



Change Research surveyed 1116 2020 voters nationally from January 7th through 8th, 2020.

We used some or all of the following sources to recruit respondents:

- targeted advertisements on Facebook
- targeted advertisements on Instagram
- targeted advertisements on individual websites via Facebook's ad platform

Regardless of which of these sources a respondent came from, they were directed to a survey hosted on SurveyMonkey's website.

Ads placed on social media targeted any adult living in the United States. Those who indicated that they were not registered to vote and did not vote in November 2020 were terminated. As the survey fielded, Change Research used dynamic online sampling: adjusting ad budgets, lowering budgets for ads targeting groups that were overrepresented and raising budgets for ads targeting groups that were underrepresented, so that the final sample was roughly representative of the population across different groups. The survey was conducted in English.

The survey was commissioned and conducted online by Change Research. Post-stratification was performed on Census region, sex, age, educational attainment, county density, and 2020 presidential voted. Weighting parameters were based on estimates of the 2020 electorate based on election returns and demographic estimates created by Change Research. That is, if a given age bracket or gender group represented x% of the 2020 electorate, then that same group would be weighted to x% in this survey.”

The modeled margin of error\* for this survey is 3.4 point, which uses effective sample sizes\*\* that adjust for the design effect of weighting.

\* We adopt The Pew Research Center's convention for the term "modeled margin of error"(1) (mMOE) to indicate that our surveys are not simple random samples in the pure sense, similar to any survey that has either non-response bias or for which the general population was not invited at random. A common, if imperfect, convention for reporting survey results is to use a single, survey-level mMOE based on a normal approximation. This is a poor approximation for proportion estimates close to 0 or 1. However, it is a useful communication tool in many settings and is reasonable in places where the proportion of interest is close to 50%. We report this normal approximation for our surveys assuming a proportion estimate of 50%.

\*\* The effective sample size adjusts for the weighting applied to respondents, and is calculated using Kish's approximation (2).

(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. Survey Sampling, 1965.

The questions asked and the results for each question can be found by [clicking here](#).