



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 9/24/2015**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina (with a registered voter subsample)
Sample size	402 adults in North Carolina (n=332 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. Landline respondents were randomly selected within household 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	September 12 – September 22, 2015
Margin of sampling error for total sample	Approximately 4.9 percentage points for the all adult sample. Approximately 5.4 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 (2014 American Community Survey and Population Estimates Program) 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	85	100
No	14	
(Don't know)	1	
	n= 402	n= 332

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	2	
No, not registered	1	
	n= 341	n=332

Likely Voter Item

On November 4th, 2014, 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	74	74
No	22	22
(Can't remember)	4	4
	n= 332	n= 332

Political Knowledge Item

Do you happen to know which party currently has the most members in the U.S. Senate?

	All Adults	Registered Voters
(Democrats)	13	13
(Republicans)	60	64
(Equal numbers)	0	*
(Don't know/Refused)	27	22
	n=402	n=332

Direction of Country

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	22	19
Wrong track	71	75
(Don't know/Refused)	7	6
	n= 402	n= 332

Approval Ratings for Public Officials

Do you approve or disapprove of the way that Barack Obama is handling his job as president?

	All Adults	Registered Voters
Approve	41	37
Disapprove	53	57
(Don't know/Refused)	6	6
	n= 402	n= 332

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

	All Adults	Registered Voters
Approve	26	27
Disapprove	40	43
(Don't know/Refused)	34	30
	n= 402	n= 332

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

	All Adults	Registered Voters
Approve	29	31
Disapprove	39	40
(Don't know/Refused)	32	29
	n=402	n = 332

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

	All Adults	Registered Voters
Approve	38	40
Disapprove	44	44
(Don't know)	19	16
	n= 402	n= 332

Do you approve or disapprove of the way that the U.S. Congress is handling its job?

	All Adults	Registered Voters
Approve	17	14
Disapprove	77	82
(Don't know/Refused)	6	5
	n= 402	n= 332

Do you approve or disapprove of the way that the North Carolina General Assembly is handling its job?

	All Adults	Registered Voters
Approve	30	31
Disapprove	47	49
(Don't know/Refused)	23	20
	n= 402	n= 332

If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate OR the Democratic Party's candidate for Congress in your district?

	All Adults	Registered Voters
Republican candidate	38	43
Democratic candidate	38	35
Other	5	4
(Don't know/Undecided)	18	18
(Refused)	1	1
	n=402	n=332

If the elections for U.S. President were being held TODAY, would you vote for the Republican Party's candidate OR the Democratic Party's candidate for President?

	All Adults	Registered Voters
Republican candidate	42	46
Democratic candidate	35	33
Other	5	4
(Don't know/Undecided)	18	17
(Refused)	1	*
	n=402	n=331

Favorability Ratings

Now I am going to read a list of people and groups. For each one, please tell me whether your overall opinion of that person or group is favorable or unfavorable. If you have never heard of this person or group, you should say so.

Democratic Party

	All Adults	Registered Voters
Favorable	38	35
Unfavorable	46	49
Neither	12	11
(Don't know/Never heard of)	3	4
(Refused)	1	1
	n=402	n=332

Republican Party

	All Adults	Registered Voters
Favorable	40	43
Unfavorable	45	44
Neither	11	9
(Don't know/Never heard of)	4	3
(Refused)	1	1
	n=402	n=332

Libertarian Party

	All Adults	Registered Voters
Favorable	20	20
Unfavorable	40	43
Neither	13	12
(Don't know/Never heard of)	26	25
(Refused)	1	1
	n=402	n=332

Tea Party

	All Adults	Registered Voters
Favorable	31	32
Unfavorable	47	47
Neither	8	9
(Don't know/Never heard of)	14	12
(Refused)	1	1
	n=402	n=332

Hillary Clinton

	All Adults	Registered Voters
Favorable	37	35
Unfavorable	56	60
Neither	5	4
(Don't know/Never heard of)	1	2
(Refused)	*	1
	n=402	n=332

Donald Trump	All Adults	Registered Voters
Favorable	32	34
Unfavorable	61	59
Neither	5	5
(Don't know/Never heard of)	2	3
(Refused)	*	*
	n=402	n=332

Now I am going to read a list of possible problems facing this country today. Please wait for me to read the entire list, then tell me which ONE of these problems is the MOST important for presidential candidates to address.

