



ELON POLL

Trump Divides North Carolina Voters

Registered Voters in North Carolina
April 18-21, 2017

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Key Survey Insights

The Elon University Poll conducted a live-caller, dual frame survey of 506 registered North Carolina voters, between April 18 and April 21, 2017. The results reported below have a margin of error of +/- 4.36 percentage points.

Views of President Trump

In the 2016 presidential election, Donald Trump won 49.9% of the vote in the state of North Carolina. Now, just under 100 days into his presidency, we find that 41.6% of North Carolinians approve of how Trump is handling his job as president. North Carolina voters' approval of Trump tracks closely with a concurrent Washington Post-ABC poll,¹ which shows his approval rating at 42% nationwide. North Carolina voters are somewhat less likely than the nation to express outright disapproval of President Trump; 50.5% disapprove of his handling of the job, while 53% of Americans hold this view.

When asked to compare how President Trump is handling the job to how President Obama handled it, 39% said President Trump was doing better, 49% said he was doing worse, and 9% said he was doing about the same. Responses to this question appear to be largely motivated by partisanship; 87% of Republican voters believe he is doing better than Obama, and 90% of Democrats believe he is doing worse.

Most North Carolina voters, 56%, believe President Trump's actions have been consistent with his campaign promises, and 38% believe his actions have been inconsistent. Even among Democrats, 29% believe President Trump has kept his promises. Only 7% of Republicans indicated that they believe his actions have been inconsistent with what he pledged to do during the 2016 presidential election.

Use of Twitter Inappropriate

A strong majority of North Carolina voters, 73% believe President Trump's use of Twitter has been inappropriate. As one might expect, 94% of Democrats believe Trump's use of Twitter is inappropriate. However, 50% of Republicans said his use of Twitter was inappropriate, even though 88% of Republicans approve of Trump's handling of his job as president.

There were striking generational differences in views of President Trump's use of Twitter. Millennials, North Carolina voters ages 18-36, were the most likely to disapprove of President Trump's use of Twitter, with 81% saying it's inappropriate. In comparison, 71% of Generation X-ers (ages 37-52), 72% of Baby Boomers (ages 53-72), and only 56% of the Silent Generation (ages 73+) held this view.

Media Not the Enemy

In February 2017, President Trump tweeted "The FAKE NEWS media (failing @nytimes, @NBCNews, @ABC, @CBS, @CNN) is not my enemy, it is the enemy of the American People!" Most North Carolinians, 55%, disagree with this statement, while 39% agree. Among Republican voters, who largely support the president, 19% said they disagree that the media is the enemy.

¹ https://www.washingtonpost.com/page/2010-2019/WashingtonPost/2017/04/23/National-Politics/Polling/release_466.xml?tid=a_inl

Among Democrats, 90% disagreed with this statement. There were marked race and gender gaps in views on this issue; 46% of white respondents agreed with President Trump's statement, but only 18% of black respondents did, and, 45% of men agreed, but only 34% of women.

Most Oppose a Border Wall

59% of North Carolina voters oppose building a wall along the entire border with Mexico. Even though this was one of President Trump's most prominent campaign promises, 15% of Republicans, and 64% of Independents oppose this action. As one might expect, 92% of Democrats oppose the wall.

Views of the Affordable Care Act (ACA)

A plurality, 44%, of North Carolina voters believe the ACA will make things worse for the healthcare situation in the state, while only 32% think it will make things better, and 17% think it won't make much difference in the long run. Only 63% of Democrats think the ACA will definitely make things better in the state.

During the campaign, President Trump and Republican members of Congress pledged to repeal and replace the Affordable Care Act (ACA), however, in March, a proposed replacement bill failed to pass. Most North Carolina voters, 50%, think President Trump and Congress should move on to other issues, 44% believe they should continue to try to pass a healthcare bill to replace the ACA, and 5% weren't sure of how they should proceed. 84% of Republicans think President Trump and Congress should continue to try to pass a healthcare bill, while 53% of Independents and 86% of Democrats think they should move on to other issues.

Views of the Trump Administration

In addition to asking North Carolina voters about their opinions of President Trump and his proposed policies, we asked whether they held favorable or unfavorable impressions of various members of his administration: Steve Bannon, Ivanka Trump, Jared Kushner, and Sean Spicer.

48% of North Carolina voters were not familiar with Steve Bannon, who currently serves as White House Chief Strategist, and was previously the Executive Chair of Breitbart News. Only 11% of North Carolina voters said they had a favorable opinion of Bannon, while 40% held an unfavorable opinion.

