



September 21, 2009

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## 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 Mecklenburg County, 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 Mecklenburg County 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 Wednesday, September 16<sup>th</sup>, through Sunday, September 20<sup>th</sup> (calls were not made on Friday, September 18<sup>th</sup>). During this time calls were made from 5:00 pm to 9:00 pm EST on Wednesday and Thursday evening, from 1:00 pm to 6:00 pm on Saturday, and from 1:00 to 9:00 pm on Sunday. 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 422 adults from Mecklenburg County. For a sample size of 422, 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. Similarly, to protect against question order effects (where specific questions may ‘prime’ or influence a respondent’s answers to subsequent questions), question order is randomized during administration. For groups of questions in which a standard, set order of administration can influence responses to subsequent questions, questions are administered randomly during the survey; this technique protects against question order effects. Some questions use 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 422 adults from households in Mecklenburg County, North Carolina. For a sample size of 422, 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.

<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"?"

First, thinking about things in Charlotte and Mecklenburg County, do you think things [are going in the right direction, or have they gotten off on the wrong track?] (p)

	Percent
STRONGLY GOTTEN OFF ON THE WRONG TRACK (p)	20.6
GOTTEN OFF ON THE WRONG TRACK	30.8
GOING IN THE RIGHT DIRECTION	31.5
STRONGLY GOING IN THE RIGHT DIRECTION (p)	4.3
DON T KNOW (v)	12.8
Total (N=422; +/-4.9)	100.0

Now, I would like to know what you think is the most important issue facing the Charlotte-Mecklenburg community . . .

	Percent
ELEMENTARY & SECONDARY EDUCATION (CHARLOTTE MECKLENBURG SCHOOLS)	25.6
ECONOMY (JOBS, UNEMPLOYMENT, HOUSING CRISIS, ETC)	20.9
CRIME & DRUGS	12.3
TAXES	9.2
TRAFFIC & ROAD CONSTRUCTION	7.3
PUBLIC TRANSPORTATION (LIGHT RAIL, BUSES, ETC.)	5.5
ECONOMIC DEVELOPMENT (INCLUDES INCENTIVES)	3.1
HEALTH CARE	2.1
OTHER	10.7
DON T KNOW	3.3
Total (N=422; +/-4.9)	100.0

Do you live in the Charlotte city limits?

	Percent
NO	32.7
YES	66.4
DON T KNOW	.9
Total (N=422; +/-4.9)	100.0

*Those answering no, skip to questions about Governor Purdue*

*Those answering yes, go to questions about the City of Charlotte elections*

In general, how [important or unimportant] is the upcoming Mayoral election for the City of Charlotte . . . . Would you say it is [very important, somewhat important, or not at all important]?

	Percent
NOT AT ALL IMPORTANT	7.1
SOMEWHAT IMPORTANT	22.5
VERY IMPORTANT	68.2
DON T CARE ABOUT IT (v)	.4
DON T KNOW (v)	1.8
Total (N=288; +/-5.9)	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 elections in Charlotte . . . 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?

	Will Not Influence Vote	Will Influence Vote	Haven't Given it Any Thought	Don't Know (v)
Education	14.6	77.1	4.6	3.6
Immigration	27.5	58.9	7.5	6.1
Crime	7.5	84.3	3.9	4.3
Economic Development	16.1	76.8	3.2	3.9
Preserving Neighborhoods	20.7	62.9	9.6	6.8
Affordable Housing	27.5	61.4	7.5	3.6
Taxes	11.4	81.4	3.9	3.2
Transportation	24.6	64.3	7.1	3.9
Handling Growth	18.6	70.0	6.1	5.4

(N=288; +/-5.9)

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

	Democrats	Republicans	Neither Party (v)	Haven't Thought About It (v)	Don't Know (v)
Education	40.0	31.1	12.5	3.6	12.9
Immigration	32.9	38.2	12.5	3.9	12.5
Crime	29.6	42.1	13.6	2.1	12.5
Economic Development	35.4	38.2	14.3	1.8	10.4
Preserving Neighborhoods	41.1	29.6	12.5	4.6	12.1
Affordable Housing	52.1	26.1	11.1	2.9	7.9
Taxes	31.8	43.9	13.2	1.8	9.3
Transportation	36.1	32.9	13.9	3.6	13.6
Handling Growth	32.5	34.6	17.1	3.2	12.5

(N=288; +/-5.9)

Now, I'd like to know which mayoral candidate you think will do a better job of handling these issues . . . I'd like for you to tell me whether you think [Anthony Foxx or John Lassiter] will do a better job of handling . . .

	None of These Candidates (v)	Anthony Foxx	John Lassiter	Don't Know (v)
Education	7.1	22.1	31.1	39.6
Immigration	7.1	23.2	27.5	42.1
Crime	5.4	23.6	31.1	40.0
Economic Development	5.4	22.1	32.1	40.4
Preserving Neighborhoods	6.8	25.4	26.4	41.4
Affordable Housing	5.7	31.4	22.5	40.4
Taxes	5.7	20.0	34.6	39.6
Transportation	6.8	21.8	31.1	40.4
Handling Growth	6.8	19.3	32.1	41.8

(N=288; +/-5.9)

Now, I'd like to change the topic and ask you about some qualities that [may or may not] influence your evaluation of the mayoral candidates . . . so please tell me if each quality will have [no influence at all, not much, some, or a lot of influence] on your evaluation of them. .

