



ELON POLL

Public Perceptions of Safety in North Carolina

In Partnership with the Raleigh News & Observer and the Durham Herald-Sun

Survey of North Carolina Adults

March 30th – April 1st, 2019

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Topline Results¹

Risk Items

Note: 37 items presented in randomized order.

Introduction to Risk Items

“We all encounter various risks in life, but some risks make us feel more unsafe than others.

The following four screens list some areas of risk. Please indicate how unsafe you feel personally when it comes to each risk.

Your responses are very important in helping us share what the public thinks about safety.

How safe or unsafe do you feel when you think about **your own risk** from each of the following?”

Tornadoes

Very Unsafe	431	29%
Somewhat Unsafe	332	22%
Neither Safe nor Unsafe	278	19%
Somewhat Safe	315	21%
Very Safe	133	9%
N=	1489	100%

Snakes

Very Unsafe	427	29%
Somewhat Unsafe	402	27%
Neither Safe nor Unsafe	255	17%
Somewhat Safe	281	19%
Very Safe	124	8%
N=	1488	100%

¹ Results are presented in the same order the questions were presented to respondents, unless noted as randomized. Due to rounding, percentages in this report do not always sum to 100%

 **ELON** POLL**Ticks**

Very Unsafe	364.....	25%
Somewhat Unsafe	472.....	32%
Neither Safe nor Unsafe.....	301.....	20%
Somewhat Safe.....	266.....	18%
Very Safe	85.....	6%
N=	1487.....	100%

Workplace accidents

Very Unsafe	176.....	12%
Somewhat Unsafe	241.....	16%
Neither Safe nor Unsafe.....	401.....	27%
Somewhat Safe.....	370.....	25%
Very Safe	299.....	20%
N=	1487.....	100%

Feral Pigs

Very Unsafe	217.....	15%
Somewhat Unsafe	171.....	12%
Neither Safe nor Unsafe.....	461.....	31%
Somewhat Safe.....	228.....	15%
Very Safe	412.....	28%
N=	1489.....	100%

Contaminated food

Very Unsafe	406.....	27%
Somewhat Unsafe	381.....	26%
Neither Safe nor Unsafe.....	262.....	18%
Somewhat Safe.....	336.....	23%
Very Safe	104.....	7%
N=	1489.....	100%

Contagious diseases like the flu or measles

Very Unsafe	378.....	25%
Somewhat Unsafe	412.....	28%
Neither Safe nor Unsafe.....	253.....	17%
Somewhat Safe.....	337.....	23%
Very Safe	108.....	7%
N=	1488.....	100%

 **ELON** POLL**Unemployment**

Very Unsafe	250.....	17%
Somewhat Unsafe	275.....	19%
Neither Safe nor Unsafe.....	463.....	31%
Somewhat Safe.....	243.....	16%
Very Safe	256.....	17%
N=	1488.....	100%

Healthcare costs

Very Unsafe	399.....	27%
Somewhat Unsafe	423.....	28%
Neither Safe nor Unsafe.....	350.....	24%
Somewhat Safe.....	235.....	16%
Very Safe	81.....	6%
N=	1489.....	100%

Not having enough food

Very Unsafe	183.....	12%
Somewhat Unsafe	230.....	15%
Neither Safe nor Unsafe.....	267.....	18%
Somewhat Safe.....	354.....	24%
Very Safe	454.....	31%
N=	1488.....	100%

Hurricanes

Very Unsafe	389.....	26%
Somewhat Unsafe	397.....	27%
Neither Safe nor Unsafe.....	233.....	16%
Somewhat Safe.....	343.....	23%
Very Safe	127.....	9%
N=	1488.....	100%

Crime at your home or in your neighborhood

Very Unsafe	206.....	14%
Somewhat Unsafe	272.....	18%
Neither Safe nor Unsafe.....	264.....	18%
Somewhat Safe.....	512.....	34%
Very Safe	234.....	16%
N=	1487.....	100%

 **ELON** POLL**Hornets, wasps, and bees**

Very Unsafe	282.....	19%
Somewhat Unsafe	430.....	29%
Neither Safe nor Unsafe.....	305.....	21%
Somewhat Safe.....	357.....	24%
Very Safe	115.....	8%
N=	1489.....	100%

