

Strategic Analysis & Messaging

NC CENTER FOR VOTER EDUCATION
TOPLINES 10/1/2001
STRATEGIC ANALYSIS AND MESSAGING
SAMPLE SIZE: 1274 TRIANGLE LIKELY VOTERS
487 RALEIGH VOTERS
403 DURHAM VOTERS
384 CARY VOTERS
INTERVIEW LENGTH: 10 MINUTES
FIELD RESEARCH DATES: SEPTEMBER 24 -27, 2001
SAMPLING FRAME: VOTER LIST w/NCOA
SAMPLING ERROR: LESS THAN +/- 2.75% at .95 CONFIDENCE LEVEL

INTRODUCTION

Hello. My name is _____ and I'm calling from North Carolina Opinion Surveys. We are conducting a public opinion survey and I would like to ask you some questions. We are not selling anything, and I won't ask you for a contribution or a donation. This is a research study and your individual answers are confidential.

We need a balance of men and women in this survey. May I speak to the youngest man over age 18 who is at home right now?

IF YOU ARE SPEAKING WITH THE YOUNGEST MAN, THEN CONTINUE.

IF YOU GET A NEW RESPONDENT ON THE PHONE, REPEAT THE INTRODUCTION ABOVE AND THEN CONTINUE...

IF THERE IS NO MAN AT HOME, THEN ASK:

Okay, may I speak to the youngest woman over age 18 who is at home right now?

IF YOU GET A NEW RESPONDENT ON THE PHONE, REPEAT THE INTRODUCTION BEFORE YOU CONTINUE.

1. Are you registered to vote in North Carolina?

100% Yes

IF NO, ASK FOR FAMILY MEMBER WHO IS REGISTERED TO VOTE

IF NONE TERMINATE...

2. In what city do you live? (DO NOT READ)

Raleigh

Durham

Cary

ANY OTHER CITY ...THANK & TERMINATE

3. Do you plan to vote in the local elections this fall?

Yes

No (THANK AND TERMINATE)

(DO NOT ASK UNLESS UNABLE TO OBSERVE.)

4. What is your Sex?

47.2% Male

52.8% Female

GENERAL QUESTIONS

5. Would you say that things in your community are moving in the right direction or are off on the wrong track?

Question 5	Raleigh	Durham	Cary	Triangle
Right Direction	71.5%	58.5%	74.8%	67.8%
Wrong Track	16.3%	22.7%	16.8%	18.5%
No Opinion	12.2%	18.8%	8.4%	13.7%
Refused	*	*	*	*

6. What one issue, more than any other would you want to know about when you make your decisions on whom to vote for in local elections this year? *Record Short Response Verbatim

Question 6	Raleigh	Durham	Cary	Triangle
Growth/Environment	28.3%	12.4%	42.9%	25.8%
Education/Kids	19.1%	22.8%	18.5%	20.2%
Taxes/Spending	19.3%	18.2%	15.9%	18.3%
Gov't/Ethics/Character	6.7%	12.7%	5.8%	8.4%
Traffic	10.8%	1.4%	6.3%	7.1%
Crime/Safety	3.8%	14.1%	0.5%	6.5%
Economy/Jobs	2.7%	3.5%	2.1%	2.8%
Social Issues	1.6%	0.9%	1.1%	1.3%
Healthcare/Seniors	1.1%	1.7%	0.0%	1.1%
Terrorism	0.2%	0.9%	0.0%	0.4%
Misc	6.5%	11.5%	6.9%	8.2%

Now I am going to read you a list of organizations and people in public life, and ask you to rate how you feel about them. Please rate each on a ten-point scale where one means you have a very unfavorable impression of them and ten means you have a very favorable impression. If you haven't heard of someone, or don't know enough to rate them, just say so.

(PROMPT)

Here's the first one: (READ FIRST NAME) where would you rate (HIM/HER/IT/THEM) on a scale of one to ten? Remember that one means that you have a very unfavorable impression and ten means you have a very favorable impression, and you can use those numbers or any one in between. (IF DON'T KNOW/CAN'T RATE/NEVER HEARD OF – READ NAME AGAIN SLOWLY AND PROBE...) Are you saying you have heard that name before or that you have NOT heard that name before?

