

MEREDITH COLLEGE POLL

February 22-March 1, 2016

Executive Summary

The Meredith College Poll asked questions about North Carolinians' views the pay gap between men and women, the importance of a candidate's appearance in voting decisions, the new Voter ID requirement for elections, and preferred candidates in the North Carolina presidential primaries. The survey was conducted using a live-caller, dual frame (landline and cell phone) survey of 364 **registered voters** of North Carolina between February 22-March 1, 2016. The survey has a margin of error of +/- 5.12 percentage points for registered voters. Details regarding the methodology of this survey can be found at the end of this report.

Wage Gap

The gap between wages paid to men and women for the same job has been an enduring issue in the country. Economists for the Bureau of Labor and other non-governmental organizations have argued that, even with increased attention to this issue over the last few decades that women continue to earn 78 cents for every dollar earned by a man in the same job with comparable performance.

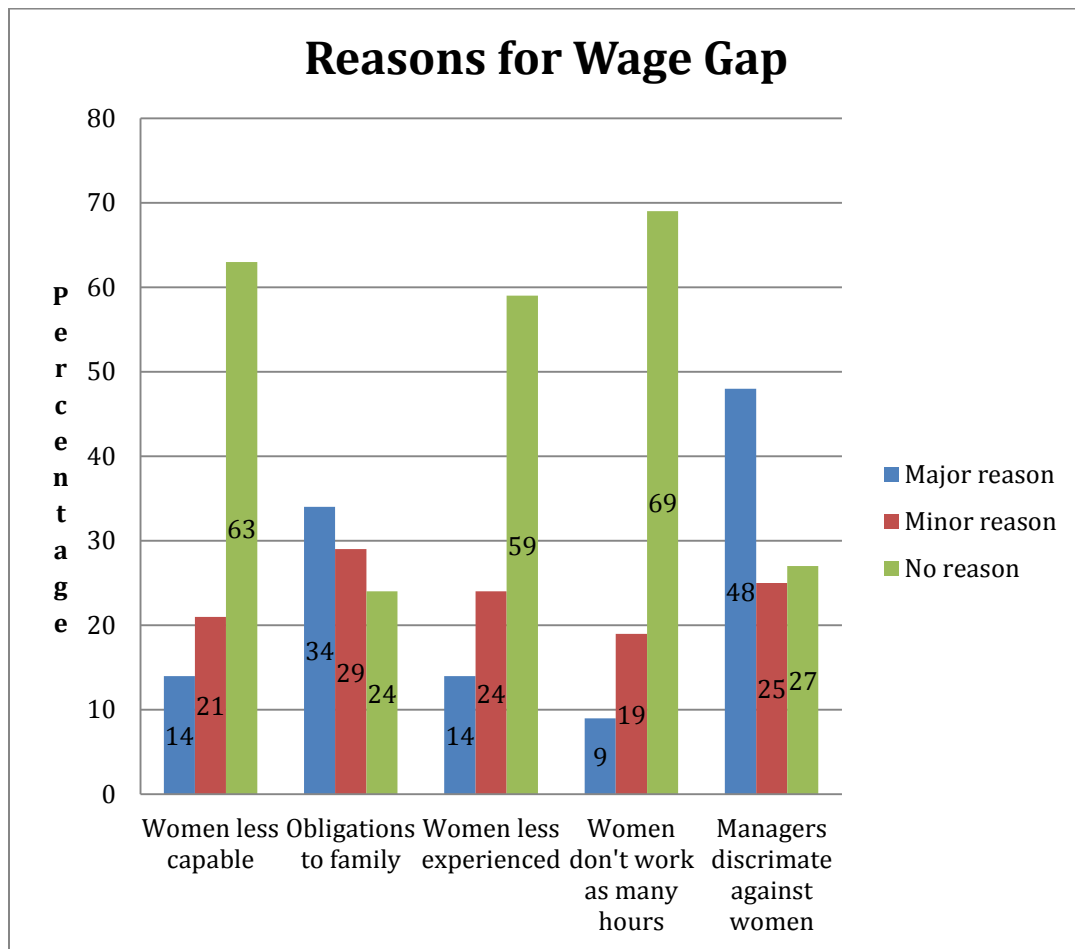
The first piece of major legislation signed by President Obama in 2009 was the Lilly Ledbetter Fair Pay Act, a bill designed to reduce the wage gap by giving women more time to make legal claims of pay discrimination. On January 29, 2016 the president gave a major speech announcing executive actions designed to reduce the wage gap.

