



ELON POLL

Attitudes about ABC Stores in North Carolina

Survey of North Carolina Registered Voters
October 1st-4th, 2018

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Survey Overview

The Elon University Poll conducted a representative survey of North Carolina registered voters between October 1 and October 4, 2018. The primary purpose of this survey was to understand how much North Carolina voters prepared for Hurricane Florence, what effects the storm had on voters, and voter attitudes about policy issues related to hurricanes and climate change. Particularly important for this report, the survey also included questions related to North Carolina Alcohol Beverage Control (ABC) stores.

While the survey as a whole was a mixed mode, blended sample design with 848 respondents, this report consists of only telephone respondents. The ABC questions were only asked to telephone respondents. These questions appeared at the end of the broader questionnaire. The combined sample report is available at: <https://www.elon.edu/e/CmsFile/GetFile?FileID=1397>

The Elon Poll conducted 379 interviews on the telephone from a voter list sample. The questions were developed by the Elon University Poll, the High Point University Poll and the North Carolina General Assembly’s Program Evaluation Division. High Point University conducted a survey using these questions in September 2018. The NCGA Program Evaluation Division report is available at: <https://www.ncleg.gov/PED/Reports/2019/ModernizingABC.html> .

Additional methodological details are available at the bottom of this document. For highlights of key findings from this survey, please see our press release at www.elon.edu/elonpoll .

The Elon University Poll and its staff received no compensation, directly or indirectly, for this survey. The Elon Poll is funded internally by Elon University as a service to North Carolina.

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Topline Results

Note: See full report linked above for question ordering. ABC questions appeared at end of hurricane questionnaire.

Now I would like to ask you a few questions about ABC stores here in North Carolina. Currently, liquor is sold in government operated ABC stores. State law allows these stores to be operated Monday through Saturday from 9am to 9pm. ABC stores are closed on Sundays.

Sunday Sales

Should ABC stores be open or closed on Sundays?

Open	140.....	37%
Closed	197.....	52%
Don't Know	37.....	10%
Refused	5.....	1%
N=.....	379.....	100%

Close ABC stores

Would you support or oppose a proposal to close government operated ABC stores and instead allow private businesses to sell liquor?

Support closing ABC.....	198.....	52%
Oppose closing ABC	121.....	32%
Don't Know	59.....	16%
Refused	2.....	1%
N=.....	379.....	100%

Where Sell?

Imagine North Carolina decided to close government operated ABC stores. What types of private businesses should receive permits to sell liquor instead? Would you say stores that only sell liquor or any store than currently sells beer and wine?

Stores that only sell liquor	117.....	31%
Any store that currently sells beer and wine.....	214.....	57%
Something else	14.....	4%
Don't Know	29.....	8%
Refused	6.....	2%
N=.....	379.....	100%



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ABC Shopper

Have you ever shopped at a government operated ABC store in North Carolina?

Yes.....	287.....	76%
No.....	89.....	24%
N=.....	376.....	100%

Demographics

Age

18-29.....	57.....	18%
30-44.....	76.....	24%
45-64.....	105.....	33%
65+.....	82.....	26%
N=.....	320.....	100%

Race

Note: Coded from voter file

White.....	275.....	72%
Black.....	77.....	20%
Other.....	30.....	8%
N=.....	381.....	100%

Education

Do you have a four-year bachelor's degree?

Less than Bachelor Degree.....	251.....	66%
Bachelor Degree.....	128.....	34%
N=.....	379.....	100%

Gender

Male.....	183.....	48%
Female.....	198.....	52%
N=.....	381.....	100%

Party Affiliation (Registration)

Note: Respondents' party affiliation comes from the voter file.