* Record Actual Value

11 Have not heard name, cannot rate

12 Have heard name, but cannot rate

NOTE FOR THIS VERSION Split A - RALEIGH/Split B – DURHAM/Split C - CARY

REPEAT PROMPT AS NECESSARY TO COMPLETE SERIES.

Raleigh Name Identification & Favorable/Unfavorable Ratings

	<i>Very Unfavorable</i>					<i>Very Favorable</i>					<i>No Rate</i>	<i>Never Heard</i>	<i>Mean*</i>	<i>Total Unfav</i>	<i>Total Fav</i>	<i>F/U Ratio</i>	<i>Total Recog</i>	<i>Effective Recog</i>
	<u>1-2</u>	<u>3-4</u>	<u>5-6</u>	<u>7-8</u>	<u>9-10</u>	<u>7-8</u>	<u>9-10</u>											
7. Paul Coble	9.7	7.6	25.1	24.0	23.0	4.8	5.8	6.45	17.3	47.1	2.72:1	94.2	89.5					
8. Charles Meeker	9.2	7.6	23.0	20.5	10.6	14.2	15.0	5.84	16.7	31.1	1.86:1	85.0	70.9					
9. News & Observer	13.5	11.9	27.6	27.1	18.7	0.3	1.0	5.94	25.5	45.6	1.78:1	99.0	98.7					
10. The Herald-Sun	8.3	5.9	10.8	9.3	2.9	21.0	41.8	4.91	14.2	12.2	-1.16:1	58.3	37.3					
11. The Independent	12.6	6.8	17.1	12.5	5.5	13.1	32.3	5.02	19.5	17.8	-1.10:1	67.7	54.6					
12. 680 WPTF Radio	6.2	5.0	14.1	21.9	23.4	11.9	17.5	6.98	11.2	45.3	4.04:1	82.5	70.6					
13. The Spectator	8.5	11.6	23.7	20.9	6.9	12.1	16.5	5.61	20.1	27.7	1.38:1	83.6	71.5					

*Standard Deviations: Coble 2.7, Meeker 2.6, N&O 2.7, H-Sun 2.7, Independent 2.7, WPTF 2.6, Spectator 2.4.

Durham Name Identification & Favorable/Unfavorable Ratings

	<i>Very Unfavorable</i>					<i>Very Favorable</i>					<i>No Rate</i>	<i>Never Heard</i>	<i>Mean*</i>	<i>Total Unfav</i>	<i>Total Fav</i>	<i>F/U Ratio</i>	<i>Total Recog</i>	<i>Effective Recog</i>
	<u>1-2</u>	<u>3-4</u>	<u>5-6</u>	<u>7-8</u>	<u>9-10</u>	<u>7-8</u>	<u>9-10</u>											
7. Nick Tennyson	3.1	7.7	21.4	35.3	17.8	5.3	9.4	6.85	10.8	52.9	4.90:1	90.6	85.3					
8. Bill Bell	10.0	10.8	17.0	19.1	20.1	7.7	15.3	6.20	20.8	39.2	1.88:1	84.7	77.0					
9. News & Observer	10.1	7.4	18.0	27.8	18.0	8.9	9.8	6.44	17.5	45.8	2.62:1	90.2	81.3					
10. The Herald-Sun	8.8	10.3	25.5	26.3	23.6	2.1	3.3	6.45	19.1	49.9	2.61:1	96.7	94.7					
11. The Independent	10.4	5.3	15.5	12.8	7.5	21.8	26.6	5.51	15.8	20.4	1.29:1	73.4	51.6					
12. 680 WPTF Radio	6.4	4.2	12.7	12.5	13.0	21.6	29.7	6.44	10.5	25.5	2.43:1	70.3	48.6					
13. The Spectator	7.7	7.0	21.1	13.3	8.7	20.8	21.3	5.71	14.6	22.1	1.51:1	78.6	57.8					

*Standard Deviations: Tennyson 2.2, Bell 2.9, N&O 2.7, H-Sun 2.6, Independent 2.7, WPTF 2.8, Spectator 2.5.

