

USC Dornsife/Los Angeles Times California Poll

TOPLINE RESULTS (UAS 138) – Post-Primary Election Poll – June 2018
Release Date: Wednesday June 20, 2018 ALL TABS

SURVEY METHODS

This USC Dornsife / Los Angeles Times Poll is the result of a collaboration between researchers in the *Jesse M. Unruh Institute of Politics* and the *Center for Economic and Social Research* in the Dana and David Dornsife College of Letters, Arts and Sciences at the University of Southern California, in partnership with the Los Angeles Times.

The poll's sample of 893 eligible voters in California are members of the Center for Economic and Social Research's Understanding America Study (UAS) probability-based California internet panel. This release covers poll data from June 6-June 17, 2018. The poll was conducted in the respondents' choice of English or Spanish. It included 767 registered voters and 498 who voted in the June 5 primary. The poll's overall margin of sampling error[†] is +/- 4 percentage points for all eligible and registered voters and +/- 5 for primary voters.

Survey information: Full question text and context language are included in this release. We rotated the order of response options, and in some cases, order of questions to reduce order effects. Respondents participated via computer, mobile device or tablet, at any time of day or night during the field period. The data set and paradata will be available, after a short embargo, at UASdata.usc.edu.

Survey Weights: A total of 1369 panel members were invited to participate in this survey, so the participation rate on this date was 65%. We calculate weights in two stages: (1) base weights account for the probabilities of selection in our sampling procedures, and (2) post-stratification weights align survey distributions to CPS benchmarks and primary election outcome. Weighting benchmarks were derived from the Current Population Survey Annual Social and Economic Supplement, and California Secretary of State voting reports by county.

[†] **Survey Error:** Factors other than sampling error may affect results of any survey, including question wording, question order, sample type (e.g. opt-in panels vs. probability panels such as UAS), population coverage, and impact of current events. In addition, results of questions asked without an interviewer (e.g. in an internet panel) may differ somewhat from similar questions asked by an interviewer over the phone. Sampling error calculations are at the 98% confidence level.

Panel Information: The UAS is an ongoing national research panel that started in 2014. We recruit panel members in waves from Marketing Systems Group frames of all household addresses in the United States. To ensure full coverage of the U.S. population, we provide internet-connected tablets to individuals who were not already online. Our panel thus includes U.S. residents who have cell phones, landlines, or no phone at all. Panel members are compensated for their participation.

This document and the archive of results of prior Dornsife/LAT polls are available at bit.ly/USCpolldata.

For questions about the survey, contact CESR Survey Director Jill E. Darling (jilldarl@usc.edu) or Unruh Director Robert M. Shrum (shrum@usc.edu). Additional contact information is on the last page of this report.

The USC Dornsife Center for Economic and Social Research is a proud member of the American Association for Public Opinion Research's Transparency Initiative.

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This document provides an overview of survey-specific methods and information. For weighting details; panel sampling procedures; recruitment protocols, survey and recruitment response rates; panel attrition rates; panel management protocols; and microdata files (including nonresponse and paradata), please visit our website at UASdata.usc.edu.

Brackets indicate rotated text and matching answer values. Randomization was at the respondent level, to provide consistency throughout the questionnaire. “-“ indicates that the proportion is less than one percent

Randomize answer values

Q1. Generally speaking, do you think that things in California are:

	All	Regis	Primary voters
Going in the right direction	44	45	51
Off on the wrong track	56	55	49

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

Q2. 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?

	All	Regis
I am certain that I voted in one or more of the governor, U.S. Senate, statewide and congressional races, or for/against propositions	28	35
I am not a registered voter or I did not get registered in time	12	
I did not vote this time for some other reason	13	14
I was unable to vote this time for personal or work-related reasons	12	15
I thought about voting this time but just did not get around to it	10	11
I rarely or never vote in these type of elections	8	9
I rarely or never vote in any elections	7	5
I would have voted if there were any good candidates or issues to vote for	4	4
I did not know about the election or thought it was on another day	3	3
I was unable to vote this time due to illness, injury or disability	3	4

Ask if voted_prim == 10. if Q2 = 1 to 9, skip to Q10

Q3. Did you mail in your ballot, drop off your ballot, or vote in person?

	Primary voters
Mailed in my vote-by-mail ballot	48
Dropped off my vote-by-mail ballot at my precinct or other location	26
I cast my vote in person	26

Asked if respondent voted in the primary. Randomized order of candidates.

Note: Voters indicated their choice from among all candidate name and ballot designations from the certified ballot list. Only top candidates shown here.

Q4. Which candidate, if any, did you vote for in the primary for governor of California?