Airplanes

Very Unsafe	146.....	10%
Somewhat Unsafe	223.....	15%
Neither Safe nor Unsafe.....	341.....	23%
Somewhat Safe.....	510.....	34%
Very Safe	269.....	18%
N=	1488.....	100%

Tall buildings

Very Unsafe	67.....	5%
Somewhat Unsafe	163.....	11%
Neither Safe nor Unsafe.....	374.....	25%
Somewhat Safe.....	440.....	30%
Very Safe	444.....	30%
N=	1488.....	100%

Your own health

Very Unsafe	70.....	5%
Somewhat Unsafe	202.....	14%
Neither Safe nor Unsafe.....	354.....	24%
Somewhat Safe.....	614.....	41%
Very Safe	247.....	17%
N=	1488.....	100%

Coyotes

Very Unsafe	258.....	17%
Somewhat Unsafe	313.....	21%
Neither Safe nor Unsafe.....	321.....	22%
Somewhat Safe.....	300.....	20%
Very Safe	296.....	20%
N=	1489.....	100%

 **ELON** POLL**Deer**

Very Unsafe	65.....	4%
Somewhat Unsafe	171.....	12%
Neither Safe nor Unsafe.....	354.....	24%
Somewhat Safe.....	442.....	30%
Very Safe	457.....	31%
N=	1489.....	100%

Cost of living

Very Unsafe	221.....	15%
Somewhat Unsafe	393.....	26%
Neither Safe nor Unsafe.....	423.....	28%
Somewhat Safe.....	344.....	23%
Very Safe	108.....	7%
N=	1489.....	100%

Crime at your work or your school

Very Unsafe	247.....	17%
Somewhat Unsafe	264.....	18%
Neither Safe nor Unsafe.....	352.....	24%
Somewhat Safe.....	370.....	25%
Very Safe	253.....	17%
N=	1487.....	100%

Nuclear power plants

Very Unsafe	247.....	17%
Somewhat Unsafe	329.....	22%
Neither Safe nor Unsafe.....	361.....	24%
Somewhat Safe.....	333.....	22%
Very Safe	219.....	15%
N=	1489.....	100%

Sharks

Very Unsafe	347.....	23%
Somewhat Unsafe	232.....	16%
Neither Safe nor Unsafe.....	222.....	15%
Somewhat Safe.....	275.....	19%
Very Safe	413.....	28%
N=	1489.....	100%



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Bridges

Very Unsafe	63.....	4%
Somewhat Unsafe	235.....	16%
Neither Safe nor Unsafe.....	371.....	25%
Somewhat Safe.....	513.....	35%
Very Safe	307.....	21%
N=	1489.....	100%

Drug addiction

Very Unsafe	358.....	24%
Somewhat Unsafe	166.....	11%
Neither Safe nor Unsafe.....	222.....	15%
Somewhat Safe.....	223.....	15%
Very Safe	520.....	35%
N=	1489.....	100%

Kidnapping or abductions

Very Unsafe	381.....	26%
Somewhat Unsafe	228.....	15%
Neither Safe nor Unsafe.....	263.....	18%
Somewhat Safe.....	359.....	24%
Very Safe	258.....	17%
N=	1489.....	100%

Contaminated water

Very Unsafe	403.....	27%
Somewhat Unsafe	329.....	22%
Neither Safe nor Unsafe.....	264.....	18%
Somewhat Safe.....	339.....	23%
Very Safe	153.....	10%
N=	1489.....	100%

Climate Change

Very Unsafe	251.....	17%
Somewhat Unsafe	369.....	25%
Neither Safe nor Unsafe.....	407.....	27%
Somewhat Safe.....	266.....	18%
Very Safe	194.....	13%
N=	1488.....	100%

 **ELON** POLL**Artificial intelligence**

Very Unsafe	138.....	9%
Somewhat Unsafe	254.....	17%
Neither Safe nor Unsafe.....	583.....	39%
Somewhat Safe.....	316.....	21%
Very Safe	198.....	13%
N=	1489.....	100%

Terrorism

Very Unsafe	489.....	33%
Somewhat Unsafe	325.....	22%
Neither Safe nor Unsafe.....	270.....	18%
Somewhat Safe.....	294.....	20%
Very Safe	110.....	7%
N=	1489.....	100%

