



The State of Political Knowledge in North Carolina

Registered Voters in North Carolina
February 12-15, 2018

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Key Survey Insights

The Elon University Poll conducted a live-caller, dual frame survey of 625 registered North Carolina voters, between February 12th and 15th, 2018. The overall results reported have a margin of error of +/- 3.92%.

To assess the state of political knowledge in North Carolina, respondents were asked (1) to name the job or political office of various public figures and elected officials, (2) about the process of redistricting in North Carolina, and (3) to guess the party, gender, and racial composition of the North Carolina General Assembly. The results for each of these knowledge questions are summarized on the next page of this report.

The State of Political Knowledge in North Carolina

Knowledge of federal and statewide elected officials was noticeably higher than knowledge of local North Carolina officials, such as the leaders of the North Carolina General Assembly, and the respondents' own representatives in the state legislature. For example, 62% correctly identified Richard Burr's office as U.S. Senator, while only 17% could correctly identify the office of their State Senator. Similarly, 48% could identify the office of their member of Congress, while only 22% could identify the office of their State Representative.

One exception to this trend was NC Commissioner of Labor, Cherie Berry. Nearly half of respondents (49%) recognized her name, and correctly identified her as either the Commissioner of Labor, or by using her unofficial title of "Elevator Lady." This can likely be attributed to Berry's long tenure in this position, and her name and photograph appearing in elevators throughout the state.¹

Another exception to this trend was knowledge of county sheriffs. Nearly half of respondents (46%) could identify the job of their county sheriff based just on their name. In rural counties in North Carolina, 57% could correctly identify their sheriffs. In contrast, in urban counties, only 35% correctly identified their sheriffs. In general, North Carolinians in rural counties had higher knowledge of local elected officials than those living in suburban and urban counties.

Knowledge of leadership in the state legislature was quite low. Only 11% of those surveyed could identify Phil Berger as President of the NCGA Senate, and only 8% could identify Tim Moore as the Speaker of the NCGA House. Recognition for both Berger and Moore was highest among respondents with some graduate education (17% and 15% respectively).

Most North Carolina voters (86%) knew that the Republican Party holds a majority of seats in the General Assembly. However, respondents were asked to guess what percent of the seats are held by Republicans, and 57% were off by more than five percent in either direction. This

¹ http://www.greensboro.com/news/north_carolina/the-improbable-rise-of-the-elevator-queen/article_7cc37444-dbdd-5402-a8df-971da605a8ef.html

implies only 43% knew the approximate amount of seats in the Republican supermajority, a number that will likely be emphasized in the 2018 legislative campaigns.

Knowledge and Opinions about Redistricting

Almost half (46%) of North Carolina voters knew that the General Assembly oversees the process of drawing Congressional district lines, and a quarter (25%) knew this process typically occurs every ten years or after the U.S. Census. Only 15% of North Carolina voters could correctly answer both of these questions. In light of recent news about redistricting in the United States, confusion about when district lines are drawn is understandable.

In addition to these knowledge questions, North Carolina voters were asked whether they believe the redistricting process is fair. A quarter of respondents (25%) believe the process is mostly fair or somewhat fair, almost half (47%) believe the process is not fair at all, and another quarter (27%) said they hadn't thought much about it. It is important to note that respondents received this question after the battery of knowledge questions, so there is likely a significant question order effect. Among respondents who correctly answered both redistricting knowledge questions, three-quarters believe the redistricting process is not fair (74%).

Motivation to Vote in 2018

Lastly, North Carolina voters were asked how motivated they are to vote this year. In November of 2018, their member of Congress and their representatives in the General Assembly will be on the ballot. At the end of our survey, a majority of respondents (62.1%) reported that they are extremely motivated to vote. However, it's important to note this question was asked after the knowledge and redistricting series, and there is likely a question order effect.

North Carolina Knowledge in Context

While one may see these results as suggesting that North Carolina has particularly low-levels of political knowledge, we discourage this interpretation. Rather we see these results as largely consistent with a broader national pattern rather than an issue specific to North Carolina. Most surveys of political knowledge are conducted with national level samples.

For example, a [series of Pew surveys](#) found that less than half of the American public can correctly answer whether or not Republicans hold a majority in the U.S. House of Representatives. Paralleling our findings for North Carolina, a [2007 Pew study](#) reported that while 62% of Americans could identify the job of NFL player Peyton Manning, only 15% could identify the job of U.S. Senate leader Harry Reid.

