

LANGER RESEARCH ASSOCIATES

SURVEY RESEARCH DESIGN • MANAGEMENT • ANALYSIS

2023 Texas Education Poll Survey Methodology

The 2023 Charles Butt Foundation poll was produced by [Langer Research Associates](#) via the nationally representative Ipsos KnowledgePanel®, in which participants are randomly recruited via address-based sampling to respond to survey questionnaires online. Households without internet connections are provided a web-enabled device and service.

The survey was designed to consist of approximately 1,125 Texas adults, including about 1,000 from the general population and an oversample of parents with children age 3-18 in school.

The questionnaire, in English and Spanish, was pretested Sept. 2-6, 2022, and field work was conducted Sept. 9-19. After initial invitations, reminder emails were sent on the third, fifth and seventh days of the field period. Out of 2,431 panel members invited to participate, completed, qualified surveys were provided by 1,237. Participants completed the survey in a median time of 13 minutes.

In quality control, the fastest 2 percent of respondents in total completion time within their survey path were flagged for possible inattention; these 26 cases (18 non-parents and 8 parents) were deleted. The final sample included 1,211 Texas adults, including 1,062 in the general population and an oversample of 149 pre-K-12 parents for a total of 340 in this group.

In analyzing Q1, an open-ended question asking about the local public schools' biggest problem or problems (up to three were accepted), two independent coders reviewed and categorized responses, first using categories from previous years, then adding new categories as warranted. The coders then compared and reconciled their work. In the 2020 and 2021 Texas Education Polls, response categories were netted in accordance with previous national PDK polls, for comparative purposes. In 2022, net categories were reorganized for maximum clarity and were retroactively applied to the two previous poll results. The reorganized categories remain in place for the 2023 poll report.

Data were weighted via iterative proportional fitting to the following benchmark distributions of general population Texas adults from the U.S. Census Bureau's 2019 American Community Survey:

- Gender (male, female) by age (18-29, 30-44, 45-59, 60+)
- Race/ethnicity (white, Black, other, Hispanic, 2+ races)
- Education (less than high school, high school, some college, bachelor's or higher)
- Household income (\$0-\$24,999, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K+)

- Marital status (married, not married)
- Parent with child age 3-18 (yes, no)
- Language proficiency (English-proficient Hispanic, bilingual Hispanic, Spanish-proficient Hispanic, non-Hispanic)
- Hispanic nativity (U.S.-born Hispanic, not U.S.-born Hispanic, non-Hispanic)

A post-weight to recent estimates of political party identification in the general population was applied. Data also were weighted to correct for the parent oversample.

General population weights were trimmed at 1.05 percent and 98.95 percent of their distribution (minimum 0.191, maximum 5.589). Given oversampling, the survey has a design effect due to weighting of 1.77 for the full sample and 1.46 for public school parents, for margins of sampling error of plus or minus 3.7 percentage points for the full sample and 6.4 points for public school parents. Error margins are larger for subgroups.

A table of unweighted, weighted and benchmark distributions follows.

	Unweighted	Weighted	Benchmark
18-29 Male	2.9	10.4	11.3
18-29 Female	5.2	10.6	11.1
30-44 Male	8.2	14.3	14.1
30-44 Female	15.4	14.5	14.3
45-59 Male	13.9	12.2	12.0
45-59 Female	16.4	12.5	12.5
60+ Male	18.1	11.5	11.2
60+ Female	20.0	13.9	13.5
White, non-Hispanic	53.9	45.2	44.6
Black, non-Hispanic	9.3	12.0	11.7
Other, non-Hispanic	2.6	5.2	5.8
Hispanic	31.6	36.3	36.6
2+ races, non-Hispanic	2.5	1.4	1.3
Less than high school	8.7	14.8	15.0
High school graduate	20.7	26.2	26.2
Some college, no degree	27.7	29.8	30.2
Bachelor's or higher	42.9	29.2	28.6
Less than \$25,000	14.4	12.9	12.9
\$25,000-\$49,999	18.2	18.9	18.5
\$50,000-\$74,999	18.6	18.4	18.1
\$75,000-\$99,999	14.6	14.3	14.1
\$100,000-\$149,999	17.5	18.1	18.2
\$150,000 or more	16.7	17.4	18.2
U.S.-born Hispanic	18.1	21.3	21.7

