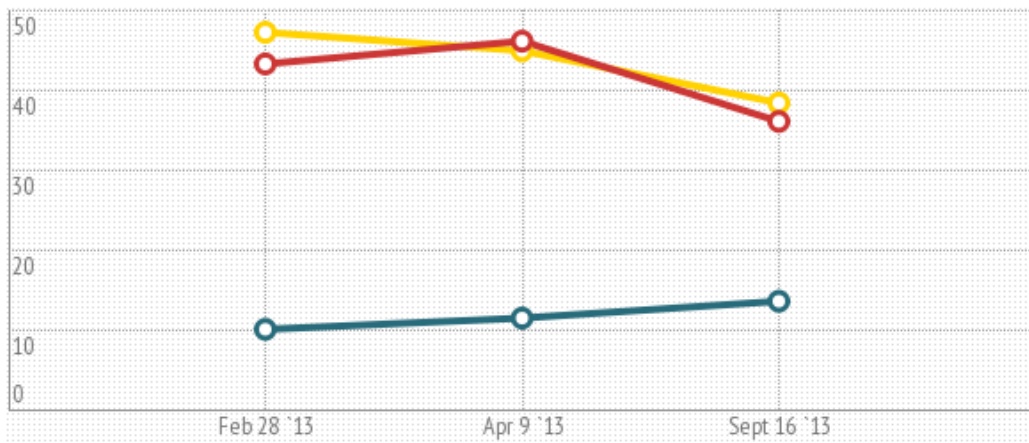
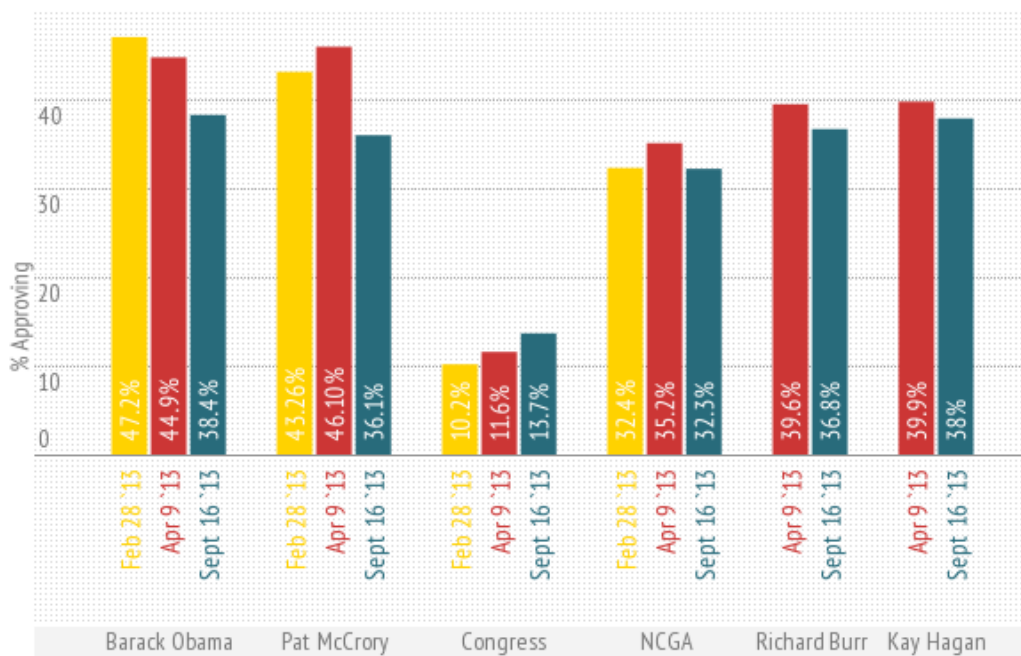


North Carolina State Survey of Registered Voters: September 13-16, 2013

Job Approval Ratings in NC



Barack Obama Pat McCrory Congress



Sept. 13-16, 2013; ± 3.7%; 701 Registered NC Voters

For more information visit: www.elon.edu/elonpoll

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EXECUTIVE SUMMARY

Approval Rating for President Barack Obama

President Barack Obama's approval rating has declined among registered voters in North Carolina. In April of this year voters were evenly divided about President Obama's job performance (45% approving; 47% disapproving). This most recent survey conducted between September 13th and 16th found only 38% approving and over 50% disapproving of the president's performance. Barack Obama still has wide approval from Democrats (79%) and African Americans (83%), but approval has declined in groups such as women and voters age 18 to 30.

Approval of the President's Handling of the Situation in Syria

Thirty-seven percent of registered voters approve of the way the president is handling the situation in Syria. There are noticeable differences in how Democrats and Republicans perceive the president's overall job performance and his handling of the conflict in Syria. While 79 percent of Democrats approve of Obama's job performance, only 66% approve of how he is handling the Syria situation. Republicans, on the other hand, are more impressed with the president's handling of Syria than with his overall job performance (although both numbers are quite low). Only 6% of Republicans approve of the way Obama is handling his job as president, but 18 % approve of his handling of the conflict in Syria.

