November 15-18, 2013
State Public Opinion Survey

Most Important Issue to North Carolinians
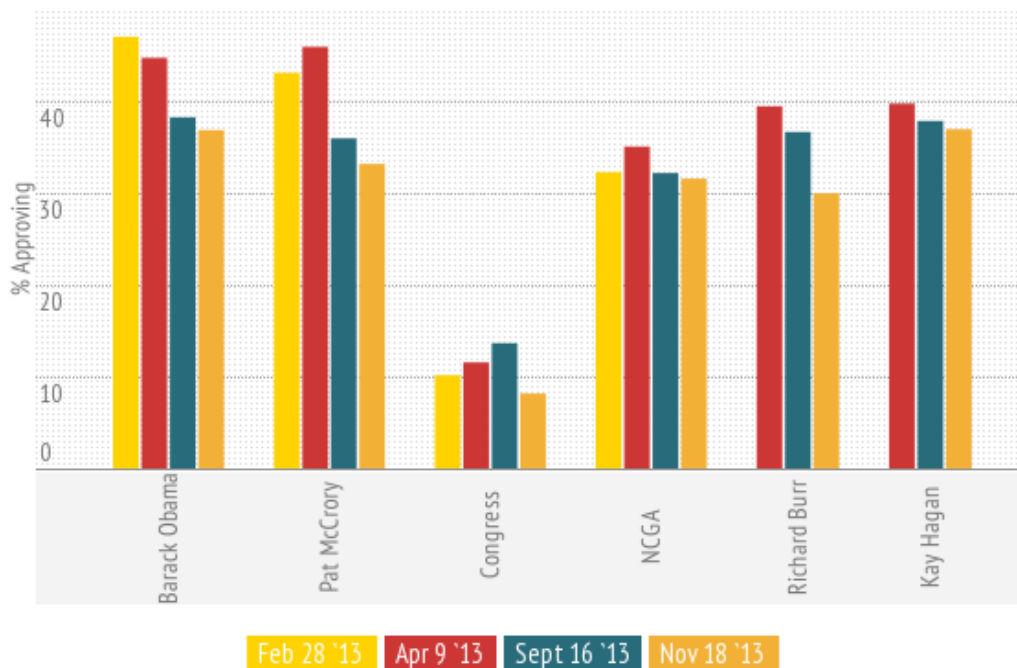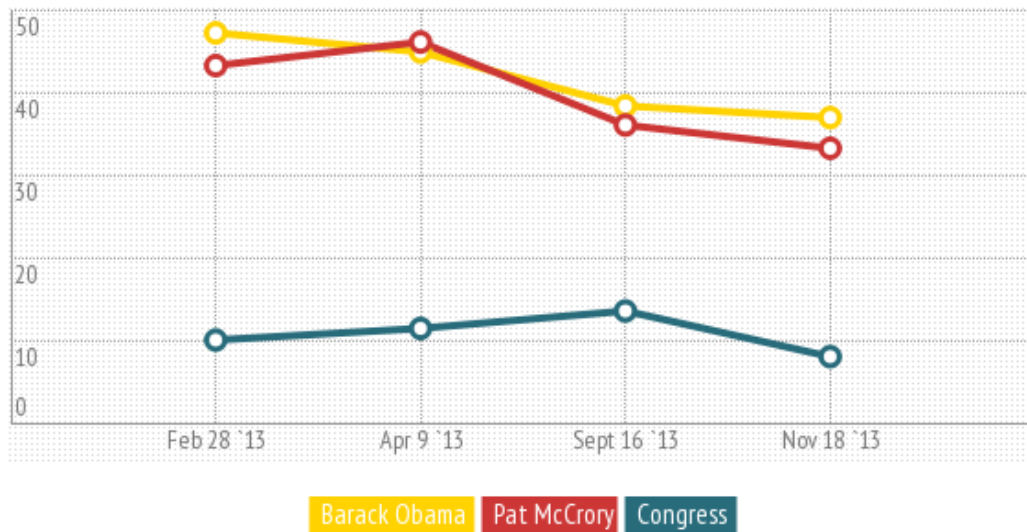
Healthcare / ACA
24.40%