Cary Name Identification & Favorable/Unfavorable Ratings

	<i>Very Unfavorable</i>					<i>Very Favorable</i>					<i>No Rate</i>	<i>Never Heard</i>	<i>Mean*</i>	<i>Total Unfav</i>	<i>Total Fav</i>	<i>F/U Ratio</i>	<i>Total Recog</i>	<i>Effective Recog</i>
	<u>1-2</u>	<u>3-4</u>	<u>5-6</u>	<u>7-8</u>	<u>9-10</u>	<u>7-8</u>	<u>9-10</u>											
7. Glen Lang	17.4	8.0	26.3	28.6	11.7	3.8	4.2	5.68	25.1	40.5	1.61:1	95.8	91.6					
8. Nelson Dollar	10.0	3.3	12.4	4.3	2.9	23.9	43.1	4.55	13.3	7.1	-1.87:1	57.1	33.2					
9. News & Observer	14.4	13.0	25.5	29.6	14.4	1.9	1.4	5.85	27.4	44.2	1.61:1	98.6	96.7					
10. The Herald-Sun	9.3	4.4	11.7	6.8	1.5	27.3	39.0	4.58	13.7	8.3	-1.65:1	61.4	34.0					
11. The Independent	10.6	7.2	16.3	12.0	3.4	19.7	30.8	4.95	18.2	15.3	-1.19:1	69.4	49.8					
12. 680 WPTF Radio	5.2	3.8	14.3	24.3	15.7	14.8	21.9	6.84	9.1	39.7	4.36:1	78.0	63.2					
13. The Spectator	12.2	7.0	21.6	23.0	5.6	12.7	17.8	5.47	19.3	28.8	1.49:1	82.2	69.5					

*Standard Deviations: Lang 2.7, Dollar 2.8, N&O 2.6, H-Sun 2.5, Independent 2.5, WPTF 2.5, Spectator 2.5.

Trianglewide Name Identification & Favorable/Unfavorable Ratings

	<i>Very Unfavorable</i>					<i>Very Favorable</i>					<i>No Rate</i>	<i>Never Heard</i>	<i>Mean*</i>	<i>Total Unfav</i>	<i>Total Fav</i>	<i>F/U Ratio</i>	<i>Total Recog</i>	<i>Effective Recog</i>
	<i>1-2</i>	<i>3-4</i>	<i>5-6</i>	<i>7-8</i>	<i>9-10</i>													
9. News & Observer	12.5	10.6	24.0	27.8	17.7	3.4	4.0	6.07	23.2	45.4	1.96:1	96.0	92.5					
10. The Herald-Sun	8.6	7.2	16.0	14.7	9.8	15.1	28.1	5.77	15.8	24.5	1.55:1	72.0	56.5					
11. The Independent	11.5	6.4	16.4	12.5	5.8	17.2	30.1	5.17	18.0	18.3	1.02:1	69.9	52.7					
12. 680 WPTF Radio	6.1	4.5	13.7	19.2	18.6	15.6	22.3	6.81	10.6	37.8	3.57:1	77.7	62.1					
13. The Spectator	8.9	9.3	22.4	18.7	7.3	15.1	18.3	5.62	18.1	26.1	1.44:1	81.7	66.6					

*Standard Deviations: N&O 2.7, H-Sun 2.7, Independent 2.7, WPTF 2.6, Spectator 2.4.

14. (RALEIGH SAMPLE ONLY) If the election for Mayor of Raleigh were being held today, would you vote for Paul Coble, Charles Meeker, or Joel Cornette? (IF UNDECIDED...) Which one would you lean towards?

46.1% Paul Coble	55.5% Total Coble	
9.4% Lean Towards Paul Coble		2.37:1 Coble/Meeker Ratio
21.9% Charles Meeker	23.4% Total Meeker	
1.5% Lean Towards Charles Meeker		
3.3% Joel Cornette	5.7% Total Cornette	
2.4% Lean Towards Joel Cornette		
15.4% Undecided	15.4% Undecided	

(DURHAM SAMPLE ONLY) If the election for Mayor of Durham were being held today, would you vote for Nick Tennyson, Bill Bell, Brenda Burnette, Stephen Hopkins, or Ralph McKinney? (IF UNDECIDED...) Which one would you lean towards?

