

Oakland Community College

Millage Baseline Poll

Prepared by

The Office of Institutional Planning & Analysis
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Oakland Community College Millage Baseline Poll

OVERVIEW

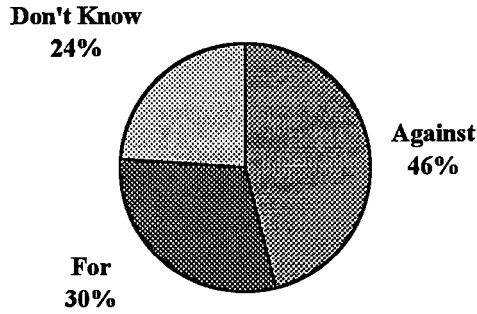
- Baseline findings are based on 501 most likely registered voters in Oakland County. The poll was conducted between May 31 and June 4, 1994. The poll has a sampling error of +/- .05.
- A stratified random sample of 10,000 registered voters, was selected by Practical Political Consultants of Lansing from the estimated 600,000 voters in Oakland County. The sample excluded those least likely to vote on the basis of their voting history.
- An overwhelming majority (89.2%) of all respondents indicated that they "do not know" how many mills of local property tax currently goes to support OCC. Less than six percent of all respondents indicated that OCC currently receives 1 mill or less.
- Thirty percent of all respondents indicated that they would vote for a millage increase, while 46% are against the increase. The remaining 24% of registered voters surveyed are uncertain how they would vote on the issue.
- Respondents were subdivided into three sub-categories in terms of past voting patterns: those who voted in the 1992 Presidential Primary (N=355), those who voted in the March 1994 K-12 school finance reform (Proposal A) election (N=425), and those who voted in both the 1992 and 1994 elections (N=311). This analysis indicated the following:

Voting Preference	All Respondents	1992 Primary	1994 Proposal A	Both Primary and Proposal A
For	30%	31%	29%	29%
Against	46%	43%	45%	44%
Don't Know	24%	26%	26%	27%

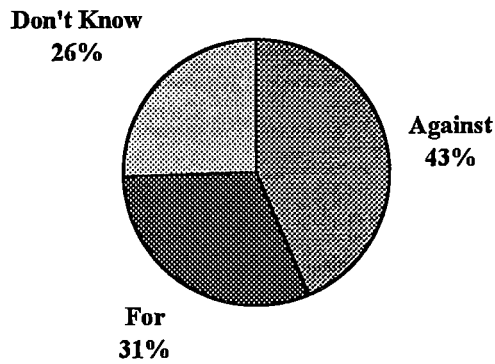
OBSERVATIONS

- Those in support of a millage increase indicated that they generally use more sources of information on election issues, than those not in support of the increase.
- Older respondents are significantly more likely to vote absentee. This suggests possible implications for when the millage vote is scheduled.
- Findings indicate greater support among those who have direct contact with the college either personally or through a friend or family member. This suggests a strategy for building support for the millage through contacting current as well as former OCC students, in addition to employers who have had contact with the college.
- Reasons cited for either supporting or not supporting the millage increase typically do not focus on OCC itself. Rather responses reflect more general concern over current social and economic issues.
- Concern over K-12 financing and changes in tax rates are possible explanations for the number of uncertain and negative voters.

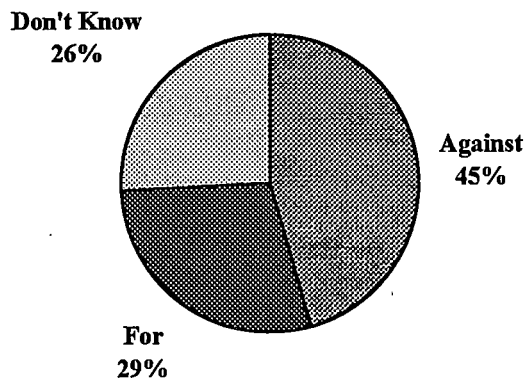
All Respondents (n=501)



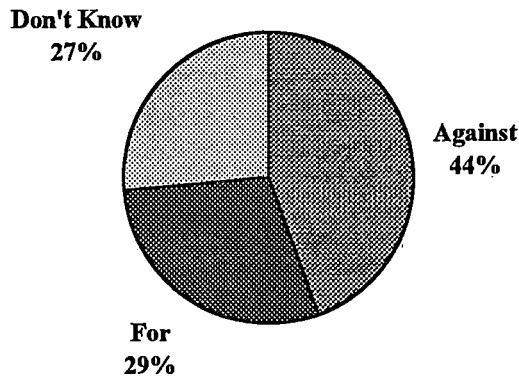
1992 Primary Voters (n= 355)



Proposal A Voters (n= 425)



Proposal A & 1992 Primary Voters (n= 311)



ANALYSIS BY STATED VOTER PREFERENCE

The following graphs depict differences between surveyed voters who indicated that they would vote "For", "Against" or "Don't Know." Comparisons are made between various characteristics. These characteristics include:

- Reasons why respondents would vote For, Against the millage or Don't Know
- Types of information voters would like to receive on the millage
- Sources of information
- Knowledge of current millage level
- Differences in demographic characteristics

Millage Supporters

- Reasons cited for supporting the millage increase include; support of education (49%), personally attending or knowing a friend/family member who attended OCC (20%), and a recognition that OCC meets an educational/vocational need in the community (12%).
- Supporters would want to know how the additional dollars would be spent by the college (31%), what are the current sources of funding and how is the budget being spent (23%), while 21% of surveyed voters do not need further information prior to voting. This suggests that one in every 5 "yes" voters is strongly committed to supporting education.
- Supporters typically have higher levels of education and have an average age of 48.8.

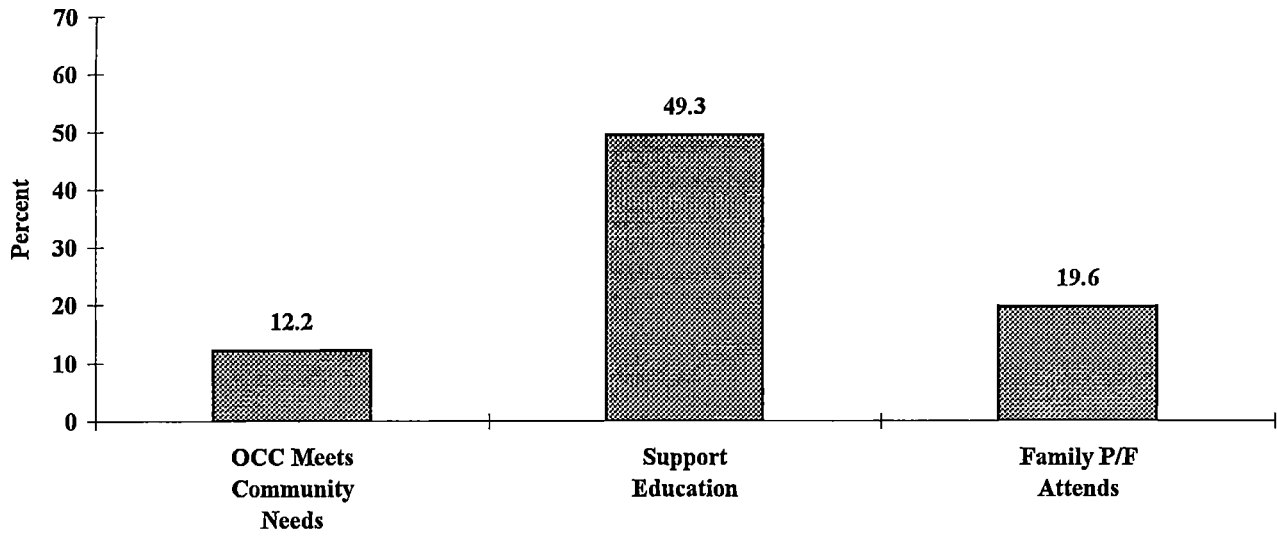
Uncommitted Voters

- Six in ten (59%) uncommitted voters desire more information before they decide how to vote.
- Information requested by uncommitted respondents includes; the current sources of funding and how the budget is being spent (36%), how additional dollars would be spent by the college (29%), and impartial and unbiased information (12%).
- Uncommitted voters are typically older with an average age of 53 and have lower average housing values.

