



ELON POLL

Opinion about North Carolina Political Leaders: One Year after Election 2016

Registered Voters in North Carolina
November 6-9th, 2017

TABLE OF CONTENTS

KEY SURVEY INSIGHTS	1
OPINIONS ABOUT PRESIDENT TRUMP	1
APPROVAL OF GOVERNOR COOPER AND SENATORS BURR AND TILLIS.....	1
THE RUSSIA INVESTIGATION.....	1
PERCEPTIONS OF MEDIA BIAS AGAINST PRESIDENT TRUMP.....	2
NORTH KOREA.....	2
TOPLINE RESULTS	3
OPINIONS ABOUT POLITICAL LEADERS	3
RUSSIA INVESTIGATION AND NORTH KOREA	4
SAMPLE CHARACTERISTICS	5
CROSS TABULATIONS	7
QUESTION ORDERING	17
METHODOLOGICAL INFORMATION	18
THE ELON UNIVERSITY POLL TEAM	21

Key Survey Insights

The Elon University Poll conducted a live-caller, dual frame survey of 771 registered North Carolina voters, between November 6 and November 9, 2017. The overall results reported have a margin of error of +/- 3.5%.

Opinions about President Trump

Approval of President Trump among North Carolina voters has risen slightly since our last survey in late September from 34.4% to 36.8%. While our data does not say exactly what led to this slight change, the President's tour of Asia is likely part of the story. His approval among self-identified Republicans rose from 75% to 81%. Relative support across most demographic groups has largely remained stable since September.

The Elon Poll has developed a probability-based panel of survey respondents to allow us to track changes within individual voters over time. As shown by the cross-tabs below, most voters are very consistent in their approval or disapproval of President Trump. Only 5% of those who approved in September now disapprove. Conversely, only 5% of those who disapproved in September now approve. However, because the proportion who disapprove is so much higher than the proportion who approve, an equal percentage shift between the two camps results in a net gain in approval for President Trump.

Approval of Governor Cooper and Senators Burr and Tillis

Governor Roy Cooper currently has 49.3% approval and 29.7% disapproval in North Carolina. Cooper has support of a majority of his party, a near-majority of independents, and, notably, 30% of Republicans. Nonetheless, about one in five North Carolina voters still are unable to express an overall opinion about him. One year after former Governor McCrory's election in 2012, [an Elon survey of all residents](#) found McCrory with much worse numbers.

Senators Burr and Tillis are both disapproved more than approved by North Carolina voters. Senator Burr has slight higher approval levels than Senator Tillis (31% vs. 28%). Perhaps due to Senator Burr's leadership on the U.S. Senate Select Committee on Intelligence, 27% of those who approve of President Trump disapprove of Senator Burr. Tillis is disapproved of by 21% of Trump supporters.

We asked voters if Senators Burr and Tillis should be more supportive or less supportive of President Trump. A plurality, 45.6% said less supportive while 38.5% said more supportive.

The Russia Investigation

As the investigation into Russia's role in the 2016 gains increasing attention in the media, we asked a series of question to assess North Carolina voters' views.

North Carolina voters are split in their expectations about whether the investigation will reveal criminal activity on the part of President Trump, his family or senior administrative leaders. 48.9% said yes, the investigation will reveal criminal activity while 40.5% said no and 9.7% said don't know. Not surprisingly, these perceptions are largely predicted by Trump's approval. Only 7% of Trump supporters said yes compared to 79% of those who disapproved.

When it comes to electoral implications of the Russia investigation, results are suggestive but unclear overall. Most North Carolina voters (61.3%) said the investigation made no difference in their motivation to voter in the 2018 midterms. However, 34.2% said it made them more motivated. Worth noting, this enhanced motivation is contingent on party identification. Democrats were almost three times more likely than Republicans to say they were more motivated to vote because of the investigation (53% vs. 18%), suggesting Republican backlash against the investigation does not currently match corresponding Democratic engagement. In close races, this disparity of motivation could tip the scales of victory.

We were curious about how many voters see the Russia investigation as a serious matter or just everyday politics. A slim majority (52.4%) saw the investigation as a serious matter while 38.9% said it was just politics, the kind of things both parties engage in. We modified our question based on a national Gallup Poll in April 1973 that asked, "Which of these two statements comes closer to your point of view about Watergate: A. It's a very serious matter because it reveals corruption in the Nixon administration, or B it's just politics--the kind of thing that both parties engage in?" 31% said A; 53% said B; 16% said no opinion. By June 1974, Gallup found 49% saying A, 42% saying B and 9% saying no opinion.

