

# SAMPLE AND METHODOLOGY DETAIL

## Change Research California Poll: February 20-23, 2020

This online survey was conducted from February 20-23 in California.

Responses are reported for 1,822 likely general election voters, including 1,069 self-reported likely Democratic primary voters and 544 self-reported likely Republican primary voters in California with a margin of error of +/- 2.3% for the entire sample, +/- 3.4% for Democratic primary voters, and +/- 4.1% 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, political region, 2016 primary vote, and 2016 general vote.

For additional sampling or methodological information, visit

<https://www.changeresearch.com/methodology-and-accuracy> or email [info@changeresearch.com](mailto:info@changeresearch.com).