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.

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 *n*th selection of each block of numbers is performed and a two-digit random number between 00 and 99 is appended to each selected *n*th 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, March 14th, through Wednesday, March 17th, of 2010. 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 Monday through Wednesday. 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 579 adults from North Carolina. For a sample size of 579, there is a 95 percent probability that our survey results are within plus or minus 4.2 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 579 adults from households in the North Carolina. For a sample size of 579, there is a 95 percent probability that our survey results are within plus or minus 4.2 percentage points (the margin of sampling error) of the actual population distribution for any given question. 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"?"

Alcohol Beverage Control 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]?

	Percent
THE SYSTEM IS FINE THE WAY IT IS	31.8
CHANGE THE CURRENT SYSTEM	37.8
NOT ENOUGH INFORMATION TO COMMENT	27.1
DON T KNOW (v)	3.1
REFUSED (v)	0.2
Total (N=579; +/-4.2%)	100.0

Who do you think should be in charge of the ABC system, should it be [only the state government, the way it is now with the counties and state sharing it, or only county government]?

	Percent
THE COUNTIES IN CONTROL	19.6
THE STATE IN CONTROL	23.3
THE WAY IT IS WITH STATE AND COUNTY GOVERNMENTS SHARING CONTROL	39.9
DON T THINK GOVERNMENT SHOULD BE IN CONTROL AT ALL (v)	9.5
DON T KNOW (v)	7.6
REFUSED (v)	0.1
Total (N=579; +/-4.2%)	100.0

Given a choice, would you prefer that liquor sales be under the control of: [local government, private companies, or state government]?

	Percent
LOCAL GOVERNMENTS	22.6
STATE GOVERNMENT	34.2
PRIVATE COMPANIES	33.2
SUGGESTS ANOTHER WAY (v)	3.2
DON T KNOW (v)	6.7
REFUSED (v)	0.1
Total (N=579; +/-4.2%)	100.0

How much of a role, if any, should the state of North Carolina have in the control and sale of alcohol across the state . . . on a scale of 0 to 10, [where 0 means 'only the private sector is involved', 5 means 'equal state and private sector involvement,' and 10 means 'only the state is involved'], please tell me how [uninvolved or involved] the state should be with alcoholic beverage control in North Carolina.

	Percent
ONLY PRIVATE SECTOR IS INVOLVED	12.6
1	2.6
2	4.4
3	6.5
4	3.0
EQUAL STATE AND PRIVATE INVOLVEMENT	31.6
6	3.0
7	7.2
8	4.3
9	1.1
ONLY STATE IS INVOLVED	17.6
DON T KNOW (v)	6.0
REFUSED (v)	0.2
Total (N=579; +/-4.2%)	100.0

Would you prefer making the entire ABC system [the complete responsibility of the local governments, private companies, or state government]?

	Percent
LOCAL GOVERNMENTS	23.0
STATE GOVERNMENT	39.1
PRIVATE SECTOR	26.3
DON T KNOW (v)	10.4
REFUSED (v)	1.2
Total (N=579; +/-4.2%)	100.0

Health Care

Now, I'd like to ask you some questions about health care in the United States.

Are you generally [satisfied or dissatisfied] with the quality of health care in this country?

	September 2008	March 2009	October 2009	March 2010
STRONGLY DISSATISFIED (p)	24.3	19.7	24.3	28.2
DISSATISFIED	21.2	25.1	19.9	21.1
SATISFIED	38.2	41.5	34.6	34.0
STRONGLY SATISFIED (p)	14.4	10.2	16.9	15.6
DON'T KNOW (v)	1.9	2.8	4.0	1.1
REFUSED (v)	0.0	0.6	0.4	0.1
Total	100.0 N=411 +/-4.9	100.0 N=758 +/-3.6%	100.0 N=703 +/- 3.8%	100.0 N=579 +/- 4.2%

Thinking about the current health care system in the United States, would you say it is [in need of reform, or it is fine the way it is]?

	October 2009	March 2010
FINE THE WAY IT IS	16.4	14.6
IS IN NEED OF REFORM	76.6	77.9
NEITHER (v)	0.6	.5
NEEDS SOMETHING DONE TO IT, JUST NOT BY THE GOVERNMENT (v)	5.3	6.4
DON T KNOW (v)	1.0	0.6
Total	100.0 N=703 +/- 3.8%	100.0 N=579 +/- 4.2%

(If respondent indicated that it "is in need of reform", s/he is taken to the next question; if respondent answered any other option, s/he skips to the question on "national insurance plan". The following question is a subsample of only those respondents that believe the healthcare system is in need of reform)

Since you indicated that health care is in need of reform . . . I would like to know what kind of reform you'd like to see . . .

