

# SAMPLE AND METHODOLOGY DETAIL

## Change Research South Carolina Poll: January 26-29, 2020

This online survey was conducted from January 26-29 in South Carolina.

Responses are reported for 1,360 likely general election voters, including 651 self-reported likely Democratic primary voters and 475 self-reported likely Republican primary voters in South Carolina with a margin of error of +/- 3.3% for the entire sample, +/- 4.0% for Democratic primary voters, and +/- 5.8% for Republican primary voters.

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 age, gender, ethnicity, education, 2016 vote, and geography.

For additional sampling or methodological information, visit <https://www.changeresearch.com/methodology-and-accuracy> or email [info@changeresearch.com](mailto:info@changeresearch.com).