



HIGH POINT UNIVERSITY

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HPU/FOX 8 POLL: 46 PERCENT OF N.C. REGISTERED VOTERS WOULD VOTE FOR OBAMA, 43 PERCENT FOR ROMNEY

HIGH POINT, N.C., Sept. 20, 2012 – A new HPU/Fox 8 Poll, conducted on the High Point University campus by live callers, finds a possible reversal of support for the leading presidential candidates. Forty-six percent of North Carolina registered voters who participated in the poll said they would vote for President Barack Obama if the election were held today, compared to 43 percent who said they would vote for Gov. Mitt Romney.

The previous HPU Poll, fielded in late August by SurveyUSA, found that 46 percent of N.C. registered voters said they would vote for Romney while 43 percent said they would vote for Obama.

Other findings show Obama's job approval rating is 49 percent, an improvement from earlier HPU Polls.

Presidential race – registered voters

Thinking ahead to the November 2012 elections, if the election for President of the United States were held today would you be voting for Barack Obama or Mitt Romney?

Barack Obama – 46 percent
Mitt Romney – 43 percent
(Other) – 3 percent
(Don't know/Refuse) – 9 percent

(For registered voters, n = 448, margin of sampling error is approximately 4.7 percent, percentages may not total 100 due to rounding)

“We have seen a lot of polls lately that were very favorable to Gov. Romney,” says Martin Kifer, director of the HPU Poll. “The new HPU Poll may be an indicator that the presidential race here in North Carolina is shifting in a direction that is more favorable to President Obama. But we will need more information to be sure, and we’ll be watching closely to see if these findings are consistent with what other organizations are currently observing.”

Presidential Job approval – Registered voters

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

Approve – 49 percent

Disapprove – 47 percent

(Don't know/Refuse) – 5 percent

(For registered voters, n = 448, margin of sampling error is approximately 4.7 percent, percentages may not total 100 due to rounding)

The High Point University Survey Research Center fielded the survey from and Sept. 8 to Sept. 13 and Sept. 15 to Sept. 18, 2012. The responses came from 515 adults with landline and cellular telephones in North Carolina selected by a Random Digit Dial (RDD) method giving the survey a margin of sampling error of approximately 4.4 percentage points. The findings in this release are based on a registered voter subsample of 448 respondents. Registered voters responded yes to two questions: *These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district here in North Carolina or haven't you been able to register so far? AND Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?* The estimated margin of sampling error for the registered voter subsample is 4.7 percentage points. For smaller subsamples the margin of sampling error is larger. The data is weighted toward population estimates for age and landline and cell phone usage. In addition to sampling error, factors such as question wording and other methodological choices in conducting survey research can introduce additional error into the findings of opinion polls.

Further results and methodological details from the survey and can be found at the Survey Research Center website at <http://src.highpoint.edu/> or from Dr. Martin Kifer, director of the HPU Poll, at mkifer@highpoint.edu or 336-841-9333.

At High Point University, every student receives an extraordinary education in an inspiring environment with caring people. SMHPU, located in the Piedmont Triad region of North Carolina, is a liberal arts institution with over 4,200 undergraduate and graduate students. It is ranked by U.S. News and World Report at No. 1 among Regional Colleges in the South and No. 1 among Up and Coming Regional Colleges in the South. Parade Magazine lists HPU in the top 25 private schools in the nation. HPU was selected in the 2012-2013 list of "Colleges of Distinction." The university offers 44 undergraduate majors, 43 undergraduate minors and 11 graduate degree programs. It is a member of the NCAA, Division I and the Big South Conference. Visit High Point University on the Web at highpoint.edu.

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