



**HPU POLL
MEMO RELEASE 11/19/2012**

ELEMENTS	DETAILS
Population represented	Registered voters in the U.S. (50 states and D.C.)
Sample size	566 registered voters (out of a total of 677 adults called)
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	Fielded November 8 th and 10 th – 15 th
Margin of sampling error for total sample	Approximately 4 percent for the registered voter sample
Are the data weighted?	Yes, relative to national U.S. Census estimates for age, race, gender and region of residence. Also weighted using Centers for Disease Control and Prevention National Health Interview Survey estimates (July – December 2011) for prevalence of cell phone only, dual user (both landline and cell phone) and landline only households.
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

Likely Voter Screens

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?

Yes	100
No	0
(Don't know/Refused)	0

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?

Yes, absolutely certain	100
Chance registration has lapsed	0
No, not registered	0
(Don't know/Refused)	0

Mood Trend/Approval of Public Officials in Country

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	39
Wrong track	56
(Don't know/refused)	5

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

Approve	50
Disapprove	46
(Don't know/refused)	4

Demographics

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

Democrat	36
Republican	32
(Independent/unaffiliated)	24
(Other)	6
(Don't know)	3
(Refused)	1

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

Extremely Conservative	7
Very Conservative	17
Somewhat conservative	33
Somewhat liberal	21
Very liberal	11
Extremely liberal	4
(Don't know/Refused)	4

(1-11 th grade)	3
(High school graduate)	20
(Some college)	26
(College graduate)	32
(Graduate school)	19
(Don't know/Refused)	1

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

25 thousand dollars or less	13
25 to 50 thousand dollars	20
50 to 75 thousand dollars	17
75 to 100 thousand dollars	15
100 to 150 thousand dollars	14
150 to 250 thousand dollars	6
More than 250 thousand dollars	3
(Don't know/refused)	13

Age

18 - 24	17
25 - 34	17
35 - 44	15
45 - 54	18
55 - 64	15
65 and older	16
(Refuse)	2

Phone use

Cell phone only	32
Both cell phone and landline	65
Landline only	4

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

Yes, active duty member	2
Yes, veteran	25
Yes, both	3
No	67
(Don't know/Refused)	4

What racial or ethnic group best describes you?

White	74
African-American or Black	11
Hispanic or Latino	8
Native American	1
Asian	3
(Multiple or Other)	3
(Don't know/refused)	2

Gender

Male	50
Female	50

Region

Northeast	20
Midwest	21
South	38
West	22