High Point University Poll

Current Issues in the State of North Carolina

November 2010

Weighted Data
# HIGH POINT UNIVERSITY POLL

## METHODOLOGICAL SUMMARY

<table>
<thead>
<tr>
<th>ELEMENTS</th>
<th>DETAILS</th>
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</thead>
<tbody>
<tr>
<td>Population represented</td>
<td>Adults in North Carolina</td>
</tr>
<tr>
<td>Sample size</td>
<td>337</td>
</tr>
<tr>
<td>Mode of data collection</td>
<td>Telephone (Random Digit Dial (RDD) landline)</td>
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<tr>
<td>Type of sample (probability/non-probability)</td>
<td>Probability, using an RDD sample generated by Survey Sampling International</td>
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<td>Start and end dates of data collection</td>
<td>November 9 - 11 and 13 - 18, 2010</td>
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<td>Margin of sampling error for total sample</td>
<td>+/- 5.3 percentage points at the 95% confidence level</td>
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<td>Are the data weighted?</td>
<td>Yes, relative to U.S. Census estimates for gender, race, and age.</td>
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<tr>
<td>Survey sponsor</td>
<td>High Point University Survey Research Center, High Point, NC</td>
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<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>
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<tr>
<td>Contact for more information</td>
<td>Martin Kifer Director, High Point University Survey Research Center</td>
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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.
MAJORITY IN NC GET MOST OF THEIR NEWS FROM TV

From what source do you get most of your news about current events?


Thinking in general about how local media outlets cover the news, would you say that YOUR LOCAL MEDIA OUTLETS provide fair and balanced coverage of news?

- Yes: 63
- No: 31
- (Don't know/refuse): 6

**Majority in NC say local media provide fair and balanced coverage**
MAJORITY IN NC SAY NATIONAL MEDIA DO NOT PROVIDE FAIR AND BALANCED COVERAGE

Thinking in general about how national media outlets cover the news, would you say that NATIONAL MEDIA OUTLETS provide fair and balanced coverage of news?
Majority in NC say they use media more for information than entertainment

Would you say that you use media more for entertainment or information?
Most North Carolinians say they get their news from “Mainstream” sources.

What media outlets do you typically turn to for information?

- Mainstream: 74
- Alternative: 15
- (Don't know/refuse): 11

Source: www.highpoint.edu
Large majority of North Carolinians are not familiar with the Rally to Restore Sanity and/or Fear

Are you familiar with the October 30th Rally to Restore Sanity and/or Fear?

- Yes: 27
- No: 72
- (Don't know/refuse): 1
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: 47
- (Don't know/Refuse): 7