



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 3/4/2015 (UPDATE: CONSUMER SENTIMENT)**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina.
Sample size	513 adults.
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. 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.
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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 *

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.

	Feb. 2015	Nov. 2014	Feb. 2014	Sept. 2013	Mar. 2013	Sept. 2012	Mar. 2012	Sept. 2011	Apr. 2011	Oct. 2010	Apr. 2010
Index of consumer sentiment (ICS-HPU)	85.9	80.0	73.5	70.4	72.0	81.9	75.0	59.9	67.6	68.8	73.3

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) better off or worse off financially than you were a year ago?

	Feb. 2015	Nov. 2014	Feb. 2014	Sept. 2013	Mar. 2013	Sept. 2012	Mar. 2012	Sept. 2011	Apr. 2011	Oct. 2010	Apr. 2010
Better off	47	39	31	35	33	31	32	24	29	24	26
Worse off	27	32	41	41	42	42	42	49	45	51	44
(Same or Neither better nor worse)	25	28	27	24	25	26	24	25	25	25	30
(Don't know/refused)	1	1	1	1	*	1	2	2	1	*	*

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.

	Feb. 2015	Nov. 2014	Feb. 2014	Sept. 2013	Mar. 2013	Sept. 2012	Mar. 2012	Sept. 2011	Apr. 2011	Oct. 2010	Apr. 2010
Better off	31	26	28	27	32	37	31	26	26	29	35
Worse off	13	17	14	21	22	9	15	21	22	14	18
Just about the same as now	52	52	53	49	40	42	48	45	49	53	43
(Don't know/refused)	3	5	5	3	6	12	6	8	4	5	4

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, or bad times, or what?

	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sept.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sept.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sept.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct.</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Good times	38	35	26	23	32	31	29	13	23	25	31
Bad times	31	31	36	39	37	24	36	59	46	40	33
(Neither bad nor good, both good and bad)	15	15	19	20	15	17	16	13	15	17	17
(Good times with qualifications)	5	7	8	6	8	13	7	3	7	9	11
(Bad times with qualifications)	4	4	3	4	4	2	4	5	2	4	2
(Don't know/refused)	8	9	9	7	4	13	7	7	8	6	6

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 have periods of widespread unemployment or depression, or what?

	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sept.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sept.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sept.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct.</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Widespread unemployment or depression	45	43	52	54	57	32	44	60	55	54	49
Continuous good times	27	29	25	22	29	38	31	14	26	25	35
(Neither/A mix of both)	19	20	17	20	13	15	18	18	14	16	17
(Don't know/refused)	10	9	6	5	2	15	8	9	5	5	7

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?

	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sept.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sept.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sept.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct.</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Good time	60	49	47	45	44	46	55	43	44	45	42
Bad time	20	28	31	34	38	36	14	41	41	37	35
(Neither good time nor bad time)	12	12	13	12	12	12	23	9	9	14	17
(Don't know/refused)	8	10	9	9	7	6	8	6	6	4	7

Demographics for February 2015 Poll
(Check www.highpoint.edu/src for previous polls)

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

	All Adults
Democrat	32
Republican	30
(Independent/unaffiliated)	29
(Other)	5
(Don't know/refused)	4
	n= 513

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

	All Adults
25 thousand dollars or less	16
25 to 50 thousand dollars	23
50 to 75 thousand dollars	18
75 to 100 thousand dollars	12
100 to 150 thousand dollars	11
150 to 250 thousand dollars	4
More than 250 thousand dollars	2
(Don't know/refused)	14
	n= 513

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
Never	22
A few times a year	22
A few times a month	13
Almost every week	12
Every week	21
More than once a week	8
(Don't know/refused)	1
	n= 513

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

	All Adults
Yes	50
No	47
(Don't know/refused)	3
	n= 513

About how long have you lived in North Carolina?

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

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

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

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

	All Adults
Very conservative	14
Somewhat conservative	25
Moderate	32
Somewhat liberal	17
Very liberal	8
(Other)	1
(Don't know/refused)	3
	n= 513

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

	All Adults
Yes	3
No	96
(Don't know/refused)	1
	n= 513

What racial or ethnic group best describes you?

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

Age

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

What is the last year of schooling you have completed?

	All Adults
(1-11 th grade)	6
(High school graduate or completed GED)	19
(Some college)	29
(College graduate)	32
(Graduate school)	14
(Don't know/refused)	1
	n= 513

Gender

	All Adults
Male	49
Female	51
	n= 513

Relationship status	All Adults
Single	32
Engaged	5
Living with significant other	10
Married	47
Widowed	5
(Don't know/refused)	2
	n=513

Just to clarify, would you describe yourself as:

	All Adults
Single - Never married	59
Single - Separated	6
Single - Divorced	32
(Don't know/refused)	3
	n=162

Phone type	All Adults
Both landline and cell phone	57
Cell phone only	37
Landline only	6
	n=513