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Cindy Boyd, Deputy Director of External Affairs
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Center for Education Reform

From: Kellyanne Conway, President and CEO
the polling company™, inc./WomanTrend

Date: April 4, 2006

Re: **Executive Summary & Analysis:**
Results of Pre-Test Surveys in Bergen County and Camden, NJ

Introduction & Methodology

the polling company™, inc./WomanTrend is pleased to the **Center for Education Reform (CER)** this analysis of findings from two recent telephone surveys of registered voters in Bergen County, New Jersey and the City of Camden, NJ.

Bergen County, NJ

- Interviews: 300 registered voters with an additional oversample of 50 registered voters residing in Teaneck, NJ
- Field Dates: March 24-26, 2006

City of Camden, NJ

- Interviews: 300 registered voters
- Voters were offered the option to take survey in English or Spanish
- Field Dates: March 27-29, 2006

These "pre-test" surveys were conducted to benchmark knowledge and opinions of charter schools in advance of a media and communications outreach campaign intended to raise the profile of charters in these two geographic areas. Upon conclusion of the outreach effort, "post-test" surveys will be conducted to measure the impact of the campaign on voters' awareness of and support for charter schools.

Both surveys were fielded at a Computer Assisted Telephone Interviewing (CATI) facility using live callers. Respondents were randomly selected from lists of registered voters residing in the respective localities. Sampling controls were used to ensure that a proportional and representative number of people were interviewed from such demographic groups as age, gender, race and ethnicity, and geographic region.

Each survey contained 21 questions, including one open-ended inquiry and 15 demographic questions. The questionnaires were nearly identical, differing only in questions dealing specifically with the voters' place of residence.

Of the six substantive questions, four were identical to questions included in a lengthier nationwide survey of 800 adults conducted on behalf of CER in January 2005. Two of these same inquiries were repeated on a statewide survey of New Jersey residents conducted for CER in September of 2005. The final questionnaire was approved by authorized representatives of CER prior to fielding.

Kellyanne Conway directed every phase of this research project. She was assisted in the planning and execution of the project and the collection and analysis of the data by Karen Smith, Director of Special Projects, and Shelley West, Research Analyst.

The margin of error each survey is calculated at $\pm 5.6\%$ at the 95% confidence level, meaning that the results obtained would differ by no more than 5.6 percentage points in either direction even if the entire adult population nationwide were to be surveyed. Margins of error for subgroups are higher.

Analysis of Findings

One-in-Three Voters Draw a Blank at the Mention of Charter Schools

The New Jersey press is buzzing about school budgets, misspending, local control of public schools, and teacher contract disputes. Statewide, in mid-March Governor Corzine reinvigorated an earlier idea to reducing education spending to finance a decrease in property taxes. Charter schools are conspicuous by their absence in the region's discussion on education. They have generated few, if any, recent headlines in the two New Jersey test markets of the City of Camden and Bergen County.

As such, it is not particularly surprising that when asked in open-ended fashion for the first thing that came to mind upon hearing the term, "charter schools," 38% of Camden voters and 34% of Bergen County voters did not answer or said they simply did not know.

CAMDEN

Positive associations with charter schools in response to this open-ended question were salient for Camden voters, as 40% offered a complimentary review as their first thought of charters—13-times the number who had something negative to say (3%). In fact, one-in-five (19%) voluntarily commented that charter schools provided a "better education that public schools."

One-quarter commented on the *classification or organizational structure* of charters. Misperceptions were rife in these responses, with 10% volunteering that charter schools were "private" institutions and others reporting that charters "didn't answer to the school board."

"When you hear the term 'charter schools' what is the first thing that you think of? How would you define or explain a 'charter school'?"

SELECTED VERBATIM RESPONSES - CAMDEN

"School that is being sponsored by somebody."

"I would not know how to explain [charter schools]."

"Money being taken away from public schools."

"Gifted student and good teachers."

"They don't have to answer to the state and less rules."

"Some of them may be better than the public schools."

*"A school that is a new school that the public pays for.
A private school the public pays for."*

"A school that doesn't do standardized testing and they have long days."

BERGEN COUNTY

Bergen County voters were most likely to comment on the *organizational structure* or *classification* of charter schools (48% combined) when offering free association impressions about charters. As was the case in Camden, many Bergen County voters revealed a lack of understanding of charters as 14% categorized the schools as “*private*.”

Positive attributes were associated with charters at nearly three-times the rate of negative attributes (16%-6%) with “*better education than public schools*” atop the list (7%). *Money and funding* were top-of-mind for 6%, while approximately 1% thought of specific charter schools.

Teaneck voters also focused mainly on the structure of charter schools with a combined 49% commenting on their *organization* or *classification*. *Negative opinions* of charters were a bit stronger among the oversample, with 18% criticizing the schools (8% reported they “*take money away from public schools*”). The negative-to-positive ratio was approximately one-to-one, however, as 17% had something nice to say. Three-in-ten (30%) voters in this affluent and highly-educated area offered no reply whatsoever.

“When you hear the term ‘charter schools’ what is the first thing that you think of? How would you define or explain a ‘charter school’?”

SELECTED VERBATIM RESPONSES – BERGEN COUNTY

“*Semi-independent school with a different set of rules.*”

“*Publicly funded schools that operate privately.*”

“*A charter school is an innovative school that helps children.*”

“*Private or parochial school of some kind.*”

“*Not subject to the rules of a regular public school.*”

“*Doesn’t have to answer to the Board of Education.*”

“*A charter school is one you would pay for.*”

“*[Charter schools] are private schools. The parents can choose the school and their tax dollars go to the charter school instead of the public school.*”

“*I really don’t understand what they are but I would think of them as smaller schools.*”

KEY FINDING: Charter schools must become part of the educational lexicon in Camden and Bergen County. When people hear the term they should instantly associate it not only with “public schools” but also with quality education, accountability, high standards, and innovation. Furthermore, to remove any lingering hesitation about charters, it must be clear that they do NOT cost taxpayers additional money and do NOT take money away from public schools.

Voters need an Elementary Education on Charters Schools

When asked how they would classify charter schools, just 28% of respondents in Camden and 23% of those in Bergen County selected the correct answer from a list that also included private, magnet, and religious schools.

As the following chart indicates, “private schools” was the most popular selection for both populations, topping “public schools” by 10-points in Camden and an eye-popping 20-points in Bergen County.

| <i>How would you classify charter schools? As..</i> | | | |
|---|---------------|----------------------|----------------|
| | Camden | Bergen County | Teaneck |
| Public Schools | 28% | 23% | 26% |
| Private Schools | 38% | 43% | 37% |
| Magnet Schools | 10% | 15% | 20% |
| Religious Schools | 6% | 1% | - |
| Do Not Know | 18% | 14% | 9% |

This widespread ignorance about is not unique to these two very different areas of the Garden State. In a statewide survey conducted last fall, just 27% of New Jersey adults¹ properly identified charters as “public” schools. One-third (33%) believed charter schools were “private” institutions, 11% proclaimed them “magnet schools,” and 3% thought they were “religious” in nature. A full 24% of New Jerseyans admitted they did not know enough about charter schools to comfortably venture a guess from the list of four options provided.

