Summary Report: Chatham County Public Opinion Study

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Abstract

This summary report describes the results of a two-wave survey of public opinion and news consumption among registered voters of Chatham County, North Carolina, fielded in Fall 2022.

Executive Summary

The Chatham County Public Opinion Study was a field experiment on political attitudes and news consumption conducted in Chatham County, North Carolina, by researchers at Duke University. The study recruited registered voters from Chatham County to participate, and garnered 1,156 responses from eligible participants in a first-wave survey in September 2022, as well as 554 responses from eligible participants in a second-wave survey in December 2022. The study partnered with a nearby North Carolina newspaper to randomly provide some study participants with a free digital subscription to the newspaper between the two survey waves. The study found that use of the free subscription was generally low among participants to whom it was provided, indicating that price reductions are not an effective means of increasing readership of sub-national news content. This report provides summary statistics of participant responses for each question fielded on the two surveys conducted as part of the study.

How to Read this Report

This report summarizes the responses to questions fielded on each of the two surveys conducted as part of the study. For most questions, the wording of the question is provided, followed by the wording of each response option and the (weighted) percentage of total respondents to the survey who selected that response option. See below regarding the weighting procedure, which uses demographic information to weight the sample respondents to better approximate the target population (registered voters of Chatham County).

Methodological Details

A probability-based random sample of 10,000 registered voters was drawn from the public voter records of Chatham County and invited by mail to enroll in the study. To enroll, each invite was instructed to complete an online survey at a URL provided in the mailed invitation (a "mail-to-web" recruitment procedure) using a unique 6-character access code randomly generated for each invitation. Each mailed invitation letter included \$1 in cash as a pre-incentive to participate, which invitees were welcomed to keep regardless of whether they chose to participant. A total of 1,156 eligible respondents enrolled by completing an online survey between September 1st-26th, 2022 (response rate 11.6 percent). Enrolled participants were given an option to be entered into a drawing to receive one of 20 cash completion prizes, each in the amount of \$50. Twenty prize winners were randomly selected and issued instructions on how to collect their prizes in November 2022. All 1,156 eligible respondents to the first-wave survey were mailed an invitation to complete the second-wave survey; as before, each mailed invitation included \$1 as a cash pre-incentive, which invitees were welcomed to keep regardless of whether they chose to complete the second-wave survey. A total of 554 respondents completed the second-wave online survey (re-completed interview rate of 47.9 percent) between December 1st–January 2nd (2023). At the end of the secondwave survey, participants were again given an option to be entered into a drawing to receive one of 20 cash completion prizes, each in the amount of \$50. Twenty prize winners were randomly selected and issued instructions on how to collect their prizes in January 2023.

To be eligible to participate in the study, potential respondents had to be registered voters of Chatham County, North Carolina, indicate that they were at least 18 years of age, indicate that they reside in the state of North Carolina, and provide informed consent to participate in the study. Two observations in the first-wave survey failed at least two of six data quality checks (reported age did not match reported birth year within a tolerance of two years, reported zip code is not located in Chatham County, junk or non-sequitur response to an open-ended question, reporting using a social media platform that does not exist, or completing the survey in less than one-third of the median completion time). The final analysis sample for the first-wave survey was n = 1,154. Two observations in the second-wave survey also failed at least two of the same six data quality checks, and were therefore removed, providing a final analysis sample for the second-wave survey of n = 552.

The question wording and response options for each question fielded on the two surveys

are provided in this report. In the table that follows each question, the left-hand column provides a list of response options and the right-hand column provides the weighted percentage of respondents to the survey that gave each response. These data are constructed with post-stratification weights on party identification (Democrat, Republican, or unaffiliated), gender (male or not), race/ethnicity (non-Hispanic white or not), and age (55 and younger or 56 and older). Specifically, each observation (respondent) in the sample is weighted according to the probability of appearing in the Chatham County registered voter file (as of August 10th, 2022) according to the joint distribution of these four variables. This weighting procedure helps address some non-response bias that influences the composition of the final study sample. However, no sampling design is perfect, and unmeasured error is inevitably associated with all public opinion research, including this study. The sampling error (also known as the margin of error) for the first-wave survey is ± 2.7 percentage points, and the sampling error for the second-wave survey is ± 4.1 percentage points.

About the Study

The Chatham County Public Opinion Study was generously supported by a Duke University Bass Connections Project Grant, the DeWitt Wallace Center for Media & Democracy at Duke University's Sanford School of Public Policy, and the John S. and James L. Knight Foundation. The study was conducted by Andrew Trexler, a Ph.D. Candidate at Duke University, in collaboration with Dr. Philip Napoli, the James R. Shepley Distinguished Professor of Public Policy at Duke University.

Wave 1 Survey

Sample Characteristics

Which of the following best describes your gender?

Response Option	Percent
Male	46.2
Female	53.3
Something else	0.4
No response	0.1

What race or ethnic group best describes you? Please check all that apply.

Response Option	Percent
Asian, Native Hawaiian, or other Pacific Is-	3.4
lander	
Black or African-American	8.0
Hispanic or Latino	3.9
Middle Eastern	0.9
Native American or Alaska Native	0.5
White or European American	82.8
Multi-race or something else	3.2
No response	0.4

What is your age?

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Coarsened Response Options	Percent
18 to 35	15.1
36 to 55	33.8
56 to 69	26.3
70+	24.8
No response	0.0

What is the highest level of education that you have completed?

Response Option	Percent
Less than a high school degree or equivalent	0.2
High school degree or equivalent (for example:	5.8
GED)	
Some college, but no degree	12.6
2-year college degree (Associate's degree)	8.0
4-year college degree (Bachelor's degree)	33.9
Postgraduate degree (MA, MBA, MD, JD,	39.4
PhD, etc.)	
No response	0.1

What is your current employment status?

