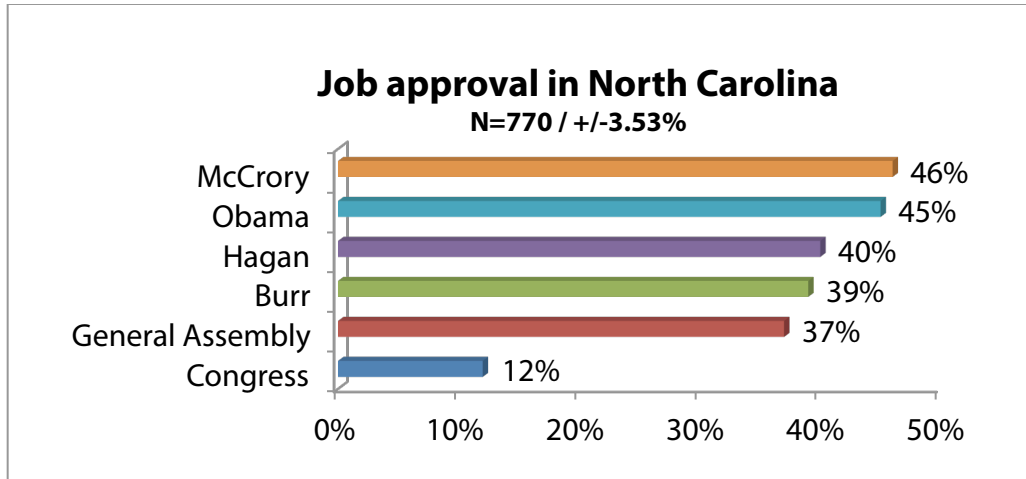


**Elon University Poll of North Carolina residents
 April 5-9, 2013
 Executive Summary and Demographic Crosstabs**



Approval Rating for President Barack Obama

Residents in North Carolina are divided about President Barack Obama’s job performance. Forty-five percent of those surveyed said they approve and 46 percent disapprove of his performance. This is a slight change from an Elon University Poll in February 2013 that found 48 percent of residents approved and 45 percent disapproved of Obama’s performance. Obama still has wide approval from Democrats and African Americans. In addition, women, younger respondents (18-30), and less affluent respondents (those with a household income of less than \$50,000 a year) are more likely to approve of his performance.

Approval Rating for Governor Pat McCrory

Republican Gov. Pat McCrory saw an increase in his approval rating. In this most recent poll, 46 percent said they approve of his job performance, compared to 42 percent in the February poll. The increase in approval seems to be a product of fewer respondents saying they didn’t know or were not sure if they approve or disapprove of the governor’s job performance (32 percent in February said “don’t know” compared to 27 percent in April). The proportion of those surveyed who stated they disapproved of McCrory’s performance remained stable. In February, 26 percent said they disapproved of his job performance, in the most recent poll 25 percent disapproved. The Approval rating of the governor even increased among Democrats. In February, 26 percent of Democrats said they approved of the job McCrory was doing. In the most recent survey, 31 percent of Democrats approved of his performance. McCrory made similar gains among Republicans and Independents. McCrory’s approval ratings are high among most subgroups, including blacks, whites, young, old, male and female. Respondents that considered themselves liberal or extremely liberal and respondents who identified as non-religious were far less impressed with the governor’s performance.

Approval Rating for the Congress

The approval rating for Congress remained low with only 12 percent of respondents approving of the job Congress is doing (In the February Elon Poll Congress had a 11 percent approval rating). Approval of Congress is low across all partisan attachments, but lowest among Republicans (10 percent), followed by Independents (12 percent) and then Democrats (14 percent). In fact, congressional approval ratings are low for most subgroups: male or female; Black or White; affluent or less affluent; liberal or conservative. All of these subgroups were critical of Congress's job performance.