Approval Rating for Governor Pat McCrory

Governor Pat McCrory also saw a substantial drop in his approval rating. Thirty-six percent said they approve of the governor's job performance, compared to 46% in the April 2013 Elon Poll. As the governor ends his ninth month in office North Carolinians are less likely to be undecided about his performance. In April of this year 27% of registered voters were undecided. This has dropped to only 17%, while the proportion of registered voters who disapprove of the governor's job performance has increased from 25% in April to 46% in September. In April McCrory had strong support from most subgroups, including Democrats,

Independents, blacks, younger voters, and women. The current survey found the steepest declines in support came from Democrats, but McCrory lost support from Independents and Republicans, as well. In April, more African Americans approved (38%) of the way the governor was handling his job than disapproved (35%), but by September approval dropped to 22% and disapproval increased to 66% among blacks.

Approval Rating for Congress

The approval rating for Congress remained low with less than 14% of respondents approving of the job Congress is doing, but approval seems to be slowly increasing (In the February Congress had a 10% approval rating, in April approval was 12% among registered voters). Approval of Congress is low across all partisan attachments, but lowest among Independents (11%), followed by Democrats (14%) and then Republicans (19%). Congressional approval ratings are low for men (15%) and women (13%), blacks (13%) and whites (14%).

Approval Rating for the General Assembly

Although approval for the General Assembly in Raleigh is much higher than it is for the U.S. Congress, approval remains low and even saw a drop since April. Thirty-two percent of voters said they approve of the state legislature's job performance, down 3 points from the previous Elon University Poll in April, while over 48% said they disapprove (an increase of 8% since April). Unlike approval ratings for Congress, there are strong partisan differences in approval of the General Assembly. Only 19% of Democrats approve of the state legislature compared to 37% of Independents and 58% of Republicans. There was a sharp decline in support for the General Assembly among Democrats since April (28% to 19%) and an increase in support among Republicans (47% to 52%). Among Independents, approval declined from 36% to 30%. Approval of the General Assembly tended to be lower among women and African Americans. In April of this year approval numbers were similar for blacks (33%) and whites (36%). By September this had changed noticeably with only 25% of African Americans and 35% of whites approving of the General Assembly.

Approval Ratings for Senators Hagan and Burr

The two United States Senators representing North Carolina had very similar approval ratings and approval for both Senators has remained stable over the past three Elon University Polls. The September poll found 38% of registered voters approved of the job Kay Hagan was doing, while 37% said they approve of Richard Burr. Senator Hagan had more respondents who stated they disapprove of her performance (35%) than Senator Burr did (28%). Senator Burr (35%) had more respondents who replied they were unsure or didn't know how they felt than Senator Hagan (26%). Not surprisingly, approval ratings are associated with which party a respondent identifies with. Democrats were more likely to approve of Senator Hagan's performance (56%) than they were of Senator Burr's performance (29%) and Republicans were more likely to approve of Senator Burr (47%) than Senator Hagan (23%). 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.

The 2014 U.S. Senate Race in North Carolina

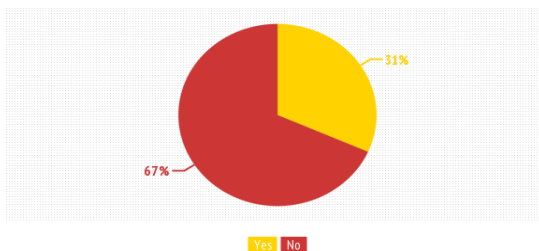
The September Poll asked respondents about two prominent Republican leaders in North Carolina who may face each other in the Republican Primary race for the U.S. Senate in May of 2014 and/or may face Senator Kay Hagan in the General Election in November of 2014. Registered voters were asked if they recognized the names Thom Tillis and Phil Berger. If a respondent said they recognized a name they were then given a follow up question as to whether they have a favorable or unfavorable opinion about the individual.

The results show that both Thom Tillis and Phil Berger are not well known among registered voters. Thirty-one percent of all respondents said they recognized the name Thom Tillis and 33% recognized the name Phil Berger. Name recognition for Thom Tillis was fairly even among Democrats (33%), Independents (31%) and Republicans (31%). Independents (37%) were more likely to have recognized name Phil Berger, followed by Republicans (33%) and then Democrats (27%).

Twenty-two percent of those who said they had heard of Thom Tillis went on to say they had a favorable opinion of the Speaker of the North Carolina House of Representatives. Approximately 21% of respondents who had heard of Phil Berger had a favorable opinion of the President Pro Tempore of the North Carolina State Senate. Republicans were much more likely to have a favorable opinion of Tillis (44%) and Berger (34%) than Democrats and Independents. Only 11% of Democrats and 15% of Independents had a favorable opinion Tillis, while 12% of Democrats and 18% of Independents had a favorable opinion of Berger.

NC on Tillis & Berger

"Do you recognize the name Thom Tillis?"

