**Checklist for AAPOR Transparency Initiative**

**Survey**: ECU Center for Survey Research Election Poll, May 31-June 3, 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. | May 31-June 3 |
| 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 200,00 landline numbers, 162,300 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)  ReconMr (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=1,332 with a Credibility Interval (CI) like a poll’s margin of error (MOE) of +/- 3.1 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. |
| 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 party identification, 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 = You prefer not to answer (END – SURVEY TERMINATED)

9 = Repeat the question

**Q2. Do you plan to vote in the general election for President of the United States?**

1 = Yes

2 = No (skip to Q4)

3 = Not sure (skip to Q4)

9 = Repeat the question

**Q3. If the general election for President of the United States were to be held today, would you vote for Democrat Joe Biden, Republican Donald Trump, or some other independent, minor-party, or write-in candidate?**

1 = Joe Biden *[Randomize]*

2 = Donald Trump *[Randomize]*

3 = An independent, minor-party, or write-in candidate \*

4 = You are undecided

5 = You prefer not to answer

9 = Repeat the question

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

**Q4. Do you plan to vote in the general election for Governor of North Carolina?**

1 = Yes

2 = No (skip to Q6)

3 = Not sure (skip to Q6)

9 = Repeat the question

**Q5. If the general election for Governor of North Carolina were to be held today, would you vote for Republican Mark Robinson, Democrat Josh Stein, or some other independent, minor-party, or write-in candidate?**

1 = Mark Robinson *[Randomize]*

2 = Josh Stein *[Randomize]*

3 = An independent, minor-party, or write-in candidate \*

4 = You are undecided

5 = You prefer not to answer

9 = Repeat the question

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

**Q6. Do you approve or disapprove of President Joe Biden’s overall job performance?**

1 = Approve

2 = Disapprove

3 = Not sure

9 = Repeat the question

**Q7. Do you approve or disapprove of Governor Roy Cooper’s overall job performance?**

1 = Approve

2 = Disapprove

3 = Not sure

9 = Repeat the question

**Q8. How much confidence do you have that the 2024 election results will accurately reflect the votes that are cast? Would you say you have a lot of confidence, some confidence, or no confidence that the reported results will accurately reflect the votes that are cast?**

1 = A lot of confidence

2 = Some confidence

3 = No confidence

4 = Unsure

9 = Repeat the question

**Q9. 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.

**Q10. As you may know, Donald Trump was recently found guilty of charges that he falsified business records to conceal a hush money payment to Stormy Daniels. Does this conviction make you more likely to vote for Donald Trump in November, less likely, or does it have no impact?**

1 = More likely to vote for Donald Trump

2 = Less likely to vote for Donald Trump

3 = No impact on my vote

4 = Don’t know

9 = Repeat the question

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

**Q11. Four years ago, did you vote in the 2020 presidential election?**

1 = Yes

2 = No (skip to Q13)

3 = You prefer not to answer (skip to Q13)

9 = Repeat the question

**Q12. Four years ago, which candidate did you vote for in the 2020 presidential election?**

1 = Joe Biden

2 = Donald Trump

3 = An independent, minor-party, or write-in candidate \*

4 = You prefer not to answer

9 = Repeat the question

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

**Q13. In politics today, do you consider yourself a Republican, Democrat, independent, or something else?**

1 = Republican (skip to Q14)

2 = Democrat (skip to Q14)

3 = Independent

4 = Something else \*

9 = Repeat the question

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

**Q13b. Do you think of yourself as closer to the Republican Party or closer to the Democratic Party?**

1 = the Republican Party

2 = the Democratic Party

3 = Neither party

9 = Repeat the question

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

**Q14. 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.

**Q15. 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.

**Q16. 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

**Q17. 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

**Q18. 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.

**Q19. [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]**

**Q20. [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]**