On the presidential campaign trail, Democratic and Republican candidates have spoken about their plans for reduce or eliminate the wage gap. With this context, we asked North Carolinians about the wage gap, its causes, and potential solutions, including political ones.

A great majority (78%) of registered voters indicated that the wage gap between men and women as a significant issue with only 10% of voters saying it was somewhat insignificant or insignificant. When asked about their perceptions of why the wage gap exists, many believed that it was due to overt discrimination against women in the workplace.

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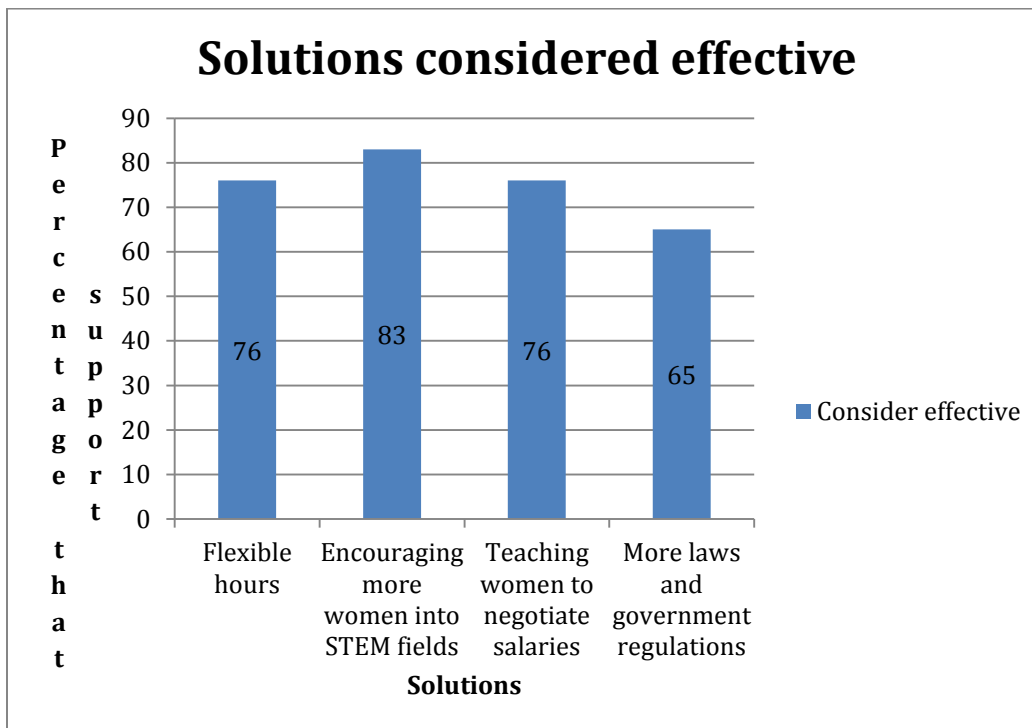
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North Carolinians believe in a variety of solutions to the wage gap problem, including new laws and government regulations.

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Most North Carolinians (68%) consider that one or both parties and their respective candidates would do a good job of reducing or eliminating the wage gap, while only 28 percent think that neither party can do anything to significantly affect the problem. More citizens think that the Democrats and their candidates would do a better job in reducing or eliminating the wage gap problem (37%), but almost one-quarter (24%) believe that Republicans and their candidates would be effective in dealing with the issue.

