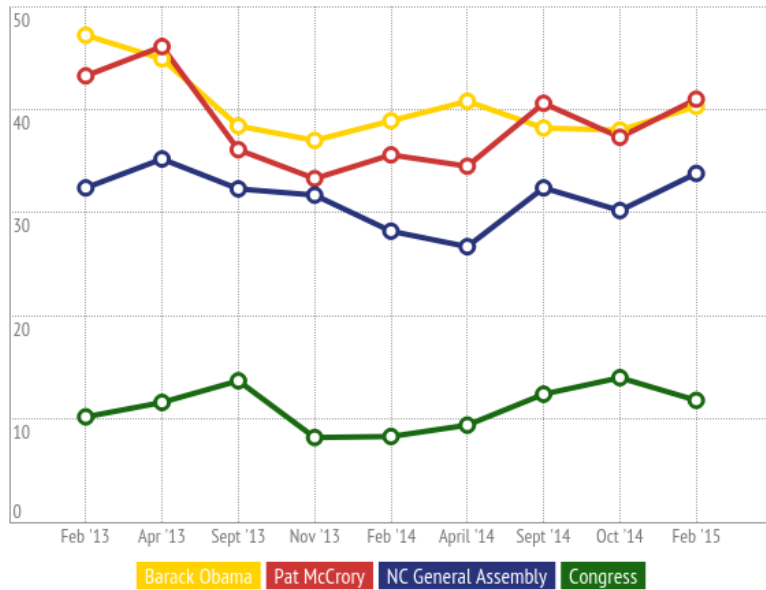
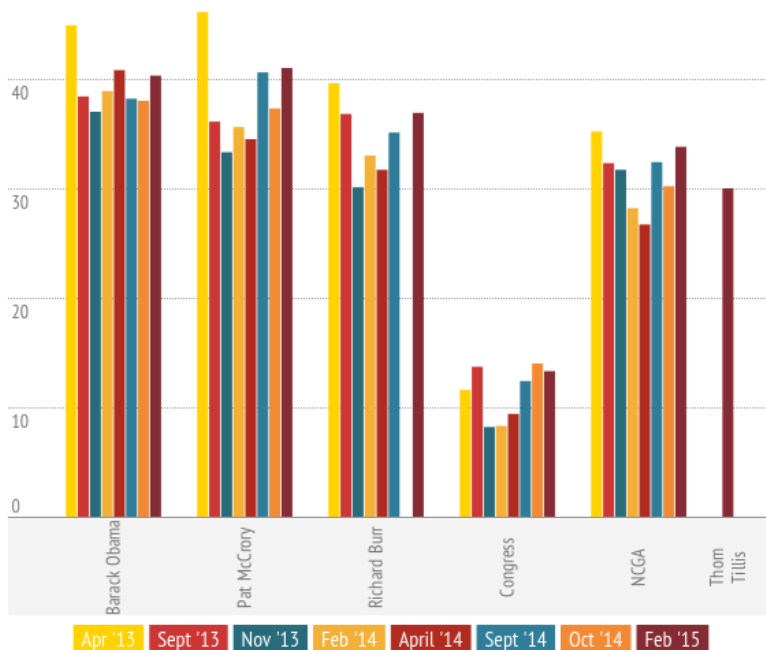


# Elon Poll: February 16-20, 2015

## Job Approval Ratings



## Job Approval Ratings in NC



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# ELON UNIVERSITY POLL

## **Executive Summary**

The Elon University Poll conducted a live-caller, dual frame (landline and cell phone) survey of 867 **residents** of North Carolina between February 16-20, 2015. Of these respondents 773 said they were **registered to vote** in North Carolina. The survey has a margin of error of +/- 3.33 percentage points for residents and +/- 3.52 for registered voters. Details regarding the methodology of this 2015 February survey can be found at the end of this report.

## **Approval Ratings**

### President Barack Obama

Among registered voters approval of President Obama's job performance has remained relatively flat for the last 6 months. Currently, Obama's approval rating is at 40.3 percent. Nearly half of registered voters disapprove of the president, while 10% were not sure. Seventy-eight percent of registered Democrats said they approved of the president's job performance, compared to only 5% of registered Republicans, and 33% of Independents.

### Congress

Approval for Congress remains low among residents and registered voters in North Carolina. Only 13.3% of registered voters approve of the job Congress is doing, which was similar to survey findings in October of 2014. The lack of approval for Congress is bipartisan, with 14% of Democrats and 16% of Republicans approving of Congress. Independents are the least satisfied with the institution, with only 11% approval.

### Governor Pat McCrory

Forty-one percent of registered voters approve of the job the governor is doing. This is a 4 point increase since October 2014. However, an almost equal amount of registered voters said they disapproved of the job the governor is doing. Yet, McCrory's disapproval numbers are not as high as the president's, the North Carolina General Assembly's, or Congress's. Among Republicans, 68% approve of the governor's job performance, compared to 23% of Democrats and 37% of Independents.

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## North Carolina General Assembly

The approval rating for the North Carolina General Assembly are much higher than for Congress, and was the highest since April of 2013. However, more respondents said they disapproved (43.9%) of the NCGA than said they approved (33.8%). Forty-eight percent of Republicans approve of the NCGA, compared to 26% of Democrats and 32% of Independents.

## Senator Richard Burr

The approval rating for Senator Burr was also at its highest since April of 2013. Approximately 37% of registered voters approved of the job the Senator is doing, compared to almost 40% in April of 2013. Fifty-five percent of Republicans approve of Senator Burr, compared to 26% of Democrats and 34% of Independents. Nearly a third of registered voters (31.7%) were unsure of how they felt about the Senator. This is the highest percentage of "Don't Knows" among those individuals and institutions evaluated in this February 2015 survey.

## Senator Thom Tillis

Thom Tillis was sworn in as the new Senator of North Carolina on January 6, 2015 and this is the first opportunity that the Elon University Poll has had to ask about his job approval. Thirty percent of registered voters approve of Senator Tillis, while nearly 40% disapprove. This is 7 points less than Senator Burr's approval rating, and is due to lower support from Democrats (19%) and Independents (25%). Twenty-nine percent of registered voters were unsure as to how to assess Tillis's job performance.

## **Policy Issues**

### North Carolina - Right or Wrong Track

Nearly half of *residents* felt the state was off on the wrong track, compared to almost 38% who said the state was heading in the right direction (results were nearly identical for registered voters). This is a more favorable evaluation of the state than four years ago, when this question was last asked by the Elon Poll. In April of 2011, 60% of *residents* said the state was off on the wrong track. Republicans were much more likely to think the state was headed in the right direction (58%) than Democrats (23%). Thirty-five percent of Independents said the state is heading in the right direction.

## **Most Important Issue in the State**

Education was considered the most important issue in the state by nearly 27% of registered voters. This was followed by Jobs/Employment/Wages (22.8%) and then the Economy (7%). If "Jobs/Employment/Wages" and "the Economy" were combined into one category/issue, it would surpass education as the most important issue.

## **Immigration**

Over half of registered voters said immigrants were a benefit to the state because of their hard work. This is a slight increase from 47% in September of 2014. Approximately 64% of Democrats see immigrants as a benefit to the state, compared to 51% of Independents, and 35% of Republicans.

## **Vaccinations**

Recently, childhood vaccinations have become a prominent issue in the media. The Pew Research Center found 68% of adults in the U.S. believed all children should be required to be vaccinated, while 30% said parents should be able to decide not to vaccinate their children. This survey of North Carolina residents seems to mirror these national numbers. The Elon Poll found 69.1% believe parents should be required to vaccinate their children, while 27% said parents should be able to decide not to vaccinate their children. Democrats are slightly more likely to support requiring children to be vaccinated (77%), compared to 72% of Republicans, and 68% of Independents. Older respondents, as well as women, are also more likely to support requiring vaccinations. Interestingly, the least educated and the most educated respondents had the highest level of support for vaccinations.

## **Abortion**

In April of 2014 the Elon Poll observed a shift in support for access to an abortion and for the first time found a higher proportion of respondents supporting *fewer* restrictions on abortion (44% to 40%). The September and October polls also confirmed this shift in attitudes. The February 2015 poll continues to show more residents and registered voters support fewer restrictions on abortion, however the margin is very close (42.8% to 40.7%). Democrats are more likely to support less restrictions (58%), compared to 47% of Independents, and 20% of

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Republicans. Forty-seven percent of women support fewer restrictions on abortion, while 42% of women said they supported making access to an abortion more difficult. Men were evenly split on the issue (39% to 39%).

## **Obamacare/ACA**

The Elon Poll found almost half of registered voters (49.3%) think the ACA will make the health care situation in North Carolina worse. This is a slight increase in pessimism toward Obamacare since the October 2014 poll (47.3%). Only 35.6% believe Obamacare will make the health care system better, while 10.7% think it probably won't make much of a difference. Democrats are much more optimistic about Obamacare with 67% believing it will help the healthcare situation in North Carolina; this is compared to 31% of Independents and only 5% of Republicans.

