



April 27, 2009

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 and South 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 Sunday, April 19th through Thursday, April 23rd of 2009. During this time calls were made from 5:00 pm to 9:00 pm EST, Monday through Thursday, and from 1:00 pm to 6:00 pm EST, 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 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 live interviewers, are completed with adults from households in the target population as specified. Interviews for this survey were completed with 662 adults from households in North Carolina and South Carolina. For a sample size of 662, there is a 95 percent probability that our survey results are within plus or minus 3.9 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. Subsamples are used in this survey and are the states of North Carolina and South Carolina. When discussing results from these states independent of the overall sample, the subsample information is as follows: for North Carolina, interviews were completed with 356 adults from households in North Carolina, and, for this subsample, there is a 95 percent probability that our survey results are within plus or minus 5.3 percentage points (the margin of sampling error) of the actual population distribution for any given question; for South Carolina, interviews were completed with 305 adults from households in South Carolina, and, for this subsample, there is a 95 percent probability that our survey results are within plus or minus 5.7 percentage points (the margin of sampling error) of the actual population distribution for any given question. 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 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 662 adults from households in the North and South Carolina. For a sample size of 662, there is a 95 percent probability that our survey results are within plus or minus 3.9 percentage points (the margin of sampling error) of the actual population distribution for any given question. For each state, the sample size and margin of sampling error are: North Carolina-356, +/-5.3; South Carolina-305, +/-5.7. Questions are presented by topic, not in the order as administered; data are weighted to reflect the adult population in terms of gender.

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"?"

Since the election, do you think Republicans and Democrats in Washington have been: [working together more to solve problems, or opposing one another more than usual]?

	BOTH STATES	NC	SC
OPPOSING ONE ANOTHER MORE THAN USUAL	57.3	54.2	61.0
WORKING TOGETHER MORE TO SOLVE PROBLEMS	23.2	24.7	21.3
ABOUT THE SAME (v)	15.8	18.0	13.4
DON'T KNOW (v)	3.3	3.1	3.6
REFUSED (v)	0.3	0.0	0.7
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

In your view, do you think the country is [more or less] politically divided these days than in the past?

	BOTH STATES	NC	SC
IS LESS POLITICALLY DIVIDED	23.8	27.8	19.0
IS MORE POLITICALLY DIVIDED	60.1	55.6	65.4
ABOUT THE SAME (v)	12.7	14.3	10.8
DON'T KNOW (v)	3.3	2.2	4.6
REFUSED (v)	0.1	0.0	0.3
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

By the end of this year, do you expect your personal financial situation to [get better, stay about the same, or get worse]?

	BOTH STATES	NC	SC
GET WORSE	17.6	18.0	17.0
STAY ABOUT THE SAME	53.2	52.8	53.4
GET BETTER	27.6	27.5	27.5
DON'T KNOW (v)	1.6	1.7	1.6
REFUSED (v)	0.1	0.0	0.3
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

Now, I'd like to change the topic to ask whether the economy has already affected you personally. . .

Has the downturn in the economy already affected your own financial situation?

	BOTH STATES	NC	SC
NO	28.6	29.2	27.9
YES	70.8	70.5	71.1
DON'T KNOW (v)	0.4	0.0	1.0
REFUSED (v)	0.1	0.3	0.0
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

Now, I'm going to read some common ways people across the country have been affected by the changing economic conditions. . . As I read each one, simply let me know, by saying yes or no, if you too have been affected . . .

	PERCENT AFFECTED BOTH STATES	PERCENT AFFECTED NC	PERCENT AFFECTED SC
HAVE LOST MONEY IN THE STOCK MARKET	59.5	57.3	62.1
HAVE HAD YOUR HOME VALUE DECLINE	44.5	42.3	47.1
HAVE LOST MEDICAL COVERAGE OR MEDICAL INSURANCE	16.3	14.9	17.7
HAVE HAD YOUR HOURS REDUCED AT WORK	25.4	23.9	27.2
HAVE LOST A JOB	12.5	11.2	13.8
HAVE YOUR RETIREMENT PLAN LOSE MORE THAN 25 OF ITS VALUE	45.0	44.5	45.6
HAVE HAD TROUBLE PAYING THE MORTGAGE	14.7	15.4	13.8
HAVE HAD TO DEAL WITH A FORECLOSURE OR LOSING YOUR HOME	3.0	3.4	2.6
HAVE LOST A CAR	3.0	2.2	4.2
OTHER	18.1	18.2	18.0
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

Now, I'd like to ask you about the federal stimulus package . . .

As you may know, Congress passed and President Obama has signed a bill that intends to stimulate the economy . . . based on what you have heard or read about it, do you [support or oppose] it?