In these latest surveys, there were concentrated pockets of greater awareness within each test market:

| MOST Likely to Correctly Classify Charters as “Public” Schools | |
|---|---|
| Camden – 28% Overall | Bergen County – 23% Overall |
| 47% Self-ID Republicans | 38% Blacks |
| 41% Ward 1 Voters | 37% Parents w/ kids in public schools |
| 39% Registered Republicans | 33% Education news from Local TV |
| 38% Low-income households (< \$30K) | 31% Low-income households (< \$30K) |
| 38% Education news from Cable TV | 31% Married parents |
| 34% High school grad or less | 29% Parents generally |
| 33% Hispanics | |

¹ Survey was of all adults (18+) across New Jersey, not of registered voters.

Additional Demographic Highlights

CAMDEN

- The propensity to correctly classify charters as “public” schools increased slightly with age: 25% of 18-34 year olds, 28% of 35-54 year olds, and 31% of voters aged 55 or older were accurate in their descriptions.
- While English- and Spanish-speaking voters were equally likely (or unlikely) to identify charter schools as public (27% and 29%, respectively), **those taking the survey in Spanish were THREE TIMES more apt to say they *did not know* how to classify charters (42% vs. 14% of English-speaking respondents).**
- **Personal experience with charters apparently is not a guarantee that one knows the basics about them.** Though a statistically small sample within the larger survey population, those parents who said their children attended charter schools were not certain or in agreement about the nature of those schools. *A few classified charters as public, a few as private, and a few as religious!*

BERGEN COUNTY

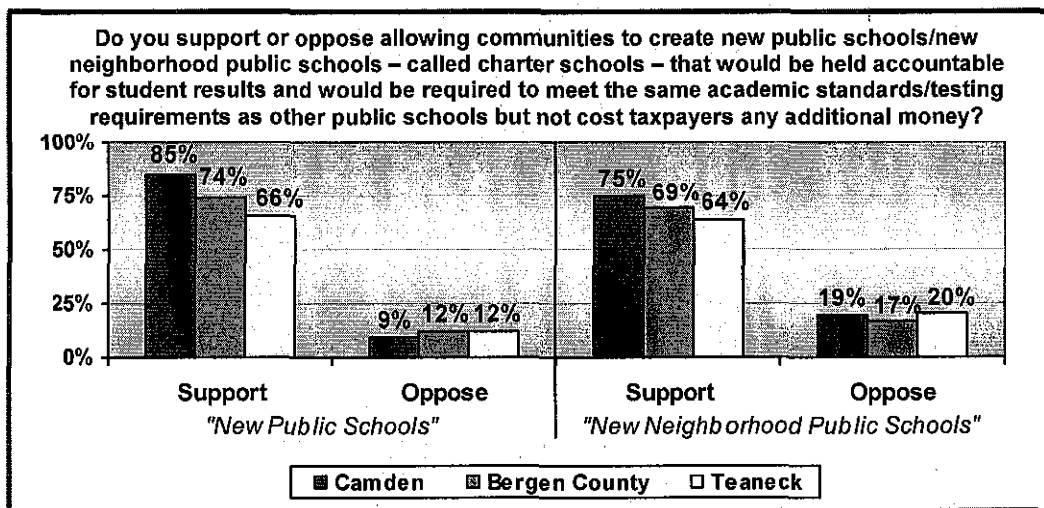
- Voters aged 35+ were nearly four-times as likely to admit they did not know how to categorize charter schools as their younger cohorts (15%-4%).
- The more likely voters were to rely upon local television news programs to teach them about schools and education, the more likely they were to be clueless about charters.

KEY FINDING: In order to demonstrably increase the number of voters able to correctly classify charter schools as public schools, the outreach campaign must do more than expose people to the incomplete, albeit feel-good, phrase “charter schools.” Help voters gain a better understanding of *how* and *why* charter schools are considered public institutions (e.g., the absence of restrictive admissions criteria, no cost of admission, charters answer to the same Board of Education, so standards and accountability are not lacking, they are new, modern, clean and safe public schools).

“New Public Schools” Embraced by Voters

While they may not have known exactly what a charter school was prior to taking the survey, after learning that charters would be “*be held accountable for student results and would be required to meet the same academic standards/testing requirements as other public schools but not cost taxpayers and additional money,*” voters in Camden and Bergen County voiced their **clear and indisputable support**.

In order to assess the relative impact of defining charters as “*new neighborhood public schools*” (versus the standard wording, “*new public schools*”), the question was posed in split-sample fashion – meaning one half of respondents were read the new phraseology and the other half were asked the conventional wording. As indicated by the following graph, voters in both test markets reacted more positively to allowing communities to create “new public schools” without the “neighborhood” addition.



CAMDEN

By a margin of more than 9:1, Camden voters backed the creation of “*new public schools*” (85%-9%). Support for “*new neighborhood public schools*” remained strong, at 75%, but opposition doubled to 19% with the additional word and presumed connotation that it would be closer to home. As residents of a city with one of the highest crime rates in the entire county, Camden voters may not have entirely positive associations with “*neighborhood.*”

Groups most likely to agree that communities should be able to form charters included:

“New Public Schools” (85% overall)

- Low-income households (< \$30K)
- Self-ID Liberals
- Voters who correctly identified charters as *public schools*
- Ward 3
- Spanish speakers
- Voters who get their general news and information from local television
- Voters aged 35+ were more apt to support charters than those 18-34 (89%-81%).
- Hispanics (90%) and Whites (88%) were more favorable towards charters than Blacks (83%).

“New Neighborhood Public Schools” (75% overall)

- Self-ID Republicans
- Self-ID Moderates
- Married parents
- Blacks and Hispanics were more likely than Whites or Hispanics to support charters described as “neighborhood” schools (80% and 76% vs. 67%).

Interesting, the groups more likely to support charters were different based on the terminology used. Much of this can be attributed to the fact that agreement with allowing communities to form charters was high across the board, which often leads to reduced demographic variance. Nonetheless, while the word “neighborhood” was less attractive to Camden voters overall, it seemed to be more persuasive to particular subgroups.

BERGEN COUNTY

Charter schools – no matter how they were described – were slightly less appealing to Bergen County voters (and even less so to those residing in Teaneck) than to their fellow New Jerseyans two hours south. Further, Bergen County voters were more likely to remain unsure about charter schools; the percentage of respondents there saying “I don’t know” was more than double that in Camden in reaction to either phraseology.

Still, overall support for charter schools was unmistakable, with 74% of the Bergen County electorate backing “*new public schools*” (12% opposed) and 69% in favor of “*new neighborhood public schools*” (17% opposed).

Groups most likely to agree that communities should be able to form charters included:

“New Public Schools” (74% overall)

- Bookends of the age spectrum (18-34 and 55+)
- Low income households (< \$30K)
- Self-ID Conservatives
- Voters who knew charters were public schools
- Local TV news watchers
- Men were more likely than women to back “new public schools” (77%-71%)
- Married voters were more likely than non-married voters to support charters (79%-67%).

“New Neighborhood Public Schools” (69% overall)

- Asians
- Voters who believed charters to be either public or magnet schools
- Local TV news viewers
- Non-parents more likely than parents (73%-59%)
- Voters earning \$50,000+ were more apt to back charters than those earning less.
- Self-ID Conservatives and Liberals were notably more supportive of charters than those in the middle (both 75% vs. 62% of Moderates).
- Women were more likely than men to react positively (73%-62%).
- Support for charter schools dramatically decreased with age, as 57% of those 55+ approved of new “neighborhood” schools vs. 70% of those 35-54 and 91% of 18-34 year olds.

