METHODOLOGY

Embold Research surveyed 1243 likely voters in California from October 8-20, 2025. We used the following sources to recruit respondents:

We used the following sources to recruit respondents:
- targeted advertisements using the Meta advertising platform (903 respondents)
- SMS text messages (340 respondents)

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 likely voters in California. Those who indicated that they were not currently registered to vote in California, unsure if they were registered to vote in California. 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. The survey was conducted in English and Spanish.

The survey was conducted online by Embold Research. Post-stratification was performed on age, gender, ethnicity, education, and 2024 presidential vote. Weighting parameters are based on the demographic composition of 2024 general election voters, based on probabilistic turnout scores provided by Deck. These scores incorporate past vote history and demographic factors, as well as environmental factors including media coverage, fundraising numbers, and candidate demographics. Presidential results and party registration were retrieved from the California Secretary of State.

The modeled margin of error* for this survey is 3.0%, which 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.