## **Gay Marriage**

The February 2015 poll found nearly 48% of registered voters opposing gay marriage (and only 43% supporting it). This was nearly identical to the October 2014 poll which found 47% of registered voters opposed gay marriage, while 42% supported it. In September of 2014 the Elon Poll found, *for the first and only time*, more respondents supported same-sex marriage (45%) than opposed it (43%). Independent voters seem to be the most support of gay marriage (53%), followed by Democrats (51%), with Republicans the least supportive (18%).

## **Fracking**

In a February 2013 poll found nearly 80% of North Carolina residents had heard a little or a lot about the process of extracting natural gas known as "fracking." Two years later, the Elon Poll found similar results with nearly 82% of residents saying they had heard a lot or a little about "fracking." Although knowledge of fracking has remained stable, support for the process has not. In 2013 almost half of residents said they supported fracking. Today, only 34% support it. Republicans who are registered to vote are the most likely to support fracking (61%), compared to 33% of Independent registered voters, and only 16% of Democrats.

## The 2016 Election

### Who would you like to see run in 2016?

Registered voters were asked in October of 2014 and in February 2015 who they would like to see run for president in the 2016 election. Several key findings were observed [See the full results on the next page].

1. 43.4% of Democrats said they would like to see Hillary Clinton run in 2016. In October 2014, 52.8% of Democrats mentioned Hillary Clinton.
2. Jeb Bush leads the Republican field with 16.8 % of registered Republicans. In October of 2014 Mitt Romney led the Republican field with 18.6%.
3. Although only 3.1% of Republicans mentioned Hillary Clinton, that was the 5<sup>th</sup> most frequently mentioned candidate among Republicans, beating out Marco Rubio and Chris Christie. In October 2014 approximately 4% mentioned Clinton, the 4th highest ranked candidate among Republicans.
4. Women (23.5%) were much more likely to mention Hillary Clinton than men (17.9%).
5. Elizabeth Warren was a distant second among Democrats (5.6%), but not a single Republican mentioned her name. 2.5% of women mentioned Elizabeth Warren, compared to 2.4% of men.
6. Scott Walker is a close second among Republicans with 12.5%. In October 2014 not a single Republican respondent mention his name.

### Bush vs. Clinton

Respondents were asked: "If the 2016 presidential election was between Republican Jeb Bush and Democrat Hillary Clinton who would you vote for?" Among registered voters the Elon Poll found Hillary Clinton was favored by 5 points:

|                             | (Registered Voters) |     | (Residents) |     |
|-----------------------------|---------------------|-----|-------------|-----|
| Jeb Bush                    | 40.20%              | 311 | 37.90%      | 328 |
| Hillary Clinton             | 45.70%              | 353 | 46.20%      | 400 |
| Neither/Someone else (vol.) | 10.90%              | 84  | 11.50%      | 100 |
| Don't Know                  | 3.20%               | 25  | 4.40%       | 38  |
| N=                          | 100.00%             | 773 | 100.00%     | 867 |

Support for either candidate was clearly predicted by which party the respondent identified with. Approximately 87% of Democrats supported Clinton and 86% of Republicans supported Bush. Only 3% of Republicans said they would vote for Clinton and only 6% of Democrats said they would vote for Bush. Independents were evenly split with 40% supporting Hillary and 38% supporting Jeb.

## North Carolina Voter's Favorite 2016 Candidate

| <u>Democrats</u>    |       | <u>Independents</u> |       | <u>Republicans</u>    |       |
|---------------------|-------|---------------------|-------|-----------------------|-------|
| Hillary Clinton     | 43.4% | Hillary Clinton     | 14.6% | Jeb Bush              | 16.8% |
| Elizabeth Warren    | 5.6   | Jeb Bush            | 6.4   | Scott Walker          | 12.5  |
| Joe Biden           | 2.6   | Scott Walker        | 5.5   | Ben Carson            | 5.9   |
| Ben Carson          | 1.5   | Chris Christie      | 3.7   | Mike Huckabee         | 4.3   |
| A Female            | 1.5   | Mitt Romney         | 3.2   | Hillary Clinton       | 3.1   |
| Marco Rubio         | 1.1   | Ben Carson          | 2.7   | Mitt Romney           | 3.1   |
| Jeb Bush            | 0.7   | Rand Paul           | 2.7   | Marco Rubio           | 2.7   |
| Mitt Romney         | 0.7   | Ron Paul            | 2.3   | Celebrity/Entertainer | 2.7   |
| Ron Paul            | 0.7   | Elizabeth Warren    | 1.8   | Chris Christie        | 2     |
| Chris Christie      | 0.7   | Ted Cruz            | 1.4   | Ted Cruz              | 2     |
| Sarah Palin         | 0.7   | Bernie Sanders      | 1.4   | Sarah Palin           | 2     |
| A Historical Figure | 0.7   | A Celebrity         | 1.4   | Ron Paul              | 1.6   |
| Scott Walker        | 0.4   | Sarah Palin         | 0.9   | Rand Paul             | 1.2   |
| Bernie Sanders      | 0.4   | John McCain         | 0.9   | John McCain           | 1.2   |
| Barack Obama        | 0.4   | Mike Huckabee       | 0.5   | Condoleezza Rice      | 0.8   |
| Cory Booker         | 0.4   | Marco Rubio         | 0.5   | Paul Ryan             | 0.8   |
| Donald Trump        | 0.4   | Joe Biden           | 0.5   | Rick Perry            | 0.8   |
|                     |       | Barack Obama        | 0.5   | Bernie Sanders        | 0.4   |
|                     |       | Condoleezza Rice    | 0.5   | Colin Powell          | 0.4   |
|                     |       | Paul Ryan           | 0.5   | Donald Trump          | 0.4   |
|                     |       | Rick Perry          | 0.5   | Pat McCrory           | 0.4   |
|                     |       | Colin Powel         | 0.5   | A Historical Figure   | 0.4   |
|                     |       | Cory Booker         | 0.5   |                       |       |
|                     |       | A Female            | 0.5   |                       |       |
| Misc.               | 4.5   | Misc.               | 9.6   | Misc.                 | 4.7   |
| No Answer/Refused   | 8.6   | No Answer/Refused   | 9.6   | No Answer/Refused     | 6.6   |
| Do Not Know         | 24.7  | Do Not Know         | 27.4  | Do Not Know           | 23.4  |
| Total Subsample N   | 267   |                     | 219   |                       | 256   |

Source: Elon University Poll, February 16-20, 2015 (registered voters - unweighted)



## Ranking of 2016 Presidential Mentions by Gender

| Female Respondents  |                     | Male Respondents    |                     |
|---------------------|---------------------|---------------------|---------------------|
| <u>Name</u>         | <u>% Mentions</u>   | <u>Name</u>         | <u>% Mentions</u>   |
| Hillary Clinton     | 23.5%               | Hillary Clinton     | 17.9%               |
| Jeb Bush            | 7.9                 | Scott Walker        | 9.0                 |
| Scott Walker        | 3.2                 | Jeb Bush            | 7.6                 |
| Ben Carson          | 3.0                 | Ben Carson          | 4.1                 |
| Elizabeth Warren    | 2.5                 | Mitt Romney         | 2.7                 |
| Sarah Palin         | 2.2                 | Elizabeth Warren    | 2.4                 |
| Chris Christie      | 2.0                 | Rand Paul           | 2.4                 |
| Mitt Romney         | 1.7                 | A Celebrity         | 2.4                 |
| Marco Rubio         | 1.5                 | Ron Paul            | 2.2                 |
| Ron Paul            | 1.2                 | Chris Christie      | 1.9                 |
| Mike Huckabee       | 1.2                 | Mike Huckabee       | 1.9                 |
| Ted Cruz            | 1.2                 | Joe Biden           | 1.9                 |
| John McCain         | 1.0                 | Marco Rubio         | 1.4                 |
| A Female            | 1.0                 | Ted Cruz            | 1.1                 |
| Rick Perry          | 0.7                 | Bernie Sanders      | 0.8                 |
| Bernie Sanders      | 0.5                 | Colin Powel         | 0.5                 |
| Condoleezza Rice    | 0.5                 | Donald Trump        | 0.5                 |
| Paul Ryan           | 0.5                 | John McCain         | 0.3                 |
| A Historical Figure | 0.5                 | Barack Obama        | 0.3                 |
| A Celebrity         | 0.5                 | Condoleezza Rice    | 0.3                 |
| Rand Paul           | 0.2                 | Paul Ryan           | 0.3                 |
| Joe Biden           | 0.2                 | Cory Booker         | 0.3                 |
| Barack Obama        | 0.2                 | A Historical Figure | 0.3                 |
| Cory Booker         | 0.2                 | A Female            | 0.3                 |
| Pat McCrory         | 0.2                 |                     |                     |
| Other               | 4.0                 | Other               | 8.4                 |
| No Answer/Refused   | 8.6                 | No Answer/Refused   | 7.3                 |
| Do Not Know         | 29.9                | Do Not Know         | 21.5                |
| <b>TOTAL</b>        | <b>100.0% (405)</b> | <b>TOTAL</b>        | <b>100.0% (368)</b> |

