



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 Monday, September 15th, through Thursday, September 18th, of 2008. During this time calls were made from 5:00 pm to 9:00 pm EST. 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 411 adults from North Carolina. For a sample size of 411, there is a 95 percent probability that our survey results are within plus or minus 4.9 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. 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 411 adults from households in the North Carolina. For a sample size of 411, there is a 95 percent probability that our survey results are within plus or minus 4.9 percent (the margin of sampling error) of the actual population distribution for any given question. 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”?”

First, thinking about things in the country, do you feel things in this country [have gotten off on the wrong track, or are going in the right direction]? (probe)

	April 2008 Percent	September 2008 Percent
Strongly Gotten Off on the Wrong Track (p)	51.1	53.3
Gotten Off on the Wrong Track	28.2	27.7
Going in the Right Direction	10.3	9.2
Strongly Going in the Right Direction (p)	3.9	3.2
Don't Know (v)	6.3	6.1
Refused (v)	.1	.5
	100.0 543,+/-4.3	100.0 411, +/-4.9

Now, I would like to know what you think is the most important issue facing the state of North Carolina? (open ended)

	February 2008 Percent	April 2008 Percent	September 2008 Percent
Economy	29.4	34.8	46.7
Energy & Gas Prices	1.9	9.4	10.5
Elementary & Secondary Education	12.4	8.6	10.0
Health Care	1.7	1.8	5.6
Immigration	6.7	6.2	5.4
Taxes	7.4	4.8	3.9
Environment	10.3	4.6	1.5
Economic Development	2.0	2.6	1.5
Crime & Drugs	1.0	1.1	1.0
Family Values & Morals	0.6	1.1	1.0
Public Assistance (includes Medicaid or Medicare)	5.6	4.3	.2
War in Iraq	1.7	2.1	.2
Traffic & Road Construction	2.9	2.0	.2
Other	8.6	7.4	6.0
Don't Know (v)	6.8	9.1	6.3
Total	100.0 764,+/-3.6	100.0 543,+/-4.3	100.0 411, +/-4.9

Now I'd like to ask you some questions about the upcoming elections.

Which party will you be supporting in the upcoming Presidential election, will you be [voting for the Republican Party or the Democratic Party], or have you even decided?

	Percent
DEMOCRATIC PARTY	35.3
REPUBLICAN PARTY	40.6
NOT DECIDED/NOT SURE AT THIS TIME	19.7
OTHER(v)	3.2
DON T KNOW (v)	1.0
REFUSED (v)	.2
Total	100.0 411, +/-4.9

Which party will you be supporting in the upcoming United States Senate election, will you be [voting for the Republican Party or the Democratic Party], or have you even decided?

	Percent
DEMOCRATIC PARTY	35.3
REPUBLICAN PARTY	34.8
NOT DECIDED/NOT SURE AT THIS TIME	23.6
OTHER (v)	2.7
DON T KNOW (v)	3.2
REFUSED (v)	.5
Total	100.0 411, +/-4.9

Which party will you be supporting in the upcoming election for North Carolina's Governor, will you be [voting for the Republican Party or the Democratic Party], or have you even decided?

	Percent
DEMOCRATIC PARTY	34.8
REPUBLICAN PARTY	37.2
NOT DECIDED/NOT SURE AT THIS TIME	22.9
OTHER (v)	1.5
DON T KNOW (v)	3.2
REFUSED (v)	.5
Total	100.0 411, +/-4.9

Now thinking about the upcoming elections in North Carolina, I'd like to know what you think about people campaigning to be your governor . . .

Would you [approve or disapprove] of [insert candidate name here] as your Governor? (probe)

CANDIDATES	Strongly Disapprove (p)	Disapprove	Approve	Strongly Approve (p)	Don't Know (v)	Refused (v)
Beverly Perdue	10.2	16.9	22.9	8.4	41.4	0.1
Beverly Perdue	13.6	20.2	23.4	13.6	29.0	0.2
Pat McCrory	6.1	14.9	21.4	8.0	49.3	0.2
Pat McCrory	14.6	19.0	22.6	14.4	29.0	0.5

Note: Total=411, +/- 4.9. Results in shaded areas are from the April 2008 Elon University Poll (N=543, +/- 4.3).

Now I would like to know what you think about people campaigning to be your United States Senator . . . Would you [approve or disapprove] of Kay Hagan as your Senator? (probe)

Do you [approve or disapprove] of Elizabeth Dole as your Senator? (probe)

CANDIDATES	Strongly Disapprove (p)	Disapprove	Approve	Strongly Approve (p)	Don't Know (v)	Refused (v)
Elizabeth Dole	26.0	19.0	25.3	14.6	15.1	0.0
Kay Hagan	5.6	11.7	19.2	5.9	57.6	0.0
Kay Hagan	11.9	22.4	20.2	15.8	29.7	0.0

Note: Total=411, +/- 4.9. Results in shaded areas are from the April 2008 Elon University Poll (N=543, +/- 4.3).

