



## METHODOLOGY

*From January 1, 2021 through January 31, 2022, Change Research asked 44,933 voters who had indicated that they had voted for Donald Trump in the 2020 presidential election how they felt about Trump. The sample sizes per month are as follows:*

- *Jan 2021: 756*
- *Feb 2021: 3829*
- *Mar 2021: 5369*
- *Apr 2021: 5097*
- *May 2021: 3733*
- *Jun 2021: 4061*
- *Jul 2021: 2918*
- *Aug 2021: 5078*
- *Sep 2021: 5231*
- *Oct 2021: 3165*
- *Nov 2021: 2863*
- *Dec 2021: 1039*
- *Jan 2022: 1794*

*These responses were compiled from many different surveys in which the questions about presidential vote recall and Trump rating were asked. The methodologies for recruiting and interviewing respondents were the same in each survey.*

*We used the following sources to recruit respondents:*

- *targeted advertisements on Facebook and Instagram*
- *text messages sent, via the Switchboard, Echo19, or Scale to Win platforms, to cell phone numbers listed on the voter file*
- *the online panel aggregator Lucid*

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

*Ads placed on social media targeted all adults in a given geography (in some cases, the geographies were as small as a single zip code; in others, they were as large as nationwide). As the surveys 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 in each geography. Most surveys were conducted in English; some were additionally conducted in Spanish, Chinese or Vietnamese.*

The surveys were conducted online by Change Research. Post-stratification was performed on age, gender, race/ethnicity, and education. Weighting parameters were based on the demographic composition of all registered voters, obtained from the voter file. That is, if a given age bracket or gender group represented x% of registered voters on the voter file, then that same group would be weighted to x% across these surveys.

The modeled margin of error\* for each month's sample of Trump voters vary, with the smallest being 0.9% (March 2021) and the largest being 2.3% (Jan 2021 and Jan 2022). The modeled margin of error 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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## REPORTED QUESTIONS

On a scale of 1-10, how do you feel about President Donald Trump? 1 means you strongly oppose him and 10 means you strongly support him.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

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

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