Source: Elon University Poll, February 16-20, 2015 (registered voters - unweighted)

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## Overall Ranking of 2016 Presidential Mentions

| <u>Name</u>           | <u># Mentions</u> | <u>% Mentions</u> |
|-----------------------|-------------------|-------------------|
| Hillary Clinton       | 161               | 20.80%            |
| Jeb Bush              | 60                | 7.80%             |
| Scott Walker          | 46                | 6.00%             |
| Ben Carson            | 27                | 3.50%             |
| Elizabeth Warren      | 19                | 2.50%             |
| Mitt Romney           | 17                | 2.20%             |
| Ron Paul              | 13                | 1.70%             |
| Chris Christie        | 15                | 1.90%             |
| Mike Huckabee         | 12                | 1.60%             |
| Marco Rubio           | 11                | 1.40%             |
| Ted Cruz              | 9                 | 1.20%             |
| Rand Paul             | 10                | 1.30%             |
| Sarah Palin           | 9                 | 1.20%             |
| Joe Biden             | 8                 | 1.00%             |
| Bernie Sanders        | 5                 | 0.60%             |
| John McCain           | 5                 | 0.60%             |
| Barack Obama          | 2                 | 0.30%             |
| Condoleezza Rice      | 3                 | 0.40%             |
| Paul Ryan             | 3                 | 0.40%             |
| Rick Perry            | 3                 | 0.40%             |
| Colin Powel           | 2                 | 0.30%             |
| Cory Booker           | 2                 | 0.30%             |
| Donald Trump          | 2                 | 0.30%             |
| Pat McCrory           | 1                 | 0.10%             |
| A Historical Figure   | 3                 | 0.40%             |
| A Female              | 5                 | 0.60%             |
| Entertainer/Celebrity | 11                | 1.40%             |
| Other                 | 47                | 6.10%             |
| No Answer/Refused     | 62                | 8.00%             |
| Do Not Know           | 200               | 25.90%            |
| <b>Total</b>          | <b>773</b>        | <b>100.00%</b>    |

Source: Elon University Poll, February 16-20, 2015 (registered voters - unweighted)

## Topline Results

Sample sizes in subscripts. Due to weighting, totals occasionally differ slightly from response options.

### Approval Ratings

#### President Approval

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

|            | (Registered Voters) |     | (Residents) |     |
|------------|---------------------|-----|-------------|-----|
| Approve    | 40.30%              | 311 | 40.70%      | 353 |
| Disapprove | 49.40%              | 382 | 47.20%      | 409 |
| Don't know | 10.10%              | 78  | 11.70%      | 102 |
| Refused    | 0.20%               | 2   | 0.40%       | 3   |
| N=         | 100.00%             | 773 | 100.00%     | 867 |

#### Congress Approval

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

|            | (Registered Voters) |     | (Residents) |     |
|------------|---------------------|-----|-------------|-----|
| Approve    | 13.30%              | 103 | 14.30%      | 124 |
| Disapprove | 76.50%              | 591 | 74.00%      | 641 |
| Don't know | 9.80%               | 75  | 11.00%      | 95  |
| Refused    | 0.50%               | 4   | 0.80%       | 7   |
| N=         | 100.00%             | 773 | 100.00%     | 867 |

#### Governor Approval

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

|            | (Registered Voters) |     | (Residents) |     |
|------------|---------------------|-----|-------------|-----|
| Approve    | 41.00%              | 317 | 39.60%      | 343 |
| Disapprove | 40.80%              | 316 | 38.90%      | 337 |
| Don't know | 17.90%              | 139 | 20.90%      | 181 |
| Refused    | 0.20%               | 2   | 0.60%       | 5   |
| N=         | 100.00%             | 773 | 100.00%     | 867 |

## General Assembly Approval

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

|            | (Registered Voters) |     | (Residents) |     |
|------------|---------------------|-----|-------------|-----|
| Approve    | 33.80%              | 262 | 33.00%      | 286 |
| Disapprove | 43.90%              | 339 | 42.60%      | 369 |
| Don't know | 22.20%              | 171 | 24.10%      | 209 |
| Refused    | 0.10%               | 1   | 0.30%       | 2   |
| N=         | 100.00%             | 773 | 100.00%     | 867 |

## Tillis Approval

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

|            | (Registered Voters) |     | (Residents) |     |
|------------|---------------------|-----|-------------|-----|
| Approve    | 30.00%              | 232 | 30.10%      | 261 |
| Disapprove | 40.90%              | 316 | 40.60%      | 352 |
| Don't know | 28.90%              | 223 | 29.20%      | 253 |
| Refused    | 0.20%               | 2   | 0.20%       | 1   |
| N=         | 100.00%             | 773 | 100.00%     | 867 |

## Burr Approval

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

|            | (Registered Voters) |     | (Residents) |     |
|------------|---------------------|-----|-------------|-----|
| Approve    | 36.90%              | 285 | 36.10%      | 313 |
| Disapprove | 30.80%              | 238 | 29.80%      | 259 |
| Don't know | 31.70%              | 245 | 33.40%      | 289 |
| Refused    | 0.60%               | 5   | 0.70%       | 6   |
| N=         | 100.00%             | 773 | 100.00%     | 867 |

## Policy Issues

### State Direction: Right/Wrong Track

Now, thinking about things in this state, do you think things in North Carolina are going in the right direction, or do you think things are off on the wrong track?

|                 | (Registered Voters) |     | (Residents) |     |
|-----------------|---------------------|-----|-------------|-----|
| Right direction | 37.00%              | 286 | 37.70%      | 327 |
| Wrong Track     | 50.50%              | 391 | 49.20%      | 426 |
| Don't Know      | 12.30%              | 95  | 12.90%      | 112 |
| Refused         | 0.30%               | 2   | 0.20%       | 2   |
| N=              | 100.00%             | 773 | 100.00%     | 867 |

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## Most Important Issue

What is the most important issue facing the state of North Carolina?[Open-Ended Response]

(Results limited to registered voters)

|  |          |         |
|--|----------|---------|
| Education .....                        | 207..... | 26.80%  |
| Jobs/Employment/Wages.....             | 176..... | 22.80%  |
| Economy .....                          | 54.....  | 7.00%   |
| Healthcare/Medicaid/Obamacare.....     | 42.....  | 5.40%   |
| Taxes .....                            | 28.....  | 3.60%   |
| Environment.....                       | 31.....  | 4.00%   |
| Poverty/Inequality.....                | 20.....  | 2.60%   |
| Gay Marriage/Gay Rights .....          | 17.....  | 2.20%   |
| Budget/Debt .....                      | 15.....  | 1.90%   |
| Immigration.....                       | 14.....  | 1.80%   |
| Infrastructure/Roads/Construction..... | 12.....  | 1.60%   |
| EconDevelop./Attracting Bus. ....      | 10.....  | 1.30%   |
| Government/Officials/Leaders.....      | 9.....   | 1.20%   |
| Crime/Public Safety/Drugs .....        | 7.....   | 0.90%   |
| Legalize Marijuana .....               | 3.....   | 0.40%   |
| Voting Rights/Fraud.....               | 9.....   | 1.20%   |
| Gas Prices.....                        | 5.....   | 0.60%   |
| Abortion .....                         | 4.....   | 0.50%   |
| Racial Issues.....                     | 3.....   | 0.40%   |
| Religion/Morality.....                 | 3.....   | 0.40%   |
| Too many issues.....                   | 5.....   | 0.60%   |
| No Answer/Refused.....                 | 6.....   | 0.80%   |
| Do Not Know .....                      | 42.....  | 5.40%   |
| Misc.....                              | 51.....  | 6.60%   |
| N= .....                               | 773..... | 100.00% |

## Immigrant [rotated]

Now moving to the issue of immigration... Please indicate which statement comes closest to your own view, even if neither is exactly right.

1) Immigrants today are a benefit to North Carolina because of their hard work and job skills

OR

2) Immigrants today are a burden to North Carolina because they use public services.

|            | (Registered Voters) |     | (Residents) |     |
|------------|---------------------|-----|-------------|-----|
| Benefit    | 50.40%              | 389 | 52.50%      | 456 |
| Burden     | 37.60%              | 291 | 35.50%      | 308 |
| Don't Know | 11.30%              | 87  | 11.30%      | 98  |
| Refused    | 0.80%               | 6   | 0.70%       | 6   |
| N=         | 100.00%             | 773 | 100.00%     | 867 |

## Vaccinations [rotated]

Thinking about childhood diseases, such as measles, mumps, rubella and polio...  
Should parents be required to be vaccinate their children?