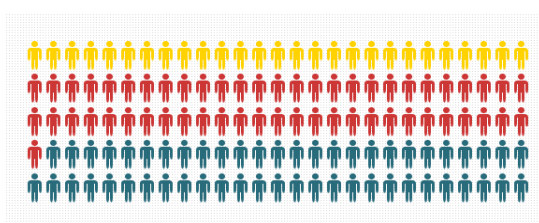


Yes No

66%

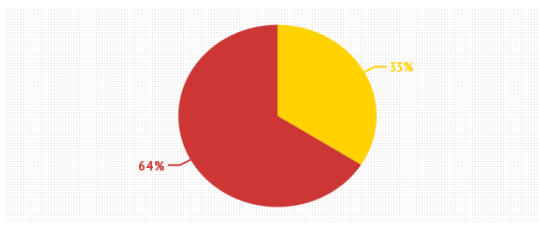
Do you have a favorable or unfavorable opinion about Thom Tillis?

-Asked of those who recognized Tillis



Favorable Unfavorable Don't Know

"Do you recognize the name Phil Berger?"



Yes No

66%

Do you have a favorable or unfavorable opinion about Phil Berger?

-Asked to those who recognized Berger



Favorable Unfavorable Don't Know

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Wrong or Right Direction: The Nation

Only 23% of registered voters in North Carolina believe the country is headed in the right direction, compared to over 70% who feel the nation is off on the wrong track. Democrats are split as to which direction the country is taking, with 45% saying right direction and 46% saying wrong track. Only 8% of Republicans think the country is headed in the right direction, compared to 19% of independents. Perceptions of the economy were closely associated with whether a respondent believed the nation was going in the right direction or was on the wrong track. Ninety-five percent of respondents who said they believe the economy will get worse over the next year also said the country was on the wrong track.

Wrong or Right Direction: North Carolina

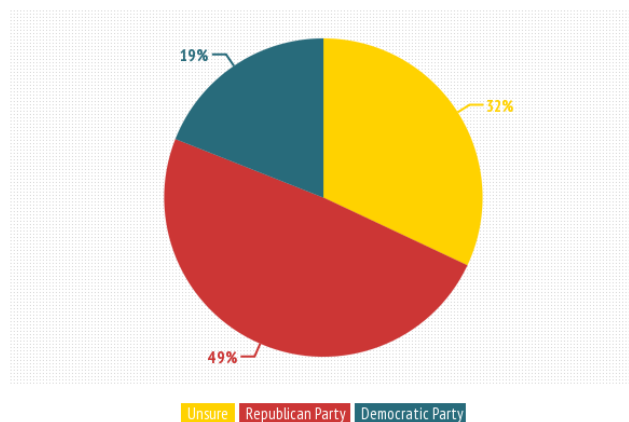
Thirty-one percent of registered voters in North Carolina believe the state is headed in the right direction, compared to almost 59% who feel North Carolina is off on the wrong track. Just over half of Republicans felt the state was heading in the right direction, while only 17% of Democrats felt the same way. Thirty-two percent of Independents believe the state is heading in the right direction. Women (28%) were less likely than men (36%) to think the state is heading in the right direction. Blacks (75%) were more likely to feel the state was off on the wrong track than whites (55%).

Respondents who felt the state is on the wrong track were asked which party deserves more blame for North Carolina being on the wrong track. Almost half said the Republican Party, 19% said the Democratic Party, and 27% stated that neither party

GOP Blamed for NC's Wrong Track

Now, thinking about things in this state, do you think things in North Carolina are going in the right direction, or do you think things are off on the wrong track?

[If wrong track] Which political party deserves more blame for North Carolina being on the wrong track? The Democratic Party or the Republican Party?



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deserved more blame. The assignment of blame fell along party lines with 76% of Democrats blaming the Republican Party and 56% of Republicans blaming the Democratic Party. More independents blamed the Republicans (43%) than the Democrats (14%). African Americans placed the blame more heavily on the Republican Party (60%) than the Democratic Party (7%). Whites were also more likely to blame the Republican Party (46%) for being on the wrong track than the Democratic Party (23%).

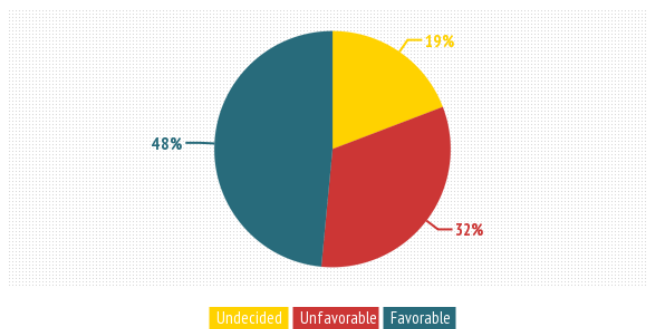
The Moral Monday Protests

Almost 60% of those surveyed had heard of the protests known as Moral Mondays, which began at the state’s capital on April 29th of this year and continue still today. Democrats (60%) and Independents (63%) were slightly more likely to have said they had heard of the protests

NC's Opinion on Moral Mondays

Asked of the 66% of registered NC voters who've heard of Moral Mondays:

Do you have a favorable or unfavorable opinion of the Moral Monday protests?



