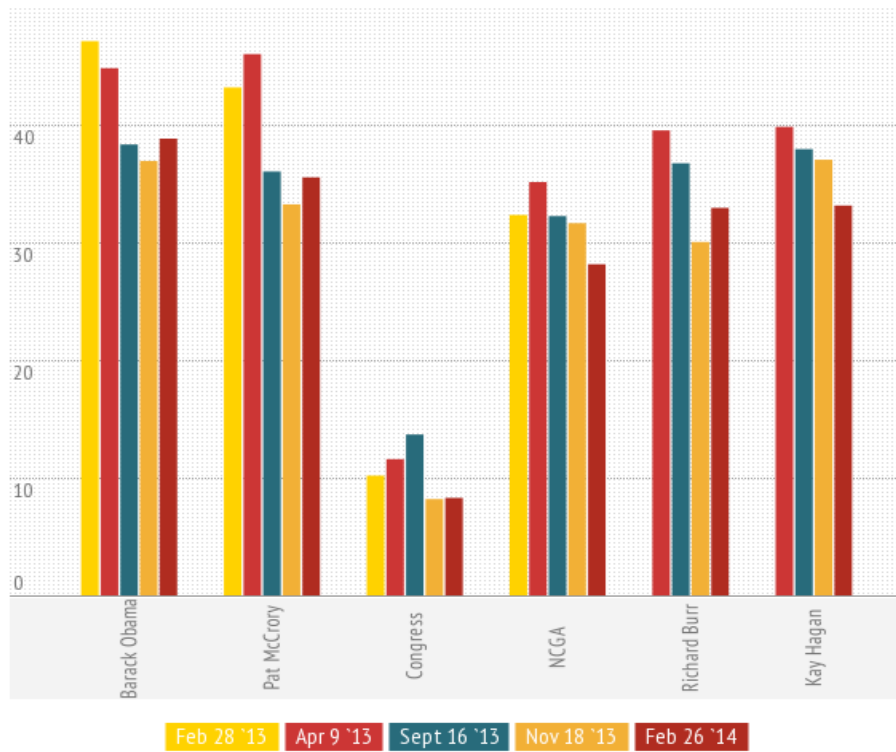
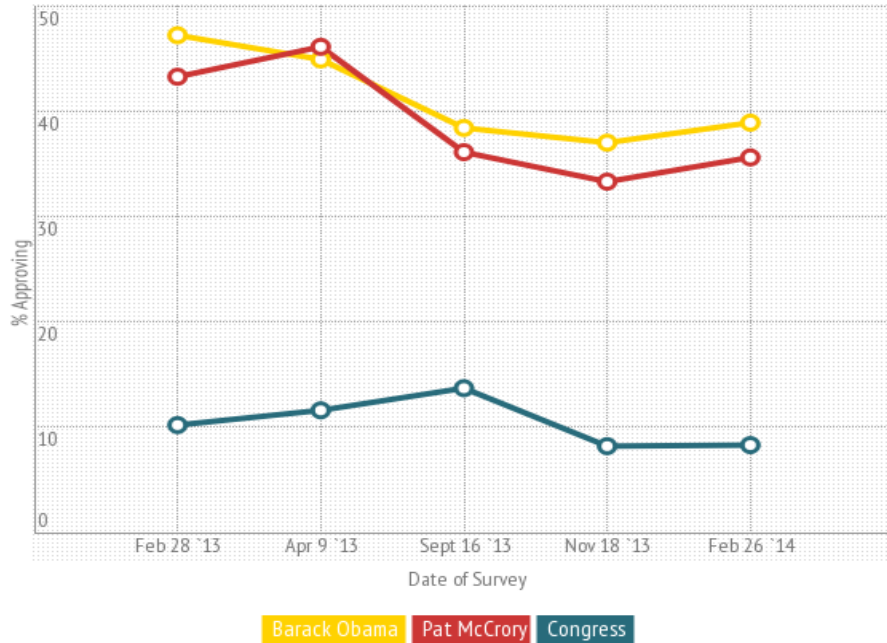


February 23-26, 2014 State Public Opinion Survey

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Job Approval Ratings in NC February 21- 26, 2014



Feb. 23-26, 2014; ± 3.22%; 925 Registered NC Voters

For more information visit: www.elon.edu/elonpoll

EXECUTIVE SUMMARY

The Elon University Poll conducted a live-caller, dual frame (landline and cell phone) survey of 925 registered voters on February 23-26, 2014. The survey has a margin of error of 3.22 percentage points and asked a battery of questions related to job performance of public officials and support or opposition to various public policies.