Perceptions of Media Bias against President Trump

A slight majority (51.6%) of North Carolinians think the media is biased against President Trump while 43.7% said the media is not biased. This ratio is roughly similar to what we found last October from the same question. Republicans overwhelmingly perceive a media bias (90%), but a majority of independents (55%) and almost one-quarter (23%) of Democrats also believe Trump faces media bias.

North Korea

As tensions on the Korean Peninsula remain high, we attempted to gauge how worried North Carolina voters are about the prospect of nuclear war. Almost one-quarter of North Carolinians (23.6%) expect the use of nuclear weapons within the next year. Whether an analyst deems this level of worry as high is largely subjective. That said, those who expect nuclear weapons to be used are much more likely to be Democrats than Republicans. Only 11% of Republicans and 15% of independents expect the use of nuclear weapons compared to 41% of Democrats.

Topline Results

Brackets indicate random rotation of response options within question.

Opinions about Political Leaders

Approve Trump

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

Approve.....	284.....	36.80%
Disapprove	438.....	56.90%
Don't know [Don't Read]	40.....	5.10%
Refused [Don't Read]	9.....	1.20%
N=	771.....	100.00%

Approve Cooper

Do you [approve] or [disapprove] of the way Roy Cooper is handling his job as Governor?

Approve.....	380.....	49.30%
Disapprove	229.....	29.70%
Don't know [Don't Read]	156.....	20.20%
Refused [Don't Read]	6.....	0.80%
N=	771.....	100.00%

Approve Burr

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

Approve.....	239.....	31.00%
Disapprove	312.....	40.50%
Don't Know [Don't Read]	211.....	27.40%
Refused [Don't Read]	8.....	1.10%
N=	771.....	100.00%

Approve Tillis

Do you [approve] or [disapprove] of the way Thom Tillis is handling his job as Senator?

Approve.....	215.....	27.90%
Disapprove	318.....	41.20%
Don't Know [Don't Read]	229.....	29.70%
Refused [Don't Read]	9.....	1.20%
N=	771.....	100.00%

Trump Media

In general, do you believe the media is biased against President Trump?

Yes	398.....	51.60%
No.....	337.....	43.70%
Don't Know	30.....	3.90%
Refused	5.....	0.70%
N=	771.....	100.00%

Senators Trump

Should Senators Burr and Tillis be more or less supportive of President Trump?

More Supportive	297.....	38.50%
Less Supportive.....	352.....	45.60%
About the same [Don't Read]	23.....	3.00%
Don't Know [Don't Read]	87.....	11.30%
Refused [Don't Read]	12.....	1.60%
N=	771.....	100.00%

Russia Investigation and North Korea

Russia Criminal

Do you think the federal investigation of Russia’s interference in the 2016 presidential election will reveal criminal activity by President Trump, his family, or senior leaders in his administration?

Yes	377.....	48.90%
No.....	312.....	40.50%
Don't Know [Don't Read]	75.....	9.70%
Refused [Don't Read]	7.....	0.90%
N=	771.....	100.00%

Russia Turnout

Does the Russia investigation make you more or less motivated to vote in the 2018 midterm elections, or does it not make a difference?

More Motivated	264.....	34.20%
Less Motivated.....	23.....	3.00%
No Difference.....	473.....	61.30%
Don't Know [Don't Read]	9.....	1.10%
Refused [Don't Read]	3.....	0.40%
N=	771.....	100.00%

Russia seriousness

Which of these two statements comes closer to your view about the Russia investigation:

A. it is a very serious matter because it could reveal corruption in the Trump administration.

OR

B. it is just politics, the kind of thing both parties engage in.

Serious Matter	404.....	52.40%
Just Politics	300.....	38.90%
Don't Know [Don't Read]	41.....	5.30%
Refused [Don't Read]	27.....	3.40%
N=	771.....	100.00%

North Korea

Do you expect tensions between the United States and North Korea will lead to the use of nuclear weapons, by either country, within the next year?

