

UnderStandingAmericaStudy

UAS 138: 2018 CALIFORNIA POST-PRIMARY MIDTERM ELECTION POLL



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1 INTRODUCTION

This UAS panel survey titled "UAS 138: 2018 California Post-Primary Midterm Election poll" was conducted directly after the top-two primary election on June 5, 2018. It measures vote, method of vote, and reasons for voting in the governor, and U.S. Senate elections. This survey is no longer in the field. Respondents were paid \$4 to complete the survey.

Note: A summary of all UAS midterm polls and their documentation is provided on the **UAS 2018 Midterm Election Data Page** (<https://uasdata.usc.edu/page/UAS+2018+Midterm+Election>).

1.1 Topics

This survey contains questions (among others) on the following topics: Politics. A complete survey topic categorization for the UAS can be found [here](#).

1.2 Experiments

This survey includes experiment(s) of the following type(s): Auxiliary Randomization. Please refer to explanatory comments in the Routing section for detailed information. A complete survey experiment categorization for the UAS can be found [here](#).

1.3 Citation

Each publication, press release or other document that cites results from this survey must include an acknowledgment of UAS as the data source and a disclaimer such as, 'The project described in this paper relies on data from survey(s) administered by the Understanding America Study, which is maintained by the Center for Economic and Social Research (CESR) at the University of Southern California. The content of this paper is solely the responsibility of the authors and does not necessarily represent the official views of USC or UAS.' For any questions or more information about the UAS, contact Tania Gutsche, Project and Panel Manager, Center for Economic and Social Research, University of Southern California, at tgutsche@usc.edu.

2 SURVEY RESPONSE AND DATA

2.1 Sample selection and response rate

The sample selection for this survey was:

All active California respondents who are U.S. Citizens.

As such, this survey was made available to 1487 UAS participants. Of those 1487 participants, 1142 completed the survey and are counted as respondents. Of those who are not counted as respondents, 2 started the survey without completing and 343 did not start the survey. The overall response rate was 76.8%.

Note: We are unable to provide sample weights for a small number of UAS members (see the Sample and weighting section below for details). If they completed the survey, these members are included in the data set with a weight of zero, but accounted for in the computation of total sample size and survey response rate.%.

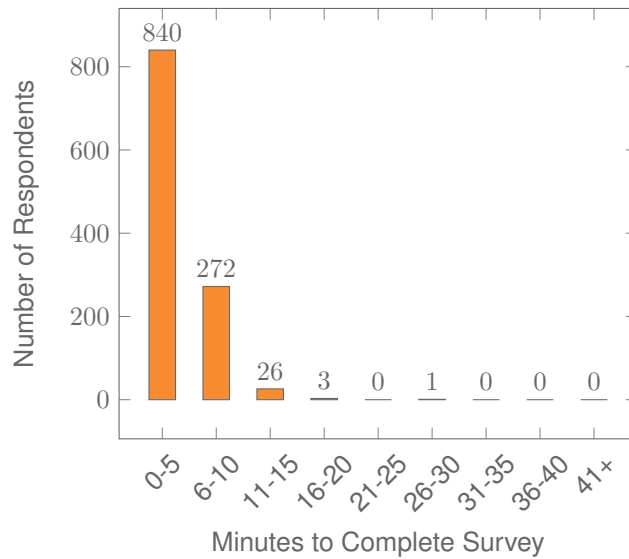
The detailed survey response rate is as follows:

UAS138 - Response Overview	
Size of selected sample	1487
Completed the survey	1142
Started but did not complete the survey	2
Did not start the survey	343
Response rate	76.8%

2.2 Timings

The survey took respondents an average of 5 minutes, and the full distribution of survey response times is available in the figure below. Times per question are available upon request.

Distribution of Respondents' Survey Response Times



2.3 Sample & Weighting

Weights are included in the data set for this survey. This survey dataset may contain respondents with a weight of zero. These respondents belong to a small group of UAS members for whom sample weights cannot be computed due to non-probability recruitment for special projects. Hence, while they are accounted for in the total number of survey respondents, they do not contribute to any statistics using sample weights. For more details on the UAS weighing procedures please refer to the UAS Weighting Procedures V1. Please contact UAS staff with any questions.

3 STANDARD VARIABLES

Each Understanding America Study data contains a series of standard variables, consisting of individual, household and sample identifiers, language indicator, time stamps and a rating by the respondent of how much he or she liked the survey:

- **uasid**: the identifier of the respondent. This identifier is assigned to a respondent at recruitment and stays with the respondent throughout each and every survey he/she participates in. When analyzing data from multiple surveys, the 'uasid' can be used to merge data sets.
- **uashhid**: the household identifier of the respondent. Every member is assigned a household identifier, stored in the variable 'uashhid'. For the primary respondent this identifier equals his or her 'uasid'. All other eligible members of the primary respondent's household (everyone who is 18 or older in the household) who become UAS respondents receive the 'uasid' of the primary respondent as their household identifier. The identifier 'uashhid' remains constant over time for all respondents. Thus it is always possible to find the original UAS household of an UAS panel member (even after they, for example, have moved out to form another household).
- **survhhid**: uniquely identifies the household a UAS panel member belongs to in a given survey. For instance, if the primary respondent and his/her spouse are both UAS members at the time of a given survey, they both receive the same 'survhhid' identifier for that survey. If they subsequently split, they receive two different 'survhhid' in subsequent surveys. They, however, always share the same 'uashhid'. The identifier 'survhhid' is set to missing (.) if no other household members are UAS panel members at the time of the survey. Since individuals can answer the same survey at different points in time (which can be relatively far apart if the survey is kept in the field for a prolonged time), it may be possible that, within the same data set, household members have different 'survhhid' reflecting different household compositions at the time they answered the survey. For instance, suppose that the primary respondent and his/her spouse are both UAS members. If the primary respondent answers the survey when he/she is living with the spouse, but the spouse answers the survey when the couple has split, they receive different 'survhhid'. Hence, the variable 'survhhid' identifies household membership of UAS panel members, at the time the respondent answers the survey. Note: in the My Household survey 'survhhid' is set to unknown (.u) for respondents who last participated in the My Household survey prior to January 21, 2015.
- **uasmembers**: is the number of other household members who are also UAS panel members at the time of the survey. Since individuals can answer the same survey at different points in time (which can be relatively far apart if the survey is kept in the field for a prolonged time), it may be possible that, within the same data set, the primary respondent of a household has a value of '0', whereas the second UAS household respondent has a value of '1'. Therefore 'uasmembers' should be interpreted as the

number of household and UAS panel members at the time the respondent answers the survey. Note: in the My Household survey 'uasmembers' is set to unknown (.u) for respondents who last participated in the My Household survey prior to January 21, 2015.

