



HIGH POINT UNIVERSITY  
**SURVEY RESEARCH CENTER**

# HIGH POINT UNIVERSITY POLL

Current Issues in the State of North Carolina

April 2010



[www.highpoint.edu](http://www.highpoint.edu)

# METHODOLOGY

- 428 adults (age 18 and older) in North Carolina
- The survey was conducted April 11 - 15
- The sample is weighted to Census estimates of demographics of North Carolina's population
- Margin of sampling error is plus or minus 5 percent



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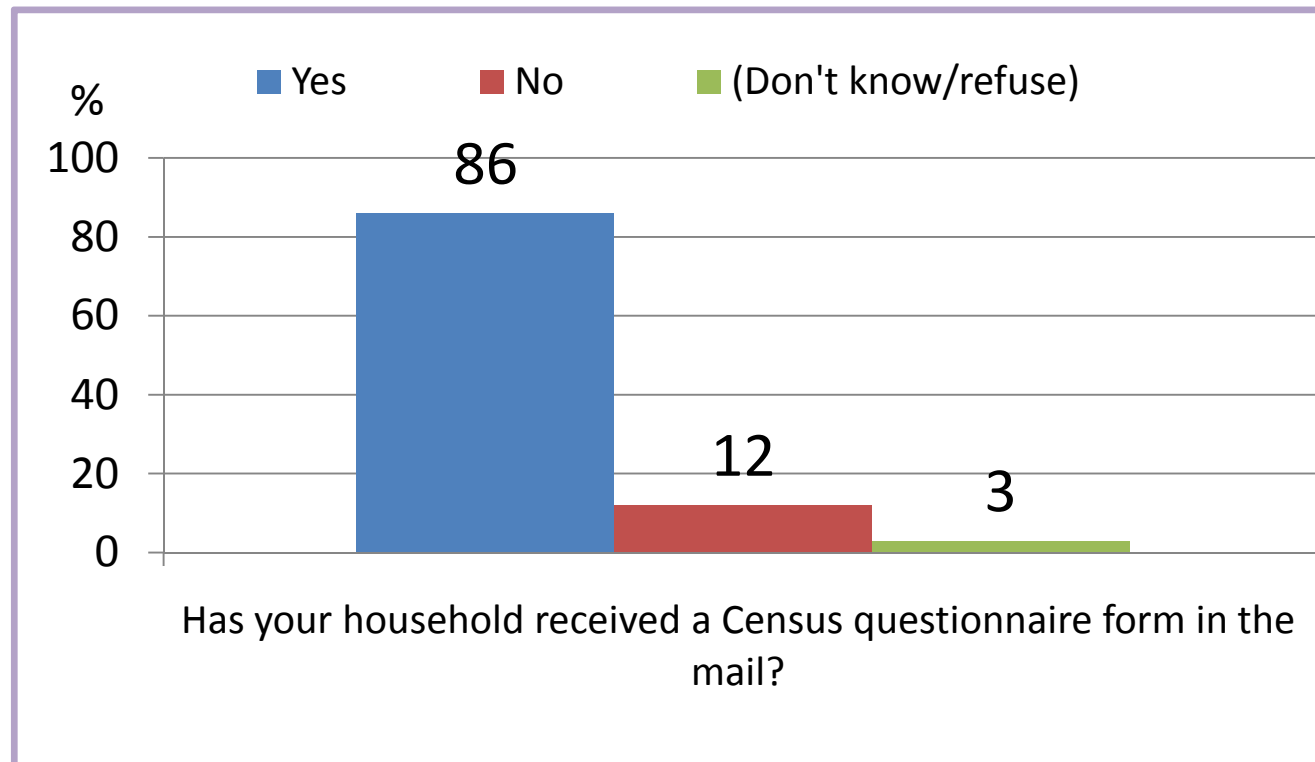
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# U.S. CENSUS