QUALITIES	None at All	Not Much	Some	A Lot	Don't Know (v)
appearance	53.2	19.3	15.0	9.6	2.9
education	8.9	4.3	31.1	53.2	2.5
being too young	61.4	11.8	19.6	4.3	2.9
overall experience	6.1	4.6	33.2	52.9	3.2
being too old	57.9	10.7	18.2	9.6	3.2
race	83.2	8.2	3.6	1.4	3.6
public conduct	6.8	1.8	25.7	63.2	2.5
spouse	61.4	12.1	15.7	6.8	3.9
where they're from	66.8	10.4	13.6	6.8	2.5
personality	16.1	17.5	41.4	31.4	3.6
religion	61.8	11.1	13.9	9.3	3.9
campaign statements	10.0	3.6	31.4	52.1	2.9

(N=288; +/-5.9)

Would you [approve or disapprove] of having Anthony Foxx serve as your Mayor? (p)

	Percent
STRONGLY DISAPPROVE (p)	7.9
DISAPPROVE	10.4
APPROVE	24.6
STRONGLY APPROVE (p)	14.6
DON'T KNOW (v)	42.1
REFUSED (v)	.4
Total (N=288; +/-5.9)	100.0

Would you [approve or disapprove] of having John Lassiter serve as your Mayor? (p)

	Percent
STRONGLY DISAPPROVE (p)	5.4
DISAPPROVE	8.6
APPROVE	26.4
STRONGLY APPROVE (p)	17.9
DON'T KNOW (v)	41.1
REFUSED (v)	.7
Total (N=288; +/-5.9)	100.0

Which party will you be supporting in the upcoming election for Mayor, will you be [supporting the Democratic party or the Republican party], or have you not decided?

	Percent
DEMOCRATIC PARTY	30.4
REPUBLICAN PARTY	26.4
NOT DECIDED/NOT SURE AT THIS TIME (v)	35.4
OTHER (v)	2.9
DON T KNOW (v)	4.3
REFUSED (v)	.7
Total (N=288; +/-5.9)	100.0

Which party will you be supporting in the upcoming election for City Council, will you be [supporting the Democratic party or the Republican party], or have you not decided?

	Percent
DEMOCRATIC PARTY	32.5
REPUBLICAN PARTY	25.7
NOT DECIDED/NOT SURE AT THIS TIME (v)	31.4
OTHER (v)	2.1
VOTING FOR BOTH PARTIES/ SPLITTING BETWEEN BOTH PARTIES (v)	4.6
DON T KNOW (v)	3.6
Total (N=288; +/-5.9)	100.0

In these next few questions, I would like to know your thoughts on the performance of Charlotte's City Council. Are you [satisfied or dissatisfied] with the overall performance of Charlotte's City Council?

	Percent
STRONGLY DISSATISFIED (p)	17.5
DISSATISFIED	29.6
SATISFIED	36.4
STRONGLY SATISFIED (p)	2.5
DON T KNOW (v)	13.2
REFUSED (v)	.7
Total (N=288; +/-5.9)	100.0

How would you describe Charlotte s City Council response to the needs of citizens . . .  
 Would you describe it as [very poor, poor, average, good, or very good]?

	Percent
VERY POOR	9.6
POOR	20.4
AVERAGE	49.6
GOOD	11.8
VERY GOOD	2.5
DON T KNOW (v)	6.1
Total (N=288; +/-5.9)	100.0

Would you rate Charlotte s City Council as [very effective, somewhat effective, or not at all effective]?

	Percent
NOT AT ALL EFFECTIVE	16.1
SOMEWHAT EFFECTIVE	72.5
VERY EFFECTIVE	4.3
DON T KNOW (v)	7.1
Total (N=288; +/-5.9)	100.0

Now I m going to ask you some questions about Governor Purdue. . . Do you [approve or disapprove] of the way Beverly Purdue is handling her job as Governor?

	Percent
STRONGLY DISAPPROVE (p)	25.8
DISAPPROVE	22.0
APPROVE	31.0
STRONGLY APPROVE (p)	4.3
DON T KNOW (v)	15.9
REFUSED (v)	.9
Total (N=422; +/-4.9)	100.0

Do you [approve or disapprove] of the way Governor Purdue is handling the state's economy? (p)

	Percent
STRONGLY DISAPPROVE (p)	23.5
DISAPPROVE	29.4
APPROVE	29.9
STRONGLY APPROVE (p)	2.4
DON T KNOW (v)	13.7
REFUSED (v)	1.2
Total (N=422; +/-4.9)	100.0

Do you [approve or disapprove] of the way Governor Purdue handled the state's budget this year? (p)

	Percent
STRONGLY DISAPPROVE (p)	25.4
DISAPPROVE	26.1
APPROVE	29.4
STRONGLY APPROVE (p)	2.4
DON T KNOW (v)	16.4
REFUSED (v)	.5
Total (N=422; +/-4.9)	100.0