



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE 9/26/2011**

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Adults in North Carolina
Sample size	413
Mode of data collection	Telephone (Random Digit Dial (RDD) landline and cellular telephones)
Type of sample (probability/non-probability)	Probability, using RDD samples of landline and cellular telephones generated by Survey Sampling International
Start and end dates of data collection	9/18/2011 – 9/22/2011
Margin of sampling error for total sample	Approximately plus or minus 5 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 32 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	15%
Wrong track	77%
(Don't know/refused)	8%

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

Approve	41%
Disapprove	53%
(Don't know/refused)	6%

Do you approve or disapprove of the way Congress is handling its job?

Approve	11%
Disapprove	79%
(Don't know/refused)	11%

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

Approve	37%
Disapprove	46%
(Don't know/refused)	17%

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

Approve	31%
Disapprove	32%
(Don't know/refused)	37%

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

Approve	31%
Disapprove	33%
(Don't know/refused)	36%

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	24%
Worse off	49%
(Same or Neither better nor worse)	25%
(Don't know/refused)	2%

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	21%
Just about the same as now	45%
(Don't know/refused)	8%

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	13%
Bad times	59%
(Neither bad nor good, both good and bad)	13%
(Good times with qualifications)	3%
(Bad times with qualifications)	5%
(Don't know/refused)	7%

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	60%
Continuous good times	14%
(A mix of both)	18%
(Don't know/refused)	9%

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	43%
Bad time	41%
(Neither good time nor bad time)	9%
(Don't know/refused)	6%

## Demographics

### Age

18-24	12%
25-34	18%
35-44	20%
45-54	16%
55-64	16%
65 and over	18%
Refuse	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	15%
A few times a year	25%
A few times a month	15%
Almost every week	11%
Every week	21%
More than once a week	12%
(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	2%
Yes, veteran	20%
Yes, both	2%
No	74%
(Don't know/Refused)	3%

What racial or ethnic group best describes you?

White	66%
African-American or Black	20%
Hispanic or Latino	1%
Native American	2%
Asian	2%
(Multiple or Other)	6%
(Don't know/refused)	3%

How would you best describe your current relationship status?

Single	25%
Engaged	6%
Living with your significant other	6%
Married	54%
Widowed	7%
Refused	3%

Are you registered to vote?

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

Gender

Male	49%
Female	51%