

 **ELON** POLL**North Carolina Willingness to Take COVID-19 Vaccine**

Produced in partnership with  
The Charlotte Observer, The Durham Herald-Sun & The Raleigh News & Observer

Survey of North Carolina Adults  
December 4-6, 2020

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 **ELON** POLL**About This Survey**

The Elon University Poll conducted a representative online survey of 1,390 in North Carolina from December 4-6, 2020.

The overall results have a credibility interval of +/- 2.8 percentage points. Unless otherwise noted, results reported below are percentages (%) and sample sizes (N).

This survey's questionnaire explored attitudes related to COVID-19 vaccination.

For highlights and interpretation of the key findings from this survey, please see the press release associated with this report.

## Topline Results

### Plans to Take COVID-19 Vaccine

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“If a COVID-19 vaccine is approved by the FDA, do you plan to take it?”

	%	N	Oct. 2020
<b>Yes</b>	40.5	563	33
<b>No</b>	20.5	288	25
<b>It depends or Not sure</b>	39	539	42
<b>Total</b>	100	1390	100

“What is the most important reason why you said Yes about taking an FDA-approved COVID-19 vaccine?”<sup>1</sup>

Saving lives is everything. Both mine and others. This pandemic has been terrible in the loss of life. I would do anything to help stem the tide of death. Getting a simple shot that helps me as well seems like a no brainer.

**-White, female, 18-24, Leans Republican, Cleveland County**

To live a normal life again without anxiety

**-White, female, 18-24, Democrat, Iredell County**

The safety of myself, my family and others.

**-Asian, male, 25-34, Republican, Guilford County**

I want to make sure I don't get sick.

**-Hispanic, female, Democrat, 25-34, Cumberland County**

I want to see my family, my aging parents who don't want us potentially spreading it to them. I haven't seen them in a year.

**-White, female, 35-44, Democrat, Mecklenburg County**

I can't take living in fear anymore. I'm so sick and have been putting off seeing a doctor for months because I'm so scared of getting covid and even more afraid of spreading it. I have no kind of life anymore and feel like the vaccine is worth the risk since I already can't do anything.

**-White, male, 35-44, Leans Democrat, Transylvania County**

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<sup>1</sup> These open-ended responses were selected by poll directors both for their clarity and their ability to represent of themes observed in the full set of open-ended responses.

I want life to return to normal, I need to be able to work and support myself and my children and I don't want my family to get sick.

**-Black, female, 35-44, Democrat, Alamance County**

Because I trust the FDA because they have standards that are legally required of them and I believe a vaccine is the best chance we have of getting rid of the virus.

**-White, female, 35-44, Democrat, Jackson County**

I am a teacher! And scared.

**-White, female, 45-54, Leans Democrat, Wake County**

I am in a community which has had very little COVID-19 activity. I like to travel and visit people outside of my home area and would like the confidence to know I would be relatively safe from contracting COVID-19. Everyone needs to get the vaccine so that this country can reach a higher level of normalcy.

**-White, male, 55-64, Republican, Macon County**

Because I am one of the most vulnerable and to me it is life or death.

**-Black, female, 55-64, Democrat, Edgecombe County**

I am a medical professional who has a history of believing, supporting, advocating, and receiving vaccines. Preventing the spread of disease.

**-White, male, 55-64, Democrat, Chatham County**

“What is the most important reason why you said No about taking an FDA-approved COVID-19 vaccine?”

It's my constitutional right.

**-Female, 25-34, Republican, Henderson County**

I do not trust taking a new vaccine. I feel as if they are unsure and they are just experimenting on people and this could turn out very badly.

**-Black, female, 18-24, Democrat, Pasquotank County**

Because I believe God takes care of me.

**-Black, male, 35-44, Democrat, Lenoir County**

The fact that it was reported to be ineffective after a relatively short time period. It also doesn't factor in mutations that usually occur, resulting in a need for further testing of the current vaccine, as well as the next generation of vaccines.