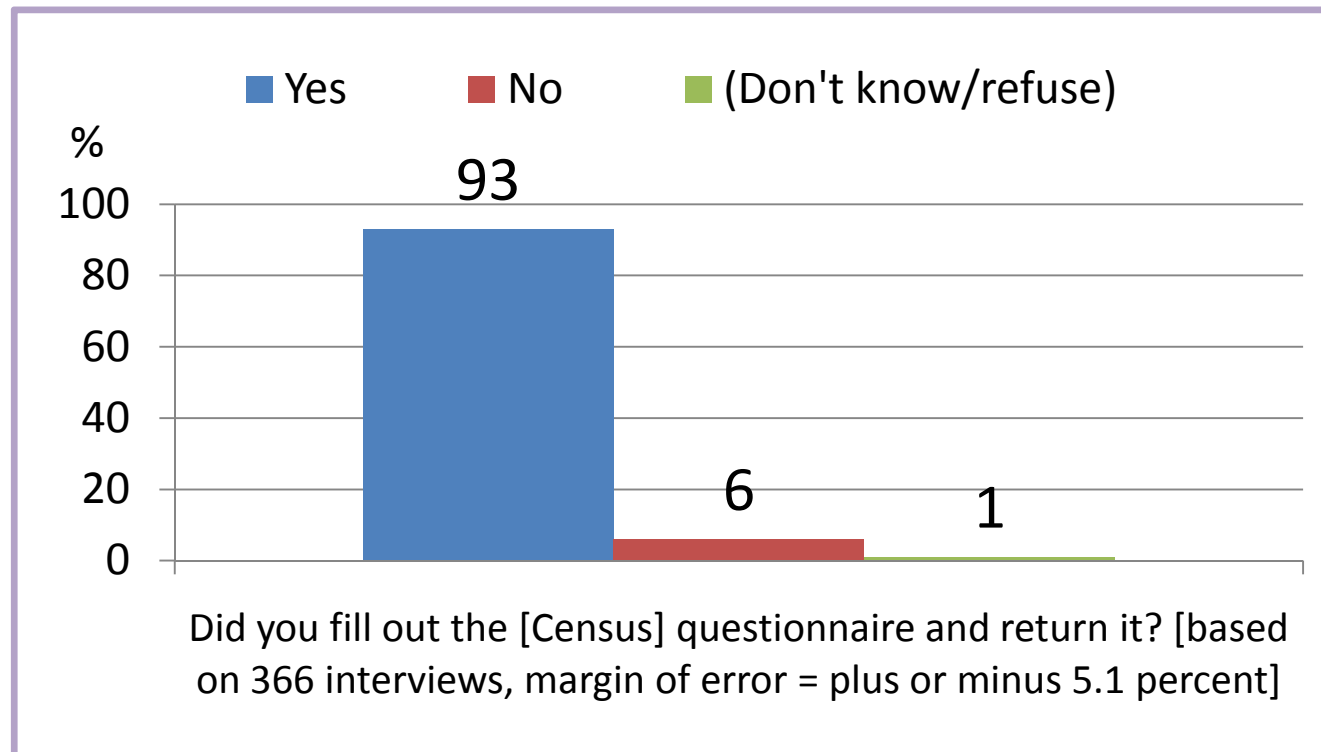


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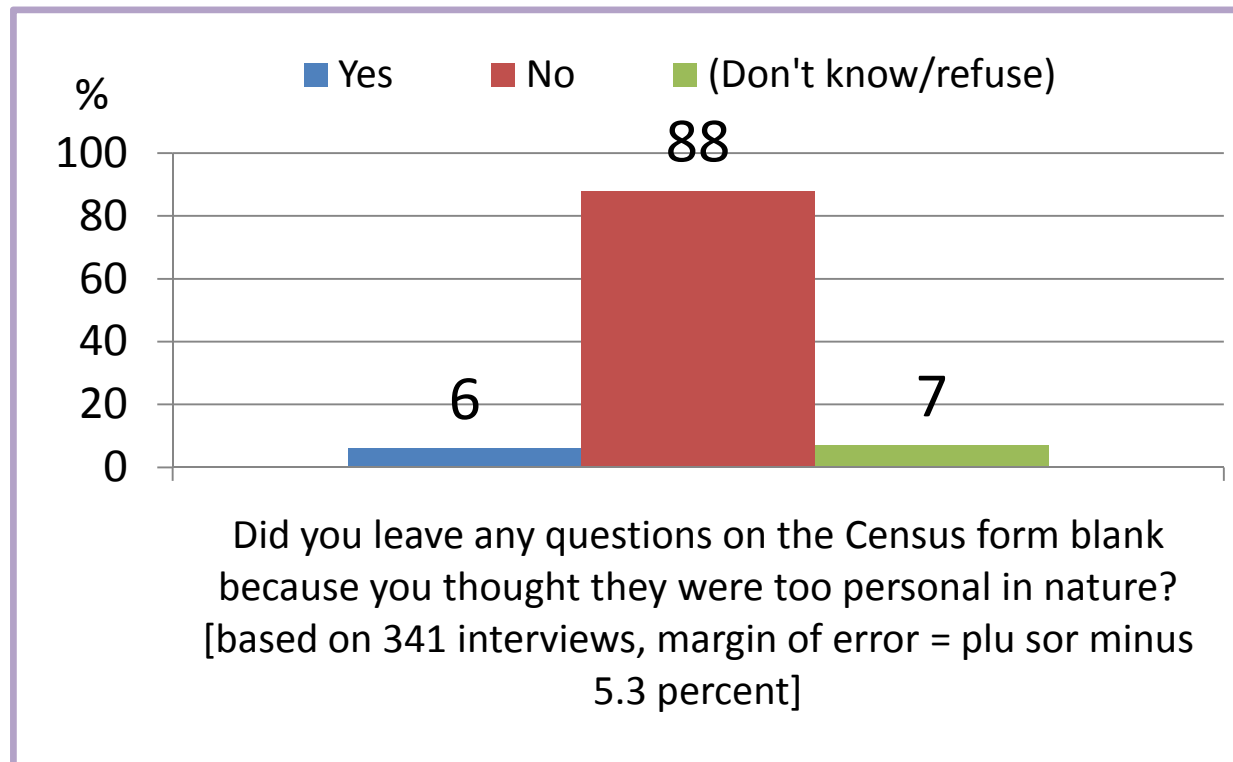
## VAST MAJORITY IN NC SAY THEY HAVE RECEIVED THEIR CENSUS FORMS



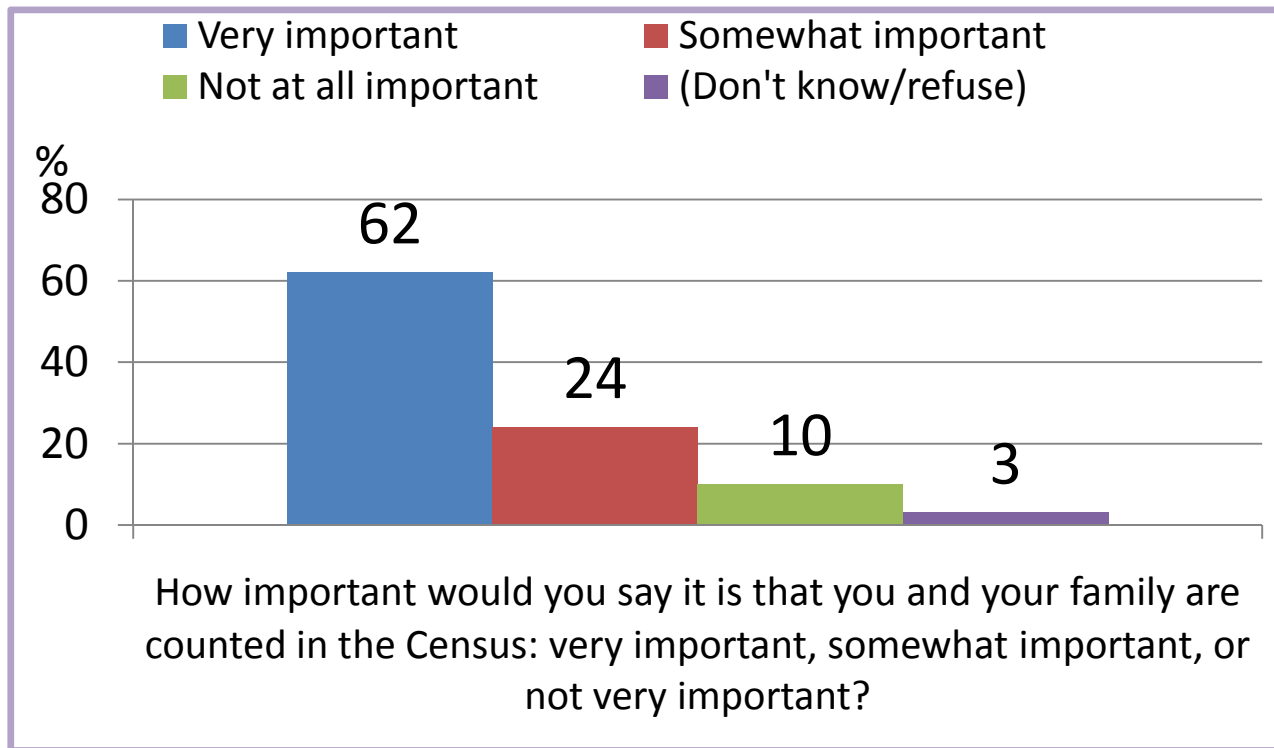
