



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 3/30/2015**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina (with a registered voter subsample).
Sample size	574 adults (n=477 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	March 21 - March 26, 2015
Margin of sampling error for total sample	Approximately 4.1 percentage points for the all adult sample. Approximately 4.5 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	86	100
No	13	-
(Don't know)	1	-
	n= 574	n= 477

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	97	100
Chance registration has lapsed	3	-
No, not registered	*	-
	n= 494	n= 477

Direction of Country

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?

	All Adults	Registered Voters
Yes	71	73
No	28	27
(Don't know)	1	1
	n= 494	n= 477

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	21	20
Wrong track	65	66
(Don't know/refused)	14	14
	n= 574	n= 477

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	39	39
Disapprove	52	53
(Don't know/refused)	9	8
	n= 574	n= 477

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	31
Disapprove	31	33
(Don't know/refused)	39	37
	n= 574	n= 477

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

	All Adults	Registered Voters
Approve	31	33
Disapprove	41	41
(Don't know/refused)	29	26
	n= 574	n= 477

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

	All Adults	Registered Voters
Approve	44	46
Disapprove	36	38
(Don't know/refused)	20	17
	n= 574	n= 477

Using a five point scale where one means "almost none of the time" and five means "just about always," how much of the time do you think you can trust the government in Washington to do what is right?

	All Adults	Registered Voters
1 - Almost none of the time	34	34
2	28	28
3	28	27
4	5	5
5 - Just about always	2	2
(Don't know/refused)	2	2
	n=574	n=477

As you may know, the Republicans now control the U.S. House of Representatives and the U.S. Senate while Democrats control the presidency. Do you think it is good for the country, bad for the country OR does it not really make a difference that the Republicans now control the House of Representatives and the Senate while the Democrats control the presidency?

	All Adults	Registered Voters
Good for the country	21	22
Bad for the country	38	39
Neither good nor bad/ doesn't make much difference	35	34
(Don't know/refused)	6	5
	n= 574	n= 477

This year, should the Republicans leaders in Washington... Try as best as they can to work with Barack Obama to accomplish things, even if it means disappointing some groups of Republican supporters? OR should they stand up to Barack Obama on issues that are important to Republican supporters, even if it means less gets done in Washington?

	All Adults	Registered Voters
Work with Barack Obama	48	47
Stand up to Barack Obama	41	42
(Don't know/refused)	11	11
	n= 574	n= 477

Demographics

Including yourself, how many people currently live in your household?

	All Adults	Registered Voters
1	16	17
2	34	35
3	19	20
4	18	17
5	7	7
6	3	2
7	2	1
8	0	0
9	0	0
10	0	0
(Don't know/refused)	1	2
	n=574	n=477

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

	All Adults	Registered Voters
Democrat	33	33
Republican	28	31
(Independent/unaffiliated)	31	31
(Other)	4	3
(Don't know/refused)	3	2
	n= 574	n= 477

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	14	12
25 to 50 thousand dollars	21	18
50 to 75 thousand dollars	22	23
75 to 100 thousand dollars	13	14
100 to 150 thousand dollars	9	10
150 to 250 thousand dollars	6	7
More than 250 thousand dollars	2	3
(Don't know/refused)	15	14
	n= 574	n= 477

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	19	19
A few times a year	25	22
A few times a month	13	13
Almost every week	9	9
Every week	23	25
More than once a week	10	11
(Don't know/refused)	1	1
	n= 574	n= 477

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

	All Adults	Registered Voters
Yes	48	50
No	48	47
(Don't know/refused)	4	3
	n= 574	n= 477

About how long have you lived in North Carolina?

	All Adults	Registered Voters
(Less than one year)	1	1
(One to five years)	7	7
(Six to ten years)	8	7
(11 to 20 years)	17	15
(More than 20 years)	30	33
(All my life)	37	36
(Don't know/refused)	*	*
	n=574	n=477

Do you have access to the Internet through work, school, home, or some other way?

	All Adults	Registered Voters
Yes	93	94
No	7	6
(Don't know)	*	*
	n= 574	n= 477

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

	All Adults	Registered Voters
Yes	65	65
No	35	34
(Don't know/refused)	*	*
	n= 574	n= 477

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

	All Adults	Registered Voters
Yes	32	33
No	68	67
(Don't know/refused)	*	*
	n= 574	n= 477

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	35	33
Somewhat qualified	34	34
Qualified	19	19
Very qualified	10	11
(Don't know/refused)	2	3
	n= 574	n= 477

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 political leaders than women	5	5
Women generally make better political leaders than men	5	5
In general, women and men make equally good political leaders	88	88
(Don't know)	2	2
	n= 574	n= 477

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	15	17
Somewhat conservative	25	26
Moderate	33	32
Somewhat liberal	14	14
Very liberal	8	8
(Other)	2	2
(Don't know/refused)	3	2
	n= 574	n= 477

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

	All Adults	Registered Voters
Yes	4	2
No	96	97
(Refused)	1	1
	n= 574	n= 477

What racial or ethnic group best describes you?

	All Adults	Registered Voters
African-American or Black	22	21
White or Caucasian	69	71
Native American	1	1
Asian	1	*
(Multiple or Other)	4	4
(Don't know/refused)	4	4
	n= 574	n= 477

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 th grade)	3	3
(High school graduate)	15	13
(Some college)	29	25
(College graduate)	38	42
(Graduate school)	15	18
(Don't know/refused)	*	*
	n= 574	n= 477

Gender

	All Adults	Registered Voters
Male	49	48
Female	52	52
	n= 574	n= 477

Relationship status

	All Adults	Registered Voters
Single	28	26
Engaged	7	6
Living with significant other	8	7
Married	48	51
Widowed	6	6
(Don't know/refused)	4	4
	n=574	n=477

Just to clarify, would you describe yourself as:

	All Adults	Registered Voters
Single – Never married	68	62
Single - Separated	8	10
Single - Divorced	20	24
(Refused)	3	4
	n=160	n=124

Age

	All Adults	Registered Voters
18 - 24	13	10
25 - 34	18	16
35 - 44	20	20
45 - 54	19	21
55 - 64	15	16
65 and older	16	18
	n= 574	n=477