Attitudes toward Elected Officials, Candidates, and Political Institutions
April 25-28, 2014

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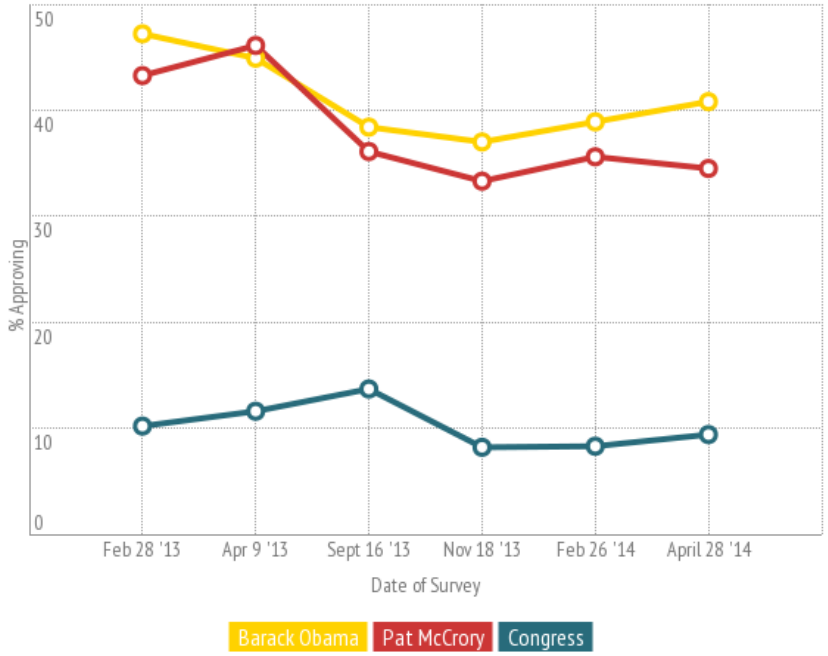
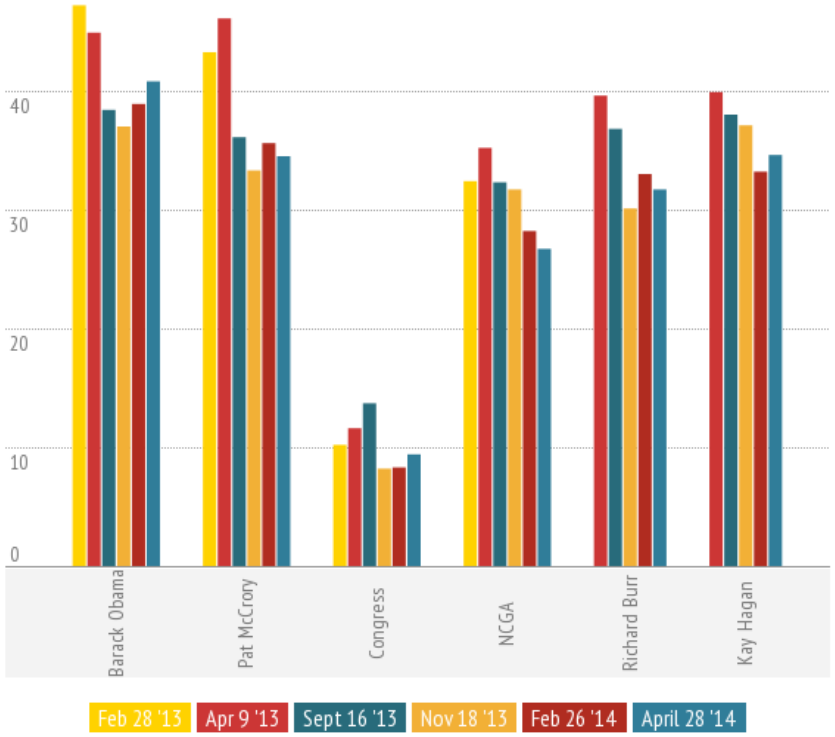
Job Approval Ratings in NC





April 25-28, 2014; ± 3.78%; 672 Registered NC Voters

EXECUTIVE SUMMARY

Approval Rating for President Barack Obama

President Barack Obama's approval rating in April showed little change from the last Elon Poll in February. The president saw a slight increase in approval (2 points) and a slight decrease in those disapproving of his job performance (2.5 points). The 8 point gap between approval (41%) and disapproval (49%) matches many national polls conducted around the same time period. Only 4% of Republicans approve of Obama, compared to 76% of Democrats. Obama saw a small decline in support among Democrats, but a slight increase in support among independents and women.

Approval Rating for Governor Pat McCrory

Governor Pat McCrory also saw little change in his approval numbers (35% approve/45% disapprove). The governor saw approximately a 1 percentage point increase in approval and 1 point decrease in disapproval since February. Over 20 percent of respondents still say they don't know whether they approve or disapprove of the governor's job performance. Most Republicans (56%) approve of the governor, compared to 35% of independents, and 18% of Democrats. Only 23% of blacks and 28% of women said they approved of McCrory's performance.