## LARGE MAJORITY IN NC WHO RECEIVED THEIR CENSUS FORMS HAVE SENT THEM IN



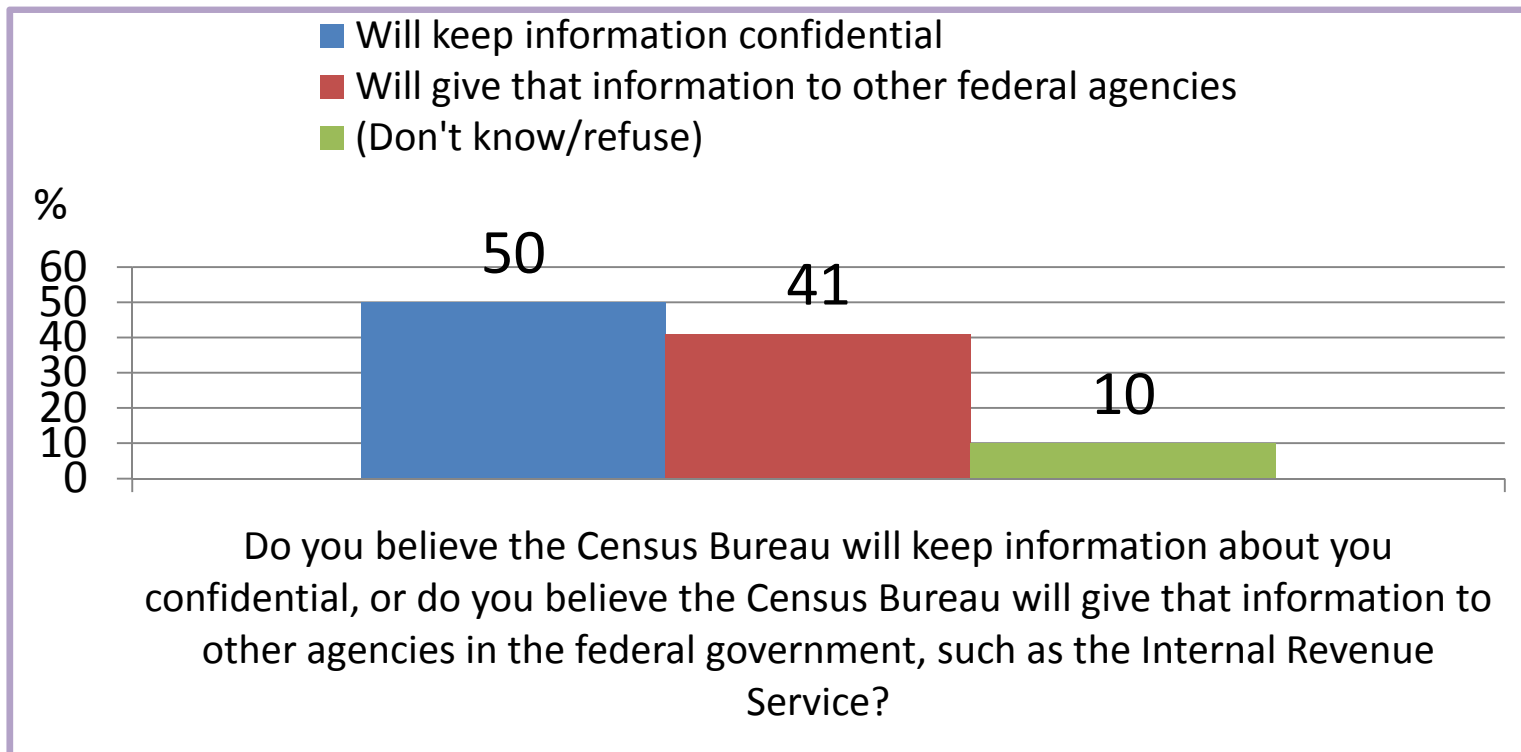
## SMALL MINORITY LEFT SOME CENSUS QUESTIONS BLANK BECAUSE THEY FELT THEY WERE TOO PERSONAL



