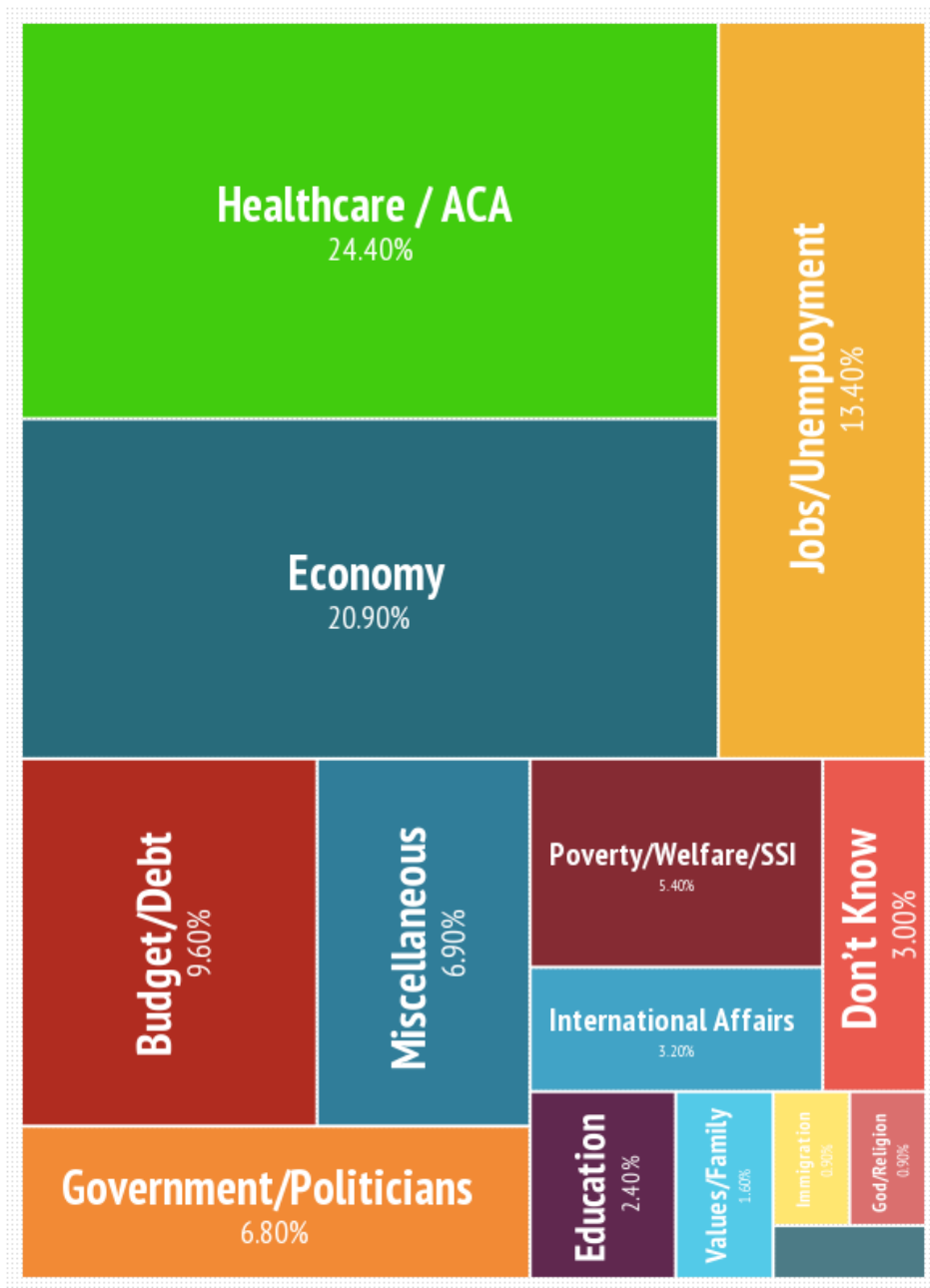


**November 15-18, 2013**  
**State Public Opinion Survey**

**Most Important Issue to North Carolinians**



For more information visit [www.elon.edu/elonpoll](http://www.elon.edu/elonpoll)

