

 **ELON** POLL

**North Carolina Registered Voters Survey:
Views on the economy, election integrity, and abortion in advance of the
November 2022 midterms**

Survey of North Carolina Adults
October 26-27, 2022

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About This Survey

The Elon University Poll conducted a representative online survey of 1,221 registered voters in North Carolina from October 26-27, 2022.

The overall results have a credibility interval of +/- 3 percentage points. Unless otherwise noted, results reported below are percentages (%) and sample sizes (N).

In this survey, we asked (self-reported) NC registered voters about their plans to vote in the upcoming November 2022 election, their confidence in the election process, their views on the economy and abortion, and, to indicate whether they are closer to the Democratic or Republican party on a wide range of issues. The question order is reflected in the order of the results reported in the Toplines. Several of these questions were repeated from prior Elon poll surveys, and where possible, we have included relevant points of comparison in grey shaded columns in the tables below.

Vote Intentions and Motivation (p. 4)

At the time this survey was in the field, over a week before Election Day, 28% of NC voters said they had voted already through early voting. Among those who had not voted yet, 76% said they were somewhat or extremely likely to do so. When asked in comparison to past elections like this one, 61% said they were more motivated to vote this year than they have been before.

Views of the Economy (pp. 5-6)

NC voters letter grade for the national economy is notably more negative than it was in 2020. In this survey, only 15% gave the current national economy a letter grade of A or B, 32% gave it the letter grade of a C, and 53% gave it a letter grade of a D or F. When this same question was asked of voters in advance of the 2020 presidential election, 26% of NC voters gave the economy a letter grade an A or B, 32% gave it a C, and 42% gave it a of D or F.

75% of NC voters said the national economy has gotten worse since 2020, and 55% said their own personal financial situation has gotten worse since 2020.

82% of NC voters say inflation has had at least somewhat of a negative effect on themselves and their families. 28% say it's affected them very negatively and 25% said it's affected them only a little negatively.

69% of NC voters believe the Biden administration is at least somewhat responsible for recent levels of inflation. Only 28% said the Biden administration was not very responsible or not at all responsible.

Election Confidence (pp. 7-9)

Overall, NC voters are expressing slightly more confidence in the integrity of the election process than they have in past surveys, but the level of confidence is generally not very high. Only 30% were very confident that overall the election process will be fair, and only 20% were

very confident that should the results go to the courts, the judicial system would make a fair decision. 19% were very concerned about violence breaking out after the 2022 election compared to 38% in 2020.

Views on Abortion (p. 10)

Since the overturning of *Roe v. Wade*, 72% of NC voters have been fairly or very closely following news about new or changing abortion restrictions in North Carolina.

20% of NC voters say they expect an abortion ban would have a negative impact on themselves and their family, 15% say it would have a positive impact, and 66% say it would have neither a positive or negative impact.

53% of NC voters would be dissatisfied if abortion were to be banned in the state of North Carolina, 28% would be satisfied, and 19% would be neither satisfied nor dissatisfied by such a ban.

Abortion Knowledge (p. 11)

About one-third (32%) of NC voters knew that the most performed abortions are at-home medication, prescribed by a doctor. 69% incorrectly believed that in-office procedures were more common. 72% of NC voters knew that most abortions are performed in the first trimester. 56% of NC voters knew that childbirth is associated with a higher risk of medical complications, relative to abortion. Only 14% of NC voters knew all three of these facts.

Issue Proximity (pp. 12-14)

North Carolina voters were more aligned with the Republican party on issues related to the economy, immigration, foreign affairs, crime, the size and scope of government, and oil, gas, and energy policy.

NC voters were more aligned with the Democratic party on issues related to education, abortion, race relations, gun control, healthcare, climate change, and voting policies.

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

Toplines

Vote Intention and Motivation

“Have you already voted in the 2022 election?”

	Percent	N
Yes	28%	340
No	72%	878
Total	100%	1218

If have not already voted:

“How likely are you to vote in the November 2022 election?”

	Percent	N
Extremely unlikely	9%	77
Somewhat unlikely	7%	59
Neither	8%	72
Somewhat likely	24%	203
Extremely likely	52%	452
Total	100%	863

“Compared to past elections like this one, would you say that you are more motivated to vote, less motivated to vote, or about the same level of motivated to vote?”

	Percent	N
More motivated	61%	743
Less motivated	10%	122
About the same	29%	354
Total	100%	1219

Economic Perceptions and Issues

“What letter grade would you give the current national economy?”

