



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

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Adults in North Carolina (with a registered voter and 2014 voter subsamples)
Sample size	421 adults
Mode and language of data collection	Telephone (Random Digit Dial (RDD) landline and cellular telephones). Interviews conducted in English.
Type of sample (probability/non-probability)	Probability, using RDD samples of landline and cellular telephones generated by Survey Sampling International. Our landline respondents were randomly selected by asking to speak with the person age 18 or older who has had the most recent birthday.
Start and end dates of data collection	November 8-13, 2014.
Margin of sampling error for total sample	Approximately 4.8 percentage points for the all adult sample. Approximately 5.2 percentage points for the registered voter sample. Approximately 5.9 percentage points for the voter sample. The margin of error is not adjusted for sample weights.
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 and funded by	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  <a href="mailto:mkifer@highpoint.edu">mkifer@highpoint.edu</a></p> <p>Brian McDonald            Assistant Director            336-841-9651  <a href="mailto:bmcdonal@highpoint.edu">bmcdonal@highpoint.edu</a></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). 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?

	All Adults	Registered Voters
Yes	86	100
No	13	0
(Don't know/refused)	1	0
	n= 421	n= 361

On November 4<sup>th</sup>, North Carolina held its general election for U.S. Senate, U.S. House of Representatives and other offices. Did you vote or were you unable to vote for some reason? (ASKED ONLY OF THOSE RESPONDENTS WHO SAID THEY WERE REGISTERED TO VOTE)

	Registered Voters
Yes	76
No	24
(Don't know/refused)	0
	n= 361

*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?

	All Adults	Registered Voters
Right direction	25	26
Wrong track	67	68
(Don't know/refused)	8	6
	n= 421	n= 361

*Approval Ratings for Public Officials*

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

	All Adults	Registered Voters
Approve	43	43
Disapprove	49	52
(Don't know/refused)	8	5
	n= 421	n= 361

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

	All Adults	Registered Voters
Approve	36	39
Disapprove	48	48
(Don't know/refused)	16	13
	n= 421	n= 361

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

	All Adults	Registered Voters
Approve	29	32
Disapprove	28	27
(Don't know/refused)	43	42
	n= 421	n= 361

Do you approve or disapprove of the way that Pat McCrory is handling his job as governor?

	All Adults	Registered Voters
Approve	47	49
Disapprove	37	38
(Don't know/refused)	16	12
	n= 421	n= 361

Do you feel that either Kay Hagan, Thom Tillis, or both ran a negative campaign?

*Note: Reported among "voters" defined as self-identified registered voters who said they voted in the 2014 general election (n = 276)*

	Voters
Kay Hagan	9
Thom Tillis	8
Both	73
(Don't know/refused)	11
	n= 276

*Favorability Ratings of Individuals and Groups*

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. [GROUPS AND INDIVIDUALS WERE PRESENTED TO RESPONDENTS IN RANDOM ORDER]

All Adults (n = 421)

Name	Favorable	Unfavorable	(Neither)	(Don't know/have never heard of/refused)
Bill Clinton	61	30	6	3
Hillary Clinton	52	38	8	2
George W. Bush	51	41	5	3
Barack Obama	49	46	4	0
Kay Hagan	39	48	7	6
Thom Tillis	34	47	8	10
Chris Christie	33	31	10	26
Marco Rubio	25	19	6	51
Moral Monday Protesters	25	25	6	44
Rick Perry	24	31	4	40
Elizabeth Warren	24	13	5	58
Ben Carson	24	8	4	64
Ted Cruz	21	25	4	50

Among "voters" defined as self-identified registered voters who said they voted in the 2014 general election (n = 276)

Name	Favorable	Unfavorable	(Neither)	(Don't know/have never heard of/refused)
Bill Clinton	57	34	6	2
Hillary Clinton	51	42	5	2
George W. Bush	55	38	4	3
Barack Obama	47	51	2	0
Kay Hagan	42	52	3	3
Thom Tillis	41	48	7	4
Chris Christie	37	34	11	18
Marco Rubio	29	19	7	44
Moral Monday Protesters	30	29	6	36
Rick Perry	28	33	5	34
Elizabeth Warren	28	15	5	51
Ben Carson	27	8	5	61
Ted Cruz	25	27	4	45

Consumer Sentiment in North Carolina

**Note: The following indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (<http://www.sca.isr.umich.edu/>) All samples are All Adults in North Carolina.**

Index of consumer sentiment (ICS-HPU) 80.0

**The following five questions were administered on the current survey and are used to calculate the Index of consumer sentiment.**

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?