Approval Rating for the General Assembly

The General Assembly in Raleigh fared better than Congress and even saw some gains in approval rating since February, but approval was still low. Thirty-seven percent of those surveyed said they approve of the state legislature's job performance, up 4 points from the previous Elon University Poll, while almost 39 percent said they disapprove. Unlike approval ratings for Congress, there are noticeable partisan differences in approval of the General Assembly. Only 30 percent of Democrats approve of the state legislature compared to 38 percent of Independents and 46 percent of Republicans. Approval of the General Assembly tended to be lower among women and African Americans.

Approval Rating for Senators Hagan and Burr

The two United States Senators representing North Carolina had very similar approval ratings. Forty percent of residents said they approve of the job Kay Hagan was doing, while 39 percent said they approve of Richard Burr. Senator Hagan had slightly more respondents who stated they disapprove of her performance (33 percent) than Senator Burr did (26 percent). Not surprising, approval ratings are associated with which party a respondent identifies with. Democrats were more likely to approve of Senator Hagan's performance (59 percent) than they were of Senator Burr's performance (28 percent) and Republicans were more likely to approve of Senator Burr (54 percent) than Senator Hagan (24 percent). Senator Hagan is up for reelection in 2014 and approval ratings are just one indicator (along with the President's approval rating) used in identifying vulnerable incumbents. A low approval rating for a Democratic Senator, combined with declining approval ratings of a Democratic president, can increase the likelihood the incumbent will face a high quality and experienced challenger in the general election.

Basic Approval Numbers

President Approval

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

Approve	349	45.3%
Disapprove	356	46.2%
Don't know	59	7.6%
Refused	6	0.8%
N=	770	100.0%

Congress Approval

Do you [approve or disapprove] of the way Congress is doing its job?

Approve	95	12.4%
Disapprove	600	77.9%
Don't know	71	9.2%
Refused	4	0.5%
N=	770	100.0%

Governor Approval

Do you [approve or disapprove] of the way Pat McCrory is handling his job as governor?

Approve	355	46.1%
Disapprove	193	25.0%
Don't know	213	27.6%
Refused	9	1.2%
N=	770	100.0%

General Assembly Approval

What about the state legislature in Raleigh? Do you [approve or disapprove] of the way the North Carolina General Assembly is doing its job?

Approve	283	36.7%
Disapprove	299	38.8%
Don't know	186	24.1%
Refused	3	0.4%
N=	770	100.0%

Hagan Approval

Do you [approve or disapprove] of the way Kay Hagan is handling her job as US Senator?

Approve	308.....	40.0%
Disapprove	252.....	32.7%
Don't know	207.....	26.9%
Refused	3.....	0.4%
N=	770.....	100.0%

Burr Approval

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

Approve	302.....	39.2%
Disapprove	202.....	26.2%
Don't know	264.....	34.3%
Refused	2.....	0.2%
N=	770.....	100.0%

Cross-Tabs

President Approval and Party Identification					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	87	8	5	0	100
Independents	38	52	9	1	100
Republicans	7	89	4	0	100
Don't Know / Refused	37	45	17	1	100
Total	46	46	8	1	100

President Approval and Ideology					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Extremely Liberal	81	19	0	0	100
Liberal	76	14	9	1	100
Slightly Liberal	80	13	5	1	100
Moderate	51	35	13	1	100
Slightly Conservative	36	56	7	1	100
Conservative	12	83	4	0	100
Extremely Conservative	10	89	0	1	100
Don't Know	54	22	24	0	100
Refused	27	41	14	19	100
Total	45	46	8	1	100

President Approval and Income					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Less than \$25,000	57	33	8	2	100
\$25,000 to \$50,000	52	39	9	0	100
\$50,000 to \$75,000	39	53	8	0	100
More than \$75,000	40	55	5	0	100
Don't Know	46	42	13	0	100
Refused	37	40	11	13	100
Total	45	46	8	1	100

