



SAMPLE AND METHODOLOGY DETAIL

Crooked/ Change Research Pollercoaster 2020 Poll Infrequent and/ or New Voters: September 9-13, 2020

Change Research surveyed 3,098 new and infrequent voters in Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin from September 9-13, 2020.

This included 556 voters who only voted in 2016; 1,437 who registered after 1/1/2016; and 1,041 who were registered before 2016, skipped 2016, and have voted in 0 or 1 elections since. These subsamples represent the proportion of each of these groups across these six states. The margin of error as traditionally calculated is $\pm 1.8\%$ for the full sample.

The survey was conducted online, using Change Research's Dynamic Online Sampling and via text-to-web through a voter file sample. 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 age, gender, and race.

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