41.1% Nick Tennyson	43.1% Total Tennyson	
3.0% Lean Towards Nick Tennyson		1.77:1 Tennyson/Bell Ratio
22.1% Bill Bell	24.4% Total Bell	
2.3% Lean Towards Bill Bell		
2.0% Brenda Burnette	2.2% Total Burnette	
0.2% Lean Towards Brenda Burnette		
0.2% Stephen Hopkins	0.4% Total Hopkins	
0.2% Lean Towards Stephen Hopkins		
4.1% Ralph McKinney	4.1% Total McKinney	
0.6% Lean Towards Ralph McKinney		
24.3% Undecided/Refused	24.3% Undecided	

(CARY SAMPLE ONLY) If the election for Mayor of Cary were being held today, would you vote to re-elect Glen Lang or would you vote for someone else? Would you say:

23.1% Definitely vote for Glen Lang	41.5% Lang	
18.4% Probably vote for Glen Lang		1.06:1 Lang/Else Ratio
12.9% Probably vote for Someone Else	39.1% Someone Else	
26.2% Definitely vote for Someone Else		
19.4% Undecided (DO NOT READ)	19.4% Undecided	

15. If the election for City Council of your community were being held today, would you vote to re-elect the current office holders or would you vote for someone else? Would you say:

Question 15	Raleigh	Durham	Cary	Triangle
Definitely vote for current office holders	15.7%	14.4%	11.4%	14.5%
Probably vote for current office holders	21.3%	16.8%	15.2%	18.7%
Probably vote for Someone Else	19.3%	19.7%	17.5%	19.2%
Definitely vote for Someone Else	10.4%	18.5%	14.2%	13.8%
Undecided (DO NOT READ)	33.2%	30.7%	41.7%	33.8%

16. When do you usually make your mind up about whom to vote for in local elections or does it vary from year to year?

Question 16	Raleigh	Durham	Cary	Triangle
Have already decided	9.2%	7.2%	7.1%	8.2%
Decide two days or less before the election	9.8%	7.9%	8.6%	9.0%
Decide within one week before the election	16.0%	15.8%	18.6%	16.4%
Decide within one month before the election	10.6%	9.1%	11.0%	10.2%
Decide within six weeks before the election	4.1%	3.3%	6.2%	4.2%
Varies From Year to Year	47.5%	53.3%	48.1%	49.2%
Don't Know/Refused (DO NOT READ)	2.7%	3.3%	0.5%	2.5%

17. Where do you get most of the information you use to make your choices about whom to vote for in local elections?

Question17	Raleigh	Durham	Cary	Triangle
Newspaper Articles	48.4%	58.7%	58.1%	53.4%
Newspaper Endorsements	4.3%	6.3%	3.7%	4.8%
Television News	16.3%	11.5%	10.7%	13.8%
Radio Talk Shows	2.1%	1.0%	0.9%	1.5%
Radio News	3.5%	2.2%	2.3%	2.9%
Internet	5.5%	1.7%	5.6%	4.3%
Candidate Mailers	2.8%	1.4%	2.8%	2.4%
Candidate TV or Radio Commercials	3.3%	2.6%	3.3%	3.1%
Community Groups	6.5%	7.5%	6.0%	6.7%
Other	7.3%	7.2%	6.5%	7.1%

18. Do you think that media based in your community provide enough information about candidates and issues in local elections?

Question 18	Raleigh	Durham	Cary	Triangle
Yes	69.0%	65.7%	65.3%	67.3%
No	25.9%	29.9%	29.1%	27.8%
Undecided/Don't Know (DO NOT READ)	5.1%	4.4%	5.5%	4.9%

Now, still thinking about your community, Using a ten-point scale, with one being an extremely low priority and ten being an extremely high priority, please tell me how important the following issues are to you personally?

The (first/next) issue is... ((RECORD EXACT NUMBER) (USE 99 FOR DON'T KNOW/REFUSED)
(PROMPT, IF NECESSARY, AFTER READING ISSUE: On a scale of one to ten, with ten being AN EXTREMELY HIGH PRIORITY and ONE being AN EXTREMELY LOW PRIORITY, how important is that issue to you personally?)

