



Crosstabs Report

Optimus

Missouri

Likely Democratic Presidential Primary Voters

March 7, 2020 - March 9, 2020

If the 2020 Democratic primary for President were held today, for whom would you vote from the following candidates?

	Age				Gender		Race		
	18-29	30-44	45-64	65+	FEMALE	MALE	WHITE	BLACK	OTHER
Joe Biden	51%	54%	71%	85%	67%	69%	66%	71%	67%
Bernie Sanders	46%	43%	24%	13%	30%	28%	30%	27%	31%
Tulsi Gabbard	3%	3%	5%	2%	3%	3%	4%	2%	2%
N =	40	59	137	164	244	156	262	94	44

	Region				
	ST. LOUIS	KANSAS	NORTHERN	CENTRAL	SOUTHERN
Joe Biden	66%	69%	*	69%	67%
Bernie Sanders	31%	26%	*	31%	31%
Tulsi Gabbard	3%	5%	*	0%	1%
N =	226	95	14	21	44

Would you say your mind is made up, or could you still be persuaded to vote for a different candidate?

	Age				Gender		Race		
	18-29	30-44	45-64	65+	FEMALE	MALE	WHITE	BLACK	OTHER
Mind is made up	70%	74%	76%	84%	75%	79%	78%	68%	86%
Could be persuaded to vote for a different candidate	25%	26%	23%	15%	22%	21%	21%	32%	7%
(Vol.) DK/Refuse	5%	0%	1%	1%	2%	0%	1%	0%	7%
N =	40	59	134	161	241	153	257	93	44

	Region				
	ST. LOUIS	KANSAS	NORTHERN	CENTRAL	SOUTHERN
Mind is made up	76%	75%	*	96%	77%
Could be persuaded to vote for a different candidate	22%	24%	*	4%	23%
(Vol.) DK/Refuse	2%	1%	*	0%	0%
N =	223	94	14	20	43

Will you support the Democratic nominee even if it is not your preferred candidate?

	Age				Gender		Race		
	18-29	30-44	45-64	65+	FEMALE	MALE	WHITE	BLACK	OTHER
Yes	65%	74%	83%	88%	79%	78%	77%	84%	80%
No	10%	11%	4%	5%	4%	10%	8%	3%	7%
It depends	25%	14%	12%	8%	16%	10%	15%	11%	14%
(Vol.) DK/Refuse	0%	1%	2%	0%	0%	2%	1%	2%	0%
N =	40	58	135	161	241	153	257	93	44

	Region				
	ST. LOUIS	KANSAS	NORTHERN	CENTRAL	SOUTHERN
Yes	83%	80%	*	77%	54%
No	5%	7%	*	4%	14%
It depends	11%	11%	*	19%	32%
(Vol.) DK/Refuse	1%	2%	*	0%	0%
N =	223	94	14	20	43

Some Democrats prefer a candidate who represents their views most closely. Others prefer a candidate they believe is best able to defeat Donald Trump. What is more important to you?

	Age				Gender		Race		
	18-29	30-44	45-64	65+	FEMALE	MALE	WHITE	BLACK	OTHER
Someone who shares your views	*	31%	25%	18%	27%	25%	29%	29%	12%
Someone who you believe is most likely to defeat Donald Trump	*	67%	73%	79%	70%	70%	68%	68%	85%
(Vol.) DK/Refuse	*	1%	2%	3%	2%	5%	3%	3%	3%
N =	39	56	133	160	238	150	255	90	43

	Region				
	ST. LOUIS	KANSAS	NORTHERN	CENTRAL	SOUTHERN
Someone who shares your views	25%	18%	*	25%	50%
Someone who you believe is most likely to defeat Donald Trump	73%	80%	*	60%	39%
(Vol.) DK/Refuse	1%	2%	*	15%	11%
N =	218	94	13	20	43

For whom did you vote for in the 2016 Presidential Primary between Bernie Sanders and Hillary Clinton?

	Age				Gender		Race		
	18-29	30-44	45-64	65+	FEMALE	MALE	WHITE	BLACK	OTHER
Hillary Clinton	*	54%	72%	76%	68%	58%	64%	65%	63%
Bernie Sanders	*	38%	16%	13%	20%	25%	21%	24%	28%
Someone else	*	3%	6%	5%	6%	6%	7%	3%	4%
I don't remember for whom I voted	*	2%	3%	3%	3%	5%	4%	4%	0%
I did not or could not vote	*	4%	2%	1%	2%	5%	3%	4%	5%
(Vol.) DK/Refuse	*	0%	1%	2%	1%	1%	1%	1%	0%
N =	39	56	133	158	237	149	254	89	43

	Region				
	ST. LOUIS	KANSAS	NORTHERN	CENTRAL	SOUTHERN
Hillary Clinton	65%	66%	*	70%	55%
Bernie Sanders	24%	19%	*	8%	25%
Someone else	4%	6%	*	4%	16%
I don't remember for whom I voted	2%	3%	*	19%	4%
I did not or could not vote	2%	6%	*	0%	0%
(Vol.) DK/Refuse	1%	0%	*	0%	0%
N =	216	94	14	20	42

In your opinion, what is the most important political topic in the United States today?

