

# SAMPLE AND METHODOLOGY DETAIL

## Change Research Battleground Poll: July 10-12

This online survey was conducted from July 10-12, 2020 in Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin.

Responses are reported for 4,332 likely general election voters with a margin of error of  $\pm 1.49\%$  for the entire sample. By states, responses are reported for 345 likely voters in Arizona, 1,128 likely voters in Florida, 824 likely voters in Michigan, 655 likely voters in North Carolina, 743 likely voters in Pennsylvania, and 601 likely voters in Wisconsin.

The survey was conducted online, using Change Research's Dynamic Online Sampling. Change Research collects survey responses through targeted online solicitations placed as advertisements on websites and social media platforms. Our Dynamic Online Sampling establishes and continuously rebalances advertising targets across region, age, gender, race, and partisanship to dynamically deliver large samples that accurately reflect the demographics of a population. Post stratification was done on state, gender, age, race, education, and 2016 presidential vote.

For additional sampling or methodological information, visit <https://www.changeresearch.com/methodology> or email [info@changeresearch.com](mailto:info@changeresearch.com).