

# SAMPLE AND METHODOLOGY DETAIL

## Change Research Battleground Poll: April 17-18th

This online survey was conducted from April 17-18th, 2020 in Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin.

Responses are reported for 5,787 likely general election voters with a margin of error of  $\pm 1.29\%$  for the entire sample.

The survey was conducted online, using Change Research's Dynamic Online Sampling. 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-and-accuracy> or email [info@changeresearch.com](mailto:info@changeresearch.com).