Ivanka Trump, the daughter of the president who is also serving as an assistant to the president, holds much higher favorability ratings among North Carolina voters. 47% held favorable opinions of her, while 32% held unfavorable opinions, and 21% weren't sure. Her husband Jared Kushner, a senior advisor to President Trump, was less well-known; 51% did not know if they held favorable or unfavorable views of him, while 20% held favorable views, and 28% held unfavorable views.

Sean Spicer, the White House press secretary and one of the more public members of the administration, had the highest unfavorable ratings of this group. 44% of North Carolina voters held unfavorable views of Spicer, 25% held favorable views, and 30% weren't sure.

Topline Results

Views of President Trump

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

Approve.....	211.....	41.60%
Disapprove	256.....	50.50%
Don't know (volunteered)	35.....	6.90%
Refused (volunteered).....	5.....	1.00%
N=	506.....	100.00%

Do you think Donald Trump is handling his job as president [better], [worse], or about the same as Barack Obama did?

Better.....	195.....	38.50%
Worse	250.....	49.30%
About the same	46.....	9.20%
Don't know (volunteered).....	12.....	2.40%
Refused (volunteered).....	3.....	0.50%
N=	506.....	100.00%

Overall, do you think President Trump's actions so far have been consistent with his campaign promises?

Yes	284.....	56.20%
No.....	193.....	38.10%
Don't know (volunteered).....	26.....	5.20%
Refused (volunteered).....	3.....	0.50%
N=	506.....	100.00%

President Trump has said journalists and the media are the enemy of the American people. Do you [agree] or [disagree]?

Agree.....	195.....	38.60%
Disagree	278.....	54.90%
Don't know (volunteered).....	30.....	6.00%
Refused (volunteered).....	3.....	0.50%
N=	506.....	100.00%

Do you think the way President Trump uses Twitter is [appropriate] or [inappropriate]?

Appropriate	89.....	17.60%
Inappropriate.....	368.....	72.70%
Other/it depends (volunteered)	19.....	3.80%
Don't know (volunteered).....	25.....	4.90%
Refused (volunteered).....	5.....	1.00%
N=	506.....	100.00%

Views of Trump Administration

We'd like to get your overall opinion of some people in the news. Please indicate if you have a favorable or unfavorable opinion of these people—or if you have never heard much about them.

Steve Bannon

Favorable.....	57.....	11.30%
Unfavorable.....	201.....	39.70%
Don't Know (volunteered).....	245.....	48.40%
Refused (volunteered).....	3.....	0.70%
N=	506.....	100.00%

Ivanka Trump

Favorable.....	237.....	46.80%
Unfavorable.....	161.....	31.90%
Don't Know (volunteered).....	104.....	20.60%
Refused (volunteered).....	4.....	0.70%
N=	506.....	100.00%

Jared Kushner

Favorable.....	101.....	19.90%
Unfavorable.....	144.....	28.40%
Don't Know (volunteered).....	259.....	51.10%
Refused (volunteered).....	3.....	0.60%
N=	506.....	100.00%

Sean Spicer

Favorable.....	126.....	25.00%
Unfavorable.....	224.....	44.30%
Don't Know (volunteered).....	153.....	30.30%
Refused (volunteered).....	2.....	0.30%
N=	506.....	100.00%

National Issues

I'd now like to ask you a few questions about issues in the state and the nation.

All in all, would you [support] or [oppose] building a wall along the entire border with Mexico?

Support.....	178.....	35.30%
Oppose	298.....	59.00%
Other/it depends (volunteered)	19.....	3.80%
Don't know (volunteered).....	7.....	1.40%
Refused (volunteered).....	3.....	0.50%
N=	506.....	100.00%

In the long run, how do you think the Affordable Care Act, often referred to as Obamacare, will affect the healthcare situation in North Carolina as a whole: will it make things [better], [worse], or will it not make much of a difference?

Make things better.....	161.....	31.90%
Make things worse	223.....	44.00%
Not much difference	87.....	17.20%
Don't know (volunteered).....	34.....	6.80%
Refused (volunteered).....	1.....	0.20%
N=	506.....	100.00%

Should President Trump and Congress continue to try to pass a health care bill to repeal and replace the Affordable Care Act, or should they move on to other issues?

