**Checklist for AAPOR Transparency Initiative**

**Survey**: ECU Center for Survey Research Poll, 7/28-8/3, 2021

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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. | July 28-August 5 |
| 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 file of over 2 million consumers landlines in North Carolina, and a random sample of 30,00 was drawn (n=459). Voters with cell phones were not included. The online sample of 303 NC residents 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=762, with a Credibility Interval (CI) like a poll’s margin of error (MOE) of +/- 4.1 percentage points. Screening questions asked if the respondent is currently residing in NC. If the respondent said they were not residing in NC, they 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, mode, and 2020 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 |

Survey (IVR)

**Q1 The North Carolina Legislature may consider a bill that would legalize and regulate sports betting in the state. Do you approve or disapprove of the legalization of sports betting in North Carolina?**

Press 1 for Press 1 for Approve

Press 2 for Disapprove

Press 9 to Repeat the question

Press 9 to Repeat the question

**Q2 If sports betting were legalized in North Carolina, would you gamble on sporting events?**

Press 1 for Yes

Press 2 for No (skip to Q4)

Press 3 if you already gamble on sporting events

Press 9 to Repeat the question

Press 9 to Repeat the question

**Q3 How much money per week would you gamble on sporting events if it became legal in North Carolina?**

Press 1 for 0 to 25 dollars per week

Press 2 for 26 to 50 dollars per week

Press 3 for 51 to 100 dollars per week

Press 4 for 100 to 250 dollars per week

Press 5 for 251 to 500 dollars per week

Press 6 for 501 to 1000 dollars per week

Press 7 for more than 1000 dollars per week

Press 9 to Repeat the question

**Q4 Do you think that gambling on professional sports, such as football, baseball, basketball, or hockey, should be legal in the United States?**

Press 1 for Yes

Press 2 for No

Press 9 to Repeat the question

**Q5 Regardless of whether or not you think sports gambling should be legal, do you personally believe that it is morally acceptable or morally wrong to gamble on sporting events?**

Press 1 for Morally acceptable

Press 2 for Morally wrong

Press 9 to Repeat the question

Press 9 to Repeat the question

**Q6 Do you think legalized sports gambling would be good for North Carolina’s economy, bad for North Carolina’s economy, or do you think it will have no effect on the economy?**

Press 1 for Good for the state economy

Press 2 for Bad for the state economy

Press 3 for No effect on the state economythe question

**Q7 How concerned are you that legalized sports gambling would lead to higher rates of gambling addiction in North Carolina?**

Press 1 for Extremely concerned

Press 2 for Somewhat concerned

Press 3 for Not at all concernedPress 9 to Repeat the question

**Q8 If the North Carolina Legislature needed to raise revenue to invest more money into health care and education, and had to choose between raising property taxes or taxing sports gambling companies, which would you prefer?**

Press 1 for I would prefer raising property taxes over taxing sports gambling companies

Press 2 for I would prefer taxing sports gambling companies to raising property taxes

Press 9 to Repeat the question

**Q9 For statistical purposes only, what 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 6 if you prefer not to answer

Press 9 to repeat the question

**Q10 What is your age range?**

Press 1 for 18 to 24 years old

Press 2 for 25 to 34 years old

Press 3 for 35 to 44 years old

Press 4 for 45 to 54 years old

Press 5 for 55 to 64 years old

Press 6 for 65 years or older

Press 7 if you prefer not to answer

Press 9 to repeat the question

**Q11 Did you vote in the 2020 presidential election?**

Press 1 for Yes

Press 2 for No (skip to Q13)

Press 3 if you prefer not to answer (skip to Q13)

Press 9 to repeat the question

**Q12 Which candidate did you vote for in the 2020 presidential election?**

Press 1 for Joe Biden

Press 2 for Donald Trump

Press 3 for Some other candidate

Press 4 if you prefer not to answer

Press 9 to repeat the question

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

Press 1 for Republican (skip to Q15)

Press 2 for Democrat (skip to Q15)

Press 3 for Independent

Press 4 for something else

Press 5 if you prefer not to answer (skip to Q15)

Press 9 to repeat the question

**Q14 Do you think of yourself as closer to the Republican Party or the Democratic Party?**

Press 1 for the Republican Party

Press 2 for the Democratic Party

Press 3 for neither party

Press 9 to repeat the question

**Q15 What is the highest level of school you have completed or the highest degree you have received?**

Press 1 for High school graduate, GED, or less

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 5 if you prefer not to answer