OR

Should parents be able to decide NOT to vaccinate their children?

|                                   | (Registered Voters) |     | (Residents) |     |
|-----------------------------------|---------------------|-----|-------------|-----|
| Parents should be able to choose  | 24.50%              | 190 | 27.40%      | 238 |
| All children should be vaccinated | 71.90%              | 556 | 69.10%      | 599 |
| Don't Know                        | 3.40%               | 27  | 3.40%       | 29  |
| Refused                           | 0.10%               | 1   | 0.10%       | 1   |
| N=                                | 100.00%             | 773 | 100.00%     | 867 |

## Abortion

Now, thinking more generally, do you think state laws in North Carolina should make access to an abortion more difficult or less difficult?

|                            | (Registered Voters) |     | (Residents) |     |
|----------------------------|---------------------|-----|-------------|-----|
| More difficult             | 40.70%              | 314 | 41.20%      | 357 |
| Less difficult             | 42.80%              | 331 | 43.50%      | 377 |
| About/Stay the Same [vol.] | 6.80%               | 53  | 6.60%       | 57  |
| Don't know                 | 8.80%               | 68  | 8.00%       | 69  |
| Refused                    | 0.90%               | 7   | 0.80%       | 7   |
| N=                         | 100.00%             | 773 | 100.00%     | 867 |

## 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?

|                          | (Registered Voters) |     | (Residents) |     |
|--------------------------|---------------------|-----|-------------|-----|
| Make Things Better       | 35.60%              | 275 | 34.70%      | 301 |
| Not Make Much Difference | 10.70%              | 83  | 12.90%      | 112 |
| Make Things Worse        | 49.30%              | 381 | 47.00%      | 408 |
| Don't Know               | 4.40%               | 34  | 5.40%       | 47  |
| N=                       | 100.00%             | 773 | 100.00%     | 867 |

## Gay Marriage

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

|                         | (Registered Voters) | (Residents) |
|-------------------------|---------------------|-------------|
| Support                 | 42.50% 328          | 43.80% 380  |
| Oppose                  | 47.50% 367          | 46.60% 404  |
| Don't Know / No Opinion | 9.60% 74            | 9.20% 80    |
| Refused                 | 0.40% 3             | 0.40% 3     |
| N=                      | 100.00% 773         | 100.00% 867 |

## Fracking Knowledge

How much, if anything, have you heard about a drilling method called fracking that is used to extract natural gas from underground rock formations? Have you heard a lot, a little or nothing at all?

|            | (Registered Voters) | (Residents) |
|------------|---------------------|-------------|
| A lot      | 46.40% 359          | 43.50% 377  |
| A little   | 39.50% 305          | 38.10% 330  |
| None       | 13.80% 106          | 17.80% 154  |
| Don't know | 0.30% 2             | 0.70% 6     |
| N=         | 100.00% 773         | 100.00% 867 |

## Fracking Opinion [if fracking = 1 or 2]

From what you've read and heard, do you [support or oppose] fracking in North Carolina?

|                         | (Registered Voters) | (Residents) |
|-------------------------|---------------------|-------------|
| Support                 | 35.70% 244          | 34.20% 252  |
| Oppose                  | 49.40% 337          | 51.20% 377  |
| Don't Know / No Opinion | 14.90% 101          | 14.50% 107  |
| N=                      | 100.00% 682         | 100.00% 736 |

## Demographics

### Party ID

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

|                      | (Registered Voters) | (Residents) |
|----------------------|---------------------|-------------|
| Democrats            | 31.80% 246          | 31.30% 271  |
| Independents         | 40.00% 309          | 41.00% 356  |
| Republicans          | 25.90% 200          | 24.50% 212  |
| Don't Know / Refused | 2.30% 18            | 3.20% 28    |
| N=                   | 100.00% 773         | 100.00% 867 |

# ELON UNIVERSITY POLL

## Ideology

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

|                        | (Registered Voters) |     | (Residents) |     |
|------------------------|---------------------|-----|-------------|-----|
| Extremely Liberal      | 4.10%               | 32  | 4.40%       | 38  |
| Liberal                | 13.20%              | 102 | 13.00%      | 112 |
| Slightly Liberal       | 16.80%              | 130 | 17.20%      | 150 |
| Moderate               | 10.80%              | 83  | 11.30%      | 98  |
| Slightly Conservative  | 16.60%              | 129 | 17.10%      | 148 |
| Conservative           | 22.20%              | 172 | 20.00%      | 173 |
| Extremely Conservative | 9.70%               | 75  | 8.90%       | 78  |
| Don't Know             | 5.30%               | 41  | 6.50%       | 57  |
| Refused                | 1.30%               | 10  | 1.50%       | 13  |
| N=                     | 100.00%             | 773 | 100.00%     | 867 |

## Education

How much school have you completed?

|                              | (Registered Voters) |     | (Residents) |     |
|------------------------------|---------------------|-----|-------------|-----|
| Less than HS                 | 2.80%               | 21  | 4.30%       | 38  |
| High School / GED            | 16.50%              | 128 | 18.50%      | 160 |
| Some College/ AA / Technical | 31.70%              | 245 | 32.20%      | 279 |
| College Graduate             | 30.70%              | 237 | 28.40%      | 247 |
| Graduate School              | 17.80%              | 137 | 16.00%      | 139 |
| Don't Know                   | 0.50%               | 4   | 0.40%       | 4   |
| Refused                      |                     |     | 0.10%       | 1   |
| N=                           | 100.00%             | 773 | 100.00%     | 867 |

## Gender

Was the respondent male or female?

|        | (Registered Voters) |     | (Residents) |     |
|--------|---------------------|-----|-------------|-----|
| Male   | 48.80%              | 377 | 48.00%      | 416 |
| Female | 51.20%              | 396 | 52.00%      | 451 |
| N=     | 100.00%             | 773 | 100.00%     | 867 |



# ELON UNIVERSITY POLL

## 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?

|                      | (Registered Voters) |     | (Residents) |     |
|----------------------|---------------------|-----|-------------|-----|
| Less than \$25,000   | 12.90%              | 100 | 14.90%      | 129 |
| \$25,000 to \$50,000 | 20.00%              | 155 | 20.20%      | 175 |
| \$50,000 to \$75,000 | 16.10%              | 124 | 16.20%      | 140 |
| More than \$75,000   | 40.10%              | 310 | 36.50%      | 316 |
| Don't Know           | 4.40%               | 34  | 6.20%       | 54  |
| Refused              | 6.40%               | 50  | 6.10%       | 53  |
| N=                   | 100.00%             | 773 | 100.00%     | 867 |

## Age

How old are you? [Continuous variable recoded for presentation]

|       | (Registered Voters) |     | (Residents) |     |
|-------|---------------------|-----|-------------|-----|
| 18-30 | 17.10%              | 132 | 22.90%      | 199 |
| 31-40 | 19.10%              | 148 | 18.00%      | 156 |
| 41-50 | 16.90%              | 130 | 16.10%      | 140 |
| 51-65 | 28.90%              | 223 | 26.60%      | 230 |
| 65+   | 18.00%              | 140 | 16.40%      | 142 |
| N=    | 100.00%             | 773 | 100.00%     | 867 |

## 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 Attend = YES] Do you go to religious services every week, almost every week, once or twice a month, a few times a year, or never?

|                       | (Registered Voters) |     | (Residents) |     |
|-----------------------|---------------------|-----|-------------|-----|
| Never                 | 25.30%              | 196 | 27.30%      | 236 |
| A few times a year    | 11.30%              | 87  | 10.80%      | 94  |
| Once or twice a month | 15.90%              | 123 | 16.70%      | 145 |
| Almost every week     | 15.20%              | 117 | 14.10%      | 122 |
| Every week            | 31.70%              | 245 | 30.40%      | 264 |
| Don't Know            | 0.40%               | 3   | 0.50%       | 4   |
| Refused               | 0.20%               | 2   | 0.20%       | 1   |
| N=                    | 100.00%             | 773 | 100.00%     | 867 |

# ELON UNIVERSITY POLL

## Race

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

|       | (Registered Voters) |     | (Residents) |     |
|-------|---------------------|-----|-------------|-----|
| White | 74.70%              | 577 | 72.10%      | 625 |
| Black | 20.10%              | 155 | 20.90%      | 181 |
| Other | 5.20%               | 40  | 7.10%       | 61  |
| N=    | 100.00%             | 773 | 100.00%     | 867 |

## Origin

Are you originally from North Carolina? [if growup != 1] Are you originally from the South?

|                     | (Registered Voters) |     | (Residents) |     |
|---------------------|---------------------|-----|-------------|-----|
| Non-Southern Native | 28.60%              | 221 | 29.90%      | 259 |
| NC Native           | 57.30%              | 443 | 56.30%      | 488 |
| Southern Native     | 14.10%              | 109 | 13.80%      | 120 |
| N=                  | 100.00%             | 773 | 100.00%     | 867 |

