**Checklist for AAPOR Transparency Initiative**

**Survey**: ECU Center for Survey Research Election Poll, 11-1 through 11-3, 2022

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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. | November 1-3, 2022 |
| 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 was collected using a list of 95000 mobile numbers, 70000 landline numbers and online panel provided by Bovitz. |
| 1. The name of the sample supplier, if the sampling frame and/or the sample itself was provided by a third party. | Consensus Strategies (phone)  Bovitz (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. | Bovitz 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. | SMS-to-web, 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=1183, with a Credibility Interval (CI) like a poll’s margin of error (MOE) of +/- 3.3 percentage points. Screening questions asked the following: (1) Are you currently registered to vote in North Carolina? Those who answered “no” were eliminated from the sample. (2) How much thought have you given to the coming November election? Those who answered “only a little thought” or “no thought” were eliminated from the sample. (3) How likely are you to vote in the coming November election? Those who answered “somewhat likely to vote” and “not likely to vote 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 gender, age, education, race, region, 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 |

**Script for North Carolina Election Poll**

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

1 = Yes

2 = No (END – SURVEY TERMINATED)

3 = Not sure (END – SURVEY TERMINATED)

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

1 = Quite a lot of thought

2 = Some thought

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

4 = No thought (END – SURVEY TERMINATED)

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

1 = Already voted (skip to Q5)

2 = Very likely to vote

3 = Somewhat likely to vote (END – SURVEY TERMINATED)

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

**Q4. If the upcoming election for U.S. Senator of North Carolina were to be held today, would you vote for Republican Ted Budd, Democrat Cheri Beasley, or some other candidate?**

1 = Ted Budd (Republican) (skip to Q6)

2 = Cheri Beasley (Democrat) (skip to Q6)

3 = Shannon W. Bray (Libertarian) (skip to Q6)

4 = Matthew Hoh (Green Party) (skip to Q6)

5 = Write-in candidate (skip to Q6)

6 = You are undecided

7 = You prefer not to answer (END – SURVEY TERMINATED)

**Q4b**. **Although you are undecided, which candidate, at this moment, do you lean most towards voting for in North Carolina’s U.S. Senate election?**

1 = Ted Budd (skip to Q6)

2 = Cheri Beasley (skip to Q6)

3 = Shannon W. Bray (Libertarian) (skip to Q6)

4 = Matthew Hoh (Green Party) (skip to Q6)

5 = You prefer not to answer (END – SURVEY TERMINATED)

**Q5. Who did you vote for U.S. Senator of North Carolina, Republican Ted Budd, Democrat Cheri Beasley, or some other candidate?**

1 = Ted Budd (Republican)

2 = Cheri Beasley (Democrat)

3 = Shannon W. Bray (Libertarian)

4 = Matthew Hoh (Green Party)

5 = Write-in candidate

6 = You prefer not to answer (END – SURVEY TERMINATED)

**Q6. Regardless of whom you are supporting, which of the two major-party candidates do you expect to win the election for U.S. Senator of North Carolina?**

1 = Ted Budd

2 = Cheri Beasley

**Q7. What issue was the most important to you in determining your vote for U.S. Senate?**

1 = The economy

2 = Inflation

3 = Abortion

4 = Crime

5 = Border security

6 = Gun policy

7 = January 6th investigations

8 = Some other issue (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q8. Do you approve or disapprove of President Joe Biden’s overall job performance?**

1 = Approve

2 = Disapprove

3 = Not sure

**Q9. If the November midterm congressional elections for the U.S. House of Representatives were held today, would you vote for the Democratic Party’s candidate or the Republican Party’s candidate for U.S. House representative in your district?**

1 = Democratic Party’s candidate

2 = Republican Party’s candidate

3 = Some other candidate

**Q10. Two years ago, did you vote in the 2020 presidential election?**

1 = Yes

2 = No (skip to Q12)

**Q11. Two years ago, which candidate did you vote for in the 2020 presidential election?**

1 = Joe Biden

2 = Donald Trump

3 = Some other candidate

**Q12. In politics today, do you consider yourself a Republican, Democrat, independent, or something else?**

1 = Republican

2 = Democrat

3 = Independent

4 = Something else

**Q13. What region do you live in?**

1 = Eastern North Carolina (this includes the Wilmington area)

2 = Raleigh/Durham/Chapel Hill area (The Triangle)

3 = Charlotte area

4 = Piedmont/Central North Carolina

5 = Western North Carolina

6 = Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q14. For statistical purposes only, 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 (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q15. What is your age range?**

1 = 18 to 29 years old

2 = 30 to 39 years old

3 = 40 to 49 years old

4 = 50 to 64 years old

5 = 65 years or older

**Q16. 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 college or university degree

4 = Postgraduate degree

**Q17. Are you male or female, or do you prefer another description?**

1 = Male

2 = Female

3 = Prefer another description