



Voter Messaging in the Time of COVID-19 Research Study

The Center for Inclusive Democracy at the University of Southern California and Future of California Elections are partnering on a research study to examine the opinions of eligible voters in California and the likelihood of their electoral participation during the COVID-19 pandemic. The study's results will inform public education messaging in time for the 2020 Presidential election.

The Study

The study's sample frame (approx. 12,000) is eligible Californian voters (adult citizens). To ensure our respondent sample reflects this larger population, we will sample to meet targets of respondents matching the distributions of key demographic characteristics: gender, age, education level, income, race, ethnicity, foreign-born status and region. Surveys will be conducted in English and Spanish. The project is being guided by a diverse advisory committee of experts, which includes California election officials, advocates and civic engagement organizations.

Understanding Californian's voting preferences given the public health threat of the COVID-19 virus is essential to creating effective public education strategies. The study results will be used to develop and launch educational resources to help guide election officials and non-profit organizations on the best practices in conveying current and up-to-date information to voters.

Project Timeline

The research survey by CCEP will launch in July, with the goal of having preliminary findings by end of July and a published report in August. The public education material developed by FoCE will also follow this timeline as results become available.



About the Center for Inclusive Democracy (CID)

The Center for Inclusive Democracy (CID), formerly known as the California Civic Engagement Project, is part of the USC Sol Price School of Public Policy and is based in Sacramento. CID conducts a range of national and multi-state research initiatives exploring voting behavior, civic engagement, electoral and economic research, the intersection of social justice and democracy, and more. Its research informs and empowers a wide range of policy and organizing efforts aimed at eliminating disparities in social and economic well-being. Now a cornerstone project nested within CID's larger umbrella, the California Civic Engagement Project continues to produce groundbreaking resources and research for California. To learn about CID, visit our website at <https://cid.usc.edu>.

About the USC Price School of Public Policy

The CCEP is housed within the USC Sol Price School of Public Policy and based in the Price School Sacramento Center. Since 1929, the Price School has defined excellence and innovation in public affairs education and research. Ranked third nationwide among "America's Best Graduate Schools" for public affairs, according to the U.S. News & World Report, the USC Price School faculty, scholars and students help shape the world around us. Graduates of the Price School fulfill and extend the School's mission to improve the quality of life for people and their communities at home and abroad. The Price Sacramento Center was established in 1971 to ensure that key research finds its needed audience of policy makers and stakeholders in the state capital.

About Future of California Elections

Future of California Elections is a nonpartisan nonprofit network of election officials, nonprofit advocates, and civic engagement organizations. Founded in late 2011, the network has worked to modernize elections and expand participation through policy reform and implementation of new election laws. In 2020, the network will focus on public education efforts to ensure California voters know and understand their options for voting through a pandemic. To learn more about FoCE, visit our website at futureofcaelections.org

For more information about this research, contact Mindy Romero, CCEP Director, at msromero@usc.edu.

For more information about the public education efforts, contact Astrid Ochoa, FoCE Executive Director at astrid@futureofcaelections.org

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