## MAJORITY IN NC SAYS THAT IT IS VERY IMPORTANT TO BE COUNTED BY CENSUS

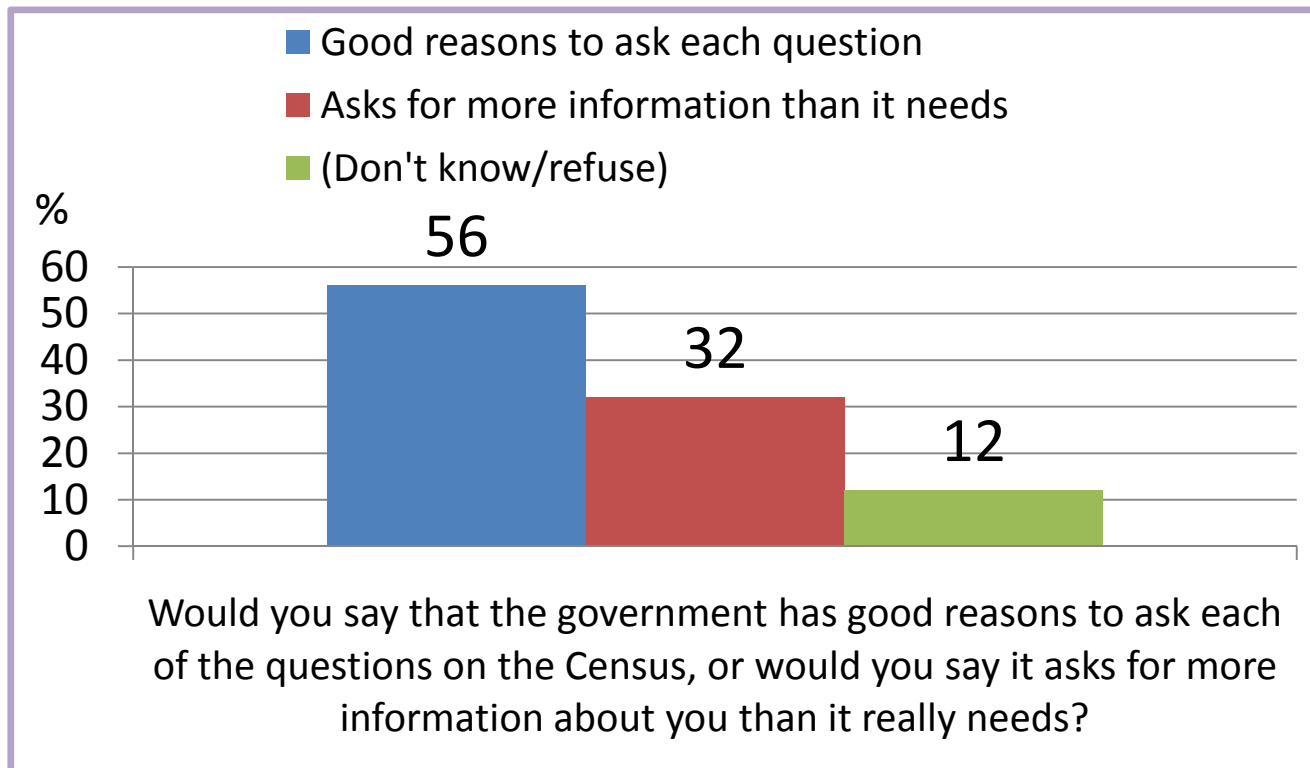


## NEAR MAJORITY SAYS THAT THE CENSUS BUREAU WILL KEEP INFORMATION CONFIDENTIAL

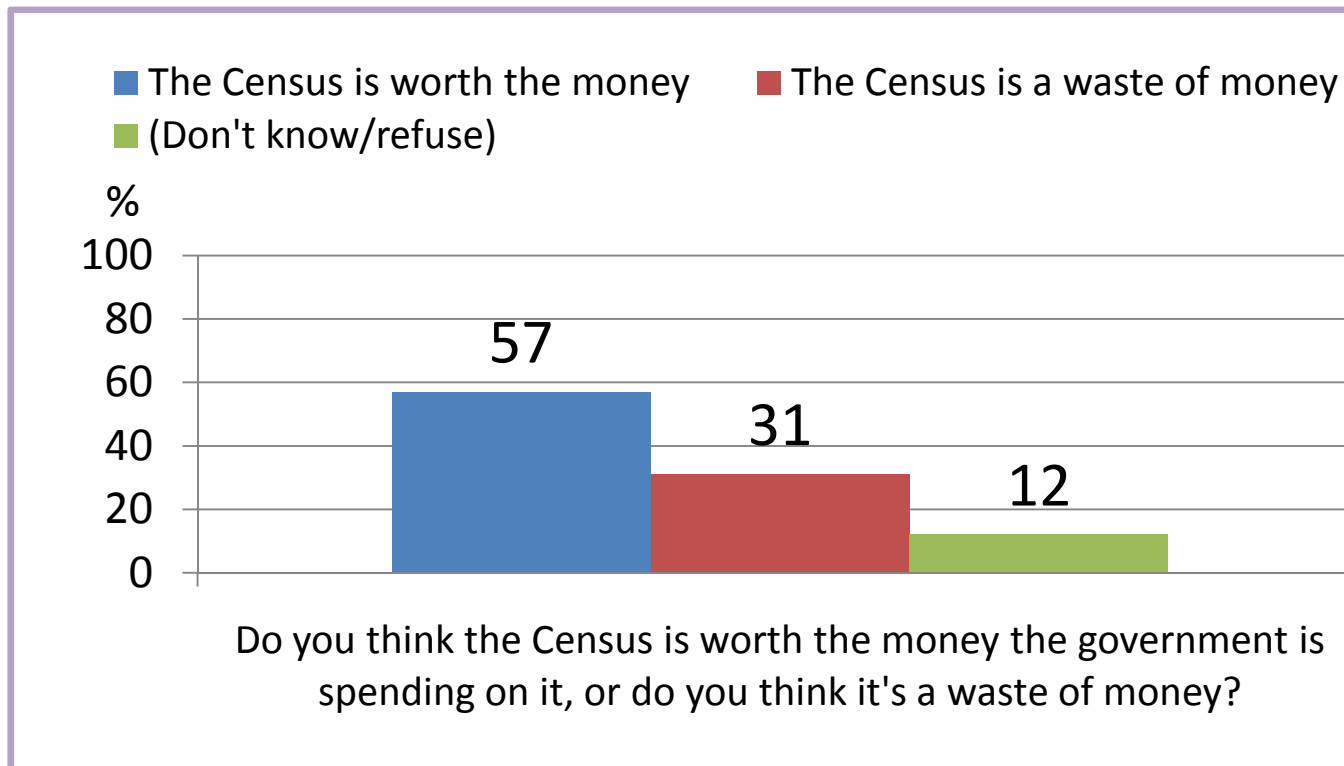




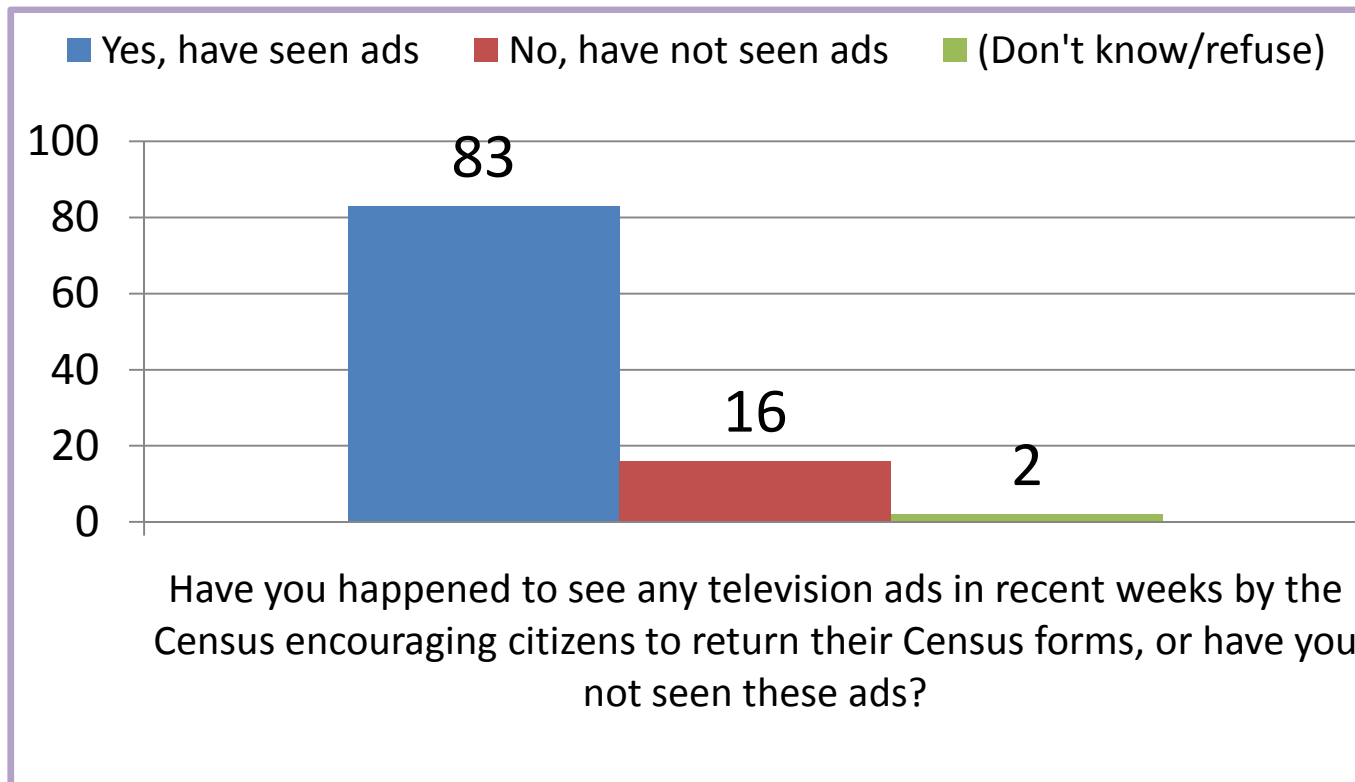
## MAJORITY IN NC SAYS THE CENSUS BUREAU HAS GOOD REASONS TO ASK EACH OF ITS QUESTIONS