Driving

Very Unsafe	68.....	5%
Somewhat Unsafe	292.....	20%
Neither Safe nor Unsafe.....	352.....	24%
Somewhat Safe.....	581.....	39%
Very Safe	195.....	13%
N=	1488.....	100%

Spiders

Very Unsafe	243.....	16%
Somewhat Unsafe	351.....	24%
Neither Safe nor Unsafe.....	367.....	25%
Somewhat Safe.....	357.....	24%
Very Safe	170.....	11%
N=	1488.....	100%

Shootings in public places

Very Unsafe	548.....	37%
Somewhat Unsafe	340.....	23%
Neither Safe nor Unsafe.....	258.....	17%
Somewhat Safe.....	237.....	16%
Very Safe	105.....	7%
N=	1488.....	100%



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Dogs

Very Unsafe	53.....	4%
Somewhat Unsafe	184.....	12%
Neither Safe nor Unsafe.....	330.....	22%
Somewhat Safe.....	521.....	35%
Very Safe	400.....	27%
N=	1488.....	100%

Walking along roads without sidewalks

Very Unsafe	478.....	32%
Somewhat Unsafe	513.....	34%
Neither Safe nor Unsafe.....	237.....	16%
Somewhat Safe.....	189.....	13%
Very Safe	71.....	5%
N=	1488.....	100%

Trains

Very Unsafe	55.....	4%
Somewhat Unsafe	125.....	8%
Neither Safe nor Unsafe.....	380.....	26%
Somewhat Safe.....	541.....	36%
Very Safe	388.....	26%
N=	1489.....	100%

Fires inside buildings

Very Unsafe	416.....	28%
Somewhat Unsafe	290.....	20%
Neither Safe nor Unsafe.....	268.....	18%
Somewhat Safe.....	366.....	25%
Very Safe	148.....	10%
N=	1488.....	100%

Walking on sidewalks next to roads

Very Unsafe	103.....	7%
Somewhat Unsafe	324.....	22%
Neither Safe nor Unsafe.....	293.....	20%
Somewhat Safe.....	534.....	36%
Very Safe	235.....	16%
N=	1488.....	100%

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Demographics

Age

How old are you?

18 to 29	314.....	21%
30 to 44	366.....	25%
45 to 64	505.....	34%
65+	304.....	20%
N=	1489.....	100%

Gender

What is your gender?

[^]Other option included, but not reported for privacy.

Male	715.....	48%
Female.....	774.....	52%
N=	1489.....	100%

Race²

What is your race?

White (Non-hispanic).....	986.....	66%
Black	313.....	21%
Other	191.....	13%
N=	1489.....	100%

Registered Party Affiliation³

Republican	383.....	26%
Unaffiliated / Other	412.....	28%
Democrat.....	474.....	32%
Not Registered	220.....	15%
N=	1489.....	100%

² The “other” category is collapsed; respondents were presented with many options.

³ Two part question: “Are you registered to vote in North Carolina?” followed by “Are you registered to vote as a Democrat, Republican, Unaffiliated or something else?” Population value for percent not registered calculated by subtracting total registered voters from total adult population.

 **ELON** POLL**County Type**

^ See methods section for details

Rural.....	610.....	41%
Suburban	372.....	25%
Urban.....	506.....	34%
N=	1489.....	100%

Education

Do you have a four-year bachelors degree?