Jobs/Unemployment
13.40%

Economy
20.90%

Budget/Debt
9.60%

Miscellaneous
6.90%

Poverty/Welfare/SSI
5.40%

Don't Know
3.00%

International Affairs
3.20%

Government/Politicians
6.80%

Education
2.40%

Values/Family
1.60%

Immigration
3.30%

God/Religion
0.90%
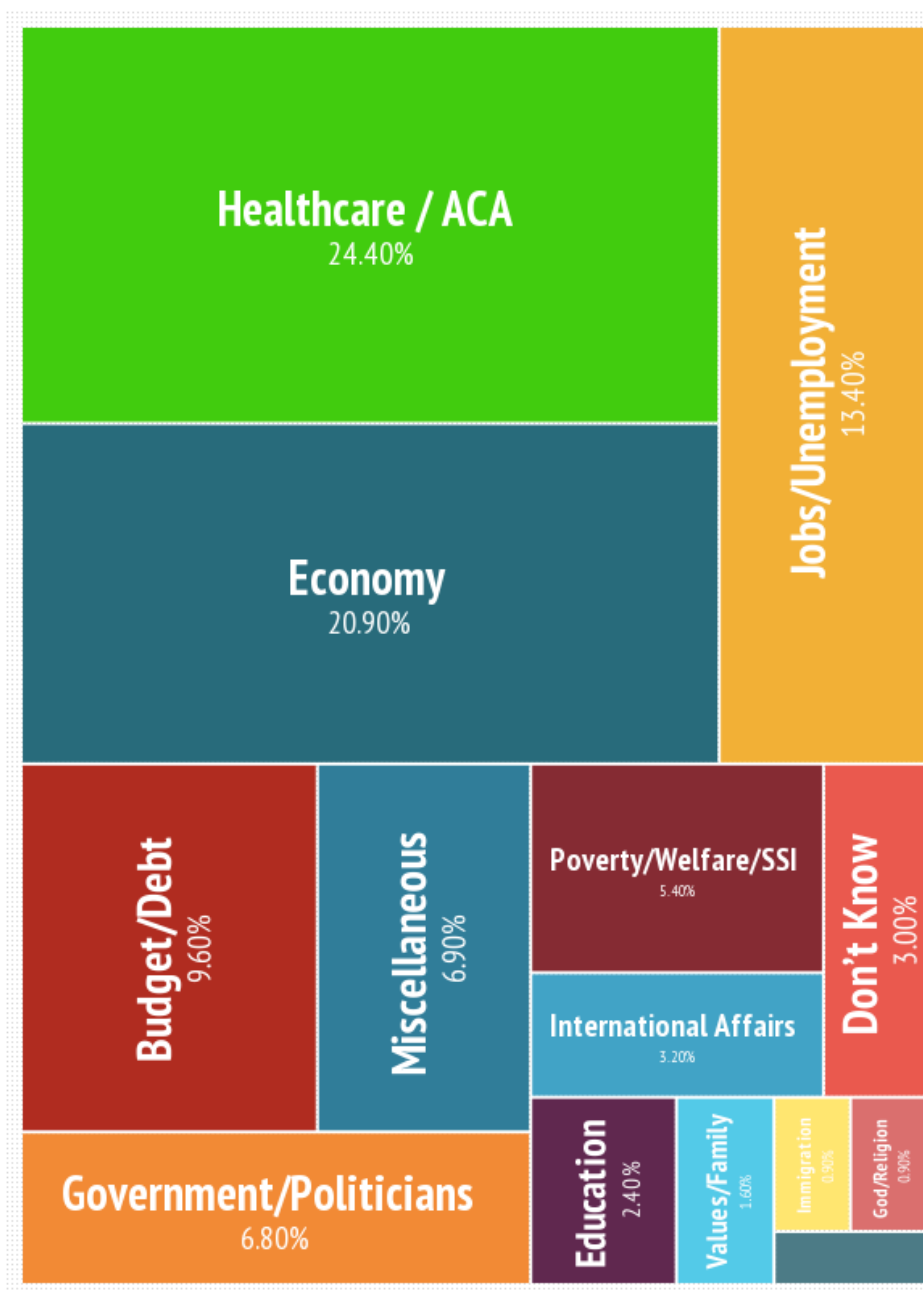
For more information visit www.elon.edu/elonpoll

Nov. 15-18, 2013; ± 3.76%; 681 Registered NC Voters

ELON UNIVERSITY POLL

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Job Approval Ratings in NC
Nov 2013

Barack Obama   Pat McCrory   Congress

Feb 28 '13   Apr 9 '13   Sept 16 '13   Nov 18 '13

Nov. 15-18, 2013; ± 3.76%; 681 Registered NC Voters

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EXECUTIVE SUMMARY

The Elon University Poll conducted a live-caller, dual frame (landline and cell phone) survey of 681 registered voters on November 15-18, 2013. The survey has a margin of error of 3.76 percentage points and asks a battery of questions related to job performance of public officials and support or opposition to various public policies.

Approval Rating for President Barack Obama

President Barack Obama's approval rating continues to decline among registered voters in North Carolina. In February of this year the president saw approval ratings of over 47%. In April approval dropped to 45% and in September, the president saw a 6.5% drop in approval (38.4%). This most recent survey found only 37% approving and over 54% disapproving of the president's performance. Barack Obama still has wide approval from Democrats and African-Americans, but that support has declined since September; from 79% to 71% for Democrats and from 83% to 75% for African Americans.

Approval Rating for Governor Pat McCrory

Governor Pat McCrory also saw a drop in his approval rating. Only 33% of registered voters said they approve of the governor's job performance, compared to 36% in September and 46% this past April. McCrory had relatively strong approval ratings from Republicans (64%), but approval from independents (29%) and Democrats (15%) was thin. Approval for the governor was lower among women (30%) than men (37%). Only 12% of African Americans approved of the governor's job performance. This is a noticeable drop in African American support since September (22%) and April (38%).

Approval Rating for Congress

For most of 2013 the approval rating for Congress seemed to increase slowly from historic lows. In February, approval for Congress was just above 10%. This increased to almost 12% in April and to almost 14% in September of this year. This positive trend reversed this month and approval ratings for Congress dropped to almost 8%, the lowest approval rating since the Elon Poll has asked this specific question.

