

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

Project Contact:

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