Less than Bachelors	1042.....	70%
Bachelors.....	447.....	30%
N=	1489.....	100%

Income

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

More	664.....	45%
Less	825.....	55%
N=	1489.....	100%

Crosstabulations
Percent Feeling Very Unsafe by Age

<u>Risk Category</u>	<u>18 to 29</u>	<u>30 to 44</u>	<u>45 to 64</u>	<u>65+</u>	<u>Overall</u>
Airplanes	12	9	9	9	10
Artificial intelligence	11	10	8	8	9
Bridges	8	4	3	2	4
Climate Change	24	16	15	13	17
Contagious diseases like the flu or measles	36	28	22	18	25
Contaminated food	34	29	27	19	27
Contaminated water	36	27	25	20	27
Cost of living	17	18	14	10	15
Coyotes	22	17	17	13	17
Crime at your home or in your neighborhood	21	14	14	6	14
Crime at your work or your school	26	18	14	10	17
Deer	5	4	5	2	4
Dogs	4	3	5	2	4
Driving	6	6	5	2	5
Drug addiction	32	27	21	16	24
Feral Pigs	18	14	13	14	15
Fires inside buildings	38	27	27	20	28
Healthcare costs	24	27	31	23	27
Hornets, wasps, and bees	24	19	19	13	19
Hurricanes	34	25	25	22	26
Kidnapping or abductions	38	28	21	18	26
Not having enough food	17	17	10	6	12
Nuclear power plants	20	18	17	10	17
Sharks	26	23	23	21	23
Shootings in public places	50	36	34	29	37
Snakes	27	29	30	28	29
Spiders	19	15	16	15	16
Tall buildings	7	5	5	1	5
Terrorism	41	30	32	30	33
Ticks	28	26	24	20	24
Tornadoes	35	27	30	24	29
Trains	4	7	3	1	4
Unemployment	22	25	15	4	17
Walking along roads without sidewalks	39	33	31	26	32
Walking on sidewalks next to roads	9	7	6	6	7
Workplace accidents	21	14	9	5	12
Your own health	6	5	4	3	5



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Percent Feeling Very Unsafe by Education

<u>Risk Category</u>	<u>Less than Bachelors</u>	<u>Bachelors</u>	<u>Overall</u>
Airplanes	12	4	10
Artificial intelligence	11	6	9
Bridges	5	3	4
Climate Change	17	16	17
Contagious diseases like the flu or measles	28	20	25
Contaminated food	30	21	27
Contaminated water	31	19	27
Cost of living	17	10	15
Coyotes	20	12	17
Crime at your home or in your neighborhood	15	12	14
Crime at your work or your school	18	13	17
Deer	5	2	4
Dogs	4	3	4
Driving	5	4	5
Drug addiction	26	19	24
Feral Pigs	16	11	15
Fires inside buildings	31	21	28
Healthcare costs	29	21	27
Hornets, wasps, and bees	23	10	19
Hurricanes	29	19	26
Kidnapping or abductions	29	18	26
Not having enough food	14	9	12
Nuclear power plants	19	11	17
Sharks	26	16	23
Shootings in public places	41	28	37
Snakes	32	20	29
Spiders	19	11	16
Tall buildings	5	3	5
Terrorism	36	26	33
Ticks	27	19	24
Tornadoes	32	21	29
Trains	4	3	4
Unemployment	17	16	17
Walking along roads without sidewalks	34	27	32
Walking on sidewalks next to roads	8	6	7
Workplace accidents	13	9	12
Your own health	6	3	5

Percent Feeling Very Unsafe by Sex

<u>Risk Category</u>	<u>Male</u>	<u>Female</u>	<u>Overall</u>
Airplanes	7	13	10
Artificial intelligence	8	10	9
Bridges	2	6	4
Climate Change	16	18	17
Contagious diseases like the flu or measles	20	30	25
Contaminated food	23	32	27
Contaminated water	23	31	27
Cost of living	13	16	15
Coyotes	13	22	17
Crime at your home or in your neighborhood	10	17	14
Crime at your work or your school	14	19	17
Deer	2	7	4
Dogs	3	4	4
Driving	4	5	5
Drug addiction	21	27	24
Feral Pigs	12	17	15
Fires inside buildings	22	33	28
Healthcare costs	25	28	27
Hornets, wasps, and bees	14	23	19
Hurricanes	22	30	26
Kidnapping or abductions	20	30	26
Not having enough food	10	14	12
Nuclear power plants	13	20	17
Sharks	18	28	23
Shootings in public places	29	45	37
Snakes	20	37	29
Spiders	12	21	16
Tall buildings	3	6	5
Terrorism	25	40	33
Ticks	20	29	24
Tornadoes	25	33	29
Trains	3	4	4
Unemployment	16	18	17
Walking along roads without sidewalks	25	39	32
Walking on sidewalks next to roads	5	9	7
Workplace accidents	13	11	12
Your own health	3	6	5



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Percent Feeling Very Unsafe by Household Income

