April 18, 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: http://www.elon.edu/e-web/elonpoll/methodology.xhtml.

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 Monday, April 11th, through Thursday, April 14th, of 2011. During this time calls were made 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 630 adults from North Carolina. For a sample size of 630, there is a 95 percent probability that our survey results are within plus or minus 3.98 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 630 adults from households in the North Carolina. For a sample size of 630, there is a 95 percent probability that our survey results are within plus or minus 3.98 percentage points (the margin of sampling error) of the actual population distribution for any given question. The questions are presented in the order in which these appear on the survey instrument. Due to rounding, column totals may not equal 100 percent as indicated. Data are weighted to reflect the adult population in terms of gender, 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”?”

RENEWABLE ENERGY

Now, I'd like to ask you about renewable energy in North Carolina . . .

As you are likely aware, renewable energy is energy generated from various natural resources, for example, using solar panels, using wind mills, and even using corn to produce ethanol for fuel.

So, thinking about renewable energy, I'm going to ask you about some of these options and whether you would [oppose or support] their use in North Carolina.

	STRONGLY OPPOSE (p)	OPPOSE	SUPPORT	STRONGLY SUPPORT (p)	DON'T KNOW (v)
Would you [oppose or support] the construction of wind energy facilities in the mountains of North Carolina?	5.0	8.4	43.2	38.1	5.3
Would you [oppose or support] the construction of wind energy facilities on the coast of North Carolina?	4.8	10.8	49.3	31.2	3.9
Would you [oppose or support] using wood, trees, leaves, or other forest products as fuel to produce energy?	19.8	28.2	33.1	12.1	6.8
Would you [oppose or support] the construction of "solar farms" in North Carolina?	3.3	7.8	48.7	34.8	5.5

Note: N=630; +/-3.98%

ENERGY SUPPLY & CONSERVATION

Next, I'm going to read you some statements about energy supply and conservation. . .

	STRONGLY DISAGREE (p)	DISAGREE	AGREE	STRONGLY AGREE (p)	DON'T KNOW/ REFUSED (v)
Do you [disagree or agree] with increasing the use of nuclear power?	22.4	27.5	29.0	13.4	7.6
Do you [disagree or agree] with spending more on urban rail & bus systems?	9.8	19.0	38.4	28.4	4.5
Do you [disagree or agree] with increasing federal funding for research on wind, solar and hydrogen technology?	10.2	17.6	42.0	27.6	2.7
Do you [disagree or agree] with expanding offshore oil and gas drilling in U.S. waters?	15.6	21.4	34.5	24.3	4.3

Note: N=630; +/-3.98%

NUCLEAR ENERGY

Now, I would like to ask you about possible government policies to address America's energy supply, so, with this in mind, would you [oppose or support] the government promoting the increased use of nuclear power?

	Percent
STRONGLY OPPOSE (p)	25.1
OPPOSE	25.0
SUPPORT	30.5
STRONGLY SUPPORT (p)	12.9
DON T KNOW/ REFUSED (v)	6.5
Total (N=630; +/-3.98%)	100.0

Do you know if there are any nuclear power stations in North Carolina?

If respondent answered yes, s/he was then asked:

Do you happen to know how many there are in N.C.?

	Percent
NO	25.3
YES—BUT DOESN'T KNOW HOW MANY	27.9
YES—BUT SAYS THERE ARE LESS THAN THREE	19.7
YES—BUT SAYS THERE ARE MORE THAN THREE	5.5
YES—AND SAYS THERE ARE THREE	9.8
DON T KNOW/ REFUSED (v)	11.7
Total (N=630; +/-3.98%)	100.0

In your opinion, are nuclear power plants in North Carolina designed to be [less safe, about as safe, or more safe] than the ones in Japan?

	Percent
NONE ARE SAFE (v)	1.8
LESS SAFE	10.9
ABOUT AS SAFE	28.6
MORE SAFE	35.3
NOT ENOUGH INFORMATION TO ANSWER (v)	13.1
DON T KNOW/ REFUSED (v)	10.3
Total (N=630; +/-3.98%)	100.0

As you may be aware, there are three nuclear power stations in North Carolina . . . with this in mind do you [oppose or support] the use of nuclear energy as one of the ways to provide electricity in North Carolina?

	Percent
STRONGLY OPPOSE (p)	15.6
OPPOSE	19.8
SUPPORT	38.2
STRONGLY SUPPORT (p)	21.7
OTHER/ DON T KNOW/ REFUSED (v)	4.6
Total (N=630; +/-3.98%)	100.0

Knowing there are three nuclear power stations in North Carolina . . . how [unsafe or safe] do you think nuclear power is . . . Do you think it is: [not at all safe, somewhat safe, very safe], or have you not given it much thought?

