

Questionnaire: NCAR
Version: Thu Mar 12 12:57:27 2009

Completion codes

- 1 Complete
- 2 Break off
- 3 Saved
- 4 Over quota

(ref:COMP)

TELE

- 1 A/C
- 2 EXCH
- 3 NUMBER
- 4 Quota groups
- 5 Interviewer
- 6 Date
- 7 Time
- 8 Length
- 9 Dialing time

(ref:TELE)

Q.1 Interviewer initials Hello, my name is (caller name). I'm calling for Sun Surveys, a national public opinion research firm. I would like to ask you a few questions concerning the problems facing our nation, state and local communities. I am NOT selling anything, and I will NOT ask you for a donation. May I speak with **(NAME FROM FILE)? (IF RESPONDENT, CONTINUE)** (IF NO, Is there another registered voter at the home I can speak with? (IF YES, CONTINUE) (IF NO, SCHEDULE CALLBACK WITH NAME FROM FILE)

- 1 Dial
- 2 Logoff

(ref:0)

Q.2 First of all, are you registered to vote at this address?

(IF NO) I'm sorry. Is there a registered voter at home I can speak to?

- 1 Yes
- 2 No **(TERMINATE)**

(ref:SCREEN1)

Q.3 Sex of respondent **(INTERVIEWER CODE--DO NOT ASK RESPONDENT)**

- 1 Male
- 2 Female

(ref:GENDER)

Q.4 Generally speaking, do you think that things in North Carolina are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

- 1 Right direction
- 2 Wrong track
- 3 (Don't know/refused)

(ref:DIRECT)

Q.5 Now I'm going to read you the names of several public figures and organizations, and I'd like you to rate your feelings toward each one as either very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable. If you have no opinion or never heard of that person or organization, please say so.

(IF DON'T KNOW:) Would you say you are unable to give an opinion of **(READ BELOW)**, or have you never heard of **(READ BELOW)**?

(NO OPINION/DK = 5) (NEVER HEARD = 6)

(READ BELOW) Would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of **(READ BELOW)**?

(RANDOMIZE, ALWAYS READING Q5 FIRST)

- ___ 1 = Very Favorable
- ___ 2 = Somewhat favorable
- ___ 3 = Somewhat unfavorable
- ___ 4 = Very unfavorable
- ___ 5 = (No opinion/ Don't know)
- ___ 6 = (Never Heard)

- ___ 5 Barack (buh-ROCK) Obama (oh-BOMB-ah)
- ___ 6 North Carolina Homebuilders Association
- ___ 7 North Carolina Association of Realtors
- ___ 8 North Carolina Association of County Commissioners
- ___ 9 Democrats in the North Carolina state legislature
- ___ 10 Americans for Prosperity
- ___ 11 Service Employees International Union
- ___ 12 Bev Perdue
- ___ 13 North Carolina Homeowner's Alliance
- ___ 14 Republicans in the North Carolina state legislature

(ref:THERM2)

Q.15 Now, switching gears a bit. Let me read you a list of some issues about real estate and please tell me how much, if anything have you seen, heard or read about each one. **(READ ITEM)** -- How much, if anything, have you seen, read or heard about that - a lot, some, not too much, or nothing at all?
(PROMPT) - How much, if anything, have you seen, read or heard about that - a lot, some, not too much or nothing at all?

- ____ 1 = A lot
 ____ 2 = Some
 ____ 3 = Not too much
 ____ 4 = Nothing at all
 ____ 5 = (Don't know/refused)

(RANDOMIZE AND READ)

- ____ 15 Real estate transfer taxes in North Carolina
 ____ 16 Home mortgage foreclosures in North Carolina
 ____ 17 The housing market in North Carolina

(ref:REALTERM)

Q.18 Now, thinking about taxes and the services you receive from your county government, would you say the taxes and fees you pay to the county are too high, too low or about right?

- 1 Too high
 2 Too low
 3 About right
 4 (Don't know/refused)

(ref:CNTYTAX)

Q.19 Let me ask you about a certain tax. In general, do you **(ROTATE)** favor or oppose a real estate transfer tax charged by your county government that would have to be paid by the seller of a home or other property at the time of sale?

(FOLLOWUP) And do you strongly FAVOR/OPPOSE or somewhat FAVOR/OPPOSE a real estate transfer tax?

- 1 Strongly favor
 2 Somewhat favor
 3 Somewhat oppose
 4 Strongly oppose
 5 (Don't know/ Refused)

(ref:TTAXOPIN)

Q.20 Let me read you some more information about a real estate transfer tax.