Continue to try to pass a health care bill.....	223.....	44.10%
Move on to other issues	252.....	49.90%
Don't know (volunteered).....	27.....	5.40%
Refused (volunteered).....	3.....	0.70%
N=	506.....	100.00%

Sample Characteristics

Party Identification²

Democrat.....	147.....	29.50%
Independent.....	214.....	43.00%
Republican	136.....	27.50%
N=	497.....	100.00%

Registered Party ID (from Voter File)

Democrats	198.....	39.10%
Unaffiliated	154.....	30.50%
Republicans.....	154.....	30.40%
N=	506.....	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?

Conservative	180.....	35.50%
Moderate	187.....	36.90%
Liberal	103.....	20.40%
Don't Know	30.....	5.90%
Refused	6.....	1.30%
N=	506.....	100.00%

² 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.

Education

Less than HS	5.....	1.00%
High School / GED	56.....	11.00%
Some College/ AA / Technical	149.....	29.40%
College Graduate	191.....	37.80%
Graduate School.....	99.....	19.60%
Don't Know	3.....	0.50%
Refused	3.....	0.70%
N=	506.....	100.00%

Age

Millennial (Born 1981 & after, ages 18-36)	155	30.60%
Gen X (Born 1965-80, ages 37-52).....	136.....	26.80%
Boomer (Born 1945-64, ages 53-72)	156	30.80%
Silent+ (Born 1944 & earlier, ages 73+).....	60	11.80%
N=	506.....	100.00%

Income

Less than \$25,000	47.....	9.40%
\$25,000 to \$50,000	85.....	16.90%
\$50,000 to \$75,000	103.....	20.40%
More than \$75,000	217.....	43.00%
Don't Know	21.....	4.10%
Refused	32.....	6.30%
N=	506.....	100.00%

Race (from Voter File)

White.....	363.....	71.80%
Black	110.....	21.70%
Other	33.....	6.50%
N=	506.....	100.00%

Gender (from Voter File)

Male	233.....	46.00%
Female.....	273.....	54.0%
N=	506.....	100.0%

Cross Tabulations

Trump Approval

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

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	7	87	5	1	100
Independents	38	54	7	1	100
Republicans	88	6	7	0	100
White	53	40	7	0	100
Black	11	80	7	2	100
Other	22	69	5	5	100
Male	46	46	7	1	100
Female	38	54	7	1	100
Millennial	36	59	5	0	100
Gen X	41	48	8	2	100
Boomer	43	49	6	2	100
Silent+	52	38	10	0	100
Total	42	51	7	1	100

Obama vs. Trump

Do you think Donald Trump is handling his job as president [better], [worse], or about the same as Barack Obama did?

	Better %	Worse %	About the same %	Don't know %	Refused %	Total %
Democrats	3	90	3	3	1	100
Independents	33	51	15	1	0	100
Republicans	87	4	7	1	0	100
White	50	38	9	2	0	100
Black	6	83	8	2	2	100
Other	22	60	13	5	0	100
Male	44	46	8	2	0	100
Female	34	52	10	3	1	100
Millennial	32	54	12	2	0	100
Gen X	35	49	12	2	1	100
Boomer	43	49	5	3	1	100
Silent+	52	38	7	3	0	100
Total	39	49	9	2	1	100

Trump Consistency

Overall, do you think President Trump’s actions so far have been consistent with his campaign promises?

	Yes %	No %	Don’t know %	Refused %	Total %
Democrats	29	66	5	1	100
Independents	56	40	4	0	100
Republicans	87	7	5	0	100
White	65	30	5	0	100
Black	36	59	3	2	100
Other	31	61	8	0	100
Male	65	32	3	0	100
Female	49	44	7	1	100
Millennial	59	40	1	0	100
Gen X	59	35	5	1	100
Boomer	55	41	4	1	100
Silent+	48	34	18	0	100
Total	56	38	5	1	100

Media Enemy

President Trump has said journalists and the media are the enemy of the American people. Do you [agree] or [disagree]?

	Agree %	Disagree %	Don't know %	Refused %	Total %
Democrats	6	90	4	1	100
Independents	39	54	6	0	100
Republicans	76	19	5	0	100
White	46	48	6	0	100
Black	18	76	4	2	100
Other	27	65	8	0	100
Male	45	51	4	1	100
Female	34	58	8	0	100
Millennial	42	53	5	0	100
Gen X	38	58	3	1	100
Boomer	36	59	4	1	100
Silent+	38	44	18	0	100
Total	39	55	6	1	100

Trump Twitter

Do you think the way President Trump uses Twitter is [appropriate] or [inappropriate]?