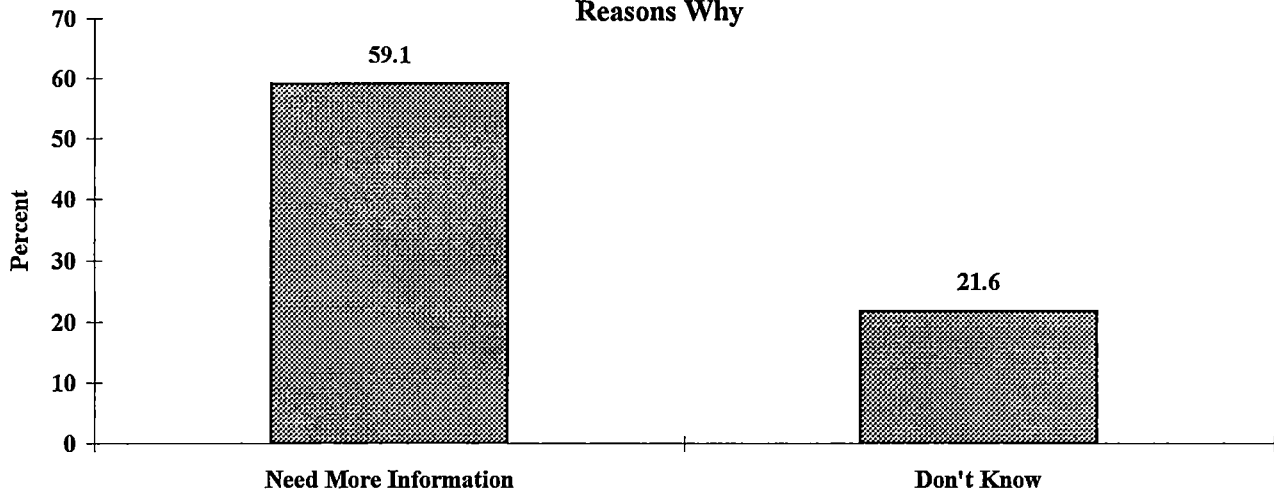
Opposition to Millage

- Major reasons cited for voting against a millage increase were opposition to more taxation (60%), and the belief that tuition should be the most important funding source (14%).
- Over one third of voters opposing a millage increase (36%) would not want to receive additional information. Twenty-one percent of these respondents would want to know how the additional dollars would be spent by the college, while 19% emphasized the need for unbiased, impartial information.
- Surveyed voters who indicated that they would vote against a millage increase typically have lower levels of education, higher housing values and an average age of 48.2.

