

Survey Methodology

This survey was sponsored and funded by The Pew Charitable Trusts and conducted by GBAO from Aug. 25-Sept. 5, 2021.

The sample for this five-state survey consists of 1,542 registered voters across California, Colorado, New Mexico, Oregon, and Washington. The unweighted sample size for each state ranged from 301 to 315. The samples were weighted to 308 per state, so that each state constitutes one-fifth of the overall sample. The samples in each state are designed to be representative of all currently registered voters in that particular state and are weighted to reflect the registered voter population in each state.

The sample was drawn from the TargetSmart voter file, which reflects the registered voter population in each state as of the most recent update. The TargetSmart voter file for California was last updated July 13, 2021; the Colorado voter file was updated Aug. 19, 2021; the New Mexico voter file was updated July 9, 2021; the Oregon voter file was updated Aug. 12, 2021; and the Washington voter file was updated Aug. 20, 2021.

The sample included registered voters with landline and/or cellphone numbers provided by each state's registered voter file, as well as voters for whom TargetSmart appended a commercially sourced cellphone number where one was available. Although the sample design necessarily excludes voters for whom no phone number is available and are thus unable to be contacted, we include voters without phone numbers in our weighting targets—including demographics and modeling variables—to represent the full universe of registered voters.

The samples in each state were weighted to reflect the distribution of registered voters in that particular state on variables including gender, age, race/ethnicity, party registration (where applicable), county-based geographic region, and Urbanicity (a TargetSmart model based on the population density around a voter's home). In California and Oregon, weights were applied to reflect the geographic distribution of voters by media market (DMA) to make the sample more representative (achieved in the other states through the region and Urbanicity weights alone).

In Colorado, New Mexico, Oregon, and Washington, weights were applied to partisan score (a TargetSmart model that estimates the likely partisan preference of a particular voter) when other weights did not bring the partisan score close enough to its count on the voter file. Data from the 2020 Current Population Survey Voting and Registration Supplement, U.S. Census Bureau, made available April 29, 2021, was used to estimate additional weights for self-reported educational attainment.

The telephone samples were obtained from TargetSmart. Interviews were conducted in English and Spanish by live telephone dialers using a CATI-based system, with 1,501 interviews conducted in English and 41 conducted in Spanish. This includes 691 (45%) respondents randomly selected on landlines and 851 respondents randomly selected on cellular telephones (55%). All interviews were completed by professional interviewers who were carefully trained on the specific survey for this study. A pretest of 20 interviews was conducted prior to a full launch of the survey. After the pretests, slight textual edits were made to the survey and additional training was provided to the interviewers.



The sampling error for the total sample of 1,542 interviews is +/- 2.5 percentage points at the 95% confidence level. A total of 310 voters were surveyed in California, with a sampling error of +/- 5.6 percentage points; in addition to 301 Colorado voters, with a sampling error of +/- 5.6 percentage points; 314 New Mexico voters, with a sampling error of +/- 5.5 percentage points; 315 Oregon voters, with a sampling error of +/- 5.6 percentage points; and 302 Washington voters, with a sampling error of +/- 5.6 percentage points. "Sampling error" refers to the error created by the fact that we interviewed a random sample, rather than taking a census of all registered voters. As with all polls, there are other forms of potential error in addition to sampling error.

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