READ LIST – (ROTATE TOP TO BOTTOM – BOTTOM TO TOP)

Question 16	Raleigh		Durham		Cary		Triangle	
	Mean	Std	Mean	Std	Mean	Std	Mean	Std
19. Increasing the numb. of parks & open spaces	6.17	2.6	5.79	2.8	6.34	2.6	6.07	2.7
20. Reducing traffic congestion	7.93	2.3	7.59	2.6	7.99	2.2	7.83	2.4
21. Improving our Schools	7.97	2.4	8.63	2.2	7.91	2.4	8.17	2.3
22. Improving the local economy & providing jobs	7.80	2.3	8.02	2.3	7.30	2.3	7.79	2.3
23. Reducing Local Taxes	6.78	2.9	7.51	2.7	6.45	2.8	6.96	2.8
24. Improving Air Quality	7.35	2.3	7.57	2.5	6.74	2.7	7.32	2.4
25. Managing our growth	7.62	2.5	7.68	2.6	7.27	2.9	7.58	2.6

26 Campaign contributors can give up to \$4,000 per election to each local government candidate. Would you say this amount is too high, too low, about right?

Question 26	Raleigh	Durham	Cary	Triangle
Too High	25.9%	30.7%	29.5%	28.1%
Too Low	8.3%	4.4%	10.5%	7.4%
About Right	54.3%	51.1%	52.0%	52.8%
Undecided (DO NOT READ)	11.4%	13.8%	8.0%	11.6%

27. (CARY SAMPLE ONLY) In the Cary elections, there is a plan to provide candidates with money from a public fund if the candidates agree to spending limits and if they do not take special interest contributions. Supporters say this will reduce the influence of special interests. Opponents believe tax dollars should not be spent on campaigns. Generally speaking, do you support this plan, oppose this plan, or do you not have an opinion?

40.6% Support Plan
37.1% Oppose Plan
22.3% Undecided

Now I am going to read you several statements that people have made about your community. Please tell whether you strongly agree, agree, strongly disagree, disagree, or whether you are undecided.

(READ EACH ITEM AND REPEAT PROMPT AS NECESSARY TO COMPLETE SERIES.)

PROMPT: Do you strongly agree, agree, strongly disagree, disagree, or are you are undecided about that statement?

28. "Our community needs a commuter rail system to reduce traffic."

Question 28	Raleigh	Durham	Cary	Triangle
Strongly Agree	24.8%	25.9%	24.6%	25.1%
Agree	42.3%	40.0%	38.9%	41.0%
Undecided	11.5%	9.4%	10.4%	10.6%
Disagree	15.2%	19.4%	21.8%	17.7%
Strongly Disagree	6.2%	5.3%	4.3%	5.6%

29. "Our community needs to build more roads to reduce traffic congestion."

Question 29	Raleigh	Durham	Cary	Triangle
Strongly Agree	15.2%	13.9%	15.0%	14.7%
Agree	44.8%	38.1%	42.5%	42.2%
Undecided	10.4%	12.7%	9.3%	11.0%
Disagree	25.8%	28.8%	29.0%	27.3%
Strongly Disagree	3.8%	6.5%	4.2%	4.8%

30. "Developers have too much influence in our community."

Question 30	Raleigh	Durham	Cary	Triangle
Strongly Agree	28.3%	30.0%	25.8%	28.4%
Agree	34.3%	38.4%	34.3%	35.7%
Undecided	9.7%	11.5%	11.7%	10.6%
Disagree	21.6%	17.7%	24.4%	20.8%
Strongly Disagree	6.0%	2.4%	3.8%	4.4%

31. "Neighborhood groups have too much influence in our community."

Question 31	Raleigh	Durham	Cary	Triangle
Strongly Agree	8.3%	6.7%	10.2%	8.1%
Agree	16.9%	14.1%	20.8%	16.7%
Undecided	13.7%	10.1%	13.0%	12.4%
Disagree	50.5%	60.7%	47.7%	53.4%
Strongly Disagree	10.5%	8.4%	8.3%	9.5%

32. "Our community should use 'red-light cameras' at intersections to make our streets safer."