	Percent
NOT AT ALL SAFE	17.4
SOMEWHAT SAFE	40.2
VERY SAFE	24.4
HAVE NOT GIVEN IT MUCH THOUGHT	15.8
DON T KNOW/ REFUSED (v)	2.2
Total (N=630; +/-3.98%)	100.0

VOTER IDENTIFICATION

Now, changing topics, I would like to ask you about the proposed voter identification law.

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 [oppose or support] such a law?

	Percent
STRONGLY OPPOSE (p)	12.0
OPPOSE	9.9
SUPPORT	31.6
STRONGLY SUPPORT (p)	43.4
DON T KNOW/ REFUSED (v)	3.1
Total (N=630; +/-3.98%)	100.0

Do you think that requiring people to show a photo i.d. in order to vote is [unfair or fair]?

	Percent
VERY UNFAIR (p)	7.9
UNFAIR	9.8
FAIR	36.6
VERY FAIR (p)	43.7
DON T KNOW/ REFUSED (v)	2.1
Total (N=630; +/-3.98%)	100.0

BUDGET & TAXES

Now, I'd like to ask you about the North Carolina state budget situation. . .

As you may be aware, the state of North Carolina is facing a budget shortfall of a few billion dollars. . . .So, with this budget shortfall in mind, I'd like to ask you some questions about taking care of it . . .

To take care of this budget shortfall, would you [oppose or support] creating new taxes to increase revenues?

	Percent
STRONGLY OPPOSE (p)	34.8
OPPOSE	28.9
SUPPORT	22.3
STRONGLY SUPPORT (p)	9.0
DON T KNOW/ REFUSED (v)	4.9
Total (N=630; +/-3.98%)	100.0

To take care of this budget shortfall, would you [oppose or support] eliminating jobs for current state employees?

	Percent
STRONGLY OPPOSE (p)	30.8
OPPOSE	29.0
SUPPORT	26.4
STRONGLY SUPPORT (p)	8.3
DON T KNOW/ REFUSED (v)	5.5
Total (N=630; +/-3.98%)	100.0

To take care of this budget shortfall, would you [oppose or support] extending the temporary one cent sales tax for another year?

	Percent
STRONGLY OPPOSE (p)	10.2
OPPOSE	13.2
SUPPORT	46.9
STRONGLY SUPPORT (p)	26.3
DON T KNOW/ REFUSED (v)	3.4
Total (N=630; +/-3.98%)	100.0

To take care of this budget shortfall, would you [oppose or support] reducing funding in equal amounts for all state programs?

	Percent
STRONGLY OPPOSE (p)	17.4
OPPOSE	26.1
SUPPORT	35.0
STRONGLY SUPPORT (p)	14.9
DON T KNOW/ REFUSED (v)	6.6
Total (N=630; +/-3.98%)	100.0

To take care of this budget shortfall, would you [oppose or support] increasing the state sales tax by one cent?

	Percent
STRONGLY OPPOSE (p)	20.2
OPPOSE	22.6
SUPPORT	39.3
STRONGLY SUPPORT (p)	15.0
DON T KNOW/ REFUSED (v)	2.9
Total (N=630; +/-3.98%)	100.0

To take care of the budget shortfall in education, would you [oppose or support] increasing the state sales tax by one cent and dedicating the money to public education, which would include public schools, community colleges, and universities in North Carolina?

	Percent
STRONGLY OPPOSE (p)	14.0
OPPOSE	13.9
SUPPORT	33.1
STRONGLY SUPPORT (p)	37.6
DON T KNOW/ REFUSED (v)	1.3
Total (N=630; +/-3.98%)	100.0

HANDGUNS & GUN OWNERSHIP

Now, changing topics, I would like to ask you a few questions about gun laws. I'm going to read you a list of items and I would like you to tell me whether you [disagree or agree] with each one.

	STRONGLY DISAGREE (p)	DISAGREE	AGREE	STRONGLY AGREE (p)	DON'T KNOW (v)
Permitting people to carry handguns in restaurants and bars.	49.2	23.5	14.9	8.9	3.4
Permitting people to carry handguns in public parks.	40.5	24.7	22.7	10.6	1.5
Letting people carry a concealed handgun.	20.9	20.8	37.2	18.6	2.5
Banning the sale of handguns.	39.8	40.8	8.7	8.8	1.8

Note: N=630; +/-3.98%

Do you, personally, own a gun?

	Percent
NO	56.9
YES	42.4
DON T KNOW/ REFUSED (v)	0.7
Total (N=630; +/-3.98%)	100.0