Approval Rating for Congress

The approval rating for Congress remained low with less than 10% of respondents approving of the job Congress is doing. This was a 1 percentage point improvement since February. Approval of Congress is low across all partisan attachments, but lowest among Republicans (7%), followed by Independents (9%) and then Democrats (12%). Congressional approval ratings are low for men (10%) and women (9%). African Americans are more likely to approve of Congress's job performance (18%) than whites (5%).

Approval Rating for the General Assembly

Although approval for the General Assembly in Raleigh is much higher than it is for the U.S. Congress (27% compared to 10%), approval for the state legislature declined slightly since February by a small amount (1.5 points). Almost half of respondents said they disapprove of the job the General Assembly is doing (49%), a slight increase since the last Elon Poll. Unlike approval ratings for Congress, there are noticeable partisan differences in approval of the General Assembly. Only 19% of Democrats approve of the state legislature compared to 24% of Independents and 41% of Republicans. There has been a decline in support for the General Assembly among Republicans since September 2013 (52% to 41%). Approval of the General Assembly tended to be lower among women (21%) and African Americans (19%). In April 2013 approval numbers were similar for blacks (33%) and whites (36%). By September 2013 this had changed with only 25% of African Americans and 35% of whites approving of the General Assembly. By April 2014 the General Assembly had lost support from most subpopulations, including Republicans.

Approval Ratings for Senators Hagan

Senator Kay Hagan saw a slight improvement in approval numbers. Nearly 35 percent of respondents said they approved of the job she was doing, compared to 47 percent who disapproved. There are still over 18 percent of registered voters who are unsure about opinion toward the senator. Sixty percent of Democrats approve of Hagan, compared to 31% of Independents, and 6% of Republicans. Hagan is only doing slightly better with women (36%) than men (33%). Although Hagan's approval ratings have stabilized, the large percentage of voters who disapprove of Hagan's job performance - 47% - is troubling. That is almost 13 points higher than those who disapprove of Senator Burr's performance. When respondents were asked why they disapproved of Senator Hagan's job performance the most frequent response mentioned her support for Obamacare (14%), followed by respondents saying they generally disagree with Hagan's decisions or beliefs.

Respondents were also asked whether Hagan's support for the Affordable Care Act would influence their decision to vote for her. Forty-seven percent said they are less likely to vote to

reelect Hagan knowing she voted for the ACA. Nearly 36% said her support for Obamacare would make them more likely to vote for the senator in November.

Respondents were also asked if they had seen any television ads about Kay Hagan. Sixty-three percent said they had, and most (52%) recalled that the ads were critical of Senator Hagan. Republicans (74%) were more likely to have seen at TV ad about Kay Hagan than Democrats (65%, and Independents (52%). Older respondents were also more likely to have seen a TV ad about Hagan. There were little or no differences between blacks, whites, men and women. Interestingly, Independents (59%) were more likely to have seen or recalled TV ads that were critical of Hagan, compared to 57% of Democrats, and 38% of Republicans.

Approval Ratings for Senators Burr

Approval of Senator Burr's job performance dropped slightly (33 to 32%), and this is the first time there were more respondents who disapprove than approved of Burr's performance since 2009 when the poll began to ask about the senator. Caution should be used before trying to read too much into this finding, given that a third (33.3%) of respondents said they were unsure or didn't know how they felt about Senator Burr.

The 2014 U.S. Senate Primary Race in North Carolina

Registered voters were asked if they recognized the names Thom Tillis, Mark Harris, and Greg Brannon. If a respondent said they recognized a name they were then given a follow up questions asking the respondent if they had a favorable or unfavorable opinion of the individual. The results show Thom Tillis's name recognition has noticeably improved over the last few months from 31% in November 2013, to 38% in February 2014, to almost 63% in April. Tillis's opponents in the GOP primary had far less name recognition among those sampled. Only 26% recognized the name Mark Harris. This was an increase from November of last year when only 17% of registered voters recognized the name. Only 21% said they recognized the name Greg Brannon, but this was an increase of 11 points from November 2013. Back in September 2013 there was almost no difference in name recognition for Tillis, Harris, and Brannon among Democrats, Independents and Republicans. By April 2014 this had

changed: 73% of Republicans now recognize Tillis's name (compared to 56% of Democrats); 35% of Republicans recognize Harris's name (compared to 19% of Democrats); and 28% of Republicans recognize Brannon's name (compared to 18% Democrats).

-Dr. Kenneth E. Fernandez and Dr. Jason A. Husser

FREQUENCIES

Approval President

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

Approve	274	40.80%
Disapprove	328	48.80%
Don't know	68	10.10%
Refused	2	0.30%
N=	672	100.00%

Approval Congress

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

Approve	63	9.40%
Disapprove	544	81.00%
Don't know	61	9.00%
Refused	4	0.60%
N=	672	100.00%

Approval Governor

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

Approve	232	34.50%
Disapprove	299	44.50%
Don't know	139	20.70%
Refused	2	0.30%
N=	672	100.00%

Approval General Assembly

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

Approve	179	26.70%
Disapprove	331	49.20%
Don't know	160	23.80%
Refused	2	0.30%
N=	672	100.00%

Approval Hagan

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

Approve	233	34.60%
Disapprove	314	46.80%
Don't know	122	18.20%
Refused	3	0.40%
N=	672	100.00%

Hagan Approval Follow-Up Question

Why do you approve of the job Kay Hagan is doing?