	BOTH STATES	NC	SC
STRONGLY OPPOSE (p)	26.6	22.2	31.7
OPPOSE	19.8	20.2	19.6
SUPPORT	28.3	30.1	26.1
STRONGLY SUPPORT (p)	17.6	18.3	16.7
DON T KNOW (v)	7.3	9.0	5.2
REFUSE (v)	0.4	0.3	0.7
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

Do you think that the economic stimulus package will [help or hurt] the U.S. economy?

	BOTH STATES	NC	SC
HURT	39.7	35.6	44.6
NEITHER HELP OR HURT (v)	6.3	6.7	5.9
HELP	47.8	51.5	43.3
DON T KNOW (v)	5.9	6.2	5.6
REFUSED (v)	0.3	0.0	0.7
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

If the economic stimulus package does not improve the economy, would you [support or oppose] another bill to stimulate the economy?

	BOTH STATES	NC	SC
STRONGLY OPPOSE (p)	25.7	24.1	27.5
OPPOSE	26.6	26.6	26.6
SUPPORT	24.4	27.7	20.7
STRONGLY SUPPORT (p)	10.1	9.8	10.2
DON T KNOW (v)	12.8	11.5	14.4
REFUSED (v)	0.4	0.3	0.7
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

Now, I'd like your views about how much the federal government has spent so far to help certain groups affected by the financial crisis . . .

I'm going to read you a list of various groups that the federal government has targeted to help and I want you to tell me if you think the government has spent [too much, about the right amount, or too little] for each . . .

	BOTH STATES			
	TOO LITTLE	ABOUT THE RIGHT AMOUNT	TOO MUCH	DON'T KNOW (v)
LARGE BANKS IN DANGER OF FAILING	2.9	17.7	74.6	4.8
FINANCIAL INSTITUTIONS IN DANGER OF FAILING	6.2	21.0	67.5	5.2
U.S. AUTO COMPANIES IN DANGER OF GOING BANKRUPT	10.0	21.5	64.8	3.8
HOMEOWNERS FACING FORECLOSURE OR WHO HAVE ALREADY LOST THEIR HOME	47.6	20.6	24.7	7.0
SMALL BUSINESS OWNERS STRUGGLING WITH STAYING IN BUSINESS	67.6	18.0	6.8	7.5
Total	100.0	100.0	100.0	100.0

	NC			
	TOO LITTLE	ABOUT THE RIGHT AMOUNT	TOO MUCH	DON'T KNOW (v)
LARGE BANKS IN DANGER OF FAILING	3.1	19.3	73.1	4.5
FINANCIAL INSTITUTIONS IN DANGER OF FAILING	5.3	22.8	66.3	5.6
U.S. AUTO COMPANIES IN DANGER OF GOING BANKRUPT	10.1	21.9	64.3	3.7
HOMEOWNERS FACING FORECLOSURE OR WHO HAVE ALREADY LOST THEIR HOME	52.0	18.8	22.5	6.7
SMALL BUSINESS OWNERS STRUGGLING WITH STAYING IN BUSINESS	66.1	19.3	6.2	8.4
Total (N=356; +/- 5.3%)	100.0	100.0	100.0	100.0

	SC			
	TOO LITTLE	ABOUT THE RIGHT AMOUNT	TOO MUCH	DON'T KNOW (v)
LARGE BANKS IN DANGER OF FAILING	2.9	15.7	76.1	5.2
FINANCIAL INSTITUTIONS IN DANGER OF FAILING	7.2	19.3	68.9	4.6
U.S. AUTO COMPANIES IN DANGER OF GOING BANKRUPT	9.8	20.9	65.4	3.9
HOMEOWNERS FACING FORECLOSURE OR WHO HAVE ALREADY LOST THEIR HOME	42.5	22.9	27.1	7.5
SMALL BUSINESS OWNERS STRUGGLING WITH STAYING IN BUSINESS	69.2	16.7	7.5	6.6
Total (N=305, +/- 5.7%)	100.0	100.0	100.0	100.0

Do you think providing government money to banks and other financial institutions [is necessary to get the economy out of recession, or that it is not necessary because the economy would probably improve without it]?

	BOTH STATES	NC	SC
IT ISN'T NECESSARY AS ECONOMY WOULD IMPROVE WITHOUT IT	45.8	41.7	50.5
IT IS NECESSARY TO GET ECONOMY OUT OF RECESSION	42.7	43.4	42.0
OTHER	3.5	5.9	0.7
DON T KNOW (v)	7.2	7.8	6.6
REFUSED (v)	0.8	1.1	0.3
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

Do you [approve or disapprove] of the federal government providing money to banks and other financial institutions to try to help fix the country's economic situation?

	BOTH STATES	NC	SC
STRONGLY DISAPPROVE (p)	24.7	23.3	26.2
DISAPPROVE	26.7	26.7	26.9
APPROVE	34.7	34.8	34.8
STRONGLY APPROVE (p)	8.7	9.6	7.5
DON T KNOW (v)	4.6	4.8	4.3
REFUSED (v)	0.6	.8	.3
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

Do you think the problems facing banks and financial institutions [are mostly the result of the companies' management strategies and decisions or are these mostly the result of economic conditions outside the companies' control]?