**-White, female, 45-54, Republican, Onslow County**

Because it is all about control and giving up freedoms and rights. I stand for freedom I stand for my right I will not be told that I need to wear a mask or that I need to have a vaccine.

**-White, male, 45-54, Republican, Iredell County**

Because I believe this is not as serious an issue as it is being reported.. the FSA and government are “cooking the books” on these numbers.. covid 19 is NOT the flu or flu like.. it's a rhino virus which is the common cold.. so this whole thing seems extremely “manufactured” when you look at it logically.. governments lie to their people.. read a history book.

**-White, female, 45-54, Leans Republican, Mecklenburg County**

I am a black woman with AB positive blood - I read that blood type is highly likely to contract Covid - the vaccine might make me very sick. There also have not been many clinical trials on minorities.

**-Black, female, 55-64, Independent, Guilford County**

There are several different vaccines out there so not sure they are equally effective with less or no side effects.

**-Hispanic, female, 55-64, Republican, Wake County**

The FDA is wrong about the safety of many medications that have been tested for years. The FDA also has not approved medications that could be helpful to very sick individuals and could have saved lives. In other words, I don't trust the FDA at all!

**-White, female, 55-64, Republican, Guilford County**

The most important reason for “No” to taking an FDA-approved COVID-19 vaccine is: I am afraid of the side effects and it was made too fast. I do not have a clue what is in the vaccine, if I am allergic to any parts of the vaccine, and a lot of unanswered questions lingering in my mind.

**-Black, female, 55-64, Independent, Lenoir County**

The vaccine and its approval were far too fast for me to believe that it is “safe and effective”. After clowns like Bill Gates pushed for a vaccine, I, and others, are highly skeptical. I don't believe any of the propaganda being spewed daily by an out of touch elitist politicians, their media cronies, and the CDC.

**-White, male, 65-74, Independent, Buncombe County**

I don't try anything WHO CDC or any other group when it comes to my health. I take a few supplements I take no pharma drugs. I am pushing 70 years old and I prefer to use my own immune system to fight the virus.

**-White, male, 65-74, Independent, Carteret County**

“What is the most important reason why you said It depends / Not sure about taking an FDA-approved COVID-19 vaccine?”

I would consider taking the vaccine after it's been around for a while and so that there is more evidence and documents to show it's effective.

**-Hispanic, female, 25-34, Democrat, Forsyth County**

I am concerned that it was rushed and that they may end up finding that it either doesn't work as well as previous thought, or that there end up being long-term side effects of the vaccine.

**-White, female, 25-34, Leans Democrat, Catawba County**

I am not thrilled to take a rushed vaccine. They haven't found a HIV vaccine in 35 years.

**-White, female, age 45-54, Democrat, Durham County**

Someone else could be worse off than me.

**-Black, female, 45-54, Democrat, Lee County**

The time frame from start to approval seems very short. That concerns me.

**-White, female, 45-54, Democrat, Alexander County**

Because I'm not sure how safe it is.

**-Black, male, 55-64, Democrat, Cumberland County**

There's way too much big money involved to trust the FDA to do the right thing.

**-White, male, 55-64, Republican, Granville County**

I am flat out frightened. I am a retired nurse and have a severe local reaction to the flu shot. I am also old, and a smoker. I would rather isolate and wear a mask for a long time more.

**-White, female, 65-74, Democrat, Madison County**

I had a very mild case of Covid-19 so I am not sure if I need to take the vaccine.

**-White, female, 55-64, Republican, Camden County**

I think the FDA has become political and part of Trump's lies.

**-White, female, 65-74, Leans Democrat, Wake County**

Want to see how it affects people who already have respiratory problems. I have COPD.

**-White, female, 65-74, Democrat, Rowan County**

I need to find out more information about the vaccine.

**-White, male, 75-84, Leans Republican, Onslow County**

**Beliefs about COVID-19 Vaccine**

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“The following screens show a series of statements about COVID-19 vaccines. For each statement, please indicate if you agree or disagree. We are interested in your honest reaction.”

“COVID-19 vaccines could help end the pandemic.”

