

**HPU/UNC POLL
MEMO RELEASE 4/8/2014**

ELEMENTS	DETAILS
Population represented	Registered Voters in North Carolina
Sample size	595 self-identified 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	March 23 - 27, March 29 - April 3, 2014
Margin of sampling error for total sample	Approximately 4 percentage points for the full 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	Dr. Daniel Riffe of UNC-Chapel Hill and 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 are denoted with a *

Registered Voter Screening

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 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?

	Registered Voters
Yes, absolutely certain	100
Chance registration has lapsed	0
No, not registered	0
(Don't know/refused)	0
	n= 595

Direction of Country and State

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?

	Registered Voters
Right direction	27
Wrong track	63
(Don't know/refused)	10
	n= 595

Do you think things in North Carolina are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	Registered Voters
Right direction	29
Wrong track	63
(Don't know/refused)	8
	n= 595

Approval Ratings for Public Officials

Overall, do you approve or disapprove of the way that Barack Obama is handling his job as president?

	Registered Voters
Approve	44
Disapprove	52
(Don't know/refused)	5
	n= 595

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

	Registered Voters
Approve	35
Disapprove	43
(Don't know/refused)	22
	n= 595

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

	Registered Voters
Approve	33
Disapprove	29
(Don't know/refused)	37
	n= 595

Now, thinking about Barack Obama...

Do you think that historians will look back one day and consider Barack Obama a great president, a good president, an average president, a bad president, or a very bad president?

	Registered Voters
Great president	10
Good president	30
Average president	27
Bad president	13
Very bad president	19
(Don't know/refused)	1
	n= 595

Demographics

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

	Registered Voters
Democrat	39
Republican	29
(Independent/unaffiliated)	24
(Other)	5
(Don't know/refused)	4
	n= 595

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

	Registered Voters
Very conservative	13
Somewhat conservative	27
Moderate	31
Somewhat liberal	17
Very liberal	9
(Other)	1
(Don't know/refused)	1

n= 595

What is the last year of schooling you have completed?

	Registered Voters
(1-11 th grade)	3
(High school graduate)	16
(Some college)	24
(College graduate)	34
(Graduate school)	21
(Don't know/refused)	1

n= 595

Would you please stop me when I read the correct category for your total household income?

	Registered Voters
25 thousand dollars or less	13
25 to 50 thousand dollars	22
50 to 75 thousand dollars	19
75 to 100 thousand dollars	13
100 to 150 thousand dollars	13
150 to 250 thousand dollars	5
More than 250 thousand dollars	3
(Don't know/refused)	9

n= 595

Age

	Registered Voters
18-24	11
25-34	16
35-44	19
45-54	20
55-64	16
65 and older	18

n= 595

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

	Registered Voters
Yes	2
No	97
(Don't know/refused)	1
	n= 595

What racial or ethnic group best describes you?

	Registered Voters
White	22
African-American or Black	69
Native American	2
Asian	1
(Multiple or Other)	5
(Don't know/refused)	1
	n= 595

Phone type

	Registered Voters
Both landline and cell phone	73
Cell phone only	24
Landline only	3
	n= 595

Worship Services

	Registered Voters
Never	13
A few times a year	21
A few times a month	18
Almost every week	13
Every week	24
More than once a week	11
(Don't know/refused)	1
	n= 595

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

	Registered Voters
Yes	49
No	48
(Don't know/refused)	3
	n= 595

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

	Registered Voters
Yes	29
No	71
(Don't know/refused)	1
	n= 595

Gender	Registered Voters
Male	48
Female	52
	n= 595

Relationship status	Registered Voters
Single	30
Engaged	3
Living with significant other	4
Married	54
Widowed	8
(Don't know/refused)	1
	n=595