Working for the average person	27	12.00%
Doing a Good Job	24	10.70%
Agree with her decisions/beliefs	19	8.40%
She's Trying/Doing her Best	18	8.00%
Health Care/Obamacare	14	6.20%
Represents Interests of N. Carolina	11	4.90%
Democrat	14	6.20%
She hasn't done anything wrong	11	4.90%
Integrity/Honest	8	3.60%
She's Moderate	6	2.70%
Media/Information Related	5	2.20%
She's a woman/female	5	2.20%
Other Reason	34	15.10%
Don't Know	29	12.90%
N=	225	100.00%

Hagan Disapproval Follow-Up Question

Why do you disapprove of the job Kay Hagan is doing?

Affordable Care Act/Obamacare	45	14.20%
Disagree with her decisions/policies	41	13.00%
Too close/like President Obama	25	7.90%
Not Representing NC's Interests	20	6.30%
Broke promises	17	5.40%
Doing a bad job	15	4.80%
Liberal/Too Liberal	14	4.40%
Media reports/Information/Ads	9	2.80%
Congress is dysfunctional	7	2.20%
Politicians are bad in general	5	1.60%
She's a Democrat	5	1.60%
Influenced by Special Interests	4	1.30%
Other	74	23.40%
Don't Know	35	11.10%

N=	316	100.00%

Approval Burr

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

Approve	213	31.70%
Disapprove	231	34.40%
Don't know	224	33.30%
Refused	4	0.60%
N=	672	100.00%

Tillis Name Recognition

Do you recognize the name Thom Tillis?

Yes	421	62.70%
No	236	35.10%
Don't Know	14	2.00%
Refused	1	0.20%
N=	672	100.00%

Tillis favorability

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

Favorable	90	21.40%
Unfavorable	136	32.30%
Don't Know (or Neither)	193	45.80%
Refused	2	0.50%
N=	421	100.00%

Tillis Favorable Follow-Up

Why do you have a favorable opinion of Thom Tillis?

Done a Good Job/Will do a Good Job	15	13.30%
Conservative/Republican	12	10.60%
Agree with his policies/positions	11	9.70%
Will Oppose Obama	2	1.80%
Other	32	28.30%
Don't Know	41	36.30%
N=	113	100.00%

Tillis Unfavorable Follow-Up Question

Why do you have an unfavorable opinion of Thom Tillis?

Past/Legislative record	30	18.80%
Media/Ads	21	13.40%
Conservative	12	7.70%
Republican	5	3.40%
Disagree with his policies/positions	5	3.40%
Special Interests	3	1.80%
Not Conservative	3	1.80%
Debate Performance	1	0.60%
Tea Party	1	0.60%
Other	71	45.30%
Don't Know	5	3.20%
N=	157	100.00%

Brannon Name Recognition

Do you recognize the name Greg Brannon?

Yes	143	21.30%
No	509	75.70%
Don't Know	19	2.80%
Refused	1	0.20%
N=	672	100.00%

Brannon Favorability

Do you have a favorable or unfavorable opinion about Greg Brannon? [if Brannon = 1]

Favorable	38	26.20%
Unfavorable	26	18.30%
Don't Know (or Neither)	79	55.50%
N=	143	100.00%

Harris Name Recognition

Do you recognize the name Mark Harris?

Yes	174	25.90%
No	472	70.20%
Don't Know	25	3.70%
Refused	1	0.20%
N=	672	100.00%

Harris Favorability

Do you have a favorable or unfavorable opinion about Mark Harris? [if Harris = 1]

Favorable	51	29.30%
Unfavorable	19	10.90%
Don't Know (or Neither)	103	59.20%
Refused	1	0.60%
N=	174	100.00%

Vote in Primary

As you may know, the North Carolina primary election will be held on May 6th. Only a small percentage of registered voters usually vote in primary elections. Do you plan on voting in this year's primary election?

Yes	267	78.10%
No	52	15.20%
Don't Know	23	6.70%
N=	342	100.00%

Vote in Primary (alternate wording)

As you may know, the North Carolina primary election will be held on May 6th. Do you plan on voting in this year's primary election?

Yes	264	80.00%
No	42	12.70%
Don't Know	24	7.30%
N=	342	100.00%

Hagan ACA

As you may know Senator Kay Hagan voted in favor of the Affordable Care Act. Does this make you [more or less] likely to vote to reelect her as United States Senator?

More	240	35.70%
Less	318	47.30%
Don’t Know	109	16.20%
Refused	5	0.80%
N=	672	100.00%

Hagan Television Ad

Have you seen any television ads about Senator Kay Hagan?

