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

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

Post-Test Topline Results

March 2007

Completed Interviews: 300 Registered Voters in Bergen County, New Jersey
Oversample of 50 Registered Voters in Teaneck, New Jersey
(Total Teaneck Interviews: 71)

Field Dates: March 21-24, 2007

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? *(MAIN SAMPLE: N=300)*

      20%   YES, REPUBLICAN
      25%   YES, DEMOCRAT
      56%   YES, INDEPENDENT

Charter School Awareness Support

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

POST-TEST		PRE-TEST		
BERG.	TEA.	BERG.	TEA.	
28%	17%	43%	37%	PRIVATE SCHOOL
23%	35%	23%	26%	PUBLIC SCHOOL
16%	11%	15%	20%	MAGNET SCHOOL
2%	1%	1%	-	RELIGIOUS/PAROCHIAL SCHOOL
1%	3%	3%	5%	OTHER (VOLUNTEERED)
29%	28%	14%	9%	DO NOT KNOW (VOLUNTEERED)
*	-	1%	2%	REFUSED (VOLUNTEERED)

the polling company™, inc. for Center for Education Reform
Bergen County, NJ Registered Voters – Posttest
March 2007

1

SPLIT SAMPLED QUESTION 2.

2.   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		
BERG.	TEA.	BERG.	TEA.	
N=150	*N=38*	*N=150*	*N=33*	
63%	**53%**	**74%**	**66%**	**TOTAL SUPPORT (NET)**
26%	21%	44%	45%	STRONGLY SUPPORT
37%	32%	30%	21%	SOMEWHAT SUPPORT
20%	**29%**	**12%**	**12%**	**TOTAL OPPOSE (NET)**
7%	8%	5%	3%	SOMEWHAT OPPOSE
13%	21%	7%	9%	STRONGLY OPPOSE
15%	18%	13%	21%	DON'T KNOW (VOLUNTEERED)
2%	-	-	-	REFUSED (VOLUNTEERED)

2.   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-TEST		PRE-TEST		
BERG.	TEA.	BERG.	TEA.	
N=150	*N=33*	*N=150*	*N=33*	
62%	**72%**	**69%**	**64%**	**TOTAL SUPPORT (NET)**
34%	36%	34%	35%	STRONGLY SUPPORT
28%	36%	35%	29%	SOMEWHAT SUPPORT
20%	**9%**	**17%**	**20%**	**TOTAL OPPOSE (NET)**
7%	6%	6%	10%	SOMEWHAT OPPOSE
13%	3%	11%	10%	STRONGLY OPPOSE
15%	18%	14%	13%	DON'T KNOW (VOLUNTEERED)
3%	-	-	3%	REFUSED (VOLUNTEERED)

Demographics[1]

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

    11%   18-24
     7%   25-34
    24%   35-44
    25%   45-54
    19%   55-64
     6%   65-74
     7%   75+

     1%   REFUSED (VOLUNTEERED)

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

26%   **TOTAL, YES**
10%   YES, 1
11%   YES, 2
  5%   YES, 3 OR MORE

71%   **NO**

  3%   REFUSED (VOLUNTEERED)

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

  67%   WHITE/CAUCASIAN
    6%   BLACK/AFRICAN-AMERICAN
  10%   HISPANIC/LATINO
    9%   ASIAN
    *   MIDDLE EASTERN
    -     NATIVE AMERICAN
    2%   OTHER (VOLUNTEERED)

    6%   DON'T KNOW/REFUSED (VOLUNTEERED)

6. 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.

    8%   LESS THAN $25,000
    6% $25,000 TO $29,999
    6% $30,000 TO $39,999
    6% $40,000 TO $49,999
    4% $50,000 TO $59,999
    4% $60,000 TO $69,999
    4% $70,000 TO $79,999
    3% $80,000 TO $89,999
  28% $90,000 OR HIGHER

    1%   DO NOT KNOW (VOLUNTEERED)
  30%   REFUSED (VOLUNTEERED)

---

[1] Reported for post-test main sample only.

the polling company™, inc. for **Center for Education Reform**
Bergen County, NJ Registered Voters – Posttest   3
March 2007

7. Gender

   47%   MALE
   53%   FEMALE

8. Region [2]

   26%   EAST BERGEN COUNTY
   42%   NORTH BERGEN COUNTY
   33%   SOUTH BERGEN COUNTY

---

[2] **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