Approval Ratings for Senators Hagan and Burr

For most of the year the two United States Senators representing North Carolina had very similar approval ratings and approval for both Senators had remained stable over the previous three Elon University Polls. The results in this most recent November survey show some significant changes in approval ratings for the senators. This may not be much of a surprise given Congress's low approval rating and the government shutdown in October. Although Senator Hagan's approval numbers only declined by 1%, her disapproval numbers jumped up more than 8 percentage points. Senator Burr's approval numbers dropped more than 6 points, while his disapproval numbers increased by almost 6 percentage points. Although Burr's disapproval numbers increased to 33%, they are far lower than Hagan's disapproval numbers (43.5%). When asked about Senator Burr's job performance most respondents (35.5%) said they "didn't know." Far fewer respondents (19%) said "don't know" when asked about Senator Hagan, a clear reaction to the fact that Hagan is running for reelection in 2014. Hagan's approval rating among Democrats increased since September (from 56% to 63%), while Republican support for Senator Burr declined from 47% to 41%.

The 2014 U.S. Senate Republican Primary

The November Poll asked respondents about three candidates in North Carolina who will face each other in the Republican Primary race for the U.S. Senate in May of 2014. Registered voters were asked if they recognized the names Thom Tillis, Mark Harris, and Greg Brannon. If a respondent said they recognized a name they were then given a follow up
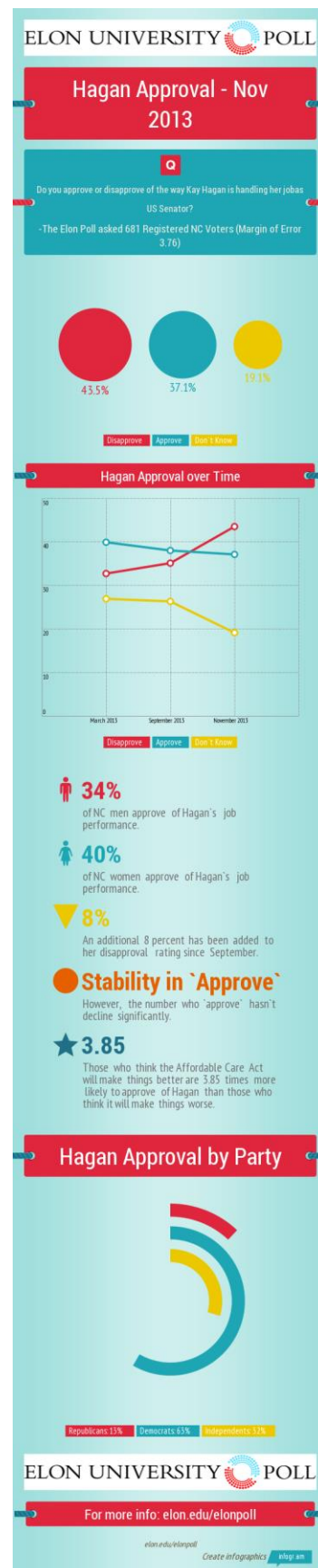
question as to whether they have a favorable or unfavorable opinion about the individual. Respondents were not told that the individual was running for any office.

The results show that although Thom Tillis's name recognition is fairly low (28%) and even declined by about 3 points since September, he is much better known in the state than his opponents. Only 17% of registered voters recognized the name Mark Harris and less than 10% of respondents recognized the name Greg Brannon. Thom Tillis's small drop in name recognition may not be surprising given that the North Carolina General Assembly is no longer in session and state and national attention on some of the controversial laws coming out of the General Assembly has started to decline. The most surprising finding was that there was almost no difference in name recognition for Tillis, Harris, and Brannon among Democrats, Independents and Republicans.

Nineteen percent (19%) 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. Thirty-two percent said they had an unfavorable opinion of Tillis, while over 46% said they didn't know or had neither a favorable or unfavorable opinion of Tillis. Republicans were much more likely to have a favorable opinion of Tillis (37%), but that has dropped since September (44%).

Of the approximately 17% of registered voters who recognized the name Mark Harris over 25% had a favorable opinion of the minister from Charlotte, compared to less than 18% with an unfavorable opinion. Thirty-four percent (34%) of Republicans had a favorable opinion of Harris, compared to 24% for Democrats and 22% for Independents. Of the 17% who recognized Mark Harris's name, most (56%) could not say whether they had a favorable or unfavorable opinion of the candidate. Of the approximately 10% of registered voters who recognized the name Greg Brannon over 27% had a favorable opinion of the doctor from Cary, compared to 24% with an unfavorable opinion. Forty-seven percent (47%) could not say whether they had a favorable or unfavorable opinion of the candidate.

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 fairly low. Fewer than 32% of voters said they approve of the state legislature's job performance, which is similar to what the Elon University Poll found in September, April and February of this year. Unlike approval ratings for Congress, there are strong partisan differences in approval of the General Assembly. Only 17% of Democrats approve of the state legislature compared to 32% of Independents and 50% of Republicans. Approval of the General Assembly tended to be lower among women (25%) than men (39%) and lower among African Americans (21%) than whites (35%).