	Percent	N	Oct. 2020	Feb 2020
			Percent	Percent
A	3%	32	7%	19%
B	12%	147	19%	33%
C	32%	387	32%	32%
D	28%	339	26%	10%
F	25%	308	16%	5%
Total	100%	1213		

“Since 2020, would you say that the nation's economy has gotten better, stayed about the same, or gotten worse?”

	Percent	N	Feb 2020
			Percent
Better	11%	32	48%
Same	14%	147	28%
Worse	75%	387	22%
Total	100%	1213	

“What about your own financial situation—since 2020, would you say it has gotten better, stayed about the same, or gotten worse?”

	Percent	N	Feb 2020
			Percent
Better	14%	168	42%
Same	31%	379	37%
Worse	55%	671	20%
Total	100%	1217	

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“Over the last six months, how has inflation affected you and your family?”

	Percent	N
Very negatively	28%	344
Somewhat negatively	29%	348
A little negatively	25%	309
Neither	10%	117
A little positively	3%	39
Somewhat positively	2%	26
Very positively	3%	37
Total	100%	1220

“To what extent do you think the Biden administration is responsible for recent levels of inflation?”

	Percent	N
Very responsible	41%	501
Somewhat responsible	28%	337
Not very responsible	19%	230
Not at all responsible	9%	109
Haven't thought much about this	4%	44
Total	100%	1221



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Election Confidence

“In this section, we’re interested in how confident you are in the election process. You’ll see a set of statements about the 2022 election and be asked to indicate how confident you are that each will be true.”

“The election process overall will be fair.”

	Percent	N	Nov 2020	Feb 2020
	Percent		Percent	Percent
Very confident	30%	366	24%	18%
Somewhat confident	34%	408	45%	34%
Only a little confident	22%	261	22%	23%
Not at all confident	15%	181	9%	25%
Total	100%	1216		

“Votes will be counted properly.”

	Percent	N	Nov 2020	Feb 2020
	Percent		Percent	Percent
Very confident	34%	418	24%	22%
Somewhat confident	31%	373	43%	35%
Only a little confident	21%	259	23%	23%
Not at all confident	14%	168	10%	20%
Total	100%	1218		

“Only legally eligible voters will be able to vote.”

	Percent	N	Nov 2020	Feb 2020
	Percent		Percent	Percent
Very confident	35%	430	39%	32%
Somewhat confident	31%	382	32%	31%
Only a little confident	18%	213	17%	15%
Not at all confident	16%	195	13%	22%
Total	100%	1220		



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“In this section, we’re interested in how confident you are in the election process. You’ll see a set of statements about the 2022 election and be asked to indicate how confident you are that each will be true.”

“Legally eligible voters will be able to vote without running into any problems.”

	Percent	N	Nov 2020	Feb 2020
			Percent	Percent
Very confident	35%	430	32%	31%
Somewhat confident	31%	382	45%	37%
Only a little confident	18%	213	16%	16%
Not at all confident	16%	195	7%	15%
Total	100%	1220		

“Most major media outlets will be fair to Democratic candidates.”

	Percent	N	Feb 2020
			Percent
Very confident	32%	386	32%
Somewhat confident	39%	477	33%
Only a little confident	19%	228	15%
Not at all confident	11%	128	20%
Total	100%	1219	

“Most major media outlets will be fair to Republican candidates.”

	Percent	N	Feb 2020
			Percent
Very confident	18%	213	17%
Somewhat confident	32%	394	26%
Only a little confident	23%	274	16%
Not at all confident	28%	338	41%
Total	100%	1219	



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“In this section, we’re interested in how confident you are in the election process. You'll see a set of statements about the 2022 election and be asked to indicate how confident you are that each will be true.”

“If the election goes to the courts, the judicial system will make a fair decision.”

	Percent	N
Very confident	20%	247
Somewhat confident	38%	457
Only a little confident	26%	317
Not at all confident	16%	196
Total	100%	1218

“How concerned are you about violence breaking out after the election?”

	Percent	N	Nov 2020
Very concerned	19%	230	38%
Somewhat concerned	37%	446	36%
Only a little concerned	28%	339	17%
Not at all concerned	17%	205	8%
Total	100%	1220	

Abortion Attention and Opinions

“How closely have you been following the news about new or changing abortion restrictions in North Carolina?”

	Percent	N
Very closely	28%	335
Fairly closely	44%	538
Not too closely	22%	268
Not at all closely	6%	79
Total	100%	1219

“Now that Roe v. Wade has been overturned, it is up to individual states to decide what restrictions to put into place on abortion. How do you think this will impact you and your family?”

	Percent	N
Extremely positively	8%	93
Somewhat positively	7%	85
Neither pos. nor neg.	66%	804
Somewhat negatively	12%	142
Extremely negatively	8%	95
Total	100%	1220

“How satisfied or dissatisfied would you be if abortion were to be banned in North Carolina?”

