



# HIGH POINT UNIVERSITY

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## **HPU/UNC POLL: 44 PERCENT OF NC VOTERS APPROVE OF OBAMA; 40 PERCENT SAY HISTORY WILL JUDGE HIM POSITIVELY**

**HIGH POINT, N.C., April 8, 2014** – A new poll by High Point University and the University of North Carolina at Chapel Hill finds that 44 percent of North Carolina registered voters approve of President Barack Obama’s job performance. The new poll, the third of the year, places Senators Kay Hagan and Richard Burr’s job performance at 35 and 33 percent approval, respectively.

Fully 52 percent of the registered voters interviewed for the survey disapproved of President Obama’s job performance. For Senators Hagan and Burr, those numbers were 43 percent and 29 percent, respectively.

Respondents were similarly split in how they thought Obama’s presidency would be viewed in the future. When asked about how Obama would be viewed by historians, 40 percent of respondents said they thought he would be viewed as a great or good president, 27 percent responded that he would be an average president, and 32 said a bad or very bad president.

Viewed from a partisan perspective, 70 percent of Democrats said that they thought Obama would be viewed as a great or good president, but 62 percent of Republicans said Obama would be seen as a bad or very bad president. Independents were split on the question with 38 percent saying average president, 28 percent saying great or good, and 33 percent saying bad or very bad.

The poll also finds approximately one out of every four (27 percent) of the same respondents believe the country is headed in the right direction versus almost two-thirds (63 percent) of North Carolina residents who see the country as being on the wrong track.

This poll did not show levels of approval for these elected officials much different from the last HPU Poll in [February](#). That survey of North Carolina residents showed President Obama at 42

percent approval, with approval ratings for Senators Hagan and Burr at 36 and 30, respectively. Only 18 percent of respondents said they felt the country was going in the right direction at that time.

“We are going through a time in history when voters here in North Carolina are not in a positive overall mood about the direction of the country or their state,” said Martin Kifer, assistant professor of political science and the director of the High Point University Poll. “Time will tell whether that feeling changes, any of these approval ratings improve, or—thinking in the longer term—history judges leadership during this period as having been effective or not.”

### **Registered voters – Presidential job approval**

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

Approve – 44 percent  
Disapprove – 52 percent  
Don't know/refuse – 5 percent

(North Carolina registered voter sample surveyed March 23 – 27 and March 29 – April 3, 2014, n = 595 and margin of sampling error approximately = +/- 4 percent)

### **Registered voters – Obama in history**

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?

Great/good president – 40 percent  
Average president – 27 percent  
Bad/very bad president – 32 percent  
Don't know/refuse – 1 percent

(North Carolina registered voter sample surveyed March 23 – 27 and March 29 – April 3, 2014, n = 595 and margin of sampling error approximately = +/- 4 percent)

### **Registered voters – Senator Hagan job approval**

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

Approve – 35 percent  
Disapprove – 43 percent  
Don't know/refuse – 22 percent

(North Carolina registered voter sample surveyed March 23 – 27 and March 29 – April 3, 2014, n = 595 and margin of sampling error approximately = +/- 4 percent)

### **Registered voters – Senator Burr job approval**

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

Approve – 33 percent  
Disapprove – 29 percent  
Don't know/refuse – 37 percent

(North Carolina registered voter sample surveyed March 23 – 27 and March 29 – April 3, 2014, n = 595 and margin of sampling error approximately = +/- 4 percent)

### **Registered voters – country direction**

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?

Right direction – 27 percent  
Wrong track – 63 percent  
Don't know/refused – 10 percent

(North Carolina registered voter sample surveyed March 23 – 27 and March 29 – April 3, 2014, n = 595 and margin of sampling error approximately = +/- 4 percent)

### **All adults (2/24/2014) – Presidential job approval**

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

Approve – 42 percent  
Disapprove – 51 percent  
Don't know/refuse – 7 percent

(All adult, North Carolina resident, sample surveyed February 16 - 20, 2014, n = 403 and margin of sampling error approximately = +/- 4.9 percent)

### **All adults (2/24/2014) – Senator Hagan job approval**

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

Approve – 36 percent  
Disapprove – 47 percent  
Don't know/refuse – 17 percent

(All adult, North Carolina resident, sample surveyed February 16 - 20, 2014, n = 403 and margin of sampling error approximately = +/- 4.9 percent)

### **All adults (2/24/2014) – Senator Burr job approval**

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

Approve – 30 percent  
Disapprove – 36 percent  
Don't know/refuse – 34 percent

(All adult, North Carolina resident, sample surveyed February 16 - 20, 2014, n = 403 and margin of sampling error approximately = +/- 4.9 percent)

### **All adults (2/24/2014) – Country direction**

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?

Right direction – 18 percent  
Wrong track – 73 percent  
Don't know/refused – 9 percent

(All adult, North Carolina resident, sample surveyed February 16 - 20, 2014, n = 403 and margin of sampling error approximately = +/- 4.9 percent)

The most recent survey was fielded by live interviewers at the High Point University Survey Research Center calling on March 23 – 27 and March 29 – April 3, 2014. The responses from a sample of all North Carolina counties came from 595 self-identified registered voters with landline or cellular telephones. Registered voters were identified as responding “yes” to this question: “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 North Carolina or haven’t you been able to register so far?” The Survey Research Center contracted with Survey Sampling International to acquire this sample. The survey has an estimated margin of sampling error of approximately 4 percentage points for these respondents. The data are weighted toward registered voter population estimates for cellular and landline telephone use, age, gender and race. In addition to sampling error, factors such as question wording and other methodological choices in conducting survey research can introduce additional error into the findings of opinion polls.

The previous survey was fielded by live interviewers at the High Point University Survey Research Center calling on Feb. 16 - 20, 2014. The survey has an estimated margin of sampling error of approximately 4.9 percentage points for these respondents. The data are weighted toward population estimates for cellular and landline telephone use, age, gender and race.

Further results and methodological details from the most recent survey and past studies can be found at the Survey Research Center website at <http://www.highpoint.edu/src/>. The materials

on-line include past press releases as well as memos summarizing the findings (including approval ratings) for each poll since 2010.

You can follow the HPU Poll on Facebook at <http://www.facebook.com/SurveyResearchCenter> and Twitter at <http://twitter.com/HPUSurveyCenter>.

Dr. Daniel Riffe, the Richard Cole Eminent Professor at UNC's School of Journalism and Mass Communication, helped design and fund the survey. Dr. Martin Kifer, assistant professor of political science, serves as the director of the HPU Poll, and Dr. Sadie Leder Elder, assistant professor of psychology, serves as the associate director of the HPU Poll.

*At High Point University, every student receives an extraordinary education in an inspiring environment with caring people.<sup>SM</sup> HPU, located in the Piedmont Triad region of North Carolina, is a liberal arts institution with over 4,200 undergraduate and graduate students. It is ranked No.1 by U.S. News and World Report in three categories: No. 1 Best Regional College in the South; No. 1 Up and Coming School in Regional Colleges in the South; and No. 1 for Best Undergraduate Teaching in Regional Colleges in the South. HPU was named this year the No. 4 private school in NC for the best return on investment, and it is a 2013-14 College of Distinction. The university offers 44 undergraduate majors, 43 undergraduate minors and 11 graduate degree programs. It is a member of the NCAA, Division I and the Big South Conference. Visit High Point University on the Web at [highpoint.edu](http://highpoint.edu).*

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