**Checklist for AAPOR Transparency Initiative**

**Survey**: ECU Center for Survey Research Election Poll, 10/15-10/18, 2020

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| **TI Disclosure Elements** | Answers |
| 1. Who sponsored the TI Research and who conducted it. If different from the sponsor, the original sources of funding will also be disclosed. | The ECU Center for Survey Research |
| 1. The exact wording and presentation of questions and response options whose results are reported. This includes preceding interviewer or respondent instructions and any preceding questions that might reasonably be expected to influence responses to the reported results. | The full questionnaire is below. |
| 1. A definition of the population under study and its geographic location. | Likely voters in North Carolina |
| 1. Dates of data collection. | October 15-18 |
| 1. A description of the sampling frame(s) and its coverage of the target population, including mention of any segment of the target population that is not covered by the design. This many include, for example, exclusion of Alaska and Hawaii in U.S. surveys; exclusion of specific provinces or rural areas in international surveys; and exclusion of non-panel members in panel surveys. If possible the estimated size of non-covered segments will be provided. If a size estimate cannot be provided, this will be explained. If no frame or list was utilized, this will be indicated. | Aristotle voter file of over 1.7 million registered voters with landlines, and a random sample of 60,000 was drawn (n=707). Voters with cell phones were not included. The online sample of 448 registered voters was provided by Lucid. |
| 1. The name of the sample supplier, if the sampling frame and/or the sample itself was provided by a third party. | Aristotle, LLC (phone)  Lucid, LLC (online survey) |
| 1. The methods used to recruit the panel or participants, if the sample was drawn from a pre-recruited panel or pool of respondents. | Lucid uses opt-in panels recruit participants |
| 1. A description of the sample design, giving a clear indication of the method by which the respondents were selected, recruited, intercepted or otherwise contacted or encountered, along with any eligibility requirements and/or oversampling. If quotas were used, the variables defining the quotas will be reported. If a within-household selection procedure was used, this will be described. The description of the sampling frame and sample design will include sufficient detail to determine whether the respondents were selected using probability or non-probability methods. | See #5 |
| 1. Method(s) and mode(s) used to administer the survey (e.g., CATI, CAPI, ACASI, IVR, mail survey, web survey) and the language(s) offered. | IVR and online |
| 1. Sample sizes (by sampling frame if more than on was used) and a discussion of the precision of the findings. For probability samples, the estimates of sampling error will be reported, and the discussion will state whether or not the reported margins of sampling error or statistical analyses have been adjusted for the design effect due to weighting, clustering, or other factors. Disclosure requirements for non-probability samples are different because the precision of estimates from such samples is a model-based measure (rather than the average deviation from the population value over all possible samples). Reports of non- probability samples will only provide measures of precision if they are accompanied by a detailed description of how the underlying model was specified, its assumptions validated and the measure(s) calculated. To avoid confusion, it is best to avoid using the term “margin of error” or “margin of sampling error” in conjunction with non-probability samples. | The sample consisted of likely voters, n=1155, with a Credibility Interval (CI) like a poll’s margin of error (MOE) of +/- 3.4 percentage points. Screening questions asked the following: Are you currently registered to vote in North Carolina? Those who answered “no” were eliminated from the sample. We also asked the following to determine likely voters: (1) How much thought have you given to the coming November election? Those that answered “little to no thought at all” were eliminated from the sample. Those that answered “some thought” or “a lot of thought.” We also asked (2) How likely are you to vote in the coming November election? Those that answered “definitely will not vote,” “not likely to vote,” or “somewhat likely to vote” were eliminated from the sample. Only those that answered “very likely to vote” were included. |
| 1. A description of how the weights were calculated, including the variables used and the sources of weighting parameters, if weighted estimates are reported. | The data were weighted by age, race, gender, education, region, mode, and 2016 election modeling. |
| 1. If the results reported are based on multiple samples or multiple modes, the preceding items will be disclosed for each. ***Reviewer: Type NA if not applicable.*** | N/A |
| 1. Contact for obtaining more information about the study. | [morrisj@ecu.edu](mailto:morrisj@ecu.edu)  franciap@ecu.edu |

**Telephone Script for North Carolina Poll (IVR)**

**Q1. Are you currently registered to vote in North Carolina?**

Press 1 for Yes

Press 2 for No (END – SURVEY TERMINATED)

