



## Methodology

Change Research surveyed 1,160 registered voters in Florida, with an oversample  $N=319$  in Broward County, from July 19-22.

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 Google and/or Facebook's ad platform
- text messages sent, via the echo19 platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data

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 all adults living in Florida. Those who indicated that they were not registered to vote 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 questions in this release were self-funded and conducted online by Change Research. Post-stratification was performed on age, gender, race/ethnicity, region, and 2020 presidential vote. Weighting parameters were based on the demographic composition of registered voters, obtained from the voter file. That is, if a given age bracket or gender group represented  $x\%$  of all registered voters in Florida, then that same group would be weighted to  $x\%$  in this survey."

The modeled margin of error\* for this survey is 3.3%, 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"<sup>(1)</sup> (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 <sup>(2)</sup>.

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

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

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## Questions

*[Questions about Cuba were asked at the end of the poll. Other questions will be released at a later date.]*

Are you:

- Male
- Female

In what year were you born? [TEXT BOX]

In what ZIP code do you currently live? [TEXT BOX]

What is your race?

- White / Caucasian
- Hispanic or Latino/a
- Black or African American
- Asian / Pacific Islander
- American Indian or Alaska Native
- Other (please specify): [text box]

Are you from a Hispanic, Latino/a or Spanish-speaking background?

- Yes
- No

[IF HISPANIC OR LATINO/A] Of the following, where does most of your family come from?

- Mexico
- El Salvador
- Guatemala
- Honduras
- Ecuador
- Cuba
- Dominican Republic
- Puerto Rico
- Columbia
- Peru
- Brazil
- Philippines
- Nicaragua
- Venezuela
- Other (please specify)

What is the highest level of education you have completed?

- High school diploma or less
- Some college, but no degree
- Associate's degree, or two-year college degree
- Bachelor's degree, or four-year college degree
- Graduate degree



Are you registered to vote in Florida?

- Yes
- No [TERMINATE]
- Not sure [TERMINATE]

Generally speaking, do you think of yourself as a: [RANDOMIZE]

- Democrat
- Republican
- Independent/Other

[IF INDEPENDENT/ NO PARTY AFFILIATION] Do you consider yourself closer to:

- The Democrats
- The Republicans
- Neither

[IF DEMOCRAT/ REPUBLICAN] Do you consider yourself a:

- Strong [Democrat/Republican]
- Not so strong [Democrat/Republican]

How did you vote in the 2020 election for President, or for some reason were you unable to vote?

- Joe Biden, the Democrat
- Donald Trump, the Republican
- Jo Jorgensen, the Libertarian
- Did not vote
- Not registered/Too young/Ineligible

How closely are you following stories about the protests in Cuba of the Cuban government?

- Very closely
- Somewhat closely
- Not too closely
- Not closely at all

What do you think should be the priority of the US government when it comes to Cuba?

- Continuing the embargo of sale of food, medicine, and other goods to keep pressure on the Cuban government
- Lifting the embargo to provide Covid-19 vaccines and alleviate hunger and other suffering Cubans are currently facing
- Not sure

What do you think should be the priority of Joe Biden's foreign policy?

- Supporting protesters with the ultimate goal of overthrowing Cuban government
- Focusing on getting aid to Cubans during this crisis regardless of what happens to the Cuban government
- Not sure