- **sampleframe**: indicates the sampling frame from which the household of the respondent was recruited. All UAS recruitment is done through address based sampling (ABS) in which samples are acquired based on postal records. Currently, the variable 'sampleframe' takes on four values reflecting four distinct sample frames used by the UAS over the year (in future data sets the number of sample frames used for recruitment may increase if additional specific populations are targeted in future recruitment batches):

1. U.S. National Territory: recruited through ABS within the entire U.S.
2. Areas high concentration Nat Ame: recruited through ABS in areas with a high concentration of Native Americans in the zip-code. Within these batches, individuals who are not Native Americans are not invited to join the UAS.
3. Los Angeles County: recruited through ABS within Los Angeles County.
4. California: recruited through ABS within California.

Note: prior to March 6, 2024 this variable was called sampletype and had the following value labels for the above list in UAS data sets:

1. Nationally Representative Sample: recruited through ABS within the entire U.S.
2. Native Americans: recruited through ABS in areas with a high concentration of Native Americans. Within these batches, individuals who are not Native Americans are not invited to join the UAS.
3. LA County: recruited through ABS within Los Angeles County.
4. California: recruited through ABS within California.

- **batch**: indicates the batch from which the respondent was recruited. Currently, this variable takes the following values (in future data sets the number of batches may increase as new recruitment batches are added to the UAS):

1. ASDE 2014/01
2. ASDE 2014/01
3. ASDE 2014/01
4. Public records 2015/05
5. MSG 2015/07
6. MSG 2016/01
7. MSG 2016/01
8. MSG 2016/01
9. MSG 2016/02

10. MSG 2016/03
11. MSG 2016/04
12. MSG 2016/05
13. MSG 2016/08
14. MSG 2017/03
15. MSG 2017/11
16. MSG 2018/02
17. MSG 2018/08
18. MSG 2019/04
19. MSG 2019/05
20. MSG 2019/11
21. MSG 2020/08
22. MSG 2020/10
23. MSG 2021/02
24. MSG 2021/08
25. MSG 2021/08
26. MSG 2022/02
27. MSG 2022/02
28. MSG 2022/08
29. MSG 2022/11
30. MSG 2022/11
31. MSG 2023/01
32. MSG 2023/06
33. MSG 2023/09
34. MSG 2023/10
35. MSG 2025/02

Note: prior to March 6, 2024 this variable had the following value labels for the above list in UAS data sets:

1. ASDE 2014/01 Nat.Rep.
2. ASDE 2014/01 Native Am.
3. ASDE 2014/11 Native Am.
4. LA County 2015/05 List Sample
5. MSG 2015/07 Nat.Rep.
6. MSG 2016/01 Nat.Rep. Batch 2

7. MSG 2016/01 Nat.Rep. Batch 3
8. MSG 2016/01 Nat.Rep. Batch 4
9. MSG 2016/02 Nat.Rep. Batch 5
10. MSG 2016/03 Nat.Rep. Batch 6
11. MSG 2016/04 Nat.Rep. Batch 7
12. MSG 2016/05 Nat.Rep. Batch 8
13. MSG 2016/08 LA County Batch 2
14. MSG 2017/03 LA County Batch 3
15. MSG 2017/11 California Batch 1
16. MSG 2018/02 California Batch 2
17. MSG 2018/08 Nat.Rep. Batch 9
18. MSG 2019/04 LA County Batch 4
19. MSG 2019/05 LA County Batch 5
20. MSG 2019/11 Nat. Rep. Batch 10
21. MSG 2020/08 Nat. Rep. Batch 11
22. MSG 2020/10 Nat. Rep. Batch 12
23. MSG 2021/02 Nat. Rep. Batch 13
24. MSG 2021/08 Nat. Rep. Batch 15
25. MSG 2021/08 Nat. Rep. Batch 16
26. MSG 2022/02 Nat. Rep. Batch 17 (priority)
27. MSG 2022/02 Nat. Rep. Batch 17 (regular)
28. MSG 2022/08 Nat. Rep. Batch 18
29. MSG 2022/11 LA County Batch 6
30. MSG 2022/11 Nat. Rep. Batch 20
31. MSG 2023/01 Nat. Rep. Batch 21
32. MSG 2023/06 Nat. Rep. Batch 22
33. MSG 2023-09 Native Am. Batch 3
34. MSG 2023-10 Nat. Rep. Batch 23

- **primary_respondent:** indicates if the respondent was the first person within the household (i.e. to become a member or whether s/he was added as a subsequent member. A household in this regard is broadly defined as anyone living together with the primary respondent. That is, a household comprises individuals who live together, e.g. as part of a family relationship (like a spouse/child/parent) or in context of some other relationship (like a roommate or tenant).

- **hardware**: indicates whether the respondent ever received hardware or not. Note: this variable should not be used to determine whether a respondent received hardware at a given point in time and/or whether s/he used the hardware to participate in a survey. Rather, it indicates whether hardware was ever provided:
 1. None
 2. Tablet (includes Internet)
- **language**: the language in which the survey was conducted. This variable takes a value of 1 for English and a value of 2 for Spanish.
- **start_date (start_year, start_month, start_day, start_hour, start_min, start_sec)**: indicates the time at which the respondent started the survey.
- **end_date (end_year, end_month, end_day, end_hour, end_min, end_sec)**: indicates the time at which the respondent completed the survey.
- **cs.001**: indicates how interesting the respondent found the survey.

4 BACKGROUND DEMOGRAPHICS

Every UAS survey data set includes demographic variables, which provide background information about the respondent and his/her household. Demographic information such as age, ethnicity, education, marital status, work status, state of residence, family structure is elicited every quarter through the “My Household” survey. The demographic variables provided with each survey are taken from the most recent ‘MyHousehold’ survey answered by the respondent. If at the time of a survey, the information in “My Household” is more than three months old, a respondent is required to check and update his or her information before being able to take the survey.

