



ELON POLL

Opinion of North Carolina Voters on State Issues

Registered Voters in North Carolina
April 18-21, 2017

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Key Survey Insights

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

Approval of North Carolina Politicians

Most North Carolina voters, 48%, approve of how Roy Cooper has been handling his job as governor; only 29% said they disapprove, and 21% weren't sure. 70% of Democrats approve of how he's handling the job, 50% of Independents, and 24% of Republicans. When prompted to compare Cooper's performance to Governor Pat McCrory, whom Cooper narrowly defeated in the 2016 gubernatorial race, 41% say Cooper is doing better, 26% say he's doing worse, 24% say he's doing about the same, and 8% didn't know.

The majority of North Carolina voters, 54%, disapprove of the North Carolina General Assembly; only 29% approve, and 16% weren't sure. Views of the General Assembly may be related to their recent handling of the repeal of House Bill 2, also known as the bathroom bill. We asked North Carolina voters how they think the national reputation of North Carolina has been affected by this law, and 65% believe the state's reputation is worse since before the bill made headlines.

North Carolina voters are split in their views of U.S. Senator Richard Burr, who was re-elected in the 2016 election; 39% approve of his handling of the job, 40% disapprove, and 21% don't know. Senator Thom Tillis, who will be up for re-election in 2020, is less familiar to North Carolina voters; 29% approve, and 37% disapprove of his handling of the job, but 34% didn't know enough about him to say.

Senators Burr and Tillis are considerably more popular than Congress as a whole given that only 17% of North Carolina voters approved of the job Congress is doing. Increasing the number of town hall meetings could improve perceptions of Congress among Old North State voters. We asked North Carolina voters whether they think these kinds of meetings are important for their representatives to hold on a regular basis, 96% indicated that the meetings are important (75% answered that they are very important; 21% said they are somewhat important).

Beer Distribution, Marijuana, Tobacco Age, Criminal Age and Climate Change

North Carolina law limits the ability of beer brewers to self-distribute their products, but the growing craft brewing industry is pushing to reduce or even remove those limits that require them to contract with a distributor once they reach a certain size. We find there is public support for easing these restrictions on smaller brewers; 61% of North Carolina voters support changing the law to allow breweries to self-distribute regardless of how much they produce annually, only 16% expressed opposition to lifting these restrictions, and 19% didn't have an opinion.

We also asked North Carolina voters about potential changes to laws related to concealed carry of firearms. We first asked, "Should gun owners with concealed carry permits be allowed to bring firearms onto private property, even if the property owner displays signs that say guns are prohibited?" We then asked, "Should gun owners with concealed carry permits be allowed to bring firearms onto college

campuses, even if the college wishes to prohibit guns?” A large majority of voters said no to both questions (74% no to private property concealed carry; 69% no to college campus concealed carry).

North Carolina voters differ in their opinion about marijuana legalization, depending on the purposes of marijuana use. While 80% of voters support medical marijuana legalization, only 45% support legalization for recreational use (with 51% opposed). A majority in almost every major group supported medical marijuana legalization, including a majority of Republicans and voters over 65 years old. Recreational marijuana attitudes varied more along partisan and generational lines.

The legal age of adulthood in criminal court is currently 16 in North Carolina. A majority (55%) support raising the legal age of adulthood from 16 to 18, though 37% oppose this change. Women and African Americans were more likely to support raising the age than men and whites, respectively.

The General Assembly has considered legislation to raise the minimum age to buy tobacco products from 18 to 21. Support for such a change outpaced opposition almost two to one (67% support, 28% oppose). Support for raising the age of tobacco products was high in most demographic groups, particularly among “Baby Boomers,” those between the ages of 53 and 72.

North Carolina voters are recognizing that climate change poses a threat to coastal communities in the state. We asked, “In your opinion, how likely is climate change, also known as global warming, to negatively impact the coastal communities in North Carolina within the next 50 years? Would you say it’s very likely, somewhat likely, or not at all likely?” Very likely was the most common response (45%) followed by somewhat likely (28%). However, 23% of voters said not at all likely. Not surprisingly, perceptions on climate change’s potential impact are highly polarized in North Carolina. While only 4% of Democrats said not at all likely, 45% of Republicans did not anticipate a threat.

Perceptions of Government

North Carolina residents are much more trusting of local and state government than the government in Washington. Only 17% of voters trusted the federal government “just about always” or “most of the time.” In comparison, 31% of voters gave a trusting response to the state government and 54% to their local government. This pattern is consistent with findings of a [February 2015 Elon Poll](#). Republicans were much more likely than Democrats to trust the federal government, a reversal from national trends during the Obama presidency.

