



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE (UPDATE) 4/16/2012**

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Adults in North Carolina
Sample size	507 (and less for subsets of the full sample)
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	3/19 – 3/22/2012 and 3/24 – 3/29/2012
Margin of sampling error for total sample	Approximately 4.4 percent
Are the data weighted?	Yes, relative to U.S. Census estimates for gender, race, age, and 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 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.

*Gas Prices*

Have recent price increases in gasoline caused any financial hardship for you or others in your household, or not?

Yes	68%
No	32%

As a result of the recent rise in gas prices, would you say you have or have not done each of the following? (Randomized)

	<i>Yes</i>	<i>No</i>	<i>Don't know/refused</i>
Seriously considered getting a more fuel-efficient car the next time you buy a vehicle	64%	33%	3%
Cut back significantly on how much you drive	61%	37%	3%
Cut back significantly on other household spending	55%	44%	1%
Changed your vacation plans	38%	57%	5%

Please tell me whether you think each of the following deserves a great deal of blame, some blame, not much blame or no blame at all for the recent increase in gas prices.... (Randomized)

	<i>Great deal of blame</i>	<i>Some blame</i>	<i>Not much blame</i>	<i>No blame</i>	<i>Don't know/refused</i>
Oil and gas companies	55%	30%	5%	6%	4%
Violence and unrest in Middle Eastern countries	37%	43%	5%	11%	4%
Foreign countries that export oil	35%	45%	7%	9%	4%
The Obama Administration	26%	34%	11%	24%	5%
Environmental regulations	22%	38%	13%	18%	10%
Republicans in Congress	18%	39%	14%	20%	9%
American consumers	10%	39%	18%	29%	5%

*Issues: Environment and Sustainability*

How would you rate the condition of the natural environment in the world today?

Excellent	3%
Good	24%

Fair	43%
Poor	19%
Very Poor	8%
(Don't know/refused)	3%

Have you, personally, taken any steps this year to make your home more energy efficient, or not?

Yes	72%
No	26%
(Don't know/refused)	3%

Thinking generally about your recycling behavior, would you say that you recycle more or less this year than you did last year?

More	58%
Less	11%
(About the same as last year)	30%
(Don't know)	2%

#### *Demographics*

What is the last year of schooling you have completed?

(1-11 <sup>th</sup> grade)	6%
(High school graduate)	22%
(Some college)	24%
(College graduate)	33%
(Graduate school)	13%
(Don't know/Refused)	1%

Are you currently.....?

Employed for wages	44%
Self-employed	12%
Out of work and looking for work	6%
Out of work but not currently looking for work	1%
A homemaker	5%
A student	5%
Retired	19%
Unable to work	7%
(Refused)	1%

[PRESIDENTIAL PAST VOTE 2008] Many people were not able to vote in the 2008 presidential election between Barack Obama and John McCain. Were you able to vote or were you unable to vote for some reason?

(Yes, able to vote)	82%
(Not registered in 2008/ineligible/too young)	6%

(Did not vote)	10%
(Can't remember/Don't know)	1%

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

25 thousand dollars or less	14%
25 to 50 thousand dollars	21%
50 to 75 thousand dollars	17%
75 to 100 thousand dollars	16%
100 to 150 thousand dollars	10%
150 to 250 thousand dollars	3%
More than 250 thousand dollars	1%
(Don't know/refused)	18%

Age	
18 - 24	13%
25 - 34	18%
35 - 44	20%
45 - 54	19%
55 - 64	15%
Over 65	16%

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	23%
A few times a month	13%
Almost every week	15%
Every week	19%
More than once a week	13%
(Don't know/refused)	2%

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

Very conservative	19%
Somewhat conservative	23%
Moderate	28%
Somewhat liberal	14%
Very liberal	8%
Other	2%
(Don't know/refused)	5%

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	6%
Yes, veteran	21%
Yes, both	2%

No	69%
(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	3%
Asian	1%
(Multiple or Other)	2%
(Don't know/refused)	2%

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

Democrat	34%
Republican	29%
(Independent/Unaffiliated)	30%
(Other)	5%
(Don't know/refused)	3%

How would you best describe your current relationship status?

Single	27%
Engaged	4%
Living with your significant other	4%
Married	53%
Widowed	9%
(Refuse)	2%

Gender

Male	49%
Female	51%

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	86%
Chance registration has lapsed	3%
No	11%
(Don't know/refused)	1%