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than Republicans (56%). Respondents who were 51 years or older (69%) were more likely to have heard of Moral Mondays than respondents 30 years old or younger (44%).

Of the respondents who had heard of Moral Mondays, over 48% said they have a favorable opinion of the protests, 32% have an unfavorable opinion, and 19%

were unsure or didn’t know how they felt. Not surprisingly, Democrats (75%) were more likely to have a positive opinion toward the protests, followed by Independents (45%) and then Republicans (25%). Women’s (52%) opinion toward Moral Mondays were more positive than men’s (44%) and a large proportion of African Americans (69%) viewed the protests in a favorable light, compared to whites (43%).

TOPLINE RESULTS

Approval President

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

Approve	269	38.40%
Disapprove	356	50.80%
Don't know	68	9.70%
Refused	8	1.20%
N=	701	100.00%

Approval President Syria

Do you [approve or disapprove] of the way Barack Obama is handling the situation in Syria?

Approve	262	37.40%
Disapprove	329	46.90%
Don't know	106	15.20%
Refused	3	0.50%
N=	701	100.00%

Approval Congress

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

Approve	96	13.70%
Disapprove	523	74.60%
Don't know	80	11.50%
Refused	1	0.20%
N=	701	100.00%

Approval of Governor

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

Approve	253	36.10%
Disapprove	322	45.90%
Don't know	122	17.40%
Refused	4	0.60%
N=	701	100.00%

Approval General Assembly

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	227	32.30%
Disapprove	339	48.30%
Don't know	132	18.90%
Refused	3	0.50%
N=	701	100.00%

Approval Hagan

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

Approve	267	38.00%
Disapprove	246	35.10%
Don't know	185	26.30%
Refused	3	0.50%
N=	701	100.00%

Approval Burr

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

Approve	258	36.80%
Disapprove	193	27.50%
Don't know	246	35.10%
Refused	4	0.50%
N=	701	100.00%

Tillis Recognition

Do you recognized the name Thom Tillis?

Yes	216	30.90%
No	469	66.90%
Don't Know	15	2.20%
N=	701	100.00%

Tillis Favorability

Do you have a favorable or unfavorable opinion about Thom Tillis?

[asked of those who recognized Tillis]

Favorable	48	22.20%
Unfavorable	75	34.70%
Don't Know (or Neither)	93	43.10%
N=	216	100.00%

Berger Recognition

Do you recognize the name Phil Berger?

Yes	232	33.10%
No.....	448.....	63.90%
Don't Know.....	21	2.90%
N=	701	100.00%

Berger Favorability

Do you have a favorable or unfavorable opinion about Phil Berger?

Favorable	48	20.70%
Unfavorable.....	69	29.70%
Don't Know (or Neither).....	115.....	49.60%
N=	232.....	100.00%

Right Track – Wrong Track: Country

Do you think things in the nation are generally headed in the right direction or do you think things are off on the wrong track?

Right direction.....	160.....	22.90%
Wrong Track.....	494.....	70.40%
Don't Know.....	45	6.40%
Refused	2	0.20%
N=	701	100.00%

Prospective Economic Evaluation

Do you expect the economy to get better, get worse, or stay about the same over the next year?

Better	185.....	26.40%
Worse.....	205.....	29.20%
About the Same.....	297	42.40%
Don't Know.....	15	2.10%
N=	701	100.00%

Right Track – Wrong Track: State

Now, thinking about things in this state, do you think things in North Carolina are going in the right direction, or do you think things are off on the wrong track?

Right direction.....	223.....	31.90%
Wrong Track.....	411.....	58.70%
Don't Know.....	64.....	9.10%
Refused.....	2.....	0.30%
N=.....	701.....	100.00%

Party Blame

Which political party deserves more blame for North Carolina being on the wrong track? The Democratic Party or the Republican Party?

Democratic Party.....	78.....	19.00%
Republican Party.....	202.....	49.10%
Neither / Other [vol.].....	112.....	27.30%
Don't Know.....	19.....	4.60%
N=.....	411.....	100.00%

Moral Mondays Recognition

Have you heard of the protests this summer in North Carolina known as Moral Mondays?

Yes.....	420.....	59.90%
No.....	271.....	38.70%
Don't Know.....	10.....	1.40%
N=.....	701.....	100.00%

Moral Mondays Favorability

Do you have a favorable or unfavorable opinion of the Moral Monday protests?

Favorable.....	203.....	48.30%
Unfavorable.....	134.....	31.90%
Don't Know (or Neither).....	80.....	19.10%
Refused.....	3.....	0.70%
N=.....	420.....	100.00%

DEMOGRAPHICS

Party ID

Generally speaking, do you usually think of yourself as a Democrat, Republican, Independent, or something else?

