

 **ELON** POLL**Opinions of Mecklenburg County Voters****In partnership with the Charlotte Observer and WBTV Channel 3**Survey of Registered Voters in Mecklenburg County
September 18-22, 2017**TABLE OF CONTENTS**

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Key Insights

Key Survey Insights

The Elon University poll conducted a live-caller, dual frame survey of registered voters living in Mecklenburg County, September 18-22, 2017. Eighty percent of respondents were Charlotte residents (80.6%, n=493). The results for Mecklenburg County overall have a margin of error of +/-3.96%. The results for only Charlotte residents have a margin of error of +/- 4.41%.

Charlotte Mayoral Race

In total, 60.5% of Charlotte voters reported they were somewhat or very excited about the upcoming mayoral race. 35.6% were not at all excited. Most Charlotte residents, 70.5%, reported they are very likely to vote in the local elections on Nov. 7, 2017. 15.1% said they are somewhat likely, and 13% said they are not at all likely to vote. Turnout in the 2015 Charlotte mayoral election was 15%.

Voters were asked about both the Democratic and Republican candidates for mayor, Vi Lyles and Kenny Smith. 39.6% of Charlotte voters held a favorable opinion of Vi Lyles, the Democratic candidate, 16.1% held an unfavorable opinion, while 23.2% didn't know enough about her to say. 17.2% of Charlotte voters held a favorable opinion of Kenny Smith, the Republican candidate, 32.0% held unfavorable views of Smith, while 28.8% didn't know enough about him to say.

When Charlotte voters were asked which issue should be the number one priority for the next mayor of Charlotte, the most frequent responses were education (17%); economic development / jobs (14%); and race relations or diversity (11%).

Schools

In addition to the mayoral race, a \$922 million school bond will be on the ballot for Mecklenburg County voters. In this poll, more than three-quarters of voters, 77.7%, support the bond to expand and upgrade existing buildings, and to build new schools. Only 14.5% expressed opposition to the measure.

Toll Roads

Most Mecklenburg County voters would rather pay for new roads by increasing taxes, instead of adding toll roads or lanes (54%). However, a substantial percentage of voters responded that they would prefer tolls to taxes (29.9%).

Affordable Housing

Charlotte's city council has pledged to increase the amount of affordable housing available to low income residents. 75.1% of Mecklenburg County voters report it is very difficult or somewhat difficult to find affordable and desirable housing (32.7% very difficult, 42.4% somewhat difficult). Fewer Mecklenburg County voters, 58.9%, said they would support the development of low income housing in their own neighborhood.

Race Relations in Mecklenburg County

When asked about whether race relations have improved since the shooting of Keith Lamont Scott in September 2016, more than half of Mecklenburg County voters, 58.2%, responded that race relations were about the same as before; 28.9% responded that relations were worse, and only 6.8% responded that relations were better.

A third of voters, 32.9%, believe the Charlotte Mecklenburg County police (CMPD) treat racial minorities fairly; while almost half, 46.6%, reported that some groups are treated better than others.

Respondents were also asked if they support granting a citizen review board the power to investigate claims of police misconduct and require police to provide information. The existing Charlotte Citizen Review Board, which handles residents' complaints of police misconduct, has requested the state legislature grant them subpoena power. 72.2% of Mecklenburg County voters indicated they support granting a citizen review board this power; 18.8% do not support it.

Street Names

Charlotte has several streets named for Confederate leaders. Most Mecklenburg County voters indicated these names do not need to be changed (64.3%). Only 24.5% said streets like Stonewall Street should have their names changed by the city.

Opioid Use

More than half of Mecklenburg County voters said that they think people's illegal use of prescription drugs should be dealt with by the medical system (54.2%) rather than the criminal justice system (26.2%).

Major League Soccer

Most Mecklenburg County voters said they would not support the use of tax dollars to build a Major League Soccer stadium (54.1%), if the city is chosen for a new team. However, a substantial percentage of voters said they would support the use of tax dollars for such a project (37.2%).

Amazon Headquarters

Charlotte is currently competing with other major North American cities to become the second headquarters of Amazon. Voters are optimistic that Charlotte is likely to win this competition; 26% said it is very likely, and 54% said it is somewhat likely.

Approval of Trump

Only 19.8% approve of the way Donald Trump is handling his job as president. Nearly seventy percent disapprove of President Trump (69.5%). In the 2016 presidential election, the Democratic candidate Hillary Clinton received 62% of the vote in Mecklenburg County. President Trump received 32% of the vote.