Now, speaking of Elizabeth Dole, I would like to know what you think about her as your Senator. . . Do you [approve or disapprove] of the way Elizabeth Dole is handling her job as United States Senator? (probe)

CANDIDATE	Strongly Disapprove (p)	Disapprove	Approve	Strongly Approve (p)	Don't Know (v)	Refused (v)
Elizabeth Dole	10.1	15.6	39.5	18.3	16.0	0.5
Elizabeth Dole	23.1	24.3	29.4	9.7	13.4	0.0

Would you say you are [satisfied or unsatisfied] with Senator Dole's representation of North Carolina? (probe)

	Very Unsatisfied (p)	Unsatisfied	Satisfied	Very Satisfied (p)	Don't Know (v)	Refused (v)
Elizabeth Dole	10.3	16.1	42.6	13.2	17.4	0.4
Elizabeth Dole	21.2	26.8	30.4	10.0	11.7	0.0

Thinking about your current United States Senator, Elizabeth Dole [do you think she has performed her job well enough to deserve re-election, or do you think it's time to give a new person a chance]?

	Dole deserves re-election	Time for a New Person to have a Chance	It Depends (v)	Not Sure at this time (v)	Don't Know (v)	Refused (v)
Elizabeth Dole	37.2	44.5	2.9	2.9	12.4	0.2
Elizabeth Dole	33.1	50.9	4.1	5.8	5.8	0.2

Note: Total=411, +/- 4.9. Results in shaded areas are from the April 2008 Elon University Poll (N=543, +/- 4.3).

Do you know people that will not vote for a Senate candidate who is too old?

	September 2008 Percent
No	78.1
Yes	16.8
Don't Know (v)	5.1
Total	100.0 411, +/-4.9

I'm going to read a list of candidates in the upcoming election and I would like for you to rate them on a scale of 1 to 10, where [1 means not at all favorable, 5 means neither favorable or unfavorable, and 10 means extremely favorable]. So, as I read each name, please rate them on the scale from 1 to 10. . .

CANDIDATES	Not at all Favorable 1	2 through 4	Neither Favorable/ Unfavorable 5	6 through 9	Extremely Favorable 10	Don't Know (v)
Pat McCrory	5.9	10.8	28.5	20.6	5.3	28.9
Pat McCrory	13.4	15.2	24.8	24.1	10.2	11.9
Beverly Perdue	11.2	13.4	21.0	26.7	5.9	21.7
Beverly Perdue	13.9	17.7	19.7	28.8	7.5	12.4
Elizabeth Dole	11.8	12.6	17.1	33.7	13.5	11.3
Elizabeth Dole	23.1	18.7	15.3	28.7	8.5	5.6
Kay Hagan	6.9	8.7	30.5	18.1	2.4	33.2
Kay Hagan	14.8	16.5	22.1	25.2	8.8	12.7
John McCain	11.8	16.0	16.1	40.6	11.5	4.1
John McCain	21.2	12.6	9.5	36.2	17.8	2.7
Barack Obama	19.6	13.1	14.8	33.5	15.0	4.5
Barack Obama	32.4	14.6	10.7	21.6	15.8	4.9
Sarah Palin	28.0	7.8	11.2	25.7	22.9	4.4
Joe Biden	24.6	17.0	12.4	25.1	15.8	5.1

Note: Total=411, +/- 4.9. Respondents rated candidates on a scale of 1 to 10; some categories are collapsed for ease of presentation. Results in shaded areas are from the April 2008 Elon University Poll (N=543, +/- 4.3).

Now, changing the topic a bit, I'd like to know whether you feel that certain things affect how people evaluate presidential candidates . . .

Do you know people that will not vote for a presidential candidate who is black?

	April 2008 Percent	September 2008 Percent
No	43.7	43.3
Yes	53.8	54.7
Don't Know (v)	2.5	1.9
	100.0 543, +/-4.3	100.0 411, +/-4.9

Results in shaded areas are from the April 2008 Elon University Poll (N=543, +/- 4.3).

All things being equal, would you rather vote for a [black person, a white person,] or would a presidential candidate's race make no difference to you?

	April 2008 Percent	September 2008 Percent
Vote for a Black Person	1.8	0.7
Vote for a White Person	6.9	2.9
Race Doesn't Make a Difference	90.6	95.9
Don't Know (v)	0.7	0.5
	100.0 543, +/-4.3	100.0 411, +/-4.9

Results in shaded areas are from the April 2008 Elon University Poll (N=543, +/- 4.3).

Do you know people that will not vote for a presidential candidate who is too old?