We constructed a four category typology of views toward government from two survey questions (details on p. 31). This typology classifies 16.5% of voters as libertarian, 19.6% as liberal, 21.9% as populist and 26.3% as conservative. The libertarian classification was particularly common among voters who did not register a party affiliation as well as those who identify as moderates.

Topline Results

Approval of North Carolina Politicians

Governor Approval

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

Approve.....	243.....	48.00%
Disapprove.....	148.....	29.30%
Don't know (volunteered).....	108.....	21.40%
Refused (volunteered).....	6.....	1.20%
N=.....	506.....	100.00%

NCGA Approval

How about the state legislature in Raleigh? Do you approve or disapprove of the way that the North Carolina General Assembly is handling its job?

Approve.....	146.....	28.80%
Disapprove.....	275.....	54.40%
Don't know (volunteered).....	83.....	16.40%
Refused (volunteered).....	2.....	0.40%
N=.....	506.....	100.00%

Cooper vs McCrory

Do you think Roy Cooper is handling his job as governor [better, worse,] or about the same as Pat McCrory?

Better.....	208.....	41.20%
Worse.....	133.....	26.30%
About the same.....	120.....	23.70%
Don't know (volunteered).....	41.....	8.20%
Refused (volunteered).....	3.....	0.70%
N=.....	506.....	100.00%

Tillis Approval

Do you approve or disapprove of the way Thom Tillis is handling his job as U.S. Senator?

Approve.....	148.....	29.20%
Disapprove.....	186.....	36.70%
Don't know (volunteered).....	170.....	33.60%
Refused (volunteered).....	2.....	0.50%
N=.....	506.....	100.00%

Burr Approval

Do you approve or disapprove of the way Richard Burr is handling his job as U.S. Senator?

Approve.....	197.....	38.90%
Disapprove.....	203.....	40.20%
Don't know (volunteered).....	104.....	20.50%
Refused (volunteered).....	2.....	0.50%
N=.....	506.....	100.00%

Congress Approval

Overall, do you approve or disapprove of the way that the United States Congress is handling its job?

Approve.....	86.....	16.90%
Disapprove.....	378.....	74.60%
Don't know (volunteered).....	38.....	7.60%
Refused (volunteered).....	4.....	0.90%
N=.....	506.....	100.00%

North Carolina Issues

Craft Beer Distribution

Do you [support] or [oppose] a change to North Carolina law allowing beer breweries to self-distribute their own beers, regardless of how much beer they are producing annually?

Support.....	310.....	61.30%
Oppose.....	82.....	16.30%
Other/it depends (volunteered).....	15.....	2.90%
Don't know (volunteered).....	97.....	19.10%
Refused (volunteered).....	3.....	0.50%
N=.....	506.....	100.00%

Smoking Age

Do you [support] or [oppose] North Carolina raising the minimum age to buy tobacco products from 18 to 21?

Support.....	337.....	66.50%
Oppose.....	143.....	28.20%
Other/it depends (volunteered).....	12.....	2.30%
Don't know (volunteered).....	13.....	2.50%
Refused (volunteered).....	2.....	0.40%
N=.....	506.....	100.00%

Criminal Age

Do you [support] or [oppose] North Carolina raising the legal age of adulthood in criminal court from 16 years old to 18 years old?

Support.....	279.....	55.10%
Oppose	189.....	37.30%
Other/it depends (volunteered)	20.....	3.90%
Don't know (volunteered).....	17.....	3.30%
Refused (volunteered).....	2.....	0.40%
N=	506.....	100.00%

House Bill 2

Regardless of what you think about House Bill 2 itself, do you think the national reputation of North Carolina is [better], [worse], or about the same since it made national headlines?

Better.....	36.....	7.00%
Worse	327.....	64.50%
About the same	120.....	23.70%
Don't know (volunteered).....	22.....	4.30%
Refused (volunteered).....	2.....	0.40%
N=	506.....	100.00%

Medical Marijuana

Would you [support] or [oppose] the legalization of marijuana, for medical purposes only, in North Carolina?

Support.....	403.....	79.70%
Oppose	84.....	16.60%
Other/it depends (volunteered)	7.....	1.40%
Don't know (volunteered).....	10.....	1.90%
Refused (volunteered).....	2.....	0.40%
N=	506.....	100.00%

Recreational Marijuana

Would you [support] or [oppose] the legalization of marijuana, for recreational use, in North Carolina?