The following variables are available in each survey data set:

- **gender**: the gender of the respondent.
- **dateofbirth_year**: the year of birth of the respondent.
- **age**: the age of the respondent at the start of the survey.
- **agerange**: if the respondent’s age cannot be calculate due to missing information, ‘agerange’ indicates the approximate age. Should a value for both the ‘age’ and ‘agerange’ be present, then ‘age’ takes precedence over ‘agerange’.
- **citizenus**: indicates whether the respondent is a U.S. citizen.
- **bornus**: indicates whether the respondent was born in the U.S.
- **stateborn**: indicates the state in which the respondent was born. This is set to missing (.) if the respondent was not born in the U.S.
- **countryborn**: indicates the country in which the respondent was born. This is set to missing (.) if the respondent was born in the U.S.
- **countryborn_other**: indicates the country of birth if that country is not on the drop down list of countries shown to the respondent’.
- **statereside**: the state in which the respondent is living.
- **immigration_status**: indicates whether the respondent is an immigrant. It takes one of the following values: 0 Non-immigrant, 1 First generation immigrant (immigrant who migrated to the U.S), 2 Second generation immigrant (U.S.-born children of at least one foreign-born parent), 3 Third generation immigrant (U.S.-born children of at least one U.S.-born parent, where at least one grandparent is foreign-born), or 4 Unknown immigrant status.
- **maritalstatus**: the marital status of the respondent.
- **livewithpartner**: indicates whether the respondent lives with a partner.

- **education**: the highest level of education attained by the respondent.
- **hisplativo**: indicates whether the respondent identifies him or herself as being Hispanic or Latino. This variable is asked separately from race.
- **hisplatinogroup**: indicates which Hispanic or Latino group a respondent identifies him or herself with. This is set to missing (.) if the respondent does not identify him or herself as being Hispanic or Latino.
- **white**: indicates whether the respondent identifies him or herself as white (Caucasian).
- **black**: indicates whether the respondent identifies him or herself as black (African-American).
- **nativeamer**: indicates whether the respondent identifies him or herself as Native American (American Indian or Alaska Native).
- **asian**: indicates whether the respondent identifies him or herself as Asian (Asian-American).
- **pacific**: indicates whether the respondent identifies him or herself as Native Hawaiian or Other Pacific Islander.
- **race**: indicates the race of the respondent as singular (e.g., '1 White' or '2 Black') or as mixed (in case the respondent identifies with two or more races). The value '6 Mixed' that the respondent answered 'Yes' to at least two of the single race categories. This variable is generated based on the values of the different race variables (white, black, nativeamer, asian, pacific). This composite measure is not conditional on hisplativo, so an individual may identify as Hispanic or Latino, and also as a member of one or more racial groups.
- **working**: indicates whether the respondent is working for pay.
- **sick_leave**: indicates whether the respondent is not working because sick or on leave.
- **unemp_layoff**: indicates whether the respondent is unemployed or on lay off.
- **unemp_look**: indicates whether the respondent is unemployed and looking for a job.
- **retired**: indicates whether the respondent is retired.
- **disabled**: indicates whether the respondent has a disability.
- **If_other**: specifies other labor force status.
- **laborstatus**: indicates the labor force status of the respondent as singular (e.g., '1 Working for pay' or '2 On sick or other leave') or as mixed (in case the respondent selects two or more labor statuses). The value '8 Mixed' indicates that the respondent answered 'Yes' to at least two of the single labor force status variables. This variable is generated based on the values of the different labor status variables (working, sick_leave, unempl_layoff, unempl_look, retired, disabled, If_other).

- **employmenttype**: indicates the employment type of the respondent (employed by the government, by a private company, a nonprofit organization, or self-employed). This is set to missing (.) if the respondent is not currently working or currently on sick or other leave.
- **workfullpart**: indicates whether the respondent works full or part-time. This is set to missing (.) if the respondent is not currently working or currently on sick or other leave.
- **hourswork**: indicates the number of hours the respondent works per week. This is set to missing (.) if the respondent is not currently working or currently on sick or other leave.
- **hhincome**: is the total combined income of all members of the respondent's household (living in their household) during the past 12 months.
- **anyhhmember**: indicates whether there were any members in the respondent's household at the time he/she answered the survey as reported by the respondent.
- **hhmembernumber**: indicates the number of household members in the respondent's household at the time of the survey as reported by the respondent. It may be that 'anyhhmember' is 'Yes', but 'hhmembernumber' is missing if the respondent did not provide the number of household members at the time of the survey.
- **hhmemberin_#**: indicates whether a household member is currently in the household as reported by the respondent. Household members are never removed from the stored household roster and their information is always included in survey data sets. The order of the roster is the same order in which household members were specified by the respondent in the 'MyHousehold' survey. The order is identified by the suffix _# (e.g., _1 indicates the first household member, _2 the second household member, etc.).

As an example, if the first household member is in the household at the time of the survey, 'hhmemberin_1' is set to '1 HH Member 1 is in the HH'; if he/she has moved out, 'hhmemberin_1' is set to '0 HH member 1 is no longer in the HH'. Since information of other household members (stored in the variables listed below) is always included in survey data sets, information about 'hhmemberin_1' is available whether this person is still in the household or has moved out.

- **hhmembergen_#**: indicates the gender of another household member as reported by the respondent.
- **hhmemberage_#**: indicates the age of another household member. The age is derived from the month and year of birth of the household member as reported by the respondent.
- **hhmemberrel_#**: indicates the relationship of the respondent to the other household member as reported by the respondent.

- **hhmemberuasid_#**: is the 'uasid' of the other household member if this person is also a UAS panel member. It is set to missing (.) if this person is not a UAS panel member at the time of the survey. Since this identifier is directly reported by the respondent (chosen from a preloaded list), it may differ from the actual (correct) 'uasid' of the UAS member it refers to because of reporting error. Also, this variable should not be used to identify UAS members in a given household at the time of the survey. This is because the variables 'hhmemberuasid_#' are taken from the most recent 'My Household' and changes in household composition involving UAS members may have occurred between the time of the respondent answered 'My Household' and the time the respondent answers the survey. To follow UAS members of a given household, it is advised to use the identifiers 'uashhid' and 'survhhid'.
- **lastmyhh_date**: the date on which the demographics variables were collected through the 'My Household' survey.

