



HIGH POINT UNIVERSITY  
**SURVEY RESEARCH CENTER**

# HIGH POINT UNIVERSITY POLL

Current Issues in the State of North Carolina

November 2010

Weighted Data



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

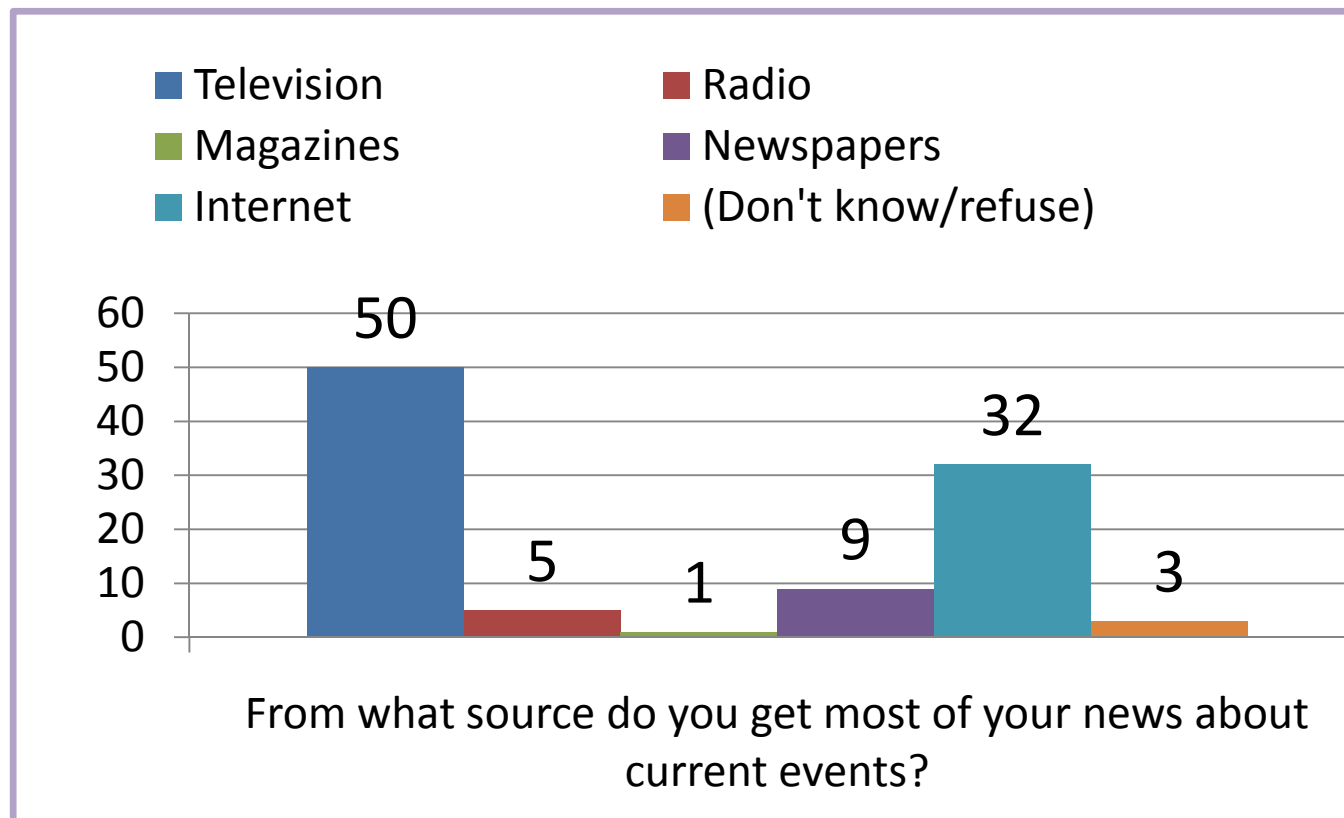
## HIGH POINT UNIVERSITY POLL METHODOLOGICAL SUMMARY

ELEMENTS	DETAILS
Population represented	Adults in North Carolina
Sample size	337
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	November 9 - 11 and 13 -18, 2010
Margin of sampling error for total sample	+/- 5.3 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	Martin Kifer Director, High Point University Survey Research Center 336-841-9333 <a href="mailto:mkifer@highpoint.edu">mkifer@highpoint.edu</a> Sadie Leder Assistant Director 336-841-9430 <a href="mailto:sleder@highpoint.edu">sleder@highpoint.edu</a>