Topline Results

Political Knowledge in North Carolina

Percent Correctly Identifying the Political Office of:	Correct	Incorrect
Vice President Mike Pence	89%	11%
Governor Roy Cooper	82%	18%
U.S. Senator Richard Burr	62%	38%
U.S. Senator Thom Tillis	56%	44%
NCGA President Pro Tem Phil Berger	11%	89%
NCGA Speaker of House Tim Moore	8%	92%
NC Commissioner of Labor Cherie Berry	49%	51%
Their Member of Congress	48%	52%
Their State Senator	17%	83%
Their State Representative	22%	78%
Their County Sheriff	46%	54%

Percent Correctly Identifying the Job of: (included for reference)	Correct	Incorrect
Quarterback Cam Newton	77%	23%
UNC Basketball Coach Roy Williams	54%	46%
Duke Basketball Coach Mike Krzyzewski	53%	47%

Composition of the NCGA	Correct	Incorrect
Which party holds a majority of seats? (Republican)	86%	14%
Percent Women (guesses between 20-30% counted as correct)	32%	68%
Percent White (guesses between 73-83% counted as correct)	30%	70%
Percent Republican (guesses between 60-70% counted as correct)	43%	57%

Redistricting in North Carolina	Correct	Incorrect
Who conducts redistricting? (General Assembly)	46%	54%
When does redistricting typically occur? (Every 10 years/after Census)	25%	75%
Answered both redistricting questions correctly	15%	85%

Notes. N= 625 registered voters in North Carolina. Composition of the General Assembly answers were coded as “Correct” if the respondent’s guess was within 5%, above or below, the actual values. For more details about how members of the General Assembly were counted, see the Question Wording and Order section of this report.

Redistricting Fairness

There has been a lot of talk recently about redistricting and gerrymandering in the state of North Carolina. Do you think the way Congressional district lines are drawn is mostly fair, somewhat fair, or not fair at all, or, have you not thought much about this?

Mostly fair.....	63.....	10.00%
Somewhat fair	96.....	15.40%
Not fair at all	293.....	46.90%
Not thought about it/Don't Know	169.....	27.10%
Other [volunteered]	4.....	0.70%
N=	625.....	100.00%

Motivation to Vote in 2018

How motivated do you feel to get out and vote this year--extremely motivated, very motivated, somewhat motivated, not too motivated, or not at all motivated?

Extremely motivated.....	388.....	62.10%
Very motivated.....	117.....	18.70%
Somewhat motivated.....	80.....	12.90%
Not too motivated	33.....	5.40%
Not at all motivated.....	6.....	0.90%
N=	625.....	100.00%

Sample Characteristics

Registered Party ID (from Voter File)

Democrats	251.....	40.10%
Unaffiliated	187.....	30.00%
Republicans.....	187.....	29.90%
N=	625.....	100.00%

Party Identification²

Democrats	222.....	36.00%
Independents	221.....	35.90%
Republicans.....	173.....	28.20%
N=	616.....	100.00%

² Self-reported party identification is used in the cross tabulations presented in this report. If they initially answered “Independent”, “Something Else”, or “Don’t Know”, they were asked if they think of themselves as closer to the Republican or Democratic party.

Age

Millennial.....	186.....	29.70%
Gen X.....	161.....	25.80%
Boomer.....	193.....	30.90%
Silent+.....	85.....	13.50%
N=.....	625.....	100.00%

Race (from Voter File)

White.....	435.....	70.00%
Black.....	140.....	22.50%
Other.....	47.....	7.50%
N=.....	622.....	100.00%

Gender

Male.....	289.....	46.30%
Female.....	336.....	53.70%
N=.....	625.....	100.00%

County Type

Note: County type is based on 2014 U.S. Census Population density estimates (Rural <250/ sq. mile; Suburban 250-750/sq. mile; Urban >750/sq. mile.³

Rural.....	246.....	39.40%
Suburban.....	157.....	25.10%
Urban.....	222.....	35.50%
N=.....	625.....	100.00%

³ <http://www.ncruralcenter.org/>

Questionnaire Details

In this section, we present the full question wording and order of the questionnaire. Where relevant, we have annotations explaining how the knowledge questions were scored.