	Appropriate %	Inappropriate %	Other/it depends %	Don't know %	Refused %	Total %
Democrats	3	94	0	2	1	100
Independents	16	73	6	4	1	100
Republicans	37	50	5	7	1	100
White	20	69	4	6	1	100
Black	7	88	0	3	2	100
Other	27	60	13	0	0	100
Male	20	71	5	3	1	100
Female	16	74	2	7	1	100
Millennial	12	81	5	2	0	100
Gen X	18	71	4	4	3	100
Boomer	21	72	3	3	1	100
Silent+	22	56	3	19	0	100
Total	18	73	4	5	1	100

Steve Bannon

We'd like to get your overall opinion of some people in the news. Please indicate if you have a favorable or unfavorable opinion of these people--or if you have never heard much about them.

	Favorable %	Unfavorable %	Don't Know %	Refused %	Total %
Democrats	1	52	47	0	100
Independents	15	48	36	1	100
Republicans	17	16	67	0	100
White	14	38	47	1	100
Black	4	37	58	1	100
Other	0	65	35	0	100
Male	15	44	41	0	100
Female	8	36	55	1	100
Millennial	8	34	56	1	100
Gen X	9	43	47	1	100
Boomer	13	45	42	1	100
Silent+	18	33	49	0	100
Total	11	40	48	1	100

Ivanka Trump

We'd like to get your overall opinion of some people in the news. Please indicate if you have a favorable or unfavorable opinion of these people--or if you have never heard much about them.

	Favorable %	Unfavorable %	Don't Know %	Refused %	Total %
Democrats	16	55	29	0	100
Independents	50	32	17	1	100
Republicans	79	6	15	0	100
White	56	28	16	1	100
Black	18	50	31	1	100
Other	42	15	42	0	100
Male	51	29	18	1	100
Female	43	34	23	0	100
Millennial	44	38	19	0	100
Gen X	51	24	24	1	100
Boomer	43	35	20	2	100
Silent+	55	27	18	0	100
Total	47	32	21	1	100

Jared Kushner

We'd like to get your overall opinion of some people in the news. Please indicate if you have a favorable or unfavorable opinion of these people--or if you have never heard much about them.

	Favorable %	Unfavorable %	Don't Know %	Refused %	Total %
Democrats	9	43	48	0	100
Independents	19	33	47	1	100
Republicans	35	7	58	0	100
White	23	26	50	1	100
Black	10	32	57	1	100
Other	19	38	43	0	100
Male	21	29	49	1	100
Female	19	28	53	0	100
Millennial	10	33	58	0	100
Gen X	24	24	51	1	100
Boomer	25	31	44	1	100
Silent+	24	22	54	0	100
Total	20	28	51	1	100

Sean Spicer

We'd like to get your overall opinion of some people in the news. Please indicate if you have a favorable or unfavorable opinion of these people--or if you have never heard much about them.

	Favorable %	Unfavorable %	Don't Know %	Refused %	Total %
Democrats	6	64	30	0	100
Independents	25	53	21	0	100
Republicans	47	11	42	0	100
White	29	40	31	0	100
Black	12	53	34	1	100
Other	25	61	13	0	100
Male	34	46	20	0	100
Female	17	43	39	0	100
Millennial	22	47	30	0	100
Gen X	24	48	27	1	100
Boomer	26	45	28	1	100
Silent+	32	26	42	0	100
Total	25	44	30	0	100

Border Wall

All in all, would you [support] or [oppose] building a wall along the entire border with Mexico?

	Support %	Oppose %	Other/it depends %	Don't know %	Refused %	Total %
Democrats	6	92	0	0	1	100
Independents	31	64	5	1	0	100
Republicans	76	15	6	2	1	100
White	43	51	5	2	0	100
Black	11	86	1	0	2	100
Other	35	60	0	5	0	100
Male	39	56	4	1	0	100
Female	32	62	3	2	1	100
Millennial	31	65	2	2	0	100
Gen X	37	56	5	0	1	100
Boomer	37	59	2	2	1	100
Silent+	39	51	8	2	0	100
Total	35	59	4	1	1	100

Will the ACA Make Things Better

In the long run, how do you think the Affordable Care Act, often referred to as Obamacare, will affect the healthcare situation in North Carolina as a whole: will it make things [better], [worse], or will it not make much of a difference?