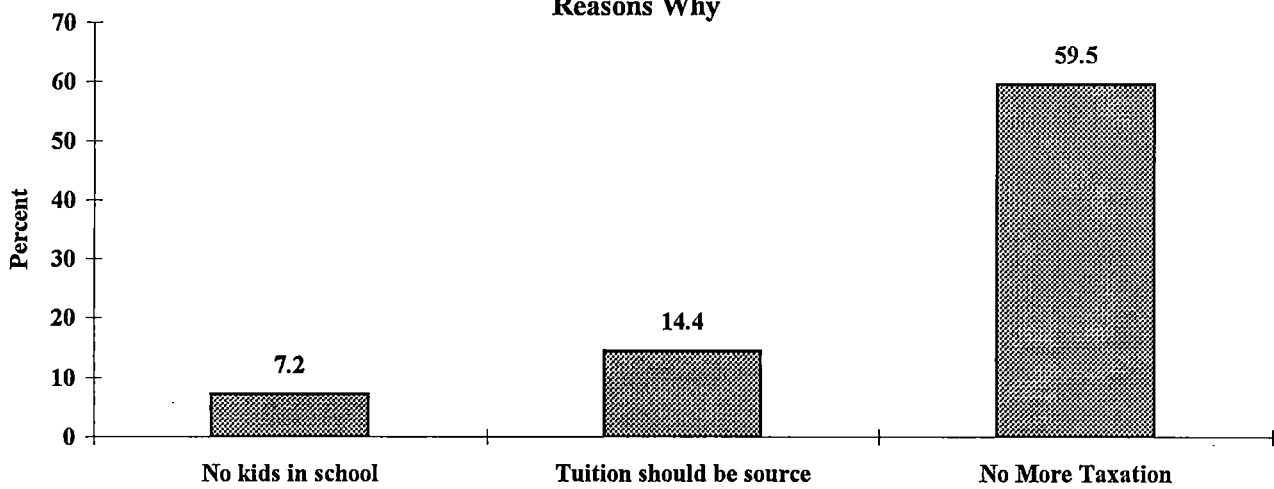
**"For" Voters
Reasons Why**



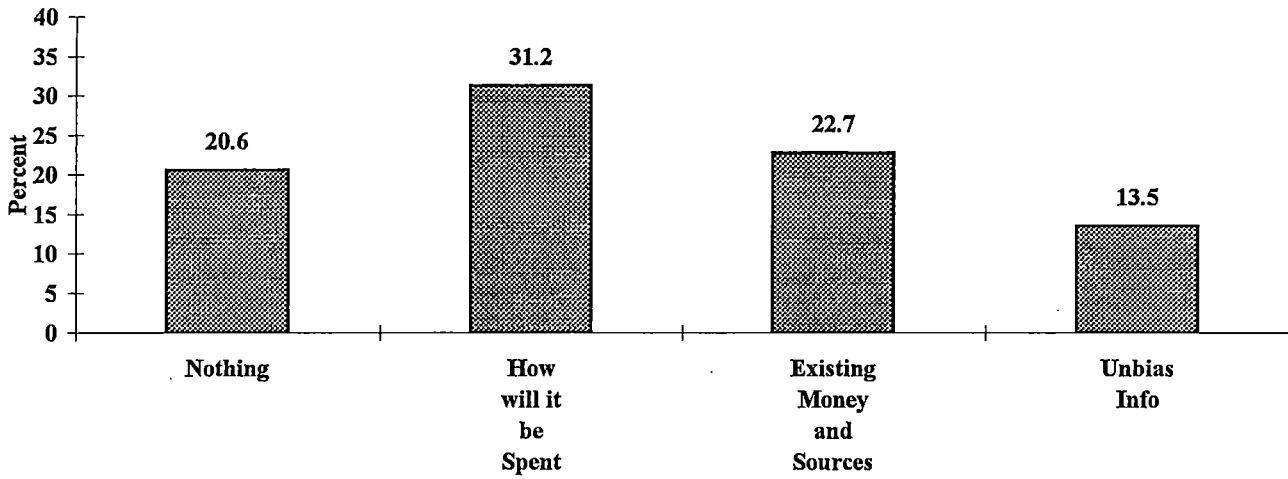
**"Don't Know" Voters
Reasons Why**



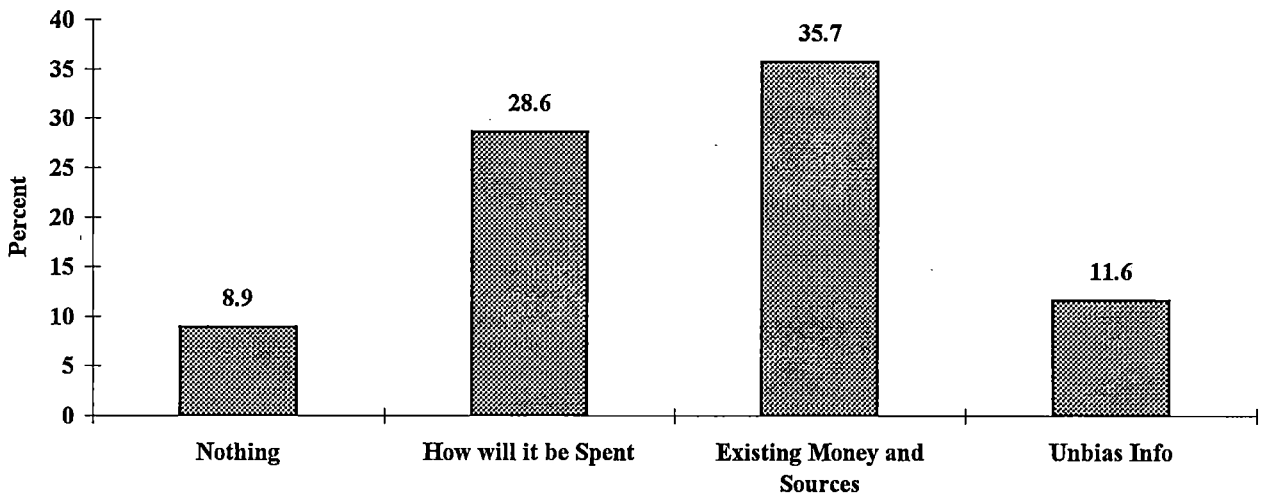
**"Against" Voters
Reasons Why**



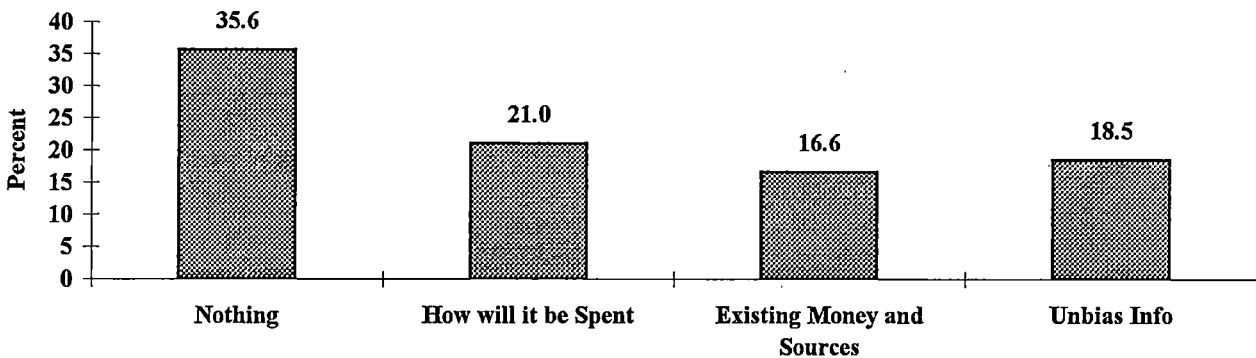
**"For" Voters
Informational Needs**



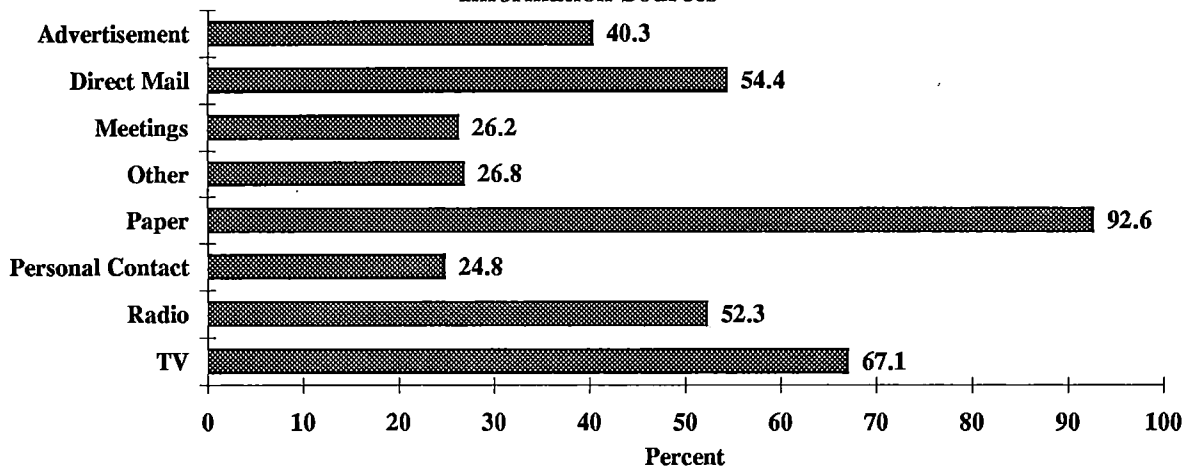
**"Don't Know" Voters
Informational Needs**



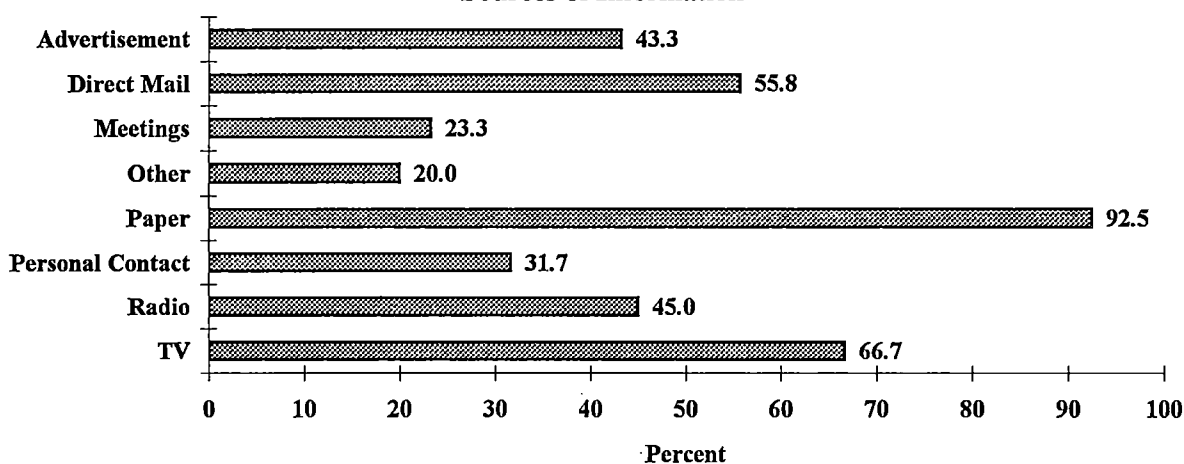
**"Against" Voters
Informational Needs**



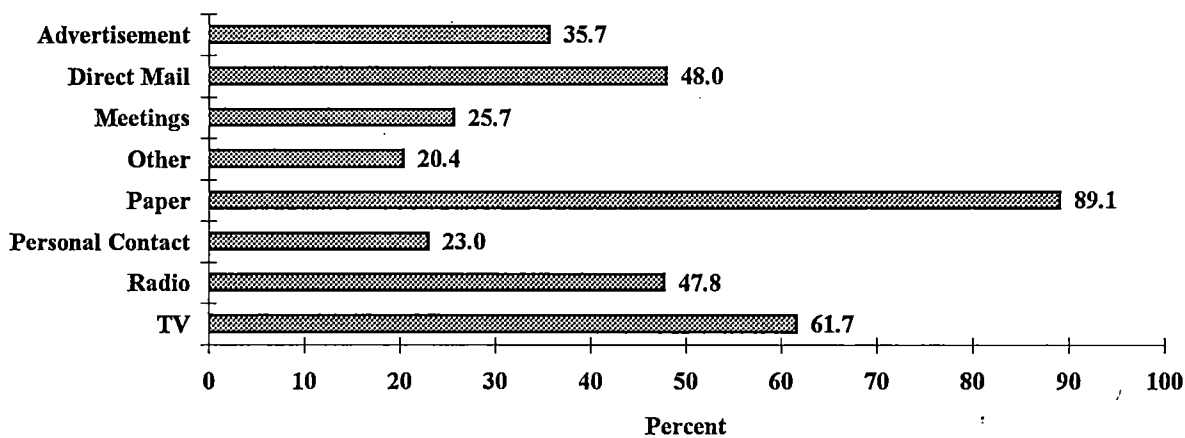
**"For" Voters
Information Sources**



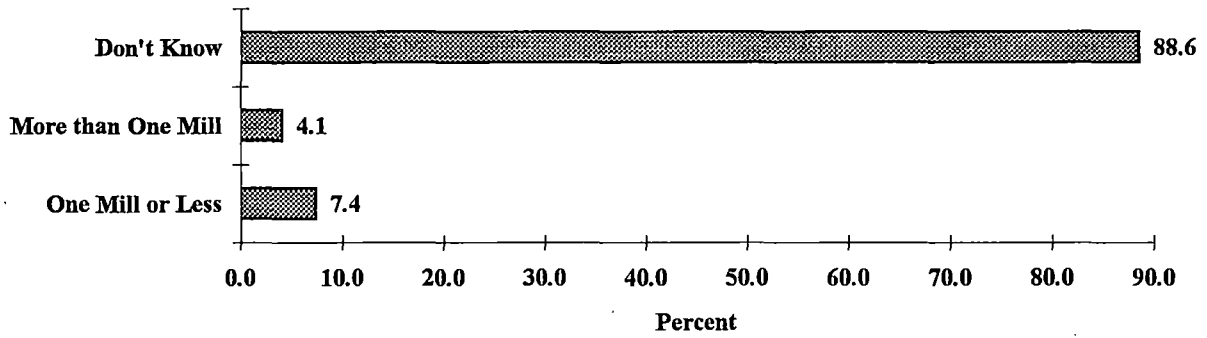
**"Don't Know" Voters
Sources of Information**



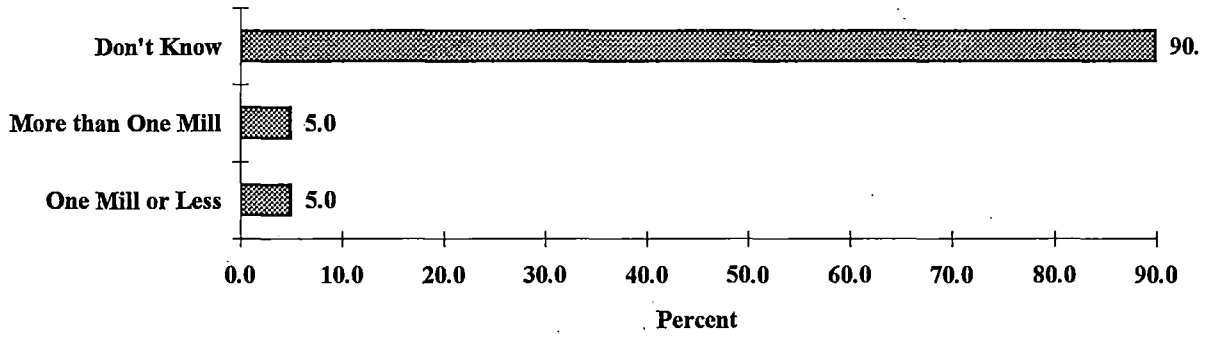
**"Against" Voters
Sources of Information**



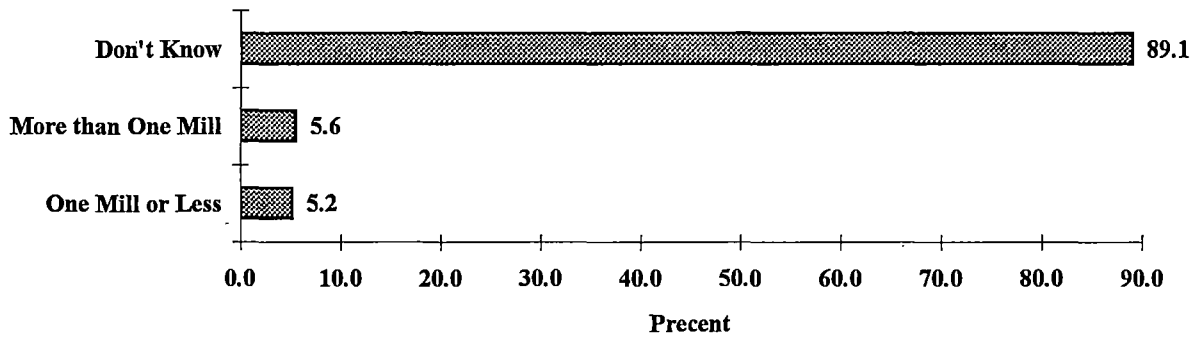
"For" Voters Knowledge of Current Millage