Support.....	228.....	45.10%
Oppose	256.....	50.50%
Other/it depends (volunteered)	3.....	0.60%
Don't know (volunteered).....	17.....	3.40%
Refused (volunteered).....	2.....	0.40%
N=	506.....	100.00%

Guns on Private Property

Should gun owners with concealed carry permits be allowed to bring firearms onto private property, even if the property owner displays signs that say guns are prohibited?

Yes	102	20.10%
No.....	373	73.60%
Other/it depends (volunteered)	14	2.80%
Don't know (volunteered).....	14	2.80%
Refused (volunteered).....	3	0.70%
N=	506	100.00%

Guns on Campus

Should gun owners with concealed carry permits be allowed to bring firearms onto college campuses, even if the college wishes to prohibit guns?

Yes	120	23.80%
No.....	348	68.80%
Other/it depends (volunteered)	20	4.00%
Don't know (volunteered).....	14	2.70%
Refused (volunteered).....	4	0.70%
N=	506	100.00%

Climate Change and the Coast

In your opinion, how likely is climate change, also known as global warming, to negatively impact the coastal communities in North Carolina within the next 50 years? Would you say it's very likely, somewhat likely, or not at all likely?

Very likely	227	44.90%
Somewhat likely.....	142	28.10%
Not at all likely.....	117	23.10%
Other/it depends (volunteered)	2	0.40%
Don't know (volunteered).....	14	2.80%
Refused (volunteered).....	4	0.70%
N=	506	100.00%

Perceptions of Government

Trust in Federal Government

How much of the time do you think you can trust the federal government in Washington to do what is right: just about always, most of the time, or only some of the time?

Just about always	13	2.50%
Most of the time	69	13.50%
Only some of the time.....	342	67.60%
Never/Not at all (volunteered)	74	14.60%
Don't know (volunteered).....	6	1.20%
Refused (volunteered).....	3	0.60%
N=	506	100.00%

Trust in State Government

How much of the time do you think you can trust the state government in Raleigh to do what is right: just about always, most of the time or only some of the time?

Just about always	15	2.90%
Most of the time	141	27.90%
Only some of the time	317	62.60%
Never/Not at all (volunteered)	24	4.70%
Don't know (volunteered)	6	1.10%
Refused (volunteered)	4	0.80%
N=	506	100.00%

Trust in Local Government

How much of the time do you think you can trust the local government in your community to do what is right: just about always, most of the time or only some of the time?

Just about always	44	8.80%
Most of the time	226	44.70%
Only some of the time	198	39.00%
Never/Not at all (volunteered)	28	5.40%
Don't know (volunteered)	7	1.40%
Refused (volunteered)	3	0.60%
N=	506	100.00%

Town Hall

How important do you think it is for your representatives in Congress to attend public town hall meetings on a regular basis: Would you say it's very important, somewhat important, or not at all important?

Very important	380	75.00%
Somewhat important	107	21.10%
Not at all important	11	2.20%
Don't know (volunteered)	6	1.10%
Refused (volunteered)	3	0.60%
N=	506	100.00%

Traditional Values

Which statement comes closer to your own view: The government should promote traditional values in our society. The government should not favor any particular set of values.

Promote traditional values	256	50.60%
Not favor any set of values	200	39.60%
Other/it depends (volunteered)	27	5.30%
Don't know (volunteered)	19	3.80%
Refused (volunteered)	4	0.70%
N=	506	100.00%

Scope of Government

Which statement comes closer to your own view: The government is trying to do too many things that should be left to individuals and businesses. The government should do more to solve our country's problems.

Government doing too much	232	45.80%
Government should do more.....	220	43.60%
Other/it depends (volunteered)	31	6.10%
Don't know (volunteered).....	18	3.50%
Refused (volunteered).....	5	1.10%
N=	506	100.00%

Typology

Libertarian.....	83	16.50%
Liberal	98	19.60%
Populist	110	21.90%
Conservative	131	26.30%
Don't Know	78	15.70%
N=	500	100.00%

Sample Characteristics

Party Identification¹

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

Registered Party ID (from Voter File)

Democrats	198	39.10%
Unaffiliated	154	30.50%
Republicans.....	154	30.40%
N=	506	100.00%

Ideology

When it comes to politics, do you usually think of yourself as liberal, moderate, conservative, or haven't you thought much about this?

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

¹ Self-reported party identification is used in the cross tabulations presented below. If they initially answered Independent, Something Else, or Don't Know, they were asked if they think of themselves as closer to the Republican or Democratic party.