	%	N
<b>Strongly agree</b>	33	450
<b>Somewhat agree</b>	37	510
<b>Neither agree or disagree</b>	19	259
<b>Somewhat disagree</b>	6	83
<b>Strongly disagree</b>	6	85
Total	100	1388

“COVID-19 vaccines will be effective in preventing the disease.”

	%	N
<b>Strongly agree</b>	19	263
<b>Somewhat agree</b>	37	513
<b>Neither agree or disagree</b>	31	433
<b>Somewhat disagree</b>	8	109
<b>Strongly disagree</b>	5	70
Total	100	1388

“The FDA is trustworthy when it comes to approving a COVID-19 vaccine.”

	%	N
<b>Strongly agree</b>	21	288
<b>Somewhat agree</b>	35	480
<b>Neither agree or disagree</b>	24	327
<b>Somewhat disagree</b>	13	175
<b>Strongly disagree</b>	9	119
Total	100	1389

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“By the time I can get a vaccine, doctors will have had enough time to determine if the vaccine is safe.”

	<u>%</u>	<u>N</u>
<b>Strongly agree</b>	26	357
<b>Somewhat agree</b>	38	521
<b>Neither agree or disagree</b>	22	309
<b>Somewhat disagree</b>	9	126
<b>Strongly disagree</b>	6	77
<b>Total</b>	100	1389

“I find getting shots to be extremely unpleasant.”

	<u>%</u>	<u>N</u>
<b>Strongly agree</b>	20	281
<b>Somewhat agree</b>	22	299
<b>Neither agree or disagree</b>	23	323
<b>Somewhat disagree</b>	19	266
<b>Strongly disagree</b>	16	221
<b>Total</b>	100	1390

“The vaccine might be more dangerous than COVID-19 itself.”

	<u>%</u>	<u>N</u>
<b>Strongly agree</b>	14	194
<b>Somewhat agree</b>	20	278
<b>Neither agree or disagree</b>	29	397
<b>Somewhat disagree</b>	18	256
<b>Strongly disagree</b>	19	263
<b>Total</b>	100	1388

“I won’t be able to afford a COVID-19 vaccine.”

	<u>%</u>	<u>N</u>
<b>Strongly agree</b>	12	160
<b>Somewhat agree</b>	12	167
<b>Neither agree or disagree</b>	30	411
<b>Somewhat disagree</b>	15	211
<b>Strongly disagree</b>	32	439
<b>Total</b>	100	1388



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“Some individuals have tampered with the vaccine process for bad purposes.”

	<u>%</u>	<u>N</u>
<b>Strongly agree</b>	9	127
<b>Somewhat agree</b>	16	224
<b>Neither agree or disagree</b>	37	515
<b>Somewhat disagree</b>	17	237
<b>Strongly disagree</b>	21	286
<b>Total</b>	100	1389

“COVID-19 is a very dangerous disease for people like me.”

	<u>%</u>	<u>N</u>
<b>Strongly agree</b>	38	527
<b>Somewhat agree</b>	27	380
<b>Neither agree or disagree</b>	17	232
<b>Somewhat disagree</b>	10	136
<b>Strongly disagree</b>	8	114
<b>Total</b>	100	1389

“I want to wait for other people to get vaccinated before me to see how it worked for them.”

	<u>%</u>	<u>N</u>
<b>Strongly agree</b>	34	472
<b>Somewhat agree</b>	34	477
<b>Neither agree or disagree</b>	17	238
<b>Somewhat disagree</b>	7	94
<b>Strongly disagree</b>	8	109
<b>Total</b>	100	1389

**Trust in Political Figures on COVID-19**


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“When it comes to COVID-19, how trustworthy do you find each of the individuals below?”

