



## Methodology Statement

Optimus/DDHQ  
Likely Democratic Presidential Primary Voter Survey  
New Hampshire  
February 8-10, 2020

This Optimus survey was conducted from February 8-10, 2020 and interviewed a total of 1,364 likely 2020 Democratic presidential primary voters in New Hampshire. Interviews were conducted with a probabilistic sample via live calls to cell phones (16.6%), live calls to landlines, (26.5%), peer-to-peer text-to-web (26.3%), and interactive voice response (30.5%). Telephone interviews were conducted by Dynata, text messages were sent by Opn Sesame, and interactive voice response calls were made by TCN.

<b>LIVE CELL</b>	227 (16.6%)
<b>LIVE LANDLINE</b>	362 (26.5%)
<b>TEXT-TO-WEB</b>	359 (26.3%)
<b>IVR</b>	416 (30.5%)
<b>TOTAL N =</b>	1364

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

The sample frame covers likely 2020 Republican primary voters with reported landline or cellphone numbers from the New Hampshire voter file. Likely voters were identified as those who voted in either the 2016 presidential or 2018 primary elections plus additional voters who are expected to vote in the 2020 presidential primary election as determined by Optimus turnout modeling. The probability sample was selected using registration-based sampling (RBS) stratified by age group, gender, and party registration.

The full sample included 1,364 likely voters in New Hampshire. 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  $\pm 1.8\%$ . 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 ( $D_{\text{eff}}$ ) in New Hampshire is reported as 1.03.

The sample was weighted to account for non-response across age group, gender, and registered party.

### **Weighted Data**

<b>NEW HAMPSHIRE</b>	<b>RAW N</b>	<b>UNBALANCED (%)</b>	<b>BALANCED (%)</b>	<b>POPULATION (%)</b>
<b>AGE GROUP</b>				
<b>18-35</b>	96	7.0	9.0	9.0
<b>35-55</b>	360	26.4	23.9	23.9
<b>55+</b>	784	57.5	55.3	55.3
<b>OTHER/MISSING</b>	124	9.1	11.9	11.9
<b>GENDER</b>				
<b>MALE</b>	556	40.8	40.5	40.5
<b>FEMALE</b>	800	58.7	59.0	59.0
<b>OTHER</b>	8	0.6	0.6	0.6