Survey Project & Profile

Title: Delaware K-12 & School Choice Survey

Survey Sponsor & Developer: The Friedman Foundation for Educational Choice

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

Interview Dates: August 16 to 26, 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: DELAWARE (statewide) = 600
New Castle County = 360

Margins of Error: DELAWARE = ± 4.0 percentage points
New Castle County = ± 5.2 percentage points

Response Rates: Landline (LL) = 12.6%
Cell Phone = 12.3%

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

Oversampling? No

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