



**UNC/HPU POLL
MEMO RELEASE (UPDATE) 10/16/2012**

| ELEMENTS | DETAILS |
|--|--|
| Population represented | Registered voters in North Carolina |
| Sample size | 605 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. 29 to Oct. 4 and Oct. 6 to Oct. 10, 2012. |
| Margin of sampling error for total sample | Approximately 4 percent for the registered voter sample |
| Are the data weighted? | Yes, relative to U.S. Census estimates for NC registered voter age and North Carolina Board of Elections registration numbers for race |
| Survey sponsor | University of North Carolina School of Journalism and Mass Communications, Chapel Hill, NC and 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.

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?

| | |
|----------------------|-------------------|
| | Registered voters |
| Yes | 100 |
| No | 0 |
| (Don't know/refused) | 0 |
| | n = 605 |

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?

| | |
|----------------------|-------------------|
| | Registered voters |
| Right direction | 33 |
| Wrong track | 61 |
| (Don't know/refused) | 6 |
| | n = 605 |

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

| | |
|----------------------|-------------------|
| | Registered voters |
| Approve | 45 |
| Disapprove | 50 |
| (Don't know/refused) | 5 |
| | n = 605 |

If the November 6th election for President of the United States were being held today would you be voting for the Democrat Barack Obama or the Republican Mitt Romney?

| | All Registered voters | <i>Before Debate</i> Registered voters (Sept 29 - Oct 3) | <i>After Debate</i> Registered voters (Oct 4 - Oct 10) |
|------------------------|-----------------------------|--|---|
| Democrat Barack Obama | 46 | 49 | 43 |
| Republican Mitt Romney | 45 | 40 | 49 |
| (Other candidate) | 2 | 2 | 2 |
| (Don't plan to vote) | 1 | 1 | 1 |
| (Don't know/refused) | 6 | 8 | 5 |
| | n = 605 | n = 291 | n = 312 |

Thinking about voting and elections in general, do you think the methods used to COUNT votes are generally trustworthy and reliable?

| | Registered voters |
|----------------------|----------------------|
| Yes | 63 |
| No | 29 |
| (Don't know/refused) | 9 |

Do you think the methods used at the polls to DECIDE WHO IS ALLOWED TO VOTE are generally fair and effective?

| | Registered voters |
|----------------------|----------------------|
| Yes | 67 |
| No | 28 |
| (Don't know/refused) | 5 |

Have you seen any of the political advertisements about the presidential race on television?

| | Registered voters |
|----------------------|----------------------|
| Yes | 95 |
| No | 5 |
| (Don't know/refused) | 0 |

Have you seen any of the negative political advertisements about the presidential race on television?

| | Registered voters |
|----------------------|-------------------|
| Yes | 97 |
| No | 3 |
| (Don't know/refused) | 0 |

Based on what you've seen, do you think the advertising for the 2012 presidential campaign has been more negative than in past elections, less negative, or about the same?

| | |
|----------------------|----|
| Less negative | 5 |
| About the same | 53 |
| More negative | 41 |
| (Don't know/refused) | 2 |

(n= 575, based on respondents who had seen political advertising)

Based on what you've seen, which candidate's advertising do you think has been the most negative?

| | |
|---------------------|----|
| Obama | 39 |
| Romney | 40 |
| (Don't know/refuse) | 21 |

(n= 575, based on respondents who had seen political advertising)

Now I want you to tell me whether you agree or disagree with statements about the advertising for the 2012 presidential election. Do you Strongly Agree, Agree Somewhat, Neither Agree nor Disagree, Disagree Somewhat, or Strongly Disagree that:

YOUR beliefs and opinions about the two major candidates have been affected by the negative campaign ads you've seen.

| | Registered voters |
|----------------------------|-------------------|
| Strongly Agree | 10 |
| Agree somewhat | 18 |
| Neither agree nor disagree | 11 |
| Disagree somewhat | 25 |
| Strongly disagree | 35 |
| (Don't know/refuse) | 3 |

Most Americans' beliefs and opinions about the two major candidates have been affected by the negative campaign ads.

| | Registered voters |
|----------------------------|-------------------|
| Strongly Agree | 24 |
| Agree somewhat | 45 |
| Neither agree nor disagree | 8 |
| Disagree somewhat | 12 |
| Strongly disagree | 5 |
| (Don't know/refuse) | 7 |

Some voters are still deciding who they will vote for in November.

Using the same choices, do you Strongly Agree, Agree Somewhat, Neither Agree nor Disagree, Disagree Somewhat, or Strongly Disagree that:

Most undecided voters' beliefs and opinions about the two major candidates are being affected by the negative campaign advertising.

| | Registered voters |
|----------------------------|-------------------|
| Strongly Agree | 26 |
| Agree somewhat | 43 |
| Neither agree nor disagree | 8 |
| Disagree somewhat | 10 |
| Strongly disagree | 4 |
| (Don't know/refuse) | 9 |

Now I want you to tell me whether you agree or disagree with some statements. Do you Strongly Agree, Agree Somewhat, Neither Agree nor Disagree, Disagree Somewhat, or Strongly Disagree with the statement?

