



## 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 wireless and household 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 29<sup>th</sup>, through Thursday, October 2<sup>nd</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 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 477 adults from North Carolina. For a sample size of 477, there is a 95 percent probability that our survey results are within plus or minus 4.6 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 477 adults from households in the North Carolina. For a sample size of 477, there is a 95 percent probability that our survey results are within plus or minus 4.6 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 age.

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"?"

**Now, I'd like to ask you some questions about the upcoming elections. . . Which party will you be supporting in the upcoming Presidential election, will you be [supporting the Republican Party or the Democratic Party], or have you even decided?**

	Percent
DEMOCRATIC PARTY	38.9
REPUBLICAN PARTY	38.8
NOT DECIDED/NOT SURE AT THIS TIME	17.2
OTHER (v)	2.5
DON T KNOW (v)	1.8
REFUSED (v)	0.8
Total (477, +/-4.6)	100.0

**Which party will you be supporting in the upcoming United States Senate election, will you be [supporting the Republican Party or the Democratic Party], or have you even decided?**

	Percent
DEMOCRATIC PARTY	37.0
REPUBLICAN PARTY	34.6
NOT DECIDED/NOT SURE AT THIS TIME	23.5
OTHER (v)	1.2
DON T KNOW (v)	2.9
REFUSED (v)	0.7
Total (477, +/-4.6)	100.0

**Which party will you be supporting in the upcoming election for North Carolina's Governor, will you be [supporting the Republican Party or the Democratic Party], or have you even decided?**

	Percent
DEMOCRATIC PARTY	32.5
REPUBLICAN PARTY	37.4
NOT DECIDED/NOT SURE AT THIS TIME	23.0
OTHER (v)	1.7
DON T KNOW (v)	4.8
REFUSED (v)	0.6
Total (477, +/-4.6)	100.0

**Before we talk about the statewide elections, I want ask a few questions about the economy...**

**Do you think [the Republican party or the Democratic party] will do a better job managing the economy?**

	Percent
DEMOCRATIC PARTY	43.1
REPUBLICAN PARTY	32.5
NOT DECIDED/NOT SURE AT THIS TIME (v)	7.8
NEITHER PARTY (v)	13.4
OTHER (v)	0.4
DON T KNOW (v)	2.8
Total (477, +/-4.6)	100.0

**Do you think [the Republican party or the Democratic party] is more responsible for the current state of the economy?**

	Percent
DEMOCRATIC PARTY	24.4
REPUBLICAN PARTY	47.7
NOT DECIDED/NOT SURE AT THIS TIME (v)	6.5
NEITHER PARTY (v)	12.8
OTHER (v)	5.4
DON T KNOW (v)	3.2
Total (477, +/-4.6)	100.0

**Do you think it was [necessary or unnecessary] for the Presidential candidates to have visited Washington during the negotiations on the economy?**

	Percent
UNNECESSARY	24.2
NEITHER NECESSARY OR UNNECESSARY (v)	2.6
NECESSARY	64.7
NEITHER SHOULD HAVE BEEN THERE (v)	0.8
NOT DECIDED/NOT SURE AT THIS TIME (v)	3.1
DON T KNOW (v)	4.2
REFUSED (v)	0.4
Total (477, +/-4.6)	100.0

**Which Presidential candidate, [John McCain or Barack Obama], do you think will do a better job of managing the economy?**

		Percent
	JOHN MCCAIN	41.8
	BARACK OBAMA	44.2
	NEITHER CANDIDATE (v)	6.8
	NAMED ANOTHER CADIDATE (v)	0.6
	DON T KNOW (v)	6.6
	Total (477, +/-4.6)	100.0

**Now, I d like to ask you some questions about recent events . . .**

**Which candidate, [John McCain or Barack Obama], do you think knew more about the issues discussed during the debate last Friday, or did you get a chance to see it?**

		Percent
	JOHN MCCAIN	30.9
	BARACK OBAMA	30.2
	NEITHER CANDIDATE (v)	6.6
	DID NOT WATCH IT	29.0
	DON T KNOW (v)	3.2
	Total (477, +/-4.6)	100.0

Note: The next question was asked to only those that watched the debate; those that did not know, or did not watch the debate skipped the next question.

