



AAPOR Transparency Initiative Information

Likely Democratic Presidential Primary Voter Survey

Missouri

March 7-9, 2020

In addition to our reported topline, crosstabs, and a methodology summary we also provide the following disclosure items in accordance with the American Association for Public Opinion Research (AAPOR) Transparency Initiative.

ITEM	ELEMENT DETAILS	RESPONSES
1	Sponsor and conduct	This was sponsored and run by Optimus Analytics. Live phone calls were made by Dynata and peer-to-peer text messages sent by OpnSesame
2	Exact question and response wordings (including interviewer or respondent instructions)	See question and response wordings in our topline reports, linked here: MO: https://github.com/optimus-forecasting-and-polling/Optimus-Missouri-March-2020/blob/master/Toplines_MO.pdf
3	Population under study and geographic location	Likely 2020 Democratic Presidential Primary Voters in the state of Missouri
4	Dates of data collection	Fielded from March 7 to March 9, 2020
5	Sampling frame(s) and coverage of target population	The sampling frame for this series of surveys comes from a universe of 2020 Democratic presidential primary voters as modeled by Optimus internal modeling from state voter files (as provided by L2). The sampling frame was then filtered to only include those with landline and/or cell phone numbers
6	Name of sample (or sampling frame) supplier	Optimus Analytics
7	Method of recruitment	N/A
8	Description of sample design	Probability proportional to size sampling was conducted using predicted turnout scores as a size criterion
9	Method, mode, and language of survey	Live phone calls (to landline and cell phones) and peer-to-peer text-to-web. All surveys conducted in English.
10	Sample size and precision	The sample was designed to be representative of likely 2020 Democratic presidential primary voters in Missouri MO: n = 402 (+/- 5.4%) [D _{EFF} : 1.4] The margins of error appear within the parentheses. While the margin of error for each survey varies slightly across questions due to item non-response and the base



		rate, these margins of error are generally as reported above. The margins of error have been adjusted for a design effect due to weighting.
11	Weight calculation, including variables used and the sources of weighting parameters	<p>The sample was weighted by age cohort, gender, region, and race.</p> <p>Sources for Weighting Parameters:</p> <ul style="list-style-type: none">- State voter file (L2 with internal Optimus likely voter modeling)
12	Contact for more information	Alex Alduncin at alex@Optimus.com

For more details about this survey, see our Forecasting and Polling GitHub:
<https://github.com/optimus-forecasting-and-polling/>

For more details about the AAPOR Transparency Initiative, see their site:
https://www.aapor.org/Transparency_Initiative.htm