Reputation of North Carolina as a Good Place to Live

Most registered voters felt the national reputation of North Carolina as a good place to live has gotten worse (43%), compared to 34% who said it has stayed the same and 21% who felt the state's reputation has improved. Republicans were more likely to think the state's reputation has improved (29%), compared to 19% of Independents, and 16% of Democrats. Women were more likely (48%) to say the state's reputation has been tarnished than men (37%). Younger respondents (age 18-30) were more likely to say North Carolina's reputation has gotten worse.

Most Important Issue

Healthcare or Obamacare (24%) was the most frequent response to the open-ended question, "what do you think is the most important issue in the United States." This was a 15% increase since September. This increase seems to be an obvious reaction to the increased media attention on healthcare and the problems plaguing the Affordable Care Act implementation and website, along with the controversy surrounding the reports of people not able to keep their prior insurance plans. The economy was a close second, with 21%, followed by a related issue; jobs and unemployment (13%), followed then by the budget and debt (10%).

Voter Identification

Sixty-five percent (65%) of registered voters support the law requiring photo identification in order to vote. This is a 5 point drop in support since September. Republicans (96%) are the most supportive of a voter id law, followed by Independents (68%), then Democrats (36%). Although Republican support for the law has increased by 2%, support among Independents and Democrats has dropped 6 percentage points. September was the first time the Elon Poll found that a majority of Democrats and African Americans oppose photo identification requirements in order to vote. In prior polls a majority of both Democrats and African Americans supported the voter ID law. This recent poll confirms that a growing majority (62%) of Democrats and African Americans (69%) oppose the voter identification law.

Support for "Obamacare" in NC
Nov. 2013

In the long run, how do you think the 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, not make much difference, or will it make things worse?

4.4%   11.5%
30.5%
53.6%

Not much difference   Worse   Better   Don't Know
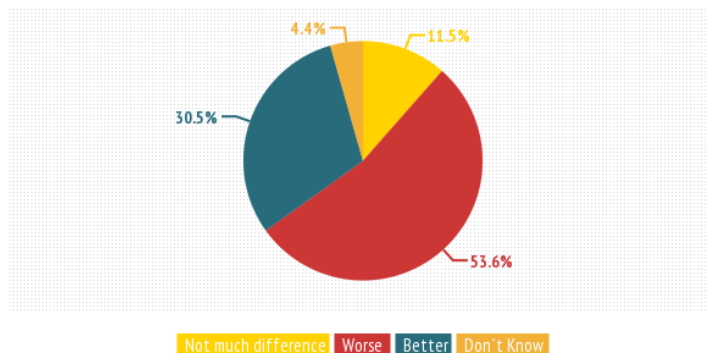
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Affordable Care Act (Obamacare)

Over half of registered voters (53.6%) believe the Affordable Care Act will make the healthcare situation in North Carolina worse. This is a 4 percentage point increase since September. Only 30% said it would make things better, while 12% said it wouldn't make much difference. A majority (58%) of Democrats believe it will make healthcare better in North Carolina, while only 24 percent of Independents and 5% of Republicans felt the

same way. Women (34%) were more likely than men (27%) to think the Affordable Care Act would make things better, but still almost half of women said it would make things worse. African Americans were more optimistic about healthcare reform than whites, with 55% believing Obamacare would improve healthcare in North Carolina (compared to 23% of whites). This is a 9 percent decline in optimism among African Americans since September.

Dr. Kenneth E. Fernandez and Dr. Jason A. Husser

FREQUENCIES

Approval President

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

Approve	252	37.00%
Disapprove	371	54.40%
Don't know	57	8.40%
Refused	1	0.20%
N=	681	100.00%

Approval Congress

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

Approve	56	8.20%
Disapprove	576	84.60%
Don't know	46	6.75%
Refused	3	0.45%
N=	681	100.00%

Approval Governor

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

Approve	227	33.30%
Disapprove	297	43.60%
Don't know	152	22.30%
Refused	5	0.70%
N=	681	100.00%

Approval NCGA

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	216	31.70%
Disapprove	320	47.00%
Don't know	144	21.20%
Refused	1	0.20%
N=	681	100.00%

Approval Hagan

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

Approve	252	37.10%
Disapprove	296	43.50%
Don't know	130	19.10%
Refused	3	0.40%
N=	681	100.00%

Approval Burr

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

Approve	205	30.10%
Disapprove	225	33.10%
Don't know	242	35.50%
Refused	9	1.30%
N=	681	100.00%

Tillis Recognition

Do you recognize the name Thom Tillis?

Yes	191	28.00%
No	477	70.00%
Don't Know	12	1.80%
Refused	1	0.10%
N=	681	100.00%

Tillis Favorability

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

Favorable	37	19.40%
Unfavorable	61	31.90%
Don't Know (or Neither)	88	46.10%
Refused	5	2.60%
N=	191	100.00%

Harris Recognition

Do you recognize the name Mark Harris?

Yes	118	17.30%
No	548	80.50%
Don't Know	14	2.00%
Refused	1	0.10%
N=	681	100.00%

Harris Favorability

Do you have a favorable or unfavorable opinion about Mark Harris?

Favorable	30	25.40%
Unfavorable	21	17.80%
Don't Know (or Neither)	66	56.00%
Refused	1	0.80%
N=	118	100.00%

Brannon Recognition

Do you recognize the name Greg Brannon?

