



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE (UPDATE) 9/24/2012**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina (with a registered voter subsample)
Sample size	515 adults (448 registered voters)
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	Sept. 8 to Sept. 13 and Sept. 15 to Sept. 18, 2012.
Margin of sampling error for total sample	Approximately 4.4. for the all adult sample (4.7 percent for the registered voter sample)
Are the data weighted?	Yes, relative to U.S. Census estimates for 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 on the High Point University campus. Student interviewers staff the 42 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 mkifer@highpoint.edu</p> <p>Sadie Leder Associate 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.

Note: The following indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (<http://www.sca.isr.umich.edu/>) All samples are All Adults in North Carolina.

	<i>September 2012</i>	<i>March 2012</i>	<i>September 2011</i>	<i>April 2011</i>	<i>October 2010</i>	<i>April 2010</i>
Index of consumer sentiment (ICS-HPU)	81.9	75.0	59.9	67.6	68.8	73.3

The following five questions were administered on the current survey and are used to calculate the Index of consumer sentiment.

We are interested in how people are getting along financially these days. Would you say that you (and your family living there) better off or worse off financially than you were a year ago?

	<i>September 2012</i>	<i>March 2012</i>	<i>September 2011</i>	<i>April 2011</i>	<i>October 2010</i>	<i>April 2010</i>
Better off	31	32	24	29	24	26
Worse off	42	42	49	45	51	44
(Same or Neither better nor worse)	26	24	25	25	25	30
(Don't know/refused)	1	2	2	1		

Now looking ahead, do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now.

	<i>September 2012</i>	<i>March 2012</i>	<i>September 2011</i>	<i>April 2011</i>	<i>October 2010</i>	<i>April 2010</i>
Better off	37	31	26	26	29	35
Worse off	9	15	21	22	14	18
Just about the same as now	42	48	45	49	53	43
(Don't know/refused)	12	6	8	4	5	4

Now turning to business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially, or bad times, or what?

	<i>September 2012</i>	<i>March 2012</i>	<i>September 2011</i>	<i>April 2011</i>	<i>October 2010</i>	<i>April 2010</i>
Good times	31	29	13	23	25	31
Bad times	24	36	59	46	40	33
(Neither bad nor good, both good and bad)	17	16	13	15	17	17
(Good times with qualifications)	13	7	3	7	9	11
(Bad times with qualifications)	2	4	5	2	4	2
(Don't know/refused)	13	7	7	8	6	6

Looking ahead, which would you say is more likely, that in the country as a whole we'll have continuous good times during the next five years or so, or that we have periods of widespread unemployment or depression, or what?

	<i>September 2012</i>	<i>March 2012</i>	<i>September 2011</i>	<i>April 2011</i>	<i>October 2010</i>	<i>April 2010</i>
Widespread unemployment or depression	32	44	60	55	54	49
Continuous good times	38	31	14	26	25	35
(Neither/A mix of both)	15	18	18	14	16	17
(Don't know/refused)	15	8	9	5	5	7

About the big things people buy for their homes, such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items?

	<i>September 2012</i>	<i>March 2012</i>	<i>September 2011</i>	<i>April 2011</i>	<i>October 2010</i>	<i>April 2010</i>
Good time	46	55	43	44	45	42
Bad time	36	14	41	41	37	35
(Neither good time nor bad time)	12	23	9	9	14	17
(Don't know/refused)	6	8	6	6	4	7

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
(1-11 th 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?

	Registered voters	All Adults
Employed for wages	45	46
Self-employed	11	11
Out of work and looking for work	6	6
Out of work but not currently looking for work	2	2
A homemaker	3	3
A student	7	7
Retired	21	19
Unable to work	4	5
(Refused)	1	1

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

	Registered voters	All Adults
25 thousand dollars or less	17	19
25 to 50 thousand dollars	19	20
50 to 75 thousand dollars	16	16
75 to 100 thousand dollars	13	12
100 to 150 thousand dollars	13	13
150 to 250 thousand dollars	3	3
More than 250 thousand dollars	4	4
(Don't know/refused)	13	13

Age

	Registered voters	All Adults
18 - 24	11	11
25 - 34	14	16
35 - 44	18	19
45 - 54	21	20
55 - 64	18	16
65 and older	19	18

What racial or ethnic group best describes you?

	Registered voters	All Adults
White	70	70
African-American or Black	20	20
Hispanic or Latino	1	1
Native American	1	1
Asian	1	1
(Multiple or Other)	3	4
(Don't know/refused)	4	3

Gender

	Registered voters	All Adults
Male	47	48
Female	53	52

Phone usage

	Registered voters	All Adults
Both cell and landline	73	71
Cell phone only	22	25
Landline only	5	4

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?

	Registered voters	All Adults
Yes	100	90
No	0	10
(Don't know/refused)	0	1
	n = 448	n = 515

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?

	Registered voters	All Adults
Yes, absolutely certain	100	97
Chance registration has lapsed	0	3
No, not registered	0	1
(Don't know/refused)	0	0
	n = 448	n = 462