**Survey Methods**

**Methods Summary**

The “Iowa K–12 School Choice Survey" project, commissioned by LS2, Iowa ACE, and EdChoice, conducted by Braun Research Incorporated (BRI), interviewed Adults eighteen (18) years of age or older and who are registered to vote in the State of Iowa. A total of 1,201interviews were conducted using an online methodology from January 19, 2017, to January 24, 2017.

Statistical results were weighted to correct known demographic discrepancies.  The margin of sampling error for the total national sample (n=1,201) of interviews is +2.8 percentage points.

In all, 1,201 people participated in the survey from an initial outreach of 10,000 persons emailed from January 19, 2017, to January 24, 2017.   These 10,000 were randomly selected from the opt-in nonprobability online pool of panelists. 2,035 persons clicked into the survey and 372 persons terminated as disqualified.   All respondents were asked to verify their respective State of Iowa residency, whether registered to vote in the State of Iowa as well as a few additional demographics to ensure representativeness.

BRI programmed and hosted the survey.

Details on sample dispositions, response rates, and weighting are discussed in following sections.

***Dispositions and Response Rates – State of Iowa***



***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.

Regarding the weighting on this study, we used Registered Voters Statistics (Adults 18+) for the State of Iowa and weighted on Age, Race, Ethnicity, Gender, and Party ID. We also used General Population figures (from the U.S. Census for Adults 18+) for the State of Iowa and weighted on Urban/Suburban/Rural and Region.



