

**HPU POLL
MEMO RELEASE 9/22/2014**

ELEMENTS	DETAILS
Population represented	Likely Voters in North Carolina
Sample size	410 likely voters
Mode of data collection	Live interviewers calling cell phones and landline phones using numbers drawn at random from WinCati system databases.
Type of sample (probability/non-probability)	Registration Based Sample of likely voters who passed a screen gauging likelihood of voting in 2014 and including those 2010 general election voters, 2012 general election voters who registered after the 2010 election, and voters who registered since 2012. The contact phone numbers appended to the list are landline and cellular telephones provided by Survey Sampling International (SSI).
Start and end dates of data collection	September 13 - 18, 2014
Margin of sampling error for total sample	Approximately 5 percentage points
Are the data weighted?	Yes, relative to turn out estimates for age, race, and gender based on North Carolina Board of Elections data and exit polls from past races.
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>Brian McDonald Assistant Director, HPU Survey Research Center 336-841-9651 bmcdonal@highpoint.edu</p>

Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at <http://www.highpoint.edu/src/> 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). Randomization of question elements is also noted below the question. Percentages may not add to 100 because of rounding. Percentages less than one percent are denoted with a *

Registered/Likely Voter Screening

On November 4th, North Carolina will hold their general election for U.S. Senate, U.S. House of Representatives and other offices. How certain are you that you will vote in this election?

	Likely voters
Almost certain	86
Probably	14
50/50	--
Won't vote	--
(Don't know/refused)	--
	n = 410

Direction of Country and State

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)? (RANDOMIZED)

	Likely Voters
Right direction	20
Wrong track	73
(Don't know/refused)	8
	n = 410

Approval Ratings and Campaign Questions

Overall, do you (approve) or (disapprove) of the way that Barack Obama is handling his job as president? (RANDOMIZED)

	Likely Voters
Approve	38
Disapprove	57
(Don't know/refused)	5
	n= 410

Do you (approve) or (disapprove) of the way that Kay Hagan is handling her job as United States Senator? (RANDOMIZED)

	Likely Voters
Approve	39
Disapprove	50
(Don't know/refused)	11
	n= 410

If the election for United States Senate were held today would you be voting for (Republican Thom Tillis), (Democrat Kay Hagan), or (Libertarian Sean Haugh)(Pronounced HAW)? (RANDOMIZED)

	Likely Voters
Thom Tillis (R)	40
Kay Hagan (D)	42
Sean Haugh (L)	6
(Don't know/refused)	12
	n= 410

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

	Likely Voters
Approve	34
Disapprove	31
(Don't know/refused)	35
	n= 410

Do you (approve) or (disapprove) of the way that Pat McCrory is handling his job as Governor? (RANDOMIZED)

	Likely Voters
Approve	46
Disapprove	43
(Don't know/refused)	11
	n= 410

Do you (approve) or (disapprove) of the way that the U.S. Congress is handling its job? (RANDOMIZED)

	Likely Voters
Approve	10
Disapprove	84
(Don't know/refused)	6
	n= 410

Now I am going to read a list of people and groups.

For each one, please tell me whether your overall opinion of that person or group is favorable or unfavorable. If you have never heard of this person or group, you should say so. (RANDOMIZED)

Democratic Party

	Likely Voters
Favorable	45
Unfavorable	49
Neither	3
(Don't know/Never heard of it)	3
(Refuse)	*
	n=410

Republican Party

Likely Voters

Favorable	49
Unfavorable	43
Neither	4
(Don't know/Never heard of it)	3
(Refuse)	*

n=410

Libertarian Party

Likely Voters

Favorable	37
Unfavorable	29
Neither	10
(Don't know/Never heard of it)	23
(Refuse)	*

n=410

Tea Party

Likely Voters

Favorable	37
Unfavorable	49
Neither	4
(Don't know/Never heard of it)	10
(Refuse)	1

n=410

Demographics

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

	Likely Voters
Democrat	35
Republican	32
(Independent/unaffiliated)	24
(Other)	7
(Don't know/refused)	1
	n= 410

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

	Likely Voters
Very conservative	20
Somewhat conservative	30
Moderate	28
Somewhat liberal	13
Very liberal	6
(Other)	2
(Don't know/refused)	1
	n= 410

Age (computed based on response to question: "In what year were you born?")

	Likely Voters
18 - 24	6
25 - 34	10
35 - 44	17
45 - 54	21
55 - 64	22
65 and older	24
	n= 410

What is the last year of schooling you have completed?

	Likely Voters
(1st-11 th grade)	3
(High school graduate)	11
(Some college)	25
(College graduate)	38
(Graduate school)	21
(Don't know/refused)	2
	n= 410

Would you please stop me when I read the correct category for your total household income?

	Likely Voters
25 thousand dollars or less	8
25 to 50 thousand dollars	19
50 to 75 thousand dollars	22
75 to 100 thousand dollars	17
100 to 150 thousand dollars	14
150 to 250 thousand dollars	5
More than 250 thousand dollars	2
(Don't know/refused)	13
	n= 410

Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

	Likely Voters
Yes	2
No	97
(Don't know/refused)	1
	n= 410

What racial or ethnic group best describes you?

	Likely Voters
White	69
African-American or Black	22
Native American	3
Asian	1
(Multiple or Other)	4
(Don't know/refused)	2
	n= 410

Phone usage:

	Likely Voters
Both landline and cell phones	72
Cell phone only	26
Landline only	3
	n=410

Worship Services

	Likely Voters
Never	12
A few times a year	18
A few times a month	15
Almost every week	15
Every week	28
More than once a week	11
(Don't know/refused)	*

n= 410

Would you describe yourself as a "born again" or evangelical Christian, or not?

	Likely Voters
Yes	49
No	46
(Don't know/refused)	6

n= 410

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

	Likely Voters
Yes	35
No	65
(Don't know/refused)	*

n= 410

Gender

	Likely Voters
Male	47
Female	53

n= 410

Relationship status

	Likely Voters
Single	22
Engaged	2
Living with significant other	3
Married	66
Widowed	6
(Don't know/refused)	2
	n=410

Just to clarify, would you describe yourself as:

	Likely Voters
Single - Never married	62
Single - Separated	4
Single - Divorced	30
(Don't know/refused)	4
	n=91