

## Most Admired North Carolinians

April 25-28, 2014

The Elon University Poll focuses on the key issues, politicians and campaigns influencing North Carolina. However, pollsters have long recognized one of the best optics into the values of a community is an understanding of the people most admired by that community.

From April 25-28, 2014, the Elon Poll asked 720 residents of North Carolina this open-ended question: “Think of a person, living or dead, who is from or associated with North Carolina. Of those people, who do you admire most?”

Results indicate that evangelist Billy Graham is the most-admired person associated with the state. Former basketball star and current Charlotte Bobcats owner Michael Jordan ranked second, followed by legendary television actor Andy Griffith. Though they primarily lived in Ohio, the Wright Brothers were the fourth most admired people associated with North Carolina.

The results follow a February 2013 Elon Poll that found Graham ranked second among most-admired men (in any part of the world) among North Carolinians.

Partisanship seems to influence some North Carolinians in their views of famous figures. For example, Democrats comprised only 8 percent of those who admired former U.S. Sen. Jesse Helms, number 5 on our list. Billy Graham, however, was the most admired person among Democrats, Republicans and independents. Results also reflect a racial divide. One hundred percent of those who admired Jesse Helms are white. Among African-American survey respondents, Michael Jordan was most admired, followed by author and poet Maya Angelou.

About a quarter of those surveyed named a friend or family member as their most admired person.

### Most Admired North Carolinians

Rank	Name	% Mentioning
1	Billy Graham	7.5%
2	Michael Jordan	4.0%
3	Andy Griffith	3.1%
4	Wright Brothers	2.8%
5	Jesse Helms	2.6%
6	Jim Hunt	2.0%
7	Dale Earnhardt	1.4%
8	Maya Angelou	1.2%
9	Terry Sanford	1.1%
10	Sam Ervin	1.1%

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Think of a person, living or dead, who is from or associated with North Carolina. Of those people, who do you admire most?

--Rank and box size reflects percent of sample mentioning:



Based on sample of 720 NC citizens.  $\pm$  3.65. April 25-28, 2014.

**For a link to the graphic above:**

<http://www.elon.edu/e-web/elonpoll/050814.xhtml>

### Basic Methodological Information

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Mode:	Live Interviewer RDD Telephone Interviews (Dual Frame: Cell Phone and Landlines)
Sample Area:	North Carolina
Dates in the field:	April 25-28, 2014
Sample Size	720
Margin of Error	±3.65
Confidence Level	95%
Weighting Variables	Age , Race, Gender, and Phone Ownership

For more information on the Elon University Poll, visit [www.elon.edu/elonpoll](http://www.elon.edu/elonpoll)

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