



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 1/22/2015 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Likely Voters in North Carolina, Colorado, and New Hampshire
Sample size	584 likely voters in North Carolina 800 likely voters in Colorado 824 likely voters in New Hampshire
Mode and language of data collection	North Carolina: Live interviewers calling landline and cell phones in North Carolina (HPU Survey Research Center). Interviews conducted in English. Colorado and New Hampshire: Automated calling of landlines (recorded voice of professional actor) and live operator dialing of cell phones and administration of survey (SurveyUSA). Interviews conducted in English.
Type of sample (probability/non-probability)	North Carolina: Registration Based Sample (i.e. Voter List 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. In addition, those identified as likely voters passed an additional screen gauging the likelihood they would cast a ballot on or before November 4 th . The contact phone numbers appended to the list are landline and cellular telephones provided by Survey Sampling International (SSI) and originally purchased from Aristotle. Our landline respondents were randomly selected by asking to speak with the person age 18 or older who has had the most recent birthday. Cell phone users constituted 53 percent of the sample (307 interviews) and landlines constituted 47 percent (277 interviews). Colorado and New Hampshire: Registration Based Sample (i.e. Voter List Sample) purchased from Aristotle (Washington, D.C.). Voters must have voted in 2010 and 2012 or needed to be newly registered thereafter. In addition, those identified as likely voters passed an additional screen gauging the likelihood they would cast a ballot on or before November 4 th
Start and end dates of data collection	North Carolina: September 30 - October 2 and October 4 - 9, 2014 New Hampshire and Colorado: October 4 - 8, 2014.
Margin of sampling error for total sample (at confidence level of 95%)	North Carolina: Approximately 4.1 percentage points Colorado: Approximately 3.5 percentage points New Hampshire: Approximately 3.4 percentage points Note: the margin of error is not adjusted for sample weights.

Are the data weighted?	Yes, relative to turn out estimates for age, race, and gender based on Board of Elections data and exit polls from past races.
Survey sponsor and funded by	High Point University Survey Research Center, High Point, NC
Survey/Data collection supplier	<p>North Carolina: 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.</p> <p>Colorado and New Hampshire: SurveyUSA, 1360 Clifton Ave #221, Clifton NJ 07012 phone: 973-857-8500 http://www.surveyusa.com/</p>
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 336-841-9651 bmcdonal@highpoint.edu</p>
<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.</p>	

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 *

Registered Voter Screening

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?

	Likely NC Voters
Yes	100
No	-
(Don't know/refused)	-
	n= 584

On November 4th, (North Carolina/New Hampshire/Colorado) 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 NC Voters	Likely CO Voters	Likely NH Voters
Almost certain	88	96	96
Probably	13	4	4
50/50	-	-	-
Won't vote	-	-	-
(Don't know/refused)	-	-	-
	n= 584	N=800	N=824

Direction of 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?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Right direction	19	32	32
Wrong track	75	62	63
(Don't know/refused)	6	6	6
	n= 584	n= 800	n= 824

Voting Intentions and Approval/ Favorability Ratings

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

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Approve	40	40	41
Disapprove	55	54	54
(Don't know/refused)	5	6	6
	n= 584	n= 800	n= 824

[ASKED OF NORTH CAROLINA VOTERS]

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

	Likely NC Voters
Approve	35
Disapprove	54
(Don't know/refused)	12
	n= 584

[ASKED OF COLORADO VOTERS]

Do you approve or disapprove of the way that Mark Udall is handling his job as United States Senator?

	Likely CO Voters
Approve	39
Disapprove	52
(Don't know/refused)	9
	n= 800

[ASKED OF NEW HAMPSHIRE VOTERS]

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

	Likely NH Voters
Approve	47
Disapprove	48
(Don't know/refused)	5
	n= 824

[ASKED OF NORTH CAROLINA VOTERS]

Do you approve or disapprove of the way that Thom Tillis is handling his job as Speaker of the North Carolina House of Representatives?