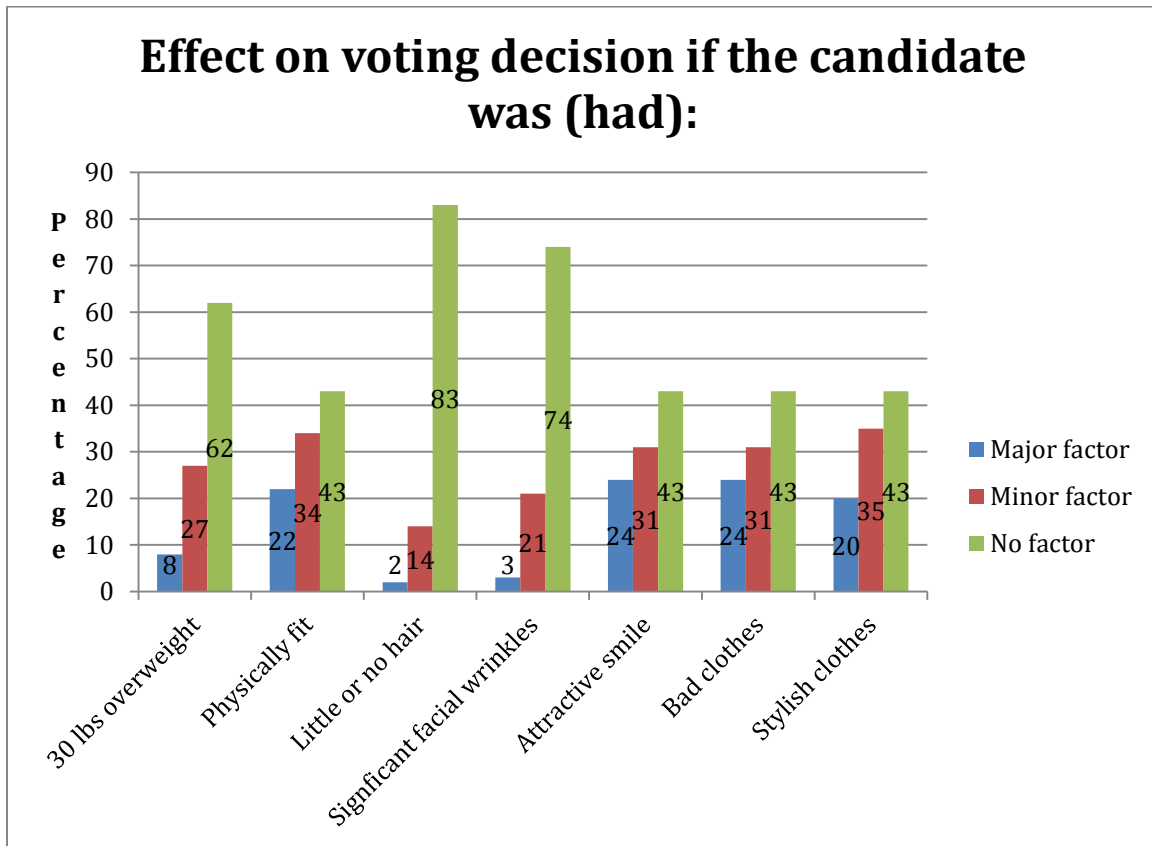
The Importance of Candidate Appearance on Voting Decisions

Political scientists have long understood the voting behavior is very complex and that people make their decisions about which candidate to support, at times, on what might be considered to be superficial factors like appearance. This year there has been discussion about a number of appearance issues related to presidential candidates. Republican Chris Christie has been criticized because of his weight, Republican Donald Trump said that no one would vote for a candidate with a “face like Carly Fiorina,” and some have commented about Democrat Bernie Sanders’ ruffled appearance.

A majority of North Carolinians—57 percent—stated that personal appearance plays no role in their voting decisions. While only 25 percent of voters indicated that personal appearance plays an important role in their voting decisions, most based their voting decisions on positive attributes (e.g., a nice smile or stylish clothes) rather than negative characteristics (e.g., being significantly overweight or having little or no hair).

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The Voter ID Issue

In 2013, the General Assembly passed and Governor McCrory signed into law the Voter Information Verification Act, commonly referred to as the Voter ID law. The first time voters are required to show a photo identification card at the polls is the March 15 primary (and the accompanying early voting period). The bill and subsequent law has generated a great deal of political debate in the state with most Republicans arguing that it is necessary to prevent voter fraud and most Democrats arguing that it is unnecessary and suppresses voter turnout of groups such as African Americans and college-age voters. The debate led to a federal trial over the constitutionality of the law that began in late January.

