

Memo

To: Whom It May Concern
From: Jeff Gutenberg, President
Date: February 12, 2010
Re: Study methodology for survey of parents of students in the
Rochester City School District schools

Telephone calls were made to a random sample of Rochester City School District residents using a list of households with children of school age. The list was obtained from Experian, one of the country's largest list management companies. The list was supplemented with a small list of known parents of RCSD children, and another list of households in the district thought to have children not yet in school. All respondents were qualified as to either having a child in a RCSD school or to having a child who might be attending an RCSD school when they reached school age. Of the 185 respondents, 177 had a child in school and 8 did not but had a child who potentially would attend a RCSD school when he or she become of age.

The interviewing was conducted by AVSA Research, a national call center that specializes in survey interviewing. Calling took place from January 29 to February 6. "Call backs" were made to households not answering on the original call attempt, or when requested to do so by a potential respondent. The average time per interview was twelve minutes, and the margin of error is +/- 7.3%.

Survey results were "weighted" to conform to the known racial/ethnic make-up of RCSD students. In the actual calling, about 43% were self-identified as Caucasian and 58% as African American, Hispanic, or "other". Statistical weighting adjusted sample responses so that 64% were African American, 22% Hispanic, and 11% Caucasian, consistent with the makeup of District students.

(Weighting had little impact on survey results, in that the tabulations showed that far more respondents opposed the Mayor's proposal than supported it whether the data was weighted or not.)

The project was managed by BRX Global Research Services, Inc, of Rochester. BRX is a full service marketing research company which has served the Rochester community for more than thirty-five years.

BRX's diverse list of clients have included Eastman Kodak, Xerox Corporation, Bausch and Lomb, ESL Federal Credit Union, The Greater Rochester Visitor's Association, Rochester Gas and Electric (Energy East), Monroe County Development Corporation, Strong Medical Center, Catalyst Direct, Roberts Communications, Metrix Marketing, RochesterWorks!, Episcopal Senior Life Communities, Learning Disabilities Association, FF Thompson Health System, Nazareth Schools, Town of Farmington, and The Humane Society at Lollypop Farm.

In addition, BRX has been recognized for its pro bono services to such community initiatives as the Coalition for the Prevention of Lead Poisoning and the Water Education Collaborative.

The president of BRX is Dr. Jeffrey S. Gutenberg, who is also a tenured Associate Professor in the School of Business at SUNY Geneseo where he teaches courses in marketing, marketing research, and strategic management. He joined SUNY Geneseo in 1981, and served as Director of its Survey Research Center for twelve years. He was also a sixteen-year member of the Board of Directors of the Advertising Council of Rochester, and received their Lantern award in 1998 and the Legacy award in 2009.