## MAJORITY IN NC SAYS THAT THE CENSUS IS WORTH THE MONEY THE GOVERNMENT IS SPENDING ON IT



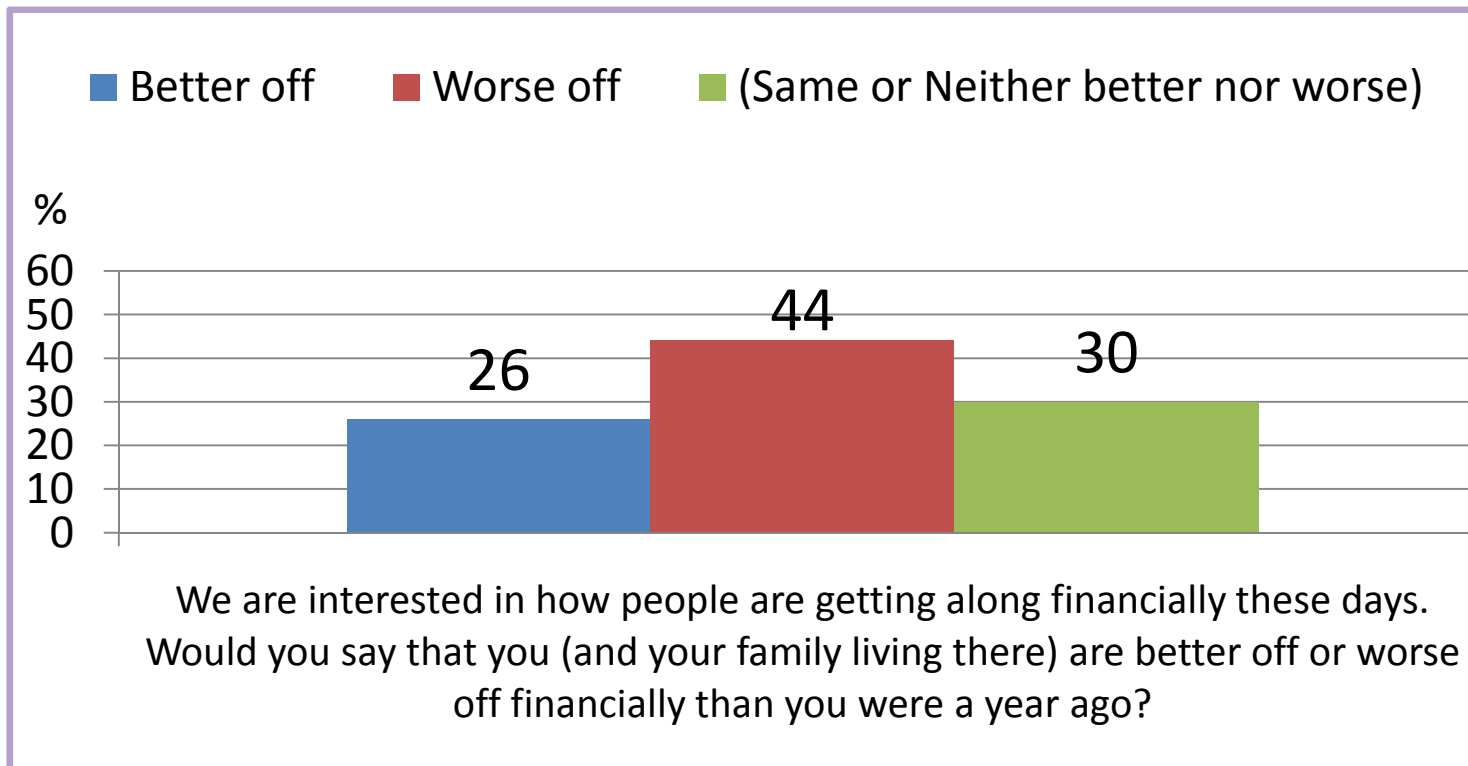
## A LARGE MAJORITY OF RESPONDENTS HAS SEEN TELEVISION ADS PROMOTING THE CENSUS



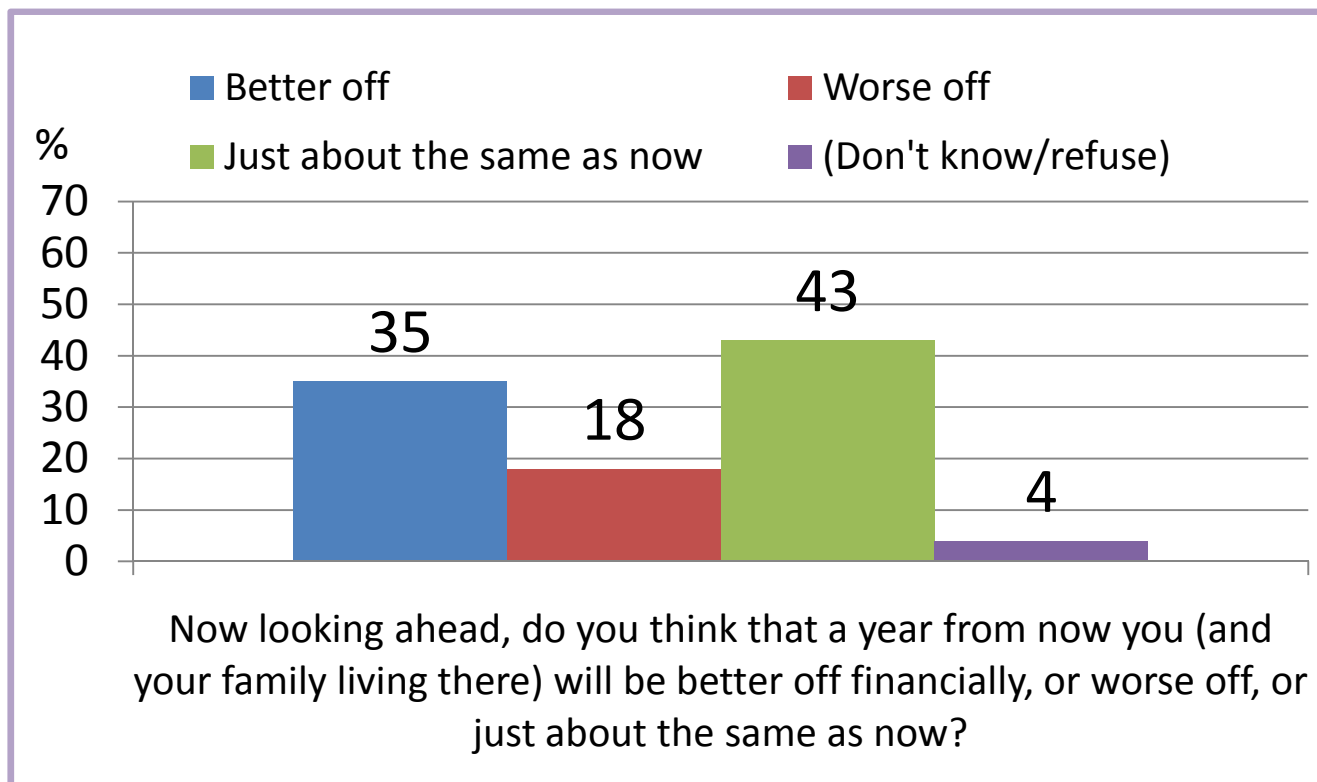
# PERSONAL FINANCES AND BUSINESS CONDITIONS

*Note: Questions in this section come from the University of Michigan Consumer Survey.  
The Survey Research Center sought permission to field them in North Carolina  
(<http://www.sca.isr.umich.edu/>)*