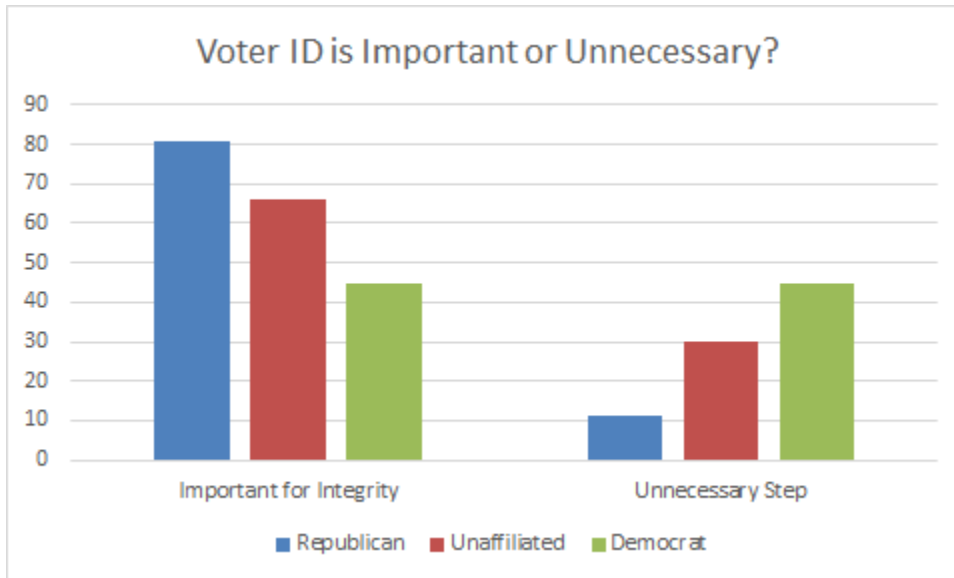
Our survey found that a large majority of likely primary voters (80%) were familiar with the voter identification requirement for this voting cycle with the remainder having some or no familiarity with the law. The high familiarity numbers suggest that the voter information drive conducted by the North Carolina Board of Elections, as well as many advocacy groups and the political parties in the state, has been successful.

Almost 2/3rds of North Carolina registered voters support the Voter ID law because they believe it will protect the integrity of the voting process with 32 percent saying that it is unnecessary. Breaking down the perceptions of voters along party lines reveals that about

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nine-in-ten Republicans believe that the law will protect against voter fraud, while over 40 percent of Democrats believe that the law is unnecessary and may inhibit voting by certain groups.



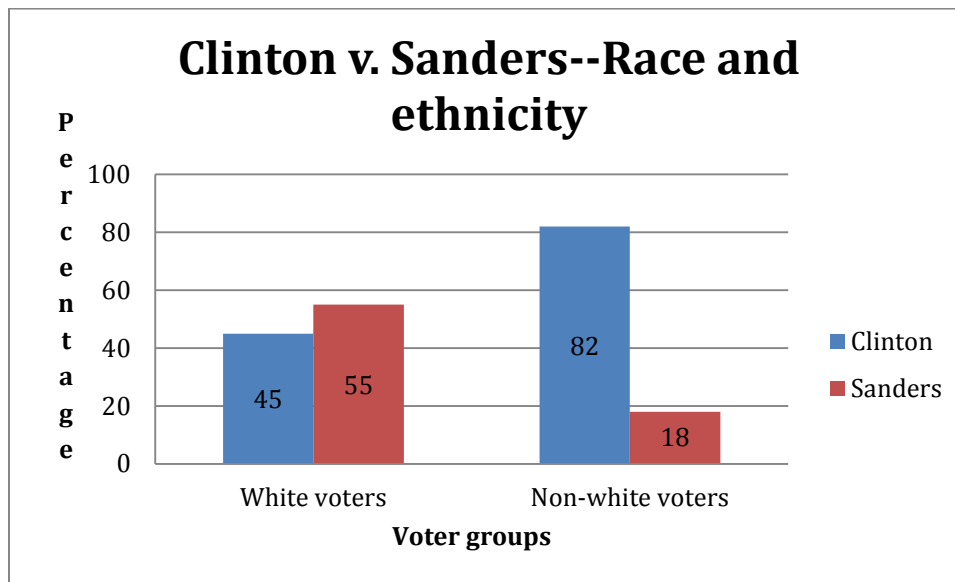
Democratic and Republican Presidential Primary Preferences

North Carolina voters continue to favor Hillary Clinton for the Democratic Party's nomination and Donald Trump on the Republican side, although our results suggest problems for both candidates. A significant number of likely votes in both parties—35 percent of Democrats and Republicans—indicate that they haven't decided about which candidate they prefer.

Hillary Clinton leads Bernie Sanders 37-28 percent with the remainder of likely Democratic voters expressing an interest for "someone else" or they haven't made up their minds. Clinton's lead over Sanders is a result of strength among older rural voters and, especially, with African American and Latino voters in the state. Sanders, on the other hand, is the preference of young voters (32-31 percent) and he does relative well within the urban areas of North Carolina.

