



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE 3/26/2013**

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Adults in North Carolina (with a registered voter subsample)
Sample size	548 adults (481 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	March 17 – 21, 2013.
Margin of sampling error for total sample	Approximately 4.2 for the all adult sample (4.5 percent for the registered voter sample)
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  <a href="mailto:mkifer@highpoint.edu">mkifer@highpoint.edu</a></p> <p>Sadie Leder            Associate Director            336-841-9430  <a href="mailto:sleder@highpoint.edu">sleder@highpoint.edu</a></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. Percentages less than one percent are denoted with a \*

*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?

	All Adults
Yes	90
No	10
(Don't know/refused)	*
	n = 548

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? (ASKED ONLY OF RESPONDENTS WHO SAID "YES" THEY WERE REGISTERED TO VOTE)

	All Adults
Yes, absolutely certain	98
Chance registration has lapsed	1
No, not registered	1
(Don't know/refused)	*
	n = 491

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	28	27
Wrong track	64	65
(Don't know/refused)	8	9
	n= 481	n = 548

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

	Registered voters	All Adults
Approve	44	43
Disapprove	48	46
(Don't know/refused)	8	11
	n= 481	n = 548

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

	Registered voters	All Adults
Approve	38	38
Disapprove	22	22
(Don't know/refused)	40	41
	n= 481	n = 548

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

	Registered voters	All Adults
Approve	50	49
Disapprove	25	25
(Don't know/refused)	25	27
	n= 481	n = 548

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

	Registered voters	All Adults
Approve	36	35
Disapprove	20	21
(Don't know/refused)	43	44
	n= 481	n = 548

### *Demographics*

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

	Registered voters	All Adults
Democrat	34	34
Republican	32	32
(Independent/unaffiliated)	25	26
(Other)	6	6
(Don't know)	2	3
(Refused)	*	*
	n= 481	n = 548

What is the last year of schooling you have completed?

	Registered voters	All Adults
(1-11 <sup>th</sup> grade)	5	6
(High school graduate)	21	23
(Some college)	23	24
(College graduate)	34	33
(Graduate school)	16	15
(Don't know/refuse)	1	*
	n= 481	n = 548

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

	Registered voters	All Adults
Yes	28	28
No	72	72
	n= 481	n = 548

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

	Registered voters	All Adults
Very conservative	16	16
Somewhat conservative	27	26
Moderate	31	31
Somewhat liberal	14	14
Very liberal	8	9
(Other)	1	1
(Don't know/refuse)	3	3
	n= 481	n = 548

Age

	Registered voters	All Adults
18 - 24	10	13
25 - 34	16	18
35 - 44	20	20
45 - 54	20	19
55 - 64	16	15
65 and older	17	16
	n= 481	n = 548

Gender

	Registered voters	All Adults
Male	49	49
Female	51	51
	n= 481	n= 548

What racial or ethnic group best describes you?

	Registered voters	All Adults
White	68	68
African-American or Black	20	20
Hispanic or Latino	2	2
Native American	1	2
Asian	1	1
(Multiple or Other)	5	5
(Don't know/refuse)	2	2
	n= 481	n = 548

Phone type

	Registered voters	All Adults
Both landline and cell phone	74	72
Cell phone only	24	26
Landline only	2	3