



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 Monday, April 14th through Thursday, April 17th 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 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 543 adults from households in North Carolina. For a sample size of 543, there is a 95 percent probability that our survey results are within plus or minus 4.3 percent (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 _____”. 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 543 adults from households in the North Carolina. For a sample size of 543, there is a 95 percent probability that our survey results are within plus or minus 4.3 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

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”?”

Now, I'd like to change the topic and ask you about some qualities that [may or may not] influence your evaluation of political candidates in general . . . so please tell me if it will have [a lot of influence, some, not much, or no influence at all]?

QUALITIES	None at All	Not Much	Some	A Lot	Don't Know
Appearance	50.9	19.9	19.5	8.7	1.1
Gender	62.4	14.5	12.5	9.1	1.6
Being Too Young	53.7	14.1	23.1	7.3	1.8
Overall Experience	10.6	4.2	29.8	54.4	1.0
Being Too Old	48.6	12.2	25.2	13.3	0.7
Race	81.5	8.5	4.0	5.0	1.0
Sexual Orientation	56.5	6.2	15.9	19.1	2.3
Spouse	62.1	7.8	19.8	8.6	1.7
Where They are From	79.7	8.7	7.4	3.8	0.3
Personality	17.6	6.4	44.2	31.2	0.5
Religion	45.1	8.7	22.7	22.6	0.9
Exaggerated Statements	18.6	5.0	31.6	41.3	3.7

Note: Total=543, +/- 4.3.

Now I would like to know what you think about people campaigning to be your governor . . .
 Would you [approve or disapprove] of [insert candidate name here] as your Governor? (probe)

CANDIDATES	Strongly Disapprove (p)	Disapprove	Approve	Strongly Approve (p)	Don't Know (v)	Refused (v)
Beverly Perdue	10.2	16.9	22.9	8.4	41.4	0.1
Richard Moore	4.9	17.6	24.0	6.9	46.4	0.1
Bill Graham	7.1	21.8	10.4	1.6	59.0	0.1
Pat McCrory	6.1	14.9	21.4	8.0	49.3	0.2
Bob Orr	6.8	20.9	12.7	1.8	57.7	0.1
Fred Smith	6.0	18.8	12.9	3.5	58.9	0.0

Now I would like to know what you think about people campaigning to be your United States Senator . . . Would you [approve or disapprove] of [insert candidate name here] as your Senator? (probe)

CANDIDATES	Strongly Disapprove (p)	Disapprove	Approve	Strongly Approve (p)	Don't Know (v)	Refused (v)
Kay Hagan	5.6	11.7	19.2	5.9	57.6	0.0
Jim Neal	4.2	14.7	16.3	2.4	62.4	0.0

Note: Total=543, +/- 4.3.

Now I would like to know what you think about Senator Elizabeth Dole. . . Do you [approve or disapprove] of the way Elizabeth Dole is handling her job as United States Senator? (probe)

Elizabeth Dole	10.1	15.6	39.5	18.3	16.0	0.5
----------------	------	------	------	------	------	-----

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

	Very Unsatisfied (p)	Unsatisfied	Satisfied	Very Satisfied (p)	Don't Know (v)	Refused (v)
Elizabeth Dole	10.3	16.1	42.6	13.2	17.4	0.4

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]?

	Dole deserves re-election	Time for a New Person to have a Chance	It Depends (v)	Not Sure at this time (v)	Don't Know (v)	Refused (v)
Elizabeth Dole	37.2	44.5	2.9	2.9	12.4	0.2

Note: Total=543, +/- 4.3

I'm going to read a list of candidates in the upcoming primary and I would like for you to rate them on a scale of 1 to 10, where [1 means not at all favorable, 5 means neither favorable or unfavorable, and 10 means extremely favorable]. So, as I read each name, please rate them on the scale from 1 to 10. . .

CANDIDATES	Not at all Favorable 1	2 through 4	Neither Favorable/ Unfavorable 5	6 through 9	Extremely Favorable 10	Don't Know (v)
Bill Graham	8.3	11.3	38.9	8.3	1.0	32.2
Pat McCrory	5.9	10.8	28.5	20.6	5.3	28.9
Richard Moore	7.9	9.2	28.0	24.1	4.9	26.1
Bob Orr	7.8	10.9	35.6	9.1	0.9	35.7
Beverly Perdue	11.2	13.4	21.0	26.7	5.9	21.7
Fred Smith	9.5	10.0	31.3	11.7	2.6	34.8
Elizabeth Dole	11.8	12.6	17.1	33.7	13.5	11.3
Kay Hagan	6.9	8.7	30.5	18.1	2.4	33.2
Jim Neal	6.5	7.9	36.9	11.3	0.6	37.8
Hillary Clinton	22.1	15.7	14.1	32.8	11.4	3.8
John McCain	11.8	16.0	16.1	40.6	11.5	4.1
Barack Obama	19.6	13.1	14.8	33.5	15.0	4.5

Note: Total=543, +/- 4.3. Respondents rated candidates on a scale of 1 to 10; some categories are collapsed for ease of presentation.

Now, changing the topic a bit, I'd like to know whether you feel that certain things affect how people evaluate presidential candidates . . .

Do you know people that will not vote for a presidential candidate who is black?

	Percent
No	43.7
Yes	53.8
Don't Know (v)	2.5
Total (543, +/- 4.3)	100.0

Do you know people that will not vote for a presidential candidate who is a woman?

	Percent
No	35.9
Yes	62.5
Don't Know (v)	1.6
Total (543, +/- 4.3)	100.0

Do you know people that will not vote for a presidential candidate who is too old?

	Percent
No	52.7
Yes	44.3
Don't Know (v)	3.0
Total (543, +/- 4.3)	100.0

All things being equal, would you rather vote for [a man, a woman,] or would a presidential candidate's gender make no difference to you?

	Percent
Vote for a Man	17.1
Vote for a Woman	3.8
Gender doesn't Make a Difference	78.5
Don't Know (v)	0.6
Total (543, +/- 4.3)	100.0

All things being equal, would you rather vote for a [black person, a white person,] or would a presidential candidate's race make no difference to you?

	Percent
Vote for a Black Person	1.8
Vote for a White Person	6.9
Race Doesn't Make a Difference	90.6
Don't Know (v)	0.7
Total (543, +/- 4.3)	100.0

All things being equal, would you rather vote for [an old person, a young person,] or would a presidential candidate's age make no difference to you?

	Percent
Vote for a Young Person	20.1
Vote for an Old Person	10.3
Age Doesn't Make a Difference	66.0
Don't Know (v)	3.5
Total (543, +/- 4.3)	100.0