



**HPU POLL
MEMO RELEASE (UPDATE) 9/23/2014**

ELEMENTS	DETAILS
Population represented	Likely Voters in North Carolina
Sample size	410 likely voters
Mode of data collection	Live interviewers calling cell phones and landline phones using numbers drawn at random from WinCati system databases.
Type of sample (probability/non-probability)	Registration Based Sample of likely voters who passed a screen gauging likelihood of voting in 2014 and including 2010 general election voters, 2012 general election voters who registered after the 2010 election, and voters who registered since 2012. The contact phone numbers appended to the list are landline and cellular telephones provided by Survey Sampling International (SSI).
Start and end dates of data collection	September 13 - 18, 2014
Margin of sampling error for total sample	Approximately 5 percentage points
Are the data weighted?	Yes, relative to turn out estimates for age, race, and gender based on North Carolina Board of Elections data and exit polls from past races.
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>Brian McDonald Assistant Director, HPU Survey Research Center 336-841-9651 bmcdonal@highpoint.edu</p>

Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at <http://www.highpoint.edu/src/> 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). Randomization of question elements is also noted below the question. Percentages may not add to 100 because of rounding. Percentages less than one percent are denoted with a *

Registered/Likely Voter Screening

On November 4th, North Carolina will hold its general election for U.S. Senate, U.S. House of Representatives and other offices. How certain are you that you will vote in this election?

	Likely voters
Almost certain	86
Probably	14
50/50	--
Won't vote	--
(Don't know/refused)	--
	n = 410

Candidate Personal Characteristics

Regardless of who you support, which of these two U.S. Senate candidates, Kay Hagan or Thom Tillis, do you think the phrase fits best? (RANDOMIZED) (n = 410)

	Kay Hagan	Thom Tillis	(Both)	(Neither)	(Don't Know/ refused)
Strong leader	33	41	9	9	8
Connects well with ordinary people	43	29	6	12	9
Has middle class values	39	32	6	13	11
Honest and truthful	34	28	5	22	11
Good judgment in a crisis	34	36	3	11	18
Understands the economy	33	41	6	12	9
Takes action rather than just talking	34	39	8	11	9
Willing to work with the other party	41	31	5	14	10
Cares about people like me	42	27	8	15	9
Will do what's right, not what's popular	36	37	3	14	11
Smart	30	24	31	6	9

Best Job Handling the Issues

Regardless of who you support, which of these two U.S. Senate candidates, Kay Hagan or Thom Tillis, do you think would do the best job of handling each of these issues (RANDOMIZED) (n = 410)

	Kay Hagan	Thom Tillis	Both	Neither	Don't Know/Refused
Improving economic conditions	35	46	3	7	9
Creating jobs	37	43	4	8	8
Protecting Social Security	43	31	5	9	12
Preserving Medicare	48	29	4	5	14
Protecting the U.S. from foreign threats	26	50	4	9	11
Supporting veterans	34	40	10	5	11
Promoting education	47	28	6	6	13
Providing quality health care	42	32	2	12	12

Economy

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?

Likely Voters	
Better off	34
Worse off	39
(Neither better nor worse)	26
(Don't know/refused)	2
n= 410	

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?

Likely Voters	
Better off	29
Worse off	17
(Neither better nor worse)	49
(Don't know/refused)	5
n= 410	

Now turning to business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially, bad times or what?

	Likely Voters
Good times	31
Bad times	34
(Neither good nor bad, both good and bad)	18
(Good times with qualifications)	5
Bad times with qualifications	4
(Don't know/refused)	7
	n=410

Affordable Care Act/Obamacare

As you may know, a health reform bill was signed into law in 2010. Given what you know about the health reform law, do you have a generally favorable or generally unfavorable opinion of it?

	Likely Voters
Favorable	35
Unfavorable	54
(Don't know/refused)	10
	n=410

Do you think the nation as a whole will be better off or worse off under the health reform law, or don't you think it will make much difference?

	Likely Voters
Better	30
Worse	48
Not make much difference	17
(Don't know/refused)	5
	n=410

Teachers' Pay Raise

How much, if anything, have you heard about a seven percent pay raise for teachers that the North Carolina General Assembly passed and the Governor signed into law? Have you heard a lot, a little bit, or not much at all:

	Likely Voters
A lot	47
A little bit	40
Not much at all	13
(Don't know/refused)	0
	n=410

Based on what you have heard, do you think the pay raise was too much, just about right, or too little?

Likely Voters

Too much	6
Just about right	29
Too little	58
(Don't know/refused)	7
	n=410

Demographics

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

	Likely Voters
Democrat	35
Republican	32
(Independent/unaffiliated)	24
(Other)	7
(Don't know/refused)	1
	n= 410

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

	Likely Voters
Very conservative	20
Somewhat conservative	30
Moderate	28
Somewhat liberal	13
Very liberal	6
(Other)	2
(Don't know/refused)	1
	n= 410

Age (computed based on response to question: "In what year were you born?")

	Likely Voters
18 - 24	6
25 - 34	10
35 - 44	17
45 - 54	21
55 - 64	22
65 and older	24
	n= 410

What is the last year of schooling you have completed?

	Likely Voters
(1st-11 th grade)	3
(High school graduate)	11
(Some college)	25
(College graduate)	38
(Graduate school)	21
(Don't know/refused)	2
	n= 410

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

	Likely Voters
25 thousand dollars or less	8
25 to 50 thousand dollars	19
50 to 75 thousand dollars	22
75 to 100 thousand dollars	17
100 to 150 thousand dollars	14
150 to 250 thousand dollars	5
More than 250 thousand dollars	2
(Don't know/refused)	13
	n= 410

Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

	Likely Voters
Yes	2
No	97
(Don't know/refused)	1
	n= 410

What racial or ethnic group best describes you?

	Likely Voters
White	69
African-American or Black	22
Native American	3
Asian	1
(Multiple or Other)	4
(Don't know/refused)	2
	n= 410

Worship Services

	Likely Voters
Never	12
A few times a year	18
A few times a month	15
Almost every week	15
Every week	28
More than once a week	11
(Don't know/refused)	*
	n= 410

Would you describe yourself as a “born again” or evangelical Christian, or not?

	Likely Voters
Yes	49
No	46
(Don't know/refused)	6
	n= 410

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

	Likely Voters
Yes	35
No	65
(Don't know/refused)	*
	n= 410

Last month did you purchase any products or services over the Internet?

	Likely Voters
Yes	60
No	38
(Don't know/refused)	2
	n=410

Gender

	Likely Voters
Male	47
Female	53
	n= 410

Relationship status

	Likely Voters
Single	22
Engaged	2
Living with significant other	3
Married	66
Widowed	6
(Don't know/refused)	2
	n=410

Just to clarify, would you describe yourself as:

	Likely Voters
Single - Never married	62
Single - Separated	4
Single - Divorced	30
(Don't know/refused)	4
	n=91

Phone usage:

	Likely Voters
Both landline and cell phones	72
Cell phone only	26
Landline only	3
	n=410