



CIVITAS INSTITUTE

North Carolina Statewide Unaffiliated Survey 2016

Interview Schedule

N = 400 North Carolina Unaffiliated Voters

Margin of Error +/- 4.90%

Field Dates: August 11-14, 2016

(ASK ALL)

1. First, are you registered to vote at this address?

100% Yes (CONTINUE)

2. And on a scale of one to ten, how likely do you think you are to vote in the November 2016 General election? One means you are not at all likely to vote, five means there is a 50-50 chance you will vote, and ten means it is certain that you will vote in the election in November. Remember you can use any number between one and ten. (RECORD NUMBER; ACCEPT ALL)

93%	10-8		87%	10		3%	9		3%	8			
6%	7-5		2%	7		1%	6		3%	5			
2%	4-1		1%	4		*	3		--	2		1%	1

-- Don't Know/ Refused

9.5 MEAN

3. As you may know, the General Election for President, Senate, Governor and Congress is going to be held in November this year. How much attention have you been paying to the various campaigns so far? Would you say you have been paying... (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

56% A great deal of attention
 33% A moderate amount of attention
 9% Only a little bit of attention
 2% No attention at all

4. Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	
29%	25%	31%	30%	19%	29%	37%	Right Direction
53%	61%	56%	56%	68%	49%	48%	Wrong Track
17%	14%	13%	14%	13%	21%	15%	Don't Know/Unsure
1%	--	--	--	--	1%	1%	Refused

5. And if the election for State Legislature were held today, would you be voting for the... (ROTATE)

<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	
39%	32%	37%	29%	28%	28%	44%	Republican
27%	29%	32%	39%	33%	30%	30%	Democratic
15%	14%	6%	16%	14%	14%	6%	Neither
18%	24%	23%	15%	25%	27%	20%	Don't Know
1%	1%	2%	1%	1%	1%	*	Refused

6. When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority? (RANDOMIZE)

<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	
41%	45%	45%	32%	23%	25%	29%	Economy and jobs
15%	16%	19%	32%	32%	36%	25%	Improving public education
4%	4%	3%	4%	4%	5%	5%	Holding down taxes
7%	5%	5%	8%	7%	8%	7%	Reducing healthcare costs
5%	4%	4%	5%	6%	5%	10%	Government Corruption
2%	2%	3%	4%	7%	5%	7%	Moral Issues
17%	14%	14%	9%	6%	5%	6%	Budget/Spending
7%	2%	4%	4%	10%	7%	7%	Illegal Immigration
*	*	*	*	2%	1%	1%	All of the Above(VOLUNTEERED)
1%	5%	2%	2%	1%	3%	1%	Other
2%	3%	1%	2%	2%	1%	3%	Not sure
--	--	--	--	--	--	*	Refused

Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you have never heard of them just tell me and we'll go on to the next one...the (first/next) one is...(RANDOMIZE)

	FAVORABLE	UNFAVORABLE	HEARD OF NO OPIN	NEVER HEARD OF
7. Barack Obama				
<u>2016</u>	43%	51%	5%	*
<u>2015</u>	46%	44%	9%	--
<u>2014</u>	48%	47%	5%	--
<u>2013</u>	44%	46%	10%	--
<u>2012</u>	49%	45%	6%	1%
<u>2011</u>	46%	47%	6%	1%
<u>2010</u>	42%	49%	8%	--
8. Pat McCrory				
<u>2016</u>	46%	40%	10%	4%
<u>2015</u>	36%	43%	19%	2%
<u>2014</u>	36%	41%	18%	5%
<u>2013</u>	38%	39%	16%	7%
<u>2012</u>	45%	24%	22%	9%
9. Roy Cooper				
<u>2016</u>	31%	26%	24%	19%
<u>2015</u>	26%	14%	29%	32%
10. Hillary Clinton				
<u>2016</u>	27%	65%	8%	*

11. Donald Trump
2016 **38%** **52%** 10% *

12. Do you approve or disapprove of the job that Barack Obama is doing as President?

2010	2011	2012	2013	2014	2015	2016	
44%	44%	50%	51%	48%	50%	41%	Total Approve
52%	52%	47%	45%	46%	48%	55%	Total Disapprove
20%	17%	27%	21%	16%	20%	25%	Strongly Approve
24%	27%	23%	30%	32%	29%	17%	Somewhat Approve
10%	17%	9%	9%	11%	11%	12%	Somewhat Disapprove
43%	35%	38%	35%	35%	37%	43%	Strongly Disapprove
4%	5%	2%	4%	6%	2%	4%	Undecided/Don't Know
--	--	1%	--	--	--	1%	Refused