“Roy Cooper”

	%	N
<b>Very trustworthy</b>	27	379
<b>Somewhat trustworthy</b>	25	342
<b>Only a little trustworthy</b>	16	228
<b>Not at all trustworthy</b>	20	279
<b>Don’t know</b>	12	162
<b>Total</b>	100	1389

“Donald Trump”

	%	N
<b>Very trustworthy</b>	21	286
<b>Somewhat trustworthy</b>	17	239
<b>Only a little trustworthy</b>	9	129
<b>Not at all trustworthy</b>	49	680
<b>Don’t know</b>	4	56
<b>Total</b>	100	1390

“Joe Biden”

	%	N
<b>Very trustworthy</b>	31	437
<b>Somewhat trustworthy</b>	20	282
<b>Only a little trustworthy</b>	13	174
<b>Not at all trustworthy</b>	28	392
<b>Don’t know</b>	8	105
<b>Total</b>	100	1390

“Dr. Anthony Fauci”

	%	N
<b>Very trustworthy</b>	35	485
<b>Somewhat trustworthy</b>	23	317
<b>Only a little trustworthy</b>	14	193
<b>Not at all trustworthy</b>	13	174
<b>Don’t know</b>	16	220
<b>Total</b>	100	1388

“Dr. Mandy Cohen”

	%	N
<b>Very trustworthy</b>	17	230
<b>Somewhat trustworthy</b>	17	228
<b>Only a little trustworthy</b>	13	184
<b>Not at all trustworthy</b>	10	142
<b>Don't know</b>	44	603
<b>Total</b>	100	1387

### **Approve of Vaccine Requirements**

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“Some organizations are considering requiring a COVID-19 vaccine for people in their organizations unless a person has a medical or religious exemption. Please indicate whether you approve or disapprove of vaccine requirements in the situations below.”

“Private employers requiring employees to be vaccinated.”

	%	N
<b>Approve</b>	54	749
<b>Disapprove</b>	46	630
<b>Total</b>	100	1379

“Universities requiring students to be vaccinated.”

	%	N
<b>Approve</b>	61	842
<b>Disapprove</b>	39	540
<b>Total</b>	100	1382

“K-12 schools requiring students to be vaccinated.”

	%	N
<b>Approve</b>	57	793
<b>Disapprove</b>	43	589
<b>Total</b>	100	1382

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## Who Should be Vaccinated First?

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“It could take months before enough vaccine doses are available for all Americans. Medical providers are likely to receive the first doses. However, some experts disagree on who should be next in line.

Some say the vaccine should first go to people most vulnerable to COVID-19. Other say vaccines should first go to those most likely to spread the virus to others in the community.

Who do you think should be vaccinated first?”

	%	N
<b>Those most vulnerable to COVID-19</b>	76	1056
<b>Those most likely to spread COVID-19</b>	24	331
<b>Total</b>	100	1387

## Demographics<sup>2</sup>

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“How often do you get a flu vaccine?”

	%	N	<a href="#">Oct. 2020</a>
<b>Every year</b>	44	612	43
<b>Almost every year</b>	13	184	12
<b>Some years</b>	12	159	10
<b>Almost never</b>	9	130	10
<b>Never</b>	22	305	25
<b>Total</b>	100	1390	

“Have you personally known someone who contracted coronavirus?”

	%	N	<a href="#">Oct. 2020</a>	<a href="#">June 2020</a>
<b>Yes</b>	66	912	50	31
<b>No</b>	34	478	50	69
<b>Total</b>	100	1390		

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<sup>2</sup> Some demographic response options were collapsed for reporting and display purposes.

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## Gender

	%	N
<b>Male</b>	48	668
<b>Female</b>	52	723
<b>Total</b>	100	1391

## Age

	%	N
<b>18 to 24</b>	13	175
<b>25 to 44</b>	34	470
<b>45 to 64</b>	34	474
<b>65+</b>	20	271
<b>Total</b>	100	1391

## Race

	%	N
<b>White (non-Hispanic)</b>	67	932
<b>Black</b>	21	292
<b>Other</b>	12	167
<b>Total</b>	100	1391

Party Identification<sup>3</sup>

	%	N
<b>Republican</b>	30	417
<b>Neither</b>	35	487
<b>Democrat</b>	35	487
<b>Total</b>	100	1391

County Density<sup>4</sup>

	%	N
<b>Rural</b>	39	548
<b>Suburban</b>	25	349
<b>Urban</b>	36	494
<b>Total</b>	100	1391

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<sup>3</sup> Self-identified.