	Percent	N
Extremely satisfied	16%	199
Somewhat satisfied	12%	140
Neither sat. nor dis.	19%	237
Somewhat dissatisfied	18%	216
Extremely dissatisfied	35%	425
Total	100%	1218

Abortion Knowledge¹

Item 1 “Which type of abortion do you think is the most commonly performed in the United States?”

	Percent	N
At-home medication, prescribed by a doctor (correct)	32%	383
In-office procedures, performed by a doctor	69%	832
Total	100%	1215

Item 2 “Do you think most abortions are performed in the first, second, or third trimester of pregnancy?”

	Percent	N
First trimester (correct)	72%	877
Second trimester	26%	316
Third trimester	2%	25
Total	100%	1218

Item 3 “On average, do you think childbirth or abortion is associated with a higher risk of medical complications?”

	Percent	N
Abortion	44%	877
Childbirth (correct)	56%	316
Total	100%	1218

Number of the above items answered correctly

	Percent	N
0	10%	121
1	35%	418
2	41%	500
3	14%	171
Total	100%	1211

¹ <https://www.guttmacher.org/article/2022/02/medication-abortion-now-accounts-more-half-all-us-abortions>

¹ <https://www.washingtonpost.com/health/2022/06/21/abortion-procedures/>

¹ Raymond, Elizabeth G. MD, MPH; Grimes, David A. MD. The Comparative Safety of Legal Induced Abortion and Childbirth in the United States. *Obstetrics & Gynecology*: February 2012 - Volume 119 - Issue 2 Part 1 - p 215-219 doi: 10.1097/AOG.0b013e31823fe923



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Issue Proximity

“Below is a list of issues. Please tell me if you are generally closer to the Democratic Party or the Republican Party when it comes to that issue.” [issue order randomized]

“The economy”

	Percent	N	Feb 2020 Percent
Democratic Party	35%	432	46%
Republican Party	45%	553	36%
Neither	19%	235	18%
Total	100%	1220	

“Education”

	Percent	N	Feb 2020 Percent
Democratic Party	44%	535	47%
Republican Party	37%	455	34%
Neither	19%	228	19%
Total	100%	1219	

“Abortion”

	Percent	N	Feb 2020 Percent
Democratic Party	47%	574	42%
Republican Party	33%	406	39%
Neither	20%	240	19%
Total	100%	1220	

“Immigration”

	Percent	N	Feb 2020 Percent
Democratic Party	38%	467	42%
Republican Party	46%	561	43%
Neither	16%	192	15%
Total	100%	1220	



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“Below is a list of issues. Please tell me if you are generally closer to the Democratic Party or the Republican Party when it comes to that issue.” [issue order randomized]

“Foreign affairs”

	Percent	N	Feb 2020
	<hr/>		Percent
Democratic Party	36%	443	37%
Republican Party	43%	528	41%
Neither	20%	248	22%
Total	100%	1219	

“Race relations”

	Percent	N	Feb 2020
	<hr/>		Percent
Democratic Party	46%	558	44%
Republican Party	33%	398	31%
Neither	22%	262	25%
Total	100%	1218	

“Gun control”

	Percent	N	Feb 2020
	<hr/>		Percent
Democratic Party	43%	521	39%
Republican Party	40%	490	45%
Neither	17%	208	17%
Total	100%	1219	

“Health care”

	Percent	N	Feb 2020
	<hr/>		Percent
Democratic Party	47%	577	46%
Republican Party	34%	415	36%
Neither	19%	227	18%
Total	100%	1219	

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“Below is a list of issues. Please tell me if you are generally closer to the Democratic Party or the Republican Party when it comes to that issue.” [issue order randomized]

“Oil, gas, and energy”

	Percent	N
Democratic Party	36%	441
Republican Party	46%	555
Neither	18%	225
Total	100%	1220

“Crime”

	Percent	N
Democratic Party	35%	425
Republican Party	44%	535
Neither	21%	260
Total	100%	1220

“Size and scope of government”

	Percent	N
Democratic Party	35%	420
Republican Party	40%	488
Neither	25%	310
Total	100%	1219

“Climate change”

	Percent	N
Democratic Party	48%	584
Republican Party	29%	358
Neither	23%	276
Total	100%	1218

“Voting policies”

	Percent	N
Democratic Party	42%	512
Republican Party	37%	455
Neither	21%	251
Total	100%	1218

Demographics

Party Identification²

	Percent	N
Republican	42%	507
Independent	14%	167
Democrat	45%	545
Total	100%	1219

Party Registration³

	Percent	N
Democrat	34%	411
Republican	30%	367
Unaffiliated/Other	36%	444
Total	100%	1221

Gender

	Percent	N
Male	46%	562
Female	54%	659
Total	100%	1221

County Density⁴

	Percent	N
Rural	39%	476
Suburban	25%	305
Urban	36%	440
Total	100%	1221

² Self-identified, with independent leaners grouped with partisans.