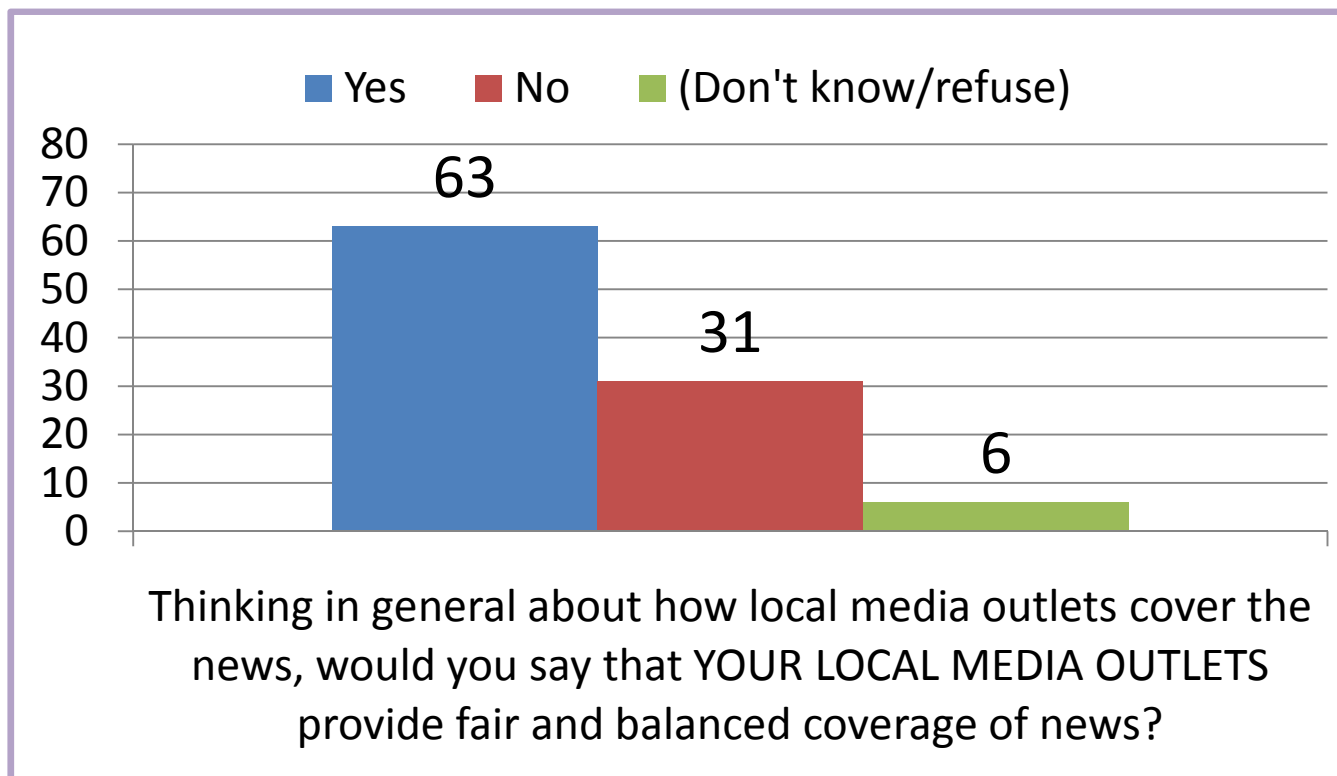
Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at <http://src.highpoint.edu/> and should contact the Director of the Survey Research Center for additional information.



