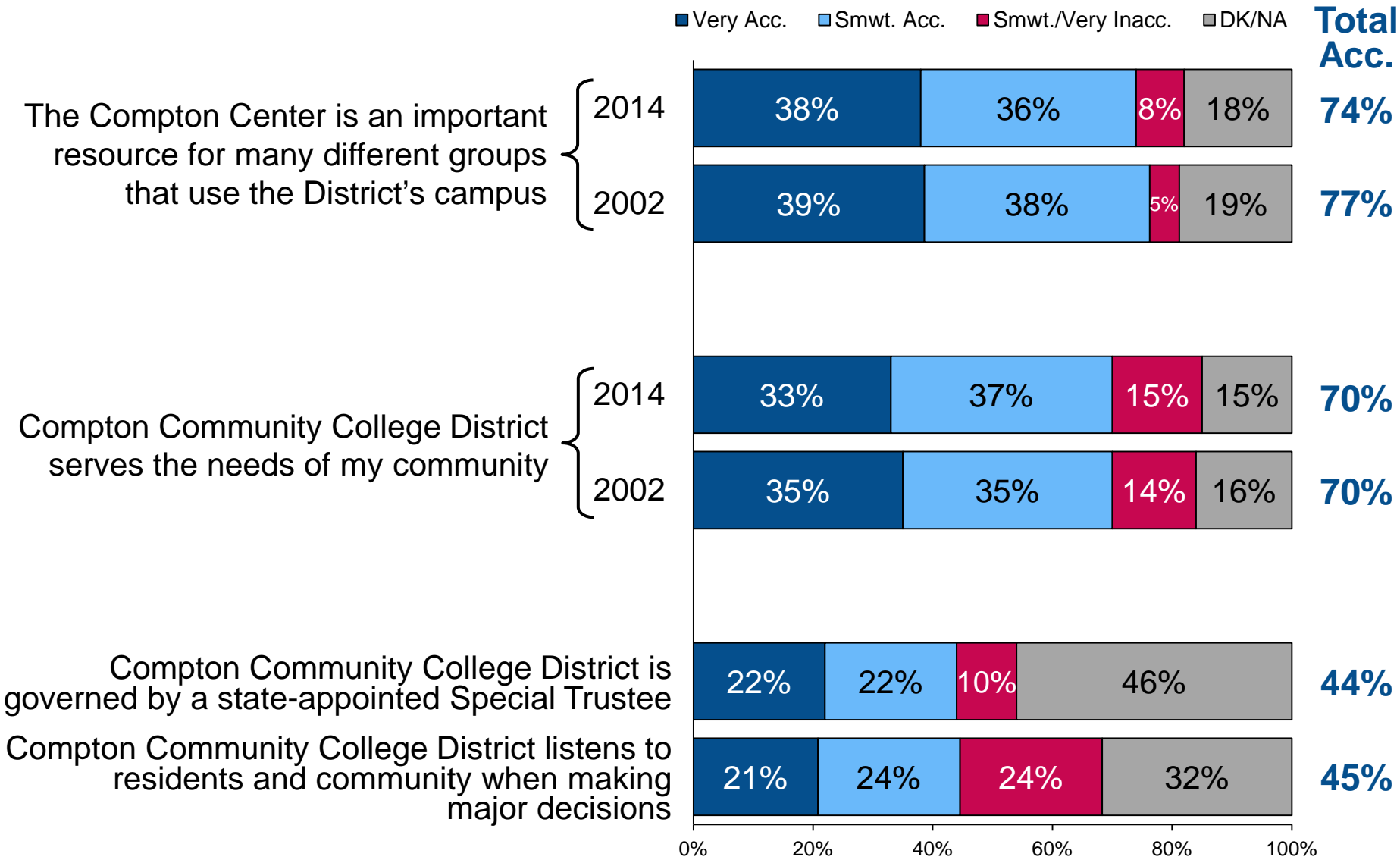
8 (All except a). I would like to mention some statements about your local community college in general. Please tell me if you think each of the following statements is accurate or inaccurate. Split Sample