I'm going to read you three choices and I want you to tell me which one best represents your view . . . if none of these options represents your view, let me know that as well . . .
here are the three options: [(1) Government is going too far (2) Government is not going far enough (3) Health insurance is a private sector issue]

	March 2010
[1] GOVERNMENT IS GOING TOO FAR	22.9
[2] GOVERNMENT IS NOT GOING FAR ENOUGH	48.2
[3] HEALTH INSURANCE IS A PRIVATE SECTOR ISSUE	16.5
NONE OF THESE REPRESENTS MY VIEW	11.6
DON T KNOW (v)	0.8
Total (N=451; +/-4.7%)	100.0

Would you [support or oppose] a national insurance plan paid for by the federal government that pays most medical and hospital costs for all citizens?

	September 2008	March 2009	October 2009	March 2010
STRONGLY OPPOSE (p)	21.9	16.3	33.6	31.9
OPPOSE	19.7	21.4	13.0	14.8
SUPPORT	20.7	31.7	20.9	19.4
STRONGLY SUPPORT (p)	28	23.8	26.5	27.1
DON T KNOW (v)	9.5	6.2	6.0	6.7
REFUSED (v)	0.2	0.6	--	0.1
Total	100.0 N=411 +/-4.9	100.0 N=758 +/-3.6%	100.0 N=703 +/- 3.8%	100.0 N=579 +/- 4.2%

Now I would like to ask you about the public option being discussed by Congress . . . As you are likely aware, the public option is a health insurance option provided by the federal government . . .so, with this in mind, would you [support or oppose] health insurance legislation that would offer a public option?

	October 2009	March 2010
STRONGLY OPPOSE (p)	23.4	22.6
OPPOSE	14.5	14.3
SUPPORT	33.5	31.6
STRONGLY SUPPORT (p)	20.6	21.4
DON T KNOW (v)	7.1	9.8
REFUSED (v)	0.9	0.3
Total	100.0 N=703 +/- 3.8%	100.0 N=579 +/- 4.2%

Open Government

Now, I'd like to ask you some questions about the accessibility and availability of public documents. . . Most states have laws called "Sunshine Laws" that make public documents, records, information, and meetings available and accessible to citizens. . . . are you [aware or not aware] if North Carolina has these laws?

	March 2009	March 2010
Not aware	62.5	50.2
Aware	35.2	46.3
Don't Really Care (v)	--	.6
Don't Know (v)	2.3	2.9
Total	100.0 N=620 +/- 4.0%	100.0 N=579 +/- 4.2%

In general, how [important or unimportant] is it for citizens to have access to public documents, records, information, and meetings? Would you say it is [not at all important, somewhat important, or very important]?

	March 2009	March 2010
Not at all important	2.7	2.0
Somewhat important	26.9	21.8
Very important	68.1	74.1
Don't care about it (v)	--	0.1
Don't Know (v)	2.3	1.9
Refused	--	0.1
Total	100.0 N=620 +/- 4.0%	100.0 N=579 +/- 4.2%

Do you believe that citizen access to public documents, records, information, and meetings [does influence or does not influence] government operations?

	March 2009	March 2010
Does not influence government operations	16.1	15.1
Influences government operations	75.9	79.3
Don't care about it (v)	--	1.4
Don't Know (v)	7.9	4.2
Refused (v)	--	0.1

	March 2009	March 2010
Does not influence government operations	16.1	15.1
Influences government operations	75.9	79.3
Don't care about it (v)	--	1.4
Don't Know (v)	7.9	4.2
Refused (v)	--	0.1
Total	100.0 N=620 +/- 4.0%	100.0 N=579 +/- 4.2%

Now I want to read you some statements about the availability and accessibility of public documents, records, information, and meetings, in connection with how government operates. Please tell me whether you [strongly disagree, disagree, agree, or strongly agree] with each statement . . .

