



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

ELEMENTS	DETAILS
Population represented	Adults in North Carolina
Sample size	660
Mode of data collection	Telephone (Random Digit Dial (RDD) landline and cellular telephones)
Type of sample (probability/non-probability)	Probability, using RDD samples of landline and cellular telephones generated by Survey Sampling International
Start and end dates of data collection	1/30/2012 – 2/2/2012, 2/4/2012 - 2/9/2012
Margin of sampling error for total sample	Approximately plus or minus 4 percentage points. For subsamples it will be larger.
Are the data weighted?	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).
Survey sponsor	High Point University Survey Research Center, High Point, NC
Survey/Data collection supplier	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.
Contact for more information	<p>Martin Kifer            Director, High Point University Survey Research Center            336-841-9333  <a href="mailto:mkifer@highpoint.edu">mkifer@highpoint.edu</a></p> <p>Sadie Leder            Assistant Director            336-841-9430  <a href="mailto:sleder@highpoint.edu">sleder@highpoint.edu</a></p>

Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at <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?

	<i>All Adults</i>	<i>Registered voters</i>
Barack Obama	42%	42%
Leaning toward Barack Obama	2%	2%
Republican opponent	45%	47%
Leaning toward Republican opponent	2%	2%
(Other)	4%	3%
(Don't know/refused)	5%	5%

*(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?

	<i>All Adults</i>	<i>Registered Voters</i>
Democratic candidate	42%	42%
Leaning toward Democratic candidate	5%	5%
Republican candidate	38%	40%
Leaning toward Republican candidate	4%	3%
(Don't know/refused)	11%	10%

*(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 8<sup>th</sup> 2012: are you almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?

Almost certain	56%
Probably	12%
50-50	14%
Will not vote	17%
(Don't know/refused)	2%

*(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 8<sup>th</sup>, 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?

Yes, Barack Obama	8%
Yes, one of the Republican candidates	7%
Yes, both	8%
No	76%
Other candidate	1%
(Refused)	1%

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

Yes	72%
No	27%
(Refused)	1%

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

Yes	70%
No	30%

[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?

Yes, Barack Obama	9%
Yes, one of the Republican candidates	3%
Yes, both	4%
No	84%

*(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"?

Yes	91%
No	6%
(Don't know/refused)	3%

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

Yes	65%
No	30%
(Don't know/refused)	5%

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?

(1-11 <sup>th</sup> 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%
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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%