Yes	422	62.80%

No	231	34.30%
Don't Know	19	2.90%
N=	672	100.00%

Hagan TV Ad – Follow-Up

Were the television ads for or against Senator Hagan?

Against	219	51.90%
For	59	14.00%
Don't Know/Remember	94	22.30%
Both for and against	50	11.80%
N=	422	100.00%

DEMOGRAPHICS

PartyID

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

(If Party ID=1): Would you call yourself a strong Democrat or not a strong Democrat?

(If Party ID = 2): Would you call yourself a strong Republican or not a strong Republican?

(If Party ID = 3, 4, or 8): Do you think of yourself as closer to the Republican Party or Democratic Party?

Strong Democrat	141	21.00%
Democrat	87	12.90%
Independent - Leaning Democrat	87	12.90%
Independent	72	10.70%
Independent - Leaning Republican	96	14.30%
Republican	75	11.20%
Strong Republican	96	14.30%
Don't Know	10	1.50%
Refused	8	1.20%
N=	672	100.00%

Ideology

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

[Branches]
Would you call yourself extremely conservative or not extremely conservative?

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

Extremely Liberal	35	5.20%
Liberal	84	12.50%
Slightly Liberal	97	14.40%
Moderate	86	12.80%
Slightly Conservative	99	14.70%
Conservative	148	22.00%
Extremely Conservative	73	10.90%
Don't Know	43	6.40%
Refused	7	1.00%
N=	672	100.00%

Education
How much school have you completed?

Less than HS	27	4.00%
High School / GED	100	14.90%
Some College/ AA / Technical	201	29.90%
College Graduate	203	30.20%
Graduate School	140	20.80%
Refused	1	0.20%
N=	672	100.00%

Income
Is your annual household income more or less than $50,000?
(If = Under $50,000) Is it more or less than $25,000?
(If = Over $50,000) Is it more or less than $75,000?

Less than $25,000	91	13.60%
$25,000 to $50,000	139	20.60%
$50,000 to $75,000	101	15.00%
More than $75,000	270	40.20%
Don't Know	44	6.50%
Refused	27	4.10%
N=	672	100.00%

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

White	488	72.60%
Black	143	21.30%
Other	41	6.10%

N=	672	100.00%

Age

How old are you? [Continuous variable] Don't Know/Refused = 9999

18-30	138	20.50%
31-40	122	18.20%
41-50	117	17.40%
51-65	178	26.50%
65+	117	17.40%
N=	672	100.00%

Phone

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

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

Landline only	50	7.40%
Dual Use	395	58.80%
Cell only	227	33.80%
N=	672	100.00%

Gender

Was the person male or female?

Male	317	47.10%
Female	355	52.90%
N=	672	100.00%

CROSS-TABULATIONS

Approval President

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

Presidential Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	76	12	12	0	100
Independents	34	53	12	1	100
Republicans	4	92	4	0	100
Don't Know / Refused	45	51	5	0	100
Total	41	49	10	0	100

Presidential Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	43	43	13	1	100
31-40	44	40	15	0	100
41-50	34	58	8	0	100
51-65	40	54	5	0	100
65+	42	47	10	0	100
Total	41	49	10	0	100

Presidential Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	29	62	9	0	100
Black	83	8	8	1	100
Other	32	39	29	0	100
Total	41	49	10	0	100

Presidential Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	35	53	12	0	100
Female	46	45	9	1	100
Total	41	49	10	0	100

Approval Congress

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

	Congressional Approval				
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	12	74	14	0	100
Independents	9	84	6	1	100
Republicans	7	87	4	1	100
Don't Know / Refused	5	62	33	0	100
Total	9	81	9	1	100

	Congressional Approval				
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	19	70	8	2	100
31-40	7	80	13	0	100
41-50	11	84	6	0	100
51-65	5	86	9	0	100
65+	5	85	10	0	100
Total	9	81	9	1	100

	Congressional Approval				
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	5	87	7	0	100
Black	18	66	14	1	100
Other	27	58	15	0	100
Total	9	81	9	1	100

	Congressional Approval				
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	10	82	8	0	100
Female	9	80	10	1	100
Total	9	81	9	1	100

Approval Governor

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

Governor Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	18	64	19	0	100
Independents	35	43	21	0	100
Republicans	56	19	25	0	100
Don't Know / Refused	30	56	7	7	100
Total	35	44	21	0	100

Governor Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	27	42	31	0	100
31-40	32	49	18	1	100
41-50	40	39	20	0	100
51-65	39	47	14	0	100
65+	35	44	22	0	100
Total	35	44	21	0	100

Governor Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	39	40	20	0	100
Black	23	59	17	1	100
Other	23	40	37	0	100
Total	35	44	21	0	100

Governor Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	42	37	21	0	100
Female	28	51	20	0	100
Total	35	44	21	0	100

Approval General Assembly

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

NCGA Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	19	59	22	0	100
Independents	24	52	23	1	100
Republicans	41	31	27	1	100
Don't Know / Refused	20	57	23	0	100
Total	27	49	24	0	100

NCGA Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	30	37	34	0	100
31-40	18	59	24	0	100
41-50	34	48	18	0	100
51-65	28	53	17	1	100
65+	23	49	27	1	100
Total	27	49	24	0	100