	Make things better %	Make things worse %	Not much difference %	Don't know %	Refused %	Total %
Democrats	63	12	18	6	0	100
Independents	28	44	22	6	0	100
Republicans	6	79	8	7	0	100
White	26	53	16	5	0	100
Black	48	18	22	11	1	100
Other	49	28	11	12	0	100
Male	31	49	17	2	0	100
Female	32	39	17	11	0	100
Millennial	34	38	22	6	0	100
Gen X	30	44	18	8	0	100
Boomer	33	46	13	7	1	100
Silent+	26	54	15	5	0	100
Total	32	44	17	7	0	100

Repeal and Replace the ACA

Should President Trump and Congress continue to try to pass a health care bill to repeal and replace the Affordable Care Act, or should they move on to other issues?

	Continue %	Move on %	Don't know %	Refused %	Total %
Democrats	11	86	3	1	100
Independents	42	53	5	1	100
Republicans	84	8	8	0	100
White	55	39	6	0	100
Black	16	80	2	2	100
Other	19	73	8	0	100
Male	48	48	3	1	100
Female	41	51	8	1	100
Millennial	39	54	7	0	100
Gen X	47	49	2	1	100
Boomer	47	50	2	1	100
Silent+	45	40	15	0	100
Total	44	50	5	1	100

Question Ordering

- Introduction
 - intro.....Introductory screen
 - consent18 or older and consent
- Approval
 - approve_trumpTrump job approval
 - approve_cooper.....Cooper job approval
 - approve_tillis.....Tillis job approval
 - approve_burr.....Burr job approval
 - approve_congress.....Congress job approval
 - approve_ncgaNCGA job approval
- Politicians
 - coopervsmccrory.....Cooper vs. McCrory better job
 - trumpvsobama.....Trump vs. Obama better job
 - trumpconsistencyHas Trump kept campaign promises
 - trumpmediaenemyIs media the enemy of Americans
 - trumptwitterTrump using Twitter appropriately
 - bannon.....Favor Bannon
 - ivanka.....Favor Ivanka
 - kushner.....Favor Kushner
 - spicer.....Favor Spicer
- Issues
 - borderwallSupport border wall
 - healthcareBelieve ACA helping NC
 - repealreplaceRepeal and Replace
 - beer.....Craft beer distribution
 - smokeage.....Raising the smoking age
 - criminalage.....Raising age tried as an adult
 - hb2.....HB2 harmed national reputation
 - weed_medSupport medical marijuana
 - weed_recSupport recreational marijuana
 - gun_privateAllow concealed carry on private property
 - gun_campusAllow concealed carry on college campuses
 - coastWill climate change harm NC coast
- Foreign Affairs
 - syria_action.....U.S. should take further action in Syria
 - syria_responsibility.....U.S. has responsibility to intervene
 - syria_refugeesU.S. has responsibility to take in refugees
 - northkorea_nuclearSupport U.S. going to war with North Korea
 - northkorea_warWill U.S. go to war with North Korea
- Perceptions of Government
 - trust_fedTrust in federal government
 - trust_stateTrust in state government
 - trust_local.....Trust in local government

- townhall.....Important for reps to hold town halls
- value_trad.....Importance of traditional values
- value_scope.....Proper role for government
- global.....Views of global economy and NC
- Demographics
 - partyidParty Identification
 - partyidindParty ID Branch IND
 - ideo.....Ideology
 - educ.....Education
 - age.....Age
 - inc.....Income
 - inc_high.....Income High Probe
 - inc_low.....Income Low Probe
 - race.....Race
- Post-Interview Questions
 - gender.....Interviewer-assessed gender
 - accentHas southern accent

Methodological Information

Mode:Live Interviewer, Cell Phone and Landline
PopulationRegistered Voters, North Carolina
Sample:Voter Registration List, North Carolina
Dates in the field:April 18-21, 2017
Sample Size:.....506
Margin of Error:+/- 4.36%
Confidence Level:95%
Weighting Variables:Age, Race, and Gender, Registered Party Identification

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 5:20 pm to 9:00 pm, Monday through Thursday, 4/18-4/20 and 4:10 pm to 8:10 pm on Friday 4/21.

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 4/17/17. 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. However, phone usage (reported in the topline) is roughly approximate CDC estimates for all North Carolina Residents.

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 1.094. So an adjusted margin of error for that sample that takes into account the design effect of a survey would be +/- 4.77 instead of +/- 4.36.

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.

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 final sample consisted of 56% cell phones and 44% landline phones.

6. **Do you report non-response rates?**

Yes. We report non-response rates based on AAPOR guidelines. The response rate for the April 18-21, 2017 poll was 8.3%. The response rate is calculated using the American Association of Public Opinion Research (AAPOR) formula RR4.

7. **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.

8. **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.

9. **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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