(If Party ID = 1) Would you call yourself a strong Democrat or not a strong Democrat?

(If Party ID = 2) Would you call yourself a strong Republican or not a strong Republican?

(If Party ID = 3, 4, or 8) Do you think of yourself as closer to the Republican Party or Democratic Party?

Strong Democrat.....	130.....	19.10%
Democrat	71	10.30%
Independent - Leaning Democrat	69.....	10.10%
Independent	48.....	7.00%
Independent - Leaning Republican.....	94.....	13.80%
Republican.....	86	12.60%
Strong Republican	95	13.90%
Don't Know.....	81	11.80%
Refused	9	1.40%
N=	683.....	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?

(Branches)

- Would you call yourself extremely conservative or not extremely conservative?
- Would you call yourself extremely liberal or not extremely liberal?
- Would you call yourself slightly conservative or slightly liberal?
- If you had to choose, would you consider yourself a liberal, a conservative, or a moderate?

Extremely Liberal.....	42.....	6.00%
Liberal.....	91	13.10%
Slightly Liberal.....	85	12.10%
Moderate.....	78.....	11.20%
Slightly Conservative	100.....	14.40%
Conservative	175.....	25.00%
Extremely Conservative	88.....	12.60%
Don't Know.....	32.....	4.60%

Refused 7 1.10%
 N= 698 100.00%

Education

How much school have you completed?

Less than HS 17 2.40%
 High School / GED 100 14.30%
 Some College/ Assoc. 256 36.50%
 College Graduate 215 30.70%
 Graduate School 111 15.80%
 Don't Know 2 0.30%
 N= 701 100.00%

Church Attendance

Lots of things come up that keep people from attending religious services even if they want to. Thinking about your life these days, do you ever attend religious services, apart from occasional weddings, baptisms or funerals?

[If Church Attendance = YES] Do you go to religious services every week, almost every week, once or twice a month, a few times a year, or never?

Never 198 28.20%
 A few times a year 81 11.60%
 Once or twice a month 93 13.30%
 Almost every week 97 13.90%
 Every week 226 32.20%
 Don't Know 3 0.40%
 Refused 3 0.40%
 N= 701 100.00%

Religion

Do you consider yourself Christian, Jewish, Muslim, something else, or not religious?

Do you consider yourself Protestant, Catholic, Mormon, or something else?

(IF RELIGION = PROTESTANT) Would you call yourself a born-again Christian, that is, have you personally had a conversion experience related to Jesus Christ?

Born-Again Christian 334 47.60%
 Other Christian 152 21.70%
 Catholic 64 9.10%
 Not Religious 83 11.80%
 Other 57 8.10%
 Don't Know 8 1.20%
 Refused 3 0.50%
 N= 701 100.00%

Income

Is your annual household income more or less than \$50,000?

(If = Under \$50,000) Is it more or less than \$25,000?

(If = Over \$50,000) Is it more or less than \$75,000?

Less than \$25,000.....	114.....	16.30%
\$25,000 to \$50,000	150.....	21.40%
\$50,000 to \$75,000	124.....	17.60%
More than \$75,000.....	245.....	34.90%
Don't Know.....	40.....	5.70%
Refused	28.....	4.00%
N=	701.....	100.00%

Place of Origin

Are you originally from North Carolina?

Are you originally from the South?

Non-Southern Native.....	205.....	29.30%
NC Native	380.....	54.20%
Southern Native.....	116.....	16.50%
N=	701.....	100.00%

Age

How old are you?

18-30.....	15.....	23.00%
31-40.....	117.....	16.90%
41-50.....	120.....	17.30%
51-65.....	185.....	26.80%
65+.....	110.....	16.00%
N=	691.....	100.0%

Race

For statistical purposes only, could you please tell me your race or ethnic background?

White	517.....	73.80%
Black.....	145.....	20.70%
Other.....	38.....	5.50%
N=	701.....	100.00%

CROSS-TABS

Approval President

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

Party ID & Presidential Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	79	11	10	1	100
Independents	32	53	14	1	100
Republicans	6	89	3	1	100
Don't Know / Refused	30	59	11	0	100
Total	38	51	10	1	100

Gender & Presidential Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	35	52	11	2	100
Female	41	50	9	1	100
Total	38	51	10	1	100

Age & Presidential Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	38	46	15	1	100
31-40	33	57	10	0	100
41-50	42	47	9	1	100
51-65	43	48	7	2	100
65+	35	57	7	1	100
Total	39	50	10	1	100

Race & Presidential Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	26	63	9	1	100
Black	83	8	9	0	100
Other	31	46	20	3	100
Total	38	51	10	1	100

Approval President Syria

Do you [approve or disapprove] of the way Barack Obama is handling the situation in Syria?

