



**HIGH POINT UNIVERSITY POLL
SURVEY RESEARCH CENTER AND GREENSBORO NEWS & RECORD
MEMO RELEASE 3/2/2015**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina (with a registered voter subsample).
Sample size	513 adults (n=430 registered voter subsample).
Mode 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	February 21 - February 26, 2015.
Margin of sampling error for total sample	Approximately 4.3 percentage points for the all adult sample. Approximately 4.7 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	11	0
(Don't know/refused)	2	0
	n= 513	n= 430

Are you absolutely certain that you are registered to vote or is there a chance that your registration has lapsed because you moved or some other reason?

	All Adults	Registered Voters
Absolutely certain	96	100
Chance registration has lapsed	4	0
(Don't know/refused)	*	0
	n= 513	n= 430

Same Sex Marriage

Should public officials such as magistrates and registers of deeds be allowed to claim a religious exemption rather than facilitating same sex marriages?

	All Adults	Registered Voters
Yes	43	46
No	48	46
(Don't know/refused)	9	8
	n= 513	n= 430

Taxes

I am going to read possible tax proposals. Please tell me whether you would support them or not support them:

Raise the state gasoline tax to pay for highway improvements.

	All Adults	Registered Voters
Support	31	31
Not support	67	66
(Don't know/refused)	2	2
	n=513	n=430

Divert some sales-tax revenue from wealthy counties to poor counties.

	All Adults	Registered Voters
Support	64	63
Not support	30	31
(Don't know/refused)	7	6
	n= 513	n=430

Demographics

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

	All Adults	Registered Voters
Democrat	32	34
Republican	30	32
(Independent/unaffiliated)	29	27
(Other)	5	4
(Don't know/refused)	4	3
	n= 513	n= 430

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	16	14
25 to 50 thousand dollars	23	22
50 to 75 thousand dollars	18	19
75 to 100 thousand dollars	12	13
100 to 150 thousand dollars	11	12
150 to 250 thousand dollars	4	5
More than 250 thousand dollars	2	2
(Don't know/refused)	14	14
	n= 513	n= 430

How often do you attend worship services? Would you say never, a few times a year, a few times a month, almost every week, every week, or more than once a week?

	All Adults	Registered Voters
Never	22	21
A few times a year	22	20
A few times a month	13	13
Almost every week	12	13
Every week	21	23
More than once a week	8	9
(Don't know/refused)	1	*
	n= 513	n= 430

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

	All Adults	Registered Voters
Yes	50	52
No	47	45
(Don't know/refused)	3	3
	n= 513	n= 430

About how long have you lived in North Carolina?

	All Adults	Registered Voters
(Less than one year)	1	-
(One to five years)	5	5
(Six to ten years)	10	9
(11 to 20 years)	16	18
(More than 20 years)	29	31
(All my life)	38	37
(Don't know)	1	1
	n=513	n=430

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

	All Adults	Registered Voters
Yes	27	27
No	73	73
(Don't know/refused)	*	*
	n= 513	n= 430

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	15
Somewhat conservative	25	26
Moderate	32	31
Somewhat liberal	17	17
Very liberal	8	7
(Other)	1	1
(Don't know/refused)	3	3
	n= 513	n= 430

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

	All Adults	Registered Voters
Yes	3	2
No	96	97
(Don't know/refused)	1	2
	n= 513	n= 430

What racial or ethnic group best describes you?

	All Adults	Registered Voters
African-American or Black	21	22
White or Caucasian	68	68
Native American	2	2
Asian	1	1
(Multiple or Other)	5	5
(Don't know/refused)	3	2
	n= 513	n= 430

Age

	All Adults	Registered Voters
18 - 24	13	10
25 - 34	18	16
35 - 44	20	21
45 - 54	19	20
55 - 64	15	16
65 and older	16	18
	n= 513	n=430

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 th grade)	6	4
(High school graduate or completed GED)	19	18
(Some college)	29	28
(College graduate)	32	33
(Graduate school)	14	15
(Don't know/refused)	1	2
	n= 513	n= 430

Gender

	All Adults	Registered Voters
Male	49	48
Female	51	52
	n= 513	n= 430

Relationship status

	All Adults	Registered Voters
Single	32	29
Engaged	5	5
Living with significant other	10	9
Married	47	50
Widowed	5	6
(Don't know/refused)	2	2
	n=513	n=430

Just to clarify, would you describe yourself as:

	All Adults	Registered Voters
Single - Never married	59	55
Single - Separated	6	6
Single - Divorced	32	37
(Don't know/refused)	3	2
	n=162	n=132

Phone type

	All Adults	Registered Voters
Both landline and cell phone	57	60
Cell phone only	37	34
Landline only	6	6
	n=513	n=430