Democrat.....	144.....	38%
Unaffiliated.....	121.....	32%
Republican.....	117.....	31%
N=.....	381.....	100%



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Cross-Tabulations

Open or Closed on Sunday

	Open	Closed	Don't Know	Refused	Total
<u>ABC Shopper</u>	%	%	%	%	%
Yes	44	46	9	1	100
No	16	70	11	3	100
	Open	Closed	Don't Know	Refused	Total
<u>Party</u>	%	%	%	%	%
Democrat	45	45	10	0	100
Unaffiliated	43	43	13	2	100
Republican	22	70	6	3	100

ABC Closing Support/Opposition

	Support closing ABC	Oppose closing ABC	Don't Know	Refused	Total
<u>ABC Shopper</u>	%	%	%	%	%
Yes	58	26	16	0	100
No	34	49	15	2	100
	Support closing ABC	Oppose closing ABC	Don't Know	Refused	Total
<u>Party</u>	%	%	%	%	%
Democrat	52	36	11	0	100
Unaffiliated	56	25	20	0	100
Republican	48	34	16	2	100

What type of stores for liquor

	Stores that only sell liquor	Any store that currently sells beer and wine	Something else	Don't Know	Refused	Total
<u>ABC Shopper</u>	%	%	%	%	%	%
Yes	28	62	3	7	0	100
No	41	39	5	10	5	100
	Stores that only sell liquor	Any store that currently sells beer and wine	Something else	Don't Know	Refused	Total
<u>Party</u>	%	%	%	%	%	%
Democrat	29	58	5	9	0	100
Unaffiliated	38	57	1	3	1	100
Republican	26	55	4	11	4	100



Methodological Information

Mode:	Telephone (cell and landline)
Population:	North Carolina Registered Voters
Dates in the field:	October 1-4, 2018
Sample Size:	379 telephone respondents
Weighting Variables:	Race, Gender, Age, Education, Rural/Urban/Suburban, Registered Party
Margin of Error	+/- 5.0% (95% CI)

Procedure

For this survey, the Elon University Poll used a blended sample that combined a telephone voter list sample with an opt-in sample. The registered voter telephone sample was purchased from Survey Sample International. Some telephone respondents had been sampled in prior Elon Poll telephone surveys.

For the administration of the survey, the Elon University Poll used Qualtrics and a CATI system. We only included interviews in the final data if respondents spent a minimum length of time on the interview. A survey was considered complete only if a respondent progressed through the entire survey. Telephone calling times were 6:30PM to 9PM October 1 to 4. Elon University students conducted every telephone interview under supervision of the Elon Poll directors.

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.

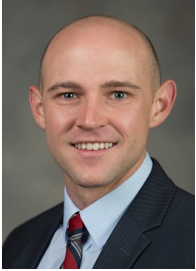
Weighting Information

Weights for registered voters were calculated based on demographics calculated by Elon Poll staff from the NCSBE individual voter file or a large sample thereof. Weights were generated in Stata using a technique known as iterative proportional fitting, also known as raking. The weight variables were calculated based on NCSBE data for age, race, sex, state region¹, county density² and registered party affiliation.

¹ Created using the voter file among telephone respondents and the county of residence question among online respondents. A map of county region is [available here](#).

² Same note as above. A map of county types is [available here](#).

The Elon University Poll Team



Dr. Jason Husser is Director of the Elon University Poll and Associate Professor of Political Science & Policy Studies at Elon University. He has worked at the Elon Poll since 2012 and holds a Ph.D. in Political Science from Vanderbilt University. He researches American political behavior and survey methodology.



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Owen Covington is Director of the Elon University News Bureau. A native North Carolinian, Owen Covington joined the staff of Elon University in 2016 after spending 17 years in the field of journalism as a reporter and editor for daily and weekly news outlets in North Carolina and Kentucky. As director of the Elon University News Bureau, Covington oversees the promotion of Elon and its students, faculty and staff both through stories told across Elon's media channels as well as through interactions with state, national and international media. He is involved in media relations, including responding to requests from print, digital and broadcast media outlets, and works to promote content generated by a variety of Elon news sources.

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

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