



Opinion of North Carolina Voters on State Issues

Registered Voters in North Carolina
September 25-29th, 2017

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Key Survey Insights

The Elon University Poll conducted a live-caller, dual frame survey of 931 registered North Carolina voters, between September 25 and September 29, 2017. The results reported below have a margin of error of +/- 3.2%.

Opinions about President Trump

Only 34% of North Carolina Voters approve of the way President Trump is handling his job, with 58% disapproving. This is a 7% decline in approval since the last Elon Poll five months ago. President Trump still enjoys 75% approval from self-identified Republicans. However, only 5% of Democrats approve of the President. Independents reflect the overall results with 34% approving and 57% disapproving.

Generational and gender gaps in Trump's approval are increasingly pronounced. Women were 14 points less likely to approve of the President than men. The gender gap in April 2017 was 8 points. Approval among Millennials (age 18-36) is 28% while 41% of members of the Silent generation (age 73 or older) approve of Trump's job performance. Paralleling the urban-rural divide reflected in North Carolina politics as a whole, Trump's approval in 80 rural counties was 46% compared to 22% in the six urban counties. 93% of African Americans disapproved of the President's job performance, twice that of white voter's disapproval levels (46%).

The timing of our September poll suggests that the President's approval numbers may be temporarily low. During our dates in the field, news headlines about the President tended to focus on the disaster in Puerto Rico, the NFL protest controversy, uncertainty in North Korea, and Republicans' inability to pass legislation repealing the ACA.

We also asked respondents if President Trump has done better, worse or about the same as they expected when he first took office. A plurality (45%) said about the same while 37% said worse and 16% said better. Republicans were much more likely than Democrats to say better (39% versus 4%).

One opportunity the President may have to boost his approval numbers could be by working across the partisan aisle with Democrats, as he did recently in regards to the debt ceiling. Three-quarters of North Carolina registered voters would like to see President Trump make deals with Democrats. A majority of all groups support bipartisan deal making, though Democrats were more likely to favor this behavior than were Republicans.

NFL, Dreamers, Confederate Monuments, Climate Change

On Sunday, September 24, one day prior to the start of the poll, protests spread dramatically during NFL games across the country. President Trump tweeted on September 23rd, "If a player wants the privilege of making millions of dollars in the NFL, or other leagues, he or she should not be allowed to disrespect... our Great American Flag (or Country) and should stand for the National Anthem. If not, YOU'RE FIRED. Find something else to do!" North Carolina voters are

more likely to disagree (63%) than to agree (30%) that NFL players who kneel during the national anthem should be fired. Opinions differed dramatically depending on race. 94% of African American voters disagreed with the President while 51% of whites disagreed. A majority of Republicans (65%) agreed that NFL protesters should be fired.

Violence in Charlottesville, Virginia increased salience of controversies about Confederate monuments. A majority (59%) of North Carolina voters though Confederate monuments on government property should remain in place while 29% thought the monuments should be taken down. Republicans showed strong support for monuments staying in place (88%). Reactions among Democrats were more mixed with 49% wanting them taken down and 36% wanting them to remain in place. African Americans were much more likely to whites to say monuments should be taken down (57% versus 20%).

The Trump administration announced plans to end Deferred Action for Childhood Arrivals (DACA), an Obama-era policy granting temporary visas to the children of undocumented immigrants in the United States. President Trump announced a six-month window for Congress to enact legislation before the policy is rescinded. Leaders in Washington, including North Carolina Senator Thom Tillis, have discussed several pieces of legislation and potential bipartisan deals for individuals collectively known as “Dreamers.” We asked whether President Trump should support legislation to grant legal status to the children of undocumented immigrants. North Carolina voters overall are supportive of such legislation with 63% of respondents saying yes and 22% saying no. Democrats are overwhelmingly supportive at 84%. Republicans had more mixed feelings- 39% said yes, 39% said no, and, notably, 21% volunteered don’t know. Because the details of potential legislation remain unclear, opinions about this issue are subject to change depending on provisions such as border wall funding, deportation, or paths to citizenship.