For all of the knowledge questions, interviewers themselves did not code responses as correct or incorrect. Instead, when respondents offered an answer, our interviewers matched it to a list of possible answers. For example, after asking which job or political office is held by Mike Pence, if the respondent answered “Governor,” the interviewer selected that option from the list. After data collection was complete, a member of the Elon Poll team coded responses as correct or incorrect. For the purposes of this report, “Don’t Know” responses were counted as incorrect. Interviewers did not reveal the correct answers to respondents within the question batteries.

[Instructions read by interviewers]

“I’m going to read you a list of the names of various public figures and elected officials. We’re interested in how often voters hear about people in news. For each name, I’d like you to tell me what job or office they now hold, if you know it. It’s always okay to make your best guess.”

(1) “Let’s start with Mike Pence, which job or political office does he hold?”

[Correct response: Vice President]

(2) “What about Roy Cooper?”

[Correct response: Governor]

(3) “Thom Tillis?”

[Correct response: Senator]

(4) “Richard Burr?”

[Correct response: Senator]

(5) “Mike Kryzyzewski?” [pronounced *Shi-Shef-Ski*]

[Correct response: Coach]

(6) [PIPED IN TEXT: Name of their U.S. House member]?

[Correct response: Congressman, Congresswoman or Representative]

Note: Their member of Congress was determined by information in the North Carolina State Board of Elections voter file, accessed in September 2016. We used the 2016 Congressional District map, although it was recently ordered to be redrawn.⁴

(7) [PIPED IN TEXT: Name of their North Carolina General Assembly House member]?

[Correct response: NC House Representative or State House Representative]

⁴ <https://www.nytimes.com/2018/01/09/us/north-carolina-gerrymander.html>

Note: Their representative's name was also determined by information in the NCSBE voter file, accessed in September 2016. We used the current House member list and did not use the names of recently resigned members.⁵

(8) [PIPED IN TEXT: Their NCGA Senator]?
[Correct response: NC Senator or State Senator]

Note: Their senator's name was also determined by information in the NCSBE voter file, accessed in September 2016. We used the current Senate member list and did not use the names of recently resigned members.⁶

(9) "Cam Newton?"
[Correct response: Quarterback]

(10) [PIPED IN TEXT: Name of their County Sheriff]?
[Correct response: Sheriff]

Note: Their sheriff's name was determined by their county information in the NCSBE voter file, accessed in September 2016. We used the current North Carolina Sheriff's Association directory.⁷

(11) "Tim Moore?"
[Correct response: NCGA Speaker, NCGA leader or NC Representative/Legislator]

(12) "Phil Berger?"
[Correct response: NCGA Senate president, NCGA leader or NC Senator/Legislator]
**Respondents who said "judge," potentially in reference to Judge Phil Berger, Jr., also could have said the above responses and would have been coded as correct. This applied to less than 1% of respondents.*

(13) "Cherie Berry?"
[Correct response: NC Commissioner of Labor, Elevator Lady, or Elevator Queen]

Note: We accepted both Berry's official title, and her unofficial titles, "Elevator Lady" or "Elevator Queen." Among respondents correctly identifying Berry, 65% said Elevator Lady or Queen, 23% said "NC Commissioner of Labor," and 12% said both.

(14) "Roy Williams?"
[Correct response: Coach]

⁵ <https://www.ncleg.net/gascripts/members/memberList.pl?sChamber=House>

⁶ <https://www.ncleg.net/gascripts/members/memberList.pl?sChamber=senate>

⁷ <http://ncsheriffs.org/wp-content/uploads/NCSA-2017-2018-Counties.pdf>

(15) “Do you happen to know who draws Congressional district lines in North Carolina-- Congress, the Governor, the North Carolina General Assembly, an independent commission or someone else?”

[Correct response: NC General Assembly]

(16) “Typically, how frequently are legislative district lines redrawn? It’s OK to take your best guess.”

[Correct response: Every 10 years or Every U.S. Census]

(17) “Do you happen to know which political party holds the majority of seats in the North Carolina General Assembly?”

[Correct response: Republican Party]

(18) “If you had to guess, what percentage of the North Carolina state legislature would you say is Republican?”