**Which candidate, [John McCain or Barack Obama], do you think won the debate last Friday?**

		Percent
	JOHN MCCAIN	35.0
	BARACK OBAMA	45.4
	NEITHER CANDIDATE (v)	14.1
	DID NOT WATCH IT	0.4
	DON T KNOW (v)	4.6
	REFUSED (v)	0.4
	Total (323, +/-5.6)	100.0

Note: asked to only those that watched the debate

**On a scale of 1 to 10 where: [1 means not at all qualified, 5 means moderately qualified, and 10 means highly qualified], how do you rate Kay Hagan as a candidate for United States Senate?**

		Percent
	1 NOT AT ALL QUALIFIED	8.0
	2	2.5
	3 UNQUALIFIED	3.4
	4	3.5
	5 MODERATELY QUALIFIED	23.9
	6	5.0
	7 QUALIFIED	10.6
	8	7.6
	9	3.3
	10 HIGHLY QUALIFIED	4.3
	DON T KNOW (v)	27.4
	REFUSED (v)	0.5
	Total (477, +/-4.6)	100.0

**On a scale of 1 to 10 where: [1 means not at all qualified, 5 means moderately qualified, and 10 means highly qualified], how do you rate Elizabeth Dole as a candidate for United States Senate?**

		Percent

	1 NOT AT ALL QUALIFIED	9.6
	2	2.9
	3 UNQUALIFIED	5.8
	4	4.8
	5 MODERATELY QUALIFIED	15.0
	6	4.7
	7 QUALIFIED	11.2
	8	14.0
	9	6.9
	10 HIGHLY QUALIFIED	11.7
	DON T KNOW (v)	13.2
	REFUSED (v)	0.4
	Total (477, +/-4.6)	100.0

**Would you say you are [satisfied or unsatisfied] with Senator Dole's representation of North Carolina?  
(probe)**

		Percent
	VERY UNSATISFIED (p)	15.1
	UNSATISFIED	24.8
	SATISFIED	39.0
	VERY UNSATISFIED (p)	8.2
	DON'T KNOW (v)	12.4
	REFUSED (v)	0.5
	Total (477, +/-4.6)	100.0

**What about Kay Hagan as your Senator, do you think that you would be [satisfied or unsatisfied] with her representation of North Carolina? (probe)**

	Percent
VERY UNSATISFIED (p)	8.3
UNSATISFIED	21.3
SATISFIED	33.0
VERY UNSATISFIED (p)	4.0
DON'T KNOW (v)	32.9
REFUSED (v)	0.5
Total (477, +/-4.6)	100.0

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

	Percent
DOLE DESERVES RE-ELECTION	35.4
TIME FOR NEW PERSON TO HAVE A CHANCE	46.4
IT DEPENDS (v)	4.0
NOT SURE AT THIS TIME (v)	5.9
DON T KNOW (v)	8.0
REFUSED (v)	0.4
Total (477, +/-4.6)	100.0

On a scale of 1 to 10 where: [1 means not at all qualified, 5 means moderately qualified, and 10 means highly qualified], how do you rate Beverly Perdue as a candidate for Governor?

	Percent
1 NOT AT ALL QUALIFIED	6.0
2	2.4
3 UNQUALIFIED	6.1
4	3.7
5 MODERATELY QUALIFIED	21.7
6	6.5
7 QUALIFIED	13.3
8	7.3
9	4.0
10 HIGHLY QUALIFIED	6.4
DON T KNOW (v)	22.2
REFUSED (v)	0.4
Total (477, +/-4.6)	100.0

On a scale of 1 to 10 where: [1 means not at all qualified, 5 means moderately qualified, and 10 means highly qualified], how do you rate Pat McCrory as a candidate for Governor?

		Percent
	1 NOT AT ALL QUALIFIED	3.9
	2	1.7
	3 UNQUALIFIED	2.9
	4	5.5
	5 MODERATELY QUALIFIED	19.0
	6	6.1
	7 QUALIFIED	10.8
	8	12.2
	9	5.4
	10 HIGHLY QUALIFIED	8.5
	DON T KNOW (v)	23.7
	REFUSED (v)	0.4
	Total (477, +/-4.6)	100.0