## HIGH POINT UNIVERSITY POLL
**MEMO RELEASE (UPDATE) 9/21/2012**

<table>
<thead>
<tr>
<th>ELEMENTS</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population represented</td>
<td>Adults in North Carolina (with a registered voter subsample)</td>
</tr>
<tr>
<td>Sample size</td>
<td>515 adults (448 registered voters)</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>Sept. 8 to Sept. 13 and Sept. 15 to Sept. 18, 2012.</td>
</tr>
<tr>
<td>Margin of sampling error for total sample</td>
<td>Approximately 4.4. for the all adult sample (4.7 percent for the registered voter sample)</td>
</tr>
<tr>
<td>Are the data weighted?</td>
<td>Yes, relative to U.S. Census estimates for age and CDC estimates for 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 on the High Point University campus. Student interviewers staff the 42 stations equipped with WinCati computer assisted telephone interviewing systems.</td>
</tr>
</tbody>
</table>

**Contact for more information**

| Martin Kifer                  | Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu |
| Sadie Leder                   | Associate Director 336-841-9430 sleder@highpoint.edu |

Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at [http://srchighpoint.edu/](http://srchighpoint.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**

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?

<table>
<thead>
<tr>
<th>Registered voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>100</td>
</tr>
<tr>
<td>No</td>
<td>0</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>0</td>
</tr>
<tr>
<td>n = 448</td>
<td></td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th>Registered voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, absolutely certain</td>
<td>100</td>
</tr>
<tr>
<td>Chance registration has lapsed</td>
<td>0</td>
</tr>
<tr>
<td>No, not registered</td>
<td>0</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>0</td>
</tr>
<tr>
<td>n = 448</td>
<td></td>
</tr>
</tbody>
</table>

[FOR NON REGISTERED VOTERS] Do you plan on registering to vote prior to the November elections?

<table>
<thead>
<tr>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
</tr>
<tr>
<td>n = 49</td>
</tr>
</tbody>
</table>
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?

<table>
<thead>
<tr>
<th></th>
<th>Registered voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right direction</td>
<td>33</td>
<td>32</td>
</tr>
<tr>
<td>Wrong track</td>
<td>61</td>
<td>61</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>n = 448</td>
<td>n = 515</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Registered voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approve</td>
<td>49</td>
<td>49</td>
</tr>
<tr>
<td>Disapprove</td>
<td>47</td>
<td>47</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>n = 448</td>
<td>n = 515</td>
<td></td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th></th>
<th>Registered voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very closely</td>
<td>32</td>
<td>30</td>
</tr>
<tr>
<td>Fairly closely</td>
<td>44</td>
<td>44</td>
</tr>
<tr>
<td>Not too closely</td>
<td>18</td>
<td>20</td>
</tr>
<tr>
<td>Not at all closely</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>n = 448</td>
<td>n = 515</td>
<td></td>
</tr>
</tbody>
</table>

Would you say you have been following news about the elections more closely or less closely than you did in 2008?

<table>
<thead>
<tr>
<th></th>
<th>Registered voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>More closely</td>
<td>63</td>
<td>64</td>
</tr>
<tr>
<td>Less closely</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>n = 448</td>
<td>n = 515</td>
<td></td>
</tr>
</tbody>
</table>
If the election for President of the United States were held today would you be voting for Barack Obama or Mitt Romney? [IF DON'T KNOW/ REFUSED] Are you leaning toward Barack Obama or Mitt Romney?

<table>
<thead>
<tr>
<th></th>
<th>Registered voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obama</td>
<td>46</td>
<td>45</td>
</tr>
<tr>
<td>Leaning Obama</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Romney</td>
<td>43</td>
<td>41</td>
</tr>
<tr>
<td>Leaning Romney</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>(Other)</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(Don't know/refused)</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td><strong>n</strong></td>
<td><strong>448</strong></td>
<td><strong>515</strong></td>
</tr>
</tbody>
</table>

Now I am going to read a list of phrases. Regardless of who you support, which of the presidential candidates, Mitt Romney or Barack Obama, do you think would do the best job of handling each of these issues:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Registered voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Obama</td>
<td>Romney</td>
</tr>
<tr>
<td>Improving economic conditions</td>
<td>44</td>
<td>49</td>
</tr>
<tr>
<td>Creating jobs</td>
<td>47</td>
<td>46</td>
</tr>
<tr>
<td>Protecting Social Security</td>
<td>53</td>
<td>39</td>
</tr>
<tr>
<td>Preserving Medicare</td>
<td>54</td>
<td>39</td>
</tr>
<tr>
<td>Protecting the U.S. from foreign threats</td>
<td>52</td>
<td>42</td>
</tr>
<tr>
<td>Lowering gas prices</td>
<td>33</td>
<td>44</td>
</tr>
</tbody>
</table>

n = 448 n= 515
Now I am going to read another list of phrases. Please tell me if you think each phrase better describes Barack Obama or Mitt Romney...

