

Fax Transmission



**PUBLIC OPINION
STRATEGIES**

277 South Washington Street
Suite 320
Alexandria, Virginia 22314

Fax Number: 703/836-8117
Telephone Number: 703/836-7655

DELIVER TO:

Sam Watts

FAX NUMBER:

FROM:

Glen Bolger

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NORTH CAROLINA STATEWIDE
Interview Schedule

CONFIDENTIAL

Field Dates: March 27-29, 2001
Project #: 01097

N = 600 Likely Voters
Margin of Error = ± 4.0%

† Denotes rounding. Due to rounding, some figures may be higher or lower by less than one-half of one percent.

1. Thinking about the elections to be held in 2002 ... how likely are you to vote in the elections to be held in November 2002 ... **(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

88% **VERY LIKELY (CONTINUE)**
12% **SOMEWHAT LIKELY (CONTINUE)**

2. Would you say that things in North Carolina are going in the right direction, or have they seriously gotten off on the wrong track?

50% **RIGHT DIRECTION**
36% **WRONG TRACK**
12% **NO OPINION (DO NOT READ)**
2% **REFUSED (DO NOT READ)**

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Now, I am going to read you a list of issues that may be addressed by the state legislature...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... **(RANDOMIZE)**

The (first/next) issue is... **(RANDOMIZE) (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?)**

	<u>1-4</u>	<u>5-7</u>	<u>8-10</u>	<u>10</u>	<u>Mean</u>
3. Reforming Campaign Financing	27%	34%	38%	21%	6.1

(SPLIT SAMPLE- ASK SAMPLE A) (N=298)

4A. Improving Education	2%	11%	86%	61%	9.0
5A. Cutting Taxes	13%	23%	65%	43%	7.7
6A. Improving the Economy and Jobs	5%	13%	82%	50%	8.6

(SPLIT SAMPLE- ASK SAMPLE B) (N=302)

4B. Growth and Development	11%	36%	51%	27%	7.2
5B. Reducing State Spending	11%	36%	50%	29%	7.2
6B. Access to Health Care	5%	18%	76%	51%	8.5

7. Now, thinking about political campaigns in North Carolina...what one thing is most concerning to you about the way campaigns are conducted in North Carolina? **(PROBE:)** What else can you tell me about that?

SEE VERBATIM LIST-OUTS

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8. Now, I would like to read you some things that some people have said are a problem and need to be changed about the way political campaigns are financed in North Carolina. Please tell me which one you think is most important. (RANDOMIZE)

- 31% Special interest groups giving contributions to gain influence with candidates
- 18% Individuals, corporations, and unions giving unlimited contributions to political parties
- 32% The high cost of campaigns preventing average citizens from running
- 14% Wealthy candidates being able to spend unlimited amounts of their own money on elections
- 3% DON'T KNOW (DO NOT READ)
- 1% REFUSED (DO NOT READ)

9. Now, I am going to read you some proposed changes to reform the way political campaigns are financed in North Carolina. Please tell me which one you think is most important...(RANDOMIZE)

- 29% Limiting the amount of money candidates can spend in an election
- 9% Providing public funding of campaigns to candidates who do not accept contributions from individuals, unions, or special interest groups
- 19% Requiring immediate, full public disclosure of all campaign contributions
- 11% Limiting the amount of personal money that candidates can spend on their own campaign
- 10% Banning unlimited contributions to political parties
- 7% Banning PACs, or political action committees, from giving money
- 13% Prohibiting campaign contributions from out-of-state
- 1% DON'T KNOW (DO NOT READ)
- * REFUSED (DO NOT READ)

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10. Which comes closer to your point of view on campaign finance reform ... (ROTATE STATEMENTS)

62% The influence of large campaign contributions is so corrupting to campaigns and the democratic process that the Governor and the legislature need to address the issue before the next election.

...or...

36% The legislature and the Governor should not take the time to address campaign finance reform when there are more pressing problems to deal with.

Which position comes closer to your point of view?

1% **DON'T KNOW (DO NOT READ)**

* **REFUSED (DO NOT READ)**

Now, thinking about one of the proposed reforms...

11. As you may know, there is a proposal here in North Carolina to replace private contributions in campaigns with public funding for Governor, State Legislature, and other state campaigns if the candidates voluntarily agree to accept spending limits. Would you say you FAVOR or OPPOSE this proposal?

(IF FAVOR/OPPOSE, ASK:) Do you STRONGLY (favor/oppose) this proposal or just SOMEWHAT (favor/oppose) it?

