# HIGH POINT UNIVERSITY POLL
MEMO RELEASE (UPDATED) 2/14/2012

<table>
<thead>
<tr>
<th>ELEMENTS</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population represented</td>
<td>Adults in North Carolina</td>
</tr>
<tr>
<td>Sample size</td>
<td>660</td>
</tr>
<tr>
<td>Mode of data collection</td>
<td>Telephone (Random Digit Dial (RDD) landline and cellular telephones)</td>
</tr>
<tr>
<td>Type of sample (probability/non-probability)</td>
<td>Probability, using RDD samples of landline and cellular telephones generated by Survey Sampling International</td>
</tr>
<tr>
<td>Start and end dates of data collection</td>
<td>1/30/2012 – 2/2/2012, 2/4/2012 - 2/9/2012</td>
</tr>
<tr>
<td>Margin of sampling error for total sample</td>
<td>Approximately plus or minus 4 percentage points. For subsamples it will be larger.</td>
</tr>
<tr>
<td>Are the data weighted?</td>
<td>Yes, relative to 2010 U.S. Census estimates for gender, race, age, and CDC estimates for North Carolina phone usage (cell only, landline only, or both).</td>
</tr>
<tr>
<td>Survey sponsor</td>
<td>High Point University Survey Research Center, High Point, NC</td>
</tr>
<tr>
<td>Survey/Data collection supplier</td>
<td>High Point University Survey Research Center. The Center is located within the Nido R. Qubein School of Communication on the High Point University campus. Student interviewers staff the 32 stations equipped with WinCati computer assisted telephone interviewing systems.</td>
</tr>
</tbody>
</table>
| Contact for more information | Martin Kifer  
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Assistant Director  
336-841-9430  
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Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at [http://src.highpoint.edu/](http://src.highpoint.edu/) and should contact the Director of the Survey Research Center for additional information.
Survey questions: Below are questions the Survey Research Center fielded for this study. They represent the text as read by the interviewers, plus options that appeared to interviewers but were not offered to respondents (in parentheses). Percentages may not add to 100 because of rounding.

Trend/approval of Public Officials in Country and State

Do you think things in this country are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

- Right direction: 25%
- Wrong track: 67%
- (Don’t know/refused): 8%

Do you approve or disapprove of the way that Barack Obama is handling his job as president?

- Approve: 44%
- Disapprove: 47%
- (Don’t know/refused): 9%

Do you approve or disapprove of the way Congress is handling its job?

- Approve: 11%
- Disapprove: 78%
- (Don’t know/refused): 12%

Do you approve or disapprove of the way that Bev Perdue is handling her job as governor?

- Approve: 35%
- Disapprove: 48%
- (Don’t know/refused): 17%

How closely have you followed news about candidates and election campaigns in your state and district? Have you followed them very closely, fairly closely, not too closely, or not at all closely?

- Very closely: 18%
- Fairly closely: 36%
- Not too closely: 31%
- Not at all closely: 15%

Would you say you have been following news about the elections more closely or less closely than you did in 2010?

- More closely: 49%
- Less closely: 32%
(About the same as 2010) 17%
(Don’t know/refused) 2%

Based on what you have heard or read about both Democrats and Republicans, is there any candidate running for president who you think would make a good president or not?

Yes 49%
No 33%
(Don’t know/refused) 17%

Do you feel that any of the presidential candidates have come up with good ideas for solving the nation’s problems or not?

Yes 43%
No 45%
(Don’t know/refused) 12%

If the election for President of the United States were held today would you be voting for Barack Obama or his Republican opponent? [IF “DON’T KNOW”] Are you leaning toward Barack Obama or his Republican opponent?

<table>
<thead>
<tr>
<th>All Adults</th>
<th>Registered voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barack Obama</td>
<td>42%</td>
</tr>
<tr>
<td>Leaning toward Barack Obama</td>
<td>2%</td>
</tr>
<tr>
<td>Republican opponent</td>
<td>45%</td>
</tr>
<tr>
<td>Leaning toward Republican opponent</td>
<td>2%</td>
</tr>
<tr>
<td>(Other)</td>
<td>4%</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>5%</td>
</tr>
</tbody>
</table>

(For registered voters, n = 538, margin of sampling error is approximately 5.3 percent)
If the elections for U.S. House of Representatives were being held today, which party’s candidate would you vote for in your congressional district – the Democratic Party’s candidate or the Republican Party’s candidate? [IF “DON’T KNOW”] As of today, do you lean more toward the Democratic Party’s candidate or the Republican Party’s candidates?

