



**HPU POLL
MEMO RELEASE 11/1/2012**

ELEMENTS	DETAILS
Population represented	Registered voters in the fifty states of the United States with an oversample of registered voters in North Carolina
Sample size	National sample of 805 registered voters with an oversample of 403 registered North Carolina voters (1208 total interviews)
Mode of data collection	Telephone (autodialing landlines and manually dialing known cellular telephones)
Type of sample (probability/non-probability)	Registered voter sample with additional cell phone sample supplied by Survey Sampling International and Aristotle International
Start and end dates of data collection	October 22 - 30
Margin of sampling error for total sample	For the national sample of 805, the approximate margin of sampling error is 3.45 percent. For the North Carolina oversample, the approximate margin of sampling error is 5 percent.
Are the data weighted?	Yes, relative to U.S. Census estimates for U.S. and N.C. registered voter age, U.S. registered voter race, and U.S. voter gender as well as N.C. Board of Elections numbers for October 2012 for N.C. registered voter race and gender.
Survey sponsor	High Point University Survey Research Center, High Point, NC
Survey/Data collection supplier	The Telephone Centre, Inc, Greensboro, NC (http://www.telectr.com/)
Contact for more information	Martin Kifer Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu Sadie Leder Associate Director 336-841-9430 sleder@highpoint.edu
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). Percentages may not add to 100 because of rounding.

Trend/approval of Public Officials in 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?

	North Carolina	National
Right Direction	35	34
Wrong Track	59	58
(Don't know/refused)	6	8
	n = 403	n = 805

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

	North Carolina	National
Approve	46	47
Disapprove	47	48
(Don't know/refused)	7	5
	n= 403	n = 805

Do you plan to vote in the 2012 elections? Please let me know if you have already voted early, plan to vote on November 6th at a polling station or by absentee ballot, or do not plan to vote.

	North Carolina	National
Have already voted	23	15
Will vote on November 6th	52	68
Will vote by absentee ballot	8	8
Do not plan to vote	2	4
Plan to vote early, but have not voted yet	11	4
(Don't know/refused)	4	1
	n = 403	n = 805

Combined responses of the following two questions for people who have voted early and those who have not yet voted:

If the November 6th 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?

AND

If you already voted for president, for whom did you vote: Democrat Barack Obama or Republican Mitt Romney?

	North Carolina	National
Democrat Barack Obama	45	46
Republican Mitt Romney	46	43
(Other candidate)		1
(Don't plan to vote)	1	1
(Don't know/refused)	8	10
	n = 403	n = 805

The following question was asked if respondent has NOT already voted.

If the November 6th 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?

	North Carolina	National
Democrat Barack Obama	43	45
Republican Mitt Romney	48	44
(Other candidate)		1
(Don't plan to vote)	1	1
(Don't know/refused)	6	9
	n = 309	n = 681

The following question was asked if respondent has already voted.

If you already voted for president, for whom did you vote: Democrat Barack Obama or Republican Mitt Romney?

	North Carolina	National
Democrat Barack Obama	50	51
Republican Mitt Romney	39	36
(Other candidate)	1	
(Don't know/refused)	11	13
	n = 94	n = 124

Candidate qualities

Regardless of who will receive your vote for president, which presidential candidate, Democrat Barack Obama or Republican Mitt Romney would you rather have lunch with?

	North Carolina	National
Democrat Barack Obama	53	53
Republican Mitt Romney	38	39
(Either one/don't prefer one over the other-both)	3	4
(Neither)	6	5
	n = 403	n =805

Demographics

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

	North Carolina	National
Democrat	37	38
Republican	32	31
(Independent/unaffiliated)	26	25
(Other)	1	2
(Don't know/refused)	4	3
	n = 403	n =805

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

	North Carolina	National
Very Conservative	21	18
Somewhat conservative	28	24
Moderate	25	29
Somewhat liberal	14	15
Very liberal	8	9
(Other)	1	1
(Don't know/refused)	4	4
	n = 403	n =805

Age

	North Carolina	National
18 - 24	6	6
25 - 44	34	34
45 - 64	39	40
65 and older	21	20
	n = 403	n =805

What racial or ethnic group best describes you?

	North Carolina	National
White	70	79
African-American or Black	20	9
Hispanic or Latino	1	3
Native American	1	1
Asian		2
(Multiple or Other)	2	2
(Don't know/refused)	6	4
	n = 403	n =805

Gender

	North Carolina	National
Male	45	47
Female	55	53
	n = 403	n =805