



SURVEY ON AMERICA'S ATTITUDES TOWARDS EDUCATION REFORM

INTRODUCTION AND METHODOLOGY

the polling company TM, inc. is pleased to present to the Center for Education Reform (CER) the results and analysis of a nationwide telephone survey of 1,000 adults in the United States. Interviews were conducted September 29 through October 1, 2013, at a Computer Assisted Telephone Interviewing (CATI) facility by telephone and with live callers. Further, at least 25% of the interviews were completed on cell phones.

Sampling controls were used to ensure that a proportional and representative number of people were interviewed from the demographic groups of age, race, gender, and region¹. The survey was weighted by political party self-identification only, while maintaining its demographic representativeness. The margin of error for the entire survey is +/- 3.1% at a 95% confidence interval, meaning that if the survey were conducted in the same way at the same time, we would expect the results to be within three percentage points as the results shown here 19 out of 20 times.

The survey contained a total of 42 questions, of which two were open-ended and 12 were demographic. Several questions were repeated verbatim from an earlier survey conducted by the polling company, inc. for CER in January 2005 (800 adults nationwide; margin of error of +/- 3.5%) to allow for trending data.

¹Regional breakdowns:

5%	NEW ENGLAND (CT, ME, MA, NH, RI, VT)
13%	MID-ATLANTIC (NJ, NY, PA)
16%	EAST NORTH CENTRAL (IN, IL, MI, OH, WI)
7%	WEST NORTH CENTRAL (IA, KS, MN, MO, NE, ND, SD)
20%	SOUTH ATLANTIC (DE, DC, FL, GA, MD, NC, SC, VA, WV)
6%	EAST SOUTH CENTRAL (AL, KY, MS, TN)
11%	WEST SOUTH CENTRAL (AR, LA, OK, TX)
7%	MOUNTAIN (AZ, CO, ID, NM, MT, UT, NV, WY)
14%	PACIFIC (AK, CA, HI, OR, WA)