<sup>4</sup> County type was determined according to classifications created by the [NC Rural Center](#).

## Question Order

1. If a COVID-19 vaccine is approved by the FDA, do you plan to take it?
2. How often do you get a flu vaccine?
3. Have you personally known someone who contracted coronavirus?
4. Agree/Disagree Statements [randomized]
  - a. “COVID-19 vaccines could help end the pandemic.”
  - b. “COVID-19 vaccines will be effective in preventing the disease.”
  - c. “The FDA is trustworthy when it comes to approving a COVID-19 vaccine.”
  - d. “By the time I can get a vaccine, doctors will have had enough time to determine if the vaccine is safe.”
  - e. “I find getting shots to be extremely unpleasant.”
  - f. “The vaccine might be more dangerous than COVID-19 itself.”
  - g. “I won’t be able to afford a COVID-19 vaccine.”
  - h. “Some individuals have tampered with the vaccine process for bad purposes.”
  - i. “COVID-19 is a very dangerous disease for people like me.”
  - j. “I want to wait for other people to get vaccinated before me to see how it worked for them.”
5. When it comes to COVID-19, how trustworthy do you find each of the individuals below?
  - a. Roy Cooper
  - b. Donald Trump
  - c. Joe Biden
  - d. Anthony Fauci
  - e. Mandy Cohen
6. Approve of Vaccine Requirements
  - a. Private employees
  - b. University students
  - c. K-12 students
7. Who do you think should be vaccinated first?
8. What is the most important reason why you said [Yes/No/It depends/Not sure] about taking an FDA-approved COVID-19 vaccine?

### Crosstabulations

Note: In this section of the report, the numbers reported are row percentages, and comparisons can be made within columns. Due to weights and rounding, row percentages do not always sum to 100. Caution is warranted when interpreting differences in the crosstabulations. Sub-group sample sizes are smaller, and therefore the credibility intervals for these estimates are wider.

Cross-tabs reflect row percentages for the question:

“If a COVID-19 vaccine is approved by the FDA, do you plan to take it?”

How often do you get a flu vaccine?	Yes	No	Not Sure / Depends	Total
	%	%		%
Every year	57	8	35	100
Almost every year	49	10	41	100
Some years	34	18	48	100
Almost never	30	24	46	100
Never	9	53	38	100
Total	41	21	39	100

Have you personally known someone who contracted coronavirus?	Yes	No	Not Sure / Depends	Total
	%	%		%
Yes	42	20	39	100
No	38	23	39	100
Total	40	21	39	100

"COVID-19 vaccines could help end the pandemic."	Yes	No	Not Sure / Depends	Total
	%	%		%
Strongly agree	75	4	2	100
Somewhat agree	35	15	5	100
Neither agree or disagree	11	36	54	100
Somewhat disagree	8	52	4	100
Strongly disagree	12	69	18	100
Total	41	21	39	100



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“COVID-19 vaccines will be effective in preventing the disease.”	Yes	No	Not Sure / Depends	Total
	%	%		%
Strongly agree	82	1	16	100
Somewhat agree	49	8	43	100
Neither agree or disagree	16	33	51	100
Somewhat disagree	17	47	36	100
Strongly disagree	14	69	16	100
Total	41	21	39	100

“The FDA is trustworthy when it comes to approving a COVID-19 vaccine.”	Yes	No	Not Sure / Depends	Total
	%	%		%
Strongly agree	79	3	18	100
Somewhat agree	50	9	41	100
Neither agree or disagree	15	26	58	100
Somewhat disagree	18	38	44	100
Strongly disagree	10	71	19	100
Total	40	21	39	100

“By the time I can get a vaccine, doctors will have had enough time to determine if the vaccine is safe.”	Yes	No	Not Sure / Depends	Total
	%	%		%
Strongly agree	60	10	3	100
Somewhat agree	46	12	41	100
Neither agree or disagree	23	30	47	100
Somewhat disagree	21	39	41	100
Strongly disagree	12	66	21	100
Total	41	21	39	100





