HIGH POINT UNIVERSITY
SURVEY RESEARCH CENTER

HIGH POINT UNIVERSITY POLL
MEMO 2/25/2014

ELEMENTS	DETAILS
Population represented	Adults in North Carolina (with a 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
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	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 are denoted with a *

Note: The following indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (http://www.sca.isr.umich.edu/) All samples are All Adults in North Carolina.

	Feb. 2014	*Sept. 2013*	*March 2013*	*Sept. 2012*	*March 2012*	*Sept. 2011*	*April 2011*	*Oct. 2010*	*April 2010*
Index of consumer sentiment (ICS-HPU)	73.5	70.4	72.0	81.9	75.0	59.9	67.6	68.8	73.3

The following five questions were administered on the current survey and are used to calculate the Index of consumer sentiment.

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?

	Feb. 2014	*Sept. 2013*	*March 2013*	*Sept. 2012*	*March 2012*	*Sept. 2011*	*April 2011*	*Oct. 2010*	*April 2010*
Better off	31	35	33	31	32	24	29	24	26
Worse off	41	41	42	42	42	49	45	51	44
(Same or Neither better nor worse)	27	24	25	26	24	25	25	25	30
(Don't know/refused)	1	1	*	1	2	2	1	*	*

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.

	Feb. 2014	*Sept. 2013*	*March 2013*	*Sept. 2012*	*March 2012*	*Sept. 2011*	*April 2011*	*Oct. 2010*	*April 2010*
Better off	28	27	32	37	31	26	26	29	35
Worse off	14	21	22	9	15	21	22	14	18
Just about the same as now	53	49	40	42	48	45	49	53	43
(Don't know/refused)	5	3	6	12	6	8	4	5	4

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?

	Feb. 2014	Sept. 2013	March 2013	Sept. 2012	March 2012	Sept. 2011	April 2011	Oct. 2010	April 2010
Good times	26	23	32	31	29	13	23	25	31
Bad times	36	39	37	24	36	59	46	40	33
(Neither bad nor good, both good and bad)	19	20	15	17	16	13	15	17	17
(Good times with qualifications)	8	6	8	13	7	3	7	9	11
(Bad times with qualifications)	3	4	4	2	4	5	2	4	2
(Don't know/refused)	9	7	4	13	7	7	8	6	6

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?

	Feb. 2014	Sept. 2013	March 2013	Sept. 2012	March 2012	Sept. 2011	April 2011	Oct. 2010	April 2010
Widespread unemployment or depression	52	54	57	32	44	60	55	54	49
Continuous good times	25	22	29	38	31	14	26	25	35
(Neither/A mix of both)	17	20	13	15	18	18	14	16	17
(Don't know/refused)	6	5	2	15	8	9	5	5	7

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?

	Feb. 2014	Sept. 2013	March 2013	Sept. 2012	March 2012	Sept. 2011	April 2011	Oct. 2010	April 2010
Good time	47	45	44	46	55	43	44	45	42
Bad time	31	34	38	36	14	41	41	37	35
(Neither good time nor bad time)	13	12	12	12	23	9	9	14	17
(Don't know/refused)	9	9	7	6	8	6	6	4	7

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
(1-11th 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 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 = 403

Phone type

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