NCGA Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	28	48	23	0	100
Black	19	59	22	0	100
Other	33	30	35	2	100
Total	27	49	24	0	100

NCGA Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	33	44	23	0	100
Female	21	54	24	0	100
Total	27	49	24	0	100

Approval Burr

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

Richard Burr Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	22	43	35	0	100
Independents	30	35	34	1	100
Republicans	47	22	30	1	100
Don't Know / Refused	33	35	33	0	100
Total	32	34	33	1	100

Richard Burr Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	28	33	37	1	100
31-40	27	32	41	0	100
41-50	36	37	27	0	100
51-65	37	34	28	1	100
65+	28	37	34	1	100
Total	32	34	33	1	100

Richard Burr Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	32	35	32	1	100
Black	31	34	35	1	100
Other	35	24	41	0	100
Total	32	34	33	1	100

Richard Burr Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	38	36	26	0	100
Female	26	33	40	1	100
Total	32	34	33	1	100

Approval Hagan

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

Kay Hagan Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	60	22	19	0	100
Independents	31	47	21	1	100
Republicans	6	81	13	0	100
Don't Know / Refused	31	41	21	7	100
Total	35	47	18	0	100

Kay Hagan Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	29	42	28	1	100
31-40	32	45	22	1	100
41-50	28	60	12	0	100
51-65	39	48	13	0	100
65+	45	39	16	0	100
Total	35	47	18	0	100

Kay Hagan Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	29	55	16	0	100
Black	50	26	23	2	100
Other	45	25	29	0	100
Total	35	47	18	0	100

Kay Hagan Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	33	51	16	0	100
Female	36	43	20	1	100
Total	35	47	18	0	100

Tillis Recognition

Do you recognized the name Thom Tillis?

Tillis Name Recognition					
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	56	41	3	0	100
Independents	62	36	2	0	100
Republicans	73	26	1	0	100
Don't Know / Refused	56	37	0	7	100
Total	63	35	2	0	100

Tillis Name Recognition					
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
18-30	36	60	4	0	100
31-40	53	46	0	1	100
41-50	72	27	2	0	100
51-65	77	22	1	0	100
65+	74	23	3	0	100
Total	63	35	2	0	100

Tillis Name Recognition					
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
White	71	27	2	0	100
Black	41	57	2	1	100
Other	46	51	3	0	100
Total	63	35	2	0	100

Tillis Name Recognition					
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Male	60	38	2	0	100
Female	65	33	2	0	100
Total	63	35	2	0	100

Tillis Favorability

Do you have a favorable or unfavorable opinion about Thom Tillis?
[asked of those who recognized Tillis]

Tillis Favorability					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
Democrats	7	61	32	0	100
Independents	17	26	56	1	100
Republicans	42	13	44	1	100
Don't Know / Refused	20	0	80	0	100
Total	21	32	46	0	100

Tillis Favorability					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
18-30	19	11	70	0	100
31-40	13	32	56	0	100
41-50	20	30	49	1	100
51-65	27	38	34	1	100
65+	21	39	40	0	100
Total	21	32	46	0	100

Tillis Favorability					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
White	25	33	42	1	100
Black	8	28	64	0	100
Other	0	32	68	0	100
Total	21	32	46	0	100

Tillis Favorability					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
Male	28	34	38	0	100
Female	16	31	52	1	100
Total	21	32	46	0	100

Brannon Recognition

Do you recognized the name Greg Brannon?

Brannon Recognition					
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	18	78	4	0	100
Independents	20	78	2	0	100
Republicans	28	70	2	0	100
Don't Know / Refused	21	66	6	7	100
Total	21	76	3	0	100

Brannon Recognition					
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
18-30	12	83	5	0	100
31-40	20	78	1	1	100
41-50	27	70	3	0	100
51-65	26	72	1	0	100
65+	20	75	5	0	100
Total	21	76	3	0	100

Brannon Recognition					
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
White	25	72	3	0	100
Black	11	86	2	1	100
Other	16	84	0	0	100
Total	21	76	3	0	100

Brannon Recognition					
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Male	27	70	4	0	100
Female	17	81	2	0	100
Total	21	76	3	0	100

Brannon Favorability

Do you have a favorable or unfavorable opinion about Greg Brannon?
[asked of those who recognized Brannon]

	Brannon Favorability			
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
Democrats	3	37	61	100
Independents	38	13	49	100
Republicans	30	8	63	100
Don't Know / Refused	73	27	0	100
Total	26	18	56	100

	Brannon Favorability			
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
18-30	10	11	79	100
31-40	12	21	67	100
41-50	47	16	38	100
51-65	30	18	52	100
65+	18	24	58	100
Total	26	18	56	100

	Brannon Favorability			
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
White	30	16	54	100
Black	0	29	71	100
Other	19	29	51	100
Total	26	18	56	100

	Brannon Favorability			
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
Male	29	18	53	100
Female	22	19	59	100
Total	26	18	56	100

Harris Recognition

Do you recognized the name Mark Harris?