	Likely NC Voters
Approve	32
Disapprove	46
(Don't know/refused)	22
	n= 584

[ASKED OF NORTH CAROLINA VOTERS]

If the election for United States Senate were held today would you be voting for Republican Thom Tillis, or Democrat Kay Hagan, or Libertarian Sean Haugh?

	Likely NC Voters
Thom Tillis (R)	40 (40.4)
Kay Hagan (D)	40 (39.5)
Sean Haugh (L)	7
(Don't know/refused)	13
	n= 584

[ASKED OF COLORADO VOTERS]

If the election for United States Senate were held today would you be voting for Republican Cory Gardner, or Democrat Mark Udall?

	Likely CO Voters
Cory Gardner (R)	46
Mark Udall (D)	42
Other	7
Undecided	5
	n= 800

[ASKED OF NEW HAMPSHIRE VOTERS]

If the election for United States Senate were held today would you be voting for Republican Scott Brown, or Democrat Jeanne Shaheen?

	Likely NH Voters
Scott Brown (R)	46
Jeanne Shaheen (D)	48
Undecided	6
	n= 824

[ASKED OF COLORADO VOTERS]

If the election for Colorado Governor were held today would you be voting for Republican Bob Beauprez, or Democrat John Hickenlooper?

	Likely CO Voters
Bob Beauprez (R)	46
John Hickenlooper (D)	44
Other	6
Undecided	4
	n= 800

[ASKED OF NEW HAMPSHIRE VOTERS]

If the election for New Hampshire Governor were held today would you be voting for Republican Walt Havenstein, or Democrat Maggie Hassan?

	Likely NH Voters
Walt Havenstein (R)	42
Maggie Hassan (D)	50
Other	4
Undecided	4
	n= 824

[ASKED OF NORTH CAROLINA VOTERS]

Do you approve or disapprove of the way the U.S. Congress is handling its job?

	Likely NC Voters
Approve	12
Disapprove	81
(Don't know/refused)	8
	n= 584

If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate OR the Democratic Party's candidate for Congress in your district?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Republican candidate	46	46	44
Democratic candidate	40	40	43
Other	4	6	6
(Don't know/undecided/refuse)	11	7	7
	n=584	n=800	n=824

Now I am going to read a list of people and groups.

For each one, please tell me whether your overall opinion of that person or group is favorable or unfavorable. If you have never heard of this person or group, you should say so.

Democratic Party

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Favorable	43	35	36
Unfavorable	49	48	43
Neither	6	14	17
(Don't know/never heard of it)	2	3	3
(Refuse)	*	-	-
	n=584	n=800	n=824

Republican Party

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Favorable	46	27	25
Unfavorable	43	45	46
Neither	8	24	25
(Don't know/never heard of it)	3	3	3
Refuse	*	-	-
	n=584	n=800	n=824

[ASKED OF NORTH CAROLINA VOTERS]

Libertarian Party

	Likely NC Voters
Favorable	30
Unfavorable	33
Neither	13
(Don't know/Never heard of it)	24
Refuse	*
	n=584

Tea Party

	Likely NC Voters
Favorable	34
Unfavorable	48
Neither	6
(Don't know/Never heard of it)	13
Refuse	-
	n=584

How much of a chance is there that you would vote for Hillary Rodham Clinton if she ran for president in 2016?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Good chance	28	28	29
Some chance	20	21	21
No chance	48	49	46
(Don't know/undecided)	4	2	3
	n=584	n=800	n=824

North Carolina Governor and General Assembly

[ASKED OF NORTH CAROLINA VOTERS]

How closely have you been following news about the laws that the North Carolina General Assembly has been passing and Governor McCrory has been signing this year? Are you following the news...Extremely closely, very closely, somewhat closely, not very closely, or not at all

	Likely NC Voters
Extremely closely	11
Very closely	23
Somewhat closely	45
Not very closely	18
Not at all	4
(Don't know/Refuse)	*
	n=584

Do you approve or disapprove of the way that the North Carolina General Assembly is handling its job?

