

### February 28, 2011

#### I. Survey Methodology

The Elon University Poll is conducted using a stratified random sample of households with telephones and wireless telephone numbers in the population of interest – in this case, citizens in North Carolina. The sample of telephone numbers for the survey is obtained from Survey Sampling International, LLC. Methodological information is also available at: <a href="http://www.elon.edu/e-web/elonpoll/methodology.xhtml">http://www.elon.edu/e-web/elonpoll/methodology.xhtml</a>.

#### Selection of Households

To equalize the probability of telephone selection, sample telephone numbers are systematically stratified according to subpopulation strata (e.g., a zip code, a county, a state, etc.), which yields a sample from telephone exchanges in proportion to each exchange's share of telephone 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 systematically selected in proportion to the density of listed household "working blocks." A block (also known as a bank) is a set of contiguous numbers identified by the first two digits of the last four digits of a telephone number. A working block contains three or more working telephone numbers. Exchanges are assigned to a population on the basis of all eligible blocks in proportion to the density of working telephone households. Once each population's proportion of telephone households is determined, then a sampling interval, based on that proportion, is calculated and specific exchanges and numbers are randomly selected. The methodology for the wireless component of this study starts with the determining which area code-exchange combinations in North Carolina are included in the wireless or shared Telcordia types. Similar to the process for selecting household telephone numbers, wireless numbers involve a multi-step process in which blocks of numbers are determined for each area code-exchange combination in the Telcordia types. From a random start within the first sampling interval, a systematic nth selection of each block of numbers is performed and a two-digit random number between 00 and 99 is appended to each selected nth block stem. The intent is to provide a stratification that will yield a sample that is representative both geographically and by large and small carrier. From these, a random sample is generated. Because exchanges and numbers are randomly selected by the computer, unlisted as well as listed household telephone numbers are included in the sample. Thus, the sample of telephone numbers generated for the population of interest constitutes a random sample of telephone households and wireless numbers of the population.

#### **Procedures Used for Conducting the Poll**

The survey was conducted Sunday, February, 20<sup>th</sup>, through Thursday, February 24<sup>th</sup>, of 2011. During this time calls were made from 1:00 pm to 6:00 pm on Sunday, and from 5:00 pm to 9:00 pm on Monday through Thursday. The Elon University Poll uses CATI system software (Computer Assisted Telephone Interviewing) in the administration of surveys. For each working telephone number in the sample, several attempts were made to reach each number. Only individuals 18 years or older were interviewed; those reached at business or work numbers were not interviewed. For each number reached, one adult is generally selected based on whether s/he is the oldest or youngest adult. Interviews, which are conducted by live interviewers, are completed with adults from the target population as specified. Interviews for this survey were completed with 467 adults from North Carolina. For a sample size of 467, there is a 95 percent probability that our survey results are within plus or minus 4.6 percentage points (the margin of sampling error) of the actual population distribution for any given question. For sub-samples (a subgroup selected from the overall sample), the margin of error is higher depending on the size of the subsample. When we use a subsample, we identify these results as being from a subsample and provide the total number of respondents and margin of error for that subsample. In reporting our

results, we note any use of a subsample where applicable. Because our surveys are based on probability sampling, there are a variety of factors that prevent these results from being perfect, complete depictions of the population; the foremost example is that of margin of sampling error (as noted above). With all probability samples, there are theoretical and practical difficulties estimating population characteristics (or parameters). Thus, while efforts are made to reduce or lessen such threats, sampling error as well as other sources of error – while not all inclusive, examples of other error effects are non-response rates, question order effects, question wording effects, etc. – are present in surveys derived from probability samples.

#### **Questions and Question Order**

The Elon University Poll provides the questions as worded and the order in which these questions are administered (to respondents). Conspicuous in reviewing some questions is the "bracketed" information. Information contained within brackets ([]) denotes response options as provided in the question; this bracketed information is rotated randomly to ensure that respondents do not receive a set order of response options presented to them, which also maintains question construction integrity by avoiding respondent acquiescence based on question composition. Some questions used a probe maneuver to determine a respondent's intensity of perspective. Probe techniques used in this questionnaire mainly consist of asking a respondent if their response is more intense than initially provided. For example, upon indicating whether s/he is satisfied or dissatisfied, we asked the respondent "would you say you are very 'satisfied'/'dissatisfied'". This technique is employed in some questions as opposed to specifying the full range of choices in the question. Though specifying the full range of options in questions is a commonly accepted practice in survey research, we sometimes prefer that the respondent determine whether their perspective is stronger or more intense for which the probe technique used. Another method for acquiring information from respondents is to ask an "open-ended" question. The open-ended question is a question for which no response options are provided, i.e., it is entirely up to the respondent to provide the response information.

