

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

Survey of Registered Voters in Camden, New Jersey

Post-Test Topline Results

March 2007

Completed Interviews: 300 Registered Voters in Camden, New Jersey

Field Dates: March 23-25, 2007

Margin of Error: +/- 5.6%

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

83% ENGLISH

17% 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

58% YES, INDEPENDENT

Charter School Awareness Support

1. Have you seen, read, or heard anything about charter schools in the past year or so?

47% YES (ASKED NEXT QUESTIONS 2 and 3)

50% NO (SKIPPED TO QUESTION 4)

3% DO NOT KNOW/DO NOT RECALL (SKIPPED TO QUESTION 4)

- REFUSED (SKIPPED TO QUESTION 4)

2. And what specifically did you see, read, or hear about charter schools? What was the message? (PROBED: Do you remember reading, seeing, or hearing anything else about charter schools? Anything else?) (OPEN-ENDED. RECORDED VERBATIM.) (N=142)

43% POSITIVE IMPRESSION (NET)

- 26% GOOD SCHOOLS
- 10% BETTER QUALITY EDUCATION
- 3% SMALLER CLASSES
- 1% LESS VIOLENCE
- 1% STRICTER
- 1% MORE STRUCTURED
- 1% ACCELERATED/ MORE ADVANCED

23% DETAILS RECALLED (NET)

- 8% SCHOOLS OPENING
- 4% FUNDING
- 3% RECALL NAME "CHARTER"
- 2% ALTERNATIVE EDUCATION
- 1% DEVELOPMENTS
- 1% INCREASING IN NUMBER
- 1% POLITICAL CONNECTION
- 1% AFTERSCHOOL PROGRAM
- 1% PRIVATE SCHOOL
- 1% PUBLIC SCHOOL

12% SOURCE OF RECALL (NET)

- 6% FRIEND/FAMILY MEMBER ATTENDS
- 2% VISUALLY PLEASING
- 1% FLYER
- 1% TELEVISION
- 1% NEWSPAPER
- 1% WORK(ED) AT CHARTER

4% NEGATIVE IMPRESSION (NET)

- 2% FINANCIAL DRAIN
- 1% BAD SCHOOLS
- 1% UNCERTIFIED

34% DON'T KNOW/ DON'T RECALL

3. Where do you remember seeing, reading or hearing something charter schools recently?
(OPEN-ENDED)

- 38% NEWSPAPER
- 20% TELEVISION
- 15% WORD OF MOUTH
- 8% FRIENDS/RELATIVES/ CHILDREN ATTEND CHARTERS
- 5% BILLBOARD OR OUTSIDE ADVERTISEMENT
- 4% PERSONAL EXPERIENCE
- 3% RADIO
- 2% LOCAL SCHOOL
- 2% MAIL
- 1% FLYER
- 1% INTERNET
- 1% PUBLIC TRANSPORTATION/ BUS/ TRAIN ADVERTISEMENT

- 11% DON'T KNOW/ DON'T RECALL
- 1% REFUSED

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

POST- TEST	PRE- TEST	
33%	38%	PRIVATE SCHOOL
27%	28%	PUBLIC SCHOOL
6%	10%	MAGNET SCHOOL
5%	6%	RELIGIOUS/PAROCHIAL SCHOOL
1%	-	OTHER (VOLUNTEERED)
27%	18%	DO NOT KNOW (VOLUNTEERED)
-	*	REFUSED (VOLUNTEERED)

SPLIT SAMPLED QUESTION 5.

5. A. 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?

POST- TEST	PRE- TEST	
<i>N=150 N=147</i>		
77%	85%	TOTAL SUPPORT (NET)
55%	56%	STRONGLY SUPPORT
22%	29%	SOMEWHAT SUPPORT
10%	9%	TOTAL OPPOSE (NET)
3%	7%	SOMEWHAT OPPOSE
7%	2%	STRONGLY OPPOSE
13%	5%	DON'T KNOW (VOLUNTEERED)
-	-	REFUSED (VOLUNTEERED)

5. B. 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?

POST- PRE-
TEST TEST
N=150 N=153

70%	75%	TOTAL SUPPORT (NET)
52%	53%	STRONGLY SUPPORT
18%	22%	SOMEWHAT SUPPORT
12%	19%	TOTAL OPPOSE (NET)
7%	9%	SOMEWHAT OPPOSE
5%	10%	STRONGLY OPPOSE
18%	6%	DON'T KNOW (VOLUNTEERED)
1%	-	REFUSED (VOLUNTEERED)

Demographics¹

6. 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
11%	65-74
8%	75+
2%	REFUSED (DO NOT READ)

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

32%	TOTAL, YES
16%	YES, 1
8%	YES, 2
8%	YES, 3 OR MORE

67%	NO
2%	REFUSED (VOLUNTEERED)

¹ Reported for post-test only.

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

- 22% WHITE/CAUCASIAN
- 40% BLACK/AFRICAN-AMERICAN
- 32% HISPANIC/LATINO
- * ASIAN
- * MIDDLE EASTERN
- 2% NATIVE AMERICAN
- 1% OTHER (VOLUNTEERED)

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

9. 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.

- 43% LESS THAN \$25,000
- 9% \$25,000 TO \$29,999
- 7% \$30,000 TO \$39,999
- 7% \$40,000 TO \$49,999
- 6% \$50,000 TO \$59,999
- 3% \$60,000 TO \$69,999
- 2% \$70,000 TO \$79,999
- \$80,000 TO \$89,999
- 4% \$90,000 OR HIGHER

- 6% DO NOT KNOW (VOLUNTEERED)
- 13% REFUSED (VOLUNTEERED)

10. Gender

- 45% MALE
- 55% FEMALE

11. WARD (FROM SAMPLE)

- 25% WARD 1
- 25% WARD 2
- 25% WARD 3
- 25% WARD 4