When it comes to repealing the Affordable Care Act, voters in North Carolina are divided. Overall, 44% support and 48% oppose Republican efforts to repeal and replace Obamacare. Results largely split along party lines, but independents are divided: 44% support to 46% oppose. Women were more likely to oppose efforts (54%) than were men (41%).

In the context of a very active hurricane season that many scientists say could be related to climate change, we asked whether voters thought climate change was likely to harm coastal North Carolina. This was the same question we asked in April before the start of the hurricane season. We measured a slight decrease in the percent of respondents saying climate change was not at all likely to impact coastal communities (17.6% in September 2017 compared to 23% in April 2017). Though results are suggestive, we cannot conclude with confidence that this shift is due to the 2017 hurricanes. The observed change is small, and most of the variation can be attributed to more persons volunteering that they “don’t know” in response to this question.

Topline Results

Opinions about President Trump

Approve Trump

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

| | N | % |
|--------------------------|-----|--------|
| Approve | 320 | 34.4% |
| Disapprove | 540 | 58.0% |
| Don't Know [Volunteered] | 67 | 7.2% |
| Refused [Volunteered] | 4 | 0.4% |
| N= | 931 | 100.0% |

Better-Worse

Compared to when President Trump first took office in January, would you say he has done [better], [worse] or about the same as you expected?

| | N | % |
|------------------------------|-----|--------|
| Better | 153 | 16.4% |
| Worse | 345 | 37.1% |
| About the same [Volunteered] | 420 | 45.1% |
| Don't Know [Volunteered] | 10 | 1.1% |
| Refused [Volunteered] | 3 | 0.3% |
| N= | 931 | 100.0% |

Aisle

Should President Trump make deals with Democrats to pass legislation, even if it means working against many Republicans in his own party?

| | N | % |
|--------------------------------|-----|--------|
| Yes - Work with Democrats | 700 | 75.2% |
| No - Don't Work with Democrats | 116 | 12.4% |
| Don't Know [Volunteered] | 105 | 11.2% |
| Refused [Volunteered] | 11 | 1.2% |
| N= | 931 | 100.0% |

* Note: Brackets indicate random rotation of response options within question.

Issues

NFL

Do you [agree] or [disagree] with President Trump that NFL players who kneel during the national anthem should be fired?

| | N | % |
|--------------------------|-----|--------|
| Agree - Fire them | 280 | 30.1% |
| Disagree- Don't Fire | 583 | 62.6% |
| Don't Know [Volunteered] | 59 | 6.3% |
| Refused [Volunteered] | 9 | 1.0% |
| N= | 931 | 100.0% |

Dreamers

Should President Trump support legislation to grant legal status to the children of undocumented immigrants?

| | N | % |
|--------------------------|-----|--------|
| Yes | 588 | 63.2% |
| No | 200 | 21.5% |
| Don't Know [Volunteered] | 135 | 14.5% |
| Refused [Volunteered] | 7 | 0.8% |
| N= | 931 | 100.0% |

ACA

Do you [support] or [oppose] Republican efforts to repeal and replace the Affordable Care Act, also known as Obamacare?

| | N | % |
|----------------------------|-----|--------|
| Support Republican Efforts | 408 | 43.8% |
| Oppose Republican Efforts | 450 | 48.3% |
| Don't Know [Volunteered] | 63 | 6.7% |
| Refused [Volunteered] | 11 | 1.2% |
| N= | 931 | 100.0% |

Monuments

Do you think Confederate monuments on government property should [be taken down] or [remain in place]?

| | N | % |
|--------------------------|-----|--------|
| Taken Down | 269 | 28.9% |
| Remain in Place | 546 | 58.7% |
| Don't Know [Volunteered] | 107 | 11.5% |
| Refused [Volunteered] | 9 | 0.9% |
| N= | 931 | 100.0% |