Approval of Cooper

More than half of Mecklenburg County voters approve of Governor Roy Cooper (52.5%) A quarter of Mecklenburg County residents disapproved (24.7%). However, 20.1% said they didn't know enough about his handling of the job to say.

Topline Results

Local Elections

Vote Likelihood

How likely are you to vote in the local elections on November 7th?

	All Mecklenburg		Charlotte	
	N	%	N	%
Very likely	409	66.90%	348	70.50%
Somewhat likely	99	16.10%	75	15.10%
Not at all likely	96	15.70%	64	13.00%
Don't know [Don't Read]	6	1.00%	5	1.10%
Refused [Don't Read]	1	0.20%	1	0.20%
N=	611	100.00%	493	100.00%

*Lyles Favorability**

Do you have a favorable or unfavorable opinion of Vi Lyles, the Democratic candidate for mayor of Charlotte?

	All Mecklenburg		Charlotte	
	N	%	N	%
Favorable	222	36.30%	195	39.60%
Unfavorable	118	19.30%	79	16.10%
Don't Know [Don't Read]	147	24.00%	115	23.20%
No opinion [Don't Read]	117	19.20%	96	19.50%
Refused [Don't Read]	7	1.20%	8	1.60%
N=	611	100.00%	493	100.00%

*Smith Favorability**

Do you have a favorable or unfavorable opinion of Kenny Smith, the Republican candidate for mayor of Charlotte?

	All Mecklenburg		Charlotte	
	N	%	N	%
Favorable	119	19.50%	85	17.20%
Unfavorable	182	29.80%	158	32.00%
Don't Know [Don't Read]	176	28.80%	142	28.80%
No opinion [Don't Read]	129	21.20%	104	21.00%
Refused [Don't Read]	4	0.70%	5	0.90%
N=	611	100.00%	493	100.00%

* Note: The order of Lyles and Smith favorability was randomized for each interview.

Excited About Race

How excited are you about the upcoming Charlotte mayoral race?

	All Mecklenburg		Charlotte	
	N	%	N	%
Very excited	128	21.00%	116	23.60%
Somewhat excited	216	35.30%	182	36.90%
Not at all excited	245	40.20%	176	35.60%
Don't know [Don't Read]	18	3.00%	16	3.30%
Refused [Don't Read]	4	0.60%	3	0.50%
N=	611	100.00%	493	100.00%

Most Important Issue

Which issue should be the number one priority for the next Mayor of Charlotte?

	All Mecklenburg		Charlotte Only	
	N	%	N	%
Education	96	16%	82	17%
Economic Development / Jobs	84	14%	70	14%
Race Relations / Diversity	65	11%	53	11%
Traffic / Roads	60	10%	42	9%
Crime	51	9%	46	10%
Housing	36	6%	35	7%
City Management	33	6%	22	5%
Taxes	16	3%	12	2%
HB2	15	3%	12	2%
Poverty	9	2%	8	2%
Health Care	8	1%	8	2%
Miscellaneous	32	5%	24	5%
Greenspace / Environment	5	1%	4	1%
Don't Know	82	14%	63	13%
N=	592	100%	481	100%

Other Issues

Toll Roads

Thinking about the road situation in Mecklenburg County, would you rather new roads be paid for by adding tolls or by increasing taxes?

	All Mecklenburg		Charlotte	
	N	%	N	%
Tolls	183	29.90%	155	31.40%
Taxes	330	54.00%	256	51.90%
Don't know [Don't Read]	83	13.60%	70	14.10%
Refused [Don't Read]	15	2.50%	13	2.60%
N=	611	100.00%	493	100.00%

Difficult to Find Affordable Housing

How difficult do you think it is to find affordable and desirable housing in Mecklenburg County? Would you say it is very difficult, somewhat difficult, or not at all difficult?

	All Mecklenburg		Charlotte	
	N	%	N	%
Very Difficult	200	32.70%	173	35.10%
Somewhat Difficult	259	42.40%	204	41.40%
Not at all difficult	113	18.40%	82	16.70%
Don't know [Don't Read]	34	5.60%	29	5.80%
Refused [Don't Read]	5	0.90%	5	1.00%
N=	611	100.00%	493	100.00%

Affordable Housing In Your Neighborhood

Charlotte's city council has pledged to increase the amount of affordable housing available to low income residents. Would you support the development of low income housing in your neighborhood?

