

# Background & Methodology

The following are the preliminary researching findings of a multi-wave, longitudinal study performed by Qualtrics to analyze the overall sentiment surrounding the People’s Park Project among UC Berkeley students.

This study was designed to collect 1,250 responses from a representative random sample of 5000 students with the expectation of a 25% response rate in order to maintain a 99% confidence level. It was fielded between the dates of September 1<sup>st</sup> and September 15<sup>th</sup>, 2021, collecting a total of 1,658 total responses, far surpassing our intended response count and thus achieved a 33% response rate and maintaining a 99% confidence level with 3% margin of error.



## Sample Frame

- This survey was performed using random sampling for an amount of students that represents the UC Berkeley student body (n=41,910).



## Key Research Questions

- How aware are students of the People's Park project and its various components?
- How strongly do students feel about the components of the project?
- How aware are students of the current housing crisis and what do they know and believe (attitudes) regarding new housing for students and supportive housing for the unhoused on the People’s Park site?



## Survey Design

Housing 7 Questions

People’s Park & Project Awareness 5 Questions

Unaided Familiarity & Support 4 Questions

Aided Support & Concerns 3 Questions

Demographics 3 Questions