25% **STRONGLY FAVOR**
60% 35% **SOMEWHAT FAVOR**
37% 15% **SOMEWHAT OPPOSE**
22% **STRONGLY OPPOSE**

3% **DON'T KNOW (DO NOT READ)**

* **REFUSED (DO NOT READ)**

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12. Now, I would like to read you two statements on this public funding proposal and please tell me which one comes closer to your point of view...**(ROTATE STATEMENTS)**

48% (Some/other) people say that public funding ensures that all qualified candidates will have access to campaign funding, even if they are not wealthy. It also means that elected leaders will be able to spend more time solving problems for average North Carolinians instead of doing favors for special interests.

...while...

49% (Other/some) people say that limiting campaign spending actually limits free speech in the election process. They also say that using taxpayer funding for campaigns is wrong and prevents money from being used for other priorities like education and health care.

Which position comes closer to your point of view?

2% **DON'T KNOW (DO NOT READ)**
* **REFUSED (DO NOT READ)**

13. Still thinking about the proposal to provide for public funding of political campaigns...**(DO NOT ROTATE STATEMENTS)**

61% (Some/other) people say that we need to adopt a public funding proposal to avoid corruption scandals that have occurred in other states.

...while...

30% (Other/some) people say that we don't have a corruption problem here in North Carolina, and since we don't have a problem, there is no point in fixing something that isn't broken.

Which position comes closer to your point of view?

7% **DON'T KNOW (DO NOT READ)**
1% **REFUSED (DO NOT READ)**

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14. If the only difference between two candidates for public office was that one was using taxpayer money to fund his or her campaign and the other was using special interest money, which would you vote for? **(IF VOTE FOR NEITHER, PROBE:)** If you just had to make a choice, which would you vote for?

47% Candidate using taxpayers' money
35% Candidate using special interest money

9% NEITHER (DO NOT READ)
8% DON'T KNOW (DO NOT READ)
1% REFUSED (DO NOT READ)

15. Right now, individuals are allowed to give a candidate for state public office in North Carolina four thousand dollars in a primary election and four thousand dollars in a general election for a total of eight thousand dollars each election year. Would you favor or oppose reducing the amount an individual can give to one thousand dollars for a primary election and one thousand dollars for a general election, for a total of two thousand dollars each election year?

(IF FAVOR/OPPOSE, ASK:) Do you STRONGLY (favor/oppose) this proposal or just SOMEWHAT (favor/oppose) it?

33% STRONGLY FAVOR
62% 29% SOMEWHAT FAVOR
34% 21% SOMEWHAT OPPOSE
13% STRONGLY OPPOSE

3% DON'T KNOW (DO NOT READ)
1% REFUSED (DO NOT READ)

16. And, how much influence would you say campaign contributors have on the decisions made by elected officials...**(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)**

56% A great deal of influence
92%+ 35% A moderate amount of influence
7% 5% Not much influence ...or...
2% No influence at all

1% DON'T KNOW (DO NOT READ)
* REFUSED (DO NOT READ)

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17. Do you think candidates for public office spend more time...(ROTATE)

72% Raising money for their campaigns

...OR...

24% Solving the problems of average North Carolinans

4% DON'T KNOW (DO NOT READ)

* REFUSED (DO NOT READ)

Changing topics slightly...

18. As you may know, soft money is money raised in unlimited amounts by the political parties from individuals, businesses, and labor unions. Would you favor or oppose new federal laws limiting the amount of soft money that any individual or group can contribute to the national political parties?

(IF FAVOR/OPPOSE, ASK:) Do you STRONGLY (favor/oppose) this proposal or just SOMEWHAT (favor/oppose) it?

49% STRONGLY FAVOR

72% 23% SOMEWHAT FAVOR

26% 12% SOMEWHAT OPPOSE

13% STRONGLY OPPOSE

2% DON'T KNOW (DO NOT READ)

* REFUSED (DO NOT READ)

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19. Under current state law, national political parties can send unlimited amounts of soft money to North Carolina state political parties or candidates. Would you favor or oppose prohibiting national political parties from sending soft money to the North Carolina state political parties and candidates?

(IF FAVOR/OPPOSE, ASK:) Do you **STRONGLY** (favor/oppose) this proposal or just **SOMEWHAT** (favor/oppose) it?

	30%	STRONGLY FAVOR
54%*	23%	SOMEWHAT FAVOR
43%	23%	SOMEWHAT OPPOSE
	20%	STRONGLY OPPOSE
	3%	DON'T KNOW (DO NOT READ)
	*	REFUSED (DO NOT READ)

20. Do you think candidates for state office should be allowed to accept money from people who live out of state?

	31%	YES
	67%	NO
	2%	DON'T KNOW (DO NOT READ)
	1%	REFUSED (DO NOT READ)

Thinking about something else...

