

Survey Project & Profile

Title:	Louisiana K-12 & School Choice Survey
Survey Organization:	Braun Research Incorporated (BRI)
Survey Sponsor:	The Friedman Foundation for Educational Choice
Release Partner:	Pelican Institute for Public Policy
Interview Dates:	February 14-18, 23-27, 2012
Interview Method:	Live Telephone 70% landline and 30% cell phone
Interview Length:	13 minutes
Language(s):	English
Sample Frame:	Registered Voters
Sampling Method:	Dual Frame; Probability Sampling; Random Digit Dial (RDD)
Sample Sizes:	LOUISIANA=802; East Baton Rouge=326; Livingston=325; Orleans=325; St. Tammany=333; Tangipahoa=325
Split Sample Sizes:	“Split A”=401; “Split B”=401
Margin of Error:	± 3.5 percentage points for the statewide sample; ± 5.4 percentage points (approx.) for each parish sample ± 4.1 percentage points for each split sample
Response Rates:	(LL) LOUISIANA=19.7%; Parish Avg=20.6% (Cell) LOUISIANA=18.9%; Parish Avg=19.8%
Weighting?	Yes (Age, Gender, Race/Ethnicity for parishes and statewide; also, Parish for statewide)
Oversampling?	Yes (Five Parishes: East Baton Rouge, Livingston, Orleans, St. Tammany, Tangipahoa)