

Checklist for AAPOR TI

Survey: North Carolina Pre-election 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
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.	October 13-14, 2020
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 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.	Data was collected using a list of 12,000 mobile numbers and 20,000 landlines provided by Aristotle Inc. with an online panel provided by Amazon Mturk of n=301.
6. The name of the sample supplier, if the sampling frame and/or the sample itself was provided by a third party.	Aristotle, LLC MTurk
7. The methods used to recruit the panel or participants, if the sample was drawn from a pre-recruited panel or pool of respondents.	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 and 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 registered voters, n=721, with a Credibility Interval (CI) similar to a poll’s margin of error (MOE) of +/- 3.6% percentage points.</p> <p>A screening question was asked if the voter was registered and the voting intention. If the respondent said they were not registered or were not voting, 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, party affiliation, race and region based on 2016 voter turnout modeling. 2016 vote magnitude was used but new voters were included based on their actual sample (2.8%) and was based on Aristotle Voter 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>

Survey Instrument

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

Male

Female

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

Approve

Disapprove

Neutral or no opinion

3. What is your party registration?

Not registered to vote (end)

Democrat

Republican

Unaffiliated

4. When it comes to voting in the November election, which of the following best describes your intention?

I do not plan to vote in the election (end)

I already voted

Voting early either by mail or in person (go to 6)

Voting on election day (go to 6)

Not sure how I will vote (go to 6)

5. Who did you vote for?

Donald Trump (go to 9)

Joe Biden (go to 8)

Someone else (go to 10)

6. If the Presidential Election were held today, would you vote for Donald Trump or Joe Biden?

Donald Trump (go to 9)

Joe Biden (go to 8)

Someone else (go to 10)

Undecided (go to 7)

7. Which candidate are you leaning towards at this time?

Donald Trump (go to 9)

Joe Biden (go to 8)

8. How excited are you to support Joe Biden?

Extremely excited (go to 10)

Very excited (go to 10)

Mildly excited (go to 10)

Not that excited (go to 10)

9. How excited are you to support Donald Trump?

Extremely excited

Very excited

Mildly excited

Not that excited

10. If the election for US Senate was being held today, for whom would you cast your vote?

Democrat Cal Cunningham

Republican Thom Tillis

Undecided

11. If the election for Governor was being held today, for whom would you cast your vote?

Democrat Roy Cooper

Republican Dan Forest

Undecided

12. Who did you vote for in the 2016 election?

Donald Trump

Hillary Clinton

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

30-44 years

45-64 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. Do text messages revealing that Senate candidate Cal Cunningham had an extramarital affair make you more or less likely to vote for him?

More likely

Less likely

No difference

Have not heard of this issue

18. Does Senator Thom Tillis' recent COVID-19 diagnosis make you more or less likely to vote for him?

More likely

Less likely

No difference

Have not heard of this issue

19. In your opinion, how would you describe Joe Biden's political ideology?

Very liberal

Somewhat liberal

Moderate

Somewhat conservative

Very conservative

20. In your opinion, how would you describe Donald Trump's political ideology?

Very liberal

Somewhat liberal

Moderate

Somewhat conservative

Very conservative

21. What congressional district do you live in?

1st district: Rep. G. K. Butterfield (D)

2nd district: Rep. George Holding (R)

3rd district: Rep. Greg Murphy (R)

4th district: Rep. David Price (D)

5th district: Rep. Virginia Foxx (R)

6th district: Rep. Mark Walker (R)

7th district: Rep. David Rouzer (R)

8th district: Rep. Richard Hudson (R)

9th district: Rep. Dan Bishop (R)

10th district: Rep. Patrick McHenry (R)

11th district: vacant- seat formerly held by Rep. Mark Meadows (R)

12th district: Rep. Alma Adams (D)

13th district: Rep. Ted Budd (R)

Code: 805