



# ELON POLL

## **North Carolinians on K-12 Schools in Fall 2020** *A Partial Report*

Produced in partnership with  
The Charlotte Observer, The Durham Herald-Sun & The Raleigh News & Observer

Survey of N.C. Residents  
June 24-25<sup>th</sup>, 2020

### **About This Survey**

The Elon University Poll conducted a representative online survey of 1,410 adult North Carolina residents from June 24-25<sup>th</sup>, 2020. The results have a credibility interval of +/- 2.8 percentage points.

This is a partial report of a more extensive survey of North Carolina residents' opinions related to COVID-19. This report is to be released on July 1, 2020 and is limited to a question about K-12 school reopening. For full survey results, see the complete report planned for availability on July 2, 2020.

## Topline Results

“When it comes to K-12 public schools, North Carolina leaders are considering several options for Fall 2020. Which of the following comes closest to what you think should happen in the fall?”

- Students returning to school full-time, with precautions in place
- Students staying home part-time, to space them out in classrooms and buildings
- Students staying home full-time, with online learning”

	%	N
<b>Returning to school full-time</b>	34	471
<b>Staying home part-time</b>	38	531
<b>Staying home full-time</b>	29	401
<b>Total</b>	100	1403

## Demographics <sup>1</sup>

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### County Density <sup>2</sup>

	%	N
Rural	39	555
Suburban	25	354
Urban	36	501

### Age

	%	N
18 to 24	13	178
25 to 44	34	477
45 to 64	34	481
65+	20	275

### Gender

	%	N
Male	48	677
Female	52	733

<sup>1</sup> Some demographic response options were collapsed for reporting purposes.

<sup>2</sup> County type was determined according to classifications created by the [NC Rural Center](#).

 **ELON** POLL**Race**

	<u>%</u>	<u>N</u>
White	67	945
Black	21	296
Other	12	169

**Ethnicity**

	<u>%</u>	<u>N</u>
Non-Hispanic	91	1283
Hispanic	9	127

**Education**

	<u>%</u>	<u>N</u>
Less than Bachelors	70	987
Bachelors or Higher	30	423

**Party Identification**

	<u>%</u>	<u>N</u>
Republican	33	466
Neither	33	469
Democrat	34	473

### Crosstabulations 3

When it comes to K-12 public schools, North Carolina leaders are considering several options for Fall 2020. Which of the following comes closest to what you think should happen in the fall:

- Students returning to school full-time, with precautions in place
- Students staying home part-time, to space them out in classrooms and buildings
- Students staying home full-time, with online learning<sup>3</sup>

	Students return full-time	Students stay home part-time	Students stay home full-time
Has child or grandchild in K-12	32	38	30
No child or grandchild in K-12	34	38	28
Republican	46	33	21
Neither	31	40	28
Democrat	23	40	36
Male	37	35	28
Female	30	41	29
18 to 24	31	35	34
25 to 44	30	38	32
45 to 64	34	39	27
65+	40	38	22
Rural	36	37	27
Suburban	36	36	28
Urban	30	40	30
White	37	38	25
Black	27	38	35
Other race	25	35	39
Total	34	38	29



<sup>3</sup> Numbers reflect row percentages. Caution is encouraged when interpreting differences in the crosstabulations. Sub-group sample sizes are smaller, and therefore the credibility intervals for these estimates are wider. Due to weights and rounding, row percentages do not always sum to 100.

## Methodological Information

Mode:	Online
Population:	N.C. Residents, ages 18+
Dates in the field:	June 24-25, 2020
Sample Size:	1,410
Credibility Interval	+/- 2.74 %
Weighting Variables (NC):	Age, Gender, Race, Hispanic, Education, County Density

### *Procedure*

The Elon University Poll used an online sample provided by Lucid, LLC. Respondents were recruited for this sample from many sample providers in the Lucid marketplace and received small amounts of compensation in exchange for their opinions. The survey was not an open-linked posted on social media, but rather was by direct invitation to a very large national pool of people who agree to take online surveys. More information about the Lucid marketplace and quality tests are available [here](#). Quotas on race, Hispanic ethnicity, sex, and age were applied prior to online survey commencement.

Online interviews were included in the final dataset if respondents spent a minimum length of time on the interview and particular sections, and if a respondent progressed through the entire survey. Open-ended online responses were individually inspected by the poll directors, who then deleted thirteen cases that were invalid. Respondents were recruited to the survey with a generic description about coronavirus.

### *Credibility Interval*

Unlike a traditional random digit-dial telephone survey, online surveys do not have traditional margin of errors. Nonprobability quota samples like these do not adhere to assumptions of random selection. To account for uncertainty inherent in any sample-based research design, we provide a credibility interval. More information about this technique can be found [here](#). The credibility interval was calculated by inflating traditional confidence intervals by a design effect calculated using the squared sum of weights. For this North Carolina sample, this means:  $(1.05 * 2.61 = 2.7)$ . We round these values up for presentation of results. As with all surveys, Total survey error often exceeds sampling error.

### *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. The Elon University Poll follows reporting conventions recommended by the American Association for Public Opinion Research and the National Council on Public Polls.

### Weighting Information

Weights were generated in Stata using a technique known as iterative proportional fitting, also known as raking. Population values were obtained from the U.S. Census. The weight variable was calculated based on the variables in the table below.

	<b>Population %</b>	<b>Unweighted %</b>	<b>Weighted %</b>
18-29	13	10	13
30-44	34	35	34
45-64	34	36	34
65+	20	19	20
Male	48	45	48
Female	52	55	52
White	67	67	67
Black	21	19	21
Other	12	14	12
Hispanic	9	7	9
Not Hispanic	91	93	91
< Bachelor's	70	60	70
Bachelor's or more	30	40	30
Rural County	39	38	39
Suburban	25	25	25
Urban	36	37	36

## 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. Connie Ledoux Book, 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 research organization. We do not engage or work with any political candidates or parties. We employ best practices to ensure the results are not biased.

### 3. Did you weight the data?

Yes. We apply weights to the data. For this survey, we generated results using raking based on U.S. Census data. For more details, see the Weighting Information above.

### 4. What are the advantages and disadvantages of online surveys over traditional random-dial surveys?

Traditional telephone surveys have a clear advantage over online surveys such as this in that assumptions of equal probability of selection are more appropriate. Furthermore, online surveys do not capture opinions of respondents who lack internet access.

However, our opinion is that [declining telephone response rates](#) and the growth in online sample pool sizes have narrowed quality differences between the two modes. In the case of this survey, we hoped to capture opinions related to a breaking news item. An online survey enabled us to quickly gather a large enough sample size to make inferences about the U.S. population. Additionally, like many college students, our student survey interviewers are not on campus at this time.

Additional information about opt-in surveys in general is available from AAPOR and the [Pew Research Center](#).

## About The Elon University Poll

The Elon University Poll conducts statewide, regional, and national surveys on issues of importance to North Carolinians as well as other states. Information from these polls is shared with media, citizens and public officials to facilitate informed public policy making through the better understanding of citizens' opinions and attitudes.



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[Kaye Usry](#) is Assistant Director of the Elon University Poll and Assistant Professor of Political Science & Policy Studies at Elon University. She received her Ph.D. from the University of Illinois at Urbana-Champaign. Her research interests are in American politics and political psychology.



[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](http://elon.edu/elonpoll)

If you have specific questions about this poll, you can reach the directors of the poll via email (jhusser at elon dot edu & kusry at elon dot edu).

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