

## Social Media and Micro-Targeting in US Election Battleground States

Sample            1500 Registered Voters (WI, OH, PA)  
Conducted        October 13-16, 2020  
Margin of Error +/- 2.92

### Polling Methodology and Margin of Error Calculation

The Social Media and Micro-Targeting survey was conducted by YouGov using a representative sample of 1500 registered voters in Wisconsin (n=500), Ohio (n=500), Pennsylvania (n=500), interviewed online between October 13-16, 2020.

Registered voters who were not regular users of social media, defined as having used Facebook, Instagram, Twitter, Snapchat, TikTok, Reddit, and YouTube in the past seven days, were excluded from the survey. Eligibility was 92% of the recruited sample.

The sample was weighted according to gender, age, race, and education based on the American Community Survey, conducted by the U.S. Bureau of the Census, as well as 2016 Presidential vote, registration status, geographic region, and news interest. Respondents were selected from YouGov's opt-in panel to be representative of registered voters in Wisconsin, Ohio, and Pennsylvania. The weights range from .1 to 7, with a mean of 1 and a standard deviation of .57.

The *margin of error* (a 95% confidence interval) for a sample percentage  $p$  based upon the entire sample is approximately 2.92%. It is calculated using the formula

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.