³ Self-reported.

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

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Income

	Percent	N
<49k	48%	591
50k+	52%	630
Total	100%	1221

Education

	Percent	N
Less than Bachelors	64%	777
Bachelors or Higher	36%	444
Total	100%	1221

Age

	Percent	N
18 to 24	11%	134
25 to 44	33%	403
45 to 64	33%	403
65+	23%	281
Total	100%	1221

Race

	Percent	N
White	65%	795
Black	20%	248
Other	15%	178
Total	100%	1221

Hispanic or Latino

	Percent	N
Yes	4%	43
No	97%	1178
Total	100%	1221

Crosstabulations

Guide for Interpretation

In this section of the report, the numbers in each table reported are row percentages, and comparisons can be made within columns. Due to weights and rounding, row percentages do not always sum to 100. In general, 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.

Motivation to Vote

“Compared to past elections like this one, would you say that you are more motivated to vote, less motivated to vote, or about the same level of motivated to vote?”

	More motivated %	Less motivated %	About the same %
Male	64	9	27
Female	58	11	31
18-24	50	13	37
25-44	58	12	31
45-64	64	11	26
65+	67	5	28
White	62	9	29
Black	62	12	26
Other	57	11	33
Less than BA's	59	11	30
BA's or higher	64	8	28
Less than \$49k	57	11	32
\$50k or higher	65	9	26
Republican	61	10	29
Independent	37	19	44
Democrat	68	7	25

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	More motivated	Less motivated	About the same
	%	%	%
Personal financial situation ...			
Better since 2020	74	7	19
Same since 2020	58	8	34
Worse since 2020	60	12	29
Would be satisfied by abortion ban	70	7	23
Neither sat. nor dis.	48	15	37
Dissatisfied	61	10	29
Total	61	10	29



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Economy Letter Grade

“What letter grade would you give the current national economy?”

	A	B	C	D	F
	%	%	%	%	%
Male	5	14	33	27	21
Female	1	10	31	28	29
18-24	4	20	39	26	11
25-44	5	10	38	28	19
45-64	1	10	26	30	33
65+	0	15	29	26	30
White	2	9	29	29	31
Black	4	19	41	24	12
Other	3	17	31	30	19
Less than BA's	2	11	31	29	28
BA's or higher	4	14	34	26	21
Less than \$49k	1	13	32	27	28
\$50k or higher	4	12	32	29	23
Republican	1	3	20	30	46
Independent	0	12	32	35	21
Democrat	5	20	44	24	7
Total	3	12	32	28	25

Biden to Blame for Inflation

“To what extent do you think the Biden administration is responsible for recent levels of inflation?” [dropped those who have not thought much about this]

	Very responsible	Somewhat responsible	Not very responsible	Not at all responsible
	%	%	%	%
Male	46	25	20	9
Female	39	32	19	10
18-24	35	43	15	7
25-44	37	36	21	6
45-64	47	25	18	10
65+	48	17	20	14
White	49	25	17	9
Black	23	38	27	12
Other	38	31	24	7
Less than BA's	45	30	16	9
BA's or higher	39	27	25	9
Less than \$49k	42	27	19	12
\$50k or higher	43	30	20	7
Republican	71	22	4	3
Independent	38	39	17	6
Democrat	16	32	36	16
Total	43	29	20	9

Satisfied or Dissatisfied by Abortion Ban

“How satisfied or dissatisfied would you be if abortion were to be banned in North Carolina?”

	Extrm. very, or somewhat satisfied	Neither satisfied nor dissatisfied	Extrm, very, or somewhat dissatisfied
	%	%	%
Male	35	20	45
Female	22	19	59
18-24	17	24	59
25-44	30	20	50
45-64	29	18	53
65+	30	18	53
White	31	17	52
Black	20	25	55
Other	25	24	51
Less than BA's	27	22	51
BA's or higher	30	15	55
Less than \$49k	25	22	53
\$50k or higher	30	17	53
Republican	46	23	31
Independent	13	25	62
Democrat	15	15	70
Low abortion knowledge (0-1 items correct)	38	24	39
Moderate (2 correct)	20	17	63
High (all 3 correct)	18	15	67
Total	28	19	53

