



CIVITAS

INSTITUTE

North Carolina Statewide Unaffiliated Survey 2017

Interview Schedule

N = 400 North Carolina Unaffiliated Voters

Margin of Error: +/- 4.90%

Field Dates: August 7-8, 2017

(ASK ALL)

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

100% Yes (CONTINUE)

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

2010	2011	2012	2013	2014	2015	2016	2017	
29%	25%	31%	30%	19%	29%	37%	39%	Right Direction
53%	61%	56%	56%	68%	49%	48%	46%	Wrong Track
17%	14%	13%	14%	13%	21%	15%	15%	Don't Know/Unsure (DNR)
1%	--	--	--	--	1%	1%	--	Refused (DO NOT READ)

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

2010	2011	2012	2013	2014	2015	2016	2017	
39%	32%	37%	29%	28%	28%	44%	30%	Republican
27%	29%	32%	39%	33%	30%	30%	36%	Democratic
15%	14%	6%	16%	14%	14%	6%	11%	Neither (DO NOT READ)
18%	24%	23%	15%	25%	27%	20%	23%	Don't Know (DO NOT READ)
1%	1%	2%	1%	1%	1%	*	1%	Refused (DO NOT READ)

4. In your own words, what North Carolina issue or problem should be the highest priority for the North Carolina State Legislature to deal with?

24%	Education/Teacher pay
20%	Healthcare/Healthcare Costs/Medicaid
16%	Economy and jobs
9%	Taxes
4%	Gerrymandering/Redistricting/Boundaries
3%	Crime/Drugs
3%	Bathroom Bill/HB2/Unisex Bathrooms
3%	Illegal Immigration/Immigration Reform
3%	Moral Issues
3%	Welfare Programs/Help for the poor
3%	Government Spending/Budget

3%	Government Corruption/Leadership
2%	Infrastructure/Roads
2%	Police
1%	Duke Power
4%	Other
3%	None/Nothing
6%	Don't Know
2%	Refused

5. And from the following list, 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>	<u>2017</u>	
41%	45%	45%	32%	23%	25%	29%	19%	Economy and jobs
15%	16%	19%	32%	32%	36%	25%	27%	Improving public education
4%	4%	3%	4%	4%	5%	5%	7%	Holding down taxes
7%	5%	5%	8%	7%	8%	7%	15%	Reducing healthcare costs
5%	4%	4%	5%	6%	5%	10%	9%	Government Corruption
2%	2%	3%	4%	7%	5%	7%	5%	Moral Issues
17%	14%	14%	9%	6%	5%	6%	6%	Budget/Spending
7%	2%	4%	4%	10%	7%	7%	7%	Illegal Immigration
*	*	*	*	2%	1%	1%	2%	All of the Above(VOL.)
1%	5%	2%	2%	1%	3%	1%	1%	Other (DO NOT READ)
2%	3%	1%	2%	2%	1%	3%	1%	Not sure (DO NOT READ)
--	--	--	--	--	--	*	*	Refused (DO NOT READ)

6. Thinking back to the 2016 elections, for whom did you vote, for President of the United States? (READ IF NEEDED)

43%	Donald Trump, the Republican
40%	Hillary Clinton, the Democrat
4%	Gary Johnson, the Libertarian
13%	Prefer to not state/ Refused (DO NOT READ)

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 (DNR)	NEVER HEARD OF (DNR)
7. Donald Trump				
<u>2017</u>	40%	51%	9%	1%
<u>2016</u>	38%	52%	10%	*
8. Roy Cooper				
<u>2017</u>	43%	23%	25%	8%
<u>2016</u>	31%	26%	24%	19%
<u>2015</u>	26%	14%	29%	32%
9. Dan Forest				
<u>2017</u>	14%	10%	35%	41%
<u>2013</u>	10%	7%	25%	58%
10. The North Carolina Democratic Party				
<u>2017</u>	38%	37%	23%	1%
<u>2015</u>	34%	39%	25%	2%
<u>2013</u>	37%	37%	23%	3%

11.	The North Carolina Republican Party				
2017	28%	50%	21%	2%	
2015	31%	45%	22%	2%	
2013	30%	47%	21%	2%	

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

43%	Total Approve
53%	Total Disapprove
27%	Strongly Approve
16%	Somewhat Approve
9%	Somewhat Disapprove
44%	Strongly Disapprove
4%	Undecided/Don't Know (DO NOT READ)
--	Refused (DO NOT READ)

(IF Q12:3-6 ASK) (n226)

13. Do you agree or disagree with the following statement: "Even though I may not approve of the job that Donald Trump is doing as President, I do like some of the actions he is taking?"

