

**HIGH POINT UNIVERSITY/NEWS & RECORD POLL
MEMO RELEASE 11/14/2013**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina
Sample size	703 adults (617 identified as registered voters)
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	November 4 – 7 and 9 - 12, 2013
Margin of sampling error for total sample	Approximately 3.7 percentage points for the full adult sample (4 percentage points for those passing the registered voter screen)
Are the data weighted?	Yes, relative to American Community Survey (2007 – 2011, 5 year results) estimates for age, race, and gender of adults in Guilford County, NC.
Survey sponsor	High Point University Survey Research Center, High Point, NC and News and Record, Greensboro, NC
Survey/Data collection supplier	High Point University Survey Research Center. The Center is located on the High Point University campus. Student interviewers staff the 42 stations equipped with WinCati computer assisted telephone interviewing systems.
Contact for more information	Martin Kifer Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu Sadie Leder Elder Associate Director 336-841-9430 sleder@highpoint.edu

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. Percentages less than one percent but greater than 0 are denoted with a *

Registered Voter Identification Questions

These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register.

Are you NOW registered to vote in your precinct or election district here in Guilford County or haven't you been able to register so far?

	All Adults	Registered Voters
Yes	89	100
No	11	0
(Don't know/refused)	*	0
	n= 703	n= 617

Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

	All Adults	Registered Voters
Yes, absolutely certain	99	100
Chance registration has lapsed	1	0
No, not registered	*	0
(Don't know/refused)	*	0
	n= 625	n= 617

Direction of Country, State, and County

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?

	All Adults	Registered Voters
Right direction	21	21
Wrong track	69	70
(Don't know/refused)	10	10
	n=703	n= 617

What about here in North Carolina? Do you think things are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	All Adults	Registered Voters
Right direction	32	31
Wrong track	57	59
(Don't know/refused)	11	11
	n=703	n= 617

What about here in Guilford County? Do you think things are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	All Adults	Registered Voters
Right direction	44	43
Wrong track	37	37
(Don't know/refused)	19	19
	n=703	n= 617

Job Approval for Elected Officials

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

	All Adults	Registered Voters
Approve	48	47
Disapprove	45	45
(Don't know/refused)	7	8
	n= 703	n= 617

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

	All Adults	Registered Voters
Approve	40	41
Disapprove	39	39
(Don't know/refused)	21	20
	n= 703	n= 617

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

	All Adults	Registered Voters
Approve	32	33
Disapprove	35	35
(Don't know/refused)	33	33
	n=703	n= 617

Do you approve or disapprove of the way that Pat McCrory is handling his job as governor?

	All Adults	Registered Voters
Approve	39	40
Disapprove	46	47
(Don't know/refused)	15	13
	n= 703	n= 617

Do you approve or disapprove of the way that the U.S. Congress is handling its job?

	All Adults	Registered Voters
Approve	9	8
Disapprove	85	86
(Don't know/refused)	6	6
	n= 703	n= 617

And what about legislators in Raleigh? Do you approve or disapprove of the way that the North Carolina General Assembly is handling its job?

	All Adults	Registered Voters
Approve	33	33
Disapprove	46	46
(Don't know/refused)	22	21
	n= 703	n= 617

How closely would you say that you follow the activities of county government? Would you say extremely closely, very closely, somewhat closely, or not at all closely?

	All Adults	Registered Voters
Extremely closely	6	6
Very closely	16	16
Somewhat closely	54	54
Not at all closely	24	24
(Don't know/refused)	*	*
	n= 703	n= 617

Do you approve or disapprove of the way that the Guilford County Board of Commissioners is handling its job?

	All Adults	Registered Voters
Approve	39	39
Disapprove	27	27
(Don't know/refused)	35	35
	n= 703	n= 617

Guilford County Government Services and Budgeting

Should local governments pay tax incentives to entice new businesses?

	All Adults	Registered Voters
Yes	64	64
No	25	25
(Don't know/refused)	11	11
	n= 703	n= 617

We are interested in knowing your thoughts on how well Guilford County's government is providing particular services.

For each of these categories, please tell me on a scale of zero to ten where zero means "very poorly" and ten means "very well", how well you think the Guilford County government is providing the service.