Continued



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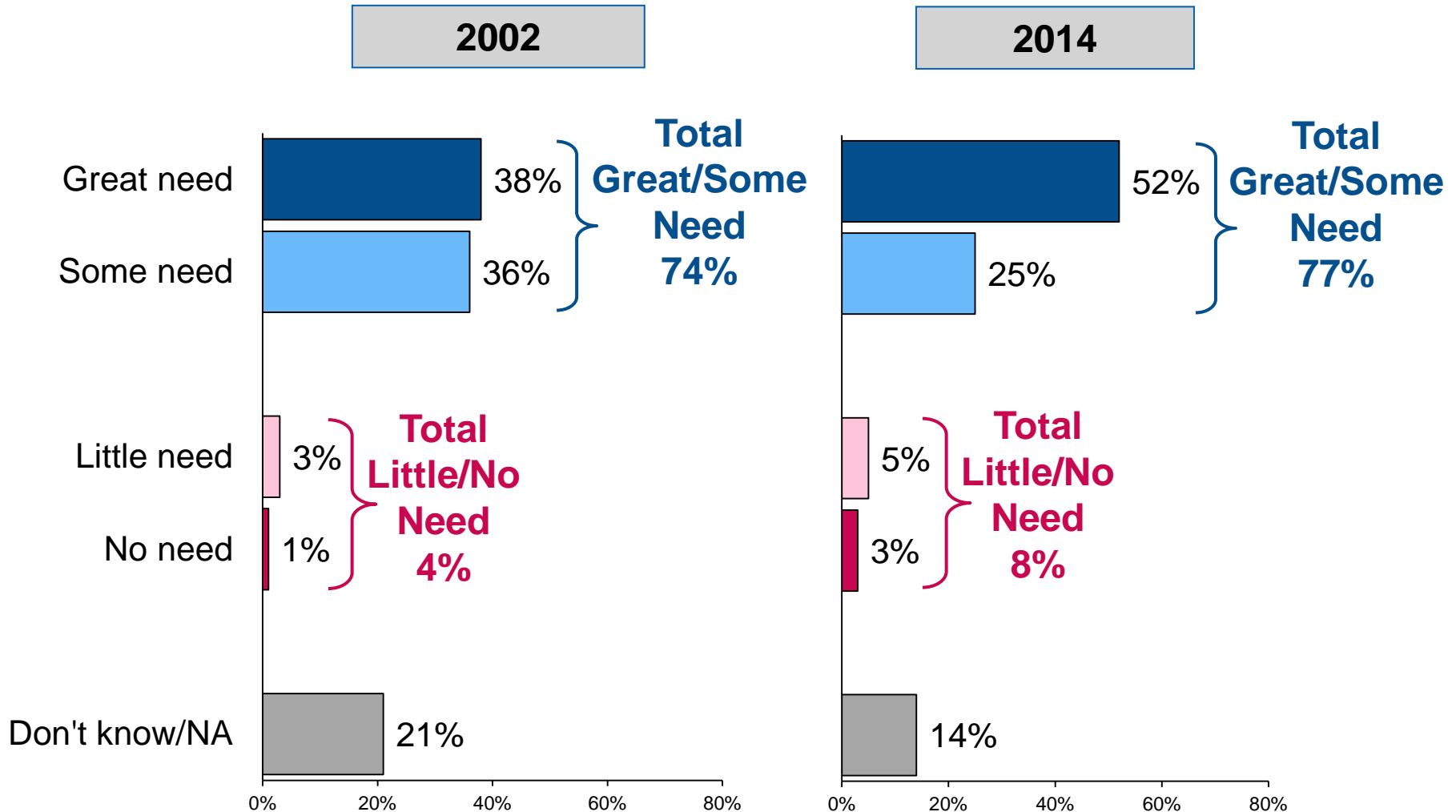


8 (All except a). I would like to mention some statements about your local community college in general. Please tell me if you think each of the following statements is accurate or inaccurate. Split Sample



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.



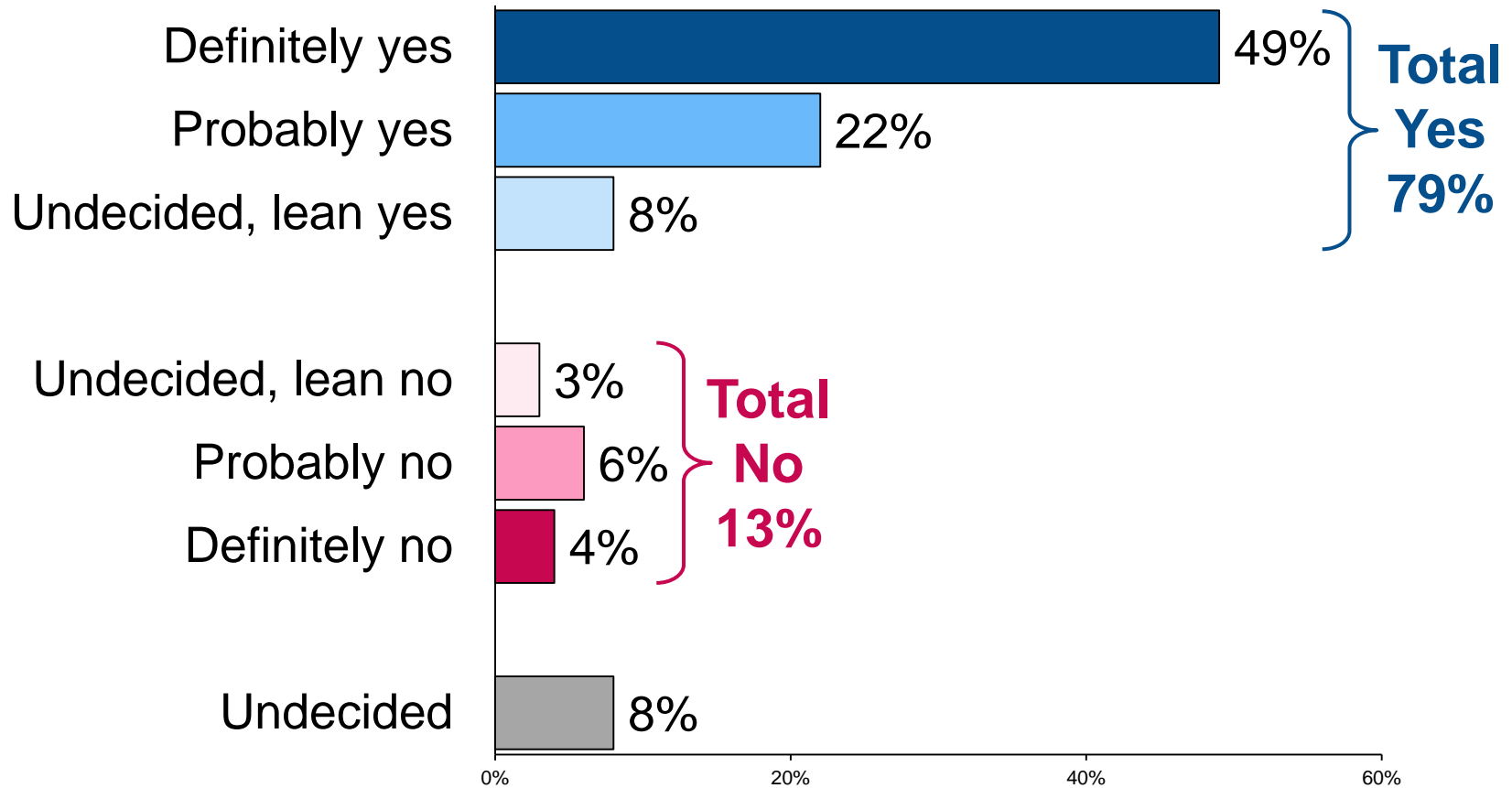
Compton CCD Bond Measure Label Statement

