Methodology Statement

DDHQ/0ptimus
Louisiana Runoff: Likely Voter Survey
November 12-15, 2019

The DDHQ/0ptimus survey was conducted from November 12-15, 2019 and interviewed a total of 1,155 likely 2020 gubernatorial runoff voters in Louisiana. Interviews were conducted using a combination of phone calls via live calling to cell phones (14%) and landlines (28), peer-to-peer text-to-web (35%), and interactive voice response to landline (22%). Live telephone interviews were conducted by Dynata, text messages were sent by Opn Sesame, and IVR calls were placed by TCN.

The sample frame includes all with reported landline or cellphone numbers from Louisiana voter file and sampling was conducted via probability proportional to size sampling using 0ptimus internal likely election voter scores as size. Included among the variables to estimate likely gubernatorial runoff voter scores were demographic data, voting history, and ABEV propensity.

The full sample included 1,155 voters in Louisiana. While the margins of error vary slightly across questions due to item non-response and the base rate, the margins of errors based on Q1 are reported as ± 3.4%. We calculate the margin of error as:

$$= \sqrt{D_{EFF}} * 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}}$$

where *n* is sample size and $\hat{p}$ is the response proportion. Our design effect is reported as: 1.42

Sample weights are calculated via iterative raking for race, gender, party registration, age group, and education. Population parameters for race, gender, party registration, and age group were estimated using the likely voter scores estimated from the Louisiana voter file. Population parameters for education were drawn from the 2018 Current Population Survey.

Survey items can be found reported as toplines on our GitHub repository.

Mode Breakdown

	LOUISIANA
LIVE LANDLINE	328 (28.4%)
LIVE CELLPHONE	165 (14.3%)
IVR	256 (22.2%)
TEXT TO WEB	406 (35.2%)
TOTAL N =	1155