

Checklist for AAPOR TI

Survey: April 2022 North Carolina Primary Poll

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.	Emerson College Nexstar Media
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.	See Below
3. A definition of the population under study and its geographic location.	Likely voters in North Carolina
4. Dates of data collection.	April 2-4, 2022
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 was collected using a list of 10,000 mobile numbers and a multi-stage probability sample of 23,238 landlines provided by L2, with an online panel provided by Amazon Mturk.
6. The name of the sample supplier, if the sampling frame and/or the sample itself was provided by a third party.	Aristotle, LLC Amazon MTurk L2
7. The methods used to recruit the panel or participants, if the sample was drawn from a pre-recruited panel or pool of respondents.	Amazon MTurk uses opt in panels and not online ads to recruit participants
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, 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
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.	IVR, Online, and SMS-to-web

<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=1,047, with a Credibility Interval (CI) similar to a poll’s margin of error (MOE) of +/- 3.3 percentage points.</p> <p>The Republican primary sample consisted of very likely voters, n=508, with a Credibility Interval (CI) similar to a poll’s margin of error (MOE) of +/- 4.3 percentage points.</p> <p>A screening question was asked if the voter was a likely voter. If the respondent said they were not likely to vote, they 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 was weighted by gender, age, education, race, and region based on 2020 turnout modeling</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>emersonpolling@emerson.edu</p>

1. Do you approve or disapprove of the job Joe Biden is doing as President?
 - Approve
 - Disapprove
 - Unsure or no opinion

2. How likely are you to vote in the May 17th Primary?
 - Very likely
 - Somewhat likely
 - Not very likely (go to 4)
 - Not at all likely (go to 4)

3. What is your party registration? (FOR PRIMARY VOTERS)
 - Not registered to vote (end)
 - Democrat (go to 8)
 - Republican (go to 6)

Unaffiliated or Independent (go to 5)

4. What is your party registration? (FOR NON-PRIMARY VOTERS)

Not registered to vote (end)

Democrat (go to 8)

Republican (go to 8)

Unaffiliated or Independent (go to 8)

5. What primary do you plan to vote in?

Democratic primary (go to 7)

Republican primary (go to 5)

6. In the Republican primary for the U.S. Senate, who do you plan to vote for? (randomized)

Marjorie K. Eastman

David Flaherty

Benjamin E. Griffiths

Kenneth Harper, Jr.

Pat McCrory

Charles Kenneth Moss

Lichia Sibhatu

Debora Tshiovo

Mark Walker

Jen Banwart

Lee Brian

Leonard Bryant

Ted Budd

Drew Bulecza

Undecided

7. If Donald Trump endorsed a candidate, would that make you more or less likely to vote for that candidate?

More likely

Less likely

No difference

8. In a hypothetical matchup for U.S. Senate between Ted Budd and Cheri Beasley, who would you vote for at this time?

Republican Ted Budd

Democrat Cheri Beasley

Undecided

9. In a hypothetical matchup for U.S. Senate between Pat McCrory and Cheri Beasley, who would you vote for at this time?

Republican Pat McCrory

Democrat Cheri Beasley

Undecided

10. In a hypothetical matchup for U.S. Senate between Marjorie K. Eastman and Cheri Beasley, who would you vote for at this time?
Republican Marjorie K. Eastman
Democrat Cheri Beasley
Undecided
11. In a hypothetical matchup for U.S. Senate between Mark Walker and Cheri Beasley, who would you vote for at this time?
Republican Mark Walker
Democrat Cheri Beasley
Undecided
12. Who did you vote for in the 2020 election?
Joe Biden
Donald Trump
Someone else
Did not vote
13. 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
14. What is your age range?
18-29 years
30-49 years
50-64 years
65 or more years
15. What is the highest level of education you have attained?
High school or less
Some college
College graduate
Postgrad or higher
16. Please select the type of area where you live
Urban/city
Suburban
Rural
17. What is your gender
Male
Female
Nonbinary or other

18. What congressional district do you live in?