



**HPU POLL  
MEMO RELEASE 10/13/2014**

<b>ELEMENTS</b>	<b>DETAILS</b>
Populations represented	Likely Voters in North Carolina, Colorado, and New Hampshire
Sample sizes	584 likely voters in North Carolina 800 likely voters in Colorado 824 likely voters in New Hampshire
Mode of data collection	North Carolina: Live interviewers calling landline and cell phones in North Carolina (HPU Survey Research Center)  Colorado and New Hampshire: Automated calling of landlines (recorded voice of professional actor) and live operator dialing of cell phones and administration of survey (SurveyUSA)
Type of sample (probability/non-probability)	North Carolina: Registration Based Sample (i.e. Voter List Sample) of likely voters who passed a screen gauging likelihood of voting in 2014 and including 2010 general election voters, 2012 general election voters who registered after the 2010 election, and voters who registered since 2012. In addition, those identified as likely voters passed a screening question gauging the likelihood they would cast a ballot on or before November 4 <sup>th</sup> . The contact phone numbers appended to the list are landline and cellular telephones provided by Survey Sampling International (SSI) and originally purchased from Aristotle. Cell phone users constituted 53 percent of the sample (307 interviews) and landlines constituted 47 percent (277 interviews).  Colorado and New Hampshire: Registration Based Sample (i.e. Voter List Sample) purchased from Aristotle (Washington, D.C.). Voters must have voted in 2010 and 2012 or needed to be newly registered thereafter. In addition, those identified as likely voters passed a screen gauging the likelihood they would cast a ballot on or before November 4 <sup>th</sup>
Start and end dates of data collection	North Carolina: September 30 - October 2 and October 4 - 9, 2014 New Hampshire and Colorado: October 4 - 8, 2014
Margin of sampling error for total sample (at confidence level of 95%)	North Carolina: Approximately 4.1 percentage points Colorado: Approximately 3.5 percentage points New Hampshire: Approximately 3.4 percentage points
Are the data weighted?	Yes, relative to turn out estimates for age, race, and gender based on Board of Elections data and exit polls from past races.
Survey sponsor	High Point University Survey Research Center, High Point, NC
Survey/Data collection supplier	North Carolina: 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

	<p>assisted telephone interviewing systems.</p> <p>Colorado and New Hampshire: SurveyUSA, 1360 Clifton Ave #221, Clifton NJ 07012 phone: 973-857-8500 <a href="http://www.surveyusa.com/">http://www.surveyusa.com/</a></p>
Contact for more information	<p>Martin Kifer Director, High Point University Survey Research Center 336-841-9333 <a href="mailto:mkifer@highpoint.edu">mkifer@highpoint.edu</a></p> <p>Brian McDonald Assistant Director 336-841-9651 <a href="mailto:bmcdonal@highpoint.edu">bmcdonal@highpoint.edu</a></p>
<p>Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at <a href="http://www.highpoint.edu/src/">http://www.highpoint.edu/src/</a> and should contact the Director of the Survey Research Center for additional information.</p>	

*Survey questions:* Below are questions the Survey Research Center fielded for this study as well as the questions SurveyUSA fielded in Colorado and New Hampshire. In the case of North Carolina, they represent the text as read by the interviewers, plus options that appeared to interviewers but were not offered to respondents (in parentheses). The North Carolina questionnaire has been abridged to focus just on the questions fielded in common across the three states. Percentages may not add to 100 because of rounding. Percentages less than one percent are denoted with a \*

*Registered Voter Screening*

[ASKED OF NORTH CAROLINA VOTERS]

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?

	Likely NC Voters
Yes	100
No	-
(Don't know/refused)	-
	n= 584

On November 4th, (North Carolina/New Hampshire/Colorado) will hold its general election for U.S. Senate, U.S. House of Representatives and other offices. How certain are you that you will vote in this election?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Almost certain	88	96	96
Probably	13	4	4
50/50	-	-	-
Won't vote	-	-	-
(Don't know/refused)	-	-	-
	n= 584	N=800	N=824

*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?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Right direction	19	32	32
Wrong track	75	62	63
(Don't know/refused)	6	6	6
	n= 584	n= 800	n= 824

*Approval Ratings for Public Officials*

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

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Approve	40	40	41
Disapprove	55	54	54
(Don't know/refused)	5	6	6
	n= 584	n= 800	n= 824

[ASKED OF NORTH CAROLINA VOTERS]

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

	Likely NC Voters
Approve	35
Disapprove	54
(Don't know/refused)	12
	n= 584

[ASKED OF COLORADO VOTERS]

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

	Likely CO Voters
Approve	39
Disapprove	52
(Don't know/refused)	9
	n= 800

[ASKED OF NEW HAMPSHIRE VOTERS]

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

	Likely NH Voters
Approve	47
Disapprove	48
(Don't know/refused)	5
	n= 824

[ASKED OF NORTH CAROLINA VOTERS]

Do you approve or disapprove of the way that Thom Tillis is handling his job as Speaker of the North Carolina House of Representatives?

