

CNN's Transparency Questionnaire

1. What survey firm conducted the poll?
 - Emerson College Polling
2. How were respondents interviewed – by live interviewers on the phone, IVR, online, self-administered questionnaire or another method?
 - IVR and online (MTurk)
3. Who paid for the survey and why was it done?
 - Emerson College Polling
4. How many people were interviewed for this survey?
 - 967 (full completes), 456 (partial completes)
5. In what language(s) were respondents interviewed?
 - English
6. Please provide a copy of the full text and interviewer instructions/programming for all questions included in this survey release.
 - Survey instrument is attached at end
7. When was your survey conducted?
 - January 3-6, 2020
8. What is the source of your sample for this survey, and by what method were respondents selected? Please be as specific as possible, and if via web panel(s), please include a description of how the panelists were recruited. If your study was conducted online and included respondents chosen via routers, approximately what percentage of respondents were directed to the survey via routers?
 - The IVR portion of the survey used a purchased Aristotle voter list of and respondents were randomly sampled
 - The online portion of the survey used MTurk sampling and Dynata paneling
 - MTurk is an opt-in panel with participants location verified via IP Address. Individuals must provide their SSN and W-9 form to be a registered worker on MTurk
 - Dynata panels were also used
9. If any quotas were applied to sampling or interviewing, at what stage were they applied, what variables and targets were used, and what is the source of your estimate of the target quota?
 - Quotas are not used
10. What is the universe of people you are trying to survey, and what makes you confident that the sample source represents that universe?
 - Eligible Democratic caucus voters and general election voters in the state of New Mexico are the universe surveyed, and voter registration and voting intention questions are asked to create a representative sample
 - In IVR poll, sample includes household and congressional district; in online polls, respondents confirm congressional district with map
11. If surveys were conducted by telephone, what percentage of interviews were conducted via calls to cellphones? If surveys were conducted online, were respondents allowed to complete the survey via mobile browsers, and approximately what share of your respondents did so?
 - 0
12. If surveys were conducted by telephone, how many callback attempts did a sampled number receive before being retired?

- Each number receives up to 12 calls
13. If surveys were not conducted by a live interviewer, what do you do to ensure your respondents are real people and are paying attention to the survey?
- Respondents under 3 minutes were removed from final dataset
 - Incompletes were removed from final dataset
 - Respondents with unusual patterns were removed from final dataset
14. What is your estimate of this survey's error, how is it calculated, and why is this an appropriate error estimation for your survey? If you are reporting a margin of sampling error, has it been adjusted for design effects?
- Using the rationale of Ipsos/Reutors for moving away from the classical statistic of the margin of error to quantify the 'uncertainty' or range of scores a poll represents, and instead use a Bayesian Statistical methods of credibility intervals (CI), that produce the mathematical likelihood of an event of interest and are inductive in nature for data analyses in best estimating the true population mean proportion. (Satake, 2014, 2016, and 2017). The formula used to calculate the CI is from Ipsos Public Affairs.
 - We do refer within our polls to the margin of error because after using CI in 2017 and parts of 2018 it was determined that the industry was unable to understand how the CI differed from the MOE so in the polls we make mention that the CI should be read as the MOE with +/- 3.1 for our full sample size of n=967.
15. If your survey has been weighted, please list the weighting variables and the source of the weighting parameters. If your survey has not been adjusted for education, please explain why and provide an unweighted frequency for education distribution among your respondents.
- Data was weighted based on a 2016 voter model of party affiliation, age, race, education, ethnicity, and region
16. Is there a minimum unweighted sample size you require before releasing any subset estimates, and if so, what is it?
- No, all data is released

Survey (Online)

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

Male

Female

2. What is your party registration?

Democrat

Republican

Independent/other

Not registered to vote (end)

3. Do you approve or disapprove of the job Donald Trump is doing as President?

Approve

Disapprove
Neutral or no opinion

4. Do you approve or disapprove of the job Michelle Lujan Grisham is doing as Governor?

Approve
Disapprove
Neutral or no opinion

5. Which primary are you going to vote in?

Republican Primary (go to 6)
Democratic Primary (go to 7)
Unsure (go to 10)

6. Who would you be most likely to vote for in the Republican primary in 2020?

Donald Trump (go to 10)
Bill Weld (go to 10)
Joe Walsh (go to 10)

7. Of the following Democratic candidates for President, who would you be most likely to support? (randomized)

Michael Bennet
Joe Biden
Bernie Sanders
Elizabeth Warren
Pete Buttigieg
Andrew Yang
Cory Booker
Amy Klobuchar
Deval Patrick
Julian Castro
Tulsi Gabbard
Tom Steyer
Michael Bloomberg
John Delaney
Marianne Williamson
Someone Else (go to 9)

8. Will you definitely vote for your candidate or is there at least a chance you could change your mind and vote for someone else?

I will definitely vote for this candidate

There's a chance I could change my mind and vote for someone else

9. Who did you vote for in the Democratic Primary in 2016?

Hillary Clinton

Bernie Sanders

Someone Else

Did not vote in this primary

10. Now, here is a list of general election match ups for President- please indicate who you would vote for at this time. To start- If the Presidential Election were held today, would you vote for Donald Trump or Joe Biden?

