

# SAMPLE AND METHODOLOGY DETAIL

## Change Research Battleground Poll: August 21-23

This online survey was conducted from August 21-23, 2020 in Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin.

Responses are reported for 4,904 likely general election voters with a margin of error of  $\pm 1.4\%$  for the entire sample. By state, responses are reported for 344 likely voters in Arizona, 1,262 likely voters in Florida, 809 likely voters in Michigan, 560 likely voters in North Carolina, 984 likely voters in Pennsylvania, and 925 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).