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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, September 24<sup>th</sup> through Thursday, September 27<sup>th</sup> of 2007. 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. Interviews were completed with 664 adults from households in North Carolina. For a sample size of 664, there is a 95 percent probability that our survey results are within plus or minus 3.88 percent (the margin of error) of the actual population distribution for any given question. For sub-samples, 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.

### *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 664 adults from households in the North Carolina. For a sample size of 664, there is a 95 percent probability that our survey results are within plus or minus 3.88 percent (the margin of error) of the actual population distribution for any given question. Data are weighted to reflect the adult population in terms of gender.

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

	Percent
ELEMENTARY & SECONDARY EDUCATION	20.1
ECONOMY	13.8
IMMIGRATION	8.5
PUBLIC ASSISTANCE/ MEDICAID OR MEDICARE	5.7
TAXES	5.2
WAR IN IRAQ	4.5
HEALTH CARE	4.2
TRAFFIC & ROAD CONSTRUCTION	4.1
ENVIRONMENT & ENERGY	4.5
ECONOMIC DEVELOPMENT	2.3
CRIME & DRUGS	2.1
FAMILY VALUES & MORALS	1.6
GAS PRICES	1.0
OTHER	11.4
DON T KNOW (v)	11.1
Total	100.0

**Now, changing topics to issues in North Carolina. . . as you are likely aware, there are some proposals for raising revenue for North Carolina local governments . . . one way to do this is using a county land transfer tax, also called a real estate transfer tax . . . just so I'm clear a land transfer tax is charged when someone sells property (real estate) . . . Would you [support or oppose] the land transfer tax in your county? (probe)**

	Percent
STRONGLY OPPOSE	34.6
OPPOSE	32.4
SUPPORT	16.0
STRONGLY SUPPORT	5.7
MAKES NO DIFFERENCE TO ME (v)	2.1
DON T KNOW (v)	8.6
REFUSED (v)	.6
Total	100.0

**Would you [support or oppose] the land transfer tax in your county if all revenues raised went to education? (probe)**

	Percent
STRONGLY OPPOSE	17.3
OPPOSE	25.4
SUPPORT	30.6
STRONGLY SUPPORT	19.1
MAKES NO DIFFERENCE TO ME (v)	.7
DON T KNOW (v)	6.5
REFUSED (v)	.4
Total	100.0

**Another way to raise revenue for local governments is by using an impact fee . . . As you likely know, an impact fee is a fee collected for each new development or house built in a county . . . the fees are used to help offset the costs to a county that are caused by the new development or additional houses . . . Would you [support or oppose] the use of an impact fee in your county? (probe)**

	Percent
STRONGLY OPPOSE	15.3
OPPOSE	26.8
SUPPORT	30.9
STRONGLY SUPPORT	16.2
MAKES NO DIFFERENCE TO ME (v)	1.2
DON T KNOW (v)	9.3
REFUSED (v)	.3
Total	100.0

Next, I'd like to ask you some questions about smoking policies in North Carolina. I'm interested in what you think about smoking and second-hand smoke in North Carolina. Second-hand smoke, which as you are likely aware, is smoke released in the air by someone else's cigarette, cigar, or pipe.

Would you [support or oppose] a statewide law in North Carolina that would not allow smoking in public places, which includes public buildings, offices, restaurants, and bars? (probe)

	Percent
STRONGLY OPPOSE (p)	14.0
OPPOSE	14.1
SUPPORT	25.5
STRONGLY SUPPORT (p)	42.5
MAKES NO DIFFERENCE TO ME (v)	1.3
DON T THINK SMOKING SHOULD BE PROHIBITED (v)	1.3
DON T KNOW (v)	1.0
REFUSED (v)	.3
Total	100.0

Would you [support or oppose] letting NC local governments pass laws that do not allow smoking in public places, which includes public buildings, offices, restaurants, and bars? (probe)

	Percent
STRONGLY OPPOSE (p)	12.3
OPPOSE	18.6
SUPPORT	31.8
STRONGLY SUPPORT (p)	34.8
MAKES NO DIFFERENCE TO ME (v)	.8
DON T THINK SMOKING SHOULD BE PROHIBITED (v)	.6
DON T KNOW (v)	.9
REFUSED (v)	.1
Total	100.0

Since I'm talking about not allowing smoking in public places, do you think it is (1) the government's responsibility to make sure smoking is not allowed in these places, or (2)-is it the business owners decision to not allow smoking in their place of business?]