Nov. 15-18, 2013; ± 3.76%; 681 Registered NC Voters

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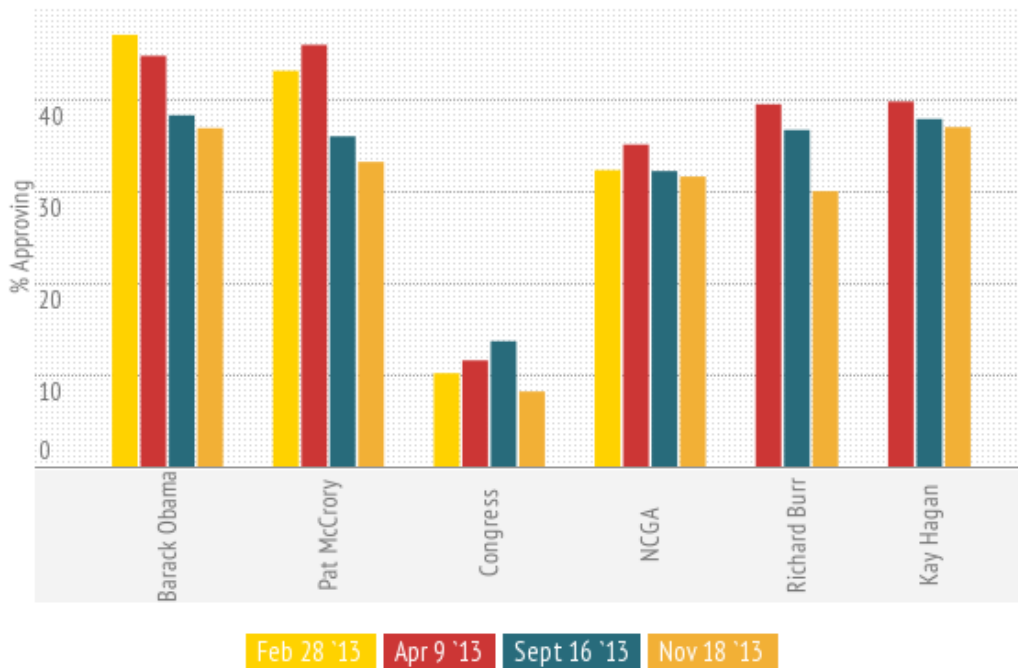
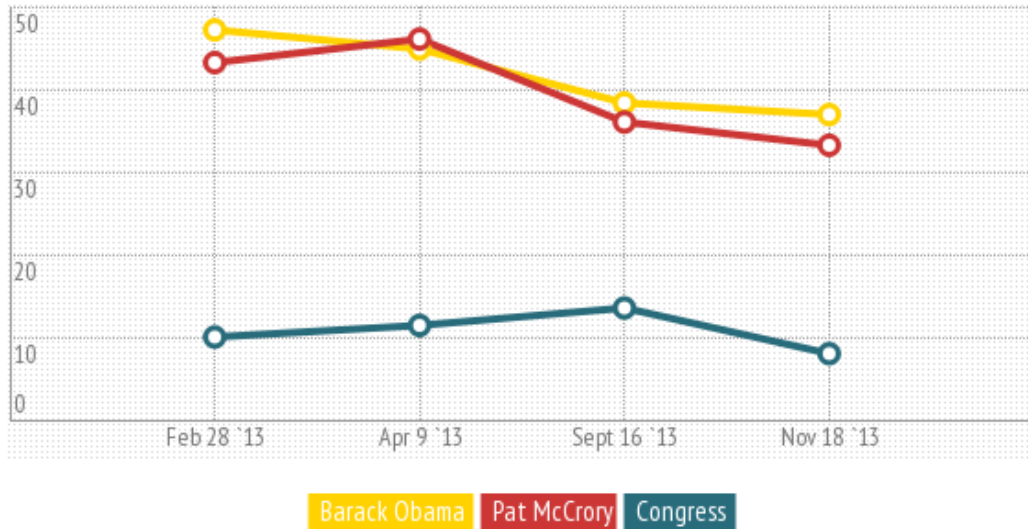
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## Job Approval Ratings in NC Nov 2013



Nov. 15-18, 2013; ± 3.76%; 681 Registered NC Voters

For more information visit: [www.elon.edu/elonpoll](http://www.elon.edu/elonpoll)

## EXECUTIVE SUMMARY

The Elon University Poll conducted a live-caller, dual frame (landline and cell phone) survey of 681 registered voters on November 15-18, 2013. The survey has a margin of error of 3.76 percentage points and asks 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**

President Barack Obama's approval rating continues to decline among registered voters in North Carolina. In February of this year the president saw approval ratings of over 47%. In April approval dropped to 45% and in September, the president saw a 6.5% drop in approval (38.4%). This most recent survey found only 37% approving and over 54% disapproving of the president's performance. Barack Obama still has wide approval from Democrats and African-Americans, but that support has declined since September; from 79% to 71% for Democrats and from 83% to 75% for African Americans.

### **Approval Rating for Governor Pat McCrory**

Governor Pat McCrory also saw a drop in his approval rating. Only 33% of registered voters said they approve of the governor's job performance, compared to 36% in September and 46% this past April. McCrory had relatively strong approval ratings from Republicans (64%), but approval from independents (29%) and Democrats (15%) was thin. Approval for the governor was lower among women (30%) than men (37%). Only 12% of African Americans approved of the governor's job performance. This is a noticeable drop in African American support since September (22%) and April (38%).

### **Approval Rating for Congress**

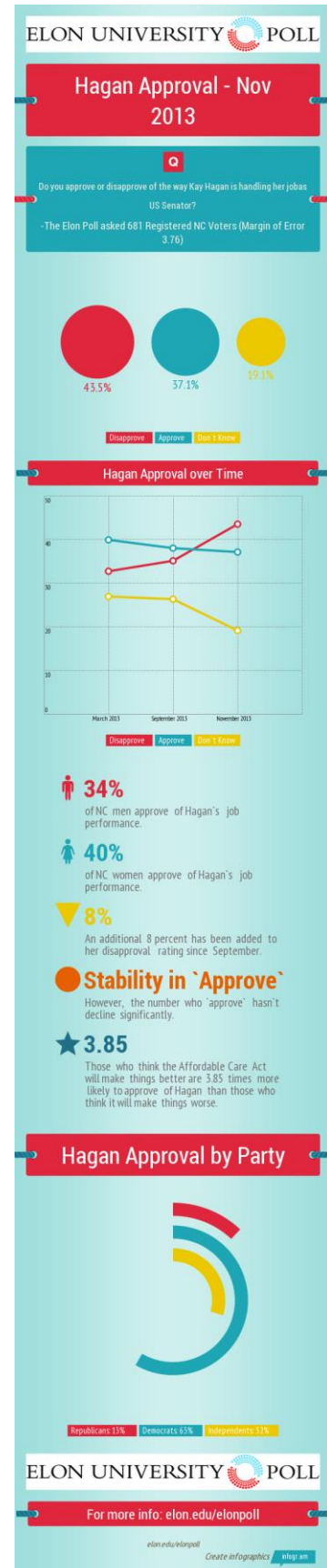
For most of 2013 the approval rating for Congress seemed to increase slowly from historic lows. In February, approval for Congress was just above 10%. This increased to almost 12% in April and to almost 14% in September of this year. This positive trend reversed this month and approval ratings for Congress dropped to almost 8%, the lowest approval rating since the Elon Poll has asked this specific question.

