



October 29, 2010

---

## **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 Sunday, October 24<sup>th</sup>, through Wednesday, October 27<sup>th</sup>, of 2010. During this time calls were made from 1:00 pm to 6:00 pm on Sunday and 5:00 pm to 9:00 pm on 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 515 adults from North Carolina. For a sample size of 515, there is a 95 percent probability that our survey results are within plus or minus 4.4 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 515 adults from households in the North Carolina. For a sample size of 515, there is a 95 percent probability that our survey results are within plus or minus 4.4 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.

<b>About the Codes appearing in Questions and Responses</b>	
<b>Response Options not offered</b>	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.).
<b>v = volunteered response</b>	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.
<b>p = probed response</b>	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"?"

## Tables

**First, what do you think is the most important issue facing the state of North Carolina?**

	Percent
ECONOMY (JOBS, UNEMPLOYMENT, HOUSING CRISIS, ETC)	64.5
ELEMENTARY & SECONDARY EDUCATION	8.0
HEALTH CARE	4.5
TAXES	3.3
ECONOMIC DEVELOPMENT (INCLUDES INCENTIVES)	2.5
IMMIGRATION	1.8
CRIME & DRUGS	1.1
Total (N=515; +/-4.4)	

**Note: issues mentioned less than 1 percent are not listed.**

**Thinking about things in the country, do you feel things in this country [are going in the right direction, or have they gotten off on the wrong track]?**

	Percent
STRONGLY GOTTEN OFF ON THE WRONG TRACK (p)	38.3
GOTTEN OFF ON THE WRONG TRACK	24.3
GOING IN THE RIGHT DIRECTION	19.7
STRONGLY GOING IN THE RIGHT DIRECTION (p)	12.9
DON'T KNOW (v)	4.5
REFUSED (v)	.2
Total (N=515; +/-4.4)	100.0

**Do you [approve or disapprove] of the way Barack Obama is handling his job as president?**

	Percent
STRONGLY DISAPPROVE (p)	32.0
DISAPPROVE	14.3
APPROVE	26.0
STRONGLY APPROVE (p)	20.3
DON'T KNOW (v)	6.0
REFUSED (v)	1.4
Total (N=515; +/-4.4)	100.0

**Is President Obama's job performance [going to influence or not influence] how you are going to vote next week?**

	Percent
STRONGLY WILL NOT INFLUENCE (p)	11.6
WILL NOT INFLUENCE	27.9
WILL INFLUENCE	29.9
STRONGLY WILL INFLUENCE (p)	25.0
DON T KNOW (v)	5.2
REFUSED (v)	.4
Total (N=515; +/-4.4)	100.0

*The following two questions were only asked of those respondents indicating (in the previous question) that President Obama's job performance was going to influence, or strongly influence how they were going to vote.*

**Since you said that President Obama's job performance is influencing how you are going to vote, is it going to make you [more or less] likely to vote for Democratic candidates in next week's elections?**

	Percent
LESS LIKELY TO VOTE FOR DEMOCRATS	45.3
MORE LIKELY TO VOTE FOR DEMOCRATS	33.0
I'M NOT VOTING FOR ANY DEMOCRATS (v)	5.3
I'M VOTING FOR REPUBLICANS (v)	2.3
NOT GOING TO DO EITHER (v)	6.2
DON'T KNOW (v)	7.3
REFUSED (v)	.6
Total (N=283; +/-5.9)	100.0

**Since you said that President Obama's job performance is influencing how you are going to vote, is it going to make you [more or less] likely to vote for Republican candidates in next week's elections?**

	Percent
LESS LIKELY TO VOTE FOR REPUBLICANS	23.3
MORE LIKELY TO VOTE FOR REPUBLICANS	51.0
I'M NOT VOTING FOR ANY REPUBLICANS (v)	5.1
I'M VOTING FOR DEMOCRATS (v)	5.2
NOT GOING TO DO EITHER (v)	7.9
DON'T KNOW (v)	6.7
REFUSED (v)	.8
Total (N=283; +/-5.9)	100.0