13. Some people decide early in a campaign how they will vote. Others make their decisions just before the election. When would you say you will make your FINAL decision on which candidate you are going to vote for? (ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

13%	On Election Day
17%	The Last Few Days Before The Election
4%	During One-Stop Voting starting October 27th
11%	In October, Before One-Stop Voting Starts on the 27th
7%	In September
45%	Already Have
3%	Don't Know/ Refused

14. If the election for President were being held today and you had to make a choice, for whom would you vote between... (READ IN ORDER, DO NOT ROTATE)

38%	Donald Trump, the Republican,		
28%	Hillary Clinton, the Democrat,		
15%	... or Gary Johnson, the Libertarian?		
16%	Lean/ Undecided		
32%	DEFINITELY TRUMP	11%	DEFINITELY JOHNSON
6%	PROBABLY TRUMP	4%	PROBABLY JOHNSON
3%	LEAN TRUMP	1%	LEAN JOHNSON
25%	DEFINITELY CLINTON	10%	HARD UNDECIDED
3%	PROBABLY CLINTON	1%	NAMED OTHER
1%	LEAN CLINTON	2%	REFUSED

15. And would you say your vote in the presidential election is more of a vote FOR a candidate or a vote AGAINST a candidate?

43%	Total For
48%	Total Against
28%	Strongly For
15%	Somewhat For
17%	Somewhat Against
31%	Strongly Against
9%	Don't Know/ Unsure/ A little of both
*	Refused

16. If the election for US Senate were being held today and you had to make a choice, for whom would you vote between... (READ IN ORDER, DO NOT ROTATE)

38% **Richard Burr, the Republican,**
23% **Deborah K. Ross, the Democrat,**
9% **... or Sean Haugh, the Libertarian?**
27% **Lean/ Undecided**

30%	DEFINITELY BURR	7%	DEFINITELY HAUGH
9%	PROBABLY BURR	2%	PROBABLY HAUGH
2%	LEAN BURR	1%	LEAN HAUGH
19%	DEFINITELY ROSS	22%	HARD UNDECIDED
4%	PROBABLY ROSS	--	NAMED OTHER
1%	LEAN ROSS	2%	REFUSED

17. If the election for Governor were being held today and you had to make a choice, for whom would you vote between... (READ IN ORDER, DO NOT ROTATE)

43% **Pat McCrory, the Republican,**
35% **Roy Cooper, the Democrat,**
5% **...or Lon Cecil, the Libertarian?**
16% **Lean/ Undecided**

38%	DEFINITELY MCCRORY	4%	DEFINITELY CECIL
5%	PROBABLY MCCRORY	1%	PROBABLY CECIL
2%	LEAN MCCRORY	*	LEAN CECIL
28%	DEFINITELY COOPER	13%	HARD UNDECIDED
7%	PROBABLY COOPER	--	NAMED OTHER
1%	LEAN COOPER	1%	REFUSED

18. In general, are you MOST concerned with... (ROTATE:1-5)

<u>2010</u>	<u>2011</u>	<u>2013</u>	<u>2015</u>	<u>2016</u>	
36%	51%	36%	22%	24%	Economic issues, jobs and the economy
17%	13%	11%	8%	8%	Fiscal issues, like taxes and spending
10%	4%	8%	15%	15%	Foreign affairs and national security issues, like terrorism, the wars overseas and border security
19%	15%	23%	26%	19%	Social issues, like education, health care and the environment
10%	8%	11%	12%	12%	Moral issues, like abortion, family values and same sex marriages
7%	6%	10%	15%	20%	All/Combo
--	1%	--	--	1%	Other (Specify)
1%	2%	1%	1%	*	None/Don't Know/Refused

