

Institute of Governmental Studies

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**Berkeley IGS Poll**

**Survey of California Registered Voters**

September 2019

Codebook 2019-03

**Data file citation:**

September 2019 Berkeley IGS Poll [machine-readable data file] Institute of Governmental Studies, University of California, Berkeley, 2019, Study number 2019-03.

***Overview of the September 2019 Berkeley IGS Poll***

Universe: California registered voters

Data Collection Period: September 13-18, 2019

Method of Data Collection: Online through email invitations distributed to registered voters statewide.

Languages of administration: English and Spanish

Sampling Method: Registration-based sampling of voters with email addresses from the state voter rolls.

Number of Cases: 4,527 registered voters

### About the Institute of Governmental Studies

The Institute of Governmental Studies (IGS) is an interdisciplinary organized research unit that pursues a vigorous program of research, education, publication and public service. A component of the University of California (UC) system’s flagship Berkeley campus, it is the oldest organized research unit in the UC system and the oldest public policy research center in the state.

IGS conducts periodic surveys of public opinion in California on matters of politics and public policy through its *Berkeley IGS Poll*. The poll, which is disseminated widely, seeks to provide a broad measure of contemporary public opinion, and to generate data for subsequent scholarly analysis.

***Survey Procedures***

The findings in this report are based on a *Berkeley IGS Poll* completed by the Institute of Governmental Studies (IGS) at the University of California, Berkeley. The poll was administered online in English and Spanish September 13-18, 2019 among 4,527 registered voters statewide.

The survey was administered by distributing email invitations to stratified random samples of the state’s registered voters. Once thequestionnaire and email invitations had been finalized, they were translated into the Spanish and reviewed for cultural appropriateness. Each email invited voters to participate in a non-partisan survey conducted by IGS and provided a link to the IGS website where the survey was housed. Reminder emails were distributed to non-responding voters over a seven-day period. An opt out link was provided at the bottom of each invitation for voters not wishing to participate or not wanting to receive future emails from IGS about the survey.

Sampling was implemented using a registration-based sampling (RBS) methodology. This involves drawing random samples of registered voters from lists derived from the state’s registered voter rolls as compiled by its local county Registrars of Voters. The lists contain a wealth of publicly available information about most voters, such as their name and address, telephone number, email address, county of residence, gender, date of birth (age), party registration, and voting participation in past California elections.

Since the voter listings are derived from official records, the RBS methodology ensures that all respondents in the survey are indeed registered to vote within the state of California. The voter file also provides accurate information about each voter’s party registration and their participation in past statewide primary and general elections, which is critical to the identification of likely voters in pre-election surveys. The method also allows the poll to easily query people in languages other than English and to show respondents visual displays, such as the text of the ballot language for an initiative. For this poll, respondents were allowed to take the survey in English or Spanish.

When drawing samples of registered voters with email addresses, the poll first stratifies the lists of voters sent an email invitation in an attempt retrieve a proper balance of voters across major segments of the registered voter population, such as by age, gender, region, and party registration.

To protect the anonymity of survey respondents, voters’ email addresses and all other personally identifiable information were purged from the data file and replaced with a unique and anonymous identification number during data processing. At the conclusion of the data processing phase, post-stratification weights were applied to align the sample to population characteristics of the state’s overall registered voter population. Likely voters were then identified based on each voter’s stated interest and intention to vote in the 2020 elections and factoring in their history of voting in past elections.

The sampling error associated with the results from the survey are difficult to calculate precisely due to the effects of sample stratification and the post-stratification weighting. Nevertheless, it is likely that the results from the overall registered voter sample are subject to a sampling error of approximately +/- 2 percentage points at the 95% confidence level.

Press releases and poll reports were then prepared from the survey results and were publicly released under *Berkeley IGS Poll* letterhead. For a complete listing of stories issued by the *Berkeley IGS Poll* go to <https://igs.berkeley.edu/igs-poll/berkeley-igs-poll>.