



## Roanoke College Poll

November 21, 2011

### Frequencies

#### Question #1

**We are interested in how people are getting along financially these days. Would you say that you and your family living there are better off or worse off financially than you were a year ago?**

|              |   | Count      | Percent        |
|--------------|---|------------|----------------|
| Better off   | 1 | 138        | 24.29%         |
| Same         | 2 | 183        | 32.35%         |
| Worse off    | 3 | 246        | 43.36%         |
| <b>Total</b> |   | <b>567</b> | <b>100.00%</b> |

#### Question #2

**Now looking ahead: do you think that a year from now you and your family living there will be better off financially, or worse off, or just about the same as now?**

|              |   |            |                |
|--------------|---|------------|----------------|
| Better off   | 1 | 170        | 31.99%         |
| Same         | 2 | 284        | 53.30%         |
| Worse off    | 3 | 78         | 14.71%         |
| <b>Total</b> |   | <b>532</b> | <b>100.00%</b> |

### Question #3

**Would you say at the present time business conditions are better or worse off than they were a year ago?**

|              |   |            |                |
|--------------|---|------------|----------------|
| Better off   | 1 | 126        | 23.06%         |
| Same         | 2 | 91         | 16.68%         |
| Worse off    | 3 | 330        | 60.26%         |
| <b>Total</b> |   | <b>548</b> | <b>100.00%</b> |

### Question #4

**And how about a year from now, do you expect that in the country as a whole business conditions will be better, or worse than they are at the present time, or just about the same?**

|              |   |            |                |
|--------------|---|------------|----------------|
| Better off   | 1 | 167        | 32.02%         |
| Same         | 2 | 213        | 40.77%         |
| Worse off    | 3 | 142        | 27.21%         |
| <b>Total</b> |   | <b>523</b> | <b>100.00%</b> |

### Question #5

**About big things people buy for their homes - such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?**

|                   |   |            |                |
|-------------------|---|------------|----------------|
| Good time to buy  | 1 | 177        | 32.22%         |
| Depends/uncertain | 2 | 136        | 24.82%         |
| Bad time          | 3 | 236        | 42.96%         |
| <b>Total</b>      |   | <b>549</b> | <b>100.00%</b> |

### Question #6

**I'm going to read several income groups.  
When I come to the group that includes your  
annual family income, please stop me.**

|                     |   |            |                |
|---------------------|---|------------|----------------|
| Less than \$20,000  | 1 | 70         | 12.17%         |
| \$20,000-\$35,000   | 2 | 95         | 16.52%         |
| \$35,000-\$50,000   | 3 | 87         | 15.19%         |
| \$50,000-\$75,000   | 4 | 85         | 14.81%         |
| \$75,000-\$100,000  | 5 | 68         | 11.75%         |
| More than \$100,000 | 6 | 110        | 19.11%         |
| No answer           | 7 | 60         | 10.46%         |
| <b>Total</b>        |   | <b>576</b> | <b>100.00%</b> |

### Question #7

**What is your race?**

|                    |   |            |                |
|--------------------|---|------------|----------------|
| White              | 1 | 410        | 71.14%         |
| African-American   | 2 | 109        | 18.89%         |
| Hispanic/Latino    | 3 | 19         | 3.38%          |
| Asian-American     | 4 | 13         | 2.30%          |
| Other/multi-racial | 5 | 25         | 4.30%          |
| <b>Total</b>       |   | <b>576</b> | <b>100.00%</b> |

### Question #8

**In what region to you currently live?**

|                    |   |            |                |
|--------------------|---|------------|----------------|
| Southwest Virginia | 1 | 95         | 16.49%         |
| Southside          | 2 | 72         | 12.51%         |
| Shenandoah Valley  | 3 | 43         | 7.53%          |
| Central            |   |            |                |
| Virginia/Richmond  | 4 | 119        | 20.66%         |
| Northern Virginia  | 5 | 129        | 22.45%         |
| Tidewater          | 6 | 117        | 20.35%         |
| <b>Total</b>       |   | <b>576</b> | <b>100.00%</b> |

### Question #9

**Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?**

|                     |   |            |                |
|---------------------|---|------------|----------------|
| Married             | 1 | 324        | 56.51%         |
| Living with partner | 2 | 29         | 5.04%          |
| Divorced            | 3 | 42         | 7.41%          |
| Separated           | 4 | 9          | 1.64%          |
| Widowed             | 5 | 38         | 6.56%          |
| Never married       | 6 | 131        | 22.83%         |
| <b>Total</b>        |   | <b>573</b> | <b>100.00%</b> |

### Question #10

**How much education have you completed?**

|                               |   |            |                |
|-------------------------------|---|------------|----------------|
| Less than high school         | 1 | 34         | 5.98%          |
| High School                   | 2 | 132        | 22.96%         |
| Some college/technical school | 3 | 163        | 28.43%         |
| Associate's Degree            | 4 | 36         | 6.26%          |
| Bachelor's Degree             | 5 | 129        | 22.42%         |
| Advanced Degree               | 6 | 80         | 13.94%         |
| <b>Total</b>                  |   | <b>575</b> | <b>100.00%</b> |

## Question #11

### Respondent's sex

|              |   |            |                |
|--------------|---|------------|----------------|
| Male         | 1 | 300        | 52.10%         |
| Female       | 2 | 276        | 47.90%         |
| <b>Total</b> |   | <b>576</b> | <b>100.00%</b> |

**NOTE:** The total sample size was 603. Totals in the frequencies do not add up to 603 due to missing observations at some point in the interview or the respondent refusing to answer the question or responding “Don’t know”.