

Checklist for AAPOR TI

Survey: New Jersey Poll

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.	Emerson College Nexstar Media
2. 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.	See Below
3. A definition of the population under study and its geographic location.	Likely Voters in New Jersey
4. Dates of data collection.	October 15-18, 2021
5. 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 may 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 was collected using a list of 20,000 mobile numbers and 50,000 landlines provided by Aristotle Inc. with an online panel provided by Amazon Mturk.
6. The name of the sample supplier, if the sampling frame and/or the sample itself was provided by a third party.	Aristotle, LLC Amazon MTurk
7. The methods used to recruit the panel or participants, if the sample was drawn from a pre-recruited panel or pool of respondents.	Amazon MTurk uses opt in panels and not online ads to recruit participants
8. 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
9. 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 and SMS-to-web

<p>10. Sample sizes (by sampling frame if more than one 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.</p>	<p>The sample consisted of registered voters, n=600, with a Credibility Interval (CI) similar to a poll’s margin of error (MOE) of +/- 3.9% percentage points.</p> <p>A screening question was asked if the voter was a likely voter. If the respondent said they were not likely to vote, they were eliminated from the sample.</p>
<p>11. A description of how the weights were calculated, including the variables used and the sources of weighting parameters, if weighted estimates are reported.</p>	<p>The data was weighted by gender, age, education, race, and region based on 2021 turnout modeling</p>
<p>12. 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.</p>	<p>N/A</p>
<p>13. Contact for obtaining more information about the study.</p>	<p>emersonpolling@emerson.edu</p>

1. To start, can you please tell me your gender?

Male

Female

2. What is your party registration?

Not registered to vote (end)

Democrat

Republican

Independent/other

3. How likely are you to vote in the election for Governor on November 2nd?

Not at all likely (end)

Not very likely (end)

Somewhat likely

Very likely

I already voted

4. If the election for Governor were held today, for whom would you cast your vote?

Republican Jack Ciattarelli (go to 6)

Democrat Phil Murphy (go to 6)

Undecided

5. If you had to choose, who are you leaning towards?

Republican Jack Ciattarelli

Democrat Phil Murphy

6. Is your opinion of Governor Phil Murphy generally favorable or unfavorable?

Favorable

Unfavorable

No opinion

I have never heard of this person

7. Is your opinion of Jack Ciattarelli generally favorable or unfavorable?

Favorable

Unfavorable

No opinion

I have never heard of this person

8. Which candidate do you think would best handle the Covid-19 recovery?

Republican Jack Ciattarelli

Democrat Phil Murphy

9. Regardless of who you are voting for Governor, which of the following issues should be the next Governor's first priority?

Taxes

New Jersey transit

Jobs
Crime
Healthcare
Something else

10. How would you grade Governor Murphy's response to Tropical Storm Ida?

A
B
C
D
F

11. Do you agree or disagree with Governor Murphy's vaccine mandates for public school staff, child care staff, and health care workers?

Agree
Disagree
Unsure or no opinion

12. Who did you vote for in the 2020 election?

Joe Biden
Donald Trump
Someone else
Did not vote

13. For statistical purposes only, can you please tell me your ethnicity?

Hispanic or Latino of any race
White or Caucasian
Black or African American
Asian
Other or multiple races

14. What is your age range?

18-29 years
30-49 years
50-64 years
65 or more years

15. What is the highest level of education you have attained?

High school or less
Some college
College graduate
Postgrad or higher

16. Please select the type of area where you live

Urban/city
Suburban
Rural

17. What congressional district do you live in?