

Portland Community College Public Perception Survey

Presented by John Horvick



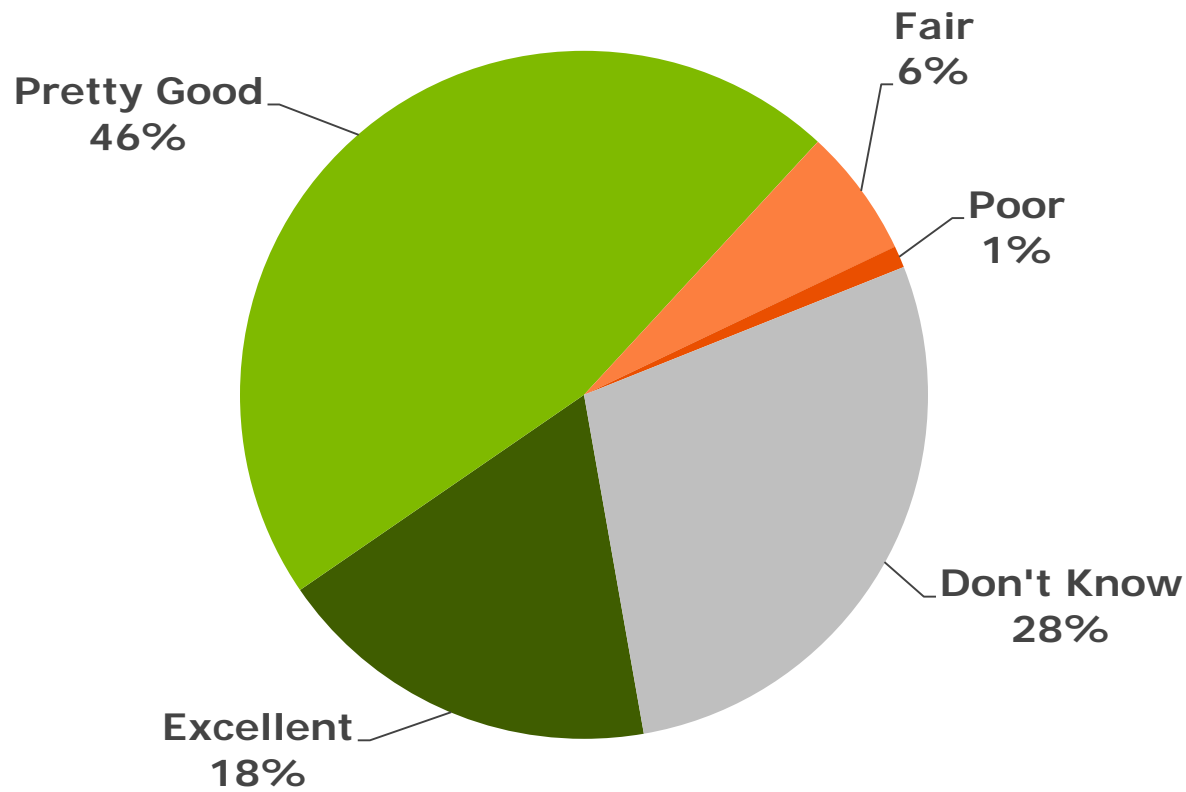
About DHM Research

- 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

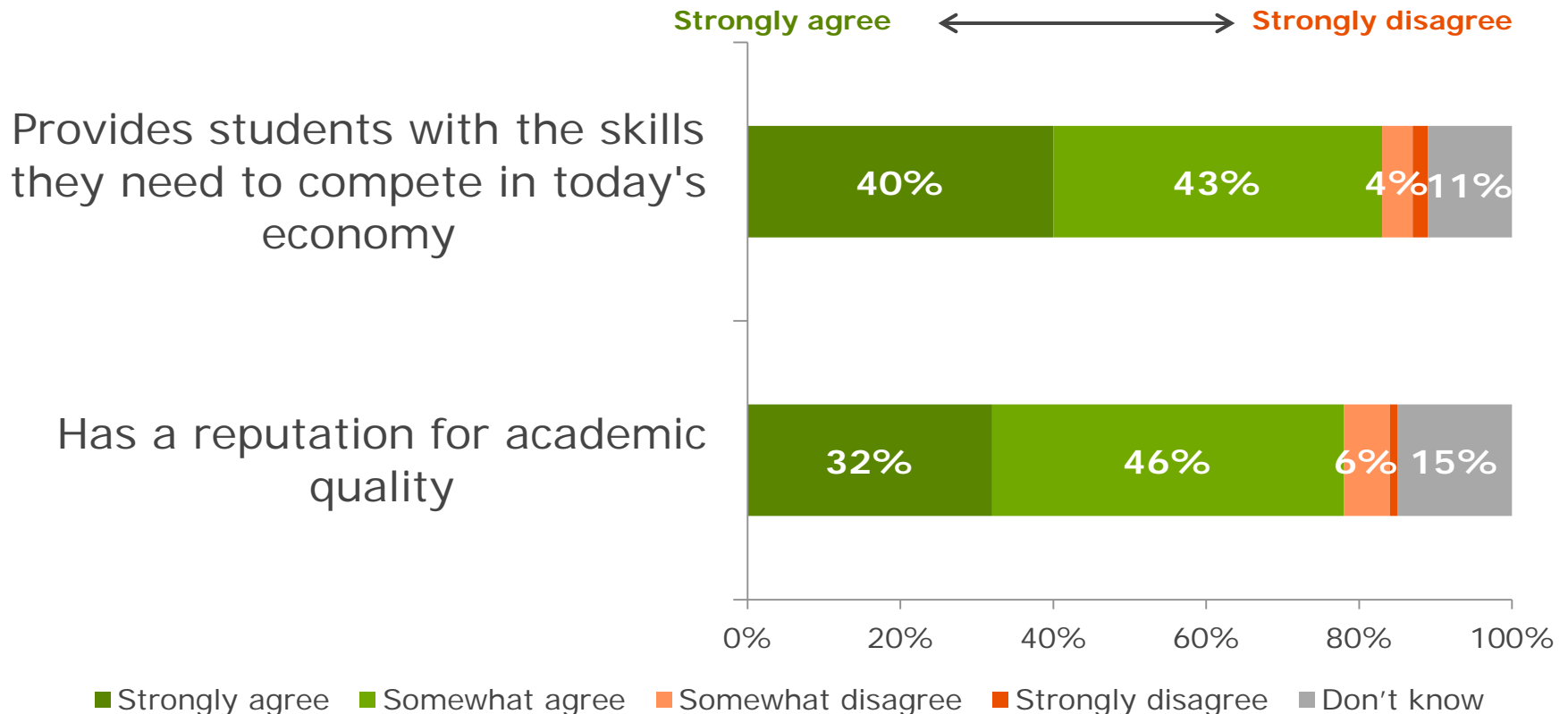
Two-thirds (65%) of voters rate the operation and performance of PCC positively.