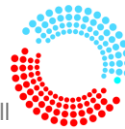
## Approval Ratings for Senators Hagan and Burr

For most of the year the two United States Senators representing North Carolina had very similar approval ratings and approval for both Senators had remained stable over the previous three Elon University Polls. The results in this most recent November survey show some significant changes in approval ratings for the senators. This may not be much of a surprise given Congress's low approval rating and the government shutdown in October. Although Senator Hagan's approval numbers only declined by 1%, her disapproval numbers jumped up more than 8 percentage points. Senator Burr's approval numbers dropped more than 6 points, while his disapproval numbers increased by almost 6 percentage points. Although Burr's disapproval numbers increased to 33%, they are far lower than Hagan's disapproval numbers (43.5%). When asked about Senator Burr's job performance most respondents (35.5%) said they "didn't know." Far fewer respondents (19%) said "don't know" when asked about Senator Hagan, a clear reaction to the fact that Hagan is running for reelection in 2014. Hagan's approval rating among Democrats increased since September (from 56% to 63%), while Republican support for Senator Burr declined from 47% to 41%.

## The 2014 U.S. Senate Republican Primary

The November Poll asked respondents about three candidates in North Carolina who will face each other in the Republican Primary race for the U.S. Senate in May of 2014. Registered voters were asked if they recognized the names Thom Tillis, Mark Harris, and Greg Brannon. If a respondent said they recognized a name they were then given a follow up





question as to whether they have a favorable or unfavorable opinion about the individual. Respondents were not told that the individual was running for any office.

The results show that although Thom Tillis's name recognition is fairly low (28%) and even declined by about 3 points since September, he is much better known in the state than his opponents. Only 17% of registered voters recognized the name Mark Harris and less than 10% of respondents recognized the name Greg Brannon. Thom Tillis's small drop in name recognition may not be surprising given that the North Carolina General Assembly is no longer in session and state and national attention on some of the controversial laws coming out of the General Assembly has started to decline. The most surprising finding was that there was almost no difference in name recognition for Tillis, Harris, and Brannon among Democrats, Independents and Republicans.

Nineteen percent (19%) of those who said they had heard of Thom Tillis went on to say they had a favorable opinion of the Speaker of the North Carolina House of Representatives. Thirty-two percent said they had an unfavorable opinion of Tillis, while over 46% said they didn't know or had neither a favorable or unfavorable opinion of Tillis. Republicans were much more likely to have a favorable opinion of Tillis (37%), but that has dropped since September (44%).

Of the approximately 17% of registered voters who recognized the name Mark Harris over 25% had a favorable opinion of the minister from Charlotte, compared to less than 18% with an unfavorable opinion. Thirty-four percent (34%) of Republicans had a favorable opinion of Harris, compared to 24% for Democrats and 22% for Independents. Of the 17% who recognized Mark Harris's name, most (56%) could not say whether they had a favorable or unfavorable opinion of the candidate. Of the approximately 10% of registered voters who recognized the name Greg Brannon over 27% had a favorable opinion of the doctor from Cary, compared to 24% with an unfavorable opinion. Forty-seven percent (47%) could not say whether they had a favorable or unfavorable opinion of the candidate.

## **Approval Rating for the General Assembly**

Although approval for the General Assembly in Raleigh is much higher than it is for the U.S. Congress, approval remains fairly low. Fewer than 32% of voters said they approve of the state legislature's job performance, which is similar to what the Elon University Poll found in September, April and February of this year. Unlike approval ratings for Congress, there are strong partisan differences in approval of the General Assembly. Only 17% of Democrats approve of the state legislature compared to 32% of Independents and 50% of Republicans. Approval of the General Assembly tended to be lower among women (25%) than men (39%) and lower among African Americans (21%) than whites (35%).

## **Reputation of North Carolina as a Good Place to Live**

Most registered voters felt the national reputation of North Carolina as a good place to live has gotten worse (43%), compared to 34% who said it has stayed the same and 21% who felt the state's reputation has improved. Republicans were more likely to think the state's reputation has improved (29%), compared to 19% of Independents, and 16% of Democrats. Women were more likely (48%) to say the state's reputation has been tarnished than men (37%). Younger respondents (age 18-30) were more likely to say North Carolina's reputation has gotten worse.

## **Most Important Issue**

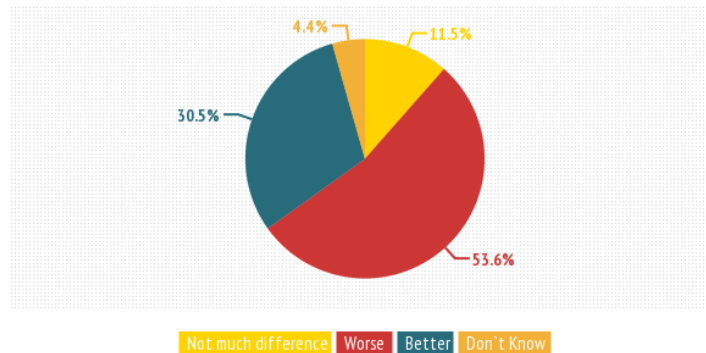
Healthcare or Obamacare (24%) was the most frequent response to the open-ended question, "what do you think is the most important issue in the United States." This was a 15% increase since September. This increase seems to be an obvious reaction to the increased media attention on healthcare and the problems plaguing the Affordable Care Act implementation and website, along with the controversy surrounding the reports of people not able to keep their prior insurance plans. The economy was a close second, with 21%, followed by a related issue; jobs and unemployment (13%), followed then by the budget and debt (10%).

