About the Berkeley IGS Poll

The Berkeley IGS Poll is a regularly scheduled non-partisan survey of California public opinion conducted by the Institute of Governmental Studies (IGS) at the University of California, Berkeley. A component of the University of California system's flagship Berkeley campus, IGS is the oldest organized research unit in the UC system and the oldest public policy research center in the state.

Each poll is conducted to assess public opinion in California on important election and public policy issues on behalf of the University.

The poll is administered online by distributing email invitations to stratified random samples of registered voters living in the city of Los Angeles. The invitation provides respondents with a short summary of the purpose of the poll, its sponsorship, how long the survey is likely to take and how their email was obtained.

A consent form is also appended, which respondents are required to complete before opening the link to the survey questionnaire, which is hosted at the IGS website. The consent form explains that responses to the survey will remain anonymous, and that their email address and all other personally identifiable information about them will be purged from the data file and replaced with a unique identification number after the survey has been completed. Respondents are also provided with the contact information of the study's principal investigators and the UC Berkeley Committee for the Protection of Human Subjects should they have any questions about the poll.

Up to three emails are distributed to voters at different intervals during the data collection period to encourage participation. An opt-out link is provided at the bottom of each invitation for voters not wishing to receive future emails from IGS about the survey.

The email invitation method enables the IGS Poll to efficiently survey large samples of the registered voter population. These large sample sizes enable the results from each survey to be into subdivided across municipal regions of the city and provides for reliable survey

estimates across a wide range of political and demographic subgroups of the registered voter population.

Voters are selected using a registration-based sampling methodology, which involves drawing stratified random samples of registered voters who live in the city of Los Angeles, as listed on the voter registration rolls. The RBS methodology ensures that all respondents in the survey are registered to vote. Political Data, Inc. (PDI), a leading supplier of RBS listings in California, provides the sample listings to IGS for each poll from their continuously updated data file of the California registered voter population. The PDI data files contain a wealth of publicly available information about voters, including their age, gender, county and city of residence, party registration and history of voting in past elections. This information is then merged into each respondent's survey record during data processing.

During the data processing phase, checks are made to ensure that demographic information provided by the responding voter is consistent with demographic information about them on their voter registration record. Where obvious inconsistencies are found, these cases are deleted from the data file. To protect the anonymity of survey respondents, voters' email addresses and all other personally identifiable information derived from the voter listing are purged from the data file and replaced with a unique and anonymous identification number during data processing.

At the conclusion of data collection and processing, post-stratification weights are applied to the data file to align the sample to known characteristics of the Los Angeles registered voter population.

The sampling error associated with results from the overall sample of L.A. city registered voters are difficult to calculate precisely because of sample stratification and the post-stratification weighting. Nevertheless, it is likely that findings based on the overall sample are subject to a sampling error of about +/- 3.0 percentage points, while findings from the sample of likely voters are subject to a sampling error of approximately +/- 3.5 percentage points at the 95% confidence level. Findings based on subgroups of the overall sample

would be subject to larger sampling error estimates and depend largely on the unweighted sample size of the subgroup being examined.

After completion of each of its survey, the data file and all supporting documentation about the survey are forwarded to UC Data, the University's main repository of social science research data, which provides students, faculty, and others with access to the data for scholarly review and analysis.