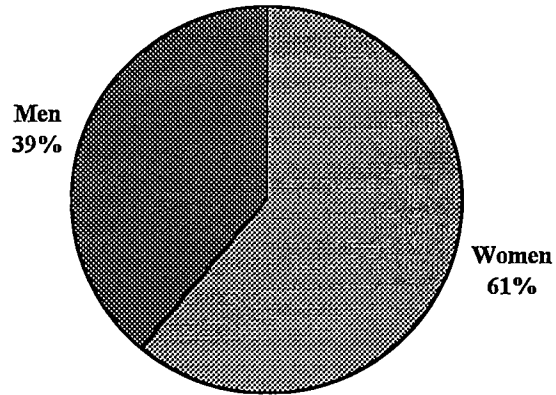
"Don't Know" Voters Knowledge of Current Millage



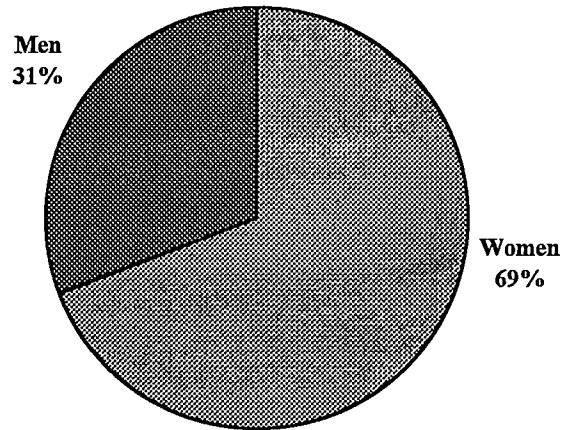
"Against" Voters Knowledge of Current Millage



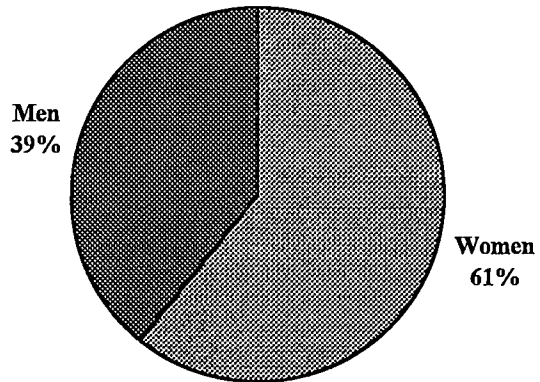
**"For" Voters
Gender**



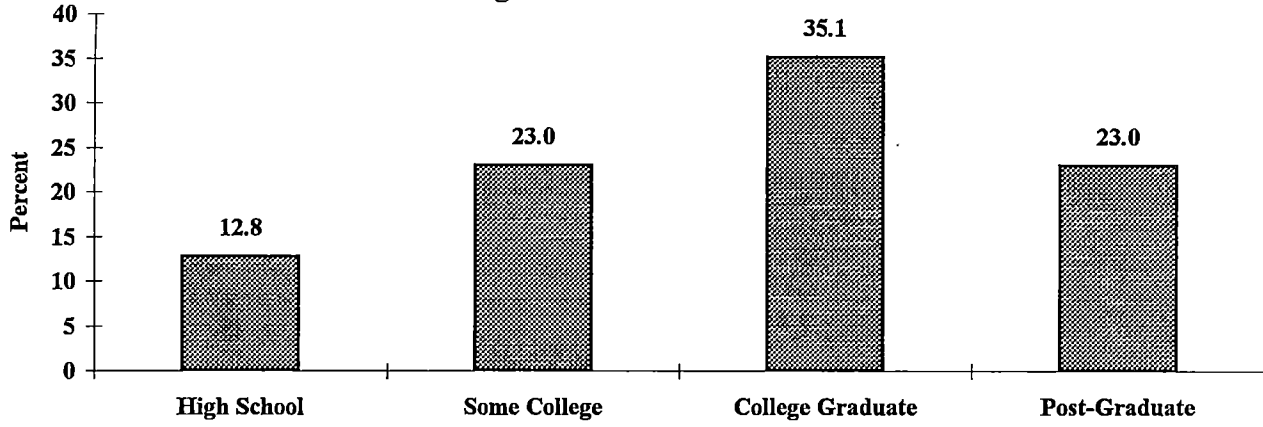
**"Don't Know" Voters
Gender**



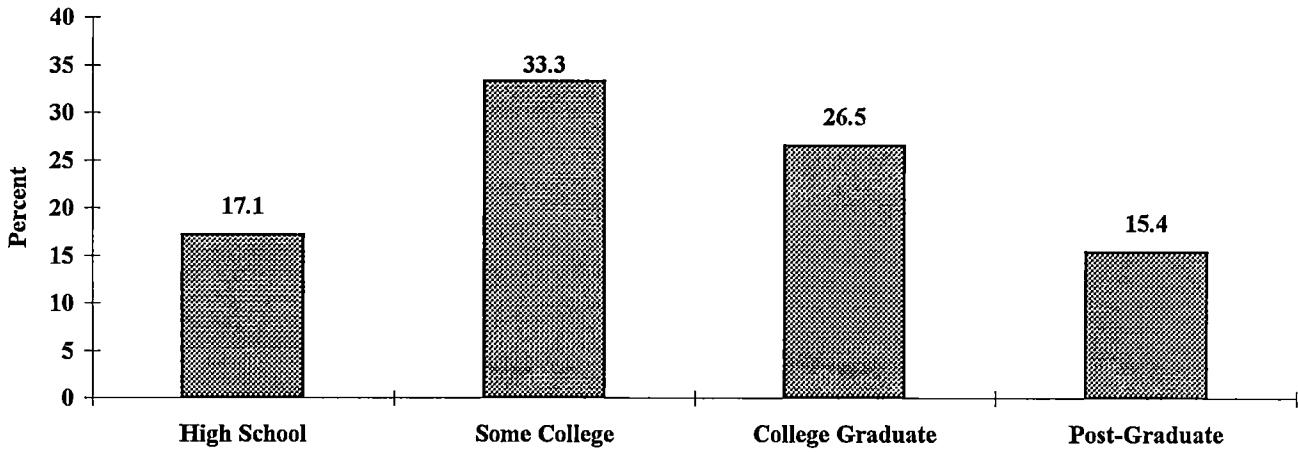
**"Against" Voters
Gender**



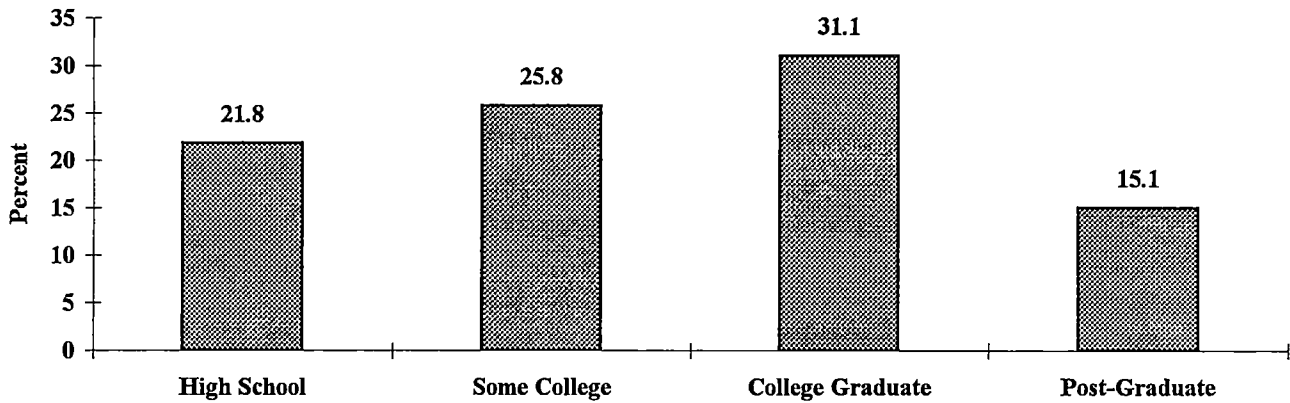
**"For" Voters
Highest Level of Education**



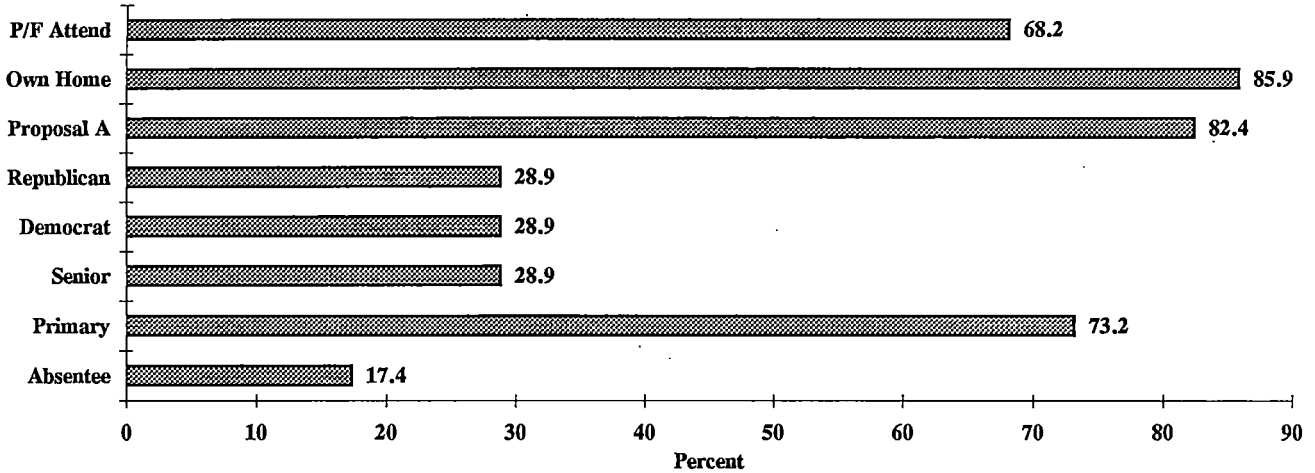
**"Don't Know" Voters
Highest Level of Education**



