



**HIGH POINT UNIVERSITY POLL
MEMO 2/18/2015 (UPDATE: EDUCATION ISSUES)**

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)	1
	n= 352

Education Issues

Do you happen to have any children-- for whom you are a parent or guardian--currently receiving instruction here in North Carolina at the kindergarten through twelfth grade level?

	All Adults	Registered Voters
No, not a parent or guardian for any children K-12 th grade	71	71
Yes, public school	23	22
Yes, charter school	2	2
Yes, private or parochial school	2	2
Yes, home school	1	*
More than one of these	2	2
(Don't know)	1	1
	n=417	n=352

Overall in which direction would you say that public education in North Carolina is headed? Would you say in the right direction or the wrong direction?

	All Adults	Registered Voters
Right direction	33	32
Wrong direction	54	55
(Don't know)	13	13
	n= 417	n= 352

Using a grade of A, B, C, D and F-- where A is excellent and F is very poor-- how would you grade North Carolina on the quality of its public schools?

	All Adults	Registered Voters
A	4	3
B	20	21
C	45	44
D	18	19
F	8	8
(Don't know)	5	6
	n=417	n=352

I am going to read a list of summaries of legislation that the North Carolina General Assembly passed and Governor McCrory signed into law.

Please indicate to what extent you believe these changes will impact the quality of public education in North Carolina.

For each item you can say strong negative impact, negative impact, no impact, positive impact or strong positive impact.

The state will provide low-income families with 4,200-dollar vouchers to attend private school, with 50 million dollars to be allocated in 2015 alone.

	All Adults	Registered Voters
Strong negative impact	15	16
Negative impact	23	24
No impact	13	12
Positive impact	25	26
Strong positive impact	15	15
(Don't know/refused)	8	7
	n=417	n=352

What kind of impact do you think having fewer teacher assistants in North Carolina schools would have in the classroom? Would you say a strong negative impact, negative impact, no impact, a positive impact, or a strong positive impact?

	All Adults	Registered Voters
Strong negative impact	32	32
Negative impact	39	41
No impact	11	11
Positive impact	8	7
Strong positive impact	6	5
(Don't know/refused)	3	3
	n=417	n=352

Do you believe that the state should give schools a rating of A, B, C, D, or F based on students' test scores?

	All Adults	Registered Voters
Yes	46	45
No	48	50
(Don't know/refused)	5	6
	n=417	n=352

I am going to read two statements about how to rate the quality of schools. Please tell me whether the first statement or the second statement is closer to your view. In rating schools, there should be more emphasis on how much students improve overall OR in rating schools, there should be more emphasis on how many students attain a particular level of proficiency.

	All Adults	Registered Voters
More emphasis on overall improvement	61	59
More emphasis on how many students attain proficiency	30	33
Neither	1	1
Both	5	5
(Don't know/refused)	3	2
	n=417	n=352

How much have you heard or read about the issue of teacher pay here in North Carolina?

	All Adults	Registered Voters
A lot	47	49
A little	30	31
Not much at all	23	20
(Don't know/refused)	1	1
	n= 417	n=352

Based on what you know about this issue, would you say that North Carolina public school teachers are paid too little, about the right amount, or too much?

	All Adults	Registered Voters
Too little	85	85
About right	9	10
Too much	1	1
(Don't know/refused)	6	4
	n= 417	n=352

Suppose that on Election Day you could vote on key issues as well as candidates. Would you vote for or against a law that would spend government money to establish federal and state programs making high-quality preschools available to every child in America who would qualify for a free lunch?

	All Adults	Registered Voters
For	74	71
Against	22	25
(Don't know)	4	4
	n= 417	n=352

Now I am going to read you a list of school types. Please tell me if you feel they should receive additional funds from the state:

Schools with a high percentage of low income students.

	All Adults	Registered Voters
Yes	80	78
No	17	18
(Don't know/refused)	3	4
	n= 417	n= 352

Schools with English Language Learners

	All Adults	Registered Voters
Yes	74	70
No	23	26
(Don't know)	4	4
	n= 417	n= 352

Schools with Exceptional Children programs

	All Adults	Registered Voters
Yes	90	90
No	9	9
(Don't know)	1	1
	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

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

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