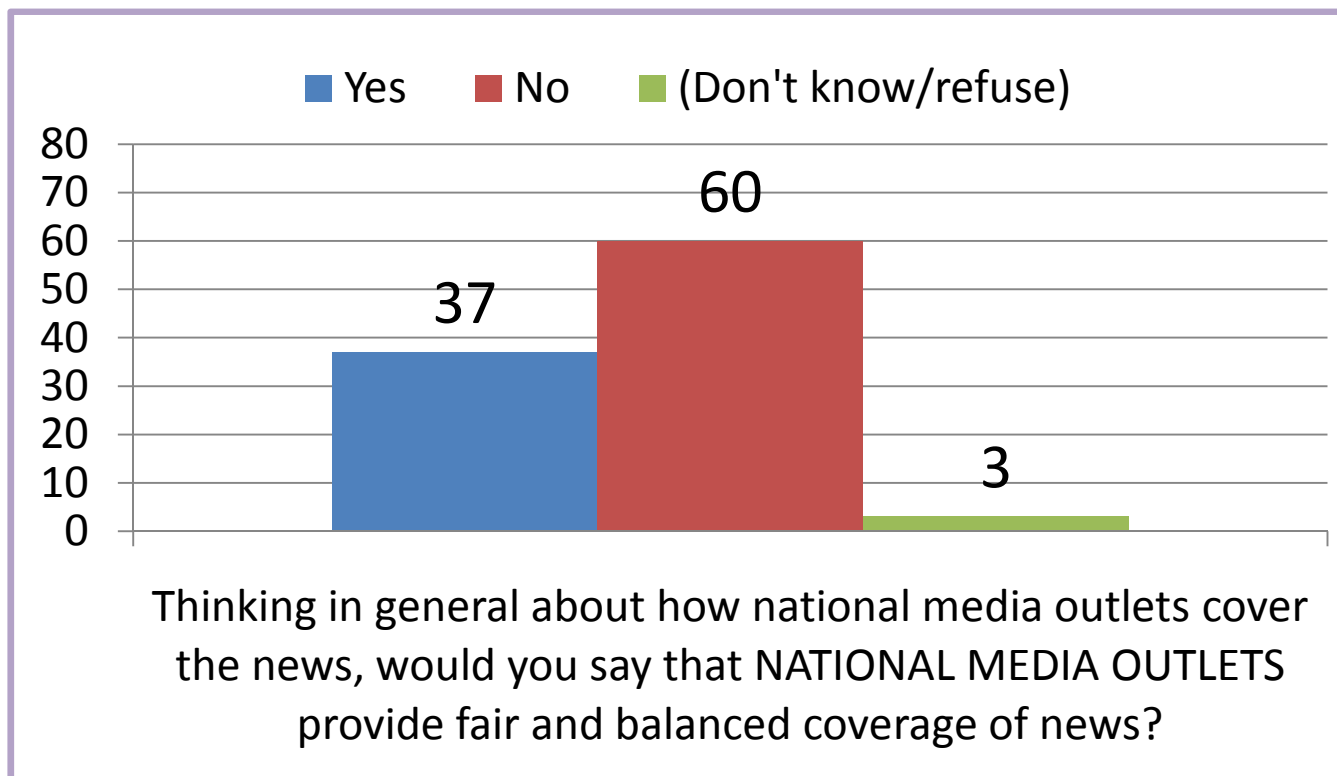
## MAJORITY IN NC GET MOST OF THEIR NEWS FROM TV



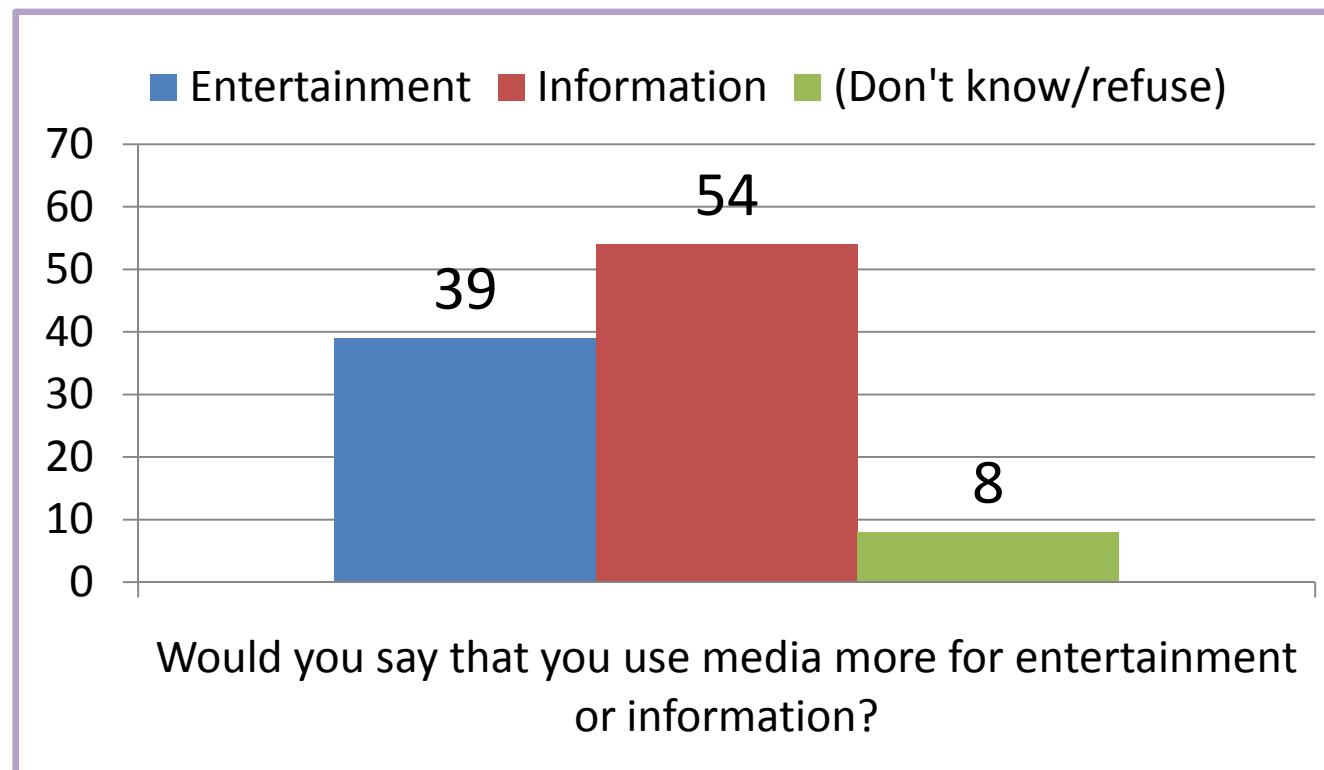
## MAJORITY IN NC SAY LOCAL MEDIA PROVIDE FAIR AND BALANCED COVERAGE



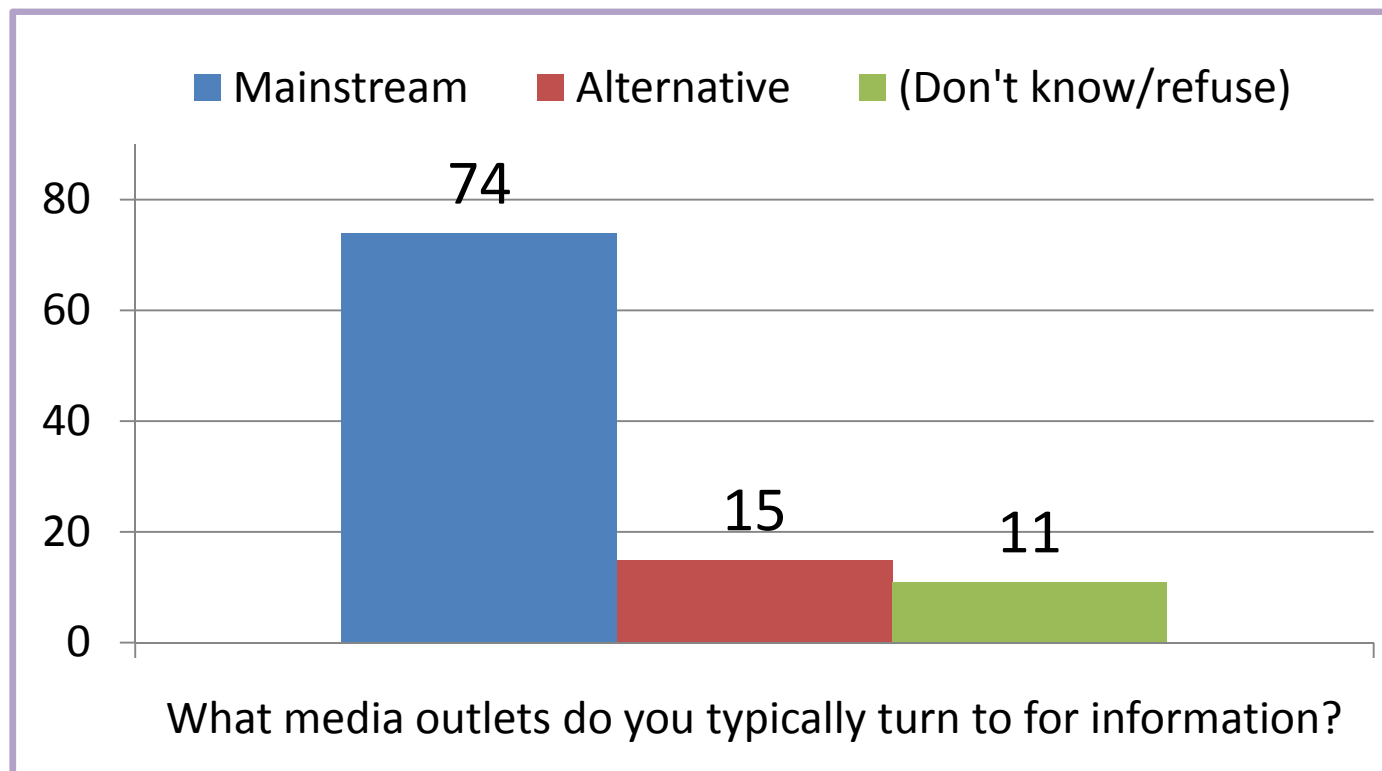
