**Survey Project & Profile**

**Title:** Montana K-12 & School Choice Survey

**Survey Organization:** Braun Research Incorporated (BRI)

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

**Release Partners:** Montana Family Foundation, Montana Policy Institute

**Interview Dates:** April 12 to 19, 2012

**Interview Method:** Live Telephone | 80% landline and 20% cell phone

**Interview Length:** 12 minutes (average)

**Language(s):** English

**Sample Frame:** Registered Voters

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

**Sample Size:** MONTANA = 604

**Split Sample Sizes:** “Split A” = 302; “Split B” = 302

**Margins of Error:** MONTANA = ± 4.0 percentage points
Each Split Sample = ± 5.6 percentage points

**Response Rates:** Landline (LL) = 17.2%
Cell Phone = 17.5%

**Weighting?** Yes (Age, Gender, Race, and Ethnicity)

**Oversampling?** No

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