



PORL Public Opinion Research Lab

2023 JPEF Literacy Survey

Methodological Statement

The 2023 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 mixed mode design, incorporating both telephone and online surveys. The final sample consists of 294 completed surveys.

The sampling frame is comprised of email addresses and telephone numbers for parents of children in third grade or below, currently attending the following eight Duval County elementary schools: Reynolds Lane, Northwestern Legends, Highlands, Arlington, Arlington Heights, Pinedale, Woodland Acres, and Rufus E. Payne. The list was provided by JPEF and Duval County Public Schools (DCPS).

The online survey was administered via Qualtrics between May 9 and May 17, 2023, and included an incentive for completion and garnered 57 completed surveys. Parents who did not complete the survey online were then contacted by phone. Telephone data collection took place at PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system from May 23 to May 26, 2023 and garnered 237 completed surveys. Respondents were contacted by live callers via telephone from 4:00 to 9:00 p.m. daily with up to five callbacks attempted. Ten interviews were conducted in Spanish, and the remaining 284 in English.

The telephone portion of this study had a 13.7% response rate and the online portion had a 4.3% response rate, using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculations. The study has an overall margin of error of +/- 5.7 percentage points. No weights were applied to the data, as true population demographics are not available for parents at these eight schools.

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.