19. In your own words, can you please tell me why you are registered as an Independent or Unaffiliated? (OPEN END)

- 34% Do not agree with either party/ Do not want to be associated with either party/ Don't think any one party is right/ Parties need to work together/ I'm in the middle/ I can see both sides
- 21% Vote for the person not the party/ Vote on the person's views on issues/ Vote for who I think will do the best job representing me
- 18% Do not want to be told to vote for a certain party/ To vote for whoever I want/ To keep my options open/ To vote in either primary/ Don't want to be committed to one party/ Don't like voting a straight ticket
- 4% Have always been unaffiliated/ Independent
- 4% Not happy with politicians/ Can't trust them
- 3% Was a Republican/ Do not agree with my previous party anymore
- 3% Was a Democrat/ Do not agree with my previous party anymore
- 3% Concerned with morals and values of other parties/ Christian beliefs
- 2% I lean Democrat
- 2% Don't like political parties/ Don't like the two-party system (non-specific)
- 1% Personal choices/ Personal reasons
- 1% Do not want to be bothered with mail/ E-mail/ Door step visits/ Phone call
- 1% I lean Republican
- 2% Other
- 11% None/ Nothing/ Not registered Unaffiliated/ Am a Republican/ Democrat
- 2% Don't Know
- 1% Refused

20. On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	
11%	11%	14%	13%	13%	12%	10%	Liberal
28%	40%	38%	39%	39%	45%	34%	Moderate
58%	43%	42%	43%	45%	42%	52%	Conservative
3%	6%	6%	6%	3%	2%	4%	Don't Know/Refused

21. On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	
30%	35%	32%	39%	38%	32%	31%	Liberal
24%	23%	28%	27%	21%	29%	26%	Moderate
42%	35%	35%	29%	40%	36%	40%	Conservative
4%	6%	5%	5%	2%	3%	3%	Don't Know/Refused

22. And, in partisan elections, which of the following would best describe the way you vote? (ROTATE TOP-TO-BOTTOM/BOTTOM TO TOP)

<u>2011</u>	<u>2012</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	
35%	36%	31%	33%	41%	Total Republican
39%	40%	45%	38%	30%	Total Democrat
8%	10%	6%	9%	7%	Always vote Democrat
31%	31%	38%	29%	23%	Vote Democrat more often than Republican
30%	31%	25%	27%	34%	Vote Republican more often than Democrat
5%	5%	6%	6%	7%	Always vote Republican
16%	16%	18%	22%	21%	Both equally – Split ticket

9%	7%	6%	4%	8%	Not Sure/ Don't Know
2%	--	--	2%	*	Refused

23. Which of the following best reflects your beliefs regarding the impact of taxes: (ROTATE)

<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	
55%	43%	49%	50%	47%	52%	50%	Tax increases harm economic growth and cause jobs to be lost
28%	17%	15%	16%	19%	19%	16%	Tax increases have no real effect on the economy and job creation
*	27%	25%	25%	20%	18%	16%	Tax increases will improve the economy by adding revenue to government
14%	12%	9%	8%	15%	9%	16%	Don't Know/ No Opinion
2%	1%	1%	1%	--	--	1%	Refused

24. The North Carolina State Treasurer decides where to invest the \$90 billion dollar state workers pension fund. In your opinion, should the treasurer be allowed to seek out, accept and serve on paid corporate board positions while he or she is still being paid to be the State Treasurer?

7%	Yes
78%	No
14%	Don't Know/ Unsure
*	Refused

25. Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	
51%	60%	63%	56%	58%	50%	58%	Total Support
38%	32%	26%	36%	33%	43%	34%	Total Oppose
24%	32%	34%	31%	35%	28%	31%	Strongly Support
27%	29%	29%	26%	23%	22%	27%	Somewhat Support
11%	13%	12%	12%	11%	10%	12%	Somewhat Oppose
27%	19%	14%	23%	22%	33%	21%	Strongly Oppose
10%	8%	11%	8%	8%	7%	8%	Don't Know/ No Opinion
--	--	--	--	*	--	--	Refused

* Worded slightly different in previous polls

26. North Carolina has passed legislation authorizing tuition vouchers, known as opportunity scholarships, to allow lower and middle-income families to attend a school of their choice. . Which of the following statements comes closest to your opinion on the issue of school choice and public schools? (ROTATE)

<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	
61%	67%	58%	57%	60%	61%	Giving parents more choice in K-12 education will improve education for students. North Carolina should move towards allowing more choice in K-12 education for parents and children.
28%	26%	35%	31%	31%	30%	The state should be the primary educator of all K-12 children. Any legislation that allows parents the ability to move children out of the traditional K-12 public school system will weaken public education.
9%	6%	6%	10%	7%	8%	Don't Know
2%	1%	1%	2%	1%	1%	Refused

* Worded slightly different in previous polls

27. Which of the following statements best reflects your views on public teacher unions? (ROTATE)

<u>2014</u>	<u>2015</u>	<u>2016</u>	
52%	45%	47%	The primary interests of the public teachers union are to advocate for higher pay and benefits for their members and to advance the union political agenda.
31%	38%	36%	The primary interests of the public teachers union are to improve student outcomes and better educate children.
16%	15%	15%	Don't know
1%	2%	2%	Refused