President Approval and Age

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	57	33	9	0	100
31-40	45	49	6	0	100
41-50	42	52	5	1	100
51-65	41	49	10	1	100
65+	40	52	7	1	100
Total	45	46	8	1	100

President Approval and Ideology

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	33	59	7	1	100
Black	84	10	5	1	100
Other	54	26	18	2	100
Total	45	46	8	1	100

President Approval and Gender

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	41	50	8	0	100
Female	49	42	7	1	100
Total	45	46	8	1	100

President Approval and Education

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Less than HS	57	38	5	0	100
High School / GED	40	50	9	1	100
Some College/ AA / Technical	40	50	9	0	100
College Graduate	47	44	8	1	100
Graduate School	53	43	4	0	100
Don't Know	100	0	0	0	100
Refused	58	18	0	24	100
Total	45	46	8	1	100

President Approval and Religious Tradition

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Born-Again Christian	38	55	5	2	100
Other Christian	45	49	6	1	100
Catholic	49	39	12	0	100
Not Religious	60	26	14	0	100
Other	54	35	12	0	100
Don't Know	55	40	6	0	100
Refused	0	0	100	0	100
Total	45	46	8	1	100

President Approval and Church Attendance

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Never	53	38	10	0	100
A few times a year	43	48	8	1	100
Once or twice a month	40	53	6	1	100
Almost every week	39	56	4	0	100
Every week	43	49	7	1	100
Don't Know	66	19	14	0	100
Refused	0	36	0	64	100
Total	45	46	8	1	100

Congress Approval

Do you [approve or disapprove] of the way Congress is doing its job?

Congress Approval and Party Identification					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	14	77	8	1	100
Independents	12	80	8	0	100
Republicans	10	81	8	0	100
Don't Know / Refused	17	69	14	0	100
Total	13	78	9	1	100

Congress Approval and Ideology					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Extremely Liberal	4	88	8	0	100
Liberal	9	85	6	0	100
Slightly Liberal	17	74	6	2	100
Moderate	17	63	19	0	100
Slightly Conservative	11	83	6	0	100
Conservative	9	82	8	1	100
Extremely Conservative	9	81	8	1	100
Don't Know	28	60	12	0	100
Refused	0	63	37	0	100
Total	12	78	9	1	100

Congress Approval and Income					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Less than \$25,000	20	63	17	1	100
\$25,000 to \$50,000	15	74	10	1	100
\$50,000 to \$75,000	7	87	6	0	100
More than \$75,000	7	87	5	0	100
Don't Know	23	54	24	0	100
Refused	21	76	4	0	100
Total	12	78	9	1	100

Congress Approval and Age

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	26	63	11	0	100
31-40	7	83	11	0	100
41-50	9	84	5	2	100
51-65	8	83	8	1	100
65+	7	82	12	0	100
Total	12	78	9	1	100

Congress Approval and Race

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	9	81	9	0	100
Black	19	73	7	1	100
Other	25	57	18	0	100
Total	12	78	9	1	100

Congress Approval and Gender

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	10	81	8	0	100
Female	14	75	10	1	100
Total	12	78	9	1	100

Congress Approval and Education

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Less than HS	32	46	22	0	100
High School / GED	21	66	13	1	100
Some College/ AA / Technical	12	76	11	0	100
College Graduate	6	88	6	0	100
Graduate School	5	91	4	0	100
Don't Know	0	100	0	0	100
Refused	62	38	0	0	100
Total	12	78	9	1	100

Congress Approval and Religious Tradition

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Born-Again Christian	11	79	8	1	100
Other Christian	11	81	7	1	100
Catholic	20	74	6	0	100
Not Religious	15	72	13	0	100
Other	4	81	15	0	100
Don't Know	35	50	14	0	100
Refused	0	100	0	0	100
Total	12	78	9	1	100

Congress Approval and Church Attendance

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Never	14	75	11	0	100
A few times a year	10	81	10	0	100
Once or twice a month	11	80	7	1	100
Almost every week	8	86	3	2	100
Every week	13	77	10	0	100
Don't Know	46	39	14	0	100
Refused	0	100	0	0	100
Total	12	78	9	1	100

Governor Approval

Do you [approve or disapprove] of the way Pat McCrory is handling his job as governor?