Press 3 for Not sure (END – SURVEY TERMINATED)

Press 9 to repeat the question

**Q2. How much thought have you given to the coming November election?**

Press 1 for A lot of thought

Press 2 for Some thought

Press 3 for Little to no thought (END – SURVEY TERMINATED)

Press 9 to repeat the question

**Q3.** **How likely are you to vote in the coming November election?**

Press 1 if you already voted early

Press 2 for Very likely to vote

Press 3 for Somewhat likely to vote (END – SURVEY TERMINATED)

Press 4 Not likely to vote (END – SURVEY TERMINATED)

Press 9 to repeat answer choices

**Q4. How excited are you to vote in this year’s election?**

Press 1 for Not excited

Press 2 for Somewhat excited

Press 3 for Very excited

Press 9 to repeat the question

**Q5. If the election for President of the United States were to be held today, would you vote for Donald Trump, Joe Biden, or some other candidate? If you already voted early, for whom did you vote?**

Press 1 for Donald Trump (skip to Q7)

Press 2 for Joe Biden (skip to Q7)

Press 3 for Some other candidate (skip to Q7)

Press 4 if you are undecided

Press 5 if you will not or did not cast a vote for this office on the ballot (skip to Q7)

Press 9 to repeat the question

**Q6. Although you are undecided, which candidate, at this moment, do you lean most towards voting for in the presidential election?**

Press 1 for Donald Trump

Press 2 for Joe Biden

Press 3 if you are not leaning towards voting for either candidate

Press 4 if you prefer not to answer

Press 9 to repeat the question

**Q7. If the election for U.S. Senator of North Carolina were to be held today, would you vote for Republican Thom Tillis, Democrat Cal Cunningham, or some other candidate? If you already voted early, for whom did you vote?**

Press 1 for Thom Tillis (skip to Q9)

Press 2 for Cal Cunningham (skip to Q9)

Press 3 for Some other candidate (skip to Q9)

Press 4 if you are undecided

Press 5 if you will not or did not cast a vote for this office on the ballot (skip to Q9)

Press 9 to repeat the question

**Q8**. **Although you are undecided, which candidate, at this moment, do you lean most towards voting for in North Carolina’s U.S. Senate election?**

Press 1 for Thom Tillis

Press 2 for Cal Cunningham

Press 3 if you are not leaning towards voting for either candidate

Press 4 if you prefer not to answer

Press 9 to repeat the question

**Q9. If the election for Governor of North Carolina were to be held today, would you vote for Democrat Roy Cooper, Republican Dan Forest, or some other candidate? If you already voted early, for whom did you vote?**

Press 1 for Roy Cooper (skip to Q11)

Press 2 for Dan Forest (skip to Q11)

Press 3 for Some other candidate (skip to Q11)

Press 4 if you are undecided

Press 5 if you will not or did not cast a vote for this office on the ballot (skip to Q11)

Press 9 to repeat the question

**Q10. Although you are undecided, which candidate, at this moment, do you lean most towards voting for in North Carolina’s election for governor?**

Press 1 for Roy Cooper

Press 2 for Dan Forest

Press 3 if you are not leaning towards voting for either candidate

Press 4 if you prefer not to answer

Press 9 to repeat the question

**Q11. If the election for Lieutenant Governor of North Carolina were to be held today, would you vote for Republican Mark Robinson or Democrat Yvonne Lewis Holley? If you already voted early, for whom did you vote?**

Press 1 for Mark Robinson

Press 2 for Yvonne Lewis Holley

Press 3 if you are undecided

Press 4 if you will not or did not cast a vote for this office on the ballot

Press 9 to repeat the question

**Q12. If the election for Attorney General of North Carolina were to be held today, would you vote for Republican Jim O’Neill or Democrat Josh Stein? If you already voted early, for whom did you vote?**

Press 1 for Jim O’Neill

Press 2 for Josh Stein

Press 3 if you are undecided

Press 4 if you will not or did not cast a vote for this office on the ballot

Press 9 to repeat the question

**Q13. If the election for Treasurer of North Carolina were to be held today, would you vote for Republican Dale Folwell or Democrat Ronnie Chatterji? If you already voted early, for whom did you vote?**

