



ELON POLL

Attitudes about Opioids among North Carolina Voters

Registered Voters in North Carolina
November 6-9th, 2017

TOPLINE RESULTS	1
CROSS TABULATIONS.....	4
QUESTION ORDERING	9
METHODOLOGICAL INFORMATION.....	10
THE ELON UNIVERSITY POLL TEAM.....	13

The Elon University Poll conducted a live-caller, dual frame survey of 771 registered North Carolina voters, between November 6 and November 9, 2017. The overall results reported have a margin of error of +/- 3.5%.

The following report summarizes responses to five questions about opioids. Overall, voters indicated that opioid use merits public attention. Almost one-third of North Carolina voters say opioid addiction has personally impacted a friend, family member or themselves. A majority of voters see abuse of prescription pain pills as a larger problem than heroin. Less than one-third of voters think their communities have adequate resources to respond to opioid crisis. Most voters think, in general, the illegal use of prescriptions drugs should be dealt with by the medical system rather than the criminal justice system.

Topline Results

Brackets indicate random rotation of response options within question.

Opioid Importance

Opioids are a group of drugs that include prescription pain killers as well as heroin. Thinking of what you have seen in the news lately, is opioid use getting too much attention, too little attention, or about the right amount?

Too Much.....	82.....	10.60%
Too Little	346.....	44.80%
About Right.....	300.....	38.90%
Don't Know [Don't Read]	38.....	5.00%
Refused [Don't Read]	5.....	0.60%
N=	771.....	100.00%

Opioid Impact

Have you, a friend or family member been personally impacted by opioid addiction?

Yes	242.....	31.40%
No.....	518.....	67.20%
Don't Know [Don't Read]	6.....	0.80%
Refused [Don't Read]	5.....	0.60%
N=	771.....	100.00%

Pills vs Heroin

Which do you think is the larger problem in this rise of opioid abuse- abuse of prescription pain pills use or street drugs like heroin?

Pain Pills	457.....	59.30%
Street Drugs	202.....	26.10%
Don't Know [Don't Read]	105.....	13.60%
Refused [Don't Read]	7.....	1.00%
N=	771.....	100.00%

Opioid Resources

Does your community have the resources needed to respond to the opioid crisis?

Yes	219.....	28.50%
No.....	328.....	42.50%
Don't Know [Don't Read]	217.....	28.20%
Refused [Don't Read]	6.....	0.80%
N=	771.....	100.00%

Opioid Criminal vs Medical

In general, do you think people's illegal use of prescription drugs should be dealt with by prosecutors through the criminal justice system or by doctors through the medical system?

Criminal Justice System.....	165.....	21.40%
Medical System.....	429.....	55.60%
It depends [Don't read].....	135.....	17.50%
Don't know [Don't Read].....	37.....	4.70%
Refused [Don't Read].....	6.....	0.80%
N=	771.....	100.00%

Sample Characteristics

Registered Party ID (from Voter File)

Democrats	309.....	40.10%
Unaffiliated	231.....	30.00%
Republicans.....	231.....	29.90%
N=	771.....	100.00%

Party Identification¹

Democrats	207.....	31.80%
Independents	286.....	43.90%
Republicans.....	158.....	24.30%
N=	651.....	100.00%

Age

Millennial (18-36).....	229.....	29.70%
Gen X (37-52).....	199.....	25.80%
Boomer (53-72).....	238.....	30.90%
Silent+ (73+).....	104.....	13.50%
N=	771.....	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.

Race (from Voter File)

White.....	534.....	69.30%
Black.....	172.....	22.30%
Other.....	65.....	8.40%
N=.....	771.....	100.00%

Gender

Male.....	357.....	46.30%
Female.....	414.....	53.70%
N=.....	771.....	100.00%

County Type

*County type is based on 2014 U.S. Census Population density estimates (Rural <250/ sq. mile; Suburban 250-750/sq. mile; Urban >750/sq. mile. <http://www.ncruralcenter.org/rural-county-ma>)

Rural.....	304.....	39.40%
Suburban.....	193.....	25.10%
Urban.....	274.....	35.50%
N=.....	771.....	100.00%

Cross Tabulations

Opioid Importance

Opioids are a group of drugs that include prescription pain killers as well as heroin. Thinking of what you have seen in the news lately, is opioid use getting too much attention, too little attention, or about the right amount?

	Too Much	Too Little	About Right	Don't Know	Refused	Total
	%	%	%	%	%	%
Democrats	11	43	41	4	0	100
Independents	9	46	39	5	1	100
Republicans	15	45	36	4	0	100
	Too Much	Too Little	About Right	Don't Know	Refused	Total
	%	%	%	%	%	%
Millennial	8	53	33	5	1	100
Gen X	12	40	44	4	1	100
Boomer	13	42	39	6	0	100
Silent+	8	41	44	6	0	100
	Too Much	Too Little	About Right	Don't Know	Refused	Total
	%	%	%	%	%	%
White	10	46	39	5	0	100
Black	13	39	43	4	1	100
	Too Much	Too Little	About Right	Don't Know	Refused	Total
	%	%	%	%	%	%
Male	10	50	36	5	0	100
Female	11	40	42	5	1	100
	%	%	%	%	%	%
Rural	13	45	38	5	0	100
Suburban	7	51	37	4	0	100
Urban	10	41	42	6	2	100
Total	11	45	39	5	1	100

Opioid Impact

Have you, a friend or family member been personally impacted by opioid addiction?