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,

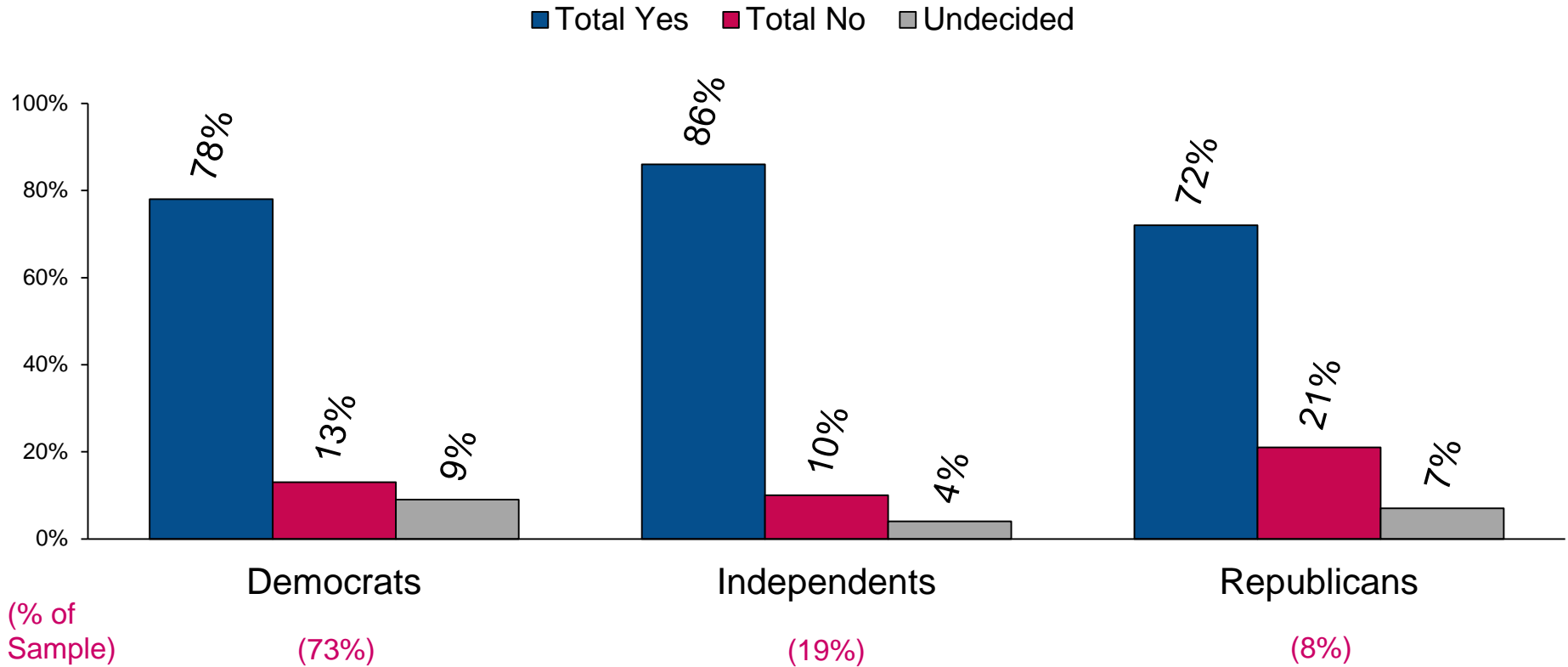
Shall Compton Community College District issue \$100 million in bonds at legal rates, requiring citizens' oversight, annual independent financial audits, no money for administrators' salaries or pensions, and all funds used locally?

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.



