



**HIGH POINT UNIVERSITY POLL
MEMO (RELEASED 11/21/2011)**

| ELEMENTS | DETAILS |
|--|--|
| Population represented | Adults in North Carolina |
| Sample size | 703 |
| 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 | 11/6/2011 – 11/10/2011, 11/12/2011 – 11/17/2011 |
| Margin of sampling error for total sample | Approximately 4 percent plus or minus on the full sample, greater than that on subsamples (as reported within the document below) |
| Are the data weighted? | Yes, relative to U.S. Census estimates for gender, race, and age as well as estimates of cell and landline usage. |
| 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 within the Nido R. Qubein School of Communications on the High Point University campus. Student interviewers staff the 32 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 Assistant 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.

Trend/approval of Public Officials in 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?

| | |
|----------------------|-----|
| Right Direction | 15% |
| Wrong track | 78% |
| (Don't know/refused) | 6% |

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

| | |
|----------------------|-----|
| Approve | 43% |
| Disapprove | 48% |
| (Don't know/refused) | 9% |

How would you rate the job Barack Obama has been doing as president. Would you say excellent, pretty good, only fair or poor?

Note: fielded 11/6/2011 – 11/10/2011, n = 402 margin of sampling error +/- 5 percent

| | |
|----------------------|-----|
| Excellent | 13% |
| Pretty good | 23% |
| Only fair | 30% |
| Poor | 32% |
| (Don't know/refused) | 2% |

On the whole, do you think Barack Obama has been doing a good job or a poor job as president?

Note: fielded 11/12/2011 – 11/17/2011, n = 301, margin of sampling error +/- 5.7 percent

| | |
|----------------------|-----|
| Good | 44% |
| Poor | 46% |
| (Don't know/refused) | 9% |

Do you approve or disapprove of the way Congress is handling its job?

| | |
|----------------------|-----|
| Approve | 13% |
| Disapprove | 77% |
| (Don't know/refused) | 10% |

Demographics

Age

| | |
|-------------|-----|
| 18-24 | 13% |
| 25-34 | 17% |
| 35-44 | 20% |
| 45-54 | 19% |
| 55-64 | 15% |
| 65 and over | 17% |

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

| | |
|---------------------------------------|-----|
| Yes, an active member of armed forces | 4% |
| Yes, veteran | 21% |
| Yes, both | 2% |
| No | 69% |
| (Don't know/Refused) | 4% |

What racial or ethnic group best describes you?

| | |
|---------------------------|-----|
| White | 68% |
| African-American or Black | 21% |
| Hispanic or Latino | 2% |
| Native American | 2% |
| Asian | 1% |
| (Multiple or Other) | 3% |
| (Don't know/refused) | 3% |

Gender

| | |
|--------|-----|
| Male | 49% |
| Female | 51% |

How would you describe your current relationship status?

| | |
|------------------------------------|-----|
| Single | 31% |
| Engaged | 5% |
| Living with your significant other | 4% |
| Married | 52% |
| Widowed | 6% |
| (Don't know/refused) | 2% |

Are you registered to vote?

| | |
|-----|-----|
| Yes | 89% |
| No | 11% |