<u>Risk Category</u>	<u>More than \$50K</u>	<u>Less than \$50k</u>	<u>Overall</u>
Airplanes	7	12	10
Artificial intelligence	7	11	9
Bridges	3	5	4
Climate Change	15	18	17
Contagious diseases like the flu or measles	21	29	25
Contaminated food	21	32	27
Contaminated water	21	32	27
Cost of living	11	18	15
Coyotes	13	21	17
Crime at your home or in your neighborhood	11	16	14
Crime at your work or your school	13	19	17
Deer	2	6	4
Dogs	3	4	4
Driving	4	5	5
Drug addiction	19	28	24
Feral Pigs	11	17	15
Fires inside buildings	24	31	28
Healthcare costs	23	30	27
Hornets, wasps, and bees	14	23	19
Hurricanes	21	30	26
Kidnapping or abductions	20	30	26
Not having enough food	10	14	12
Nuclear power plants	12	21	17
Sharks	18	27	23
Shootings in public places	29	43	37
Snakes	22	34	29
Spiders	13	19	16
Tall buildings	3	6	5
Terrorism	25	39	33
Ticks	20	28	24
Tornadoes	22	35	29
Trains	3	4	4
Unemployment	12	20	17
Walking along roads without sidewalks	28	35	32
Walking on sidewalks next to roads	5	8	7
Workplace accidents	9	14	12
Your own health	3	6	5



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Percent Feeling Very Unsafe by Party Registration

<u>Risk Category</u>	<u>Republican</u>	<u>Unaffiliated / Other</u>	<u>Democrat</u>	<u>Not Registered</u>	<u>Overall</u>
Airplanes	6	7	13	14	10
Artificial intelligence	10	7	10	12	9
Bridges	2	3	6	7	4
Climate Change	8	16	24	19	17
Contagious diseases like the flu or measles	19	19	31	36	25
Contaminated food	21	23	34	32	27
Contaminated water	21	23	33	32	27
Cost of living	8	16	17	20	15
Coyotes	14	12	24	20	17
Crime at your home or in your neighborhood	10	10	17	19	14
Crime at your work or your school	11	15	20	23	17
Deer	2	2	8	4	4
Dogs	2	2	6	3	4
Driving	5	3	5	5	5
Drug addiction	18	18	30	33	24
Feral Pigs	12	10	18	20	15
Fires inside buildings	23	22	35	33	28
Healthcare costs	24	30	25	30	27
Hornets, wasps, and bees	14	13	26	25	19
Hurricanes	21	20	34	30	26
Kidnapping or abductions	19	20	32	35	26
Not having enough food	9	9	15	19	12
Nuclear power plants	9	14	22	22	17
Sharks	20	20	28	27	23
Shootings in public places	30	29	46	44	37
Snakes	26	22	33	37	29
Spiders	13	12	21	21	16
Tall buildings	3	4	5	6	5
Terrorism	29	26	39	38	33
Ticks	22	18	30	28	24
Tornadoes	23	25	34	37	29
Trains	1	2	6	6	4
Unemployment	11	16	19	23	17
Walking along roads without sidewalks	25	25	39	42	32
Walking on sidewalks next to roads	3	4	11	11	7
Workplace accidents	7	9	15	19	12
Your own health	3	4	5	8	5



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Percent Feeling Very Unsafe by Race

<u>Risk Category</u>	<u>White</u>	<u>Black</u>	<u>Other</u>	<u>Overall</u>
Airplanes	8	15	8	10
Artificial intelligence	9	10	10	9
Bridges	3	8	3	4
Climate Change	16	18	22	17
Contagious diseases like the flu or measles	20	38	36	25
Contaminated food	23	39	31	27
Contaminated water	22	40	33	27
Cost of living	14	15	21	15
Coyotes	13	30	18	17
Crime at your home or in your neighborhood	11	21	19	14
Crime at your work or your school	13	24	25	17
Deer	2	12	4	4
Dogs	2	8	6	4
Driving	4	5	6	5
Drug addiction	21	33	26	24
Feral Pigs	11	21	24	15
Fires inside buildings	23	39	34	28
Healthcare costs	27	25	31	27
Hornets, wasps, and bees	14	32	23	19
Hurricanes	22	38	29	26
Kidnapping or abductions	20	37	35	26
Not having enough food	10	18	18	12
Nuclear power plants	12	26	23	17
Sharks	19	35	26	23
Shootings in public places	31	52	43	37
Snakes	25	39	30	29
Spiders	13	25	18	16
Tall buildings	4	6	7	5
Terrorism	28	41	42	33
Ticks	20	33	32	24
Tornadoes	25	39	35	29
Trains	1	10	6	4
Unemployment	14	20	24	17
Walking along roads without sidewalks	27	43	41	32
Walking on sidewalks next to roads	5	13	10	7
Workplace accidents	8	20	19	12
Your own health	4	5	9	5



