MFour Research/Tulchin Research
Methodology for PACE/USC Rossier School of Education Survey
August 2015

- MFour Research and Tulchin Research surveyed 2411 registered California voters using a digital presentation. Voters used a variety of preferred internet-connected devices, including desktops, laptops, tablets and smartphones, to complete the survey. In the case of each device, the layout of question presentation was altered slightly to accommodate screen real estate.

- We controlled and weighted the data based on party, age, ethnicity, gender, geography, and education to obtain percentages for these demographics that matched the population of registered California voters.

- The survey was completed in English and Spanish based on voter preference.

- The survey was administered from August 3 to August 22, 2015.

- We used an online panel provider to obtain our sample. Panelists were recruited from a reputable panel provider and invited to complete surveys typically by email notification or "push notification" in exchange for minimal monetary compensation (i.e., $0.50-$0.75), in the form of redeemable points.

- The panel provider ensures panelist identity and that IP addresses are legitimate from people wishing to become panelists.

- Also, panelists are screened for completing a large number of surveys and showing undesirable behavior such as inconsistent responding or "speeding" through surveys.

- The margin of error for the entire survey is estimated to be +/- 2.9 percent at a 95th percent confidence interval.

- Some questions in the poll were administered to roughly equal haves of the samples, i.e., split samples, which produces larger margins of error.