In addition, data sets created after May 8, 2025 include an urbanicity variable. It is based on panel members' current census tract of residence and the 2010 Rural-Urban Commuting Area (RUCA) codes released by the US Department of Agriculture's Economic Research Service. To preserve confidentiality, the UAS collapses the 10 primary RUCA codes to 4 levels: Metropolitan, Micropolitan, Small/Rural, and Unknown. The Metropolitan level corresponds to primary RUCA codes 1-3, the Micropolitan level corresponds to RUCA codes 4-6, and the Small/Rural UAS classification corresponds to RUCA codes 7-10.

For detailed information and definitions of the 10 primary RUCA codes, please visit the USDA ERS Rural-Urban Commuting Area Codes site. Surveys conducted completely prior to May 8, 2025 will have an urbanicity data set available on request.

5 MISSING DATA CONVENTIONS

Data files provide so-called clean data, that is, answers given to questions that are not applicable anymore at survey completion (for example because a respondent went back in the survey and skipped over a previously answered question) are treated as if the questions were never asked. In the data files all questions that were asked, but not answered by the respondent are marked with (.e). All questions never seen by the respondent (or any dirty data) are marked with (.a). The latter may mean that a respondent did not view the question because s/he skipped over it; or alternatively that s/he never reached that question due to a break off. If a respondent did not complete a survey, the variables representing survey end date and time are marked with (.c). Household member variables are marked with (.m) if the respondent has less household members (e.g. if the number of household members is 2, any variables for household member 3 and up are marked with (.m)).

UAS provides data in STATA and CSV format. Stata data sets come with include variable labels that are not available in the CSV files. Value labels are provided for single-response answer option. In STATA these labels will include the labels 'Not asked' and 'Not answered' for (.a) and (.e), and will show in tabulations such as 'tab q1, missing'. For multiple-response questions a binary variable is created for each answer option indicating whether the option was selected or not. A summary variable is also provided in string format reflecting which options were selected and in which order. For example, if a question asked about favorite animals with options cat, dog, and horse, then if a respondent selected horse and then cat, the binary variables for horse and cat will be set to yes, while the overall variable would have a string value of '3-1'. If no answer was given, all binary variables and the summary variable will be marked with '.e'.

Questions that are asked multiple times are often implemented as so-called array questions. Supposing the name of such question was Q1 and it was asked in 6 different instances, your data set would contain the variables Q1_1_ to Q1_6_. To illustrate, if a survey asked the names of all children, then child_1_ would contain the name of the first child the respondent named and so on.

More information about the UAS data in general can be found on the UAS Data Pages web site.

6 ROUTING SYNTAX

The survey with routing presented in the next section includes all of the questions that make up this survey, the question answers when choices were provided, and the question routing. The routing includes descriptions of when questions are grouped, conditional logic that determines when questions are presented to the respondent, randomization of questions and answers, and fills of answers from one question to another.

If you are unfamiliar with conditional logic statements, they are typically formatted so that **if** the respondent fulfills some condition (e.g. they have a cellphone or a checking account), **then** they are presented with some other question or the value of some variable is changed. If the respondent does not fulfill the condition (e.g. they are not a cellphone adopter or they do not have a checking account), something **else** happens such as skipping the next question or changing the variable to some other value. Some of the logic involved in the randomization of questions or answers being presented to the respondent is quite complex, and in these instances there is documentation to clarify the process being represented by the routing.

Because logic syntax standards vary, here is a brief introduction to our syntax standards. The syntax used in the conditional statements is as follows: '=' is equal to, '<' is less than, '>' is greater than, and '!= ' is used for does not equal. When a variable is set to some number N, the statement looks like 'variable := N'.

The formatting of the questions and routing are designed to make it easier to interpret what is occurring at any given point in the survey. Question ID is the bold text at the top of a question block, followed by the question text and the answer selections. When a question or variable has associated data, the name links to the appropriate data page, so you can easily get directly to the data. Text color is used to indicate the routing: **red** is conditional logic, **gold** is question grouping, **green** is looping, and **orange** is used to document randomization and other complex conditional logic processes. The routing is written for a computer to parse rather than a human to read, so when the routing diverges significantly from what is displayed to the respondent, a screenshot of what the respondent saw is included.

The name of the randomization variables are defined in proximity to where they are put into play, and like the question ID the names of the randomization variables can be used to link directly to the associated data page.

7 SURVEY WITH ROUTING

intro (Section Base)

This survey asks about state issues and the 2018 elections in California.

Start of section **Primary**

```
uas132_votereg := getUAS132value("q028")
uas132_partyreg := getUAS132value("q029")
uas132_presvote := getUAS132value("q033")
```

/ The answer options in q001 are presented in random order as captured in the q001_order variables. They take one of the following values:*

- o 1 Going in the right direction*
- o 2 Off on the wrong track*

*For example, if q001_order_1 equals 2, then 'Off on the wrong track' was presented as the first option. */*

IF sizeof(q001_order) = 0 **THEN**

| q001_order := shuffleArray(array(1→1,2→2))

END OF IF

q001 (Right direction/Wrong track in section Primary)

Generally speaking, do you think that things in California are:

- 1 Going in the right direction.
- 2 Off on the wrong track.

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

q002_intro (INTRO FOR Q002 in section Primary)

Thinking now about California's primary election for governor, U.S. Senate and propositions that took place on June 5...

q002 (Did you vote in June 5 primary in section Primary)

In talking to people about elections we often find that a lot of people were not able to vote because they weren't registered, they were sick, they didn't know about the election, they didn't care about the candidates, or they just did not have time. Which of the following statements best describes you?

- 1 I am not a registered voter or I did not get registered in time.
- 2 I rarely or never vote in these type of elections.
- 3 I rarely or never vote in any elections.

4 I did not know about the election or thought it was on another day.
 5 I thought about voting this time but just did not get around to it.
 6 I would have voted if there were any good candidates or issues to vote for.
 7 I was unable to vote this time for personal or work-related reasons.
 8 I was unable to vote this time due to illness, injury or disability.
 9 I did not vote this time for some other reason.
 10 I am certain that I voted in one or more of the governor, U.S. Senate, statewide and congressional races, or for/against propositions.

