



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 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 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 Sunday, March 14th, through Wednesday, March 17th, of 2010. During this time calls were made from 1:00 pm to 6:00 pm on Sunday, and from 5:00 pm to 9:00 pm Monday through Wednesday. 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 579 adults from North Carolina. For a sample size of 579, there is a 95 percent probability that our survey results are within plus or minus 4.2 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 randomly 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. 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 579 adults from households in the North Carolina. For a sample size of 579, there is a 95 percent probability that our survey results are within plus or minus 4.2 percentage points (the margin of sampling error) of the actual population distribution for any given question. Due to rounding, column totals may not equal 100 percent as indicated. Data are weighted to reflect the adult population in terms of age and race.

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"?"

First, I would like to know what you think is the most important issue facing the state of North Carolina? (open ended)

	Percent
ECONOMY	56.9
ENVIRONMENT	14.6
WAR	10.2
TAXES	2.6
Total (N=579; +/-4.2%)	

Note: issues mentioned less than 1 percent are not listed.

Now, I'd like to ask you about the candidates running for the North Carolina U.S. Senate seat . . .

I'm going to read you a list of candidates and I would like for you to rate them on a scale of 1 to 7, where: [1 means not at all favorable, 4 means neither favorable or unfavorable, and 7 means extremely favorable]. So, as I read you each name, please rate them on the scale of 1 to 7, and, if you don't recognize the name, then you can simply tell me that . . .

CANDIDATE	Not at all Favorable 1	2 through 3	Neither Fav/ Unfav 4	5 through 6	Extremely Favorable 7	Don't Know (v)
Mark Beitler	2.7	1.7	5.4	3.3	0.2	86.6
Mark Beitler	3.2	2.3	5.1	3.0	0.7	85.7
Richard Burr	10.4	6.8	15.5	20.0	13.6	33.6
Richard Burr	9.6	12.9	18.7	21.3	8.6	28.9
Eddie Burks	2.3	3.8	9.8	4.6	1.3	78.2
Eddie Burks	2.9	3.7	10.0	6.8	0.5	76.2
Cal Cunningham	2.4	4.1	7.9	6.5	3.8	75.3
Cal Cunningham	3.4	5.1	8.6	5.2	1.1	76.7
Susan Harris	2.4	6.1	9.4	8.4	2.8	70.9
Brad Jones	2.8	3.4	6.5	6.3	0.9	80.1
Brad Jones	3.9	4.3	8.0	3.5	2.3	78.1
Kenneth Lewis	2.5	4.3	8.5	6.4	2.9	75.4
Kenneth Lewis	3.5	3.4	7.9	6.0	2.6	76.7
Larry Linney	3.5	2.1	5.5	3.4	1.7	83.9
Elaine Marshall	2.3	6.1	9.2	10.0	7.7	64.7
Elaine Marshall	3.9	3.7	11.3	14.9	3.9	62.3
Marcus Williams	1.8	4.0	7.6	4.2	2.9	79.5
Marcus Williams	2.9	3.8	8.6	6.8	2.0	75.8
Ann Worthy	3.1	2.7	6.2	5.7	2.8	79.6
<i>Average for March</i>	3.3	4.1	8.3	7.2	3.7	73.4
<i>Average for February</i>	4.2	4.9	9.8	8.4	2.7	70.1

Note: Non-shaded areas are current figures, which have a total of 579 respondents (+/-4.2%); shaded areas are figures from last month, February 2010, which had a total of 508 respondents (+/- 4.4%). If no results are presented for comparison, the person was not included in the previous month's results.

Now, thinking about things in the country, do you feel things in this country [have gotten off on the wrong track, or are going in the right direction]?