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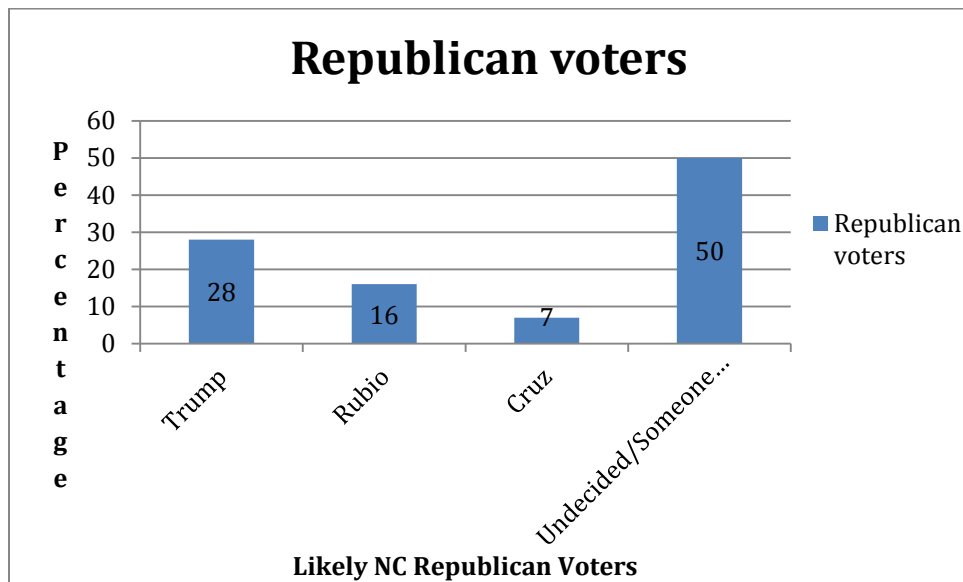


Voters for Clinton and Sanders also differ in terms of the issues they consider to be the most important facing the country. Clinton's supporters consider the economy and foreign policy issues, including terrorism, to be almost equally important (28.2% for economy and 25.5% for foreign policy issues), while Sanders' supporters consider the economy and jobs to be a far more significant issue (32.7% for economy v. 18.7% for foreign policy).

On the other side, Donald Trump leads among likely Republican voters with Marco Rubio running second and several others, including Ted Cruz garnering 7-9% support. The calls were conducted before the March 1 "Super Tuesday" results were finalized. In these primaries and caucuses, Cruz did better than many people expected, while Rubio underperformed. This may explain why the results showing relatively low support for Cruz may not reflect his current strength within the Republican field. Also, Ben Carson dropped out of the nomination race after the calls were completed.

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Supporters of Donald Trump in North Carolina, as compared to those of Rubio and Cruz tend to be older, more rural, and less educated.

Half of North Carolina like Republican voters had not made up their minds about whom they would vote for or expressed an interest in someone other than Trump, Rubio, or Cruz. Given recent primary and caucus results and the attacks on Donald Trump by establishment Republicans, such as Mitt Romney, the large number of undecided Republican voters may signal a very competitive race in North Carolina, despite the fact that Trump has been considered the front-runner in the state for the last six months.

It is significant that a large majority of North Carolinians (78%) are dissatisfied with the direction of the country and that the economy is considered to be the most important issue in this year's presidential campaign by a large margin (34.5% economy v. 18.6% for foreign affairs and terrorism). These results reflect other national polls and help explain why outsider candidates like Trump, Cruz, and Sanders are doing relatively well in primary and caucus contests to date and that, at least on the Democratic side, the focus of most of the debates and other campaign discourse has been on economic issues.

We also asked North Carolinians their thoughts about how old a person would be and be considered "too old to be president." Although we received a range of results (60-100 years of age), the average of all the responses was 72.7 years old and the most cited age for a person to be considered too old to be president was 70 years old. This is interesting considering that three of the leading Democratic and Republican candidates for president—Clinton, Sanders, and Trump—are in their late 60s or early 70s.

Topline Results

Are you satisfied with the direction of the country?

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All in all, are you satisfied or dissatisfied with the way things are going in this country today?

Satisfied	17%
Dissatisfied	78%
Don't Know	4%
Don't Know/Refused	1%

Is there equality?

