



**FOR IMMEDIATE RELEASE**

**March 29, 2010**

**INTERVIEWS: DEAN DEBNAM 888-621-6988 / 919-880-4888 (serious media inquiries only please, other questions can be directed to Tom Jensen)**

**QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312**

## **Wake voters want to know cost of new policy**

**Raleigh, N.C.** – Wake County voters want to know how much it's going to cost before the School Board moves forward with changes to the student assignment plan, and if it's any more expensive than the current system they're opposed to it.

62% of voters in the county think there needs to be a full cost analysis before any changes are made to just 25% who are opposed. Support for that is universal across party lines with 69% of Democrats, 65% of independents, and 49% of Republicans feeling such an assessment is necessary.

If it turns out that the changes passed Tuesday would result in any extra cost to taxpayers only 32% of voters in the county say they would be supportive of the new assignment policy with 42% opposed and 26% having no opinion. That splits along party lines with Republicans supportive of the new policy regardless of the costs by a 43/27 margin, Democrats opposed to it by a 56/26 spread, and independents split pretty much evenly.

Overall voters in the county are closely divided in their opinions about the actions of the new School Board. 47% disapprove of what they've been doing to 42% who approve. 48% of voters feel the new majority has not been respectful to people with different opinions than theirs while just 42% think it has been.

“Voters want to know how much the new policies are going to cost,” said Dean Debnam, President of Public Policy Polling. “And they're not willing to pay more taxes during a recession just to change the student assignment policy.”

PPP polling in January found opposition to the elimination of year round schools.

PPP surveyed 436 Wake County voters on March 25<sup>th</sup> and 26<sup>th</sup>. The survey's margin of error is +/-4.7%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at [www.publicpolicypolling.com](http://www.publicpolicypolling.com).

If you would like an interview regarding this release, please contact Dean Debnam at (888) 621-6988 or 919-880-4888.

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## Wake County Poll

**Q1** Do you approve or disapprove of the actions of the new School Board majority since it took office late last year? If you approve, press 1. If you disapprove, press 2. If you're not sure, press 3.

Approve .....42% Not Sure.....10%

Disapprove.....47%

**Q2** Do you think the School Board's actions will have the effect of segregating the Wake County schools? If yes, press 1. If no, press 2. If you're not sure, press 3.

Yes.....42% Not Sure..... 13%

No .....45%

**Q3** Most major employers like IBM, Cisco and Google support community diversity and good schools and they are leading factors used in decisions around where they locate their facilities. Knowing that do you think the School Board should maintain the diversity policy that existed until Tuesday? If yes, press 1. If no, press 2. If you're not sure, press 3.

Yes .....46%

No .....43%

Not Sure..... 11%

**Q4** Do you think the School Board leadership is being fair, open and respectful to people with points of view different from theirs? If yes, press 1. If no, press 2. If you're not sure, press 3.

Yes .....42%

No .....48%

Not Sure..... 10%

**Q5** Would you describe the new School Board majority more as hard working or divisive? If hard working, press 1. If divisive, press 2. If you're not sure, press 3.

Hardworking..... 40%

Divisive .....46%

Not Sure..... 13%

**Q6** Would you describe the new School Board majority more as honest or deceptive? If honest, press 1. If deceptive, press 2. If you're not sure, press 3.

Honest .....46%

Deceptive.....36%

Not Sure..... 19%

**Q7** One of the first actions of the new School Board was to cancel the construction of a new high school which the previous School Board had already spent 15 million dollars on and which will result in a two year delay while another site is found. Do you agree or disagree with this action? If you agree, press 1. If you disagree, press 2. If you're not sure, press 3.

Agree .....31%

Disagree .....47%

Not Sure.....21%





**Q8** The new School Board also voted to end year round schedules at 5 schools. The additional operating cost to the school system because of this action will be \$18 million per year. Do you agree or disagree with this decision? If you agree, press 1. If you disagree, press 2. If you're not sure, press 3.

*Agree* ..... 34%  
*Disagree* ..... 50%  
*Not Sure*..... 16%

**Q9** The Wake County School system started the budget year with a 20 million dollar deficit. Do you think the School Board should do a full analysis of the cost to taxpayers before moving forward with any changes to the student assignment policy? If yes, press 1. If no, press 2. If you're not sure, press 3.

*Yes* ..... 62%  
*No*..... 25%  
*Not Sure*..... 13%

**Q10** Would you support or oppose the changes made to the student assignment policy this week if they resulted in any additional cost to taxpayers? If you would support them, press 1. If you would oppose them, press 2. If you're not sure, press 3.