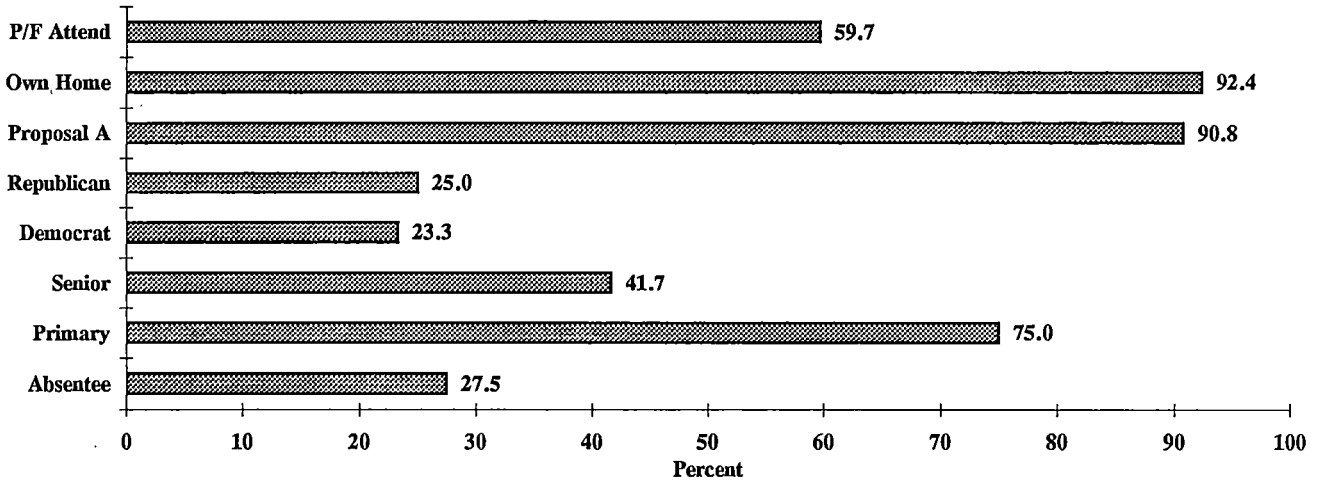
**"Against" Voters
Highest Level of Education**



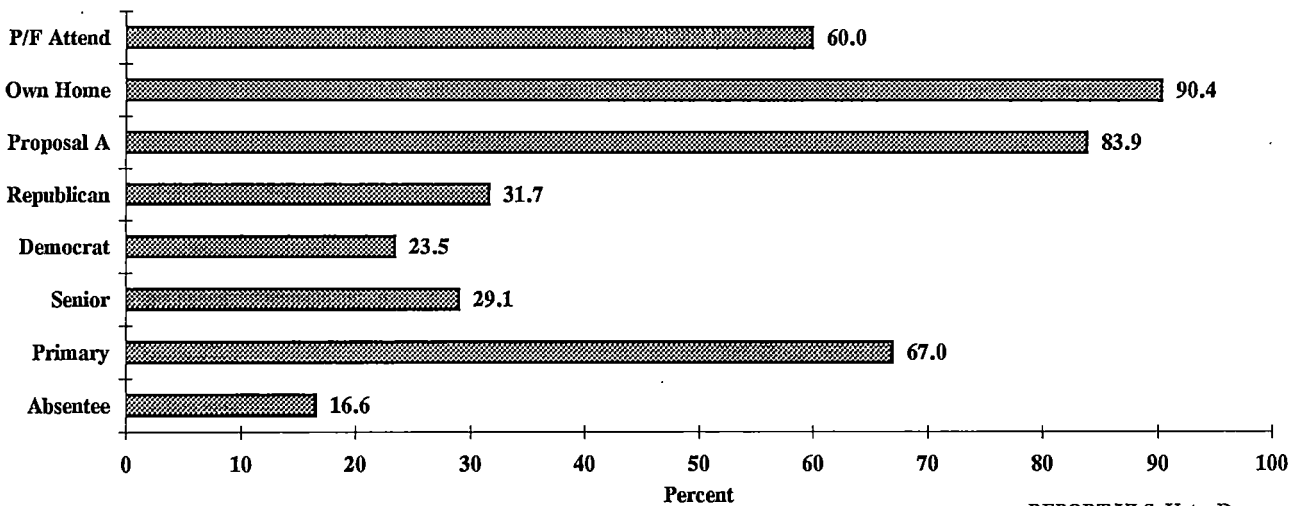
**"For" Voters
Other Demographic Information**



**"Don't Know" Voters
Other Demographic Information**



**"Against" Voters
Other Demographic Information**



ANALYSIS OF VOTING PREFERENCE BY SPECIFIC CHARACTERISTICS

The following graphs depict an analysis of how subgroups of voters would vote on the millage; for example, how respondents who own a home would vote on the millage issue.

Information Needs

- Respondents who indicated that they want unbiased information or no information are more likely to vote against the millage (54.3% and 65.2%, respectively).

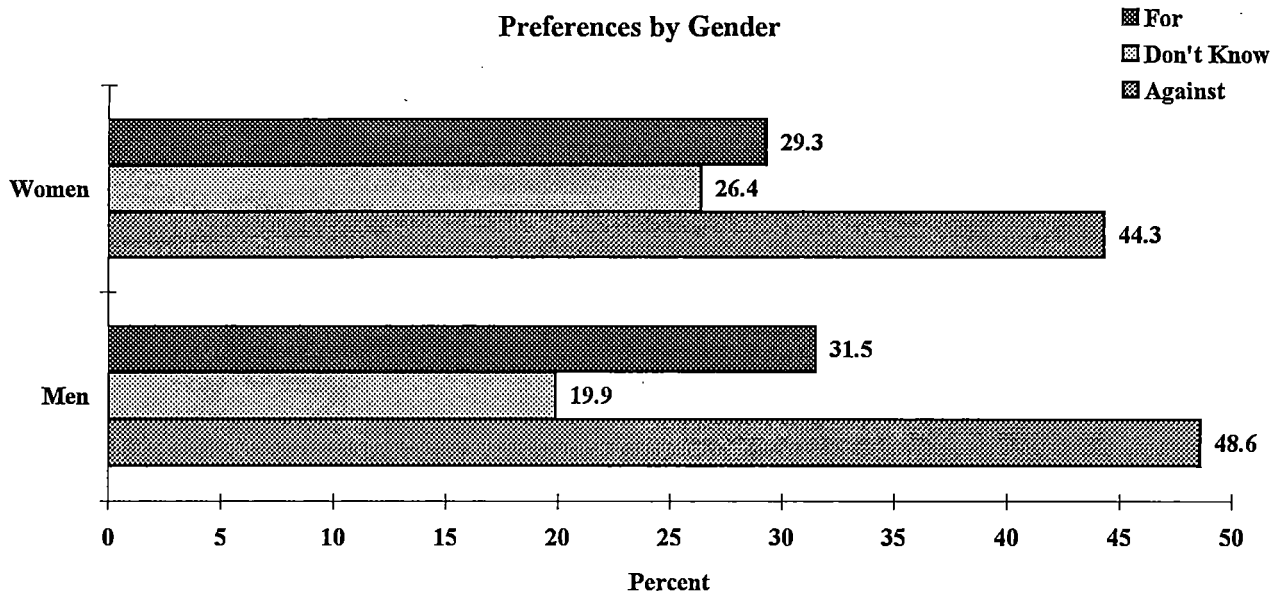
Demographic Differences

- Male respondents are more likely than females to have a definite opinion either "For" or "Against" the millage. More females indicate that they are undecided on the millage issue.
- Fifty-six percent of respondents whose highest level of education is a high school diploma indicated they would vote "Against" the millage. On the other hand, there is an even split between post-graduates who would vote "For" or "Against" the millage.
- Republican respondents are more likely to vote "Against" the millage (50%). On the other hand, 43.2% of Democratic respondents would vote "Against" the millage. However, slightly more Democrats than Republicans would vote "For" the millage (34.4% and 29.5%, respectively).

