



HIGH POINT UNIVERSITY

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HPU POLL: OBAMA AT 42 PERCENT APPROVAL, MCCRORY AT 38 PERCENT APPROVAL IN NC

HIGH POINT, N.C., Oct. 1, 2013 – A new HPU Poll finds that 42 percent of North Carolina residents approve of President Barack Obama and 38 percent approve of Gov. Pat McCrory's job performance. Meanwhile, U.S. Senator Kay Hagan has a job approval rate of 32 percent.

The results for Obama and McCrory vary only slightly compared to the HPU Poll fielded earlier this month that found a 39 percent approval rating for both. The previous poll indicated a 40 percent job approval rating for Hagan.

A majority of North Carolina residents – 56 percent – say it is time to give a new person a chance in the U.S. Senate rather than re-electing Hagan. Nineteen percent say they believe she should be re-elected with more than a quarter (26 percent) expressing no opinion.

“Two weeks after our last poll, there is not much positive movement for most of the top elected officials,” said Dr. Sadie Leder Elder, assistant professor of psychology and associate director of the HPU Poll. “This general discontent with government is similar to negative feelings we have been seeing in how people think about other parts of their lives, as well.”

All adults – Presidential job approval

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

Approve – 42 percent

Disapprove – 52 percent

Don't know/refuse – 6 percent

(All adult (North Carolina resident) sample surveyed Sept. 22 – 26, 2013, n = 447 and margin of sampling error approximately = +/- 4.7 percent)

All adults – Governor job approval

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

Approve – 38 percent
Disapprove – 46 percent
Don't know/refuse – 17 percent

(All adult (North Carolina resident) sample surveyed Sept. 22 - 26, 2013, n = 447 and margin of sampling error approximately = +/- 4.7 percent)

All adults – Senator Hagan job approval

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

Approve – 32 percent
Disapprove – 34 percent
Don't know/refuse – 35 percent

(All adult (North Carolina resident) sample surveyed Sept. 22 - 26, 2013, n = 447 and margin of sampling error approximately = +/- 4.7 percent)

All adults – Senator Hagan Re-election

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?

Deserves to be re-elected – 19 percent
Time for a new person – 56 percent
Don't know/refuse – 26 percent

(All adult (North Carolina resident) sample surveyed Sept. 22 - 26, 2013, n = 447 and margin of sampling error approximately = +/- 4.7 percent)

All adults – Presidential job approval (Sept. 8 – 12)

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

Approve – 39 percent
Disapprove – 52 percent
Don't know/refuse – 10 percent

(All adult (North Carolina resident) sample surveyed Sept. 8 - 12, 2013, n = 408 and margin of sampling error approximately = +/- 5 percent)

All adults – Governor job approval (Sept. 8 – 12)

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

Approve – 39 percent

Disapprove – 42 percent

Don't know/refuse – 19 percent

(All adult (North Carolina resident) sample surveyed Sept. 8 - 12, 2013, n = 408 and margin of sampling error approximately = +/- 5 percent)

All adults – Senator Hagan job approval (Sept. 8 – 12)

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

Approve – 40 percent

Disapprove – 28 percent

Don't know/refuse – 32 percent

(All adult (North Carolina resident) sample surveyed Sept. 8 - 12, 2013, n = 408 and margin of sampling error approximately = +/- 5 percent)

The most recent survey was fielded by live interviewers at the High Point University Survey Research Center calling on Sept. 22- 26. The responses from a sample of all North Carolina counties came from 447 adults with landline or cellular telephones. The Survey Research Center contracted with Survey Sampling International to acquire this sample. The survey has an estimated margin of sampling error of approximately 4.7 percentage points for these respondents. The data are weighted 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.

The earlier survey was fielded by live interviewers at the High Point University Survey Research Center calling on Sept. 8 – 12. The responses from a sample of all North Carolina counties came from 408 adults with landline or cellular telephones. The Survey Research Center contracted with Survey Sampling International to acquire this sample. The survey has an estimated margin of sampling error of approximately 5 percentage points for these respondents. The data are weighted toward population estimates for cellular and landline telephone use, age, gender and race.

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/> Memos with approval ratings from the early September, March, February and January 2013 HPU Polls are available at:

<http://acme.highpoint.edu/~mkifer/src/24memob.pdf>

<http://acme.highpoint.edu/~mkifer/src/23memoc.pdf>

<http://acme.highpoint.edu/~mkifer/src/22memob.pdf>

<http://acme.highpoint.edu/~mkifer/src/21memoc.pdf>

Dr. Martin Kifer, assistant professor of political science, serves as the director of the HPU Poll, and Dr. Sadie Leder Elder, 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.SM 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 No.1 by U.S. News and World Report in three categories: No. 1 Best Regional College in the South; No. 1 Up and Coming School in Regional Colleges in the South; and No. 1 for Best Undergraduate Teaching in Regional Colleges in the South. HPU was named this year the No. 4 private school in NC for the best return on investment, and it is a 2013-14 College 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.