	October 2009	March 2010
STRONGLY GOTTEN OFF ON THE WRONG TRACK (p)	38.9	42.1
GOTTEN OFF ON THE WRONG TRACK	21.0	19.7
GOING IN THE RIGHT DIRECTION	20.9	22.9
STRONGLY GOING IN THE RIGHT DIRECTION (p)	9.4	11.5
DON T KNOW (v)	9.5	3.7
REFUSED (v)	0.3	0.1
Total	100.0 N=703 +/-3.8%	100.0 N=579 +/-4.2%

Now, thinking about things in this state, do you feel things in North Carolina [have gotten off on the wrong track, or are going in the right direction]?

	March 2010
STRONGLY GOTTEN OFF ON THE WRONG TRACK (p)	30.3
GOTTEN OFF ON THE WRONG TRACK	27.9
GOING IN THE RIGHT DIRECTION	24.2
STRONGLY GOING IN THE RIGHT DIRECTION (p)	8.0
DON T KNOW (v)	8.8
REFUSED (v)	0.9
Total	100.0 N=579 +/-4.2%

Do you expect the state economy to [to get better, stay about the same, or get worse] by the end of this year?

	October 2009	March 2010
GET WORSE	36.0	28.5
STAY ABOUT THE SAME	44.7	35.8
GET BETTER	18.6	34.6
DON T KNOW (v)	0.7	1.1
Total	100.0 N=703 +/- 3.8%	100.0 N=579 +/-4.2%

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

	October 2009	March 2010
GET WORSE	36.0	12.7
STAY ABOUT THE SAME	44.7	52.6
GET BETTER	18.6	33.6
DON T KNOW (v)	0.7	1.0
REFUSED (v)	0.0	0.1
Total	100.0 N=703 +/- 3.8%	100.0 N=579 +/-4.2%

Now, changing topics to the United States Congress and the North Carolina legislature, I'd like to know how you would rate their work. . . on a scale of 0 to 10, with [0 being 'doing nothing at all' and 10 being 'working extremely hard'], how would you rate the work of the North Carolina General Assembly?

	March 2010
DOING NOTHING AT ALL	5.0
1	2.1
2	5.2
3	5.5
4	8.0
MIDDLE CATEGORY	30.2
6	11.7
7	10.9
8	5.8
9	.9
WORKING EXTREMELY HARD	3.5
DON T KNOW (v)	10.8
REFUSED (v)	.4
Total	100.0 N=579 +/-4.2%

On a scale of 0 to 10, with [0 being 'doing nothing at all' and 10 being 'working extremely hard'], how would you rate the work of the United States Congress?

	March 2010
DOING NOTHING AT ALL	11.4
1	5.7
2	7.7
3	11.0
4	13.4
MIDDLE CATEGORY	18.9
6	7.1
7	8.6
8	6.8
9	.8
WORKING EXTREMELY HARD	5.4
DON T KNOW (v)	2.6
REFUSED (v)	.4
Total	100.0 N=579 +/-4.2%

Now, I'd like to ask you about the job your state legislators are doing . . . please tell me if you [approve or disapprove] of the job each of the following are doing . . .

	Strongly Disapprove	Disapprove	Approve	Strongly Approve	Don't Know (v)
The Democratic members of the General Assembly?	12.2	21.8	37.9	4.7	23.4
The Republican members of the General Assembly?	6.6	29.0	35.5	3.1	25.7
The Leadership of the House?	10.0	22.4	38.2	3.4	26.1
The Leadership of the Senate?	9.2	23.9	38.1	2.4	26.4
Your Representative in the State House?	7.0	17.8	42.4	5.6	27.1
Your Senator in the State Senate?	5.6	20.2	43.9	5.0	25.2

The NC General Assembly as a whole?	4.8	23.3	46.7	2.0	23.1
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Total=579; +/-4.2%

Now, I'd like to know how you feel about government in general. . .

How much of the time - [none, very little, some, or all of the time] - do you think you can trust the government in Raleigh to do what is in the public's interest?

	March 2010
NONE OF THE TIME	11.0
VERY LITTLE OF THE TIME	13.9
SOME OF THE TIME	65.4
ALL OF THE TIME	7.6
DON T KNOW (v)	2.0
REFUSED (v)	0.1
Total	100.0 N=579 +/-4.2%