	Unweighted survey voters	Weighted Survey voters [‡]	Election Result [†]
Gavin Newsom	38	34	34
John H. Cox	23	25	26
Antonio Villaraigosa	12	15	13
Travis Allen	6	9	10
John Chiang	10	9	9
Delaine Eastin	4	3	3
Other candidates	7	5	5

[‡] To reduce bias in reporting of attitudes and voting behaviors, we weighted survey results to match the California gubernatorial primary election outcome, by county. We have provided the unweighted and weighted statewide distributions here for comparison.

[†] Source: California Secretary of State Semi-official Report of Election Results as of June 16, 2018.

[Skip non-voters to Q9 – Senate primary](#)

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

Q5. When did you decide to vote for [insert candidate name] in the primary for governor? Your best estimate will do.

	Primary voters
At the time I filled out my ballot.	21
A week or so before I voted.	27
Two or three weeks before I voted.	17
A month or two before I voted.	18
Longer ago than that.	17

[If gov_prim = 1-27. Randomize answer values](#)

Q6. 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?

	Primary voters
Online advertisements	1
Television ads	5
Radio ads	0
Mailers	9
Campaign phone calls	0
Campaign texts	2
Social media	2
Mentions or interviews in news media	18
Family/Friends (not including social media)	7
Knowledge of the candidates' history	39

Other (specify)	3
Internet research	5
Election information, Ballot, Voter guide	3
Interviews, appearances, debates	3
Editorials, lists of endorsements	1
Trump's endorsement	1

Ask if gov_prim = 1-27. Randomize answer values

Q7. Which of the following best represents you?

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

	Primary voters
He/she represents my own values and beliefs better than anyone else on the ballot.	35
He/she had the best chance of defeating another candidate I did not like.	5
He/she was the best of a bad lot.	8
He/she will do the best job of leading California through the issues that lie ahead.	31
I wanted someone from my party to advance to the November election.	15
I wanted to make sure there were two Democrats in the November election.	6

randomize order of issues

Q8. 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?

<i>Among primary voters (row percentages)</i>	Not at all important	Somewhat important	Extremely important
Education	6	31	63
Healthcare	5	31	64
Illegal immigration	12	30	57
Housing	11	40	49
Fiscal issues like taxes and state spending	3	22	74
Jobs and economic development	4	29	67

Asked of primary voters. Randomize order of candidate rows.

Note: Voters indicated their choice from among all candidate names and ballot designations from the certified ballot list. Only top candidates shown.

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

Q9. Which candidate, if any, did you vote for in the election for United States senator for California?

	Survey Voters	Election Result [†]
Dianne Feinstein	47	44
Kevin de León	17	12
Other candidates	36	44

[†] Source: California Secretary of State Semi-official Report of Election Results as of June 16, 2018.

This section asked of all eligible voters

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

Q10. What is the percentage chance that you will vote in the November election?

	All eligible	Registered	Primary voters
Average likelihood of voting in November	68	80	98

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 H. Cox

Randomize order of the candidates in the text and answer values

Q11. If the general election for governor of California were held today, would you vote for [Democratic candidate Gavin Newsom] or [Republican candidate John H. Cox]?

	All eligible	All Registered	Primary voters	Voters only (registered)
Gavin Newsom (Democrat)	37	42	51	45
John H. Cox (Republican)	22	26	35	28
Undecided	27	25	10	27
I would not vote at all	12	5	1	
I would not vote for governor but would vote in other races	2	2	3	

Ask if gov_gen = 1 or 2

Q12. What number represents how certain you are that you will vote for [candidate name] 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?

	Average certainty among registered voters
Gavin Newsom (Democrat)	87
John H. Cox (Republican)	92

Asked of all eligible voters. Randomize order of the two candidates

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 León.

Randomize order of candidates in text and answer values

Q13. If the general election for U.S. senator for California were held today, would you vote for Democratic candidate [Dianne Feinstein] or for [Democratic candidate Kevin de León]?

	All eligible	Registered	Primary voters	Voters only (registered)
Dianne Feinstein (Democrat)	28	32	45	36
Kevin de León (Democrat)	15	16	23	18
Undecided	40	40	22	46
I would not vote at all.	15	10	7	
I would not vote in this race but would vote in other races.	2	3	3	

ask if sen_gen = 1 or 2

Q14. What number represents how certain you are that you will vote for [candidate name] 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 [candidate name] in November?

	Average certainty among registered voters
Dianne Feinstein (Democrat)	87
Kevin de León (Democrat)	83

This survey was conducted by the
University of Southern California
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in partnership with the Los Angeles Times

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Survey topline and crosstabs available from
USC Dornsife / LA Times Poll archives
bit.ly/USCpolldata

Survey microdata will be available for download
by registered users of the Understanding America Study, after a brief embargo.
Register and access data files: <https://uasdata.usc.edu>