



Methodology Statement

DDHQ/Optimus
NC-9: Likely Voter Survey
September 6-10, 2019

The Firehouse/Optimus survey was conducted from September 6-10, 2019 and interviewed a total of 847 likely 2019 congressional special election voters in North Carolina's 9th congressional district. Interviews were conducted using a combination of phone calls via IVR (57%) and peer-to-peer text messaging (43%). Telephone interviews were conducted by TCN and text messages were sent by Opn Sesame.

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

The full sample included 847 voters in North Carolina's 9th congressional district. 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 $\pm 3.4\%$. We calculate the margin of error as:

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

where n is sample size and \hat{p} is the response proportion.

Weighting scenarios provided in the topline report post-stratify the overall sample by age group, gender, and party for varying turnout scenarios.

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

Mode Breakdown

NC-9	
IVR	479 (56.6%)
PEER TO PEER	368 (43.4%)
TOTAL N =	847