

## **Survey Project & Profile**

<b>Title:</b>	Moms and Schools Survey
<b>Survey Organization:</b>	Braun Research, Inc. (BRI)
<b>Survey Sponsor:</b>	The Friedman Foundation for Educational Choice
<b>Interview Dates:</b>	April 17 to 24, 2012
<b>Interview Method:</b>	Live Telephone   67% landline and 33% cell phone
<b>Interview Length:</b>	7 minutes (average)
<b>Language(s):</b>	English; Spanish (option)
<b>Sample Frame:</b>	Adults (18+)
<b>Sampling Method:</b>	Dual Frame; Probability Sampling; Random Digit Dial (RDD)
<b>Sample Sizes:</b>	NATIONAL = 803 Moms = 401; Non-Moms = 677 Northeast = 145; South = 295; Midwest = 177 ; West = 185
<b>Margins of Error:</b>	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
<b>Response Rates:</b>	Landline (LL)=18.7% Cell Phone=18.2%
<b>Weighting?</b>	Yes (Age, Gender, Region, Education, Race, and Hispanic origin)
<b>Oversampling?</b>	Yes (Moms)

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