

PACK POLL
 SPRING 2014 NCSU STUDENT FLASH POLL: Clay Aiken
 FINAL TOPLINE REPORT

N=447; Response rate= 15%; Sampling error= +/-4.59

These are the results for this semester’s first “Flash Poll”, conducted through the internet (February 10-14, 2014), of a random sample of 3,000 NCSU undergraduates, producing a 15% response rate. Margin of error for specific questions increases as response rate declines.

A split ballot technique was used to measure the effect of viewing Clay Aiken’s campaign video. Respondents were randomly assigned to one of three versions of questions 2-4. Version 1 (V1), did not contain the video, only a brief description about Aiken was provided: “As you might know, Clay Aiken is a former second place winner from North Carolina on American Idol. He is believed to be a top 10 Idol alumni in terms of record sales. Aiken recently announced that he is trying to win the 2nd congressional district here in North Carolina, running as a Democrat.” Those who were randomly assigned to version 2 (V2) read the same text and also saw Aiken’s campaign video. Version 3 (V3) received the campaign video as well as a slightly modified version of the text above. V3 revealed to respondents that Aiken is openly gay.

Q1: Before taking this survey, how familiar were you with Clay Aiken?

Very familiar.....	15%
Somewhat familiar.....	54%
Somewhat unfamiliar.....	18%
Very unfamiliar.....	14%

Q2: How favorable do you view Clay Aiken?

	V1	V2	V3
Very favorable.....	5%	12%	8%
Somewhat favorable.....	12%	24%	32%
Neutral.....	51%	41%	41%
Somewhat unfavorable.....	20%	13%	10%
Very unfavorable.....	12%	11%	9%

Q3: How competent do you think Clay Aiken would be as a legislator?

	V1	V2	V3
Very competent.....	3%	9%	6%
Somewhat competent.....	33%	46%	53%
Somewhat incompetent.....	40%	30%	28%
Very incompetent.....	24%	16%	13%

Q4: We hear a lot of talk these days about how liberal or how conservative politicians are. In your mind, is Clay Aiken a liberal or a conservative?

	V1	V2	V3
Very Liberal.....	29%	18%	17%
Liberal.....	52%	57%	59%
Moderate.....	16%	23%	23%
Conservative.....	3%	2%	2%
Very Conservative.....	1%	0%	0%

Q5: The last question is, what political party do you most identify with, the Democratic Party, the Republican, or are you an Independent or something else?

Democrats.....	27%
Republicans.....	28%
Independent.....	36%
Something else.....	9%

Q6: Do you lean more towards the Democratic Party or the Republican Party, or neither?

Democrats.....	34%
Republicans.....	25%
Neither.....	41%

**Respondents were only assigned to this question if they identified as “Independent” in question 5.