*Support* ..... 32%  
*Oppose* ..... 42%  
*Not Sure*..... 26%

**Q11** Do you have children in the Wake County Schools? If yes, press 1. If no, press 2.

*Yes* ..... 32%  
*No*..... 68%

**Q12** If you are a woman, press 1, if a man, press 2.

*Woman* ..... 56%  
*Man*..... 44%

**Q13** If you are a Democrat, press 1. If a Republican, press 2. If other, press 3.

*Democrat* ..... 45%  
*Republican*..... 27%  
*Other*..... 28%

**Q14** If you are white, press 1. If you are African-American, press 2. If other, press 3.

*White* ..... 71%  
*African-American* ..... 21%  
*Other*..... 8%

**Q15** If you are 18 to 29 years old, press 1 now. If you are 30 to 45, press 2. If you are 46 to 65, press 3. If older, press 4.

*18 to 29*..... 10%  
*30 to 45*..... 35%  
*46 to 65*..... 39%  
*Older than 65*..... 16%





	Base	Children in Schools	
		Yes	No
<b>School Board Approval</b>			
<b>Approve</b>	42%	50%	39%
<b>Disapprove</b>	47%	43%	49%
<b>Not Sure</b>	10%	7%	12%

	Base	Children in Schools	
		Yes	No
<b>Resegregation</b>			
<b>Yes</b>	42%	36%	45%
<b>No</b>	45%	56%	40%
<b>Not Sure</b>	13%	8%	15%

	Base	Children in Schools	
		Yes	No
<b>Maintain Diversity Policy</b>			
<b>Yes</b>	46%	33%	52%
<b>No</b>	43%	56%	36%
<b>Not Sure</b>	11%	11%	11%

	Base	Children in Schools	
		Yes	No
<b>School Board open to other opinions</b>			
<b>Yes</b>	42%	54%	37%
<b>No</b>	48%	39%	52%
<b>Not Sure</b>	10%	6%	12%





	Base	Children in Schools	
		Yes	No
<b>Hardworking/Divisive</b>			
<b>Hardworking</b>	40%	52%	35%
<b>Divisive</b>	46%	38%	50%
<b>Not Sure</b>	13%	10%	15%

	Base	Children in Schools	
		Yes	No
<b>Honest/Deceptive</b>			
<b>Honest</b>	46%	56%	41%
<b>Deceptive</b>	36%	31%	38%
<b>Not Sure</b>	19%	13%	21%

	Base	Children in Schools	
		Yes	No
<b>High School Construction Issue</b>			
<b>Agree</b>	31%	43%	26%
<b>Disagree</b>	47%	43%	50%
<b>Not Sure</b>	21%	14%	25%

	Base	Children in Schools	
		Yes	No
<b>Year Round Decision</b>			
<b>Agree</b>	34%	50%	27%
<b>Disagree</b>	50%	42%	53%
<b>Not Sure</b>	16%	8%	19%





	Base	Children in Schools	
		Yes	No
<b>Cost Analysis Before Changes</b>			
<b>Yes</b>	62%	52%	67%
<b>No</b>	25%	39%	18%
<b>Not Sure</b>	13%	9%	14%

	Base	Children in Schools	
		Yes	No
<b>Assignment Policy Change if Extra Cost</b>			
<b>Support</b>	32%	49%	25%
<b>Oppose</b>	42%	31%	46%
<b>Not Sure</b>	26%	20%	29%

	Base	Gender	
		Woman	Man
<b>School Board Approval</b>			
<b>Approve</b>	42%	40%	45%
<b>Disapprove</b>	47%	48%	47%
<b>Not Sure</b>	10%	12%	8%

	Base	Gender	
		Woman	Man
<b>Resegregation</b>			
<b>Yes</b>	42%	43%	41%
<b>No</b>	45%	45%	45%
<b>Not Sure</b>	13%	12%	14%





	Base	Gender	
		Woman	Man
<b>Maintain Diversity Policy</b>			
<b>Yes</b>	<b>46%</b>	47%	45%
<b>No</b>	<b>43%</b>	43%	43%
<b>Not Sure</b>	<b>11%</b>	11%	12%

	Base	Gender	
		Woman	Man
<b>School Board open to other opinions</b>			
<b>Yes</b>	<b>42%</b>	39%	46%
<b>No</b>	<b>48%</b>	50%	46%
<b>Not Sure</b>	<b>10%</b>	12%	8%

	Base	Gender	
		Woman	Man
<b>Hardworking/Divisive</b>			
<b>Hardworking</b>	<b>40%</b>	38%	44%
<b>Divisive</b>	<b>46%</b>	48%	45%
<b>Not Sure</b>	<b>13%</b>	14%	12%