[Actual Value: 64.7% (110/170); Correct Response: 60%-70%]

(19) “If you had to guess, what percentage of the North Carolina state legislature would you say are women?”

[Actual Value: 25.3% (43/170); Correct Response: 20%-30%]

(20) “If you had to guess, what percentage of the North Carolina state legislature would you say is white?”

[Actual Value: 78.2% (133/170); Correct Response: 73%-83%]

Note: We determined actual value based on agreement of two independent coders reviewing NCGA’s official photographs. The exact “actual” value could be incorrect.

(21) “There has been a lot of talk recently about redistricting and gerrymandering in the state of North Carolina. Do you think the way Congressional district lines are drawn is mostly fair, somewhat fair, or not fair at all, or, have you not thought much about this?”

(22) “How motivated do you feel to get out and vote this year--extremely motivated, very motivated, somewhat motivated, not too motivated, or not at all motivated?”

Note: These last two questions are opinion-based but were likely heavily influenced by the political knowledge battery of questions. The prior questions reminded respondents about redistricting and who is currently in office in North Carolina. This should be a consideration when interpreting the results.

Cross Tabulations

Knowledge of Federal and Statewide Elected Officials

Percent who could name the office of Vice President Pence, Governor Cooper, and Senators Burr and Tillis

		Mike Pence	Roy Cooper	Richard Burr	Thom Tillis
Education	High School	87	65	42	40
	Some College	88	86	53	55
	College	92	83	74	61
	Graduate	90	87	72	65
Race	White	89	83	65	59
	Black	89	86	59	50
Sex	Male	88	82	63	64
	Female	90	82	61	49
County Type	Rural	90	82	59	59
	Suburban	81	78	61	52
	Urban	93	85	66	56
Generation	Millennial	86	82	54	53
	Gen X	92	80	64	55
	Boomer	90	85	66	62
	Silent +	87	79	65	52
Party	Democrats	90	86	68	60
	Independents	87	80	58	61
	Republicans	90	79	58	47
Overall		89	82	62	56

Knowledge of Local Elected Officials

Percent who could name the job or office of their member of Congress, their NCGA representatives, and their County Sheriff

		U.S. Rep.	State Senator	State Rep.	County Sheriff
Education	High School	36	12	14	55
	Some College	40	16	21	49
	College	56	18	24	45
	Graduate	56	23	26	40
Race	White	51	18	24	51
	Black	40	18	19	35
Sex	Male	53	18	25	51
	Female	43	17	20	42
County Type	Rural	48	20	25	57
	Suburban	41	19	23	45
	Urban	52	13	18	35
Generation	Millennial	39	15	16	39
	Gen X	46	15	23	46
	Boomer	55	21	25	52
	Silent +	54	19	27	48
Party	Democrats	58	23	27	41
	Independents	42	15	18	46
	Republicans	42	13	20	52
Overall		48	17	22	46

Knowledge of Berger, Moore, and Berry

Percent who could name the job or office of President pro temp Berger, Speaker Moore, and NC Commissioner of Labor Berry.

		Phil Berger	Tim Moore	Cherie Berry
Education	High School	8	2	27
	Some College	4	6	51
	College	15	10	56
	Graduate	17	15	51
Race	White	11	9	51
	Black	13	9	47
Sex	Male	13	11	50
	Female	9	6	48
County Type	Rural	8	8	44
	Suburban	10	9	43
	Urban	14	9	59
Generation	Millennial	4	4	55
	Gen X	11	13	60
	Boomer	14	8	42
	Silent +	16	9	30
Party	Democrats	16	11	48
	Independents	10	8	54
	Republicans	5	6	45
Overall		11	8	49

Knowledge of NC Sports Figures

Percent who could name the job of Carolina Panthers quarterback Cam Newton, UNC basketball coach Roy Williams, and Duke basketball coach Mike Krzyzewski.

		Cam Newton	Roy Williams	Mike Krzyzewski
Education	High School	72	37	38
	Some College	72	51	50
	College	83	63	60
	Graduate	80	60	61
Race	White	76	56	56
	Black	81	56	51
Sex	Male	85	66	65
	Female	70	44	43
County Type	Rural	74	57	54
	Suburban	73	45	42
	Urban	83	58	60
Generation	Millennial	81	47	44
	Gen X	88	62	63
	Boomer	70	56	57
	Silent +	63	49	48
Party	Democrats	75	51	50
	Independents	77	54	54
	Republicans	81	58	56
Overall		77	54	53

Knowledge of Redistricting

Percent who could identify the NCGA majority party, know who redistricts (NCGA) and how often redistricting typically occurs (every 10 years or after the US Census).