	All Mecklenburg		Charlotte	
	N	%	N	%
Yes	360	58.90%	316	64.10%
No	200	32.70%	144	29.20%
It depends [Don't Read]	33	5.40%	23	4.70%
Don't know [Don't Read]	13	2.10%	5	1.10%
Refused [Don't Read]	5	0.80%	5	0.90%
N=	611	100.00%	493	100.00%

Trust in Schools

Do you have [more, less, or about the same level confidence] in Charlotte-Mecklenburg Schools compared with last year?

	All Mecklenburg		Charlotte	
	N	%	N	%
More	64	10.50%	54	10.90%
Less	148	24.30%	121	24.50%
About Same	284	46.60%	226	45.80%
Don't know [Don't Read]	108	17.70%	86	17.50%
Refused [Don't Read]	6	1.00%	6	1.20%
N=	611	100.00%	493	100.00%

School Bond Ballot Measure

The November ballot will include \$922 million in bonds for Charlotte-Mecklenburg Schools to build new schools and expand and upgrade existing buildings. Do you support or oppose this bond?

	All Mecklenburg		Charlotte	
	N	%	N	%
Support	475	77.70%	393	79.70%
Oppose	88	14.50%	68	13.90%
Don't plan to vote [Don't Read]	7	1.20%	4	0.80%
Don't know [Don't Read]	34	5.60%	22	4.40%
Refused [Don't Read]	6	1.00%	6	1.20%
N=	611	100.00%	493	100.00%

Opioid Use

In general, do you think people's illegal use of prescription drugs should be dealt with by [prosecutors through the criminal justice system] or by [doctors through the medical system]?

	All Mecklenburg		Charlotte	
	N	%	N	%
Criminal Justice System	160	26.20%	123	24.90%
Medical System	331	54.20%	280	56.70%
It depends [Don't read]	90	14.70%	71	14.40%
Don't know [Don't Read]	21	3.40%	11	2.30%
Refused [Don't Read]	9	1.50%	8	1.60%
N=	611	100.00%	493	100.00%

Major League Soccer

If the city of Charlotte is selected as the home for a new Major League Soccer team, would you support the use of tax dollars to build a stadium?

	All Mecklenburg		Charlotte	
	N	%	N	%
Yes	227	37.20%	189	38.20%
No	331	54.10%	259	52.60%
It depends [Don't Read]	33	5.40%	28	5.60%
Don't know [Don't Read]	14	2.40%	13	2.60%
Refused [Don't Read]	5	0.90%	5	0.90%
N=	611	100.00%	493	100.00%

Amazon Headquarters

Charlotte is currently competing with many other major North American cities to become the second headquarters of Amazon. Would you say Charlotte is very likely, somewhat likely or not at all likely to win this competition?

	All Mecklenburg		Charlotte	
	N	%	N	%
Very Likely	159	26.00%	135	27.40%
Somewhat Likely	330	54.00%	270	54.80%
Not at all likely	87	14.20%	63	12.70%
Don't know [Don't Read]	28	4.60%	18	3.70%
Refused [Don't Read]	7	1.20%	7	1.40%
N=	611	100.00%	493	100.00%

Race Relations

Race Relations in Mecklenburg County

Since the shooting of Keith Lamont Scott last September, would you say that race relations in Charlotte Mecklenburg are better, worse, or about the same as they were before?

	All Mecklenburg		Charlotte	
	N	%	N	%
Better	42	6.80%	34	6.90%
Worse	177	28.90%	141	28.70%
About the same as before	356	58.20%	290	58.80%
Don't Know [Don't Read]	26	4.30%	19	3.80%
Refused [Don't Read]	11	1.70%	9	1.80%
N=	611	100.00%	493	100.00%

Police Fair Toward Racial Minorities

Do you think the Charlotte Mecklenburg police treat racial minorities fairly, or do they treat some groups better than others?

	All Mecklenburg		Charlotte	
	N	%	N	%
Yes, treat racial minorities fairly	201	32.90%	140	28.40%
No, treat some groups better than others	285	46.60%	253	51.40%
It depends [Don't read]	23	3.80%	17	3.50%
Don't know [Don't Read]	90	14.70%	72	14.50%
Refused [Don't Read]	13	2.10%	11	2.20%
N=	611	100.00%	493	100.00%

Approval of a Citizen Review Board

Would you support granting a citizen review board the power to investigate claims of police misconduct and require police to provide information?