**Do you [approve or disapprove] of Richard Burr as your Senator?**

	Percent
STRONGLY DISAPPROVE (p)	12.3
DISAPPROVE	21.0
APPROVE	26.6
STRONGLY APPROVE (p)	10.9
DON'T KNOW (v)	29.0
REFUSED (v)	.3
Total (N=515; +/-4.4)	100.0

**Do you [approve or disapprove] of the way Richard Burr is handling his job as United States Senator?**

	Percent
STRONGLY DISAPPROVE (p)	9.7
DISAPPROVE	22.1
APPROVE	30.7
STRONGLY APPROVE (p)	9.3
DON'T KNOW (v)	26.0
REFUSED (v)	2.3
Total (N=515; +/-4.4)	100.0

**Thinking about your current United States Senator, Richard Burr . . . do you think [he has performed his job well enough to deserve re-election, or do you think it's time to give a new person a chance?]**

	Percent
BURR DESERVES RE-ELECTION	33.4
TIME FOR NEW PERSON TO HAVE A CHANCE	45.1
IT DEPENDS (v)	2.1
NOT SURE AT THIS TIME (v)	5.0
DON'T KNOW (v)	13.8
REFUSED (v)	.5
Total (N=515; +/-4.4)	100.0

**Do you [approve or disapprove] of the way Beverly Perdue is handling her job as governor?**

	Percent
STRONGLY DISAPPROVE (p)	22.7
DISAPPROVE	25.3
APPROVE	31.8
STRONGLY APPROVE (p)	7.0
DON'T KNOW (v)	12.9
REFUSED (v)	.3
Total (N=515; +/-4.4)	100.0

**Is the way you feel about how Governor Perdue has handled her job as governor [going to influence or not influence] how you are going to vote next week?**

	Percent
STRONGLY WILL NOT INFLUENCE (p)	10.8
WILL NOT INFLUENCE	36.7
WILL INFLUENCE	27.0
STRONGLY WILL INFLUENCE (p)	17.8
DON'T KNOW (v)	7.6
REFUSED (v)	.3
Total (N=515; +/-4.4)	100.0

*The following two questions were only asked of those respondents indicating (in the previous question) that Governor Perdue's job performance was going to influence, or strongly influence how they were going to vote.*

**Since you said that Governor Perdue's job performance is influencing how you are going to vote, is it going to make you [more or less] likely to vote for Democratic candidates in next week's elections?**

	Percent
LESS LIKELY TO VOTE FOR DEMOCRATS	40.8
MORE LIKELY TO VOTE FOR DEMOCRATS	33.1
I'M NOT VOTING FOR ANY DEMOCRATS (v)	2.9
I'M VOTING FOR REPUBLICANS (v)	1.4
NOT GOING TO DO EITHER (v)	10.5
DON'T KNOW (v)	11.3
Total (N=231; +/-6.6)	100.0

Since you said that Governor Perdue's job performance is influencing how you are going to vote, is it going to make you [more or less] likely to vote for Republican candidates in next week's elections?

	Percent
LESS LIKELY TO VOTE FOR REPUBLICANS	24.8
MORE LIKELY TO VOTE FOR REPUBLICANS	44.6
I'M NOT VOTING FOR ANY REPUBLICANS (v)	4.2
I'M VOTING FOR DEMOCRATS (v)	3.9
NOT GOING TO DO EITHER (v)	8.8
DON'T KNOW (v)	12.5
REFUSED (v)	1.2
Total (N=231; +/-6.6)	100.0

**Do you [approve or disapprove] of the way Congress -- the US Senate & US House of Representatives -- is doing its job?**

	Percent
STRONGLY DISAPPROVE (p)	31.7
DISAPPROVE	39.6
APPROVE	19.0
STRONGLY APPROVE (p)	2.9
DON'T KNOW (v)	6.5
REFUSED (v)	.4
Total (N=515; +/-4.4)	100.0

**Overall, who do you trust to do the best job dealing with the main issues the nation faces over the next couple of years . . . [do you trust President Obama, the Republicans in Congress, or the Democrats in Congress] to do the best job?**