Press 1 for Dale Folwell

Press 2 for Ronnie Chatterji

Press 3 if you are undecided

Press 4 if you will not or did not cast a vote for this office on the ballot

Press 9 to repeat the question

**Q14. Do you approve or disapprove of President Donald Trump’s overall job performance?**

Press 1 for Approve

Press 2 for Disapprove

Press 3 for Not sure

Press 9 to repeat the question

**Q15. Do you approve or disapprove of Governor Roy Cooper’s overall job performance?**

Press 1 for Approve

Press 2 for Disapprove

Press 3 for Not sure

Press 9 to repeat the question

**Q16. Four years ago, did you vote in the 2016 presidential election?**

Press 1 for Yes

Press 2 for No (skip to Q18)

Press 3 if you prefer not to answer (skip to Q19)

Press 9 to repeat the question

**Q17. Four years ago, which candidate did you vote for in the 2016 presidential election?**

Press 1 for Donald Trump (skip to Q19)

Press 2 for Hillary Clinton (skip to Q19)

Press 3 for Gary Johnson (skip to Q19)

Press 4 for Some other candidate (skip to Q19)

Press 9 to repeat the question

**Q18. Why did you not vote in the 2016 presidential election?**

Press 1 if you were not old enough to vote

Press 2 if you were old enough to vote, but never registered to vote

Press 3 if you did not vote for some other reason

Press 4 if you prefer not to answer

Press 9 to repeat the question

**Q19. In politics today, do you consider yourself a Republican, Democrat, independent, or something else?**

Press 1 for Republican (skip to Q21)

Press 2 for Democrat (skip to Q21)

Press 3 for Independent

Press 4 for Something else

Press 9 to repeat the question

**Q20. Do you think of yourself as closer to the Republican Party or closer to the Democratic Party?**

Press 1 for the Republican Party

Press 2 for the Democratic Party

Press 3 for Neither

Press 9 to repeat the question

**Q21. Which of the following best describes where you live now?**

Press 1 for Urban area or city

Press 2 for Suburban area

Press 3 for Rural area

Press 9 to repeat the question

**Q22. For statistical purposes only, which category best describes you?**

Press 1 for Hispanic or Latino of any race

Press 2 for White or Caucasian

Press 3 for Black or African American

Press 4 for Asian or Asian American

Press 5 for Some other race or ethnicity, or multiple races

Press 9 to repeat the question

**Q23. What is your age range?**

Press 1 for 18 to 29 years old

Press 2 for 30 to 39 years old

Press 3 for 40 to 49 years old

Press 4 for 50 to 64 years old

Press 5 for 65 years or older

Press 9 to repeat the question

**Q24. What is the highest level of school you have completed or the highest degree you have received?**

Press 1 for High school graduate, GED certificate, or did not finish high school

Press 2 for Some college or a 2-year associate degree

Press 3 for 4-year college or university degree

Press 4 for Postgraduate degree

Press 9 to repeat the question

**Q25. How would you describe your political views today?**

Press 1 for Liberal

Press 2 for Moderate

Press 3 for Conservative

Press 9 to repeat the question

**Q26. Are you male or female, or do you prefer another description?**

Press 1 for Male

Press 2 for Female

Press 3 for Prefer another description

Press 9 to repeat the question

**Q27. What is your current annual household income?**

Press 1 for Less than $50,000

Press 2 for $50,000 to $100,000

Press 3 for More than $100,000

Press 4 for Prefer not to answer

Press 9 to repeat the question

NC Election Poll (online)

Q1 Are you currently **registered to vote** in **North Carolina**?

* Yes (1)
* No (2)
* Not sure (3)

Skip To: End of Survey If Are you currently registered to vote in North Carolina? = No

Skip To: End of Survey If Are you currently registered to vote in North Carolina? = Not sure

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Q2 How much thought have you given to the coming November election?

* A lot of thought (1)
* Some thought (2)
* Little to no thought (3)

Skip To: End of Survey If How much thought have you given to the coming November election? = Little to no thought

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Q3 How likely are you to vote in the coming November election?

* Already voted early (1)
* Very likely to vote (2)
* Somewhat likely to vote (3)
* Not likely to vote (4)

Skip To: End of Survey If How likely are you to vote in the coming November election? = Somewhat likely to vote

Skip To: End of Survey If How likely are you to vote in the coming November election? = Not likely to vote

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End of Block: Screening block

Start of Block: Question block

Q4 How excited are you to vote in this year's election?

