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## 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 Monday, February 22<sup>nd</sup>, through Thursday, February 25<sup>th</sup>, of 2010. 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 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 508 adults from North Carolina. For a sample size of 508, there is a 95 percent probability that our survey results are within plus or minus 4.4 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 508 adults from households in the North Carolina. For a sample size of 508, there is a 95 percent probability that our survey results are within plus or minus 4.4 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	
<b>Response Options not offered</b>	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.).
<b>v = volunteered response</b>	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.
<b>p = probed response</b>	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 m going to change topics and ask you some questions about environmental issues in North Carolina . . .

What do you think is the most important environmental issue in North Carolina? (open ended)

	Percent
WATER POLLUTION/ CONTAMINATION	17.8
AIR POLLUTION/ AIR QUALITY ISSUES	10.9
RECYCLING (HOUSEHOLD ITEMS)	9.3
POLLUTION IN GENERAL	8.3
ALTERNATIVE ENERGY	3.3
DEFORESTATION/ LOGGING	3.2
CLIMATE CHANGE/ GLOBAL WARMING ISSUES	3.1
GROUND OR LAND POLLUTION/ CONTAMINATION	2.2
COASTAL ISSUES	2.1
WASTE LAGOONS	2.1
NUCLEAR ENERGY ISSUES	1.8
OFF SHORE OIL DRILLING	1.7
DROUGHT	.7
OTHER	13.4
DON'T KNOW (v)	20.1
Total (508; +/-4.4%)	100.0

How would you rate the overall quality of the environment in North Carolina today . . . would you rate it as:  
[very poor, poor, average, good, or very good]?

	Percent
VERY POOR	2.7
POOR	6.8
AVERAGE	44.9
GOOD	36.0
VERY GOOD	9.4
DON'T KNOW (v)	.3
Total (508; +/-4.4%)	100.0

As you may know, climate change is generally described as a change in the average weather patterns across the planet ... so with this in mind, I'm going to read you two statements about climate change and I would like for you to tell me which statement best reflects your opinion . . . if neither statement reflects your opinion, please let me know that as well . . .

[(#1) Climate change is a result of human activity, or (#2) Climate change is a result of natural patterns in the earth's environment]?

	Percent
#1) –RESULT OF HUMAN ACTIVITY	34.7
(#2) – RESULT OF NATURAL PATTERNS	43.9
NEITHER STATEMENT	2.7
BOTH (v)	17.5
DON'T KNOW (v)	1.2
Total (508; +/-4.4%)	100.0

In your view, are statements about climate change [generally exaggerated, generally underestimated, or generally correct]?

	Percent
GENERALLY UNDERESTIMATED	21.1
GENERALLY CORRECT	30.6
GENERALLY EXAGGERATED	42.4
DON'T KNOW (v)	5.8
REFUSED (v)	.1
Total (508; +/-4.4%)	100.0

Next, I m going to read you a list of environmental issues . . . . . as I read each item on the list, please tell me whether it [is a concern or is not a concern] to you . . .[read item]

	IS A CONCERN	IS NOT A CONCERN	DON'T KNOW / REFUSED
POLLUTION OF DRINKING WATER	91.0	8.3	0.6
WATER POLLUTION	92.4	6.8	0.8
TOXIC CONTAMINATION OF SOIL AND WATER	90.0	7.9	1.2
SUPPLY OF FRESH WATER FOR HOUSEHOLDS	82.7	16.1	1.3
AIR POLLUTION	81.6	17.7	0.7
LOSS OF FORESTS	81.8	16.0	2.2
EXTINCTION OF PLANTS AND ANIMALS	75.2	23.4	1.4
CLIMATE CHANGE	64.0	33.8	2.2

Note: Total=508; +/-4.4%

Now, I'm going to read you some statements about open space land conservation by the state of North Carolina for parks, trails, and other recreational activities... I would like for you to tell me which statement best reflects your own opinion about efforts to conserve open space land in North Carolina . . .

do you think:

- #1- the state is not conserving enough open space land,
- #2- the state is conserving about the right amount of open space land,
- #3- the state is conserving too much open space land,
- #4- the state should not be involved in conserving open space land  
or have you even given this issue much thought?

