



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE (UPDATE) 9/21/2012**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina (with a registered voter subsample)
Sample size	515 adults (448 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	Sept. 8 to Sept. 13 and Sept. 15 to Sept. 18, 2012.
Margin of sampling error for total sample	Approximately 4.4. for the all adult sample (4.7 percent for the registered voter sample)
Are the data weighted?	Yes, relative to U.S. Census estimates for age and 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>Sadie Leder 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.

Trend/approval of Public Officials in Country and State

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?

	Registered voters	All Adults
Yes	100	90
No	0	10
(Don't know/refused)	0	1
	n = 448	n = 515

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	All Adults
Yes, absolutely certain	100	97
Chance registration has lapsed	0	3
No, not registered	0	1
(Don't know/refused)	0	0
	n = 448	n = 462

[FOR NON REGISTERED VOTERS] Do you plan on registering to vote prior to the November elections?

	All Adults
Yes	56
No	41
(Don't know/refused)	4
	n = 49

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	All Adults
Right direction	33	32
Wrong track	61	61
(Don't know/refused)	7	7
	n = 448	n= 515

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

	Registered voters	All Adults
Approve	49	49
Disapprove	47	47
(Don't know/refused)	5	5
	n = 448	n= 515

How closely have you followed news about candidates and election campaigns in your state and district? Have you followed them very closely, fairly closely, not too closely, or not at all closely?

	Registered voters	All Adults
Very closely	32	30
Fairly closely	44	44
Not too closely	18	20
Not at all closely	5	6
(Don't know/refused)	0	0
	n = 448	n= 515

Would you say you have been following news about the elections more closely or less closely than you did in 2008?

	Registered voters	All Adults
More closely	63	64
Less closely	19	20
(Don't know/refused)	18	17
	n = 448	n= 515

If the election for President of the United States were held today would you be voting for Barack Obama or Mitt Romney? [IF DON'T KNOW/ REFUSED] Are you leaning toward Barack Obama or Mitt Romney?

	Registered voters	All Adults
Obama	46	45
Leaning Obama	2	2
Romney	43	41
Leaning Romney	1	1
(Other)	3	4
(Don't know/refused)	5	6
	n = 448	n= 515

Now I am going to read a list of phrases. Regardless of who you support, which of the presidential candidates, Mitt Romney or Barack Obama, do you think would do the best job of handling each of these issues:

	Registered voters			All Adults		
	Obama	Romney	(DK/Refuse)	Obama	Romney	(DK/Refuse)
<i>Improving economic conditions</i>	44	49	8	44	48	9
<i>Creating jobs</i>	47	46	7	44	47	9
<i>Protecting Social Security</i>	53	39	7	53	38	8
<i>Preserving Medicare</i>	54	39	7	55	37	8
<i>Protecting the U.S. from foreign threats</i>	52	42	7	51	41	8
<i>Lowering gas prices</i>	33	44	24	34	43	23

Now I am going to read another list of phrases. Please tell me if you think each phrase better describes Barack Obama or Mitt Romney...

	Registered Voters			All Adults		
	Obama	Romney	(DK/Refuse)	Obama	Romney	(DK/Refuse)
<i>Strong leader</i>	48	40	12	48	39	13
<i>Connects well with ordinary people</i>	68	23	9	67	23	10
<i>Has middle class values</i>	58	32	11	59	30	11
<i>Honest and truthful</i>	45	35	20	45	34	21
<i>Good judgment in a crisis</i>	53	36	11	53	35	12
<i>Understands the economy</i>	44	47	9	43	47	10
<i>Takes action rather than just talking</i>	45	43	13	44	42	13
<i>Willing to work with the other party</i>	50	36	14	51	35	14

Demographics

For registered voters columns, n = 448

For all adults columns, n = 515

Partisanship: Generally speaking, do you think of yourself as a Democrat, a Republican, or what?

	Registered voters	All Adults
Democrat	36	36
Republican	31	30
(Independent/unaffiliated)	27	27
(Other)	3	4
(Don't know)	1	2
(Refused)	2	2

What is the last year of schooling you have completed?

	Registered voters	All Adults
(1-11 th grade)	3	4
(High school graduate)	17	19
(Some college)	25	25
(College graduate)	36	34
(Graduate school)	18	17
(Don't know/Refused)	1	1

Are you currently?

	Registered voters	All Adults
Employed for wages	45	46
Self-employed	11	11
Out of work and looking for work	6	6
Out of work but not currently looking for work	2	2
A homemaker	3	3
A student	7	7
Retired	21	19
Unable to work	4	5
(Refused)	1	1

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

	Registered voters	All Adults
25 thousand dollars or less	17	19
25 to 50 thousand dollars	19	20
50 to 75 thousand dollars	16	16
75 to 100 thousand dollars	13	12
100 to 150 thousand dollars	13	13
150 to 250 thousand dollars	3	3
More than 250 thousand dollars	4	4
(Don't know/refused)	13	13

Age

	Registered voters	All Adults
18 - 24	11	11
25 - 34	14	16
35 - 44	18	19
45 - 54	21	20
55 - 64	18	16
65 and older	19	18

What racial or ethnic group best describes you?

	Registered voters	All Adults
White	70	70
African-American or Black	20	20
Hispanic or Latino	1	1
Native American	1	1
Asian	1	1
(Multiple or Other)	3	4
(Don't know/refused)	4	3

Gender

	Registered voters	All Adults
Male	47	48
Female	53	52

Phone usage

	Registered voters	All Adults
Both cell and landline	73	71
Cell phone only	22	25
Landline only	5	4