#### The Elon University Poll

The Elon University Poll is conducted under the auspices of the Center for Public Opinion Polling (Hunter Bacot, Director & Mileah Kromer, Assistant Director), which is a constituent part of the Institute for Politics and Public Affairs (George Taylor, Director); both these organizations are housed in the department of political science at Elon University. These academic units are part of Elon College, the College of Arts and Sciences at Elon University. The Elon University administration, led by Dr. Leo Lambert, President of the university, fully support the Elon University Poll as part of its service commitment to state, regional, and national constituents. Dr. Hunter Bacot, a professor in the department of political science, directs the Elon University Poll. Elon University students administer the survey as part of the University's commitment to experiential learning where "students learn through doing."

#### II. Survey Instrument and Percent Distributions by Question

Interviews were completed with 467 adults from households in the North Carolina. For a sample size of 467, there is a 95 percent probability that our survey results are within plus or minus 4.6 percentage points (the margin of sampling error) of the actual population distribution for any given question. The questions as presented are normally in the order in which these appear on the survey instrument; in these results, questions on the budget and taxes are not in the order as presented to respondents. The instrument, which provides the order of administration, will be available on our website (<a href="http://www.elon.edu/e-web/elonpoll/default.xhtml">http://www.elon.edu/e-web/elonpoll/default.xhtml</a> on Monday, February 28<sup>th</sup>). Due to rounding, column totals may not equal 100 percent as indicated. Data are weighted to reflect the adult population in terms of age and race.

About the Codes appearing in Questions and Responses	
Response Options not offered	Response options are <u>not</u> offered to the person taking the survey (respondent), but are included in the question as asked (and usually denoted by brackets, [ ]). Response options are generally offered only for demographic questions (background characteristic, e.g., age, education, income, etc.).
v = volunteered response	Respondents volunteer response option. As response options are <u>not</u> offered to those taking the survey, some respondents offer or volunteer response options. Though not all volunteered options can be anticipated, the more common options are noted.
p = probed response	Respondents self-place in this option or category. A probe maneuver is used in questions to allow the respondent to indicate whether her/his response is more intense than initially provided for in the choices appearing in the question. For example, on probe questions the interviewer, upon a respondent indicating that she/he is satisfied (or dissatisfied), is instructed to ask him/her "Would you say you are "very satisfied"?"

#### **ABC System**

Now, I'm going to change topics and ask you some questions about alcohol beverage management, distribution, and sales in the state . . . . in North Carolina, as you are likely aware, these responsibilities fall under the state government's Alcohol Beverage Control, or ABC system . . .

So, with this in mind and based on your understanding of this system, do you think [that the system is fine the way it is, that we need to change the current system] or are you not familiar enough with it to comment?

	FEB	MAR
	2011	2010
THE SYSTEM IS FINE THE WAY IT IS	32.0	31.8
CHANGE THE CURRENT SYSTEM	29.4	37.8
NOT ENOUGH INFORMATION TO	36.2	27.1
COMMENT		
DON T KNOW (v)	2.2	3.1
REFUSED (v)	0.1	0.2
Total	100.0	100.0
	N=467	N=579
	+/- 4.6	+/- 4.2

Given a choice, would you prefer that liquor sales be under the control of [local governments, private

companies, or state government]?

	FEB	MAR
	2011	2010
LOCAL GOVERNMENTS	23.5	22.6
STATE GOVERNMENT	39.9	34.2
PRIVATE COMPANIES	28.7	33.2
SUGGESTS ANOTHER WAY (v)	1.7	3.2
DON T KNOW (v)	5.9	6.7
REFUSED (v)	0.3	0.1
Total	100.0	100.0
	N=467	N=579
	+/- 4.6	+/-4.2

Would you [support or oppose] making the entire ABC system the complete responsibility of the private sector?

	FEB
	2011
STRONGLY OPPOSE (p)	18.9
OPPOSE	33.1
SUPPORT	23.7
STRONGLY SUPPORT (p)	13.5
DON T KNOW (v)	10.4
REFUSED (v)	0.3
Total (N=467, +/- 4.6)	100.0

### Video Poker & Sweepstakes Parlors

Now, I'm going to ask you about video poker. Do you [support or oppose] video poker being available

for play throughout North Carolina?