	All Adults	Registered Voters
Improving economic conditions	21	22
Creating jobs	9	10
Protecting Social Security	10	9
Federal taxes	3	2
Preserving Medicare	3	3
Protecting the U.S. from foreign threats	25	27
Supporting veterans	6	7
Promoting education	15	11
Promoting quality health care	5	5
(Don't know/Refused)	4	1
	n= 402	n=332

Candidate Traits – Hillary Clinton and Donald Trump

As you may know, Hillary Clinton, a Democrat, and Donald Trump, a Republican, are now leading in the polls for their party’s presidential nominations. Now I am going to read a list of phrases. Regardless of who you support, which of these two presidential candidates, Hillary Clinton or Donald Trump, do you think the phrase fits best?

Strong leader

	All Adults	Registered Voters
Clinton	36	33
Trump	43	46
(Both)	11	10
(Neither)	8	9
(Don’t know)	1	2
(Refused)	1	1
	n= 402	n=332

Connects well with ordinary people

	All Adults	Registered Voters
Clinton	47	43
Trump	29	33
(Both)	4	4
(Neither)	18	18
(Don’t know)	2	2
(Refused)	*	*
	n= 402	n=332

Has middle class values

	All Adults	Registered Voters
Clinton	50	47
Trump	20	21
(Both)	2	3
(Neither)	26	27
(Don’t know)	1	1
(Refused)	1	1
	n= 402	n=332

Honest and truthful

	All Adults	Registered Voters
Clinton	25	21
Trump	38	41
(Both)	4	5
(Neither)	32	32
(Don't know)	1	1
(Refused)	*	1
	n= 402	n=332

Good judgment in a crisis

	All Adults	Registered Voters
Clinton	39	37
Trump	36	40
(Both)	4	4
(Neither)	16	16
(Don't know)	5	3
(Refused)	*	1
	n= 402	n=332

Understands the economy

	All Adults	Registered Voters
Clinton	32	29
Trump	51	53
(Both)	8	8
(Neither)	8	9
(Don't know)	1	1
(Refused)	*	*
	n= 402	n=332

Takes action rather than just talking

	All Adults	Registered Voters
Clinton	30	25
Trump	49	53
(Both)	6	7
(Neither)	11	11
(Don't know)	3	3
(Refused)	1	1
	n= 402	n=332

Willing to work with the other party	All Adults	Registered Voters
Clinton	48	44
Trump	23	26
(Both)	4	4
(Neither)	21	22
(Don't know)	3	4
(Refused)	*	1
	n= 402	n=332

Cares about people like me	All Adults	Registered Voters
Clinton	43	39
Trump	28	30
(Both)	4	4
(Neither)	23	24
(Don't know)	3	2
(Refused)	1	1
	n= 402	n=332

Will do what's right, not what's popular	All Adults	Registered Voters
Clinton	33	29
Trump	45	48
(Both)	6	6
(Neither)	14	14
(Don't know)	3	3
(Refused)	*	*
	n= 402	n=332

Smart	All Adults	Registered Voters
Clinton	38	36
Trump	36	38
(Both)	19	19
(Neither)	6	6
(Don't know)	1	1
(Refused)	1	1
	n= 402	n=332

Best Job Handling the Issues – Donald Trump and Hillary Clinton

Now I am going to read you another list of phrases. Regardless of who you support, which of these two presidential candidates, Hillary Clinton or Donald Trump, do you think would do the best job of handling each of these issues:

Improving economic conditions

	All Adults	Registered Voters
Clinton	31	27
Trump	56	59
(Don't know)	11	11
(Refused)	2	2
	n= 402	n=332

Creating jobs

	All Adults	Registered Voters
Clinton	31	26
Trump	56	61
(Don't know)	12	12
(Refused)	1	2
	n= 402	n=332

Protecting Social Security

	All Adults	Registered Voters
Clinton	49	46
Trump	34	38
(Don't know)	16	15
(Refused)	1	1
	n= 402	n=332

Preserving Medicare	All Adults	Registered Voters
Clinton	59	56
Trump	27	30
(Don't know)	14	13
(Refused)	1	1
	n= 402	n=332
Protecting the U.S. from foreign threats	All Adults	Registered Voters
Clinton	34	32
Trump	51	54
(Don't know)	14	12
(Refused)	1	2
	n= 402	n=332
Supporting veterans	All Adults	Registered Voters
Clinton	38	35
Trump	45	50
(Don't know)	16	14
(Refused)	1	1
	n= 402	n=332
Promoting education	All Adults	Registered Voters
Clinton	61	58
Trump	26	29
(Don't know)	12	12
(Refused)	1	1
	n= 402	n=332
Providing quality health care	All Adults	Registered Voters
Clinton	54	50
Trump	27	31
(Don't know)	17	16
(Refused)	3	3
	n= 402	n=332

