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

the polling company™, inc. for **Center for Education Reform**
Bergen County Registered Voters - Pretest   1
March 2006

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%	**ORGANIZATIONAL STRUCTURE (NET)**
8%	SCHOOLS THAT ARE INDEPENDENT
6%	SCHOOL WITH A CERTAIN FOCUS
6%	ALTERNATIVE
3%	PRIVATELY-OWNED
2%	TAKE SOME CHILDREN FROM PUBLIC SCHOOLS
1%	DOES NOT ANSWER TO BOARD OF EDUCATION
1%	DESIGNED TO HELP URBAN AREAS
1%	RUN BY THE STATE
1%	MOVE STUDENTS FROM ONE TOWN TO ANOTHER
1%	SMALLER/FEWER STUDENTS
*	VOUCHERS

18%	**CLASSIFICATION OF CHARTERS (NET)**
14%	PRIVATE SCHOOLS
3%	PUBLIC SCHOOLS
1%	SEMI-PRIVATE
*	CATHOLIC

16%	**POSITIVE ATTRIBUTES (NET)**
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

6%	**NEGATIVE ATTRIBUTES (NET)**
3%	NOT A GOOD IDEA
3%	TAKES MONEY FROM PUBLIC SCHOOLS
*	BREAKDOWN OF PUBLIC SCHOOL SYSTEM
*	EXCLUDING

6%	**MONEY/FUNDING (NET)**
3%	GOVERNMENT FUNDED
1%	FOR RICH PEOPLE
1%	MONEY (NON-SPECIFIC)
1%	EXPENSIVE
*	OVERPAID TEACHERS

1%	**CHARTER SCHOOL LOCATION (NET)**
1%	MOSTLY IN NEW YORK
*	ENGLEWOOD HAS ONE
*	BERGEN ACADEMY

34%	DO NOT KNOW/ NO ANSWER

TEANECK
N=64

36%	**ORGANIZATIONAL STRUCTURE (NET)**	**17%**	**POSITIVE ATTRIBUTES (NET)**
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%**	**CLASSIFICATION OF CHARTERS (NET)**
2%	DOES NOT ANSWER TO BOARD OF EDUCATION	11%	PRIVATE SCHOOLS
		2%	PUBLIC SCHOOLS
18%	**NEGATIVE ATTRIBUTES (NET)**	**3%**	**MONEY/FUNDING (NET)**
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%**	**TOTAL MORE LIKELY (NET)**
22%	19%	MUCH MORE LIKELY
27%	33%	SOMEWHAT MORE LIKELY
20%	**16%**	**TOTAL LESS LIKELY (NET)**
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%**	**TOTAL CONSERVATIVE (NET)**
12%	11%	VERY CONSERVATIVE
20%	13%	SOMEWHAT CONSERVATIVE
36%	**39%**	**MODERATE**
27%	**30%**	**TOTAL LIBERAL (NET)**
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. Region[1]

Bergen Teaneck

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

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[1] **East Bergen County** includes: Alpine, Bergenfield, Bogota, Cliffside 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