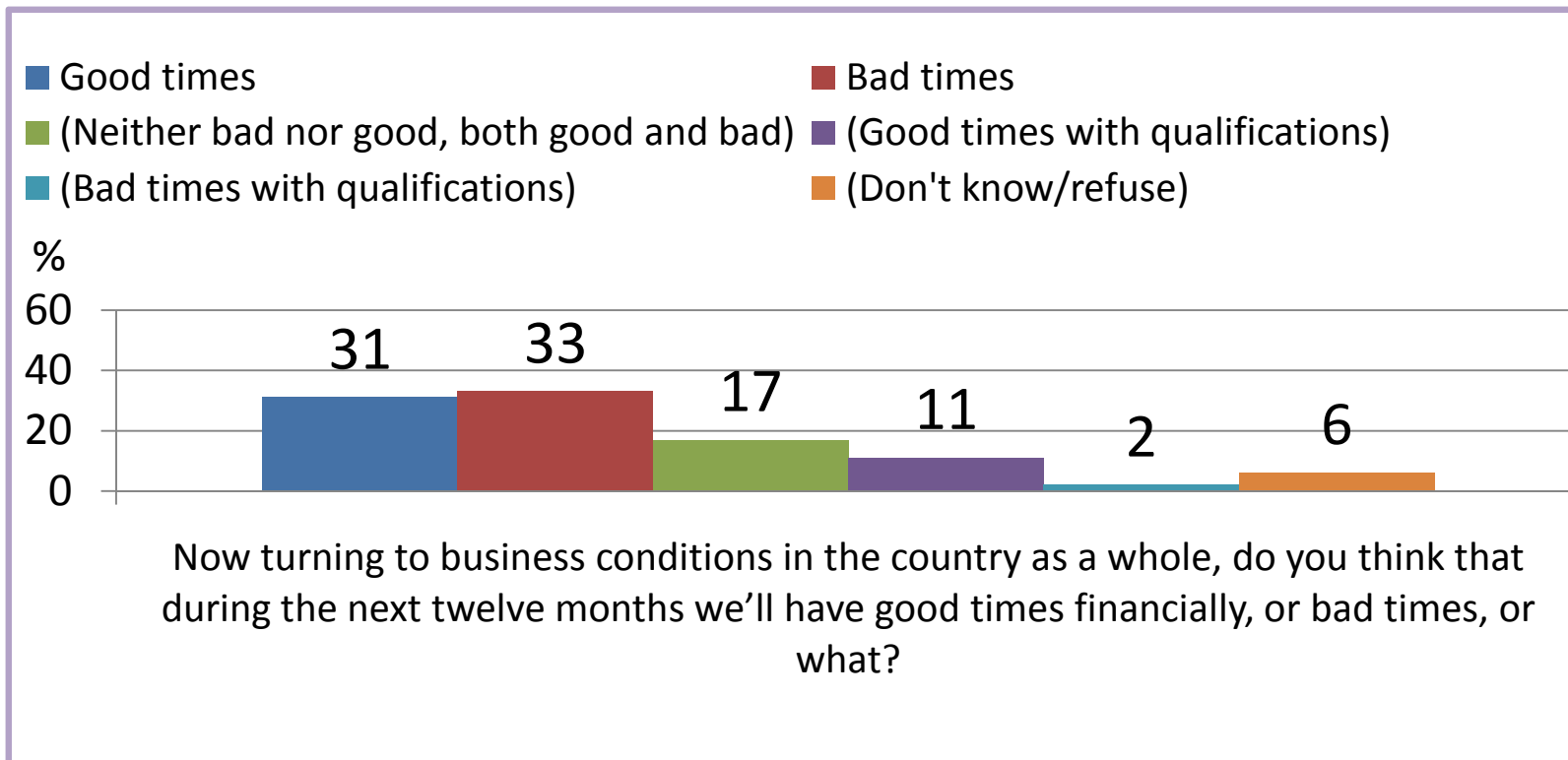
## PLURALITY OF NORTH CAROLINIANS SAY THEIR FINANCES ARE WORSE THAN A YEAR AGO



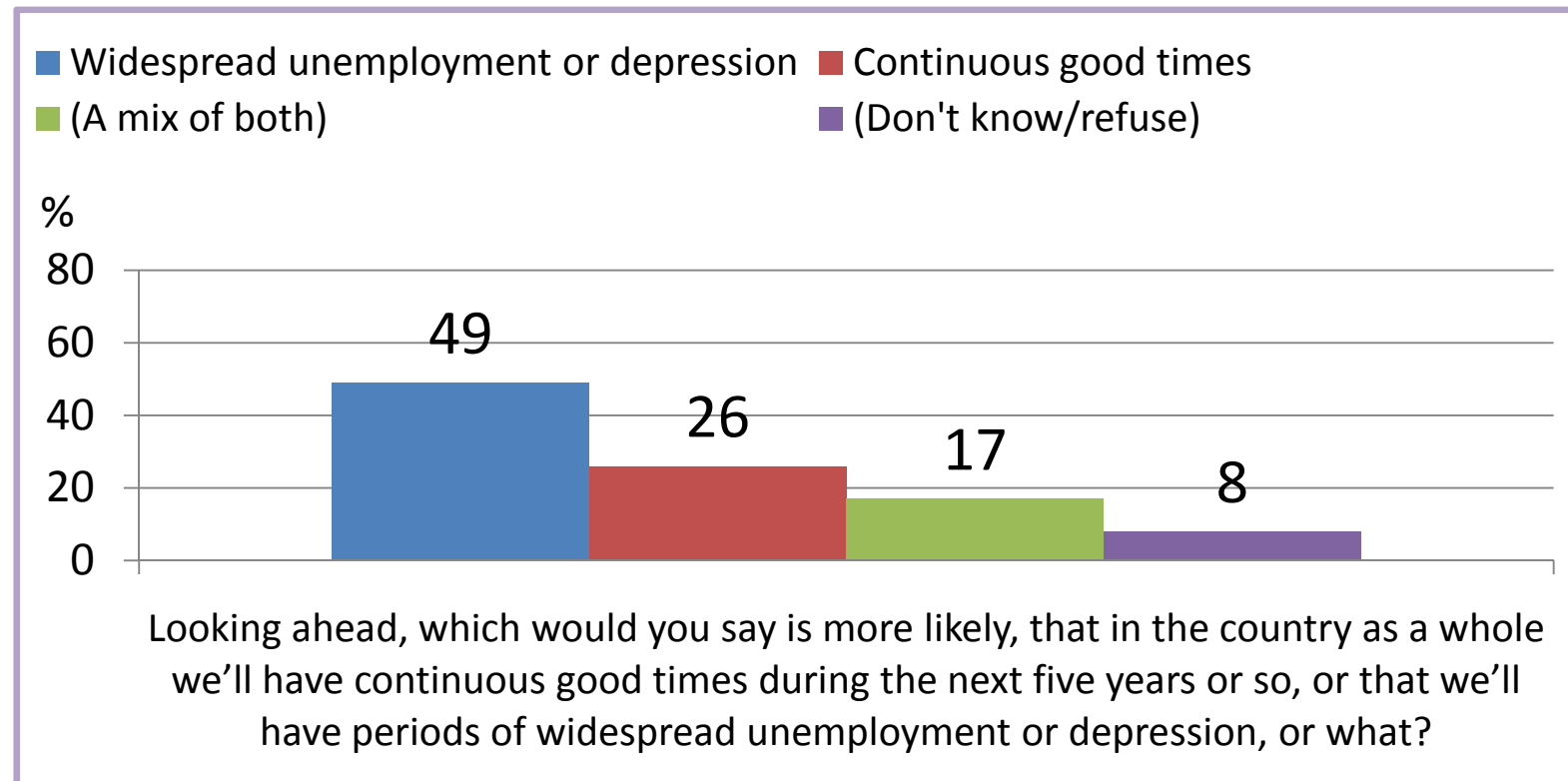
## A PLURALITY IN NC SAY THAT THEIR FINANCES WILL BE ABOUT THE SAME A YEAR FROM NOW