Yes	66	9.70%
No	597	87.70%
Don't Know	17	2.40%
Refused	1	0.10%
N=	681	100.00%

Brannon Favorability

Do you have a favorable or unfavorable opinion about Greg Brannon?

Favorable	18	27.30%
Unfavorable	16	24.20%
Don't Know (or Neither)	31	47.00%
Refused	1	1.50%
N=	66	100.00%

NC National Reputation

Compared to a year ago, do you think the national reputation of North Carolina as a good place to live [has improved, stayed the same, or gotten worse (rotate)]?

Improved	140	20.60%
Stayed same	234	34.20%
Gotten worse	290	42.60%
Don't Know	18	2.60%
N=	681	100.00%

Most Important Issue

What do you think is the most important issue in the United States?
[open-ended response]

Healthcare	165	24.40%
Economy	142	20.90%
Jobs/Unemployment	91	13.40%
Budget/Debt	65	9.60%
Miscellaneous	47	6.90%
Government/Politicians	46	6.80%
Poverty/Welfare/SSI	36	5.40%
International Affairs	22	3.20%
Don't Know	20	3.00%
Education	16	2.40%
Values/Family	11	1.60%
Immigration	6	0.90%
God/Religion	6	0.90%
Energy/Environment	5	0.70%
N=	678	100.00%

Voter ID Support

As you may know, the state legislature passed a law requiring voters to show some sort of government approved photo identification before they are allowed to vote . . . do you [support or oppose] this law?

Support	439	64.50%
Oppose	229	33.60%
Don't Know / No Opinion	13	1.90%
N=	681	100.00%

Affordable Care Act / Obamacare

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, not make much difference, or will it make things worse?]

Make Things Better	208	30.50%
Not Make Much Difference	78	11.50%
Make Things Worse	365	53.60%
Don't Know	30	4.40%
N=	681	100.00%

DEMOGRAPHICS

Party Identification

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

- Would you call yourself a strong Democrat or not a strong Democrat?
- Would you call yourself a strong Republican or not a strong Republican?
- Do you think of yourself as closer to the Republican Party or Democratic Party?

Strong Democrat	131	19.20%
Not strong Democrat	90	13.20%
Democrat Leaning Independent	91	13.40%
Independent	78	11.50%
Republican Leaning Independent	103	15.10%
Not strong Republican	65	9.50%
Strong Republican	106	15.60%
Don't Know	12	1.80%
Refused	5	0.70%
N=	681	100.00%

Education

How much school have you completed?

Less than HS	24	3.70%
High School / GED	123	18.10%
Some College/ AA / Technical	212	31.10%
College Graduate	182	26.70%
Graduate School	137	20.10%
Don't Know	2	0.30%
N=	681	100.00%
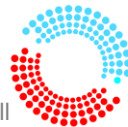
Ideology

When it comes to politics, do you usually think of yourself as liberal, moderate, conservative, or haven't you thought much about this?
- 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	26	3.80%
Liberal	79	11.60%
Slightly Liberal	101	14.80%
Moderate	94	13.80%
Slightly Conservative	135	19.80%
Conservative	117	17.20%
Extremely Conservative	83	12.20%
Don't Know	43	6.30%
Refused	3	0.50%
N=	681	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 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	159	23.30%
A few times a year	80	11.70%
Once or twice a month	92	13.60%
Almost every week	107	15.70%
Every week	234	34.30%
Don't Know	5	0.80%
Refused	4	0.60%
N=	681	100.00%

Race

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

White	490	71.90%
Black	151	22.20%
Other	40	5.90%
N=	681	100.00%

Religion

Do you consider yourself Christian, Jewish, Muslim, something else, or not religious? (If religion = Christian) Do you consider yourself Protestant, Catholic, Mormon, or something else? If religion = Protestant or Christian something else) Would you call yourself a born-again Christian, that is, have you personally had a conversion experience related to Jesus Christ?)

Born-Again Christian	333	48.90%
Catholic	53	7.80%
Other Christian	154	22.60%
Not Religious	68	10.00%
Other	54	7.90%
Don't Know	18	2.60%
Refused	1	0.20%
N=	681	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	121	17.80%
$25,000 to $50,000	168	24.70%
$50,000 to $75,000	117	17.20%
More than $75,000	202	29.70%
Don't Know	35	5.10%
Refused	38	5.60%
N=	681	100.00%

Age
How old are you?

18-30	142	20.90%
31-40	118	17.30%
41-50	100	14.70%
51-65	203	29.70%
65+	118	17.40%
N=	681	100.00%

Gender

Was the person male or female?