KEY FINDING: A simple explanation of charters led overwhelming majorities of voters to favor the schools' creation even among respondents who had little or no knowledge of charter schools beforehand. This indicates that even the slightest bit of education goes a long way when it comes to increasing support for charter schools. Raise voters' charter school IQ with basic facts and you may find that acceptance follows naturally.

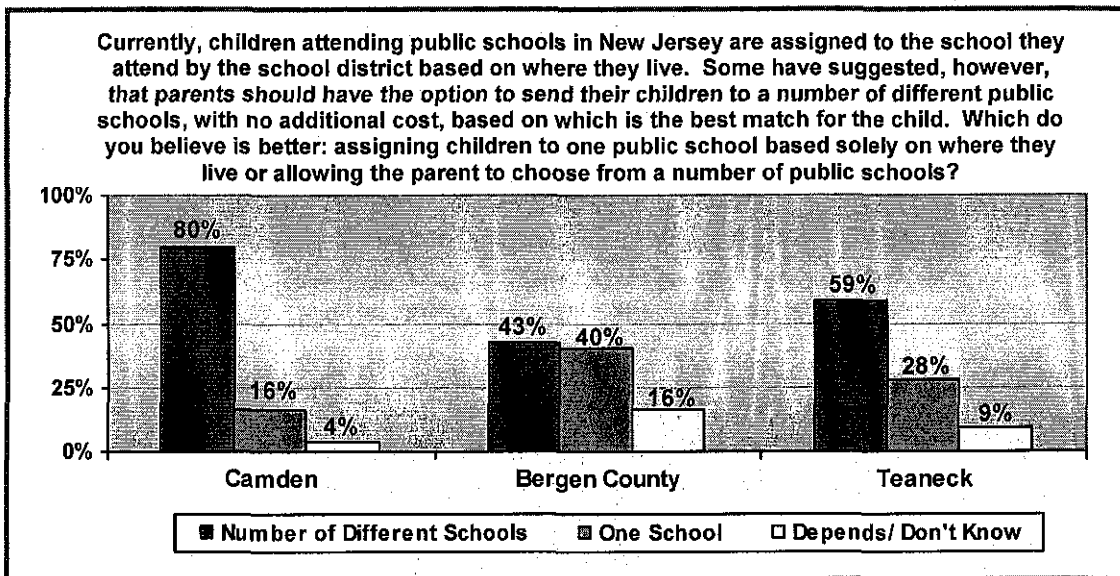
“Choice” Met with Enthusiasm in Camden, Skepticism in Bergen County.

One of the fundamental pillars of the alternative education movement is the notion that children should be free to attend the public school that is best for them—regardless of whether that school is across the street or across town. Voters in Camden rallied around the idea of giving parents *“the option to send their children to a number of different public schools, with no additional cost, based on which is the best match for the child”* and by a margin of more than four-to-one advocated “choice” over *“assigning children to one public school based solely on where they live”* (80%-16%).

Bergen County voters were shockingly less supportive of granting parents this option—just 43% advocated selecting the best school for a child from a list of many. By comparison, 40% felt the standard one school formula was ideal.

Bergen County voters were also considerably more likely to reserve judgment than those from Camden, with a full 16% saying they were unsure which option was best. Teaneck voters were more open to the idea than their peers across Bergen County and backed giving parents the choice by a two-to-one margin (58%-28%).

Unlike their wealthier counterparts in Bergen County, Camden voters literally cannot afford to “wait and see.” Desperate circumstances demand immediate, if not drastic, action. Bergen County literally enjoys greater luxury –of time, resources, and current educational opportunities and choices.



Within each test market, there were concentrated pockets of greater support:

| MOST Likely to Advocate a "Number of Different Schools" | |
|--|---|
| Camden – 80% Overall | Bergen County – 43% Overall |
| <ul style="list-style-type: none"> ▪ Whites ▪ HHI \$30K-\$70K ▪ Self-ID Moderates ▪ Moms ▪ Ward 3 | <ul style="list-style-type: none"> ▪ East Bergen County (including Teaneck Voters) ▪ HHI \$30K-\$49K ▪ Self-ID Moderates ▪ Parents who children do <u>not</u> attend public schools |

Additional Demographic Highlights

CAMDEN

- Allowing parents to select from a number of public schools based on the needs of their children achieved **rare tri-partisan agreement**, garnering strong majority support of Republicans, Democrats and Independents (both registered and self-identified).
- Voters aged 18-54 were more supportive of parental options than those aged 55+ (84%-72%).
- Parents were more likely than non-parents to advocate options within the public school system (84%-77%), yet moms were generally more enthusiastic than dads (87%-79%).
- Voters who took the survey in English were 15-points more likely than those interviewed in Spanish to prefer to choose from a number of different public schools (82%-67%) rather than have the non-choice of one.

BERGEN COUNTY

- Where respondents' children attended school played an interesting role in their embrace or rejection of this brand of school choice. Those whose kids attended public schools were more apt to support assigning children to one public school based on residence, while those who sent their children to non-public schools were more likely to be in favor of selecting among a number of different schools.

It may be that those who have pulled their children out of the Camden public school system and are presumably paying for an alternative education wish the same result was available without the additional cost. Parents of public school children, on the other hand, may share the oft-repeated, stereotypical worry that allowing the choice between public schools may cause an exodus from the less desirous schools to the high quality ones – with negative effects on both.

- Other groups more likely than most to believe assigning children to one public school based on where they lived was the proper way included Blacks, self-identified liberals, and voters who get their news and information from a local paper.

KEY FINDING. Resistance to a multitude of public schools from which to choose among Bergen County voters may stem in part from fear – fear that already struggling schools may get worse if students are allowed to leave or that troubled students from bad schools may flock to Bergen County’s best institutions and degrade their quality. Choice must be associated with positive opportunity for all. Understanding the source of hesitation in Bergen County will be key to changing voters’ minds.

Charters Carry Powerful Political Currency in Camden; Appear to Hold Potential in Bergen County.

Education is often a hot button issue in New Jersey politics. With Governor Corzine’s call to cut education spending in order to bring property tax relief, the upcoming 2006 elections look to be no exception. It appears that charter schools and the broader issue of parental choice, if positioned strategically, could have an impact on the political fortunes of the decision-makers in Trenton.

Camden voters especially were firm in their propensity to support a candidate who they learned was in favor of allowing communities to form charter schools:

respondents were six-times more likely to elect such a candidate than less likely (74%-12%). Though not as enthusiastic in their support, Bergen County voters also favored by more than 2:1 a pro-charter candidate (49%-20%). Nearly one-third (31%) of Bergen County respondents remained unsure indicating the need for an aggressive education and information campaign.