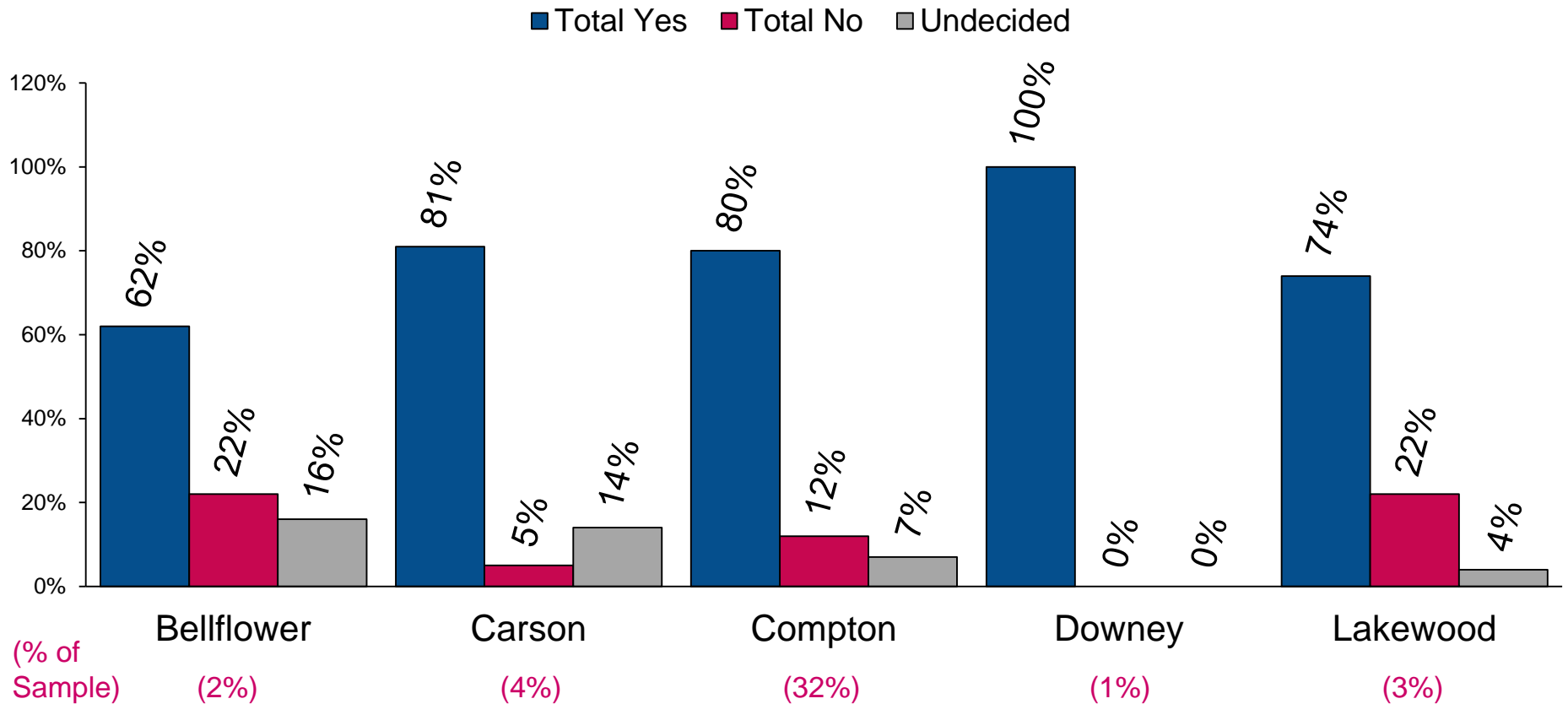
Voters of all parties support the bond.

Initial Vote on the District-wide Measure by Party



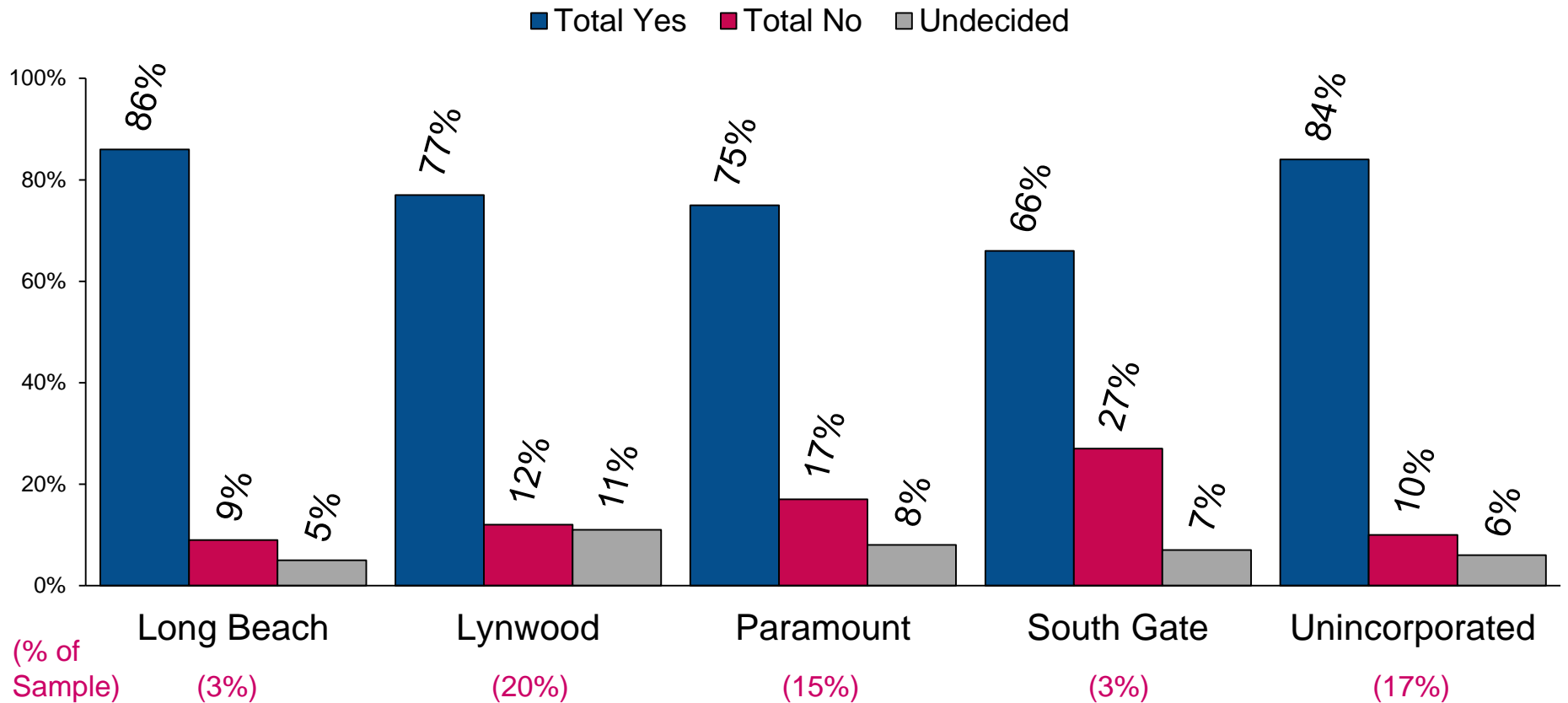
Support is strong across the District's various cities.

