

Survey Project & Profile

Title:	Missouri K-12 & School Choice Survey
Survey Organization:	Braun Research, Inc. (BRI)
Survey Sponsor:	The Friedman Foundation for Educational Choice
Release Partner(s):	Show-Me Institute
Interview Dates:	February 27 to March 11, 2014
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:	MISSOURI (statewide) = 660 St. Louis Metro = 227 Kansas City Metro (statewide plus oversample) = 165
Margins of Error:	MISSOURI = ± 4.0 percentage points St. Louis Metro = ± 6.5 percentage points Kansas City Metro = ± 7.6 percentage points
Response Rates:	Landline (LL) = 9.7% Cell Phone = 8.3%
Weighting?	Yes (Landline/Cell, Age, Race, Ethnicity, Gender, and Region)
Oversampling?	Yes (Kansas City Metro)

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