Approval Rating for President Barack Obama and Congress

The previous Elon University Poll was conducted shortly after the last debt-ceiling crisis. At that point in time, public approval of both the President of the United States and the U.S. Congress was at its lowest for the year. Our first poll of 2014 finds Congress's approval rating remaining in the single digits (8%). Barack Obama's approval ratings are slightly better now than they were after the debt-ceiling crisis, but still remain quite low (39%), and a majority of respondents (over 51%) disapprove of the job the president is doing.

Approval Rating for Governor Pat McCrory and the General Assembly

Governor McCrory saw a slight improvement in approval rating since November (from 33.3% to 35.6%), but more respondents disapproved (43%) of the Governor's job performance than approved. The public was even less impressed with the performance of the North Carolina General Assembly, which saw a small decline in approval (from 31.7% to 28.2%). This is especially interesting, given that the General Assembly hasn't been in session since July 26, 2014.

Approval Ratings for Senators Hagan and Burr

While the president, the governor, and Senator Burr saw small increases in approval ratings, Senator Kay Hagan was not as fortunate. Senator Hagan saw a decline (almost 4%) in job approval and a five point increase in her disapproval numbers. Hagan's support has declined even among Democrats. In November, 63% approved of the job the Senator was going, now only 55% feel the same way.

Thom Tillis Name Recognition and Favorability

Thom Tillis, a candidate in the GOP primary race for U.S. Senate, saw substantial gains in name recognition. In November only 28% of registered voters recognized the name of the Speaker of the House Representative in the General Assembly. This February poll found 38% now recognize the candidate's name but over 58% of respondents still do not. Respondents who said they recognized the name were asked if they had a favorable or unfavorable opinion of Thom Tillis. Only 18% said they had a favorable opinion of the Representative and candidate for U.S. Senate, almost 34% said they had an unfavorable opinion of Tillis, and over 48% said they didn't know or were unsure.

Affordable Care Act (Obamacare)

The results from the 2013 November and the February 2014 polls found remarkably similar levels of support and opposition to the Affordable Care Act. In November, 30.5% believed Obamacare would make the healthcare situation in the state better. This February poll found almost identical numbers (30%). In both November (54%), and now in February (52%), over half of registered voters believed the healthcare legislation would make the healthcare situation worse in North Carolina.

Marijuana Legalization

Although many national polls show a majority supports the legalization of marijuana, this is not the case in North Carolina. The February poll found a majority of registered voters (51%) in the state oppose the legalization of marijuana. A year ago, the Elon University Poll asked respondents if they supported or opposed allowing doctors in the state to proscribe medical marijuana. Approximately 76% of respondents supported the idea, but such support does not seem to equate to support for the general legalization of the drug.

Gay Marriage

Seventeen states currently allow same-sex marriage, but North Carolina continues to have a constitutional ban on gay marriage. National public opinion polls frequently show a majority of the public believes same-sex marriages should be legally recognized. The results from the February poll found most North Carolina registered

voters do not feel the same way. A majority of respondents (51%) said they opposed gay marriage. This is a slight increase in opposition from a September 2013 Elon Poll which found just under 47% opposing same-sex marriage.

Dan River Coal Ash Spill Awareness

On February 2nd of this year it was discovered that the retired Duke Energy Steam Station in Eden was leaking coal ash into the Dan River. The extent of the environmental damage caused by the spill is still being assessed, and state and federal regulators are currently determining what penalties the energy company may face regarding the spill. The Elon Poll asked registered voters if they had heard anything about the spill. Nearly 36% of respondents said they had heard a lot about the spill, 38% said they had heard a little, and 26% said they had heard nothing at all.

