# HIGH POINT UNIVERSITY POLL
## METHODOLOGICAL SUMMARY

<table>
<thead>
<tr>
<th>ELEMENTS</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population represented</td>
<td>Adults in North Carolina</td>
</tr>
<tr>
<td>Sample size</td>
<td>351</td>
</tr>
<tr>
<td>Mode of data collection</td>
<td>Telephone (Random Digit Dial (RDD) landline)</td>
</tr>
<tr>
<td>Type of sample (probability/non-</td>
<td>Probability, using an RDD sample generated by Survey Sampling International</td>
</tr>
<tr>
<td>probability)</td>
<td></td>
</tr>
<tr>
<td>Start and end dates of data collection</td>
<td>October 9 - 14, 2010</td>
</tr>
<tr>
<td>Margin of sampling error for total</td>
<td>+/- 5.3 percentage points at the 95% confidence level</td>
</tr>
<tr>
<td>sample</td>
<td></td>
</tr>
<tr>
<td>Are the data weighted?</td>
<td>Yes, relative to U.S. Census estimates for gender, race, and age.</td>
</tr>
<tr>
<td>Survey sponsor</td>
<td>High Point University Survey Research Center, High Point, NC</td>
</tr>
<tr>
<td>Survey/Data collection supplier</td>
<td>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.</td>
</tr>
</tbody>
</table>
| Contact for more information            | Martin Kifer  
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Assistant Director  
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Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at [http://src.highpoint.edu/](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 20
Wrong track 71
(Don’t know/refused) 9

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

Approve 39
Disapprove 52
(Don’t know/refused) 9

Do you approve or disapprove of the way that Barack Obama is handling ________?

Note: Issue list asked in random order

<table>
<thead>
<tr>
<th>Health care</th>
<th>Threat of terrorism</th>
<th>Economy</th>
<th>Situation in Afghanistan</th>
<th>Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approve</td>
<td>35</td>
<td>42</td>
<td>30</td>
<td>35</td>
</tr>
<tr>
<td>Disapprove</td>
<td>57</td>
<td>46</td>
<td>66</td>
<td>51</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>8</td>
<td>12</td>
<td>4</td>
<td>14</td>
</tr>
</tbody>
</table>

Note: The next three questions were asked in random order:

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

Approve 32
Disapprove 47
(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 38
Disapprove 29
(Don’t know/refused) 34

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

Approve 29
Disapprove 38
(Don’t know/refused) 33
Most important problems

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

- Economy: 47
- Jobs: 17
- Health care: 5
- Education: 4
- Moral issues: 2
- Barack Obama: 2

*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?

- Economy: 34
- Jobs: 31
- Education: 10
- Taxes: 2
- Immigration: 2
- Health care: 2

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

November elections

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?

- Democratic Party: 39
- Republican Party: 43
- (Undecided): 15
- (Refuse): 4
Economy and jobs

Note: The next two questions were rotated:

Now I would like to ask you about the economy. Right now, do you think the economic conditions in the country as a whole are getting better or getting worse?

Getting better  29
Getting worse  56
(Neither better not worse)  14
(Don’t know/refuse)  2

Right now, do you think the economic conditions in the state of North Carolina are getting better or getting worse?

Getting better  25
Getting worse  58
(Neither better not worse)  15
(Don’t know/refuse)  2

Education

President Obama has called for students to have a longer school year as part of his recently proposed education reform policy. Would you approve or disapprove of paying higher taxes for the purpose of extending the school year for public schools?

Approve  34
Disapprove  62
(Don’t know/refused)  4

The “No Child Left Behind Act” was designed to close the achievement gap between white and minority students in public schools. Do you feel this law has been successful in closing the gap?

Yes  21
No  66
(Don’t know/refused)  13

Do you believe highly qualified teachers who are willing to serve in traditionally low performing schools should receive higher pay?

Yes  74
No  21
(Don’t know/refused)  6
Note: The next two questions were rotated:

Do you believe lengthening the SCHOOL DAY will significantly increase student achievement in our public schools?

<table>
<thead>
<tr>
<th>Yes</th>
<th>21</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td>74</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>5</td>
</tr>
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</table>

Do you believe lengthening the SCHOOL YEAR will significantly increase student achievement in our public schools?

<table>
<thead>
<tr>
<th>Yes</th>
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<tr>
<td>No</td>
<td>59</td>
</tr>
<tr>
<td>(Don’t know/refused)</td>
<td>6</td>
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</table>