AAPOR Transparency Initiative Information

Likely Voters
Virginia 7th Congressional District
October 31st - November 2, 2020

In addition to our reported toplines, 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 survey was sponsored and run by 0ptimus Analytics.
2	Exact question and response wordings (including interviewer or respondent instructions)	See question and response wordings in our topline reports, linked here: VA-7 Likely Voters: https://github.com/optimus-forecasting-and-polling/
3	Population under study and geographic location	VA-7 Likely Voters
4	Dates of data collection	Fielded from October 31 to November 2, 2020
5	Sampling frame(s) and coverage of target population	The sampling frame for this survey was identified by a series of 2020 general election likely voters as modeled by 0ptimus internal modeling from the state voter file. The sampling frame included those with either a cell phone or a landline number on the file.
6	Name of sample (or sampling frame) supplier	0ptimus Analytics
7	Method of recruitment	N/A
8	Description of sample design	The likely voter universe was identified by internal modeling that incorporated registered voters' demographic, vote history, and other indicators.
9	Method, mode, and language of survey	Live phone calls (to landline and cell phones). All survey conducted in English.
10	Sample size and precision	Each sample was designed to be representative of VA-7 likely voters Survey: n = 573 (+/- 4.0%) Design effect (1.2) While the margin of error varies slightly across questions due to item non-response and the base rate, these margins of error are generally as reported above. The margin of error has been adjusted for a design effect due to weighting.

11	Weight calculation, including variables used and the sources of weighting parameters	The sample was weighted by age cohort, gender, modeled political party, and designated market area (DMA).
		Sources for Weighting Parameters: - 0ptimus voter file
12	Contact for more information	Alex Alduncin at alex@0ptimus.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