## Voter Identification

Sixty-five percent (65%) of registered voters support the law requiring photo identification in order to vote. This is a 5 point drop in support since September. Republicans (96%) are the most supportive of a voter id law, followed by Independents (68%), then Democrats (36%). Although Republican support for the law has increased by 2%, support among Independents and Democrats has dropped 6 percentage points. September was the first time the Elon Poll found that a majority of Democrats and African Americans oppose photo identification requirements in order to vote. In prior polls a majority of both Democrats and African Americans supported the voter ID law. This recent poll confirms that a growing majority (62%) of Democrats and African Americans (69%) oppose the voter identification law.

## Support for "Obamacare" in NC Nov. 2013

In the long run, how do you think the 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?



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## Affordable Care Act (Obamacare)

Over half of registered voters (53.6%) believe the Affordable Care Act will make the healthcare situation in North Carolina worse. This is a 4 percentage point increase since September. Only 30% said it would make things better, while 12% said it wouldn't make much difference. A majority (58%) of Democrats believe it will make healthcare better in North Carolina, while only 24 percent of Independents and 5% of Republicans felt the



same way. Women (34%) were more likely than men (27%) to think the Affordable Care Act would make things better, but still almost half of women said it would make things worse. African Americans were more optimistic about healthcare reform than whites, with 55% believing Obamacare would improve healthcare in North Carolina (compared to 23% of whites). This is a 9 percent decline in optimism among African Americans since September.

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.....	252	37.00%
Disapprove .....	371	54.40%
Don't know.....	57	8.40%
Refused.....	1	0.20%
N= .....	681	100.00%

### Approval Congress

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

Approve.....	56	8.20%
Disapprove .....	576	84.60%
Don't know.....	46	6.75%
Refused.....	3	0.45%
N= .....	681	100.00%

### Approval Governor

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

Approve.....	227	33.30%
Disapprove .....	297	43.60%
Don't know.....	152	22.30%
Refused.....	5	0.70%
N= .....	681	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.....	216	31.70%
Disapprove .....	320	47.00%
Don't know.....	144	21.20%
Refused.....	1	0.20%
N= .....	681	100.00%

## Approval Hagan

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

Approve.....	252	37.10%
Disapprove .....	296	43.50%
Don't know.....	130	19.10%
Refused.....	3	0.40%
N= .....	681	100.00%

## Approval Burr

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

Approve.....	205	30.10%
Disapprove .....	225	33.10%
Don't know.....	242	35.50%
Refused.....	9	1.30%
N= .....	681	100.00%

## Tillis Recognition

Do you recognize the name Thom Tillis?

Yes.....	191	28.00%
No.....	477	70.00%
Don't Know .....	12	1.80%
Refused.....	1	0.10%
N= .....	681	100.00%

## Tillis Favorability

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

Favorable .....	37	19.40%
Unfavorable .....	61	31.90%
Don't Know (or Neither) .....	88	46.10%
Refused.....	5	2.60%
N= .....	191	100.00%

## Harris Recognition

Do you recognize the name Mark Harris?

Yes .....	118	17.30%
No.....	548	80.50%
Don't Know .....	14	2.00%
Refused.....	1	0.10%
N= .....	681	100.00%

## Harris Favorability

Do you have a favorable or unfavorable opinion about Mark Harris?

Favorable .....	30	25.40%
Unfavorable.....	21	17.80%
Don't Know (or Neither) .....	66	56.00%
Refused.....	1	0.80%
N= .....	118	100.00%

## Brannon Recognition

Do you recognize the name Greg Brannon?

Yes .....	66	9.70%
No.....	597	87.70%
Don't Know .....	17	2.40%
Refused.....	1	0.10%
N= .....	681	100.00%

## Brannon Favorability

Do you have a favorable or unfavorable opinion about Greg Brannon?

Favorable .....	18	27.30%
Unfavorable.....	16	24.20%
Don't Know (or Neither) .....	31	47.00%
Refused.....	1	1.50%
N= .....	66	100.00%

## NC National Reputation

Compared to a year ago, do you think the national reputation of North Carolina as a good place to live [has improved, stayed the same, or gotten worse (rotate)]?

Improved .....	140	20.60%
Stayed same .....	234	34.20%
Gotten worse .....	290	42.60%
Don't Know .....	18	2.60%
N= .....	681	100.00%

## Most Important Issue

What do you think is the most important issue in the United States?  
[open-ended response]

Healthcare .....	165	24.40%
Economy .....	142	20.90%
Jobs/Unemployment.....	91	13.40%
Budget/Debt .....	65	9.60%
Miscellaneous .....	47	6.90%
Government/Politicians .....	46	6.80%
Poverty/Welfare/SSI .....	36	5.40%
International Affairs .....	22	3.20%
Don't Know .....	20	3.00%
Education .....	16	2.40%
Values/Family.....	11	1.60%
Immigration .....	6	0.90%
God/Religion .....	6	0.90%
Energy/Environment.....	5	0.70%
N= .....	678	100.00%

## Voter ID Support

As you may know, the state legislature passed a law requiring voters to show some sort of government approved photo identification before they are allowed to vote . . . do you [support or oppose] this law?

Support.....	439	64.50%
Oppose.....	229	33.60%
Don't Know / No Opinion .....	13	1.90%
N= .....	681	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 .....	208	30.50%
Not Make Much Difference .....	78	11.50%
Make Things Worse .....	365	53.60%
Don't Know .....	30	4.40%
N= .....	681	100.00%

## DEMOGRAPHICS

### Party Identification

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

- Would you call yourself a strong Democrat or not a strong Democrat?
- Would you call yourself a strong Republican or not a strong Republican?
- Do you think of yourself as closer to the Republican Party or Democratic Party?

