



AAPOR Transparency Initiative Information

Likely Voter Survey
Michigan, Pennsylvania, and Wisconsin
March 5 - 7, 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 were 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: MI: https://github.com/optimus-forecasting-and-polling/Firehouse-Optimus-Battleground-March-2020/blob/master/Toplines_MI.pdf PA: https://github.com/optimus-forecasting-and-polling/Firehouse-Optimus-Battleground-March-2020/blob/master/Toplines_PA.pdf WI: https://github.com/optimus-forecasting-and-polling/Firehouse-Optimus-Battleground-March-2020/blob/master/Toplines_WI.pdf
3	Population under study and geographic location	Likely 2020 General Election Voters in the states of MI, PA, and WI
4	Dates of data collection	Fielded from March 5 to March 7, 2020
5	Sampling frame(s) and coverage of target population	The sampling frame for this series of surveys comes from a universe of 2020 presidential general election 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	Stratified sampling was used in each state according to age group, gender, (registered and modeled) political party, and DMA
9	Method, mode, and language of survey	Live phone calls (to landline and cell phones) and peer-to-peer text to web survey. All surveys conducted in English.
10	Sample size and precision	<p>The sample was designed to be representative of likely 2020 presidential general election voters in Michigan, Pennsylvania, and Wisconsin.</p> <p>MI: n = 550 (+/- 4.6%) [D_{EFF}: 1.37] PA: n = 533 (+/- 5.0%) [D_{EFF}: 1.47] WI: n = 502 (+/- 4.7%) [D_{EFF}: 1.29]</p> <p>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.</p>
11	Weight calculation, including variables used and the sources of weighting parameters	<p>Weighting was conducted via post-stratification weights (using age group, gender, (modeled and registered) political party, and DMA) to correct for survey nonresponse. The data were also weighted to education via an iterative raking algorithm.</p> <p>Sources for Weighting Parameters:</p> <ul style="list-style-type: none"> - (Age, Gender, Party, DMA) State voter file (L2 with internal Optimus likely voter modeling) - (Education) 2016 voter supplement to the Current Population Survey (CPS) published by the U.S. Census Bureau
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