Press 9 to repeat the question

**Q16 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 4 if you prefer not to answer

Press 9 to repeat the question

**Q17 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 if you prefer not to answer

Press 9 to repeat the question

**Q18 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 4 if you prefer not to answer

Press 9 to repeat the question

**Q19 Aside from weddings and funerals, about how often have you attended religious services in the past 12 months?**

Press 1 for More than once a week

Press 2 for Once a week

Press 3 for Twice a month

Press 4 for Once a month

Press 5 for I attended, but less than once a month

Press 6 for Never

Press 9 to repeat the question

Survey

Online

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 research s... = No

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End of Block: Consent Block

Start of Block: Question block

Q1   
The North Carolina Legislature may consider a bill that would legalize and regulate sports betting in the state. Do you approve or disapprove of the legalization of sports betting in North Carolina?

* Approve (1)
* Disapprove (2)

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Q2 If betting on sports such as football, baseball, basketball, or hockey were legalized in North Carolina, would you bet legally on any of these sporting events?

* Yes (1)
* No (2)

Skip To: Q4 If If betting on sports such as football, baseball, basketball, or hockey were legalized in North Ca... = No

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| Page Break |  |

Q3   
How much money per week would you bet on sporting events if it became legal in North Carolina?

* $1 to $50 per week (1)
* $51 to $100 per week (2)
* $101 to $250 per week (3)
* $251 to $500 per week (4)
* $501 to $1,000 per week (5)
* More than $1,000 per week (6)

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Q4 Regardless of whether or not you think sports betting should be legal, do you personally believe that it is morally acceptable or morally wrong to bet on sporting events?

* Morally acceptable (1)
* Morally wrong (2)

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Q5 Do you think legalized sports betting would be good for North Carolina’s economy, bad for North Carolina’s economy, or do you think it will have no effect on the economy?

* Good for the state economy (1)
* Bad for the state economy (2)
* No effect on the state economy (3)

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Q6   
 How concerned are you that legalized sports betting would lead to higher rates of gambling addiction in North Carolina?

* Extremely concerned (1)
* Somewhat concerned (2)
* Not at all concerned (3)

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Q7 If the North Carolina Legislature needed to raise revenue to invest more money into health care and education, and had to choose between raising property taxes or taxing sports betting revenue, which would you prefer?

* I would prefer raising property taxes over taxing sports betting revenue (1)
* I would prefer taxing sports betting revenue to raising property taxes (2)

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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)

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Q8   
For statistical purposes only, what 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)
* Prefer not to answer (6)

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| Page Break |  |

Q9 What is your age range?

* 18 to 24 years old (1)
* 25 to 34 years old (2)
* 35 to 44 years old (3)
* 45 to 54 years old (4)
* 55 to 64 years old (5)
* 65 years or older (6)
* Prefer not to answer (7)

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Q10 Did you vote in the 2020 presidential election?

* Yes (1)
* No (2)
* Prefer not to answer (3)

Skip To: Q12 If Did you vote in the 2020 presidential election? = No

Skip To: Q12 If Did you vote in the 2020 presidential election? = Prefer not to answer

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Q11 Which candidate did you vote for in the 2020 presidential election?

* Joe Biden (1)
* Donald Trump (2)
* Some other candidate (3)
* Prefer not to answer (4)

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

* Republican (1)
* Democrat (2)
* Independent (3)
* Something else (4)
* Prefer not to answer (5)

Skip To: Q14 If In politics today, do you consider yourself a Republican, Democrat, independent, or something else? = Republican

Skip To: Q14 If In politics today, do you consider yourself a Republican, Democrat, independent, or something else? = Democrat

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| Page Break |  |

Q13 Do you think of yourself as closer to the Republican Party or the Democratic Party?

* Republican Party (1)
* Democratic Party (2)
* Neither party (3)

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Q14 What is the highest level of school you have completed or the highest degree you have received?

* High school graduate, GED, or less (1)
* Some college or a 2-year associate degree (2)
* 4-year college or university degree (3)
* Postgraduate degree (4)
* Prefer not to answer (5)

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| Page Break |  |

Q15 Are you male or female, or do you prefer another description?

* Male (1)
* Female (2)
* Prefer another description (3)
* Prefer not to answer (4)

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Q16 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)

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Q17 Which of the following best describes where you live now?

* Urban area or city (1)
* Suburban area (2)
* Rural area (3)
* Prefer not to answer (4)

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Q18 Aside from weddings and funerals, about how often have you attended religious services in the past 12 months?

* More than once a week (1)
* Once a week (2)
* Twice a month (3)
* Once a month (4)
* I attended, but less than once a month (5)
* Never (6)