



## Methodology Statement

Likely GOP Primary Voter Survey

Texas-32

January 28-30, 2020

This Optimus survey was conducted from January 28-30, 2020 and interviewed a total of 971 likely 2020 Republican primary voters in Texas's 32<sup>nd</sup> congressional district. Interviews were conducted with a probabilistic sample via interactive voice response (61%) and peer-to-peer text-to-web (39%). Telephone interviews were conducted by TCN and text messages were sent by Opn Sesame.

TX-13	
<b>IVR</b>	588 (60.6%)
<b>TEXT-TO-WEB</b>	383 (39.4%)
<b>TOTAL N =</b>	971

*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 Texas voter file. Likely voters were identified as those who voted in either the 2016 or 2018 Republican primary elections plus additional voters who are expected to vote in the 2020 election as determined by Optimus turnout modeling. The probability sample was selected using registration-based sampling (RBS) stratified by age group, gender, modeled political party, and media market (Designated Market Area, or DMA).

The full sample included XXX likely voters in TX-32. 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  $\pm 3.3\%$ . 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 ( $D_{eff}$ ) in TX-32 is reported as 1.2.

The sample was weighted to account for non-response across age group, gender, party, media market using population data from the Texas voter file.

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