



**HIGH POINT UNIVERSITY AND NEWS & RECORD POLL
MEMO 2/26/2014**

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, split samples have larger estimated margins of sampling error)
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

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

Health Care

We'd like to ask you about the 2010 healthcare law that restructured the U.S. healthcare system. Do you generally approve or disapprove of the healthcare law?

	All Adults	Registered Voters
Approve	38	37
Disapprove	54	55
(Don't know/refused)	9	4
	n= 403	n= 334

Would you say this statement is true or false?

“The Affordable Care Act and Obamacare refer to the same U.S. health care reform legislation that was signed into law on March 23, 2010.

	All Adults	Registered Voters
True	53	56
False	27	26
(Don't know/refused)	20	18
	n= 403	n= 334

Do you think the new health care law will improve access to health insurance coverage? That is, do you think more people will have health insurance coverage as a result of this law?

	All Adults	Registered Voters
Yes	57	56
No	40	41
(Don't know/refused)	3	3
	n= 403	n= 334

Overall do you think the new health care law will make health care better or worse here in North Carolina?

	All Adults	Registered Voters
Better	40	39
Worse	53	55
(Don't know/refused)	7	7
	n= 403	n= 334

Job Market

Are you currently...?

	All Adults	Registered Voters
Employed for wages	51	52
Self-employed	7	6
Out of work and looking for work	5	5
Out of work but not currently looking for work	2	2
A homemaker	3	3
A student	9	6
Retired	17	19
Unable to work	7	7
(Don't know/refused)	1	1
	n= 403	n= 334

We are interested in how you are feeling about job prospects for the coming year.

[ONLY ASKED OF PEOPLE WHO SAID THEY WERE EMPLOYED FOR WAGES] Do you expect to be making more money next year than you are now? If so, why? Will you have a better job, receive a raise, or something else?

	All Adults	Registered Voters
No	43	46
Yes, will have a different job	11	11
Yes, will receive a raise	34	32
Yes, something else	4	4
(Don't know/refused)	8	8
	n=204	n= 174

[ONLY ASKED OF PEOPLE WHO WERE NOT EMPLOYED FOR WAGES] Do you expect the availability of jobs to be better or worse next year than it is this year?

	All Adults	Registered Voters
Better	49	46
Worse	39	43
(Don't know/refused)	12	11
	n=199	n= 160

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 = 403

Phone type

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