Education	All Adults	Registered Voters
0	5	5
1	2	3
2	6	6
3	8	9
4	11	11
5	18	19
6	13	12
7	13	13
8	12	12
9	5	5
10	5	4
(Don't know/refused)	2	2
	n= 703	n= 617
Number of valid responses	Mean	Standard Deviation
n = 686	5.4	2.5

Public Safety

	All Adults	Registered Voters
0	2	2
1	1	1
2	1	1
3	3	3
4	5	5
5	12	12
6	10	11
7	21	21
8	22	23
9	11	11
10	9	8
(Don't know/refused)	3	3
	n= 703	n= 617
Number of valid responses	Mean	Standard Deviation
n=683	6.8	2.2

Social Services

	All Adults	Registered Voters
0	5	5
1	2	2
2	6	6
3	6	6
4	7	7
5	22	22
6	10	10
7	13	13
8	12	11
9	3	2
10	2	2
(Don't know/refused)	14	14
	n= 703	n= 617
Number of valid responses	Mean	Standard Deviation
n=608	5.2	2.4

The arts

	All Adults	Registered Voters
0	3	3
1	2	2
2	3	3
3	5	5
4	6	7
5	15	15
6	10	10
7	18	17
8	16	16
9	7	7
10	6	6
(Don't know/refused)	11	11
	n= 703	n= 617
Number of valid responses	Mean	Standard Deviation
n=623	6.2	2.4

Museums

	All Adults	Registered Voters
0	1	1
1	2	1
2	2	2
3	5	4
4	5	5
5	14	14
6	11	11
7	17	18
8	15	15
9	10	10
10	8	8
(Don't know/refused)	10	10
	n= 703	n= 617
Number of valid responses	Mean	Standard Deviation
n=631	6.5	2.3

We are interested in knowing your thoughts about spending priorities for Guilford County's government. For each of these categories, please tell me whether you think the county government is spending too much, too little, or just about the right amount.

Education	All Adults	Registered Voters
Too much	7	7
Too little	71	71
Just about right	18	18
(Don't know/refused)	4	4
	n= 703	n= 617
Public Safety	All Adults	Registered Voters
Too much	6	5
Too little	37	36
Just about right	51	52
(Don't know/refused)	7	7
	n= 703	n= 617
Social Services	All Adults	Registered Voters
Too much	15	15
Too little	44	43
Just about right	27	28
(Don't know/refused)	14	13
	n= 703	n= 617
The arts	All Adults	Registered Voters
Too much	14	14
Too little	30	30
Just about right	45	44
(Don't know/refused)	13	12
	n= 703	n= 617
Museums	All Adults	Registered Voters
Too much	13	14
Too little	24	24
Just about right	50	50
(Don't know/refused)	13	12
	n= 703	n= 617

North Carolina Education

Teacher salaries in North Carolina have been largely stagnant for six years, and the average salary places North Carolina 46th in the nation for teacher pay. Would you support a tax increase to raise teacher salaries?

	All Adults	Registered Voters
Yes	74	73
No	23	23
(Don't know/refused)	4	4
	n= 703	n= 617

Do you believe public kindergarten through twelfth grade schools in North Carolina receive enough funding?

	All Adults	Registered Voters
Yes	14	15
No	81	81
(Don't know/refused)	5	5
	n= 703	n= 617

Public schools are funded with federal, state, and local dollars. Which of these levels of government do you believe should bear the most responsibility for funding public schools: federal, state, or local?

	All Adults	Registered Voters
Federal	26	26
State	45	46
Local	17	18
(All of them equally)	9	9
(Don't know/refused)	2	2
	n= 703	n= 617

Under new legislation, vouchers will be available next March to allow students whose families meet the guidelines for free or reduced school lunches to go to private schools. Families can receive 4,200 dollars per year or 90 percent of annual tuition costs, whichever is less. Do you feel this is a good use of taxpayer money?

	All Adults	Registered Voters
Yes	47	46
No	48	50
(Don't know/refused)	5	5
	n= 703	n= 617

Do you think this new law will improve education for low-income students?

	All Adults	Registered Voters
Yes	52	50
No	41	43
(Don't know/refused)	7	6
	n= 703	n= 617

The state budget bill passed this year eliminates the automatic pay increase teachers receive for earning a master's degree. Do you think having an advanced degree improves a teacher's performance?

	All Adults	Registered Voters
Yes	69	71
No	28	26
(Don't know/refused)	3	3
	n= 703	n= 617

Gun Laws

How closely do you follow news about laws that affect the rights and responsibilities of gun owners? Would you say extremely closely, very closely, somewhat closely, or not at all closely?

	All Adults	Registered Voters
Extremely closely	14	14
Very closely	24	24
Somewhat closely	45	44
Not at all closely	17	17
(Don't know/refused)	1	1
	n= 703	n= 617

Generally speaking, do you think North Carolina's gun control laws are too strict, not strict enough, or just about right?

	All Adults	Registered Voters
Too strict	6	5
Not strict enough	36	36
Just about right	51	51
(Don't know/refused)	8	8
	n= 703	n= 617

The General Assembly recently passed legislation allowing licensed gun owners to carry their weapons along public trails, in bars and at concerts and other events where admission is charged, provided the venue owner allows guns there. Do you think these changes are appropriate?

