

20/20 INSIGHT LLC

North Carolina Registered Voter Survey
Frequency Questionnaire
Ref: 2011-165

Feb 8-10, 2011

600 Registered Voters = RV

229 Likely Republican Primary Voters = RPV

COUNTS / MOE

	RPV	RV
Completed Survey	229	600
Margin of Error +/-	6.5	4.0

FREQUENCIES

Q1 – [Intro Screen]

	RV
Registered & Will Take Poll	93
Refused but Agreed on Re-solicit	7
No	[TERMINATE]

Q2 – Now thinking about the direction of things in this country, would you say this country is headed in the right direction, or has this country gotten off on the wrong track?

	RV
Right	29
Wrong	62
Not Sure	9
Right – Wrong	-32

Q3 – And what about the results of the election in November that gave control of Congress to the Republicans and here in North Carolina the state legislature, would you say you are satisfied with the results of the election or not?

	RV
Yes, Satisfied	46
No, Not Satisfied	46
Not Sure	8
Yes – No	0

Q4 – Now I'm going to read you some names of people, if you've heard of them, please rate them on a scale of 1 to 5, just like how restaurants are reviewed in your local newspaper, with 1 being the worst and 5 being the best. If you're not sure how you'd rate them or you haven't heard of them, that's OK just say so. [NAMES RANDOMIZED FOR EACH RESPONDENT] 1-5 Rating converted to a "temperature" scale of 0-100. 50 would imply a neutral rating from those with an opinion.

			Worst					Best				
		TEMP	1	2	3	4	5	CR	NH	RATE		
A Barack Obama	RV	44	40	10	9	13	26	0	1	99		
B Sarah Palin	RV	39	44	8	12	15	19	1	3	96		
C Mitt Romney	RV	45	17	17	21	13	11	11	11	78		
D Bev Perdue	RV	35	35	18	19	13	9	3	2	95		
E Pat McCrory	RV	52	12	8	16	11	13	16	24	60		

Q5 – Think for a minute about election campaigns for judges. During a campaign, candidates running for judge often fund their campaigns in part by taking contributions from individuals, special interests, corporations and unions that may later have a court case in front of an elected judge. Do you think campaign contributions later influence the rulings that a judge makes, or not, and to what degree – greatly, somewhat, only a little or not at all?

	RV
Greatly	43
Somewhat Likely	40
Only a Small Amount	11
Not At All	2
Not Sure	5

Q6 – And what about when a judicial candidate receives a contribution from an individual, business or interest group that has a pending case that the elected judge might have to rule on. Do you think that is a very serious problem, not that serious, or no problem at all?

	RV
Very Serious	79
Not That Serious	14
No Problem At All	2
Not Sure	5

Q7 – Some people have proposed getting rid of North Carolina's public financing system for judicial elections and returning to a system where judicial candidates raise all of their money privately from individuals, corporations and interest groups. Imagine that your local representative or senator in the legislature voted to eliminate the public financing system for judicial candidates, would that make you more or less likely to support your representative or senator in the future?

	RV
More Likely	20
Less Likely	49
No Difference	17
Not Sure	13

Q8 – And supporters of public financing for judicial elections have argued that it reduces corruption. Based on what you know about how public financing for judicial elections works, do you agree that it reduces corruption or not?

	RV
Reduces Corruption	48
No Effect/Doesn't Reduce	25
Not Sure	27

Q9 – And one last time, thinking about judges. Oftentimes organizations, businesses, or individuals that contribute large amounts of money in support or opposition of a judge later have a court case that is scheduled before the same judge. In situations such as this, do you think a judge should always disqualify himself from hearing the case even if he believes he can be impartial, or should judges not have to disqualify themselves from these types of cases?

	RV
Always Disqualify	85
Not Have to Disqualify	8
Not Sure	8

Q10 – And now, thinking about North Carolina politics specifically. Can you tell me what political party you consider yourself to be a member of? I'll read all of the choices first, they are the Democratic party, the Republican party, an Independent who is a member of no party, or a third party.

	RV
Democratic Party	37
Republican Party	35
Independent	24
Member of Third Party	1
Undecided	2
Democratic – Republican	2

Q11 – Can you tell me who you voted for in the 2008 election for President of the United States? The main choices were...there were also other minor candidates on the ballot. Some people do not remember who they voted for, and some people did not get a chance to vote that year. How did you vote that year?

	RV
Barack Obama, the Democrat	46
John McCain, the Republican	45
Another Candidate	2
Rather not say	4
Didn't Vote	2
Can't Rememeber if voted/who for	0
Obama – McCain	2

Q12 – Now I'm going to read some ages, please press the button when you hear the age group that describes you...

	RV
18-29	12
30-44	29
45-64	40
65 & Older	19
Rather not say	1

Q13 – Can you please tell me what you consider your main race to be?

	RV
Hispanic or Spanish Speaking	1
White	72
American American or Black	23
Member of Some Other Race	4

Q14 – Can you tell me what your gender is?

	RV
Male	45
Female	55

Q15 – Can you tell me what your ideology is?

	RV
Liberal	16
Moderate	35
Conservative	42
Not Sure	7

Thank you, that concludes our survey.

NOT ASKED, CODED FROM SAMPLE: AREA CODE OF RESPONDENT

	RV
252	12
336	23
704	20
828	17
910	14
919	15
Other	0

NOT ASKED, CODED FROM SAMPLE: SURVEY COMPLETED ON...

	RV
1 st Attempt	90
2nd Attempt (1st Callback)	10

Statement of Methodology: 20/20 Insight, LLC surveyed 680 North Carolina voters (some groups were oversampled and weighed down to 600) from Feb 8-10, 2011. The survey's margin of error is +/- 4.0% at a confidence level of 95%. 20/20 Insight, LLC conducts surveys using automated interactive voice response (IVR) technology. This is what is often referred to in the media as a "robo poll".

No live human operators spoke to respondents, who used their touch-tone phones to answer questions. Every respondent heard the exact same prompt for each question, except where noted a computer randomized the order in which they heard questions, ballot choices or names. Respondents had up to 10 seconds to answer each question – at that point (or if an invalid answer was offered) the question was re-read in its entirety. On average for this survey, respondents spent 12 minutes 30 seconds on the phone, and slightly more than 21% of those called who initially agreed to take the survey did not complete it due to dropoff or some other factor.

The frequencies reported in this survey include the weighted results from ONLY the 680/600 respondents who answered every question through Q15.

Additional demographic weighting was applied to the survey using statistical information available from the 2008 Exit Poll for the North Carolina General Election available on www.cnn.com. 82% of poll respondents had a final weight applied of less than 1.5. A weighting of 1 would mean no weighting was applied. This weighting, and other factors such as refusal to be interviewed may introduce additional error that is more difficult to quantify. 20/20 Insight, LLC employed multiple callbacks over successive days and at different hours during the day and also attempted to convert those who initially decline to participate in order to reduce any respondent bias introduced by only interviewing the subset of the general population that answers a call on any random night.

The sampling frame was provided by the client and was a list based sample of North Carolina registered voters that had phone numbers appended by a leading national data vendor.

For serious media inquiries, questions about the poll and/or information about 20/20 Insight, LLC: Jeff DiSantis, 404-229-6826 or jeff@2020insightllc.com