



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE UPDATE 4/13/2011**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina
Sample size	569
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	3/21/2011 – 3/31/2011
Margin of sampling error for total sample	Approximately +/- 4.3 percent
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.

*Trend/approval of Public Officials in Country and State*

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	21%
Wrong track	72%
(Don't know/refused)	7%

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

Approve	40%
Disapprove	51%
(Don't know/refused)	9%

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

Approve	33%
Disapprove	52%
(Don't know/refused)	15%

Do you approve or disapprove of the way that Richard Burr is handling his job as United States Senator?

Approve	39%
Disapprove	26%
(Don't know/refused)	36%

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

Approve	37%
Disapprove	34%
(Don't know/refused)	29%

Do you think that women and men govern differently?

Yes	62%
No	32%
(Don't know/refused)	6%

**Note: 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) better off or worse off financially than you were a year ago?

Better off	29%
Worse off	45%
(Same or Neither better nor worse)	25%
(Don't know/refused)	1%

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	26%
Worse off	22%
Just about the same as now	49%
(Don't know/refused)	4%

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	23%
Bad times	46%
(Neither bad nor good, both good and bad)	15%
(Good times with qualifications)	7%
(Bad times with qualifications)	2%
(Don't know/refused)	8%

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 have periods of widespread unemployment or depression, or what?

Widespread unemployment or depression	55%
Continuous good times	26%
(Neither/A mix of both)	14%
(Don't know/refused)	5%

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?

Good time	44%
Bad time	41%
(Neither good time nor bad time)	9%
(Don't know/refused)	6%

### *Sources of Information on Home Furnishings*

If you were purchasing products for your home, such as furniture or accessories how important would the following sources of information be? Would you say very important, somewhat important, neither important nor unimportant, somewhat unimportant, very unimportant?

Manufacturers' websites	
Very important	25%
Somewhat important	40%
Neither important nor unimportant	4%
Somewhat unimportant	5%
Very unimportant	16%
( Don't Know/refused )	5%
Advice from friends	
Very important	39%
Somewhat important	41%
Neither important nor unimportant	3%
Somewhat unimportant	5%
Very unimportant	10%
( Don't Know/refused )	3%
Social networking tools such as blogs, Facebook and Twitter	
Very important	8%
Somewhat important	20%
Neither important nor unimportant	6%
Somewhat unimportant	13%
Very unimportant	46%
( Don't Know/refused )	8%

### *Death Penalty*

Thinking now about crime and punishment, do you approve or disapprove of using the death penalty as a punishment for those who commit murder?

Strongly Approve	47%
Somewhat Approve	23%
Strongly Disapprove	19%
Somewhat Disapprove	7%
( Don't know/refused )	4%

## Demographics

### Age

18-24	10%
25-34	17%
35-44	19%
45-54	19%
55-64	16%
65 and over	16%
(Refused)	2%

How often do you attend worship services? Would you say never, a few times a year, a few times a month, almost every week, every week, or more than once a week?

Never	13%
A few times a year	18%
A few times a month	13%
Almost every week	15%
Every week	26%
More than once a week	13%
(Don't know/refused)	2%

Are you, or is any member of your household, a member of the armed forces or a veteran?

Yes, an active member of armed forces	5%
Yes, veteran	27%
Yes, both	3%
No	63%
(Don't know/refused)	2%

What racial or ethnic group best describes you?

White	70%
African-American or Black	21%
Hispanic or Latino	1%
Native American	1%
Asian	2%
(Multiple or Other)	4%
(Don't Know/ refused)	2%

How would you best describe your current relationship status?

Single	22%
Single- never married	13%
Single- separated	2%
Single- divorced	7%
Engaged	3%
Living with your significant other	3%
Married	64%
Widowed	6%

Are you registered to vote?

Yes	89%
No	10%
(Don't know/refused)	1%

Gender

Male	49%
Female	51%