Strong Democrat .....	131	19.20%
Not strong Democrat .....	90	13.20%
Democrat Leaning Independent .....	91	13.40%
Independent .....	78	11.50%
Republican Leaning Independent.....	103	15.10%
Not strong Republican.....	65	9.50%
Strong Republican.....	106	15.60%
Don't Know .....	12	1.80%
Refused.....	5	0.70%
N= .....	681	100.00%

### Education

How much school have you completed?

Less than HS.....	24	3.70%
High School / GED .....	123	18.10%
Some College/ AA / Technical.....	212	31.10%
College Graduate .....	182	26.70%
Graduate School .....	137	20.10%
Don't Know .....	2	0.30%
N= .....	681	100.00%

## Ideology

When it comes to politics, do you usually think of yourself as liberal, moderate, conservative, or haven't you thought much about this?

- Would you call yourself extremely conservative or not extremely conservative?
- Would you call yourself extremely liberal or not extremely liberal?
- Would you call yourself slightly conservative or slightly liberal?
- If you had to choose, would you consider yourself a liberal, a conservative, or a moderate?

Extremely Liberal .....	26 .....	3.80%
Liberal .....	79 .....	11.60%
Slightly Liberal .....	101 .....	14.80%
Moderate .....	94 .....	13.80%
Slightly Conservative .....	135 .....	19.80%
Conservative .....	117 .....	17.20%
Extremely Conservative .....	83 .....	12.20%
Don't Know .....	43 .....	6.30%
Refused.....	3 .....	0.50%
N= .....	681 .....	100.00%

## Church Attendance

Lots of things come up that keep people from attending religious services even if they want to. Thinking about your life these days, do you ever attend religious services, apart from occasional weddings, baptisms or funerals?

[If Yes] Do you go to religious services every week, almost every week, once or twice a month, a few times a year, or never?

Never.....	159 .....	23.30%
A few times a year.....	80 .....	11.70%
Once or twice a month ....	92 .....	13.60%
Almost every week .....	107 .....	15.70%
Every week.....	234 .....	34.30%
Don't Know .....	5 .....	0.80%
Refused.....	4 .....	0.60%
N= .....	681 .....	100.00%

## Race

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

White .....	490 .....	71.90%
Black .....	151 .....	22.20%
Other .....	40 .....	5.90%
N= .....	681 .....	100.00%

## Religion

Do you consider yourself Christian, Jewish, Muslim, something else, or not religious? (If religion = Christian) Do you consider yourself Protestant, Catholic, Mormon, or something else? If religion = Protestant or Christian something else) Would you call yourself a born-again Christian, that is, have you personally had a conversion experience related to Jesus Christ?)

Born-Again Christian .....	333	48.90%
Catholic .....	53	7.80%
Other Christian .....	154	22.60%
Not Religious .....	68	10.00%
Other .....	54	7.90%
Don't Know .....	18	2.60%
Refused.....	1	0.20%
N= .....	681	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.....	121	17.80%
\$25,000 to \$50,000 .....	168	24.70%
\$50,000 to \$75,000 .....	117	17.20%
More than \$75,000 .....	202	29.70%
Don't Know .....	35	5.10%
Refused.....	38	5.60%
N= .....	681	100.00%

## Age

How old are you?

18-30 .....	142	20.90%
31-40 .....	118	17.30%
41-50 .....	100	14.70%
51-65 .....	203	29.70%
65+ .....	118	17.40%
N= .....	681	100.00%

## Gender

Was the person male or female?

Male .....	326	47.90%
Female .....	355	52.10%
N= .....	681	100.00%



## CROSS-TABULATIONS

### Approval President

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

<b>Barack Obama Approval and Party Identification</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	71	18	10	0	100
<b>Independents</b>	31	60	9	0	100
<b>Republicans</b>	4	91	5	0	100
<b>Don't Know / Refused</b>	22	60	15	3	100
<b>Total</b>	37	54	8	0	100

<b>Barack Obama Approval and Gender</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	35	58	7	0	100
<b>Female</b>	39	51	9	0	100
<b>Total</b>	37	54	8	0	100

<b>Barack Obama Approval and Age</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	39	42	19	0	100
<b>31-40</b>	41	55	4	0	100
<b>41-50</b>	37	57	6	0	100
<b>51-65</b>	33	61	6	0	100
<b>65+</b>	37	55	6	1	100
<b>Total</b>	37	54	8	0	100

<b>Barack Obama Approval and Race</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	24	69	7	0	100
<b>Black</b>	75	13	12	0	100
<b>Other</b>	54	37	9	0	100
<b>Total</b>	37	54	8	0	100

## Approval Congress

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

<b>Congress Approval and Party Identification</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	10	84	6	1	100
<b>Independents</b>	7	86	6	0	100
<b>Republicans</b>	7	85	8	0	100
<b>Don't Know / Refused</b>	14	68	15	3	100
<b>Total</b>	8	85	7	0	100

<b>Congress Approval and Gender</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	9	87	4	0	100
<b>Female</b>	8	82	9	0	100
<b>Total</b>	8	85	7	0	100

<b>Congress Approval and Age</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	7	85	8	0	100
<b>31-40</b>	12	78	9	0	100
<b>41-50</b>	11	82	7	0	100
<b>51-65</b>	7	88	5	1	100
<b>65+</b>	5	87	7	1	100
<b>Total</b>	8	85	7	0	100

<b>Congress Approval and Race</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	7	87	6	0	100
<b>Black</b>	12	77	12	0	100
<b>Other</b>	11	89	0	0	100
<b>Total</b>	8	85	7	0	100