28. Which of the following statements best reflects your view of the recently passed House Bill 2? (ROTATE)

51%	House Bill 2 offers protection of individual privacy and safety in public restrooms and locker rooms, and protects the rights of business owners to make workplace decisions without government interference.
41%	House Bill 2 unjustly discriminates against individuals based on their self-perceived gender and prevents cities from enacting ordinances that would provide open access to public restrooms and locker rooms.
7%	Don't Know
1%	Refused

29. Do you support or oppose the death penalty for those who are found guilty of first-degree murder?

<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	
64%	62%	62%	61%	61%	62%	65%	Total Support
27%	30%	28%	33%	30%	29%	28%	Total Oppose
40%	36%	41%	42%	38%	43%	44%	Strongly Support
24%	26%	20%	19%	23%	19%	22%	Somewhat Support
12%	14%	14%	14%	14%	11%	12%	Somewhat Oppose
15%	17%	15%	19%	16%	19%	16%	Strongly Oppose
8%	7%	10%	6%	8%	8%	7%	Don't Know/ No Opinion
1%	1%	--	--	--	--	--	Refused

30. Would you support or oppose an election law that would require voters to show a valid photo ID before casting their ballot?

<u>2013</u>	<u>2016</u>	
64%	74%	Total Support
34%	24%	Total Oppose
53%	63%	Strongly Support
11%	10%	Somewhat Support
9%	7%	Somewhat Oppose
25%	17%	Strongly Oppose
2%	2%	Don't Know/ No Opinion
--	--	Refused

* Worded slightly different in previous polls

31. At the end of July, North Carolina's Voter Identification Law, which required voters to show photo ID at polling locations, was struck down by a federal appeals court as being "racially discriminatory." Do you support or oppose the federal appeals court's decision to strike down the North Carolina Voter Identification Law?

38% Total Support
58% Total Oppose
 29% Strongly Support
 10% Somewhat Support
 10% Somewhat Oppose
 47% Strongly Oppose
 4% Don't Know/ No Opinion
 -- Refused

32. Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	
40%	42%	45%	44%	48%	47%	38%	Total Support
51%	47%	48%	48%	47%	46%	58%	Total Oppose
23%	16%	26%	26%	32%	27%	23%	Strongly Support
16%	26%	18%	18%	16%	20%	15%	Somewhat Support
9%	12%	8%	9%	9%	9%	12%	Somewhat Oppose
42%	36%	40%	39%	38%	38%	45%	Strongly Oppose
9%	9%	7%	8%	5%	7%	4%	Don't Know/ No Opinion
--	1%	--	--	--	--	*	Refused

* Worded slightly different in previous polls

Now I just have a few questions for statistical purposes, and then we'll be finished...

33. First, in what year were you born? (Record exact year. 9999=Refused)

12% 18-25
 23% 26-40
 28% 41-55
 17% 56-65
 21% 66+

34. Before you registered as "Unaffiliated" did you have a previous party affiliation?

25% Yes, Republican
 22% Yes, Democrats
 2% Yes, Libertarians
 5% Yes, Other/ Don't Know
 42% No
 4% Not Unaffiliated/Decline to State/ Refused

35. Would you say you are a liberal or conservative in your political beliefs?

15% Total Liberal
33% Total Moderate
49% Total Conservative
 6% Very Liberal
 9% Somewhat Liberal
 26% Somewhat Conservative
 23% Very Conservative

3% Don't Know/Refused

36. In terms of political party, do you identify more with (ROTATE) the Republican Party, the Democratic Party or something else?

37% Total Republican

23% Total Democrat

20% Strong Republican

17% Not So Strong Republican

11% Not So Strong Democrat

12% Strong Democrat

37% Independent/Unaffiliated/Other

3% Don't Know/Refused

37. Which of the following statements comes closest to describing your own opinion on the issue of abortion...(ROTATE)

54% Total Pro-Life

41% Total Pro-Choice

16% I am pro-life and oppose abortions under all circumstances

38% I am pro-life but believe exceptions should be made in cases such as rape, incest, or to save the life of the mother.

17% I am pro-choice, but I believe in parental notification and banning partial birth abortion and government funding

24% I am pro-choice without exception

3% Don't Know/Something else

1% Refused