Proposition Polling à la Mode

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One survey, 2 modes

- As part of research and development we wanted to explore other mode options.

- Why?
  - Cost
  - Potential for surveys of specific populations (parents, lower income, millennials, etc)
  - Conducting panel research with voters in the lead up to 2020

- Nearly identical surveys over the same time period were fielded online and via phone
  - Phone survey~N=1,700; 70% phone, 30% cell
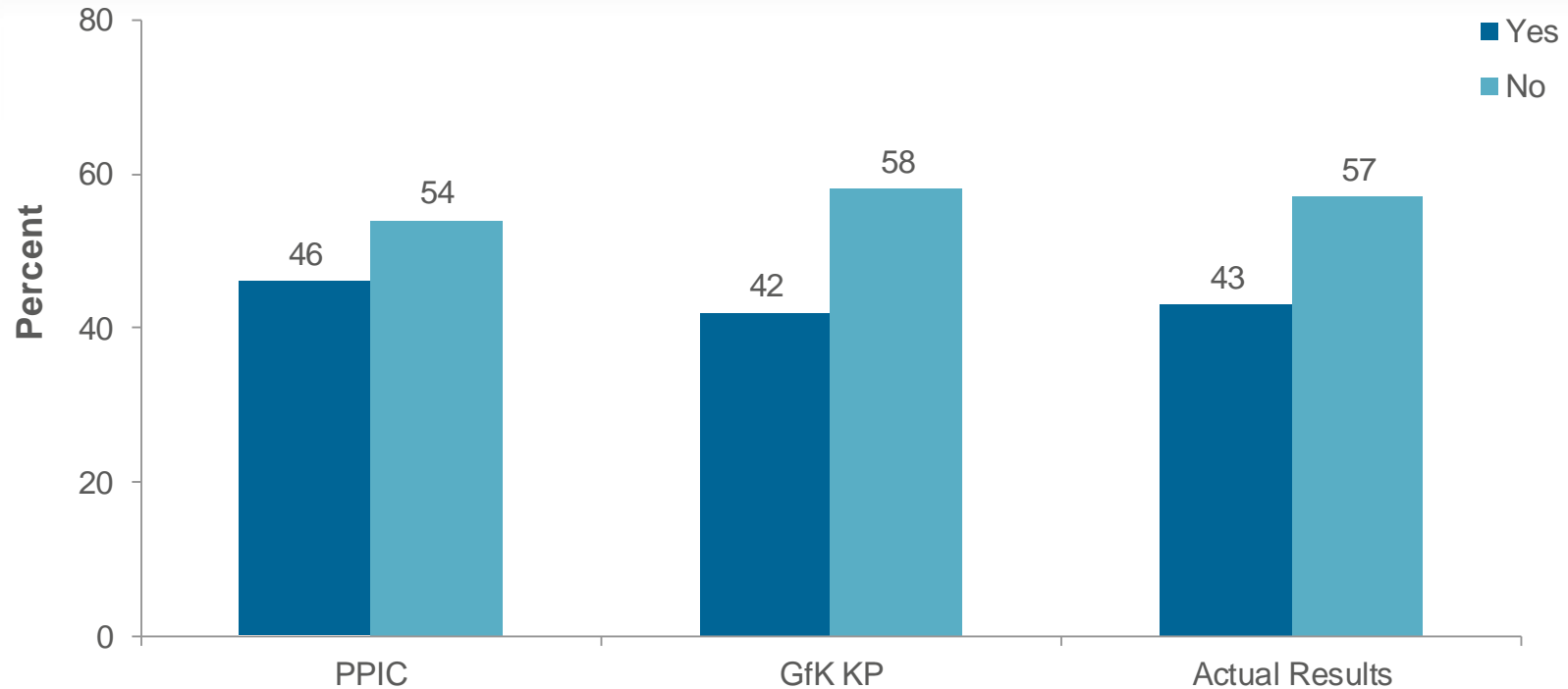 - Online survey~N=1,000; GfK KnowledgePanel