	Base	Gender	
		Woman	Man
<b>Honest/Deceptive</b>			
<b>Honest</b>	<b>46%</b>	42%	51%
<b>Deceptive</b>	<b>36%</b>	38%	32%
<b>Not Sure</b>	<b>19%</b>	20%	16%





	Base	Gender	
		Woman	Man
<b>High School Construction Issue</b>			
<b>Agree</b>	31%	26%	37%
<b>Disagree</b>	47%	51%	43%
<b>Not Sure</b>	21%	23%	20%

	Base	Gender	
		Woman	Man
<b>Year Round Decision</b>			
<b>Agree</b>	34%	33%	37%
<b>Disagree</b>	50%	50%	50%
<b>Not Sure</b>	16%	18%	13%

	Base	Gender	
		Woman	Man
<b>Cost Analysis Before Changes</b>			
<b>Yes</b>	62%	65%	59%
<b>No</b>	25%	21%	30%
<b>Not Sure</b>	13%	15%	11%

	Base	Gender	
		Woman	Man
<b>Assignment Policy Change if Extra Cost</b>			
<b>Support</b>	32%	31%	34%
<b>Oppose</b>	42%	39%	45%
<b>Not Sure</b>	26%	30%	21%







	Base	Party		
		Democrat	Republican	Other
<b>School Board Approval</b>				
<b>Approve</b>	<b>42%</b>	29%	61%	46%
<b>Disapprove</b>	<b>47%</b>	64%	25%	42%
<b>Not Sure</b>	<b>10%</b>	8%	14%	11%

	Base	Party		
		Democrat	Republican	Other
<b>Resegregation</b>				
<b>Yes</b>	<b>42%</b>	59%	23%	34%
<b>No</b>	<b>45%</b>	30%	61%	54%
<b>Not Sure</b>	<b>13%</b>	11%	16%	12%

	Base	Party		
		Democrat	Republican	Other
<b>Maintain Diversity Policy</b>				
<b>Yes</b>	<b>46%</b>	64%	25%	39%
<b>No</b>	<b>43%</b>	28%	59%	50%
<b>Not Sure</b>	<b>11%</b>	8%	16%	12%

	Base	Party		
		Democrat	Republican	Other
<b>School Board open to other opinions</b>				
<b>Yes</b>	<b>42%</b>	28%	63%	45%
<b>No</b>	<b>48%</b>	63%	29%	41%
<b>Not Sure</b>	<b>10%</b>	8%	8%	14%





	Base	Party		
		Democrat	Republican	Other
<b>Hardworking/Divisive</b>				
<b>Hardworking</b>	40%	27%	57%	46%
<b>Divisive</b>	46%	65%	20%	42%
<b>Not Sure</b>	13%	8%	23%	12%

	Base	Party		
		Democrat	Republican	Other
<b>Honest/Deceptive</b>				
<b>Honest</b>	46%	29%	64%	55%
<b>Deceptive</b>	36%	54%	20%	22%
<b>Not Sure</b>	19%	17%	16%	24%

	Base	Party		
		Democrat	Republican	Other
<b>High School Construction Issue</b>				
<b>Agree</b>	31%	21%	46%	32%
<b>Disagree</b>	47%	63%	27%	41%
<b>Not Sure</b>	21%	15%	26%	27%

	Base	Party		
		Democrat	Republican	Other
<b>Year Round Decision</b>				
<b>Agree</b>	34%	28%	42%	38%
<b>Disagree</b>	50%	63%	34%	44%
<b>Not Sure</b>	16%	9%	24%	18%





	Base	Party		
		Democrat	Republican	Other
<b>Cost Analysis Before Changes</b>				
<b>Yes</b>	<b>62%</b>	69%	49%	65%
<b>No</b>	<b>25%</b>	24%	32%	20%
<b>Not Sure</b>	<b>13%</b>	8%	19%	15%

	Base	Party		
		Democrat	Republican	Other
<b>Assignment Policy Change if Extra Cost</b>				
<b>Support</b>	<b>32%</b>	26%	43%	32%
<b>Oppose</b>	<b>42%</b>	56%	27%	33%
<b>Not Sure</b>	<b>26%</b>	18%	30%	35%

	Base	Race		
		White	African-American	Other
<b>School Board Approval</b>				
<b>Approve</b>	<b>42%</b>	45%	35%	39%
<b>Disapprove</b>	<b>47%</b>	45%	55%	45%
<b>Not Sure</b>	<b>10%</b>	10%	10%	16%