Which of these two statements comes closer to your own view, even if neither is exactly right?

This country has made changes needed to give men and women equality in the workplace	18%
This country needs to continue making changes to give men and women equality in the workplace	79%
Don't Know/Refused	3%

How significant is the pay gap issue?

According to most research, women earn less salary than men in the same job. In your opinion, how significant is this issue for our country?

Very significant	52%
Somewhat significant	26%
Neither significant nor insignificant	8%
Somewhat insignificant	4%
Insignificant	6%
No answer/Refused	3%

US in comparison to other countries

How would you think the United States compares to other countries in terms of a pay gap, even if you had to guess?

The pay gap is larger in other countries	31%
The pay gap is smaller in other countries	35%
The pay gap is about the same in other countries	12%
No answer/Refused	22%

Why?

Why would you think that is so?

The US is more advanced than other countries	20%
The US is falling behind the economies of other countries	17%
Other countries treat women worse than US	15%

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Don't know 48%

Below are some reasons often given for the situation in which women earn less than men for the same job. For each, please indicate whether you think it is a major reason, minor reason, or no reason.

Reasons for pay gap—capability

Women are not as capable as men, even in the same job.

Major Reason	14%
Minor Reason	21%
No Reason	63%
Don't know/Refused	2%

Reasons for pay gap—obligations to family

Women's obligations to the family, such as raising children, lead to pay differences with men.

Major Reason	34%
Minor Reason	29%
No Reason	24%
Don't know/Refused	2%

Reasons for pay gap—not as much experience

Women don't have as much experience as men in jobs.

Major Reason	14%
Minor Reason	24%
No Reason	59%
Don't Know/Refused	3%

Reasons for pay gap—don't work as many hours

Women don't work as many hours as men.

Major Reason	9%
Minor Reason	19%
No Reason	68%
Don't know/Refused	4%

Reasons for pay gap—manager discrimination

Managers discriminate against women employees and pay them less.

Major Reason	48%
Minor Reason	25%

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No Reason	22%
Don't Know/Refused	4%

I am going to give you a number of possible solutions to the problem of women being paid less than men for the same job. Please indicate how effective each would be in making pay fair.

Solutions to pay gap—flexible schedules

Companies need to encourage more workplace flexibility (i.e., making it possible for women to work around their families 'schedules)

Very effective	49%
Effective	27%
Neither effective nor ineffective	8%
Somewhat ineffective	5%
Very ineffective	11%

Solutions to pay gap—programs to encourage women into STEM

Support programs that encourage more women to move into technology, engineering, and science fields.

Very effective	62%
Effective	21%
Neither effective nor ineffective	9%
Somewhat ineffective	3%
Very ineffective	5%

Solutions to pay gap—training on negotiation

More training for women in negotiating their salaries.

Very effective	52%
Effective	24%
Neither effective nor ineffective	8%
Somewhat ineffective	6%
Very ineffective	9%

Solutions to pay gap—more laws and regulations

More laws or government regulations requiring companies to pay men and women equally for the same job and performance.

Very effective	51%
Effective	14%
Neither effective nor ineffective	7%
Somewhat ineffective	10%
Very ineffective	18%

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Which political party would do better in closing pay gap

The candidates for president in 2016 have said they want to reduce or eliminate the wage gap between men and women in the workplace. In general, which political party and its candidates would do better in reducing the wage gap?

Democrats	37%
Republicans	24%
Both would do equally well in reducing the wage gap	7%
Neither would reduce or eliminate the wage gap	28%
Don't Know/Refused	4%

Importance of a candidate's appearance

How important is a candidate's physical appearance in your decision on whether or not to vote for that candidate?

Very important	11%
Somewhat important	14%
Neither important nor unimportant	10%
Somewhat unimportant	7%
Very unimportant	57%
Don't Know/Refused	1%

I am going to read a list of personal characteristics. Think about how you would react to a political candidate who possessed each attribute. Indicate whether it would be a major factor, minor factor, or no factor in terms of your voting decision.

Personal appearance—overweight

A candidate is at least 30 lbs. heavier than what is considered normal.

Major factor	8%
Minor factor	27%
No factor	62%
Don't Know/Refused	3%

Personal appearance—physically fit

A candidate looks physically fit.

Major factor	22%
Minor factor	34%
No factor	43%
Don't Know/Refused	1%

Personal appearance—hair

A candidate has little to no hair.