Yes	182.....	23.60%
No.....	480.....	62.30%
Don't Know [Don't Read]	102.....	13.30%
Refused [Don't Read]	6.....	0.80%
N=	771.....	100.00%

Sample Characteristics

Registered Party ID (from Voter File)

Democrats	309.....	40.10%
Unaffiliated	231.....	30.00%
Republicans.....	231.....	29.90%
N=	771.....	100.00%

Party Identification¹

Democrats	207.....	31.80%
Independents	286.....	43.90%
Republicans.....	158.....	24.30%
N=	651.....	100.00%

Age

Millennial (18-36).....	229.....	29.70%
Gen X (37-52).....	199.....	25.80%
Boomer (53-72).....	238.....	30.90%
Silent+ (73+).....	104.....	13.50%
N=	771.....	100.00%

Race (from Voter File)

White.....	534.....	69.30%
Black	172.....	22.30%
Other	65.....	8.40%
N=	771.....	100.00%

Gender

Male	357.....	46.30%
Female.....	414.....	53.70%
N=	771.....	100.00%

County Type

*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. <http://www.ncruralcenter.org/rural-county-ma>)

Rural.....	304.....	39.40%
Suburban	193.....	25.10%
Urban.....	274.....	35.50%
N=	771.....	100.00%

¹ Self-reported party identification is used in the cross tabulations presented below. 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.

Cross Tabulations

Approve Trump

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

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	8	92	0	0	100
Independents	35	56	8	1	100
Republicans	81	10	8	1	100
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Millennial	30	59	8	3	100
Gen X	38	57	5	1	100
Boomer	38	58	3	1	100
Silent+	47	50	3	0	100
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	47	46	6	1	100
Black	5	94	1	1	100
Other	37	51	8	5	100
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	47	45	7	1	100
Female	28	67	4	2	100
	Approve	Disapprove	Don't know	Total	
	%	%	%	%	%
<i>September 17 Approval (below)</i>					
Approve	95	5	0	100	
Disapprove	5	94	1	100	
Don't know	34	34	31	100	
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Rural	48	46	5	1	100
Suburban	37	56	6	1	100
Urban	24	70	5	2	100
Total	37	57	5	1	100

Approve Cooper

Do you [approve] or [disapprove] of the way Roy Cooper is handling his job as Governor?

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	67	13	19	1	100
Independents	48	29	23	1	100
Republicans	30	50	20	0	100
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
<u>Trump Approval</u>					
Approve	26	54	20	0	100
Disapprove	67	14	18	0	100
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Millennial	47	30	21	2	100
Gen X	48	27	25	1	100
Boomer	51	32	17	0	100
Silent+	53	30	16	0	100
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	45	35	20	0	100
Black	60	21	18	1	100
Other	58	11	26	5	100
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	44	36	20	0	100
Female	54	24	21	1	100
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Rural	46	33	21	0	100
Suburban	46	33	20	0	100
Urban	55	24	19	2	100
Total	49	30	20	1	100

Approve Burr

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

	Approve %	Disapprove %	Don't Know %	Refused %	Total %
Democrats	21	52	26	0	100
Independents	30	43	27	1	100
Republicans	46	23	30	1	100
	Approve %	Disapprove %	Don't Know %	Refused %	Total %
<u>Trump Approval</u>					
Approve	45	27	28	0	100
Disapprove	23	52	26	0	100
	Approve %	Disapprove %	Don't Know %	Refused %	Total %
Millennial	30	40	28	2	100
Gen X	30	41	28	1	100
Boomer	28	44	28	1	100
Silent+	42	34	23	1	100
	Approve %	Disapprove %	Don't Know %	Refused %	Total %
White	34	37	28	1	100
Black	24	48	27	1	100
Other	26	49	21	5	100
	Approve %	Disapprove %	Don't Know %	Refused %	Total %
Male	36	38	26	1	100
Female	27	43	29	1	100
	Approve %	Disapprove %	Don't Know %	Refused %	Total %
Rural	36	32	32	0	100
Suburban	35	41	24	1	100
Urban	23	50	25	2	100
Total	31	41	27	1	100

Approve Tillis

Do you [approve] or [disapprove] of the way Thom Tillis is handling his job as Senator?

	Approve	Disapprove	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	18	51	31	0	100
Independents	24	44	31	1	100
Republicans	51	17	32	0	100
	Approve	Disapprove	Don't Know	Refused	Total
	%	%	%	%	%
<u>Trump Approval</u>					
Approve	49	21	30	0	100
Disapprove	16	58	26	1	100
	Approve	Disapprove	Don't Know	Refused	Total
	%	%	%	%	%
Millennial	26	40	32	2	100
Gen X	26	43	31	1	100
Boomer	25	46	28	1	100
Silent+	43	30	26	1	100
	Approve	Disapprove	Don't Know	Refused	Total
	%	%	%	%	%
White	30	37	31	1	100
Black	20	55	24	0	100
Other	29	36	31	5	100
	Approve	Disapprove	Don't Know	Refused	Total
	%	%	%	%	%
Male	35	37	27	1	100
Female	22	45	32	1	100
	Approve	Disapprove	Don't Know	Refused	Total
	%	%	%	%	%
Rural	36	33	31	0	100
Suburban	28	45	26	0	100
Urban	19	47	31	3	100
Total	28	41	30	1	100

Trump Media

In general, do you believe the media is biased against President Trump?