Party ID and Obama Syria Approval

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	66	18	16	0	100
Independents	32	54	14	0	100
Republicans	18	67	15	0	100
Don't Know / Refused	24	55	18	3	100
Total	37	47	15	0	100

Gender & Obama Syria Approval

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	35	50	14	1	100
Female	39	45	16	0	100
Total	37	47	15	0	100

Age & Obama Syria Approval

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	31	50	19	0	100
31-40	35	47	18	0	100
41-50	38	46	15	1	100
51-65	44	43	11	1	100
65+	36	50	14	0	100
Total	37	47	15	0	100

Race & Obama Syria Approval

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	31	55	14	0	100
Black	61	19	20	0	100
Other	39	49	9	3	100
Total	37	47	15	0	100

Approval Congress

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

Party ID & Congress Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	14	79	7	0	100
Independents	11	78	11	0	100
Republicans	19	66	14	0	100
Don't Know / Refused	7	65	29	0	100
Total	14	75	11	0	100

Gender & Congress Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	15	77	8	0	100
Female	13	72	14	0	100
Total	14	75	11	0	100

Age & Congress Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	17	67	16	0	100
31-40	19	73	8	0	100
41-50	11	75	13	1	100
51-65	10	81	9	0	100
65+	12	76	11	1	100
Total	14	75	12	0	100

Race & Congress Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	14	74	12	0	100
Black	13	77	11	0	100
Other	10	81	8	0	100
Total	14	75	11	0	100

Approval Governor

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

Party ID & Governor Approval

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	18	73	9	0	100
Independents	37	42	22	0	100
Republicans	58	21	19	1	100
Don't Know / Refused	24	49	22	4	100
Total	36	46	17	1	100

Gender & Governor Approval

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	41	42	17	1	100
Female	32	49	18	0	100
Total	36	46	17	1	100

Age & Governor Approval

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	39	45	16	0	100
31-40	31	45	24	0	100
41-50	33	48	18	1	100
51-65	35	48	16	1	100
65+	41	44	15	1	100
Total	36	46	17	1	100

Race & Governor Approval

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	42	40	18	1	100
Black	22	66	12	0	100
Other	15	52	31	2	100
Total	36	46	17	1	100

Approval General Assembly

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

Party ID & NCGA Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	19	69	11	0	100
Independents	30	53	17	0	100
Republicans	52	20	27	1	100
Don't Know / Refused	25	37	35	3	100
Total	32	48	19	0	100

Gender & NCGA					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	37	45	17	0	100
Female	28	51	20	1	100
Total	32	48	19	0	100

Age & NCGA Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	36	51	13	0	100
31-40	33	45	23	0	100
41-50	25	56	19	0	100
51-65	29	51	19	1	100
65+	37	39	23	1	100
Total	32	49	19	0	100

Race & NCGA Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	35	44	20	1	100
Black	25	63	13	0	100
Other	21	56	23	0	100
Total	32	48	19	0	100

Approval Hagan

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

Party ID & Hagan Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	56	20	25	0	100
Independents	36	38	25	1	100
Republicans	23	49	28	0	100
Don't Know / Refused	32	30	35	3	100
Total	38	35	26	0	100

Gender & Hagan Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	35	39	25	1	100
Female	40	31	28	0	100
Total	38	35	26	0	100

Age & Hagan Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	30	39	31	0	100
31-40	39	39	21	1	100
41-50	30	38	31	0	100
51-65	45	29	25	1	100
65+	45	31	23	1	100
Total	38	35	26	1	100

Race & Hagan Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	34	38	27	1	100
Black	50	25	25	0	100
Other	44	27	29	0	100
Total	38	35	26	0	100

Approval Burr

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

Party ID & Burr Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	29	36	35	0	100
Independents	37	29	33	1	100
Republicans	47	16	37	0	100
Don't Know / Refused	26	29	45	0	100
Total	37	27	35	1	100

Gender & Burr Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	39	29	31	1	100
Female	35	26	39	0	100
Total	37	27	35	1	100

Age & Burr Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	36	23	41	0	100
31-40	45	24	30	1	100
41-50	31	30	39	1	100
51-65	38	31	31	0	100
65+	33	30	36	1	100
Total	37	28	35	1	100

Race & Burr Approval					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	38	27	34	1	100
Black	36	30	34	0	100
Other	21	28	50	0	100
Total	37	27	35	1	100

Tillis Recognition

Do you recognized the name Thom Tillis?

Party ID & Tillis Recognition				
	Yes	No	Don't Know	Total
	%	%	%	%
Democrats	33	65	2	100
Independents	31	66	3	100
Republicans	31	68	1	100
Don't Know / Refused	22	77	2	100
Total	31	67	2	100

Gender & Tillis Recognition				
	Yes	No	Don't Know	Total
	%	%	%	%
Male	32	66	1	100
Female	29	68	3	100
Total	31	67	2	100

Age & Tillis Recognition				
	Yes	No	Don't Know	Total
	%	%	%	%
18-30	19	77	4	100
31-40	31	68	1	100
41-50	25	75	0	100
51-65	38	60	1	100
65+	40	56	5	100
Total	31	67	2	100

Race & Tillis Recognition				
	Yes	No	Don't Know	Total
	%	%	%	%
White	34	64	2	100
Black	24	72	5	100
Other	14	86	0	100
Total	31	67	2	100