	All Mecklenburg		Charlotte	
	N	%	N	%
Yes	441	72.20%	371	75.20%
No	115	18.80%	83	16.90%
It depends [don't read]	14	2.30%	10	2.00%
Don't know [Don't Read]	30	4.90%	21	4.20%
Refused [Don't Read]	11	1.80%	8	1.60%
N=	611	100.00%	493	100.00%

Street Names

Should the City of Charlotte change the names of streets like Stonewall Street that are named for Confederate leaders?

	All Mecklenburg		Charlotte	
	N	%	N	%
Yes	150	24.50%	134	27.20%
No	393	64.30%	298	60.40%
It depends [Don't Read]	18	3.00%	16	3.30%
Don't know [Don't Read]	45	7.30%	39	8.00%
Refused [Don't Read]	5	0.90%	5	1.00%
N=	611	100.00%	493	100.00%

Trump & Cooper Approval

Trump Approval

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

	All Mecklenburg		Charlotte	
	N	%	N	%
Approve	121	19.80%	74	14.90%
Disapprove	425	69.50%	367	74.40%
Don't know [Don't Read]	47	7.80%	38	7.70%
Refused [Don't Read]	18	2.90%	15	3.00%
N=	611	100.00%	493	100.00%

Cooper Approval

Do you [approve] or [disapprove] of the way Roy Cooper is handling his job as Governor of North Carolina?

	All Mecklenburg		Charlotte	
	N	%	N	%
Approve	321	52.50%	263	53.40%
Disapprove	151	24.70%	117	23.70%
Don't know [Don't Read]	123	20.10%	99	20.00%
Refused [Don't Read]	16	2.60%	14	2.90%
N=	611	100.00%	493	100.00%

Sample Characteristics

Party Identification (Self)

	All Mecklenburg		Charlotte	
	N	%	N	%
Democrats	238	40.30%	209	44.00%
Independents	238	40.30%	184	38.70%
Republicans	114	19.40%	82	17.30%
N=	590	100.00%	475	100.00%

Party Registration in Voter File

	All Mecklenburg		Charlotte	
	N	%	N	%
Democrats	272	44.50%	236	47.80%
Unaffiliated	191	31.20%	153	31.00%
Republicans	148	24.30%	105	21.20%
N=	611	100.00%	493	100.00%

Age

	All Mecklenburg		Charlotte	
	N	%	N	%
Millennial (Born 1981 & after, ages 18-36)	211	34.50%	184	37.30%
Gen X (Born 1965-80, ages 37-52)	181	29.60%	146	29.60%
Boomer (Born 1945-64, ages 53-72)	173	28.40%	129	26.10%
Silent+ (Born 1944 & earlier, ages 73+)	46	7.60%	35	7.10%
N=	611	100.00%	493	100.00%

Race (From Voter Registration)

	All Mecklenburg		Charlotte	
	N	%	N	%
White	347	58.20%	251	52.30%
Black	199	33.40%	185	38.70%
Other	50	8.30%	43	9.00%
N=	596	100.00%	479	100.00%

Gender

	All Mecklenburg		Charlotte	
	N	%	N	%
Male	279	45.70%	222	45.10%
Female	332	54.30%	271	54.90%
N=	611	100.00%	493	100.00%

Geography

	N (weighted for Full Sample)	%	N (unweighted)
City of Charlotte	478	78.20%	493
Mecklenburg County – Not Charlotte	133	21.80%	118
N=	611	100.00%	611

Cross Tabulations

(Note: Results in this section are for all Mecklenburg respondents, unless otherwise noted)

*Smith Favorability**

Do you have a favorable or unfavorable opinion of Kenny Smith, the Republican candidate for mayor of Charlotte?

	Favorable %	Unfavorable %	Don't Know %	No opinion %	Refused %	Total %
Democrats	5	49	25	21	0	100
Independents	15	26	33	26	1	100
Republicans	56	6	26	12	0	100
Millennial	12	30	33	23	1	100
Gen X	18	34	23	25	1	100
Boomer	21	35	27	17	1	100
Silent+	29	24	39	8	0	100
White	27	23	30	20	1	100
Black	6	44	26	22	1	100
Other	9	38	33	20	0	100
Male	20	27	30	22	1	100
Female	15	36	28	20	1	100
Total	17	32	29	21	1	100

*Note: Results shown for City of Charlotte only.

*Lyles Favorability**

Do you have a favorable or unfavorable opinion of Vi Lyles, the Democratic candidate for mayor of Charlotte?

