# Survey Project & Profile

**Title:** Nevada 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:** January 10 to 18, 2015  
**Interview Method:** Live Telephone | 59% landline and 41% 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:** NEVADA (statewide) = 602  
**Margins of Error:** NEVADA = ± 4.0 percentage points  
Clark County = ± 4.7 percentage points  
**Response Rates:** Landline (LL) = 11.2%  
Cell Phone = 10.4%  
**Weighting?** Yes (Landline/Cell, Age, Race, Ethnicity, Gender, and Region)  
**Oversampling?** No  

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**Project Contact:**  
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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.