



**HIGH POINT UNIVERSITY POLL
MEMO 2/20/2015 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina (with a registered voter subsample)
Sample size	417 adults (n=352 registered voter subsample)
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	January 31 - February 5, 2015.
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. 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 mkifer@highpoint.edu</p> <p>Brian McDonald Assistant Director 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). 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	87	100
No	13	0
(Don't know/refused)	*	0
	n= 417	n= 352

On November 4th, 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?

	Registered Voters
Yes	75
No	25
(Don't know/refused)	1
	n= 352

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	64	64
(Don't know/refused)	11	10
	n= 417	n= 352

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	44	44
Disapprove	47	47
(Don't know/refused)	9	9
	n= 417	n= 352

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

	All Adults	Registered Voters
Approve	30	34
Disapprove	31	32
(Don't know/refused)	39	35
	n= 417	n= 352

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

	All Adults	Registered Voters
Approve	28	31
Disapprove	37	36
(Don't know/refused)	35	33
	n= 417	n= 352

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

	All Adults	Registered Voters
Approve	41	43
Disapprove	37	38
(Don't know/refused)	23	19
	n= 417	n= 352

Valentine's Day

Are you in a romantic relationship?

	All Adults	Registered Voters
Yes	66	69
No	32	29
(Don't know/refused)	2	3
	n= 416	n= 351

(All adult (North Carolina resident) sample surveyed Jan. 31 – Feb. 5, 2015, n = 416 and margin of sampling error approximately = +/- 4.8 percent)

Would you categorize your romantic relationship as a long-distance relationship (that is separated by geographic distance or unable to meet face-to-face on a frequent basis?)

	All Adults	Registered Voters
Yes	8	6
No	92	94
(Don't know/refused)	*	*
	n= 272	n= 239

(Adults in romantic relationships (North Carolina resident) sample surveyed Jan. 31 – Feb. 5, 2015, n = 272 and margin of sampling error approximately = +/- 5.9 percent)

On a scale from 1 to 5, where 1= not at all and 5= extremely, how satisfied would you say that you are with your romantic relationship?

	All Adults	Registered Voters
1 - not at all satisfied	2	2
2	1	1
3	7	7
4	26	27
5 - extremely satisfied	61	62
(Don't know/refused)	4	2
	n= 272	n=239

Do you anticipate sending Valentine’s Day messages to a loved one using any of the following forms of technology? (please select all that apply)

- Written card/letter – 48 percent
- Phone call – 29 percent
- Skype/Facetime – 8 percent
- Email – 14 percent
- Text message – 30 percent
- Facebook – 15 percent
- Twitter – 1 percent
- Instagram/Snapchat – 3 percent
- YouTube/Vine – 1 percent
- Other – 6 percent
- Don't know/refused – 22 percent

*Totals do not add to 100 percent, as respondents were asked to select all that apply

(All adult (North Carolina resident) sample surveyed Jan. 31 – Feb. 5, 2015, n = 413 and margin of sampling error approximately = +/- 4.8 percent)

Have you ever tried an online dating website?

	All Adults	Registered Voters
Yes	21	20
No	78	79
(Don't know/refused)	1	1
	n= 413	n=348

(All adult (North Carolina resident) sample surveyed Jan. 31 – Feb. 5, 2015, n = 413 and margin of sampling error approximately = +/- 4.8 percent)

Have you ever tried an online dating website? – Single participants only

	All Adults
Yes	32
No	66
(Don't know/refused)	3
	n= 413

(All adult (North Carolina resident) sample surveyed Jan. 31 – Feb. 5, 2015, n = 413 and margin of sampling error approximately = +/- 4.8 percent)

Have you ever read any of the Fifty Shades of Grey books?

	All Adults	Registered Voters
Yes	13	13
No	85	85
(Don't know/refused)	2	2
	n= 411	n= 346 *

As you may know, a movie based on the book Fifty Shades of Grey will come out on Valentine's Day, do you plan on going to see it while it is at the theaters?

	All Adults	Registered Voters
Yes	18	19
No	76	75
(Don't know/refused)	6	7
	n= 410	n= 345 *

* The margin of sampling error is approximately +/- 5.3 percentage points for the registered voter sample for these questions.

Free Press and Terrorism

NOTE: The Survey Research Center fielded the following five questions in cooperation with the News and Record (Greensboro, NC).

Have you seen any cartoons that were published by Charlie Hebdo, the French satirical magazine that was attacked by terrorists in Paris January 7?

	All Adults	Registered Voters
Yes	39	41
No	60	58
(Don't know/refused)	1	1
	n= 417	n= 352

Did Charlie Hebdo bear some responsibility for the attack by inciting the attackers?