Harris Name Recognition					
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	19	79	2	0	100
Independents	28	67	5	1	100
Republicans	35	62	3	0	100
Don't Know / Refused	6	86	9	0	100
Total	26	70	4	0	100

Harris Name Recognition					
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
18-30	14	76	9	1	100
31-40	15	83	2	0	100
41-50	36	63	1	0	100
51-65	33	64	3	0	100
65+	30	67	3	0	100
Total	26	70	4	0	100

Harris Name Recognition					
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
White	29	67	4	0	100
Black	16	78	4	1	100
Other	22	77	2	0	100
Total	26	70	4	0	100

Harris Name Recognition					
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Male	29	67	4	0	100
Female	23	73	3	0	100
Total	26	70	4	0	100

Harris Favorability

Do you have a favorable or unfavorable opinion about Mark Harris?
[asked of those who recognized Harris]

Harris Favorability					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
Democrats	24	22	54	0	100
Independents	23	10	66	1	100
Republicans	40	5	55	0	100
Don't Know / Refused	0	0	100	0	100
Total	29	11	60	0	100

Harris Favorability					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
18-30	33	0	67	0	100
31-40	29	7	64	0	100
41-50	36	7	58	0	100
51-65	24	8	69	0	100
65+	28	30	40	2	100
Total	29	11	60	0	100

Harris Favorability					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
White	29	12	59	0	100
Black	32	9	59	0	100
Other	28	0	72	0	100
Total	29	11	60	0	100

Harris Favorability					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
Male	36	9	55	1	100
Female	21	14	65	0	100
Total	29	11	60	0	100

Hagan & ACA

As you may know Senator Kay Hagan voted in favor of the Affordable Care Act. Does this make you [more or less] likely to vote to reelect her as United States Senator?

	Hagan ACA				
	More	Less	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	65	18	16	0	100
Independents	32	46	21	2	100
Republicans	3	88	9	0	100
Don't Know / Refused	25	52	24	0	100
Total	36	47	16	1	100

	Hagan ACA				
	More	Less	Don't Know	Refused	Total
	%	%	%	%	%
18-30	32	44	23	1	100
31-40	36	43	19	1	100
41-50	30	58	12	0	100
51-65	39	49	11	1	100
65+	40	41	17	1	100
Total	36	47	16	1	100

	Hagan ACA				
	More	Less	Don't Know	Refused	Total
	%	%	%	%	%
White	27	58	15	1	100
Black	66	14	19	1	100
Other	39	38	23	0	100
Total	36	47	16	1	100

	Hagan ACA				
	More	Less	Don't Know	Refused	Total
	%	%	%	%	%
Male	35	48	16	1	100
Female	36	46	17	0	100
Total	36	47	16	1	100

Hagan & Television Ads

Have you seen any television ads about Senator Kay Hagan?

Viewed Ads about Hagan				
	Yes	No	Don't Know	Total
	%	%	%	%
Democrats	65	31	4	100
Independents	52	45	3	100
Republicans	74	25	1	100
Don't Know / Refused	73	20	7	100
Total	63	34	3	100

Viewed Ads about Hagan				
	Yes	No	Don't Know	Total
	%	%	%	%
18-30	44	54	2	100
31-40	54	43	3	100
41-50	68	29	4	100
51-65	74	24	2	100
65+	72	24	4	100
Total	63	34	3	100

Viewed Ads about Hagan				
	Yes	No	Don't Know	Total
	%	%	%	%
White	64	34	2	100
Black	63	34	3	100
Other	49	41	10	100
Total	63	34	3	100

Viewed Ads about Hagan				
	Yes	No	Don't Know	Total
	%	%	%	%
Male	62	36	2	100
Female	63	33	3	100
Total	63	34	3	100

Hagan & Television Ads (For or Against)

Were the television ads for or against Senator Hagan?

Ads For or Against Hagan					
	Against	For	Don't Know/ Remember	Both for and against	Total
	%	%	%	%	%
Democrats	57	15	20	7	100
Independents	59	11	18	12	100
Republicans	38	15	28	19	100
Don't Know / Refused	56	9	35	0	100
Total	52	14	22	12	100

Ads For or Against Hagan					
	Against	For	Don't Know/ Remember	Both for and against	Total
	%	%	%	%	%
18-30	57	16	17	11	100
31-40	56	16	21	6	100
41-50	60	9	16	15	100
51-65	49	9	27	15	100
65+	41	23	26	10	100
Total	52	14	22	12	100

Ads For or Against Hagan					
	Against	For	Don't Know/ Remember	Both for and against	Total
	%	%	%	%	%
White	47	15	25	14	100
Black	69	12	12	7	100
Other	55	10	28	6	100
Total	52	14	22	12	100

Ads For or Against Hagan					
	Against	For	Don't Know/ Remember	Both for and against	Total
	%	%	%	%	%
Male	49	13	23	16	100
Female	55	15	22	9	100
Total	52	14	22	12	100