Demographics of likely voters and voters

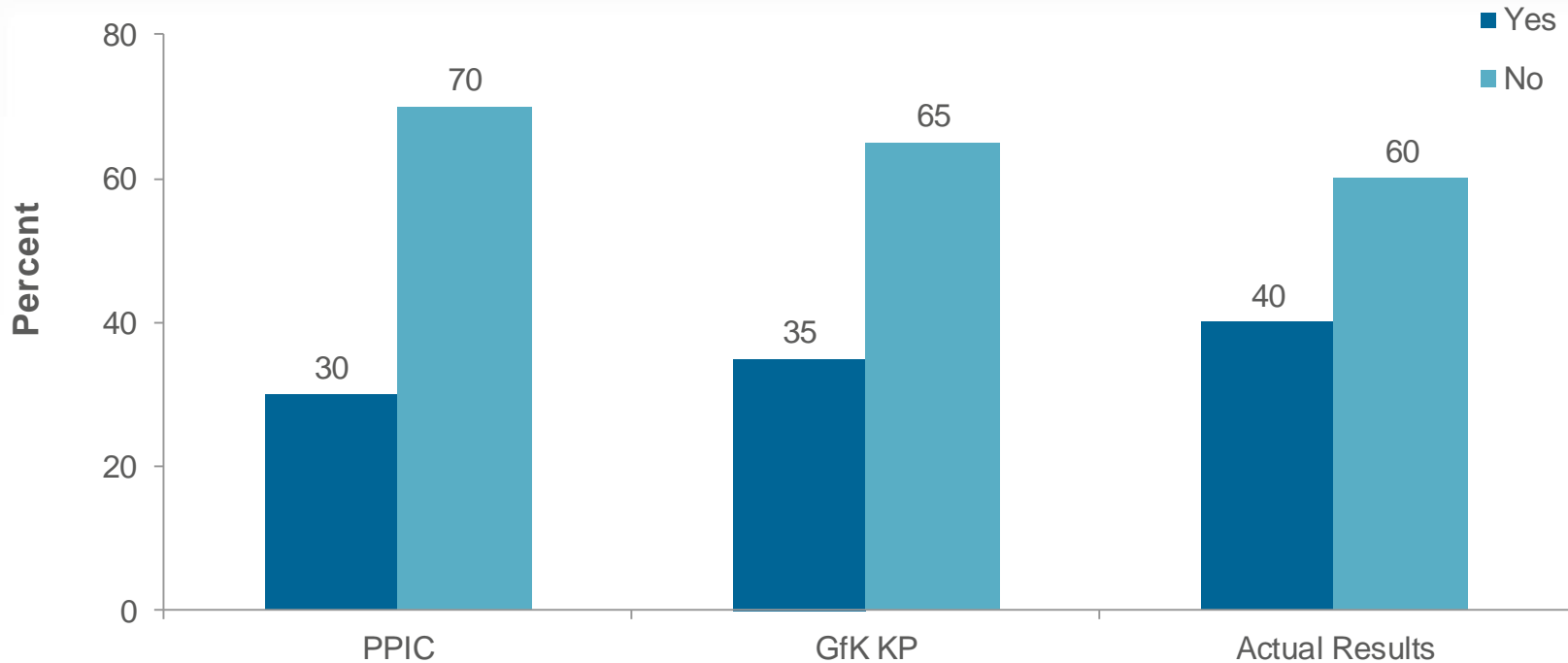| Likely voters only	PPIC	KnowledgePanel	Exit Poll
All likely voters	Unweighted N=989 (58%) Weighted N=731 (43%)	Unweighted N=790 (78%) Weighted N=692 (68%)	63% turnout registered 50% turnout eligible
Gender	54% female 46% male	51% female 49% male	52% female 48% male
Age	32% 18-44 68% 45+	39% 18-44 61% 45+	37% 18-44 63% 45+
Race/ethnicity	61% white 19% Latino 20% other	52% white 27% Hispanic 19% other	63% white 19% Latino 17% other
Education	59% Not a college grad 41% College graduate	65% Not a college grad 35% College graduate	61% Not a college grad 39% College graduate
Income	64% Less than $100k 36% $100k or more	52% Less than $100k 48% $100k or more	60% Less than $100k 40% $100k or more

