



METHODOLOGY

Embold Research surveyed 1,048 registered voters in San Francisco from April 30- May 4, 2022.

We used the following sources to recruit respondents:

- targeted advertisements on Facebook and Instagram
- text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted registered voters living in San Francisco, California. Those who indicated that they are not registered to vote were terminated. As the survey fielded, Embold Research used Dynamic Online Sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English and Simplified Chinese.

Post-stratification was performed on age, gender, education, race/ethnicity and 2020 presidential vote. Weighting parameters were based on demographic breakdowns from the voter file. That is, if a given age bracket or gender group represented x% of all registered voters, then that same group would be weighted to x% in this survey.

The modeled margin of error* for this survey is 3.8%. Modeled margin of error uses effective sample sizes** that adjust for the design effect of weighting.

* We adopt The Pew Research Center's convention for the term "modeled margin of error"⁽¹⁾ (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

** The effective sample size adjusts for the weighting applied to respondents, and is calculated using Kish's approximation ⁽²⁾.

⁽¹⁾<https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

⁽²⁾ Kish, Leslie. Survey Sampling, 1965.

For more information, contact Kyla Ronellenfitsch at kyla@emboldresearch.com