30%	Total Agree
69%	Total Disagree
5%	Strongly Agree
25%	Somewhat Agree
13%	Somewhat Disagree
56%	Strongly Disagree
2%	Undecided/Don't Know (DO NOT READ)
--	Refused (DO NOT READ)

(ASK ALL)

14. Do you approve or disapprove of the job that Roy Cooper is doing as Governor?

56%	Total Approve
27%	Total Disapprove
22%	Strongly Approve
33%	Somewhat Approve
15%	Somewhat Disapprove
13%	Strongly Disapprove
17%	Undecided/Don't Know (DO NOT READ)
*	Refused (DO NOT READ)

15. In general, are you MOST concerned with...

2010	2011	2013	2015	2016	2017	
36%	51%	36%	22%	24%	21%	Economic issues, jobs and the economy
17%	13%	11%	8%	8%	7%	Fiscal issues, like taxes and spending
10%	4%	8%	15%	15%	19%	Foreign affairs and national security issues, like terrorism, the wars overseas and border security
19%	15%	23%	26%	19%	29%	Social issues, like education, health care and the environment
10%	8%	11%	12%	12%	9%	Moral issues, like abortion, family values and same sex marriages

7%	6%	10%	15%	20%	14%	All/Combo (DO NOT READ)
--	1%	--	--	1%	--	Other (Specify) (DO NOT READ)
1%	2%	1%	1%	*	1%	None/Don't Know/Refused (DO NOT READ)

16. If you had a chance to do it all over again, for whom would you vote for President between (RANDOMIZE) Donald Trump, Hillary Clinton, and Gary Johnson?
- 43% Donald Trump, the Republican
 - 39% Hillary Clinton, the Democrat
 - 9% Gary Johnson, the Libertarian
 - 9% Prefer to not state/ Refused (DO NOT READ)
17. Do you have a favorable or unfavorable opinion of ObamaCare?
- 44% Total Favorable**
 - 46% Total Unfavorable**
 - 16% Very Favorable
 - 28% Somewhat Favorable
 - 13% Somewhat Unfavorable
 - 33% Very Unfavorable
 - 9% Heard of, No Opinion/ Heard of, Don't Know (DO NOT READ)
 - 1% Never Heard of/ Refused (DO NOT READ)
18. Thinking about ObamaCare for a moment, which option is BEST when it comes to ObamaCare...
- 36% Repeal and replace with a market based plan that offers more choice
 - 42% Repeal some of it, but keep some of it
 - 16% Keep all of it as is
 - 6% Don't Know/Refused (DO NOT READ)

And now thinking about political party affiliation...

19. In your own words, can you please tell me why you are registered as an Independent or Unaffiliated? (OPEN END)
- 26% Do Not Want to be Told to Vote for a Certain Party/To Vote for Whoever I Want/To Keep My Opinions Open/To Vote in Either Primary/Don't Want to be Committed to One Party/Don't Like Voting a Straight Ticket
 - 24% 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
 - 16% 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
 - 4% Don't Like Political Parties/Don't Like the Two-Party System (Non-specific)
 - 3% I Lean Republican
 - 2% Have Always Been Unaffiliated/Independent
 - 2% I Lean Democrat
 - 2% Concerned with Morals and Values of Other Parties/Christian Beliefs
 - 2% Was a Democrat/Do Not Agree with my Previous Party Anymore
 - 2% Not Happy with Politicians/Can't Trust Them
 - 2% Personal Choice/Personal Reasons
 - 1% Do Not Want to be Bothered with Mail/E-Mail/Door-Step Visits/Phone Calls
 - 1% Was a Republican/Do Not Agree with my Previous Party Anymore

2%	Other
15%	None/Nothing/Not Registered Unaffiliated/Am A Republican/Democrat
4%	Don't Know
3%	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>	<u>2017</u>	
11%	11%	14%	13%	13%	12%	10%	14%	Liberal
28%	40%	38%	39%	39%	45%	34%	38%	Moderate
58%	43%	42%	43%	45%	42%	52%	43%	Conservative
3%	6%	6%	6%	3%	2%	4%	5%	Don't Know/Refused (DNR)