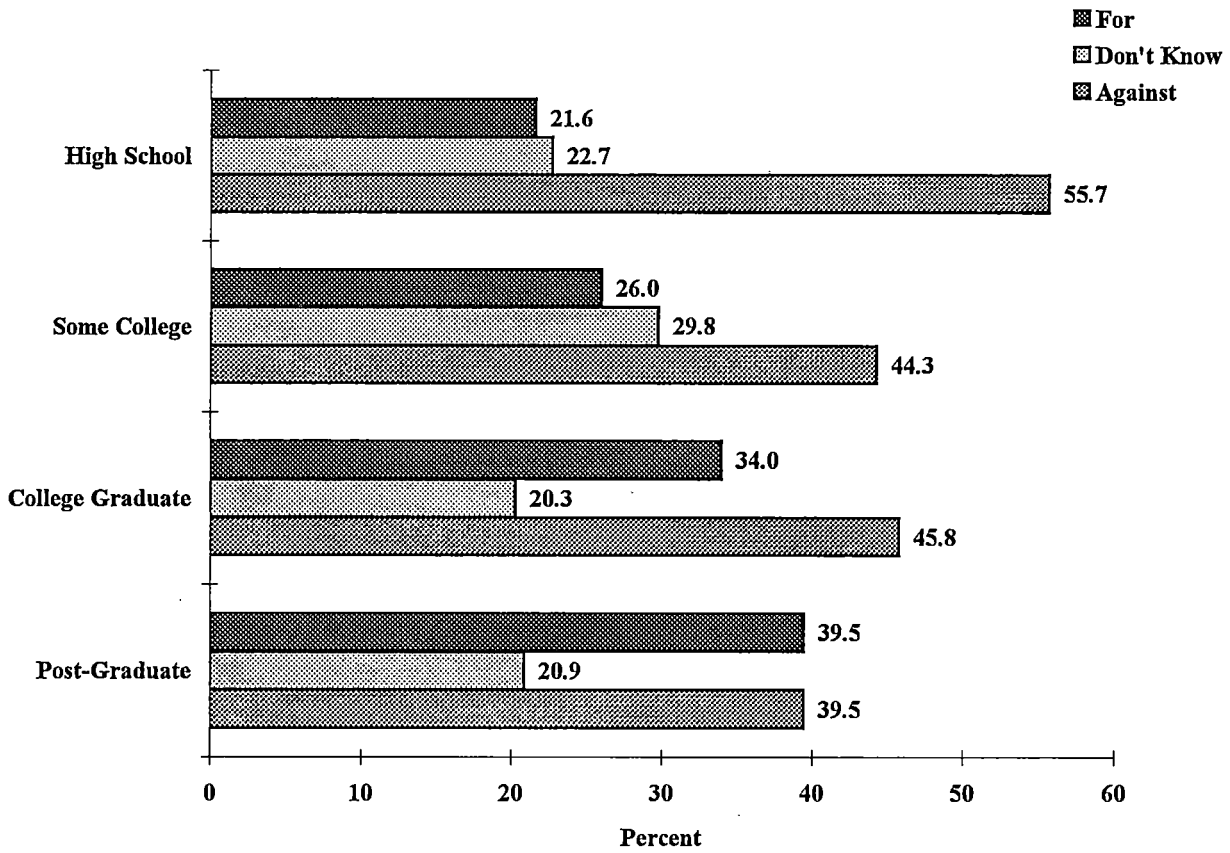
Source of Funding

- Respondents who believe that tuition should be the major source of funding to support the college overwhelmingly indicated they would vote "Against" the millage (67.6%). On the other hand, those who believe that tuition, state aid, and local tax should support the college were split fairly evenly in the way they would vote (For 32.7%, Don't Know 30.8%, and Against 36.4%).