	Favorable %	Unfavorable %	Don't Know %	No opinion %	Refused %	Total %
Democrats	57	7	20	17	1	100
Independents	33	16	24	25	2	100
Republicans	18	42	24	16	0	100
Millennial	35	14	26	23	2	100
Gen X	39	16	21	23	1	100
Boomer	45	20	20	13	2	100
Silent+	44	12	29	11	3	100
White	31	22	24	22	2	100
Black	54	10	19	15	2	100
Other	29	14	34	23	0	100
Male	32	20	23	24	1	100
Female	46	13	23	16	2	100

*Note: Results shown for City of Charlotte only.

*Excited About Race**

How excited are you about the upcoming Charlotte mayoral race?

	Very excited %	Somewhat excited %	Not at all excited %	Don't know %	Refused %	Total %
Democrats	30	38	28	3	1	100
Independents	21	39	37	3	0	100
Republicans	17	31	47	4	0	100
Millennial	21	34	40	5	1	100
Gen X	24	40	34	2	0	100
Boomer	31	37	30	1	1	100
Silent+	8	42	41	9	0	100
White	18	39	39	4	0	100
Black	32	35	29	3	1	100
Other	14	37	46	2	0	100
Male	19	35	44	2	0	100
Female	27	39	29	4	1	100
Total	24	37	36	3	1	100

*Note: Results shown for City of Charlotte only.

*Vote Likelihood**

How likely are you to vote in the local elections on November 7th?

	Very likely %	Somewhat likely %	Not at all likely %	Don't know %	Refused %	Total %
Democrats	75	13	11	1	0	100
Independents	70	17	12	1	0	100
Republicans	63	15	19	3	0	100
Millennial	59	19	22	0	0	100
Gen X	73	16	10	1	0	100
Boomer	85	8	6	1	0	100
Silent+	66	16	9	6	3	100
White	68	16	14	1	0	100
Black	76	14	10	1	0	100
Other	54	17	28	0	0	100
Male	64	18	17	1	1	100
Female	76	13	10	2	0	100
Total	70	15	13	1	0	100

*Note: Results shown for City of Charlotte only.

Trump Approval

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

	Approve %	Disapprove %	Don't know %	Refused %	Total %
Democrats	3	94	1	1	100
Independents	17	73	8	2	100
Republicans	62	21	16	1	100
Millennial	13	75	8	4	100
Gen X	16	73	9	2	100
Boomer	27	65	6	2	100
Silent+	38	51	7	4	100
White	31	58	9	2	100
Black	3	88	5	4	100
Other	12	73	9	6	100
Male	24	64	9	2	100
Female	16	74	6	3	100
Total	20	70	8	3	100

Cooper Approval

Do you [approve] or [disapprove] of the way Roy Cooper is handling his job as Governor of North Carolina?

	Approve %	Disapprove %	Don't know %	Refused %	Total %
Democrats	64	18	17	1	100
Independents	55	22	21	2	100
Republicans	29	46	24	1	100
Millennial	48	27	22	3	100
Gen X	55	25	19	1	100
Boomer	54	24	20	3	100
Silent+	60	18	16	6	100
White	52	26	20	2	100
Black	55	23	19	3	100
Other	45	22	29	4	100
Male	52	27	20	1	100
Female	53	23	20	4	100
Total	53	25	20	3	100

Major League Soccer

If the city of Charlotte is selected as the home for a new Major League Soccer team, would you support the use of tax dollars to build a stadium?

	Yes %	No %	It depends %	Don't know %	Refused %	Total %
Democrats	41	50	6	3	0	100
Independents	35	56	6	2	0	100
Republicans	36	60	3	1	0	100
Millennial	41	46	9	3	2	100
Gen X	37	57	5	1	0	100
Boomer	37	56	3	3	1	100
Silent+	23	75	2	0	0	100
White	32	59	6	2	1	100
Black	45	47	6	3	0	100
Other	48	49	0	0	4	100
Male	40	51	7	2	0	100
Female	34	57	4	3	1	100
Total	37	54	5	2	1	100

Toll Roads

Thinking about the road situation in Mecklenburg County, would you rather new roads be paid for by adding tolls or by increasing taxes?

	Tolls %	Taxes %	Don't know %	Refused %	Total %
Democrats	30	56	13	1	100
Independents	33	54	11	2	100
Republicans	25	56	16	3	100
Millennial	37	49	11	4	100
Gen X	28	58	12	2	100
Boomer	25	59	14	2	100
Silent+	27	42	29	2	100
White	25	60	13	2	100
Black	38	45	14	3	100
Other	36	47	13	4	100
Male	31	57	11	1	100
Female	29	52	15	4	100
Total	30	54	14	3	100

Difficult to Find Affordable Housing

How difficult do you think it is to find affordable and desirable housing in Mecklenburg County? Would you say it is very difficult, somewhat difficult, or not at all difficult?

