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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