McCrory Approval and Party Identification

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	31	44	23	1	100
Independents	49	17	33	1	100
Republicans	66	11	22	1	100
Don't Know / Refused	40	24	35	1	100
Total	46	25	27	1	100

McCrory Approval and Ideology

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Extremely Liberal	26	47	27	0	100
Liberal	32	44	24	0	100
Slightly Liberal	34	36	27	3	100
Moderate	40	21	36	2	100
Slightly Conservative	51	19	30	1	100
Conservative	61	14	24	1	100
Extremely Conservative	65	11	23	1	100
Don't Know	44	21	35	0	100
Refused	34	48	0	19	100
Total	46	25	28	1	100

McCrory Approval and Income

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Less than \$25,000	32	29	38	1	100
\$25,000 to \$50,000	43	31	26	0	100
\$50,000 to \$75,000	54	27	18	1	100
More than \$75,000	52	21	27	0	100
Don't Know	41	17	35	7	100
Refused	43	13	35	9	100
Total	46	25	28	1	100

McCrary Approval and Age

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	48	24	27	1	100
31-40	46	27	27	0	100
41-50	48	27	25	0	100
51-65	44	27	28	2	100
65+	44	23	32	1	100
Total	46	26	28	1	100

McCrary Approval and Race

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	49	21	29	1	100
Black	40	34	25	1	100
Other	31	43	26	0	100
Total	46	25	28	1	100

McCrary Approval and Gender

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	50	21	29	0	100
Female	42	29	27	2	100
Total	46	25	28	1	100

McCrary Approval and Education

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Less than HS	39	25	32	4	100
High School / GED	55	17	27	1	100
Some College/ AA / Technical	39	25	35	1	100
College Graduate	50	28	21	1	100
Graduate School	45	27	27	1	100
Don't Know	0	100	0	0	100
Refused	18	58	0	24	100
Total	46	25	28	1	100

McCrorry Approval and Religious Tradition

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Born-Again Christian	51	23	25	1	100
Other Christian	53	19	27	2	100
Catholic	41	30	29	0	100
Not Religious	32	38	30	0	100
Other	30	32	37	1	100
Don't Know	35	29	36	0	100
Refused	100	0	0	0	100
Total	46	25	28	1	100

McCrorry Approval and Church Attendance

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Never	40	28	32	0	100
A few times a year	48	24	25	3	100
Once or twice a month	54	20	25	1	100
Almost every week	58	21	21	0	100
Every week	45	25	27	2	100
Don't Know	0	66	34	0	100
Refused	0	0	36	64	100
Total	46	25	28	1	100

General Assembly Approval

What about the state legislature in Raleigh? Do you [approve or disapprove] of the way the North Carolina General Assembly is doing its job?

General Assembly Approval and Party Identification

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	30	50	20	0	100
Independents	38	40	22	0	100
Republicans	46	25	29	0	100
Don't Know / Refused	35	36	30	0	100
Total	37	39	24	0	100

General Assembly Approval and Ideology

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Extremely Liberal	10	71	19	0	100
Liberal	27	51	21	0	100
Slightly Liberal	32	49	17	1	100
Moderate	33	35	32	0	100
Slightly Conservative	39	38	22	1	100
Conservative	45	29	26	0	100
Extremely Conservative	48	23	28	1	100
Don't Know	47	30	23	0	100
Refused	29	30	41	0	100
Total	37	39	24	0	100

