

# SURVEY METHODOLOGY AND DATA SOURCES

The Ohio K–12 & School Choice Survey project, funded by EdChoice, developed by EdChoice and School Choice Ohio, and conducted by Braun Research Incorporated (BRI), interviewed adults (age 18+) who are Registered Voters in the State of Ohio. A total of 1,265 interviews were conducted using an online methodology from February 17, 2020 through March 1, 2020. The total N size includes a statewide base and oversamples in Dayton, Cincinnati and Toledo. The margin of sampling error for this study is +/- 2.75% (95% confidence level).

## Dispositions and Response Rates – Adults 18+

Details on sample dispositions and response rates are discussed below:

### Dispositions and Response Rates – Ohio Registered Voters 18+ (Online)

Category	Disposition Code Total
Full completes	1,265
Email bouncebacks	12
Respondent unavailable during field period (web)	5,042
Terminated early/Breakoffs	654
Screened out/terminates/disqualified	322
Logged onto survey; did not complete any item.	224
Total	7,520
<b>Response Rate (AAPOR)</b>	<b>17.60%</b>
<b>Cooperation Rate (AAPOR)</b>	<b>59.00%</b>
<b>Refusal Rate (AAPOR)</b>	<b>3.10%</b>

**A total of N=1,265 Registered Ohio Voters aged 18+** participated in the online survey relevant to and targeted toward this group from an initial outreach of 7,520 persons emailed from February 17–March 1, 2020. These individuals were randomly selected from the opt-in nonprobability online pool of panelists; n=322 persons terminated as disqualified.

The margin of sampling error for the online, Ohio Registered Voter sample (N=1,265) of interviews is +2.75 percentage points.

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>

### 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.

\*\* BRI weighted this study on the following factors (to statistics shown later in this report): Age, Race, Ethnicity, Income, Gender, County, and Community Type. The intention was also to weight by party, but Ohio does not report party affiliations; one does not need to be registered with the party to vote in the primary.

## **Online**

Please note that Paul Braun has written his perspective on the current environment of online surveys and how they are being employed more and more. A 'sampling' of that text is below.

### **Online Studies**

Online surveys offer unique challenges to ensure quality and honesty. For most surveys, email blasting to panelists are unchecked and depend on the first responders to complete a survey. Further, there are abuses in many panel companies where people sign up under multiple names, and even live in other countries!

The established procedures being used for the best possible results in online surveys are always being reviewed. There are several companies where panelists are drawn from random telephone samples and recruited to participate in periodic surveys for cash and prizes. Our concerns include the proportional sample balance, number of surveys a respondent stops/starts, frequency of respondent solicitation, and frequency of the panel company to draw upon competitor databases to complete low incidence projects.

Unlike telephone surveys, online surveys generally attract more males than females. Further, the number of respondents over the age of 60 are disproportionately thin versus their population. Some panel companies have achieved some balance by providing seniors with a limited action internet-ready device at the panel company's expense. Still, for general population surveys, seniors are solicited repeatedly far more than their younger counterparts.

Over the last several years conversations have been started through the media and, indeed, within national conferences (such as that of AAPOR) regarding putting the science behind online data collection, though there are no immediate plans fully to support projecting studies collected online being presented in the media.

Many leading media and corporate entities do not recognize online surveys as a projectable method of data collection, but some online surveys compare nicely to similar telephone surveys. Braun Research is an active participant in these discussions to help mark the way forward.

No one panel directly controls all panelized respondents. More than half of all respondents are members of multiple panels, and, typically, on average, six percent of that population will be panelized. That population is generally younger, more connected, slightly less than average income and has other underlying differences (slightly higher unemployed/uninsured) and more liberal.

## ABOUT BRAUN RESEARCH, INC. (BRI)

**The Braun Research network of companies, founded in 1995**, engages 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-five (25) years Braun Research has conducted over 11,000 research projects by telephone, internet, and mail worldwide.

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).

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 Braun Research accomplishes for other research firms requires them to perform all work up to standards required by the various research organizations where Braun Research 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. 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.