-Dr. Kenneth E. Fernandez and Dr. Jason A. Husser

FREQUENCIES

Approval President

Do you [approve or disapprove] of the way Barack Obama is handling his job as president?

Approve.....	359.....	38.90%
Disapprove.....	474.....	51.30%
Don't know.....	89.....	9.60%
Refused.....	3.....	0.30%
N=.....	925.....	100.00%

Approval Congress

Do you [approve or disapprove] of the way Congress is doing its job?

Approve.....	77.....	8.30%
Disapprove.....	767.....	82.90%
Don't know.....	77.....	8.40%
Refused.....	4.....	0.40%
N=.....	925.....	100.00%

Approval Governor

Do you [approve or disapprove] of the way Pat McCrory is handling his job as governor?

Approve.....	329.....	35.60%
Disapprove.....	399.....	43.10%
Don't know.....	192.....	20.80%
Refused.....	5.....	0.50%
N=.....	925.....	100.00%

Approval NCGA

What about the state legislature in Raleigh? Do you [approve or disapprove] of the way the North Carolina General Assembly is doing its job?

Approve.....	261.....	28.20%
Disapprove.....	421.....	45.50%
Don't know.....	237.....	25.60%
Refused.....	6.....	0.70%
N=.....	925.....	100.00%

Approval Hagan

Do you [approve or disapprove] of the way Kay Hagan is handling her job as US Senator?

Approve.....	307.....	33.20%
Disapprove.....	450.....	48.60%
Don't know.....	167.....	18.10%
Refused.....	1.....	0.10%
N=.....	925.....	100.00%

Approval Burr

Do you [approve or disapprove] of the way Richard Burr is handling his job as US Senator?

Approve.....	305.....	33.00%
Disapprove.....	293.....	31.70%
Don't know.....	323.....	34.90%
Refused.....	4.....	0.40%
N=.....	925.....	100.00%

Tillis Recognition

Do you recognize the name Thom Tillis?

Yes.....	351.....	38.00%
No.....	541.....	58.50%
Don't Know.....	33.....	3.50%
N=.....	925.....	100.00%

Tillis Favorability

Do you have a favorable or unfavorable opinion about Thom Tillis?

Favorable.....	63.....	18.00%
Unfavorable.....	118.....	33.60%
Don't Know (or Neither).....	170.....	48.40%
N=.....	351.....	100.00%

Affordable Care Act / Obamacare

In the long run, how do you think the Affordable Care Act, often referred to as Obamacare, will affect the healthcare situation in North Carolina as a whole?

[Will it make things better, not make much difference, or will it make things worse?]

Make Things Better	278	30.00%
Not Make Much Difference	109	11.80%
Make Things Worse	480	51.90%
Don't Know	58	6.30%
N=	925	100.00%

Marijuana Legalization

Do you [support or oppose] legalization of marijuana in North Carolina?

Support.....	357	38.60%
Oppose.....	472	51.00%
Don't Know / No Opinion	95	10.30%
Refused.....	1	0.10%
N=	925	100.00%

Gay Marriage

Do you [support or oppose] [gay/same-sex] marriage?

Support.....	368	39.70%
Oppose.....	474	51.30%
Don't Know / No Opinion	81	8.80%
Refused.....	2	0.20%
N=	925	100.00%

Coal Ash Spill Awareness

How much, if anything, have you heard about the recent accident in which coal ash was spilled into a North Carolina river?

A lot	330	35.70%
A little	353	38.10%
Nothing at all	241	26.10%
Don't Know	1	0.10%
N=	925	100.00%

DEMOGRAPHICS

Party Identification

Generally speaking, do you usually think of yourself as a Democrat, Republican, Independent, or something else?

Democrats	303	33.20%
Independents	355	38.80%
Republicans	255	28.00%
N=	913	100.00%

Education

How much school have you completed?

Less than HS	25	2.70%
High School / GED	161	17.40%
Some College/ AA / Technical	315	34.00%
College Graduate	260	28.10%
Graduate School	161	17.40%
Don't Know	1	0.10%
Refused	2	0.20%
N=	925	100.00%

Race

For statistical purposes only, could you please tell me your race or ethnic background?

