



**HIGH POINT UNIVERSITY POLL
METHODOLOGICAL SUMMARY**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina
Sample size	428
Mode of data collection	Telephone (Random Digit Dial (RDD) landline)
Type of sample (probability/non-probability)	Probability, using an RDD sample generated by Survey Sampling International
Start and end dates of data collection	April 11-15, 2010
Margin of sampling error for total sample	+/- 5 percentage points at the 95% confidence level
Are the data weighted?	Yes, relative to U.S. Census estimates for gender, race, and age.
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 within the Nido R. Qubein School of Communications on the High Point University campus. Student interviewers staff the 22 stations equipped with WinCati computer assisted telephone interviewing systems.
Contact for more information	Martin Kifer Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu

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.

Country direction and approval of public officials

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	32
Wrong track	60
(Don't know/refused)	9

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

Approve	46
Disapprove	41
(Don't know/refused)	13

Do you approve or disapprove of the way that Bev Perdue is handling her job as governor?

Approve	35
Disapprove	45
(Don't know/refused)	21

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

Approve	37
Disapprove	26
(Don't know/refused)	37

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

Approve	37
Disapprove	29
(Don't know/refused)	34

Most important problems

What do you think is the most important problem facing this country today?

Jobs	27
Economy	23
Health care	12
Debt	5
Education	4
Wasteful government spending	3
Moral issues	3

Note: Issues listed represent 2 percent or more of total responses

What do you think is the most important problem facing the state of North Carolina today?

Jobs	40
Economy	17
Education	8
Debt	4
Taxes	4
Wasteful government spending	3
Health care	2
Moral issues	2

Note: Issues listed represent 2 percent or more of total responses

Personal finances and business conditions

Note: These questions come from the University of Michigan Consumer Survey. The Survey Research Center sought permission to field them in North Carolina (<http://www.sca.isr.umich.edu/>).

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

Better off	26
Worse off	44
(Same or Neither better nor worse)	30

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?

Better off	35
Worse off	18
Just about the same as now	43
(Don't know/refuse)	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?

Good times	31
Bad times	33
(Neither bad nor good, both good and bad)	17
(Good times with qualifications)	11
(Bad times with qualifications)	2
(Don't know/refuse)	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'll have periods of widespread unemployment or depression, or what?

Widespread unemployment or depression	49
Continuous good times	26
(A mix of both)	17
(Don't know/refuse)	8

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?

Good time	42
Bad time	35
(Neither good time nor bad time)	17
(Don't know/refuse)	7

U.S. Census

Now I'd like to ask some questions about a different issue. This year, the federal government's Census Bureau is trying to count every person living in the United States for its 2010 Census. Has your household received a Census questionnaire form in the mail?

Yes	86
No	12
(Don't know/refuse)	3

[These questions were asked of among respondents who have received a Census questionnaire (n = 366), margin of sampling error is plus or minus 5.1 percent]

Did you fill out the questionnaire and return it?

Yes	93
No	6
(Don't know/refuse)	1

[This question was asked of respondents who had received a Census questionnaire and said they returned it (n = 341), margin of sampling error is plus or minus 5.3 percent]

Did you leave any questions on the Census form blank because you thought they were too personal in nature?

Yes	6
No	88
(Don't know/refuse)	7

How important would you say it is that you and your family are counted in the Census: very important, somewhat important, or not very important?

Very important	62
Somewhat important	24
Not at all important	10
(Don't know/refuse)	3

The Census Bureau says it will keep information about you confidential. Do you believe the Census Bureau will keep information about you confidential, or do you believe the Census Bureau will give that information to other agencies in the federal government, such as the Internal Revenue Service?

Will keep information confidential	50
Will give that information to other federal agencies	41
(Don't know/refuse)	10

Would you say that the government has good reasons to ask each of the questions on the Census, or would you say it asks for more information about you than it really needs?

Good reasons to ask each question	56
Asks for more information than it needs	32
(Don't know/refuse)	12

Do you think the Census is worth the money the government is spending on it, or do you think it's a waste of money?

The Census is useful	57
The Census is a waste of money	31
(Don't know/refuse)	12

Have you happened to see any television ads in recent weeks by the Census encouraging citizens to return their Census forms, or have you not seen these ads?

Yes, have seen ads	83
No, have not seen ads	16
(Don't know/refuse)	2