



**HIGH POINT UNIVERSITY
SURVEY RESEARCH CENTER AND SCHOOL OF EDUCATION
MEMO RELEASE (UPDATE) 2/5/2014**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina (and registered voters)
Sample size	421 adults (368 self-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, 2013
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	<p>Martin Kifer Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu</p> <p>Sadie Leder Elder Associate Director 336-841-9430 sleder@highpoint.edu</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. 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

Education

Do you happen to have any children—for whom you are a parent or guardian currently receiving instruction here in North Carolina at the kindergarten through twelfth grade level?

	All Adults	Registered Voters
No, not a parent or guardian	70	70
Yes, public school	25	25
Yes, private/parochial	2	3
Yes, home school	1	1
More than one of those	2	1
Other	*	*
	n= 421	n= 368

Overall, in which direction would you say that public education in North Carolina is headed? Would you say in the right direction or the wrong direction?

	All Adults	Registered Voters
Right direction	30	29
Wrong direction	60	61
(Don't know/refused)	11	10
	n= 421	n= 368

Using a grade of A, B, C, D, and F—where A is excellent and F is very poor—how would you grade North Carolina on the quality of its public schools?

	All Adults	Registered Voters
A	5	5
B	22	22
C	40	40
D	22	23
F	7	6
(Don't know/refused)	4	4
	n= 421	n= 368

Note: The following list of eight items was adapted for comparison purposes from the recent survey study by Drs. Scott Imig and Robert Smith of the University of North Carolina Wilmington of the attitudes of teachers in Southeastern, North Carolina. It is available at: <http://people.uncw.edu/imigs/documents/SmithImigReport.pdf>

I am going to read a list of summaries of legislation that the North Carolina General Assembly passed and Governor McCrory signed into law.

Please indicate to what extent you believe these changes will impact the quality of public education in North Carolina.

For each item you can say strong negative impact, negative impact, no impact, positive impact, or strong positive impact.

Teachers in North Carolina will no longer receive additional pay for earning a master's degree in education.

	All Adults	Registered Voters
Strong negative impact	47	47
Negative impact	36	36
No impact	9	9
Positive impact	3	3
Strong positive impact	2	2
(Don't know/refused)	2	2
	n= 421	n= 368

Teacher tenure has been eliminated with all teachers placed on 1-, 2- or 4- year contracts by 2018.

	All Adults	Registered Voters
Strong negative impact	19	20
Negative impact	35	36
No impact	10	8
Positive impact	19	20
Strong positive impact	10	11
(Don't know/refused)	7	6
	n= 421	n= 368

Twenty five percent (25%) of teachers in a school district will receive performance bonuses of \$500 a year. Criteria for identifying the 25% of teachers have not been determined.

	All Adults	Registered Voters
Strong negative impact	8	8
Negative impact	27	27
No impact	17	18
Positive impact	26	27
Strong positive impact	12	11
(Don't know/refused)	10	9
	n= 421	n= 368

Implementing the Read to Achieve Program to ensure every student reads at or above grade level by the end of third grade or they are remediated or retained.

	All Adults	Registered Voters
Strong negative impact	6	5
Negative impact	10	10
No impact	5	5
Positive impact	46	47
Strong positive impact	28	27
(Don't know/refused)	6	5
	n= 421	n= 368

Teacher salaries were not increased making this the 4th time in 5 years that teachers have received no raise in pay.

	All Adults	Registered Voters
Strong negative impact	47	46
Negative impact	41	40
No impact	7	8
Positive impact	3	3
Strong positive impact	2	2
(Don't know/refused)	2	2
	n= 421	n= 368

Per pupil funding was reduced. North Carolina ranks among the bottom few states in per pupil funding

	All Adults	Registered Voters
Strong negative impact	36	38
Negative impact	37	35
No impact	9	9
Positive impact	5	5
Strong positive impact	1	1
(Don't know/refused)	13	13
	n= 421	n= 368

Teach for America, a program that recruits college graduates and trains them for 6 weeks, was provided an additional 6 million dollars to place teachers in North Carolina Schools.

	All Adults	Registered Voters
Strong negative impact	3	3
Negative impact	5	5
No impact	10	11
Positive impact	57	57
Strong positive impact	21	19
(Don't know/refused)	5	5
	n= 421	n= 368

The state will provide low-income families with 4,200-dollar vouchers to attend private school, with 50 million dollars to be allocated in 2015 alone.

	All Adults	Registered Voters
Strong negative impact	16	16
Negative impact	26	28
No impact	11	12
Positive impact	30	28
Strong positive impact	14	12
(Don't know/refused)	3	4
	n= 421	n= 368

Removing class size caps. That is, there are no longer limits on how large public school classes can be.

	All Adults	Registered Voters
Strong negative impact	45	45
Negative impact	44	46
No impact	5	4
Positive impact	4	4
Strong positive impact	1	1
(Don't know/refused)	1	1
	n= 421	n=368

The average salary for North Carolina public school teachers is ranked forty-sixth (46th) in the United States. Knowing this, would you favor or oppose a tax increase to raise teacher pay in North Carolina to the national average over the next four years?

	All Adults	Registered Voters
Favor	72	72
Oppose	25	25
(Don't know/refused)	3	3
	n= 421	n= 368

Do you favor or oppose mandatory standardized testing of all students in grades three through eight and selected subjects in high school as a way to determine how well the school is educating students?

	All Adults	Registered Voters
Favor	55	54
Oppose	39	39
(Don't know/refused)	6	7
	n= 421	n= 368

Some states—including North Carolina—require that teacher evaluations include how well a teacher's students perform on standardized test.

Do you favor or oppose this requirement?

	All Adults	Registered Voters
Favor	52	51
Oppose	45	46
(Don't know/refused)	3	3
	n= 421	n= 368

Do you believe that the state should give schools a rating of A, B, C, D, or F based on students' test scores?

	All Adults	Registered Voters
Yes	47	48
No	48	48
(Don't know/refused)	5	4
	n= 421	n=368

Generally speaking, would you say you favor or oppose having a mandatory national curriculum for all schools in America?

	All Adults	Registered Voters
Favor	50	49
Oppose	44	45
(Don't know/refused)	7	7
	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

Respondent 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