White	678	73.30%
Black	200	21.60%
Other	47	5.10%
N=	925	100.00%

Age

How old are you?

18-30	180	19.50%
31-40	166	18.00%
41-50	161	17.40%
51-65	262	28.30%
65+	156	16.80%
N=	925	100.00%

Income

Is your annual household income more or less than \$50,000?

(If = Under \$50,000) Is it more or less than \$25,000?

(If = Over \$50,000) Is it more or less than \$75,000?

Less than \$25,000.....	144.....	15.60%
\$25,000 to \$50,000	216.....	23.30%
\$50,000 to \$75,000	142.....	15.30%
More than \$75,000	318.....	34.40%
Don't Know	47.....	5.10%
Refused.....	58.....	6.30%
N=	925.....	100.00%

Gender

Was the person male or female? (coded after interview)

Male	438.....	47.30%
Female	487.....	52.70%
N=	925.....	100.00%

CROSS-TABULATIONS

Approval President

Do you [approve or disapprove] of the way Barack Obama is handling his job as president?

Presidential Approval and Party					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	81	13	6	0	100
Independents	28	56	16	0	100
Republicans	4	89	6	1	100
Total	39	51	10	0	100

Presidential Approval and Age					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	38	47	15	0	100
31-40	39	51	9	1	100
41-50	41	50	9	1	100
51-65	40	51	9	0	100
65+	36	56	8	0	100
Total	39	51	10	0	100

Presidential Approval and Race					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	27	64	9	0	100
Black	79	9	11	0	100
Other	46	37	17	0	100
Total	39	51	10	0	100

Presidential Approval and Gender					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	36	54	10	0	100
Female	42	48	10	0	100
Total	39	51	10	0	100

Approval Congress

Do you [approve or disapprove] of the way Congress is doing its job?

Congressional Approval and Party

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	12	80	8	0	100
Independents	6	86	8	0	100
Republicans	7	82	10	1	100
Total	8	83	8	0	100

Congressional Approval and Age

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	15	69	15	1	100
31-40	7	83	9	1	100
41-50	7	86	6	1	100
51-65	6	88	6	0	100
65+	7	86	7	0	100
Total	8	83	8	0	100

Congressional Approval and Race

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	6	86	7	1	100
Black	15	72	13	0	100
Other	17	77	6	0	100
Total	8	83	8	0	100

Congressional Approval and Gender

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	8	85	6	1	100
Female	8	81	10	0	100
Total	8	83	8	0	100

Approval Governor

Do you [approve or disapprove] of the way Pat McCrory is handling his job as governor?

Governor Approval and Party					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	17	69	15	0	100
Independents	35	38	27	1	100
Republicans	59	21	19	1	100
Total	36	43	21	1	100

Governor Approval and Age					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	32	38	28	2	100
31-40	30	47	23	1	100
41-50	45	40	15	0	100
51-65	35	47	18	0	100
65+	36	45	19	0	100
Total	35	44	20	0	100

Governor Approval and Race					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	39	39	22	1	100
Black	18	66	16	0	100
Other	53	23	23	0	100
Total	35	44	20	0	100

Governor Approval and Gender					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	40	41	18	1	100
Female	31	46	22	0	100
Total	35	44	20	0	100

Approval NCGA

What about the state legislature in Raleigh? Do you [approve or disapprove] of the way the North Carolina General Assembly is doing its job?

General Assembly Approval and Party					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	22	57	21	0	100
Independents	25	48	26	0	100
Republicans	39	28	31	2	100
Total	28	46	26	1	100

General Assembly Approval and Age					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	31	38	31	1	100
31-40	26	49	25	0	100
41-50	30	46	23	1	100
51-65	27	52	20	1	100
65+	26	41	33	0	100
Total	28	46	26	1	100

General Assembly Approval and Race					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	29	44	26	1	100
Black	22	52	26	0	100
Other	40	39	20	0	100
Total	28	46	26	1	100

General Assembly Approval and Gender					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	32	48	19	1	100
Female	24	44	31	1	100
Total	28	46	26	1	100

Approval Hagan

Do you [approve or disapprove] of the way Kay Hagan is handling her job as US Senator?