		NCGA Majority Party	Who Redistricts	When Redistricts
Education	High School	72	35	16
	Some College	87	35	16
	College	90	53	29
	Graduate	92	62	38
Race	White	86	47	29
	Black	87	40	14
Sex	Male	88	50	27
	Female	84	43	23
County Type	Rural	84	40	22
	Suburban	90	47	22
	Urban	86	52	29
Generation	Millennial	85	42	21
	Gen X	87	53	25
	Boomer	91	45	29
	Silent +	77	42	22
Party	Democrats	92	52	28
	Independents	84	47	26
	Republicans	83	39	19
Overall		86	46	25

Knowledge of the NCGA’s Party, Gender, and Racial Composition

Percent of respondents who guessed within +/- 5 percent of the actual values: 65% Republican, 25% women, 78% white.

		Correct on NCGA % Republican	Correct on NCGA % Women	Correct on NCGA % White
Education	High School	31	21	33
	Some College	39	35	30
	College	47	37	32
	Graduate	51	31	29
Race	White	41	35	29
	Black	46	33	34
Sex	Male	46	30	30
	Female	40	34	30
County Type	Rural	42	28	29
	Suburban	39	37	29
	Urban	46	34	33
Generation	Millennial	46	35	34
	Gen X	44	33	31
	Boomer	42	30	27
	Silent +	36	30	30
Party	Democrats	53	32	25
	Independents	42	32	38
	Republicans	32	33	28
Overall		43	30	32

Redistricting Fairness

There has been a lot of talk recently about redistricting and gerrymandering in the state of North Carolina. Do you think the way Congressional district lines are drawn is mostly fair, somewhat fair, or not fair at all, or, have you not thought much about this?

	Mostly	Somewhat	Not at all	Don't Know	Other	Total
Millennial	9	15	42	34	0	100
Gen X	7	16	50	26	0	100
Boomer	10	12	51	25	1	100
Silent+	16	23	41	18	2	100
High School	12	9	28	50	1	100
Some College	10	16	39	35	1	100
Bachelors	8	20	53	18	0	100
Graduate	12	12	61	14	0	100
White	13	17	40	29	1	100
Black	1	12	66	21	0	100
Male	13	14	46	26	1	100
Female	7	16	48	28	1	100
Democrats	4	8	69	19	0	100
Independents	7	16	50	26	1	100
Republicans	21	23	15	39	1	100
Rural	13	16	41	29	1	100
Suburban	8	15	47	28	1	100
Urban	8	15	53	24	0	100
<u>Redistricting Knowledge</u>						
No Questions Correct	11	15	33	39	1	100
One Question Correct	10	17	52	21	1	100
Both Questions Correct	7	11	74	8	1	100
Overall	10	15	47	27	1	100

Motivation to Vote in 2018

How motivated do you feel to get out and vote this year--extremely motivated, very motivated, somewhat motivated, not too motivated, or not at all motivated?

	Extremely motivated	Very motivated	Somewhat motivated	Not too/ Not at all	Total
Millennial	44	22	24	11	100
Gen X	65	19	10	6	100
Boomer	73	18	7	2	100
Silent+	72	13	7	7	100
High School	55	13	19	13	100
Some College	60	20	14	6	100
Bachelors	65	20	8	7	100
Graduate	68	15	15	2	100
White	63	17	13	6	100
Black	63	25	7	4	100
Male	62	20	12	6	100
Female	62	18	13	6	100
Democrats	72	16	9	3	100
Independents	55	22	15	8	100
Republicans	59	17	15	9	100
Rural	56	25	14	6	100
Suburban	65	15	13	7	100
Urban	67	15	11	7	100
Overall	62	19	13	6	100

Methodological Information

Mode:Live Interviewer, Cell Phone and Landline
PopulationRegistered Voters, North Carolina
Sample:Voter Registration List, North Carolina
Dates in the field:February 12-15, 2018
Sample Size:.....625
Margin of Error:+/- 3.92%
Confidence Level:95%
Weighting Variables:Age, Race, Gender, Registered Party Identification,
Urban/Suburban/Rural County

Procedure

The Elon University Poll uses a random sample of North Carolina voters with telephones and wireless (cell) telephone numbers.