Question 32	Raleigh	Durham	Cary	Triangle
Strongly Agree	14.8%	13.2%	14.5%	14.2%
Agree	39.0%	31.5%	36.4%	36.1%
Undecided	9.2%	11.8%	11.2%	10.4%
Disagree	27.4%	28.8%	28.0%	28.0%
Strongly Disagree	9.6%	14.7%	9.8%	11.3%

33. "Developers should pay for a larger share of the costs to provide roads, schools, and city services to their developments"

Question 33	Raleigh	Durham	Cary	Triangle
Strongly Agree	31.2%	34.4%	28.3%	31.8%
Agree	43.4%	45.9%	43.4%	44.3%
Undecided	9.8%	6.0%	8.0%	8.2%
Disagree	11.1%	11.2%	13.2%	11.5%
Strongly Disagree	4.4%	2.4%	7.1%	4.2%

34. "I am pleased with the growth in our community."

Question 34	Raleigh	Durham	Cary	Triangle
Strongly Agree	11.1%	10.1%	9.8%	10.6%
Agree	44.8%	44.1%	43.9%	44.4%
Undecided	8.9%	13.7%	12.2%	11.0%
Disagree	25.2%	26.5%	22.9%	25.3%
Strongly Disagree	10.0%	5.5%	11.2%	8.7%

DEMOGRAPHIC QUESTIONS

Now we have just a few questions for statistical purposes only...

35. How do you usually vote? (READ CATEGORIES)

Question 35	Raleigh	Durham	Cary	Triangle
Always for Democrats	6.9%	17.4%	8.9%	10.8%
Usually for Democrats	21.5%	23.0%	22.2%	22.1%
Always for Republicans	9.3%	2.9%	8.9%	7.1%
Usually for Republicans	19.2%	9.8%	21.7%	16.4%
Some of Both	41.5%	42.4%	35.0%	40.7%
Don't Know/Refused (DO NOT READ)	1.7%	4.4%	3.4%	2.9%

36. What is your age? -- just stop me when I get to the category that describes you. (READ CATEGORIES)

Question 36	Raleigh	Durham	Cary	Triangle
18-30	12.6%	9.2%	19.2%	12.6%
31-40	15.9%	11.2%	21.5%	15.3%
41-50	28.9%	22.8%	26.2%	26.5%
51-60	18.0%	20.6%	15.0%	18.3%
>60	24.6%	36.2%	18.2%	27.3%

37. How many years have you lived in your community? (DO NOT READ CATEGORIES)

Question 35	Raleigh	Durham	Cary	Triangle
Zero to Four	%	%	%	%
Five to Nine	%	%	%	%
Ten to Fourteen	%	%	%	%
Fifteen to Nineteen	%	%	%	%
Twenty or More	%	%	%	%
Refused/Don't Know	%	%	%	%

38. Do you work outside the home?

Question 38	Raleigh	Durham	Cary	Triangle
Working Outside Home	53.2%	49.6%	43.0%	50.3%
Not Working Outside Home	44.0%	47.9%	52.0%	46.6%
Refused (DO NOT READ)	2.8%	2.5%	5.0%	3.1%

39. What is your marital status?

Question 39	Raleigh	Durham	Cary	Triangle
Not Married	30.4%	39.5%	23.9%	32.3%
Married	69.6%	60.5%	76.1%	67.7%

40. And just to make sure we have a representative sample, please tell me your race? (DO NOT READ CATEGORIES)

Question 39	Raleigh	Durham	Cary	Triangle
African American	19.8%	39.9%	9.7%	24.7%
Caucasian/Other	80.2%	60.1%	90.3%	75.3%

Gender/Marital Status	Raleigh	Durham	Cary	Triangle
Single Women	16.6%	24.4%	11.4%	18.3%
Married Women	35.7%	28.5%	40.3%	34.1%
Single Men	13.8%	15.2%	12.3%	14.0%
Married Men	33.9%	31.9%	36.0%	33.6%

Gender/Work Status	Raleigh	Durham	Cary	Triangle
Male Working Outside Home	29.0%	28.6%	23.7%	28.0%
Male Not Working Outside Home	17.4%	19.0%	24.2%	19.0%
Female Working Outside Home	25.6%	22.3%	21.6%	23.9%
Female Not Working Outside Home	28.0%	30.1%	30.5%	29.1%

THANK YOU FOR YOUR TIME!