FRIEDMAN FOUNDATION
FOR EDUCATIONAL CHOICE

Survey Project & Profile

Title:	Tennessee K-12 & School Choice Survey
Survey Organization:	Braun Research Incorporated (BRI)
Survey Sponsor:	The Friedman Foundation for Educational Choice
Release Partner:	Beacon Center of Tennessee
Interview Dates:	February 11 to 21, 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 Size:	TENNESSEE = 606
Split Sample Sizes:	"Split A" = 303; "Split B" = 303
Margins of Error:	TENNESSEE = ± 4.0 percentage points Each Split Sample = ± 5.6 percentage points
Response Rates:	Landline (LL) = 17.5% Cell Phone = 19.6%
Weighting?	Yes (Age, Gender, Race, and Hispanic origin)
Oversampling?	No

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