* Not excited (1)
* Somewhat excited (2)
* Very excited (3)

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Q5 If the election for President of the United States were to be held today, would you vote for **Donald Trump, Joe Biden, or some other candidate?** If you already voted early, for whom did you vote?

* Donald Trump (1)
* Joe Biden (2)
* Some other candidate (3)
* Undecided (4)
* You will not or did not cast a vote for this office on the ballot. (5)

Skip To: Q7 If If the election for President of the United States were to be held today, would you vote for Dona... = Donald Trump

Skip To: Q7 If If the election for President of the United States were to be held today, would you vote for Dona... = Joe Biden

Skip To: Q7 If If the election for President of the United States were to be held today, would you vote for Dona... = Some other candidate

Skip To: Q7 If If the election for President of the United States were to be held today, would you vote for Dona... = You will not or did not cast a vote for this office on the ballot.

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Q6 Although you are undecided, which candidate, at this moment, do you lean most towards voting for in the presidential election?

* Donald Trump (1)
* Joe Biden (2)
* You are not leaning towards voting for either candidate. (3)
* Prefer not to answer (4)

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Q7 If the election for U.S. Senator of North Carolina were to be held today, would you vote for **Republican Thom Tillis, Democrat Cal Cunningham, or some other candidate?**If you already voted early, for whom did you vote?

* Thom Tillis (1)
* Cal Cunningham (2)
* Some other candidate (3)
* Undecided (4)
* You will not or did not cast a vote for this office on the ballot. (5)

Skip To: Q9 If If the election for U.S. Senator of North Carolina were to be held today, would you vote for Repu... = Thom Tillis

Skip To: Q9 If If the election for U.S. Senator of North Carolina were to be held today, would you vote for Repu... = Cal Cunningham

Skip To: Q9 If If the election for U.S. Senator of North Carolina were to be held today, would you vote for Repu... = Some other candidate

Skip To: Q9 If If the election for U.S. Senator of North Carolina were to be held today, would you vote for Repu... = You will not or did not cast a vote for this office on the ballot.

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Q8 Although you are undecided, which candidate, at this moment, do you lean most towards voting for in North Carolina’s U.S. Senate election?

* Thom Tillis (1)
* Cal Cunningham (2)
* You are not leaning towards voting for either candidate. (3)
* Prefer not to answer (4)

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Q9 If the election for Governor of North Carolina were to be held today, would you vote for **Democrat Roy Cooper, Republican Dan Forest, or some other candidate?**If you already voted early, for whom did you vote?

* Roy Cooper (1)
* Dan Forest (2)
* Some other candidate (3)
* Undecided (4)
* You will not or did not cast a vote for this office on the ballot. (5)

Skip To: QCH If If the election for Governor of North Carolina were to be held today, would you vote for Democrat... = Roy Cooper

Skip To: QCH If If the election for Governor of North Carolina were to be held today, would you vote for Democrat... = Dan Forest

Skip To: QCH If If the election for Governor of North Carolina were to be held today, would you vote for Democrat... = Some other candidate

Skip To: QCH If If the election for Governor of North Carolina were to be held today, would you vote for Democrat... = You will not or did not cast a vote for this office on the ballot.

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Q10 Although you are undecided, which candidate, at this moment, do you lean most towards voting for in North Carolina's election for governor?

* Roy Cooper (1)
* Dan Forest (2)
* You are not leaning towards voting for either candidate. (3)
* Prefer not to answer (4)

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QCH This next question is a check to ensure that you are reading the questions and response categories carefully. Please answer "17" below to the question: What is 10+7?

* 15 (1)
* 16 (2)
* 17 (3)
* 18 (4)
* 21 (5)

Skip To: End of Survey If This next question is a check to ensure that you are reading the questions and response categorie... = 15

Skip To: End of Survey If This next question is a check to ensure that you are reading the questions and response categorie... = 16

Skip To: End of Survey If This next question is a check to ensure that you are reading the questions and response categorie... = 18

Skip To: End of Survey If This next question is a check to ensure that you are reading the questions and response categorie... = 21

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Q11 If the election for Lieutenant Governor of North Carolina were to be held today, would you vote for **Republican Mark Robinson or Democrat Yvonne Lewis Holley**? If you already voted early, for whom did you vote?