	Very Difficult %	Somewhat Difficult %	Not at all difficult %	Don't know %	Refused %	Total %
Democrats	42	39	15	5	0	100
Independents	29	46	20	5	0	100
Republicans	21	45	26	8	0	100
Millennial	35	40	21	3	1	100
Gen X	26	49	20	5	0	100
Boomer	38	38	14	9	1	100
Silent+	28	45	16	9	2	100
White	24	46	21	8	1	100
Black	48	36	13	4	0	100
Other	27	44	26	2	2	100
Male	23	49	22	5	0	100
Female	40	37	15	6	1	100
Total	33	42	18	6	1	100

Affordable Housing in Your Neighborhood

Charlotte's city council has pledged to increase the amount of affordable housing available to low income residents. Would you support the development of low income housing in your neighborhood?

	Yes %	No %	It depends %	Don't know %	Refused %	Total %
Democrats	75	19	6	0	0	100
Independents	53	39	5	3	0	100
Republicans	39	50	8	3	0	100
Millennial	63	31	2	1	2	100
Gen X	55	35	8	1	0	100
Boomer	61	30	5	4	1	100
Silent+	49	39	10	2	0	100
White	49	41	6	3	1	100
Black	72	21	5	1	1	100
Other	71	21	2	5	2	100
Male	53	38	5	3	0	100
Female	64	28	5	2	1	100
Total	59	33	5	2	1	100

Trust in Schools

Do you have [more, less, or about the same level confidence] in Charlotte-Mecklenburg Schools compared with last year?

	More %	Less %	About Same %	Don't know %	Refused %	Total %
Democrats	13	26	43	17	0	100
Independents	8	24	51	18	0	100
Republicans	12	22	50	15	1	100
Millennial	10	26	45	17	1	100
Gen X	13	28	46	13	0	100
Boomer	7	20	49	22	1	100
Silent+	15	14	48	21	2	100
White	7	21	52	18	1	100
Black	12	30	40	16	1	100
Other	23	17	41	17	2	100
Male	9	23	51	17	0	100
Female	11	25	43	18	2	100
Total	10	24	47	18	1	100

School Bond Ballot Measure

The November ballot will include \$922 million in bonds for Charlotte-Mecklenburg Schools to build new schools and expand and upgrade existing buildings. Do you support or oppose this bond?

	Support %	Oppose %	Don't plan to vote %	Don't know %	Refused %	Total %
Democrats	86	10	0	4	0	100
Independents	77	14	2	7	0	100
Republicans	66	26	1	7	0	100
Millennial	82	12	1	3	2	100
Gen X	79	13	1	7	0	100
Boomer	73	19	2	5	1	100
Silent+	68	15	2	12	2	100
White	76	15	2	6	1	100
Black	80	13	0	6	1	100
Other	81	15	0	2	2	100
Male	81	13	1	5	0	100
Female	75	15	1	7	2	100
Total	78	14	1	6	1	100

Amazon Headquarters

Charlotte is currently competing with many other major North American cities to become the second headquarters of Amazon. Would you say Charlotte is very likely, somewhat likely or not at all likely to win this competition?

	Very Likely %	Somewhat Likely %	Not at all likely %	Don't know %	Refused %	Total %
Democrats	28	56	12	5	0	100
Independents	26	52	19	3	0	100
Republicans	24	59	12	6	0	100
Millennial	25	55	13	5	2	100
Gen X	30	55	14	2	0	100
Boomer	25	53	15	6	1	100
Silent+	19	50	18	13	0	100
White	18	59	17	5	1	100
Black	38	48	10	4	1	100
Other	36	40	21	2	2	100
Male	17	58	21	4	0	100
Female	33	51	9	5	2	100
Total	26	54	14	5	1	100

Opioid Use

In general, do you think people's illegal use of prescription drugs should be dealt with by [prosecutors through the criminal justice system] or by [doctors through the medical system]?