Response Option	Percent
Employed full-time	45.9
Employed part-time	5.6
Full-time homemaker	3.9
Retired	36.3
Student	2.9
Unemployed	2.2
Something else	3.3
No response	0.0

Which of the following describes your total annual household income from 2021—that is the total income everyone living in your household made together, before taxes, in 2021?

Response Option	Percent
Less than \$10,000	1.2
\$10,000 to \$29,999	4.0
\$30,000 to \$49,999	7.7
\$50,000 to \$69,999	9.4
\$70,000 to \$99,999	15.7
\$100,000 to \$150,000	23.6
More than \$150,000	34.7
No response	3.7

Party Identification:

Branched Response Option	Percent
Strong Democrat	28.9
Democrat	6.9
Independent (lean Democrat)	18.1
Independent (no lean)	10.6
Independent (lean Republican)	11.8
Republican	7.6
Strong Republican	18.1

News Consumption

Politics can be fast-paced, and many people do not follow every new story. How often do you pay attention to what's going on in <u>national</u> politics?

Response Option	Percent
Always	31.2
Most of the time	38.5
About half the time	16.1
Sometimes	13.1
Not at all	1.2
No response	0.0

How often do you pay attention to what's going on in politics in your <u>home state</u>?

Percent
13.4
37.0
26.1
21.6
1.8
0.1

Response Option	Percent
Always	8.1
Most of the time	35.1
About half the time	21.7
Sometimes	35.1
Not at all	10.0
No response	0.0

How often do you pay attention to what's going on in politics in your <u>home town</u>?

Some people don't pay much attention to political campaigns, while others follow campaigns closely. How about you? Generally speaking, how interested are you in <u>national</u> political campaigns?

Response Option	Percent
Not at all interested	5.9
Slightly interested	18.5
Moderately interested	23.4
Very interested	32.5
Extremely interested	19.8
No response	0.0

Generally speaking, how interested are you in political campaigns in your <u>home state</u>?

Response Option	Percent
Not at all interested	5.8
Slightly interested	20.6
Moderately interested	27.2
Very interested	32.6
Extremely interested	13.7
No response	0.0

Response Option	Percent
Not at all interested	12.3
Slightly interested	26.8
Moderately interested	32.1
Very interested	20.9
Extremely interested	7.84
No response	0.0

Generally speaking, how interested are you in political campaigns in your <u>home town</u>?

During a typical week, how many days, if any, do you watch, read, or listen to news, not including sports news?

Response Option	Percent
0 days	3.0
1 day	5.2
2 days	3.9
3 days	5.0
4 days	5.3
5 days	12.4
6 days	9.9
7 days	55.2
No response	0.0

In the past week, have you... (please check all that apply)

Response Option	Percent
Used social media (such as Facebook or	67.1
YouTube)	
Watched news on television	62.5
Read a newspaper (in print or online)	57.2
Listened to a radio news program, talk radio,	53.0
or news podcast	
None of these	1.76
No response	0.0

Response Option	Percent
Local newscast	5.2
National newscast	13.2
Both	44.1
Not applicable/no response	37.5

In the past week, did you watch local news, national news, or both on television?

Which of these networks did you watch on television? Please check all that apply.

Response Option	Percent
NBC	29.3
ABC	26.8
CNN	24.1
CBS	22.6
Fox News	20.3
PBS	20.3
MSNBC	17.5
NewsMax	4.6
OAN	1.6
Something else	7.7
Not applicable/no response	37.5

In the past week, did you do any of the following on social media? Please check all that apply.

Response Option	Percent
Read a story or watched a video about politics	45.9
Forwarded a story, photo, video, or link about	15.1
politics to friends	
Posted a comment about politics	9.1
Posted a story, photo, video, or link about pol-	6.4
itics	
Followed a political event live	5.8
None of these	18.9
Not applicable/no response	33.0

Response Option	Percent
Facebook	50.7
YouTube	43.0
Instagram	30.3
Twitter	21.0
TikTok	13.3
Truth Social	1.9
Parler	0.7
Gab	0.2
Something else	6.7
Not applicable/no response	33.4

Which of these social media sites did you use in the past week? Please check all that apply.

In the past week, did you read a print newspaper, an online newspaper, or both?

Response Option	Percent
Print newspaper	6.4
Online newspaper	37.6
Both	13.0
Not applicable/no response	43.0

How much money do you typically spend on newspapers each month (such as for printed newspapers, digital newspapers, or online blogs)?

Response Option	Percent
\$0	57.2
\$1 to \$9	15.8
\$10 to \$19	11.0
\$20 to \$49	10.0
\$50 to \$99	3.6
\$100 to \$199	1.9
\$200 or more	0.3
No response	0.2

Media Attitudes

The growth of the internet, social media platforms, and other modern communication technologies have offered unprecedented access to a range of news and opinion. In your view, has today's media environment made it easier or harder for you to be a well-informed citizen?

Response Option	Percent
Much harder	19.7
Slightly harder	23.2
About the same	17.3
Slightly easier	18.8
Much easier	20.9
No response	0.1

Who do you think should be the <u>most</u> responsible for limiting the spread of false information on the internet?

Response Option	Percent
Each individual person	27.8
Social media companies	33.6
Traditional media organizations	12.4
The government	5.7
The legal system and the courts	16.0
Someone else	3.3
No response	1.2

Who do you think should be the <u>most</u> responsible for identifying what news information is true?

Response Option	Percent
Each individual person	41.3
Social media companies	7.8
Traditional media organizations	28.9
The government	4.6
The legal system and the courts	10.5
Someone else	5.6
No response	1.4

How much, if at all, do you feel a personal responsibility to only <u>share</u> information about politics that is true and accurate?

