

# SAMPLE AND METHODOLOGY DETAIL

## Change Research Battleground Poll: October 29-November 1

This online survey was conducted from October 29-November 1, 2020 in Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin.

Responses are reported for 3,328 likely general election voters with a margin of error of  $\pm 1.7\%$  for the entire sample. By state, responses are reported for 409 likely voters in Arizona, 806 likely voters in Florida, 383 likely voters in Michigan, 473 likely voters in North Carolina, 699 likely voters in Pennsylvania, and 553 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).