## MAJORITY IN NC SAY NATIONAL MEDIA DO NOT PROVIDE FAIR AND BALANCED COVERAGE



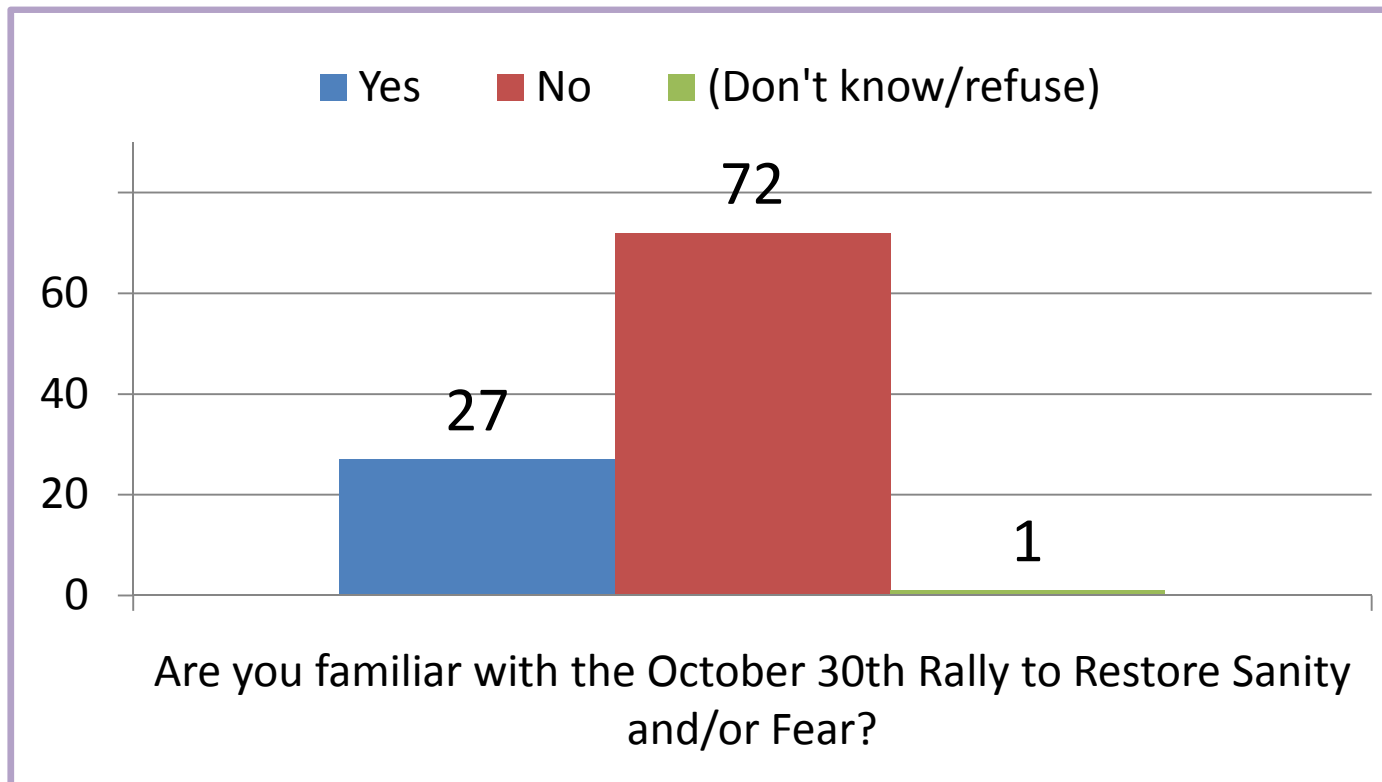
## MAJORITY IN NC SAY THEY USE MEDIA MORE FOR INFORMATION THAN ENTERTAINMENT



## MOST NORTH CAROLINIANS SAY THEY GET THEIR NEWS FROM “MAINSTREAM” SOURCES



## LARGE MAJORITY OF NORTH CAROLINIANS ARE NOT FAMILIAR WITH THE RALLY TO RESTORE SANITY AND/OR FEAR





## NORTH CAROLINIANS ARE DIVIDED ON APPROVAL OF PRESIDENT OBAMA