Issue Proximity

“Below is a list of issues. Please tell me if you are generally closer to the Democratic Party or the Republican Party when it comes to that issue.” [issue order randomized]

“The Economy”

	Closer to...		
	Democratic Party	Republican Party	Neither
Registered Democrats	73	13	14
Registered Republicans	7	85	8
Unaffiliated or Other	24	42	34
Total	35	45	19

“Gun Control”

	Closer to...		
	Democratic Party	Republican Party	Neither
Registered Democrats	75	14	10
Registered Republicans	13	78	9
Unaffiliated or Other	37	33	30
Total	43	40	17

“Crime”

	Closer to...		
	Democratic Party	Republican Party	Neither
Registered Democrats	69	14	16
Registered Republicans	10	81	9
Unaffiliated or Other	23	41	36
Total	35	44	21



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“Below is a list of issues. Please tell me if you are generally closer to the Democratic Party or the Republican Party when it comes to that issue.” [issue order randomized]

“Healthcare”			
	Closer to...		
	Democratic Party	Republican Party	Neither
Registered Democrats	83	9	8
Registered Republicans	13	74	13
Unaffiliated or Other	43	23	33
Total	47	34	19

“Voting Policies”			
	Closer to...		
	Democratic Party	Republican Party	Neither
Registered Democrats	78	10	12
Registered Republicans	11	76	13
Unaffiliated or Other	34	31	36
Total	42	37	21

“Education”			
	Closer to...		
	Democratic Party	Republican Party	Neither
Registered Democrats	79	11	10
Registered Republicans	12	77	11
Unaffiliated or Other	37	30	33
Total	44	37	19

“Below is a list of issues. Please tell me if you are generally closer to the Democratic Party or the Republican Party when it comes to that issue.” [issue order randomized]

“Abortion”

	Closer to...		
	Democratic Party	Republican Party	Neither
Registered Democrats	79	12	8
Registered Republicans	17	68	15
Unaffiliated or Other	42	24	34
Total	47	33	20

“Foreign Affairs”

	Closer to...		
	Democratic Party	Republican Party	Neither
Registered Democrats	70	16	13
Registered Republicans	10	80	10
Unaffiliated or Other	27	38	35
Total	36	43	20

“Size and scope of government”

	Closer to...		
	Democratic Party	Republican Party	Neither
Registered Democrats	70	13	17
Registered Republicans	7	76	17
Unaffiliated or Other	25	36	40
Total	35	40	25

“Below is a list of issues. Please tell me if you are generally closer to the Democratic Party or the Republican Party when it comes to that issue.” [issue order randomized]

“Climate change”			
	Closer to...		
	Democratic Party	Republican Party	Neither
Registered Democrats	80	9	12
Registered Republicans	17	61	22
Unaffiliated or Other	44	23	33
Total	48	29	23

“Race relations”			
	Closer to...		
	Democratic Party	Republican Party	Neither
Registered Democrats	79	9	12
Registered Republicans	16	67	17
Unaffiliated or Other	40	26	34
Total	46	33	21

“Oil, gas, and energy”			
	Closer to...		
	Democratic Party	Republican Party	Neither
Registered Democrats	71	16	13
Registered Republicans	8	83	9
Unaffiliated or Other	27	42	31
Total	34	30	36

Methodological Information

Mode:	Online
Population:	North Carolina Registered Voters
Dates in the field:	October 26-27, 2022
Sample Size:	1,221
Credibility Interval	+/- 3
Weighting Variables:	Party Registration, Race, Hispanic Ethnicity, Sex, Age, Education, 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: $(1.054 * 2.8 = 2.955)$. 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. Population parameters for education among NC registered voters were estimated from national 2020 U.S. Census data. Population parameters for sex, race, and party registration were drawn from NC State Board of Elections data, downloaded on October 30th, 2022 (age from NCSBE in 2020). NC Counties were categorized according to [this map](#) from NC Rural Center.

	Population %	Unweighted %	Weighted %
18-24	11	9	11
25-44	33	33	33
45-64	33	36	33
65+	23	22	23
Male	46	48	46
Female	54	52	54
White	65	66	65
Black	20	20	20
Other	15	13	15
Not Hispanic	96	94	96
Hispanic	4	6	4
Republican	30	32	30
Democrat	34	37	34
Unaffiliated or Other	36	31	36
< Bachelor's	64	60	64
Bachelor's or more	36	40	36
Rural County	39	43	39
Suburban County	25	26	25
Urban County	36	31	36

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 and NC State Board of Elections data. For more details, see the Weighting Information above.

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

Traditional telephone surveys have traditionally had an 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](#).

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.



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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

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).