	April 2008 Percent	September 2008 Percent
No	52.7	56.0
Yes	44.3	41.4
Don't Know (v)	3.0	2.7
	100.0 543, +/-4.3	100.0 411, +/-4.9

Results in shaded areas are from the April 2008 Elon University Poll (N=543, +/- 4.3).

All things being equal, would you rather vote for [an old person, a young person,] or would a presidential candidate's age make no difference to you?

	April 2008 Percent	September 2008 Percent
Vote for a Young Person	20.1	15.1
Vote for an Old Person	10.3	7.5
Age Doesn't Make a Difference	66.0	73.7
Don't Know (v)	3.5	3.7
	100.0 543, +/-4.3	100.0 411, +/-4.9

Results in shaded areas are from the April 2008 Elon University Poll (N=543, +/- 4.3).

Do you know people that will not vote for a presidential candidate because the candidate for vice-president is a woman?

	September 2008 Percent
No	72.3
Yes	23.6
Support Candidate due to Her	1.0
Don't Know (v)	3.2
	100.0 411, +/-4.9

Results in shaded areas are from the April 2008 Elon University Poll (N=543, +/- 4.3).

Now, switching topics to the issues, I'd like to know how some issues [may or may not] affect your votes in the upcoming election in North Carolina . . . I'm going to read you a *list of issues* and I'd like for you to tell me whether the issue [will influence or will not influence] your vote, or have you not given it any thought?

If respondent indicates that the issue will influence his/her vote, a follow-up question is asked about which election the issue will influence his/her vote:

"Which election will this influence your vote in -- Governor, US Senate, or President?"

(respondent can select any or all election races in which the issue will influence her/his vote)

ISSUE	Will Not Influence	Will Influence	Have Not Given It Much Thought	Don't Know (v)	Percent Indicating It Would Influence Election for:		
					Governor	US Senate	President
*EDUCATION	18.4	71.1	8.0	2.4	54.9	40.9	49.4
**EDUCATION	15.1	73.7	10.0	1.1	52.5	34.9	47.8
EDUCATION	11.9	80.5	6.8	0.7	58.9	45.7	48.4
*IMMIGRATION	19.0	72.7	5.3	3.0	41.3	42.4	62.2
**IMMIGRATION	24.3	66.8	7.1	1.8	36.5	32.1	53.4
IMMIGRATION	20.4	73.0	4.6	1.9	45.0	45.0	57.7
*HEALTH CARE COSTS	15.2	79.0	3.4	2.4	46.2	46.1	67.1
**HEALTH CARE	12.6	81.4	4.7	1.3	45.1	40.1	64.9
HEALTH CARE	10.9	86.1	2.2	0.7	49.9	51.1	65.5
*ECONOMY	11.6	83.3	2.7	2.4	53.0	51.7	70.4
**ECONOMY	8.1	87.6	2.3	2.0	51.2	47.0	73.3
ECONOMY	6.1	92.2	1.0	0.7	56.9	57.4	69.1
**HOUSING MARKET	40.2	45.4	10.5	3.9	25.7	22.3	35.0
HOUSING MARKET	35.8	53.0	6.8	4.4	34.1	34.8	41.4
*IRAQ WAR	15.3	78.9	2.0	3.7	25.3	33.8	71.1
**IRAQ WAR	15.9	80.2	1.6	2.2	23.0	29.2	70.0
IRAQ WAR	12.4	83.7	2.2	1.7	30.9	41.8	66.4
*TAXES	15.7	79.6	2.3	2.4	55.5	51.0	65.0
**TAXES	19.7	74.8	4.2	1.3	46.3	38.5	58.8
TAXES	13.9	82.7	2.4	1.0	50.9	50.6	63.7
*TRANSPORTATION	44.1	39.1	13.0	3.8	31.0	18.1	19.3
**TRANSPORTATION	37.9	46.0	12.8	3.2	31.0	19.0	25.7
TRANSPORTATION	38.9	44.3	12.7	4.1	36.0	31.6	30.9
*FAMILY VALUES	29.7	62.8	4.6	2.9	45.5	40.6	51.0
**FAMILY VALUES	28.2	63.8	5.4	2.6	41.3	35.4	49.7
FAMILY VALUES	24.1	69.3	3.6	2.9	47.2	45.3	54.3

Notes: Total=411, +/-4.9. Current results are in non-shaded rows. Shaded rows are results from February 2008 (*) and April 2008 (**) Elon University Poll. "Political Corruption" was not asked in the April 2008 Elon University Poll; "Health Care Costs" (asked in the February 2008 Elon University Poll) was changed to simply "Health Care" in the April 2008 Poll.

Now, I d like to know which party you think will do a better job of handling these issues . . . I d like for you to tell me whether you think [the Democrats or Republicans] will do a better job handling . . .?