Response Option	Percent
Completely responsible	72.6
Mostly responsible	15.9
Somewhat responsible	6.0
Slightly responsible	1.6
Not at all responsible	3.6
No response	0.3

How much, if at all, do you feel a personal responsibility to <u>identify</u> which information about politics is true and accurate?

Response Option	Percent
Completely responsible	51.4
Mostly responsible	27.2
Somewhat responsible	14.2
Slightly responsible	3.5
Not at all responsible	3.4
No response	0.4

How much do you agree or disagree with each of the following statements?

"I can count on the news media to be accurate."

Response Option	Percent
Completely agree	2.4
Moderately agree	21.2
Slightly agree	16.8
Slightly disagree	11.7
Moderately disagree	22.2
Completely disagree	25.5
No response	0.2

"I consider the news media to be trustworthy."

Response Option	Percent
Completely agree	2.5
Moderately agree	21.8
Slightly agree	17.7
Slightly disagree	12.5
Moderately disagree	19.2
Completely disagree	26.0
No response	0.3

"I find that the news media are informative."

Response Option	Percent
Completely agree	11.2
Moderately agree	34.1
Slightly agree	29.9
Slightly disagree	6.9
Moderately disagree	8.4
Completely disagree	9.3
No response	0.2

Vote Preferences

Are you currently registered to vote in North Carolina?

Response Option	Percent
Yes	99.3
No	0.0
I'm not sure	0.6
No response	0.1

Response Option	Percent
Yes, definitely	84.8
Probably	9.2
I already voted (early or absentee)	0.0
No	2.0
I haven't decided whether I will vote	4.0
No response	0.0

Do you intend to vote in the 2022 General Election taking place on November 8th?

In the race for US Senator for North Carolina, who do you prefer?

Response Option	Percent
Cheri Beasley	49.7
Ted Budd	22.3
Someone else	0.9
Undecided	23.1
No one	1.6
Not applicable/no response	2.3

In the race for US House Representative for District 9, who do you prefer?

Response Option	Percent
Ben Clark	30.3
Richard Hudson	15.3
Someone else	1.3
Undecided	47.7
No one	3.0
Not applicable/no response	2.4

In the race for North Carolina State Senate District 20, who do you prefer?

Response Option	Percent
Natalie Murdock	29.2
Alvin Reed	10.4
Someone else	0.4
Undecided	52.0
No one	5.3
Not applicable/no response	2.7

Response Option	Percent
Robert Reives	36.7
Walter Petty	19.0
Someone else	0.9
Undecided	38.5
No one	2.5
$Not \ applicable/no \ response$	2.5

In the race for North Carolina State House Representative for District 54, who do you prefer?

Policy Issues

There has been a lot of talk recently about whether gay and lesbian couples should have the legal right to marry. How much do you support or oppose allowing gay and lesbian couples to marry legally?

Response Option	Percent
Strongly support	58.6
Moderately support	13.2
Slightly support	9.3
Slightly oppose	5.1
Moderately oppose	3.6
Strongly oppose	9.5
No response	0.8

Some people say that because of past discrimination, Black people should be given preference in hiring and promotion. Others say that such preference in hiring and promotion of Black people is wrong because it gives Black people advantages they haven't earned. How much do you support or oppose preferential hiring of Black people?

Response Option	Percent
Strongly support	10.9
Moderately support	17.4
Slightly support	21.7
Slightly oppose	13.2
Moderately oppose	12.4
Strongly oppose	22.6
No response	1.7

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Response Option	Percent
Strongly support	53.0
Moderately support	13.8
Slightly support	9.4
Slightly oppose	6.0
Moderately oppose	6.3
Strongly oppose	11.0
No response	0.5

In general, do you think of yourself as supporting or opposing legal abortion access?

How much do you support or oppose allowing the children of immigrants, who came to the United States illegally, to remain in the United States and eventually apply for citizenship?

Response Option	Percent
Strongly support	41.9
Moderately support	20.9
Slightly support	13.8
Slightly oppose	6.0
Moderately oppose	6.6
Strongly oppose	10.3
No response	0.5

Some people feel that there should be a government insurance plan, which would cover all medical and hospital expenses for everyone. Others feel that all medical expenses should be paid by individuals through private insurance plans. How much do you support or oppose a government insurance plan?

Response Option	Percent
Strongly support	35.5
Moderately support	18.8
Slightly support	13.7
Slightly oppose	5.8
Moderately oppose	10.1
Strongly oppose	15.9
No response	0.3

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The current federally mandated minimum wage is \$7.25 per hour. Recently, Congress has been considering whether to increase the federal minimum wage. How much do you support or oppose increasing the federal minimum wage?

Response Option	Percent
Strongly support	53.1
Moderately support	17.5
Slightly support	13.5
Slightly oppose	5.0
Moderately oppose	4.6
Strongly oppose	6.4
No response	0.0

How much do you support or oppose increasing the tax rate for wealthy Americans?

Response Option	Percent
Strongly support	45.1
Moderately support	16.0
Slightly support	14.0
Slightly oppose	7.4
Moderately oppose	8.9
Strongly oppose	8.3
No response	0.3

Some people say that we should greatly increase federal environmental protections to preserve the natural environment. Others say that such measures are a burden for businesses and limit economic growth. How much do you support or oppose increasing federal environmental protections?

Response Option	Percent
Strongly support	48.9
Moderately support	17.1
Slightly support	15.4
Slightly oppose	5.4
Moderately oppose	7.1
Strongly oppose	6.0
No response	0.1

North Carolina is one of several states that have chosen not to expand Medicaid, which would allow more low-income uninsured adults to have health insurance. Recently, the North Carolina legislature has debated whether to expand Medicaid in the state. How much do you support or oppose expanding Medicaid in North Carolina?

