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Keynote Address

A Review of the Innovative Methods Used by the Berkeley *IGS Poll* and its Performance in
California's 2021 Recall Election

Mark DiCamillo

Mark DiCamillo is director of the Berkeley IGS Poll, a statewide survey of California public opinion conducted by the Institute of Governmental Studies (IGS) at the University of California, Berkeley, and has served in that capacity since 2017. He is also founder and executive director of Cal Research Associates, LLC, a public opinion research consultancy based in Mill Valley, California.

As director of the Berkeley IGS Poll, DiCamillo holds primary responsibility for overseeing the design and execution of regularly scheduled non-partisan surveys of the California public conducted by IGS. He is a recognized authority on polling in California and is the author of hundreds of poll reports analyzing public opinion in the state.

Mr. DiCamillo began his professional career in 1978 when he joined The Field Poll, working under legendary California opinion pollster Mervin Field. He served for fifteen years as Mr. Field's assistant director and in 1993 he succeeded Field to become director of The Field Poll and served in that capacity until 2016.

During his tenure at Field, he also served as Senior Vice President of Field Research Corporation, and was responsible for directing scores of large-scale quantitative surveys for state and local government agencies, academic institutions, foundations and non-profit organizations.

Mr. DiCamillo is a *cum laude* graduate of Harvard University, and received an MBA from Cornell University's Johnson School of Business.

For a listing of the press releases and poll reports issued by the Berkeley IGS Poll during Mr. DiCamillo's tenure as director, please visit the Berkeley IGS Poll website at <https://igs.berkeley.edu/research/berkeley-igs-poll>.