

**HPU POLL
MEMO RELEASE 11/17/2014**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina
Sample size	421 likely voters (361 identified as 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	November 8 - 13, 2014
Margin of sampling error for total sample	Approximately 4.8 percentage points for the all adult sample (Approximately 5.2 for the registered voters)
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>Brian McDonald Assistant Director 336-841-9651 bmcdonal@highpoint.edu</p>

Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at <http://www.highpoint.edu/src> 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 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	86	100
No	13	0
(Don't know/refused)	1	0
	n= 421	n= 361

On November 4th, North Carolina held its general election for U.S. Senate, U.S. House of Representatives and other offices. Did you vote or were you unable to vote for some reason?

	All Adults	Registered Voters
Yes	76	76
No	24	24
(Don't know/refused)	0	0
	n= 421	n= 361

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?

	All Adults	Registered Voters
Right direction	25	26
Wrong track	67	68
(Don't know/refused)	8	6
	n= 421	n= 361

Approval Ratings for Public Officials

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

	All Adults	Registered Voters
Approve	43	43
Disapprove	49	52
(Don't know/refused)	8	5
	n= 421	n= 361

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

	All Adults	Registered Voters
Approve	36	39
Disapprove	48	48
(Don't know/refused)	16	13
	n= 421	n= 361

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

	All Adults	Registered Voters
Approve	29	32
Disapprove	28	27
(Don't know/refused)	43	42
	n= 421	n= 361

Do you approve or disapprove of the way that Pat McCrory is handling his job as governor?

	All Adults	Registered Voters
Approve	47	49
Disapprove	37	38
(Don't know/refused)	16	12
	n= 421	n= 361

Demographics

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

	All Adults	Registered Voters
Democrat	35	34
Republican	28	31
(Independent/unaffiliated)	28	26
(Other)	4	4
(Don't know/refused)	5	5
	n= 421	n= 361

Worship Services

	All Adults	Registered Voters
Never	18	16
A few times a year	22	21
A few times a month	17	15
Almost every week	10	12
Every week	18	20
More than once a week	14	15
(Don't know/refused)	1	2
	n= 421	n= 361

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

	All Adults	Registered Voters
Yes	47	50
No	48	46
(Don't know/refused)	5	5
	n= 421	n= 361

About how long have you lived in North Carolina?

	All Adults	Registered Voters
Less than one year	3	2
One to five years	6	5
Six to ten years	9	8
11 to 20 years	12	12
More than 20 years	23	24
All my life	46	49
(Don't know/refused)	1	1
	n=421	n=361

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?

	All Adults	Registered Voters
Not at all qualified	37	36
Somewhat qualified	31	31
Qualified	16	17
Very qualified	13	13
(Don't know/refused)	4	1
	n=421	n=361

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

	All Adults	Registered Voters
Men generally make better	9	8
Women generally make better	7	7
Women and men are equally good	80	81
(Don't know/refused)	4	4
	n=421	n=361

Last month did you purchase any products or services over the Internet?

	All Adults	Registered Voters
Yes	53	54
No	46	45
(Don't know/refused)	1	1
	n= 421	n= 361

Do you have a gun in your home?

	All Adults	Registered Voters
Yes	47	49
No	50	47
(Don't know/refused)	3	4
	n= 421	n= 361

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

	All Adults	Registered Voters
Very conservative	13	14
Somewhat conservative	25	28
Moderate	30	28
Somewhat liberal	17	16
Very liberal	10	10
(Other)	1	1
(Don't know/refused)	4	4
	n= 421	n= 361

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

	All Adults	Registered Voters
Yes	6	3
No	93	96
(Don't know/refused)	1	1
	n= 421	n= 361

What racial or ethnic group best describes you?

	All Adults	Registered Voters
White	20	20
African-American or Black	68	71
Native American	2	1
Asian	1	1
(Multiple or Other)	4	4
(Don't know/refused)	5	4
	n= 421	n= 361

Age

	All Adults	Registered Voters
18 - 24	13	10
25 - 34	18	14
35 - 44	20	19
45 - 54	19	22
55 - 64	15	17
65 and older	16	18
	n= 421	n=361

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

	All Adults	Registered Voters
25 thousand dollars or less	17	15
25 to 50 thousand dollars	21	20
50 to 75 thousand dollars	17	18
75 to 100 thousand dollars	13	14
100 to 150 thousand dollars	9	10
150 to 250 thousand dollars	3	3
More than 250 thousand dollars	3	2
(Don't know/refused)	18	17
	n= 421	n= 361

What is the last year or level of schooling you have completed?

	All Adults	Registered Voters
(1-11 th grade)	8	7
(High school graduate)	16	15
(Some college)	28	26
(College graduate)	34	36
(Graduate school)	13	14
(Don't know/refused)	2	2
	n= 421	n= 361

Gender

	All Adults	Registered Voters
Male	49	49
Female	51	51
	n= 421	n= 361

Relationship status

	All Adults	Registered Voters
Single	28	26
Engaged	5	4
Living with significant other	6	5
Married	48	51
Widowed	9	10
(Don't know/refused)	4	4
	n=421	n=361