General Assembly Approval and Income

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Less than \$25,000	35	30	34	1	100
\$25,000 to \$50,000	35	43	22	0	100
\$50,000 to \$75,000	42	36	22	0	100
More than \$75,000	36	45	19	0	100
Don't Know	45	21	34	0	100
Refused	23	30	47	0	100
Total	37	39	24	0	100

General Assembly Approval and Age

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	49	27	24	0	100
31-40	27	50	23	0	100
41-50	39	46	15	0	100
51-65	31	42	25	2	100
65+	33	35	32	0	100
Total	37	39	24	0	100

General Assembly Approval and Race

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	37	37	26	0	100
Black	35	48	16	1	100
Other	43	27	30	0	100
Total	37	39	24	0	100

General Assembly Approval and Gender

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	42	39	19	0	100
Female	32	38	29	0	100
Total	37	39	24	0	100

General Assembly Approval and Education

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Less than HS	44	25	32	0	100
High School / GED	49	29	21	1	100
Some College/ AA / Technical	32	36	31	1	100
College Graduate	36	44	20	0	100
Graduate School	29	51	20	0	100
Don't Know	0	100	0	0	100
Refused	44	33	24	0	100
Total	37	39	24	0	100

General Assembly Approval and Religious Tradition

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Born-Again Christian	41	34	24	0	100
Other Christian	32	44	23	1	100
Catholic	44	39	16	0	100
Not Religious	36	38	25	1	100
Other	22	50	29	0	100
Don't Know	46	20	34	0	100
Refused	100	0	0	0	100
Total	37	39	24	0	100

General Assembly Approval and Church Attendance

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Never	34	40	26	0	100
A few times a year	34	44	22	0	100
Once or twice a month	43	38	18	1	100
Almost every week	30	42	26	1	100
Every week	40	35	25	0	100
Don't Know	46	39	14	0	100
Refused	0	0	100	0	100
Total	37	39	24	0	100

Hagan Approval

Do you [approve or disapprove] of the way Kay Hagan is handling her job as US Senator?

Hagan Approval and Party Identification					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	59	19	22	0	100
Independents	38	36	25	0	100
Republicans	24	49	26	1	100
Don't Know / Refused	31	29	40	0	100
Total	40	33	26	0	100

Hagan Approval and Ideology					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Extremely Liberal	49	27	25	0	100
Liberal	50	15	35	0	100
Slightly Liberal	60	18	21	1	100
Moderate	51	19	29	2	100
Slightly Conservative	44	37	19	0	100
Conservative	20	54	26	0	100
Extremely Conservative	14	59	27	0	100
Don't Know	47	17	36	0	100
Refused	41	19	41	0	100
Total	40	33	27	0	100

Hagan Approval and Income					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Less than \$25,000	44	25	30	1	100
\$25,000 to \$50,000	42	28	31	0	100
\$50,000 to \$75,000	35	38	27	0	100
More than \$75,000	37	40	23	0	100
Don't Know	61	14	22	4	100
Refused	23	34	43	0	100
Total	40	33	27	0	100

Hagan Approval and Age

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	39	25	36	0	100
31-40	40	37	23	0	100
41-50	39	34	27	0	100
51-65	40	35	25	1	100
65+	44	34	22	0	100
Total	40	33	27	0	100

Hagan Approval and Race

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	34	37	29	0	100
Black	57	24	18	1	100
Other	51	14	35	0	100
Total	40	33	27	0	100

Hagan Approval and Gender

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	37	37	26	0	100
Female	42	29	28	1	100
Total	40	33	27	0	100

Hagan Approval and Education

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Less than HS	44	29	24	4	100
High School / GED	40	32	28	1	100
Some College/ AA / Technical	35	37	28	0	100
College Graduate	45	31	24	0	100
Graduate School	38	32	29	0	100
Don't Know	100	0	0	0	100
Refused	15	18	67	0	100
Total	40	33	27	0	100