	FEB	APRIL
	2011	2010
STRONGLY OPPOSE (p)	18.8	24.9
OPPOSE	24.8	23.2
SUPPORT	32.0	30.3
STRONGLY SUPPORT (p)	5.8	4.3
DON T KNOW (v)	17.1	15.9
REFUSED (v)	1.4	0.3
Total	100.0	100.0
	N=467	N=607
	+/- 4.6	+/-4.1

Do you believe video poker should be [legal or illegal] in North Carolina?

<u> </u>		
	FEB	APRIL
	2011	2010
ILLEGAL (NOT ALLOWED)	38.9	44.6
LEGAL (ALLOWED)	51.6	45.5
SHOULD ONLY BE ALLOWED AT HARRAH'S	1.4	0.7
OR BE LIKE IT IS (v)		
DON T KNOW (v)	7.6	8.7
REFUSED (v)	0.5	0.6
Total	100.0	100.0
	N=467	N=607
	+/- 4.6	+/-4.1

Percent

Now, I'm going to ask you about video sweepstakes gaming in North Carolina . . . Just so we're talking about the same thing, video sweepstakes refers to games of chance played on specially equipped computer terminals in a commercial location. With this in mind, do you [support or oppose] video sweepstakes being available for play throughout North Carolina?

STRONGLY OPPOSE (p) 16.5
OPPOSE 29.3
SUPPORT 34.2
STRONGLY SUPPORT (p) 7.2
DON T KNOW (v) 12.4

DON I KNOW (V)	12.4
REFUSED (v)	0.5
Total (N=467 +/- 4.6)	100.0

Do you believe video sweepstakes games should be [legal or illegal] in North Carolina?

	Percent
ILLEGAL (NOT ALLOWED)	42.4
LEGAL (ALLOWED)	48.6
SHOULD ONLY BE ALLOWED AT HARRAH'S	1.2
OR BE LIKE IT IS (v)	
DON T KNOW (v)	7.4
REFUSED (v)	0.4
Total (N=467 +/- 4.6)	100.0

Would you [oppose or support] the state government making it legal for private businesses to operate video sweepstakes and poker establishments if these were controlled and regulated by a North

Carolina state agency?

	Percent
STRONGLY OPPOSE (p)	13.3
OPPOSE	27.8
SUPPORT	43.6
STRONGLY SUPPORT (p)	8.2
DON T KNOW (v)	6.9
REFUSED (v)	0.1
Total (N=467 +/- 4.6)	100.0

### **Health Care**

Now, I'd like to ask you some questions about health care . . . Do you [support or oppose] the national health insurance plan passed by Congress last year, or have you not given it much thought?

	Percent
STRONGLY OPPOSE (p)	22.8
OPPOSE	17.9
SUPPORT	25.7
STRONGLY SUPPORT (p)	13.5
HAVEN'T GIVEN IT MUCH THOUGHT	14.7
DON T KNOW (v)	5.2
REFUSED (v)	0.2
Total (N=467 +/- 4.6)	100.0

Do you [agree or disagree] with the decision of the North Carolina legislature to challenge the national government's requirement for citizens to have health insurance, or have you not given it much thought?

	Percent
STRONGLY DISAGREE (p)	14.1
DISAGREE	19.1
AGREE	30.4
STRONGLY AGREE (p)	14.0
HAVEN'T GIVEN IT MUCH	20.3
THOUGHT	
DON T KNOW (v)	2.1
Total (N=467 +/- 4.6)	100.0

### Do you: [STATEMENTS ROTATED]

support the health care law as is,

support repeal of the entire health care law,

support the repeal of only certain parts of the health care law,

support waiting to see how the new health care law works before deciding,

or have you not given it much thought?

	Percent
SUPPORT REPEAL OF THE ENTIRE HEALTH CARE LAW	23.7
SUPPORT REPEAL OF ONLY CERTAIN PARTS OF THE HEALTH CARE LAW	17.8
SUPPORT WAITING TO SEE HOW THE NEW LAW WORKS BEFORE DECIDING	26.8
SUPPORT THE HEALTH CARE LAW AS IT IS	14.2
HAVEN'T GIVEN IT MUCH THOUGHT	13.6
NONE OF THESE OPTIONS (v)	3.3
DON T KNOW (v)	0.6
Total (N=467 +/- 4.6)	100.0

Now I'm going to read a list of items that are part of the new health care reform law passed last year by Congress . . . As I read each one, please tell me whether you [agree or disagree] with it. . . .