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Major factor	2%
Minor factor	14%
No factor	83%
Don't Know/Refused	2%

Personal appearance—wrinkles

A candidate has significant facial wrinkles or lines.

Major factor	3%
Minor factor	21%
No factor	74%
Don't Know/Refused	2%

Personal appearance—smile

A candidate has an attractive smile.

Major factor	24%
Minor factor	27%
No factor	47%
Don't Know/Refused	2%

Personal appearance—bad clothes

A candidate has poorly fitted or out-of-style clothes.

Major factor	24%
Minor factor	31%
No factor	43%
Don't Know/Refused	2%

Personal appearance—stylish clothes

A candidate has stylish clothes.

Major factor	20%
Minor factor	35%
No factor	43%
Don't Know/Refused	2%

Candidate too old

At what age would you consider a person to be too old to be president?

Average (mean) age that respondents considered a person too old:	72.7
Most frequently mentioned age a person is considered too old:	70

Likely to vote in NC primary

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How likely is it that you will vote in the North Carolina primary on March 15?

Very likely	77%
Likely	10%
Neither likely nor unlikely	1%
Unlikely	4%
Very unlikely	6%
Don't Know/Refused	2%

Vote in which primary

If you are going to vote in the primary election, which primary are you most likely to vote in?

Democratic primary	38%
Republican primary	42%
Not sure	14%
Will not vote in either primary	5%

Democratic primary preferences

If the North Carolina Democratic presidential primary was held today, which of the following candidates would you be most likely to vote for?

Hillary Clinton	37%
Bernie Sanders	28%
Someone else	14%
Don't Know/Refused	21%

Republican primary preferences

If the North Carolina Republican presidential primary was held today, which of the following candidates would you be most likely to vote for?

Ben Carson	9%
Ted Cruz	7%
John Kasich	7%
Marco Rubio	16%
Donald Trump	26%
Someone else	6%
Don't Know/Refused	29%

Voter ID familiarity

How familiar are you with the new requirement that all voters need a photo ID to vote starting with the March 15 primary election?

Very familiar	60%
Familiar	20%
Somewhat familiar	12%

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Unfamiliar	7%
Don't Know/Refused	1%

Purpose of Voter ID

Some people say that the voter ID law is important for protecting the integrity of the voting process, while others say that it is an unnecessary step in letting people vote. Do you think the voter ID law is more important for protecting the integrity of the voting process in North Carolina or do you think it is unnecessary?

It is important for protecting the integrity of the voting process in NC	65%
It is unnecessary	32%
Don't know/Refused	4%

Most important issues

What do you think is the most important issue in this year's presidential election?

Economy/Jobs	34.5%
National Security/Internal Affairs	18.6%
Other	11.9%
Immigration	10.3%
Health Care	6.3%
Budget/Deficit/Debt	4%
Education	2.9%
Politics/Partisanship	2.8%
Morality	2.8%
Women's Rights/Abortion	2%
Taxes	1%

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Demographics

Party ID

Democrats	41.4%
Libertarian	1%
Republicans	33.7%
Unaffiliated	23.9%

Sex/Gender

Male	48.4%
Female	51.6%

Income

Less than \$25,000	17%
\$25,000 to \$50,000	33%
\$50,000 to \$75,000	25%
More than \$75,000	14%
Unknown	11%

Race

White	76.9%
Black	17%
Other	6.1%

Age

18-30	3%
31-40	9%
41-50	15%
51-65	24%
65+	49%

Location¹

Rural	55.5%
Urban	44.5%

Education

Less than high school diploma	23%
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¹ The 15 urban counties, as determined by the US Census Bureau, are: Buncombe, Cabarrus, Cumberland, Durham, Forsyth, Gaston, Guilford, Iredell, Johnston, Mecklenburg, New Hanover, Orange, Pitt, Union, and Wake.