END OF GROUP

IF q002 = 10 THEN

q003 (Vote by mail or in person in section Primary)

Did you mail in your ballot, drop off your ballot, or vote in person?

- 1 Mailed in my vote-by-mail ballot.
- 2 Dropped off my vote-by-mail ballot at my precinct or other location.
- 3 I cast my vote in person.
- 4 I did not vote.

/* The answer options in q004 are presented in random order as captured in the q004.order variables. For example, if q004.order_2 equals 1, then 'Gavin Newsom' was presented as the second option. The 'I did not vote' option is always presented last. */

IF sizeof(q004.order) = 0 THEN

```
q004.order := shuffleArray(array(1 → 1, 2 → 2, 3 → 3, 4 → 4, 5 → 5, 6 → 6, 7 → 7, 8 → 8, 9
→ 9, 10 → 10, 11 → 11, 12 → 12, 13 → 13, 14 → 14, 15 → 15, 16 → 16, 17 → 17, 18 → 18,
19 → 19, 20 → 20, 21 → 21, 22 → 22, 23 → 23, 24 → 24, 25 → 25, 26 → 26, 27 → 27))
q004.order(28) := 28
```

END OF IF

/* This list of gubernatorial candidates, their ballot designations, and their party preference are from the California Secretary of State Certified Ballot List. Respondents were presented with an onscreen layout similar to that seen on the Primary ballot. */

q004 (2018 Gov Prim Candidate choice - full ballot in section Primary)

Which candidate, if any, did you vote for in the primary for governor of California?

- 1 **Gavin Newsom** Lieutenant Governor/Businessman Party preference: Democratic
- 2 **Antonio Villaraigosa** Public Policy Advisor Party preference: Democratic
- 3 **John H. Cox** Businessman/Taxpayer Advocate Party preference: Republican
- 4 **Travis Allen** California Assemblyman/Businessman Party preference: Republican
- 5 **John Chiang** California State Treasurer Party preference: Democratic
- 6 **Delaine Eastin** Educator/Youth Advocate Party preference: Democratic
- 7 **Akinyemi Agbade** Mathematician Party preference: Democratic

8 **J. Bribiesca** Retired Medical Doctor Party preference: Democratic
 9 **Thomas Jefferson Cares** Blockchain Startup CEO Party preference: Democratic
 10 **Robert Davidson Griffis** Entrepreneur/Economist/Father Party preference: Democratic
 11 **Albert Caesar Mezzetti** Retired Educator Party preference: Democratic
 12 **Amanda Renteria** COO, Justice Department Party preference: Democratic
 13 **Michael Shellenberger** Environmental Organization Executive Party preference: Democratic
 14 **Klement Tinaj** CEO/Educator/Artist Party preference: Democratic
 15 **Christopher N. Carlson** Puppeteer/Musician Party preference: Green
 16 **Josh Jones** Author Party preference: Green
 17 **Zoltan Istvan** Entrepreneur/Transhumanist Lecturer Party preference: Libertarian
 18 **Nickolas Wildstar** Recording Artist Party preference: Libertarian
 19 **Yvonne Girard** Judicial Assistant Party preference: Republican
 20 **Peter Y. Liu** No Ballot Designation Party preference: Republican
 21 **Robert C. Newman II** Research Clinical Psychologist Party preference: Republican
 22 **Shubham Goel** Virtual Reality Manager Party preference: None
 23 **Hakan "Hawk" Mikado** CEO/Business Owner Party preference: None
 24 **Desmond Silveira** Senior Software Engineer Party preference: None
 25 **Jeffrey Edward Taylor** Marketplace Minister Party preference: None
 26 **Johnny Wattenburg** Business Owner Party preference: None
 27 **Gloria Estela La Riva** Graphic Artist Party preference: Peace and Freedom
 28 **I did not vote in the election for California governor.**

Figure 1: Ballot example

Which candidate, if any, did you vote for in the primary for governor of California?

<input type="radio"/> John H. Cox Businessman/Taxpayer Advocate	Party preference: Republican
<input type="radio"/> Christopher N. Carlson Puppeteer/Musician	Party preference: Green
<input type="radio"/> Antonio Villaraigosa Public Policy Advisor	Party preference: Democratic
<input type="radio"/> Josh Jones Author	Party preference: Green
<input type="radio"/> Nickolas Wildstar Recording Artist	Party preference: Libertarian
<input type="radio"/> Robert C. Newman II Research Clinical Psychologist	Party preference: Republican
<input type="radio"/> Jeffrey Edward Taylor Marketplace Minister	Party preference: None
<input type="radio"/> Johnny Wattenburg Business Owner	Party preference: None
<input type="radio"/> J. Briblesca Retired Medical Doctor	Party preference: Democratic
<input type="radio"/> Gavin Newsom Lieutenant Governor/Businessman	Party preference: Democratic
<input type="radio"/> Robert Davidson Griffiths Entrepreneur/Economist/Father	Party preference: Democratic
<input type="radio"/> Desmond Silveira Senior Software Engineer	Party preference: None
<input type="radio"/> Hakan "Hawk" Mikado CEO/Business Owner	Party preference: None
<input type="radio"/> Delaine Eastin Educator/Youth Advocate	Party preference: Democratic
<input type="radio"/> Thomas Jefferson Cares Blockchain Startup CEO	Party preference: Democratic
<input type="radio"/> Yvonne Girard Judicial Assistant	Party preference: Republican
<input type="radio"/> Amanda Renteria OOO, Justice Department	Party preference: Democratic
<input type="radio"/> Klement Tina CEO/Educator/Artist	Party preference: Democratic
<input type="radio"/> John Chiang California State Treasurer	Party preference: Democratic
<input type="radio"/> Michael Shellenberger Environmental Organization Executive	Party preference: Democratic
<input type="radio"/> Peter Y. Liu No Ballot Designation	Party preference: Republican
<input type="radio"/> Travis Allen California Assemblyman/Businessman	Party preference: Republican
<input type="radio"/> Shubham Goel Virtual Reality Manager	Party preference: None
<input type="radio"/> Gloria Estela La Riva Graphic Artist	Party preference: Peace and Freedom
<input type="radio"/> Akinyemi Agbede Mathematician	Party preference: Democratic
<input type="radio"/> Albert Caesar Mezzetti Retired Educator	Party preference: Democratic
<input type="radio"/> Zoltan Istvan Entrepreneur/Transhumanist Lecturer	Party preference: Libertarian
<input type="radio"/> I did not vote in the election for California governor.	

