



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 10/1/2013**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina
Sample size	447 adults (386 passed registered voter screen)
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	September 22 - 26, 2013
Margin of sampling error for total sample	Approximately 4.7 percentage points for the full adult sample (5 percentage points for those passing the registered voter screen)
Are the data weighted?	Yes, relative to U.S. Census estimates for age, race and gender as well as 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. Percentages less than one percent are denoted with a *

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?

	All Adults	Registered Voters
Yes	89	100
No	10	
(Don't know/refused)	1	
	n = 408	n=399

(ASKED ONLY OF THOSE WHO SAY "YES", THEY ARE REGISTERED TO VOTE) 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?

	All Adults	Registered Voters
Yes, absolutely certain	97	100
Chance registration has lapsed	2	
No, not registered	1	
(Don't know/refused)	1	
	n= 399	n=399

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?

	All Adults	Registered Voters
Right direction	20	19
Wrong track	72	72
(Don't know/refused)	9	9
	n= 447	n=386

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

	All Adults	Registered Voters
Approve	42	41
Disapprove	52	55
(Don't know/refused)	6	5
	n= 447	n=386

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

	All Adults	Registered Voters
Approve	38	38
Disapprove	46	46
(Don't know/refused)	17	16
	n= 447	n=386

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

	All Adults	Registered Voters
Approve	32	33
Disapprove	34	35
(Don't know/refused)	35	32
	n= 447	n=386

In the next election for U.S. Senate, do you feel that Kay Hagan deserves to be re-elected, or do you think that it is time to give a new person a chance?

	All Adults	Registered Voters
Deserves to be re-elected	19	20
Time for a new person	56	56
(Don't know/refused)	25	25
	n= 447	n=386

Demographics

In politics today, do you generally consider yourself as a Democrat, a Republican, or what?

	All
	Adults
Democrat	35
Republican	30
(Independent/unaffiliated)	24
(Other)	6
(Don't know)	2
(Refused)	3
	n = 447

What is the last year of schooling you have completed?

	All
	Adults
(1-11 th grade)	4
(High school graduate)	18
(Some college)	24
(College graduate)	38
(Graduate school)	15
(Don't know/refuse)	1
	n = 447

Are you, or is any member of your household, a member of the armed forces or a veteran?

	All Adults
Yes	32
No	67
(Don't know/refuse)	1
	n = 447

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

	All Adults
Very conservative	16
Somewhat conservative	27
Moderate	30
Somewhat liberal	13
Very liberal	8
(Other)	1
(Don't know/refuse)	5
	n = 447

Age	All Adults
18 - 24	13
25 - 34	18
35 - 44	20
45 - 54	19
55 - 64	15
65 and older	16
	n = 447

Gender	All Adults
Male	49
Female	51
	n= 447

What racial or ethnic group best describes you?

	All Adults
White	68
African-American or Black	19
Hispanic or Latino	2
Native American	1
Asian	1
(Multiple or Other)	6
(Don't know/refuse)	3
	n = 447

Phone type	All Adults
Both landline and cell phone	71
Cell phone only	26
Landline only	3
	n = 447