## Approval Governor

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

<b>Pat McCrory Approval and Party Identification</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	15	68	17	1	100
<b>Independents</b>	29	41	29	1	100
<b>Republicans</b>	64	18	18	0	100
<b>Don't Know / Refused</b>	29	38	34	0	100
<b>Total</b>	33	44	22	1	100

<b>Pat McCrory Approval and Gender</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	37	40	22	1	100
<b>Female</b>	30	47	23	0	100
<b>Total</b>	33	44	22	1	100

<b>Pat McCrory Approval and Age</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	32	45	22	1	100
<b>31-40</b>	28	42	30	0	100
<b>41-50</b>	37	45	18	0	100
<b>51-65</b>	34	43	23	0	100
<b>65+</b>	36	45	18	2	100
<b>Total</b>	33	44	22	1	100

<b>Pat McCrory Approval and Race</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	40	36	23	1	100
<b>Black</b>	12	67	19	1	100
<b>Other</b>	33	44	23	0	100
<b>Total</b>	33	44	22	1	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?

<b>NCGA Approval and Party Identification</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	17	68	14	0	100
<b>Independents</b>	32	46	22	0	100
<b>Republicans</b>	50	20	29	1	100
<b>Don't Know / Refused</b>	31	47	22	0	100
<b>Total</b>	32	47	21	0	100

<b>NCGA Approval and Gender</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	39	44	18	0	100
<b>Female</b>	25	50	25	0	100
<b>Total</b>	32	47	21	0	100

<b>NCGA Approval and Age</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	41	41	19	0	100
<b>31-40</b>	33	48	19	0	100
<b>41-50</b>	27	49	23	1	100
<b>51-65</b>	29	48	23	0	100
<b>65+</b>	27	50	23	0	100
<b>Total</b>	32	47	21	0	100

<b>NCGA Approval and Race</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	35	42	23	0	100
<b>Black</b>	21	61	18	0	100
<b>Other</b>	36	57	7	0	100
<b>Total</b>	32	47	21	0	100

## Approval Hagan

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

<b>Hagan Approval and Party Identification</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	63	19	18	0	100
<b>Independents</b>	32	47	21	0	100
<b>Republicans</b>	13	68	18	1	100
<b>Don't Know / Refused</b>	12	63	22	3	100
<b>Total</b>	37	43	19	0	100

<b>Hagan Approval and Gender</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	34	46	19	0	100
<b>Female</b>	40	41	19	0	100
<b>Total</b>	37	43	19	0	100

<b>Hagan Approval and Age</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	45	34	21	0	100
<b>31-40</b>	35	42	23	0	100
<b>41-50</b>	30	48	21	1	100
<b>51-65</b>	36	48	16	1	100
<b>65+</b>	38	45	17	0	100
<b>Total</b>	37	43	19	0	100

<b>Hagan Approval and Race</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	31	50	19	1	100
<b>Black</b>	53	24	23	0	100
<b>Other</b>	51	42	7	0	100
<b>Total</b>	37	43	19	0	100

## Approval Burr

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

<b>Burr Approval and Party Identification</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	25	40	33	2	100
<b>Independents</b>	28	34	37	1	100
<b>Republicans</b>	41	21	38	1	100
<b>Don't Know / Refused</b>	16	58	26	0	100
<b>Total</b>	30	33	36	1	100

<b>Burr Approval and Gender</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	34	33	32	1	100
<b>Female</b>	27	33	38	1	100
<b>Total</b>	30	33	36	1	100

<b>Burr Approval and Age</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	26	33	39	1	100
<b>31-40</b>	31	28	41	0	100
<b>41-50</b>	31	33	34	2	100
<b>51-65</b>	29	37	32	2	100
<b>65+</b>	34	31	33	1	100
<b>Total</b>	30	33	36	1	100

<b>Burr Approval and Race</b>					
	<u>Approve</u>	<u>Disapprove</u>	<u>Don't know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	31	32	35	2	100
<b>Black</b>	26	35	39	0	100
<b>Other</b>	37	37	26	0	100
<b>Total</b>	30	33	36	1	100

## Tillis Recognition

Do you recognize the name Thom Tillis?

<b>Thom Tillis Recognition and Party Identification</b>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	28	69	2	0	100
<b>Independents</b>	28	70	2	0	100
<b>Republicans</b>	29	70	2	0	100
<b>Don't Know / Refused</b>	20	80	0	0	100
<b>Total</b>	28	70	2	0	100

<b>Thom Tillis Recognition and Gender</b>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	32	66	1	0	100
<b>Female</b>	24	73	2	0	100
<b>Total</b>	28	70	2	0	100

<b>Thom Tillis Recognition and Age</b>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	19	77	4	0	100
<b>31-40</b>	7	93	0	0	100
<b>41-50</b>	26	71	3	0	100
<b>51-65</b>	38	60	2	0	100
<b>65+</b>	43	56	1	1	100
<b>Total</b>	28	70	2	0	100

<b>Thom Tillis Recognition and Race</b>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	32	66	2	0	100
<b>Black</b>	18	80	1	0	100
<b>Other</b>	16	84	0	0	100
<b>Total</b>	28	70	2	0	100

## Tillis Favorability

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

<b>Thom Tillis Favorability and Party Identification</b>					
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	6	55	38	1	100
<b>Independents</b>	20	30	46	4	100
<b>Republicans</b>	37	7	55	2	100
<b>Don't Know / Refused</b>	0	15	85	0	100
<b>Total</b>	19	32	46	2	100

<b>Thom Tillis Favorability and Gender</b>					
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	23	30	46	1	100
<b>Female</b>	15	35	46	5	100
<b>Total</b>	19	32	46	2	100

<b>Thom Tillis Favorability and Age</b>					
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	31	29	40	0	100
<b>31-40</b>	38	24	17	21	100
<b>41-50</b>	17	11	72	0	100
<b>51-65</b>	17	36	45	2	100
<b>65+</b>	15	39	44	2	100
<b>Total</b>	19	32	46	2	100

<b>Thom Tillis Favorability and Race</b>					
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	21	30	46	3	100
<b>Black</b>	10	41	49	0	100
<b>Other</b>	14	31	55	0	100
<b>Total</b>	19	32	46	2	100



## Harris Recognition

Do you recognize the name Mark Harris?

