



**HIGH POINT UNIVERSITY POLL  
METHODOLOGICAL SUMMARY**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina
Sample size	351
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	October 9 - 14, 2010
Margin of sampling error for total sample	+/- 5.3 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	<p>Martin Kifer            Director, High Point University Survey Research Center            336-841-9333  <a href="mailto:mkifer@highpoint.edu">mkifer@highpoint.edu</a></p> <p>Sadie Leder            Assistant Director            336-841-9430  <a href="mailto:sleder@highpoint.edu">sleder@highpoint.edu</a></p>

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	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 \_\_\_\_\_ ?

<i>Note: Issue list asked in random order</i>	Health care	Threat of terrorism	Economy	Situation in Afghanistan	Education
Approve	35	42	30	35	48
Disapprove	57	46	66	51	36
(Don't know/refused)	8	12	4	14	16

*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?

Yes	21
No	74
(Don't know/refused)	5

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

Yes	35
No	59
(Don't know/refused)	6