About DHM Research

• Independent and non-partisan public opinion research firm based in Portland
• Nearly four decades of experience
• Specialty areas include higher education and ballot measures
• Conducted surveys and focus groups for k-we school districts, colleges and universities across the state:
  • Portland Community College (2012, 2011)
  • Mt. Hood Community College (2012)
  • Clackamas Community College (2010)
PCC PERFORMANCE
Two-thirds (65%) of voters rate the operation and performance of PCC positively.
Strong majorities of voters agree that PCC provides students with needed skills (84%) and has a reputation for academic quality (78%).

Agreement Level with Statements about PCC

- Provides students with the skills they need to compete in today's economy:
  - Strongly agree: 40%
  - Somewhat agree: 43%
  - Somewhat disagree: 4%
  - Strongly disagree: 11%
  - Don’t know: 15%

- Has a reputation for academic quality:
  - Strongly agree: 32%
  - Somewhat agree: 46%
  - Somewhat disagree: 6%
  - Strongly disagree: 15%
  - Don’t know: 10%
KEY MESSAGES ABOUT PCC
More than eight in ten voters see each of these arguments as either very good or good reasons to support PCC.

**Reasons to Support Public Investment in PCC**

- **In the future, the majority of good jobs will require education beyond high school**
  - Very good: 64%
  - Good: 26%
  - Poor: 4%

- **Communities that invest in higher education are more likely to have a prosperous economy**
  - Very good: 60%
  - Good: 28%
  - Poor: 7%

- **People with a higher education are more able to support themselves financially for their entire lives without having to rely on government assistance**
  - Very good: 60%
  - Good: 23%
  - Poor: 10%

- **Without Portland Community College, many people would not be able to go to college**
  - Very good: 59%
  - Good: 26%
  - Poor: 7%
Bond Measure Renewal
Support for the PCC bond measure renewal is strong in the pre-test (71%) and climbs higher in the post-test (81%).

Support for PCC Bond Renewal

Cold Test

- Approve strongly: 41%
- Approve somewhat: 31%
- Oppose somewhat: 10%
- Oppose strongly: 11%
- Don't know: 9%

"No Increase" Test

- Approve strongly: 54%
- Approve somewhat: 27%
- Oppose somewhat: 6%
- Oppose strongly: 8%
- Don't know: 5%
Q&A