High Point University Poll

Current Issues in the State of North Carolina

April 2010
METHODOLOGY

- 428 adults (age 18 and older) in North Carolina
- The survey was conducted April 11 - 15
- The sample is weighted to Census estimates of demographics of North Carolina’s population
- Margin of sampling error is plus or minus 5 percent
U.S. CENSUS
VAST MAJORITY IN NC SAY THEY HAVE RECEIVED THEIR CENSUS FORMS

Has your household received a Census questionnaire form in the mail?

- Yes: 86%
- No: 12%
- (Don't know/refuse): 3%
LARGE MAJORITY IN NC WHO RECEIVED THEIR CENSUS FORMS HAVE SENT THEM IN

Did you fill out the [Census] questionnaire and return it? [based on 366 interviews, margin of error = plus or minus 5.1 percent]
SMALL MINORITY LEFT SOME CENSUS QUESTIONS BLANK BECAUSE THEY FELT THEY WERE TOO PERSONAL

Did you leave any questions on the Census form blank because you thought they were too personal in nature? [based on 341 interviews, margin of error = plus or minus 5.3 percent]
Majority in NC says that it is very important to be counted by Census

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%
Near majority says that the Census Bureau will keep information 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?
A majority in NC says the Census Bureau has good reasons to ask each of its questions.

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?

- 56% say good reasons
- 32% ask for more information
- 12% don't know/refuse
MAJORITY IN NC SAYS THAT THE CENSUS IS WORTH THE MONEY THE GOVERNMENT IS SPENDING ON IT

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 worth the money: 57%
- The Census is a waste of money: 31%
- (Don't know/refuse): 12%
A LARGE MAJORITY OF RESPONDENTS HAS SEEN TELEVISION ADS PROMOTING THE CENSUS

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

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PERSONAL FINANCES AND BUSINESS CONDITIONS

Note: Questions in this section 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/)
Plurality of North Carolinians say their finances are worse than a year ago

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?
A plurality in NC say that their finances will be about the same a year from now.

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%
North Carolinians are split on whether the next year will bring good times or bad times for businesses.

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?
Plurality in NC says it is a good time to buy major household items

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?
COUNTRY DIRECTION AND APPROVAL OF PUBLIC OFFICIALS
Majority says country is on the wrong track

Is the country headed in the right direction or is it seriously on the wrong track?

- Right Direction: 32%
- Wrong Track: 60%
- (Don't know/refuse): 9%
NORTH CAROLINIANS ARE DIVIDED ON APPROVAL OF PRESIDENT OBAMA

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

- Approve: 46%
- Disapprove: 41%
- (Don't know/refuse): 13%
Plurality in NC disapprove of Governor Perdue

Do you approve or disapprove of the way Bev Perdue is handling her job as governor?
More in NC approve than disapprove of Senator Burr

Do you approve or disapprove of the way Richard Burr is handling his job as U.S. Senator?

- Approve: 37%
- Disapprove: 26%
- (Don't know/refuse): 37%
Do you approve or disapprove of the way Kay Hagan is handling her job as U.S. Senator?

- Approve: 37%
- Disapprove: 29%
- (Don't know/refuse): 34%