Imagine for a moment that all you knew about a candidate running for state office here in New Jersey was that he or she is in favor of allowing communities to create charter schools that would be held accountable for student results and would be required to meet the same academic standards/testing requirements as other public schools but not cost taxpayers any additional money. *Would you be more or less likely to vote for this candidate?*

| | Camden | Bergen County | Teaneck |
|---------------------------|--------|---------------|---------|
| More Likely | 74% | 49% | 52% |
| Less Likely | 12% | 20% | 16% |
| It Depends/ Don't Know | 13% | 31% | 33% |

Within each test market, there were concentrated pockets of greater support for this candidate:

| MOST Likely to vote for this candidate | |
|---|---|
| Camden – 74% Overall | Bergen County – 49% Overall |
| <ul style="list-style-type: none"> ▪ 18-34 year olds ▪ HHI \$30K-\$49K ▪ Self-ID & Reg. Republicans ▪ Self-ID Liberals ▪ Parents (<i>esp. married parents</i>) ▪ College & Post grads | <ul style="list-style-type: none"> ▪ Blacks ▪ Self-ID Democrats ▪ Self-ID Conservatives ▪ High school graduates |

Additional Demographic Highlights

CAMDEN

- While majorities of each age group were solidly behind the pro-charter candidate, the likelihood of a Camden voter backing this candidate *decreased* notably with age as 81% of those aged 18-34, 78% of those aged 35-54, and 67% of those 55+ would be more likely to support him or her.
- Support for this candidate also *increased* with voter education level.
- **This candidate gained the support of a tri-partisan majority among Republicans, Democrats, and Independents (both registered and self-identified).**
- Voters who had attended public school during their formative years were more likely than those who went to non-public schools to vote for a candidate who favored the creation of charter schools (76%-68%).
- Those who took the survey in English were more likely to vote for this candidate than those who opted to take it in Spanish (76%-67%).

BERGEN COUNTY

- Minority voters were more likely than their White counterparts to support a candidate who advocated community creation of charters, with 57% of Blacks, 54% of Hispanics, and 52% of Asians more likely to vote for him or her versus 47% of Whites.
- Voters earning \$30,000 per year or more were more apt to back this candidate than those earning less than \$30,000 (53%-41%).
- Bergen County respondents aged 55+ were markedly less likely to vote for a candidate in favor of charters than those aged 18-54 (43%-52%).
- Support for this candidate *increased* as voter education level *decreased*.

Parental Choice in Schools Also Big Vote-Getter in Camden

By a seven-to-one margin, voters in Camden would be more likely to elect a candidate who favored allowing parents to choose the public school that was the best match for their children (77%-11%). Bergen County voters were again more reserved in their assessment, though they were almost twice as likely to vote for rather than against a pro-school choice candidate (49%-25%). Nearly one-quarter remained undecided. Teaneck proved to be a stronghold of support for such as candidate as 62% would be more likely to elect him or her.

And again, imagine all you knew about a candidate running for office here in New Jersey was that he or she is in favor of allowing parents the option of sending their children to one of a number of different public schools – at no additional cost – based on which the best match for the child.

Would you be more or less likely to vote for this candidate?

| | Camden | Bergen County | Teaneck |
|---------------------------|--------|---------------|---------|
| More Likely | 77% | 49% | 62% |
| Less Likely | 11% | 25% | 21% |
| It Depends/ Don't Know | 13% | 24% | 16% |

Within each test market, there were concentrated pockets of greater support for this candidate:

| MOST Likely to vote for this candidate | |
|---|--|
| Camden – 77% Overall | Bergen County – 49% Overall |
| <ul style="list-style-type: none"> ▪ Voters 54 and younger ▪ Hispanics ▪ Self-ID Liberals ▪ Parents ▪ General & education news from local TV ▪ Ward 3 | <ul style="list-style-type: none"> ▪ East Bergen County (including Teaneck voters) ▪ Asians ▪ High school graduates ▪ News and information from national newspaper or local TV |

- There was little other notable demographic variation in voters' responses to this question.

KEY FINDING: Bring education generally and charter schools specifically to the forefront of the political debate with stories that warm the heart AND those that shock the conscience. Because charter schools and school choice are generally new topics to voters in Camden and Bergen County, they must be tied to the deeper theme of protecting and improving the well-being of New Jersey's children to really have a political impact.

In Conclusion...

There appears to be a direct correlation between awareness and understanding of charter schools and their mission and support for community-based public schools. In raising the profile of charters in these two test markets, it will be important to explain the “*why*” and “*how*” along with the “*what*”:

- *Why* are charters considered “public” schools?
- *How* do charters get their funding?
- *Why* are charters better than standard public schools?
- *Why* is choosing from a number of different public schools superior to being assigned to just one?
- *How* will giving parents and caretakers (*perhaps an important term in Camden*) choice in schools improve the education afforded to New Jersey’s children?

To truly have an impact, a targeted education and outreach campaign must not only get Camden and Bergen County voters *listening* about charters, but also get them thinking and talking about them and engage – if not enrage -- them in the call for change.

the polling company™, inc.
for Center for Education Reform

Survey of 300 Registered Voters in Bergen County, New Jersey
With an oversample of 50 Teaneck, NJ Voters

Pre-Test Topline Results

March 2006

Completed Interviews: 300 Registered Voters in Bergen County, New Jersey
Oversample of 50 Registered Voters in Teaneck, New Jersey
(Total Teaneck Interviews: 64)

Field Dates: March 24-26, 2006

Main Sample Margin of Error: +/- 5.6%

A. Are you 18 years of age or older and registered to vote here in New Jersey as a Republican, a Democrat, and Independent, or are you not registered to vote?

Overall
N = 350

100% YES (NET)

20% YES, REPUBLICAN

25% YES, DEMOCRAT

55% YES, INDEPENDENT

Charter School Awareness Support

1. When you hear the term "charter schools" what is the first thing that you think of?
How would you define or explain a "charter school?" (OPEN-ENDED. RECORDED VERBATIM)

BERGEN COUNTY
N=300

| | |
|--|--|
| 30% <u>ORGANIZATIONAL STRUCTURE (NET)</u> | 6% <u>NEGATIVE ATTRIBUTES (NET)</u> |
| 8% SCHOOLS THAT ARE INDEPENDENT | 3% NOT A GOOD IDEA |
| 6% SCHOOL WITH A CERTAIN FOCUS | 3% TAKES MONEY FROM PUBLIC SCHOOLS |
| 6% ALTERNATIVE | * BREAKDOWN OF PUBLIC SCHOOL SYSTEM |
| 3% PRIVATELY-OWNED | * EXCLUDING |
| 2% TAKE SOME CHILDREN FROM PUBLIC SCHOOLS | |
| 1% DOES NOT ANSWER TO BOARD OF EDUCATION | 6% <u>MONEY/FUNDING (NET)</u> |
| 1% DESIGNED TO HELP URBAN AREAS | 3% GOVERNMENT FUNDED |
| 1% RUN BY THE STATE | 1% FOR RICH PEOPLE |
| 1% MOVE STUDENTS FROM ONE TOWN TO ANOTHER | 1% MONEY (NON-SPECIFIC) |
| 1% SMALLER/FEWER STUDENTS | 1% EXPENSIVE |
| * VOUCHERS | * OVERPAID TEACHERS |
| | 1% <u>CHARTER SCHOOL LOCATION (NET)</u> |
| 18% <u>CLASSIFICATION OF CHARTERS (NET)</u> | 1% MOSTLY IN NEW YORK |
| 14% PRIVATE SCHOOLS | * ENGLEWOOD HAS ONE |
| 3% PUBLIC SCHOOLS | * BERGEN ACADEMY |
| 1% SEMI-PRIVATE | |
| * CATHOLIC | 34% DO NOT KNOW/ NO ANSWER |
| | |
| 16% <u>POSITIVE ATTRIBUTES (NET)</u> | |
| 7% BETTER EDUCATION THAN PUBLIC SCHOOLS | |
| 4% FOR ADVANCED STUDENTS | |
| 2% MAY BE A GOOD THING | |
| 1% INNOVATIVE | |
| 1% ADVANCED | |
| 1% SCHOOL THAT PEOPLE WANT TO SEND THEIR CHILDREN TO | |
| * WELL RUN | |
| * CREATIVE | |
| * SELECTIVE | |