	Percent
(#1) NOT CONSERVING ENOUGH OPEN LAND SPACE	35.8
(#2) CONSERVING ABOUT THE RIGHT AMOUNT OF OPEN LAND SPACE	29.9
(#3) CONSERVING TOO MUCH OPEN LAND SPACE	6.7
(#4) SHOULD NOT BE INVOLVED IN OPEN LAND SPACE	2.3
HAVE NOT GIVEN THIS ISSUE MUCH THOUGHT	19.4
DON'T KNOW/REFUSED (v)	5.9
Total (508; +/-4.4%)	100.0

Now, I'd like to ask you about renewable energy in North Carolina . . .

As you are likely aware, renewable energy is energy generated from various natural resources, for example, using solar panels, using wind mills, and even using corn to produce ethanol for fuel.. . .

So, thinking about renewable energy, I'm going to ask you about some of these options and whether you would [support or oppose] their use in North Carolina . . .

Would you [support or oppose] the construction of wind energy facilities in the mountains of North Carolina?

	Percent
STRONGLY OPPOSE (p)	3.5
OPPOSE	11.2
SUPPORT	45.8
STRONGLY SUPPORT (p)	33.7
DON'T KNOW (v)	5.7
REFUSED (v)	.1
Total (508; +/-4.4%)	100.0

Would you [support or oppose] the construction of wind energy facilities on the coast of North Carolina?

	Percent
STRONGLY OPPOSE (p)	2.4
OPPOSE	12.7
SUPPORT	49.1
STRONGLY SUPPORT (p)	30.0
DON'T KNOW (v)	5.5
REFUSED (v)	.3
Total (508; +/-4.4%)	100.0

**Would you [support or oppose] using wood, trees, leaves, or other forest products as fuel to produce energy?**

	Percent
STRONGLY OPPOSE (p)	15.8
OPPOSE	36.5
SUPPORT	33.0
STRONGLY SUPPORT (p)	6.3
DON'T KNOW (v)	8.4
Total (508; +/-4.4%)	100.0

**Would you [support or oppose] the construction of "solar farms" in North Carolina?**

	Percent
STRONGLY OPPOSE (p)	1.9
OPPOSE	8.4
SUPPORT	57.1
STRONGLY SUPPORT (p)	26.3
DON'T KNOW (v)	6.3
REFUSED (v)	.1
Total (508; +/-4.4%)	100.0

**How would you rate the air quality in North Carolina . . .  
would you say it is [very poor, poor, average, good, or very good]?**

	Percent
VERY POOR	1.0
POOR	8.9
AVERAGE	37.6
GOOD	39.4
VERY GOOD	12.5
DON'T KNOW (v)	.6
Total (508; +/-4.4%)	100.0

**How would you rate the water quality in North Carolina . . .  
would you say it is [very poor, poor, average, good, or very good]?**

	Percent
VERY POOR	3.2
POOR	9.6
AVERAGE	42.4
GOOD	33.2
VERY GOOD	10.2
DON'T KNOW (v)	1.4
Total (508; +/-4.4%)	100.0



**How concerned are you about the water supply levels in North Carolina . . .  
Are you [not at all concerned, somewhat concerned, or very concerned]?**

	March 2008 Percent	February 2010 Percent
NOT AT ALL CONCERNED	25.2	6.8
SOMEWHAT CONCERNED	44.3	30.2
VERY CONCERNED	29.7	62.0
DON'T KNOW (v)	.8	1.1
Total	100.0 N=473, +/-4.5%)	100.0 N=508, +/-4.4%

**Are you [reducing or not reducing] water use in your home?  
(if reducing, go to next question,; if not reducing skip to next question after activities question)**

	March 2008 Percent	February 2010 Percent
NOT REDUCING WATER USE	15.0	22.3
REDUCING WATER USE	83.9	74.9
DON'T KNOW (v)	1.1	2.7
Total	100.0 (N=473, +/-4.5%)	100.0 (N=508; +/- 4.4%)

