**Checklist for AAPOR Transparency Initiative**

**Survey**: ECU Center for Survey Research Election Poll, 8/12-8/13, 2020

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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. | August 12-13 |
| 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. | Aristotle voter file of over 1.7 million registered voters with landlines, and a random sample of 50,000 was drawn (n=879). Voters with cell phones were not included. The online sample of 376 registered voters was provided by Lucid. |
| 1. The name of the sample supplier, if the sampling frame and/or the sample itself was provided by a third party. | Aristotle, LLC (phone)  Lucid, LLC (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. | Lucid 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. | 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 registered voters, n=1255, with a Credibility Interval (CI) like a poll’s margin of error (MOE) of +/- 3.3 percentage points. Screening questions asked the following: (1) Do you currently live in the state of North Carolina? (2) Are you currently registered to vote? Those who answered “no” to either question 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 age, race, gender, education, region, mode, and 2016 election modeling. |
| 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 |

**Telephone Script for North Carolina Poll (IVR)**

**Q1. Do you currently live in the state of North Carolina?**

Press 1 for Yes

Press 2 for No (end call)

Press 9 to repeat the question

**Q2. Are you currently registered to vote?**

Press 1 for Yes

Press 2 for No (end call)

Press 3 for Not sure (end call)

Press 9 to repeat the question

**Q3. How likely are you to vote in the presidential election this fall?**

Press 1 for Extremely likely

Press 2 for Very likely

Press 3 for Somewhat likely

Press 4 for Not at all likely

Press 9 to repeat the question

**Q4. Four years ago, did you vote in the 2016 presidential election?**

Press 1 for Yes

Press 2 for No (skip to Q6)

Press 3 for Cannot remember (skip to Q7)

Press 9 to repeat the question

**Q5. Four years ago, which candidate did you vote for in the 2016 presidential election?**

Press 1 for Donald Trump (skip to Q7)

Press 2 for Hillary Clinton (skip to Q7)

Press 3 for Gary Johnson (skip to Q7)

Press 4 for Some other candidate (skip to Q7)

Press 9 to repeat the question

**Q6. Why did you not vote in the 2016 presidential election?**

Press 1 if you were not old enough to vote

Press 2 if you were old enough to vote, but never registered to vote

Press 3 if you did not vote for some other reason

Press 4 if you prefer not to answer

Press 9 to repeat the question

**Q7. Do you approve or disapprove of President Donald Trump’s overall job performance?**

Press 1 for Approve

Press 2 for Disapprove

Press 3 for Not sure

Press 9 to repeat the question

**Q8. Do you approve or disapprove of Governor Roy Cooper’s overall job performance?**

Press 1 for Approve

Press 2 for Disapprove

Press 3 for Not sure

Press 9 to repeat the question

**Q9. If the election for President of the United States were to be held today, would you vote for Donald Trump, Joe Biden, or some other candidate?**

Press 1 for Donald Trump

Press 2 for Joe Biden

Press 3 for Some other candidate

Press 4 if you are undecided

Press 5 if you would choose not to vote

Press 9 to repeat the question

**Q10. How excited are you about voting in the presidential election?**

Press 1 for Extremely excited

Press 2 for Very excited

Press 3 for Somewhat excited

Press 4 for Not at all excited

Press 9 to repeat the question

**Q11. Does Joe Biden’s selection of Kamala Harris as his running mate make you more likely to vote for Joe Biden for President, less likely to vote for Joe Biden, or does it not make a difference to you either way?**

Press 1 for More likely to vote for Joe Biden

Press 2 for Less likely to vote for Joe Biden

Press 3 for It does not make a difference either way

Press 4 for Never heard of Kamala Harris (skip to Q14)

Press 9 to repeat the question

**Q12. Thinking about the 2020 Democratic nominee for Vice President, do you have a favorable or unfavorable impression of Kamala Harris?**

