

Methodology for USC Education Survey August 2012

- We surveyed 1,041 likely registered California (550 parents, 491 non-parents) voters using an online format.
- We controlled and weighted the data based on party, age, ethnicity, gender, geography, and education to obtain percentages for these demographics that matched the population of likely registered California voters.
- Six percent of California adults opted to complete the phone survey in Spanish compared to 94 percent who completed it in English.
- The survey was administered from August 3 to August 7, 2012.
- We used an online panel provider to obtain our sample. Panelists were recruited from a reputable panel provider and invited to complete surveys typically by email notification in exchange for minimal monetary compensation (i.e., \$0.50-\$0.75), in the form of redeemable points.
- The panel provider ensures panelist identity and that IP addresses are legitimate from people wishing to become panelists.
- Also, panelists are screened for completing a large number of surveys and showing undesirable behavior such as inconsistent responding or “speeding” through surveys.
- The margin of error for the entire survey is +/- 3.0 percent at a 95th percent confidence interval.
- Some questions in the poll were administered to roughly equal halves of the samples, i.e., split samples, which produces larger margins of error.