Question Ordering

- Introduction
  - intro ..... Introductory screen / Household Randomizer
  - impissue ..... Most Important Issue in US [rotate position]
  - 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
  - approvhagan ..... Hagan Approval
  - hagan2 ..... Open-ended reason for approval?
  - hagan3 ..... Open-ended reason for disapproval?
  - approvburr ..... Burr Approval
  - tillis ..... Tillis Recognize
  - tillis2 ..... Tillis Favorable
  - tillis3 ..... Why Favorable
  - tillis4 ..... Why Unfavorable
  - brannon ..... Brannon Recognition
  - brannon2 ..... Brannon Favorable
  - brannon3 ..... Why Favorable
  - brannon4 ..... Why Unfavorable
  - harris ..... Harris Recognition
  - harris2 ..... Harris Favorable
  - harris3 ..... Why Favorable
  - harris4 ..... Why Unfavorable
- Right/Wrong Direction
  - n_direction ..... Nation right or wrong direction
  - importissue ..... Most Important Issue in US [rotate position]

- s_direction ..... State right or wrong direction
- vote1 ..... Do you plan on voting in primary
- vote2 ..... Do you plan to vote question variant

- Policies
  - Gaymarriage ..... Support/Oppose Gay Marriage
  - immigrant1 ..... Are immigrants a burden or benefit
  - immigrant2 ..... Burden/Benefit question rotated
  - immigrant3 ..... Open-ended immigration question
  - imfriend ..... Friend or Relative who is recent immigration
  - wage ..... What should the minimum wage in NC be
  - affirmative1 ..... Support/Oppose affirmative action
  - affirmative2 ..... Support/Oppose affirmative action – variant
  - economy ..... Expect economy to get better/worse/same
  - abortion ..... Access to Abortion
  - obamacare ..... Affordable Care Act good for NC
  - haganaca ..... Hagan voted for ACA
  - haganad ..... Have you seen any TV ads of Hagan
  - haganad2 ..... Were the ads for or against Hagan
- Partisanship
  - partyid ..... Party Identification
  - partyidrep ..... Party ID Branch GOP
  - partyiddem ..... Party ID Branch DEM
  - partyidind ..... Party ID Branch IND
- 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
- child.....Do you have children under 18
- educ ..... Education
- attend ..... Church Attendance
- attendfreq ..... Church Attendance Probe
- relig ..... Religion
- christian .....Christian
- born ..... Born Again
- inc ..... Income
- inc_high .....Income High Probe
- inc_low .....Income Low Probe
- growup ..... Did you growup in NC
- growup2 ..... Did you growup in the South
- accent1 ..... Do you have a Southern Accent
- accent2.....Did you ever have an accent
- age ..... Age
- hhsize .....Household Size
- race ..... Race
- zipcode .....zipcode
- phone .....landline/cell phone
- internet .....Does your home have internet access

- North Carolina
  - describeNC .....Describe NC in two words or a phrase
  - visitNC .....Friend visiting, what to see
  - bbq ..... Eastern or Western Carolina BBQ
  - NASCAR .....Would your describe yourself as a NASCAR fan?
  - NASCAR2 .....Have you ever attended a NASCAR race?
  - admire ..... What person in NC, living or dead, do you admire the most

- Post-interview

- sex.....Gender
- accent.....Accent

Basic Methodological Information

Mode:	Live Interviewer RDD Telephone Interviews (Dual Frame: Cell Phone and Landlines)
Population & Sample Area	North Carolina; Registered Voters
Dates in the field:	April 25-28, 2014
Sample Size	672
Margin of Error	±3.78
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.

Procedures Used for Conducting the Poll

The Elon University Poll uses CATI system software (Computer Assisted Telephone Interviewing) for the administration of surveys. We attempt to reach each working telephone number in the sample up to five times. We only interview residents of North Carolina who are over 18. The Elon University Poll conducted the survey over a four-day period. Live interviewers called from 3 p.m. to 8 p.m. Friday (4/25); 11 a.m. to 8 p.m. on Saturday (4/26); 11 a.m. to 8 p.m. (4/27); and from 4:30 p.m. to 9:30 p.m. on Monday (4/28).

Additional Methodological Decisions

Branching Questions

For many questions with multiple response options, we program our surveys to branch into a secondary probing question.

"Don't Know" & "Refused" Response Options

All questions include an option for respondents to volunteer "don't know" or to refuse. In the vast majority of questions, interviewers do not prompt "don't know" responses.

Weighting

We typically weight results from the Elon University Poll on multiple demographic characteristics: race, gender, household size, region, education, and age. Weighting rarely leads to substantial changes in results. We use iterative raking, adjusting one dimension at a time. We include detailed information about weighting of survey samples for each poll on both the Elon University Poll website and within released reports.

Within Household Randomization

For landlines, we use the common "oldest-youngest" technique to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.

Completion Criteria
An interview is a complete only if a respondent progresses through the entire survey. Respondents who hang up before completing the last question or who refuse to more than 10 % of the questions are incompletes.

