Survey Project & Profile

Title: 2015 Schooling in America Survey
Survey Sponsor & Developer: Friedman Foundation for Educational Choice
Survey Data Collection & Quality Control: Braun Research, Inc.
Interview Dates: April 22 to May 12, 2015
Interview Method: Live Telephone | 60% landline and 40% cell phone
Interview Length: 17.5 minutes (average)
Language(s): English, with Spanish option
Sample Frame & Method: Dual Frame; Probability Sampling; Random Digit Dial (RDD)
Population Sample: National sample of adults (age 18+) living in the 50 U.S. States and District of Columbia
Sample Size: National/General Public, N = 1,002
Margins of Error: National/General Public = ± 3.1 percentage points
Response Rates (RR) using AAPOR RR3: Landline = 13.5%; Cell Phone = 13.5%
Weighting? Yes (Landline/Cell for National, then Age, Gender, Race, Ethnicity, Census Division/Region)
Oversampling? Yes (Latinos)*
Total Latinos, N = 532
(n=125 from National sample; n=407 from additional oversample)

* Latino and other race/ethnic results to be released at a later date.

The survey’s sponsor and sole funder was the Friedman Foundation for Educational Choice. For more information, contact: Paul DiPerna at 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.