2022 Schooling in America Survey
Survey Methods

April 7 to May 16, 2022

General Population Sample = 1,200
Current School Parents Sample = 1,200

EdChoice, *Survey Sponsor and Developer*
Braun Research, Inc., *Survey Data Collection and Quality Control*

Online Interviews

Braun Research programmed and hosted the web-based surveys. Fulcrum assisted with recruitment and providing the panel sample.[1] For the General Population and School Parent oversample, panel administrators initially emailed 4,579 adults from April 7 to May 16, 2022. All of these contacts were randomly selected from the opt-in non-probability online pool of panelists. The margin of error for the *General Population online* part of this study is +/- 2.83 percentage points. The survey's margin of error is the largest 95 percent Confidence Interval for any estimated proportion based on the total sample – the one around 50 percent. 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 2.83 percentage points away from their true values in the population.

Contact Procedures

Contacts with potential respondents generally function differently than by other modes like phone or mail. Braun Research creates and develops the survey instrument and gives it a title. For this project, the online panel connector (Fulcrum) takes that survey and, via a link, reaches out to its partners—who are online panel suppliers—to offer opportunities to participate. These online panel partners decide whether to participate and offer to their panelists based on their panel composition, survey topic and screening questions. The panel companies present these opportunities, generally in the form of an online dashboard or mobile app. The platform serves as a direct-to-consumer model – the link is created, sent out, and the panelist clicks on the survey if he/she wants to participate or not. Rather than sending email invitations to initiate contacts, most online panel companies use a dashboard-type platform and process, whereby panelists visit these dashboards (or apps) to see the latest survey offerings.

Phone Interviews

Braun Research's live callers conducted all interviews via computer-assisted telephone interviewing (CATI) using a survey instrument developed and scripted by the authors.

The phone questionnaire reflected a shorter, abridged version of the online questionnaire.

[1] For more information about Fulcrum, see: Lucid, Fulcrum [Web page], retrieved from https://luc.id/fulcrum

For the phone portion of this project to achieve the General Population sample, Braun Research made 29,015 total phone calls by landline phone (11,057) and cell phone (17,958). Of these calls 11,272 (4,025 landline, 7,247 cell phone) were unusable phone numbers (disconnected, fax, busy, or non-answers, etc.); 172 (51 landline, 121 cell phone) people terminated as not qualified to complete the survey; and 17,043 (6,873 landline, 10,170 cell phone) phone numbers were usable numbers but eligibility unknown (including callbacks, refusals and voicemail). Thirty-three people (6 landline; 27 cell phone) did not complete the survey.

Phone Sample Design

Dynata (formerly Survey Sampling International) used a combination of landline and cellular random digit dial (RDD) samples to represent the General Population (adults age 18+ in the United States and District of Columbia) who have access to either a landline or cellular telephone. Dynata provided both samples according to BRI specifications.

Dynata 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 by Dynata. Blocks and exchanges that include only listed business numbers are excluded.

Dynata draws numbers for the landline sample 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 drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

Contact Procedures

Braun Research conducted live telephone interviews from April 7 to May 16, 2022. Their callers made as many as eight attempts to contact every sampled phone number. The 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 contacting potential respondents. Each phone number received at least one daytime call.

We have 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 +/-4.40%. 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 4.40 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 ± 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.

Screener Questions

All respondents were asked a series of screener questions to ensure relevance and qualification:

Screener:

S1. Are you under 18 years old, OR are you 18 or older?

1) Under 18 * Thank, and terminate
2) 18 or older
9) (Refused) * Thank, and terminate

S2. What is your ZIP Code?

S3. In what STATE do you currently live?

1) [Record U.S. State or District of Columbia]
2) Outside of USA * Thank, and terminate
3) (Refused) * Thank, and terminate

D1. What is your gender?

1) Male
2) Female

D2. In what year were you born?

[OPEN END. RECORD. LATER CODE FOR GENERATION]

Weighting Procedures

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. In this study, Braun Research balanced the General Population sample population parameters based on U.S. Census Bureau statistics.

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.