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	DON'T KNOW (v)
Open records and meetings keep government operations honest	4.2	10.5	48.4	34.8	2.1
Open records and meetings keep government operations honest	1.7	8.3	59.4	29.0	1.6
Closed records and meetings allow government to get things done	21.9	46.4	24.0	2.5	5.2
Closed records and meetings allow government to get things done	14.2	55.1	21.2	3.2	6.2
Government needs to be able to keep records and meetings secret if necessary	21.9	34.0	36.1	3.7	4.4
Government needs to be able to keep records and meetings secret if necessary	14.1	36.2	41.1	3.8	4.8
Democracy is best when government operates openly	.3	3.5	47.6	43.4	5.1
Democracy is best when government operates openly	1.0	2.4	61.6	31.5	3.4
Some public records and meetings should be kept secret if it helps the war on terrorism	5.9	11.5	50.9	27.1	4.6
Some public records and meetings should be kept secret if it helps the war on terrorism	3.7	14.9	59.0	18.2	4.2

Note: Non-shaded areas are current figures, which have a total of 579 respondents (+/-4.2%); shaded areas are figures from March 2009, which had a total of 620 respondents (+/- 4.0%).

When it comes to actions and activities of <u>state and local</u> governments, would you say you have [a lot of interest, some interest, little interest, or no interest at all]?

	March 2009	March 2010
No interest	1.2	1.1
Little interest	10.9	9.7
Some interest	47.8	47.6
A lot of interest	39.6	40.3
Don't Really care (v)	--	0.6
Don't Know (v)	0.5	0.8
Total	100.0 N=620 +/- 4.0%	100.0 N=579 +/- 4.2%

When it comes to actions and activities of the <u>federal</u> government, would you say you have [a lot of interest, some interest, little interest, or no interest at all]?

	March 2009	March 2010
No interest	1.3	1.9
Little interest	3.2	7.6
Some interest	34.2	33.1
A lot of interest	60.8	57.2
Don't Know (v)	0.5	0.2
Total	100.0 N=620 +/- 4.0%	100.0 N=579 +/- 4.2%

When thinking about the accessibility and availability of your state and local governments, would you say they are [always accessible and available, somewhat accessible and available, or not at all accessible and available]?

	March 2009	March 2010
Not at all accessible and available	7.0	6.8
Somewhat accessible and available	74.0	75.5

Always accessible and available	7.8	10.2
Don't Really Care (v)	--	1.1
Don't Know (v)	10.7	6.5
Refused (v)	0.5	--
Total	100.0 N=620 +/- 4.0%	100.0 N=579 +/- 4.2%

When thinking about the accessibility and availability of the federal government, would you say it is [always accessible and available, somewhat accessible and available, or not at all accessible and available]?

	March 2009	March 2010
Not at all accessible and available	18.4	19.3
Somewhat accessible and available	70.6	68.0
Always accessible and available	4.9	6.9
Don't Care (v)	--	0.9
Don't Know (v)	5.4	4.8
Refused (v)	.8	--
Total	100.0 N=620 +/- 4.0%	100.0 N=579 +/- 4.2%

Have you ever tried to get any public documents, records, and information?

	March 2009	March 2010
No	47.2	43.0
Yes	52.1	55.9
Don't Know (v)	0.7	1.0
Refused (v)	--	0.1
Total	100.0 N=620 +/- 4.0%	100.0 N=579 +/- 4.2%

(If yes, continue to next question, if no, skips to other state issue questions; the following two questions are a subsample of those that have tried to get any public documents, i.e., answered yes to above question)

Were you successful in getting these documents, records, or information?

	March 2009	March 2010
No	14.9	11.5
Yes	82.8	86.8
Don't Know (v)	2.2	1.7
Total	100.0 N=323 +/-5.6%	100.0 N=324 +/- 5.6%

How was your experience in getting these documents, records, or information . . . was it [very easy, easy, difficult, or very difficult]?

	March 2009	March 2010
Very difficult	12.4	10.3
Difficult	40.0	35.6
Easy	35.5	44.1
Very easy	9.8	7.4
Don't recall or remember (v)	1.5	1.0
Don't Know (v)	0.8	1.4
Refused (v)	--	0.2
Total	100.0 N=323; +/-5.6%	100.0 N=324 +/- 5.6%

Census

Were you [aware or unaware] that your household will be receiving a government questionnaire sometime soon in the mail to fill out for the 2010 census?

	Percent
UNAWARE	4.4
AWARE	95.6
Total	100.0

Do you think you ll be too busy with other things to get around to filling out the Census questionnaire, or have the time to fill out and send it back?

	Percent
TOO BUSY -- NOT FILL IT OUT	4.0
FILL IT OUT AND SEND IT BACK IN	94.6
DON T KNOW (v)	1.3
REFUSED (v)	0.1
Total (N=579; +/-4.2%)	100.0

Do you think it matters whether you fill out the questionnaire or not?

	Percent
NO	10.3
YES	86.5
DON T KNOW (v)	3.2
Total (N=579; +/-4.2%)	100.0