

# SAMPLE AND METHODOLOGY DETAIL

## Change Research National Poll: October 2-4

This online survey was conducted from October 2-4, 2020 nationwide

Responses are reported for 2,167 likely general election voters with a margin of error of  $\pm 2.11\%$  for the entire 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 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).