



**UNC/HPU POLL  
MEMO RELEASE 10/12/2012**

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Registered voters in North Carolina
Sample size	605 registered voters
Mode of data collection	Telephone (Random Digit Dial (RDD) landline and cellular telephones)
Type of sample (probability/non-probability)	Probability, using RDD samples of landline and cellular telephones generated by Survey Sampling International
Start and end dates of data collection	Sept. 29 to Oct. 4 and Oct. 6 to Oct. 10, 2012.
Margin of sampling error for total sample	Approximately 4 percent for the registered voter sample
Are the data weighted?	Yes, relative to U.S. Census estimates for NC registered voter age and North Carolina Board of Elections registration numbers for race
Survey sponsor	University of North Carolina School of Journalism and Mass Communications, Chapel Hill, NC and 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  <a href="mailto:mkifer@highpoint.edu">mkifer@highpoint.edu</a></p> <p>Sadie Leder            Associate Director            336-841-9430  <a href="mailto:sleder@highpoint.edu">sleder@highpoint.edu</a></p>
Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at <a href="http://src.highpoint.edu/">http://src.highpoint.edu/</a> 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). Percentages may not add to 100 because of rounding.

*Trend/approval of Public Officials in Country and State*

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 or haven't you been able to register so far?

	Registered voters
Yes	100
No	0
(Don't know/refused)	0
	n = 605

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?

	Registered voters
Right direction	33
Wrong track	61
(Don't know/refused)	6
	n = 605

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

	Registered voters
Approve	45
Disapprove	50
(Don't know/refused)	5
	n = 605

If the November 6<sup>th</sup> election for President of the United States were being held today would you be voting for the Democrat Barack Obama or the Republican Mitt Romney?

	All Registered voters	<i>Before Debate</i> Registered voters (Sept 29 - Oct 3)	<i>After Debate</i> Registered voters (Oct 4 - Oct 10)
Democrat Barack Obama	46	49	43
Republican Mitt Romney	45	40	49
(Other candidate)	2	2	2
(Don't plan to vote)	1	1	1
(Don't know/refused)	6	8	5
	n = 605	n = 291	n = 312

### *Demographics*

Partisanship: Generally speaking, do you think of yourself as a Democrat, a Republican, or what?

	Registered voters
Democrat	38
Republican	33
(Independent/unaffiliated)	25
(Other)	2
(Don't know)	2
(Refused)	1

What is the last year of schooling you have completed?

	Registered voters
(1-11 <sup>th</sup> grade)	2
(High school graduate)	21
(Some college)	25
(College graduate)	34
(Graduate school)	17
(Don't know/Refused)	1

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

	Registered voters
25 thousand dollars or less	14
25 to 50 thousand dollars	20
50 to 75 thousand dollars	20
75 to 100 thousand dollars	14
100 to 150 thousand dollars	12
150 to 250 thousand dollars	6
More than 250 thousand dollars	2
(Don't know/refused)	13

Age

	Registered voters
18 - 24	9
25 - 44	30
45 - 64	37
65 and older	20
(Refuse)	4

What racial or ethnic group best describes you?

	Registered voters
White	71
African-American or Black	21
Hispanic or Latino	1
Native American	1
Asian	1
(Multiple or Other)	2
(Don't know/refused)	3

Gender

	Registered voters
Male	47
Female	53

Phone usage

	Registered voters
Both cell and landline	76
Cell phone only	20
Landline only	3