ongress As I read each one, please tell me whether you [agree or disagree] with it.				Ιτ	
	STRONGLY DISAGREE (p)	DISAGREE	AGREE	STRONGLY AGREE (p)	DON'T KNOW (v)
Providing a bonus to physicians who provide primary care services to people on Medicare	10.2	35.8	41.0	7.7	5.3
Establishing a national, voluntary insurance program in which working adults can purchase insurance to help pay for long-term care services they might need in the future	3.8	14.6	61.0	16.7	3.9
Increasing the Medicare premiums for coverage of prescription drugs & doctor visits for people with higher incomes	5.9	34.6	44.5	11.3	3.8
With the exception of small businesses, fining employers if they don't offer health insurance to their employees	9.7	31.5	41.5	13.4	3.9
Expanding the existing Medicaid program to cover low-income, uninsured adults regardless of whether they have children	5.8	25.6	47.8	15.0	5.9
Providing financial help to low and moderate income Americans who don't get insurance through their jobs to help them purchase coverage	4.1	18.4	58.6	15.5	3.3
Requiring nearly all Americans who do not have health insurance to pay a fine	25.7	50.4	16.5	3.7	3.7

Note: N=467 +/- 4.6

### Same Sex Marriage

Now, switching topics, I'd like to ask you about same sex marriages. . . I'm going to read you three statements, and, after I read all three, I'd like for you to tell me which statement comes closest to your position on this issue:

## [STATEMENTS ROTATED]

I oppose any legal recognition for same sex couples.

I support civil unions or partnerships for same sex couples, but not full rights.

I support full marriage rights for same sex couples.

	FEB	MAR
	2011	2009
OPPOSE ANY LEGAL RECOGNITION FOR SAME SEX COUPLES	35.0	44.4
SUPPORT CIVIL UNIONS OR PARTNERSHIPS FOR SAME SEX COUPLES, BUT NOT FULL RIGHTS	29.0	27.5
FULL MARRIAGE RIGHTS FOR SAME SEX COUPLES	27.8	20.8
OPPOSE ALL ASPECTS OF THE SAME SEX MARRIAGE (v)	2.9	1.5
OPPOSE SAME SEX MARRIAGE ON RELIGIOUS GROUNDS (v)	1.5	1.0
DON'T REALLY CARE ABOUT IT, DOESN'T BOTHER ME (v)	1.6	1.7
DON T KNOW (v)	1.1	2.8
REFUSED (v)	1.1	0.4
Total	100.0	100.0
	N=467	N=620
	+/- 4.6	+/- 4.0

Would you [support or oppose] an amendment to the North Carolina constitution that would prevent

any same sex marriages?

	FEB 2011	MAR 2009
STRONGLY OPPOSE (p)	21.8	21.2
OPPOSE	34.0	29.2
SUPPORT	21.6	18.8
STRONGLY SUPPORT (p)	16.3	24.5
DON T KNOW (v)	4.8	4.9
REFUSED (v)	1.1	1.3
Total	100.0	100.0
	N=467	N=620
	+/- 4.6	+/- 4.0

As you may know, there is a state law that recognizes marriage to be by the consent of a male and female and makes it illegal for two individuals of the same sex to be married or have their marriage recognized by the state of North Carolina . . . Knowing that there is already a law that prevents same sex marriages in North Carolina, would you [support or oppose] an amendment to the North Carolina

constitution that would prevent same sex marriages?

	FEB	MAR
	2011	2009
STRONGLY OPPOSE (p)	16.6	22.0
OPPOSE	38.7	24.6
SUPPORT	24.4	22.6
STRONGLY SUPPORT (p)	13.2	20.6
DON'T NEED AN AMENDMENT IF THERE IS	3.2	
ALREADY A LAW AGAINST IT (v)		
DON T KNOW (v)	2.2	5.1
REFUSED (v)	1.7	0.9
Total	100.0	100.0
	N=467	N=620
	+/- 4.6	+/- 4.0

### **Charter Schools**

Changing topics, I'd like to ask you a few questions about charter schools in North Carolina... Just to make sure we are talking about the same thing, charter schools are Kindergarten to 12th grade schools that are independently owned and operated, but are government funded and must meet state testing requirements... With this in mind, do you [support or oppose] charter schools being able to operate in North Carolina?