We decided to weight in the following manner because of questionnaire similarities and the mixed mode approach on the study:

- General Population estimates: Braun Research first combined the initially completed phone sample (N = 495) and online sample (N = 705). The weighting procedure then matched for the total General Population sample (N = 1,200) current patterns of telephone status and relative usage of landline and cell phones, based on the Center for Disease Control's *Early Release of Estimates From the National Health Interview Survey (NHIS), January–June 2019.*[2] That total General Population sample was then weighted by using population parameters from the U.S. Census Bureau's *2020 American Community Survey (ACS), 1-year Public Use Microdata Sample with Experimental Weights*, for adults 18 years of age or older living in the United States and the District of Columbia, based on: Age, Census Division, Gender, Ethnicity, Race, Education, and Phone Usage.[3]
- We also weighted parents of school-aged children (K–12 School Parents, N =1,200) by their own separate set of statistics and weighted by Age, Census Region, Gender, and Race. We also weighted the African-American parent and Hispanic parent oversamples to their respective Census populations for gender and region.

Weighted and unweighted results are available on request.

Online Survey, Dispositions and Response Rates

Total General Population Online Survey Dispositions (N = 705)	
	TOTAL
Full Completes	705
Email Bouncebacks	47
Respondent Unavailable During Field Period	2,690
Terminated Early/Breakoffs	285

[2] Stephen J. Blumberg, Ph.D., and Julian V. Luke. Wireless Substitution: Early Release of Estimates From the National Health Interview Survey, January-June 2019 [National Health Interview Survey Early Release Program], National Center for Health Statistics, retrieved from CDC website: https://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless202005-508.pdf

[3] United States Census Bureau, 2020 American Community Survey 1-Year Public Use Microdata Sample with Experimental Weights, retrieved from https://www.census.gov/programs-surveys/acs/data/experimental-data/2020-1-year-pums.html

Screened Out/Terminates/Disqualified	409
Logged Onto Survey; Did Not Complete Any Item	397
Not Intended Person	4
Overquota	42
Total Contacts	4,579

Response Rate	**17.3%**
Cooperation Rate	**50.8%**
Refusal Rate	**9.7%**

Total Current School Parents Online Survey Dispositions (N = 1,104)

	TOTAL
Full Completes	1,104
Email Bouncebacks	59
Emails Unopened After Reminders	4,822
Terminated Early/Breakoffs	403
Screened Out/Disqualified	847
Logged Onto Survey; Did Not Complete Any Item	599
Not Intended Person	9
Overquota	56
Total Contacts	7,899

Response Rate	**15.9%**
Cooperation Rate	**52.4%**
Refusal Rate	**8.6%**

Phone Survey, Dispositions and Response Rates

National General Population Phone Dispositions (N = 495)

SUMMARY

Landline	Cell phone	
11,057	17,958	Total
11,057	17,958	Released
0	0	Unreleased
1.3%	2.9%	Est. Response (AAPOR)

DETAIL

Landline	Cell phone	
2,503	3,268	Disconnected
7	0	Fax
23	17	Gov't/Business
0	0	Cell Phone
2,533	3,285	Unusable
1,364	3,890	No Answer
128	72	Busy
1,492	3,962	Usability Unknown
102	393	Complete
6	27	Break-off
108	420	Usable/Eligible
355	707	Refused
12	26	Language Barrier
3,811	6,126	Answering Machine
2,667	3,265	Call back-Retry
24	46	Strong Refusal
4	0	Privacy Manager
6,873	10,170	Usable/Elig Unkn
51	121	Terminates
51	121	Usable/Ineligible
1.3%	2.9%	Response Rate (AAPOR)
28.4%	39.7%	Cooperation Rate (AAPOR)
5.4%	7.1%	Refusal Rate (AAPOR)

National Current School Parents Phone Dispositions (N = 96)

SUMMARY

Landline	Cell phone	
3,767	5,288	Total
3,767	5,288	Released
0	0	Unreleased
0.5%	2.0%	Est. Response (AAPOR)

DETAIL

Landline	Cell phone	
884	997	Disconnected
2	0	Fax
12	8	Gov't/Business
0	0	Cell Phone
898	1,005	Unusable
258	586	No Answer
34	21	Busy
292	607	Usability Unknown
13	83	Complete
3	19	Break-off
16	102	Usable/Eligible
51	514	Refused
3	14	Language Barrier
1,575	1,772	Answering Machine
905	1,211	Call back-Retry
9	15	Strong Refusal
2	0	Privacy Manager
2,545	3,526	Usable/Elig Unkn
16	48	Terminates
16	48	Usable/Ineligible
0.5%	2.0%	Response Rate (AAPOR)
31.5%	19.3%	Cooperation Rate (AAPOR)
2.3%	14.6%	Refusal Rate (AAPOR)