Hagan Approval and Religious Tradition

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Born-Again Christian	35	39	26	1	100
Other Christian	45	32	22	1	100
Catholic	48	25	27	0	100
Not Religious	41	22	38	0	100
Other	36	31	33	0	100
Don't Know	45	30	25	0	100
Refused	100	0	0	0	100
Total	40	33	27	0	100

Hagan Approval and Church Attendance

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Never	41	29	30	0	100
A few times a year	43	34	23	0	100
Once or twice a month	47	30	22	1	100
Almost every week	32	43	25	0	100
Every week	39	34	27	1	100
Don't Know	20	19	61	0	100
Refused	0	36	64	0	100
Total	40	33	27	0	100

Burr Approval

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

Burr Approval and Party Identification					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	28	37	35	0	100
Independents	42	24	34	0	100
Republicans	54	17	29	0	100
Don't Know / Refused	34	23	42	0	100
Total	39	26	34	0	100

Burr Approval and Ideology					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Extremely Liberal	21	41	38	0	100
Liberal	25	44	31	0	100
Slightly Liberal	37	26	35	1	100
Moderate	38	25	37	0	100
Slightly Conservative	47	21	31	0	100
Conservative	43	21	35	0	100
Extremely Conservative	55	23	22	1	100
Don't Know	41	12	47	0	100
Refused	0	30	70	0	100
Total	39	26	34	0	100

Burr Approval and Income					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Less than \$25,000	31	28	40	1	100
\$25,000 to \$50,000	39	27	33	0	100
\$50,000 to \$75,000	42	27	31	0	100
More than \$75,000	42	28	30	0	100
Don't Know	39	11	50	0	100
Refused	35	15	50	0	100
Total	39	26	34	0	100

Burr Approval and Age

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	43	25	32	0	100
31-40	37	22	41	0	100
41-50	39	31	30	0	100
51-65	37	31	31	1	100
65+	39	23	38	0	100
Total	39	27	34	0	100

Burr Approval and Race

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	41	23	36	0	100
Black	37	35	27	1	100
Other	30	32	38	0	100
Total	39	26	34	0	100

Burr Approval and Gender

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	43	25	31	0	100
Female	35	27	37	0	100
Total	39	26	34	0	100

Burr Approval and Education

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Less than HS	35	28	37	0	100
High School / GED	41	22	36	1	100
Some College	37	23	39	0	100
College Graduate	39	31	30	0	100
Graduate School	42	27	31	0	100
Don't Know	100	0	0	0	100
Refused	18	58	24	0	100
Total	39	26	34	0	100

Burr Approval and Religious Tradition

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Born-Again Christian	45	24	32	0	100
Other Christian	40	29	31	1	100
Catholic	36	28	37	0	100
Not Religious	28	25	47	0	100
Other	32	30	38	0	100
Don't Know	37	35	28	0	100
Refused	0	0	100	0	100
Total	39	26	34	0	100

Burr Approval and Church Attendance

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Never	36	26	38	0	100
A few times a year	42	26	32	0	100
Once or twice a month	42	29	28	1	100
Almost every week	35	33	31	1	100
Every week	42	22	36	0	100
Don't Know	20	66	14	0	100
Refused	0	36	64	0	100
Total	39	26	34	0	100

Basic Methodological Information

Mode:	Live Interviewer RDD Telephone Interviews (Dual Frame: Cell Phone and Landlines)
Sample Area:	North Carolina
Dates in the field:	April 5- April 9, 2013
Sample Size	770
Margin of Error	±3.53
Confidence Level	95%
Weighting Variables	Age , Race, Gender, and Phone Ownership

Basic Sample Characteristics

Party Identification

Strong Democrat.....	162.....	21.4%
Democrat	81	10.7%
Independent - Leaning Democrat	74	9.8%
Independent.....	53.....	7.0%
Independent - Leaning Republican.....	93.....	12.3%
Republican.....	84.....	11.1%
Strong Republican	102.....	13.5%
Don't Know.....	91	12.1%
Refused	15.....	2.0%
N=	756.....	100.0%