Response Option	Percent
Strongly support	46.5
Moderately support	14.8
Slightly support	17.0
Slightly oppose	9.2
Moderately oppose	6.8
Strongly oppose	4.9
No response	0.7

The North Carolina legislature recently made changes that make it easier for families to obtain a school voucher, allowing them to use taxpayer dollars to send their child to a private school if they so choose. How much do you support or oppose this decision by the North Carolina legislature?

Response Option	Percent
Strongly support	18.1
Moderately support	10.8
Slightly support	13.8
Slightly oppose	10.2
Moderately oppose	16.1
Strongly oppose	30.5
No response	0.6

Some people believe that parents should have a say in what gets taught in their children's schools. Other people believe that school teachers and administrators should determine what subjects are taught in the classroom. How much do you support or oppose parents in North Carolina being able to prevent schools from teaching subjects that they do not approve of?

Response Option	Percent
Strongly support	22.1
Moderately support	10.6
Slightly support	8.8
Slightly oppose	9.6
Moderately oppose	17.1
Strongly oppose	31.3
No response	0.5

Political Attitudes

Where would you place yourself on this scale?

Response Option	Percent
Extremely liberal	7.0
Mostly liberal	24.0
Slightly liberal	11.7
Middle of the road	21.3
Slightly conservative	11.4
Mostly conservative	20.2
Extremely conservative	3.8
No response	0.6

How much do you agree or disagree with each of the following statements?

"This country would be better off if people put more emphasis on traditional family ties."

Response Option	Percent
Completely agree	19.6
Moderately agree	15.9
Slightly agree	12.5
Neither agree nor disagree	20.5
Slightly disagree	7.1
Moderately disagree	10.6
Completely disagree	13.5
No response	0.3

Response Option	Percent
Completely agree	21.2
Moderately agree	16.7
Slightly agree	8.5
Neither agree nor disagree	25.2
Slightly disagree	8.4
Moderately disagree	10.4
Completely disagree	9.2
No response	0.3

"Society is just as well off if people have priorities other than marriage and children."

"The government should do more to solve problems."

Response Option	Percent
Completely agree	21.9
Moderately agree	25.2
Slightly agree	16.8
Neither agree nor disagree	12.3
Slightly disagree	9.2
Moderately disagree	8.6
Completely disagree	5.8
No response	0.2

"The less government, the better."

Response Option	Percent
Completely agree	13.3
Moderately agree	15.9
Slightly agree	15.3
Neither agree nor disagree	15.4
Slightly disagree	12.5
Moderately disagree	17.0
Completely disagree	10.5
No response	0.1

"I can trust the government to do what's right."

Response Option	Percent
Completely agree	1.0
Moderately agree	15.8
Slightly agree	20.3
Slightly disagree	14.9
Moderately disagree	24.8
Completely disagree	22.9
No response	0.4

"The government is responsive to the concerns and interests of the public."

Response Option	Percent
Completely agree	1.3
Moderately agree	13.7
Slightly agree	21.5
Slightly disagree	15.6
Moderately disagree	25.8
Completely disagree	21.7
No response	0.3

"Most elected officials in government care what people like me think."

Response Option	Percent
Completely agree	0.7
Moderately agree	8.0
Slightly agree	19.0
Slightly disagree	16.0
Moderately disagree	28.2
Completely disagree	28.0
No response	0.1

Response Option	Percent
Completely agree	0.3
Moderately agree	6.8
Slightly agree	16.8
Slightly disagree	17.4
Moderately disagree	29.4
Completely disagree	28.9
No response	0.3

"I feel my voice is heard in government decisions that affect me."

"I feel that I have a pretty good understanding of the important political issues debated today."

Response Option	Percent
Completely agree	29.3
Moderately agree	41.6
Slightly agree	20.3
Slightly disagree	5.2
Moderately disagree	2.4
Completely disagree	1.1
No response	0.1

"Sometimes, political issues seem so complicated that a person like me can't really understand what's going on."

Response Option	Percent
Completely agree	2.5
Moderately agree	9.7
Slightly agree	22.9
Slightly disagree	11.2
Moderately disagree	24.9
Completely disagree	28.5
No response	0.1

Response Option	Percent
Completely agree	79.5
Moderately agree	10.6
Slightly agree	3.3
Slightly disagree	2.8
Moderately disagree	1.9
Completely disagree	1.6
No response	0.3

"All adult citizens should have equal opportunity to vote."

"It is justified for people to use political violence to pursue their political goals."

Response Option	Percent
Completely agree	1.1
Moderately agree	0.6
Slightly agree	2.0
Slightly disagree	2.0
Moderately disagree	6.4
Completely disagree	87.8
No response	0.1

"Law enforcement investigations of elected officials and their associates should be free from political influence."

Response Option	Percent
Completely agree	86.0
Moderately agree	6.8
Slightly agree	3.4
Slightly disagree	0.6
Moderately disagree	0.8
Completely disagree	2.1
No response	0.4

Response Option	Percent
Completely agree	73.0
Moderately agree	16.2
Slightly agree	7.5
Slightly disagree	1.5
Moderately disagree	0.9
Completely disagree	0.7
No response	0.2

"Elected officials should obey court rulings, even when they disagree."

"Americans should respect the results of a free and fair election, even when they dislike the outcome."

Response Option	Percent
Completely agree	87.5
Moderately agree	7.3
Slightly agree	2.9
Slightly disagree	0.8
Moderately disagree	0.3
Completely disagree	1.1
No response	0.1

Thinking about the current state of the country, how much do you agree or disagree with the following statement? "Elections are free and fair."

