Survey Project & Profile

Title: 2014 Schooling in America Survey

Survey Data Collection & Quality Control: Braun Research, Inc. (BRI)

Survey Sponsor & Developer: The Friedman Foundation for Educational Choice

Interview Dates: April 23 to May 4, 2014

Interview Method: Live Telephone | 70% landline and 30% cell phone

Interview Length: 16 minutes (average)

Language(s): English

Sample Frame: Adults (age 18+)

Sampling Method: Dual Frame; Probability Sampling; Random Digit Dial (RDD)

Population Sample: National/American Adults = 1,007

Margin of Error: National/American Adults = ± 3.1 percentage points

Response Rates: Landline = 15.8%
 Cell Phone = 14.1%

Weighting? Yes (Landline/Cell, Age, Gender, Race, Ethnicity, and Region)

Oversampling? No

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

The author is responsible for overall polling design; question wording and ordering; this paper’s analysis, charts, and writing; and any unintentional errors or misrepresentations.