

SAMPLE AND METHODOLOGY DETAIL

Change Research National Poll: November 18-21, 2020

This online survey was conducted from November 18-21, 2020 nationwide

Responses are reported for 1,203 2020 Trump voters with a margin of error of $\pm 2.83\%$ 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. The full 2,559 voter sample was weighted to reflect the 2020 electorate, and the results were filtered to those who reported voting for Trump in 2020. 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.