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## **I. Survey Methodology**

The Elon University Poll is conducted using a stratified random sample of households with telephones 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 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. Because exchanges and numbers are randomly selected by the computer, unlisted as well as listed 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 of the population, stratified by exchange.

### ***Procedures Used for Conducting the Poll***

The survey was conducted Monday, February 18<sup>th</sup> through Thursday, February 21<sup>st</sup> 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 the household. Only individuals in households 18 years or older were interviewed; those reached at business or work numbers were not interviewed. Within each household, one adult is generally selected based on whether s/he is the oldest or youngest adult in the home. Interviews, which are conducted by student interviewers, are completed with adults from households in the target population as specified. Interviews for this survey were completed with 764 adults from households in North Carolina. For a sample size of 764, there is a 95 percent probability that our survey results are within plus or minus 3.6 percent (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 ”. 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), 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 764 adults from households in the North Carolina. For a sample size of 764, there is a 95 percent probability that our survey results are within plus or minus 3.6 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 gender.

About the Codes appearing in Questions and Responses	
<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”?”

**First, I would like to know what you think is the most important issue facing the state? (open ended)**

	Percent
ECONOMY	29.4
ELEMENTARY & SECONDARY EDUCATION	12.4
ENVIRONMENT & ENERGY (includes drought)	10.3
TAXES	7.4
IMMIGRATION	6.7
PUBLIC ASSISTANCE/ MEDICAID OR MEDICARE	5.6
TRAFFIC & ROAD CONSTRUCTION	2.9
ECONOMIC DEVELOPMENT	2.0
GAS PRICES	1.9
HEALTH CARE	1.7
WAR IN IRAQ	1.7
CRIME & DRUGS	1.0
FAMILY VALUES & MORALS	.6
UNIVERSITY SYSTEM	.5
TOLL ROADS	.3
OTHER	8.6
DON T KNOW (v)	6.8
Total (764; +/- 3.6)	100.0

Since we're talking about issues, I'd like to know how some issues [may or may not] affect your votes in the upcoming primaries 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 about which election the issue will influence his/her vote is asked:

*"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 Any Thought	Don't Know	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
IMMIGRATION	19.0	72.7	5.3	3.0	41.3	42.4	62.2
HEALTH CARE COSTS	15.2	79.0	3.4	2.4	46.2	46.1	67.1
TRANSPORTATION	44.1	39.1	13.0	3.8	31.0	18.1	19.3
POLITICAL CORRUPTION	22.6	64.1	8.9	4.4	44.5	41.3	50.2
IRAQ WAR	15.3	78.9	2.0	3.7	25.3	33.8	71.1
TAXES	15.7	79.6	2.3	2.4	55.5	51.0	65.0
ECONOMY	11.6	83.3	2.7	2.4	53.0	51.7	70.4
FAMILY VALUES	29.7	62.8	4.6	2.9	45.5	40.6	51.0
Total (764; +/- 3.6)							

**Which party will you likely support in the next presidential election?**

	Percent
DEMOCRATIC	40.2
REPUBLICAN	35.1
TOO EARLY TO TELL (v)	14.5
OTHER (v)	3.5
DON T KNOW (v)	5.7
REFUSED (v)	1.0
Total (764; +/- 3.6)	100.0

**if Democrat, skip to Democratic questions;  
if Republican, skip to Republican questions;  
all others skip to next set of questions**

**Which of the following Democratic candidates are you planning to support at this time? [candidate names rotated randomly: Hillary Clinton, Barack Obama]**

	Percent
HILLARY CLINTON	30.6
BARACK OBAMA	45.3
TOO EARLY TO TELL (v)	18.1
OTHER (v)	1.0
DON T KNOW (v)	3.8
REFUSED (v)	1.2
Total (N=307; +/-5.71 )	100.0

**Which of the following Republican candidate are you planning to support at this time? [candidate names rotated randomly: Mike Huckabee, John McCain, Ron Paul]**

	Percent
MIKE HUCKABEE	24.0
JOHN MCCAIN	62.1
RON PAUL	2.8
TOO EARLY TO TELL (v)	6.1
OTHER (v)	1.2
DON T KNOW (v)	3.4
REFUSED (v)	.3
Total (N=268; +/- 6.11)	100.0

Now, I would like to ask you some questions about the next election for Governor. . .

Which party will you likely support in the next election for governor of North Carolina?

		Percent
Valid	DEMOCRATIC	36.4
	REPUBLICAN	30.5
	TOO EARLY TO TELL (v)	17.5
	OTHER (v)	1.1
	DON T KNOW (v)	14.0
	REFUSED (v)	.5
	Total (764; +/- 3.6)	100.0

if Democrat, skip to Democratic questions;  
 if Republican, skip to Republican questions;  
 all others skip to next set of questions

Which of the following Democratic candidates for Governor are you planning to support at this time?

[candidate names rotated randomly: Richard Moore, Beverly Perdue]

		Percent
	BEVERLY PERDUE	39.9
	RICHARD MOORE	27.6
	TOO EARLY TO TELL (v)	18.2
	OTHER (v)	.4
	DON'T KNOW (v)	13.5
	REFUSED (v)	.4
	Total (N=278; +/-5.99)	100.0

Which of the following Republican candidates for Governor are you planning to support at this time?

[candidate names rotated randomly: Bill Graham, Pat McCrory, Bob Orr, Fred Smith]

		Percent
	BILL GRAHAM	9.9
	PAT MCCRORY	27.7
	BOB ORR	5.9
	FRED SMITH	12.4
	TOO EARLY TO TELL (v)	23.5
	DON'T KNOW (v)	20.7
	Total (N=233; +/- 6.55)	100.0