PPIC

Political attitudes

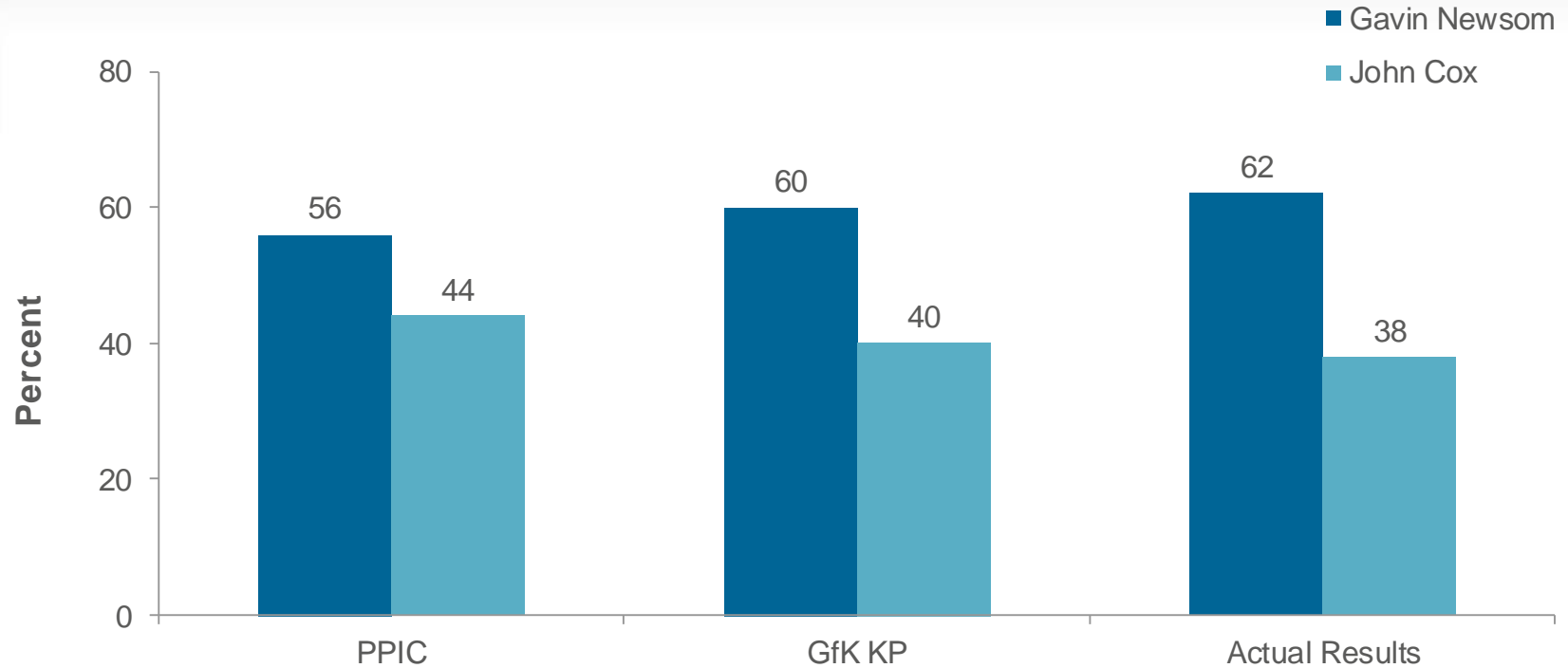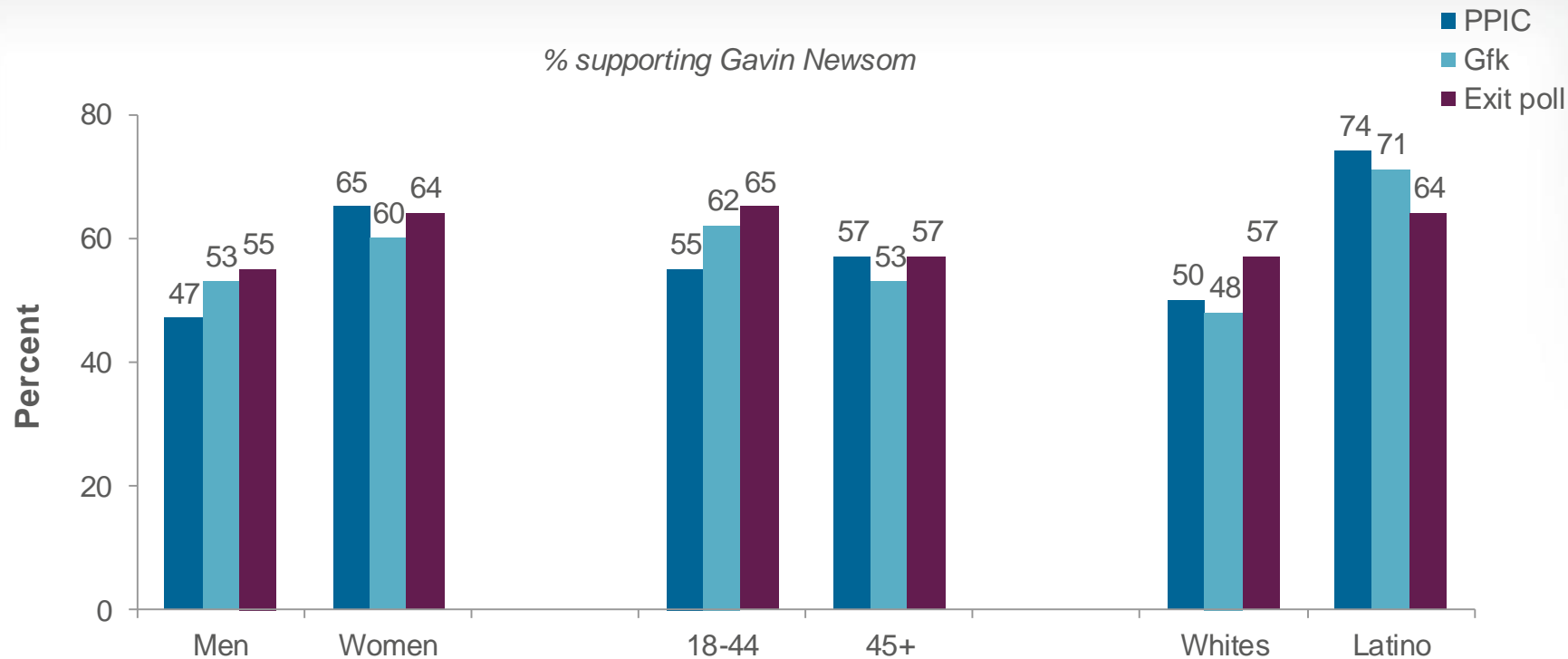| Likely voters only	PPIC	KnowledgePanel	Exit Poll
Party ID	25% Republican 39% Democratic 35% independent	27% Republican 45% Democratic 27% independent	23% Republican 46% Democratic 31% independent
Ideology	35% liberal 29% moderate 33% conservative	37% liberal 33% moderate 30% conservative	34% liberal 37% moderate 29% conservative
Trump approval	40% approve 59% disapprove	34% approve 66% disapprove	37% approve 61% disapprove
Democratic Party	43% favorable 57% unfavorable	45% favorable 55% unfavorable	55% favorable 40% unfavorable
Republican Party	32% favorable 68% unfavorable	27% favorable 73% unfavorable	33% favorable 63% unfavorable