Initial Vote on the District-wide Measure by City

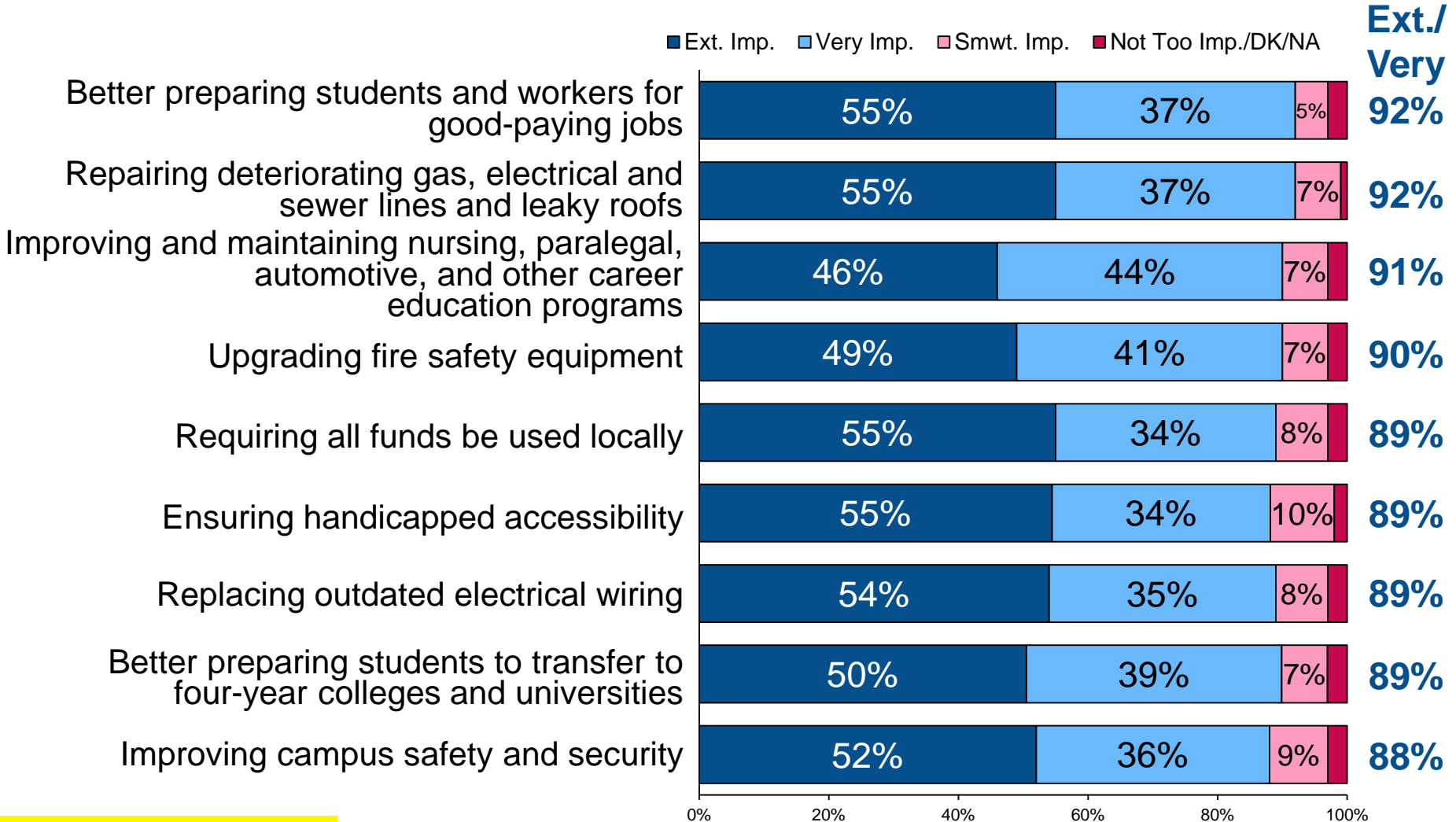


Support by city- continued.