Not U.S.-born Hispanic	13.5	14.9	14.9
Non-Hispanic	68.4	63.7	63.4
Married	64.2	53.1	52.2
Not married	35.8	46.9	47.8
Parent of a 3 to 18-year-old child	34.1	26.8	27.2
Not a parent	65.9	73.2	72.8
English-dominant Hispanic	8.3	8.7	8.8
Bilingual Hispanic	17.7	20.3	20.6
Spanish-dominant Hispanic	5.6	7.3	7.2
Non-Hispanic	68.4	63.7	63.4
Republican	31.9	26.8	27.0
Democrat	29.1	29.0	29.0
Independent/Other party	38.0	41.2	41.0
Don't know/Refused	1.0	3.0	3.0

Separately from the standard KnowledgePanel profile data on race/ethnicity, used in weighting, the survey asked two separate questions on race/ethnicity, used in analysis:

Are you of Latino/a/x, Hispanic or Spanish origin?

- 1 Yes
- 2 No

Do any of these describe your racial background? (Multiple responses accepted)

- 1 American Indian or Alaska Native
- 2 Asian
- 3 Black or African American
- 4 Native Hawaiian/Pacific Islander
- 5 White
- 6 Another racial background or origin
- 7 Prefer to self-describe [TEXT BOX]
- 8 Prefer not to say

In regional analysis, the following county groupings were used:

East: Anderson, Angelina, Bowie, Camp, Cass, Cherokee, Cooke, Delta, Ellis, Fannin, Franklin, Freestone, Grayson, Gregg, Hardin, Harrison, Henderson, Hill, Hopkins, Houston, Hunt, Jasper, Jefferson, Kaufman, Lamar, Leon, Liberty, Limestone, Madison, Marion, Montgomery, Morris, Nacogdoches, Navarro, Newton, Orange, Panola, Polk, Rains, Red River, Rockwall, Rusk, Sabine, San Augustine, San Jacinto, Shelby, Smith, Titus, Trinity, Tyler, Upshur, Van Zandt, Walker, Wood.

Dallas/Ft. Worth: Collin, Dallas, Denton, Tarrant.

Houston: Brazoria, Chambers, Fort Bend, Galveston, Harris.

South Central: Aransas, Austin, Bastrop, Bee, Bell, Brazos, Burleson, Caldwell, Calhoun, Colorado, DeWitt, Falls, Fayette, Goliad, Gonzales, Grimes, Guadalupe, Hays, Jackson, Karnes, LaVaca, Lee, Live Oak, McLennan, McMullen, Matagorda, Milam, Refugio, Robertson, San Patricio, Travis, Victoria, Waller, Washington, Wharton, Williamson, Wilson.

West: Andrews, Archer, Armstrong, Bailey, Bandera, Baylor, Blanco, Borden, Bosque, Briscoe, Brown, Burnet, Callahan, Carson, Castro, Childress, Clay, Cochran, Coke, Coleman, Collingsworth, Comal, Comanche, Concho, Coryell, Cottle, Crane, Crockett, Crosby, Dallam, Dawson, Deaf Smith, Dickens, Donley, Eastland, Ector, Edwards, Erath, Fisher, Floyd, Foard, Gaines, Garza, Gillespie, Glasscock, Gray, Hale, Hall, Hamilton, Hansford, Hardeman, Hartley, Haskell, Hemphill, Hockley, Hood, Howard, Hutchinson, Irion, Jack, Johnson, Jones, Kendall, Kent, Kerr, Kimble, King, Knox, Lamb, Lampasas, Lipscomb, Llano, Loving, Lubbock, Lynn, McCulloch, Martin, Mason, Menard, Midland, Mills, Mitchell, Montague, Moore, Motley, Nolan, Ochiltree, Oldham, Palo Pinto, Parker, Parmer, Potter, Randall, Reagan, Real, Roberts, Runnels, San Saba, Schleicher, Scurry, Shackelford, Sherman, Somervell, Stephens, Sterling, Stonewall, Sutton, Swisher, Taylor, Terry, Throckmorton, Tom Green, Upton, Ward, Wheeler, Wichita, Wilbarger, Winkler, Wise, Yoakum, Young.

South/Southwest: Atascosa, Bexar, Brewster, Brooks, Cameron, Culberson, Dimmit, Duval, El Paso, Frio, Hidalgo, Hudspeth, Jeff Davis, Jim Hogg, Jim Wells, Kenedy, Kinney, Kleberg, La Salle, Maverick, Medina, Nueces, Pecos, Presidio, Reeves, Starr, Terrell, Uvalde, Val Verde, Webb, Willacy, Zapata, Zavala.