## Landline/Cellphone

Do you have a land line phone? [asked to cell phones only]

Do you have a cell phone? [asked to land line phones only]

|               | (Registered Voters) |     | (Residents) |     |
|---------------|---------------------|-----|-------------|-----|
| Landline only | 6.40%               | 49  | 7.70%       | 67  |
| Dual Use      | 59.90%              | 463 | 57.00%      | 494 |
| Cell only     | 33.70%              | 261 | 35.30%      | 306 |
| N=            | 100.00%             | 773 | 100.00%     | 867 |

## Accent

Did the person have a Southern accent?

|                        | (Registered Voters) |     | (Residents) |     |
|------------------------|---------------------|-----|-------------|-----|
| Strong Southern Accent | 26.70%              | 207 | 25.60%      | 222 |
| Slight Southern Accent | 39.70%              | 307 | 38.90%      | 337 |
| No Southern Accent     | 33.60%              | 259 | 35.60%      | 308 |
| N=                     | 100.00%             | 773 | 100.00%     | 867 |

# ELON UNIVERSITY POLL

## Cross Tabulations

Cross tabulations are for registered voters. Sample sizes and additional cross-tabs are available from [kfernandez@elon.edu](mailto:kfernandez@elon.edu) and [jhusser@elon.edu](mailto:jhusser@elon.edu) on request from journalists or academic researchers.

### President Approval

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

|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|---------------------|----------------|-------------------|-------------------|----------------|--------------|
|                     | %              | %                 | %                 | %              | %            |
| <b>Democrats</b>    | 78             | 15                | 7                 | 0              | 100          |
| <b>Independents</b> | 33             | 52                | 14                | 0              | 100          |
| <b>Republicans</b>  | 5              | 88                | 7                 | 0              | 100          |
| <b>Total</b>        | 40             | 49                | 10                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>White</b>        | 28             | 62                | 10                | 0              | 100          |
| <b>Black</b>        | 87             | 7                 | 6                 | 0              | 100          |
| <b>Other</b>        | 41             | 36                | 23                | 0              | 100          |
| <b>Total</b>        | 40             | 49                | 10                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>18-30</b>        | 44             | 40                | 16                | 0              | 100          |
| <b>31-40</b>        | 39             | 51                | 11                | 0              | 100          |
| <b>41-50</b>        | 41             | 51                | 8                 | 0              | 100          |
| <b>51-65</b>        | 42             | 47                | 10                | 1              | 100          |
| <b>65+</b>          | 35             | 58                | 7                 | 0              | 100          |
| <b>Total</b>        | 40             | 49                | 10                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>Male</b>         | 37             | 53                | 9                 | 0              | 100          |
| <b>Female</b>       | 43             | 46                | 11                | 0              | 100          |
| <b>Total</b>        | 40             | 49                | 10                | 0              | 100          |

# ELON UNIVERSITY POLL

## Congress Approval

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

|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|---------------------|----------------|-------------------|-------------------|----------------|--------------|
|                     | %              | %                 | %                 | %              | %            |
| <b>Democrats</b>    | 14             | 80                | 5                 | 0              | 100          |
| <b>Independents</b> | 11             | 79                | 10                | 0              | 100          |
| <b>Republicans</b>  | 16             | 70                | 12                | 1              | 100          |
| <b>Total</b>        | 13             | 76                | 10                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>White</b>        | 11             | 79                | 10                | 1              | 100          |
| <b>Black</b>        | 25             | 69                | 7                 | 0              | 100          |
| <b>Other</b>        | 6              | 68                | 26                | 0              | 100          |
| <b>Total</b>        | 13             | 76                | 10                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>18-30</b>        | 18             | 75                | 7                 | 0              | 100          |
| <b>31-40</b>        | 10             | 78                | 12                | 1              | 100          |
| <b>41-50</b>        | 13             | 72                | 14                | 1              | 100          |
| <b>51-65</b>        | 12             | 82                | 6                 | 0              | 100          |
| <b>65+</b>          | 15             | 72                | 13                | 0              | 100          |
| <b>Total</b>        | 13             | 76                | 10                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>Male</b>         | 13             | 80                | 7                 | 1              | 100          |
| <b>Female</b>       | 14             | 73                | 13                | 0              | 100          |
| <b>Total</b>        | 13             | 76                | 10                | 0              | 100          |

# ELON UNIVERSITY POLL

## Governor Approval

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

|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|---------------------|----------------|-------------------|-------------------|----------------|--------------|
|                     | %              | %                 | %                 | %              | %            |
| <b>Democrats</b>    | 23             | 65                | 12                | 0              | 100          |
| <b>Independents</b> | 37             | 40                | 22                | 0              | 100          |
| <b>Republicans</b>  | 68             | 15                | 16                | 1              | 100          |
| <b>Total</b>        | 41             | 41                | 18                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>White</b>        | 47             | 34                | 19                | 0              | 100          |
| <b>Black</b>        | 25             | 64                | 12                | 0              | 100          |
| <b>Other</b>        | 22             | 56                | 22                | 0              | 100          |
| <b>Total</b>        | 41             | 41                | 18                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>18-30</b>        | 28             | 47                | 25                | 0              | 100          |
| <b>31-40</b>        | 37             | 45                | 18                | 0              | 100          |
| <b>41-50</b>        | 42             | 41                | 17                | 0              | 100          |
| <b>51-65</b>        | 45             | 39                | 15                | 1              | 100          |
| <b>65+</b>          | 49             | 33                | 17                | 0              | 100          |
| <b>Total</b>        | 41             | 41                | 18                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>Male</b>         | 46             | 38                | 17                | 0              | 100          |
| <b>Female</b>       | 37             | 44                | 19                | 0              | 100          |
| <b>Total</b>        | 41             | 41                | 18                | 0              | 100          |

# ELON UNIVERSITY POLL

## General Assembly Approval

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

|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|---------------------|----------------|-------------------|-------------------|----------------|--------------|
|                     | %              | %                 | %                 | %              | %            |
| <b>Democrats</b>    | 26             | 59                | 15                | 0              | 100          |
| <b>Independents</b> | 32             | 45                | 23                | 0              | 100          |
| <b>Republicans</b>  | 48             | 25                | 27                | 0              | 100          |
| <b>Total</b>        | 34             | 44                | 22                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>White</b>        | 35             | 40                | 24                | 0              | 100          |
| <b>Black</b>        | 31             | 53                | 16                | 0              | 100          |
| <b>Other</b>        | 24             | 59                | 18                | 0              | 100          |
| <b>Total</b>        | 34             | 44                | 22                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>18-30</b>        | 36             | 44                | 21                | 0              | 100          |
| <b>31-40</b>        | 26             | 52                | 22                | 0              | 100          |
| <b>41-50</b>        | 39             | 36                | 24                | 1              | 100          |
| <b>51-65</b>        | 33             | 47                | 20                | 0              | 100          |
| <b>65+</b>          | 36             | 39                | 25                | 0              | 100          |
| <b>Total</b>        | 34             | 44                | 22                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>Male</b>         | 38             | 44                | 18                | 0              | 100          |
| <b>Female</b>       | 30             | 44                | 26                | 0              | 100          |
| <b>Total</b>        | 34             | 44                | 22                | 0              | 100          |

# ELON UNIVERSITY POLL

## Tillis Approval

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

|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|---------------------|----------------|-------------------|-------------------|----------------|--------------|
|                     | %              | %                 | %                 | %              | %            |
| <b>Democrats</b>    | 19             | 60                | 21                | 0              | 100          |
| <b>Independents</b> | 25             | 46                | 29                | 0              | 100          |
| <b>Republicans</b>  | 52             | 12                | 35                | 1              | 100          |
| <b>Total</b>        | 30             | 41                | 29                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>White</b>        | 33             | 37                | 30                | 0              | 100          |
| <b>Black</b>        | 24             | 56                | 20                | 0              | 100          |
| <b>Other</b>        | 13             | 43                | 44                | 0              | 100          |
| <b>Total</b>        | 30             | 41                | 29                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>18-30</b>        | 28             | 55                | 17                | 0              | 100          |
| <b>31-40</b>        | 27             | 42                | 31                | 0              | 100          |
| <b>41-50</b>        | 31             | 36                | 32                | 1              | 100          |
| <b>51-65</b>        | 30             | 41                | 29                | 0              | 100          |
| <b>65+</b>          | 34             | 31                | 35                | 0              | 100          |
| <b>Total</b>        | 30             | 41                | 29                | 0              | 100          |
|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %                 | %                 | %              | %            |
| <b>Male</b>         | 32             | 40                | 28                | 0              | 100          |
| <b>Female</b>       | 29             | 42                | 30                | 0              | 100          |
| <b>Total</b>        | 30             | 41                | 29                | 0              | 100          |

