

How the Survey was Conducted

Nature of the Sample: North Carolina Poll of 1,208 Adults

This survey of 1,208 adults was conducted on June 24th and June 25th, 2012. Adults 18 years of age and older residing in the state of North Carolina were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results for adults are statistically significant within ± 2.8 percentage points. There are 1,019 registered voters. The results for this subset are statistically significant within ± 3.1 percentage points. The error margin increases for cross-tabulations.