

Checklist for AAPOR Transparency Initiative

Survey: ECU Center for Survey Research Election Poll, October 18-22, 2024

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
2. 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.
3. A definition of the population under study and its geographic location.	Likely voters in South Carolina
4. Dates of data collection.	October 18 through 22, 2024
5. 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 may 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 130,000 landline numbers and 40,000 cell phone numbers.
6. The name of the sample supplier, if the sampling frame and/or the sample itself was provided by a third party.	Two-cent Auto calls (landline phone) ReconMr (cell phone MMS messages)
7. The methods used to recruit the panel or participants, if the sample was drawn from a pre-recruited panel or pool of respondents.	Randomly selected phone numbers
8. 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,	See #5

<p>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.</p>	
<p>9. 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.</p>	<p>IVR and MMS text-to-web.</p>
<p>10. Sample sizes (by sampling frame if more than one 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.</p>	<p>The sample consisted of likely voters, n=950 with a margin of error (MOE) of +/- 3. percentage points. Screening questions asked the following: (1) Are you currently registered to vote in South 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.</p>
<p>11. A description of how the weights were calculated, including the variables used and the sources of weighting parameters, if weighted estimates are reported.</p>	<p>The data in this poll were weighted to a likely population of general election voters in South Carolina based on various demographics, including age, education level, race/ethnicity, gender, region, party identification, and recalled vote from the 2020 presidential election.</p>
<p>12. 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.</p>	<p>N/A</p>
<p>13. Contact for obtaining more information about the study.</p>	<p>morrisj@ecu.edu</p>

Election Poll (South Carolina)

Q1. Are you currently registered to vote in South Carolina?

- 1 = Yes
- 2 = No (END – SURVEY TERMINATED)
- 3 = Not sure (END – SURVEY TERMINATED)
- 9 = Repeat the question [IVR only]

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

- 1 = Quite a lot of thought
- 2 = Some thought
- 3 = Only a little thought (END – SURVEY TERMINATED)
- 4 = No thought (END – SURVEY TERMINATED)
- 9 = Repeat the question [IVR only]

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

- 1 = Very likely to vote
- 2 = Somewhat likely to vote (END – SURVEY TERMINATED)
- 3 = Not likely to vote (END – SURVEY TERMINATED)
- 9 = Repeat the question [IVR only]

Q4. If the election for President of the United States were to be held today, which candidate would you vote for in the upcoming election?

- 1 = Donald Trump (Republican) *[Randomize]*
- 2 = Kamala Harris (Democrat) *[Randomize]*
- 3 = Chase Oliver (Libertarian Party)
- 4 = Jill Stein (Green Party)
- 5 = Randall Terry (Constitution Party)
- 6 = Cornell West (United Citizens Party)
- 7 = A write-in or some other candidate [Text box included for text-to-web version]
- 8 = You are undecided
- 9 = Repeat the question [IVR only]

Q5. Do you approve or disapprove of President Joe Biden's overall job performance?

- 1 = Approve
- 2 = Disapprove
- 3 = Not sure
- 9 = Repeat the question [IVR only]

Q6. Do you approve or disapprove of Governor Henry McMaster's overall job performance?

- 1 = Approve
- 2 = Disapprove

- 3 = Not sure
- 9 = Repeat the question [IVR only]

Q7. Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of Donald Trump?

- 1 = Very favorable
- 2 = Somewhat favorable
- 3 = Somewhat unfavorable
- 4 = Very unfavorable
- 5 = Not sure
- 9 = Repeat the question [IVR only]

Q8. Do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of Kamala Harris?

- 1 = Very favorable
- 2 = Somewhat favorable
- 3 = Somewhat unfavorable
- 4 = Very unfavorable
- 5 = Not sure
- 9 = Repeat the question [IVR only]

Q9. What is the most important issue to you in deciding your vote in the upcoming election?

- 1 = Inflation and/or the overall cost of living *[Randomize]*
- 2 = The economy in general *[Randomize]*
- 3 = Crime and/or public safety *[Randomize]*
- 4 = Abortion *[Randomize]*
- 5 = Affordability of health care *[Randomize]*
- 6 = Climate change and/or the environment *[Randomize]*
- 7 = Border security and/or immigration *[Randomize]*
- 8 = Some other issue [Text box included for text-to-web version]
- 9 = Repeat the question [IVR only]

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

Q10. Four years ago, which candidate did you vote for in the 2020 presidential election?

- 1 = Joe Biden *[Randomize]*
- 2 = Donald Trump *[Randomize]*
- 3 = An independent, minor-party, or write-in candidate [Text box included for text-to-web version]
- 4 = You did not vote in the 2020 election
- 9 = Repeat the question [IVR only]

Q11. In politics today, do you consider yourself a Republican, Democrat, independent, or something else?

- 1 = Republican (skip to Q12)
- 2 = Democrat (skip to Q12)
- 3 = Independent
- 4 = Something else [Text box included for text-to-web version]

9 = Repeat the question [IVR only]

Q11b. 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 [IVR only]

The following questions are for statistical purposes only.

Q12. What region of South Carolina do you live in?

- 1 = Upcountry
- 2 = Piedmont
- 3 = Central
- 4 = Pee Dee / Waccamaw
- 5 = Low Country
- 6 = Some other region [Text box included for text-to-web version]
- 9 = Repeat the question [IVR only]

Q13. 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 [Text box included for text-to-web version]
- 9 = Repeat the question [IVR only]

Q14. 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 [IVR only]

Q15. 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 [IVR only]

Q16. Are you male or female, or do you prefer another description?

- 1 = Male
- 2 = Female
- 3 = Prefer another description [Text box included for text-to-web version]
- 9 = Repeat the question [IVR only]

Q17. [Text-to-Web version 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?

[Open-ended]