



# HIGH POINT UNIVERSITY

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## **HPU POLL: REGISTERED VOTERS IN NORTH CAROLINA GIVE PRESIDENT OBAMA 46 PERCENT APPROVAL RATING**

**HIGH POINT, N.C., Feb. 1, 2013** – A new HPU Poll finds that 46 percent of registered voters in North Carolina approve of President Barack Obama’s job performance. Only 11 percent of those same voters approved of the job Congress is doing.

The HPU Poll’s first approval rating for newly inaugurated Gov. Pat McCrory was 44 percent, but only 14 percent expressed disapproval and 42 percent did not express an opinion. And the approval ratings recorded for U.S. senators were Kay Hagan (D-NC) at 41 percent and Richard Burr (R-NC) at 33 percent.

The poll also found that a majority – 63 percent of registered voters in the state – see the country as being on the “wrong track” rather than going in the “right direction.”

“Our first presidential job approval reading of the new year finds President Obama just about where he was right before the election,” said HPU Poll director Dr. Martin Kifer. A previous HPU Poll released just before the presidential election gave President Obama a 46 percent approval rating. “This is not a particularly low rating, but it does not indicate a new Honeymoon period with North Carolina voters for the beginning of the president’s second term.”

### **Presidential job approval – registered voters**

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

Approve – 46 percent  
Disapprove – 48 percent  
Don’t know/refuse – 6 percent

(registered voters surveyed Jan. 27-31, n = 606 and margin of sampling error = +/- 4 percent)

### **Presidential job approval – previous results (October 2012)**

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

Approve – 46 percent  
Disapprove – 47 percent  
Don't know/refuse – 7 percent

(registered voters surveyed Oct. 22-30, 2012, n = 403 and margin of sampling error = +/- 5 percent)

### **Congressional job approval – registered voters**

Do you approve or disapprove of the way that Congress is handling its job?

Approve – 11 percent  
Disapprove – 80 percent  
Don't know/refuse – 9 percent

(registered voters surveyed Jan. 27-31, n = 606 and margin of sampling error = +/- 4 percent)

### **Governor job approval – registered voters**

Do you approve or disapprove of the way that Pat McCrory is handling his job as governor?

Approve – 44 percent  
Disapprove – 14 percent  
Don't know/refuse – 42 percent

(registered voters surveyed Jan. 27-31, n = 606 and margin of sampling error = +/- 4 percent)

### **Senator Hagan job approval – registered voters**

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

Approve – 41 percent  
Disapprove – 29 percent  
Don't know/refuse – 30 percent

(registered voters surveyed Jan. 27-31, n = 606 and margin of sampling error = +/- 4 percent)

### **Senator Burr job approval – registered voters**

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

Approve – 33 percent  
Disapprove – 28 percent  
Don't know/refuse – 39 percent

(registered voters surveyed Jan. 27-31, n = 606 and margin of sampling error = +/- 4 percent)

#### **Country direction – registered voters**

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 – 29 percent  
Wrong track – 63 percent  
Don't know/refused – 8 percent

(registered voters surveyed Jan. 27-31, n = 606 and margin of sampling error = +/- 4 percent)

#### **Country direction – previous results (October 2012)**

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 – 35 percent  
Wrong track – 59 percent  
Don't know/refused – 6 percent

(registered voters surveyed Oct. 22-30, 2012, n = 403 and margin of sampling error = +/- 5 percent)

“Since the election, we have actually seen some deterioration in how North Carolinians feel about the direction of the country,” said Dr. Sadie Leder, associate director of the HPU Poll. The pre-election HPU Poll showed 35 percent of registered voters in North Carolina thought the country was headed in the right direction. “We’ll keep watching to see if North Carolina’s voters begin to become more optimistic as the year unfolds.”

The most recent survey was fielded by live interviewers at the High Point University Survey Research Center calling on Jan. 27-31, 2013. The responses from a sample of all North Carolina counties came from 668 adults with landline or cellular telephones. This release is based on data from 606 self-identified registered voters within that larger set of responses. The Survey Research Center contracted with Survey Sampling International to acquire this sample. The survey has an estimated margin of sampling error of approximately 4 percentage points. The data are weighted when appropriate toward population estimates for cellular and landline telephone use, age, gender and race. In addition to sampling error, factors such as question wording and

other methodological choices in conducting survey research can introduce additional error into the findings of opinion polls.

Further results and methodological details from the most recent survey and past studies can be found at the Survey Research Center website at <http://src.highpoint.edu/>

The earlier live interviewer survey was fielded by the Telephone Centre, Inc of Greensboro, N.C. on behalf of High Point University Survey Research Center from Oct. 22-30, 2012. The responses for the North Carolina Sample came from 403 registered voters with landline or cellular telephones. The survey had a margin of sampling error of approximately 5 percentage points. More information about the methods used to field the survey and its findings are at <http://acme.highpoint.edu/~mkifer/src/19memoC.pdf>

Dr. Martin Kifer, assistant professor of political science, serves as the director of the HPU Poll, and Dr. Sadie Leder, assistant professor of psychology, serves as the associate director of the HPU Poll.

*At High Point University, every student receives an extraordinary education in an inspiring environment with caring people.<sup>SM</sup> HPU, located in the Piedmont Triad region of North Carolina, is a liberal arts institution with over 4,200 undergraduate and graduate students. It is ranked by U.S. News and World Report at No. 1 among Regional Colleges in the South and No. 1 among Up and Coming Regional Colleges in the South. Parade Magazine lists HPU in the top 25 private schools in the nation. HPU was selected in the 2012-2013 list of "Colleges of Distinction." The university offers 44 undergraduate majors, 43 undergraduate minors and 11 graduate degree programs. It is a member of the NCAA, Division I and the Big South Conference. Visit High Point University on the Web at [highpoint.edu](http://highpoint.edu).*

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