	Percent
PRESIDENT OBAMA	34.6
DEMOCRATS IN CONGRESS	14.4
REPUBLICANS IN CONGRESS	32.4
NONE OF THEM (v)	13.9
DON'T KNOW (v)	4.4
REFUSED (v)	.3
Total (N=515; +/-4.4)	100.0

**Which party will you be voting for in the United States Senate election next week, will you be [voting for the Republican party, Libertarian party, Democratic party] or have you even decided how you'll vote?**

	SEPT 2010	OCT 2010
DEMOCRATIC PARTY	34.3	32.7
REPUBLICAN PARTY	27.5	32.9
LIBERTARIAN PARTY	2.5	3.2
HAVE NOT DECIDED	27.7	26.5
OTHER (v)	5.3	1.3
DON'T KNOW (v)	2.5	3.2
REFUSED (v)	0.1	.2
Total	100.0	100.0
	N=584	N=515
	+/-4.1	+/-4.4

Which party will you be supporting in your local North Carolina state House of Representative elections, will you be [supporting the Republican party, the Democratic party, some other party], or have you even decided?

	SEPT 2010	OCT 2010
DEMOCRATIC PARTY	34.0	<b>34.8</b>
REPUBLICAN PARTY	29.3	<b>29.4</b>
SOME OTHER PARTY	2.4	<b>2.8</b>
HAVE NOT DECIDED	30.3	<b>28.6</b>
DON'T KNOW (v)	3.8	<b>3.7</b>
REFUSED (v)	0.3	<b>.7</b>
Totals	100.0 N=584 +/-4.1	100.0 N=515 +/-4.4

Which party will you be supporting in your local North Carolina state Senate elections, will you be [supporting the Republican party, the Democratic party, some other party], or have you even decided?

	SEPT 2010	OCT 2010
DEMOCRATIC PARTY	34.2	<b>35.9</b>
REPUBLICAN PARTY	28.7	<b>31.8</b>
SOME OTHER PARTY	2.7	<b>1.2</b>
HAVE NOT DECIDED	29.9	<b>27.4</b>
DON'T KNOW (v)	4.5	<b>2.9</b>
REFUSED (v)	0.0	<b>.7</b>
Totals	100.0 N=584 +/-4.1	100.0 N=515 +/-4.4

Changing topics, I'd like to know how some state issues [may or may not] affect your votes in next week's 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, if you haven't thought about it, you can let me know that too.

	WILL NOT INFLUENCE VOTE	WILL INFLUENCE VOTE	HAVEN'T GIVEN ANY THOUGHT	DON'T KNOW	RACES INFLUENCED	
					US SENATE	NC LEGISLATURE
STATE BUDGET	15.0	68.6	10.8	5.7	36.5	43.2
ECONOMY	7.9	86.4	3.4	2.3	52.1	45.7
ECONOMIC DEVELOPMENT	13.5	72.3	7.9	6.3	44.1	42.4
JOB CREATION	9.7	83.1	5.3	1.8	48.9	48.5
HOUSING & FORCLOSURES	32.6	53.4	9.0	5.0	34.3	29.5
TAXES	18.6	73.0	5.2	3.2	44.9	41.1
FAMILY VALUES	30.2	59.8	6.0	4.0	35.3	33.3

Total (N=515; +/-4.4)

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

	REPUBLICANS	DEMOCRATS	NEITHER PARTY	SOME OTHER PARTY	DON'T KNOW
IMMIGRATION	44.0	36.3	8.7	1.3	9.6
ECONOMY	39.8	42.2	9.5	1.2	7.2
HEALTH CARE	36.3	47.6	7.6	.8	7.7
JOB CREATION	39.4	38.7	10.5	.8	10.6
HOUSING & FORECLOSURES	31.7	39.4	13.0	1.0	14.9
TAXES	41.9	40.5	7.6	1.3	8.8
FAMILY VALUES	38.7	35.7	13.1	1.2	11.3

Total (N=515; +/-4.4)

Now, I'd like to know which US Senate candidate you think will do a better job of handling these national issues...I'd like for you to tell me whether you think [Mike Beitler, Richard Burr, or Elaine Marshall] will do a better job handling...