# ELON UNIVERSITY POLL

## Burr Approval

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

|                     | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|---------------------|----------------|-------------------|-------------------|----------------|--------------|
|                     | %              | %                 | %                 | %              | %            |
| <b>Democrats</b>    | 26             | 45                | 29                | 0              | 100          |
| <b>Independents</b> | 34             | 31                | 34                | 1              | 100          |
| <b>Republicans</b>  | 55             | 15                | 29                | 1              | 100          |
| <b>Total</b>        | 37             | 31                | 32                | 1              | 100          |

|              | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|--------------|----------------|-------------------|-------------------|----------------|--------------|
|              | %              | %                 | %                 | %              | %            |
| <b>White</b> | 40             | 28                | 32                | 0              | 100          |
| <b>Black</b> | 27             | 41                | 30                | 1              | 100          |
| <b>Other</b> | 32             | 35                | 32                | 0              | 100          |
| <b>Total</b> | 37             | 31                | 32                | 1              | 100          |

|              | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|--------------|----------------|-------------------|-------------------|----------------|--------------|
|              | %              | %                 | %                 | %              | %            |
| <b>18-30</b> | 27             | 40                | 31                | 2              | 100          |
| <b>31-40</b> | 33             | 31                | 35                | 1              | 100          |
| <b>41-50</b> | 36             | 29                | 35                | 0              | 100          |
| <b>51-65</b> | 43             | 28                | 28                | 1              | 100          |
| <b>65+</b>   | 42             | 27                | 31                | 0              | 100          |
| <b>Total</b> | 37             | 31                | 32                | 1              | 100          |

|               | <u>Approve</u> | <u>Disapprove</u> | <u>Don't know</u> | <u>Refused</u> | <u>Total</u> |
|---------------|----------------|-------------------|-------------------|----------------|--------------|
|               | %              | %                 | %                 | %              | %            |
| <b>Male</b>   | 40             | 30                | 29                | 1              | 100          |
| <b>Female</b> | 34             | 31                | 34                | 1              | 100          |
| <b>Total</b>  | 37             | 31                | 32                | 1              | 100          |



# ELON UNIVERSITY POLL

## State Direction: Right/Wrong Track

Now, thinking about things in this state, do you think things in North Carolina are going in the right direction, or do you think things are off on the wrong track?

|                     | <u>Right direction</u> | <u>Wrong Track</u> | <u>Don't Know</u> | <u>Refused</u> | <u>Total</u> |
|---------------------|------------------------|--------------------|-------------------|----------------|--------------|
|                     | %                      | %                  | %                 | %              | %            |
| <b>Democrats</b>    | 23                     | 67                 | 10                | 0              | 100          |
| <b>Independents</b> | 35                     | 53                 | 12                | 0              | 100          |
| <b>Republicans</b>  | 58                     | 28                 | 13                | 0              | 100          |
| <b>Total</b>        | 37                     | 51                 | 12                | 0              | 100          |
|                     | <u>Right direction</u> | <u>Wrong Track</u> | <u>Don't Know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %                      | %                  | %                 | %              | %            |
| <b>White</b>        | 42                     | 46                 | 12                | 0              | 100          |
| <b>Black</b>        | 26                     | 63                 | 10                | 0              | 100          |
| <b>Other</b>        | 10                     | 69                 | 19                | 3              | 100          |
| <b>Total</b>        | 37                     | 51                 | 12                | 0              | 100          |
|                     | <u>Right direction</u> | <u>Wrong Track</u> | <u>Don't Know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %                      | %                  | %                 | %              | %            |
| <b>18-30</b>        | 31                     | 52                 | 17                | 0              | 100          |
| <b>31-40</b>        | 36                     | 54                 | 10                | 0              | 100          |
| <b>41-50</b>        | 33                     | 54                 | 12                | 1              | 100          |
| <b>51-65</b>        | 39                     | 51                 | 10                | 0              | 100          |
| <b>65+</b>          | 44                     | 41                 | 15                | 0              | 100          |
| <b>Total</b>        | 37                     | 51                 | 12                | 0              | 100          |
|                     | <u>Right direction</u> | <u>Wrong Track</u> | <u>Don't Know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %                      | %                  | %                 | %              | %            |
| <b>Male</b>         | 40                     | 47                 | 13                | 0              | 100          |
| <b>Female</b>       | 34                     | 54                 | 12                | 0              | 100          |
| <b>Total</b>        | 37                     | 51                 | 12                | 0              | 100          |

# ELON UNIVERSITY POLL

## Immigrants1&2 [rotated]

Now moving to the issue of immigration... Please indicate which statement comes closest to your own view, even if neither is exactly right.

1) Immigrants today are a benefit to North Carolina because of their hard work and job skills

OR

2) Immigrants today are a burden to North Carolina because they use public services.

|                     | <u>Benefit</u> | <u>Burden</u> | <u>Don't Know</u> | <u>Refused</u> | <u>Total</u> |
|---------------------|----------------|---------------|-------------------|----------------|--------------|
|                     | %              | %             | %                 | %              | %            |
| <b>Democrats</b>    | 64             | 26            | 9                 | 1              | 100          |
| <b>Independents</b> | 51             | 37            | 11                | 1              | 100          |
| <b>Republicans</b>  | 35             | 51            | 13                | 1              | 100          |
| <b>Total</b>        | 50             | 38            | 11                | 1              | 100          |
|                     | <u>Benefit</u> | <u>Burden</u> | <u>Don't Know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %             | %                 | %              | %            |
| <b>White</b>        | 47             | 42            | 10                | 1              | 100          |
| <b>Black</b>        | 57             | 27            | 15                | 2              | 100          |
| <b>Other</b>        | 68             | 14            | 18                | 0              | 100          |
| <b>Total</b>        | 50             | 38            | 11                | 1              | 100          |
|                     | <u>Benefit</u> | <u>Burden</u> | <u>Don't Know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %             | %                 | %              | %            |
| <b>18-30</b>        | 63             | 30            | 7                 | 0              | 100          |
| <b>31-40</b>        | 50             | 36            | 13                | 1              | 100          |
| <b>41-50</b>        | 38             | 47            | 13                | 2              | 100          |
| <b>51-65</b>        | 53             | 37            | 9                 | 1              | 100          |
| <b>65+</b>          | 45             | 39            | 15                | 0              | 100          |
| <b>Total</b>        | 50             | 38            | 11                | 1              | 100          |
|                     | <u>Benefit</u> | <u>Burden</u> | <u>Don't Know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %             | %                 | %              | %            |
| <b>Male</b>         | 48             | 39            | 11                | 1              | 100          |
| <b>Female</b>       | 53             | 36            | 11                | 0              | 100          |
| <b>Total</b>        | 50             | 38            | 11                | 1              | 100          |

# ELON UNIVERSITY POLL

## Vaccine [rotated]

Thinking about childhood diseases, such as measles, mumps, rubella and polio...

Should parents be required to be vaccinate their children?

OR

Should parents be able to decide NOT to vaccinate their children?

|                     | <u>Parents should be able<br/>to choose</u> | <u>All children<br/>should be<br/>vaccinated</u> | <u>Don't<br/>Know</u> | <u>Refused</u> | <u>Total</u> |
|---------------------|---|--|-----------------------|----------------|--------------|
|                     | %   | %  | %                     | %              | %            |
| <b>Democrats</b>    | 20  | 77   | 2                     | 0              | 100          |
| <b>Independents</b> | 28  | 68   | 3                     | 0              | 100          |
| <b>Republicans</b>  | 23  | 72   | 5                     | 0              | 100          |
| <b>Total</b>        | 25  | 72   | 3                     | 0              | 100          |

|              | <u>Parents should be able<br/>to choose</u> | <u>All children<br/>should be<br/>vaccinated</u> | <u>Don't<br/>Know</u> | <u>Refused</u> | <u>Total</u> |
|--------------|---|--|-----------------------|----------------|--------------|
|              | %   | %  | %                     | %              | %            |
| <b>White</b> | 25  | 72   | 3                     | 0              | 100          |
| <b>Black</b> | 21  | 77   | 2                     | 0              | 100          |
| <b>Other</b> | 30  | 59   | 11                    | 0              | 100          |
| <b>Total</b> | 25  | 72   | 3                     | 0              | 100          |

|              | <u>Parents should be able<br/>to choose</u> | <u>All children<br/>should be<br/>vaccinated</u> | <u>Don't<br/>Know</u> | <u>Refused</u> | <u>Total</u> |
|--------------|---|--|-----------------------|----------------|--------------|
|              | %   | %  | %                     | %              | %            |
| <b>18-30</b> | 35  | 62   | 2                     | 0              | 100          |
| <b>31-40</b> | 35  | 62   | 3                     | 0              | 100          |
| <b>41-50</b> | 25  | 71   | 4                     | 0              | 100          |
| <b>51-65</b> | 17  | 79   | 4                     | 0              | 100          |
| <b>65+</b>   | 14  | 82   | 4                     | 0              | 100          |
| <b>Total</b> | 25  | 72   | 3                     | 0              | 100          |

|               | <u>Parents should be able<br/>to choose</u> | <u>All children<br/>should be<br/>vaccinated</u> | <u>Don't<br/>Know</u> | <u>Refused</u> | <u>Total</u> |
|---------------|---|--|-----------------------|----------------|--------------|
|               | %   | %  | %                     | %              | %            |
| <b>Male</b>   | 27  | 69   | 4                     | 0              | 100          |
| <b>Female</b> | 22  | 75   | 3                     | 0              | 100          |
| <b>Total</b>  | 25  | 72   | 3                     | 0              | 100          |

