



HIGH POINT UNIVERSITY SURVEY RESEARCH CENTER

HIGH POINT UNIVERSITY MEMO RELEASE 2/3/2014

| ELEMENTS | DETAILS |
|--|---|
| Population represented | Adults in North Carolina |
| Sample size | 421 adults (368 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 | January 26 – 30, 2014 |
| Margin of sampling error for total sample | Approximately 4.8 percentage points for the full adult sample (5.1 percentage points for those passing the registered voter screen) |
| Are the data weighted? | Yes, relative to U.S. Census estimates for age, race, and gender of adults in North Carolina. |
| 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 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 | 10 | 0 |
| (Don't know/refused) | 1 | 0 |
| | n= 421 | n=368 |

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 | 98 | 100 |
| Chance registration has lapsed | 1 | 0 |
| No, not registered | 1 | 0 |
| (Don't know/refused) | 0 | 0 |
| | n= 376 | n=368 |

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 | 23 | 24 |
| Wrong track | 65 | 65 |
| (Don't know/refused) | 12 | 11 |
| | n=421 | n=368 |

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 | 40 | 40 |
| Disapprove | 54 | 55 |
| (Don't know/refused) | 6 | 6 |
| | n= 421 | n= 368 |

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

| | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Approve | 33 | 32 |
| Disapprove | 43 | 44 |
| (Don't know/refused) | 25 | 23 |
| | n= 421 | n= 368 |

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

| | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Approve | 37 | 38 |
| Disapprove | 40 | 43 |
| (Don't know/refused) | 23 | 19 |
| | n= 421 | n= 368 |

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

| | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Approve | 29 | 31 |
| Disapprove | 29 | 31 |
| (Don't know/refused) | 42 | 39 |
| | n=421 | n= 368 |

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

| | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Approve | 12 | 13 |
| Disapprove | 80 | 81 |
| (Don't know/refused) | 8 | 7 |
| | n= 421 | n= 368 |

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 | 32 | 30 |
| Disapprove | 51 | 54 |
| (Don't know/refused) | 17 | 16 |
| | n= 421 | n= 368 |

Demographics

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

| | All Adults | Registered Voters |
|----------------------------|------------|-------------------|
| Democrat | 37 | 36 |
| Republican | 30 | 30 |
| (Independent/unaffiliated) | 26 | 27 |
| (Other) | 4 | 4 |
| (Don't know/refused) | 4 | 3 |
| | n= 421 | n= 368 |

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 | 13 | 14 |
| Somewhat conservative | 25 | 26 |
| Moderate | 30 | 30 |
| Somewhat liberal | 16 | 16 |
| Very liberal | 9 | 9 |
| (Other) | 2 | 2 |
| (Don't know/refused) | 6 | 3 |
| | n=421 | n= 368 |

What is the last year of schooling you have completed?

| | All Adults | Registered Voters |
|----------------------------|------------|-------------------|
| (1-11 th grade) | 4 | 2 |
| (High school graduate) | 18 | 16 |
| (Some college) | 24 | 24 |
| (College graduate) | 34 | 36 |
| (Graduate school) | 19 | 21 |
| (Don't know/refused) | 1 | 0 |
| | n= 421 | n= 368 |

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 | 16 | 13 |
| 25 to 50 thousand dollars | 22 | 22 |
| 50 to 75 thousand dollars | 16 | 15 |
| 75 to 100 thousand dollars | 14 | 15 |
| 100 to 150 thousand dollars | 11 | 12 |
| 150 to 250 thousand dollars | 5 | 5 |
| More than 250 thousand dollars | 3 | 4 |
| (Don't know/refused) | 14 | 13 |
| | n= 421 | n= 368 |

Age

| | All Adults | Registered Voters |
|--------------|------------|-------------------|
| 18-24 | 13 | 9 |
| 25-34 | 18 | 18 |
| 35-44 | 20 | 21 |
| 45-54 | 19 | 20 |
| 55-64 | 15 | 17 |
| 65 and older | 16 | 17 |
| | n= 421 | n= 368 |

How often do you attend worship services?

| | All Adults | Registered Voters |
|-----------------------|------------|-------------------|
| Never | 16 | 15 |
| A few times a year | 22 | 22 |
| A few times a month | 16 | 16 |
| Almost every week | 14 | 14 |
| Every week | 19 | 20 |
| More than once a week | 11 | 11 |
| (Don't know/refused) | 1 | 1 |
| | n= 421 | n= 368 |

Would you describe yourself as a "born again" or evangelical Christian, or not?

| | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Yes | 43 | 46 |
| No | 51 | 48 |
| (Don't know/refused) | 6 | 6 |
| | n= 421 | n= 368 |

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

| | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Yes | 3 | 2 |
| No | 96 | 96 |
| (Don't know/refused) | 2 | 2 |
| | n= 421 | n= 368 |

What racial group best describes you?

| | All Adults | Registered Voters |
|---------------------------|------------|-------------------|
| White or Caucasian | 71 | 73 |
| African-American or Black | 21 | 19 |
| Native American | 2 | 2 |
| Asian | 2 | 2 |
| (Multiple or Other) | 2 | 2 |
| (Don't know/refused) | 2 | 2 |
| | n= 421 | n= 368 |

Participant Gender

| | All Adults | Registered Voters |
|--------|------------|-------------------|
| Male | 49 | 47 |
| Female | 51 | 53 |
| | n= 421 | n= 368 |

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

| | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Yes | 33 | 33 |
| No | 66 | 66 |
| (Don't know/refused) | 1 | 1 |
| | n= 421 | n= 368 |

How would you best describe your current relationship status?

| | All Adults | Registered Voters |
|------------------------------------|------------|-------------------|
| Single | 29 | 26 |
| Engaged | 4 | 4 |
| Living with your significant other | 4 | 4 |
| Married | 55 | 59 |
| Widowed | 5 | 4 |
| (Don't know/refused) | 3 | 3 |
| | n= 421 | n= 368 |