The country would be better off if election campaigns were not so negative.

| | Registered voters |
|----------------------------|-------------------|
| Strongly Agree | 60 |
| Agree somewhat | 21 |
| Neither agree nor disagree | 7 |
| Disagree somewhat | 6 |
| Strongly disagree | 4 |
| (Don't know/refuse) | 3 |

I feel confident that I can find the truth about political issues.

| | Registered voters |
|----------------------------|-------------------|
| Strongly Agree | 37 |
| Agree somewhat | 33 |
| Neither agree nor disagree | 4 |
| Disagree somewhat | 12 |
| Strongly disagree | 12 |
| (Don't know/refuse) | 3 |

If I wanted to, I could figure out the facts about most political issues.

| | Registered voters |
|----------------------------|-------------------|
| Strongly Agree | 49 |
| Agree somewhat | 35 |
| Neither agree nor disagree | 3 |
| Disagree somewhat | 6 |
| Strongly disagree | 4 |
| (Don't know/refuse) | 2 |

I consider myself well-qualified to participate in the election this year.

| | Registered voters |
|----------------------------|-------------------|
| Strongly Agree | 82 |
| Agree somewhat | 15 |
| Neither agree nor disagree | 1 |
| Disagree somewhat | 1 |
| Strongly disagree | 1 |
| (Don't know/refuse) | 0 |

I often don't feel sure of myself when talking with other people about politics and government.

| | Registered voters |
|----------------------------|-------------------|
| Strongly Agree | 13 |
| Agree somewhat | 18 |
| Neither agree nor disagree | 5 |
| Disagree somewhat | 19 |
| Strongly disagree | 43 |
| (Don't know/refuse) | 3 |

Laws should be passed to keep candidates from being so negative in their campaign ads.

| | Registered voters |
|----------------------------|-------------------|
| Strongly Agree | 28 |
| Agree somewhat | 18 |
| Neither agree nor disagree | 8 |
| Disagree somewhat | 18 |
| Strongly disagree | 25 |
| (Don't know/refuse) | 3 |

Negative political ads help voters learn things candidates would like to hide.

| | Registered voters |
|----------------------------|-------------------|
| Strongly Agree | 17 |
| Agree somewhat | 33 |
| Neither agree nor disagree | 6 |
| Disagree somewhat | 23 |
| Strongly disagree | 17 |
| (Don't know/refuse) | 3 |

Now I would like to ask you some questions about the Internet. Do you have access to the internet through a computer at work, at home or some other place?

| | Registered voters |
|----------------------|-------------------|
| Yes | 92 |
| No | 8 |
| (Don't know/refused) | 0 |

When you go online to get news or information about politics or elections, do you ever do any of the following things? (Responses based on 556 respondents who have access to the internet.)

First, do you ever...

| <i>Question</i> | <i>Yes</i> | <i>No</i> | <i>(Don't know/Refuse)</i> |
|---|------------|-----------|----------------------------|
| Look for information about a candidate's <u>previous political experience</u> | 62 | 37 | 1 |
| Look for information about a candidate's <u>personal background</u> | 53 | 45 | 1 |
| Look for information about a candidate's <u>stance on the issues</u> | 82 | 17 | 1 |
| Go to any of the websites that <u>specialize in political news or opinion</u> | 58 | 40 | 2 |
| Go to a candidate's <u>official</u> campaign website | 40 | 59 | 1 |
| Go to a candidate's social media site like Facebook, Twitter, or MySpace. | 23 | 76 | 1 |

Demographics

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

| | Registered voters |
|----------------------------|-------------------|
| Democrat | 38 |
| Republican | 33 |
| (Independent/unaffiliated) | 25 |
| (Other) | 2 |
| (Don't know) | 2 |
| (Refused) | 1 |

What is the last year of schooling you have completed?

| | Registered voters |
|----------------------------|-------------------|
| (1-11 th grade) | 2 |
| (High school graduate) | 21 |
| (Some college) | 25 |
| (College graduate) | 34 |
| (Graduate school) | 17 |
| (Don't know/Refused) | 1 |

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

| | Registered voters |
|--------------------------------|-------------------|
| 25 thousand dollars or less | 14 |
| 25 to 50 thousand dollars | 20 |
| 50 to 75 thousand dollars | 20 |
| 75 to 100 thousand dollars | 14 |
| 100 to 150 thousand dollars | 12 |
| 150 to 250 thousand dollars | 6 |
| More than 250 thousand dollars | 2 |
| (Don't know/refused) | 13 |

Age

| | Registered voters |
|--------------|-------------------|
| 18 - 24 | 9 |
| 25 - 44 | 30 |
| 45 - 64 | 37 |
| 65 and older | 20 |
| (Refuse) | 4 |

What racial or ethnic group best describes you?

| | Registered voters |
|---------------------------|-------------------|
| White | 71 |
| African-American or Black | 21 |
| Hispanic or Latino | 1 |
| Native American | 1 |
| Asian | 1 |
| (Multiple or Other) | 2 |
| (Don't know/refused) | 3 |

Gender

| | Registered voters |
|--------|-------------------|
| Male | 47 |
| Female | 53 |

Phone usage

| | Registered voters |
|------------------------|-------------------|
| Both cell and landline | 76 |
| Cell phone only | 20 |
| Landline only | 3 |