As you may know, a real estate transfer tax is a sales tax levied (LEV-eed) by a state or local government when a house, condo, or property is sold or transferred. In North Carolina, each county may vote on whether or not their county should have a transfer tax, which is paid by the seller of the property. If your county proposed a real estate transfer tax on the sale of a home or property, and the election were held today, would you vote **(ROTATE)** YES, FOR the transfer tax or NO, AGAINST the transfer tax?

(FOLLOWUP) And would you definitely vote YES/NO or probably vote YES/NO?

- 1 Definitely vote yes
 2 Probably vote yes
 3 Probably vote no
 4 Definitely vote no
 5 (Undecided)

(ref:INFORM)

Q.21 And continuing to think about a real estate transfer tax, to the best of your knowledge, does the county where you live have a real estate transfer tax?

- 1 Yes
- 2 No
- 3 (Don't know/Refused)

(ref:TTAXKNOW)

Q.22 **(SPLIT A)** And thinking about whether there should be a transfer tax. Right now, counties in North Carolina have the authority to charge real estate transfer taxes if a majority of voters vote for the tax in an election. **(ROTATE)**

Do you favor the system of holding an election to determine whether or not your county can charge a transfer tax

OR

Do you oppose this system and think that counties should not be able to charge this tax under any circumstance?

(FOLLOW UP) And do you strongly FAVOR/OPPOSE or somewhat FAVOR/OPPOSE this system?

- 1 Strongly favor
- 2 Somewhat favor
- 3 Somewhat oppose
- 4 Strongly oppose
- 5 (Don't know/ Refused)

(ref:PROSUPP)

Q.23 **(SPLIT A)** Now let me read you some statements made by supporters and opponents of real estate transfer taxes in North Carolina.

(ROTATE STATEMENTS)

Supporters of real estate transfer taxes say the additional revenue is needed to help pay for the costs associated with population growth in North Carolina, to fund new schools, improved water systems, more roads, and other infrastructure. Voters in each county can choose whether they should have a transfer tax or not. It is a fair process and helps pay for growth as it happens.

Opponents of real estate transfer taxes say that raising taxes in a slow housing market and bad economy is the last thing we should do. New transfer taxes will make housing more expensive, make it harder to buy and sell homes, and hurt the economy. A new transfer tax would rob homeowners of their home equity (ECK-quit-ee) and further damage the local housing market.

Now, after hearing that information, let me ask you, if your county held an election to add a real estate transfer tax to properties that sold in your county, would you vote **(ROTATE)** YES, FOR the transfer tax or NO, AGAINST the transfer tax?

(FOLLOWUP) And would you definitely vote YES/NO or probably vote YES/NO?

- 1 Definitely vote YES, FOR the tax
- 2 Probably vote YES, FOR the tax
- 3 Probably vote NO, AGAINST the tax
- 4 Definitely vote NO, AGAINST the tax
- 5 (Undecided)

(ref:VOTE BIO)

Q.24 **(SPLIT B)** Now let me read you some statements made by supporters and opponents of real estate transfer taxes in North Carolina.

(ROTATE STATEMENTS)

Supporters of real estate transfer taxes say the additional revenue is needed to help pay for the costs associated with population growth in North Carolina, to fund new schools, improved water systems, more roads, and other infrastructure. Voters in each county can choose whether they have a transfer tax or not. It is a fair process and helps pay for growth as it happens.

Opponents of real estate transfer taxes say that they are bad policy and unfair to homeowners, who already pay property taxes. Transfer taxes mean that property owners lose much of their hard earned home equity (ECK-quit-ee). Home sellers end up paying for public services that everyone uses, like roads or parks, and others pay nothing. It's unfair, and double taxation.

Now, after hearing that information, let me ask you, if your county held an election to add a real estate transfer tax to properties that sold in your county, would you vote **(ROTATE)** YES, FOR the transfer tax or NO, AGAINST the transfer tax?

(FOLLOWUP) And would you definitely vote YES/NO or probably vote YES/NO?

- 1 Definitely vote YES, FOR the tax
- 2 Probably vote YES, FOR the tax
- 3 Probably vote NO, AGAINST the tax
- 4 Definitely vote NO, AGAINST the tax
- 5 (Undecided)

(ref:BIOVOTE2)

Q.25 Now, let me read you some statements that people have given as reasons to support a real estate transfer tax in North Carolina. For each statement, please tell me whether this is a very convincing, somewhat convincing, a little convincing or not at all convincing reason to support a transfer tax in your county.

(PROMPT) Is that a very convincing, somewhat convincing, a little convincing, or not at all a convincing reason to support a transfer tax in your county?