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>	<u>2017</u>	
30%	35%	32%	39%	38%	32%	31%	34%	Liberal
24%	23%	28%	27%	21%	29%	26%	23%	Moderate
42%	35%	35%	29%	40%	36%	40%	39%	Conservative
4%	6%	5%	5%	2%	3%	3%	4%	Don't Know/Refused (DNR)

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>	<u>2017</u>	
35%	36%	31%	33%	41%	36%	Total Republican
39%	40%	45%	38%	30%	39%	Total Democrat
8%	10%	6%	9%	7%	8%	Always vote Democrat
31%	31%	38%	29%	23%	31%	Vote Democrat more often than Republican
30%	31%	25%	27%	34%	27%	Vote Republican more often than Democrat
5%	5%	6%	6%	7%	8%	Always vote Republican
16%	16%	18%	22%	21%	19%	Both equally – Split ticket (DO NOT READ)
9%	7%	6%	4%	8%	5%	Not Sure/ Don't Know (DO NOT READ)
2%	--	--	2%	*	1%	Refused (DO NOT READ)

And thinking of some other issues...

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>	<u>2017</u>	
55%	43%	49%	50%	47%	52%	50%	48%	Tax increases harm economic growth and cause jobs to be lost
28%	17%	15%	16%	19%	19%	16%	21%	Tax increases have no real effect on the economy and job creation
*	27%	25%	25%	20%	18%	16%	16%	Tax increases will improve the economy by adding revenue to government
14%	12%	9%	8%	15%	9%	16%	13%	Don't Know/ No Opinion (DNR)
2%	1%	1%	1%	--	--	1%	2%	Refused (DO NOT READ)

24. 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>	<u>2017</u>	
51%	60%	63%	56%	58%	50%	58%	47%	Total Support
38%	32%	26%	36%	33%	43%	34%	44%	Total Oppose
24%	32%	34%	31%	35%	28%	31%	25%	Strongly Support
27%	29%	29%	26%	23%	22%	27%	22%	Somewhat Support
11%	13%	12%	12%	11%	10%	12%	14%	Somewhat Oppose
27%	19%	14%	23%	22%	33%	21%	31%	Strongly Oppose
10%	8%	11%	8%	8%	7%	8%	8%	Don't Know/ No Opinion (DNR)
--	--	--	--	*	--	--	1%	Refused (DO NOT READ)

** Worded slightly different in previous polls*

25. 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>	<u>2017</u>	
64%	62%	62%	61%	61%	62%	65%	58%	Total Support
27%	30%	28%	33%	30%	29%	28%	32%	Total Oppose
40%	36%	41%	42%	38%	43%	44%	37%	Strongly Support
24%	26%	20%	19%	23%	19%	22%	21%	Somewhat Support
12%	14%	14%	14%	14%	11%	12%	12%	Somewhat Oppose
15%	17%	15%	19%	16%	19%	16%	20%	Strongly Oppose
8%	7%	10%	6%	8%	8%	7%	10%	Don't Know/ No Opinion (DNR)
1%	1%	--	--	--	--	--	1%	Refused (DO NOT READ)

26. 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>	<u>2017</u>	
64%	74%	71%	Total Support
34%	24%	27%	Total Oppose
53%	63%	56%	Strongly Support
11%	10%	15%	Somewhat Support
9%	7%	11%	Somewhat Oppose
25%	17%	17%	Strongly Oppose
2%	2%	1%	Don't Know/ No Opinion (DO NOT READ)
--	--	1%	Refused (DO NOT READ)

** Worded slightly different in previous polls*

27. North Carolina now has Education Savings Accounts for Special Needs and children of military families. This program directs state funds to eligible families to spend on educational needs such as instructional supplies, private school tuition or private tutors and therapists.. With that in mind, which of the following statements comes closer to your opinion on the issue of school choice and public schools? (ROTATE)
- 64% Giving parents more school choice will improve education for students.
 - 26% Laws that allow parents to move children out of their public school district will weaken public education.
 - 9% Don't Know (DO NOT READ)
 - 1% Refused (DO NOT READ)