ISSUE	Republicans	Democrats	Neither Party (v)	Have Not Given It Much Thought (v)	Don't Know (v)
EDUCATION	28.7	50.4	9.0	3.0	8.9
EDUCATION	38.9	41.8	7.5	2.2	9.5
IMMIGRATION	42.7	37.2	8.8	2.7	8.6
IMMIGRATION	44.5	31.9	10.7	3.2	9.7
HEALTH CARE	27.6	52.6	9.0	2.1	8.6
HEALTH CARE	35.5	46.7	8.3	1.5	8.0
ECONOMY	33.0	48.9	8.4	1.8	8.0
ECONOMY	39.9	42.6	7.8	1.9	7.8
HOUSING MARKET	26.0	43.5	11.8	5.1	13.5
HOUSING MARKET	34.3	35.0	11.9	6.1	12.7
IRAQ WAR	35.7	46.8	7.7	2.2	7.5
IRAQ WAR	46.7	39.2	6.3	1.7	6.1
TAXES	35.7	44.3	8.5	2.2	9.3
TAXES	44.0	38.9	7.1	2.2	7.8
TRANSPORTATION	22.6	43.2	10.5	8.4	15.2
TRANSPORTATION	29.7	35.5	9.5	9.5	15.8
FAMILY VALUES	36.7	38.1	11.5	3.8	9.9
FAMILY VALUES	46.7	30.9	9.5	3.9	9.0
Average per Column	32.1	45.0	9.5	3.5	9.9
Average per Column	40.0	38.1	8.7	3.6	9.6

Total= Total=411,+/-4.9. Results in shaded areas are from the April 2008 Elon University Poll (N=543, +/- 4.3).

Now, I d like to know which presidential candidate you think will do a better job of handling these issues . . . I'd like for you to tell me whether you think [Bob Barr, John McCain, or Barack Obama] will do a better job handling . . . ?

ISSUE	Obama	McCain	Barr	None of these Candidates (v)	Don't Know (v)
EDUCATION	47.0	39.4	1.0	3.4	9.2
IMMIGRATION	33.1	51.3	1.9	4.6	9.0
HEALTH CARE	45.0	42.6	0.7	4.1	7.5
ECONOMY	40.6	46.2	1.0	4.1	8.0
HOUSING MARKET	36.0	40.1	0.2	7.8	15.8
IRAQ WAR	37.7	51.3	0.5	3.2	7.3
TAXES	42.8	45.5	1.2	4.4	6.1
TRANSPORTATION	36.3	34.1	1.2	7.6	20.9
FAMILY VALUES	34.8	48.2	1.2	5.1	10.7
Average per Column	39.3	44.3	0.98	4.9	10.5

Total= Total=411, +/-4.9. Results in shaded areas are from the April 2008 Elon University Poll (N=543, +/- 4.3).

Now, I'd like to change the topic and ask you about some qualities that [will or will not] influence your evaluation of political candidates in general . . . so please tell me if it will have [a lot of influence, some, not much, or no influence at all]?

QUALITIES	None at All	Not Much	Some	A Lot	Don't Know
Appearance	50.9	19.9	19.5	8.7	1.1
Appearance	57.9	17.8	19.5	4.4	0.5
Gender	62.4	14.5	12.5	9.1	1.6
Gender	73.5	15.8	9.0	1.7	0.0
Being Too Young	53.7	14.1	23.1	7.3	1.8
Being Too Young	58.2	11.7	23.4	6.1	0.7
Overall Experience	10.6	4.2	29.8	54.4	1.0
Overall Experience	6.3	3.4	27.0	62.3	1.0
Being Too Old	48.6	12.2	25.2	13.3	0.7
Being Too Old	59.4	12.9	19.0	7.8	1.0
Race	81.5	8.5	4.0	5.0	1.0
Race	88.3	6.3	3.6	1.5	0.2
Their Vice-President	26.8	5.4	32.4	35.0	0.5
Spouse	62.1	7.8	19.8	8.6	1.7
Spouse	57.9	11.9	20.7	8.0	1.5
Where They are From	79.7	8.7	7.4	3.8	0.3
Where They are From	83.2	8.0	7.1	1.7	0.0
Personality	17.6	6.4	44.2	31.2	0.5
Personality	18.7	7.5	48.9	23.8	1.0
Religion	45.1	8.7	22.7	22.6	0.9
Religion	47.9	8.8	23.1	18.7	1.5
Exaggerated Statements	18.6	5.0	31.6	41.3	3.7
Exaggerated Statements	18.0	8.3	30.9	39.9	2.9

Note: Total=411, +/- 4.9. Results in shaded areas are from the April 2008 Elon University Poll (N=543, +/- 4.3).