

# SAMPLE AND METHODOLOGY DETAIL

## Change Research Battleground Poll: September 18-20

This online survey was conducted from September 18-20, 2020 in Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin.

Responses are reported for 3,018 likely general election voters with a margin of error of  $\pm 1.79\%$  for the entire sample. By state, responses are reported for 262 likely voters in Arizona, 702 likely voters in Florida, 568 likely voters in Michigan, 579 likely voters in North Carolina, 579 likely voters in Pennsylvania, and 571 likely voters in Wisconsin.

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 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).