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	30	68	2	0	100
Independents	35	65	0	0	100
Republicans	33	65	1	1	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Millennial	43	54	1	1	100
Gen X	32	67	0	1	100
Boomer	25	73	1	0	100
Silent+	18	82	0	0	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
White	36	63	1	0	100
Black	17	82	1	0	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Male	34	66	0	0	100
Female	30	69	1	1	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Rural	31	69	1	0	100
Suburban	38	62	0	0	100
Urban	28	70	1	2	100
Total	31	67	1	1	100

Pills vs Heroin

Which do you think is the larger problem in this rise of opioid abuse- abuse of prescription pain pills use or street drugs like heroin?

	Pain Pills	Street Drugs	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	56	32	13	0	100
Independents	66	21	13	0	100
Republicans	48	34	18	1	100
	Pain Pills	Street Drugs	Don't Know	Refused	Total
	%	%	%	%	%
Millennial	69	21	8	2	100
Gen X	61	24	14	1	100
Boomer	53	31	16	1	100
Silent+	50	30	20	0	100
	Pain Pills	Street Drugs	Don't Know	Refused	Total
	%	%	%	%	%
White	58	27	15	0	100
Black	61	26	12	2	100
	%	%	%	%	%
Male	65	22	12	0	100
Female	55	29	15	1	100
	Pain Pills	Street Drugs	Don't Know	Refused	Total
	%	%	%	%	%
Rural	61	25	13	1	100
Suburban	55	27	17	0	100
Urban	61	27	11	1	100
Total	59	26	14	1	100

Opioid Resources

Does your community have the resources needed to respond to the opioid crisis?

	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Democrats	27	43	30	0	100
Independents	27	43	30	0	100
Republicans	28	41	31	0	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Millennial	30	40	28	2	100
Gen X	30	44	26	0	100
Boomer	27	48	24	0	100
Silent+	26	32	42	0	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
White	26	44	29	0	100
Black	34	41	24	1	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Male	29	43	28	0	100
Female	28	42	28	1	100
	Yes	No	Don't Know	Refused	Total
	%	%	%	%	%
Rural	24	47	28	1	100
Suburban	31	47	22	0	100
Urban	32	34	33	1	100
Total	28	43	28	1	100

Opioid Criminal vs Medical

In general, do you think people's illegal use of prescription drugs should be dealt with by prosecutors through the criminal justice system or by doctors through the medical system?

	Criminal Justice %	Medical %	It depends %	Don't know %	Refused %	Total %
Democrats	18	61	16	4	1	100
Independents	18	57	19	6	0	100
Republicans	31	48	18	3	0	100
	Criminal Justice %	Medical %	It depends %	Don't know %	Refused %	Total %
Millennial	19	54	20	5	2	100
Gen X	25	52	20	3	0	100
Boomer	22	57	15	6	0	100
Silent+	18	63	14	5	1	100
	Criminal Justice %	Medical %	It depends %	Don't know %	Refused %	Total %
White	22	55	18	5	0	100
Black	19	59	15	5	2	100
Male	25	52	18	5	0	100
Female	18	59	17	4	1	100
	Criminal Justice %	Medical %	It depends %	Don't know %	Refused %	Total %
Rural	25	53	17	4	1	100
Suburban	20	62	14	4	0	100
Urban	18	54	20	6	1	100
Total	21	56	17	5	1	100

Question Ordering

- intro
- consent
- Approve Trump
- Approve Cooper
- Approve Burr
- Approve Tillis
- Senators Trump
- Trump media [Random half]
- Russia seriousness
- Russia criminal
- Russia Turnout
- Trump media [Random half]
- Opioid importance
- Opioid impact
- Opioid vs heroin
- Opioid resources
- Opioid crime
- North Korea
- Economy
- Black Friday
- Cyber Monday
- Holiday Spending
- Politics Thanksgiving
- Thanksgiving Tradition
- Party Id
- Party Id Independent Branch
- age
- Interviewer-assessed gender (Post-Interview)

Methodological Information

Mode:Live Interviewer, Cell Phone and Landline
PopulationRegistered Voters, North Carolina
Sample:Voter Registration List, North Carolina
Dates in the field:November 6-9, 2017
Sample Size:.....771
Margin of Error:+/- 3.5%
Confidence Level:95%
Weighting Variables:Age, Race, Gender, Registered Party Identification, Urban/Suburban/Rural
County

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 6:30 pm to 9:00 pm, Monday through Thursday, 11/6-11/9.

To ensure accurate identification of individuals from voter registration records, interviews were deleted if self-reported age and interviewer-assessed gender varied from voter file data.

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 9/3/17. 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.

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 1.31. So an adjusted margin of error for that sample that takes into account the design effect of a survey would be +/- 4.62 instead of +/- 3.53.

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.

Panel Respondents

The Elon Poll has developed a probability-based panel of North Carolina registered voters. This allows us to track changes in individual-level opinions over time. Panel members are recruited at the end of our regular voter list probability-based telephone survey interviews by asking respondents for permission to contact them again. Over 95% of interviewees typically agree to be contacted again, and demographics are similar between panel and non-panel respondents. This survey consisted of 307 non-panel interviews and 464 panel interviews.

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 75% cell phones and 25% landline phones. Cellphone ratios depend on age of respondent (Cellphones were used for 100% of Millennials, 60% of GenXers and Boomers, and 0% of Silent generation members).

6. Do you report non-response rates?

Yes. We report non-response rates based on AAPOR guidelines. The response rate for the non-panel respondents in this poll was 13%. 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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