- _____ 1 = Very convincing
- _____ 2 = Somewhat convincing
- _____ 3 = A little convincing
- _____ 4 = Not at all convincing
- _____ 5 = (Don't know/refused)

(RANDOMIZE AND READ)

_____ 25 A real estate transfer tax is necessary to deal with the demands for public services created by population growth in North Carolina, like new schools, improved water systems and new roads.

_____ 26 Increased revenue from transfer taxes helps keep annual property taxes down and benefits all homeowners and renters.

_____ 27 A transfer tax is a good way to make sure that the biggest and most expensive homes pay their fair share for the public resources that they use.

_____ 28 Only home sellers pay a transfer tax. If you rent or are not selling your home, you don't have to pay.

(ref:CONV)

Q.29 Now let me read you a series of statements some people have used to describe real estate transfer taxes in North Carolina. For each statement, please tell me whether this description, if accurate, raises very serious doubts, serious doubts, minor doubts or no real doubts in your own mind about a transfer tax in your county.

(PROMPT) Does that raise very serious doubts, serious doubts, minor doubts or no real doubts in your own mind about a transfer tax in your county?

- _____ 1 = Very Serious Doubts
- _____ 2 = Serious Doubts
- _____ 3 = Minor Doubts
- _____ 4 = No Real Doubts
- _____ 5 = (Don't know/refused)

(RANDOMIZE AND READ)

_____ 29 **(SPLIT A)** A real estate transfer tax would be added on top of existing property taxes, and this would be just another way for state and local governments to tax property.

_____ 30 **(SPLIT B)** Transfer taxes are used to pay for growth and new schools and other infrastructure, but they unfairly target homeowners who have already lived in their community and paid property taxes for years.

_____ 31 A tax on the sale of real estate is unfair to homeowners who work hard to create equity in their home only to see that money go to the government when they sell their property.

_____ 32 Transfer taxes are an uncertain source of revenue, since they are totally dependent on home sales. In slow markets, like this one, revenues dry up leading to big government deficits.

_____ 33 We need to stop tax hikes in North Carolina. New taxes discourage people and businesses from locating here, and a new real estate transfer tax would have a negative impact on our economic growth.

_____ 34 **(SPLIT A)** Adding a new real estate transfer tax would make it even harder to sell a home in an already slow housing market, and make it harder for first time homebuyers, the middle class and those on fixed incomes to buy or sell a home.

_____ 35 **(SPLIT B)** Home prices are already down, and a new transfer tax would hurt home sellers even more. The last thing this market needs is a new tax that makes it harder to sell a home.

(ref:DDOUBTS)

Q.36 Sometimes after hearing more information, some people change their minds. Now, let me ask you again, if your county proposed a real estate transfer tax on the sale of a home or property, and the election were held today, would you vote **(ROTATE)** YES, FOR the transfer tax or NO, AGAINST the transfer tax?

(FOLLOWUP) And would you definitely vote YES/NO or probably vote YES/NO?

- 1 Definitely vote yes
- 2 Probably vote yes
- 3 Probably vote no
- 4 Definitely vote no
- 5 (Undecided)

(ref:FINAL)

Q.37 And, regardless of whether you favor or oppose transfer taxes, thinking about everything you have just heard about a real estate transfer tax, what stood out as the single most important reason to oppose a real estate transfer tax in your county? **(INTERVIEWER - OPEN END, RECORD VERBATIM RESPONSE)**

- 1 Record verbatim response

(ref:STOOD)

Q.38 And thinking one more time about counties having the authority to charge a real estate transfer tax if a majority of voters in the county vote for the tax in an election. Do you think that this system of determining whether a real estate transfer tax will be assessed should be:

(ROTATE CHOICES)

Left as it is now, so voters in each county can decide

Eliminated, so that counties could never charge a transfer tax.

- 1 Left as it is now, so voters in each county can decide
- 2 Eliminated, so that counties could never charge a transfer tax
- 3 (Don't know/refused)

(ref:PAIR)

Q.39 And generally speaking, would you be more likely or less likely to support a state legislator who voted to allow counties to seek local voter approval of a real estate transfer tax?

(FOLLOWUP) Is that much MORE/LESS likely or somewhat MORE/LESS likely?

- 1 Much more likely
- 2 Somewhat more likely
- 3 Somewhat less likely
- 4 Much less likely
- 5 (Don't know/refused)

(ref:LEGSUPP)

Q.22 **(SPLIT A)** To stimulate the housing market in North Carolina, some legislators have proposed a one time tax credit of ten thousand dollars for the purchase of a newly constructed home. Would you **(ROTATE)** favor or oppose this tax credit?