Education

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

Age

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

Income

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

Race (from Voter File)

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

Gender (from Voter File)

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

Cross Tabulations

Governor Approval

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

	Approve %	Disapprove %	Don't know %	Refused %	Total %
Democrats	70	11	19	1	100
Independents	50	28	21	1	100
Republicans	24	52	24	1	100
White	47	32	20	0	100
Black	54	19	25	3	100
Male	49	32	18	1	100
Female	47	27	25	1	100
Millennial	48	30	23	0	100
Gen X	47	31	21	1	100
Boomer	51	28	19	2	100
Silent+	43	27	28	2	100
Total	48	29	21	1	100

NCGA Approval

How about the state legislature in Raleigh? Do you approve or disapprove of the way that the North Carolina General Assembly is handling its job?

	Approve %	Disapprove %	Don't know %	Refused %	Total %
Democrats	22	66	12	0	100
Independents	26	57	17	0	100
Republicans	43	38	20	0	100
White	31	51	18	0	100
Black	28	58	13	1	100
Male	34	54	11	1	100
Female	24	54	21	0	100
Millennial	28	56	15	0	100
Gen X	34	54	12	0	100
Boomer	26	58	15	1	100
Silent+	26	40	32	2	100
Total	29	54	16	0	100

Cooper vs. McCrory

Do you think Roy Cooper is handling his job as governor [better, worse,] or about the same as Pat McCrory?

	Better %	Worse %	About the same %	Don't know %	Refused %	Total %
Democrats	71	4	17	7	1	100
Independents	43	22	27	8	0	100
Republicans	8	58	25	9	0	100
White	37	31	24	8	0	100
Black	53	10	26	9	2	100
Male	38	28	25	9	0	100
Female	44	25	23	8	1	100
Millennial	42	18	34	6	0	100
Gen X	38	28	22	10	1	100
Boomer	47	29	15	8	1	100
Silent+	30	35	24	11	0	100
Total	41	26	24	8	1	100

Tillis Approval

Do you approve or disapprove of the way Thom Tillis is handling his job as U.S. Senator?

	Approve %	Disapprove %	Don't know %	Refused %	Total %
Democrats	20	59	21	0	100
Independents	21	42	36	1	100
Republicans	51	7	42	0	100
White	32	29	39	0	100
Black	23	51	24	1	100
Male	29	34	37	0	100
Female	29	39	31	1	100
Millennial	23	40	38	0	100
Gen X	30	32	39	0	100
Boomer	28	43	27	2	100
Silent+	49	23	28	0	100
Total	29	37	34	1	100

Burr Approval

Do you approve or disapprove of the way Richard Burr is handling his job as U.S. Senator?

	Approve %	Disapprove %	Don't know %	Refused %	Total %
Democrats	25	57	19	0	100
Independents	31	46	23	1	100
Republicans	69	13	18	0	100
White	42	36	22	0	100
Black	32	47	21	1	100
Male	42	39	19	0	100
Female	37	41	22	1	100
Millennial	29	47	24	0	100
Gen X	45	31	24	0	100
Boomer	37	44	17	2	100
Silent+	55	32	14	0	100
Total	39	40	21	0	100

Congress Approval

Overall, do you approve or disapprove of the way that the United States Congress is handling its job?

	Approve %	Disapprove %	Don't know %	Refused %	Total %
Democrats	11	81	7	1	100
Independents	10	84	5	1	100
Republicans	34	55	11	1	100
White	19	74	7	0	100
Black	13	76	10	2	100
Male	16	78	6	0	100
Female	18	72	9	1	100
Millennial	14	78	8	0	100
Gen X	26	68	5	1	100
Boomer	12	80	7	2	100
Silent+	17	68	13	2	100
Total	17	75	8	1	100

Craft Beer Distribution

Do you [support] or [oppose] a change to North Carolina law allowing beer breweries to self-distribute their own beers, regardless of how much beer they are producing annually?

	Support %	Oppose %	Other/it depends %	Don't know %	Refused %	Total %
Democrats	48	21	3	27	1	100
Independents	71	15	3	11	0	100
Republicans	62	14	3	21	1	100
White	67	11	2	19	0	100
Black	44	27	5	23	1	100
Male	71	16	4	9	0	100
Female	53	17	2	28	1	100
Millennial	79	10	3	7	0	100
Gen X	59	18	3	20	1	100
Boomer	55	17	2	24	1	100
Silent+	35	25	4	35	1	100
Total	61	16	3	19	1	100

Smoking Age

Do you [support] or [oppose] North Carolina raising the minimum age to buy tobacco products from 18 to 21?

