**Survey Project & Profile**

**Title:** Moms and Schools Survey

**Survey Organization:** Braun Research, Inc. (BRI)

**Survey Sponsor:** The Friedman Foundation for Educational Choice

**Interview Dates:** April 17 to 24, 2012

**Interview Method:** Live Telephone | 67% landline and 33% cell phone

**Interview Length:** 7 minutes (average)

**Language(s):** English; Spanish (option)

**Sample Frame:** Adults (18+)

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

**Sample Sizes:**
- NATIONAL = 803
  - Moms = 401; Non-Moms = 677
  - Northeast = 145; South = 295; Midwest = 177; West = 185

**Margins of Error:**
- NATIONAL = ± 3.5 percentage points
- Moms = ± 4.9 percentage points;
- Non-Moms = ± 3.8 percentage points
- Northeast = ± 8.1 percentage points
- South = ± 5.7 percentage points
- Midwest = ± 7.4 percentage points
- West = ± 7.2 percentage points

**Response Rates:**
- Landline (LL)=18.7%
- Cell Phone=18.2%

**Weighting?** Yes (Age, Gender, Region, Education, Race, and Hispanic origin)

**Oversampling?** Yes (Moms)

**Project Contact:**
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