



November 15, 2007

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 the states of Florida, Georgia, North Carolina, South Carolina, and Virginia. 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 Sunday, November 4th through Thursday, November 8th and Monday, November 12th through Wednesday, November 14th of 2007. During this time calls were made from 5:00 pm to 9:00 pm on Monday through Thursday and from 1:00 pm to 6:00 pm on Sunday; calls were made EST for these dates and times. 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 1,374 adults from households in the south Atlantic region (the five states noted above, Florida, Georgia, North Carolina, South Carolina, and Virginia). For a sample size of 1,374, there is a 95 percent probability that our survey results are within plus or minus 2.7 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 1374 adults from households in the North Carolina. For a sample size of 1374, there is a 95 percent probability that our survey results are within plus or minus 2.7 percent (the margin of error) of the actual population distribution for any given question.

About the Codes appearing in Questions and Responses	
Response Options not offered	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.).
v = volunteered response	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.
p = probed response	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”?”

Frequency Table

In your opinion, what is the most important issue facing the United States? (open-ended)

	Percent
WAR IN IRAQ	31.0
ECONOMY	13.1
TERRORISM & SECURITY	10.8
IMMIGRATION	7.6
HEALTH CARE	7.6
FAMILY VALUES, MORALS & RELIGION	4.0
GAS PRICES	2.9
ENVIRONMENT & ENERGY	2.8
SOCIAL SECURITY	1.8
EDUCATION	1.6
POLITICAL CORRUPTION	1.2
POVERTY	1.1
TAXES	.9
PUBLIC ASSISTANCE/ MEDICAID OR MEDICARE	.4
CRIME & DRUGS	.3
OTHER	9.1
DON T KNOW	3.7
Total (1374, +/- 2.7)	100.0

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

	Percent
DEMOCRATIC	36.2
REPUBLICAN	34.6
TOO EARLY TO TELL (v)	13.4
OTHER (v)	5.5
DON T KNOW (v)	9.2
REFUSED (v)	1.0
Total (1374, +/- 2.7)	100.0

If Democratic, skip to question about Democratic candidates

If Republican, skip to questions about Republican candidates

All other answers skip to questions about issues

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

[candidate names rotated]

	Percent
HILLARY CLINTON	45.2
BARACK OBAMA	17.3
JOHN EDWARDS	11.0
JOSEPH BIDEN	2.8
BILL RICHARDSON	2.0
DENNIS KUCINICH	1.6
CHRIS DODD	.4
TOO EARLY TO TELL (v)	10.2
DON T KNOW (v)	8.6
OTHER (v)	.8
Total (n=498, +/-4.5)	100.0

Which of the following Republican candidate are you planning to support at this time?

[candidate names rotated]

	Percent
RUDY GIULIANI	24.6
FRED THOMPSON	16.2
MITT ROMNEY	11.6
JOHN MCCAIN	8.0
MIKE HUCKABEE	8.0
RON PAUL	1.5
TOM TANCREDO	.4
DUNCAN HUNTER	.2
TOO EARLY TO TELL (v)	15.5
DON T KNOW (v)	13.2
OTHER (v)	.8
Total (n=476, +/-4.6)	100.0

Now, I'd like to know whether some issues will affect how you will vote in the next election for President . . .

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 for President, or have you not given it any thought?

	Education	Immigration	Health Care Costs	Transportation	Political Corruption	Iraq War	Taxes	Economy	Family Values
WILL NOT INFLUENCE	22.7	18.8	15.1	48.3	20.8	12.7	20.6	15.5	25.4
WILL INFLUENCE	65.3	74.7	80.9	34.4	67.1	82.9	73.8	79.7	67.9
HAVEN'T GIVEN IT ANY THOUGHT	10.0	3.9	2.6	14.8	8.4	1.9	3.6	2.4	4.1
DON T KNOW (v)	2.0	2.5	1.5	2.5	3.7	2.5	2.0	2.4	2.6
Total (1374, +/-2.7)	100%	100%	100%	100%	100%	100%	100%	100%	100%

(Issues are in the order as administered)