Initial Vote on the District-wide Measure by City; Continued



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.



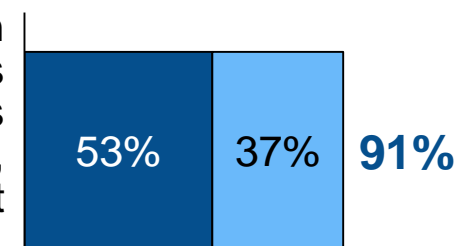


Section III: Communicating with Compton CCD Voters

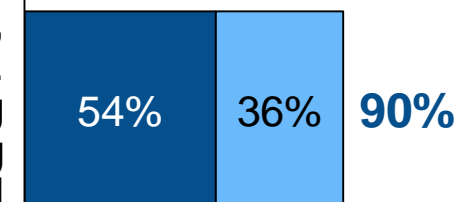
Voters respond very strongly to a number of educational messages including making basic health and safety repairs, providing an affordable college education and training students for in-demand careers.

(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.

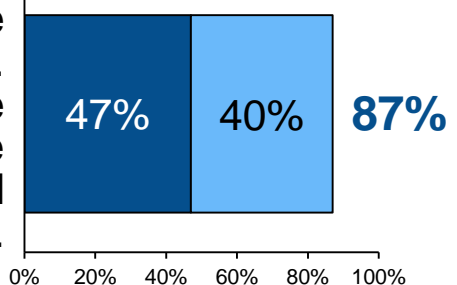
■ Very Conv. ■ Smwt. Conv.



^(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.



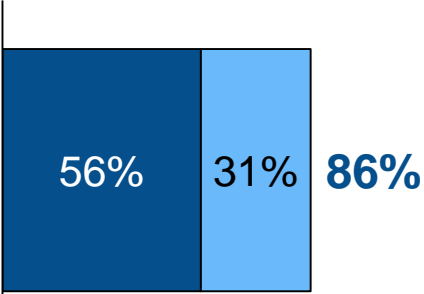
(ACCREDITATION) Funds raised by this bond will be used to make improvements to support Compton Center in the accreditation efforts. Accreditation will enable the Compton District to serve many more students, provide more course offerings and programs, and increase opportunities for students to transfer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



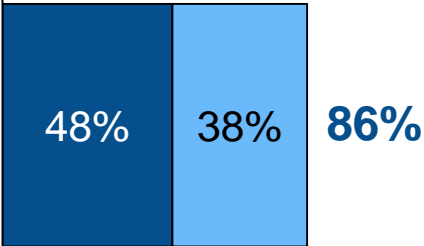
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■ Very Conv. ■ Smwt. Conv.

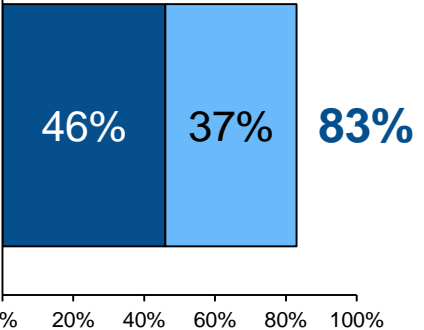
(AFFORDABLE) The cost to attend California’s public universities has risen to at least six times that of attending a community college. As a result, more local students and their families rely on their local community college to save tens of thousands of dollars. Passing this measure increases opportunities for local students to earn college credits, certifications, and job skills at a reasonable price and transfer to four-year colleges and universities.