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	23	73	4	0	100
Independents	55	41	4	1	100
Republicans	90	9	1	0	100
	Yes	No	Don't Know	Refused	Total
<u>Trump Approval</u>	%	%	%	%	%
Approve	92	6	2	0	100
Disapprove	22	72	5	0	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Millennial	50	44	5	2	100
Gen X	51	43	6	1	100
Boomer	52	46	2	0	100
Silent+	56	40	4	0	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
White	62	35	3	0	100
Black	23	71	5	1	100
Other	43	45	7	5	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Male	65	31	4	0	100
Female	40	55	4	1	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Rural	57	40	3	0	100
Suburban	57	41	2	0	100
Urban	42	50	6	2	100
Total	52	44	4	1	100

Senators Trump

Should Senators Burr and Tillis be more or less supportive of President Trump?

	More	Less	About the same	Don't Know	Refused	Total
	%	%	%	%	%	%
Democrats	8	78	2	12	0	100
Independents	38	42	4	14	2	100
Republicans	80	7	3	10	0	100
	More	Less	About the same	Don't Know	Refused	Total
<u>Trump Approval</u>	%	%	%	%	%	%
Approve	86	3	3	9	0	100
Disapprove	8	78	3	10	1	100
	More	Less	About the same	Don't Know	Refused	Total
	%	%	%	%	%	%
Millennial	35	52	3	8	2	100
Gen X	37	43	2	17	1	100
Boomer	40	46	3	10	2	100
Silent+	46	37	6	11	0	100
	More	Less	About the same	Don't Know	Refused	Total
	%	%	%	%	%	%
White	48	37	4	9	1	100
Black	13	71	3	12	1	100
Other	25	46	0	24	5	100
	More	Less	About the same	Don't Know	Refused	Total
	%	%	%	%	%	%
Male	48	36	3	13	1	100
Female	31	54	3	10	2	100
	More	Less	About the same	Don't Know	Refused	Total
	%	%	%	%	%	%
Rural	50	32	5	13	0	100
Suburban	40	49	2	8	1	100
Urban	25	58	2	11	3	100
Total	39	46	3	11	2	100

Russia Criminal

Do you think the federal investigation of Russia’s interference in the 2016 presidential election will reveal criminal activity by President Trump, his family, or senior leaders in his administration?

	Yes %	No %	Don't Know %	Refused %	Total %
Democrats	75	14	11	0	100
Independents	48	40	10	1	100
Republicans	11	79	9	1	100
	Yes %	No %	Don't Know %	Refused %	Total %
<u>Trump Approval</u>					
Approve	7	85	8	0	100
Disapprove	78	12	10	0	100
	Yes %	No %	Don't Know %	Refused %	Total %
Millennial	51	38	9	1	100
Gen X	49	42	9	1	100
Boomer	53	37	10	0	100
Silent+	35	52	12	1	100
	Yes %	No %	Don't Know %	Refused %	Total %
White	40	50	10	1	100
Black	76	15	9	1	100
Other	51	31	13	5	100
	Yes %	No %	Don't Know %	Refused %	Total %
Male	40	50	10	0	100
Female	56	33	9	2	100
	Yes %	No %	Don't Know %	Refused %	Total %
Rural	40	48	11	0	100
Suburban	46	43	10	0	100
Urban	61	30	7	2	100
Total	49	40	10	1	100

Russia Turnout

Does the Russia investigation make you more or less motivated to vote in the 2018 midterm elections, or does it not make a difference?

	More	Less	No Difference	Don't Know	Refused	Total
	%	%	%	%	%	%
Democrats	53	3	42	2	0	100
Independents	29	3	67	1	0	100
Republicans	18	3	78	1	0	100
	More	Less	No Difference	Don't Know	Refused	Total
	%	%	%	%	%	%
<u>Trump Approval</u>						
Approve	21	1	77	1	0	100
Disapprove	45	4	49	1	0	100
	More	Less	No Difference	Don't Know	Refused	Total
	%	%	%	%	%	%
Millennial	30	4	65	0	1	100
Gen X	34	3	63	0	0	100
Boomer	38	3	57	2	0	100
Silent+	34	3	60	3	0	100
	More	Less	No Difference	Don't Know	Refused	Total
	%	%	%	%	%	%
White	30	2	67	1	0	100
Black	47	5	47	1	0	100
Other	37	5	53	0	5	100
	More	Less	No Difference	Don't Know	Refused	Total
	%	%	%	%	%	%
Male	29	2	68	0	0	100
Female	38	3	56	2	1	100
	More	Less	No Difference	Don't Know	Refused	Total
	%	%	%	%	%	%
Rural	32	2	65	1	0	100
Suburban	37	4	57	2	0	100
Urban	35	3	60	1	1	100
Total	34	3	61	1	0	100