	Base	Race		
		White	African-American	Other
<b>Resegregation</b>				
<b>Yes</b>	<b>42%</b>	40%	53%	32%
<b>No</b>	<b>45%</b>	48%	35%	46%
<b>Not Sure</b>	<b>13%</b>	12%	12%	22%





	Base	Race		
		White	African-American	Other
<b>Maintain Diversity Policy</b>				
<b>Yes</b>	46%	44%	53%	50%
<b>No</b>	43%	44%	39%	41%
<b>Not Sure</b>	11%	12%	8%	9%

	Base	Race		
		White	African-American	Other
<b>School Board open to other opinions</b>				
<b>Yes</b>	42%	43%	42%	36%
<b>No</b>	48%	47%	52%	43%
<b>Not Sure</b>	10%	10%	7%	21%

	Base	Race		
		White	African-American	Other
<b>Hardworking/Divisive</b>				
<b>Hardworking</b>	40%	42%	36%	40%
<b>Divisive</b>	46%	45%	53%	39%
<b>Not Sure</b>	13%	13%	11%	21%

	Base	Race		
		White	African-American	Other
<b>Honest/Deceptive</b>				
<b>Honest</b>	46%	50%	35%	39%
<b>Deceptive</b>	36%	32%	50%	29%
<b>Not Sure</b>	19%	18%	15%	32%





	Base	Race		
		White	African-American	Other
<b>High School Construction Issue</b>				
<b>Agree</b>	31%	29%	38%	36%
<b>Disagree</b>	47%	46%	52%	51%
<b>Not Sure</b>	21%	26%	10%	13%

	Base	Race		
		White	African-American	Other
<b>Year Round Decision</b>				
<b>Agree</b>	34%	34%	34%	42%
<b>Disagree</b>	50%	47%	59%	46%
<b>Not Sure</b>	16%	19%	7%	12%

	Base	Race		
		White	African-American	Other
<b>Cost Analysis Before Changes</b>				
<b>Yes</b>	62%	64%	55%	66%
<b>No</b>	25%	22%	35%	20%
<b>Not Sure</b>	13%	13%	11%	14%

	Base	Race		
		White	African-American	Other
<b>Assignment Policy Change if Extra Cost</b>				
<b>Support</b>	32%	32%	35%	30%
<b>Oppose</b>	42%	37%	52%	52%
<b>Not Sure</b>	26%	31%	13%	18%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>School Board Approval</b>					
<b>Approve</b>	42%	25%	51%	42%	36%
<b>Disapprove</b>	47%	63%	41%	49%	46%
<b>Not Sure</b>	10%	13%	8%	9%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Resegregation</b>					
<b>Yes</b>	42%	63%	35%	43%	41%
<b>No</b>	45%	31%	55%	43%	39%
<b>Not Sure</b>	13%	6%	10%	14%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Maintain Diversity Policy</b>					
<b>Yes</b>	46%	75%	35%	47%	50%
<b>No</b>	43%	19%	57%	40%	33%
<b>Not Sure</b>	11%	6%	8%	13%	16%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>School Board open to other opinions</b>					
<b>Yes</b>	42%	25%	49%	42%	38%
<b>No</b>	48%	63%	43%	48%	50%
<b>Not Sure</b>	10%	13%	8%	10%	12%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hardworking/Divisive</b>					
<b>Hardworking</b>	40%	19%	47%	43%	33%
<b>Divisive</b>	46%	56%	38%	48%	53%
<b>Not Sure</b>	13%	25%	14%	9%	13%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Honest/Deceptive</b>					
<b>Honest</b>	46%	25%	52%	47%	43%
<b>Deceptive</b>	36%	44%	30%	38%	37%
<b>Not Sure</b>	19%	31%	19%	15%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>High School Construction Issue</b>					
<b>Agree</b>	31%	13%	38%	31%	28%
<b>Disagree</b>	47%	69%	41%	48%	46%
<b>Not Sure</b>	21%	19%	21%	21%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Year Round Decision</b>					
<b>Agree</b>	34%	25%	44%	33%	22%
<b>Disagree</b>	50%	63%	42%	49%	59%
<b>Not Sure</b>	16%	13%	13%	18%	19%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Cost Analysis Before Changes</b>					
<b>Yes</b>	<b>62%</b>	81%	54%	64%	66%
<b>No</b>	<b>25%</b>	6%	32%	26%	17%
<b>Not Sure</b>	<b>13%</b>	13%	14%	10%	17%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Assignment Policy Change if Extra Cost</b>					
<b>Support</b>	<b>32%</b>	13%	38%	36%	22%
<b>Oppose</b>	<b>42%</b>	56%	36%	39%	50%
<b>Not Sure</b>	<b>26%</b>	31%	26%	25%	27%

