



# TAKING AMERICANS BACK-TO-SCHOOL

*A Comparison of State and National Poll Results*

<i>How would you classify charter schools - as public, private, religious/parochial, or magnet schools?</i>							
	U.S. (September '05)	NJ (September '05)	CT (September '05)	NY (September '05)	CA (January '05)	MO (January '05)	GA (January '05)
Public Schools	20%	27%	26%	29%	29%	22%	26%
Private Schools	38%	33%	25%	29%	33%	30%	32%
Magnet Schools	16%	11%	22%	11%	15%	24%	21%
Religious/Parochial Schools	5%	3%	2%	5%	4%	6%	3%
Other (Volunteered)	3%	1%	*	1%	2%	2%	2%
Do Not Know (Volunteered)	17%	24%	25%	25%	16%	16%	15%
Refused (Volunteered)	*	1%	*	1%	1%	*	*

*Low recognition may be due to the percentage of charter schools per state and nationally.*

	U.S. (January '05)	NJ (September '05)	CT (September '05)	NY (September '05)	CA (January '05)	MO (January '05)	GA (January '05)
Percentage of charter schools out of all public schools	3.9% of 94,000	2.1% of 2,467	1.2% of 1,250	1.7 % of 4,531	6.4% of 9,324	1.1% of 2,372	1.9% of 2,487

*Despite initial unfamiliarity, support for charter schools grows with knowledge.\**

	U.S. (January '05)	NJ (September '05)	CT (September '05)	NY (September '05)	CA (January '05)	MO (January '05)	GA (January '05)
Support	78%	71%	78%	71%	81%	73%	87%

*Words that resonate well with Americans when asked about their ideal school model.*

	U.S. (January '05)	NJ (September '05)	CT (September '05)	NY (September '05)	CA (January '05)	MO (January '05)	GA (January '05)
Accountability	92%	88%	88%	89%	92%	92%	92%
Innovation	86%	82%	86%	85%	87%	86%	85%

*The survey was conducted by The Center for Education Reform in partnership with the polling company™, inc.*

*National survey of 800 adults (18+).*

*Statewide survey of 500 adults (18+) in New York, New Jersey, Connecticut, Georgia, Missouri and 700 adults (18+) in California.*

*\*Respondents declared their support for charters after being asked "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?"*

# THE AUDIENCE IS AS IMPORTANT AS THE MESSAGE

The Tri-state area of CT, NJ and NY indicate that a larger percentage of residents in this area know that a charter school is a public (26%-29%) compared to the national average of 20% and that a larger percentage of them would not even venture a guess.

	NATIONAL	CONNECTICUT	NEW JERSEY	NEW YORK
ALREADY ON BOARD	Not-yet-Moms	Parents—most notably married	Adults under the age of 55	35-44 year olds, 18-34 year old men
	Southerners & South Central Dwellers	Black respondents	Central New Jersey dwellers (61% “strongly” supported charters)	Unmarried respondents
		Households earning more than \$30,000 per year	Households earning more than \$30,000 per year	Households earning more than \$30,000 per year
		Respondents who correctly identified charters as public schools	Respondents who correctly identified charters as public schools	Respondents who correctly identified charters as public schools
“GET”ABLES	Hispanics, Black respondents, single moms and parents of children who attend public school	Hispanics	Seniors (65+), Unmarried respondents, and Northern New Jersey residents	Hispanics
		Respondents who admitted they did not know how to classify charters	Respondents who admitted they did not know how to classify charters	Respondents who admitted they did not know how to classify charters
			Households earning less than \$30,000	
FORGETTABLES	Seniors (aged 65+) —especially grandparents	Seniors (aged 65+) —especially men, women aged 45-64 years and Unmarried respondents	Women between the ages of 45-64	Adults aged 55 years or older
			Black respondents	Long Island dwellers Respondents who admitted they did not know how to classify charters

The sample was drawn utilizing a Random Digit Dialing (RDD) method where phone numbers were generated by a computer to ensure that every household in the state had an equal chance to be surveyed. The survey contained 11 questions, including seven demographic inquiries. 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. The margin of error for the statewide survey is calculated at + 4.5 at the 95% confidence level, meaning that the results obtained would differ by no more than 4.38 percentage points in either direction even if the entire adult population nationwide were to be surveyed. Margins of error for subgroups are higher.