IF q004 = RESPONSE AND q004 < 28 THEN

Fill code of question FLQ005 executed

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

q005_intro (INTRO FOR Q005 in section Primary)

We are interested in how and when people make their voting decisions.

q005 (When did you decide who to vote for in section Primary)

When did you decide to vote for (Gavin Newsom/Antonio Villaraigosa/John H. Cox/Travis Allen/John Chiang/Delaine Eastin/Akinyemi Agbede/J. Bribiesca/Thomas Jefferson Cares/Robert Davidson Griffis/Albert Caesar Mezzetti/Amanda Renteria/Michael Shellenberger/Klement Tinaj/Christopher N. Carlson/Josh Jones/Zoltan Istvan/Nickolas Wildstar/Yvonne Girard/Peter Y. Liu/Robert C. Newman II/Shubham Goel/Hakan "Hawk" Mikado/Desmond Silveira/Jeffrey Edward Taylor/Johnny Wattenburg/Gloria Estela La Riva) in the primary for governor? Your best estimate will do.

- 1 At the time I filled out my ballot.
- 2 A week or so before I voted.
- 3 Two or three weeks before I voted.
- 4 A month or two before I voted.
- 5 Longer ago than that.

END OF GROUP

/* The answer options in q006 are presented in random order as captured in the q006_order variables. For example, if q006_order_2 equals 1, then 'Television ads' was presented as the second option. The 'Other' option is always presented last. */

IF sizeof(q006_order) = 0 THEN

```
q006_order := shuffleArray(array(1 →1, 2 →2, 3 →3, 4 →4, 5 →5, 6 →6, 7 →7, 8 →8,
9 →9, 10 →10))
q006_order(11) := 11
```

END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

q006 (Where did you get your voting information in section Primary)

Where did you get most of the information you needed to help make your decision on who to vote for in the primary for governor?

- 1 Online advertisements
- 2 Television ads
- 3 Radio ads
- 4 Mailers
- 5 Campaign phone calls
- 6 Campaign texts
- 7 Social media
- 8 Mentions or interviews in news media
- 9 Friends (not via social media)
- 10 Knowledge of the candidates' history
- 11 Other (specify)

q006_other (Where did you get your voting information in section Primary)

| STRING

END OF GROUP

/* The answer options in q007 are presented in random order as captured in the q007_order variables. For example, if q007_order_2 equals 1, then 'He/she represents my own values and beliefs better than anyone else on the ballot' was presented as the second option. */

IF sizeof(q007_order) = 0 THEN

| q007_order := shuffleArray(array(1 →1, 2 →2, 3 →3, 4 →4, 5 →5, 6 →6))

END OF IF

/* Respondent choice of candidate is included in q007 text, according to the following list: Gavin Newsom/Antonio Villaraigosa/John H. Cox/Travis Allen/John Chiang/Delaine Eastin/Akinyemi Agbede/J. Bribiesca/Thomas Jefferson Cares/Robert Davidson Griffis/Albert Caesar Mezzetti/Amanda Renteria/Michael Shellenberger/Klement Tinaj/Christopher N. Carlson/Josh Jones/Zoltan Istvan/Nickolas Wildstar/Yvonne Girard/Peter Y. Liu/Robert C. Newman II/Shubham Goel/Hakan "Hawk" Mikado/Desmond Silveira/Jeffrey Edward Taylor/Johnny Wattenburg/Gloria Estela La Riva. */

q007 (Reason for voting for primary candidate in section Primary)

Which of the following best represents you?

I voted for [insert candidate name] for governor mainly because:

- 1 He/she represents my own values and beliefs better than anyone else on the ballot.
- 2 He/she had the best chance of defeating another candidate I did not like.
- 3 He/she was the best of a bad lot.
- 4 He/she will do the best job of leading California through the issues that lie ahead.
- 5 I wanted someone from my party to advance to the November election.
- 6 I wanted to make sure there were two Democrats in the November election.

/* The questions q008a to q008f are asked in random order as captured in the q008_order variables. For example, if q008_order_2 equals 1, then 'q008a' was presented as the second option. */

IF sizeof(q008_order) = 0 THEN

| q008_order := shuffleArray(array(1 →1, 2 →2, 3 →3, 4 →4, 5 →5, 6 →6))

END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

q008_intro (INTRO TO Q008 TABLE in section Primary)

To what extent were any of the following issues important to you when deciding who to vote for in the June 5 primary for governor?

SUBGROUP OF QUESTIONS

LOOP FROM 1 TO 6

IF q008_order(cnt1) = 1 THEN

q008a (Important Issues in Deciding the Vote- -education in section Primary)

Education

- 1 Not at all important
- 2 Somewhat important
- 3 Extremely important

END OF IF

IF q008_order(cnt1) = 2 THEN

q008b (Important Issues in Deciding the Vote- -Healthcare in section Primary)

Healthcare

- 1 Not at all important
- 2 Somewhat important
- 3 Extremely important

END OF IF

IF q008_order(cnt1) = 3 THEN

q008c (Important Issues in Deciding the Vote- -Illegal immigration in section Primary)

Illegal immigration

- 1 Not at all important
- 2 Somewhat important
- 3 Extremely important

END OF IF

IF q008_order(cnt1) = 4 THEN

q008d (Important Issues in Deciding the Vote- -Housing in section Primary)

Housing

- 1 Not at all important
- 2 Somewhat important

```

| 3 Extremely important
|
| END OF IF
|
| IF q008_order(cnt1) = 5 THEN
|
|   q008e (Important Issues in Deciding the Vote- -Fiscal issues in section Primary)
|   Fiscal issues like taxes and state spending
|   1 Not at all important
|   2 Somewhat important
|   3 Extremely important
|
| END OF IF
|
| IF q008_order(cnt1) = 6 THEN
|
|   q008f (Important Issues in Deciding the Vote- -Jobs/economy in section Primary)
|   Jobs and economic development
|   1 Not at all important
|   2 Somewhat important
|   3 Extremely important
|
| END OF IF
|
| END OF LOOP
|
| END OF SUBGROUP
|
| END OF GROUP
|
| END OF IF
|
| END OF IF
|
| End of section Primary
|
| Start of section General
|
| IF q002 = 10 THEN
|
|   /* The answer options in q009 are presented in random order as captured in the
|   q009_order variables. For example, if q009_order_2 equals 1, then 'Dianne Feinstein'
|   was presented as the second option. The 'I did not vote' option is always presented last. */
|
|   IF sizeof(q009_order) = 0 THEN