Response Option	Percent
Completely agree	20.9
Moderately agree	30.5
Slightly agree	11.5
Slightly disagree	12.5
Moderately disagree	13.0
Completely disagree	11.5
No response	0.2

Out of every 1 million (1,000,000) votes cast in a typical election in the United States, which of the following do you think is closest to the true number of votes that are cast illegally?

Response Option	Percent
Less than 1 illegal vote	12.5
1 illegal vote	8.1
10 illegal votes	17.8
100 illegal votes	15.3
1,000 illegal votes	12.2
10,000 illegal votes	10.0
100,000 illegal votes	3.1
More than 100,000 illegal votes	5.2
I don't know	15.7
No response	0.1

Political Knowledge

Note: Correct answers (when the survey was fielded) are marked with an asterisk (*).

Who is the current Speaker of the US House of Representatives?

Response Option	Percent
*Nancy Pelosi	93.2
Harry Reid	1.2
Marco Rubio	0.3
Paul Ryan	0.4
I don't know	4.2
No response	0.0

How long is the term of office for a US Senator?

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Response Option	Percent
2 years	12.2
4 years	20.1
*6 years	58.7
8 years	2.8
I don't know	5.4
No response	0.0

Response Option	Percent
Chair of the Democratic National Committee	0.5
Senate Majority Leader	0.8
*Chief Justice of the Supreme Court	76.6
Chair of the Republican National Committee	0.7
I don't know	20.5
No response	0.0

What job or political office is now held by John Roberts?

What job or political office is now held by Emmanuel Macron?

Response Option	Percent
Prime Minister of the United Kingdom	1.2
*President of France	74.5
Prime Minister of Australia	0.3
Secretary of the Treasury	2.0
I don't know	21.2
No response	0.1

Who is the current Vice President of the United States?

Response Option	Percent
Elizabeth Warren	0.1
*Kamala Harris	98.6
Chuck Schumer	0.1
Mitch McConnell	0.1
I don't know	0.3
No response	0.0

Who is the current Governor of North Carolina?

Response Option	Percent
*Roy Cooper	96.0
Pat McCrory	1.0
Terry McAuliffe	0.1
Richard Burr	0.1
I don't know	2.1
No response	0.0

Response Option	Percent
Democratic Party	14.7
*Republican Party	72.9
Neither	1.0
I don't know	10.6
No response	0.1

Which party currently controls the North Carolina State House of Representatives?

Which party currently controls the North Carolina State Senate?

Percent
13.3
68.6
1.1
16.2
0.0

What job or political office is now held by Tim Moore?

Response Option	Percent
North Carolina State Attorney General	3.3
*Speaker of the North Carolina State House of	40.6
Representatives	
Mayor of Raleigh, North Carolina	0.5
US Senator from North Carolina	1.5
I don't know	53.2
No response	0.0

How long is the term of office for a Chatham County Commissioner?

Response Option	Percent
2 years	21.1
*4 years	29.0
6 years	0.9
8 years	0.1
I don't know	48.1
No response	0.0

Wave 2 Survey

Wave 2 Sample Characteristics

Which of the following best describes your gender?

Percent
46.3
53.3
0.4
0.0

What race or ethnic group best describes you? Please check all that apply.

Response Option	Percent
Asian, Native Hawaiian, or other Pacific Is-	6.0
lander	
Black or African-American	5.7
Hispanic or Latino	4.0
Middle Eastern	2.0
Native American or Alaska Native	0.6
White or European American	86.3
Multi-race or something else	2.3
No response	0.3

What is your age?

Percent
12.0
36.2
26.1
25.7
0.0

Party Identification:

Branched Response Option	Percent
Strong Democrat	30.3
Democrat	5.9
Independent (lean Democrat)	21.4
Independent (no lean)	8.8
Independent (lean Republican)	10.7
Republican	7.4
Strong Republican	15.3

News Consumption

Politics can be fast-paced, and many people do not follow every new story. How often do you pay attention to what's going on in <u>national</u> politics?

Response Option	Percent
Always	27.7
Most of the time	39.4
About half the time	20.2
Sometimes	11.8
Not at all	0.9
No response	0.0

How often do you pay attention to what's going on in politics in your <u>home state</u>?

Response Option	Percent
Always	9.4
Most of the time	36.2
About half the time	30.0
Sometimes	23.2
Not at all	1.2
No response	0.0

Response Option	Percent
Always	7.5
Most of the time	41.0
About half the time	20.5
Sometimes	23.9
Not at all	6.6
No response	0.5

How often do you pay attention to what's going on in politics in your <u>home town</u>?

Some people don't pay much attention to political campaigns, while others follow campaigns closely. How about you? Generally speaking, how interested are you in <u>national</u> political campaigns?

Response Option	Percent
Not at all interested	3.1
Slightly interested	21.1
Moderately interested	23.0
Very interested	32.2
Extremely interested	20.6
No response	0.0

Generally speaking, how interested are you in political campaigns in your <u>home state</u>?

Response Option	Percent
Not at all interested	2.7
Slightly interested	23.1
Moderately interested	29.1
Very interested	33.3
Extremely interested	11.8
No response	0.0

Response Option	Percent
Not at all interested	6.9
Slightly interested	35.0
Moderately interested	30.2
Very interested	20.7
Extremely interested	7.1
No response	0.1

Generally speaking, how interested are you in political campaigns in your <u>home town</u>?

During a typical week, how many days, if any, do you watch, read, or listen to news, not including sports news?

