



**HPU POLL
MEMO RELEASE (UPDATE) 11/6/2012**

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/)
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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 think that five years from now your own life will be better, worse, or about the same?

	North Carolina	National
Better	51	48
Worse	24	12
About the same	13	24
(Don't know/refused)	15	16
	n = 403	n = 805

How about life for the country as a whole five years from now? Will it be better, worse, or about the same?

	North Carolina	National
Better	48	44
Worse	24	21
About the same	13	17
(Don't know/refused)	15	19
	n = 403	n = 805

We'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of these people -- or if you have never heard of them.

<i>Candidate</i>	<i>North Carolina (n = 403)</i>			<i>National(n = 805)</i>		
	<i>Favorable</i>	<i>Unfavorable</i>	<i>(Don't know/Refuse)</i>	<i>Favorable</i>	<i>Unfavorable</i>	<i>(Don't know/Refuse)</i>
Mitt Romney	48	45	7	48	45	7
Barack Obama	52	44	4	52	45	3
Paul Ryan	46	38	16	43	40	18
Joe Biden	46	46	9	45	47	9
Pat McCrory	52	25	23			
Walter Dalton	30	35	35			

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

Of the two major candidates for president, who would do a better job dealing with the conflicts we are seeing in the Middle East?

	North Carolina	Nationally
Democrat Barack Obama	50	50
Republican Mitt Romney	43	41
(Don't know/refused)	7	9
	n = 403	n = 805

Now, thinking about vice presidential candidates, I would like you to listen to these words or phrases. Could you please tell me whether they better fit Republican Paul Ryan or Democrat Joe Biden?

National (n = 805)

<i>Phrase</i>	<i>Paul Ryan</i>	<i>Joe Biden</i>	<i>(Neither)</i>	<i>(Both Equally)</i>	<i>(Don't know/Refuse)</i>
Intelligent	41	30	3	19	8
Qualified to take over as president right now	37	48	7	2	6
Conservative	74	15	2	1	8
Understands the federal budget	43	39	6	3	9
Understands foreign policy	27	54	5	4	10
Would be better president overall	45	44	4	0	6
Holds extreme views	42	35	6	7	10
Mean	24	35	28	2	11
Divisive	37	38	4	3	18
Honest and truthful	39	39	10	4	8
Cares about people like me	37	44	6	5	8
Strong leader	42	40	5	4	9
Friendly	35	40	1	17	7
Funny	17	58	10	4	1

Now, thinking about vice presidential candidates, I would like you to listen to these words or phrases. Could you please tell me whether they better fit Republican Paul Ryan or Democrat Joe Biden?

North Carolina (n = 403)

<i>Phrase</i>	<i>Paul Ryan</i>	<i>Joe Biden</i>	<i>(Neither)</i>	<i>(Both Equally)</i>	<i>(Don't know/Refuse)</i>
Intelligent	43	32	2	18	5
Qualified to take over as president right now	37	47	8	1	7
Conservative	72	17	2	1	8
Understands the federal budget	44	40	4	5	7
Understands foreign policy	30	54	4	4	8
Would be better president overall	45	44	5	0	6
Holds extreme views	38	40	6	5	11
Mean	21	37	28	1	13
Divisive	33	37	5	4	20
Honest and truthful	39	41	8	5	7
Cares about people like me	38	46	4	6	7
Strong leader	44	42	3	5	6
Friendly	35	40	1	17	7
Funny	17	57	8	5	12

I am going to read a list of background characteristics. Please tell me whether each of them is something you might take into account when you vote for a particular candidate:

<i>Characteristics</i>	<i>North Carolina (n = 403)</i>			<i>National(n = 805)</i>		
	<i>Yes</i>	<i>No</i>	<i>(Don't know/Refuse)</i>	<i>Yes</i>	<i>No</i>	<i>(Don't know/Refuse)</i>
Age	24	75	2	22	77	1
Previous work experience	90	9	1	91	8	1
Race	7	92	1	4	95	1
Religion	39	59	1	29	70	1
Education level or kinds of academic degrees	63	35	2	64	35	2
Positions on the issues	96	2	2	97	2	1

Thinking about people—living and dead—who have served as president during the last 50 years, who would you most like to see serve as president again?

	North Carolina	Nationally
(George W. Bush)	2	3
(Bill Clinton)	33	29
(George H.W. Bush)	2	3
(Ronald Reagan)	35	34
(Jimmy Carter)	2	2
(Gerald Ford)	*	*
(Richard Nixon)	1	1
(Lyndon B. Johnson)	1	1
(John F. Kennedy)	15	16
(None of them)	6	7
(Don't know/refuse)	4	5
	n=403	n= 805

* = less than 1 percent

Do you really think it matters who is president?

	North Carolina	Nationally
Yes	81	82
No	17	17
(Don't know/refused)	2	1
	n = 403	n = 805

Media and the Press

Which one of the following is your main source of political news and information?...Television, Internet, newspaper, radio, talking with others, social media like Facebook and Twitter...

	North Carolina	Nationally
Television	61	53
Internet	16	20
Newspaper	8	10
Radio	9	9
Talking with others	3	4
Social Media like Facebook and Twitter	1	1
Do you not really follow politics (Other source)	1	2
(Don't know/refuse)	0	1
	1	1
	n= 403	n= 805

Internet use

Now I would like to ask you some questions about the Internet.

Do you have access to the internet at work, at home or some other place?

	North Carolina	Nationally
Yes	87	87
No	13	12
(Don't know/refused)	1	0
	n = 403	n = 805

When you go online to get news or information about politics or elections, do you ever do any of the following things? (Responses based on 703 respondents nationally who have access to the internet and 350 in North Carolina.)

First, do you ever...

Question	North Carolina (n = 350)			National (n = 703)		
	Yes	No	(Don't know/Refuse)	Yes	No	(Don't know/Refuse)
Look for information about a candidate's <u>previous political experience</u>	56	44	0	50	49	1
Look for information about a candidate's <u>personal background</u>	40	60	0	35	64	1
Look for information about a candidate's <u>stance on the issues</u>	72	30	0	70	29	1
Go to any of the websites that <u>specialize</u> in political <u>news or opinion</u>	50	50	0	50	49	1
Go to a candidate's <u>official</u> campaign website	36	64	0	27	72	1
Go to a candidate's social media site like Facebook, Twitter, or MySpace.	18	82	0	14	85	1

Do you ever use social media sites like Facebook and Twitter to discuss politics?

	North Carolina	Nationally
Yes	22	22
No	78	78
(Don't know/refused)	1	1
	n = 350	n = 703

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