

# SAMPLE AND METHODOLOGY DETAIL

## Change Research Battleground Poll: October 16-19

This online survey was conducted from October 16-19, 2020 in Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin.

Responses are reported for 2,949 likely general election voters with a margin of error of  $\pm 1.8\%$  for the entire sample. By state, responses are reported for 232 likely voters in Arizona, 547 likely voters in Florida, 718 likely voters in Michigan, 521 likely voters in North Carolina, 574 likely voters in Pennsylvania, and 447 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).