



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE (UPDATE) 10/29/2013**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina
Sample size	447 adults (386 passed registered voter screen, 282 say they celebrate Halloween)
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	September 22 - 26, 2013
Margin of sampling error for total sample	Approximately 4.7 percentage points for the full adult sample (5 percentage points for those passing the registered voter screen, 5.8 percent for those who say they celebrate Halloween)
Are the data weighted?	Yes, relative to U.S. Census estimates for age, race and gender as well as 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	Martin Kifer Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu Sadie Leder Elder 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. Percentages less than one percent are denoted with a *

Halloween Holiday

Do you celebrate the Halloween holiday?

	All Adults
Yes	64
No	35
(Don't know/refused)	1
	n = 447

(ASKED ONLY OF THOSE WHO SAY "YES", THEY CELEBRATE HALLOWEEN)

Some people spend a lot of time and money celebrating the Halloween holiday, others do not celebrate much at all.

Altogether how much money would you say you will spend this year on Halloween, including things like costumes, decorations, candy to give out, and food and drinks?

	All Adults (who celebrate the holiday)
\$50 or less	70
More than \$50	30
	n= 282

Mean (Average) = \$65

Would you say that is more or less than last year?

	All Adults (who celebrate the holiday)
More	19
(About the same)	59
Less	22
Refuse	1
	n= 282

Demographics

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

	All Adults
Democrat	35
Republican	30
(Independent/unaffiliated)	24
(Other)	6
(Don't know)	2
(Refused)	3
	n = 447

What is the last year of schooling you have completed?

	All Adults
(1-11 th grade)	4
(High school graduate)	18
(Some college)	24
(College graduate)	38
(Graduate school)	15
(Don't know/refuse)	1
	n = 447

Are you, or is any member of your household, a member of the armed forces or a veteran?

	All Adults
Yes	32
No	67
(Don't know/refuse)	1
	n = 447

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

	All Adults
Very conservative	16
Somewhat conservative	27
Moderate	30
Somewhat liberal	13
Very liberal	8
(Other)	1
(Don't know/refuse)	5
	n = 447

Age	All Adults
18 - 24	13
25 - 34	18
35 - 44	20
45 - 54	19
55 - 64	15
65 and older	16
	n = 447

Gender	All Adults
Male	49
Female	51
	n= 447

What racial or ethnic group best describes you?

	All Adults
White	68
African-American or Black	19
Hispanic or Latino	2
Native American	1
Asian	1
(Multiple or Other)	6
(Don't know/refuse)	3
	n = 447

Phone type	All Adults
Both landline and cell phone	71
Cell phone only	26
Landline only	3
	n = 447