



**HIGH POINT UNIVERSITY POLL
MEMO 2/24/2014**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina (with a self-identified registered voter subsample)
Sample size	403 adults
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	February 16 - 20, 2014.
Margin of sampling error for total sample	Approximately 4.9 percentage points for the all adult sample (approximately 5.4 percentage points for the self-identified registered voter sample)
Are the data weighted?	Yes, relative to U.S. Census estimates for age, race and gender as well as CDC estimates for phone usage (cell only, landline only, or both).
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 or haven't you been able to register so far?

	All Adults	Registered Voters
Yes	87	100
No	12	-
(Don't know/refused)	1	-
	n= 403	n=334

(ASKED ONLY OF THOSE WHO SAY "YES", THEY ARE REGISTERED TO VOTE) 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	95	100
Chance registration has lapsed	4	-
No, not registered	1	-
(Don't know/refused)	0	-
	n=352	n= 334

Direction of Country

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	18	20
Wrong track	73	73
(Don't know/refused)	9	7
	n=403	n= 334

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	42	40
Disapprove	51	53
(Don't know/refused)	7	7
	n= 403	n= 334

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

	All Adults	Registered Voters
Approve	36	35
Disapprove	47	51
(Don't know/refused)	17	14
	n= 403	n= 334

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

	All Adults	Registered Voters
Approve	36	37
Disapprove	49	50
(Don't know/refused)	15	14
	n= 403	n= 334

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

	All Adults	Registered Voters
Approve	30	33
Disapprove	36	39
(Don't know/refused)	34	29
	n=403	n=334

Demographics

In politics today, do you generally consider yourself as a Democrat, a Republican, or what?

	All Adults
Democrat	40
Republican	23
(Independent/unaffiliated)	28
(Other)	3
(Don't know)	3
(Refused)	4
	n = 403

What is the last year of schooling you have completed?

	All Adults
(1-11 th grade)	3
(High school graduate)	25
(Some college)	23
(College graduate)	33
(Graduate school)	15
(Don't know/refuse)	1
	n = 403

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

	All Adults
Yes	31
No	67
(Don't know/refuse)	2
	n = 403

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

	All Adults
Very conservative	15
Somewhat conservative	27
Moderate	23
Somewhat liberal	15
Very liberal	10
(Other)	3
(Don't know/refuse)	7
	n = 403

Age	All Adults
18 - 24	13
25 - 34	18
35 - 44	19
45 - 54	20
55 - 64	15
65 and older	16
	n = 403

Gender	All Adults
Male	49
Female	51
	n= 403

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

	All Adults
Yes	4
No	93
(Don't know/refuse)	2
	n= 403

What racial or ethnic group best describes you?

	All Adults
White	66
African-American or Black	21
Native American	2
Asian	1
(Multiple or Other)	5
(Don't know/refuse)	5
	n = 408

Phone type	All Adults
Both landline and cell phone	60
Cell phone only	36
Landline only	3
	n = 403