```



```

q009_order := shuffleArray(array(1 →1, 2 →2, 3 →3, 4 →4, 5 →5, 6 →6, 7 →7, 8 →8, 9
→9, 10 →10, 11 →11, 12 →12, 13 →13, 14 →14, 15 →15, 16 →16, 17 →17, 18 →18,
19 →19, 20 →20, 21 →21, 22 →22, 23 →23, 24 →24, 25 →25, 26 →26, 27 →27, 28
→28, 29 →29, 30 →30, 31 →31, 32 →32))
q009_order(33) := 33

```

END OF IF

GROUP OF QUESTIONS PRESENTED ON THE SAME SCREEN

q009.intro (Section General)

Turning now to the primary election for United States senator for California that was also on the June 5 ballot.

/ This list of candidates for U.S. Senator for California, their ballot designations, and their party preference are from the California Secretary of State Certified Ballot List. Respondents were presented with an onscreen layout similar to that seen on the Primary ballot. */*

q009 (U.S. Senate candidate choice - full ballot in section General)

Which candidate, if any, did you vote for in the election for United States senator for California?

- 1 Dianne Feinstein United States Senator Party preference: Democratic
- 2 Kevin de León California Senator Party preference: Democratic
- 3 Adrienne Nicole Edwards Community Advocate Party preference: Democratic
- 4 Pat Harris Civil Rights Attorney Party preference: Democratic
- 5 Alison Hartson National Political Director Party preference: Democratic
- 6 David Hildebrand Policy Analyst Party preference: Democratic
- 7 Herbert G. Peters Retired Aerospace Engineer Party preference: Democratic
- 8 Douglas Howard Pierce Missing Children's Advocate Party preference: Democratic
- 9 Gerald Plummer Construction Project Manager Party preference: Democratic
- 10 Donnie O. Turner Retired USAF Sergeant Party preference: Democratic
- 11 Derrick Michael Reid Retired Attorney Party preference: Libertarian
- 12 John Thompson Parker No Ballot Designation Party preference: Peace and Freedom
- 13 Arun K. Bhumitra Teacher/Engineer/Businessman Party preference: Republican
- 14 James P. Bradley Chief Financial Officer Party preference: Republican
- 15 John "Jack" Crew Bus Driver Party preference: Republican
- 16 Erin Cruz Published Author Party preference: Republican
- 17 Roque "Rocky" De La Fuente Businessman/Land Developer Party preference: Republican
- 18 Jerry Joseph Laws No Ballot Designation Party preference: Republican
- 19 Patrick Little Civil Rights Advocate Party preference: Republican
- 20 Kevin Mottus Wireless Safety Advocate Party preference: Republican
- 21 Mario Nabliba Scientist Party preference: Republican

22 Tom Palzer Retired Urban Planner Party preference: Republican
23 Paul A. Taylor Small Business Owner Party preference: Republican
24 Colleen Shea Fernald Constitutional Solutions Advocate Party preference: None
25 Rash Bihari Ghosh Water Scientist/Professor Party preference: None
26 Tim Gildersleeve Paratransit Operator Party preference: None
27 Michael Fahmy Girgis Real Estate Broker Party preference: None
28 Don J. Grundmann Doctor of Chiropractic Party preference: None
29 Jason M. Hanania Attorney/Engineer Party preference: None
30 David Moore Special Education Teacher Party preference: None
31 Lee Olson Aerospace Systems Engineer Party preference: None
32 Ling Ling Shi Author Party preference: None
33 I did not vote in the election for U.S. Senate.

Figure 2: *Ballot example*

Turning now to the primary election for United States senator for California that was also on the June 5 ballot.

Which candidate, if any, did you vote for in the election for United States senator for California?

<input type="radio"/> Jason M. Hanania Attorney/Engineer	Party preference: None
<input type="radio"/> Donnie O. Turner Retired USAF Sergeant	Party preference: Democratic
<input type="radio"/> Patrick Little Civil Rights Advocate	Party preference: Republican
<input type="radio"/> Ling Ling Shi Author	Party preference: None
<input type="radio"/> Dianne Feinstein United States Senator	Party preference: Democratic
<input type="radio"/> David Hildebrand Policy Analyst	Party preference: Democratic
<input type="radio"/> Michael Fahmy Girgis Real Estate Broker	Party preference: None
<input type="radio"/> Lee Olson Aerospace Systems Engineer	Party preference: None
<input type="radio"/> Kevin Mottus Wireless Safety Advocate	Party preference: Republican
<input type="radio"/> Allison Hartson National Political Director	Party preference: Democratic
<input type="radio"/> James P. Bradley Chief Financial Officer	Party preference: Republican
<input type="radio"/> Douglas Howard Pierce Missing Children's Advocate	Party preference: Democratic
<input type="radio"/> John Thompson Parker No Ballot Designation	Party preference: Peace and Freedom
<input type="radio"/> Kevin de León California Senator	Party preference: Democratic
<input type="radio"/> David Moore Special Education Teacher	Party preference: None
<input type="radio"/> Gerald Plummer Construction Project Manager	Party preference: Democratic
<input type="radio"/> Erin Cruz Published Author	Party preference: Republican
<input type="radio"/> Tom Palzer Retired Urban Planner	Party preference: Republican
<input type="radio"/> Herbert G. Peters Retired Aerospace Engineer	Party preference: Democratic
<input type="radio"/> Rash Bihari Ghosh Water Scientist/Professor	Party preference: None
<input type="radio"/> John "Jack" Crew Bus Driver	Party preference: Republican
<input type="radio"/> Tim Gildersleeve Paratransit Operator	Party preference: None
<input type="radio"/> Derrick Michael Reid Retired Attorney	Party preference: Libertarian
<input type="radio"/> Paul A. Taylor Small Business Owner	Party preference: Republican
<input type="radio"/> Jerry Joseph Laws No Ballot Designation	Party preference: Republican
<input type="radio"/> Adrienne Nicole Edwards Community Advocate	Party preference: Democratic
<input type="radio"/> Don J. Grundmann Doctor of Chiropractic	Party preference: None
<input type="radio"/> Arun K. Bhumitra Teacher/Engineer/Businessman	Party preference: Republican
<input type="radio"/> Mario Nabiliba Scientist	Party preference: Republican
<input type="radio"/> Roque "Rocky" De La Fuente Businessman/Land Developer	Party preference: Republican
<input type="radio"/> Pat Harris Civil Rights Attorney	Party preference: Democratic
<input type="radio"/> Colleen Shea Fernald Constitutional Solutions Advocate	Party preference: None
<input type="radio"/> I did not vote in the election for U.S. Senate.	