	Likely NC Voters
Approve	35
Disapprove	46
(Don't know/refused)	19
	n= 584

Do you think that the passage of these new laws will be BAD for North Carolina's overall reputation in the rest of the country, GOOD for North Carolina's reputation, or not make much difference one way or the other?

	Likely NC Voters
Good for NC's reputation	19
Bad for NC's reputation	32
Won't make much difference either way	32
(Don't know/refused)	16
	n= 584

Voter Identification Laws

[ASKED OF NORTH CAROLINA VOTERS]

As far as you know, does your state require voters to present photo identification to be allowed to vote on Election Day, or not?

	Likely NC Voters
Yes	45
No	44
(Don't know/refused)	10
	n= 584

Do you think voters should or should not be required to show an official photo identification before they are allowed to vote on Election Day?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Should	74	73	71
Should not	25	22	25
(Don't know/refused)	2	5	4
	n= 584	n= 800	n= 824

Political Advertising

[ASKED OF NORTH CAROLINA VOTERS]

Now I want you to tell me whether you agree or disagree with statements about the advertising for the 2014 U.S. Senate election.

Do you Strongly Agree, Agree Somewhat, Neither Agree nor Disagree, Disagree Somewhat, or Strongly Disagree that:

YOUR beliefs and opinions about the two major candidates have been affected by the negative campaign ads you've seen.

	Likely NC Voters
Strongly Agree	17
Agree Somewhat	22
Neither agree nor disagree	11
Disagree somewhat	19
Strongly Disagree	26
(Don't know/Refuse)	6
	n=584

Most voters' beliefs and opinions about the two major candidates have been affected by the negative campaign ads.

	Likely NC Voters
Strongly Agree	28
Agree Somewhat	39
Neither agree nor disagree	8
Disagree somewhat	8
Strongly Disagree	6
(Don't know/Refuse)	10
	n=584

It is always easy for you to know who is sponsoring political advertisements you see on television.

	Likely NC Voters
Strongly Agree	33
Agree Somewhat	25
Neither agree nor disagree	3
Disagree somewhat	17
Strongly Disagree	19
(Don't know/Refuse)	4
	n=584

It is always easy for most voters to know who is sponsoring political advertisements they see on television.

	Likely NC Voters
Strongly Agree	19
Agree Somewhat	21
Neither agree nor disagree	5
Disagree somewhat	21
Strongly Disagree	28
(Don't know/Refuse)	6
	n=584

Economics and Personal Finance

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 NC Voters	Likely CO Voters	Likely NH Voters
Better off	31	34	31
Worse off	39	40	43
(Neither better nor worse)	29	25	25
(Don't know/refused)	1	1	1
	n=584	n= 800	n=824

[ASKED OF NORTH CAROLINA VOTERS]

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 NC Voters
Better off	24
Worse off	19
(Neither better nor worse)	54
(Don't know/refused)	3
	n= 584

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 NC Voters
Good times	27
Bad times	38
(Neither good nor bad, both good and bad)	17
(Good times with qualifications)	6
(Bad times with qualifications)	4
(Don't know/refused)	8
	n=584

[ASKED OF NORTH CAROLINA VOTERS]

Do you think governments should offer tax breaks or other benefits to companies that create new jobs?

	Likely NC Voters
Yes	74
No	21
Don't know/Refuse	6
	n=584

Health Care Reform Law

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 NC Voters	Likely CO Voters	Likely NH Voters
Favorable	34	38	40
Unfavorable	55	55	52
(Don't know/refused)	11	6	8
	n= 584	n= 800	n= 824

[ASKED OF NORTH CAROLINA VOTERS]

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 NC Voters
Better	31
Worse	47
Not make much difference	16
(Don't know/refused)	6
	n=584

Drug Use and Marijuana Legalization

[ASKED OF NORTH CAROLINA VOTERS]

How would you describe the problem of drug abuse in North Carolina? Would you say it is a crisis, serious problem, minor problem, or not a problem?