	Support %	Oppose %	Other/it depends %	Refused %	Don't know %	Total %
Democrats	71	26	1	0	2	100
Independents	60	35	4	0	2	100
Republicans	75	22	1	0	3	100
White	65	29	2	3	0	100
Black	65	30	4	1	1	100
Male	64	32	2	2	0	100
Female	69	25	3	3	0	100
Millennial	63	33	2	2	0	100
Gen X	66	30	3	1	0	100
Boomer	74	21	2	3	1	100
Silent+	57	33	3	5	2	100
Total	67	28	2	3	0	100

Criminal Age

Do you [support] or [oppose] North Carolina raising the legal age of adulthood in criminal court from 16 years old to 18 years old?

	Support %	Oppose %	Other/it depends %	Don't know %	Refused %	Total %
Democrats	63	31	2	4	0	100
Independents	59	34	4	3	0	100
Republicans	41	52	5	2	0	100
White	54	39	4	3	0	100
Black	63	28	4	4	1	100
Male	50	43	4	3	0	100
Female	60	33	4	4	0	100
Millennial	56	37	5	2	0	100
Gen X	53	39	4	4	0	100
Boomer	58	36	3	2	1	100
Silent+	50	39	3	7	2	100
Total	55	37	4	3	0	100

House Bill 2

Regardless of what you think about House Bill 2 itself, do you think the national reputation of North Carolina is [better], [worse], or about the same since it made national headlines?

	Better %	Worse %	About the same %	Don't know %	Refused	Total %
Democrats	3	74	19	5	%	100
Independents	7	69	20	4	0	100
Republicans	12	49	35	3	0	100
White	8	64	23	4	0	100
Black	5	66	24	4	1	100
Male	10	63	24	3	0	100
Female	4	66	24	5	0	100
Millennial	7	74	17	2	0	100
Gen X	5	65	26	4	0	100
Boomer	9	59	26	5	1	100
Silent+	7	52	29	10	2	100
Total	7	65	24	4	0	100

Medical Marijuana

Would you [support] or [oppose] the legalization of marijuana, for medical purposes only, in North Carolina?

	Support %	Oppose %	Other/it depends %	Don't know %	Refused %	Total %
Democrats	83	13	1	3	0	100
Independents	83	15	1	2	0	100
Republicans	73	24	3	1	0	100
White	78	18	2	2	0	100
Black	81	15	1	3	1	100
Male	78	18	1	2	0	100
Female	81	15	2	2	0	100
Millennial	83	13	1	3	0	100
Gen X	82	16	1	1	0	100
Boomer	79	18	1	2	1	100
Silent+	67	24	5	2	2	100
Total	80	17	1	2	0	100

Recreational Marijuana

Would you [support] or [oppose] the legalization of marijuana, for recreational use, in North Carolina?

	Support %	Oppose %	Other/it depends %	Don't know %	Refused %	Total %
Democrats	49	45	2	4	0	100
Independents	51	46	0	3	0	100
Republicans	33	65	1	2	0	100
White	42	54	1	3	0	100
Black	49	46	0	4	1	100
Male	53	43	1	3	0	100
Female	38	57	1	3	0	100
Millennial	65	31	1	2	0	100
Gen X	44	52	0	3	0	100
Boomer	38	55	1	5	1	100
Silent+	11	84	0	3	2	100
Total	45	51	1	3	0	100

Guns on Private Property

Should gun owners with concealed carry permits be allowed to bring firearms onto private property, even if the property owner displays signs that say guns are prohibited?

	Yes %	No %	Other/it depends %	Don't know %	Refused %	Total %
Democrats	9	89	0	2	0	100
Independents	17	79	2	1	1	100
Republicans	38	51	7	5	0	100
White	22	73	1	3	1	100
Black	15	80	3	2	1	100
Male	24	73	1	1	1	100
Female	17	74	4	4	1	100
Millennial	30	65	2	2	0	100
Gen X	16	73	5	4	1	100
Boomer	16	82	0	1	1	100
Silent+	13	75	4	7	2	100
Total	20	74	3	3	1	100

Guns on Campus

Should gun owners with concealed carry permits be allowed to bring firearms onto college campuses, even if the college wishes to prohibit guns?

	Yes %	No %	Other/it depends %	Don't know %	Refused %	Total %
Democrats	5	92	1	2	0	100
Independents	26	65	6	2	0	100
Republicans	41	51	5	2	1	100
White	26	65	5	3	1	100
Black	16	83	0	1	1	100
Male	32	62	4	1	1	100
Female	17	74	4	4	1	100
Millennial	32	63	3	1	0	100
Gen X	24	66	5	3	1	100
Boomer	20	73	4	2	1	100
Silent+	11	78	3	6	2	100
Total	24	69	4	3	1	100

Climate Change and the NC Coast

In your opinion, how likely is climate change, also known as global warming, to negatively impact the coastal communities in North Carolina within the next 50 years? Would you say it's very likely, somewhat likely, or not at all likely?

