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 22nd, through Thursday, February 25th, 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 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 '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	
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	58.4
WAR	9.5
ENVIRONMENT	8.5
TAXES	3.4
ECONOMIC DEVELOPMENT	2.5
Total=508; +/-=4.4%	

Note: issues mentioned less than 1% 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 . . .

CANDIDATES	Not at all Favorable 1	2 through 3	Neither Favorable/ Unfavorable 4	5 through 6	Extremely Favorable 7	Don't Know (v)
Mark Beitler	3.2	2.3	5.1	3	.7	85.7
Richard Burr	9.6	12.9	18.7	21.3	8.6	28.9
Eddie Burks	2.9	3.7	10.0	6.8	.5	76.2
Cal Cunningham	3.4	5.1	8.6	5.2	1.1	76.7
Eddie Jones	3.9	4.3	8.0	3.5	2.3	78.1
Kenneth Lewis	3.5	3.4	7.9	6	2.6	76.7
Elaine Marshall	3.9	3.7	11.3	14.9	3.9	62.3
Marcus Williams	2.9	3.8	8.6	6.8	2.0	75.8

Note: Total= 508; +/-=4.4%. Respondents rated candidates on a scale of 1 to 7; some categories are collapsed for ease of presentation.

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?

	Percent
STRONGLY DISAPPROVE (p)	22.6
DISAPPROVE	22.0
APPROVE	32.6
STRONGLY APPROVE (p)	17.7
DON'T KNOW (v)	4.9
Total=508; +/-=4.4%	100.0

Do you have a(n) [favorable or unfavorable] opinion of President Obama?

	Percent
STRONGLY UNFAVORABLE (p)	20.3
UNFAVORABLE	20.9
FAVORABLE	33.3
STRONGLY FAVORABLE (p)	20.1
DON'T KNOW (v)	5.0
Total=508; +/-=4.4%	100.0

Please tell me how much confidence you, yourself, have in this Congress, [a lot, some, not much, or none at all]?

	Percent
NO CONFIDENCE AT ALL	25.0
NOT MUCH CONFIDENCE	37.4
SOME CONFIDENCE	31.5
A LOT OF CONFIDENCE	4.9
DON'T KNOW (v)	1.4
Total=508; +/-=4.4%	100.0

Do you [disapprove or approve] of the way Congress -- the US Senate & US House of Representatives -- is doing its job?

	Percent
STRONGLY DISAPPROVE (p)	33.5
DISAPPROVE	41.3
APPROVE	18.5
DON'T KNOW (v)	5.3
Total=508; +/-=4.4%	100.0

Overall, who do you think will do the best job this year dealing with the main issues the nation faces . . .   Do [you think President Obama, the Republicans in Congress, or the Democrats in Congress will do the best job]?

	Percent
PRESIDENT OBAMA	36.2
DEMOCRATS IN CONGRESS	11.6
REPUBLICANS IN CONGRESS	29.3
NONE OF THEM (v)	17.5
DON'T KNOW (v)	5.1
Total=508; +/-=4.4%	100.0

Now, changing topics, I d like to ask you about some of North Carolina s elected officials . . . Do you [approve or disapprove] of the way Richard Burr is handling his job as United State's Senator?

	Percent
STRONGLY DISAPPROVE (p)	10.0
DISAPPROVE	24.6
APPROVE	33.5
STRONGLY APPROVE (p)	6.2
DON'T KNOW (v)	24.8
Total=508; +/-=4.4%	100.0

Would you say you are [satisfied or unsatisfied] with Senator Burr's representation of North Carolina?

	Percent
STRONGLY UNSATISFIED (p)	9.8
UNSATISFIED	26.9
SATISFIED	35.2
STRONGLY SATISFIED (p)	4.9
DON'T KNOW (v)	22.4
Total=508; +/-=4.4%	100.0

Thinking about your current United States Senator, Richard Burr . . . do you think [he has performed his job well enough to deserve re-election, or do you think it's time to give a new person a chance]?

	Percent
BURR DESERVES RE-ELECTION	24.0
TIME FOR NEW PERSON TO HAVE A CHANCE	51.0
IT DEPENDS	5.3
NOT SURE AT THIS TIME	6.1
DON'T KNOW (v)	13.4
Total=508; +/-=4.4%	100.0

Now, speaking of Kay Hagan, I would like to know what you think about her as your Senator. . . Do [approve or disapprove] of the way Kay Hagan is handling her job as United State's Senator?

	Percent
STRONGLY DISAPPROVE (p)	14.9
DISAPPROVE	25.4
APPROVE	34.6
STRONGLY APPROVE (p)	5.3
DON'T KNOW (v)	19.5
Total=508; +/-=4.4%	100.0

Would you say you are [satisfied or unsatisfied] with Senator Hagan's representation of North Carolina?

	Percent
STRONGLY UNSATISFIED (p)	13.8
UNSATISFIED	25.8
SATISFIED	35.6
STRONGLY SATISFIED (p)	5.9
DON'T KNOW (v)	18.5
Total=508; +/-=4.4%	100.0

Now, I would like to ask you about the governor. . . Do you [approve or disapprove] of the way Beverly Perdue is handling her job as governor?

	Percent
STRONGLY DISAPPROVE (p)	20.4
DISAPPROVE	26.0
APPROVE	35.9
STRONGLY APPROVE (p)	5.4
DON'T KNOW (v)	12.1
REFUSED (v)	0.3
Total=508; +/-=4.4%	100.0

Now changing topics to current politics . . .

Are you [very familiar, somewhat familiar, or not at all familiar] with the "Tea Party"?

	Percent
NOT AT ALL FAMILIAR	28.0
SOMEWHAT FAMILIAR	48.8
VERY FAMILIAR	17.6
HEARD OF IT BUT NOT FAMILIAR WITH IT (v)	2.2
DON'T KNOW (v)	3.4
Total=508; +/-=4.4%	100.0

Regardless of your knowledge of the Tea Party . . . Do you have a [favorable or unfavorable] view of the Tea Party movement?

	Percent
STRONGLY UNFAVORABLE (p)	17.9
UNFAVORABLE	21.7
FAVORABLE	31.9
STRONGLY FAVORABLE (p)	15.6
DON'T KNOW (v)	13.0
Total=508; +/-=4.4%	100.0

Do you [agree or disagree] with the Tea Party's political message, or do you not know enough about their message to comment on it?

	Percent
STRONGLY DISAGREE (p)	14.3
DISAGREE	14.4
AGREE	20.7
STRONGLY AGREE (p)	13.6
DON'T KNOW ENOUGH ABOUT POSITION TO COMMENT ON IT	32.6
DON'T KNOW (v)	4.0
REFUSED (v)	.4
Total=508; +/-=4.4%	100.0