



METHODOLOGY

Change Research surveyed 533 likely 2026 general election voters in San Francisco, CA from July 10-15, 2025. We used the following sources to recruit respondents:

- *targeted advertisements on Facebook and Instagram, as well as across the web via Facebook's ad platform*
- *text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data¹*

Regardless of which source a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted likely 2026 general election voters in San Francisco, CA. Those who indicated that they were not registered to vote were terminated. As the survey fielded, Change 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, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned by Neighbors for a Better San Francisco Advocacy and conducted online by Change Research. Post-stratification was performed on age, gender, education, race/ethnicity, and the 2020 presidential vote. Weighting parameters are based on the demographic composition of 2022 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.

The modeled margin of error for this survey is 4.7%, which uses effective sample sizes** that adjust for the design effect of weighting. This research, like all public opinion research, does entail some additional unmeasured error.*

* 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.

For more information, contact Sumati Thomas at sumati@changeresearch.com