

National Parent Poll Methodology

The National Parent Poll commissioned by the National Alliance of Public Charter Schools and conducted by Braun Research Incorporated (BRI), interviewed 1,003 respondents who are U.S. Residents 18+ years old, who are parents of children whom are preschool through high school age.

Statistical results were weighted to correct known demographic discrepancies. The margin of sampling error for the total sample of interviews is ± 3.1 percent percentage points.

For this entire project, a total of 25,000 records were used. Of these calls 8,572 were unusable phone numbers (disconnected, fax, busy, non-residential, busy or non-answers, etc.); 13,746 were usable numbers but eligibility unknown (including refusals, language barriers, answering machines, callbacks, privacy managers and voicemail); 1,652 were usable but not eligible for this survey; 27 people did not complete the survey. The response rate for the poll was 7.0 percent. The overall incidence of the project was 35.7 percent and the refusal rate was 10.4 percent.

Sample Design and Contact Procedures

A combination of landline and cellular random digit dial (RDD probability) sample was used.

Interviews were conducted from March 1, 2016 – March 14, 2016. As many as 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. All qualified cell respondents participated after confirming they were not compromised in any way such as in school, grocery line or driving.

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.

We weighted the National sample to Age, Gender, Race, Ethnicity and Region. All weighting measures were based on the 2013 American Community Survey, 5-year Estimates, and US Census Bureau.

