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 Sunday, February 22nd through Thursday, February 26th 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 758 adults from households in North Carolina. For a sample size of 758, there is a 95 percent probability that our survey results are within plus or minus 3.6 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. 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 758 adults from households in the North Carolina. For a sample size of 758, there is a 95 percent probability that our survey results are within plus or minus 3.6 percentage points (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 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	41.8
	JOBS & UNEMPLOYMENT	29.6
	ELEMENTARY & SECONDARY EDUCATION	6.4
	TAXES	3.3
	HEALTH CARE	2.3
	TRAFFIC & ROAD CONSTRUCTION	1.0
	IMMIGRATION	0.9
	ECONOMIC DEVELOPMENT	0.8
	UNIVERSITY SYSTEM	0.6
	CRIME & DRUGS	0.6
	ENVIRONMENT (INCLUDES DROUGHT, WATER CONDITIONS)	0.5
	ENERGY & GAS PRICES	0.5
	FAMILY VALUES & MORALS	0.3
	WAR IN IRAQ	0.2
	PUBLIC ASSISTANCE/ MEDICAID OR MEDICARE	0.1
	OTHER	6.6
	DON T KNOW	4.3
	REFUSED	0.1
	Total (N=758; +/- 3.6%)	100.0

Now I m going to ask you some questions about the President and Congress. . .

Do you [approve or disapprove] of the way Barack Obama is handling his job as president? (p)

		Percent
	STRONGLY DISAPPROVE (p)	13.5
	DISAPPROVE	11.1
	APPROVE	35.3
	STRONGLY APPROVE (p)	23.6
	DON T KNOW (v)	15.7
	REFUSED (v)	0.9
	Total (N=758; +/- 3.6%)	100.0

Do you [disapprove or approve] of the way President Obama is handling the economy? (p)

		Percent
	STRONGLY DISAPPROVE (p)	15.0
	DISAPPROVE	16.2
	APPROVE	34.7
	STRONGLY APPROVE (p)	19.5
	DON T KNOW (v)	13.4
	REFUSED (v)	1.1
	Total (N=758; +/- 3.6%)	100.0

Please tell me how much confidence you, yourself, have in this Congress . . .

Do you have [no confidence at all, not much confidence, some confidence, or a lot of confidence]?

		Percent
	NO CONFIDENCE AT ALL	16.2
	NOT MUCH CONFIDENCE	22.0
	SOME CONFIDENCE	46.0
	A LOT OF CONFIDENCE	12.9
	DON T KNOW (v)	2.6
	REFUSED (v)	0.2
	Total (N=758; +/- 3.6%)	100.0

Overall, who do you trust to do the best job this year dealing with the main issues the nation faces . . .

Do [you trust President Obama, the Republicans in Congress, or the Democrats in Congress to do the best job]?

		Percent
	PRESIDENT OBAMA	45.6
	DEMOCRATS IN CONGRESS	9.7
	REPUBLICANS IN CONGRESS	20.9
	NONE OF THEM (v)	15.7
	DON T KNOW (v)	7.4
	REFUSED (v)	0.6
	Total (N=758; +/- 3.6%)	100.0

Now, I m going to ask you some questions about the economy . . .

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

		Percent
	GET WORSE	44.1
	STAY ABOUT THE SAME	21.1
	GET BETTER	32.1
	DON T KNOW (v)	2.5
	REFUSED (v)	0.1
	Total (N=758; +/- 3.6%)	100.0

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

		Percent
	GET WORSE	41.4
	STAY ABOUT THE SAME	27.7
	GET BETTER	28.5
	DON T KNOW (v)	2.3
	Total (N=758; +/- 3.6%)	100.0

As you are likely aware, there has been a great deal of attention surrounding the federal government stimulus package. . .

Do you [support or oppose] the federal government stimulus package? (p)

		Percent
	STRONGLY OPPOSE (p)	19.4
	OPPOSE	19.4
	SUPPORT	35.8
	STRONGLY SUPPORT (p)	15.9
	DON T KNOW (v)	9.3
	REFUSED (v)	0.4
	Total (N=758; +/- 3.6%)	100.0

Do you think the funding that the federal government provides through the stimulus package will have a [positive or negative] effect on the economy? (p)

		Percent
	EXTREMELY NEGATIVE (p)	10.8
	NEGATIVE	19.6
	POSITIVE	48.4
	EXTREMELY POSITIVE (p)	6.0
	NEITHER NEGATIVELY OR POSITIVELY (v)	6.7
	DON T KNOW (v)	8.2
	REFUSED (v)	0.4
	Total (N=758; +/- 3.6%)	100.0

**Now, I'd like to ask you about budget and financial issues in North Carolina. . .
As you may know, North Carolina faces budget shortfalls this year and must consider
cut-backs in the state budget . . . with this in mind I am going to read a list, and for
each item on the list, please tell me whether you [support or oppose] budget cuts in these
areas . . .**

Budget Area	Strongly Oppose (p)	Oppose	Support	Strongly Support (p)	Don't Know (v)
Transportation	7.3	41.0	38.0	5.0	8.7
Crime & Public Safety	24.6	51.9	16.1	3.7	3.7
The University System	15.7	44.2	29.8	3.9	6.5
Mental Health Services	14.9	48.7	25.1	4.2	7.0
Elementary & Secondary Education	27.7	47.8	16.5	3.9	4.0
State General Fund	3.2	16.7	46.3	8.1	25.6
Parks, Recreation, & Cultural Services	4.2	26.8	53.3	9.8	5.9
Agriculture	9.9	45.0	33.7	4.6	6.8
The Community College System	15.9	53.7	22.6	3.5	4.2

N=758; +/- 3.6%

**Now, I'd like to get your opinion on some possible ways to raise revenues to address the
state's budget situation . . . I'll start by reading you a list of funding sources now used by
the state and, for each item on the list, please tell me whether you [support or oppose]
increasing each one . . . . . . please tell me whether you [support or oppose] increasing the . . .**

Tax Item	Strongly Oppose (p)	Oppose	Support	Strongly Support (p)	Don't Know (v)
Beer Tax	5.0	17.5	48.6	23.2	5.6
Income Tax	22.6	54.9	16.8	2.1	3.5
Cigarette Tax	6.5	16.2	48.1	25.2	4.1
Wine Tax	4.5	15.8	57.6	18.1	3.9
License Plate Fee	13.5	45.0	32.9	4.4	4.2
Liquor Tax	3.2	15.1	55.2	22.3	4.3
Gas Tax	27.8	56.1	12.0	2.8	1.3
Sales Tax	17.8	56.3	20.5	2.6	2.8

N=758; +/- 3.6%