**Checklist for AAPOR Transparency Initiative**

**Survey**: ECU Center for Survey Research Election Poll, February 9-12, 2024

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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. | Registered voters in North Carolina |
| 1. Dates of data collection. | November 29-December 1 |
| 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. | Data were collected using a list of 61,656 landline numbers, 29,633 cell phone numbers, and an online panel provided by Cint. |
| 1. The name of the sample supplier, if the sampling frame and/or the sample itself was provided by a third party. | Cint, LLC (online survey)  Promark Research (landline and cell phone) |
| 1. The methods used to recruit the panel or participants, if the sample was drawn from a pre-recruited panel or pool of respondents. | Cint uses opt-in panels to 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, text-to-web, 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 registered voters, n=1207, with a Credibility Interval (CI) like a poll’s margin of error (MOE) of +/- 3.3 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.  The screening question to determine the subsamples of likely Republican primary voters and likely Democratic primary voters were asked as follows:  How likely are you to vote in the coming primary election in North Carolina in March of 2024?  1 = Very likely to vote in the primary election (keep)  2 = Somewhat likely to vote in the primary election (skip to general election items)  3 = Not likely to vote in the primary election (skip to general election items)  You answered that you are very likely to vote in the primary election. In which political party’s primary election do you plan to vote?  1 = You plan to vote in the Democratic Party’s primary election. (keep)  2 = You plan to vote in the Republican Party’s primary election. (keep)  3 = You plan to vote in the Libertarian Party’s primary election. (skip to general election items)  4 = Not sure (skip to general election items) |
| 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 gender, age, education, race, region, mode, and election modeling based on previous statewide elections in North Carolina. |
| 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 |

**Election Poll (North Carolina)**

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

1 = Yes

2 = No (END – SURVEY TERMINATED)

3 = Not sure (END – SURVEY TERMINATED)

4 = Prefer not to answer (END – SURVEY TERMINATED)

9 = Repeat the question

**Q2. How much thought have you given to the coming 2024 election?**

1 = Quite a lot of thought

2 = Some thought

3 = Only a little thought (END – SURVEY TERMINATED)

4 = No thought (END – SURVEY TERMINATED)

**In a primary election, voters choose which candidates should be the party nominees to appear on the general election ballot.**

**Q3. How likely are you to vote in the coming primary election in North Carolina in March of 2024?**

1 = Very likely to vote in the primary election

2 = Somewhat likely to vote in the primary election (skip to Q10)

3 = Not likely to vote in the primary election (skip to Q10)

9 = Repeat the question

**Q4. You answered that you are very likely to vote in the primary election. In which political party’s primary election do you plan to vote?**

1 = You plan to vote in the Democratic Party’s primary election. (skip to Q8)

2 = You plan to vote in the Republican Party’s primary election.

3 = You plan to vote in the Libertarian Party’s primary election. (skip to Q10)

4 = Not sure (skip to Q10)

9 = Repeat the question

**Q5. If the Republican primary election for Governor were held today, would you vote for Mark Robinson, Bill Graham, or Dale Folwell?**

1 = Mark Robinson (skip to Q6) *[Randomize]*

2 = Bill Graham (skip to Q6) *[Randomize]*

3 = Dale Folwell (skip to Q6) *[Randomize]*

4 = You are undecided

9 = Repeat the question

**Q5b. Although you are undecided, which candidate, at this moment, do you lean most towards voting for in in the Republican primary election for Governor?**

1 = Mark Robinson *[Randomize]*

2 = Bill Graham *[Randomize]*

3 = Dale Folwell *[Randomize]*

9 = Repeat the question

**Q6. If the Republican primary election for President were held today, would you vote for Donald Trump or Nikki Haley?**

1 = Donald Trump (skip to Q7) *[Randomize]*

2 = Nikki Haley (skip to Q7) *[Randomize]*

3 = You are undecided

9 = Repeat the question

**Q6b. Although you are undecided, which candidate, at this moment, do you lean most towards voting for in in the Republican primary election for President?**

1 = Donald Trump *[Randomize]*

2 = Nikki Haley *[Randomize]*

9 = Repeat the question

**Q7. Two years ago, in the 2022 Republican primary election for U.S. Senate:**

1 = You voted for Ted Budd. (skip to Q10)

2 = You voted for Pat McCrory. (skip to Q10)

3 = You voted for Mark Walker. (skip to Q10)

4 = You voted for Marjorie Eastman or some other candidate. (skip to Q10)

5 = You cannot remember or did not vote in the 2022 Republican primary election. (skip to Q10)

9 = Repeat the question

**Q8. If the Democratic primary election for Governor were held today, would you vote for Josh Stein, Mike Morgan, Chrelle Booker, Gary Foxx, or Marcus Williams?**

1 = Josh Stein (skip to Q9) *[Randomize]*

2 = Mike Morgan (skip to Q9) *[Randomize]*

3 = Chrelle Booker (skip to Q9)*[Randomize]*

4 = Gary Foxx (skip to Q9) *[Randomize]*

5 = Marcus Williams (skip to Q9) *[Randomize]*

6 = You are undecided

9 = Repeat the question

**Q8b. Although you are undecided, which candidate, at this moment, do you lean most towards voting for in in the Democratic primary election for Governor?**

1 = Josh Stein *[Randomize]*

2 = Mike Morgan *[Randomize]*

3 = Chrelle Booker *[Randomize]*

4 = Gary Foxx *[Randomize]*

5 = Marcus Williams *[Randomize]*

9 = Repeat the question

**Q9. In the following hypothetical presidential general election in 2024, let's say Joe Biden is the Democratic Party's presidential nominee and Donald Trump is the Republican Party's presidential nominee. Who would you be most likely to vote for at this time?**

1 = Joe Biden *[Randomize]*

2 = Donald Trump *[Randomize]*

3 = Robert Kennedy Jr.