PPIC

Proposition 6: Repealing the gas tax increase

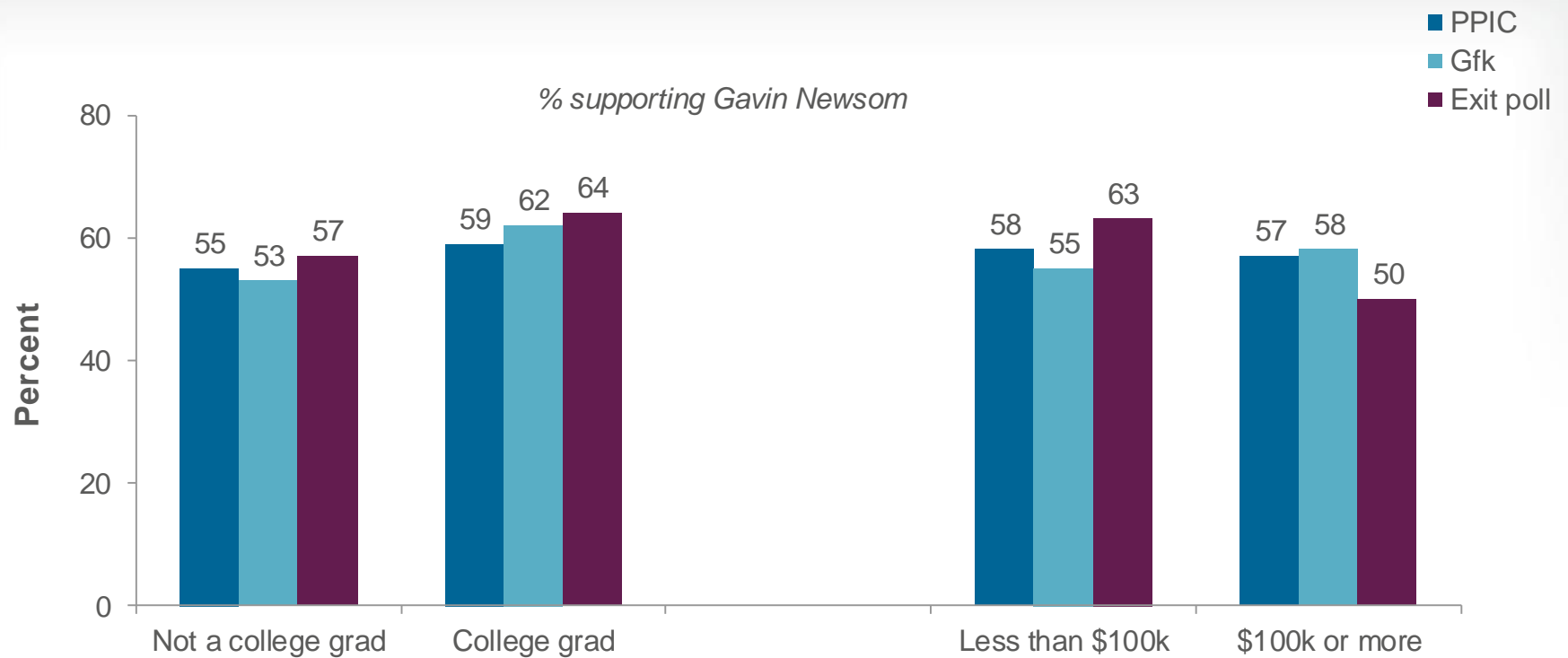# Proposition 10: Expanding local rent control authority