Response Option	Percent
0 days	3.0
1 day	3.0
2 days	3.5
3 days	8.1
4 days	4.8
5 days	13.8
6 days	10.4
7 days	53.5
No response	0.0

In the past week, have you... (please check all that apply)

Response Option	Percent
Watched news on television	69.3
Used social media (such as Facebook or YouTube)	63.1
Read a newspaper (in print or online)	62.0
Listened to a radio news program, talk radio,	51.7
or news podcast	
None of these	1.2
No response	0.0

Response Option	Percent
Local newscast	8.2
National newscast	15.5
Both	45.5
Not applicable/no response	30.8

In the past week, did you watch local news, national news, or both on television?

Which of these networks did you watch on television? Please check all that apply.

Response Option	Percent
NBC	34.1
ABC	27.6
CNN	22.4
CBS	26.0
PBS	23.4
MSNBC	18.7
Fox News	18.3
NewsMax	4.2
OAN	1.6
Something else	8.0
Not applicable/no response	30.8

In the past week, did you do any of the following on social media? Please check all that apply.

Response Option	Percent
Read a story or watched a video about politics	38.5
Forwarded a story, photo, video, or link about	10.5
politics to friends	
Posted a comment about politics	6.4
Followed a political event live	4.1
Posted a story, photo, video, or link about pol-	3.0
itics	
None of these	22.1
Not applicable/no response	36.9

Response Option	Percent
Facebook	48.3
YouTube	40.3
Instagram	28.4
Twitter	20.5
TikTok	10.2
Truth Social	1.5
Parler	0.9
Gab	0.0
Something else	4.7
Not applicable/no response	36.9

Which of these social media sites did you use in the past week? Please check all that apply.

In the past week, did you read a print newspaper, an online newspaper, or both?

Response Option	Percent
Print newspaper	7.4
Online newspaper	42.7
Both	12.0
Not applicable/no response	38.0

In the past month, which of the following news organizations have you received email newsletters from, if any?

Response Option	Percent
New York Times	27.6
Raleigh News & Observer	26.8
Chatham News & Record	18.0
Washington Post	16.8
NPR (WUNC, WFAE, etc.)	13.0
Wall Street Journal	11.6
Politico	5.5
INDY Week	4.1
Axios	4.0
The Hill	2.6
Charlotte Observer	0.8
Cardinal & Pine	0.6
None of these	43.2
No response	0.0

Media Attitudes

How much do you agree or disagree with each of the following statements?

"I can count on the news media to be accurate."

Response Option	Percent
Completely agree	4.7
Moderately agree	30.6
Slightly agree	20.7
Slightly disagree	9.1
Moderately disagree	15.1
Completely disagree	19.5
No response	0.3

"I consider the news media to be trustworthy."

Response Option	Percent
Completely agree	3.7
Moderately agree	30.7
Slightly agree	21.0
Slightly disagree	9.1
Moderately disagree	15.2
Completely disagree	20.0
No response	0.3

"I find that the news media are informative."

Response Option	Percent
Completely agree	16.1
Moderately agree	40.2
Slightly agree	23.4
Slightly disagree	6.1
Moderately disagree	5.7
Completely disagree	8.4
No response	0.2

Vote Preferences

In talking to people about elections, we often find that a lot of people were not able to vote because they weren't registered, they were sick, or they just didn't have time. Regarding the General Election that took place on November 8th, 2022, which of the following statements best describes you?

Response Option	Percent
I did NOT vote.	3.1
I thought about voting this time, but didn't.	0.9
I usually vote, but didn't this time.	3.1
I attempted to vote, but did not or could not.	2.1
I am sure that I voted.	90.7
No response	0.1

In the race for US Senator for North Carolina, for whom did you vote?

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Response Option	Percent
Cheri Beasley	61.9
Ted Budd	27.3
Someone else	0.7
I did not vote in this race	0.0
I'm not sure	0.6
Not applicable/no response	9.6

In the race for US House Representative for District 9, for whom did you vote?

Response Option	Percent
Ben Clark	52.9
Richard Hudson	25.9
Someone else	0.1
I did not vote in this race	5.9
I'm not sure	5.7
$Not \ applicable/no \ response$	9.5

Response Option	Percent
Natalie Murdock	46.6
Alvin Reed	21.3
Someone else	0.0
I did not vote in this race	9.8
I'm not sure	12.9
$Not \ applicable/no \ response$	9.5

In the race for North Carolina State Senate District 20, for whom did you vote?

In the race for North Carolina State House Representative for District 54, for whom did you vote?

Response Option	Percent
Robert Reives	56.4
Walter Petty	26.1
Someone else	0.0
I did not vote in this race	2.5
I'm not sure	5.6
$Not \ applicable/no \ response$	9.5

Civic Engagement

Response Option	Percent
Donate money to a candidate, campaign, or political organization	27.0
Contact a public official	22.4
Attend a local political meeting, such as school board or city council	12.6
Donate blood	11.1
Put up a political sign, such as a lawn sign or bumper sticker	9.9
Volunteer or work for a political candidate or campaign	7.2
Write an op-ed or letter to the editor about a public issue	2.0
None of these	49.9
No response	6.1

During the past year, did you... (please check all that apply):

Policy Issues

Which of the following policy issues are the most important to you? Please rank up to 3 issues.

Response Option	Percent in Top 3
Abortion	46.9
Environmental regulation	43.6
Health insurance	36.9
Tax rates	35.8
Immigration	33.4
Parental rights in education	17.6
NC Medicaid expansion	16.1
The minimum wage	12.7
Same-sex marriage	11.9
Affirmative Action	6.5
School choice	6.5
Something else	20.8

There has been a lot of talk recently about whether gay and lesbian couples should have the legal right to marry. How much do you support or oppose allowing gay and lesbian couples to marry legally?

