



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE (UPDATE) 2/27/2013**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina (with a registered voter subsample)
Sample size	484 adults (419 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	February 17- February 21, 2013
Margin of sampling error for total sample	Approximately 4.5 percentage points for the all adult sample (5 percent for the registered voter sample)
Are the data weighted?	Yes, relative to U.S. Census estimates for age, gender, race/ethnicity and CDC estimates for phone usage (cell only, landline only, or both).
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>Sadie Leder Associate Director 336-841-9430 sleder@highpoint.edu</p>

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

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	All Adults
Yes	100	88
No	0	12
(Don't know/refused)	0	1
	n = 419	n = 484

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? (ASKED ONLY OF RESPONDENTS WHO SAID "YES" THEY WERE REGISTERED TO VOTE)

	Registered voters	All Adults
Yes, absolutely certain	100	98
Chance registration has lapsed	0	1
No, not registered	0	0
(Don't know/refused)	0	0
	n = 419	n = 426

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	All Adults
Right direction	29	28
Wrong track	62	62
(Don't know/refused)	9	10
	N = 419	n = 484

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

	Registered voters	All Adults
Approve	48	47
Disapprove	49	47
(Don't know/refused)	3	6
	N = 419	n = 484

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

	Registered voters	All Adults
Approve	30	29
Disapprove	28	27
(Don't know/refused)	42	44
	N = 419	n = 484

Do you disapprove or approve of the job your own representative is doing in the United States House of Representatives?

	Registered voters	All Adults
Approve	44	42
Disapprove	27	26
(Don't know/refused)	29	31
	n = 419	n = 484

Approaches to Stopping Gun Violence

Now I am going to ask you some questions about guns. Which of these would lead to less violent crime in the United States: if guns were banned or more law-abiding people had guns?

	Registered voters	All Adults
Guns were banned	25	26
More people had guns	62	60
(Don't know/refused)	13	14
	n = 419	n = 484

I am going to read a series of proposals to reduce gun violence. Do you favor or oppose each of the following proposals to reduce gun violence? (ORDER OF PROPOSALS WAS RANDOMIZED)

Requiring criminal background checks on all gun buyers, including those buying at gun shows and private sales

	Registered voters	All Adults
Favor	92	91
Oppose	8	8
(Don't know/refused)	1	1
	N = 419	N = 484

Providing services for mentally ill people who show violent tendencies

	Registered voters	All Adults
Favor	90	90
Oppose	8	8
(Don't know/refused)	2	3
	N = 419	N = 484

Improving enforcement of existing gun laws

	Registered voters	All Adults
Favor	86	85
Oppose	11	12
(Don't know/refused)	3	4
	N = 419	N = 484

Banning high-capacity ammunition clips that can shoot dozens of bullets without stopping to reload

	Registered voters	All Adults
Favor	62	61
Oppose	34	34
(Don't know/refused)	4	4
	N = 419	N = 484

Banning the sale of ammunition on-line

	Registered voters	All Adults
Favor	59	60
Oppose	37	37
(Don't know/refused)	4	4
	N = 419	N = 484

Banning assault style weapons

	Registered voters	All Adults
Favor	57	57
Oppose	39	39
(Don't know/refused)	4	5
	N = 419	N = 484

Reducing access to violent movies and video games

	Registered voters	All Adults
Favor	50	50
Oppose	44	43
(Don't know/refused)	6	7
	N = 419	N = 484

Of those policies I previously mentioned, which do you think is the most important thing that could be done to prevent mass shootings from occurring in the United States?

	Registered voters	All Adults
(Requiring criminal background checks on all gun buyers)	26	26
(Providing services for mentally ill people who show violent tendencies)	27	26
(Banning assault style weapons)	13	13
(None of these/Other)	9	11
(Improving enforcement of existing gun laws)	8	8
(Banning high-capacity ammunition clips)	7	7
(Banning the sale of ammunition on-line)	3	2
(Reducing access to violent movies and video games)	4	4
(Don't know/refused)	4	4
	N=419	N=484

Demographics

Does anyone in your household own a gun?

	Registered voters	All Adults
Yes	50	48
No	45	47
(Refuse)	5	5
	N = 419	N = 484

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

	Registered voters	All Adults
Democrat	37	35
Republican	32	29
(Independent/unaffiliated)	25	28
(Other)	4	5
(Don't know)	1	2
(Refused)	1	1
	n =419	N= 484

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

	Registered voters	All Adults
Very conservative	14	13
Somewhat conservative	29	28
Moderate	28	28
Somewhat liberal	18	17
Very liberal	8	9
(Other)	2	2
(Don't know/refuse)	1	3
	N =419	n= 484

What is the last year of schooling you have completed?

	Registered voters	All Adults
(1-11 th grade)	3	4
(High school graduate)	20	22
(Some college)	24	24
(College graduate)	38	35
(Graduate school)	16	15
(Don't know/refuse)	*	*
	N =419	N= 484

**Less than 1 percent*

How often do you attend worship services? Would you say never, a few times a year, a few times a month, almost every week, every week, or more than once a week?

	Registered voters	All Adults
Never	16	18
A few times a year	26	26
A few times a month	15	14
Almost every week	14	13
Every week	19	19
More than once a week	10	9
(Don't know/refuse)	1	1
	n =419	n=484

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

	Registered voters	All Adults
25 thousand dollars or less	16	16
25 to 50 thousand dollars	20	22
50 to 75 thousand dollars	20	21
75 to 100 thousand dollars	13	12
100 to 150 thousand dollars	12	10
150 to 250 thousand dollars	6	5
More than 250 thousand dollars	1	1
(Don't know/refuse)	12	13
	n =419	n=484

Age

	Registered voters	All Adults
18 - 24	13	13
25 - 34	15	18
35 - 44	20	19
45 - 54	19	19
55 - 64	15	15
65 and older	17	16
	n =419	n=484

Gender

	Registered voters	All Adults
Male	48	49
Female	52	51
	n =419	n=484

What racial or ethnic group best describes you?

	Registered voters	All Adults
White	69	69
African-American or Black	21	20
Hispanic or Latino	2	2
Native American	3	2
Asian	*	*
(Multiple or Other)	4	5
(Don't know/refuse)	2	1
	n = 419	n = 484

**Less than 1 percent*

Phone type

	Registered voters	All Adults
Both landline and cell phone	70	68
Cell phone only	28	30
Landline only	2	2
	n = 419	n = 484