

Contact: Dr. Fred Stutzman
Phone: (415) 968-9172
Email: fred@fredstutzman.com

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Insiders or Outsiders? Research shows that Moral Monday protestors are North Carolinians, from across the state

(Raleigh, NC, June 17, 2013) Independent researchers conducted a formal survey during today's Moral Monday rally at the State Capitol and found that an overwhelming majority of protestors reside in North Carolina, disputing Gov. McCrory's claim that the gatherings were comprised of "outsiders." The 7th wave of the ongoing protests focused on healthcare and environmental justice, and, according to the statistical sample of the research team 98.4% of the protestors reside in NC. The protestors are voicing their opposition to the pending and enacted legislation from the far right who hold a majority in the state legislature.

The research team interviewed 316 participants asking them the zip code of their primary residence. Of the 316, 311 zip codes were in state, with representation coming from the Triangle, Wilmington, Greensboro, Winston-Salem, Asheville, Charlotte, and many rural areas. These data indicate that only 1.6% of the Moral Monday participants were from out of state. The full report, along with more analysis and methodology, can be found at www.eps-research.com.

McCrory, originally from Columbus, OH, lamented to a GOP gathering on June 8 that the protests were comprised of special interests and out-of-state agitators. "Outsiders are coming in, and they're going to try to do to us what they did to Scott Walker in Wisconsin," McCrory said according to an Associated Press report.

Dr. Dorothy Holland, an anthropologist who has studied social movements for several decades, saw an opportunity to apply research methodologies to the question of where the protestors are from. "The public deserves good research on who is coming to Moral Mondays to voice concerns about the legislature. Several of us pooled our skills to sample the crowd, conduct interviews, and get the data out."

Dr. Fred Stutzman, a researcher and technologist, created a survey instrument that enabled the researchers to compile and report the results immediately after data collection ended. Stutzman, Director of EPS Research, and 6 interviewers used the Stationary-Crowd Zone-Sector Sampling method to survey protestors about their age, and zip code of residence.

June 17th marked the 7th Moral Monday rally held on Halifax Mall to protest the onslaught of legislative actions that roll back more than 50 years of civil and social rights gains in North Carolina through what is becoming known as one of the most radically conservative agendas in the nation, affecting voter ID laws, public education, federal assistance for Medicaid, and legislative acceptance of gifts from lobbyists.

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