	Very likely %	Somewhat likely %	Not at all likely %	Other/it depends %	Don't know %	Refused %	Total %
Democrats	75	20	4	0	1	1	100
Independents	45	28	23	1	2	0	100
Republicans	13	38	45	0	4	0	100
White	36	31	28	1	4	1	100
Black	68	25	6	0	0	1	100
Male	41	26	28	1	2	1	100
Female	48	30	19	0	3	0	100
Millennial	49	22	26	0	3	0	100
Gen X	46	33	19	0	2	1	100
Boomer	45	31	21	0	2	1	100
Silent+	32	26	30	3	5	3	100
Total	45	28	23	0	3	1	100

Trust in Federal Government

How much of the time do you think you can trust the federal government in Washington to do what is right: just about always, most of the time, or only some of the time?

	Just about always %	Most of the time %	Only some of the time %	Never/Not at all %	Don't know %	Refused %	Total %
Democrats	2	11	67	17	1	1	100
Independents	2	8	73	16	1	0	100
Republicans	4	25	59	11	1	0	100
White	3	16	67	12	1	0	100
Black	1	7	69	20	1	2	100
Male	4	13	69	13	0	0	100
Female	1	14	66	16	2	1	100
Millennial	2	17	61	20	0	0	100
Gen X	4	11	71	12	1	1	100
Boomer	3	12	70	14	1	1	100
Silent+	0	16	71	7	3	2	100
Total	3	14	68	15	1	1	100

Trust in State Government

How much of the time do you think you can trust the state government in Raleigh to do what is right: just about always, most of the time or only some of the time?

	Just about always %	Most of the time %	Only some of the time %	Never/Not at all %	Don't know %	Refused %	Total %
Democrats	5	27	61	5	2	1	100
Independents	1	25	69	4	0	0	100
Republicans	4	36	53	6	1	0	100
White	3	29	63	4	1	1	100
Black	5	24	61	8	1	2	100
Male	4	29	61	5	1	1	100
Female	2	27	64	5	2	1	100
Millennial	2	33	59	6	0	0	100
Gen X	4	26	64	5	1	1	100
Boomer	2	26	63	5	2	1	100
Silent+	3	25	67	0	2	3	100
Total	3	28	63	5	1	1	100

Trust in Local Government

How much of the time do you think you can trust the local government in your community to do what is right: just about always, most of the time or only some of the time?

	Just about always %	Most of the time %	Only some of the time %	Never/ Not at all %	Don't know %	Refused %	Total %
Democrats	11	41	42	5	1	1	100
Independents	7	47	39	7	0	0	100
Republicans	10	45	37	4	4	0	100
White	11	47	36	4	2	0	100
Black	5	38	47	7	1	2	100
Male	9	50	34	5	1	0	100
Female	8	41	43	6	1	1	100
Millennial	13	50	30	6	1	0	100
Gen X	7	45	40	7	1	1	100
Boomer	8	40	45	4	2	1	100
Silent+	4	43	46	4	2	2	100
Total	9	45	39	5	1	1	100

Town Halls

How important do you think it is for your representatives in Congress to attend public town hall meetings on a regular basis: Would you say it's very important, somewhat important, or not at all important?

	Very important %	Somewhat important %	Not at all important %	Don't know %	Refused %	Total %
Democrats	83	14	2	0	1	100
Independents	76	20	3	1	0	100
Republicans	67	31	1	1	0	100
White	74	23	2	2	0	100
Black	82	16	1	0	2	100
Male	75	23	2	0	0	100
Female	75	20	2	2	1	100
Millennial	71	26	3	1	0	100
Gen X	81	16	2	1	1	100
Boomer	76	19	3	1	1	100
Silent+	70	26	0	2	2	100
Total	75	21	2	1	1	100

Should Government Promote Traditional Values

Which statement comes closer to your own view: The government should promote traditional values in our society. The government should not favor any particular set of values.

	Promote traditional values %	Not favor any set of values %	Other/it depends %	Don't know %	Refused %	Total %
Democrats	37	50	7	5	1	100
Independents	44	51	2	3	0	100
Republicans	76	13	8	2	0	100
White	50	40	5	5	1	100
Black	52	38	7	2	2	100
Male	48	45	5	2	0	100
Female	53	35	6	5	1	100
Millennial	46	45	4	4	0	100
Gen X	50	40	6	2	1	100
Boomer	54	38	4	3	1	100
Silent+	53	27	10	9	2	100
Total	51	40	5	4	1	100

Does Government Do Too Much

Which statement comes closer to your own view: The government is trying to do too many things that should be left to individuals and businesses. The government should do more to solve our country's problems.