# ELON UNIVERSITY POLL

## Abortion

Now, thinking more generally, do you think state laws in North Carolina should make access to an abortion more difficult or less difficult?

|                     | <u>More<br/>difficult</u> | <u>Less<br/>difficult</u> | <u>About the<br/>Same</u> | <u>Don't<br/>know</u> | <u>Refused</u> | <u>Total</u> |
|---------------------|---------------------------|---------------------------|---------------------------|-----------------------|----------------|--------------|
|                     | %                         | %                         | %                         | %                     | %              | %            |
| <b>Democrats</b>    | 30                        | 58                        | 3                         | 7                     | 1              | 100          |
| <b>Independents</b> | 32                        | 47                        | 9                         | 11                    | 1              | 100          |
| <b>Republicans</b>  | 65                        | 20                        | 7                         | 8                     | 0              | 100          |
| <b>Total</b>        | 41                        | 43                        | 7                         | 9                     | 1              | 100          |
|                     | <u>More<br/>difficult</u> | <u>Less<br/>difficult</u> | <u>About the<br/>Same</u> | <u>Don't<br/>know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %                         | %                         | %                         | %                     | %              | %            |
| <b>White</b>        | 43                        | 40                        | 8                         | 9                     | 1              | 100          |
| <b>Black</b>        | 34                        | 54                        | 4                         | 6                     | 2              | 100          |
| <b>Other</b>        | 38                        | 42                        | 4                         | 14                    | 2              | 100          |
| <b>Total</b>        | 41                        | 43                        | 7                         | 9                     | 1              | 100          |
|                     | <u>More<br/>difficult</u> | <u>Less<br/>difficult</u> | <u>About the<br/>Same</u> | <u>Don't<br/>know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %                         | %                         | %                         | %                     | %              | %            |
| <b>18-30</b>        | 37                        | 55                        | 2                         | 6                     | 0              | 100          |
| <b>31-40</b>        | 45                        | 40                        | 6                         | 9                     | 0              | 100          |
| <b>41-50</b>        | 32                        | 45                        | 12                        | 10                    | 1              | 100          |
| <b>51-65</b>        | 42                        | 38                        | 7                         | 11                    | 2              | 100          |
| <b>65+</b>          | 46                        | 40                        | 7                         | 6                     | 0              | 100          |
| <b>Total</b>        | 41                        | 43                        | 7                         | 9                     | 1              | 100          |
|                     | <u>More<br/>difficult</u> | <u>Less<br/>difficult</u> | <u>About the<br/>Same</u> | <u>Don't<br/>know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %                         | %                         | %                         | %                     | %              | %            |
| <b>Male</b>         | 39                        | 39                        | 9                         | 12                    | 1              | 100          |
| <b>Female</b>       | 42                        | 47                        | 5                         | 6                     | 0              | 100          |
| <b>Total</b>        | 41                        | 43                        | 7                         | 9                     | 1              | 100          |

# ELON UNIVERSITY POLL

## 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?

|                     | <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>    | 67                        | 12                              | 17                       | 4                 | 100          |
| <b>Independents</b> | 31                        | 11                              | 52                       | 5                 | 100          |
| <b>Republicans</b>  | 5                         | 8                               | 84                       | 3                 | 100          |
| <b>Total</b>        | 36                        | 11                              | 49                       | 4                 | 100          |
|                     | <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>        | 27                        | 10                              | 59                       | 5                 | 100          |
| <b>Black</b>        | 66                        | 14                              | 17                       | 3                 | 100          |
| <b>Other</b>        | 48                        | 8                               | 36                       | 8                 | 100          |
| <b>Total</b>        | 36                        | 11                              | 49                       | 4                 | 100          |
|                     | <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>        | 33                        | 15                              | 48                       | 5                 | 100          |
| <b>31-40</b>        | 34                        | 13                              | 52                       | 2                 | 100          |
| <b>41-50</b>        | 35                        | 10                              | 53                       | 2                 | 100          |
| <b>51-65</b>        | 38                        | 9                               | 46                       | 6                 | 100          |
| <b>65+</b>          | 37                        | 7                               | 49                       | 7                 | 100          |
| <b>Total</b>        | 36                        | 11                              | 49                       | 4                 | 100          |
|                     | <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>         | 32                        | 12                              | 51                       | 5                 | 100          |
| <b>Female</b>       | 39                        | 10                              | 48                       | 4                 | 100          |
| <b>Total</b>        | 36                        | 11                              | 49                       | 4                 | 100          |

# ELON UNIVERSITY POLL

## Gay Marriage

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

|                     | <u>Support</u> | <u>Oppose</u> | <u>Don't Know</u> | <u>Refused</u> | <u>Total</u> |
|---------------------|----------------|---------------|-------------------|----------------|--------------|
|                     | %              | %             | %                 | %              | %            |
| <b>Democrats</b>    | 51             | 39            | 9                 | 1              | 100          |
| <b>Independents</b> | 53             | 37            | 10                | 0              | 100          |
| <b>Republicans</b>  | 18             | 71            | 10                | 0              | 100          |
| <b>Total</b>        | 42             | 47            | 10                | 0              | 100          |
|                     | <u>Support</u> | <u>Oppose</u> | <u>Don't Know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %             | %                 | %              | %            |
| <b>White</b>        | 44             | 46            | 9                 | 0              | 100          |
| <b>Black</b>        | 34             | 55            | 10                | 1              | 100          |
| <b>Other</b>        | 48             | 34            | 18                | 0              | 100          |
| <b>Total</b>        | 42             | 47            | 10                | 0              | 100          |
|                     | <u>Support</u> | <u>Oppose</u> | <u>Don't Know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %             | %                 | %              | %            |
| <b>18-30</b>        | 64             | 29            | 7                 | 0              | 100          |
| <b>31-40</b>        | 54             | 30            | 16                | 0              | 100          |
| <b>41-50</b>        | 37             | 54            | 7                 | 2              | 100          |
| <b>51-65</b>        | 35             | 56            | 9                 | 1              | 100          |
| <b>65+</b>          | 27             | 63            | 10                | 0              | 100          |
| <b>Total</b>        | 42             | 47            | 10                | 0              | 100          |
|                     | <u>Support</u> | <u>Oppose</u> | <u>Don't Know</u> | <u>Refused</u> | <u>Total</u> |
|                     | %              | %             | %                 | %              | %            |
| <b>Male</b>         | 40             | 49            | 10                | 0              | 100          |
| <b>Female</b>       | 45             | 46            | 9                 | 0              | 100          |
| <b>Total</b>        | 42             | 47            | 10                | 0              | 100          |

# ELON UNIVERSITY POLL

## Fracking1

How much, if anything, have you heard about a drilling method called fracking that is used to extract natural gas from underground rock formations? Have you heard a lot, a little or nothing at all?

|                     | <u>A lot</u> | <u>A little</u> | <u>None</u> | <u>Don't know</u> | <u>Total</u> |
|---------------------|--------------|-----------------|-------------|-------------------|--------------|
|                     | %            | %               | %           | %                 | %            |
| <b>Democrats</b>    | 44           | 37              | 18          | 0                 | 100          |
| <b>Independents</b> | 46           | 39              | 14          | 0                 | 100          |
| <b>Republicans</b>  | 49           | 43              | 7           | 1                 | 100          |
| <b>Total</b>        | 46           | 40              | 14          | 0                 | 100          |
|                     | <u>A lot</u> | <u>A little</u> | <u>None</u> | <u>Don't know</u> | <u>Total</u> |
|                     | %            | %               | %           | %                 | %            |
| <b>White</b>        | 53           | 39              | 7           | 0                 | 100          |
| <b>Black</b>        | 24           | 42              | 34          | 0                 | 100          |
| <b>Other</b>        | 37           | 35              | 29          | 0                 | 100          |
| <b>Total</b>        | 46           | 40              | 14          | 0                 | 100          |
|                     | <u>A lot</u> | <u>A little</u> | <u>None</u> | <u>Don't know</u> | <u>Total</u> |
|                     | %            | %               | %           | %                 | %            |
| <b>18-30</b>        | 30           | 38              | 32          | 0                 | 100          |
| <b>31-40</b>        | 43           | 49              | 7           | 0                 | 100          |
| <b>41-50</b>        | 47           | 42              | 11          | 0                 | 100          |
| <b>51-65</b>        | 59           | 32              | 9           | 0                 | 100          |
| <b>65+</b>          | 45           | 41              | 13          | 2                 | 100          |
| <b>Total</b>        | 46           | 40              | 14          | 0                 | 100          |
|                     | <u>A lot</u> | <u>A little</u> | <u>None</u> | <u>Don't know</u> | <u>Total</u> |
|                     | %            | %               | %           | %                 | %            |
| <b>Male</b>         | 56           | 35              | 9           | 0                 | 100          |
| <b>Female</b>       | 37           | 44              | 18          | 1                 | 100          |
| <b>Total</b>        | 46           | 40              | 14          | 0                 | 100          |