Sex

Male.....	370.....	48.0%
Female.....	400.....	52.0%
N=	770.....	100.0%

Age

	No.	%
18-30.....	174.....	23.4%
31-40.....	133.....	17.9%
41-50.....	124.....	16.7%
51-65.....	184.....	24.7%
65+.....	129.....	17.3%
N=	743.....	100.0%

Household Income

Less than \$25,000.....	125.....	16.2%
\$25,000 to \$50,000	176.....	22.9%
\$50,000 to \$75,000	122.....	15.8%
More than \$75,000.....	282.....	36.6%
Don't Know.....	44.....	5.7%
Refused	22.....	2.8%
N=	770.....	100.0%

Race

White	555.....	72.0%
Black.....	161.....	20.9%
Other.....	54.....	7.1%
N=	770.....	100.0%

Methodology

The Elon University Poll uses a stratified random sample of households with telephones and wireless (cell) telephone numbers. Our target margin of error is at a maximum +/- 3 % based on a 95 % confidence interval. Please direct questions about the Elon University Poll's methodology to the Director of the Elon University Poll, Dr. Kenneth Fernandez at 336-278-6438 or kfernandez@elon.edu.

Procedures Used for Conducting the Poll

The Elon University Poll typically conducts surveys over a five-day period. Live interviewers call from 4:30 p.m. to 9:00 p.m. during the week and from 1:00 p.m. to 6:00 p.m. during the weekend. Each survey report specifies dates and times called. The Elon University Poll uses CATI system software (Computer Assisted Telephone Interviewing) for the administration of surveys. We attempt to reach each working telephone number in the sample up to five times. We only interview residents of North Carolina who are over 18.

Additional Methodological Decisions

Branching Questions

For many questions with multiple response options, we 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. In the vast majority of questions, interviewers do not prompt "don't know" responses.

Weighting

We typically weight results from the Elon University Poll on multiple demographic characteristics: race, gender, household size, region, education, and age. Weighting rarely leads to substantial changes in results. We use demographic characteristics of registered voters when possible. We use iterative raking, adjusting one dimension at a time. We include detailed information about weighting of survey samples for each poll on both the Elon University Poll website and within released reports.

Within Household Randomization

For landlines, we use the common "oldest-youngest" technique to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.

Completion Criteria

An interview is a complete only if a respondent progresses through the entire survey. Respondents who hang up before completing the last question or who refuse to more than 20 % of the questions are incompletes.

Support for Transparency

The Elon University Poll supports transparency in survey research and is a supporter 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.

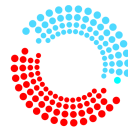
Sampling

Survey Sampling International, LLC, provide samples of telephone numbers. To equalize the probability of telephone selection, sample telephone numbers are systematically stratified according to subpopulation strata (e.g., a zip code, a county, etc.), which yields a sample from telephone exchanges in proportion to each exchange's share of telephone households in the population of interest. Estimates of telephone households in the population of interest are generally obtained from several databases. Samples of household telephone numbers are distributed across all eligible blocks of numbers in proportion to the density of listed households assigned in the population of interest according to a specified subpopulation stratum. Upon determining the projected (or preferred) sample size, a sampling interval is calculated by summing the number of listed residential numbers in each eligible block within the population of interest and dividing that sum by the number of sampling points assigned to the population. From a random start between zero and the sampling interval, blocks are selected systematically in proportion to the density of listed household "working blocks."

A block (also known as a bank) is a set of contiguous numbers identified by the first two digits of the last four digits of a telephone number. A working block contains three or more working telephone numbers. Exchanges are assigned to a population on the basis of all eligible blocks in proportion to the density of working telephone households. Once each population's proportion of telephone households is determined, then a sampling interval, based on that proportion, is calculated and specific exchanges and numbers are randomly selected.