Response Option	Percent
Strongly support	9.0
Moderately support	0.0
Slightly support	0.0
Slightly oppose	0.4
Moderately oppose	0.5
Strongly oppose	2.1
Not asked/no response	88.1

Some people say that because of past discrimination, Black people should be given preference in hiring and promotion. Others say that such preference in hiring and promotion of Black people is wrong because it gives Black people advantages they haven't earned. How much do you support or oppose preferential hiring of Black people?

Response Option	Percent
Strongly support	3.9
Moderately support	1.7
Slightly support	0.2
Slightly oppose	0.0
Moderately oppose	0.3
Strongly oppose	0.4
Not asked/no response	93.5

In general, do you think of yourself as supporting or opposing legal abortion access?

Response Option	Percent
Strongly support	38.7
Moderately support	2.0
Slightly support	0.7
Slightly oppose	0.1
Moderately oppose	0.5
Strongly oppose	4.9
Not asked/no response	53.1

How much do you support or oppose allowing the children of immigrants, who came to the United States illegally, to remain in the United States and eventually apply for citizenship?

Response Option	Percent
Strongly support	12.7
Moderately support	3.7
Slightly support	3.6
Slightly oppose	3.4
Moderately oppose	4.9
Strongly oppose	5.2
Not asked/no response	66.6

Some people feel that there should be a government insurance plan, which would cover all medical and hospital expenses for everyone. Others feel that all medical expenses should be paid by individuals through private insurance plans. How much do you support or oppose a government insurance plan?

Response Option	Percent
Strongly support	18.3
Moderately support	7.2
Slightly support	3.7
Slightly oppose	2.5
Moderately oppose	1.9
Strongly oppose	3.3
Not asked/no response	63.1

The current federally mandated minimum wage is \$7.25 per hour. Recently, Congress has been considering whether to increase the federal minimum wage. How much do you support or oppose increasing the federal minimum wage?

Response Option	Percent
Strongly support	10.8
Moderately support	1.8
Slightly support	0.1
Slightly oppose	0.0
Moderately oppose	0.0
Strongly oppose	0.0
Not asked/no response	87.3

Response Option	Percent
Strongly support	6.3
Moderately support	7.5
Slightly support	7.8
Slightly oppose	3.3
Moderately oppose	5.2
Strongly oppose	5.8
Not asked/no response	64.2

How much do you support or oppose increasing the tax rate for wealthy Americans?

Some people say that we should greatly increase federal environmental protections to preserve the natural environment. Others say that such measures are a burden for businesses and limit economic growth. How much do you support or oppose increasing federal environmental protections?

Response Option	Percent
Strongly support	36.5
Moderately support	5.2
Slightly support	0.5
Slightly oppose	0.2
Moderately oppose	0.6
Strongly oppose	0.6
Not asked/no response	56.4

North Carolina is one of several states that have chosen not to expand Medicaid, which would allow more low-income uninsured adults to have health insurance. Recently, the North Carolina legislature has debated whether to expand Medicaid in the state. How much do you support or oppose expanding Medicaid in North Carolina?

Response Option	Percent
Strongly support	14.2
Moderately support	0.6
Slightly support	0.8
Slightly oppose	0.0
Moderately oppose	0.0
Strongly oppose	0.5
Not asked/no response	83.9

The North Carolina legislature recently made changes that make it easier for families to obtain a school voucher, allowing them to use taxpayer dollars to send their child to a private school if they so choose. How much do you support or oppose this decision by the North Carolina legislature?

Response Option	Percent
Strongly support	4.4
Moderately support	0.9
Slightly support	0.3
Slightly oppose	0.6
Moderately oppose	0.3
Strongly oppose	0.0
Not asked/no response	93.5

Some people believe that parents should have a say in what gets taught in their children's schools. Other people believe that school teachers and administrators should determine what subjects are taught in the classroom. How much do you support or oppose parents in North Carolina being able to prevent schools from teaching subjects that they do not approve of?

Response Option	Percent
Strongly support	12.6
Moderately support	2.4
Slightly support	0.9
Slightly oppose	0.1
Moderately oppose	0.3
Strongly oppose	1.3
Not asked/no response	82.4

$Political\ Attitudes$

How much do you agree or disagree with each of the following statements?

"I can trust the government to do what's right."

Response Option	Percent
Completely agree	1.4
Moderately agree	21.4
Slightly agree	25.6
Slightly disagree	13.3
Moderately disagree	21.4
Completely disagree	16.7
No response	0.2

"The government is responsive to the concerns and interests of the public."

Response Option	Percent
Completely agree	1.8
Moderately agree	15.4
Slightly agree	28.4
Slightly disagree	15.0
Moderately disagree	21.1
Completely disagree	18.2
No response	0.2

"Most elected officials in government care what people like me think."

Response Option	Percent
Completely agree	0.5
Moderately agree	11.7
Slightly agree	23.8
Slightly disagree	18.3
Moderately disagree	25.4
Completely disagree	20.0
No response	0.2

Response Option	Percent
Completely agree	0.0
Moderately agree	9.2
Slightly agree	25.4
Slightly disagree	18.7
Moderately disagree	23.3
Completely disagree	23.1
No response	0.4

"I feel my voice is heard in government decisions that affect me."

"I feel that I have a pretty good understanding of the important political issues debated today."

Response Option	Percent
Completely agree	30.0
Moderately agree	44.9
Slightly agree	15.7
Slightly disagree	4.6
Moderately disagree	4.3
Completely disagree	0.6
No response	0.0

"Sometimes, political issues seem so complicated that a person like me can't really understand what's going on."

Response Option	Percent
Completely agree	1.0
Moderately agree	11.3
Slightly agree	22.4
Slightly disagree	15.5
Moderately disagree	20.1
Completely disagree	29.7
No response	0.1

Response Option	Percent
Completely agree	81.7
Moderately agree	9.8
Slightly agree	3.6
Slightly disagree	1.2
Moderately disagree	2.1
Completely disagree	1.7
No response	0.0

"All adult citizens should have equal opportunity to vote."

