



Methodology Statement

U.S. Adults

Nationwide

April 7, 2020 – April 14, 2020

This Optimus survey was conducted from April 7 – 14, 2020 and interviewed a total of 1,718 U.S. Adults across two surveys – one aimed at asking questions related to coronavirus (n = 861) and another aimed at asking questions about political and economic issues (n = 857). Interviews were conducted with a web panel hosted by Dynata on an online platform hosted by Optimus Analytics.

Using the Dynata platform, demographic targets were met using joint target distributions according to the estimated age group, U.S. Census region, and gender breakdown of U.S. adults.

The full sample was weighted using Bayesian model-based post-stratification, which accounted for respondent age, U.S. Census region, gender, political party, and an interaction between education and race. Population parameters were estimated using internal estimates derived from L2 Voter File and the 2018 Cooperative Congressional Election Study (CCES).

Although this poll's method does not report a traditional probabilistic margin of error, our estimates generally produce a 95% credibility interval of 8.0% for the coronavirus survey questions, 8.2% for the political survey questions, and 5.5% for questions that appear on both surveys although this interval varies by item.

SAMPLE SIZES	ADULTS	LIKELY VOTERS
CORONAVIRUS	861	765
POLITICAL	857	732
COMBINED	1,718	1,497



Demographics

	%
GENDER	
MALE	48.5
FEMALE	51.5
RACE	
WHITE	70.4
BLACK	12.4
HISPANIC	9.2
OTHER	8.1
REGION	
NORTHEAST	17.4
MIDWEST	22.7
SOUTH	39.0
WEST	20.9
EDUCATION	
NO COLLEGE DEGREE	70.1
COLLEGE DEGREE	29.9
AGE	
18-34	29.4
35-44	15.6
45-64	33.9
65+	21.1
PARTY	
REPUBLICAN	28.5
DEMOCRATIC	35
INDEPENDENT/OTHER	36.3