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Percent Feeling Very Unsafe by County Density

<u>Risk Category</u>	<u>Rural</u>	<u>Suburban</u>	<u>Urban</u>	<u>Overall</u>
Airplanes	13	9	7	10
Artificial intelligence	10	9	8	9
Bridges	4	4	5	4
Climate Change	18	14	18	17
Contagious diseases like the flu or measles	25	26	25	25
Contaminated food	29	27	26	27
Contaminated water	28	26	27	27
Cost of living	14	14	16	15
Coyotes	20	16	15	17
Crime at your home or in your neighborhood	14	13	14	14
Crime at your work or your school	19	13	16	17
Deer	4	5	4	4
Dogs	4	4	3	4
Driving	5	5	3	5
Drug addiction	26	24	22	24
Feral Pigs	15	15	14	15
Fires inside buildings	30	29	25	28
Healthcare costs	27	29	25	27
Hornets, wasps, and bees	21	17	18	19
Hurricanes	32	24	21	26
Kidnapping or abductions	28	24	25	26
Not having enough food	13	13	12	12
Nuclear power plants	19	13	15	17
Sharks	25	24	21	23
Shootings in public places	38	36	37	37
Snakes	33	26	25	29
Spiders	18	17	13	16
Tall buildings	5	4	4	5
Terrorism	34	35	30	33
Ticks	26	23	24	24
Tornadoes	32	28	27	29
Trains	4	4	4	4
Unemployment	16	14	19	17
Walking along roads without sidewalks	32	33	32	32
Walking on sidewalks next to roads	7	7	7	7
Workplace accidents	13	11	12	12
Your own health	7	4	3	5



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Percent Feeling Very Unsafe by Overall Safety Worries

Groups based on sum of unsafe responses to all 37 risks area; approximately one-third of sample in each group.

	<u>Low</u>	<u>Middle</u>	<u>High</u>	<u>Overall</u>
Airplanes	2	5	22	9
Artificial intelligence	3	6	19	9
Bridges	1	1	10	4
Climate Change	8	13	30	17
Contagious diseases like the flu or measles	1	14	61	25
Contaminated food	2	15	66	27
Contaminated water	3	16	64	27
Cost of living	4	13	26	14
Coyotes	2	8	42	17
Crime at your home or in your neighborhood	0	6	37	14
Crime at your work or your school	1	5	45	16
Deer	0	2	11	4
Dogs	1	1	8	3
Driving	1	4	9	5
Drug addiction	2	12	59	24
Feral Pigs	1	6	37	14
Fires inside buildings	4	15	66	28
Healthcare costs	13	27	40	27
Hornets, wasps, and bees	4	12	41	19
Hurricanes	2	14	63	26
Kidnapping or abductions	1	11	66	26
Not having enough food	1	4	32	12
Nuclear power plants	1	7	42	16
Sharks	2	11	58	23
Shootings in public places	4	26	82	37
Snakes	5	20	61	28
Spiders	4	9	37	16
Tall buildings	1	1	12	4
Terrorism	3	22	75	33
Ticks	4	14	55	24
Tornadoes	2	15	70	29
Trains	0	0	10	3
Unemployment	5	12	34	17
Walking along roads without sidewalks	12	30	55	32
Walking on sidewalks next to roads	2	3	16	7
Workplace accidents	1	4	30	11
Your own health	0	3	11	5



Methodological Information

Mode:	Online
Population:	North Carolina Adults
Dates in the field:	March 30 – April 1, 2019
Sample Size:	1,489
Weighting Variables:	Race, Gender, Age, Education, Rural/Urban/Suburban, Registered Party
Credibility Interval	+/- 2.7%

Procedure

For this survey, the Elon University Poll used an online opt-in sample provided by Lucid, LLC. Respondents were recruited for this sample from many sample providers in the Lucid marketplace. Respondents received small amounts of compensation in exchange for their opinions. More information about the Lucid marketplace and quality tests are available here: <https://luc.id/quality/>

For the administration of the survey, the Elon University Poll used Qualtrics. We only included interviews in the final data if respondents spent a minimum length of time on the interview. A survey was considered complete only if a respondent progressed through the entire survey. Respondents were recruited to survey with generic description about issues in North Carolina.