<b>Harris Recognition and Party Identification</b>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	16	82	2	0	100
<b>Independents</b>	19	78	2	0	100
<b>Republicans</b>	16	82	1	0	100
<b>Don't Know / Refused</b>	13	83	5	0	100
<b>Total</b>	17	81	2	0	100

<b>Harris Recognition and Gender</b>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	17	81	2	0	100
<b>Female</b>	18	80	2	0	100
<b>Total</b>	17	81	2	0	100

<b>Harris Recognition and Age</b>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	23	76	1	0	100
<b>31-40</b>	17	81	3	0	100
<b>41-50</b>	17	81	3	0	100
<b>51-65</b>	16	83	2	0	100
<b>65+</b>	14	83	2	1	100
<b>Total</b>	17	81	2	0	100

<b>Harris Recognition and Race</b>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	16	81	3	0	100
<b>Black</b>	23	77	0	0	100
<b>Other</b>	10	90	0	0	100
<b>Total</b>	17	81	2	0	100

## Harris Favorability

Do you have a favorable or unfavorable opinion about Mark Harris?

<b>Harris Favorability and Party Identification</b>					
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	24	28	45	2	100
<b>Independents</b>	22	20	58	0	100
<b>Republicans</b>	34	3	63	0	100
<b>Don't Know / Refused</b>	0	0	100	0	100
<b>Total</b>	25	18	56	1	100

<b>Harris Favorability and Gender</b>					
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	27	23	48	2	100
<b>Female</b>	23	14	63	0	100
<b>Total</b>	25	18	56	1	100

<b>Harris Favorability and Age</b>					
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	34	24	42	0	100
<b>31-40</b>	20	13	67	0	100
<b>41-50</b>	11	20	69	0	100
<b>51-65</b>	28	13	56	3	100
<b>65+</b>	24	18	58	0	100
<b>Total</b>	25	18	56	1	100

<b>Harris Favorability and Race</b>					
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	23	16	60	1	100
<b>Black</b>	27	25	48	0	100
<b>Other</b>	58	0	42	0	100
<b>Total</b>	25	18	56	1	100

## Brannon Recognition

Do you recognize the name Greg Brannon?

<b>Brannon Recognition and Party Identification</b>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	11	86	3	0	100
<b>Independents</b>	9	89	2	0	100
<b>Republicans</b>	10	88	2	0	100
<b>Don't Know / Refused</b>	0	91	9	0	100
<b>Total</b>	10	88	2	0	100

<b>Brannon Recognition and Gender</b>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	9	89	2	0	100
<b>Female</b>	10	87	3	0	100
<b>Total</b>	10	88	2	0	100

<b>Brannon Recognition and Age</b>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	9	88	3	0	100
<b>31-40</b>	11	88	2	0	100
<b>41-50</b>	11	87	2	0	100
<b>51-65</b>	11	88	1	0	100
<b>65+</b>	7	87	5	1	100
<b>Total</b>	10	88	2	0	100

<b>Brannon Recognition and Race</b>					
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	10	88	3	0	100
<b>Black</b>	9	88	3	0	100
<b>Other</b>	12	88	0	0	100
<b>Total</b>	10	88	2	0	100

## Brannon Favorability

Do you have a favorable or unfavorable opinion about Greg Brannon?

<b>Brannon Favorability and Party Identification</b>					
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	22	18	56	4	100
<b>Independents</b>	25	36	39	0	100
<b>Republicans</b>	36	18	46	0	100
<b>Total</b>	27	25	47	1	100

<b>Brannon Favorability and Gender</b>					
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	25	20	52	3	100
<b>Female</b>	29	29	42	0	100
<b>Total</b>	27	25	47	1	100

<b>Brannon Favorability and Age</b>					
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	13	43	44	0	100
<b>31-40</b>	40	14	46	0	100
<b>41-50</b>	10	19	71	0	100
<b>51-65</b>	27	22	46	4	100
<b>65+</b>	52	27	21	0	100
<b>Total</b>	27	25	47	1	100

<b>Brannon Favorability and Race</b>					
	<u>Favorable</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Refused</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	25	23	50	2	100
<b>Black</b>	27	21	52	0	100
<b>Other</b>	47	53	0	0	100
<b>Total</b>	27	25	47	1	100

## NC National Reputation

Compared to a year ago, do you think the national reputation of North Carolina as a good place to live [has improved, stayed the same, or gotten worse (rotate)]?

NC National Reputation and Party Identification					
	Improved	Stayed same	Gotten worse	Don't Know	Total
	%	%	%	%	%
<b>Democrats</b>	16	20	61	3	100
<b>Independents</b>	19	40	37	4	100
<b>Republicans</b>	29	43	27	1	100
<b>Don't Know / Refused</b>	25	35	41	0	100
<b>Total</b>	21	34	43	3	100

NC National Reputation and Gender					
	Improved	Stayed same	Gotten worse	Don't Know	Total
	%	%	%	%	%
<b>Male</b>	24	36	37	2	100
<b>Female</b>	17	32	48	3	100
<b>Total</b>	21	34	43	3	100

NC National Reputation and Age					
	Improved	Stayed same	Gotten worse	Don't Know	Total
	%	%	%	%	%
<b>18-30</b>	18	31	48	3	100
<b>31-40</b>	21	40	34	5	100
<b>41-50</b>	20	43	36	1	100
<b>51-65</b>	22	31	45	2	100
<b>65+</b>	21	30	46	3	100
<b>Total</b>	21	34	43	3	100

NC National Reputation and Race					
	Improved	Stayed same	Gotten worse	Don't Know	Total
	%	%	%	%	%
<b>White</b>	20	37	42	2	100
<b>Black</b>	22	27	45	6	100
<b>Other</b>	19	34	46	1	100
<b>Total</b>	21	34	43	3	100

## Voter ID Support

As you may know, the state legislature passed a law requiring voters to show some sort of government approved photo identification before they are allowed to vote . . . do you [support or oppose] this law?