4 = Jill Stein

5 = Cornel West

6 = Some other independent, minor-party, or write-in candidate \*

7 = You are undecided

8 = You do not plan to vote in the general election

9 = Repeat the question

\* Text box included for text-to-web and online versions.

**Q10. In the following hypothetical general election for President in 2024, let's say Joe Biden is the Democratic Party's presidential nominee and Nikki Haley is the Republican Party's presidential nominee. Who would you be most likely to vote for at this time?**

1 = Joe Biden *[Randomize]*

2 = Nikki Haley *[Randomize]*

3 = Robert Kennedy Jr.

4 = Jill Stein

5 = Cornel West

6 = Some other independent, minor-party, or write-in candidate \*

7 = You are undecided

8 = You do not plan to vote in the general election

9 = Repeat the question

\* Text box included for text-to-web and online versions.

**Q11. In the following hypothetical general election for Governor of North Carolina in 2024, let's say Josh Stein is the Democratic Party's gubernatorial nominee and Mark Robinson is the Republican Party's gubernatorial nominee. Who would you be most likely to vote for at this time?**

1 = Josh Stein *[Randomize]*

2 = Mark Robinson *[Randomize]*

3 = An independent or third-party candidate

4 = You are undecided

5 = You do not plan to vote in the general election

9 = Repeat the question

**Q12. In the following hypothetical general election for Governor of North Carolina in 2024, let's say Josh Stein is the Democratic Party's gubernatorial nominee and Bill Graham is the Republican Party's gubernatorial nominee. Who would you be most likely to vote for at this time?**

1 = Josh Stein *[Randomize]*

2 = Bill Graham *[Randomize]*

3 = An independent or third-party candidate

4 = You are undecided

5 = You do not plan to vote in the general election

9 = Repeat the question

**Q13. In the following hypothetical general election for Governor of North Carolina in 2024, let's say Josh Stein is the Democratic Party's gubernatorial nominee and Dale Folwell is the Republican Party's gubernatorial nominee. Who would you be most likely to vote for at this time?**

1 = Josh Stein *[Randomize]*

2 = Dale Folwell *[Randomize]*

3 = An independent or third-party candidate

4 = You are undecided

5 = You do not plan to vote in the general election

9 = Repeat the question

**QCH. [Online and Text-to-Web versions only] 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?**

1 = 16 (END – SURVEY TERMINATED)

2 = 17

3 = 18 (END – SURVEY TERMINATED)

4 = 21 (END – SURVEY TERMINATED)

9 = Repeat the question

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

1 = Approve

2 = Disapprove

3 = Not sure

9 = Repeat the question

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

1 = Approve

2 = Disapprove

3 = Not sure

9 = Repeat the question

**Q16. What do you think is the most important issue facing people in North Carolina today?**

1 = Inflation and/or the overall cost of living *[Randomize]*

2 = The economy in general *[Randomize]*

3 = Violent crime and/or public safety *[Randomize]*

4 = New state laws on abortion *[Randomize]*

5 = Affordability of health care *[Randomize]*

6 = Climate change and/or the environment *[Randomize]*

7 = Border security *[Randomize]*

8 = Some other issue \*

9 = Repeat the question

\* Text box included for text-to-web and online versions.

**To help with the analysis of the poll results, please answer the following questions:**

**Q17. Four years ago, did you vote in the 2020 presidential election?**

1 = Yes

2 = No (skip to Q20)

9 = Repeat the question

**Q18. Four years ago, which candidate did you vote for in the 2020 presidential election?**

1 = Joe Biden

2 = Donald Trump

3 = Some other candidate \*

9 = Repeat the question

\* Text box included for text-to-web and online versions.

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

1 = Republican

2 = Democrat

3 = Independent

4 = Something else \*

9 = Repeat the question

\* Text box included for text-to-web and online versions.

**The following questions are for statistical purposes only.**

**Q20. What region of North Carolina do you live in?**

1 = Eastern North Carolina, including the Wilmington area

2 = The Raleigh, Durham, or Chapel Hill area

3 = The Charlotte area

4 = The Piedmont area or Central North Carolina

5 = Western North Carolina

6 = Some other region \*

9 = Repeat the question

\* Text box included for text-to-web and online versions.

**Q21. Which category best describes you?**

1 = Hispanic or Latino of any race

2 = White or Caucasian

3 = Black or African American

4 = Asian or Asian American

5 = Some other race or ethnicity, or multiple races \*

9 = Repeat the question

\* Text box included for text-to-web and online versions.

**Q22. What is your age range?**

1 = 18 to 29 years old

2 = 30 to 44 years old

3 = 45 to 64 years old

4 = 65 years or older

9 = Repeat the question

**Q23. What is the highest level of school you have completed or the highest degree you have received?**

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

2 = Some college or a 2-year associate degree

3 = 4-year bachelor’s degree from a college or university

4 = Postgraduate or advanced degree from a college or university

9 = Repeat the question

**Q24. Are you male or female, or do you prefer another description?**

1 = Male

2 = Female

3 = Prefer another description \*

9 = Repeat the question

\* Text box included for text-to-web and online versions.

**Q25. [Online and Text-to-Web versions only] To help us learn more about what voters are thinking about in the 2024 election, please tell us why you are supporting a particular candidate over others in the presidential election?**

**[Open-ended]**

**Q26. [Online and Text-to-Web versions only] Again, to help us learn more about what voters are thinking about in the 2024 election, please tell us why you are supporting a particular candidate over others in the election for North Carolina governor?**

**[Open-ended]**