Rating of PCC Operation and Performance



Strong majorities of voters agree that PCC provides students with needed skills (84%) and has a reputation for academic quality (78%).

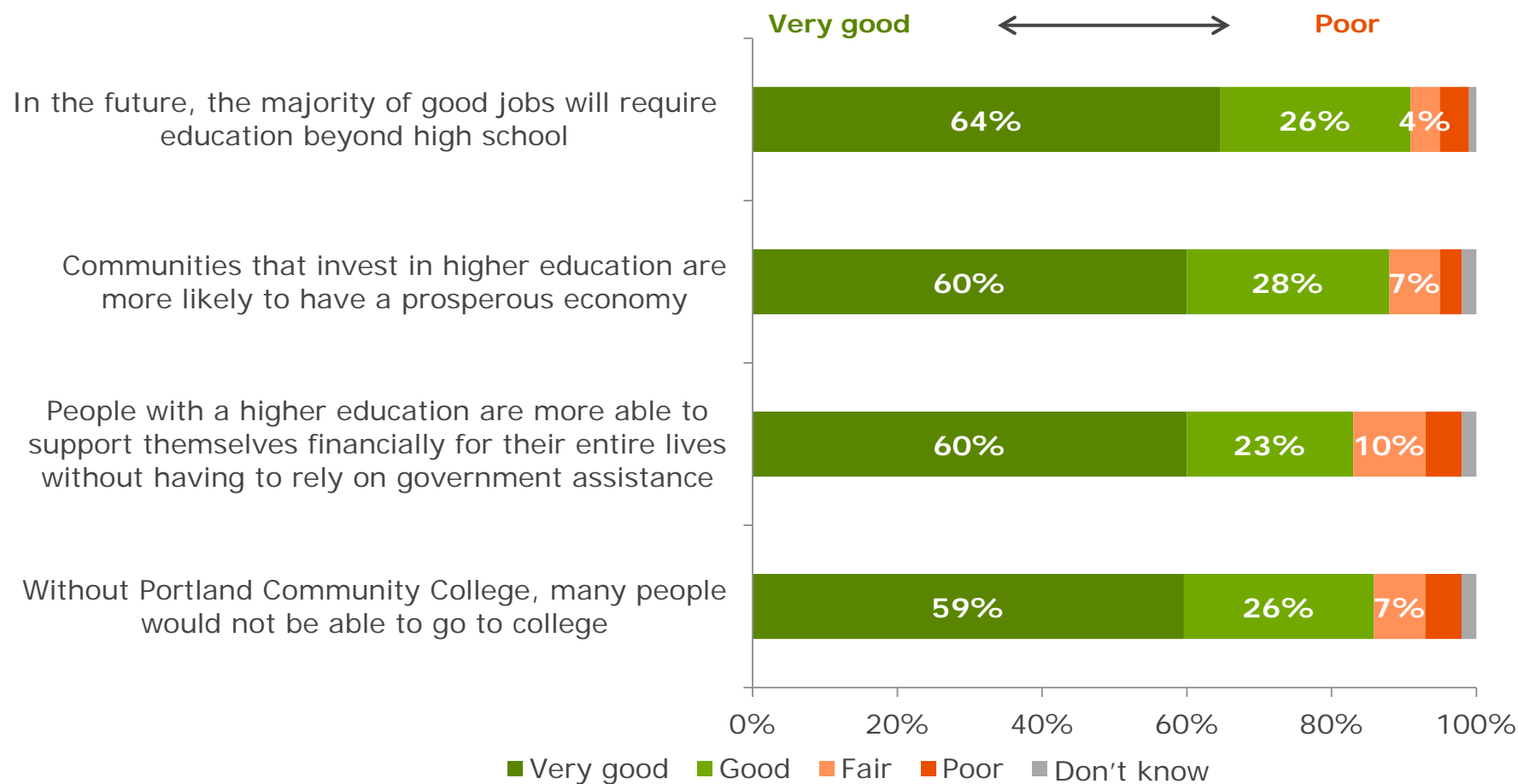
Agreement Level with Statements about PCC



