2022 JPEF Literacy Survey

Methodological Statement

The 2022 JPEF Literacy Survey was conducted by the Public Opinion Research Lab (PORL) at the University of North Florida and sponsored by the Jacksonville Public Education Fund (JPEF). This study utilized a multi-modal design, incorporating both telephone and online surveys.

The sampling frame consists of email addresses and telephone numbers for Duval County parents, provided by Bovitz, Marketing Systems Group (MSG), and supplemented using PORL's online panel. The final sample consists of 304 parents of children under the age of 12.

The online survey was administered via Qualtrics between April 18 and May 1, 2022 and garnered 55 completed surveys. Telephone data collection took place at PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system from April 20 to May 10, 2022 and garnered 249 completed surveys. Respondents were contacted by live callers via telephone from 4:00 to 8:00 p.m. daily with up to five callbacks attempted. The telephone portion of this study had a 7.5% response rate, using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculations.

The study has an overall credibility interval of +/- 5.7 percentage points. Credibility interval is used in place of margin of sampling error in this study due to the use of a non-probability sampling frame, in this case, an opt-in online panel. The credibility interval is calculated as:

$$\bar{y} \pm 1/\sqrt{n}$$

To ensure that the results presented are reflective of the adult parental population of Duval County, FL, and to adjust for nonresponse bias, the total sample was weighted by age, sex, race, and educational attainment. Weights were calculated using the 2019 American Community Survey update for the adult population of parents of children living in the Duval County School District, accessed through the National Center for Education Statistics. All weighted demographic variables were applied using the SPSS version 26 rake weighting function, which won't assign a weight if one of the demographics being weighted is missing. Individuals without a weight were manually given a weight of 1. There were no statistical adjustments made due to design effects.

This survey was directed by Dr. Michael Binder, PORL faculty director and UNF professor of political science. The PORL is a full-service survey research facility that provides tailored research to fulfill each client's individual needs from political economic, social, and cultural projects. The PORL opened in 2001 and is an independent, non-partisan center, a charter member of the American Association for Public Opinion Research (AAPOR) Transparency Initiative and a member of the Association of Academic Survey Research Organizations (AASRO). As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. For more information about data, results and methodology, contact porl@unf.edu.