



I. Survey Methodology

The Elon University Poll is conducted using a stratified random sample of households with telephones 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.

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 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. Because exchanges and numbers are randomly selected by the computer, unlisted as well as listed 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 of the population, stratified by exchange.

Procedures Used for Conducting the Poll

The survey was conducted Sunday, March 15th through Thursday, March 19th of 2009. During this time calls were made from 5:00 pm to 9:00 pm EST, Monday through Thursday, and from 1:00 pm to 6:00 pm EST, on Sunday. 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 the household. Only individuals in households 18 years or older were interviewed; those reached at business or work numbers were not interviewed. Within each household, one adult is generally selected based on whether s/he is the oldest or youngest adult in the home. Interviews, which are conducted by live interviewers, are completed with adults from households in the target population as specified. Interviews for this survey were completed with 620 adults from households in North Carolina. For a sample size of 620, there is a 95 percent probability that our survey results are within plus or minus 4.0 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 per question 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. Similarly, to protect against question order effects (where specific questions may ‘prime’ or influence a respondent’s answers to subsequent questions), question order is randomized during administration. For groups of questions in which a standard, set order of administration can influence responses to subsequent questions, questions are administered randomly during the survey; this technique protects against question order effects. 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, which is under the direction of Dr. Steven House (Dean). 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 620 adults from households in the North Carolina. For a sample size of 620, there is a 95 percent probability that our survey results are within plus or minus 4.0 percentage points (the margin of sampling error) of the actual population distribution for any given question. Questions are presented by topic, not in the order as administered; data are weighted to reflect the adult population in terms of 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”?”

Now, I d like to ask you a few questions about giving to political campaigns.

In general, do you [support or oppose] public financing to pay for political campaigns?

		Percent
	STRONGLY OPPOSE (p)	21.6
	OPPOSE	25.7
	SUPPORT	31.5
	STRONGLY SUPPORT (p)	9.6
	DON T KNOW (v)	10.7
	REFUSED (v)	.9
	Total (N=620; +/-4.0%)	100.0

Would you [support or oppose] public financing to pay for political campaigns for state level elections in North Carolina?

		Percent
	STRONGLY OPPOSE (p)	18.4
	OPPOSE	32.7
	SUPPORT	29.5
	STRONGLY SUPPORT (p)	7.8
	DON T KNOW (v)	11.1
	REFUSED (v)	.5
	Total (N=620; +/-4.0%)	100.0

Would you [support or oppose] public financing to pay for political campaigns for local level elections in North Carolina?

		Percent
	STRONGLY OPPOSE (p)	19.0
	OPPOSE	35.1
	SUPPORT	28.4
	STRONGLY SUPPORT (p)	6.5
	DON T KNOW (v)	10.5
	REFUSED (v)	.5
	Total (N=620; +/-4.0%)	100.0

Have you contributed to a political campaign in the past year?

		Percent
	NO	65.3
	YES	33.2
	DON T KNOW (v)	1.4
	REFUSED (v)	.1
	Total (N=620; +/-4.0%)	100.0

Thinking of all your contributions to political campaigns, could you estimate the total you gave last year to all campaigns?

		Percent
	NO CONTRIBUTION (if no to previous question)	74.5
	LESS THAN \$100	6.2
	BETWEEN \$100 and \$500	12.4
	BETWEEN \$501 and \$1,000	4.8
	GREATER THAN \$1,000	2.0
	Total (N=620; +/-4.0%)	100.0

Would you say that campaign contributions to state lawmakers influence their legislative activities [a lot, some, not much, or not at all]?

		Percent
	NOT AT ALL	4.9
	NOT MUCH	5.3
	SOME	43.0
	A LOT	40.9
	DON T KNOW (v)	5.4
	REFUSED (v)	.4
	Total (N=620; +/-4.0%)	100.0

Now, I m going to ask you about several different issues being discussed in North Carolina . . .

The first issue I'm going to ask about is video poker. Do you [support or oppose] video poker being available for play throughout North Carolina?

		Percent
	STRONGLY OPPOSE (p)	23.6
	OPPOSE	29.1
	SUPPORT	22.7
	STRONGLY SUPPORT (p)	5.4
	SUPPORT IT ONLY AT THE CASINO (v)	1.0
	DON T KNOW (v)	17.7
	REFUSED (v)	.4
	Total (N=620; +/-4.0%)	100.0

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

		Percent
Valid	ILLEGAL (NOT ALLOWED)	45.4
	LEGAL (ALLOWED)	38.3
	SHOULD ONLY BE ALLOWED AT HARRAH'S / BE LIKE IT IS (v)	2.3
	DON T KNOW (v)	13.8
	REFUSED (v)	.1
	Total (N=620; +/-4.0%)	100.0

Changing topics again, I d like to ask you about juvenile justice . .

All in all, do you [strongly support, support, oppose, or strongly oppose] the death penalty for people under the age of 18 at the time the crime was committed?