Tillis Favorability

Do you have a favorable or unfavorable opinion about Thom Tillis?
[asked of those who recognized Tillis]

Party ID & Tillis Favorability				
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
Democrats	11	47	42	100
Independents	15	40	45	100
Republicans	44	15	42	100
Don't Know / Refused	30	25	45	100
Total	22	35	43	100

Gender & Tillis Favorability				
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
Male	30	33	37	100
Female	15	36	49	100
Total	22	35	43	100

Age & Tillis Favorability				
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
18-30	30	30	40	100
31-40	18	21	61	100
41-50	12	42	46	100
51-65	21	43	36	100
65+	27	34	40	100
Total	22	35	43	100

Race & Tillis Favorability				
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
White	23	33	45	100
Black	17	47	36	100
Other	30	24	45	100
Total	22	35	43	100

Berger Recognition

Do you recognize the name Phil Berger?

Party ID & Berger Recognition				
	Yes	No	Don't Know	Total
	%	%	%	%
Democrats	27	69	4	100
Independents	37	61	2	100
Republicans	33	64	3	100
Don't Know / Refused	35	65	0	100
Total	33	64	3	100

Gender & Berger Recognition				
	Yes	No	Don't Know	Total
	%	%	%	%
Male	36	60	3	100
Female	30	67	3	100
Total	33	64	3	100

Age & Berger Recognition				
	Yes	No	Don't Know	Total
	%	%	%	%
18-30	26	71	3	100
31-40	35	61	4	100
41-50	33	65	2	100
51-65	37	61	2	100
65+	37	61	3	100
Total	33	64	3	100

Race & Berger Recognition				
	Yes	No	Don't Know	Total
	%	%	%	%
White	35	61	3	100
Black	27	71	1	100
Other	24	69	7	100
Total	33	64	3	100

Berger Favorability

Do you have a favorable or unfavorable opinion about Phil Berger?

Party ID & Berger Favorability				
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
Democrats	12	45	43	100
Independents	18	32	50	100
Republicans	34	11	54	100
Don't Know / Refused	11	30	59	100
Total	21	30	50	100

Gender & Berger Favorability				
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
Male	23	28	49	100
Female	18	31	51	100
Total	21	30	50	100

Age & Berger Favorability				
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
18-30	25	33	42	100
31-40	22	32	46	100
41-50	17	22	60	100
51-65	22	30	48	100
65+	16	32	52	100
Total	21	30	49	100

Race & Berger Favorability				
	Favorable	Unfavorable	Don't Know (or Neither)	Total
	%	%	%	%
White	20	26	54	100
Black	24	41	35	100
Other	14	58	28	100
Total	21	30	50	100

Right Track – Wrong Track: Country

Do you think things in the nation are generally headed in the right direction or do you think things are off on the wrong track?

Party ID & Country Direction					
	Right direction	Wrong Track	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	45	46	8	0	100
Independents	19	75	6	0	100
Republicans	8	89	3	0	100
Don't Know / Refused	8	78	14	0	100
Total	23	70	6	0	100

Gender & Country Direction					
	Right direction	Wrong Track	Don't Know	Refused	Total
	%	%	%	%	%
Male	21	71	7	0	100
Female	24	70	6	0	100
Total	23	70	6	0	100

Race & Country Direction					
	Right direction	Wrong Track	Don't Know	Refused	Total
	%	%	%	%	%
White	17	77	6	0	100
Black	43	49	7	0	100
Other	28	58	14	0	100
Total	23	70	6	0	100

Economy & Country Direction					
	Right direction	Wrong Track	Don't Know	Refused	Total
	%	%	%	%	%
Better	45	45	10	1	100
Worse	3	95	2	0	100
About the Same	23	69	7	0	100
Don't Know	4	83	14	0	100
Total	23	70	6	0	100

Right Track – Wrong Track: State

Now, thinking about things in this state, do you think things in North Carolina are going in the right direction, or do you think things are off on the wrong track?

Party ID & NC Direction					
	Right direction	Wrong Track	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	17	78	5	1	100
Independents	32	58	10	0	100
Republicans	51	37	11	0	100
Don't Know / Refused	19	66	15	0	100
Total	32	59	9	0	100

Gender & NC Direction					
	Right direction	Wrong Track	Don't Know	Refused	Total
	%	%	%	%	%
Male	36	52	11	1	100
Female	28	64	8	0	100
Total	32	59	9	0	100

Race & NC Direction					
	Right direction	Wrong Track	Don't Know	Refused	Total
	%	%	%	%	%
White	35	55	10	0	100
Black	18	75	6	0	100
Other	38	50	12	0	100
Total	32	59	9	0	100

Economy & NC Direction					
	Right direction	Wrong Track	Don't Know	Refused	Total
	%	%	%	%	%
Better	32	61	7	0	100
Worse	36	51	12	1	100
About the Same	30	62	8	0	100
Don't Know	17	73	10	0	100
Total	32	59	9	0	100