Male	326	47.90%
Female	355	52.10%
N=	681	100.00%

ELON UNIVERSITY POLL

CROSS-TABULATIONS

Approval President

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

Barack Obama Approval and Party Identification				
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	71	18	10	0	100
Independents	31	60	9	0	100
Republicans	4	91	5	0	100
Don't Know / Refused	22	60	15	3	100
Total	37	54	8	0	100

Barack Obama Approval and Gender				
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	35	58	7	0	100
Female	39	51	9	0	100
Total	37	54	8	0	100

Barack Obama Approval and Age				
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	39	42	19	0	100
31-40	41	55	4	0	100
41-50	37	57	6	0	100
51-65	33	61	6	0	100
65+	37	55	6	1	100
Total	37	54	8	0	100

Barack Obama Approval and Race				
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	24	69	7	0	100
Black	75	13	12	0	100
Other	54	37	9	0	100
Total	37	54	8	0	100

Approval Congress

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	10	84	6	1	100
Independents	7	86	6	0	100
Republicans	7	85	8	0	100
Don't Know / Refused	14	68	15	3	100
Total	8	85	7	0	100

Congress Approval and Gender

	Approve %	Disapprove %	Don't know %	Refused %	Total %
Male	9	87	4	0	100
Female	8	82	9	0	100
Total	8	85	7	0	100

Congress Approval and Age

	Approve %	Disapprove %	Don't know %	Refused %	Total %
18-30	7	85	8	0	100
31-40	12	78	9	0	100
41-50	11	82	7	0	100
51-65	7	88	5	1	100
65+	5	87	7	1	100
Total	8	85	7	0	100

Congress Approval and Race

	Approve %	Disapprove %	Don't know %	Refused %	Total %
White	7	87	6	0	100
Black	12	77	12	0	100
Other	11	89	0	0	100
Total	8	85	7	0	100

Approval Governor

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

Pat McCrory Approval and Party Identification

	Approve %	Disapprove %	Don't know %	Refused %	Total %
Democrats	15	68	17	1	100
Independents	29	41	29	1	100
Republicans	64	18	18	0	100
Don't Know / Refused	29	38	34	0	100
Total	33	44	22	1	100

Pat McCrory Approval and Gender

	Approve %	Disapprove %	Don't know %	Refused %	Total %
Male	37	40	22	1	100
Female	30	47	23	0	100
Total	33	44	22	1	100

Pat McCrory Approval and Age

	Approve %	Disapprove %	Don't know %	Refused %	Total %
18-30	32	45	22	1	100
31-40	28	42	30	0	100
41-50	37	45	18	0	100
51-65	34	43	23	0	100
65+	36	45	18	2	100
Total	33	44	22	1	100

Pat McCrory Approval and Race

	Approve %	Disapprove %	Don't know %	Refused %	Total %
White	40	36	23	1	100
Black	12	67	19	1	100
Other	33	44	23	0	100
Total	33	44	22	1	100

Approval NCGA

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

NCGA Approval and Party Identification					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Democrats	17	68	14	0	100
Independents	32	46	22	0	100
Republicans	50	20	29	1	100
Don't Know / Refused	31	47	22	0	100
Total	32	47	21	0	100

NCGA Approval and Gender					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	39	44	18	0	100
Female	25	50	25	0	100
Total	32	47	21	0	100

NCGA Approval and Age					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	41	41	19	0	100
31-40	33	48	19	0	100
41-50	27	49	23	1	100
51-65	29	48	23	0	100
65+	27	50	23	0	100
Total	32	47	21	0	100

NCGA Approval and Race					
	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	35	42	23	0	100
Black	21	61	18	0	100
Other	36	57	7	0	100
Total	32	47	21	0	100

Approval Hagan

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	63	19	18	0	100
Independents	32	47	21	0	100
Republicans	13	68	18	1	100
Don't Know / Refused	12	63	22	3	100
Total	37	43	19	0	100

Hagan Approval and Gender

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	34	46	19	0	100
Female	40	41	19	0	100
Total	37	43	19	0	100

Hagan Approval and Age

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	45	34	21	0	100
31-40	35	42	23	0	100
41-50	30	48	21	1	100
51-65	36	48	16	1	100
65+	38	45	17	0	100
Total	37	43	19	0	100

Hagan Approval and Race

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	31	50	19	1	100
Black	53	24	23	0	100
Other	51	42	7	0	100
Total	37	43	19	0	100

Approval Burr

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	25	40	33	2	100
Independents	28	34	37	1	100
Republicans	41	21	38	1	100
Don't Know / Refused	16	58	26	0	100
Total	30	33	36	1	100

Burr Approval and Gender

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
Male	34	33	32	1	100
Female	27	33	38	1	100
Total	30	33	36	1	100

Burr Approval and Age

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
18-30	26	33	39	1	100
31-40	31	28	41	0	100
41-50	31	33	34	2	100
51-65	29	37	32	2	100
65+	34	31	33	1	100
Total	30	33	36	1	100

Burr Approval and Race

	Approve	Disapprove	Don't know	Refused	Total
	%	%	%	%	%
White	31	32	35	2	100
Black	26	35	39	0	100
Other	37	37	26	0	100
Total	30	33	36	1	100

Tillis Recognition

Do you recognize the name Thom Tillis?