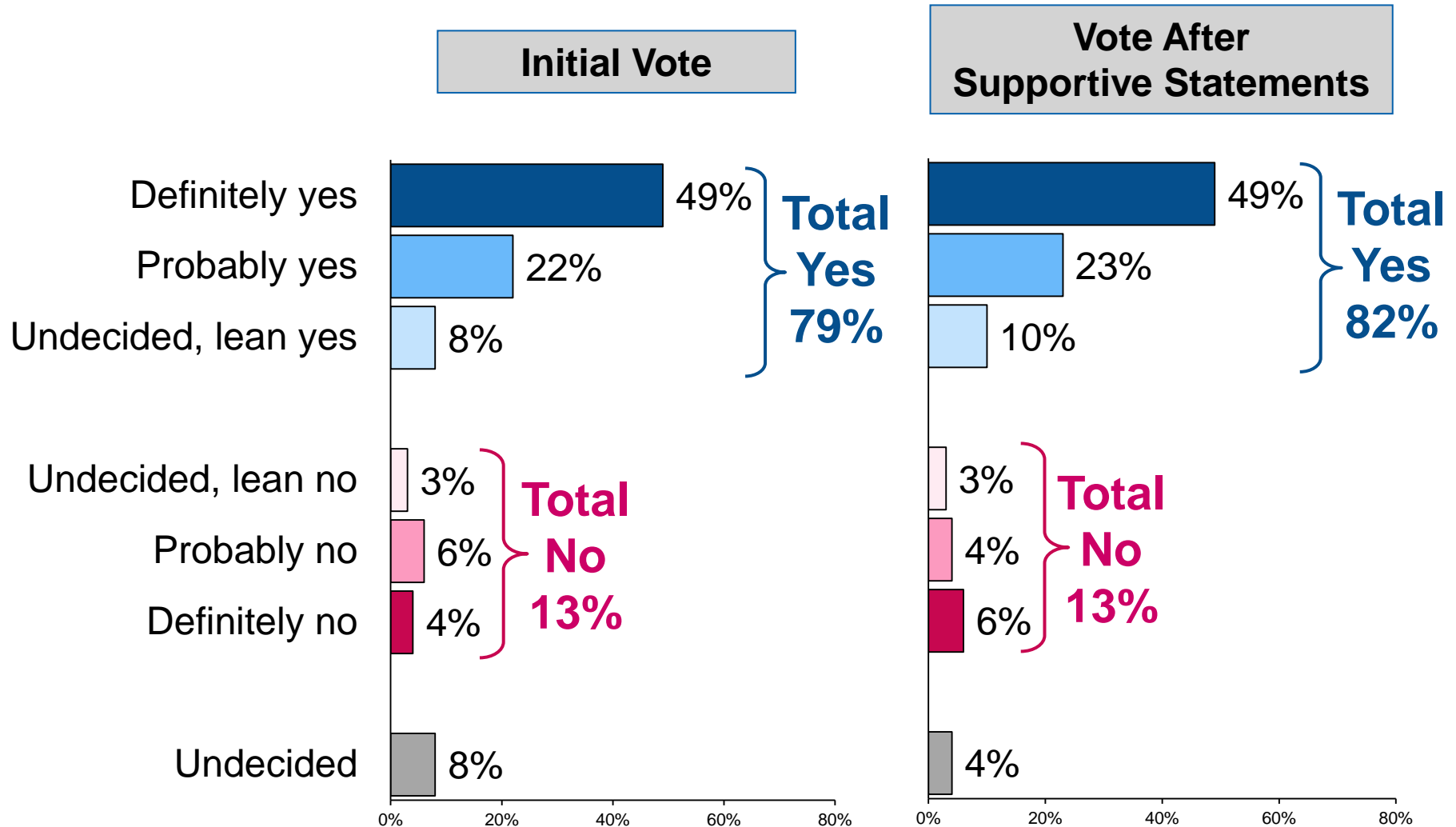
(SAFETY) This measure will help make Compton Community College District a safer place for local students to learn. Funds will be used to remove hazardous materials like asbestos and lead paint as well as upgrade campus security and emergency communications systems and fire safety equipment, earthquake-retrofit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