	All Adults	Registered Voters
Yes	39	37
No	59	60
(Don't know/refused)	3	3
	n= 703	n= 617

Other Local Issues

State legislators recently passed a new law making previously nonpartisan school board elections in Guilford County partisan. Do you think this was the right decision?

	All Adults	Registered Voters
Yes	28	26
No	48	50
(Don't know/refused)	23	24
	n= 703	n= 617

A new Greensboro performing arts center is planned for downtown Greensboro using public and private money. Do you agree with proponents who say this project will promote growth and enhance quality of life in the city and the county?

	All Adults	Registered Voters
Agree	69	68
(Neither Agree Nor Disagree)	4	4
Disagree	23	24
(Don't know/refused)	4	4
	n= 703	n= 617

Local Economy

Thinking about the economy here in Guilford County, would you say that the economy is better than it was twelve months ago, worse than it was twelve months ago, or about the same as it was?

	All Adults	Registered Voters
Better	20	21
Worse	24	23
About the same	53	53
(Don't know/refused)	3	3
	n= 703	n= 617

Thinking just about the overall conditions here in Guilford County, do you think that the economy here in Guilford County is getting better or getting worse?

	All Adults	Registered Voters
Better	44	45
Worse	35	33
(Will stay about the same)	17	17
(Don't know/refused)	4	5
	n= 703	n= 617

Thinking just about people you know here in Guilford County such as friends, neighbors or family members, do you think that their personal finances are getting better or getting worse?

	All Adults	Registered Voters
Better	25	26
Worse	50	49
(Will stay about the same)	20	21
(Don't know/refused)	4	5
	n= 703	n= 617

Thinking just about your own experiences, do you think that your household's finances are getting better or getting worse?

	All Adults	Registered Voters
Better	37	37
Worse	40	38
(Will stay about the same)	21	23
(Don't know/refused)	2	2
	n= 703	n= 617

Demographics

Generally speaking, do you think of yourself as a Democrat, a Republican, or what?

	All Adults	Registered Voters
Democrat	40	41
Republican	28	29
(Independent/unaffiliated)	22	22
(Other)	3	3
(Don't know/refused)	7	6
	n= 703	n= 617

When thinking about politics today, do normally consider yourself to be very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal?

	All Adults	Registered Voters
Very conservative	12	12
Somewhat conservative	30	31
Moderate	30	29
Somewhat liberal	16	17
Very liberal	6	7
(Other)	1	1
(Don't know/refused)	4	4
	n=703	n= 617

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 th grade)	4	3
(High school graduate)	19	16
(Some college)	24	24
(College graduate)	37	39
(Graduate school)	15	16
(Don't know/refused)	1	1
	n= 703	n= 617

Would you please stop me when I read the correct category for your total household income?

	All Adults	Registered Voters
25 thousand dollars or less	17	15
25 to 50 thousand dollars	20	19
50 to 75 thousand dollars	18	19
75 to 100 thousand dollars	14	14
100 to 150 thousand dollars	10	11
150 to 250 thousand dollars	5	5
More than 250 thousand dollars	3	4
(Don't know/refused)	12	13
	n= 703	n= 617

Age

	All Adults	Registered Voters
18-24	15	13
25-34	18	18
35-44	19	18
45-54	19	19
55-64	15	16
65 and older	16	17
	n= 703	n= 617

How often do you attend worship services?

	All Adults	Registered Voters
Never	15	13
A few times a year	21	22
A few times a month	17	17
Almost every week	14	14
Every week	20	21
More than once a week	12	12
(Don't know/refused)	2	2
	n= 703	n= 617

Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

	All Adults	Registered Voters
Yes	5	3
No	92	94
(Don't know/refused)	3	3
	n= 703	n= 617

What racial group best describes you?

	All Adults	Registered Voters
White or Caucasian	57	58
African-American or Black	33	34
Native American	1	1
Asian	2	1
(Multiple or Other)	4	3
(Don't know/refused)	3	3
	n= 703	n= 617

Gender

	All Adults	Registered Voters
Male	47	45
Female	53	55
	n= 703	n= 617

Does anyone in your household own a gun?

	All Adults	Registered Voters
Yes	39	41
No	57	56
(Don't know/refused)	3	3
	n= 703	n= 617

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single	39	37
Engaged	3	3
Living with your significant other	5	5
Married	44	46
Widowed	5	6
(Don't know/refused)	4	3
	n= 703	n= 617

Respondent phone use

	All Adults	Registered Voters
Both landline and cell phone	66	68
Cell phone only	31	29
Landline only	3	2
	n= 703	n= 617