<table>
<thead>
<tr>
<th></th>
<th>Registered Voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Obama Romney (DK/Refuse)</td>
<td>Obama Romney (DK/Refuse)</td>
</tr>
<tr>
<td>Strong leader</td>
<td>48 40 12</td>
<td>48 39 13</td>
</tr>
<tr>
<td>Connects well with ordinary people</td>
<td>68 23 9</td>
<td>67 23 10</td>
</tr>
<tr>
<td>Has middle class values</td>
<td>58 32 11</td>
<td>59 30 11</td>
</tr>
<tr>
<td>Honest and truthful</td>
<td>45 35 20</td>
<td>45 34 21</td>
</tr>
<tr>
<td>Good judgment in a crisis</td>
<td>53 36 11</td>
<td>53 35 12</td>
</tr>
<tr>
<td>Understands the economy</td>
<td>44 47 9</td>
<td>43 47 10</td>
</tr>
<tr>
<td>Takes action rather than just talking</td>
<td>45 43 13</td>
<td>44 42 13</td>
</tr>
<tr>
<td>Willing to work with the other party</td>
<td>50 36 14</td>
<td>51 35 14</td>
</tr>
</tbody>
</table>

**Demographics**

For registered voters columns, n = 448  
For all adults columns, n = 515

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

|                                | Registered Voters | All Adults |
|                                |                  |            |
| Democrat                       | 36               | 36         |
| Republican                     | 31               | 30         |
| (Independent/unaffiliated)     | 27               | 27         |
| (Other)                        | 3                | 4          |
| (Don’t know)                   | 1                | 2          |
| (Refused)                      | 2                | 2          |

What is the last year of schooling you have completed?

|                                | Registered Voters | All Adults |
|                                |                  |            |
| (1-11th grade)                 | 3                 | 4          |
| (High school graduate)         | 17                | 19         |
| (Some college)                 | 25                | 25         |
| (College graduate)             | 36                | 34         |
| (Graduate school)              | 18                | 17         |
| (Don’t know/Refused)           | 1                 | 1          |
**Are you currently .......?**

<table>
<thead>
<tr>
<th>Category</th>
<th>Registered Voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed for wages</td>
<td>45</td>
<td>46</td>
</tr>
<tr>
<td>Self-employed</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Out of work and looking for work</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Out of work but not currently looking for work</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>A homemaker</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>A student</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Retired</td>
<td>21</td>
<td>19</td>
</tr>
<tr>
<td>Unable to work</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(Refused)</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Registered Voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 thousand dollars or less</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>25 to 50 thousand dollars</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>50 to 75 thousand dollars</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>75 to 100 thousand dollars</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>100 to 150 thousand dollars</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>150 to 250 thousand dollars</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>More than 250 thousand dollars</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>13</td>
<td>13</td>
</tr>
</tbody>
</table>

**Age**

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Registered Voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 - 24</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>25 - 34</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>35 - 44</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>45 - 54</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>55 - 64</td>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>65 and older</td>
<td>19</td>
<td>18</td>
</tr>
</tbody>
</table>

**What racial or ethnic group best describes you?**

<table>
<thead>
<tr>
<th>Race/Group</th>
<th>Registered Voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>70</td>
<td>70</td>
</tr>
<tr>
<td>African-American or Black</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Native American</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Asian</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>(Multiple or Other)</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

**Gender**

6
### Registered Voters

<table>
<thead>
<tr>
<th>Gender</th>
<th>Registered Voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>47</td>
<td>48</td>
</tr>
<tr>
<td>Female</td>
<td>53</td>
<td>52</td>
</tr>
</tbody>
</table>

### Phone usage

<table>
<thead>
<tr>
<th></th>
<th>Registered Voters</th>
<th>All Adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both cell and landline</td>
<td>73</td>
<td>71</td>
</tr>
<tr>
<td>Cell phone only</td>
<td>22</td>
<td>25</td>
</tr>
<tr>
<td>Landline only</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>