<b>Voter ID and Party ID</b>				
	<u>Support</u>	<u>Oppose</u>	<u>Don't Know / No Opinion</u>	<u>Total</u>
	%	%	%	%
<b>Democrats</b>	36	62	2	100
<b>Independents</b>	68	30	2	100
<b>Republicans</b>	96	4	0	100
<b>Don't Know / Refused</b>	61	25	14	100
<b>Total</b>	65	34	2	100

<b>Voter ID and Gender</b>				
	<u>Support</u>	<u>Oppose</u>	<u>Don't Know / No Opinion</u>	<u>Total</u>
	%	%	%	%
<b>Male</b>	66	32	2	100
<b>Female</b>	63	35	2	100
<b>Total</b>	65	34	2	100

<b>Voter ID and Age</b>				
	<u>Support</u>	<u>Oppose</u>	<u>Don't Know / No Opinion</u>	<u>Total</u>
	%	%	%	%
<b>18-30</b>	55	43	1	100
<b>31-40</b>	65	32	3	100
<b>41-50</b>	71	26	2	100
<b>51-65</b>	68	31	1	100
<b>65+</b>	63	34	2	100
<b>Total</b>	65	34	2	100

<b>Voter ID and Race</b>				
	<u>Support</u>	<u>Oppose</u>	<u>Don't Know / No Opinion</u>	<u>Total</u>
	%	%	%	%
<b>White</b>	76	22	2	100
<b>Black</b>	30	69	1	100
<b>Other</b>	55	44	1	100
<b>Total</b>	65	34	2	100

## Affordable Care Act / Obamacare

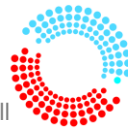
In the long run, how do you think the Affordable Care Act, often referred to as Obamacare, will affect the healthcare situation in North Carolina as a whole?  
 [Will it make things better, not make much difference, or will it make things worse?]

<b>Affordable Care Act Opinion and Party Identification</b>					
	<u>Make Things Better</u>	<u>Not Make Much Difference</u>	<u>Make Things Worse</u>	<u>Don't Know</u>	<u>Total</u>
	%	%	%	%	%
<b>Democrats</b>	58	16	19	7	100
<b>Independents</b>	24	12	61	3	100
<b>Republicans</b>	5	6	87	2	100
<b>DK / Refused</b>	27	5	52	16	100
<b>Total</b>	31	12	54	4	100

<b>Affordable Care Act Opinion and Gender</b>					
	<u>Make Things Better</u>	<u>Not Make Much Difference</u>	<u>Make Things Worse</u>	<u>Don't Know</u>	<u>Total</u>
	%	%	%	%	%
<b>Male</b>	27	12	59	2	100
<b>Female</b>	34	11	49	6	100
<b>Total</b>	31	12	54	4	100

<b>Affordable Care Act Opinion and Age</b>					
	<u>Make Things Better</u>	<u>Not Make Much Difference</u>	<u>Make Things Worse</u>	<u>Don't Know</u>	<u>Total</u>
	%	%	%	%	%
<b>18-30</b>	21	21	52	5	100
<b>31-40</b>	32	10	58	0	100
<b>41-50</b>	36	8	50	5	100
<b>51-65</b>	34	6	55	5	100
<b>65+</b>	29	14	50	7	100
<b>Total</b>	31	12	54	4	100

<b>Affordable Care Act Opinion and Race</b>					
	<u>Make Things Better</u>	<u>Not Make Much Difference</u>	<u>Make Things Worse</u>	<u>Don't Know</u>	<u>Total</u>
	%	%	%	%	%
<b>White</b>	23	8	65	4	100
<b>Black</b>	55	19	19	7	100
<b>Other</b>	29	25	41	5	100
<b>Total</b>	31	12	54	4	100



## Basic Methodological Information

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Mode:	Live Interviewer RDD Telephone Interviews (Dual Frame: Cell Phone and Landlines)
Population & Sample Area	North Carolina; Registered Voters
Dates in the field:	November 15- November 18, 2013
Sample Size	681
Margin of Error	±3.76
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](mailto: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 3 p.m. to 8 p.m. Friday (11/15); 11 a.m. to 8 p.m. on Saturday (11/16); 2p.m. to 7 p.m. on Sunday (11/17); and from 4:30 p.m. to 9:30 p.m. on Monday (11/18).

### 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 refuse to 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.

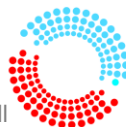
## Question Construction and Question Order

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 November 2013 Poll was 9.3%, which approximates or exceeds the

national average response rates of other high quality survey organizations. The response rate is calculated using the American Association of Public Opinion Research (AAPOR) formula RR4.

8. *Do you weight the data?*

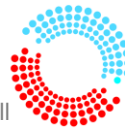
Yes. We apply weights to the data. An iterative proportional fitting algorithm generates weights based on Census parameters of residents in North Carolina.

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](http://www.elon.edu/elonpoll)**

**Or contact:**

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