Methodology Statement

Likely Democratic Presidential Primary Voter Survey
Missouri
March 7-9, 2020

This 0ptimus survey was conducted from March 7-9, 2020 and interviewed a total of 402 likely 2020 Democratic presidential primary voters in Missouri. Interviews were conducted with a probabilistic sample via live calls to cell phones (34%) and landlines (34%), and text-to-web (32%). Telephone interviews were conducted by Dynata and peer-to-peer text messages were sent by OpnSesame.

LIVE CELL	137 (34.1%)
LIVE LANDLINE	137 (34.1%)
TEXT-TO-WEB	128 (31.8%)
TOTAL N =	402

Note: Column percentages may not add to 100% due to rounding.

The sample frame covers likely 2020 Democratic primary voters with reported landline or cellphone numbers from the Missouri voter file. Likely voters were identified by 0ptimus turnout modeling using the 2016 Democratic presidential primary as a baseline. The probability sample was selected using probability proportional to size (pps) sampling using turnout scores as the size criterion. Quotas were used for strata defined by age group, gender, region, and race.

The full sample included 402 likely voters in Missouri. 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 ± 5.4%. We calculate the margin of error as:

$$\sqrt{D_{eff}} * Z * \sqrt{\frac{\hat{p}(1-\hat{p})}{n-1}}$$

where n is sample size, Z is set to 1.96, and $\hat{p}$ is the response proportion. The design effect (D_{eff}) in Missouri is reported as 1.4.

The sample was weighted by age group, gender, region, and race.

Weighted Data

MISSOURI	RAW N	UNBALANCED (%)	BALANCED (%)
AGE GROUP			
18-29	40	10.0	20.4
30-44	59	14.8	21.4
45-64	137	34.2	28.1
65+	164	41.0	30.2
GENDER			
MALE	156	39.0	39.1
FEMALE	244	61.0	60.9
RACE			
WHITE	262	65.5	65.7
BLACK	94	23.5	21.6
OTHER	44	11.0	12.8