



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 3/27/2013**

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 *

Note: The following indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (<http://www.sca.isr.umich.edu/>) All samples are All Adults in North Carolina.

	<i>March 2013</i>	<i>September 2012</i>	<i>March 2012</i>	<i>September 2011</i>	<i>April 2011</i>	<i>October 2010</i>	<i>April 2010</i>
Index of consumer sentiment (ICS-HPU)	72.0	81.9	75.0	59.9	67.6	68.8	73.3

The following five questions were administered on the current survey and are used to calculate the Index of consumer sentiment.

We are interested in how people are getting along financially these days. Would you say that you (and your family living there) better off or worse off financially than you were a year ago?

	<i>March 2013</i>	<i>September 2012</i>	<i>March 2012</i>	<i>September 2011</i>	<i>April 2011</i>	<i>October 2010</i>	<i>April 2010</i>
Better off	33	31	32	24	29	24	26
Worse off	42	42	42	49	45	51	44
(Same or Neither better nor worse)	25	26	24	25	25	25	30
(Don't know/refused)	*	1	2	2	1	*	*

Now looking ahead, do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now.

	<i>March 2013</i>	<i>September 2012</i>	<i>March 2012</i>	<i>September 2011</i>	<i>April 2011</i>	<i>October 2010</i>	<i>April 2010</i>
Better off	32	37	31	26	26	29	35
Worse off	22	9	15	21	22	14	18
Just about the same as now	40	42	48	45	49	53	43
(Don't know/refused)	6	12	6	8	4	5	4

Now turning to business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially, or bad times, or what?

	<i>March 2013</i>	<i>September 2012</i>	<i>March 2012</i>	<i>September 2011</i>	<i>April 2011</i>	<i>October 2010</i>	<i>April 2010</i>
Good times	32	31	29	13	23	25	31
Bad times	37	24	36	59	46	40	33
(Neither bad nor good, both good and bad)	15	17	16	13	15	17	17
(Good times with qualifications)	8	13	7	3	7	9	11
(Bad times with qualifications)	4	2	4	5	2	4	2
(Don't know/refused)	4	13	7	7	8	6	6

Looking ahead, which would you say is more likely, that in the country as a whole we'll have continuous good times during the next five years or so, or that we have periods of widespread unemployment or depression, or what?

	<i>March 2013</i>	<i>September 2012</i>	<i>March 2012</i>	<i>September 2011</i>	<i>April 2011</i>	<i>October 2010</i>	<i>April 2010</i>
Widespread unemployment or depression	57	32	44	60	55	54	49
Continuous good times	29	38	31	14	26	25	35
(Neither/A mix of both)	13	15	18	18	14	16	17
(Don't know/refused)	2	15	8	9	5	5	7

About the big things people buy for their homes, such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items?

	<i>March 2013</i>	<i>September 2012</i>	<i>March 2012</i>	<i>September 2011</i>	<i>April 2011</i>	<i>October 2010</i>	<i>April 2010</i>
Good time	44	46	55	43	44	45	42
Bad time	38	36	14	41	41	37	35
(Neither good time nor bad time)	12	12	23	9	9	14	17
(Don't know/refused)	7	6	8	6	6	4	7

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 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