Kay Hagan Approval and Party					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	55	27	18	0	100
Independents	30	52	18	0	100
Republicans	12	70	18	0	100
Total	33	49	18	0	100

Kay Hagan Approval and Age					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	40	38	21	0	100
31-40	27	53	20	0	100
41-50	30	53	17	0	100
51-65	36	47	17	0	100
65+	31	52	17	0	100
Total	33	48	18	0	100

Kay Hagan Approval and Race					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	26	55	18	0	100
Black	57	27	16	0	100
Other	39	38	23	0	100
Total	33	48	18	0	100

Kay Hagan Approval and Gender					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	34	50	17	0	100
Female	33	47	19	0	100
Total	33	48	18	0	100

Approval Burr

Do you [approve or disapprove] of the way Richard Burr is handling her job as US Senator?

Richard Burr Approval and Party					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	29	36	35	1	100
Independents	31	36	33	0	100
Republicans	42	20	38	0	100
Total	33	31	35	0	100

Richard Burr Approval and Age					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	38	28	34	0	100
31-40	26	32	41	1	100
41-50	36	34	30	1	100
51-65	31	32	37	0	100
65+	35	31	34	1	100
Total	33	31	35	0	100

Richard Burr Approval and Race					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	34	31	34	1	100
Black	29	31	39	0	100
Other	37	32	31	0	100
Total	33	31	35	0	100

Richard Burr Approval and Gender					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	40	32	28	0	100
Female	27	31	41	1	100
Total	33	31	35	0	100

Tillis Recognition

Do you recognize the name Thom Tillis?

Tillis Name Recognition and Party				
	Yes	No	Don't Know	Total
	%	%	%	%
Democrats	36	61	3	100
Independents	37	59	4	100
Republicans	43	54	4	100
Total	38	58	3	100

Tillis Name Recognition and Age				
	Yes	No	Don't Know	Total
	%	%	%	%
18-30	10	85	5	100
31-40	33	64	3	100
41-50	40	59	1	100
51-65	50	46	5	100
65+	57	40	3	100
Total	38	58	3	100

Tillis Name Recognition and Race				
	Yes	No	Don't Know	Total
	%	%	%	%
White	43	54	3	100
Black	26	71	3	100
Other	25	68	7	100
Total	38	58	3	100

Tillis Name Recognition and Gender				
	Yes	No	Don't Know	Total
	%	%	%	%
Male	42	55	3	100
Female	35	61	4	100
Total	38	58	3	100

Tillis Favorability

Do you have a favorable or unfavorable opinion about Thom Tillis?

Tillis Favorability and Party				
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
Democrats	6	53	41	100
Independents	19	34	47	100
Republicans	29	14	56	100
Total	18	34	48	100

Tillis Favorability and Age					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
18-30	10	30	60	0	100
31-40	28	26	46	0	100
41-50	16	34	51	0	100
51-65	15	37	48	0	100
65+	19	35	45	1	100
Total	18	34	48	0	100

Tillis Favorability and Race					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
White	21	32	47	0	100
Black	7	45	48	0	100
Other	0	26	74	0	100
Total	18	34	48	0	100

Tillis Favorability and Gender					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
Male	23	33	44	0	100
Female	13	35	52	0	100
Total	18	34	48	0	100

Affordable Care Act / Obamacare

In the long run, how do you think the Affordable Care Act, often referred to as Obamacare, will affect the healthcare situation in North Carolina as a whole?
[Will it make things better, not make much difference, or will it make things worse?]