Support for Transparency
The Elon University Poll supports transparency in survey research and is a supporter of the American Association for Public Opinion Research Transparency Initiative, which is a program promoting openness and transparency about survey research methods and operations among survey research professionals and the industry. All information about the Elon University Poll that we released to the public conforms to reporting conventions recommended by the American Association for Public Opinion Research and the National Council on Public Polls.

Question Construction and Question Order
In releasing survey results, the Elon University Poll provides the questions as worded and the order in which respondents receive these questions. In some cases question ordering rotates to avoid biases. In an effort to provide neutral, non-biased questions, we attempt to observe conventional question wording and question order protocols in all of our polls. In order to avoid recency or primacy effects, we randomize candidate names and directional response options (e.g. support / oppose) within the text of each question. We pretest every questionnaire multiple times before entering the field.

Sampling
Survey Sampling International, LLC, provide samples of telephone numbers. To equalize the probability of telephone selection, sample telephone numbers are systematically stratified according to subpopulation strata (e.g., a zip code, a county, etc.), which yields a sample from telephone exchanges in proportion to each exchange's share of telephone households in the population of interest. Estimates of telephone households in the population of interest are generally obtained from several databases. Samples of household telephone numbers are distributed across all eligible blocks of numbers in proportion to the density of listed households assigned in the population of interest according to a specified subpopulation stratum. Upon determining the projected (or preferred) sample size, a sampling interval is calculated by summing the number of listed residential numbers in each eligible block within the population of interest and dividing that sum by the number of sampling points assigned to the population. From a random start between zero and the sampling interval, blocks are selected systematically in proportion to the density of listed household "working blocks."

A block (also known as a bank) is a set of contiguous numbers identified by the first two digits of the last four digits of a telephone number. A working block contains three or more working telephone numbers. Exchanges are assigned to a population on the basis of all eligible blocks in proportion to the density of working telephone households. Once each population's proportion of telephone households is determined, then a sampling interval, based on that proportion, is calculated and specific exchanges and numbers are randomly selected.

The wireless component of the study sample starts with determining which area code-exchange combinations in North Carolina are included in the wireless or shared Telcordia types. Similar to the process for selecting household telephone numbers, wireless numbers involve a multi-step process in which blocks of numbers are determined for each area code-exchange combination in the Telcordia types. From a random start within the first sampling interval, a systematic nth selection of each block of numbers is performed and a two-digit random number between 00 and 99 is appended to each selected nth block stem. The intent is to provide a stratification that will yield a sample that is representative both geographically and by large and small carrier. From these, a random sample is generated.

Because exchanges and numbers are randomly selected, unlisted as well as listed numbers are included in the sample. Thus, the sample of numbers generated for the population of interest constitutes a random sample of telephone households and wireless numbers of the population.

Frequently Asked Questions about our Methodology

1. *Who pays for the Elon University Poll?*
   Elon University fully funds the Elon University Poll.

2. *Does the Elon University Poll favor a certain party?*
   The Elon University Poll is an academic, non-partisan survey. We do not engage or work with any political candidates or parties. We employ best practices to ensure the results are not biased.

3. *Where do you get your numbers?*
   We obtain samples of randomized phone numbers from Survey Sample International.

4. *How many times do you call a number before giving up?*
   We will attempt to call each working number up to five times before removing it from the sample.

5. *Do you call both cell phones and land lines?*
   Yes. We use a mixed sample of both cell phones and landlines. We weight on phone ownership to adjust for the higher probability of selection of those who own both cell phones and landline phones.

6. *Does the Elon University Poll do IVR surveys or automated "robopolls"?*
   No. Well-trained students at Elon University conduct all our interviewers.

7. *Do you report non-response rates?*
   Yes. We report non-response rates based on AAPOR guidelines. The response rate for the April 2014 Poll was 7.4%, 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.

Fernandez

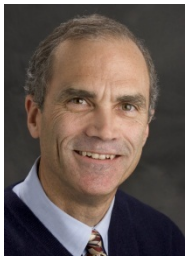
- Dr. Jason Husser is the Assistant director. Dr. Husser holds a Ph.D. in Political Science from Vanderbilt University. Dr. Husser is also Assistant Professor of Political Science at Elon University. He was previously the Associate Coordinator of the Vanderbilt University Poll.

Husser

- 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.


Robinson

Faculty members in the Department of Political Science & Policy Studies, chaired by Dr. Sharon Spray, are also involved in advising the directors. The poll operates under the auspices of Elon College, the College of Arts and Sciences at Elon University.

The Elon University administration, led by Dr. Leo Lambert, president of the university, fully supports the Elon University Poll as part of its service commitment to state, regional, and national constituents. Elon University fully funds the Elon University Poll. Because of this generous support, the Elon University poll does not engage in any contract work. This permits the Elon University Poll to operate as a neutral, non-biased, non-partisan resource.

Elon University students administer the survey as part of the University's commitment to civic engagement and experiential learning where "students learn through doing." Student interviewers receive extensive training prior to engaging in interviewing. A team of student supervisors (led by Mary Young '14) assists the directors with quality control and monitoring.

For more information on the Elon University Poll, visit www.elon.edu/elonpoll

Or contact:

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