Donald Trump

Joe Biden

11. What about Donald Trump or Bernie Sanders?

Donald Trump

Bernie Sanders

12. What about Donald Trump or Elizabeth Warren?

Donald Trump

Elizabeth Warren

13. What about Donald Trump or Pete Buttigieg?

Donald Trump

Pete Buttigieg

14. If the election for US Senate were held today, would you be more likely to vote for Democrat Ben Ray Lujan or Republican Gavin Clarkson?

Democrat Ben Ray Lujan

Republican Gavin Clarkson

Undecided

15. Who did you vote for in the 2016 election?

Donald Trump

Hillary Clinton

Someone else

Did not vote

16. 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

17. What is your age range?

18-29 years

30-49 years

50-64 years

65 or more years

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

High school or less

Some college

College graduate

Postgrad or higher

19. Which of the following political ideologies do you most identify as?

Very Liberal

Somewhat Liberal

Moderate

Somewhat Conservative

Very Conservative

20. When it comes to deciding for whom you will vote for president, which one of the following is the single most important issue in deciding for whom you will vote: (randomized)

The economy

Social issues

Health care

Immigration

Gun control

Impeachment

Foreign policy and terrorism

The environment

Education

21. What congressional district do you live in?

https://upload.wikimedia.org/wikipedia/commons/thumb/8/8a/New_Mexico_Congressional_Districts%2C_113th_Congress.tif/lossless-page1-800px-New_Mexico_Congressional_Districts%2C_113th_Congress.tif.png

1st district: Rep. Deb Haaland (D)

2nd district: Rep. Xochitl Torres Small (D)

3rd district: Rep. Ben Ray Luján (D)

Survey (IVR)

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

Press 1 for Male

Press 2 for Female

2. What is your party registration?

Press 1 for Democrat

Press 2 for Republican

Press 3 for Independent/other

Press 4 for Not registered to vote (end)

3. Do you approve or disapprove of the job Donald Trump is doing as President?

Press 1 for Approve

Press 2 for Disapprove

Press 3 for Neutral or no opinion

4. Do you approve or disapprove of the job Michelle Lujan Grisham is doing as Governor?

Press 1 for Approve

Press 2 for Disapprove

Press 3 for Neutral or no opinion

5. Which primary are you going to vote in?

Press 1 for Republican Primary (go to 6)

Press 2 for Democratic Primary (go to 7)

Press 3 for Unsure (go to 11)

6. Who would you be most likely to vote for in the Republican primary in 2020?

Press 1 for Donald Trump (go to 11)

Press 2 for Bill Weld (go to 11)

Press 3 for Joe Walsh (go to 11)

7. Of the following Democratic candidates for President, who would you be most likely to support?

Press 1 for Michael Bennet (go to 9)

Press 2 for Joe Biden (go to 9)

Press 3 for Bernie Sanders (go to 9)

Press 4 for Elizabeth Warren (go to 9)

Press 5 for Pete Buttigieg (go to 9)

Press 6 for Andrew Yang (go to 9)

Press 7 for Cory Booker (go to 9)

Press 8 for Amy Klobuchar (go to 9)

Press 9 for someone else (go to 8)

8. Of the following Democratic candidates for President, who would you be most likely to support?

Press 1 for Deval Patrick

Press 2 for Tulsi Gabbard

Press 3 for Tom Steyer

Press 4 for Michael Bloomberg

Press 5 for John Delaney

Press 6 for Marianne Williamson

Press 7 for Someone Else (go to 10)

9. Will you definitely vote for your candidate or is there at least a chance you could change your mind and vote for someone else?

Press 1 for I will definitely vote for this candidate

Press 2 for There's a chance I could change my mind and vote for someone else

10. Who did you vote for in the Democratic Primary in 2016?

Press 1 for Hillary Clinton

Press 2 for Bernie Sanders

Press 3 for Someone Else

Press 4 for Did not vote in this primary

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Press 2 for Joe Biden

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13. What about Donald Trump or Elizabeth Warren?

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14. What about Donald Trump or Pete Buttigieg?

Press 1 for Donald Trump

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15. If the election for US Senate were held today, would you be more likely to vote for Democrat Ben Ray Lujan or Republican Gavin Clarkson?

Press 1 for Democrat Ben Ray Lujan

Press 2 for Republican Gavin Clarkson

Press 3 for Undecided

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

Press 1 for Hispanic or Latino of any race

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Press 1 for High school or less
Press 2 for Some college
Press 3 for College graduate
Press 4 for Postgrad or higher

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Press 1 for Very Liberal
Press 2 for Somewhat Liberal
Press 3 for Moderate
Press 4 for Somewhat Conservative
Press 5 for Very Conservative

21. When it comes to deciding for whom you will vote for president, which one of the following is the single most important issue in deciding for whom you will vote: (randomized)

Press 1 for The economy
Press 2 for Social issues
Press 3 for Health care
Press 4 for Immigration
Press 5 for Gun control
Press 6 for Impeachment
Press 7 for Foreign policy and terrorism
Press 8 for The environment
Press 9 for Education