TEANECK

N=64

| | | | |
|------------|--|------------|--|
| 36% | <u>ORGANIZATIONAL STRUCTURE (NET)</u> | 17% | <u>POSITIVE ATTRIBUTES (NET)</u> |
| 12% | ALTERNATIVE | 6% | FOR ADVANCED STUDENTS |
| 8% | SCHOOLS THAT ARE INDEPENDENT | 5% | BETTER EDUCATION THAN PUBLIC SCHOOLS |
| 5% | SMALLER/FEWER STUDENTS | 2% | MAY BE A GOOD THING |
| 3% | SET UP BY PARENTS | 2% | ADVANCED |
| 2% | SCHOOL WITH A CERTAIN FOCUS | 2% | ORGANIZED |
| 2% | PRIVATELY-OWNED | | |
| 2% | TAKE SOME CHILDREN FROM PUBLIC SCHOOLS | 13% | <u>CLASSIFICATION OF CHARTERS (NET)</u> |
| 2% | DOES NOT ANSWER TO BOARD OF EDUCATION | 11% | PRIVATE SCHOOLS |
| | | 2% | PUBLIC SCHOOLS |
| 18% | <u>NEGATIVE ATTRIBUTES (NET)</u> | 3% | <u>MONEY/FUNDING (NET)</u> |
| 8% | TAKES MONEY FROM PUBLIC SCHOOLS | 3% | GOVERNMENT FUNDED |
| 6% | NOT A GOOD IDEA | 30% | DO NOT KNOW/ NO ANSWER |
| 2% | EXCLUDING | | |
| 2% | DIVERSE | | |

2. How would you classify charter schools—as (ROTATED) public schools, private schools, religious/parochial schools, or magnet schools?

Bergen Teaneck

| | | |
|-----|-----|----------------------------|
| 23% | 26% | PUBLIC SCHOOL |
| 43% | 37% | PRIVATE SCHOOL |
| 1% | - | RELIGIOUS/PAROCHIAL SCHOOL |
| 15% | 20% | MAGNET SCHOOL |
| 3% | 5% | OTHER (VOLUNTEERED) |
| 14% | 9% | DO NOT KNOW (VOLUNTEERED) |
| 1% | 2% | REFUSED (VOLUNTEERED) |

SPLIT SAMPLE QUESTION 3.

3A. Do you [ROTATED] support or oppose allowing communities to create **new public schools** - called charter schools - that would be held accountable for student results and would be required to meet the same academic standards/testing requirements as other public schools but not cost taxpayers any additional money?

Bergen Teaneck

N=150 N=33

74% 66% TOTAL SUPPORT (NET)

44% 45% STRONGLY SUPPORT

30% 21% SOMEWHAT SUPPORT

12% 12% TOTAL OPPOSE (NET)

5% 3% SOMEWHAT OPPOSE

7% 9% STRONGLY OPPOSE

13% 21% DON'T KNOW (VOLUNTEERED)

- - REFUSED (VOLUNTEERED)

3B. Do you [ROTATED] support or oppose allowing communities to create **new neighborhood public schools** - called charter schools - that would be held accountable for student results and would be required to meet the same academic standards/testing requirements as other public schools but not cost taxpayers any additional money?

Bergen Teaneck

N=150 N=31

69% 64% TOTAL SUPPORT (NET)

34% 35% STRONGLY SUPPORT

35% 29% SOMEWHAT SUPPORT

17% 20% TOTAL OPPOSE (NET)

6% 10% SOMEWHAT OPPOSE

11% 10% STRONGLY OPPOSE

14% 13% DON'T KNOW (VOLUNTEERED)

- 3% REFUSED (VOLUNTEERED)

4. Currently, children attending public schools in New Jersey are assigned to the school they attend by the school district based on where they live. Some have suggested, however, that parents should have the option to send their children to a number of different public schools, with no additional cost, based on which is the best match for the child. Which do you believe is better: [ROTATED] assigning children to one public school based solely on where they live or allowing the parent to choose from a number of public schools?

Bergen Teaneck

| | | |
|-----|-----|--|
| 40% | 28% | ONE SCHOOL |
| 43% | 59% | A NUMBER OF DIFFERENT SCHOOLS |
| 16% | 9% | DEPENDS/UNSURE/ DON'T KNOW (VOLUNTEERED) |
| 1% | 3% | REFUSED (VOLUNTEERED) |

Political Currency

5. Imagine for a moment that all you knew about a candidate running for state office here in New Jersey was that he or she is in favor of allowing communities to create charter schools that would be held accountable for student results and would be required to meet the same academic standards/testing requirements as other public schools but not cost taxpayers any additional money. Would you be (ROTATED) more or less likely to vote for this candidate?

Bergen Teaneck

| | | |
|------------|------------|---------------------------------------|
| 49% | 52% | <u>TOTAL MORE LIKELY (NET)</u> |
| 22% | 19% | MUCH MORE LIKELY |
| 27% | 33% | SOMEWHAT MORE LIKELY |
| 20% | 16% | <u>TOTAL LESS LIKELY (NET)</u> |
| 9% | 5% | SOMEWHAT LESS LIKELY |
| 11% | 11% | MUCH LESS LIKELY |
| 19% | 24% | IT DEPENDS (VOLUNTEERED) |
| 12% | 9% | DON'T KNOW (VOLUNTEERED) |
| 1% | - | REFUSED (VOLUNTEERED) |

6. And again, imagine all you knew about a candidate running for state office here in New Jersey was that he or she was in favor of allowing parents the option of sending their children to one of a number of different public schools—at no additional cost—based on which is the best match for the child. Would you be (ROTATE) more or less likely to vote for this candidate?

Bergen Teaneck

49% 62% TOTAL MORE LIKELY (NET)

21% 31% MUCH MORE LIKELY
28% 31% SOMEWHAT MORE LIKELY

25% 21% TOTAL LESS LIKELY (NET)

13% 9% SOMEWHAT LESS LIKELY
12% 12% MUCH LESS LIKELY
15% 11% IT DEPENDS (VOLUNTEERED)
9% 5% DON'T KNOW (VOLUNTEERED)
1% - REFUSED (VOLUNTEERED)

7. Which of the following media sources do you consider your primary source of news and information? Would it be...? [READ AND ROTATED]

Bergen Teaneck

35% 34% A LOCAL NEWSPAPER
10% 9% A NATIONAL NEWSPAPER SUCH AS USA TODAY
17% 14% YOUR LOCAL EVENING TV NEWS
11% 13% CABLE TELEVISION NEWS CHANNELS
5% 6% NATIONAL NETWORK EVENING NEWS
8% 6% RADIO
7% 6% INTERNET
7% 8% ALL (VOLUNTEERED)
* - NONE (VOLUNTEERED)
1% - DON'T KNOW (VOLUNTEERED)
1% 3% REFUSED (VOLUNTEERED)

8. Which of the following media sources do you consider your primary source of news and information **ON SCHOOLS AND EDUCATION**? Would it be...?