<table>
<thead>
<tr>
<th></th>
<th>All Adults</th>
<th>Registered Voters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democratic candidate</td>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>Leaning toward Democratic candidate</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Republican candidate</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td>Leaning toward Republican candidate</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>11%</td>
<td>10%</td>
</tr>
</tbody>
</table>

(For registered voters, n = 538, margin of sampling error is approximately 5.3 percent)

[FOR RESPONDENTS WHO SAY THEY ARE REGISTERED TO VOTE AND ARE REPUBLICAN OR UNAFFILIATED/INDEPENDENT] What are the chances of your voting in North Carolina’s Republican presidential primary election on May 8th 2012: are you almost certain to vote, will you probably vote, are the chances 50-50, or don’t you think you will vote?

<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Almost certain</td>
<td>56%</td>
</tr>
<tr>
<td>Probably</td>
<td>12%</td>
</tr>
<tr>
<td>50-50</td>
<td>14%</td>
</tr>
<tr>
<td>Will not vote</td>
<td>17%</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>2%</td>
</tr>
</tbody>
</table>

(For this subset of registered voters who identify with the Republican Party or are independent/unaffiliated, n = 305, margin of sampling error is approximately 5.8 percent)
[FOR RESPONDENTS WHO SAY THEY ARE REGISTERED TO VOTE AND ARE REPUBLICAN OR UNAFFILIATED/INDEPENDENT AND SAY THEY ARE 50 – 50 OR MORE LIKELY TO VOTE IN THE REPUBLICAN PRIMARY] If the Republican presidential primary were held today, would you vote for [ROTATE RESPONSES] Newt Gingrich, Ron Paul, Mitt Romney, or Rick Santorum?

Newt Gingrich 19%
Ron Paul 11%
Mitt Romney 30%
Rick Santorum 13%
(Don’t know/refused) 26%

(For this subset of registered voters who identify with the Republican Party or are independent/unaffiliated and excluding respondents who said they would not vote in the Republican Primary on May 8th, n = 250, margin of sampling error is approximately 6.2 percent)

Economy

Now I would like to ask you about the economy. Right now, do you think the economic conditions in this country as a whole are getting better or getting worse?

Getting better 42%
Getting worse 45%
(Neither better nor worse) 12%
(Don’t know/refused) 2%

Right now, do you think the economic conditions in the state of North Carolina are getting better or getting worse?

Getting better 36%
Getting worse 50%
(Neither better nor worse) 11%
(Don’t know/refused) 4%

Home Furnishings

Did you make a home furnishings purchase of over $100 in 2011?

Yes 49%
No 50%
(Don’t know/refused) 1%

Do you plan to make a home furnishings purchase of over $100 in 2012?

Yes 55%
No 42%
(Don’t know/refused) 3%
When determining the value of a piece of furniture you are planning to purchase is price more important than quality?

Much less important 20%
Somewhat less important 34%
Somewhat more important 19%
Much more important 17%
(About the same level of importance) 6%
(Don’t know/refuse) 4%

If you were purchasing products for your home, such as furniture or accessories how important would Social networking tools such as blogs, Facebook and Twitter be? Would you say very important, somewhat important, neither important nor unimportant, somewhat unimportant, very unimportant?

Very important 12%
Somewhat important 21%
Neither important nor unimportant 7%
Somewhat unimportant 15%
Very unimportant 41%
(Don’t Know/refused) 4%

Internet

Thinking about how computers are used today, do you think that computers have done more harm than good, more good than harm, made no difference or have you thought very much about that?

More harm than good 15%
More good than harm 64%
Made no difference 6%
Have not thought much about it 12%
Refused 3%

Do you personally use a computer at work, at home or some other place?

Yes 85%
No 14%
(Refused) 1%

[IF YES, COMPUTER USER] Last month did you purchase any products or services over the Internet?