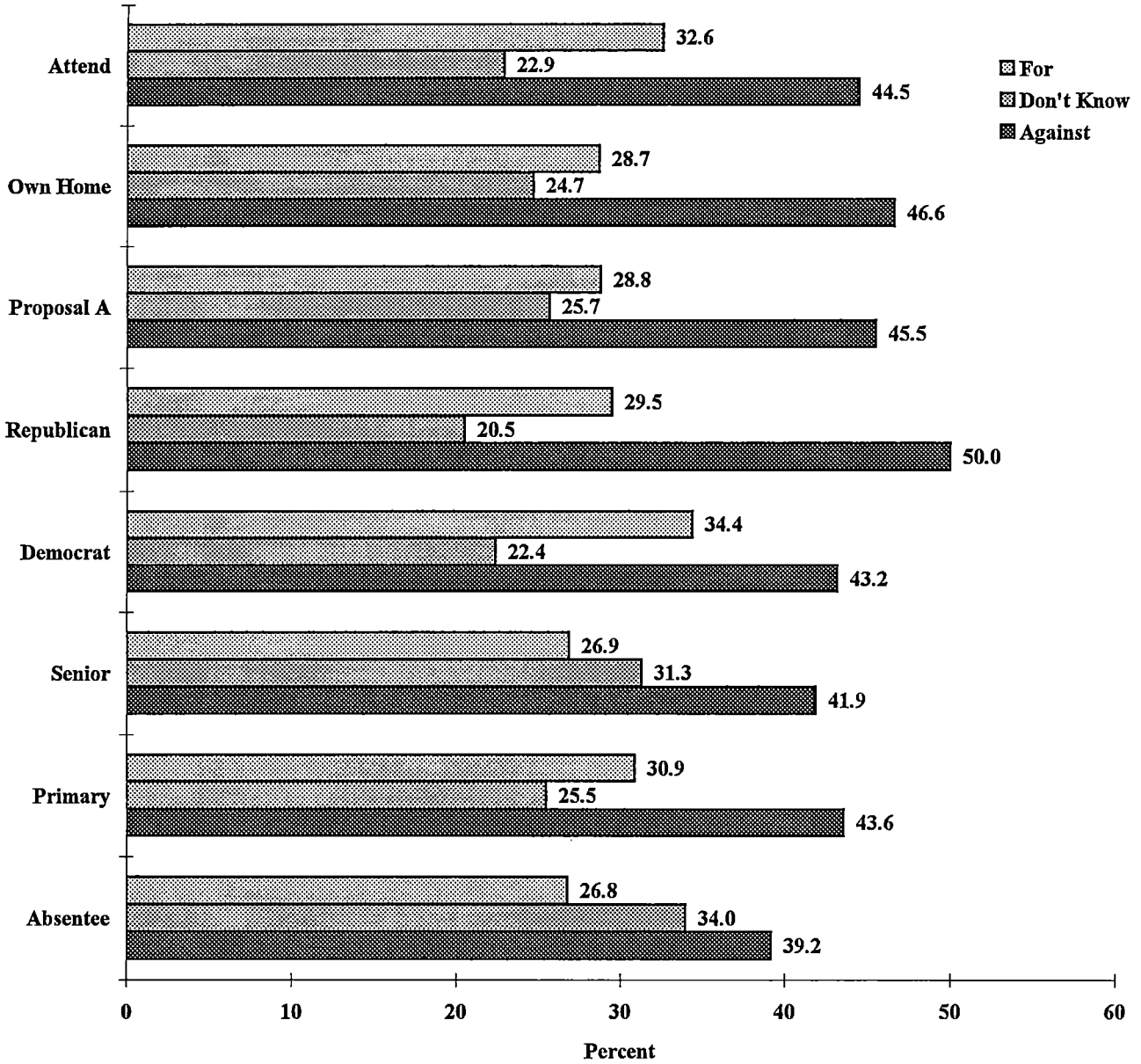
Preferences by Gender



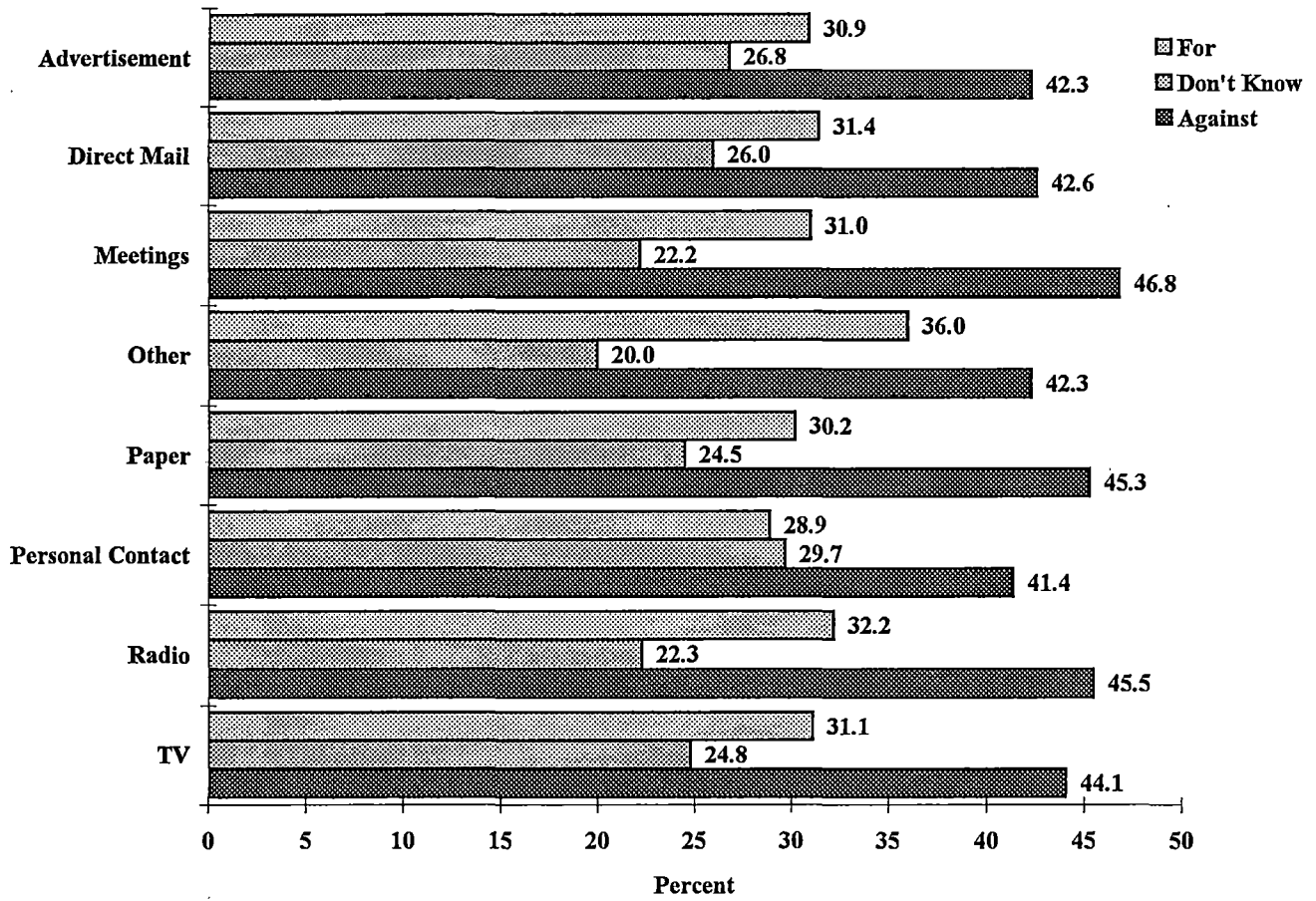
Preferences by Educational Level



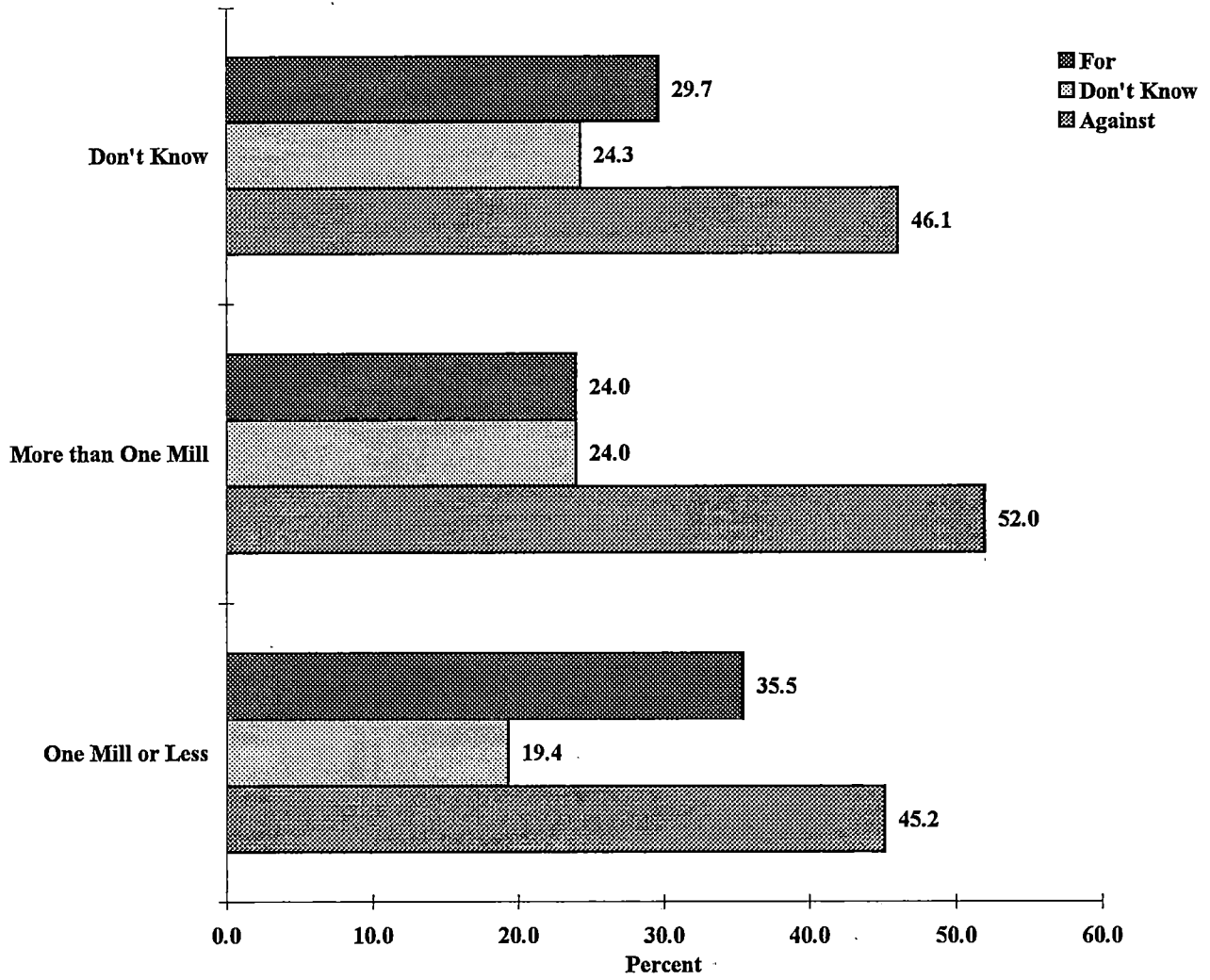
Voting Preferences



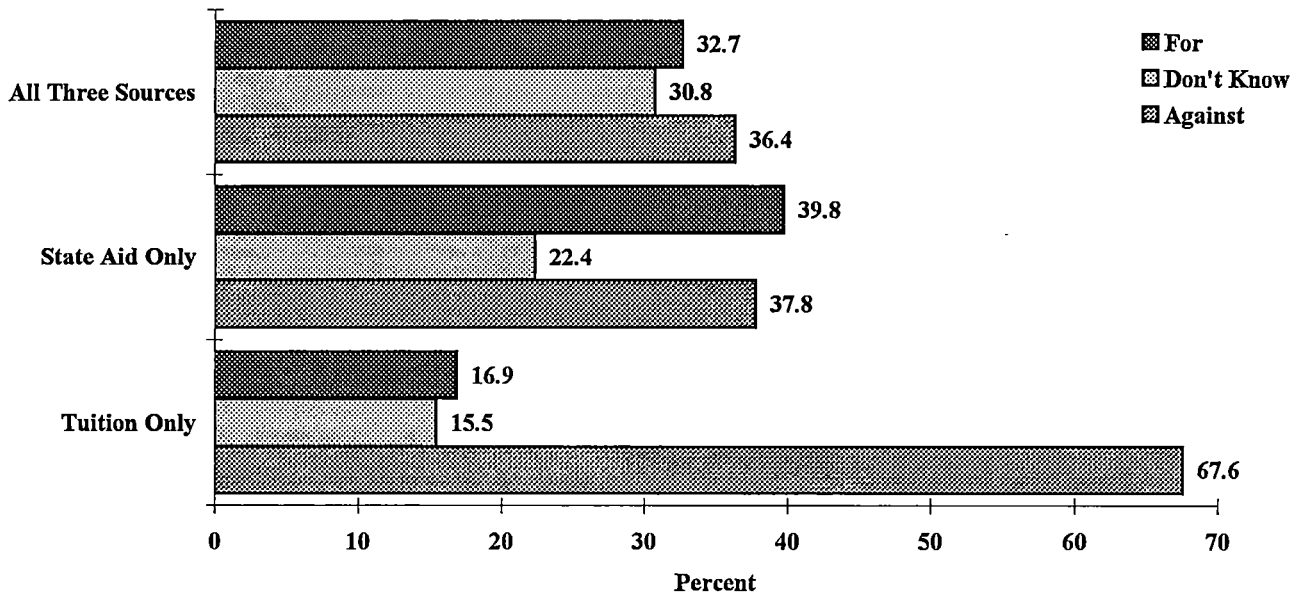
Preferences by Informational Source



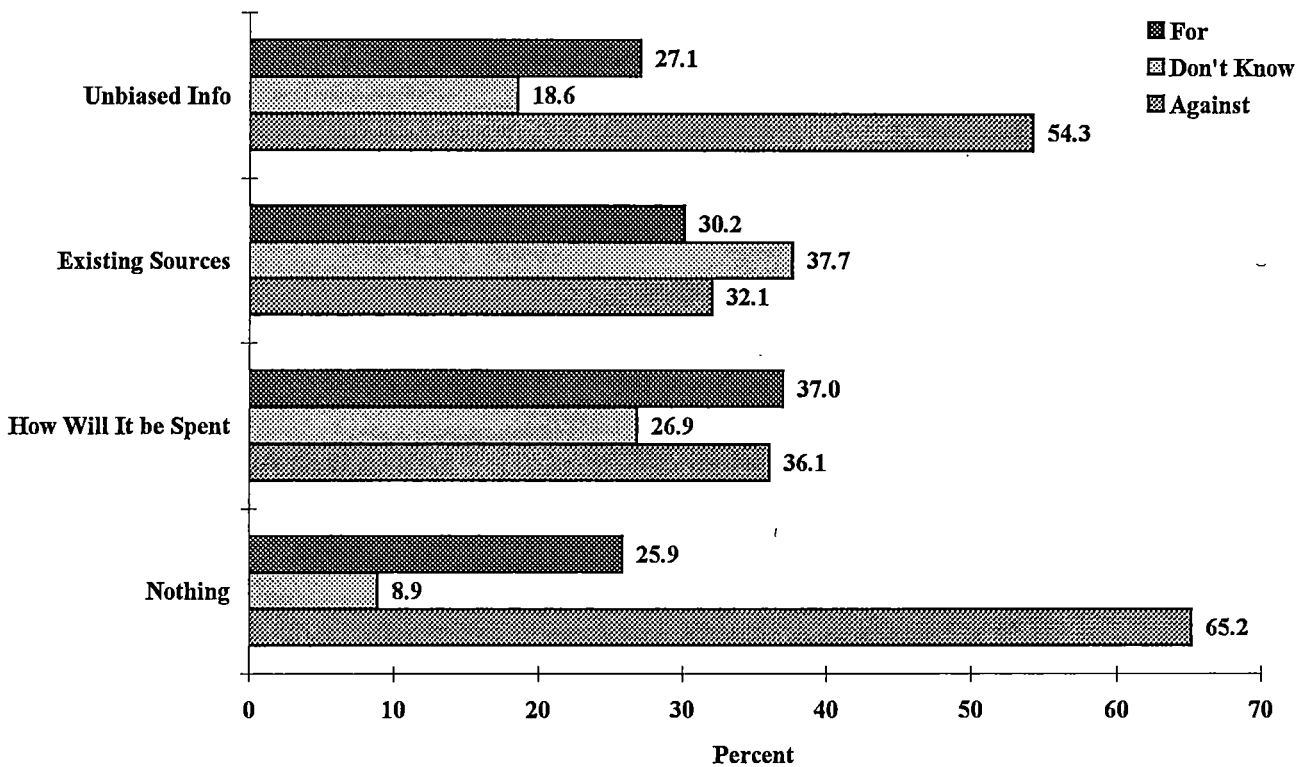
Voting Preference by Knowledge of Existing Millage



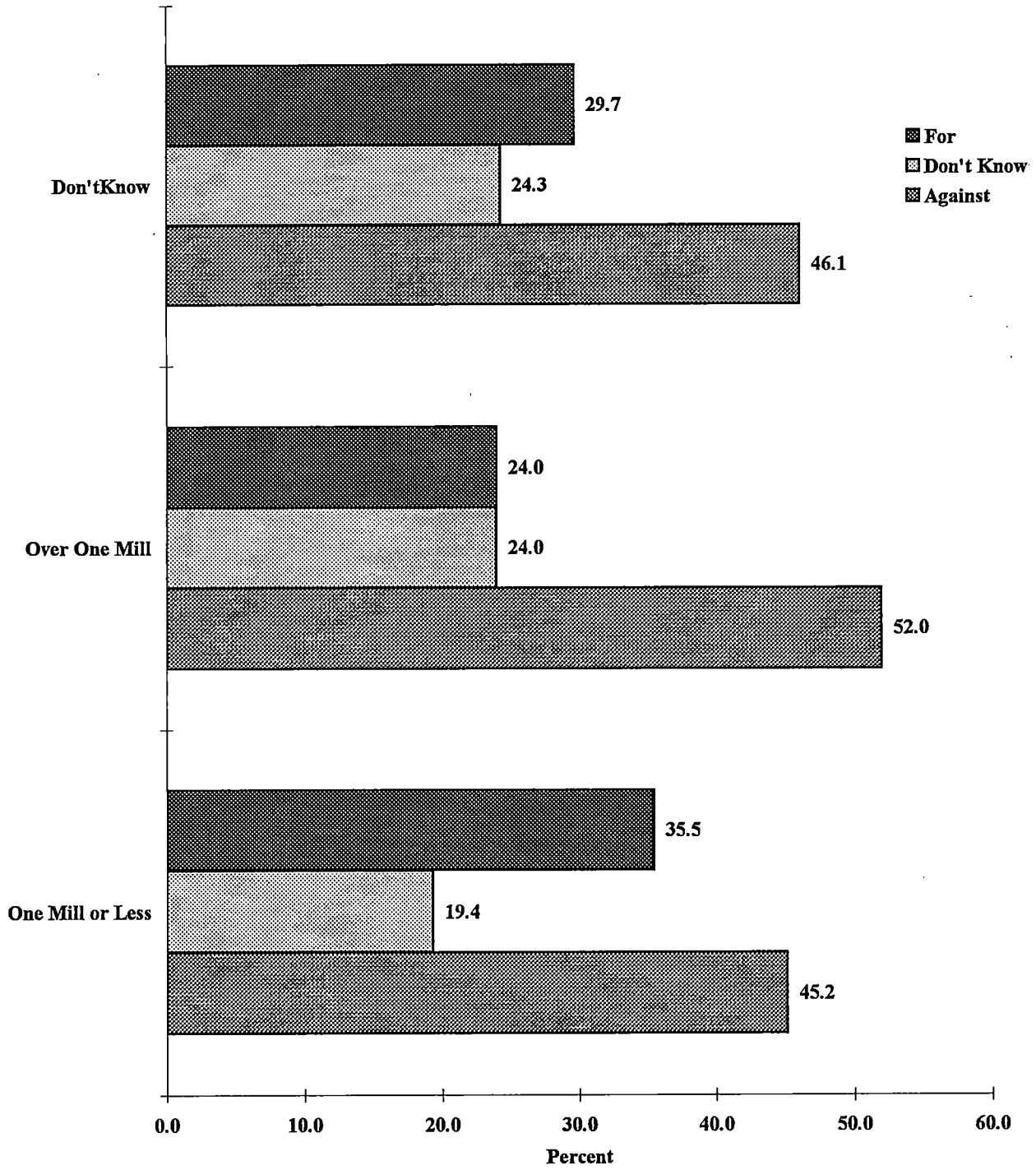
Preference by Source of Funding



Preferences by Informational Needs



Knowledge of Millage



Appendix A

Questionnaire

**Oakland Community College
Millage Campaign Survey**

Hello this is _____. I am calling from the Research and Assessment Institute of Oakland County. We are calling a number of randomly selected households in Oakland County to ask citizens' views about the way higher education is financed in the county. My survey is quite brief, and should only take a few minutes of your time.

1) Are you a registered voter in Oakland County?

- 1 _____ Yes
- 0 _____ No (*end survey*)
- 8 _____ Don't Know (*end survey*)
- 9 _____ No Response (*end survey*)

2) Did you vote in the March, 1994 election on school finance reform, (Proposal A) ?

- 1 _____ Yes
- 0 _____ No
- 8 _____ Don't Know
- 9 _____ No Response

3) Do you own a home in Oakland County?

- 1 _____ Yes
- 0 _____ No
- 9 _____ No Response

4a) What are the major sources of information you use to make voting decisions? (*check all that apply*)

- a) _____ Family
- b) _____ Friends/Co-workers
- c) _____ Newspaper (editorials/articles)
- d) _____ Radio (editorials/newscasts/talk shows)
- e) _____ Television (editorials/newscasts)
- f) _____ Advertizing (public media: TV, radio, newspaper)
- g) _____ Community meetings
- h) _____ Personal contacts with candidates/representatives
- i) _____ Direct mail sent to your home
- j) _____ Other _____

4b) Which of these is the single most important source of information for you?

5) Oakland Community College receives its revenue from three sources -- tuition, state aid, and local taxes. In your opinion, which one should contribute most of the revenue to operate the community college -- tuition, state aid, or local taxes?

