



**HIGH POINT UNIVERSITY POLL
METHODOLOGICAL SUMMARY**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina
Sample size	400
Mode of data collection	Telephone (Random Digit Dial (RDD) landline)
Type of sample (probability/non-probability)	Probability, using an RDD sample generated by Survey Sampling International
Start and end dates of data collection	September 25-30, 2010
Margin of sampling error for total sample	+/- 5 percentage points at the 95% confidence level
Are the data weighted?	Yes, relative to U.S. Census estimates for gender, race, and age.
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 within the Nido R. Qubein School of Communications on the High Point University campus. Student interviewers staff the 22 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, Ph.D. Assistant Director, High Point University Survey Research Center 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). Response categories (e.g. approve/disapprove, Democratic Party's candidate/Republican Party's candidate) were rotated. Percentages may not add to 100 because of rounding.

Country direction and approval of public officials

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	26
Wrong track	68
(Don't know/refused)	6

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

Approve	38
Disapprove	55
(Don't know/refused)	7

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

Approve	37
Disapprove	28
(Don't know/refused)	36

Do you approve or disapprove of the way that Bev Perdue is handling her job as governor?

Approve	36
Disapprove	43
(Don't know/refused)	21

2010 Congressional Elections

If the election for United States Senate were held today, would you be voting for Republican Richard Burr, Democrat Elaine Marshall or Libertarian Mike Beitler? [PRONOUNCED BITE-LER]

Republican Richard Burr	45
Democrat Elaine Marshall	31
Libertarian Mike Beitler	4
(Undecided)	18
(Refuse)	3

If the elections for U.S. House of Representatives were being held today, which party's candidate would you vote for in your congressional district, the Democratic Party's candidate or the Republican Party's candidate?

Democratic Party's candidate	39
Republican Party's candidate	42
(Undecided)	17
(Refuse)	2

Most important problems

What do you think is the most important problem facing this country today?

Economy	37
Jobs	30
Health care	4
Debt	2
Education	2
Moral issues	2

Note: Issues listed represent 2 percent or more of total responses

What do you think is the most important problem facing the state of North Carolina today?

Jobs	39
Economy	26
Education	8
Taxes	4
Immigration	3

Note: Issues listed represent 2 percent or more of total responses

Personal finances and business conditions

Note: The following questions are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (<http://www.sca.isr.umich.edu/>)

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

Better off	24
Worse off	51
(Same or Neither better nor worse)	25

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?

Better off	29
Worse off	14
Just about the same as now	53
(Don't know/refuse)	5

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?

Good times	25
Bad times	40
(Neither bad nor good, both good and bad)	17
(Good times with qualifications)	9
(Bad times with qualifications)	4
(Don't know/refuse)	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'll have periods of widespread unemployment or depression, or what?

Widespread unemployment or depression	54
Continuous good times	25
(A mix of both)	16
(Don't know/refuse)	5

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?

Good time	45
Bad time	37
(Neither good time nor bad time)	14
(Don't know/refuse)	4