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.

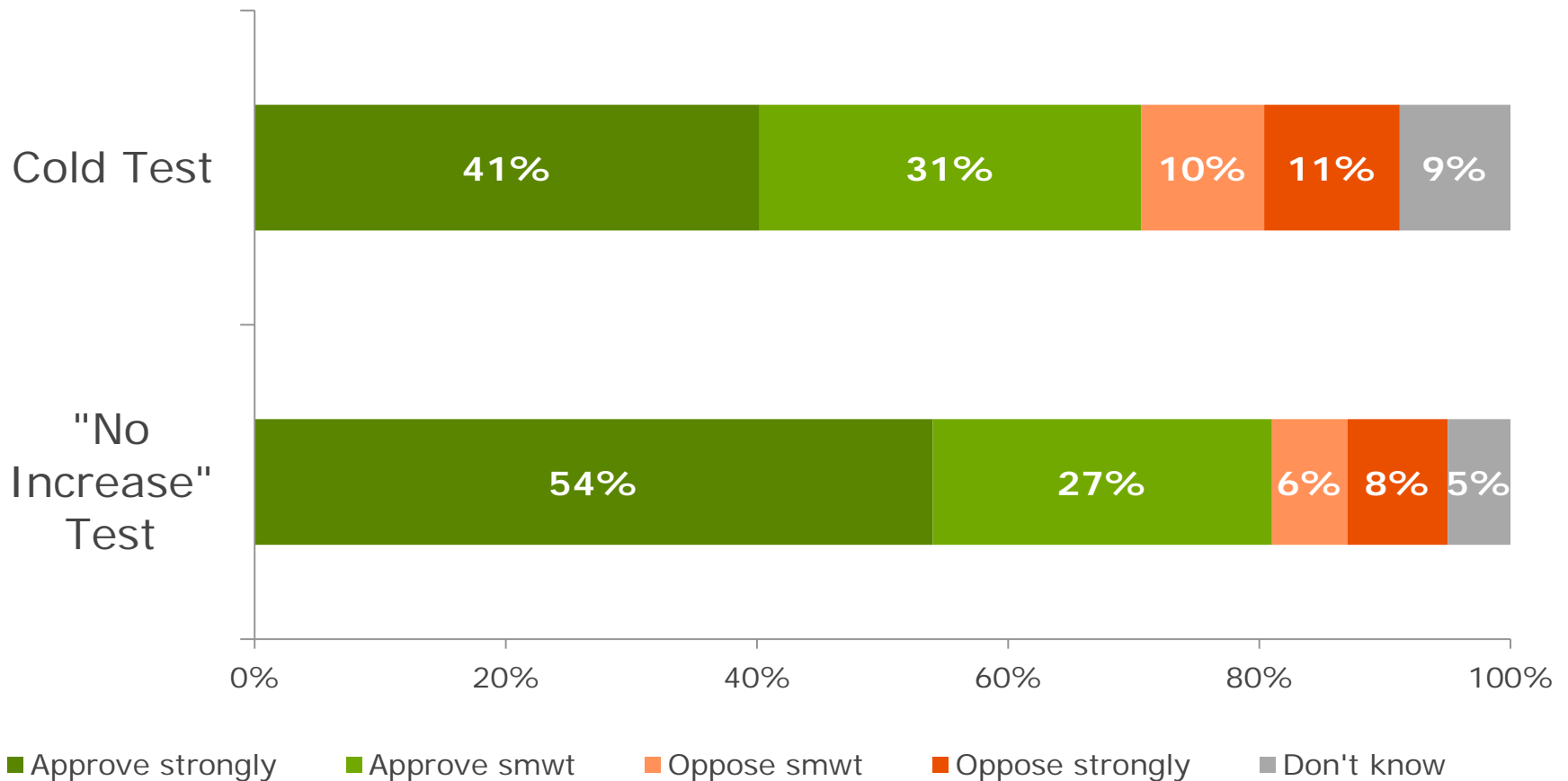
Reasons to Support Public Investment in PCC



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



Q&A