HIGH POINT UNIVERSITY POLL

Congressional Elections and Current Issues in the State of North Carolina

September 2010

(WEIGHTED)
METHODOLOGY

• 400 adults (age 18 and older) in North Carolina
• The survey was conducted September 25 - 30
• The sample is weighted to Census estimates of demographics of North Carolina’s population
• Estimated margin of sampling error is plus or minus 5 percent
LARGE 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: 26
- Wrong Track: 68
- (Don't know/refuse): 6
Majority of North Carolinians Disapprove of How President Obama is Handling His Job

Do you approve or disapprove of the way Barack Obama is handling his job as president?
PLURALITY IN NC DISAPPROVE OF HOW GOVERNOR PERDUE IS HANDLING HER JOB

Do you approve or disapprove of the way Bev Perdue is handling her job as governor?
Do you approve or disapprove of the way Richard Burr is handling his job as U.S. Senator?
If the election for United States Senate were held today would you be voting for Republican Richard Burr, Democrat Elaine Marshall, or Libertarian Mike Beitler?
NC RESIDENTS ARE SPLIT OVER CHOICE OF PARTY CANDIDATES FOR U.S. HOUSE OF REPRESENTATIVES

If the elections for U.S. House of Representatives were being held today, which party’s candidate would you vote for in your congressional district: the Democratic Party’s candidate or the Republican Party’s candidate?
The following questions are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (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?
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?
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?
A Plurality of North Carolinians Say Next Year Will Bring 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**: 25
- **Bad times**: 40
- **Neither bad nor good, both good and bad**: 17
- **Good times with qualifications**: 9
- **Bad times with qualifications**: 4
- **Don’t know/refuse**: 6

[Bar chart showing the distribution of responses]
A MAJORITY IN NC SAYS THEY EXPECT FIVE YEARS OF WIDESPREAD UNEMPLOYMENT OR DEPRESSION

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: 54
- Continuous good times: 25
- (A mix of both): 16
- (Don't know/refuse): 5

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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?

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<th>September HPU Poll (n = 400)</th>
<th>April HPU Poll (n = 428)</th>
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<tbody>
<tr>
<td>Widespread unemployment or depression</td>
<td>54</td>
<td>49</td>
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<tr>
<td>Continuous good times</td>
<td>25</td>
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<td>(Don't know/refuse)</td>
<td>5</td>
<td>8</td>
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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?