**Which of the following activities for reducing water use are you doing at your home?  
(asked only of those indicating reducing in previous question)**

Activity	March 2008 Percent Yes	February 2010 Percent Yes
Not Watering Outside	54.6	42.5
Not Washing the Car at Home	51.0	40.0
Taking Shorter Showers	53.3	49.7
Turning Off Water when Brushing Your Teeth	45.1	50.9
Limiting the Number of Laundry Loads You Do	47.6	47.4
Limiting the Number of Dishwashing Loads You Do	45.4	45.0
Filling the Sink to Wash Dishes, and Not Running the Water to Do Dishes	31.9	34.7
Have Limited Flushing of the Toilet	28.8	33.2
Have Installed Water Efficient Shower Head	27.8	35.3
Have Installed Low Flow Toilet	23.4	31.9
Have Installed Water Efficient Washing Machine	16.8	29.8
Have Checked and Repaired Leaks in Home	34.2	44.8
Have Installed Rain Barrel(s)	7.0	11.2
Other	9.2	9.7
Don't Know/Refused (v)	1.4	1.0

Note: respondents who selected "not reducing" water use in their home (in previous question) are counted as "no" in these questions about activities to reduce water use in the home. In this question, respondents were provided each option; percentages are based on total sample sizes, which for March 2008 is 473, +/-4.5%,

and for February 2010 is 508, +/-4.4%..

**Do you think that people who get their water from a private well [should or should not] have to follow conservation guidelines used by area public water suppliers?**

	Percent
SHOULD NOT BE	40.3
SHOULD BE	52.3
DON'T KNOW (v)	7.3
REFUSED (v)	.1
Total (508; +/-4.4%)	100.0

**Do you think that water conservation in North Carolina is [a short term issue that will last about 2 to 3 years, or a long term issue that will last more than 5 years]?**

	March 2008 Percent	February 2010 Percent
SHORT TERM ISSUE	25.7	14.4
LONG TERM ISSUE	67.8	80.4
DON'T KNOW (v)	6.2	5.3
REFUSED (v)	.2	0.0
Total	100.0 N=473, +/-4.5%	100.0 N=508, +/-4.4%

**Now, I would like to change the topic to religion . . . . at the present time, do you think religion as a whole is [losing influence on American life or gaining influence]?**

	Percent
LOSING INFLUENCE	67.7
GAINING INFLUENCE	23.6
HAS ABOUT THE RIGHT AMOUNT OF INFLUENCE (v)	3.2
SOME OTHER OBJECTION (v)	0.4
DON'T KNOW (v)	4.9
REFUSED (v)	0.2
Total (508; +/-4.4%)	100.0

**Would you [support or oppose] a requirement that people must believe in God in order to hold an elected office in North Carolina?**

	Percent
STRONGLY OPPOSE (p)	27.3
OPPOSE	37.6
SUPPORT	17.8
STRONGLY SUPPORT (p)	12.4
SOME OTHER OBJECTION (v)	1.6
DON'T KNOW (v)	2.2
REFUSED (v)	1.1
Total (508; +/-4.4%)	100.0

**As you may or may not know, the North Carolina constitution states that "any person who shall deny the being of Almighty God" is a reason for removing an elected official from office . . .**

**Do you [agree or disagree] with that statement . . . that not believing in God is a reason to remove an elected official from office?**

	Percent
STRONGLY DISAGREE (p)	27.4
DISAGREE	34.4
AGREE	17.8
STRONGLY AGREE (p)	12.6
DON'T KNOW (v)	5.7
REFUSED (v)	2.0
Total (508; +/-4.4%)	100.0

**Regarding that statement, do you think [it does not belong, or it does belong] in the state's constitution?**

	Percent
DOES NOT BELONG	48.7
DOES BELONG	43.7
DON'T HAVE ENOUGH INFORMATION TO COMMENT (v)	2.3
SOME OTHER OBJECTION (v)	1.5
DON'T KNOW (v)	2.7
REFUSED (v)	1.2
Total (508; +/-4.4%)	100.0