	Percent
STATEMENT #1 -- THE GOVERNMENT S RESPONSIBILITY	31.9
STATEMENT #2 -- THE BUSINESS OWNER S DECISION	61.5
I DON T LIKE EITHER (v)	.9
MAKES NO DIFFERENCE TO ME (v)	1.7
DON T THINK SMOKING SHOULD BE PROHIBITED (v)	1.1
DON T KNOW (v)	3.0
Total	100.0

Which statement best represents your views for not allowing smoking in public places: [ (1)-This is a decision that should be made by elected officials, or (2)-This is a decision that should be made by individual business owners]

	Percent
STATEMENT #1 -- ELECTED OFFICIALS	33.5
STATEMENT #2 -- INDIVIDUAL BUSINESS OWNERS	60.7
I DON T LIKE EITHER (v)	1.2
MAKES NO DIFFERENCE TO ME (v)	1.5
DON T THINK SMOKING SHOULD BE PROHIBITED (v)	.4
DON T KNOW (v)	2.6
REFUSED (v)	.2
Total	100.0

Next, I'd like to ask you some questions about immigration in North Carolina. As you are likely aware, there is much discussion in North Carolina about immigration. . . but, just to make sure we are talking about the same thing, when we refer to immigration -- we are talking about the undocumented immigration of Hispanic or Latino populations into North Carolina. . . so with this in mind, . . . how [important or unimportant] is this issue to you . . . is it [important, somewhat important, or not at all important]?

	Percent
NOT AT ALL IMPORTANT	5.5
SOMEWHAT IMPORTANT	24.5
VERY IMPORTANT	68.4
DON'T KNOW (v)	1.5
REFUSED (v)	.1
Total	100.0

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

	Percent
BAD	52.7
HASN'T MADE MUCH OF A DIFFERENCE	15.7
GOOD	21.0
HAVE NO OPINION EITHER WAY (v)	5.6
DON'T KNOW (v)	4.8
REFUSED (v)	.3
Total	100.0

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. (probe)

	Percent
STRONGLY DISAGREE (p)	41.6
DISAGREE	26.1
AGREE	19.8
STRONGLY AGREE (p)	7.2
DON'T KNOW (v)	4.5
REFUSED (v)	.7
Total	100.0



Next, I'd like to ask you a couple of questions about stem cell policies . . . How clear are you, personally, on the difference between: stem cells that come from human embryos, stem cells that come from adults; and, stem cells that come from other sources, such as an umbilical cord? Are you [not at all clear, not real clear, clear, or very clear]?

	Percent
NOT AT ALL CLEAR	12.9
NOT REAL CLEAR	26.3
CLEAR	29.5
VERY CLEAR	26.4
AGAINST ALL STEM CELL RESEARCH (v)	1.5
DON'T KNOW (v)	3.0
REFUSED (v)	.5
Total	100.0

Overall, do you [support or oppose] medical research that uses stem cells from human embryos? (probe)

	Percent
STRONGLY OPPOSE (p)	16.1
OPPOSE	14.5
SUPPORT	32.3
STRONGLY SUPPORT (p)	23.7
MAKES NO DIFFERENCE TO ME (v)	1.2
QUALIFIED ANSWER BASED ON ISSUE KNOWLEDGE (v)	1.0
DON T KNOW (v)	10.6
REFUSED (v)	.7
Total	100.0

Do you [support or oppose] public funding for stem cell research? (probe)

	Percent
STRONGLY OPPOSE (p)	12.5
OPPOSE	16.8
SUPPORT	33.6
STRONGLY SUPPORT (p)	20.5
MAKES NO DIFFERENCE TO ME (v)	1.2
SUPPORT SOME STEM CELL RESEARCH, BUT NOT ALL OF IT (v)	5.0
DON T KNOW (v)	9.7
REFUSED (v)	.7
Total	100.0