	Percent
STRONGLY OPPOSE (p)	34.9
OPPOSE	34.8
SUPPORT	16.6
STRONGLY SUPPORT (p)	4.8
DON T KNOW (v)	8.5
REFUSED (v)	.4
Total (N=620; +/-4.0%)	100.0

Do you think there are situations in which a minor should be tried as an adult?

	Percent
NO	23.9
YES	70.0
SOMETIMES (v)	3.8
DON T KNOW (v)	2.1
REFUSED (v)	.1
Total (N=620; +/-4.0%)	100.0

At what age do you think a minor should be tried as an adult?

	Percent
MINOR SHOULD NOT BE TRIED AS AN ADULT (If 'no' to previous question)	29.1
LESS THAN 14 YEARS OLD	7.2
14 TO 15 YEARS OLD	14.8
16 YEARS OLD	29.8
17 YEARS OLD	6.7
18 YEARS OLD	12.4
Total (N=620; +/-4.0%)	100.0

Now, changing topics again, I d like to ask you a couple of questions about education.
 Do you [approve or disapprove] of requiring students in public schools to take financial planning courses?

	Percent
STRONGLY DISAPPROVE (p)	1.0
DISAPPROVE	4.8
APPROVE	43.3
STRONGLY APPROVE (p)	47.7
DON T KNOW (v)	3.0
Total (N=620; +/-4.0%)	100.0

At what grade level, [Elementary School, Middle School, or High School], do you think a student should begin to take financial planning courses?

	Percent
ELEMENTARY SCHOOL (GRADES K-5)	20.7
MIDDLE SCHOOL (GRADES 6, 7, & 8)	45.8
HIGH SCHOOL (GRADES 9, 10, 11, & 12)	32.6
DON T KNOW (v)	1.0
Total (N=620; +/-4.0%)	100.0

Now, switching to the final topic, 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:

[(#1) I oppose any legal recognition for same sex couples,

(#2) I support civil unions or partnerships for same sex couples, but not full marriage rights, or

(#3) I support full marriage rights for same sex couples].

	Percent
(#1) OPPOSE ANY LEGAL RECOGNITION FOR SAME SEX COUPLES	44.4
(#2) SUPPORT CIVIL UNIONS OR PARTNERSHIPS FOR SAME SEX COUPLES, BUT NOT FULL RIGHTS	27.5
(#3) FULL MARRIAGE RIGHTS FOR SAME SEX COUPLES	20.8
OPPOSE ALL ASPECTS OF THE SAME SEX MARRIAGE (v)	1.5
OPPOSE SAME SEX MARRIAGE ON RELIGIOUS GROUNDS (v)	1.0
DON T REALLY CARE ABOUT IT, DOESN T BOTHER ME (v)	1.7
DON T KNOW (v)	2.8
REFUSED (v)	.4
Total (N=620; +/-4.0%)	100.0

Would you [support or oppose] an amendment to the North Carolina constitution that would prevent any same sex marriages?

	Percent
STRONGLY OPPOSE (p)	21.2
OPPOSE	29.2
SUPPORT	18.8
STRONGLY SUPPORT (p)	24.5
DON T KNOW (v)	4.9
REFUSED (v)	1.3
Total (N=620; +/-4.0%)	100.0

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 [oppose or support] an amendment to the North Carolina constitution that would prevent same sex marriages?

	Percent
STRONGLY OPPOSE (p)	22.0
OPPOSE	24.6
SUPPORT	22.6
STRONGLY SUPPORT (p)	20.6
DON'T NEED AMENDMENT IF THERE IS ALREADY A LAW AGAINST IT (v)	4.2
DON T KNOW (v)	5.1
REFUSED (v)	.9
Total (N=620; +/-4.0%)	100.0

Now, changing topics, I'd like to ask you some questions about charitable contributions.

First, I'd like to know your views on giving and making donations . . . so I'm going to read you a list and for each item I'd like you to tell me if you consider it a charitable contribution, or have you given it much thought

	NO	YES	HAVE NOT GIVEN IT MUCH THOUGHT	DON'T KNOW (v)
Do you consider Giving to a Church a charitable contribution?	13.2	81.8	2.9	2.2
Do you consider Helping a Neighbor a charitable contribution?	22.0	73.5	2.2	2.4
Do you consider Giving Away Clothing or Furniture a charitable contribution?	7.1	91.3	0.8	0.8
Do you consider Spending Time at a School a charitable contribution?	22.9	74.0	1.5	1.5
Do you consider Volunteering to Work with a Community Group a charitable contribution?	14.8	83.5	0.8	1.0
Do you consider Helping Someone with Their Taxes a charitable contribution?	38.6	54.4	3.8	3.1
Do you consider Giving Money to a Community Group a charitable contribution?	9.9	80.3	2.0	7.9
Do you consider Volunteering Somewhere through your Work a charitable contribution?	19.8	73.3	1.8	5.1
Do you consider Cleaning up a Park or Playground a charitable contribution?	17.9	80.6	0.8	0.7
Do you consider Spending Time with an Elderly Person at their Home or at a Center a charitable contribution?	20.3	78.9	0.4	0.4

Total (N=620; +/-4.0%)

Using that same list, I'd like you to tell me if you have ever given your time for each one.

