Methods and Data

The *New Hampshire K–12 & School Choice Survey* project, funded and developed by EdChoice (formerly the Friedman Foundation for Educational Choice) and conducted by Braun Research, Inc. (BRI), interviewed a statistically representative statewide sample of adults (age 18+) who are registered to vote in the State of New Hampshire. Data collection methods included probability sampling and random-digit dial. The unweighted statewide sample includes a total of 601 telephone interviews completed in English from March 15 to 23, 2017, by means of both landline and cell phone. BRI's live callers conducted all phone interviews. Statistical results were weighted to correct known demographic discrepancies. The margin of sampling error for the total statewide sample is ± 4.0 percentage points.

Statewide Sample

- 21,300 in total – 11,000 landline; 10,300 cell
- Of these calls 8,555 (4,441 landline; 4,114 cell) were unusable phone numbers (disconnected, fax, busy, non-residential, or non-answers, etc.);
- 11,914 (6,206 landline; 5,708 cell) were usable numbers but eligibility unknown (including refusals and voicemail);
- 204 (97 landline; 107 cell) phone numbers were usable but not eligible for this survey; and
- 26 (15 landline; 11 cell) people did not complete the survey.
- The average response rate of the landline interviews was **3.0%**.
- The average response rate of the cell phone interviews was **4.9%**.

Details on call dispositions, landline and cell phone response rates, and weighting are discussed in the following sections.

Sample Design

A combination of landline and cellular random digit dial (RDD) samples was used to represent Adults 18+ who are registered voters in the State of New Hampshire who have access to either a landline or cellular telephone. Survey Sampling International, LLC (SSI) provided both samples according to BRI specifications.

SSI starts with a database of all listed telephone numbers, updated on a four- to six-week rolling basis, 25 percent of the listings at a time. All active blocks—contiguous groups of 100 phone numbers for which more than one residential number is listed—are added to this database. Blocks and exchanges that include only listed business numbers are excluded.

Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

Contact Procedures

Interviews were conducted from March 15 to 23, 2017. As many as eight attempts were made to contact every sampled telephone number. The sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of the sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each phone number received at least one daytime call.

The Hagan-Collier Method guided respondent selection. Respondents in the landline sample were chosen by asking for the youngest adult male who is now at home. If the youngest male was not home, then the next step would be to request an interview with the youngest female at home. Interviews in the cell sample were conducted with the person who answered the phone, as long as that person was an adult 18 years of age or older.

The survey's margin of sampling error (MSE) is the largest 95 percent Confidence Interval for any estimated proportion based on the total sample – the one around 50 percent. The statewide sample's margin of error for this survey is ± 4.0%. This means that in 95 of every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 4.0 percentage points away from their true values in the population. Sampling errors and statistical tests of significance do not address any potential design effect due to weighting.

It is critical to note that the MSE is higher when considering the number of respondents for a given demographic subgroup. For example, the MSE for a subgroup of 150 respondents is ± 8.0 percentage points.

In addition to sampling error, question wording, ordering, and other practical difficulties when conducting surveys may introduce error or bias into the findings of public opinion research.

Call Dispositions and Response Rates

We use the American Association for Public Opinion Research's "Response Rate 3" (AAPOR RR3) for computing response rates for landline and cell phone proportions of the sample. The response rate is the percentage of known or assumed residential households for which a completed interview was obtained.

Statewide Sample Call Dispositions

SUMMARY

Landline	Cell Phone	
11,000	4,500	Total
11,000	4,500	Released
0	0	Unreleased
8,257	2,914	Usable
2,743	1,586	Unusable
6,455	2,752	Qualified
75.1%	72.3%	Est. Usability
75.5%	77.6%	Est. Eligibility
3.0%	4.9%	Est. Response

DETAIL

Landline	Cell Phone	
2,132	2,349	Disconnected
4	0	Fax
43	23	Government/Business
0	.	Cell Phone
.	0	Landline
2,179	2,372	Unusable
2,141	1,659	No Answer
121	83	Busy
2,262	1,742	Usability Unknown
241	360	Complete
15	11	Break-Off
256	371	Usable/Eligible
827	769	Refused
23	17	Language Barrier
2,873	2,675	Voice Mail
2,419	2,158	Call Back-Retry
55	86	Strong Refusal
9	3	Privacy Manager
6,206	5,708	Usable/Eligible Unknown
97	107	Under 18
97	107	Usable/Ineligible
3.0%	**4.9%**	**Response Rate**

Weighting Procedures and Analysis

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. In this study the sample demographics were balanced to population parameters.

Research provides evidence that participation in surveys tends to vary for different subgroups of the population. Subgroup participation and cooperation may also vary because of substantive interest regarding a survey's topics and questions. To compensate for these known and potential biases, the sample data were weighted for analysis.

The statewide sample was weighted using population parameters from the U.S. Census Bureau's 2010 Decennial Census for adults 18 years of age or older living in the state of New Hampshire. Results were weighted on Age, Race, Ethnicity, and Gender. Results weighted on County and Community Type were based on the U.S. Census Bureau's 2014 American Community Survey 5-Year Estimates. Results were then weighted on Party ID, based on data obtained from the Office of the New Hampshire Secretary of State, state records as of January 6, 2017.

Weighted and unweighted results are available on request.

Weighting Results for Statewide Sample

	Pre-Weight	Post-Weight	Census Target
AGE			
18 - 24	6.0%	7.4%	7.6%
25 - 34	9.7%	10.2%	11.1%
35 - 44	15.0%	15.0%	15.3%
45 - 64	42.0%	41.5%	41.8%
65+	24.3%	24.9%	24.2%
HISPANIC			
Yes	1.7%	2.2%	2.2%
RACE			
Asian [or Pacific Islander]	1.0%	50.0%	1.0%
Black [or African American]	0.8%	1.2%	1.0%
Native American	.	.	.
White	90.8%	96.3%	96.4%
GENDER			
Male	50.6%	47.7%	47.7%
Female	49.4%	52.3%	52.3%
PARTY ID			
Democrat	24.5%	28.2%	28.2%
Republican	22.3%	30.9%	30.9%
Independent/Undeclared/Other	53.2%	40.9%	40.9%
COUNTIES/REGIONS			
Hillsborough	30.0%	30.0%	29.9%
Merrimack	11.3%	11.1%	11.1%
Rest of State	36.9%	36.7%	36.5%
COMMUNITY TYPE			
Inside Urban Areas (Urban)	12.6%	32.3%	43.2%
Inside Urban Clusters (Suburban)	18.8%	13.6%	12.7%
Rural	67.8%	53.2%	44.1%