	Government doing too much %	Government should do more %	Other/it depends %	Don't know %	Refused %	Total %
Democrats	23	65	4	7	1	100
Independents	55	37	6	1	1	100
Republicans	57	33	9	1	0	100
White	52	37	6	4	1	100
Black	28	64	4	3	2	100
Male	54	37	6	2	1	100
Female	38	49	7	5	1	100
Millennial	48	45	3	4	0	100
Gen X	45	43	10	2	1	100
Boomer	48	44	3	4	1	100
Silent+	36	41	15	4	3	100
Total	46	44	6	4	1	100

Typology

Libertarians answered that government should not promote values, and that it is doing too much.

Liberals answered that government should not promote values, and it is not doing enough.

Populists answered that government should promote values, and it is not doing enough.

Conservatives answered that government should promote values, and it is doing too much.

	Libertarian %	Liberal %	Populist %	Conservative %	Don't Know %	Total %
Democrats	7	38	23	13	18	100
Independents	27	19	17	25	12	100
Republicans	11	1	30	41	17	100
Reg. Democrats	10	33	25	18	15	100
Unaffiliated	24	19	14	24	19	100
Reg. Republicans	18	3	26	39	13	100
Conservative	9	6	22	48	14	100
Moderate	27	19	19	22	13	100
Liberal	14	44	18	4	20	100
Approve Trump	16	2	25	43	14	100
Disapprove Trump	17	36	20	11	16	100
White	19	17	18	30	17	100
Black	8	30	32	18	13	100
Male	23	18	18	28	14	100
Female	11	21	25	25	17	100
Millennial	21	21	23	22	12	100
Gen X	16	20	22	25	17	100
Boomer	15	20	21	31	13	100
Silent+	11	10	22	27	30	100
Total	17	20	22	26	16	100

Question Ordering

- Introduction
 - introIntroductory screen
 - consent18 or older and consent
- Approval
 - approve_trumpTrump job approval
 - approve_cooperCooper job approval
 - approve_tillisTillis job approval
 - approve_burrBurr job approval
 - approve_congressCongress job approval
 - approve_ncgaNCGA job approval
- Politicians
 - coopervsmccroryCooper vs. McCrory better job
 - trumpvsobamaTrump vs. Obama better job
 - trumpconsistencyHas Trump kept campaign promises
 - trumpmediaenemyIs media the enemy of Americans
 - trumptwitterTrump using Twitter appropriately
 - bannonFavor Bannon
 - ivankaFavor Ivanka
 - kushnerFavor Kushner
 - spicerFavor Spicer
- Issues
 - borderwallSupport border wall
 - healthcareBelieve ACA helping NC
 - repealreplaceRepeal and Replace
 - beerCraft beer distribution
 - smokeageRaising the smoking age
 - criminalageRaising age tried as an adult
 - hb2HB2 harmed national reputation
 - weed_medSupport medical marijuana
 - weed_recSupport recreational marijuana
 - gun_privateAllow concealed carry on private property
 - gun_campusAllow concealed carry on college campuses
 - coastWill climate change harm NC coast
- Foreign Affairs
 - syria_actionU.S. should take further action in Syria
 - syria_responsibilityU.S. has responsibility to intervene
 - syria_refugeesU.S. has responsibility to take in refugees
 - northkorea_nuclearSupport U.S. going to war with North Korea
 - northkorea_warWill U.S. go to war with North Korea
- Perceptions of Government
 - trust_fedTrust in federal government
 - trust_stateTrust in state government
 - trust_localTrust in local government

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

Methodological Information

Mode:Live Interviewer, Cell Phone and Landline
PopulationRegistered Voters, North Carolina
Sample:Voter Registration List, North Carolina
Dates in the field:April 18-21, 2016
Sample Size:506
Margin of Error:+/- 4.4%
Confidence Level:95%
Weighting Variables:Age, Race, and Gender, Registered Party Identification

Procedure

The Elon University Poll uses a random sample of North Carolina voters with telephones and wireless (cell) telephone numbers.

For the administration of surveys, the Elon University Poll uses CATI system software (Computer Assisted Telephone Interviewing). We attempt to reach each working telephone number in the sample up to three times. We only interview residents of North Carolina who are over 18. In compliance with FCC rules, each phone number was dialed manually by a human interviewer. An interview is complete only if a respondent progresses through the entire survey.