* Mark Robinson (1)
* Yvonne Lewis Holley (2)
* Undecided (3)
* You will not or did not cast a vote for this office on the ballot. (4)

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Q12 If the election for Attorney General of North Carolina were to be held today, would you vote for **Republican Jim O'Neill or Democrat Josh Stein**? If you already voted early, for whom did you vote?

* Jim O'Neill (1)
* Josh Stein (2)
* Undecided (3)
* You will not or did not cast a vote for this office on the ballot. (4)

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Q13 If the election for Treasurer of North Carolina were to be held today, would you vote for **Republican Dale Folwell or Democrat Ronnie Chatterji**? If you already voted early, for whom did you vote?

* Dale Folwell (1)
* Ronnie Chatterji (2)
* Undecided (3)
* You will not or did not cast a vote for this office on the ballot. (4)

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Q14 Do you approve or disapprove of **President Donald Trump’s overall job performance**?

* Approve (1)
* Disapprove (2)
* Not sure (3)

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Q15 Do you approve or disapprove of **Governor Roy Cooper’s overall job performance**?

* Approve (1)
* Disapprove (2)
* Not sure (3)

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Q16 Four years ago, did you vote in the **2016 presidential election**?

* Yes (1)
* No (2)
* Prefer not to answer (3)

Skip To: Q18 If Four years ago, did you vote in the 2016 presidential election? = No

Skip To: Q19 If Four years ago, did you vote in the 2016 presidential election? = Prefer not to answer

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Q17 Four years ago, which candidate did you vote for in the **2016 presidential election**?

* Donald Trump (1)
* Hillary Clinton (2)
* Gary Johnson (3)
* Some other candidate (4)

Skip To: Q19 If Four years ago, which candidate did you vote for in the 2016 presidential election? = Donald Trump

Skip To: Q19 If Four years ago, which candidate did you vote for in the 2016 presidential election? = Hillary Clinton

Skip To: Q19 If Four years ago, which candidate did you vote for in the 2016 presidential election? = Gary Johnson

Skip To: Q19 If Four years ago, which candidate did you vote for in the 2016 presidential election? = Some other candidate

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Q18 Why did you not vote in the 2016 presidential election?

* You were not old enough to vote. (1)
* You were old enough to vote, but never registered to vote. (2)
* You did not vote for some other reason. (3)
* Prefer not to answer (4)

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Q19 In politics today, do you consider yourself a Republican, Democrat, independent, or something else?

* Republican (1)
* Democrat (2)
* Independent (3)
* Something else (4)

Skip To: Q21 If In politics today, do you consider yourself a Republican, Democrat, independent, or something else? = Republican

Skip To: Q21 If In politics today, do you consider yourself a Republican, Democrat, independent, or something else? = Democrat

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Q20 Do you think of yourself as closer to the Republican Party or closer to the Democratic Party?

* Closer to the Republican Party (1)
* Closer to the Democratic Party (2)
* Neither (3)

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Q21 Which of the following best describes where you live now?

* Urban area or city (1)
* Suburban area (2)
* Rural area (3)

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Q22 For statistical purposes only, which category best describes you?

* Hispanic or Latino of any race (1)
* White or Caucasian (2)
* Black or African American (3)
* Asian or Asian American (4)
* Some other race or ethnicity, or multiple races (5)

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Q23 What is your age range?

* 18 to 29 years old (1)
* 30 to 39 years old (2)
* 40 to 49 years old (3)
* 50 to 64 years old (4)
* 65 years or older (5)

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Q24 What is the highest level of school you have completed or the highest degree you have received?

* High school graduate, GED certificate, or did not finish high school (1)
* Some college or a 2-year associate degree (2)
* 4-year college or university degree (3)
* Postgraduate degree (4)

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Q25 How would you describe your political views today?

* Liberal (1)
* Moderate (2)
* Conservative (3)

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Q26 Are you male or female, or do you prefer another description?

* Male (1)
* Female (2)
* Prefer another description (please self-describe here): (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q27 What is your current annual household income?

* Less than $50,000 (1)
* $50,000 to $100,000 (2)
* More than $100,000 (3)
* Prefer not to answer (4)

End of Block: Question block