	FEB	NOV
	2011	2010
STRONGLY OPPOSE (p)	4.3	17.0
OPPOSE	7.8	18.9
SUPPORT	56.2	35.2
STRONGLY SUPPORT (p)	23.4	18.2
DON T KNOW (v)	7.8	10.4
REFUSED (v)	0.4	0.3
Total	100.0	100.0
	N=467	N=520
	+/- 4.6	+/-4.4

As you may be aware, there is currently a cap or limit on the number of charter schools permitted in the state. The limit on charter schools was originally put in place to keep the system from expanding too quickly and making sure these schools followed state requirements . . . some people now feel that charter schools should be available for more students throughout the state. In your opinion, should we

[adjust, keep, or eliminate] the current cap?

	Percent
ELIMINATE THE CURRENT CAP	19.4
ADJUST THE CURRENT CAP	42.7
KEEP THE CURRENT CAP	27.7
NEITHER (v)	0.7
THE ISSUE DOES NOT AFFECT ME (v)	1.7
DON T KNOW (v)	7.2
REFUSED (v)	0.7
Total (N=467 +/- 4.6)	100.0

Now, I'm going to read you some statements about charter schools . . . for each one, I want you to tell me whether you [agree or disagree] with it...

	STRONGLY DISAGREE (p)	DISAGREE	AGREE	STRONGLY AGREE (p)	DON'T KNOW (v)
Charter Schools should be funded by Local school systems.	11.8	38.2	35.7	4.5	9.7
Charter schools should be governed by the NC Department of Public Instruction	2.7	14.9	58.4	13.9	10.1
Charter schools should be governed by their own independent statewide commission.	7.3	42.5	36.1	3.9	10.2
Charter schools should receive public funds for school construction and renovations.	6.3	29.3	47.0	7.3	10.1
Charter Schools should have to meet state testing requirements.	1.1	3.1	58.8	32.3	4.7

Note: N=467, +/- 4.6

# **Voter Identification**

As you may know, the state legislature is considering a law requiring voters to show some sort of government approved photo identification before they are allowed to vote . . . do you [support or oppose] such a law?

	Percent
STRONGLY OPPOSE (p)	5.1
OPPOSE	15.2
SUPPORT	47.3
STRONGLY SUPPORT (p)	29.2
DON T KNOW (v)	2.9
REFUSED (v)	0.3
Total (N=467 +/- 4.6)	100.0

In your opinion, would a photo identification requirement [decrease, increase, or have no effect on] your ability to vote in North Carolina?

	Percent
DECREASE	9.9
NO EFFECT	78.9
INCREASE	10.4
DON T KNOW (v)	1.5
REFUSED (v)	0.2
Total (N=467 +/- 4.6)	100.0

### **Abortion**

As you may know, more than thirty five years ago, the courts established that women have a constitutional right to obtain legal abortions in this country. Thinking about abortion, would you describe yourself as being more [pro-choice, pro-life] or are you not sure?

	Percent
PRO-LIFE	39.9
PRO-CHOICE	38.3
NOT SURE	13.9
OTHER (v)	6.3
DON T KNOW (v)	0.8
REFUSED (v)	0.8
Total (N=467 +/- 4.6)	100.0

Now, thinking more generally, do you think state laws in North Carolina should make access to an abortion [more difficult or less difficult]?

Percent
31.9
45.9
10.8
10.0
1.5
100.0

The following three questions were administered randomly to respondents

Do you [agree or disagree] that a woman should be able to get an abortion if she decides she wants one, no matter the reason?

	Percent
STRONGLY DISAGREE (p)	19.7
DISAGREE	32.8
AGREE	29.2
STRONGLY AGREE (p)	13.3
DON T KNOW (v)	4.3
REFUSED (v)	0.7
Total (N=467 +/- 4.6)	100.0

Do you [agree or disagree] that abortion should only be legal in certain circumstances, such as when a woman's health is endangered, or when the pregnancy is a result of rape or incest?

	•
	Percent
STRONGLY DISAGREE (p)	8.3
DISAGREE	22.8
AGREE	43.6
STRONGLY AGREE (p)	20.4
DON T KNOW (v)	4.2
REFUSED (v)	0.7
Total (N=467 +/- 4.6)	100.0

Do you [agree or disagree] that an abortion should be illegal in all circumstances?

7 [9	
	Percent
STRONGLY DISAGREE (p)	25.5
DISAGREE	54.6
AGREE	12.3
STRONGLY AGREE (p)	3.6
DON T KNOW (v)	3.1
REFUSED (v)	1.0
Total (N=467 +/- 4.6)	100.0