The Elon University Poll conducted the survey in English. Live interviewers called from 5:20 pm to 9:00 pm, Monday through Thursday, 4/18-4/20 and 4:10 pm to 8:10 pm on Friday 4/21.

Weighting

Weights were generated using a technique known as iterative proportional fitting, also known as raking. We typically weight results from the Elon University Poll on multiple demographic characteristics. In the case of this survey, our target population was registered voters in North Carolina. The weight variables were race, gender, age and registered party identification. Each variable was weighted to match relative proportions of registered voters in North Carolina (active and inactive). These proportions were calculated from the NC SOBE voter file accessed on 4/17/17. Note that registered party differs significantly from self-identified party identification, which is more of a psychological attachment than a stable demographic.

Because the sample was from the voter registration list rather than a random digit dial, we did not weight on phone usage (as is our practice with RDD surveys), largely because CDC parameters of phone usage are reflective of the general population rather than registered voters alone. However, phone usage (reported in the topline) is roughly approximate CDC estimates for all North Carolina Residents.

Design Effects

The standard error of an estimate for a simple random sample is different from the standard error of an estimate based on a weighted sample. This is referred to as a design effect. For example the overall design effect for the final weights for the sample of *Registered Voters in North Carolina* was 1.094. So an adjusted margin of error for that sample that takes into account the design effect of a survey would be +/- 4.77 instead of +/- 4.36.

Support for Transparency

The Elon University Poll supports transparency in survey research and is a charter member of the American Association for Public Opinion Research Transparency Initiative, which is a program promoting openness and transparency about survey research methods and operations among survey research professionals and the industry. All information about the Elon University Poll that we released to the public conforms to reporting conventions recommended by the American Association for Public Opinion Research and the National Council on Public Polls.

Question Construction and Question Order

In releasing survey results, the Elon University Poll provides the questions as worded and the order in which respondents receive these questions. In some cases question ordering rotates to avoid biases. In an effort to provide neutral, non-biased questions, we attempt to observe conventional question wording and question order protocols in all of our polls. In order to avoid recency or primacy effects, we randomize candidate names and directional response options (e.g. support / oppose) within the text of each question. We pretest every questionnaire multiple times before entering the field.

Branching Questions

For questions with multiple response options, we often program our surveys to branch into a secondary probing question.

“Don’t Know” & “Refused” Response Options

All questions include an option for respondents to volunteer “Don’t Know” or to refuse. Unless otherwise noted, interviewers do not prompt “don’t know” responses.

Frequently Asked Questions

1. Who pays for the Elon University Poll?

Elon University fully funds the Elon University Poll. The poll operates under the auspices of the College of Arts and Sciences at Elon University, led by Dean Gabie Smith. The Elon University administration, led by Dr. Leo Lambert, president of the university, fully supports the Elon University Poll as part of its service to the community. Because of this generous support, the Elon University poll does not engage in any contract work. This permits the Elon University Poll to operate as a neutral, non-biased, non-partisan resource.

2. Does the Elon University Poll favor a certain party?

The Elon University Poll is an academic, non-partisan survey. We do not engage or work with any political candidates or parties. We employ best practices to ensure the results are not biased.

3. Where do you get your numbers?

We obtain a random sample of the North Carolina registered voter list from Survey Sample International (SSI). SSI enhances this list to provide up-to-date phone numbers for voters. In order to adjust for differing probabilities of completion by age, the sample was adjusted prior to making phone calls based on the likelihood of respondents of an age group to complete a survey.

4. How many times do you call a number before giving up?

We will attempt to call each working number up to three times before removing it from the sample.

5. Do you call both cell phones and land lines?

Yes. We use a mixed sample of both cell phones and landlines. In the case of this poll, our sample consisted of 56% cell phones and 44% landline phones.

6. Do you report non-response rates?

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

7. Do you weight the data?

Yes. We apply weights to the data. An iterative proportional fitting algorithm generates weights based on North Carolina State Board of Election statistics.

8. Do you randomize response options?

Yes. We rotate the order of candidate names in all applicable questions. We also rotate order of text for other questions, such as those that include response options such as “more” and “less.” Furthermore, we rotate the order of some questions themselves if we suspect the order of a question could bias results.

9. How are students involved in the Elon University Poll?

Elon University students are involved with the survey as part of the University’s commitment to civic engagement and experiential learning where “students learn through doing.” Student interviewers receive training prior to engaging in interviewing. A team of student polling associates assists the directors with data collection.

The Elon University Poll Team



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



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