"It is justified for people to use political violence to pursue their political goals."

Response Option	Percent
Completely agree	0.2
Moderately agree	0.5
Slightly agree	2.4
Slightly disagree	1.9
Moderately disagree	8.5
Completely disagree	86.4
No response	0.0

"Law enforcement investigations of elected officials and their associates should be free from political influence."

Response Option	Percent
Completely agree	90.8
Moderately agree	6.0
Slightly agree	1.5
Slightly disagree	0.9
Moderately disagree	0.4
Completely disagree	0.6
No response	0.0

Response Option	Percent
Completely agree	78.3
Moderately agree	15.7
Slightly agree	4.1
Slightly disagree	1.4
Moderately disagree	0.0
Completely disagree	0.5
No response	0.0

"Elected officials should obey court rulings, even when they disagree."

"Americans should respect the results of a free and fair election, even when they dislike the outcome."

Response Option	Percent
Completely agree	93.1
Moderately agree	4.7
Slightly agree	1.3
Slightly disagree	0.3
Moderately disagree	0.0
Completely disagree	0.5
No response	0.3

Thinking about the current state of the country, how much do you agree or disagree with the following statement? "Elections are free and fair."

Response Option	Percent
Completely agree	21.6
Moderately agree	37.6
Slightly agree	14.7
Slightly disagree	10.1
Moderately disagree	10.8
Completely disagree	4.9
No response	0.2

Out of every 1 million (1,000,000) votes cast in a typical election in the United States, which of the following do you think is closest to the true number of votes that are cast illegally?

Response Option	Percent
Less than 1 illegal vote	15.1
1 illegal vote	11.1
10 illegal votes	16.9
100 illegal votes	13.4
1,000 illegal votes	12.1
10,000 illegal votes	8.0
100,000 illegal votes	3.5
More than 100,000 illegal votes	4.5
I don't know	15.3
No response	0.0

We would like to get your feelings towards some groups in the news these days. We will use something we call a feeling thermometer. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm towards a group. Ratings between 0 and 50 degrees mean that you don't feel favorable towards a group and don't care too much for that group. You would rate a group at the 50 degree mark if you don't feel particularly warm or cold towards that group.

How would you rate your feelings towards: Democratic Party leaders?

Coarsened Response Options	Percent
Warmer than 80	17.3
Between 61 and 80	25.9
Between 40 and 60	22.5
Between 20 and 39	12.8
Colder than 20	20.3
No response	1.1

How would you rate your feelings towards: Republican Party leaders?

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Coarsened Response Options	Percent
Warmer than 80	3.9
Between 61 and 80	14.4
Between 40 and 60	18.8
Between 20 and 39	14.5
Colder than 20	47.3
No response	1.1

Coarsened Response Options	Percent
Warmer than 80	24.6
Between 61 and 80	27.1
Between 40 and 60	24.3
Between 20 and 39	12.0
Colder than 20	10.5
No response	1.5

How would you rate your feelings towards: Democratic Party voters?

How would you rate your feelings towards: Republican Party voters?

Coarsened Response Options	Percent
Warmer than 80	7.8
Between 61 and 80	15.9
Between 40 and 60	25.3
Between 20 and 39	17.7
Colder than 20	31.9
No response	1.5

Political Knowledge

Note: Correct answers (when the survey was fielded) are marked with an asterisk (*).

Who is the current Speaker of the US House of Representatives?

Response Option	Percent
*Nancy Pelosi	92.9
Harry Reid	1.5
Marco Rubio	0.0
Paul Ryan	0.6
I don't know	2.6
No response	1.4

Response Option	Percent
2 years	8.7
4 years	15.7
*6 years	67.9
8 years	2.0
I don't know	4.6
No response	0.0

How long is the term of office for a US Senator?

What job or political office is now held by John Roberts?

Response Option	Percent
Chair of the Democratic National Committee	0.0
Senate Majority Leader	0.2
*Chief Justice of the Supreme Court	83.8
Chair of the Republican National Committee	2.4
I don't know	12.6
No response	0.0

What job or political office is now held by Emmanuel Macron?

Response Option	Percent
Prime Minister of the United Kingdom	0.0
*President of France	82.1
Prime Minister of Australia	0.0
Secretary of the Treasury	0.5
I don't know	16.3
No response	0.0

Who is the current Vice President of the United States?

Response Option	Percent
Elizabeth Warren	0.3
*Kamala Harris	98.5
Chuck Schumer	0.0
Mitch McConnell	0.1
I don't know	0.0
No response	0.0

Who is the current	t Governor	of North	Carolina?
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Response Option	Percent
*Roy Cooper	96.4
Pat McCrory	0.6
Terry McAuliffe	0.0
Richard Burr	0.0
I don't know	2.0
No response	0.0

Which party currently controls the North Carolina State House of Representatives?

Percent
11.0
77.9
0.3
9.6
0.1

Which party currently controls the North Carolina State Senate?

Response Option	Percent
Democratic Party	9.8
*Republican Party	74.3
Neither	0.0
I don't know	14.8
No response	0.0

What job or political office is now held by Tim Moore?

Response Option	Percent
North Carolina State Attorney General	3.6
*Speaker of the North Carolina State House of	49.6
Representatives	
Mayor of Raleigh, North Carolina	1.3
US Senator from North Carolina	5.0
I don't know	39.5
No response	0.0

Response Option	Percent
2 years	23.2
*4 years	30.6
6 years	0.4
8 years	0.3
I don't know	44.4
No response	0.0

How long is the term of office for a Chatham County Commissioner?