Bergen Teaneck

| | | |
|-----|-----|--|
| 58% | 39% | A LOCAL NEWSPAPER |
| 9% | 8% | A NATIONAL NEWSPAPER SUCH AS USA TODAY |
| 11% | 11% | YOUR LOCAL EVENING TV NEWS |
| 6% | 13% | CABLE TELEVISION NEWS CHANNELS |
| 3% | 5% | NATIONAL NETWORK EVENING NEWS |
| 3% | 6% | RADIO |
| 4% | 3% | INTERNET |
| 2% | 3% | ALL (VOLUNTEERED) |
| 3% | 6% | NONE (VOLUNTEERED) |
| 3% | 5% | DON'T KNOW (VOLUNTEERED) |
| 1% | 2% | REFUSED (VOLUNTEERED) |

Demographics

Now I have a few more questions for statistical purposes...

9. Which of the following categories best describes your age range? (READ LIST)

Bergen Teaneck

| | | |
|-----|-----|-----------------------|
| 5% | 8% | 18-24 |
| 10% | 8% | 25-34 |
| 25% | 17% | 35-44 |
| 29% | 20% | 45-54 |
| 14% | 16% | 55-64 |
| 10% | 20% | 65-74 |
| 6% | 8% | 75+ |
| 1% | 3% | REFUSED (VOLUNTEERED) |

10. What is the highest level of education you have had the opportunity to complete?
(READ LIST)

Bergen Teaneck

| | | |
|-----|-----|----------------------------------|
| 2% | 2% | SOME HIGH SCHOOL |
| 14% | 17% | HIGH SCHOOL GRADUATE |
| 19% | 20% | SOME COLLEGE/VOCATIONAL SCHOOL |
| 32% | 25% | COLLEGE GRADUATE |
| 32% | 34% | POST GRADUATE |
| 1% | 2% | DON'T KNOW/REFUSED (VOLUNTEERED) |

11. And thinking back to when you were in grade school, which of the following best described the type of school you attended (READ AND ROTATED. ACCEPTED MULTIPLE RESPONSES)

Bergen Teaneck

| | | |
|-----|-----|---------------------|
| 72% | 83% | PUBLIC |
| 15% | 17% | PRIVATE |
| 27% | 17% | RELIGIOUS/PAROCHIAL |
| 6% | 6% | MAGNET SCHOOL |
| 2% | - | HOME-SCHOOLED |
| 2% | - | DO NOT KNOW |
| 1% | - | REFUSED |

12. Are you currently . . .

Bergen Teaneck

| | | |
|-----|-----|-----------------------|
| 64% | 69% | MARRIED |
| 16% | 9% | SINGLE |
| 6% | 8% | DIVORCED |
| 1% | - | SEPARATED |
| 12% | 14% | WIDOWED |
| 1% | - | REFUSED (VOLUNTEERED) |

13. Do you have any children under the aged of 18 currently living in your household?
(IF YES: HOW MANY?)

Bergen Teaneck

30% 28% TOTAL CHILDREN (NET)

| | | |
|-----|-----|---------------------------------------|
| 14% | 17% | YES, 1 (ASKED 14) |
| 11% | 5% | YES, 2 (ASKED 14) |
| 5% | 6% | YES, 3 OR MORE (ASKED 14) |
| 69% | 72% | NO (SKIPPED TO 15) |
| 1% | - | REFUSED (VOLUNTEERED) (SKIPPED TO 15) |

14. [ASKED ONLY TO THOSE WHO SAID "YES" 1-3 IN Q.13] How would you describe the type of school your child/children currently attend? Is it...[READ AND ROTATED. ACCEPTED MULTIPLE RESPONSES]

Bergen Teaneck

| | | |
|-----|-----|---------------------|
| 65% | 56% | PUBLIC |
| 6% | 6% | CHARTER |
| 18% | 39% | PRIVATE |
| 14% | 17% | RELIGIOUS/PAROCHIAL |
| 4% | - | MAGNET SCHOOL |
| 3% | - | HOME-SCHOOLED |
| 1% | - | DO NOT KNOW |
| 6% | - | REFUSED |

15. Would you describe your racial or ethnic background as: (READ LIST)

Bergen Teaneck

| | | |
|-----|-----|----------------------------------|
| 70% | 59% | WHITE/CAUCASIAN |
| 7% | 20% | BLACK/AFRICAN-AMERICAN |
| 9% | 5% | HISPANIC/LATINO |
| 9% | 5% | ASIAN |
| * | - | MIDDLE EASTERN |
| 1% | 2% | NATIVE AMERICAN |
| 1% | 10% | OTHER (VOLUNTEERED) |
| 3% | 2% | DON'T KNOW/REFUSED (VOLUNTEERED) |

16. Thinking for a moment about your social, economic and political views... Do you consider yourself to be a...

Bergen Teaneck

| | | |
|------------|------------|--|
| 32% | 24% | <u>TOTAL CONSERVATIVE (NET)</u> |
| 12% | 11% | VERY CONSERVATIVE |
| 20% | 13% | SOMEWHAT CONSERVATIVE |
| 36% | 39% | MODERATE |
| 27% | 30% | <u>TOTAL LIBERAL (NET)</u> |
| 18% | 14% | SOMEWHAT LIBERAL |
| 9% | 16% | VERY LIBERAL |
| - | - | LIBERTARIAN (VOLUNTEERED) |
| 5% | 8% | DON'T KNOW/ REFUSED (VOLUNTEERED) |

17. Regardless of how you are registered to vote, in politics today, do you consider yourself to be a (ROTATED) Republican, Independent, or Democrat?

Bergen Teaneck

| | | |
|------------|------------|--------------------------------|
| 32% | 31% | TOTAL REPUBLICAN (NET) |
| 16% | 2% | STRONG REPUBLICAN |
| 10% | 20% | NOT-SO-STRONG REPUBLICAN |
| 6% | 9% | INDEPENDENT LEANING REPUBLICAN |
| 25% | 19% | INDEPENDENT |
| 37% | 50% | TOTAL DEMOCRAT (NET) |
| 9% | 8% | INDEPENDENT LEANING DEMOCRAT |
| 6% | 12% | NOT-SO-STRONG DEMOCRAT |
| 22% | 30% | STRONG DEMOCRAT |
| 2% | - | OTHER(VOLUNTEERED) |
| 1% | - | DON'T KNOW (VOLUNTEERED) |
| 3% | - | REFUSED (VOLUNTEERED) |

18. And regarding your family's annual income...Please tell me which of the following categories best describes your family's total annual household income before taxes.

Bergen Teaneck

| | | |
|-----|-----|---------------------------|
| 5% | 2% | LESS THAN \$25,000 |
| 5% | 8% | \$25,000 TO \$29,999 |
| 3% | 5% | \$30,000 TO \$39,999 |
| 5% | 5% | \$40,000 TO \$49,999 |
| 8% | 8% | \$50,000 TO \$59,999 |
| 4% | 5% | \$60,000 TO \$69,999 |
| 4% | 3% | \$70,000 TO \$79,999 |
| 6% | 6% | \$80,000 TO \$89,999 |
| 27% | 28% | \$90,000 OR HIGHER |
| 5% | 2% | DO NOT KNOW (VOLUNTEERED) |
| 26% | 30% | REFUSED (VOLUNTEERED) |

19. How long have you lived in Bergen County, New Jersey?

Bergen Teaneck

| | | |
|-----|-----|----------------------------------|
| 1% | - | LESS THAN 1 YEAR |
| 4% | 8% | 1-5 YEARS |
| 8% | 5% | 6-10 YEARS |
| 8% | 8% | 11-15 YEARS |
| 7% | 6% | 16-20 YEARS |
| 14% | 11% | 20-25 YEARS |
| 36% | 52% | 26 YEARS OR MORE |
| 22% | 11% | NATIVE/ALL MY LIFE |
| 1% | - | DON'T KNOW/REFUSED (VOLUNTEERED) |

