

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?
 - WHDH, to gauge public opinion on the Democratic primary and other national issues
4. How many people were interviewed for this survey?
 - 1222 full completes plus 732 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?
 - December 15-17, 2019
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
 - We don't use RDD do to low response rate and coverage bias
 - The online portion of the survey used MTurk and Dynata sampling
 - 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 recruits individuals for opt-in panels
 - We studied the [panel composition of many online panels](#) and determined the Mturk was the [best mode to mix with IVR](#)
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 nationwide 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 state; in online polls, respondents confirm state with map inserted in the question
 - The confidence in our methodology is based on the accuracy of our polls against actual election results. In 2013-2016 we published IVR only polls and while the polls were rated as [second most accurate by Nate Silver](#), we knew there was room for improvement in our

sample design. Starting in 2017 we combined online and IVR data collection for a mix mode design and saw the accuracy of our polls increase in 2018 along with our 538 ranking.

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% are collected with cell-phones
- We are studying using a text to cell call system and published one finding in [LA Governor race](#), we plan to implement cell phone data collection in 2020

12. If surveys were conducted by telephone, how many callback attempts did a sampled number receive before being retired?

- Each number receives up to 9 calls over the course of 2-3 days

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
- Answer choices are reversed in questions to make sure people are listening, ie.
What is your party registration?
Press 1 for Not registered to vote (end)
Press 2 for Democrat
Press 3 for Republican
Press 4 Independent/other
- When a voting intention question is asked, we use a similar approach listing “not likely to vote” as the first choice
- In the online polls, if questions have multiple answer choices like the Democratic Primary or the Most Important issue, those questions are set up to randomize the answer order and then compared with the IVR sample to look for significant differences in the data sets and to investigate the possible causes of those differences

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/Reutons 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 (from "specific" to "general"), 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.

$$SE = \frac{1}{\sqrt{n}}$$

- 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. In the polls we mention that the CI should be read as the MOE with +/-.

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 by 2016 voter model of gender, age, education, party affiliation, mode, ethnicity and region.
- Weights are based on SOS election division voter registration numbers where available. Exit polls and Census Hot Reports are also used.

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, but a caveat is included in the poll results regarding the interpretation of subsets.

Survey (Online)

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

Male

Female

2. What is your party registration?

Not registered to vote (end)

Democrat

Republican

Independent/other

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

Approve

Disapprove

Neutral or no opinion

4. Which primary or caucus are you going to vote in?

Republican Primary or Caucus (go to 5)

Democratic Primary or Caucus (go to 6)

Unsure (go to 10)

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

Donald Trump (go to 10)

Bill Weld (go to 10)

Joe Walsh (go to 10)

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

Michael Bennet

Joe Biden

Bernie Sanders

Elizabeth Warren

Pete Buttigieg

Andrew Yang

Michael Bloomberg

Amy Klobuchar

Tulsi Gabbard

Tom Steyer

Cory Booker

Deval Patrick

Julian Castro

John Delaney

Marianne Williamson

Someone Else (go to 8)

7. Will you definitely vote for your candidate or is there 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

8. If Hilliary Clinton announced she was running for president again, would you vote for her in the Democratic Primary instead of your current choice?

Yes

No

Unsure

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. Who did you vote for in the 2016 election?

Donald Trump

Hillary Clinton

Someone else

Did not vote

15. 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

16. What is your age range?

18-29 years

30-49 years

50-64 years

65 or more years

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

High school or less

Some college

College graduate

Postgrad or higher

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

Very Liberal

Somewhat Liberal

Moderate

Somewhat Conservative

Very Conservative

19. 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

20. Do you support or oppose impeaching President Trump?

Support

Oppose

Unsure

21. The USMCA is a renegotiation of the NAFTA trade deal between the United States, Canada and Mexico. Do you approve or disapprove of the USMCA?

