

PackPoll Fall 2017 – Protestor Poll Toplines

(Maximum N = 275)

October 2 – October 8

NCSU Undergraduates – enrolled in panel

Q1a: As you may know, some athletes have begun protesting during the national anthem in order to draw attention to systematic racism in the United States. Do you approve or disapprove of this form of protest?

Q1b: As you may know, white nationalists marched in the streets to protest the removal of a statue of Robert E. Lee from Emancipation Park, in Charlottesville, Virginia. Do you approve or disapprove of this form of protest?

Respondents were given either Q1a or Q1b.

		Strongly disagree	Disagree	Agree	Strongly agree	No opinion	Total
Question Order	Q1a first	13%	7%	36%	36%	7%	100%
	Q1a second	19%	11%	25%	40%	6%	100%
	Total	16%	9%	31%	38%	7%	100%

Q1a: 25% oppose, 69% approve, 7% no opinion

		Strongly disagree	Disagree	Agree	Strongly agree	No opinion	Total
	Q1b first	16%	21%	41%	6%	16%	100%
	Q1b second	17%	33%	31%	8%	11%	100%
	Total	17%	27%	36%	7%	14%	100%

Q2a: 44% oppose, 43% approve, 14% no opinion

Q2: For the most part, people who protest and demonstrate against US policy are good, upstanding, intelligent people.

Respondents were given Q2 either before or after Q1a/b.

NFL protestors:

	Strongly disagree	Disagree	Agree	Strongly agree	No opinion	Total
Displayed before Q1a	6%	15%	52%	9%	17%	100%
Displayed after Q1a	7%	6%	41%	20%	26%	100%
Total	7%	10%	46%	15%	22%	100%

17% oppose, 61% approve, 22% no opinion

Charlottesville protestors:

	Strongly disagree	Disagree	Agree	Strongly agree	No opinion	Total
Displayed before Q1b	5%	11%	48%	9%	28%	100%
Displayed after Q1b	3%	21%	41%	3%	32%	100%
Total	4%	16%	44%	6%	30%	100%

20% oppose, 50% approve, 30% no opinion

Q4a: Do you favor or oppose removing statues and memorials of Confederate leaders?

Q4b: Do you favor or oppose removing the Silent Sam statue from UNC Chapel Hill's campus?

Respondents were given either Q4a or Q4b.

Q4a:

Approve	58%
Disapprove	26%
No opinion	16%
Total	100%

Q4b:

Approve	40%
Disapprove	25%
No opinion	36%
Total	100%

Q5: Do you agree or disagree with the following statement? Over the past few years, blacks have gotten less than they deserve.

	Strongly disapprove	Disapprove	Approve	Strongly approve	No opinion	Total
	8%	17%	38%	22%	12%	100%
Total						100%

Q6: What is your preferred racial identity?

White/Caucasian	74%
Black/African-American	8%
Hispanic	3%
Asian-American	7%
Native American	1%
Other	7%
Total	100%

Q7: Party ID

Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

Republican	19%
Independent/other	19%
Democrat	62%
Total	100%

NOTE ON METHODOLOGY:

Almost 700 students were asked to take this survey and 275 completed it. However, we cannot report a margin of sampling error for this survey because our results come from on a non-probability sample. Most of our surveys adhere to the theoretical principles of probability sampling, such as when every NCSU student has a non-zero and equal chance of being randomly invited to take a survey (and nearly all we contact respond to it). Instead, only certain students were asked to take this survey about protesting.

Our results about protesting come from students who previously agreed to be sent our future surveys. In short, they chose us, non-randomly, so we can't **know** for sure if they "think like" most students. If respondents are not selected according to probability theory, it isn't possible to calculate traditional diagnostic statistics about a survey, such as the [margin of sampling error](#).

Most industry professionals today, however, agree that the margin of sampling error is overrated for evaluating the validity of polling results; if only 20% (or less!) of students respond to an invitation to take a survey, even when they were contacted at random, the subsequent sample [doesn't conform to the assumptions of probability theory](#). We could present advanced statistics about the likely representativeness of our sample, but the benefit of generating those stats is outweighed by their complicatedness.

Instead, we argue that in general we've learned that our panel of interested survey takers does a good job of mimicking a random sample of State students. Over the past two semesters, we've tested whether differences exists between results we obtain from the non-probability panel compared to a truly random draw. So far, we don't observe significant differences of opinions asked among students contacted the different methods. Past results suggests that our results for students' opinions about protesting are broadly representative of what most undergraduates at NCSU think about protesting.

Nevertheless, we might have overestimated State's support for protesting. More of our respondents call themselves "Democrat" than is probably true for all undergraduates, and Democrats are more supportive of protesting. Since political partisanship is a fluid attitude and not a fixed characteristic, like age, we can't be certain about the "true" percentage of Democrats (or Republicans). Thus, without knowing more about the fixed traits of our protesting sample (we did not ask more questions about their demographics), nor being certain our sample is "too Democratic,"

we do not attempt to weight/adjust our data to known properties about NCSU undergraduates.

For additional information about best practices for reporting on the precision of non-probability sampling, [you can watch this “debate”](#) and/or read this [guidance for how to report on results from non-probability samples](#).