Yes 60%
No 38%
(Refused) 2%

(For respondents who are computers users, n = 565, margin of sampling error is approximately 4.3 percent.)
[IF YES, COMPUTER USER] During the past month, have you accessed the campaign website of a presidential candidate such as Barack Obama or one of his possible Republican opponents?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, Barack Obama</td>
<td>8%</td>
</tr>
<tr>
<td>Yes, one of the Republican candidates</td>
<td>7%</td>
</tr>
<tr>
<td>Yes, both</td>
<td>8%</td>
</tr>
<tr>
<td>No</td>
<td>76%</td>
</tr>
<tr>
<td>Other candidate</td>
<td>1%</td>
</tr>
<tr>
<td>(Refused)</td>
<td>1%</td>
</tr>
</tbody>
</table>

[IF YES, COMPUTER USER] Do you ever use the Internet to use a social networking site like MySpace, Facebook, or LinkedIn?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>72%</td>
</tr>
<tr>
<td>No</td>
<td>27%</td>
</tr>
<tr>
<td>(Refused)</td>
<td>1%</td>
</tr>
</tbody>
</table>

[IF YES, SOCIAL MEDIA USER] Did you happen to do this yesterday, or not?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>70%</td>
</tr>
<tr>
<td>No</td>
<td>30%</td>
</tr>
</tbody>
</table>

[IF YES, SOCIAL MEDIA USER] During the past month, have you accessed a social networking site like the campaign website of a presidential candidate such as Barack Obama or one of his possible Republican opponents?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, Barack Obama</td>
<td>9%</td>
</tr>
<tr>
<td>Yes, one of the Republican candidates</td>
<td>3%</td>
</tr>
<tr>
<td>Yes, both</td>
<td>4%</td>
</tr>
<tr>
<td>No</td>
<td>84%</td>
</tr>
</tbody>
</table>

(For respondents who are computers users and use social networking sites, n = 405, margin of sampling error is approximately 5 percent.)

Valentine’s Day

Do you believe in “true love“?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>91%</td>
</tr>
<tr>
<td>No</td>
<td>6%</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>3%</td>
</tr>
</tbody>
</table>

Will you be celebrating Valentine’s Day with a romantic partner this year?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>65%</td>
</tr>
<tr>
<td>No</td>
<td>30%</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>5%</td>
</tr>
</tbody>
</table>
Generally speaking, do you feel that the gift-giving aspect of Valentine’s Day is a positive part of the holiday or not?

Positive 60%
Negative 27%
(Neither) 5%
(Equally positive and negative) 5%
(Don’t know/refuse) 3%

Demographics

What is the last year of schooling you have completed?

(1-11th grade) 6%
(High school graduate) 20%
(Some college) 25%
(College graduate) 30%
(Graduate school) 17%
(Don’t know/Refused) 2%

Are you currently employed?

Employed for wages 49%
Self-employed 8%
Out of work and looking for work 7%
Out of work but not currently looking for work 1%
A homemaker 3%
A student 7%
Retired 19%
Unable to work 6%
(Refused) 1%

Would you please stop me when I read the correct category for your total household income?

25 thousand dollars or less 19%
25 to 50 thousand dollars 20%
50 to 75 thousand dollars 18%
75 to 100 thousand dollars 11%
100 to 150 thousand dollars 10%
150 to 250 thousand dollars 5%
More than 250 thousand dollars 3%
(Don’t know/refused) 15%

How often do you attend worship services? Would you say never, a few times a year, a few times a month, almost every week, every week, or more than once a week?

Never 16%
A few times a year 22%
A few times a month 14%
Almost every week 11%
Every week 22%
More than once a week 13%
(Don’t know/refused) 2%

Are you, or is any member of your household, a member of the armed forces or a veteran?

Yes, an active member of armed forces 4%
Yes, veteran 17%
Yes, both 2%
No 75%
(Don’t know/refused) 2%

What racial or ethnic group best describes you?

White 68%
African-American or Black 22%
Hispanic or Latino 2%
Native American 2%
Asian 1%
(Multiple or Other) 4%
(Don’t know/refused) 2%
How would you best describe your current relationship status?

- Single: 28%
- Engaged: 7%
- Living with your significant other: 6%
- Married: 50%
- Widowed: 7%
- (Don’t know/refused): 2%

Gender

- Male: 49%
- Female: 51%

Generally speaking, do you think of yourself as a Democrat, a Republican, or what?

- Democrat: 36%
- Republican: 27%
- (Independent/Unaffiliated): 29%
- (Other): 4%
- (Don’t know/refused): 3%

Registered Voter screen based on these two questions: These days, many people are so busy they can’t find time to register to vote, or move around so often they don’t get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven’t you been able to register so far? [IF YES] Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

- Yes, absolutely certain: 82%
- Chance registration has lapsed: 3%
- No: 14%
- (Don’t know/refused): 1%