Climate

In your opinion, how likely is climate change, also known as global warming, to negatively impact the coastal communities in North Carolina within the next 50 years? Would you say it's very likely, somewhat likely, or not at all likely?

| | N | % |
|-------------------------|-----|--------|
| Very likely | 439 | 47.1% |
| Somewhat likely | 272 | 29.2% |
| Not at all likely | 164 | 17.6% |
| Don't Know [Don't Read] | 48 | 5.1% |
| Refused [Don't Read] | 8 | 0.9% |
| N= | 931 | 100.0% |

Sample Characteristics

*Party Identification**

| | N | % |
|--------------|-----|--------|
| Democrats | 308 | 33.6% |
| Independents | 382 | 41.6% |
| Republicans | 228 | 24.9% |
| N= | 918 | 100.0% |

Registered Party ID (from Voter File)

| | N | % |
|--------------|-----|--------|
| Democrats | 373 | 40.1% |
| Unaffiliated | 279 | 30.0% |
| Republicans | 278 | 29.9% |
| N= | 931 | 100.0% |

Age

| | N | % |
|--------------------|-----|--------|
| Millennial (18-36) | 277 | 29.7% |
| Gen X (37-52) | 240 | 25.8% |
| Boomer (53-72) | 288 | 30.9% |
| Silent+ (73+) | 126 | 13.5% |
| N= | 931 | 100.0% |

* Self-reported party identification is used in the cross tabulations presented below. If they initially answered Independent, Something Else, or Don't Know, they were asked if they think of themselves as closer to the Republican or Democratic party.

Race (from Voter File)

| | N | % |
|-------|-----|--------|
| White | 647 | 69.9% |
| Black | 208 | 22.5% |
| Other | 70 | 7.6% |
| N= | 926 | 100.0% |

Gender

| | N | % |
|--------|-----|--------|
| Male | 431 | 46.3% |
| Female | 500 | 53.7% |
| N= | 931 | 100.0% |

County Type

| | N | % |
|------------------------|-----|--------|
| Urban (80 counties) | 367 | 39.4% |
| Suburban (14 counties) | 234 | 25.1% |
| Rural (6 counties) | 330 | 35.5% |
| N = | 931 | 100.0% |

Cross Tabulations

President 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 | 5 | 92 | 2 | 0 | 100 |
| Independents | 34 | 57 | 8 | 0 | 100 |
| Republicans | 75 | 13 | 11 | 0 | 100 |
| Total | 35 | 58 | 7 | 0 | 100 |
| Millennial | 28 | 63 | 9 | 0 | 100 |
| Gen X | 34 | 60 | 6 | 0 | 100 |
| Boomer | 39 | 54 | 7 | 1 | 100 |
| Silent+ | 41 | 53 | 6 | 1 | 100 |
| White | 44 | 46 | 9 | 1 | 100 |
| Black | 5 | 93 | 2 | 0 | 100 |
| Other | 30 | 65 | 5 | 0 | 100 |
| Male | 42 | 52 | 6 | 0 | 100 |
| Female | 28 | 63 | 8 | 1 | 100 |
| Total | 34 | 58 | 7 | 0 | 100 |
| Rural | 46 | 46 | 8 | 0 | 100 |
| Suburban | 33 | 58 | 8 | 1 | 100 |
| Urban | 22 | 72 | 6 | 0 | 100 |
| All | 34 | 58 | 7 | 0 | 100 |

Better-Worse President Performance

Compared to when President Trump first took office in January would you say he has done better, worse, or about the same as expected?