Press 1 for Favorable

Press 2 for Unfavorable

Press 3 for Not sure

Press 9 to repeat the question

**Q13. Do you think Kamala Harris is qualified to serve as President if it becomes necessary?**

Press 1 for Yes, Kamala Harris is qualified to serve as President

Press 2 for No, Kamala Harris is not qualified to serve as President

Press 3 for Not sure

Press 9 to repeat the question

**Q14. If the election for Governor of North Carolina were to be held today, would you vote for Democrat Roy Cooper, Republican Dan Forest, or some other candidate?**

Press 1 for Roy Cooper

Press 2 for Dan Forest

Press 3 for Some other candidate

Press 4 if you are undecided

Press 5 if you would choose not to vote

Press 9 to repeat the question

**Q15. If the election for U.S. Senator of North Carolina were to be held today, would you vote for Republican Thom Tillis, Democrat Cal Cunningham, or some other candidate?**

Press 1 for Thom Tillis

Press 2 for Cal Cunningham

Press 3 for Some other candidate

Press 4 if you are undecided

Press 5 if you would choose not to vote

Press 9 to repeat the question

**Q16. Do you approve or disapprove of President Donald Trump’s handling of the federal government’s response to the coronavirus outbreak in the United States?**

Press 1 for Approve

Press 2 for Disapprove

Press 3 for Not sure

Press 9 to repeat the question

**Q17. Do you approve or disapprove of Governor Roy Cooper’s handling of the state government’s response to the coronavirus outbreak in North Carolina?**

Press 1 for Approve

Press 2 for Disapprove

Press 3 for Not sure

Press 9 to repeat the question

**Q18. Thinking about the U.S. economy as a whole, would you say that the nation’s economy has gotten better, stayed about the same, or gotten worse since Donald Trump was elected president?**

Press 1 for Better

Press 2 for Stayed about the same

Press 3 for Worse

Press 9 to repeat the question

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

Press 1 for Republican (skip to Q21)

Press 2 for Democrat (skip to Q21)

Press 3 for Independent

Press 4 for Something else

Press 9 to repeat the question

**Q20. Do you think of yourself as closer to the Republican Party or closer to the Democratic Party?**

Press 1 for the Republican Party

Press 2 for the Democratic Party

Press 3 for Neither

Press 9 to repeat the question

**Q21. Which of the following best describes where you live now?**

Press 1 for Urban area or city

Press 2 for Suburban area

Press 3 for Rural area

Press 9 to repeat the question

**Q22. For statistical purposes only, which category best describes you?**

Press 1 for Hispanic or Latino of any race

Press 2 for White or Caucasian

Press 3 for Black or African American

Press 4 for Asian or Asian American

Press 5 for Some other race or ethnicity, or multiple races

Press 9 to repeat the question

**Q23. What is your age range?**

Press 1 for 18 to 29 years old

Press 2 for 30 to 39 years old

Press 3 for 40 to 49 years old

Press 4 for 50 to 64 years old

Press 5 for 65 years or older

Press 9 to repeat the question

**Q24. What is the highest level of school you have completed or the highest degree you have received?**

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

Press 2 for Some college or a 2-year associate degree

Press 3 for 4-year college or university degree

Press 4 for Postgraduate degree

Press 9 to repeat the question

**Q25. How would you describe your political views today?**

Press 1 for Liberal

Press 2 for Moderate

Press 3 for Conservative

Press 9 to repeat the question

**Q26. Are you male or female, or do you prefer another description?**

Press 1 for Male

Press 2 for Female

Press 3 for Prefer another description

Press 9 to repeat the question

**Q27. What is your current annual household income?**

Press 1 for Less than $50,000

Press 2 for $50,000 to $100,000

Press 3 for More than $100,000

Press 4 for Prefer not to answer

Press 9 to repeat the question

NC Election Poll (online)

Start of Block: Consent Block

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Q0 The Center for Survey Research at East Carolina University (ECU) is conducting a short survey on the 2020 election in North Carolina. Please **make your opinion heard** by answering just a few short questions that will take less than 5 minutes of your time. Your responses to all questions are completely confidential.   
   