	Criminal Justice System %	Medical System %	It depends %	Don't know %	Refused %	Total %
Democrats	24	61	11	4	1	100
Independents	24	58	14	4	0	100
Republicans	37	36	26	1	0	100
Millennial	26	55	15	2	2	100
Gen X	26	54	16	3	1	100
Boomer	29	53	13	3	2	100
Silent+	17	55	17	11	0	100
White	26	51	18	4	2	100
Black	28	57	9	4	1	100
Other	15	65	18	0	2	100
Male	26	52	19	4	0	100
Female	27	56	12	3	2	100
Total	26	54	15	3	2	100

Race Relations in Mecklenburg County

Since the shooting of Keith Lamont Scott last September, would you say that race relations in Charlotte Mecklenburg are better, worse, or about the same as they were before?

	Better %	Worse %	About the same as before %	Don't Know %	Refused %	Total %
Democrats	9	26	60	5	1	100
Independents	6	28	61	4	0	100
Republicans	4	38	53	3	1	100
Millennial	6	29	59	4	2	100
Gen X	7	30	60	3	0	100
Boomer	5	29	57	5	4	100
Silent+	13	26	52	9	0	100
White	7	32	55	4	2	100
Black	6	27	62	4	2	100
Other	6	17	64	8	4	100
Male	7	29	60	4	0	100
Female	7	29	57	4	3	100
Total	7	29	58	4	2	100

Police Fair Toward Racial Minorities

Do you think the Charlotte Mecklenburg police treat racial minorities fairly, or do they treat some groups better than others?

	All Groups Fairly %	Some Better %	It depends %	Don't know %	Refused %	Total %
Democrats	15	64	6	14	1	100
Independents	33	45	3	18	0	100
Republicans	71	18	1	8	1	100
Millennial	25	57	3	12	3	100
Gen X	37	43	5	16	0	100
Boomer	35	45	3	14	3	100
Silent+	47	21	6	25	2	100
White	46	33	3	17	2	100
Black	13	67	5	12	2	100
Other	23	59	0	14	4	100
Male	39	43	3	14	0	100
Female	27	50	4	15	4	100
Total	33	47	4	15	2	100

Approval of a Citizen Review Board

Would you support granting a citizen review board the power to investigate claims of police misconduct and require police to provide information?

	Yes %	No %	It depends %	Don't know %	Refused %	Total %
Democrats	87	6	2	5	1	100
Independents	69	23	3	6	0	100
Republicans	57	37	3	3	0	100
Millennial	78	13	2	5	2	100
Gen X	71	22	2	5	0	100
Boomer	71	21	3	3	2	100
Silent+	58	23	4	11	4	100
White	60	28	3	6	2	100
Black	89	6	0	3	2	100
Other	83	7	2	4	4	100
Male	71	24	2	3	0	100
Female	73	14	3	7	3	100
Total	72	19	2	5	2	100

Street Names

Should the City of Charlotte change the names of streets like Stonewall Street that are named for Confederate leaders?

	Yes %	No %	It depends %	Don't know %	Refused %	Total %
Democrats	38	52	2	8	0	100
Independents	22	65	4	9	0	100
Republicans	6	91	2	1	0	100
Millennial	31	55	4	9	1	100
Gen X	28	62	2	8	0	100
Boomer	19	72	4	3	1	100
Silent+	4	85	2	9	0	100
White	15	77	3	4	1	100
Black	41	44	3	12	1	100
Other	22	61	2	13	2	100
Male	24	66	2	8	0	100
Female	25	63	4	7	2	100
Total	25	64	3	7	1	100

Question Ordering

- Introduction
 - introIntroductory screen
 - consent18 or older and consent
- Charlotte Mayoral Race
 - votelikely.....Likely to vote
 - favlyles.....Lyles Favorable/Recognition
 - favsmithSmith Favorable/Recognition
 - excited.....Excited for election
 - issue.....Most important issue Mayor
- Charlotte Issues
 - mls.....Major League Soccer
 - tollToll Lane
 - housing_diff.....Easy to find affordable housing
 - housing_neigh.....Want it in your neighborhood
 - streetnames.....Rename streets
 - cmsTrust in Mecklenburg Schools
 - Bond.....School bond
 - amazonLikelihood of Amazon
 - opiodPrescription drug use
- Race and Law Enforcement
 - racerel.....Race Relations after Shooting
 - policebiasPolice treat all groups same
 - citizenreview.....Support review board
- Approval of President and Governor
 - approve_trumpTrump job approval
 - approve_cooper.....Cooper job approval
- Demographics
 - partyidParty Identification
 - partyidindParty ID Branch IND
 - age.....Age
 - participate.....Willingness to be polled again
- WBTV/OBSERVER
 - ContactCan journalist contact?
- Post-Interview Questions
 - sexInterviewer-assessed gender

Methodological Information

Mode:Live Interviewer, Cell Phone and Landline
PopulationRegistered Voters, Mecklenburg County
Sample:Voter Registration List, Mecklenburg County
Dates in the field:September 18-22,2016
Sample Size:.....611 Mecklenburg County; 493 Charlotte Only
Margin of Error Overall:+/- 3.96%
Margin of Error (Charlotte): ..+/- 4.41%
Confidence Level:95%
Weighting Variables:Age, Race, and Gender, Registered Party Identification

Procedure

The Elon University Poll uses a random sample of North Carolina voters with telephones and wireless (cell) telephone numbers.