(FOLLOW UP) And do you strongly FAVOR/OPPOSE or somewhat FAVOR/OPPOSE this tax credit?

- 1 Strongly favor
- 2 Somewhat favor
- 3 Somewhat oppose
- 4 Strongly oppose
- 5 (Don't know/ Refused)

(ref:TXCREDA)

Q.54 **(SPLIT B)** To stimulate the housing market in North Carolina, some legislators have proposed a one time tax credit of ten thousand dollars for the purchase of a home. Would you **(ROTATE)** favor or oppose this tax credit?

(FOLLOW UP) And do you strongly FAVOR/OPPOSE or somewhat FAVOR/OPPOSE this tax credit?

- 1 Strongly favor
- 2 Somewhat favor
- 3 Somewhat oppose
- 4 Strongly oppose
- 5 (Don't know/ Refused)

(ref:TXCREDB)

Q.40 Finally, I would like to ask you a few questions for statistical purposes.

Generally speaking, do you think of yourself as a **(ROTATE)** Republican, a Democrat or what?

- 1 Democrat
- 2 (Independent)
- 3 Republican
- 4 (Other)
- 5 (Don't know)

(ref:PTYID1)

Q.41 **(IF DEMOCRAT OR REPUBLICAN FROM PTYID1)** Would you call yourself a strong **(DEMOCRAT/REPUBLICAN FROM PTYID1)** or a not very strong **(DEMOCRAT/REPUBLICAN FROM PTYID1)**?

- 1 Strong
- 2 Not strong
- 3 (Don't know)

(ref:PTYID2)

Q.42 **(IF INDEPENDENT, OTHER OR DON'T KNOW IN PTYID1)** Do you think of yourself as closer to the Republican or Democratic Party?

- 1 Closer to Democrats
- 2 Closer to Republicans
- 3 (Neither/independent)
- 4 (Don't know/refused)

(ref:PTYID3)

Q.43 Thinking in political terms, would you say that you are **(ROTATE LIBERAL AND CONSERVATIVE WITH MODERATE ALWAYS IN THE MIDDLE)** Liberal, Moderate, or Conservative?

- 1 Liberal
- 2 Moderate
- 3 Conservative
- 4 (Don't know/refused)

(ref:IDEO1)

Q.44 In what year were you born? **(DON'T KNOW = 0000)**

____ 44 Year

(ref:AGE)

Q.45 What is the last year of schooling that you have completed? **(DO NOT READ LIST)**

- 1 1 - 11th grade
- 2 High school graduate
- 3 Non-college post H.S.
- 4 Some college
- 5 College graduate
- 6 Post-graduate school
- 7 (Don't know/refused)

(ref:EDUC)

Q.46 And do you or your family rent or own the home in which you live?

- 1 Rent
- 2 Own
- 3 (Don't know/ Refused)

(ref:HOMEOWN)

Q.47 And approximately how long have you lived in North Carolina? **(RECORD NUMBER OF YEARS; LESS THAN 1 YEAR = 0; DON'T KNOW = 999)**

____ 47 Year

(ref:HOWLONG)

Q.48 And what is your marital status -- are you married, single, separated, divorced, or widowed?

- 1 Married
- 2 Single
- 3 Separated/divorced
- 4 Widowed
- 5 (Don't know/refused)

(ref:MARITAL)

Q.49 Do you consider yourself an Hispanic, Latino or a Spanish-speaking American?

- 1 Yes (SKIP RACE)
- 2 No (GO TO RACE)
- 3 (Don't know/refused) (GO TO RACE)

(ref:RACE2)

Q.50 What is your race?
(DO NOT READ LIST)

- 1 White
- 2 Black
- 3 Hispanic
- 4 Asian/Pacific Islander
- 5 (Other)
- 6 (Don't know/refused)

(ref:RACE)

Q.51 In terms of your job status, are you employed, unemployed but looking for work, retired, a student, or a homemaker?

- 1 Employed
- 2 Unemployed
- 3 Retired
- 4 Student
- 5 Homemaker
- 6 (Other)
- 7 (Don't know/refused)

(ref:EMPLOY)

Q.52 And finally, strictly for verification purposes, can I have just your first name?

(ref:NAME)

Q.53 (INTERVIEWER - CODE DO NOT ASK) Party Registration from voter file.

- 1 Democrat
- 2 Independent
- 3 Republican

(ref:REGIS)

Reg

____ 53 region

(ref:REG)

County

____ 55 County

(ref:COUNTY)

Voter ID number

____ 55 Voter ID number

(ref:VID)

media

____ 53 media market DMA

(ref:DMA)

Phone

____ 55 phone

(ref:PHONE)