Thom Tillis Recognition and Party Identification

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	28	69	2	0	100
Independents	28	70	2	0	100
Republicans	29	70	2	0	100
Don't Know / Refused	20	80	0	0	100
Total	28	70	2	0	100

Thom Tillis Recognition and Gender

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Male	32	66	1	0	100
Female	24	73	2	0	100
Total	28	70	2	0	100

Thom Tillis Recognition and Age

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
18-30	19	77	4	0	100
31-40	7	93	0	0	100
41-50	26	71	3	0	100
51-65	38	60	2	0	100
65+	43	56	1	1	100
Total	28	70	2	0	100

Thom Tillis Recognition and Race

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
White	32	66	2	0	100
Black	18	80	1	0	100
Other	16	84	0	0	100
Total	28	70	2	0	100

ELON UNIVERSITY POLL

Tillis Favorability

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

Thom Tillis Favorability and Party Identification

	Favorable	Unfavorable	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	6	55	38	1	100
Independents	20	30	46	4	100
Republicans	37	7	55	2	100
Don't Know / Refused	0	15	85	0	100
Total	19	32	46	2	100

Thom Tillis Favorability and Gender

	Favorable	Unfavorable	Don't Know	Refused	Total
	%	%	%	%	%
Male	23	30	46	1	100
Female	15	35	46	5	100
Total	19	32	46	2	100

Thom Tillis Favorability and Age

	Favorable	Unfavorable	Don't Know	Refused	Total
	%	%	%	%	%
18-30	31	29	40	0	100
31-40	38	24	17	21	100
41-50	17	11	72	0	100
51-65	17	36	45	2	100
65+	15	39	44	2	100
Total	19	32	46	2	100

Thom Tillis Favorability and Race

	Favorable	Unfavorable	Don't Know	Refused	Total
	%	%	%	%	%
White	21	30	46	3	100
Black	10	41	49	0	100
Other	14	31	55	0	100
Total	19	32	46	2	100

ELON UNIVERSITY POLL

Harris Recognition

Do you recognize the name Mark Harris?

Harris Recognition and Party Identification

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	16	82	2	0	100
Independents	19	78	2	0	100
Republicans	16	82	1	0	100
Don't Know / Refused	13	83	5	0	100
Total	17	81	2	0	100

Harris Recognition and Gender

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Male	17	81	2	0	100
Female	18	80	2	0	100
Total	17	81	2	0	100

Harris Recognition and Age

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
18-30	23	76	1	0	100
31-40	17	81	3	0	100
41-50	17	81	3	0	100
51-65	16	83	2	0	100
65+	14	83	2	1	100
Total	17	81	2	0	100

Harris Recognition and Race

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
White	16	81	3	0	100
Black	23	77	0	0	100
Other	10	90	0	0	100
Total	17	81	2	0	100

Harris Favorability

Do you have a favorable or unfavorable opinion about Mark Harris?

Harris Favorability and Party Identification

	Favorable	Unfavorable	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	24	28	45	2	100
Independents	22	20	58	0	100
Republicans	34	3	63	0	100
Don't Know / Refused	0	0	100	0	100
Total	25	18	56	1	100

Harris Favorability and Gender

	Favorable	Unfavorable	Don't Know	Refused	Total
	%	%	%	%	%
Male	27	23	48	2	100
Female	23	14	63	0	100
Total	25	18	56	1	100

Harris Favorability and Age

	Favorable	Unfavorable	Don't Know	Refused	Total
	%	%	%	%	%
18-30	34	24	42	0	100
31-40	20	13	67	0	100
41-50	11	20	69	0	100
51-65	28	13	56	3	100
65+	24	18	58	0	100
Total	25	18	56	1	100

Harris Favorability and Race

	Favorable	Unfavorable	Don't Know	Refused	Total
	%	%	%	%	%
White	23	16	60	1	100
Black	27	25	48	0	100
Other	58	0	42	0	100
Total	25	18	56	1	100

Brannon Recognition

Do you recognize the name Greg Brannon?

Brannon Recognition and Party Identification

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	11	86	3	0	100
Independents	9	89	2	0	100
Republicans	10	88	2	0	100
Don't Know / Refused	0	91	9	0	100
Total	10	88	2	0	100

Brannon Recognition and Gender

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Male	9	89	2	0	100
Female	10	87	3	0	100
Total	10	88	2	0	100

Brannon Recognition and Age

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
18-30	9	88	3	0	100
31-40	11	88	2	0	100
41-50	11	87	2	0	100
51-65	11	88	1	0	100
65+	7	87	5	1	100
Total	10	88	2	0	100

Brannon Recognition and Race

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
White	10	88	3	0	100
Black	9	88	3	0	100
Other	12	88	0	0	100
Total	10	88	2	0	100

Brannon Favorability

Do you have a favorable or unfavorable opinion about Greg Brannon?

Brannon Favorability and Party Identification

	Favorable	Unfavorable	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	22	18	56	4	100
Independents	25	36	39	0	100
Republicans	36	18	46	0	100
Total	27	25	47	1	100

Brannon Favorability and Gender

	Favorable	Unfavorable	Don't Know	Refused	Total
	%	%	%	%	%
Male	25	20	52	3	100
Female	29	29	42	0	100
Total	27	25	47	1	100

Brannon Favorability and Age

	Favorable	Unfavorable	Don't Know	Refused	Total
	%	%	%	%	%
18-30	13	43	44	0	100
31-40	40	14	46	0	100
41-50	10	19	71	0	100
51-65	27	22	46	4	100
65+	52	27	21	0	100
Total	27	25	47	1	100

Brannon Favorability and Race

	Favorable	Unfavorable	Don't Know	Refused	Total
	%	%	%	%	%
White	25	23	50	2	100
Black	27	21	52	0	100
Other	47	53	0	0	100
Total	27	25	47	1	100

NC National Reputation

Compared to a year ago, do you think the national reputation of North Carolina as a good place to live [has improved, stayed the same, or gotten worse (rotate)]?