For the administration of surveys, the Elon University Poll uses CATI system software (Computer Assisted Telephone Interviewing). We attempt to reach each working telephone number in the sample up to three times. We only interview residents of who are over 18. In compliance with FCC rules, each phone number was dialed manually by a human interviewer. An interview is complete only if a respondent progresses through the entire survey.

The Elon University Poll conducted the survey in English. Live interviewers called from 6:30 pm to 9:00 pm, Monday through Thursday, 9/18-9/21 and 6:00 pm to 8:00 pm on Friday 9/22. Some respondents were contacted the week prior to interviews and pre-recruited for participation.

Weighting

Weights were generated using a technique known as iterative proportional fitting, also known as raking. We typically weight results from the Elon University Poll on multiple demographic characteristics. In the case of this survey, our target population was registered voters in North Carolina.

The weight variables were race, gender, age and registered party identification. Each variable was weighted to match relative proportions of registered voters Mecklenburg County(active and inactive). These proportions were calculated from the NC SOBE voter file accessed on 9/17/17 Note that registered party differs significantly from self-identified party identification, which is more of a psychological attachment than a stable demographic.

Because the sample was from the voter registration list rather than a random digit dial, we did not weight on phone usage (as is our practice with RDD surveys), largely because CDC parameters of phone usage are reflective of the general population rather than registered voters alone.

Design Effects

The standard error of an estimate for a simple random sample is different from the standard error of an estimate based on a weighted sample. This is referred to as a design effect. For example the overall design effect for the final weights for the sample of Registered Voters in Mecklenburg County was 1.12. So an adjusted margin of error for that sample that takes into account the design effect of a survey would be +/- 4.45 instead of +/- 3.96.

Support for Transparency

The Elon University Poll supports transparency in survey research and is a charter member 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.

Branching Questions

For questions with multiple response options, we often 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. Unless otherwise noted, interviewers do not prompt “don’t know” responses.

Frequently Asked Questions

1. Who pays for the Elon University Poll?

Elon University fully funds the Elon University Poll. The poll operates under the auspices of the College of Arts and Sciences at Elon University, led by Dean Gabie Smith. The Elon University administration, led by Dr. Leo Lambert, president of the university, fully supports the Elon University Poll as part of its service to the community. 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.

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 a random sample of the North Carolina registered voter list from Survey Sample International (SSI). SSI enhances this list to provide up-to-date phone numbers for voters. In order to adjust for differing probabilities of completion by age, the sample was adjusted prior to making phone calls based on the likelihood of respondents of an age group to complete a survey.

4. How many times do you call a number before giving up?

We will attempt to call each working number up to three 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. In the case of this poll, our sample consisted of 75% cell phones and 25% landline phones.

6. Do you report non-response rates?

Yes. The response rate for the September 18-22, 2017 poll was 15.8%. The response rate is calculated using the American Association of Public Opinion Research (AAPOR) formula RR4.

7. Do you weight the data?

Yes. We apply weights to the data. An iterative proportional fitting algorithm generates weights based on North Carolina State Board of Election population statistics.

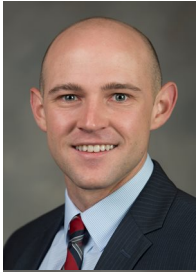
8. Do you randomize response options?

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.

9. How are students involved in the Elon University Poll?

Elon University students are involved with the survey as part of the University’s commitment to civic engagement and experiential learning where “students learn through doing.” Student interviewers receive training prior to engaging in interviewing. A team of student polling associates assists the directors with data collection.

The Elon University Poll Team



Dr. Jason Husser is Director of the Elon University Poll and Assistant Professor of Political Science & Policy Studies at Elon University. Dr. Husser holds a Ph.D. in Political Science from Vanderbilt University.



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Daniel Anderson is Vice President of Elon University Communications.



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