



METHODOLOGY

Embold Research surveyed 1,765 registered voters nationwide from December 15-21, 2025. We used the following sources to recruit respondents:

- *targeted advertisements on Facebook & Instagram (508 respondents)*
- *text messages sent, via the Switchboard platform, to cell phone numbers listed on the voter file for individuals who qualified for the survey's sample universe, based on their voter file data (1,257 respondents)*

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

Ads placed on social media targeted registered voters nationwide. Those that indicated they were not registered were terminated. As the survey fielded, Embold 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. Respondents were also recruited to the online survey instrument via SMS from a voter file of registered voters in the targeted regions. The survey was conducted in English.

Post-stratification was performed on age, gender, race/ethnicity, education, region, and 2024 presidential vote. Weighting parameters were based on the demographic composition of registered voters, obtained from the voter file; that is, if x% of registered voters were women, then women would be weighted to x% of the sample.

The modeled margin of error for this survey is 2.4%, which 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"(1) (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 (2).*

(1) <https://www.pewresearch.org/methods/2018/01/26/for-weighting-online-opt-in-samples-what-matters-most/>

(2) Kish, Leslie. Survey Sampling, 1965.