## NORTH CAROLINIANS ARE SPLIT ON WHETHER THE NEXT YEAR WILL BRING GOOD TIMES OR BAD TIMES FOR BUSINESSES

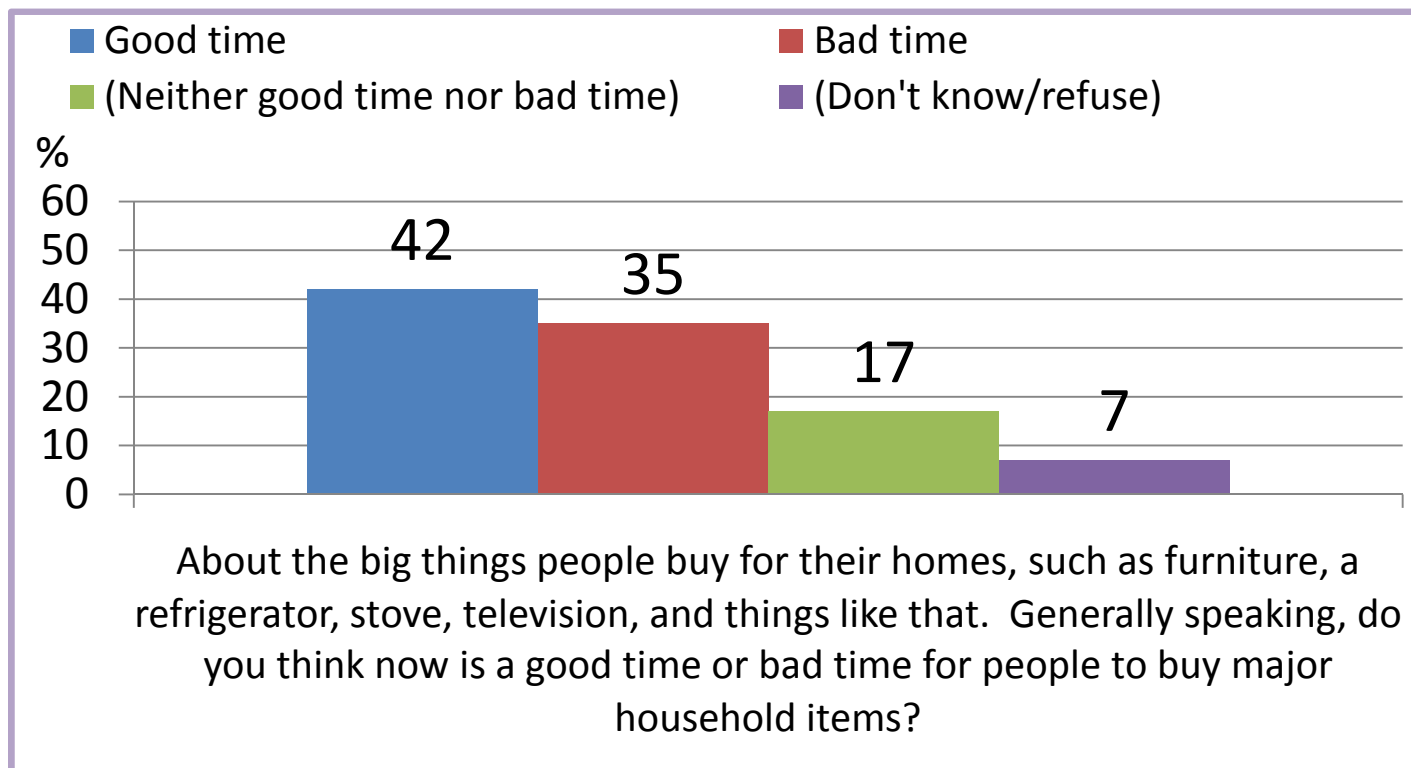


## NEAR MAJORITY IN NC SAYS THEY EXPECT FIVE YEARS OF WIDESPREAD UNEMPLOYMENT AND RECESSION





## PLURALITY IN NC SAYS IT IS A GOOD TIME TO BUY MAJOR HOUSEHOLD ITEMS





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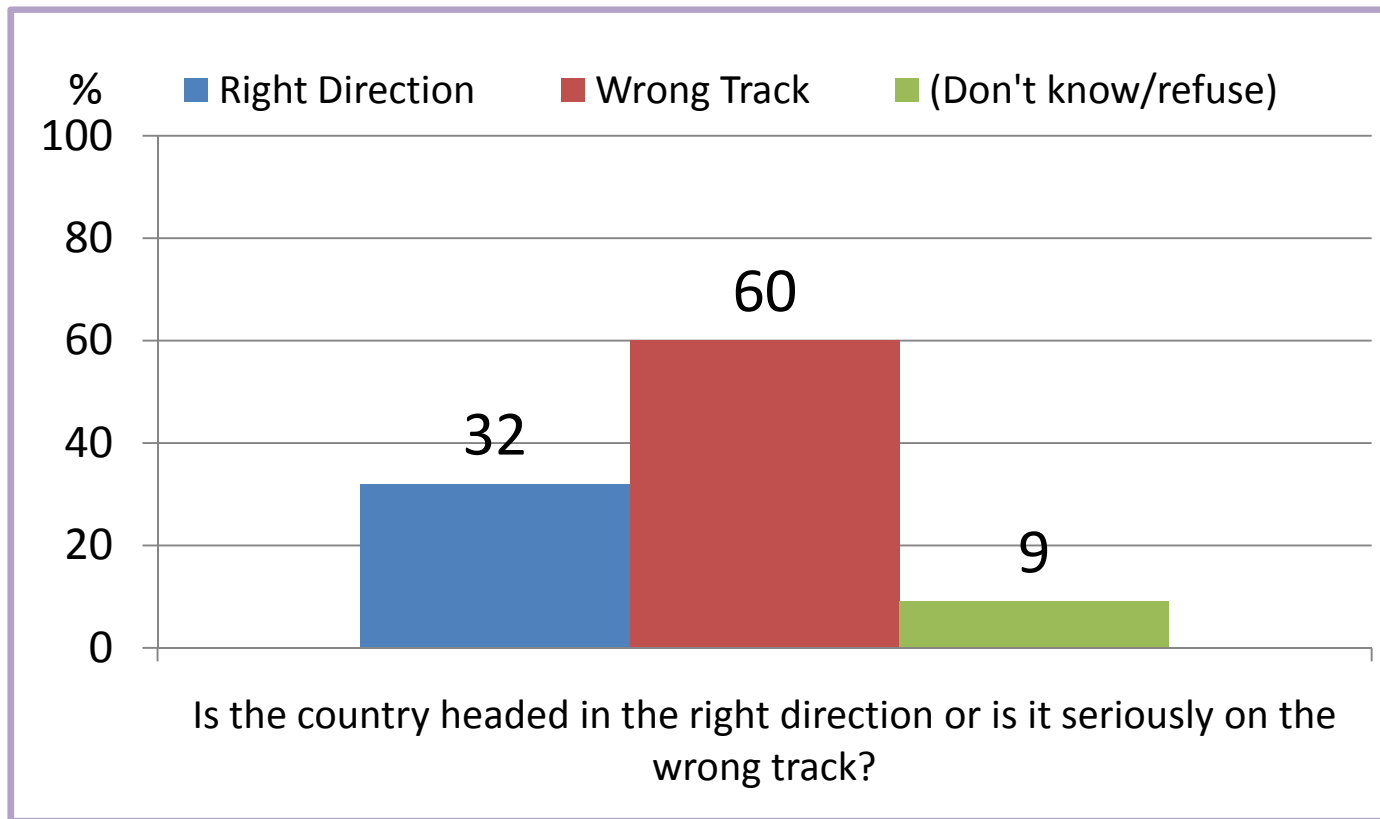
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# COUNTRY DIRECTION AND APPROVAL OF PUBLIC OFFICIALS

