UC Boulder Colorado Pre-election Poll

Sample   800 Colorado residents
Conducted   October 5-9, 2020
Margin of Error +/- 4.55

The UC Boulder Colorado Pre-election Poll was conducted by YouGov using a statewide representative sample of 800 Colorado residents interviewed online between October 5-9, 2020.

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 all U.S registered voters. The weights range from 0.3 to 7.1, with a mean of 1 and a standard deviation of .84.

The *margin of error* (a 95% confidence interval) for a sample percentage *p* based upon the entire sample is approximately 4.55%. 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.