20. Gender

Bergen Teaneck

| | | |
|-----|-----|--------|
| 47% | 51% | MALE |
| 53% | 49% | FEMALE |

21. Region¹

Bergen Teaneck

| | | |
|-----|------|---------------------|
| 26% | 100% | EAST BERGEN COUNTY |
| 42% | - | NORTH BERGEN COUNTY |
| 32% | - | SOUTH BERGEN COUNTY |

¹ **East Bergen County** includes: Alpine, Bergenfield, Bogota, Cliffs Park, Closter, Cresskill, Demarest, Dumont, Edgewater, Englewood, Englewood Cliffs, Fairview, Fort Lee, Haworth, Leonia, Northvale, Norwood, Palisades, Park, Ridgefield, Rockleigh, Teaneck, and Tenafly

North Bergen County includes: Allendale, Emerson, Fair Lawn, Franklin Lakes, Glen Rock, Harrington, Hillsdale, Ho Ho Kus, Mahwah, Midland Park, Montvale, New Milford, Oakland, Old Tappan, Oradell, Paramus, Park Ridge, Ramsey, Ridgefield Park, Ridgewood, Riveredge, River Vale, Saddle River, Upper Saddle River, Waldwick, Washington Township, Westwood, Woodcliff Lake, and Wyckoff

South Bergen County includes: Carlstadt, East Rutherford, Elmwood Park, Garfield, Hackensack, Hasbrouck Heights, Little Ferry, Lodi, Lyndhurst, Maywood, Moonachie, North Arlington, Rochelle Park, Rutherford, Saddle Brook, South Hackensack, Teterboro, Wallington, and Woodridge

the polling company™, inc.
for Center for Education Reform

Survey of 300 Registered Voters in Camden, New Jersey

Pre-Test Topline Results

March 2006

Completed Interviews to Date: 300 Registered Voters in Camden, New Jersey

Field Dates: March 27-29, 2006

Final Margin of Error: +/- 5.6%

A. Would you prefer to conduct this interview in English or Spanish?

85% ENGLISH

15% SPANISH

B. Are you 18 years of age or older and registered to vote here in New Jersey as a Republican, a Democrat, and Independent, or are you not registered to vote?

11% YES, REPUBLICAN

30% YES, DEMOCRAT

59% YES, INDEPENDENT

Charter School Awareness Support

1. When you hear the term "charter schools" what is the first thing that you think of?
How would you define or explain a "charter school?" (RECORDED VERBATIM, OPEN ENDED, ANYTHING ELSE?)

40% POSITIVE ATTRIBUTES (NET)

- 19% BETTER EDUCATION THAN PUBLIC SCHOOLS
- 6% FOR ADVANCED STUDENTS
- 4% GOOD SCHOOLS
- 3% GOOD IDEA
- 2% SCHOOL THAT PEOPLE WANT TO SEND THEIR CHILDREN TO
- 2% DISCIPLINED
- 1% ADVANCED
- 1% ORGANIZED
- 1% HIGHER STANDARDS
- 1% INDIVIDUAL ATTENTION
- * WORK WITH PARENTS

13% CLASSIFICATION OF CHARTERS (NET)

- 10% PRIVATE SCHOOL
- 2% PUBLIC SCHOOL
- 1% CATHOLIC

12% ORGANIZATIONAL STRUCTURE (NET)

- 4% ALTERNATIVE
- 1% SCHOOL WITH A CERTAIN FOCUS
- 1% SCHOOLS THAT ARE INDEPENDENT
- 1% DOES NOT ANSWER TO BOARD OF EDUCATION
- 1% PRIVATELY OWNED
- 1% BROADER CURRICULUM
- 1% TAKE SOME CHILDREN FROM PUBLIC SCHOOL
- 1% SMALLER/ FEWER STUDENTS
- 1% MOVES STUDENTS FROM ONE TOWN TO ANOTHER
- * DESIGNED TO HELP IN URBAN AREAS
- * COMBINATION SCHOOL
- * VOUCHERS
- * PREPARES STUDENTS FOR COLLEGE
- * FOR LOW INCOME

3% NEGATIVE ATTRIBUTES (NET)

- 2% TAKES MONEY FROM PUBLIC SCHOOLS
- 1% NOT A GOOD IDEA
- * BAD SCHOOLS
- * NOT LICENSED
- * FOR TROUBLED CHILDREN

2% MISCELLANEOUS (NET)

- 1% UNIFORMS
- 1% LONGER HOURS
- * READING
- * INSPECTORS AND TEACHERS

1% MONEY (NET)

- 1% EXPENSIVE
- * FOR RICH PEOPLE
- * MONEY (NON-SPECIFIC)

38% DO NOT KNOW/NO ANSWER

2. How would you classify charter schools—as (ROTATED) public schools, private schools, religious/parochial schools, or magnet schools?

- 38% PRIVATE SCHOOL
- 28% PUBLIC SCHOOL
- 10% MAGNET SCHOOL
- 6% RELIGIOUS/PAROCHIAL SCHOOL
- OTHER (VOLUNTEERED)
- 18% DO NOT KNOW (VOLUNTEERED)
- * REFUSED (VOLUNTEERED)

SPLIT SAMPLE QUESTION 3.

3A. Do you support or oppose allowing communities to create **new public schools** - called charter schools - that would be held accountable for student results and would be required to meet the same academic standards/testing requirements as other public schools but not cost taxpayers any additional money? N = 147

85% TOTAL SUPPORT (NET)

- 56% STRONGLY SUPPORT
- 29% SOMEWHAT SUPPORT

9% TOTAL OPPOSE (NET)

- 7% SOMEWHAT OPPOSE
- 2% STRONGLY OPPOSE
- 5% DON'T KNOW (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

3B. Do you support or oppose allowing communities to create **new neighborhood public schools** - called charter schools - that would be held accountable for student results and would be required to meet the same academic standards/testing requirements as other public schools but not cost taxpayers any additional money? N = 153

75% TOTAL SUPPORT (NET)

- 53% STRONGLY SUPPORT
- 22% SOMEWHAT SUPPORT

19% TOTAL OPPOSE (NET)

- 9% SOMEWHAT OPPOSE
- 10% STRONGLY OPPOSE
- 6% DON'T KNOW (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

4. Currently, children attending public schools in New Jersey are assigned to the school they attend by the school district based on where they live. Some have suggested, however, that parents should have the option to send their children to a number of different public schools, with no additional cost, based on which is the best match for the child. Which do you believe is better: (ROTATED) assigning children to one public school based solely on where they live or allowing the parent to choose from a number of public schools?

80% A NUMBER OF DIFFERENT SCHOOLS
16% ONE SCHOOL
4% DEPENDS/UNSURE/ DON'T KNOW (VOLUNTEERED)
* REFUSED (VOLUNTEERED)

Political Currency

5. Imagine for a moment that all you knew about a candidate running for state office here in New Jersey was that he or she is in favor of allowing communities to create charter schools that would be held accountable for student results and would be required to meet the same academic standards/testing requirements as other public schools but not cost taxpayers any additional money. Would you be (ROTATED) more or less likely to vote for this candidate?