 You must be 18 years of age or older to complete this survey. Your participation in the poll is voluntary. You may stop at any time. If you have questions, please call Dr. Peter Francia or Dr. Jonathan Morris at the Center for Survey Research. The number is 252-737-5390. Or, call the ECU Office of Research Integrity and Compliance (ORIC) at 252-744-2914 for any questions about your rights as a participant.  
   
 If you are willing to take this survey, please click the YES button below. Otherwise, please select the NO button. **To register your response, please click the purple arrow at the bottom of the page.**

* Yes (1)
* No (2)

Skip To: End of Survey If The Center for Survey Research at East Carolina University (ECU) is conducting a short survey on... = No

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End of Block: Consent Block

Start of Block: Screening block

Q1 Do you currently live in the state of North Carolina?

* Yes (1)
* No (2)

Skip To: End of Survey If Do you currently live in the state of North Carolina? = No

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Q2 Are you currently registered to vote?

* Yes (1)
* No (2)
* Not sure (3)

Skip To: End of Survey If Are you currently registered to vote? = No

Skip To: End of Survey If Are you currently registered to vote? = Not sure

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End of Block: Screening block

Start of Block: Question block

Q3 How likely are you to vote in the presidential election this fall?

* Extremely likely (1)
* Very likely (2)
* Somewhat likely (3)
* Not at all likely (4)

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Q4 Four years ago, did you vote in the 2016 presidential election?

* Yes (1)
* No (2)
* Cannot remember (3)

Skip To: Q6 If Four years ago, did you vote in the 2016 presidential election? = No

Skip To: Q7 If Four years ago, did you vote in the 2016 presidential election? = Cannot remember

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Q5 **Four years ago**, which candidate did you vote for in the **2016 presidential election**?

* Donald Trump (1)
* Hillary Clinton (2)
* Gary Johnson (3)
* Some other candidate (4)

Skip To: Q7 If Four years ago, which candidate did you vote for in the 2016 presidential election? = Donald Trump

Skip To: Q7 If Four years ago, which candidate did you vote for in the 2016 presidential election? = Hillary Clinton

Skip To: Q7 If Four years ago, which candidate did you vote for in the 2016 presidential election? = Gary Johnson

Skip To: Q7 If Four years ago, which candidate did you vote for in the 2016 presidential election? = Some other candidate

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Q6 Why did you not vote in the 2016 presidential election?

* You were not old enough to vote. (1)
* You were old enough to vote, but never registered to vote. (2)
* You did not vote for some other reason. (3)
* Prefer not to answer (4)

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Q7 Do you approve or disapprove of **President Donald Trump’s overall job performance**?

* Approve (1)
* Disapprove (2)
* Not sure (3)

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Q8 Do you approve or disapprove of **Governor Roy Cooper’s overall job performance**?

* Approve (1)
* Disapprove (2)
* Not sure (3)

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Q9 If the election for President of the United States were to be held today, would you vote for **Donald Trump, Joe Biden, or some other candidate?**

* Donald Trump (1)
* Joe Biden (2)
* Some other candidate (3)
* Undecided (4)

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Q10 How excited are you about voting in the presidential election?

* Extremely excited (1)
* Very excited (2)
* Somewhat excited (3)
* Not at all excited (4)

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Q11 Does Joe Biden’s selection of Kamala Harris as his running mate make you more likely to vote for Joe Biden for President, less likely to vote for Joe Biden, or does it not make a difference to you either way?

* More likely to vote for Joe Biden (1)
* Less likely to vote for Joe Biden (2)
* It does not make a difference either way (3)
* Never heard of Kamala Harris (4)

Skip To: Q14 If Does Joe Biden’s selection of Kamala Harris as his running mate make you more likely to vote for... = Never heard of Kamala Harris

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Q12 Thinking about the 2020 Democratic nominee for Vice President, do you have a favorable or unfavorable impression of Kamala Harris?