	All Adults	Registered Voters
Yes	19	18
No	54	56
(Don't know/refused)	27	27
	n= 417	n= 352

Should the media be allowed to show images that might offend some religious groups?

	All Adults	Registered Voters
Yes	66	66
No	27	27
(Don't know/refused)	7	7
	n= 417	n= 352

Should American media publish the Charlie Hebdo cartoons that offended some Muslims?

	All Adults	Registered Voters
Yes	53	54
No	32	31
(Don't know/refused)	16	15
	n= 417	n= 352

Do you feel these kinds of attacks could occur in the United States?

	All Adults	Registered Voters
Yes	90	91
No	7	6
(Don't know/refused)	4	4
	n= 417	n= 352

Demographics

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

	All Adults	Registered Voters
Democrat	32	33
Republican	30	32
(Independent/unaffiliated)	28	25
(Other)	8	7
(Don't know/refused)	3	3
	n= 417	n= 352

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	15	13
25 to 50 thousand dollars	20	19
50 to 75 thousand dollars	18	19
75 to 100 thousand dollars	13	13
100 to 150 thousand dollars	8	9
150 to 250 thousand dollars	8	9
More than 250 thousand dollars	4	5
(Don't know/refused)	14	14
	n= 417	n= 352

Worship Services

	All Adults	Registered Voters
Never	20	17
A few times a year	21	22
A few times a month	14	14
Almost every week	9	9
Every week	23	25
More than once a week	12	13
(Don't know/refused)	1	1
	n= 417	n= 352

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

	All Adults	Registered Voters
Yes	48	50
No	47	45
(Don't know/refused)	5	5
	n= 417	n= 352

About how long have you lived in North Carolina?

	All Adults	Registered Voters
Less than one year	2	2
One to five years	5	5
Six to ten years	11	11
11 to 20 years	17	17
More than 20 years	28	29
All my life	37	36
(Don't know/refused)	*	1
	n=417	n=352

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

	All Adults	Registered Voters
Yes	31	31
No	69	68
(Don't know/refused)	*	1
	n= 417	n= 352

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	35
Somewhat qualified	25	26
Qualified	20	21
Very qualified	14	14
(Don't know/refused)	3	3
	n=417	n=352

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

	All Adults	Registered Voters
Men generally make better	5	6
Women generally make better	6	7
Women and men are equally good	86	86
(Don't know/refused)	2	2
	n=417	n=352

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

	All Adults	Registered Voters
Yes	59	60
No	39	38
(Don't know/refused)	2	2
	n= 417	n= 352

Thinking about politics today, do you generally consider yourself to be very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal?

	All Adults	Registered Voters
Very conservative	14	14
Somewhat conservative	27	30
Moderate	28	26
Somewhat liberal	16	16
Very liberal	8	7
(Other)	1	2
(Don't know/refused)	6	6
	n= 417	n= 352

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

	All Adults	Registered Voters
Yes	5	4
No	94	95
(Don't know/refused)	1	1
	n= 417	n= 352

What racial or ethnic group best describes you?

	All Adults	Registered Voters
African-American or Black	21	22
White or Caucasian	69	70
Native American	3	2
Asian	1	1
(Multiple or Other)	4	3
(Don't know/refused)	3	2
	n= 417	n= 352

Age

	All Adults	Registered Voters
18 - 24	13	10
25 - 34	18	16
35 - 44	20	21
45 - 54	19	19
55 - 64	15	17
65 and older	16	17
	n= 417	n=352

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 th grade)	7	5
(High school graduate)	15	12
(Some college)	27	27
(College graduate)	35	40
(Graduate school)	14	16
(Don't know/refused)	1	1
	n= 417	n= 352

Gender

	All Adults	Registered Voters
Male	49	49
Female	51	51
	n= 417	n= 352

Relationship status

	All Adults	Registered Voters
Single	33	29
Engaged	4	4
Living with significant other	3	2
Married	52	55
Widowed	6	6
(Don't know/refused)	2	3
	n=417	n=352

Just to clarify, would you describe yourself as:

	All Adults	Registered Voters
Single - Never married	68	70
Single - Separated	7	5
Single - Divorced	24	24
(Don't know/refused)	1	2
	n=417	n=352

Relationship status

(Adults in romantic relationships (North Carolina resident) sample surveyed Jan. 31 – Feb. 5, 2015, n = 272 and margin of sampling error approximately = +/- 5.9 percent)

	All Adults
Single	11
Engaged	6
Living with significant other	4
Married	77
Widowed	0
(Don't know/refused)	2
	n=272

Phone type	All Adults	Registered Voters
Both landline and cell phone	56	61
Cell phone only	37	33
Landline only	7	6
	n=417	n=352