Party Blame

Which political party deserves more blame for North Carolina being on the wrong track? The Democratic Party or the Republican Party? [asked of those who said wrong track]

Party ID & Party to Blame					
	Democrats	Republicans	Neither / Other	Don't Know	Total
	%	%	%	%	%
Democrats	7	76	15	2	100
Independents	14	43	37	6	100
Republicans	56	14	21	9	100
Don't Know / Refused	24	17	55	4	100
Total	19	49	27	5	100

Gender & Party to Blame					
	Democrats	Republicans	Neither / Other	Don't Know	Total
	%	%	%	%	%
Male	15	51	31	3	100
Female	22	48	25	6	100
Total	19	49	27	5	100

Age & Party to Blame					
	Democrats	Republicans	Neither / Other	Don't Know	Total
	%	%	%	%	%
18-30	11	47	36	6	100
31-40	20	51	24	5	100
41-50	21	42	33	4	100
51-65	22	52	22	4	100
65+	22	59	15	4	100
Total	19	50	27	5	100

Race & Party to Blame					
	Democrats	Republicans	Neither / Other	Don't Know	Total
	%	%	%	%	%
White	23	46	25	6	100
Black	7	60	31	1	100
Other	24	33	43	0	100
Total	19	49	27	5	100

Moral Mondays Recognition

Have you heard of the protests this summer in North Carolina known as Moral Mondays?

Party ID & Moral Monday Awareness				
	Yes	No	Don't Know	Total
	%	%	%	%
Democrats	60	39	1	100
Independents	63	36	1	100
Republicans	56	42	2	100
Don't Know / Refused	56	39	5	100
Total	60	39	1	100

Gender & Moral Monday Awareness				
	Yes	No	Don't Know	Total
	%	%	%	%
Male	58	41	1	100
Female	62	37	1	100
Total	60	39	1	100

Age & Moral Monday Awareness				
	Yes	No	Don't Know	Total
	%	%	%	%
18-30	44	56	0	100
31-40	59	40	1	100
41-50	57	40	2	100
51-65	69	29	2	100
65+	70	29	1	100
Total	60	39	1	100

Race & Moral Monday Awareness				
	Yes	No	Don't Know	Total
	%	%	%	%
White	63	35	2	100
Black	52	47	1	100
Other	42	58	0	100
Total	60	39	1	100

Moral Mondays Favorability

Do you have a favorable or unfavorable opinion of the Moral Monday protests?

Party ID & Moral Monday Favorability					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
Democrats	75	11	14	0	100
Independents	45	34	20	0	100
Republicans	25	55	18	3	100
Don't Know / Refused	35	25	40	0	100
Total	48	32	19	1	100

Gender & Moral Monday Favorability					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
Male	44	34	21	1	100
Female	52	30	17	1	100
Total	48	32	19	1	100

Age & Moral Monday Favorability					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
18-30	49	21	31	0	100
31-40	51	31	18	0	100
41-50	46	30	22	1	100
51-65	51	33	15	0	100
65+	45	40	13	1	100
Total	49	32	19	0	100

Race & Moral Monday Favorability					
	Favorable	Unfavorable	Don't Know (or Neither)	Refused	Total
	%	%	%	%	%
White	43	38	19	1	100
Black	69	13	18	0	100
Other	66	0	34	0	100
Total	48	32	19	1	100

Basic Methodological Information

Mode:	Live Interviewer RDD Telephone Interviews (Dual Frame: Cell Phone and Landlines)
Population & Sample Area:	North Carolina; Registered Voters
Dates in the field:	September 13- Sept 16, 2013
Times:	Sept. 13 th (3pm-8pm); 14 th -15 th (2pm-7pm); 16 th (4:30-9:30pm)
Sample Size:	701
Margin of Error:	±3.7
Confidence Level:	95%
Weighting Variables:	Age , Race, Gender, and Phone Ownership

The Elon University Poll uses a stratified random sample of households with telephones and wireless (cell) telephone numbers. 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 four or five-day period. Live interviewers call between 3:00 p.m. and 9:30 p.m. depending on the weekday and from 2:00 p.m. to 7:00 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 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 more than 10 % 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."

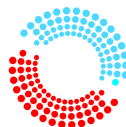
A block (also known as a bank) is a set of contiguous numbers identified by the first two digits of the last four digits of a telephone number. A working block contains three or more working telephone numbers. Exchanges are assigned to a population on the basis of all eligible blocks in proportion to 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 n th selection of each block of numbers is performed and a two-digit random number between 00 and 99 is appended to each selected n th 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 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. 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 Sept 13-16, 2013 Poll was 11%, which approximates or exceeds the national average response rates of other 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 and Policy Studies at Elon University. He has published numerous articles in peer-reviewed social science journals.



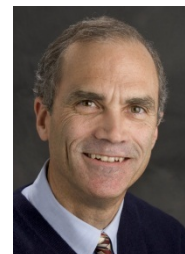
Fernandez

[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 and Policy Studies 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 very 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 (led by Mary Young '14) 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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