

# SURVEY METHODOLOGY AND DATA SOURCES

*The Nevada K-12 & School Choice Survey* project, funded by EdChoice, developed by EdChoice and Nevada Action for School Options, and conducted by Braun Research Incorporated (BRI), interviewed a statistically representative statewide sample of adults (age 18+) who are residents of the State of Nevada. The unweighted statewide sample includes a total of 1,204 interviews conducted using a mixed phone-online methodology from January 10, 2019, through January 29, 2019. Statistical results were weighted to correct known demographic discrepancies. The margin of sampling error for the total statewide sample is  $\pm 2.82$  percentage points.

## Statewide Sample

### Phone:

Within the phone portion of this study, BRI conducted a total of  $n=603$  telephone interviews from 10 January – 28 January, 2019, by means of both landline and cell phone.

The margin of sampling error for the entire Nevada Gen Pop phone sample ( $N=603$ ) of interviews is  $\pm 3.99\%$  (95% confidence level) percentage points. BRI's live callers conducted all phone interviews.

- Nevada Gen Pop 18+ Respondents:
  - 36,200 in total – 19,200 landline; 17,000 cell
  - Of these calls 4,103 [2,259 landline, 1,844 cell] were unusable phone numbers (disconnected, fax, busy, non-residential, or non-answers, etc.);
  - 31,388 [16,727 landline, 14,661 cell] were usable numbers but eligibility unknown (including refusals and voicemail); and
  - 41 [19 landline, 22 cell] people did not complete the survey.
  - The average response rate of the landline interviews was 1.10%.
  - The average response rate of the cell phone interviews was 2.90%.

### Online:

BRI programmed and hosted the web-based survey for Nevada Gen Pop Adults 18 years of age or older.

A total of  $N=601$  Adults 18+ participated in the online Gen Pop survey in Nevada from an initial outreach of 7,771 persons emailed from 14 January – 28 January 2019. These individuals were randomly selected from the opt-in nonprobability online pool of panelists;  $n=137$  persons terminated as disqualified.

The margin of sampling error for the online, Adult 18+ Gen Pop Nevada sample ( $N=601$ ) of interviews is  $\pm 4.00$  percentage points.

## Sample Design

A combination of landline and cellular random digit dial (RDD) samples was used to represent Adults 18+ across the fifty United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) 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.

For the online versions of the Nevada Education Survey with Adults 18+, BRI utilized their partner Fulcrum to recruit and complete online. In turn Fulcrum works with their various partners to send sample. You may find more information about Fulcrum via the following web site: <https://luc.id/fulcrum>

## Contact Procedures

Interviews were conducted from January 10 – January 28, 2019. As many as eight (8) attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of 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.

BRI has noticed over the last several years, response rates have been declining for consumer polls. Generally, running survey over a longer period of time will boost these response rates. However, lower response rates do not lead to lower reliability of the data.

The survey's margin of error is the largest 95% Confidence Interval for any estimated proportion based on the total sample – the one around 50%. The margin of error for the phone part of this study is 3.46%. 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 3.46 percentage points away from their true values in the population.

It is critical to note that the Mean Squared Error (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  $\pm 8.0$  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 – Nevada Adults 18+ (phone)

Nevada General Population Phone Disposition (N = 1,204)					
SUMMARY			DETAIL		
	Landline	Cell phone		Landline	Cell phone
Total	19,200	17,000	Disconnected	2,108	1,768
Released	19,200	17,000	Fax	19	2
Est. Response	<b>1.10%</b>	<b>2.90%</b>	Governmnet/Business	132	74
			Cell Phone	0	.
			Unusable	2,259	1,844
			No Answer	2,864	3,339
			Busy	136	87
			Usability Unknown	3,000	3,426
			Complete	182	421
			Break-off	19	22
			Usable/Eligible	201	443
			Refused	676	722
			Language Barrier	66	89
			Answering Machine	8,455	2,031
			Call Back-Retry	4,448	8,333
			Strong Refusal	65	57
			Privacy Manager	17	3
			Usable/Eligible Unknown	13,727	11,235
			Terminates	13	52
			Usable/Ineligible	13	52
			<b>RESPONSE RATE</b>	<b>1.10%</b>	<b>2.90%</b>
			<b>COOPERATION RATE</b>	<b>20.40%</b>	<b>37.10%</b>
			<b>REFUSAL RATE</b>	<b>5.30%</b>	<b>6.70%</b>

## Dispositions and Response Rates – Online Nevada Adults 18+ Gen Pop

Nevada General Population Online Disposition	
Category	Total
Full Completes	601
Email Bouncebacks	41
Email Unopened After Reminders	6,476
Terminated Early/Breakoffs	413
Screened Out/Disqualified	137
Refusals	17
Respondent Opens Email/Does Not Open Link with Survey	21
Total	7,771
<b>RESPONSE RATE</b>	<b>8.70%</b>
<b>COOPERATION RATE</b>	<b>53.80%</b>
<b>REFUSAL RATE</b>	<b>9.20%</b>

### 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.

The online and phone questionnaires amongst the Nevada Adults 18+ Gen Pop were almost identical, save for some screening questions.