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

28. First, in what year were you born?
- 12% 18-25
 - 23% 26-40
 - 30% 41-55
 - 15% 56-65
 - 20% 66+
29. If you were previously registered to vote, either in North Carolina or another state, with which political party was it? (READ LIST)
- 28% Total Republican**
 - 28% Total Democrat**
 - 9% Total Minor Parties**
 - 22% In North Carolina, in the Republican Party
 - 20% In North Carolina, in the Democratic Party
 - 7% In North Carolina, in the One of the Minor Parties
 - 6% Out of North Carolina, in the Republican Party
 - 7% Out of North Carolina, in the Democratic Party
 - 2% Out of North Carolina, in the One of the Minor Parties
 - 29% I was never previously registered to another political Party
 - 7% Decline to State/ Refused (DO NOT READ)
30. Would you say you are a liberal or conservative in your political beliefs?
- 30% Total Liberal**
 - 26% Total Moderate**
 - 40% Total Conservative**
 - 13% Very Liberal
 - 16% Somewhat Liberal
 - 21% Somewhat Conservative
 - 18% Very Conservative
 - 4% Don't Know/Refused (DO NOT READ)

31. In terms of political party, do you identify more with (ROTATE) the Republican Party, the Democratic Party or something else?
- 33% Total Republican**
31% Total Democrat
- 19% Strong Republican
 14% Not So Strong Republican
 13% Not So Strong Democrat
 18% Strong Democrat
 34% Independent/Unaffiliated/Other
 2% Don't Know/Refused (DO NOT READ)
32. Would the area that you live best be described as urban, suburban or rural?
- 23% Urban
 41% Suburban
 36% Rural
 -- Don't Know/Unsure (DO NOT READ)
 -- Refused (DO NOT READ)
33. Which of the following best describes your current health insurance coverage? (RANDOMIZE)
- 11% Private coverage that I pay for
 19% Coverage paid partly or mostly through my job
 19% Coverage paid exclusively through my job
 15% I am covered through a family member's plan
 23% Medicare
 4% Medicaid
 6% I don't have health insurance
 2% Prefer not to state/ Refused (DO NOT READ)
34. Which of the following statements comes closest to describing your own opinion on the issue of abortion...(ROTATE)
- 50% Total Pro-Life**
45% Total Pro-Choice
- 18% I am pro-life and oppose abortions under all circumstances.
 32% I am pro-life but believe exceptions should be made in cases such as rape, incest, or to save the life of the mother.
 12% I am pro-choice, but I believe in parental notification and banning partial-birth abortion and government funding.
 33% I am pro-choice without exception.
 4% Don't Know/Something else (DO NOT READ)
 2% Refused (DO NOT READ)

35. When on the internet, do you use social media websites?
- 69% Total Yes**
 64% Yes, Facebook
 21% Yes, Twitter
 4% Yes, Reddit
 13% Yes, LinkedIn
 10% Yes, Pinterest
 19% Yes, Instagram
 4% Yes, Tumblr
 2% Other (SPECIFY) (DO NOT READ)
 30% No/ Don't Know (DO NOT READ)
 2% Refused (DO NOT READ)
36. In terms of your current employment status, would you say you... (RANDOMIZE)
- 6% Own or part owner of a business which employs people other than family members
 11% Are Self Employed
 29% Work for a Private Company
 10% Work for Government
 6% Are a Spouse (Homemaker)
 29% Are Retired
 6% Are Unemployed
 3% Don't Know/Refused (DO NOT READ)
37. Which category best describes your race or ethnicity? (RANDOMIZE)
- 78% White or Caucasian
 12% African-American or Black
 4% Hispanic or Latino
 2% Native American
 1% Asian or Pacific Islander
 1% Middle Eastern
 * Other (Specify) _____
 1% Refused (DO NOT READ)
38. How long have you been a resident of North Carolina?
- 12% 0-5
 8% 6-10
 12% 11-15
 13% 16-20
 55% 21+
 1% Refused
 28.8 MEAN
39. And lastly, if you would like to be included in future surveys, or be contacted to follow up on this survey, can you please provide us with a phone number or email address where we can contact you?
SEE RESPONDENT CONTACT INFORMATION DOCUMENT
40. Gender (By observation)
- 48% Men

52% Women

41. Geographic Area (From Sample)

23% Charlotte
13% Western
16% Piedmont Triad
19% Triangle
9% Northeast
13% Southeast

CELL PHONE SCREENERS

(ASK C1-C4 TO CELL PHONE RESPONDENTS ONLY)

C1. Just to confirm, have I reached you on your cell phone?

100% Yes

C2. And, for your safety, are you currently driving?

100% No

C3. Do you currently live in North Carolina, or do you live in some other state?

100% North Carolina

C4. Do you have a landline at home in addition to your cell phone, or is your cell phone the only telephone you have?

100% Cell phone is only telephone (**CONTINUE TO Q1**)