ACA Expectations and Party

	Make Things Better	Not Make Much Difference	Make Things Worse	Don't Know	Total
	%	%	%	%	%
Democrats	57	15	20	9	100
Independents	27	11	56	6	100
Republicans	3	12	83	3	100
Total	30	12	51	6	100

ACA Expectations and Age

	Make Things Better	Not Make Much Difference	Make Things Worse	Don't Know	Total
	%	%	%	%	%
18-30	31	14	51	4	100
31-40	26	18	51	4	100
41-50	28	11	53	8	100
51-65	35	9	49	7	100
65+	29	9	53	10	100
Total	30	12	51	6	100

ACA Expectations and Race

	Make Things Better	Not Make Much Difference	Make Things Worse	Don't Know	Total
	%	%	%	%	%
White	21	10	63	5	100
Black	58	19	14	9	100
Other	41	14	37	8	100
Total	30	12	51	6	100

ACA Expectations and Gender

	Make Things Better	Not Make Much Difference	Make Things Worse	Don't Know	Total
	%	%	%	%	%
Male	31	13	52	5	100
Female	30	12	50	8	100
Total	30	12	51	6	100

Marijuana Legalization

Do you [support or oppose] legalization of marijuana in North Carolina?

Marijuana Legalization and Party					
	Support	Oppose	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	43	46	11	0	100
Independents	47	42	11	0	100
Republicans	23	68	10	0	100
Total	39	51	10	0	100

Marijuana Legalization and Age					
	Support	Oppose	Don't Know	Refused	Total
	%	%	%	%	%
18-30	54	39	7	0	100
31-40	47	40	13	0	100
41-50	30	57	13	0	100
51-65	36	53	10	0	100
65+	25	63	12	0	100
Total	39	51	11	0	100

Marijuana Legalization and Race					
	Support	Oppose	Don't Know	Refused	Total
	%	%	%	%	%
White	39	50	11	0	100
Black	36	54	10	0	100
Other	42	49	10	0	100
Total	39	51	11	0	100

Marijuana Legalization and Gender					
	Support	Oppose	Don't Know	Refused	Total
	%	%	%	%	%
Male	46	46	8	0	100
Female	32	55	13	0	100
Total	39	51	11	0	100

Gay Marriage

Do you [support or oppose] gay marriage?

Gay Marriage and Party					
	Support	Oppose	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	48	42	10	0	100
Independents	47	43	10	0	100
Republicans	22	70	7	0	100
Total	40	50	9	0	100

Gay Marriage and Age					
	Support	Oppose	Don't Know	Refused	Total
	%	%	%	%	%
18-30	56	38	6	0	100
31-40	43	48	9	0	100
41-50	42	46	11	1	100
51-65	35	53	11	0	100
65+	26	65	8	0	100
Total	40	50	9	0	100

Gay Marriage and Race					
	Support	Oppose	Don't Know	Refused	Total
	%	%	%	%	%
White	41	50	9	0	100
Black	36	53	12	0	100
Other	42	49	9	0	100
Total	40	50	9	0	100

Gay Marriage and Gender					
	Support	Oppose	Don't Know	Refused	Total
	%	%	%	%	%
Male	39	51	9	0	100
Female	41	49	9	0	100
Total	40	50	9	0	100

Coal Ash Spill Awareness

How much, if anything, have you heard about the recent accident in which coal ash was spilled into a North Carolina river?

Coal Ash Spill Awareness and Party					
	A lot	A little	Nothing at all	Don't Know	Total
	%	%	%	%	%
Democrats	35	39	26	0	100
Independents	39	35	26	0	100
Republicans	33	41	26	0	100
Total	36	38	26	0	100

Coal Ash Spill Awareness and Age					
	A lot	A little	Nothing at all	Don't Know	Total
	%	%	%	%	%
18-30	20	36	44	0	100
31-40	26	33	41	0	100
41-50	38	46	16	0	100
51-65	44	40	16	0	100
65+	48	34	17	0	100
Total	36	38	26	0	100

Coal Ash Spill Awareness and Race					
	A lot	A little	Nothing at all	Don't Know	Total
	%	%	%	%	%
White	38	39	23	0	100
Black	30	36	34	0	100
Other	28	29	43	0	100
Total	36	38	26	0	100

Coal Ash Spill Awareness and Gender					
	A lot	A little	Nothing at all	Don't Know	Total
	%	%	%	%	%
Male	41	37	21	0	100
Female	31	39	30	0	100
Total	36	38	26	0	100

Basic Methodological Information

Mode:	Live Interviewer RDD Telephone Interviews (Dual Frame: Cell Phone and Landlines)
Population & Sample Area	North Carolina; Registered Voters
Dates in the field:	February 23-26, 2014
Sample Size	925
Margin of Error	±3.22
Confidence Level	95%
Weighting Variables	Age , Race, Gender, & Phone Ownership

The Elon University Poll uses a stratified random sample of households with telephones and wireless (cell) telephone numbers. Please direct questions about the Elon University Poll's methodology to the Director of the Elon University Poll, Dr. Kenneth Fernandez at 336-278-6438 or kfernandez@elon.edu.

