

Study Methodology

This survey was conducted by NORC at the University of Chicago on behalf of the California Health Care Foundation. The survey was funded by the California Health Care Foundation.

Data were collected using AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted February 4 through February 19, 2026, with adults aged 18 and over representing the state of California. Panel members were randomly drawn from AmeriSpeak, and 1,038 completed the survey—1,011 via the web and 27 via telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in both English and Spanish, depending on the respondent's preference. Respondents were offered a small monetary incentive for completing the survey. The weighted household panel recruitment rate is 24.9 percent, and the survey completion rate is 41.6 percent, for a weighted cumulative response rate of 10.4 percent.

The overall margin of sampling error is +/- 4.3 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Black and Asian respondents were sampled at a higher rate than their proportion of the population for reasons of analysis. The overall margin of error for the 168 completed interviews with Asian respondents is +/- 10.7 percentage points. The overall margin of error for the 159 completed interviews with Black respondents is +/- 11.5 percentage points.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 69 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design.

Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2025 Current Population Survey. The weighted data reflect the California population of adults aged 18 and over.

For more information, email info@norc.org.