Survey Project & Profile

Title: Oklahoma K-12 & School Choice Survey
Survey Organization: Braun Research, Inc. (BRI)
Survey Sponsor: The Friedman Foundation for Educational Choice
Release Partner(s): Oklahoma Council of Public Affairs (OCPA)
Interview Dates: December 5 to 16, 2013
Interview Method: Live Telephone | 70% landline and 30% cell phone
Interview Length: 14 minutes (average)
Language(s): English
Sample Frame: Registered Voters
Sampling Method: Dual Frame; Probability Sampling; Random Digit Dial (RDD)
Population Samples: OKLAHOMA (statewide) = 606
Oklahoma City Metro = 301
Tulsa Metro = 204
Margins of Error: OKLAHOMA (statewide) = ± 4.0 percentage points
Oklahoma City Metro = ± 5.6 percentage points
Tulsa Metro = ± 6.9 percentage points
Response Rates: Landline (LL) = 13.3%
Cell Phone = 13.8%
Weighting? Yes (Landline/Cell, Age, Race/Ethnicity, Gender, and Region)
Oversampling? No

Project Contact:
Paul DiPerna | Research Director | paul@edchoice.org