



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE (UPDATED) 3/5/2012**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina
Sample size	384
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	2/19 - 2/23 and 2/25-2/28
Margin of sampling error for total sample	Approximately plus or minus 5 percentage points
Are the data weighted?	Yes, relative to U.S. Census estimates for gender, race, and age, and CDC estimates for 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 Communications 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 J. Kifer Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu</p> <p>Sadie Leder Assistant Director 336-841-9430 sleder@highpoint.edu</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	23%
Wrong track	71%
(Don't know/refused)	6%

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

Approve	42%
Disapprove	52%
(Don't know/refused)	7%

Now I would like to ask you a series of questions about some other issues.

For each issue I name, please say whether you approve or disapprove of how Barack Obama is handling it. [ASKED IN RANDOM ORDER]

Health care?

Approve	37%
Disapprove	57%
(Don't know/refused)	6%

The U.S. relationship with Iran?

Approve	36%
Disapprove	46%
(Don't know/refused)	18%

The economy?

Approve	36%
Disapprove	60%
(Don't know/refused)	4%

The situation in Afghanistan?

Approve	45%
Disapprove	43%
(Don't know/refused)	13%

Education?

Approve	46%
Disapprove	38%
(Don't know/refused)	16%

Do you approve or disapprove of the way that Richard Burr is handling his job as United States Senator?

Approve	30%
Disapprove	26%
(Don't know/refused)	43%

Do you approve or disapprove of the way that Kay Hagan is handling her job as United States Senator?

Approve	34%
Disapprove	32%
(Don't know/refused)	34%

2012 Elections

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	14%
Fairly closely	35%
Not too closely	33%
Not at all closely	19%

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

More closely	55%
Less closely	33%
(Don't know/refused)	12%

Computers and the Internet

Thinking about how computers are used today, do you feel 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	19%
More good than harm	66%
Made no difference	5%
Have not thought much about it	8%
(Refused)	2%

Do you have access to the Internet through a computer at work, at home or some other place?

Yes	89%
No	11%

(The following two questions were asked of subset of respondents who said that they are computer users – n = 343, margin of sampling error is approximately 5.3%)

Last month did you purchase any products or services over the Internet?

Yes	63%
No	37%

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	5%
Yes, one of the Republican candidates	10%
Yes, both	8%
No	77%

Demographics

What is the last year of schooling you have completed?

(1-11 th grade)	7%
(High school graduate)	20%
(Some college)	22%
(College graduate)	34%
(Graduate school)	17%
(Don't know/Refused)	1%

Are you currently employed?

Employed for wages	49%
Self-employed	10%
Out of work and looking for work	5%
Out of work but not currently looking for work	1%
A homemaker	4%
A student	8%
Retired	20%
Unable to work	5%

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

25 thousand dollars or less	15%
25 to 50 thousand dollars	23%
50 to 75 thousand dollars	19%
75 to 100 thousand dollars	14%
100 to 150 thousand dollars	9%
150 to 250 thousand dollars	3%
More than 250 thousand dollars	2%
(Don't know/refused)	15%

Age

18 - 24	15%
25 - 34	23%
35 - 44	19%
45 - 54	14%
55 - 64	9%
65 and older	3%

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	12%
A few times a year	27%
A few times a month	13%
Almost every week	14%
Every week	22%
More than once a week	12%

When thinking about politics today, do you normally consider yourself to be very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal?

Very conservative	17%
Somewhat conservative	28%
Moderate	29%
Somewhat liberal	16%
Very liberal	5%
Other	1%
(Don't know/refused)	4%

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	25%
Yes, both	1%
No	68%
(Don't know/Refused)	2%

What racial or ethnic group best describes you?

White	70%
African-American or Black	21%
Hispanic or Latino	2%
Native American	2%
Asian	1%
(Multiple or Other)	2%
(Don't know/refused)	2%

How would you best describe your current relationship status?

Single	27%
Engaged	4%
Living with your significant other	5%
Married	56%
Widowed	7%
(Don't know/refused)	1%

Gender

Male	48%
Female	52%

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	81%
Chance registration has lapsed	3
No	15%
(Don't know/refused)	1%