	BOTH STATES	NC	SC
THE RESULT OF COMPANIES' MANAGEMENT STRATEGIES AND DECISIONS	80.0	79.8	80.3
THE RESULT OF ECONOMIC CONDITIONS OUTSIDE THE COMPANIES' CONTROL	11.6	11.2	12.1
DON T KNOW (v)	7.9	8.4	7.2
REFUSED (v)	0.4	.6	.3
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

Now, I'm going to read you two statements about the problems facing banks and other financial institutions in the United States and I want you to tell me which you think is a better approach to the problem. . .

[[#1] The government should not provide more money to those companies because the economy will be better off if these companies are allowed to succeed or fail on their own,

or

[[#2] The government should provide money to some companies in the financial industry since those companies have a large impact on the U.S. economy and employ a lot of people.]

	BOTH STATES	NC	SC
STATEMENT #1 -- GOVERNMENT SHOULD NOT PROVIDE MONEY	49.7	50.3	49.0
STATEMENT #2 -- GOVERNMENT SHOULD PROVIDE MONEY	45.3	44.9	45.4
DON T KNOW (v)	4.7	4.5	5.2
REFUSED (v)	0.3	.3	.3
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

Do you [support or oppose] the federal government providing assistance to homeowners that cannot pay their mortgages?

	BOTH STATES	NC	SC
STRONGLY OPPOSE (p)	16.1	13.7	19.1
OPPOSE	18.3	17.4	19.4
SUPPORT	38.8	40.3	37.2
STRONGLY SUPPORT (p)	19.3	21.0	17.1
DON T KNOW (v)	6.9	7.3	6.2
REFUSED (v)	0.6	.3	1.0
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

Do you think the federal government regulates business [too much, too little, or about the right amount]?

	BOTH STATES	NC	SC
TOO LITTLE	28.2	35.1	20.1
ABOUT THE RIGHT AMOUNT	25.5	24.2	27.0
TOO MUCH	40.7	34.8	47.7
DON T KNOW (v)	5.3	5.6	4.9
REFUSED (v)	0.3	.3	.3
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

**Changing the topic again, I'd like to ask you about labor unions in your state. . .
 In general, do you have a [favorable or unfavorable] opinion of labor unions?**

	BOTH STATES	NC	SC
STRONGLY UNFAVORABLE (p)	23.5	19.8	27.9
UNFAVORABLE	30.3	31.3	28.9
FAVORABLE	21.8	21.5	22.0
STRONGLY FAVORABLE (p)	6.5	9.2	3.3
DON T KNOW (v)	17.3	17.6	17.0
REFUSED (v)	0.6	.6	1.0
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

When you hear about labor unions and businesses being in talks or negotiations . . .is your first reaction, before you know any of the details, [to side with the union or to side with the business]?

	BOTH STATES	NC	SC
SIDE WITH UNION	23.0	26.3	19.0
SIDE WITH BUSINESS	49.8	47.1	52.8
WEIGH MERITS OF THE SITUATION; DO NOT JUDGE; DEPENDS ON SITUATION (v)	16.6	18.2	14.8
DON T KNOW (v)	10.1	7.8	12.8
REFUSED (v)	0.5	.6	.7
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

Do you think: [American workers need labor unions, or are labor unions no longer necessary]?

	BOTH STATES	NC	SC
LABOR UNIONS ARE NO LONGER NECESSARY	47.4	42.0	53.4
AMERICAN WORKERS NEED LABOR UNIONS	43.2	49.3	36.1
DON T KNOW (v)	8.8	8.4	9.5
REFUSED (v)	0.6	.3	1.0
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

Do you think labor unions have a [positive or negative] effect on the overall United States economy?

	BOTH STATES	NC	SC
NEGATIVE	54.7	50.1	59.8
NEITHER NEGATIVE OR POSITIVE (v)	3.5	4.5	2.3
POSITIVE	32.1	35.9	27.8
DON T KNOW (v)	9.2	9.0	9.5
REFUSED (v)	0.5	.6	.7
Total	100.0 N=662 +/- 3.9%	100.0 N=356 +/- 5.3%	100.0 N=305 +/- 5.7%

If you were giving Governor Sanford advice on the \$700 million in federal stimulus money designated for the state, would you advise him to [accept or reject] it?

	SC
REJECT	30.2
ACCEPT	63.1
DON T KNOW (v)	6.3
REFUSED (v)	0.4
Total (N=305, +/- 5.7%)	100.0

Do you [support or oppose] Governor Sanford's initial decision to not take the federal stimulus money?

	SC
STRONGLY OPPOSE (p)	28.9
OPPOSE	24.3
SUPPORT	21.4
STRONGLY SUPPORT (p)	18.8
DON T KNOW (v)	5.6
REFUSED (v)	1.0
Total (N=305, +/- 5.7%)	100.0