- 1 _____ Tuition
- 2 _____ State Aid
- 3 _____ Local Taxes
- 4 _____ Combination of two or three (*Specify which*) _____
- 8 _____ Don't Know

6) Do you know how many mills of your local property tax go to Oakland Community College? (*Read responses*)

- 1. _____ Less than one mill
- 2. _____ One mill
- 3. _____ More than one but less than two
- 4. _____ More than two mills
- 8. _____ Don't know

7) If Oakland Community College needed additional tax millage in order to maintain its current level of educational service, would you vote for or against a one mill tax increase? (*Read next sentence only to home owners*) This would mean approximately a \$ _____ increase in your annual property tax.

- 1 _____ For
- 0 _____ Against
- 8 _____ Don't Know

8) Why do you feel that way?

9) What information would you need before voting on a millage proposal for Oakland Community College? (*Probe for specifics*)

10) In your view, what could Oakland Community College do to gain public support for a millage increase?

Your answers so far will be even more helpful to us if you will answer just a few more quick questions about yourself.

11. Has anyone among your family or friends ever attended Oakland Community College?

- 1. Yes
- 0. No
- 8. Don't know

12. What is your age?

13. And what is the highest level of education you have completed?

- 1. Grades 1-8 or less.
- 2. Some high school.
- 3. High school graduate.
- 4. Vocational or technical school.
- 5. Some college.
- 6. College graduate.
- 7. Post-graduate.
- 9. No Response.

14. And would you mind telling me, are you White, African-American, Hispanic, Asian, or of some other ethnic group?

- 1. White
- 2. African-American
- 3. Hispanic
- 4. Asian
- 5. Other (Specify) _____
- 9. No Response

15. *Record Gender*

- 1. Male
- 0. Female

Thank you for helping the Research and Assessment Institute by participating in this survey. We appreciate your time and assistance.

Interviewer _____

Date _____

Respondent Name _____

Phone _____