21. Currently, local and state judges are elected positions and candidates are identified on the ballot by name and their political party affiliation-- Republican, Democrat, or another party. Would you favor or oppose a proposal to make elections for judges non-partisan, that is, candidates would NOT be identified on the ballot by their political party affiliation?

(IF FAVOR/OPPOSE, ASK:) Do you **STRONGLY** (favor/oppose) this proposal or just **SOMEWHAT** (favor/oppose) it?

	37%	STRONGLY FAVOR
53%	16%	SOMEWHAT FAVOR
44%	11%	SOMEWHAT OPPOSE
	33%	STRONGLY OPPOSE
	2%	DON'T KNOW (DO NOT READ)
	1%	REFUSED (DO NOT READ)

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22. Which would you prefer, having the Governor appoint judges or continuing to have judges run for election?

12% GOVERNOR APPOINT JUDGES

86% JUDGES RUN FOR ELECTION

1% DON'T KNOW (DO NOT READ)

* REFUSED (DO NOT READ)

23. In North Carolina, judges are allowed to receive campaign contributions....(ROTATE STATEMENTS)

43% (Some/other) people say this is wrong because some individuals who contribute to a judge's campaign may have to appear before them in court, which may compromise a judge's objectivity and give the impression justice is up for sale.

...while...

55% (Other/some) people say that judges may excuse themselves from cases where there may be a conflict of interest such as in the case of a campaign contributor, so there really is not a problem with the current system.

Which position comes closer to your point of view?

1% DON'T KNOW (DO NOT READ)

* REFUSED (DO NOT READ)

24. Now, having heard some of the arguments for judicial reform, compared to other issues facing the Governor and the state legislature, would you say that judicial reform should be....(ROTATE TOP TO BOTTOM, BOTTOM TO TOP)

28% A HIGH PRIORITY ISSUE

55% A MEDIUM PRIORITY ISSUE

15% A LOW PRIORITY ISSUE

1% DON'T KNOW (DO NOT READ)

* REFUSED (DO NOT READ)

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On another subject...

25. **There is a proposal to extend the terms of state legislators from two to four years...(ROTATE STATEMENTS)**

(Some/other) people say that lengthening terms for state legislators from two to four years will hold down campaign costs because they have to run only half as many campaigns.

...while...

(Other/some) people say that lengthening terms for state legislators from two to four years will make them less accountable to voters because they will only have to run for election every four years.

Having heard these arguments, do you favor or oppose extending the terms of state legislators from two to four years?

(IF FAVOR/OPOSE, ASK:) Do you STRONGLY (favor/oppose) this proposal or just SOMEWHAT (favor/oppose) it?

- 36% STRONGLY FAVOR
 - 58% 22% SOMEWHAT FAVOR
 - 41% 14% SOMEWHAT OPOSE
 - 27% STRONGLY OPOSE
 - 1% DON'T KNOW (DO NOT READ)
 - * REFUSED (DO NOT READ)
-

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(IF Q25:3-4, ASK:) (N=246)

26. Would you favor or oppose four year terms if it meant candidates would no longer receive money from special interest groups and it meant each candidate would receive a set amount of money from a publicly financed fund where spending by candidates would be limited to the money they receive from that fund?

(IF FAVOR/OPOSE, ASK:) Do you STRONGLY (favor/oppose) this proposal or just SOMEWHAT (favor/oppose) it?

- 21% STRONGLY FAVOR
- 47% 26% SOMEWHAT FAVOR
- 50% 19% SOMEWHAT OPOSE
- 31% STRONGLY OPOSE
- 3% DON'T KNOW (DO NOT READ)
- 1% REFUSED (DO NOT READ)

Now, I just have a few more questions for statistical purposes only.

27. In what year were you born?

- 5% 18-24
- 15% 25-34
- 22% 35-44
- 23% 45-54
- 18% 55-64
- 16% 65 and above
- 1% Refused

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28. Are you registered to vote as...(ROTATE)

a Republican,
a Democrat,
or something else?