74% TOTAL MORE LIKELY (NET)
46% MUCH MORE LIKELY
28% SOMEWHAT MORE LIKELY
12% TOTAL LESS LIKELY (NET)
7% SOMEWHAT LESS LIKELY
5% MUCH LESS LIKELY
9% IT DEPENDS (VOLUNTEERED)
4% DON'T KNOW (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

6. And again, imagine all you knew about a candidate running for state office here in New Jersey was that he or she was in favor of allowing parents the option of sending their children to one of a number of different public schools—at no additional cost—based on which is the best match for the child. Would you be (ROTATED) more or less likely to vote for this candidate?

77% TOTAL MORE LIKELY (NET)

48% MUCH MORE LIKELY
29% SOMEWHAT MORE LIKELY

11% TOTAL LESS LIKELY (NET)

6% SOMEWHAT LESS LIKELY
5% MUCH LESS LIKELY

8% IT DEPENDS (VOLUNTEERED)
5% DON'T KNOW (VOLUNTEERED)
- REFUSED (VOLUNTEERED)

Demographics

Now I have a few more questions for statistical purposes...

7. Which of the following media sources do you consider your primary source of news and information? Would it be...?

17% A LOCAL NEWSPAPER
3% A NATIONAL NEWSPAPER SUCH AS USA TODAY
40% YOUR LOCAL EVENING TV NEWS
14% CABLE TELEVISION NEWS CHANNELS
6% NATIONAL NETWORK EVENING NEWS
6% RADIO
6% INTERNET

6% ALL (VOLUNTEERED)
1% NONE (VOLUNTEERED)
* DON'T KNOW (VOLUNTEERED)
1% REFUSED (VOLUNTEERED)

8. Which of the following media sources do you consider your primary source of news and information **ON SCHOOLS AND EDUCATION**? Would it be...?

- 30% A LOCAL NEWSPAPER
- 3% A NATIONAL NEWSPAPER SUCH AS USA TODAY
- 29% YOUR LOCAL EVENING TV NEWS
- 13% CABLE TELEVISION NEWS CHANNELS
- 4% NATIONAL NETWORK EVENING NEWS
- 4% RADIO
- 6% INTERNET

- 4% ALL (VOLUNTEERED)
- 4% NONE (VOLUNTEERED)
- 1% DON'T KNOW (VOLUNTEERED)
- 1% REFUSED (VOLUNTEERED)

9. Which of the following categories best describes your age range? (READ LIST)

- 8% 18-24
- 19% 25-34
- 19% 35-44
- 18% 45-54
- 16% 55-64
- 10% 65-74
- 8% 75+

- 3% REFUSED (VOLUNTEERED)

10. What is the highest level of education you have had the opportunity to complete? (READ LIST)

- 17% SOME HIGH SCHOOL
- 34% HIGH SCHOOL GRADUATE
- 30% SOME COLLEGE/VOCATIONAL SCHOOL
- 14% COLLEGE GRADUATE
- 4% POST GRADUATE

- 2% DON'T KNOW/REFUSED (VOLUNTEERED)

11. And thinking back to when you were in grade school, which of the following best described the type of school you attended. (READ AND ROTATED. ACCEPTED MULTIPLE RESPONSES)

- 85% PUBLIC
- 7% PRIVATE
- 7% RELIGIOUS/PAROCHIAL
- * MAGNET SCHOOL
- 1% HOME-SCHOOLED

- 1% DO NOT KNOW
- 2% REFUSED

12. Are you currently . . .

- 31% MARRIED
- 41% SINGLE
- 9% DIVORCED
- 6% SEPARATED
- 12% WIDOWED

- 1% REFUSED (VOLUNTEERED)

13. Do you have any children under the aged of 18 currently living in your household?
(IF YES: HOW MANY?)

40% TOTAL CHILDREN (NET)

- 16% YES, 1 (ASKED 14)
- 13% YES, 2 (ASKED 14)
- 11% YES, 3 OR MORE (ASKED 14)

- 59% NO (SKIPPED TO 15)

- 1% REFUSED (VOLUNTEERED) (SKIPPED TO 15)

14. [ASKED ONLY TO THOSE WHO SAID "YES" 1-3 IN Q.13] How would you describe the type of school your child/children currently attend? Is it...[READ AND ROTATED. ACCEPTED MULTIPLE RESPONSES] N = 119

- 69% PUBLIC
- 10% CHARTER
- 8% PRIVATE
- 5% RELIGIOUS/PAROCHIAL
- 2% MAGNET SCHOOL
- 1% HOME-SCHOOLED

- 3% DO NOT KNOW
- 5% REFUSED

15. Would you describe your racial or ethnic background as: (READ LIST)

- 18% WHITE/CAUCASIAN
- 45% BLACK/AFRICAN-AMERICAN
- 31% HISPANIC/LATINO
- 3% ASIAN
- MIDDLE EASTERN
- * NATIVE AMERICAN

- 1% OTHER (VOLUNTEERED)
- 1% DON'T KNOW/REFUSED (VOLUNTEERED)

16. Thinking for a moment about your social, economic and political views... Do you consider yourself to be a...

- 41% TOTAL CONSERVATIVE (NET)**
- 20% VERY CONSERVATIVE
- 21% SOMEWHAT CONSERVATIVE

- 29% MODERATE

- 20% TOTAL LIBERAL (NET)**
- 15% SOMEWHAT LIBERAL
- 5% VERY LIBERAL

- 1% LIBERTARIAN (VOLUNTEERED)
- 9% DON'T KNOW/ REFUSED (VOLUNTEERED)

17. Regardless of how you are registered to vote, in politics today, do you consider yourself to be a (ROTATED) Republican, Independent, or Democrat?

- 12% TOTAL REPUBLICAN (NET)**
- 5% STRONG REPUBLICAN
- 5% NOT-SO-STRONG REPUBLICAN
- 2% INDEPENDENT LEANING REPUBLICAN

- 18% INDEPENDENT**

- 64% TOTAL DEMOCRAT (NET)**
- 5% INDEPENDENT LEANING DEMOCRAT
- 14% NOT-SO-STRONG DEMOCRAT
- 45% STRONG DEMOCRAT

- OTHER(VOLUNTEERED)
- 2% DON'T KNOW (VOLUNTEERED)
- 5% REFUSED (VOLUNTEERED)

18. And regarding your family's annual income...Please tell me which of the following categories best describes your family's total annual household income before taxes.

- 33% LESS THAN \$25,000
- 11% \$25,000 TO \$29,999
- 10% \$30,000 TO \$39,999
- 8% \$40,000 TO \$49,999
- 6% \$50,000 TO \$59,999
- 5% \$60,000 TO \$69,999
- 1% \$70,000 TO \$79,999
- 2% \$80,000 TO \$89,999
- 4% \$90,000 OR HIGHER

- 5% DO NOT KNOW (VOLUNTEERED)
- 14% REFUSED (VOLUNTEERED)

19. How long have you lived in Camden, New Jersey?

- 1% LESS THAN 1 YEAR
- 10% 1-5 YEARS
- 9% 6-10 YEARS
- 7% 11-15 YEARS
- 6% 16-20 YEARS
- 10% 20-25 YEARS
- 32% 26 YEARS OR MORE
- 22% NATIVE/ALL MY LIFE

- 3% DON'T KNOW/REFUSED (VOLUNTEERED)

20. Gender

- 47% MALE
- 53% FEMALE

21. WARD

- 26% WARD 1
- 24% WARD 2
- 24% WARD 3
- 26% WARD 4