	NO	YES	HAVE NOT GIVEN IT MUCH THOUGHT	DON'T KNOW (v)
Have you ever given your time to a Church?	10.1	89.7	0.0	0.1
Have you ever given your time to Help a Neighbor?	1.8	98.0	0.0	0.1
Have you ever given your time to provide Clothing or Furniture?	5.6	94.1	0.0	0.3
Have you ever given your time to a School?	25.6	73.5	0.1	0.8
Have you ever given your time to Raise Funds?	21.8	77.8	0.0	0.4
Have you ever given your time to Help Someone with their Taxes?	74.7	24.3	0.3	0.8
Have you ever given your time to a Community Group?	19.3	79.5	0.0	1.2
Have you ever given your time through your Work?	27.7	69.5	0.3	2.5
Have you ever given your time to Clean Up a Park or Playground?	49.0	49.6	0.5	0.8
Have you ever given your time to Help an Elderly Person at their Home or at a Center?	12.4	87.4	0.0	0.1

Total (N=620; +/-4.0%)

Now, I'd like to know your views about those that give and donate to organizations. . .I'm going to read you another list and for each item please tell me if you consider them as donors and givers to others, or have you given it much thought.

	NO	YES	HAVE NOT GIVEN IT MUCH THOUGHT	DON'T KNOW (v)
Do you consider Foundations as donors and givers?	9.0	72.2	9.3	9.5
Do you consider Rich People as donors and givers?	25.2	57.6	8.1	9.1
Do you consider Young People as donors and givers?	19.1	64.5	7.7	8.7
Do you consider Church Goers as donors and givers?	6.6	87.3	2.2	3.9
Do you consider Philanthropists as donors and givers?	11.2	68.6	7.7	12.5
Do you consider Poor People as donors and givers?	17.8	69.7	5.0	7.4
Do you consider Businesses as donors and givers?	15.4	74.7	4.2	5.7
Do you consider Women as donors and givers?	4.5	87.2	3.2	5.1
Do you consider Racial and Ethnic Minorities as donors and givers?	9.6	74.5	7.4	8.5

Total (N=620; +/-4.0%)

Now, I'd like to know your views about donating and giving to organizations . . .I'm going to read you some statements and I'd like for you to tell me if you [agree or disagree] with each one, or whether you have given it much thought.

	DISAGREE	AGREE	HAVE NOT GIVEN IT MUCH THOUGHT	DON'T KNOW (v)
I consider myself to be a philanthropist.	52.0	21.9	16.1	9.9
Giving time is more important than giving money	21.0	65.0	4.8	9.2
I think giving is something that only rich people can do	94.2	4.6	0.7	0.5
I think anyone can donate to organizations or give to others	3.2	95.8	0.4	0.5
Giving money is more important than giving time	83.5	7.9	1.5	7.1
I consider myself to be a giver	6.2	91.1	1.6	1.0
Giving time and donating money are equally important	21.0	74.0	2.0	2.9

Total (N=620; +/-4.0%)

Now, I'd like to ask about your reasons for giving -- what would you say is the main reason that you donate your time or money to others? (open ended)

	Percent
HELPING FELLOW "MAN" -- JUST BELIEVE FUNDAMENTALLY THAT YOU SHOULD HELP OTHERS	29.9
SOCIAL RESPONSIBILITY/EQUITY-- THOSE THAT HAVE MORE SHOULD HELP THE LESS FORTUNATE	24.5
RELIGIOUS -- BASED ON RELIGIOUS BELIEFS OR FAITH BASED GIVING	11.7
TO GIVE BACK/RECIPROCITY -- GIVING BACK BECASUE SOMEONE HAS HELPED THEM	8.5
PERSONAL SATISFACTION -- I GIVE BECAUSE IT MAKES ME FEEL GOOD TO DO SO	7.1
COMMUNITY -- I LIKE TO GIVE BACK TO THE COMMUNITY IN WHICH I LIVE	3.7
BRING ABOUT CHANGE -- BELIEVE HELPING A CHARITY/CAUSE THAT CAN BRING ABOUT CHANGE	2.5
CAN AFFORD TO SHARE -- I DO WELL FINANCIALLY THEREFORE I CAN AFFORD TO SHARE	2.2
INVOLVEMENT --- I AM INVOLVED WITH THE CHARITY, SO I GIVE TO IT AS WELL	1.2
I CAN'T/DON'T GIVE TO CHARITIES OR ORGANIZATIONS	.9
OTHER (box for typing answer)	7.1
DON T KNOW	.5
REFUSED	.2
Total	100.0

Total (N=620; +/-4.0%)