Procedures Used for Conducting the Poll

The Elon University Poll uses CATI system software (Computer Assisted Telephone Interviewing) for the administration of surveys. We attempt to reach each working telephone number in the sample up to five times. We only interview residents of North Carolina who are over 18. The Elon University Poll conducted the survey over a four-day period. Live interviewers called from 4 p.m. to 8 p.m. Sunday (2/23); 4:30 p.m. on Monday, Tuesday and Wednesday (2/24 – 2/26).

Additional Methodological Decisions

Branching Questions

For many questions with multiple response options, we program our surveys to branch into a secondary probing question.

“Don't Know” & “Refused” Response Options

All questions include an option for respondents to volunteer “don't know” or to refuse. In the vast majority of questions, interviewers do not prompt “don't know” responses.

Weighting

We typically weight results from the Elon University Poll on multiple demographic characteristics: race, gender, household size, region, education, and age. Weighting rarely leads to substantial changes in results. We use iterative raking, adjusting one dimension at a time. We include detailed information about weighting of survey samples for each poll on both the Elon University Poll website and within released reports.

Within Household Randomization

For landlines, we use the common “oldest-youngest” technique to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.

Completion Criteria

An interview is a complete only if a respondent progresses through the entire survey. Respondents who hang up before completing the last question or who refused more than 10 % of the questions are incompletes.

Support for Transparency

The Elon University Poll supports transparency in survey research and is a supporter of the American Association for Public Opinion Research Transparency Initiative, which is a program promoting openness and transparency about survey research methods and operations among survey research professionals and the industry. All information about the Elon University Poll that we released to the public conforms to reporting conventions recommended by the American Association for Public Opinion Research and the National Council on Public Polls.

Question Construction and Question Order

In releasing survey results, the Elon University Poll provides the questions as worded and the order in which respondents receive these questions. In some cases question ordering rotates to avoid biases. In an effort to provide neutral, non-biased questions, we attempt to observe conventional question wording and question order protocols in all of our polls. In order to avoid recency or primacy effects, we randomize candidate names and directional response options (e.g. support / oppose) within the text of each question. We pretest every questionnaire multiple times before entering the field.

Sampling

Survey Sampling International, LLC, provide samples of telephone numbers. To equalize the probability of telephone selection, sample telephone numbers are systematically stratified according to subpopulation strata (e.g., a zip code, a county, etc.), which yields a sample from telephone exchanges in proportion to each exchange's share of telephone households in the population of interest. Estimates of telephone households in the population of interest are generally obtained from several databases. Samples of household telephone numbers are distributed across all eligible blocks of numbers in proportion to the density of listed households assigned in the population of interest according to a specified subpopulation stratum. Upon determining the projected (or preferred) sample size, a sampling interval is calculated by summing the number of listed residential numbers in each eligible block within the population of interest and dividing that sum by the number of sampling points assigned to the population. From a random start between zero and the sampling interval, blocks are selected systematically in proportion to the density of listed household "working blocks."

A block (also known as a bank) is a set of contiguous numbers identified by the first two digits of the last four digits of a telephone number. A working block contains three or more working telephone numbers. Exchanges are assigned to a population on the basis of all eligible blocks in proportion to the density of working telephone households. Once each population's proportion of telephone households is determined, then a sampling interval, based on that proportion, is calculated and specific exchanges and numbers are randomly selected.