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“I find getting shots to be extremely unpleasant.”	Yes	No	Not Sure / Depends	Total
	%	%		%
Strongly agree	31	31	37	100
Somewhat agree	35	19	47	100
Neither agree or disagree	37	22	42	100
Somewhat disagree	49	15	36	100
Strongly disagree	54	16	3	100
Total	40	21	39	100

“The vaccine might be more dangerous than COVID-19 itself.”	Yes	No	Not Sure / Depends	Total
	%	%		%
Strongly agree	22	56	22	100
Somewhat agree	16	33	51	100
Neither agree or disagree	26	17	57	100
Somewhat disagree	56	5	39	100
Strongly disagree	88	2	1	100
Total	41	21	39	100

“I won’t be able to afford a COVID-19 vaccine.”	Yes	No	Not Sure / Depends	Total
	%	%		%
Strongly agree	39	25	37	100
Somewhat agree	36	18	46	100
Neither agree or disagree	26	27	46	100
Somewhat disagree	46	14	41	100
Strongly disagree	53	18	29	100
Total	40	21	39	100



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“Some individuals have tampered with the vaccine process for bad purposes.”	Yes	No	Not Sure /	Total
	%	%	Depends	
Strongly agree	39	37	25	100
Somewhat agree	31	28	41	100
Neither agree or disagree	28	26	46	100
Somewhat disagree	45	10	45	100
Strongly disagree	67	7	26	100
Total	41	21	39	100

“COVID-19 is a very dangerous disease for people like me.”	Yes	No	Not Sure /	Total
	%	%	Depends	
Strongly agree	49	13	38	100
Somewhat agree	50	14	36	100
Neither agree or disagree	22	29	49	100
Somewhat disagree	33	27	41	100
Strongly disagree	17	53	3	100
Total	40	21	39	100

“I want to wait for other people to get vaccinated before me to see how it worked for them.”	Yes	No	Not Sure /	Total
	%	%	Depends	
Strongly agree	23	22	54	100
Somewhat agree	45	14	42	100
Neither agree or disagree	43	28	29	100
Somewhat disagree	73	19	8	100
Strongly disagree	64	30	6	100
Total	40	21	39	100



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Cooper Trustworthy	Yes	No	Not Sure / Depends	Total
	%	%		%
Very trustworthy	57	12	3	100
Somewhat trustworthy	46	14	4	100
Only a little trustworthy	39	15	46	100
Not at all trustworthy	21	41	38	100
Don't Know	26	28	46	100
Total	41	21	39	100

Trump Trustworthy	Yes	No	Not Sure / Depends	Total
	%	%		%
Very trustworthy	38	30	32	100
Somewhat trustworthy	33	20	46	100
Only a little trustworthy	41	16	44	100
Not at all trustworthy	46	17	37	100
Don't Know	21	35	45	100
Total	40	21	39	100

Biden Trustworthy	Yes	No	Not Sure / Depends	Total
	%	%		%
Very trustworthy	55	11	34	100
Somewhat trustworthy	43	16	41	100
Only a little trustworthy	39	18	43	100
Not at all trustworthy	27	36	36	100
Don't Know	26	20	54	100
Total	41	21	39	100



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Fauci Trustworthy	Yes %	No %	Not Sure / Depends	Total %
Very trustworthy	57	9	33	100
Somewhat trustworthy	43	13	44	100
Only a little trustworthy	32	20	48	100
Not at all trustworthy	20	54	26	100
Don't Know	23	32	45	100
Total	40	21	39	100

Cohen Trustworthy	Yes %	No %	Not Sure / Depends	Total %
Very trustworthy	63	7	30	100
Somewhat trustworthy	47	14	39	100
Only a little trustworthy	37	14	49	100
Not at all trustworthy	26	43	31	100
Don't Know	34	25	41	100
Total	40	21	39	100