| | Better % | Worse % | About the same % | Don't Know % | Refused % | Total % |
|--------------|-------------|------------|---------------------|-----------------|--------------|------------|
| Democrats | 4 | 61 | 35 | 1 | 0 | 100 |
| Independents | 14 | 33 | 52 | 1 | 0 | 100 |
| Republicans | 39 | 11 | 49 | 1 | 0 | 100 |
| Millennial | 14 | 34 | 51 | 1 | 0 | 100 |
| Gen X | 14 | 39 | 46 | 1 | 0 | 100 |
| Boomer | 19 | 38 | 42 | 1 | 0 | 100 |
| Silent+ | 20 | 38 | 39 | 2 | 1 | 100 |
| White | 21 | 29 | 49 | 1 | 0 | 100 |
| Black | 1 | 63 | 35 | 1 | 0 | 100 |
| Other | 25 | 35 | 40 | 0 | 0 | 100 |
| Male | 20 | 36 | 44 | 1 | 0 | 100 |
| Female | 14 | 38 | 46 | 1 | 1 | 100 |
| Rural | 20 | 28 | 51 | 1 | 0 | 100 |
| Suburban | 14 | 39 | 45 | 1 | 1 | 100 |
| Urban | 14 | 46 | 39 | 1 | 0 | 100 |
| All | 16 | 37 | 45 | 1 | 0 | 100 |

Working Across the Aisle

Should President Trump make deals with Democrats to pass legislation, even if it means working against many Republicans in his own party?

| | Yes % | No % | Don't Know % | Refused % | Total % |
|--------------|----------|---------|-----------------|--------------|------------|
| Democrats | 84 | 7 | 8 | 1 | 100 |
| Independents | 78 | 12 | 10 | 1 | 100 |
| Republicans | 61 | 21 | 17 | 1 | 100 |
| Millennial | 74 | 15 | 10 | 1 | 100 |
| Gen X | 79 | 12 | 8 | 0 | 100 |
| Boomer | 77 | 10 | 12 | 1 | 100 |
| Silent+ | 65 | 13 | 18 | 4 | 100 |
| White | 74 | 13 | 12 | 1 | 100 |
| Black | 78 | 12 | 8 | 2 | 100 |
| Other | 82 | 7 | 11 | 0 | 100 |
| Male | 76 | 13 | 10 | 1 | 100 |
| Female | 74 | 12 | 12 | 1 | 100 |
| Rural | 71 | 15 | 13 | 1 | 100 |
| Suburban | 76 | 11 | 12 | 1 | 100 |
| Urban | 80 | 10 | 9 | 1 | 100 |
| All | 75 | 12 | 11 | 1 | 100 |

NFL Agree/Disagree

Do you agree or disagree with President Trump that NFL players who kneel during the national anthem should be fired?

| | Agree % | Disagree % | Don't Know % | Refused % | Total % |
|--------------|------------|---------------|-----------------|--------------|------------|
| Democrats | 4 | 93 | 3 | 0 | 100 |
| Independents | 31 | 63 | 6 | 0 | 100 |
| Republicans | 65 | 23 | 11 | 1 | 100 |
| Millennial | 20 | 72 | 7 | 0 | 100 |
| Gen X | 31 | 63 | 4 | 1 | 100 |
| Boomer | 34 | 60 | 5 | 1 | 100 |
| Silent+ | 39 | 48 | 10 | 3 | 100 |
| White | 41 | 51 | 7 | 1 | 100 |
| Black | 2 | 94 | 4 | 1 | 100 |
| Other | 17 | 77 | 6 | 0 | 100 |
| Male | 35 | 57 | 7 | 1 | 100 |
| Female | 26 | 67 | 6 | 1 | 100 |
| Rural | 40 | 52 | 8 | 1 | 100 |
| Suburban | 27 | 65 | 8 | 1 | 100 |
| Urban | 22 | 73 | 4 | 1 | 100 |
| All | 30 | 63 | 6 | 1 | 100 |

Dreamers

Should President Trump support legislation to grant legal status to the children of undocumented immigrants?