For the administration of surveys, the Elon University Poll uses CATI system software (Computer Assisted Telephone Interviewing). We attempt to reach each working telephone number in the sample up to three times. We only interview residents of North Carolina who are over 18. In compliance with FCC rules, each phone number was dialed manually by a human interviewer. An interview is complete only if a respondent progresses through the entire survey.

The Elon University Poll conducted the survey in English. Live interviewers called from 6:30 pm to 9:00 pm, Monday through Thursday, 2/12-2/15.

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

Weighting

Weights were generated using a technique known as iterative proportional fitting, also known as raking. We typically weight results from the Elon University Poll on multiple demographic characteristics. In the case of this survey, our target population was registered voters in North Carolina.

The weight variables were race, gender, age and registered party identification. Each variable was weighted to match relative proportions of registered voters in North Carolina (active and inactive). These proportions were calculated from the NC SOBE voter file accessed on 9/3/17. Note that registered party differs significantly from self-identified party identification, which is more of a psychological attachment than a stable demographic.

Because the sample was from the voter registration list rather than a random digit dial, we did not weight on phone usage (as is our practice with RDD surveys), largely because CDC parameters of phone usage are reflective of the general population rather than registered voters alone.

Design Effects & Response Rates

Margin of errors used here do not account for design effects. Response rates are typically 11-14% for our surveys.

Support for Transparency

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

Question Construction and Question Order

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

Branching Questions

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

“Don’t Know” & “Refused” Response Options

All questions include an option for respondents to volunteer “Don’t Know” or to refuse. Unless otherwise noted, interviewers do not prompt “don’t know” responses.

Panel Respondents

The Elon Poll has developed a probability-based panel of North Carolina registered voters. This allows us to track changes in individual-level opinions over time. Panel members are recruited at the end of our regular voter list probability-based telephone survey interviews by asking respondents for permission to contact them again. Over 95% of interviewees typically agree to be contacted again, and demographics are similar between panel and non-panel respondents. This survey consisted of 140 non-panel interviews and 485 panel interviews.

Frequently Asked Questions

1. Who pays for the Elon University Poll?

Elon University fully funds the Elon University Poll. The poll operates under the auspices of the College of Arts and Sciences at Elon University, led by Dean Gabie Smith. The Elon University administration, led by Dr. Leo Lambert, president of the university, fully supports the Elon University Poll as part of its service to the community. Because of this generous support, the Elon University poll does not engage in any contract work. This permits the Elon University Poll to operate as a neutral, non-biased, non-partisan resource.

2. Does the Elon University Poll favor a certain party?

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

3. Where do you get your numbers?

We obtain a random sample of the North Carolina registered voter list from Survey Sample International (SSI). SSI enhances this list to provide up-to-date phone numbers for voters. In order to adjust for differing probabilities of completion by age, the sample was adjusted prior to making phone calls based on the likelihood of respondents of an age group to complete a survey.

4. How many times do you call a number before giving up?

We will attempt to call each working number up to three times before removing it from the sample.

5. Do you call both cell phones and land lines?

Yes. We use a mixed sample of both cell phones and landlines. In the case of this poll, our sample consisted of 75% cell phones and 25% landline phones. Cellphone ratios depend on age of respondent. Cellphones were used for 100% of Millennials, 60% of GenXers and Boomers, and 0% of Silent generation members.

6. Do you weight the data?

Yes. We apply weights to the data. An iterative proportional fitting algorithm generates weights based on North Carolina State Board of Election statistics.

7. Do you randomize response options?

In this particular survey, we did not.

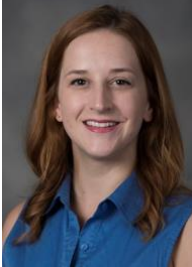
8. How are students involved in the Elon University Poll?

Elon University students are involved with the survey as part of the University's commitment to civic engagement and experiential learning where "students learn through doing." Student interviewers receive training prior to engaging in interviewing. A team of student polling associates assists the directors with data collection.

The Elon University Poll Team



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

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