The wireless component of the study sample starts with determining which area code-exchange combinations in North Carolina are included in the wireless or shared Telcordia types. Similar to the process for selecting household telephone numbers, wireless numbers involve a multi-step process in which blocks of numbers are determined for each area code-exchange combination in the Telcordia types. From a random start within the first sampling interval, a systematic nth selection of each block of numbers is performed and a two-digit random number between 00 and 99 is appended to each selected nth block stem. The intent is to provide a stratification that will yield a sample that is representative both geographically and by large and small carrier. From these, a random sample is generated.

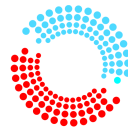
Because exchanges and numbers are randomly selected, unlisted as well as listed numbers are included in the sample. Thus, the sample of numbers generated for the population of



interest constitutes a random sample of telephone households and wireless numbers of the population.

Frequently Asked Questions about our Methodology

1. *Who pays for the Elon University Poll?*
Elon University fully funds the Elon University Poll.
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 samples of randomized phone numbers from Survey Sample International.
4. *How many times do you call a number before giving up?*
We attempt to call each working number five 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. We weight on phone ownership to adjust for the higher probability of selection of those who own both cell phones and landline phones.
6. *Does the Elon University Poll do IVR surveys or automated "robopolls"?*
No. Well-trained students at Elon University conduct all our interviews.
7. *Do you report non-response rates?*
Yes. We report non-response rates based on AAPOR guidelines. The response rate for the April 9, 2013 Poll was 8%, which approximates the national average response rates of high quality survey organizations.
8. *Do you weight the data?*
Yes. We apply weights to the data. An iterative proportional fitting algorithm generates weights based on Census parameters of residents in North Carolina.
9. *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.
10. *Do you conduct within-household randomization?*
Yes. For landlines, we use the common "oldest-youngest" rotation to ensure within household randomization. We assume cellphones belong to an individual rather than a household. Thus, we do not conduct within-household randomization within our cellphone sample.



The Elon University Poll Team

[Dr. Kenneth Fernandez](#) is the Director of the Elon University Poll. Dr. Fernandez holds a Ph.D. in Political Science from University of California – Riverside. Dr. Fernandez is Assistant Professor of Political Science at Elon University. He has published numerous articles in peer-reviewed social science journals.



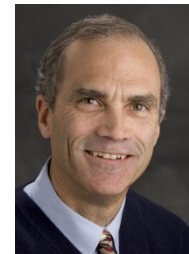
Fernandez

[Dr. Jason Husser](#) is the Assistant director. Dr. Husser holds a Ph.D. in Political Science from Vanderbilt University. Dr. Husser is also Assistant Professor of Political Science at Elon University. He recently published an article on public opinion in the *American Journal of Political Science*. He was previously the Associate Coordinator of the Vanderbilt University Poll.



Husser

John Robinson serves as Director of Communications for the Poll. He is a former newspaper editor, veteran journalist, and North Carolina native.



Robinson

Daniel Anderson is Vice President of Elon University Communications. Eric Townsend is Director of the Elon University News Bureau. Both work closely with the directors in communicating results of the poll.

Faculty members in the Department of Political Science, chaired by Dr. Sharon Spray, are also involved in advising the directors.

The poll operates under the auspices of the College of Arts and Sciences at Elon University, led by Dean Alison Morrison-Shetlar. The Elon University administration, led by Dr. Leo Lambert, president of the university, fully supports the Elon University Poll as part of its service commitment to state, regional, and national constituents.

Elon University fully funds the Elon University Poll. 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.

Elon University students administer the survey as part of the University's commitment to civic engagement and experiential learning where "students learn through doing." Student interviewers receive extensive training prior to engaging in interviewing. A team of student supervisors assists the directors with quality control and monitoring.

For more information on the Elon University Poll, visit www.elon.edu/elonpoll

Or contact:

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