NC National Reputation and Party Identification

	Improved	Stayed same	Gotten worse	Don't Know	Total
	%	%	%	%	%
Democrats	16	20	61	3	100
Independents	19	40	37	4	100
Republicans	29	43	27	1	100
Don't Know / Refused	25	35	41	0	100
Total	21	34	43	3	100

NC National Reputation and Gender

	Improved	Stayed same	Gotten worse	Don't Know	Total
	%	%	%	%	%
Male	24	36	37	2	100
Female	17	32	48	3	100
Total	21	34	43	3	100

NC National Reputation and Age

	Improved	Stayed same	Gotten worse	Don't Know	Total
	%	%	%	%	%
18-30	18	31	48	3	100
31-40	21	40	34	5	100
41-50	20	43	36	1	100
51-65	22	31	45	2	100
65+	21	30	46	3	100
Total	21	34	43	3	100

NC National Reputation and Race

	Improved	Stayed same	Gotten worse	Don't Know	Total
	%	%	%	%	%
White	20	37	42	2	100
Black	22	27	45	6	100
Other	19	34	46	1	100
Total	21	34	43	3	100

ELON UNIVERSITY POLL

Voter ID Support

As you may know, the state legislature passed a law requiring voters to show some sort of government approved photo identification before they are allowed to vote . . . do you [support or oppose] this law?

Voter ID and Party ID

	Support	Oppose	Don't Know / No Opinion	Total
	%	%	%	%
Democrats	36	62	2	100
Independents	68	30	2	100
Republicans	96	4	0	100
Don't Know / Refused	61	25	14	100
Total	65	34	2	100

Voter ID and Gender

	Support	Oppose	Don't Know / No Opinion	Total
	%	%	%	%
Male	66	32	2	100
Female	63	35	2	100
Total	65	34	2	100

Voter ID and Age

	Support	Oppose	Don't Know / No Opinion	Total
	%	%	%	%
18-30	55	43	1	100
31-40	65	32	3	100
41-50	71	26	2	100
51-65	68	31	1	100
65+	63	34	2	100
Total	65	34	2	100

Voter ID and Race

	Support	Oppose	Don't Know / No Opinion	Total
	%	%	%	%
White	76	22	2	100
Black	30	69	1	100
Other	55	44	1	100
Total	65	34	2	100

ELON UNIVERSITY POLL

Affordable Care Act / Obamacare

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, not make much difference, or will it make things worse?]

Affordable Care Act Opinion and Party Identification

	Make Things Better	Not Make Much Difference	Make Things Worse	Don't Know	Total
	%	%	%	%	%
Democrats	58	16	19	7	100
Independents	24	12	61	3	100
Republicans	5	6	87	2	100
DK / Refused	27	5	52	16	100
Total	31	12	54	4	100

Affordable Care Act Opinion and Gender

	Make Things Better	Not Make Much Difference	Make Things Worse	Don't Know	Total
	%	%	%	%	%
Male	27	12	59	2	100
Female	34	11	49	6	100
Total	31	12	54	4	100

Affordable Care Act Opinion and Age

	Make Things Better	Not Make Much Difference	Make Things Worse	Don't Know	Total
	%	%	%	%	%
18-30	21	21	52	5	100
31-40	32	10	58	0	100
41-50	36	8	50	5	100
51-65	34	6	55	5	100
65+	29	14	50	7	100
Total	31	12	54	4	100

Affordable Care Act Opinion and Race

	Make Things Better	Not Make Much Difference	Make Things Worse	Don't Know	Total
	%	%	%	%	%
White	23	8	65	4	100
Black	55	19	19	7	100
Other	29	25	41	5	100
Total	31	12	54	4	100
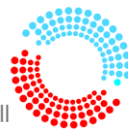
Basic Methodological Information

Mode:	Live Interviewer RDD Telephone Interviews (Dual Frame: Cell Phone and Landlines)
Population & Sample Area	North Carolina; Registered Voters
Dates in the field:	November 15- November 18, 2013
Sample Size	681
Margin of Error	±3.76
Confidence Level	95%
Weighting Variables	Age , Race, Gender, & 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 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. The Elon University Poll conducted the survey over a four-day period. Live interviewers called from 3 p.m. to 8 p.m. Friday (11/15); 11 a.m. to 8 p.m. on Saturday (11/16); 2p.m. to 7 p.m. on Sunday (11/17); and from 4:30 p.m. to 9:30 p.m. on Monday (11/18).

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 to 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 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 will attempt to call each working number up to 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 interviewers.

7. *Do you report non-response rates?*
   Yes. We report non-response rates based on AAPOR guidelines. The response rate for the November 2013 Poll was 9.3%, which approximates or exceeds the

national average response rates of other high quality survey organizations. The response rate is calculated using the American Association of Public Opinion Research (AAPOR) formula RR4.

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 was previously the Associate Coordinator of the Vanderbilt University Poll.

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

Husser

- 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.

Robinson

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.