	Likely NC Voters
Approve	32
Disapprove	46
(Don't know/refused)	22
	n= 584

[ASKED OF NORTH CAROLINA VOTERS]

If the election for United States Senate were held today would you be voting for Republican Thom Tillis, or Democrat Kay Hagan, or Libertarian Sean Haugh? [NAMES ROTATED]

	Likely NC Voters
Thom Tillis (R)	40 (40.4)
Kay Hagan (D)	40 (39.5)
Sean Haugh (L)	7
(Don't know/refused)	13
	n= 584

[ASKED OF COLORADO VOTERS]

If the election for United States Senate were held today would you be voting for Republican Cory Gardner, or Democrat Mark Udall? [NAMES ROTATED]

	Likely CO Voters
Cory Gardner (R)	46
Mark Udall (D)	42
Other	7
Undecided	5
	n= 800

[ASKED OF NEW HAMPSHIRE VOTERS]

If the election for United States Senate were held today would you be voting for Republican Scott Brown, or Democrat Jeanne Shaheen? [NAMES ROTATED]

	Likely NH Voters
Scott Brown (R)	46
Jeanne Shaheen (D)	48
Undecided	6
	n= 824

[ASKED OF COLORADO VOTERS]

If the election for Colorado Governor were held today would you be voting for Republican Bob Beauprez, or Democrat John Hickenlooper? [NAMES ROTATED]

Likely CO Voters	
Bob Beauprez (R)	46
John Hickenlooper (D)	44
Other	6
Undecided	4
	n= 800

[ASKED OF NEW HAMPSHIRE VOTERS]

If the election for New Hampshire Governor were held today would you be voting for Republican Walt Havenstein, or Democrat Maggie Hassan? [NAMES ROTATED]

Likely NH Voters	
Walt Havenstein (R)	42
Maggie Hassan (D)	50
Other	4
Undecided	4
	n= 824

If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate OR the Democratic Party's candidate for Congress in your district?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Republican candidate	46	46	44
Democratic candidate	40	40	43
Other	4	6	6
(Don't know/undecided/refuse)	11	7	7
	n=584	n=800	n=824

Now I am going to read a list of people and groups. For each one, please tell me whether your overall opinion of that person or group is favorable or unfavorable. If you have never heard of this person or group, you should say so.

Democratic Party

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Favorable	43	35	36
Unfavorable	49	48	43
Neither	6	14	17
(Don't know/never heard of it)	2	3	3
(Refuse)	*	-	-
	n=584	n=800	n=824

Republican Party			
	Likely NC Voters	Likely CO Voters	Likely NH Voters
Favorable	46	27	25
Unfavorable	43	45	46
Neither	8	24	25
(Don't know/never heard of it)	3	3	3
(Refuse)	*	-	-
	n=584	n=800	n=824

We are interested in how people are getting along financially these days.

Would you say that you and your family living there are better off or worse off financially than you were a year ago?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Better off	31	34	31
Worse off	39	40	43
(Neither better nor worse)	29	25	25
(Don't know/refused)	1	1	1
	n=584	n= 800	n=824

### *Demographics*

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

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Democrat	37	32	27
Republican	33	34	26
(Independent/unaffiliated)	24	31	45
(Other)	5	-	-
(Don't know/refused)	1	-	-
	n= 584	n= 800	n= 824

Age

	Likely NC Voters	Likely CO Voters	Likely NH Voters
18-24	6	18 - 39	15
25-34	10	40 - 49	13
35-44	17	50 - 64	39
45-54	21	65 and older	34
55-64	22		37
65 and older	24		
	n= 584	n= 800	n= 824

Overall, how qualified do you feel to do the job of an elected official?

Would you say: not at all qualified, somewhat qualified, qualified, or very qualified?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Not at all qualified	37	19	20
Somewhat qualified	28	37	36
Qualified	20	25	23
Very qualified	13	13	17
(Don't know/refused)	1	6	4
	n=584	n=800	n=824

Which of the following statements comes closest to your opinion about men and women as political leaders?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Men generally make better	7	7	5
Women generally make better	6	10	10
Women and men are equally good	86	80	84
(Don't know/refused)	2	2	1
	n=584	n=800	n=824



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

	Likely NC Voters		Likely CO Voters	Likely NH Voters
Very conservative	19	Conservative	35	33
Somewhat conservative	30			
Moderate	30	Moderate	38	45
Somewhat liberal	14			
Very liberal	5	Liberal	21	18
(Other)	1			
(Don't know/refused)	2	Unsure	6	4
	n= 584		n= 800	n= 824

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

	Likely NC Voters
Yes	2
No	97
(Don't know/refused)	1
	n= 584

What racial or ethnic group best describes you?

	Likely NC Voters		Likely CO Voters
White	73	White	84
African-American or Black	22	Black	6
Native American	2	Hispanic	6
Asian	*	Asian/Other	4
(Multiple or Other)	2		
(Don't know/refused)	1		
	n= 584		n = 800

Gender

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Male	47	47	47
Female	53	53	53
	n= 584	n = 800	n = 824

Phone type

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Cell phone	53	28	28
Landline	47	72	72
	n= 584	n = 800	n = 824