



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 3/31/2015**

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

Vacation and Travel

Have you been on vacation yet this year?

	All Adults	Registered Voters
Yes	26	26
No	74	74
	n= 574	n= 477

Do you plan to go on vacation later this year?

	All Adults	Registered Voters
Yes	78	79
No	18	18
(Don't know)	4	4
	n= 574	n= 477

I am going to list a series of places you might visit on vacation. Please tell me which are places where you already have or might vacation this year.

North Carolina beach

	All Adults	Registered Voters
Yes	62	63
No	37	35
(Don't know/refused)	2	2
	n= 464	n= 388

North Carolina Piedmont

	All Adults	Registered Voters
Yes	28	29
No	70	69
(Don't know/refused)	3	3
	n= 464	n= 388

North Carolina mountains

	All Adults	Registered Voters
Yes	60	60
No	37	36
(Don't know/refused)	3	4
	n= 464	n= 388

Out of state

	All Adults	Registered Voters
Yes	87	86
No	12	13
(Don't know/refused)	1	1
	n= 464	n= 388

Which of these North Carolina cities – in which you do not live – do you plan to visit this year?

Charlotte

	All Adults	Registered Voters
Yes	51	50
No	46	47
(Don't know)	3	3
	n= 574	n=477

Raleigh

	All Adults	Registered Voters
Yes	51	50
No	46	47
(Don't know/refused)	3	4
	n= 574	n= 477

Greensboro		
	All Adults	Registered Voters
Yes	39	39
No	58	63
(Don't know/refused)	3	4
	n= 574	n= 477
Winston-Salem		
	All Adults	Registered Voters
Yes	32	33
No	64	63
(Don't know/refused)	4	4
	n= 574	n= 477
Durham		
	All Adults	Registered Voters
Yes	32	31
No	65	66
(Don't know/refused)	4	3
	n= 574	n= 477
High Point		
	All Adults	Registered Voters
Yes	21	21
No	75	75
(Don't know/refused)	4	5
	n= 574	n= 477
Wilmington		
	All Adults	Registered Voters
Yes	42	44
No	53	51
(Don't know/refused)	5	5
	n= 574	n= 477
Asheville		
	All Adults	Registered Voters
Yes	44	45
No	50	48
(Don't know/refused)	6	7
	n= 574	n= 477

Which of these do you think you will use to travel on vacation?

Car	All Adults	Registered Voters
Yes	96	97
No	4	3
(Don't know/refused)	*	*
	n= 464	n= 388

Plane	All Adults	Registered Voters
Yes	41	41
No	57	57
(Don't know/refused)	2	2
	n= 464	n= 388

Train	All Adults	Registered Voters
Yes	12	11
No	86	88
(Don't know/refused)	2	1
	n= 464	n= 388

Bus	All Adults	Registered Voters
Yes	6	6
No	93	93
(Don't know/refused)	1	1
	n= 464	n= 388

Which of these airports do you plan to use?

Charlotte - Douglas	All Adults	Registered Voters
Yes	49	48
No	48	49
(Don't know)	2	3
	n= 191	n= 160

Raleigh - Durham	All Adults	Registered Voters
Yes	57	55
No	41	43
(Don't know)	2	2
	n= 191	n= 160

Piedmont Triad (Greensboro)

	All Adults	Registered Voters
Yes	22	21
No	76	77
(Don't know)	1	2
	n= 191	n= 160

Wilmington

	All Adults	Registered Voters
Yes	6	7
No	94	93
(Don't know)	*	1
	n= 191	n= 160

Fayetteville

	All Adults	Registered Voters
Yes	4	4
No	96	96
(Don't know)	*	1
	n= 191	n= 160

Asheville

	All Adults	Registered Voters
Yes	6	6
No	93	93
(Don't know)	1	2
	n= 191	n= 160

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