END OF GROUP

END OF IF

q010_intro (Section General)

In November this year, California will hold its general election for governor, U.S. Senate, Congress, state offices and ballot measures.

q010 (Likelihood of voting in November in section General)

What is the percentage chance that you will vote in the November election? Please indicate by clicking or tapping the slider bar then moving the slider, or by typing in a number.

RANGE 0..100

/ The first two answer options in q011 are presented in random order as captured in the q011_rnd variable. For example, if q011_rnd equals 1, then 'Gavin Newsom' was presented as the first option and 'John Cox' as the second option. The other options are always presented after those two. */*

IF q011_rnd = EMPTY THEN

| q011_rnd := mt_rand(1,2)

END OF IF

IF q011_rnd = 1 THEN

| q011_order := array(1→1,2→2,3→3,4→4,5→5)

ELSEIF q011_rnd = 2 THEN

| q011_order := array(1→2,2→1,3→3,4→4,5→5)

END OF IF

Fill code of question FLQ011 executed

q011_intro (Section General)

The November election for California governor will be between the top two vote getters in the primary: (Democratic candidate Gavin Newsom) and (Republican candidate John Cox)

q011 (Vote for Gov in 2018 CA General Election in section General)

If the general election for governor of California were held today, would you vote for (Democratic candidate Gavin Newsom) or (Republican candidate John Cox)?

1 Gavin Newsom (Democrat)

2 John Cox (Republican)

3 Undecided

4 I would not vote at all.

5 I would not vote for governor but would vote in other races.

IF q011 = 1 OR q011 = 2 THEN

Fill code of question FLQ012 executed

q012 (how certain will vote for preferred governor candidate in section General)
What number represents how certain you are that you will vote for (Gavin Newsom/John Cox) in November, on a scale where 0 means you are not certain at all and 100 means you are extremely certain you will vote for that candidate in November?
RANGE 0..100

END OF IF

/* The first two answer options in q013 are presented in random order as captured in the q013_rnd variable. For example, if q013_rnd equals 1, then 'Dianne Feinstein' was presented as the first option and 'Kevin de Leon' as the second option. The other options are always presented after those two. */

IF q013_rnd = EMPTY THEN

| q013_rnd := mt_rand(1,2)

END OF IF

IF q013_rnd = 1 THEN

| q013_order := array(1→1,2→2,3→3,4→4,5→5)

ELSEIF q013_rnd = 2 THEN

| q013_order := array(1→2,2→1,3→3,4→4,5→5)

END OF IF

Fill code of question FLQ013 executed

q013.intro (Section General)

In November, California voters will also choose the next U.S senator for California in the general election between the top two vote getters in the primary: (Democratic candidate Dianne Feinstein) and (Democratic candidate Kevin de Leon)

q013 (Vote for Gov in 2018 CA General Election in section General)

If the general election for U.S senator for California were held today, would you vote for (Democratic candidate Dianne Feinstein) or (Democratic candidate Kevin de Leon)?

1 Dianne Feinstein (Democrat)

2 Kevin de Leon (Democrat)

3 Undecided

4 I would not vote at all.

5 I would not vote for governor but would vote in other races.

IF q013 = 1 OR q013 = 2 THEN

| Fill code of question FLQ014 executed

q014 (how certain will vote for preferred senate candidate in section General)
What number represents how certain you are that you will vote for (Dianne Feinstein/Kevin de Leon) in November, on a scale where 0 means you are not certain at all and 100 means you are extremely certain you will vote for that candidate in November?
RANGE 0..100

END OF IF

End of section **General**

Start of section **VotingInfo**

IF uas132_votereg = EMPTY OR uas132_votereg = 3 OR (uas132_votereg = 1 AND uas132_partyreg = empty) THEN

votinginfo_intro (Section VotingInfo)

The next questions are to allow us to make sure we have the most up-to-date information.

END OF IF

IF uas132_votereg = EMPTY OR uas132_votereg = 3 THEN

q015 (Registered to vote in CA in section VotingInfo)

Are you absolutely certain that you are currently registered to vote in California at the address where you now live?

- 1 Yes, registered
- 2 No, not registered
- 3 Not sure if registered

END OF IF

IF uas132_partyreg = EMPTY AND (uas132_votereg = 1 OR q015 = 1) THEN

q016 (Party registration in section VotingInfo)

In which party, if any, are you currently registered to vote?

- 1 Democratic Party
- 2 Republican Party
- 3 Registered, but not in any party (independent)
- 4 Green Party
- 5 Libertarian Party
- 6 Peace and Freedom Party
- 7 American Independent Party
- 8 Other party

END OF IF

q017 (Political leaning on issues important to CA in section VotingInfo)

Regardless of whether or not you are registered to vote, or are registered in a party or as an independent, when it comes to the issues that are important in California, do you tend to agree more often with...

- 1 Conservative Republicans
- 2 Moderate Republicans
- 3 Moderate Democrats
- 4 Liberal Democrats
- 5 I never agree with any Democrats or Republicans
- 6 Don't know

End of section **VotingInfo**

Start of section **Closing**

CS_001 (HOW PLEASANT INTERVIEW in section Closing)

Could you tell us how interesting or uninteresting you found the questions in this interview?

- 1 Very interesting
- 2 Interesting
- 3 Neither interesting nor uninteresting
- 4 Uninteresting
- 5 Very uninteresting

CS_003 (comments in section Closing)

Do you have any other comments on the interview? Please type these in the box below.(If you have no comments, please click next to complete this survey.)

STRING

End of section **Closing**

/* Please note that although question CS_003 is listed in the routing, the answers are not included in the microdata in the event identifiable information is captured. Cleaned responses are available by request. */