Survey Project & Profile

Title: Texas K-12 & School Choice Survey
Survey Organization: Braun Research, Inc. (BRI)
Survey Sponsor: The Friedman Foundation for Educational Choice
Release Partner: Texas Public Policy Foundation
Interview Dates: March 19 to 27, 2013
Interview Method: Live Telephone | 70% landline and 30% cell phone
Interview Length: 12 minutes (average)
Language(s): English, Spanish
Sample Frame: Registered Voters
Sampling Method: Dual Frame; Probability Sampling; Random Digit Dial (RDD)
Population Samples: TEXAS = 613
Dallas-Ft. Worth = 185
Houston = 143
Margins of Error: TEXAS = ± 4.0 percentage points
Dallas-Ft. Worth = ± 7.2 percentage points
Houston = ± 8.2 percentage points
Response Rates: Landline (LL) = 13.0%
Cell Phone = 11.9%
Weighting? Yes (Age, Race, Ethnicity, Gender, Region, and Landline/Cell)
Oversampling? No

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