	BEITLER	BURR	MARSHALL	NONE OF THEM	DON'T KNOW
IMMIGRATION	4.9	31.3	25.4	4.5	33.9
ECONOMY	2.9	31.4	25.2	3.7	36.8
HEALTH CARE	1.8	31.1	28.5	3.0	35.6
JOB CREATION	2.8	30.6	25.6	4.3	36.7
HOUSING & FORECLOSURES	3.0	29.0	24.7	6.0	37.3
TAXES	3.0	31.1	25.9	4.1	35.8
FAMILY VALUES	4.2	30.2	23.5	5.1	36.9

Total (N=515; +/-4.4)

Now, I'd like to know how you feel about government in general...

How much of the time [none, very little, some, or all of the time] do you think you can trust the government in Raleigh to do what is in the public's interest?

	Percent
NONE OF THE TIME	13.6
VERY LITTLE OF THE TIME	16.7
SOME OF THE TIME	60.8
ALL OF THE TIME	4.8
DON'T KNOW (v)	3.3
REFUSED (v)	.8
Total (N=515; +/-4.4)	100.0

Now, changing topics to the United States Congress and the North Carolina legislature, I'd like to know how you would rate their work...so, on a scale of 0 to 10, with [zero (0) being "doing nothing at all" and ten (10) being "working extremely hard"] how would you rate the work of the North Carolina General Assembly?

On a scale of 0 to 10, with [zero (0) being "doing nothing at all" and ten (10) being "working extremely hard"] how would you rate the work of the United States Congress?

	NC GENERAL ASSEMBLY	US CONGRESS
0-DOING NOTHING AT ALL	3.2	7.9
1	0.8	4.1
2	2.3	7.8
3	7.1	9.4
4	11.1	13.6
5-MIDDLE CATEGORY	23.0	19.0
6	17.4	12.8
7	17.2	12.4
8	8.0	6.1
9	0.3	1.8
10-WORKING EXTREMELY HARD	2.6	2.4
DON'T KNOW (v) & REFUSED (v)	7.0	2.6

Do you know people that will not vote for a U.S. Senate candidate who is a woman?

	Percent
NO	83.0
YES	13.6
DON'T KNOW (v)	3.1
REFUSED (v)	.3
Total (N=515; +/-4.4)	100.0

All things being equal, would you rather vote for [a man, a woman] or would a U.S. Senate candidate's gender make no difference to you?

	Percent
VOTE FOR A MAN	3.7
VOTE FOR A WOMAN	4.3
GENDER DOESN'T MAKE A DIFFERENCE	91.9
DON'T KNOW (v)	.1
Total (N=515; +/-4.4)	100.0

Now, I'd like to change the topic and ask you about some qualities or characteristics that [may or may not] influence your evaluation of political candidates in general...so as I read each one, please tell me whether each one will have: [no influence at all, not much, some, or a lot of influence] on your vote decision?

	NO INFLUENCE AT ALL	NOT MUCH INFLUENCE	SOME INFLUENCE	A LOT OF INFLUENCE	DON'T KNOW
THEIR APPEARANCE	52.6	16.2	23.3	6.2	1.8
THEIR GENDER	82.7	7.7	7.1	1.7	.8
BEING TOO YOUNG	53.7	13.7	27.6	4.1	.9
THEIR OVERALL EXPERIENCE	11.8	5.0	36.0	46.0	1.3
BEING TOO OLD	43.8	11.2	27.7	16.9	.4
THEIR RACE	86.9	6.2	5.7	.9	.3
THEIR POLITICAL COMMERCIALS	29.6	12.2	42.4	14.5	1.3
HOW LONG THEY'VE BEEN IN POLITICAL OFFICE	25.1	7.7	43.8	22.3	1.1
WHERE THEY ARE FROM	75.0	9.7	11.4	3.2	.6
THEIR PERSONALITY	16.3	7.6	48.9	26.8	.4
THEIR RELIGION	60.6	8.1	19.5	11.7	.2
THEIR LEGISLATIVE RECORD	8.9	1.9	34.6	53.6	.9

Total (N=515; +/-4.4)