



To: Harry Lee
From: Lauren Goldstein and Anna Pokrovsky, Change Research
Date: May 9, 2022
Re: New Jersey Charter Schools

Key Findings

Poll Sample and Methodology

Change Research surveyed a total of 2,755 registered voters in New Jersey from February 28-March 6, 2022. This includes a statewide sample of 1,213 registered voters, as well as samples across several geographic regions in the state: Paterson (407), Trenton (332), Jersey City (493), and Plainfield (310). Approximately 30% of the overall sample comprises parents of children under 18 years of age.¹

Attitudes About Charter Schools

Support for charter schools. Prior to learning new information about charter schools, overall, among statewide voters, 50% support having public charter schools in New Jersey, and 23% *strongly* support them. 27% do not support having public charter schools, and 15% *strongly* oppose them. 24% are unsure.

	Statewide	Paterson	Jersey City	Trenton	Plainfield
SUPPORT	50%	66%	57%	62%	63%
OPPOSE	27%	16%	22%	17%	17%
NOT SURE	24%	18%	21%	20%	20%

Among parents, a higher share (56%) overall support charter schools in New Jersey. 24% oppose them, and 32% are unsure.

	Statewide	Paterson	Jersey City	Trenton	Plainfield
SUPPORT	56%	79%	63%	74%	60%
OPPOSE	24%	6%	20%	11%	17%
NOT SURE	32%	12%	17%	15%	23%

Among Black respondents, 58% overall support charter schools in New Jersey. 20% oppose them, and 22% are unsure.

	Statewide	Paterson	Jersey City	Trenton	Plainfield
SUPPORT	58%	72%	62%	70%	68%
OPPOSE	20%	16%	21%	14%	16%
NOT SURE	22%	12%	18%	16%	16%

Among Hispanic respondents, 52% overall support charter schools in New Jersey. 23% oppose them, and 35% are unsure.

	Statewide	Paterson	Jersey City	Trenton	Plainfield
SUPPORT	52%	70%	67%	67%	57%
OPPOSE	23%	12%	12%	12%	16%
NOT SURE	35%	17%	22%	21%	27%

METHODOLOGY

¹ Using its Dynamic Online Sampling Engine to attain a sample reflective of the electorate, Change Research polled 2,750 people in New Jersey from February 28-March 6, 2022. The overall margin of error as traditionally calculated is 2.91%. Post-stratification weighting was performed on age, gender, race/ethnicity, region, education, and 2020 presidential vote. Weighting parameters were based on voter file data and election results were released by the New Jersey Secretary of State.



Change Research surveyed 2,750 people in New Jersey from February 28-March 6, 2022. We used some or all of the following sources to recruit respondents.

- targeted advertisements on Facebook and Instagram. (1576 respondents)
- text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data. (1174 respondents)

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website. Ads placed on social media targeted any registered voter living in Iowa. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by New Jersey Charter Schools Association and conducted online by Change Research. Post-stratification was performed on age, gender, race/ethnicity, region, and 2020 presidential vote. Weighting parameters were estimated based on the electorates from the 2020 general election, obtained from the voter file. That is, if a given age bracket or gender group represented 20% of the 2020 electorate, then that same group would be roughly weighted to 20% in this survey.

The modeled margin of error* for this survey is 2.91%, which uses effective sample sizes** that adjust for the design effect of weighting.

* We adopt The Pew Research Center's convention for the term "modeled margin of error"⁽¹⁾ (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

** The effective sample size adjusts for the weighting applied to respondents, and is calculated using Kish's approximation (2).

(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>
(2) Kish, Leslie. Survey Sampling, 1965.

For more information, contact Anna Pokrovsky at annapokrovsky@changeresearch.com.

Are you:



- Male
- Female

In what year were you born? [TEXT BOX]

In what ZIP code do you currently live? [TEXT BOX]

What is your race? [multi-select enabled]

- White / Caucasian
- Hispanic or Latino/a
- Black or African American
- Asian / Pacific Islander
- American Indian or Alaska Native
- Other (please specify): [text box]

Are you from a Hispanic, Latino/a, or Spanish speaking background?

- Yes
- No

What is the highest level of education you have completed?

- High school diploma or less
- Some college, but no degree
- Associate's degree, or two-year college degree
- Bachelor's degree, or four-year college degree
- Graduate degree

Are you registered to vote in New Jersey?

- Yes
- No
- Not sure

Generally speaking, do you think of yourself as a: [RANDOMIZE]

- Democrat
- Republican
- Independent/Other

[IF INDEPENDENT/ NO PARTY AFFILIATION]

Do you consider yourself closer to:

- The Democrats
- The Republicans
- Neither

[IF DEMOCRAT/ REPUBLICAN]

Do you consider yourself a:



- Strong [Democrat/Republican]
- Not so strong [Democrat/Republican]

How did you vote in the 2020 election for President, or for some reason were you unable to vote?

- Joe Biden, the Democrat
- Donald Trump, the Republican
- Jo Jorgensen, the Libertarian
- Did not vote
- Not registered/Too young/Ineligible

Are you a parent with a child or children under 18?

- Yes
- No

Just based on your current understanding and what you might have heard or read, do you generally support or oppose having public charter schools in New Jersey?

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Not sure