The wireless component of the study sample starts with determining which area code-exchange combinations in North Carolina are included in the wireless or shared Telcordia types. Similar to the process for selecting household telephone numbers, wireless numbers involve a multi-step process in which blocks of numbers are determined for each area code-exchange combination in the Telcordia types. From a random start within the first sampling interval, a systematic nth selection of each block of numbers is performed and a two-digit random number between 00 and 99 is appended to each selected nth block stem. The intent is to provide a stratification that will yield a sample that is representative both geographically and by large and small carrier. From these, a random sample is generated.

Because exchanges and numbers are randomly selected, unlisted as well as listed numbers are included in the sample. Thus, the sample of numbers generated for the population of interest constitutes a random sample of telephone households and wireless numbers of the population.

Frequently Asked Questions about our Methodology

1. *Who pays for the Elon University Poll?*
Elon University fully funds the Elon University Poll.
2. *Does the Elon University Poll favor a certain party?*
The Elon University Poll is an academic, non-partisan survey. We do not engage or work with any political candidates or parties. We employ best practices to ensure the results are not biased.
3. *Where do you get your numbers?*
We obtain samples of randomized phone numbers from Survey Sample International.
4. *How many times do you call a number before giving up?*
We will attempt to call each working number up to five times before removing it from the sample.
5. *Do you call both cell phones and land lines?*
Yes. We use a mixed sample of both cell phones and landlines. We weight on phone ownership to adjust for the higher probability of selection of those who own both cell phones and landline phones.
6. *Does the Elon University Poll do IVR surveys or automated “robopolls”?*
No. Well-trained students at Elon University conduct all our interviews.
7. *Do you report non-response rates?*

Yes. We report non-response rates based on AAPOR guidelines. The response rate for the Feb. 2014 Poll was 12.7%, which approximates or exceeds the national average response rates of other high quality survey organizations.

8. *Do you weight the data?*

Yes. We apply weights to the data. An iterative proportional fitting algorithm generates weights based on Census and CDC population parameters of residents in North Carolina. Registered voter screens sometimes cause final weighted variables to not match those parameters exactly- which is intended.

9. *Do you randomize response options?*

Yes. We rotate the order of candidate names in all applicable questions. We also rotate order of text for other questions, such as those that include response options such as “more” and “less.” Furthermore, we rotate the order of some questions themselves if we suspect the order of a question could bias results.

10. *Do you conduct within-household randomization?*

Yes. For landlines, we use the common “oldest-youngest” rotation to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.

The Elon University Poll Team

- Dr. Kenneth Fernandez is the Director of the Elon University Poll. Dr. Fernandez holds a Ph.D. in Political Science from University of California – Riverside. Dr. Fernandez is Assistant Professor of Political Science at Elon University. He has published numerous articles in peer-reviewed social science journals.
- Dr. Jason Husser is the Assistant director. Dr. Husser holds a Ph.D. in Political Science from Vanderbilt University. Dr. Husser is also Assistant Professor of Political Science at Elon University. He was previously the Associate Coordinator of the Vanderbilt University Poll.
- John Robinson serves as Director of Communications for the Poll. He is a former newspaper editor, veteran journalist, and North Carolina native.
- Daniel Anderson is Vice President of Elon University Communications.
- Eric Townsend is Director of the Elon University News Bureau. Both work very closely with the directors in communicating results of the poll.



Fernandez



Husser



Robinson

Faculty members in the Department of Political Science, chaired by Dr. Sharon Spray, are also involved in advising the directors.

The poll operates under the auspices of the College of Arts and Sciences at Elon University, led by Dean Alison Morrison-Shetlar.

The Elon University administration, led by Dr. Leo Lambert, president of the university, fully supports the Elon University Poll as part of its service commitment to state, regional, and national constituents. Elon University fully funds the Elon University Poll. Because of this generous support, the Elon University poll does not engage in any contract work. This permits the Elon University Poll to operate as a neutral, non-biased, non-partisan resource.

Elon University students administer the survey as part of the University's commitment to civic engagement and experiential learning where "students learn through doing." Student interviewers receive extensive training prior to engaging in interviewing. A team of student supervisors (led by Mary Young '14) assists the directors with quality control and monitoring.

For more information on the Elon University Poll, visit www.elon.edu/elonpoll

Or contact:

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