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High school diploma	20%
Some college	17%
College degree or higher	20%
Unknown	20%

Phone Type

Landline	68%
Cell	32%

Cross Tabulations

Ted Cruz, Marco Rubio, and Donald Trump (Republican Primary)

	Urban	Rural	Education (HS diploma or less)	Education (Some college or greater)	Men	Women	Age (50 and under)	Age (51 and older)
Ted Cruz	4%	4%	5%	10%	9%	6%	7%	6%
Marco Rubio	27%	10%	13%	20%	12%	20%	29%	8%
Donald Trump	20%	37%	35%	21%	30%	23%	15%	37%

Hillary Clinton v. Bernie Sanders (Democratic Primary)

	Urban	Rural	Education (HS diploma or greater)	Education (Some college or greater)	Men	Women	Age (50 and under)	Age (51 and older)
Hillary Clinton	39	36	40	36	34	41	31	42
Bernie Sanders	33	22	25	34	32	23	32	26

Methodological Information

Mode: Live Interviewer RDD Telephone Interviews
(Dual Frame: Cell Phone and Landlines)

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Population & Sample Area registered North Carolina; Adults (Primarily English speaking voters with some Spanish speaking voters)

Dates in the field: February 22-March 1, 2016

Registered Voter Sample Size 364
Registered Voter Margin of Error $\pm 5.2\%$

Confidence Level 95%
Weighting Variables Age, Race, Gender

Procedures Used for Conducting the Poll

The Meredith College Poll uses a stratified random sample of households with telephones and wireless (cell) telephone numbers. Please direct questions about the Meredith College Poll's methodology to David McLennan (919-760-2287 or dbmclennan@meredith.edu).

The Meredith College Poll uses CATI system software (Computer Assisted Telephone Interviewing) for the administration of surveys. We attempt to reach each working telephone number in the sample up to five times. We only interview residents of North Carolina who are over 18. The Meredith College Poll conducted the survey in English. Live interviewers called from 5:00 p.m. to 9:00 p.m. Monday, February 22 through Monday, March 1, 2016. Calls were not made on Wednesday, February 24 because of severe weather alerts throughout the state or on Friday, February 26 or Saturday, February 27.

Additional Methodological Decisions

“Don’t Know” and “Refused” Options

All questions include an option for respondents to volunteer “don’t know” or to refuse. In most questions, callers do not prompt these possible responses.

Completion Criteria

An interview is a complete only if a respondent progresses through the entire survey. Respondents who hang up before completing the last question or refuse to more than 10 percent of the questions are incompletes.

Sampling

Survey Sampling International, LLC, provide samples of telephone numbers. To equalize the probability of telephone selection, sample telephone numbers are systematically stratified according to subpopulation strata (e.g., a zip code, a county, etc.), which yields a sample from telephone exchanges in proportion to each exchange's share of telephone

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households in the population of interest. Estimates of telephone households in the population of interest are generally obtained from several databases. Samples of household telephone numbers are distributed across all eligible blocks of numbers in proportion to the density of listed households assigned in the population of interest according to a specified subpopulation stratum. Upon determining the projected (or preferred) sample size, a sampling interval is calculated by summing the number of listed residential numbers in each eligible block within the population of interest and dividing that sum by the number of sampling points assigned to the population. From a random start between zero and the sampling interval, blocks are selected systematically in proportion to the density of listed household "working blocks." We use SSI because they produce valid samples for many polling organizations, including the Meredith College Poll.

Sampling errors and statistical tests of significance take into account the effect of weighting at each of these stages. The margin of sampling error at the 95% confidence level is plus or minus 5.12 percentage points for results based on the full sample (n=364). In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

The Meredith College Poll Team

- Dr. David McLennan is Director of the Meredith Poll and a Visiting Professor of Political Science at Meredith College. He holds a Ph.D. from the University of Texas at Austin.
- Dr. Whitney Ross Manzo is the Assistant Director of the Meredith Poll and an Assistant Professor of Political Science at Meredith College. She holds a Ph.D. from the University of Texas, Dallas.

Faculty members in the History/Political Science program supported the poll and helped recruit students to work as callers. Dr. Dan Fountain is chair of the department and has provided a great deal of support for this project. The poll operates under the auspices of the School of Arts and Humanities, led by Dean Garry Walton, Ph.D.

The Meredith College administration, led by Dr. Jo Allen, president of the College, and Dr. Matthew Puslosny, Provost of the College, fully support the Meredith College Poll as part of its service commitment to state, regional, and national constituents. Meredith College fully funds the Meredith College Poll. This permits the Meredith College Poll to operate as a neutral, non-biased, non-partisan resource.

Meredith College students administer the survey as part of the College's commitment to civic engagement and producing strong women.

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For more information on the Meredith College Poll and this survey, visit

<http://www.meredith.edu/>

or

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References