| | Yes % | No % | Don't Know % | Refused % | Total % |
|--------------|----------|---------|-----------------|--------------|------------|
| Democrats | 84 | 9 | 7 | 0 | 100 |
| Independents | 63 | 21 | 16 | 0 | 100 |
| Republicans | 39 | 39 | 21 | 1 | 100 |
| Millennial | 69 | 15 | 15 | 0 | 100 |
| Gen X | 62 | 22 | 15 | 0 | 100 |
| Boomer | 61 | 25 | 14 | 1 | 100 |
| Silent+ | 59 | 26 | 13 | 2 | 100 |
| White | 58 | 25 | 16 | 1 | 100 |
| Black | 75 | 17 | 8 | 1 | 100 |
| Other | 76 | 5 | 19 | 0 | 100 |
| Total | 63 | 21 | 15 | 1 | 100 |
| Male | 56 | 30 | 14 | 1 | 100 |
| Female | 69 | 14 | 15 | 1 | 100 |
| Rural | 56 | 24 | 20 | 1 | 100 |
| Suburban | 68 | 22 | 9 | 1 | 100 |
| Urban | 68 | 19 | 12 | 0 | 100 |
| All | 63 | 22 | 15 | 1 | 100 |

ACA Repeal

Do you support Republican efforts to repeal and replace the Affordable Care Act, also known as Obamacare?

| | Support Republican Efforts % | Oppose Republican Efforts % | Don't Know % | Refused % | Total % |
|--------------|---------------------------------|--------------------------------|-----------------|--------------|------------|
| Democrats | 12 | 82 | 5 | 0 | 100 |
| Independents | 44 | 46 | 9 | 1 | 100 |
| Republicans | 87 | 7 | 5 | 1 | 100 |
| Millennial | 42 | 47 | 10 | 1 | 100 |
| Gen X | 45 | 49 | 4 | 1 | 100 |
| Boomer | 45 | 50 | 5 | 1 | 100 |
| Silent+ | 43 | 48 | 7 | 3 | 100 |
| White | 54 | 38 | 7 | 1 | 100 |
| Black | 15 | 77 | 7 | 1 | 100 |
| Other | 36 | 55 | 10 | 0 | 100 |
| Male | 50 | 41 | 7 | 1 | 100 |
| Female | 38 | 54 | 6 | 1 | 100 |
| Rural | 53 | 41 | 5 | 1 | 100 |
| Suburban | 44 | 48 | 7 | 2 | 100 |
| Urban | 34 | 57 | 8 | 1 | 100 |
| All | 44 | 48 | 7 | 1 | 100 |

Confederate Monuments

Do you think Confederate monuments or government property should be taken down or remain in place?

| | Taken Down % | Remain in Place % | Don't Know % | Refused % | Total % |
|--------------|-----------------|----------------------|-----------------|--------------|------------|
| Democrats | 49 | 36 | 16 | 0 | 100 |
| Independents | 27 | 60 | 12 | 1 | 100 |
| Republicans | 6 | 88 | 6 | 0 | 100 |
| Millennial | 35 | 54 | 10 | 1 | 100 |
| Gen X | 33 | 55 | 12 | 0 | 100 |
| Boomer | 24 | 62 | 13 | 1 | 100 |
| Silent+ | 19 | 69 | 10 | 2 | 100 |
| White | 20 | 69 | 10 | 1 | 100 |
| Black | 57 | 26 | 16 | 1 | 100 |
| Other | 29 | 54 | 17 | 0 | 100 |
| Male | 29 | 59 | 10 | 1 | 100 |
| Female | 29 | 58 | 12 | 1 | 100 |
| Rural | 19 | 71 | 9 | 1 | 100 |
| Suburban | 28 | 60 | 11 | 1 | 100 |
| Urban | 40 | 44 | 15 | 1 | 100 |
| All | 29 | 59 | 12 | 1 | 100 |

Coastal Communities and Climate Change

In your opinion, how likely is climate change, also known as global warming, to negatively impact the coastal communities in North Carolina within the next 50 years?