Approve

Disapprove

Unsure

Have not heard of this

22. Which of the following health care policies are you most supportive of?

Medicare for All

Public Option
Keep as is
Undecided

23. Which of the following health care policies are you least supportive of?

Medicare for All
Public Option
Keep as is
Undecided

24. Which of the following holiday greetings do you prefer?

Merry Christmas
Happy Holidays
Something Else

25. Do you think this decade was better or worse than the previous decade?

Better
Worse
The Same
Unsure

26. Do you think the next decade will be better or worse than this decade?

Better
Worse
The Same
Unsure

27. Do you think your smart devices are listening to you?

Yes
No (go to 29)
Unsure (go to 29)

28. Do you care that your smart devices are listening to you?

Yes
No
Unsure

29. What state do you live in? (map)

30. code:805

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 4 for not registered to vote (end)
Press 1 for Democrat
Press 2 for Republican
Press 3 for Independent/other

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. Which primary or caucus are you going to vote in?
Press 1 for Republican Primary or Caucus (go to 5)
Press 2 for Democratic Primary or Caucus (go to 6)
Press 3 for Unsure (go to 11)

5. Who would you be most likely to vote for in the Republican primary or caucus 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)

6. Of the following Democratic candidates for President, who would you be most likely to support? (randomized)
Press 1 for Michael Bennet (go to 8)
Press 2 for Joe Biden (go to 8)
Press 3 for Bernie Sanders (go to 8)
Press 4 for Elizabeth Warren (go to 8)
Press 5 for Pete Buttigieg (go to 8)
Press 6 for Andrew Yang (go to 8)
Press 7 for Michael Bloomberg (go to 8)
Press 8 for Amy Klobuchar (go to 8)
Press 9 to hear more candidates names (go to 7)
Press 0 to repeat

7. Of the following Democratic candidates for President, who would you be most likely to support?
Press 1 for Tulsi Gabbard
Press 2 for Tom Steyer
Press 3 for Cory Booker
Press 4 for Deval Patrick
Press 5 for Julian Castro
Press 6 for John Delaney
Press 7 for Marianne Williamson

Press 8 for Someone Else (go to 8)

8. Will you definitely vote for your candidate or is there 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

9. If Hilliary Clinton announced she was running for president again, would you vote for her in the Democratic Primary instead of your current choice?

Press 1 for Yes

Press 2 for No

Press 3 for Unsure

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Press 2 for Bernie Sanders

13. What about Donald Trump or Elizabeth Warren?

Press 1 for Donald Trump

Press 2 for Elizabeth Warren

14. What about Donald Trump or Pete Buttigieg?

Press 1 for Donald Trump

Press 2 for Pete Buttigieg

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Press 2 for Somewhat Liberal

Press 3 for Moderate

Press 4 for Somewhat Conservative

Press 5 for Very Conservative

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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

21. Do you support or oppose impeaching President Trump?

Press 1 for Support

Press 2 for Oppose

Press 3 for Unsure

22. The USMCA is a renegotiation of the NAFTA trade deal between the United States, Canada and Mexico. Do you approve or disapprove of the USMCA?

Press 1 for Approve

Press 2 for Disapprove

Press 3 for Unsure

Press 4 for Have not heard of this

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Press 1 for Medicare for All

Press 2 for Public Option

Press 3 for Keep as is

Press 4 for Undecided

24. Which of the following health care policies are you least supportive of?

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Press 2 for Public Option

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Press 3 for Something Else

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Press 1 for Better

Press 2 for Worse

Press 3 for The Same

Press 4 for Unsure

27. Do you think the next decade will be better or worse than this decade?

Press 1 for Better

Press 2 for Worse

Press 3 for The Same

Press 4 for Unsure

28. Do you think your smart devices are listening to you?

Press 1 for Yes

Press 2 for No (end)

Press 3 for Unsure (end)

29. Do you care that your smart devices are listening to you?

Press 1 for Yes

Press 2 for No

Press 3 for Unsure