Party Identification	Yes %	No %	Not Sure / Depends	Total %
Republican	38	25	37	100
Neither	36	23	41	100
Democrat	47	15	38	100
Total	40	21	39	100

Age	Yes %	No %	Not Sure / Depends	Total %
18 to 24	40	27	33	100
25 to 44	37	24	39	100
45 to 64	38	23	40	100
65+	51	8	41	100
Total	40	21	39	100



# ELON POLL

Race	Yes %	No %	Not Sure / Depends	Total %
White	43	19	39	100
Black	27	30	43	100
Other	50	17	33	100
Total	40	21	39	100

Gender	Yes %	No %	Not Sure / Depends	Total %
Male	48	16	36	100
Female	33	25	42	100
Total	40	21	39	100

County Density	Yes %	No %	Not Sure / Depends	Total %
Rural	37	24	39	100
Suburban	37	21	43	100
Urban	47	17	36	100
Total	40	21	39	100

## Methodological Information

Mode:	Online
Population:	North Carolina Adult Residents
Dates in the field:	December 4-6, 2020
Sample Size:	1,390
Credibility Interval	+/- 2.8%
Weighting Variables (NC):	Education, Party Identification, Age, Sex, Race, County Density

### *Procedure*

The Elon University Poll used an online sample provided by Lucid, LLC. Respondents were recruited for this sample from many sample providers in the Lucid marketplace and received small amounts of compensation in exchange for their opinions. The survey was not an open-linked posted on social media, but rather was by direct invitation to a very large national pool of people who agree to take online surveys. More information about the Lucid marketplace and quality tests are available [here](#). Quotas on race, Hispanic ethnicity, sex, and age were applied prior to online survey commencement.

Online interviews were included in the final dataset if respondents spent a minimum length of time on the interview and particular sections, and if a respondent progressed through the entire survey. Open-ended online responses were individually inspected by the poll directors, who then deleted thirty cases that were invalid. Respondents were recruited to the survey with a generic description about issues in North Carolina

### *Credibility Interval*

Unlike a traditional random digit-dial telephone survey, online surveys do not have traditional margin of errors. Nonprobability quota samples like these 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 by a design effect calculated using the squared sum of weights. For this North Carolina sample, this means:  $(1.043 * 2.63 = 2.742)$ . We round these values up for presentation of results. As with all surveys, total survey error often exceeds sampling error.

### *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 release 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 were generated in Stata using a technique known as iterative proportional fitting, also known as raking. The weight variable was calculated based on all of the variables in the table below. \*Party identification population parameters are an estimate.

	<b>Population %</b>	<b>Unweighted %</b>	<b>Weighted %</b>
18-24	13	12	13
25-44	34	36	34
45-64	34	36	34
65+	20	16	20
Male	48	46	48
Female	52	54	52
White	67	70	67
Black	21	19	21
Other	12	11	12
Hispanic	9	6	9
Not Hispanic	91	94	91
< Bachelor's	70	60	70
Bachelor's or more	30	40	30
Rural County	39	39	39
Suburban	25	27	25
Urban	36	34	36
Republican	30	30	30
Neither	35	33	35
Democrat	35	37	35

## 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 research organization. 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 U.S. Census data. For more details, see the Weighting Information above.

### 4. What are the advantages and disadvantages of online surveys over traditional random-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. In the case of this survey, we hoped to capture opinions related to a breaking news item. An online survey enabled us to quickly gather a large enough sample size to make inferences about the U.S. population. Additionally, like many college students, our student survey interviewers are not on campus at this time.

Additional information about opt-in surveys in general is available from AAPOR and the [Pew Research Center](#).



## About the Elon University Poll

The Elon University Poll conducts statewide, regional, and national surveys on issues of importance to North Carolinians as well as other states. Information from these polls is shared with media, citizens and public officials to facilitate informed public policy making through the better understanding of citizens' opinions and attitudes.



[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.



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[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](http://elon.edu/elonpoll)

If you have specific questions about this poll, you can reach the directors of the poll via email (jhusser at elon dot edu & kusry at elon dot edu).

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