| | Very likely % | Somewhat likely % | Not at all likely % | Don't Know % | Refused % | Total % |
|--------------|------------------|----------------------|------------------------|-----------------|--------------|------------|
| Democrats | 72 | 22 | 2 | 4 | 0 | 100 |
| Independents | 48 | 30 | 17 | 5 | 0 | 100 |
| Republicans | 13 | 38 | 41 | 7 | 1 | 100 |
| Millennial | 46 | 34 | 14 | 5 | 1 | 100 |
| Gen X | 48 | 28 | 18 | 6 | 0 | 100 |
| Boomer | 49 | 28 | 19 | 3 | 1 | 100 |
| Silent+ | 44 | 23 | 21 | 10 | 2 | 100 |
| White | 41 | 31 | 22 | 5 | 1 | 100 |
| Black | 67 | 24 | 5 | 3 | 2 | 100 |
| Other | 44 | 31 | 16 | 8 | 0 | 100 |
| Male | 40 | 29 | 25 | 5 | 1 | 100 |
| Female | 53 | 30 | 11 | 5 | 1 | 100 |
| Rural | 37 | 32 | 24 | 6 | 1 | 100 |
| Suburban | 51 | 28 | 15 | 5 | 1 | 100 |
| Urban | 56 | 27 | 13 | 4 | 1 | 100 |
| All | 47 | 29 | 18 | 5 | 1 | 100 |

Question Ordering

- Introduction
 - introIntroductory screen
 - consent18 or older and consent
- President Trump
 - approve_trumpTrump job approval
 - betterworseBetter or Worse than Expected
 - aisleShould Trump Work across Aisle?
- Issues
 - NFLNFL
 - DreamersDreamers
 - AcaAffordable Care Act
 - MonumentsConfederate Monuments
 - ClimateClimate Change and Coast
- Demographics
 - partyidParty Identification
 - partyidindParty ID Branch IND
 - ageAge
- Post-Interview Questions
 - sexInterviewer-assessed gender

Methodological Information

Mode:Live Interviewer, Cell Phone and Landline
PopulationRegistered Voters, North Carolina
Sample:Voter Registration List, North Carolina
Dates in the field:September 25-28, 2017
Sample Size:.....931
Margin of Error:+/- 3.2%
Confidence Level:95%
Weighting Variables:Age, Race, Gender, Registered Party Identification,
Urban/Suburban/Rural County

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 North Carolina 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, 9/25-9/28.

To ensure accurate identification of individuals from voter registration records, interviews were deleted if self-reported age and interviewer-assessed gender varied from voter file data.

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 in North Carolina (active and inactive). These proportions were calculated from the NC SOBE voter file accessed on 9/3/17. 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 North Carolina* was 1.156. So an adjusted margin of error for that sample that takes into account the design effect of a survey would be +/- 3.7 instead of +/- 3.2.

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.

Panel Respondents

The Elon Poll has developed a probability-based panel of North Carolina registered voters. This allows us to track changes in individual-level opinions over time. Panel members are recruited at the end of our regular voter list probability-based telephone survey interviews by asking respondents for permission to contact them again. Over 95% of interviewees typically agree to be contacted again, and demographics are similar between panel and non-panel respondents. The survey on September 25-28, 2017 consisted on 395 non-panel interviews and 536 panel interviews.

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. Cellphone ratios depend on age of respondent (Cellphones were used for 100% of Millennials, 60% of GenXers and Boomers, and 0% of Silent generation members).

6. Do you report non-response rates?

Yes. We report non-response rates based on AAPOR guidelines. The response rate for the non-panel respondents in the September 25-28, 2017 poll was 12.4%. 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 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.



Kaye Usry is Assistant Director of the Elon University Poll, Instructor in Political Science & Policy Studies at Elon University, and a Ph.D. Candidate at the University of Illinois at Urbana-Champaign.



Daniel Anderson is Vice President of Elon University Communications.



Owen Covington is Director of the Elon University News Bureau.

For more information on the Elon University Poll visit elon.edu/elonpoll or contact:

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