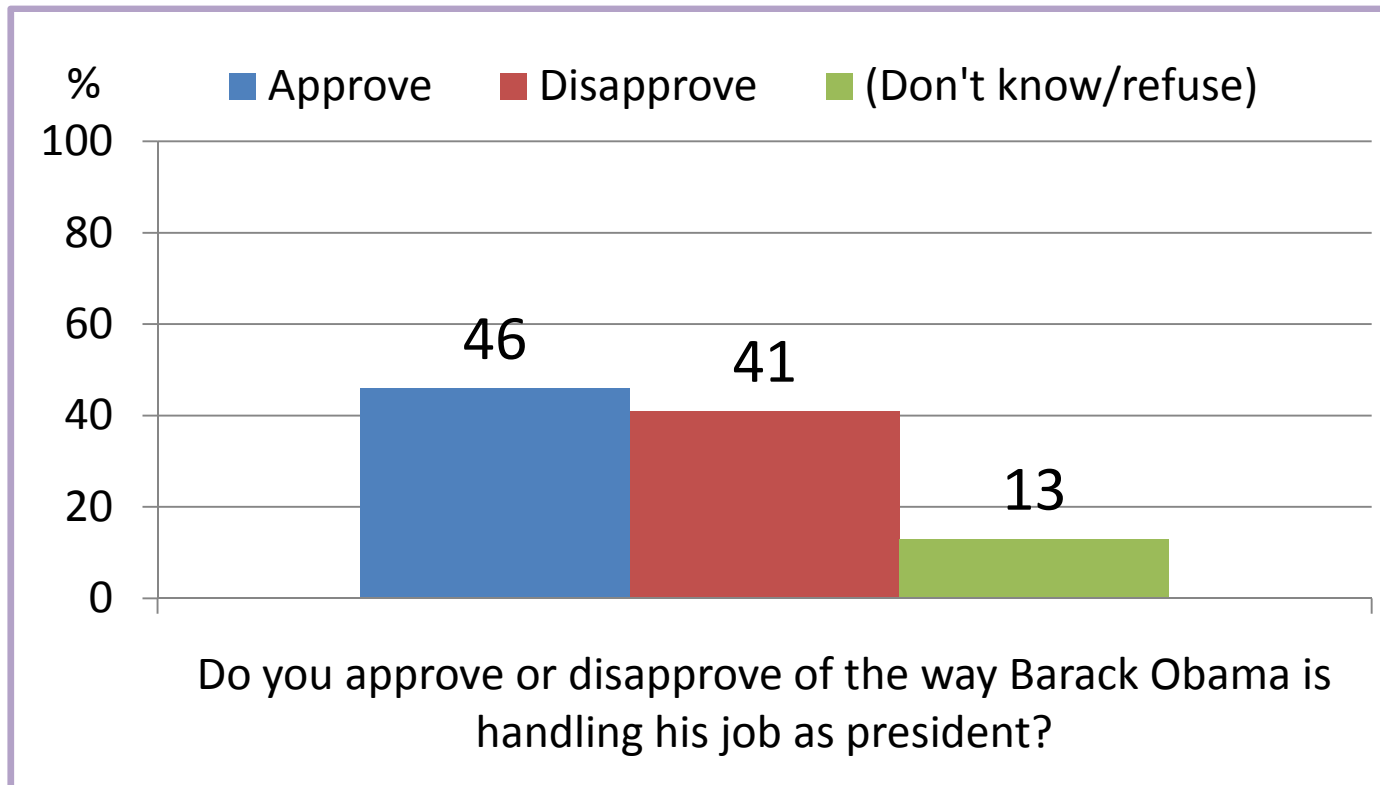


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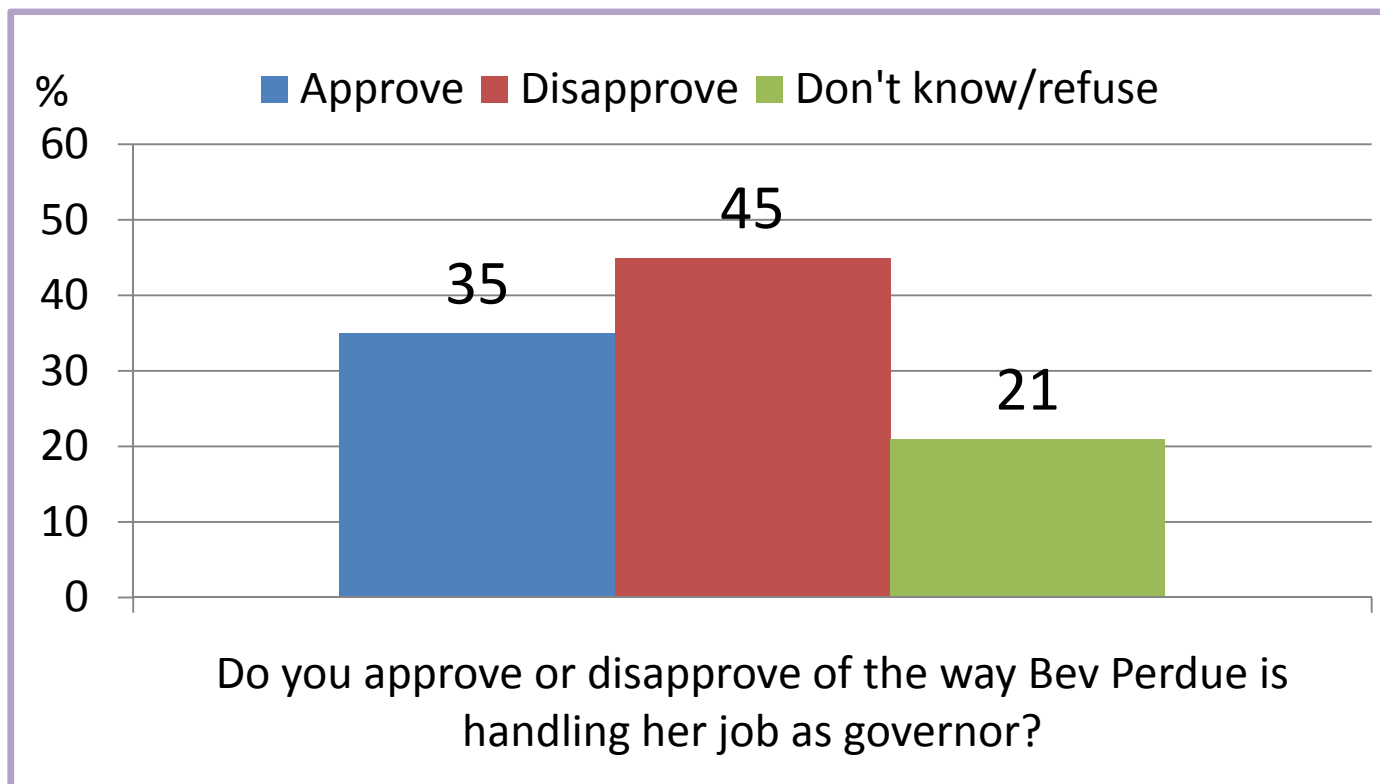
## MAJORITY SAYS COUNTRY IS ON THE WRONG TRACK



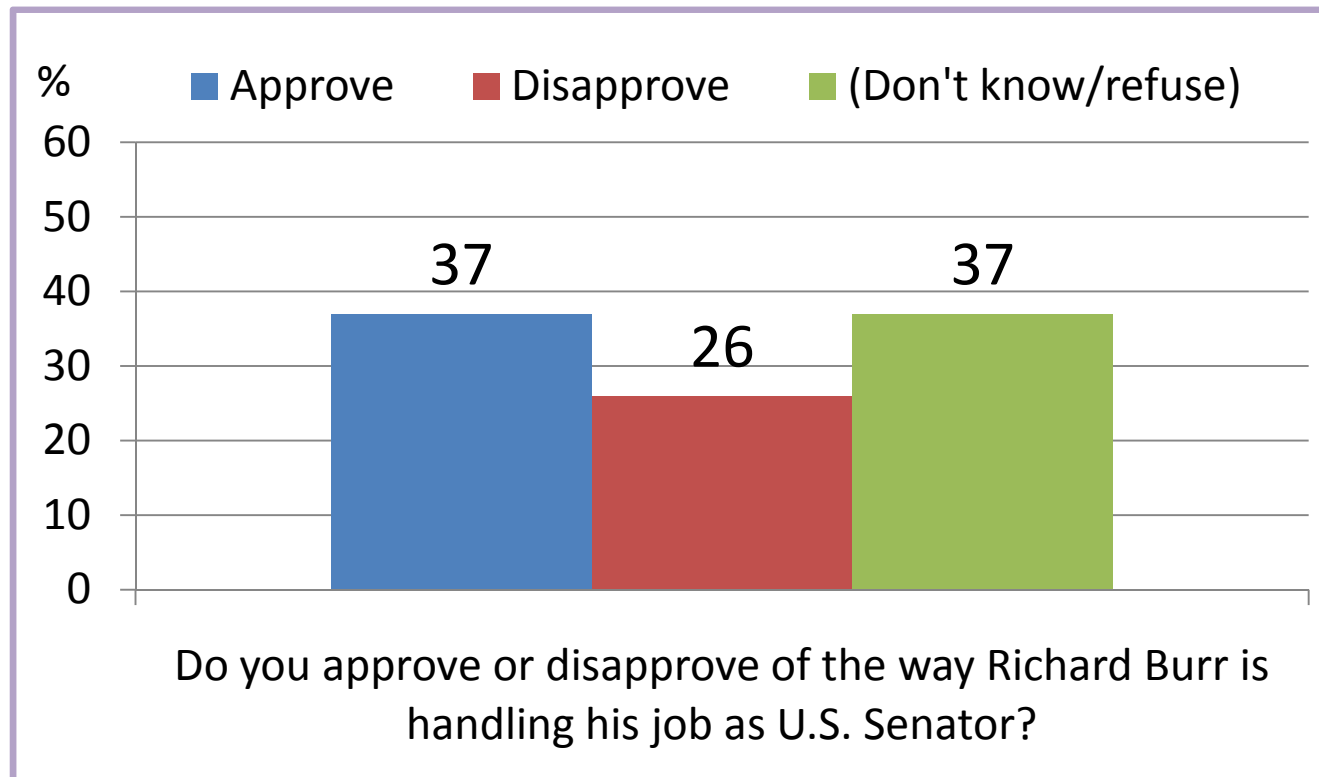
## NORTH CAROLINIANS ARE DIVIDED ON APPROVAL OF PRESIDENT OBAMA



## PLURALITY IN NC DISAPPROVE OF GOVERNOR PERDUE



## MORE IN NC APPROVE THAN DISAPPROVE OF SENATOR BURR



## MORE IN NC APPROVE THAN DISAPPROVE OF SENATOR HAGAN