Gubernatorial vote
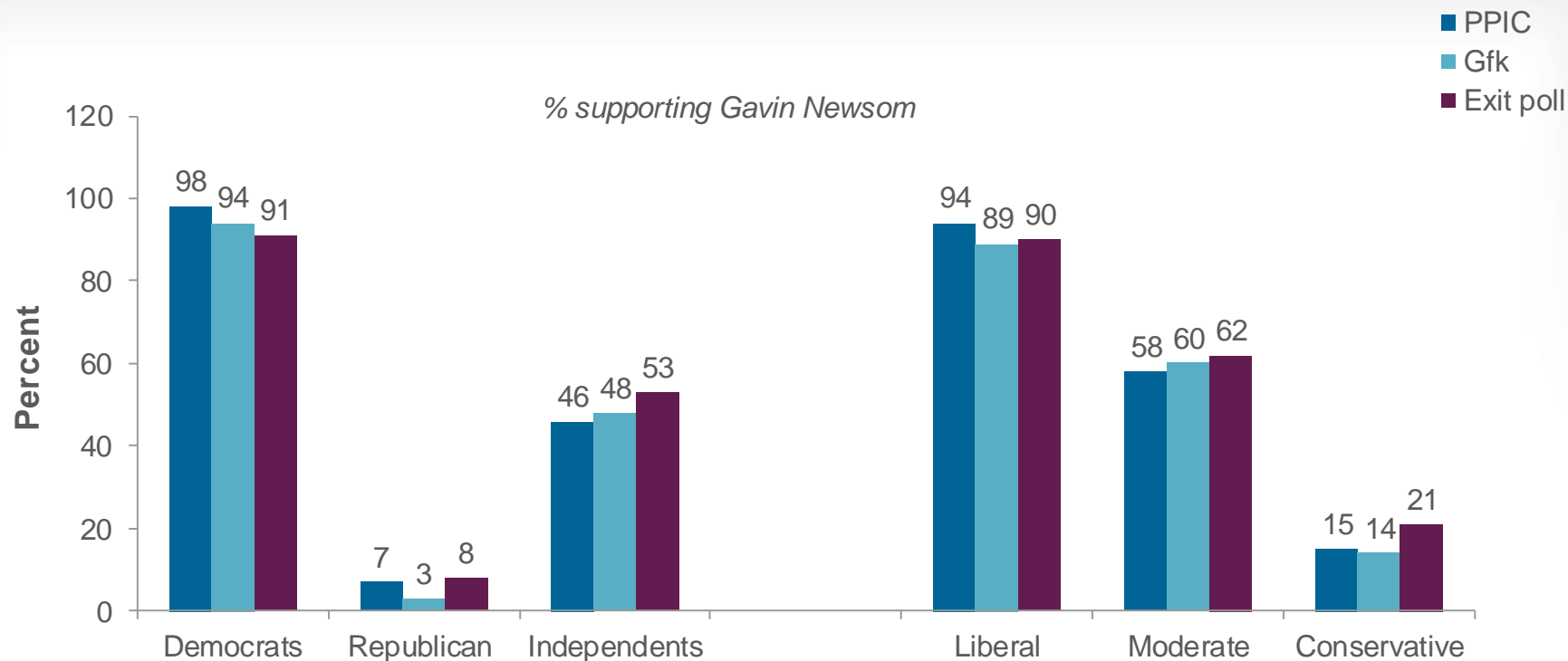
Gubernatorial vote by gender, age, and race

% supporting Gavin Newsom

Gubernatorial vote by education and income

9

Gubernatorial vote by party ID and ideology

% supporting Gavin Newsom

PPIC
Gfk
Exit poll

Percent

	Democrats	Republican	Independents	Liberal	Moderate	Conservative
PPIC	98	7	46	94	58	15
Gfk	94	3	48	89	60	14
Exit poll	91	8	53	90	62	21

Conclusions

- Overall the makeup of likely voters and voters were very comparable regardless of the mode

- Both modes did fairly well when it comes to Proposition 6 but were not as accurate on Proposition 10—especially the PPIC survey

- Both surveys did fairly well on the gubernatorial race but subgroup comparisons were not as accurate

- Looking forward, using the KnowledgePanel, with modifications to meet PPIC specifications, appears to have good potential

- Cost savings could allow for more surveys—although panel conditioning is a concern