* Favorable (1)
* Unfavorable (2)
* Not sure (3)

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Q13 Do you think Kamala Harris is qualified to serve as President if it becomes necessary?

* Yes, Kamala Harris is qualified to serve as President (1)
* No, Kamala Harris is not qualified to serve as President (2)
* Not sure (3)

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Q14 If the election for Governor of North Carolina were to be held today, would you vote for **Democrat Roy Cooper, Republican Dan Forest, or some other candidate?**

* Roy Cooper (1)
* Dan Forest (2)
* Some other candidate (3)
* Undecided (4)
* You would choose not to vote (5)

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Q15 If the election for U.S. Senator of North Carolina were to be held today, would you vote for **Republican Thom Tillis, Democrat Cal Cunningham, or some other candidate?**

* Thom Tillis (1)
* Cal Cunningham (2)
* Some other candidate (3)
* Undecided (4)
* You would choose not to vote (6)

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QCH This next question is a check to ensure that you are reading the questions and response categories carefully. Please answer "16" below to the question: What is 10+6?

* 15 (1)
* 16 (2)
* 17 (3)
* 18 (4)
* 21 (5)

Skip To: End of Survey If This next question is a check to ensure that you are reading the questions and response categorie... = 15

Skip To: End of Survey If This next question is a check to ensure that you are reading the questions and response categorie... = 17

Skip To: End of Survey If This next question is a check to ensure that you are reading the questions and response categorie... = 18

Skip To: End of Survey If This next question is a check to ensure that you are reading the questions and response categorie... = 21

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Q16 Do you approve or disapprove of **President Donald Trump's** handling of the federal government's response to the **coronavirus outbreak** in the United States?

* Approve (1)
* Disapprove (2)
* Not sure (3)

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Q17 Do you approve or disapprove of **Governor Roy Cooper's** handling of the state government's response to the **coronavirus outbreak** in North Carolina?

* Approve (1)
* Disapprove (2)
* Not sure (3)

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Q18 Thinking about the U.S. economy as a whole, would you say that the nation’s economy has gotten better, stayed about the same, or gotten worse since Donald Trump was elected president?

* Better (1)
* Stayed about the same (2)
* Worse (3)

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

* Republican (1)
* Democrat (2)
* Independent (3)
* Something else (4)

Skip To: Q21 If In politics today, do you consider yourself a Republican, Democrat, independent, or something else? = Republican

Skip To: Q21 If In politics today, do you consider yourself a Republican, Democrat, independent, or something else? = Democrat

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Q20 Do you think of yourself as closer to the Republican Party or closer to the Democratic Party?

* Closer to the Republican Party (1)
* Closer to the Democratic Party (2)
* Neither (3)

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Q21 Which of the following best describes where you live now?

* Urban area or city (1)
* Suburban area (2)
* Rural area (3)

Q22 For statistical purposes only, which category best describes you?

* Hispanic or Latino of any race (1)
* White or Caucasian (2)
* Black or African American (3)
* Asian or Asian American (4)
* Some other race or ethnicity, or multiple races (5)

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Q23 What is your age range?

* 18 to 29 years old (1)
* 30 to 39 years old (2)
* 40 to 49 years old (3)
* 50 to 64 years old (4)
* 65 years or older (5)

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Q24 What is the highest level of school you have completed or the highest degree you have received?

* High school graduate, GED certificate, or did not finish high school (1)
* Some college or a 2-year associate degree (2)
* 4-year college or university degree (3)
* Postgraduate degree (4)

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Q25 How would you describe your political views today?

* Liberal (1)
* Moderate (2)
* Conservative (3)

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Q26 Are you male or female, or do you prefer another description?

* Male (1)
* Female (2)
* Prefer another description (please self-describe here): (3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q27 What is your current annual household income?

* Less than $50,000 (1)
* $50,000 to $100,000 (2)
* More than $100,000 (3)
* Prefer not to answer (4)

End of Block: Question block