Russia seriousness

Which of these two statements comes closer to your view about the Russia investigation:

A. it is a very serious matter because it could reveal corruption in the Trump administration.

OR

B. it is just politics, the kind of thing both parties engage in.

	Serious Matter	Just Politics	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	85	11	3	0	100
Independents	51	38	7	4	100
Republicans	13	79	4	5	100
	Serious Matter	Just Politics	Don't Know	Refused	Total
<u>Trump Approval</u>	%	%	%	%	%
Approve	11	77	7	5	100
Disapprove	81	13	4	1	100
	Serious Matter	Just Politics	Don't Know	Refused	Total
	%	%	%	%	%
Millennial	55	35	7	3	100
Gen X	52	39	4	5	100
Boomer	55	36	6	2	100
Silent+	40	54	3	3	100
	Serious Matter	Just Politics	Don't Know	Refused	Total
	%	%	%	%	%
White	45	46	5	4	100
Black	74	21	4	1	100
Other	54	30	12	5	100
	Serious Matter	Just Politics	Don't Know	Refused	Total
	%	%	%	%	%
Male	42	48	7	3	100
Female	62	31	4	3	100
	Serious Matter	Just Politics	Don't Know	Refused	Total
	%	%	%	%	%
Rural	41	50	7	2	100
Suburban	57	36	3	3	100
Urban	62	29	5	4	100
Total	52	39	5	3	100

North Korea

Do you expect tensions between the United States and North Korea will lead to the use of nuclear weapons, by either country, within the next year?

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	41	47	12	0	100
Independents	15	72	12	0	100
Republicans	11	71	18	0	100
	Yes	No	Don't Know	Refused	Total
<u>Trump Approval</u>	%	%	%	%	%
Approve	14	70	16	0	100
Disapprove	31	56	12	1	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Millennial	21	65	13	2	100
Gen X	25	64	11	0	100
Boomer	27	60	13	1	100
Silent+	19	60	21	0	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
White	16	70	14	0	100
Black	45	43	11	1	100
Other	31	53	11	5	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Male	15	75	10	0	100
Female	31	52	16	1	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Rural	25	64	11	1	100
Suburban	20	64	15	1	100
Urban	25	59	15	1	100
Total	24	62	13	1	100

Question Ordering

- intro
- consent
- Approve Trump
- Approve Cooper
- Approve Burr
- Approve Tillis
- Senators Trump
- Trump media [Random Half A]
- Russia seriousness
- Russia criminal
- Russia Turnout
- Trump media [Random Half B]
- Opioid importance
- Opioid impact
- Opioid vs heroin
- Opioid resources
- Opioid crime
- North Korea
- Economy
- Black Friday
- Cyber Monday
- Holiday Spending
- Politics Thanksgiving
- Thanksgiving Tradition
- Party Id
- Party Id Independent Branch
- age
- Interviewer-assessed gender (Post-Interview)

Methodological Information

Mode:Live Interviewer, Cell Phone and Landline
PopulationRegistered Voters, North Carolina
Sample:Voter Registration List, North Carolina
Dates in the field:November 6-9,2017
Sample Size:.....771
Margin of Error:+/- 3.5%
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, 11/6-11/9.

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

The standard error of an estimate for a simple random sample is different from the standard error of an estimate based on a weighted sample. This is referred to as a design effect. For example, the overall design effect for the final weights for the sample of *Registered Voters in North Carolina* was 1.31. So an adjusted margin of error for that sample that takes into account the design effect of a survey would be +/- 4.62 instead of +/- 3.53.

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 307 non-panel interviews and 464 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?

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.

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



Dr. Jason Husser is Director of the Elon University Poll and Assistant Professor of Political Science & Policy Studies at Elon University. Dr. Husser holds a Ph.D. in Political Science from Vanderbilt University.



Kaye Usry is Assistant Director of the Elon University Poll, Instructor in Political Science & Policy Studies at Elon University, and a Ph.D. Candidate at the University of Illinois at Urbana-Champaign.



Daniel Anderson is Vice President of Elon University Communications.



Owen Covington is Director of the Elon University News Bureau.

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

Jason A. Husser, Ph.D.

Director of the Elon University Poll

jhusser@elon.edu

(336) 278-5239

Follow us on Twitter @elonpoll