	Age				Gender		Race		
	18-29	30-44	45-64	65+	FEMALE	MALE	WHITE	BLACK	OTHER
Gun control	*	11%	10%	9%	10%	7%	9%	9%	8%
Climate change	*	29%	14%	19%	17%	25%	21%	12%	27%
Health care	*	34%	45%	42%	43%	37%	40%	38%	46%
The economy	*	18%	10%	13%	11%	13%	11%	18%	4%
Student loans	*	2%	3%	2%	2%	3%	2%	5%	2%
Reproductive Rights	*	1%	2%	2%	4%	1%	2%	6%	2%
Immigration	*	3%	2%	3%	5%	4%	6%	4%	2%
A different issue	*	1%	10%	8%	5%	8%	7%	5%	7%
(Vol.) DK/Refuse	*	0%	3%	2%	1%	3%	2%	3%	2%
N =	38	56	133	157	236	148	253	89	42

	Region				
	ST. LOUIS	KANSAS	NORTHERN	CENTRAL	SOUTHERN
Gun control	10%	3%	*	19%	12%
Climate change	20%	21%	*	33%	16%
Health care	42%	39%	*	21%	40%
The economy	9%	18%	*	13%	13%
Student loans	3%	2%	*	0%	3%
Reproductive Rights	4%	2%	*	0%	1%
Immigration	5%	5%	*	0%	6%
A different issue	6%	7%	*	14%	4%
(Vol.) DK/Refuse	2%	3%	*	0%	5%
N =	216	92	14	20	42

Do you want the Democratic nominee to support universal government health care, like single-payer or Medicare for all?

	Age				Gender		Race		
	18-29	30-44	45-64	65+	FEMALE	MALE	WHITE	BLACK	OTHER
Yes, support universal government health care	*	74%	69%	53%	71%	57%	61%	74%	71%
No, do not support universal government health care	*	26%	28%	41%	26%	40%	36%	22%	27%
(Vol.) DK/Refuse	*	0%	3%	6%	3%	3%	3%	4%	3%
N =	38	56	131	157	235	147	251	89	42

	Region				
	ST. LOUIS	KANSAS	NORTHERN	CENTRAL	SOUTHERN
Yes, support universal government health care	68%	61%	*	*	65%
No, do not support universal government health care	28%	37%	*	*	34%
(Vol.) DK/Refuse	4%	3%	*	*	1%
N =	215	92	14	19	42

How would you describe your political views?

	Age				Gender		Race		
	18-29	30-44	45-64	65+	FEMALE	MALE	WHITE	BLACK	OTHER
Very progressive	*	28%	15%	15%	22%	18%	20%	21%	23%
Somewhat progressive	*	45%	37%	36%	38%	37%	43%	25%	29%
Moderate	*	22%	38%	37%	33%	34%	29%	41%	41%
Somewhat conservative	*	2%	6%	8%	5%	5%	4%	8%	7%
Very conservative	*	3%	1%	4%	1%	5%	3%	3%	0%
(Vol.) DK/Refuse	*	0%	2%	0%	0%	1%	0%	2%	0%
N =	38	56	133	157	236	148	253	89	42

	Region				
	ST. LOUIS	KANSAS	NORTHERN	CENTRAL	SOUTHERN
Very progressive	22%	24%	*	27%	9%
Somewhat progressive	38%	40%	*	48%	27%
Moderate	30%	26%	*	26%	58%
Somewhat conservative	6%	7%	*	0%	2%
Very conservative	3%	1%	*	0%	5%
(Vol.) DK/Refuse	0%	2%	*	0%	0%
N =	216	92	14	20	42



Methodology Statement

Likely Democratic Presidential Primary Voter Survey
Missouri
March 7-9, 2020

This Optimus survey was conducted from March 7-9, 2020 and interviewed a total of 402 likely 2020 Democratic presidential primary voters in Missouri. Interviews were conducted with a probabilistic sample via live calls to cell phones (34%) and landlines (34%), and text-to-web (32%). Telephone interviews were conducted by Dynata and peer-to-peer text messages were sent by OpnSesame.

LIVE CELL	137 (34.1%)
LIVE LANDLINE	137 (34.1%)
TEXT-TO-WEB	128 (31.8%)
TOTAL N =	402

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

The sample frame covers likely 2020 Democratic primary voters with reported landline or cellphone numbers from the Missouri voter file. Likely voters were identified by Optimus turnout modeling using the 2016 Democratic presidential primary as a baseline. The probability sample was selected using probability proportional to size (pps) sampling using turnout scores as the size criterion. Quotas were used for strata defined by age group, gender, region, and race.

The full sample included 402 likely voters in Missouri. 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 $\pm 5.4\%$. 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 Missouri is reported as 1.4.

The sample was weighted by age group, gender, region, and race.



AAPOR Transparency Initiative Information

Likely Democratic Presidential Primary Voter Survey

Missouri

March 7-9, 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 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: MO: https://github.com/optimus-forecasting-and-polling/Optimus-Missouri-March-2020/blob/master/Toplines_MO.pdf
3	Population under study and geographic location	Likely 2020 Democratic Presidential Primary Voters in the state of Missouri
4	Dates of data collection	Fielded from March 7 to March 9, 2020
5	Sampling frame(s) and coverage of target population	The sampling frame for this series of surveys comes from a universe of 2020 Democratic presidential primary 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	Probability proportional to size sampling was conducted using predicted turnout scores as a size criterion
9	Method, mode, and language of survey	Live phone calls (to landline and cell phones) and peer-to-peer text-to-web. All surveys conducted in English.
10	Sample size and precision	The sample was designed to be representative of likely 2020 Democratic presidential primary voters in Missouri MO: n = 402 (+/- 5.4%) [D _{EFF} : 1.4] 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.
11	Weight calculation, including variables used and the sources of weighting parameters	The sample was weighted by age cohort, gender, region, and race. Sources for Weighting Parameters: <ul style="list-style-type: none">- State voter file (L2 with internal Optimus likely voter modeling)
12	Contact for more information	Alex Alduncin at alex@optimus.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