	All Adults
Better off	39
Worse off	32
(Neither better nor worse)	28
(Don't know/refused)	1
	n= 421

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?

	All Adults
Better off	26
Worse off	17
(Neither better nor worse)	52
(Don't know/refused)	5
	n= 421

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?

	All Adults
Good times	35
Bad times	31
(Neither good nor bad, both good and bad)	15
(Good times with qualifications)	7
Bad times with qualifications	4
(Don't know/refused)	9
	n=421

Looking ahead, which would you say is more likely, that in the country as a whole we'll have continuous good times during the next five years or so, or that we'll have periods of widespread unemployment or depression, or what?

	All Adults
Widespread unemployment or depression	43
Continuous good times	29
(Neither, a mix of both)	20
(Don't know/refused)	9
	n= 421

About the 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 time or bad time for people to buy major household items?

	All Adults
Good time	49
Bad time	28
(Neither good time nor bad time)	12
(Don't know/refused)	10
	n= 421

*Foreign Affairs and the Ebola Virus*

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?

	All Adults	Registered Voters
Active part	56	59
Stay out	37	33
(Don't know/refused)	7	7
	n= 421	n= 361

Thinking about current U.S. relations with the rest of the world, would you say that the world is becoming safer or more dangerous for the U.S. and the American people?

	All Adults	Registered Voters
Safer	15	13
More dangerous	78	81
(Don't know/refused)	7	6
	n= 421	n= 361

How much have you heard about the group that calls itself the Islamic State and operates in both Syria and Iraq? It is sometimes referred to as ISIS or ISIL. Have you heard a lot, a little, or nothing at all?

	All Adults	Registered Voters
A lot	68	73
A little	26	24
Not much at all	5	3
(Don't know/refused)	*	0
	n= 421	n= 361

Do you think the U.S. government should be doing more to stop the ISLAMIC STATE or ISIS from advancing in Syria and Iraq?

	All Adults	Registered Voters
Yes	60	60
No	26	25
(Don't know/refused)	14	15
	n= 421	n= 361

How closely are you following news about the recent outbreak of Ebola in West Africa and the cases that have occurred here in the U.S.? Are you following the news...

	All Adults	Registered Voters
Extremely closely	20	21
Very closely	32	33
Somewhat closely	35	35
Not very closely	10	9
Not at all	3	2
Don't know/refused	*	0
	n=421	n=361

Are you concerned that there will be a large outbreak of Ebola inside the United States within the next 12 months, or aren't you concerned about that?

	All Adults	Registered Voters
Concerned	39	38
Not concerned	60	61
(Don't know/refused)	2	1
	n= 421	n= 361

How prepared do you think North Carolina hospitals are to deal with isolated cases of Ebola?

	All Adults	Registered Voters
Very prepared	18	17
Somewhat prepared	32	34
Not very prepared	19	18
Not at all prepared	19	20
Don't know/refused	12	11
	n=421	n= 361

Do you support sending more U.S. resources to West Africa to stop the spread of the Ebola virus?

	All Adults	Registered Voters
Yes	63	63
No	32	31
Not sure	5	6
(Refused)	1	0
	n= 421	n= 361

Have you made any changes to your daily routine because of the Ebola virus?

	All Adults	Registered Voters
Yes	15	15
No	84	85
Not sure	1	1
(Refused)	1	1
	n= 421	n= 361



The spread of the Ebola virus has been in the news for some time. Would you say that you considered how the government was responding to Ebola when you cast your ballot? (ASKED ONLY OF THOSE RESPONDENTS WHO SAID THEY VOTED IN THE 2014 ELECTIONS)

	Voters
Yes	25
No	72
(Refused)	3
	n= 276

On a scale of 1 to 10 where 1 means extremely UNlikely and 10 means extremely likely to be infected. How likely would you say it is that you or one of your family will be infected with the Ebola virus?