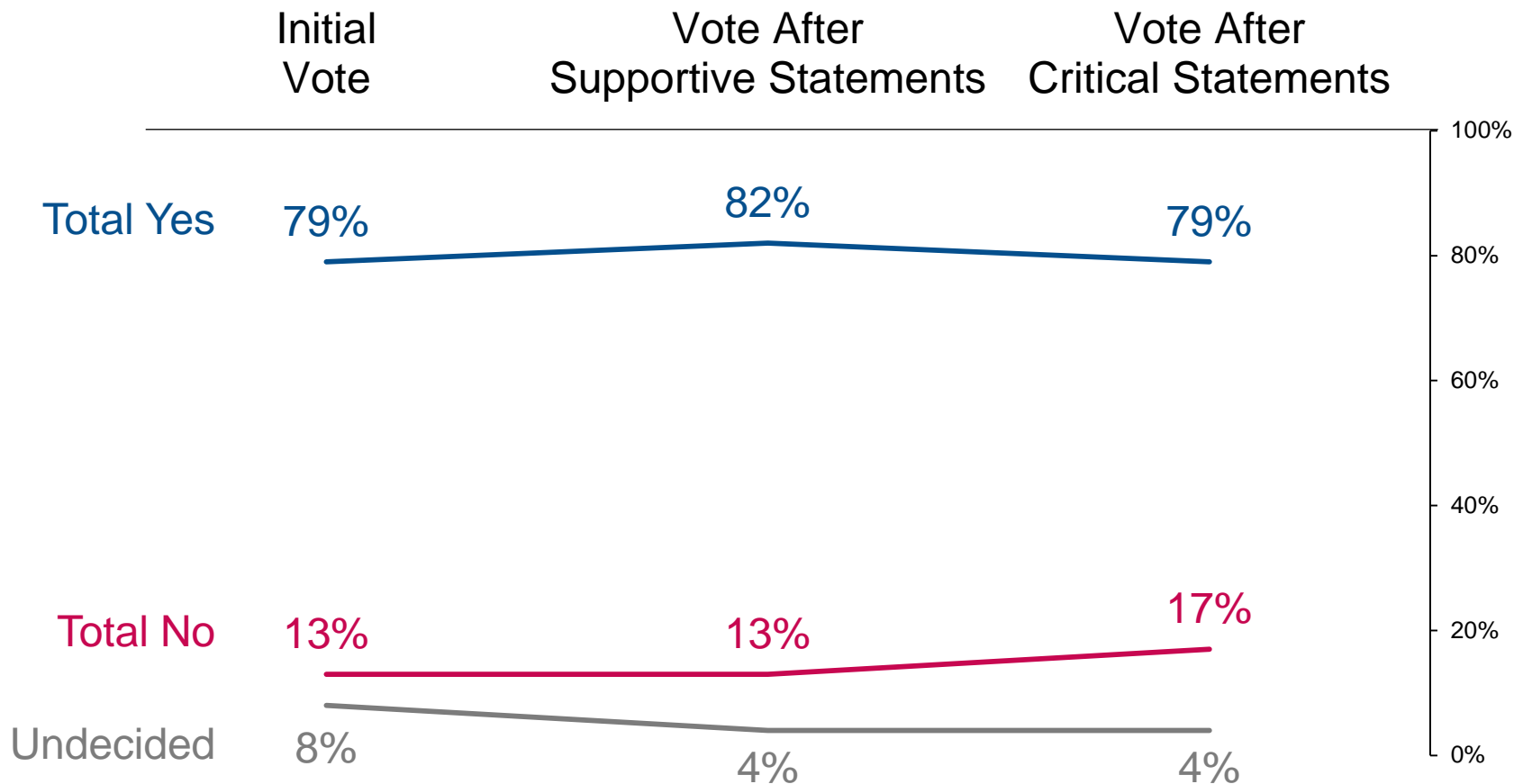


Support for the bond remains well above the level required for passage after voters hear educational messages.



After voters hear negative messages, support remains well above the 55 percent majority requirement for passage.

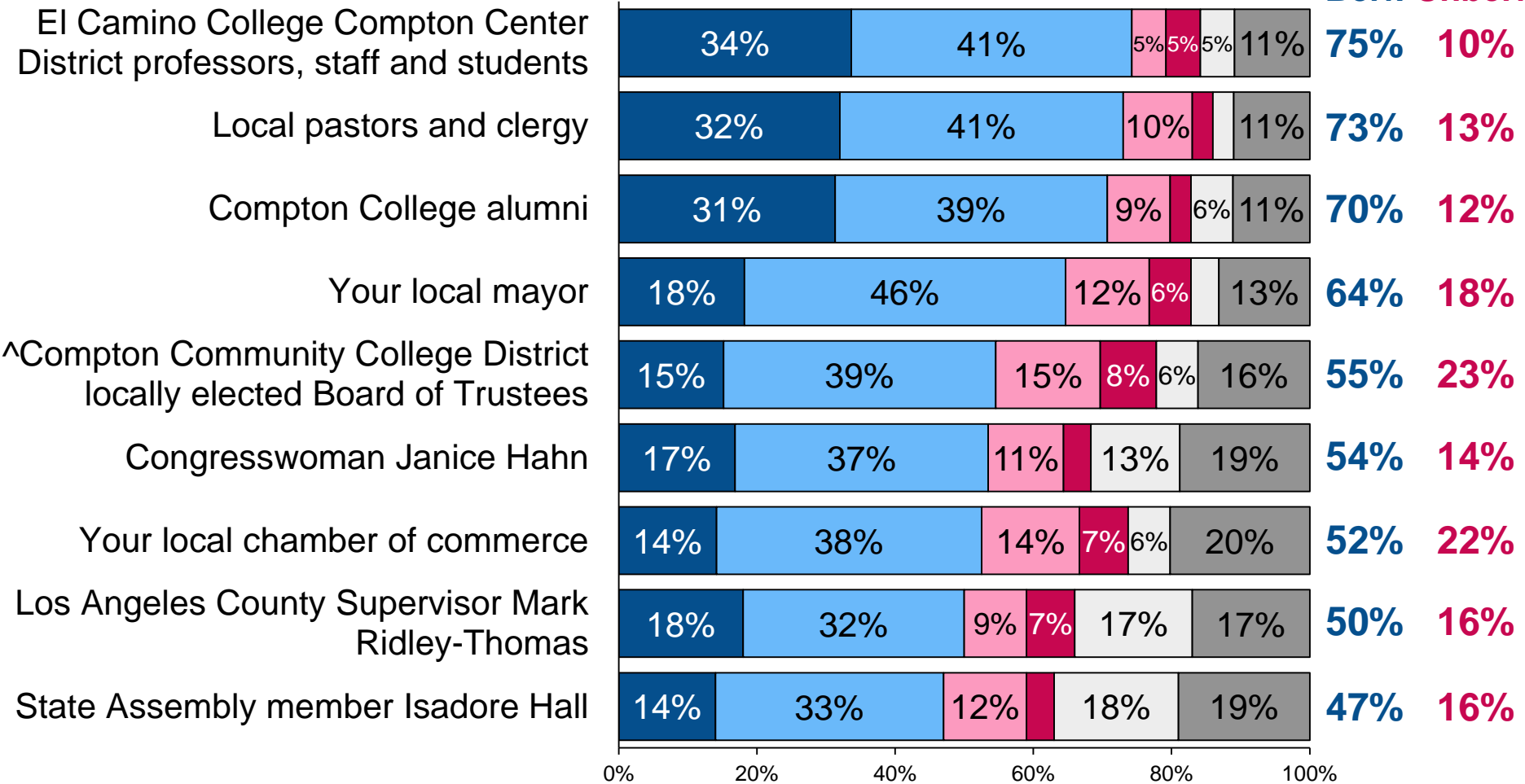
(Vote Progression)



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.

■ Very Belv. ■ Smwt. Belv. ■ Not Too Belv. ■ Not At All Belv. □ NHO ■ No Opin.

Total Belv. **Total Unbelv.**





Conclusions

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