**(IF REPUBLICAN OR DEMOCRAT, ASK:) Would you call yourself a STRONG
(Republican/Democrat) or a NOT-SO-STRONG (Republican/Democrat)?**

(IF SOMETHING ELSE, ASK:) Do you think of yourself as closer to the ...(ROTATE)

the Republican party
or
the Democratic party

- 21% STRONG REPUBLICAN
 - 32% 11% NOT-SO-STRONG REPUBLICAN
 - 5% LEAN TO REPUBLICANS
 - 16% 9% SOMETHING ELSE/INDEPENDENT
 - 2% LEAN TO DEMOCRATS
 - 48% 21% NOT-SO-STRONG DEMOCRAT
 - 28% STRONG DEMOCRAT
 - 1% DON'T KNOW (DO NOT READ)
 - 3% REFUSED (DO NOT READ)
-

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29. Regardless of how you feel now, for whom did you vote in the November 2000 Presidential election ... **(RANDOMIZE)**

- George W. Bush, Republican
- Al Gore, Democrat
- Pat Buchanan, Reform
- ...or...
- Harry Browne, Libertarian Party

- 52% George W. Bush
- 37% Al Gore
- 1% Pat Buchanan
- * Harry Browne
- 1% **SOMEONE ELSE (DO NOT READ)**
- 4% **DID NOT VOTE (DO NOT READ)**
- 1% **DON'T KNOW/DON'T RECALL (DO NOT READ)**
- 4% **REFUSED (DO NOT READ)**

30. Generally speaking, do you consider yourself to be conservative, moderate or liberal on most issues?

(IF CONSERVATIVE/LIBERAL, ASK:) And would you say you are VERY (CONSERVATIVE/LIBERAL), or just SOMEWHAT (CONSERVATIVE/LIBERAL)?

- 22% **VERY CONSERVATIVE**
- 45% 23% **SOMEWHAT CONSERVATIVE**
- 41% **MODERATE**
- 13% 8% **SOMEWHAT LIBERAL**
- 4% **VERY LIBERAL**
- 1% **DON'T KNOW (DO NOT READ)**
- 1% **REFUSED (DO NOT READ)**

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31. **And what is the last grade you completed in school? (DO NOT READ CHOICES)**

- 2% SOME GRADE SCHOOL (GRADES 1-8)
- 7% SOME HIGH SCHOOL (GRADES 9-11)
- 29% GRADUATED HIGH SCHOOL (GRADE 12)
- 3% TECHNICAL/VOCATIONAL SCHOOL
- 25% SOME COLLEGE
- 29% GRADUATED COLLEGE
- 5% POST-GRADUATE

* **REFUSED (DO NOT READ)**

32. **And how often would you say that you attend religious services...
(ROTATE TOP TO BOTTOM AND BOTTOM TO TOP)**

- 15% MORE THAN ONCE A WEEK
- 32% WEEKLY
- 9% ALMOST EVERY WEEK
- 17% ONCE OR TWICE A MONTH
- 18% A FEW TIMES A YEAR
- 8% NEVER

* **DON'T KNOW (DO NOT READ)**

1% **REFUSED (DO NOT READ)**

33. **What is your main racial or ethnic origin? Is it ... (READ CHOICES --- ACCEPT ONLY ONE RESPONSE)**

- 77% WHITE
- 18% BLACK OR AFRICAN AMERICAN
- 1% ASIAN
- 1% HISPANIC ...or...
- 1% NATIVE AMERICAN
- 1% SOMETHING ELSE (Specify: _____)
- 1% REFUSED (DO NOT READ)

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34. Gender (**BY OBSERVATION, BUT ASK EVERYONE**) Are you employed outside of the home, do you work at home, are you a homemaker, or are you retired?

(IF EMPLOYED OUTSIDE THE HOME/WORK AT HOME, ASK:) And, do you work full-time or part-time?

(IF EMPLOYED OUTSIDE THE HOME/WORK AT HOME, ASK:) And, are you paid on an hourly basis or do you draw a yearly salary?

- 16% MALE/EMPLOYED/FULL-TIME/HOURLY
 - 17% MALE/EMPLOYED/FULL-TIME/SALARY
 - 1% MALE/EMPLOYED/PART-TIME/HOURLY
 - 1% MALE/EMPLOYED/PART-TIME/SALARY
 - 1% MALE/HOMEMAKER
 - 10% MALE/RETIRED
 - 48%** 2% MALE/NOT IN LABOR FORCE

 - 52%** 13% FEMALE/EMPLOYED/FULL-TIME/HOURLY
 - 13% FEMALE/EMPLOYED/FULL-TIME/SALARY
 - 3% FEMALE/EMPLOYED/PART-TIME/HOURLY
 - 3% FEMALE/EMPLOYED/PART-TIME/SALARY
 - 8% FEMALE/HOMEMAKER
 - 11% FEMALE/RETIRED
 - 2% FEMALE/NOT IN LABOR FORCE

 - 1% MALE REFUSED (**DO NOT READ**)
 - * FEMALE REFUSED (**DO NOT READ**)
-