	All Adults	Registered Voters
1 - Extremely unlikely	60	61
2	12	12
3	12	11
4	2	2
5	7	7
6	1	1
7	1	0
8	1	0
9	0	1
10 - Extremely likely	2	2
(Don't know/refused)	3	3
	n=421	n=361

### Demographics

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

	All Adults	Registered Voters
Democrat	35	34
Republican	28	31
(Independent/unaffiliated)	28	26
(Other)	4	4
(Don't know/refused)	5	5
	n= 421	n= 361

How often do you attend worship services?

	All Adults	Registered Voters
Never	18	16
A few times a year	22	21
A few times a month	17	15
Almost every week	10	12
Every week	18	20
More than once a week	14	15
(Don't know/refused)	1	2
	n= 421	n= 361

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

	All Adults	Registered Voters
Yes	47	50
No	48	46
(Don't know/refused)	5	5
	n= 421	n= 361

About how long have you lived in North Carolina?

	All Adults	Registered Voters
Less than one year	3	2
One to five years	6	5
Six to ten years	9	8
11 to 20 years	12	12
More than 20 years	23	24
All my life	46	49
(Don't know/refused)	1	1
	n=421	n=361

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?

	All Adults	Registered Voters
Not at all qualified	37	36
Somewhat qualified	31	31
Qualified	16	17
Very qualified	13	13
(Don't know/refused)	4	1
	n=421	n=361

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

	All Adults	Registered Voters
Men generally make better	9	8
Women generally make better	7	7
Women and men are equally good	80	81
(Don't know/refused)	4	4
	n=421	n=361

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

	All Adults	Registered Voters
Yes	53	54
No	46	45
(Don't know/refused)	1	1
	n= 421	n= 361

Do you have a gun in your home?

	All Adults	Registered Voters
Yes	47	49
No	50	47
(Don't know/refused)	3	4
	n= 421	n= 361

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

	All Adults	Registered Voters
Very conservative	13	14
Somewhat conservative	25	28
Moderate	30	28
Somewhat liberal	17	16
Very liberal	10	10
(Other)	1	1
(Don't know/refused)	4	4
	n= 421	n= 361

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

	All Adults	Registered Voters
Yes	6	3
No	93	96
(Don't know/refused)	1	1
	n= 421	n= 361

What racial or ethnic group best describes you?

	All Adults	Registered Voters
White	68	71
African-American or Black	20	20
Native American	2	1
Asian	1	1
(Multiple or Other)	4	4
(Don't know/refused)	5	4
	n= 421	n= 361

Age

	All Adults	Registered Voters
18 - 24	13	10
25 - 34	18	14
35 - 44	20	19
45 - 54	19	22
55 - 64	15	17
65 and older	16	18
	n= 421	n=361

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

	All Adults	Registered Voters
25 thousand dollars or less	17	15
25 to 50 thousand dollars	21	20
50 to 75 thousand dollars	17	18
75 to 100 thousand dollars	13	14
100 to 150 thousand dollars	9	10
150 to 250 thousand dollars	3	3
More than 250 thousand dollars	3	2
(Don't know/refused)	18	17
	n= 421	n= 361

What is the last year or level of schooling you have completed?

	All Adults	Registered Voters
(1-11 <sup>th</sup> grade)	8	7
(High school graduate)	16	15
(Some college)	28	26
(College graduate)	34	36
(Graduate school)	13	14
(Don't know/refused)	2	2
	n= 421	n= 361

Gender

	All Adults	Registered Voters
Male	49	49
Female	51	51
	n= 421	n= 361

Relationship status

	All Adults	Registered Voters
Single	28	26
Engaged	5	4
Living with significant other	6	5
Married	48	51
Widowed	9	10
(Don't know/refused)	4	4
	n=421	n=361