**Survey Project & Profile**

**Title:** North Carolina K-12 & School Choice Survey  
**Survey Organization:** Braun Research, Inc. (BRI)  
**Survey Sponsor:** The Friedman Foundation for Educational Choice  
**Release Partner:** Civitas Institute  
**Interview Dates:** June 18 to 24, 2012  
**Interview Method:** Live Telephone | 70% landline and 30% 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 Sizes:** NORTH CAROLINA = 601  
Charlotte = 164; Raleigh-Durham = 183  
**Split Sample Sizes:** “Split A” = 302; “Split B” = 299  
**Margins of Error:** NORTH CAROLINA = ± 4.0 percentage points  
Charlotte = ± 7.6 percentage points  
Raleigh-Durham =± 7.2 percentage points  
Each Split Sample = ± 5.6 percentage points  
**Response Rates:** Landline (LL) = 17.0%  
Cell Phone = 16.5%  
**Weighting?** Yes (Age, Gender, Race, Ethnicity, and Region)  
**Oversampling?** No  

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