Reported results are limited to respondents who self-identified as North Carolina registered voters. Quotas on race, sex and age were applied prior to survey commencement. Cases for this brief survey were deleted if respondent completed the survey in less than 2 minutes or with open-ended answers that clearly implied interviews were invalid.

Credibility Interval

Unlike a traditional random digit-dial telephone survey, online opt-in surveys do not have traditional margin of errors because they do not adhere to assumptions of random selection. To account for uncertainty inherent in any sample-based research design, we provide a credibility interval. More information about this technique [can be found here](#). The credibility interval was calculated by inflating traditional confidence intervals (95% CL) by design effects. For the final sample this means: $.(1.05 * 2.54) = 2.7$.

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.



Weighting Information

Weights for registered voters were calculated based on demographics calculated by Elon Poll staff from the NCSBE individual voter or from the U.S. Census (2017 ACS).

Weights were generated in Stata using a technique known as iterative proportional fitting, also known as raking. The weight variable was calculated based on NCSBE registered party id and U.S. Census data on age, sex, race, county type and education.

We label counties as rural, suburban or urban based on this map from the NC Rural Center <https://www.ncruralcenter.org/wp-content/uploads/2018/01/Rural-Map-2018-1.png> .

	Unweighted	Weighted
<u>Age</u>		
18 to 29	21%	21%
30 to 44	28%	25%
45 to 64	36%	34%
65+	15%	20%
<u>Sex</u>		
Male	46%	48%
Female	54%	52%
<u>Race</u>		
White	71%	66%
Black	21%	21%
Other	9%	13%
<u>Registered Party</u>		
Republican	28%	26%
Unaffiliated / Other	26%	28%
Democrat	32%	32%
Not Registered	15%	15%
<u>County Type</u>		
Rural	42%	41%
Suburban	24%	25%
Urban	34%	34%
<u>Education</u>		
Less than Bachelors	64%	70%
Bachelors	36%	30%



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. Connie Ledoux Book, 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. Did you weight the data?

Yes. We apply weights to the data. For this survey, we generated results using raking based on NCSBE voter registration data and U.S. Census Data (2017 ACS). We also used quotas in initial sampling.

4. What did respondents know about the survey before agreeing to take the survey?

During survey recruitment, respondents saw a title that the survey was about higher education. In the introductory screen, respondents read, "We are hoping to understand what aspects of the college experience matter most for life outcomes."

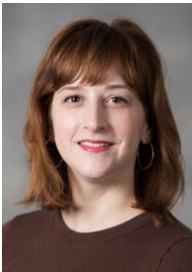
5. What are the advantages and disadvantages of online opt-in surveys over traditional random-digital dial surveys?

Traditional telephone surveys have a clear advantage over online surveys such as this in that assumptions of equal probability of selection are more appropriate. Furthermore, online surveys do not capture opinions of respondents who lack internet access. However, our opinion is that declining telephone response rates and the growth in online sample pool sizes have narrowed quality differences between the two modes. Additional information about opt-in surveys in general is available from AAPOR and the [Pew Research Center](#).

The Elon University Poll Team



Dr. Jason Husser is Director of the Elon University Poll and Associate Professor of Political Science & Policy Studies at Elon University. Dr. Husser holds a Ph.D. in Political Science from Vanderbilt University. He researches American political behavior and survey methodology.



Dr. Kaye Usry is Assistant Director of the Elon University Poll and Assistant Professor of Political Science & Policy Studies at Elon University. In 2017, she completed her doctoral research and in 2018, she received her Ph.D. from the University of Illinois at Urbana-Champaign. Her research interests are in American politics and political psychology.



Owen Covington is Director of the Elon University News Bureau. A native North Carolinian, Owen Covington joined the staff of Elon University in 2016 after spending 17 years in the field of journalism as a reporter and editor for daily and weekly news outlets in North Carolina and Kentucky. As director of the Elon University News Bureau, Covington oversees the promotion of Elon and its students, faculty and staff both through stories told across Elon's media channels as well as through interactions with state, national and international media. He is involved in media relations, including responding to requests from print, digital and broadcast media outlets, and works to promote content generated by a variety of Elon news sources.

For more information on the Elon University Poll visit elon.edu/elonpoll or contact:

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