	Likely NC Voters
Crisis	17
Serious problem	57
Minor problem	17
Not a problem	3
(Don't know/refused)	6
	n=584

Which comes closer to your view about the use of marijuana by adults?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Personal use	31	43	36
Medicinal use	45	34	40
Should not be legal	22	19	21
(Don't know/refused)	2	4	2
	n= 584	n= 800	n= 824

[ASKED OF NORTH CAROLINA VOTERS]

Regardless of your opinion about marijuana, do you think that the sale and use of marijuana eventually will be legal nationwide, or not?

	Likely NC Voters
Yes, it will	78
No, it will not	18
(Don't know/refused)	5
	n=584

Gun Rights and Legislation

Which of these would lead to less violent crime in the United States: If guns were banned or more law-abiding people had guns?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Guns were banned	24	27	30
More people had guns	61	56	52
(Don't know/refused)	15	17	18
	n= 584	n= 800	n= 824

[ASKED OF NORTH CAROLINA VOTERS]

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? (Likely NC Voters)

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

Favor	93
Oppose	6
(Don't know/refused)	2
	n=584

Providing services for mentally ill people who show violent tendencies

Favor	88
Oppose	8
(Don't know/refused)	3
	n=584

Improving enforcement of existing gun laws

Favor	87
Oppose	8
(Don't know/refused)	5
	n=584

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

Favor	60
Oppose	34
(Don't know/refused)	6
	n=584

Banning the sale of ammunition on-line

Favor	54
Oppose	40
(Don't know/refused)	6
	n=584

Banning assault style weapons

Favor	62
Oppose	34
(Don't know/refused)	5
	n=584

Reducing access to violent movies and video games

Favor	55
Oppose	39
(Don't know/refused)	5
	n=584

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?

Likely NC Voters

(Requiring criminal background checks on all gun buyers)	27
(Providing services for mentally ill people who show violent tendencies)	21
(Improving enforcement of existing gun laws)	8
(Banning high-capacity ammunition clips)	5
(Banning the sale of ammunition on-line)	3
(Banning assault style weapons)	12
(Reducing access to violent movies and video games)	2
(None of these/Other)	13
(Don't know/Refuse)	10
	n=584

International Affairs

[ASKED OF NORTH CAROLINA VOTERS]

Do you think it will be best for the future of the country if we take an active part in world affairs, or if we stay out of world affairs?

	Likely NC Voters
Active part	68
Stay out	27
(Don't know/refused)	6
	n=584

How much, if anything, have you read or heard about recent political violence in Syria? Have you heard a lot, a little, or nothing at all?

	Likely NC Voters
A lot	70
A little	25
Nothing at all	4
(Don't know/refused)	1
	n=584

Do you think the United States has a responsibility to do something about the fighting in Syria between government forces and anti-government groups, or doesn't the United States have this responsibility?

	Likely NC Voters
U.S. has responsibility	53
U.S. does not have responsibility	39
(Don't know/refused)	8
	n=584

How much, if anything, have you read or heard about recent political violence in Iraq? Have you heard a lot, or little, or nothing at all?

	Likely NC Voters
A lot	65
A little	30
Nothing at all	5
(Don't know/refused)	1
	n=584

Do you think the United States has a responsibility to do something about the violence in Iraq or doesn't the United States have this responsibility?

	Likely NC Voters
U.S. has responsibility	64
U.S. does not have responsibility	31
(Don't know/refused)	5
	n=584

Discipline and Corporal Punishment of Children

Do you approve or disapprove of spanking children?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Approve	75	50	37
Disapprove	21	35	46
(Don't know/refused)	4	16	17
	n= 584	n= 800	n= 824

[ASKED OF NORTH CAROLINA VOTERS]

Do you think grade-school teachers should or should not be permitted to spank children at school?

	Likely NC Voters
Yes	27
No	69
Don't know/Refuse	4
	n=584

College Athlete Salaries

Beyond any scholarships they receive, do you support or oppose paying salaries to college athletes?