Because of questionnaire similarities, and, due to the mixed mode approach on the study, generally, BRI chose to weight in couple ways:

\*\* BRI weighted the Gen Pop Nevada data on the following factors (to statistics shown later in this report): age, county, gender, ethnicity, race, education, income, party ID and phone usage.

Accounting for the fact that BRI had both online and phone versions this wave for Adults 18+, BRI also chose to weight by mode.

<b>Weighting Results for Statewide Sample</b>			
	<b>Unweighted Online GP (%)  N=601</b>	<b>Unweighted Phone GP (%)  N=603</b>	<b>Weighted outcomes GP (online and phone combined %)  N=1,204</b>
<b>Age</b>			
18 to 24 years	14.8%	5.8%	10.9%
25 to 34 years	28.0%	9.3%	18.4%
35 to 44 years	18.5%	15.3%	17.3%
45 to 54 years	14.1%	18.9%	17.5%
55 to 64 years	13.0%	18.4%	15.3%
65 years and older	11.5%	26.9%	18.5%
<b>Sex</b>			
Male	49.8%	52.9%	50.0%
Female	50.2%	47.1%	50.0%
<b>Race</b>			
White	63.9%	66.0%	69.2%
Black	9.8%	7.8%	8.1%
Native American	3.7%	3.5%	1.3%
Asian/Pacific Islander	7.3%	3.5%	8.6%
Other	6.0%	6.8%	6.7%
Two or more	9.2%	7.3%	3.9%
<b>Ethnicity</b>			
Hispanic	29.0%	14.9%	22.8%
White alone, not Hispanic	71.0%	82.6%	76.4%
<b>Regional Distribution</b>			
Carson City, Nevada	1.5%	2.5%	1.8%
Clark County, Nevada	77.7%	69.2%	72.2%
Rest of Nevada	20.8%	28.4%	26.0%
Nevada Total			
<b>Household Income</b>			
less than \$20K	18.5%	6.5%	13.7%
20-less than \$40K	25.3%	15.1%	19.2%
40-less than \$60K	22.0%	16.3%	17.1%
60-less than \$100K	21.6%	25.0%	24.0%
100-less than \$150K	8.7%	15.4%	12.5%
\$150K or more	2.7%	10.0%	8.1%
<b>Educational Attainment</b>			
Less than 9th grade	0.2%	1.5%	2.8%
9th to 12th grade, no diploma	3.5%	3.3%	8.5%
High school graduate (includes equivalency)	27.0%	19.6%	30.1%
Some college/associate's	44.3%	36.3%	35.7%
Bachelor's degree	17.3%	21.4%	15.0%
Graduate or professional degree	7.8%	16.7%	7.6%
<b>Party</b>			
Democratic	34.4%	29.4%	37.4%
Republican	24.6%	31.8%	32.7%
Other	1.0%	1.7%	1.0%
Independent	39.4%	30.8%	26.5%

## ABOUT BRAUN RESEARCH, INC. (BRI)

The Braun Research network of companies, founded in 1995, engage in data collection via telephone, and internet for various survey research firms, government and advertising agencies, local community organizations, local and national business groups, foundations, universities and academic entities, as well as religious organizations. In twenty-four (24) years Braun Research has conducted over 10,000 research projects by telephone, internet, and mail worldwide.

Nationally-known research firms have hired Braun Research, including the Gallup Organization, the Pew Research Center, the Eagleton Poll, Mathematica Policy Research, and the *Washington Post*. Braun Research has worked for the New Jersey Department of Health and Human Services, as well as other government agencies including the United States Departments of the Treasury and Defense, and the Center for Disease Control.

The work BRI accomplishes for other research firms requires them to perform all work up to standards required by the various research organizations where BRI enjoys membership and, in some cases, participate actively. Paul Braun is recognized as a leader in the field by colleagues who asked him to serve on these committees. For example Paul Braun is a member of the MRA/CMOR committees on response rate improvement and in launching a seal of quality for the industry. He has served as President of the New Jersey Chapter of AAPOR, and he has been a member of the International Association for the Measurement and Evaluation of Communication (AMEC) in North America.

Braun Research is a well-respected firm employing techniques and standards approved by various survey research academic organizations and other affiliations including those with whom Braun is an active member, including AAPOR (The American Association for Public Opinion Research) and MRA/CMOR (Market Research Association/Council on Marketing and Opinion Research) and CASRO (Council on American Survey Research Organizations).