



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 4/1/2013**

ELEMENTS	DETAILS
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 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. Percentages less than one percent are denoted with a *

Environment

How would you rate the overall quality of the environment in this country today -- as excellent, good, fair, or poor?

	Registered voters	All Adults
Excellent	3	4
Good	40	37
Fair	44	43
Poor	12	15
(Don't know/refused)	2	2
	n= 481	n = 548

Right now, do you think the quality of the environment in the country as a whole is getting better or getting worse?

	Registered voters	All Adults
Getting better	30	30
Getting worse	50	51
(Neither better nor worse)	16	16
(Don't know/refused)	4	4
	n= 481	n = 548

With which one of these statements about the environment and energy production do you most agree?

Protection of the environment should be given priority, even at the risk of limiting the amount of energy supplies -- such as oil, gas and coal -- which the United States produces OR

Development of U.S. energy supplies -- such as oil, gas and coal -- should be given priority, even if the environment suffers to some extent

	Registered voters	All Adults
Statement one more - protection of the environment	50	52
Statement two more - development of U.S. energy supplies	34	33
(Both the same)	7	7
(Neither)	4	5
(Don't know/refused)	4	4
	n= 481	n = 548

Which of the following approaches to solving the nation’s energy problems do you think the U.S. should follow right now:

emphasize production of more oil, gas and coal supplies

OR

emphasize the development of alternative energy such as wind and solar power

	Registered voters	All Adults
Emphasize the development of alternative energy	60	60
Emphasize production of more oil, gas and coal	28	28
(Both the same)	10	10
(Neither)	1	1
(Don’t know/refused)	2	2
	n= 481	n = 548

Demographics

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

	All Adults
Democrat	34
Republican	32
(Independent/unaffiliated)	26
(Other)	6
(Don’t know)	3
(Refused)	*
	n = 548

What is the last year of schooling you have completed?

	All Adults
(1-11 th grade)	6
(High school graduate)	23
(Some college)	24
(College graduate)	33
(Graduate school)	15
(Don’t know/refuse)	*
	n = 548

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

All Adults

Yes	28
No	72
	n = 548

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

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

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

Gender	All Adults
Male	49
Female	51
	n= 548

What racial or ethnic group best describes you?

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

Phone type	All Adults
Both landline and cell phone	72
Cell phone only	26
Landline only	3