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 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 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"?"

Next, I'd like to ask you about some specific issues...first, about the economy.

Do you [approve or disapprove of the way President Bush is handling the national economy?

	Sept. 2008 Percent
Strongly Disapprove	42.8
Disapprove	24.6
Approve	15.6
Strongly Approve	3.4
Don't Know (v)	7.1
Refused (v)	1.2
Total (N=411,+/-4.9)	100

Do you expect our national economy to [get better, stay about the same, or get worse] in the next year?

	Sept. 2008 Percent
Get Worse	37.7
Stay About the Same	22.4
Get Better	34.5
Don't Know (v)	5.4
Total (N=411,+/-4.9)	100

Do you expect our **state** economy [to get better, stay about the same, or get worse] in the next year?

	Sept. 2008 Percent
Get Worse	27
Stay About the Same	35.5
Get Better	32.8
Don't Know (v)	4.6
Total (N=411,+/-4.9)	100

In the next year, do you expect your personal financial situation [to get better, stay about the same, or get worse] in the next year?

	Sept. 2008 Percent
Get Worse	17
Stay About the Same	50.4
Get Better	30.2
Economy Not an Issue for Me (v)	0.2
Don't Know (v)	2.2
Total (N=411,+/-4.9)	100

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?

	Sept. 2008 Percent
Strongly Dissatisfied	24.3
Dissatisfied	21.2
Satisfied	38.2
Strongly Satisfied	14.4
Don't Know (v)	1.9
Total (N=411,+/-4.9)	100

Do you have some form of private health insurance or private health care coverage?

	Sept. 2008 Percent
No	16.3
Yes	83
Don't Know (v)	0.7
Total (N=411,+/-4.9)	100

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

	Sept. 2008 Percent
Strongly Oppose	21.9
Oppose	19.7
Support	20.7
Strongly Support	28
Don't Know (v)	9.5
Refused (v)	0.2
Total (N=411,+/-4.9)	100

Thinking about your current personal situation, if the federal government stared a national health insurance plan, do you think this plan would affect you [positively or negatively]?

	Sept. 2008 Percent
Extremely Negatively	15.6
Negatively	26.3
Positively	24.8
Extremely Positively	13.1
Neither Negatively or Positively (v)	8.8
Don't Know (v)	11.4
Total (N=411,+/-4.9)	100

Which of the following do you prefer:

[the current health insurance system in the US, in which most people have private health insurance, and some people are not covered by insurance,
    or
a universal health program in which everyone is covered under a program that's run by the government and funded by tax payers]

	Sept. 2008 Percent
The Current System	40.4
The Universal Health Insurance System	44.3
Don't Care as Long as the Government is Not Involved (v)	2.7
Makes no Difference to me (v)	1.7
Don't Know (v)	10.2
Refused (v)	0.7
Total (N=411,+/-4.9)	100

Next, I'd like to ask you a few questions about immigration.

As you are likely aware, there is much discussion in the United States about immigration...but, just to make sure we are talking about the same thing, when we refer to immigration—we are talking about undocumented immigration of Hispanic of Latino populations into the United States....

So, with this in mind, how [important or unimportant] is this issue to you. Is it [not at important, somewhat important, or very important]?

	Sept. 2008 Percent
Not at all Important	7.3
Somewhat Important	30.7
Very Important	60.8
Don't Know (v)	1.2
Total (N=411,+/-4.9)	100

Do you think the immigration of Hispanics or Latinos in recent years has been [good or bad] for the United States, or has it not made much of a difference?

	Sept. 2008 Percent
Bad	58.4
Hasn't Made Much of a Difference	16.1
Good	15.6
Have no Opinion One Way or Another (v)	5.1
Don't Know (v)	4.6
Refused (v)	0.2
Total (N=411,+/-4.9)	100

Do you [agree or disagree] with proposals that would allow undocumented immigrants to stay in this country for several years as long as they have a job.

	Sept. 2008 Percent
Strongly Disagree	36.7
Disagree	28
Agree	24.8
Strongly Agree	5.8
Don't Know (v)	4.6
Total (N=411,+/-4.9)	100

Next, I'd like to ask you a few questions about offshore oil drilling.

As you are likely aware, there is much discussion about drilling for oil off the North Carolina coast...Just so that we are clear, when talking about "offshore drilling" we are talking about the federal government leasing the rights to explore, develop, and produce oil and gas in waters off the U.S. coast, and area between 3 and 200 miles off shore.

So, with this in mind, do you [support or oppose] offshore drilling for oil and gas off the coast of North Carolina?

	Sept. 2008 Percent
Strongly Oppose	17
Oppose	8.8
Support	29.9
Strongly Support	38.9
Don't Know (v)	5.1
Refused (v)	0.2
Total (N=411,+/-4.9)	100

If drilling is allowed in the waters off the coast of North Carolina, we'd like to know what you think will be the result . . . so I'm going to read you some statements and I'd like to know whether you [agree or disagree] with each:

Do you [agree or disagree] that the oil and gas produced from these sites should be for use by only people in the United States.

	Sept. 2008 Percent
Strongly Disagree	4.4
Disagree	12.7
Agree	33.6
Strongly Agree	45
Don't Know (v)	3.9
Can't Do/Not Allowed (v)	0.5
Total (N=411,+/-4.9)	100

Do you [agree or disagree] that the oil and gas produced from these sites should be for the United States government.

	Sept. 2008 Percent
Strongly Disagree	20.4
Disagree	35.3
Agree	25.3
Strongly Agree	7.1
Don't Know (v)	11.2
Can't Do/Not Allowed (v)	0.7
Total (N=411,+/-4.9)	100

Do you [agree or disagree] that the oil and gas produced from these sites should be for use by only people in North Carolina.

	Sept. 2008 Percent
Strongly Disagree	34.5
Disagree	53
Agree	5.1
Strongly Agree	2.4
Don't Know (v)	4.6
Can't Do/Not Allowed (v)	0.2
Total (N=411,+/-4.9)	100

Do you [agree or disagree] that the oil and gas produced from these sites should be owned by the oil company doing the drilling.

	Sept. 2008 Percent
Strongly Disagree	20.4
Disagree	29.7
Agree	28.2
Strongly Agree	7.8
Don't Know (v)	13.6
Can't Do/Not Allowed (v)	0.2
Total (N=411,+/-4.9)	100

Do you [agree or disagree] that the oil and gas produced from these sites should be available for sale to other countries throughout the world.

	Sept. 2008 Percent
Strongly Disagree	39.2
Disagree	32.6
Agree	16.8
Strongly Agree	5.1
Don't Know (v)	6.1
Can't Do/Not Allowed (v)	0.2
Total (N=411,+/-4.9)	100

If offshore drilling is permitted, how long, if at all, do you think it will take to affect gas prices? (responses coded according to categories)

	Sept. 2008 Percent
Immediately to Less Than 1 Year	13.9
1 to 5 Years	29.4
6 to 10 Years	23.6
More than 10 Years	9.7
Never (v)	5.6
Won't Reduce Gas Prices (v)	5.4
Don't Know (v)	12
Total (N=411,+/-4.9)	100