# ELON UNIVERSITY POLL

## Fracking Opinion

[if fracking = 1 or 2]

From what you've read and heard, do you [support or oppose] fracking in North Carolina?

|                     | <u>Support</u> | <u>Oppose</u> | <u>Don't Know</u> | <u>Total</u> |
|---------------------|----------------|---------------|-------------------|--------------|
|                     | %              | %             | %                 | %            |
| <b>Democrats</b>    | 16             | 70            | 14                | 100          |
| <b>Independents</b> | 33             | 52            | 15                | 100          |
| <b>Republicans</b>  | 61             | 24            | 15                | 100          |
| <b>Total</b>        | 36             | 49            | 15                | 100          |
|                     | <u>Support</u> | <u>Oppose</u> | <u>Don't Know</u> | <u>Total</u> |
|                     | %              | %             | %                 | %            |
| <b>White</b>        | 40             | 47            | 13                | 100          |
| <b>Black</b>        | 17             | 60            | 23                | 100          |
| <b>Other</b>        | 22             | 58            | 19                | 100          |
| <b>Total</b>        | 36             | 49            | 15                | 100          |
|                     | <u>Support</u> | <u>Oppose</u> | <u>Don't Know</u> | <u>Total</u> |
|                     | %              | %             | %                 | %            |
| <b>18-30</b>        | 23             | 61            | 16                | 100          |
| <b>31-40</b>        | 33             | 49            | 18                | 100          |
| <b>41-50</b>        | 38             | 49            | 13                | 100          |
| <b>51-65</b>        | 35             | 51            | 14                | 100          |
| <b>65+</b>          | 46             | 40            | 13                | 100          |
| <b>Total</b>        | 36             | 49            | 15                | 100          |
|                     | <u>Support</u> | <u>Oppose</u> | <u>Don't Know</u> | <u>Total</u> |
|                     | %              | %             | %                 | %            |
| <b>Male</b>         | 40             | 46            | 13                | 100          |
| <b>Female</b>       | 31             | 53            | 17                | 100          |
| <b>Total</b>        | 36             | 49            | 15                | 100          |



## Question Ordering

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- Introduction
  - intro..... Introductory screen / Household Randomizer
  - regist ..... Registered to Voter
  - ncrez..... Resident of NC Registered to Vote
- Approval
  - approvpres..... President Approval
  - approvcong..... Congress Approval
  - approvgov ..... Governor approval
  - approvlegis..... General Assembly approval
  - approvtillis ..... Senator Tillis
  - approvburr..... Senator Burr
- Nation/State/Evaluations
  - statedirection..... State right or wrong direction
  - issue ..... Most important issue in State
- Policy Issues
  - immigration1..... Benefit or burden
  - imigration2..... Burden or benefit (rotated)
  - vaccine1 ..... Should parents be required
  - vaccine2 .....Should parents be required (rotate)
  - abortion ..... Abortion
  - obamacare/ACA..... Obamacare/ACA
  - gaymarriage ..... Gay Marriage
  - fracking1 .....Fracking Knowledge
  - fracking2 ..... Fracking support
- 2016 Election Questions
  - nominee..... Who would you like to see run for president in 2016?
  - bushclinton..... Who would your vote for in 2016 - Bush or Clinton
- Open Government Survey [RESULTS IN SEPARATE REPORT - [elon.edu/elonpoll](http://elon.edu/elonpoll)]
  - openintro
  - trust ..... Trust federal government [near end of survey]
  - trust2 ..... Trust state government [near end of survey]
  - trust3 ..... Trust local government [near end of survey]
  - sunshine ..... Aware of sunshine law in NC

# ELON UNIVERSITY POLL

- comparison..... Compared to 100 years ago, more or less corrupt
- cost1..... Should there be a fee charged for each request
- cost2..... What would be a fair charge/fee
- access..... It's important to be able to get any document
- contributions..... nobody's business who gives what to a campaign
- hearings..... All government meetings should be open to the public
- amendment..... Amend state constitution
- bodycam..... police body cameras
- bodycam2..... video should be public
- drone1..... police use drones
- natcrime..... more or less crime in U.S.
- Partisanship
  - partyid..... Party Identification
  - partyidrep..... Party ID Branch GOP
  - partyiddem..... Party ID Branch DEM
  - partyidind..... Party ID Branch IND
  - partychange..... What would you change about your party
- Ideology
  - ideo..... Ideology
  - ideocon..... Ideology Branch CON
  - ideolib..... Ideology Branch LIB
  - ideomod..... Ideology Branch MOD
  - ideodk..... Ideology Branch DK
- Demographics
  - married..... Married, Single, Divorced, Widowed
  - educ..... Education
  - attend..... Church Attendance
  - attendfreq..... Church Attendance Probe
  - relig..... Religion
  - christian..... Protestant, Catholic, Mormon, Something else
  - growup..... Did you grow up in NC?
  - growup2..... Did you grow up in the South?
  - age..... Age
  - inc..... Income

# ELON UNIVERSITY POLL

- inc\_high ..... Income High Probe
- inc\_low.....Income Low Probe
- hhsize ..... Household Size
- race..... Race
- qzipcode ..... zipcode
- landline..... own landline phone [cell phone #s only]
- cellphone.....own cell phone [landline #s only]
- Internet..... Internet Access
- Post-interview
  - sex ..... Gender
  - accent .....Southern accent

# ELON UNIVERSITY POLL

## Methodological Information

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|                                  |   |
|----------------------------------|---|
| Mode:                            | Live Interviewer RDD Telephone Interviews<br>(Dual Frame: Cell Phone and Landlines) |
| Population & Sample Area         | North Carolina; Adults, Registered Voters<br>(English Speakers)                     |
| Dates in the field:              | February 16-20, 2015  |
| Registered Voter Sample Size     | 773   |
| Registered Voter Margin of Error | ±3.52   |
| Adult Residents Sample Size      | 867   |
| Adult Residents Margin of Error  | ±3.33   |
| 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 in English. Live interviewers called from 4:30 p.m. to 9:30 p.m. Monday 2/16 Through Thursday 2/19; and 3:00 to 8:00 on Friday 2/20.



## **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, phone use/type and age. Weighting rarely leads to substantial changes in results. We use iterative raking, adjusting one dimension at a time. 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 *Adult Residents of North Carolina* was 1.16. So an adjusted margin of error for that sample would be +/- 3.56 instead of +/- 3.33.

### 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 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.

## **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.

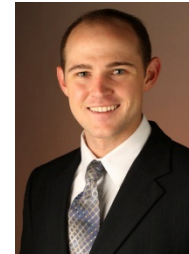
3. *Where do you get your numbers?*  
We obtain samples of randomized phone numbers from Survey Sample International.
4. *How many times do you call a number before giving up?*  
We will attempt to call each working number up to five times before removing it from the sample.
5. *Do you call both cell 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 interviewers.
7. *Do you report non-response rates?*  
Yes. We report non-response rates based on AAPOR guidelines. The response rate for the February 2015 poll was 11.1% which approximates 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 and CDC population parameters of residents in North Carolina. Registered voter screens sometimes cause final weighted variables to not match those parameters exactly- which is intended.
9. *Do you randomize response options?*  
Yes. We rotate the order of candidate names in all applicable questions. We also rotate order of text for other questions, such as those that include response options such as “more” and “less.” Furthermore, we rotate the order of some questions themselves if we suspect the order of a question could bias results.
10. *Do you conduct within-household randomization?*  
Yes. For landlines, we use the common “oldest-youngest” rotation to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.

## The Elon University Poll Team

- Dr. Kenneth Fernandez is the Director of the Elon University Poll. Dr. Fernandez holds a Ph.D. in Political Science from University of California – Riverside. Dr. Fernandez is Assistant Professor of Political Science at Elon University. He has published numerous articles in peer-reviewed social science journals.
- Dr. Jason Husser is the Assistant director. Dr. Husser is also Assistant Professor of Political Science at Elon University and Faculty Fellow for Civic Engagement. Dr. Husser holds a Ph.D. in Political Science from Vanderbilt University.
- 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 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 Interim 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 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 '15 and Matt Albers '15) assists the directors with quality control and monitoring.



# ELON UNIVERSITY POLL

For more information on the Elon University Poll and this survey, visit  
<http://www.elon.edu/elonpoll>

or

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