	Likely CO Voters	Likely NH Voters
Support	21	22
Oppose	65	63
Not sure	14	15
	n= 800	n= 824

Supreme Court Rulings

The Supreme Court decided that privately-held for-profit companies may choose NOT to pay for coverage of prescription birth control in their workers' health plans if the company's owner has religious objections. Do you approve or disapprove of the Court's decision in this case?

	Likely CO Voters	Likely NH Voters
Approve	43	42
Disapprove	50	51
(Don't know/refused)	7	8
	n= 800	n= 824

Demographics

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

	Likely NC Voters
Democrat	37
Republican	33
(Independent/unaffiliated)	24
(Other)	5
(Don't know/refused)	1
	n= 584

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

	Likely NC Voters
25 thousand dollars or less	10
25 to 50 thousand dollars	18
50 to 75 thousand dollars	21
75 to 100 thousand dollars	14
100 to 150 thousand dollars	15
150 to 250 thousand dollars	7
More than 250 thousand dollars	4
(Don't know/refused)	12
	n= 584

Age	Likely NC Voters		Likely CO Voters	Likely NH Voters
18-24	6	18 - 39	15	8
25-34	10	40 - 49	13	17
35-44	17	50 - 64	39	39
45-54	21	65 and older	34	37
55-64	22			
65 and older	24			
	n= 584		n= 800	n= 824

Worship Services

	Likely NC Voters
Never	10
A few times a year	18
A few times a month	17
Almost every week	15
Every week	25
More than once a week	14
(Don't know/refused)	1
	n= 584

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

	Likely NC Voters
Yes	54
No	45
(Don't know/refused)	2
	n= 584

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

	Likely NC Voters
Yes	32
No	69
	n = 584

Overall, how qualified do you feel to do the job of an elected official?

Would you say: not at all qualified, somewhat qualified, qualified, or very qualified?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Not at all qualified	37	19	20
Somewhat qualified	28	37	36
Qualified	20	25	23
Very qualified	13	13	17
(Don't know/refused)	1	6	4
	n=584	n=800	n=824

Which of the following statements comes closest to your opinion about men and women as political leaders?

	Likely NC Voters	Likely CO Voters	Likely NH Voters
Men generally make better	7	7	5
Women generally make better	6	10	10
Women and men are equally good	86	80	84
(Don't know/refused)	2	2	1
	n=584	n=800	n=824

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

	Likely NC Voters		Likely CO Voters	Likely NH Voters
Very conservative	19	Conservative	35	33
Somewhat conservative	30			
Moderate	30	Moderate	38	45
Somewhat liberal	14			
Very liberal	5	Liberal	21	18
(Other)	1			
(Don't know/refused)	2	Unsure	6	4
	n= 584		n= 800	n= 824

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

	Likely NC Voters
Yes	2
No	97
(Don't know/refused)	1
	n= 584

What racial or ethnic group best describes you?

	Likely NC Voters		Likely CO Voters
White	73	White	84
African-American or Black	22	Black	6
Native American	2	Hispanic	6
Asian	*	Asian/Other	4
(Multiple or Other)	2		
(Don't know/refused)	1		
	n= 584		N = 800

What is the last year of schooling you have completed?

	Likely NC Voters
(1-11 th grade)	2
(High school graduate)	15
(Some college)	24
(College graduate)	39
(Graduate school)	20
(Don't know/refused)	*
	n= 584

Gender	Likely NC Voters	Likely CO Voters	Likely NH Voters
Male	47	47	47
Female	53	53	53
	n= 584	n = 800	n = 824

Relationship status	Likely NC Voters
Single	19
Engaged	2
Living with significant other	5
Married	67
Widowed	6
(Don't know/refused)	2
	n=584

Just to clarify, would you describe yourself as:

	Likely NC Voters
Single - Never married	59
Single - Separated	6
Single - Divorced	29
(Refused)	6
	n=109

Phone type	Likely NC Voters	Likely CO Voters	Likely NH Voters
Cell phone	53	28	28
Landline	47	72	72
	n= 584	n = 800	n = 824