Federal Taxes	All Adults	Registered Voters
Clinton	36	30
Trump	47	53
(Don't know)	15	15
(Refused)	2	2
	n= 402	n=332

Republican Candidate Debate

Using a scale of 0 to 10 where 0 means extremely UNLIKELY and 10 means extremely LIKELY, how likely are you to watch the Republican candidate debate on (Wednesday, September 16th /Tonight)(on CNN)? (NOTE: ASKED BEFORE DEBATE AND ON NIGHT OF DEBATE)

	All Adults	Registered Voters
0	11	7
1	2	3
2	2	2
3	4	2
4	3	3
5	8	9
6	3	3
7	12	12
8	9	8
9	4	5
10	43	46
	n= 210	n=170

Did you watch the Republican candidate debate (last night) on Wednesday, September 16th (on CNN)? (ASKED AFTER DEBATE – SEPTEMBER 17th – 22nd)

	All Adults	Registered Voters
Yes	39	46
No	60	53
(Don't know)	1	1
	n= 174	n=145

Demographics

Does anyone in your household have a working cell phone? (ASKED OF LANDLINE RESPONDENTS)

	All Adults	Registered Voters
Yes	91	92
No	8	7
(Don't know/refused)	1	2
	n= 137	n= 118

Is there at least one telephone inside your home that is currently working and is not a cell phone?
(ASKED OF CELL PHONE RESPONDENTS)

	All Adults	Registered Voters
Yes	40	42
No	59	57
(Don't know/refused)	1	1
	n= 265	n= 214

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

	All Adults	Registered Voters
1	17	17
2	36	36
3	22	20
4	14	14
5	7	8
6	3	3
7	1	1
8	0	0
9	0	0
10 or more	1	1
(None or zero)	*	0
(Refused)	1	1
	n=402	n=332

About how long have you lived in North Carolina?

	All Adults	Registered Voters
Less than one year	2	1
One to five years	7	6
Six to ten years	9	10
11 to 20 years	15	15
More than 20 years	46	49
(All my life)	21	19
(Don't know/Refused)	1	1
	n= 401	n=331

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 th grade)	4	4
(High school graduate)	18	16
(Some college)	30	29
(College graduate)	32	34
(Graduate school)	16	15
(Don't know/Refused)	1	1
	n= 401	n= 331

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

	All Adults	Registered Voters
Yes	61	61
No	39	38
(Don't know/Refused)	1	1
	n= 397	n= 327

Do you have a gun in your home?

	All Adults	Registered Voters
Yes	45	49
No	47	42
(Don't know/Refused)	8	9
	n= 396	n= 326

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

	All Adults	Registered Voters
Yes	29	31
No	71	69
(Refused)	*	1
	n= 400	n= 330

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	15
25 to 50 thousand dollars	26	25
50 to 75 thousand dollars	15	15
75 to 100 thousand dollars	12	12
100 to 150 thousand dollars	9	10
150 to 250 thousand dollars	5	6
More than 250,000 dollars	3	3
(Don't know/Refused)	14	15
	n= 398	n= 329

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

	All Adults	Registered Voters
Yes	53	55
No	45	43
(Don't know/refused)	2	3
	n= 398	n= 328

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

	All Adults	Registered Voters
Yes	4	3
No	95	96
(Refused)	1	2
	n=398	n= 328

What racial or ethnic group best describes you?

	All Adults	Registered Voters
African-American or Black	22	21
White or Caucasian	71	73
Native American	1	*
Asian	1	1
(Multiple or Other)	2	1
(Refused)	3	4
	n= 402	n= 332

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

	All Adults	Registered Voters
Democrat	34	33
Republican	31	34
(Independent/unaffiliated)	23	23
(Other)	8	8
(Don't know/Refused)	3	2
	n= 398	n= 328

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	16	18
Somewhat conservative	27	28
Moderate	26	26
Somewhat liberal	16	16
Very liberal	11	8
(Other)	1	1
(Don't know/Refused)	4	3
	n= 397	n= 332

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	41	38
Somewhat qualified	28	29
Qualified	17	18
Very qualified	12	13
(Don't know/Refused)	3	3
	n= 397	n= 327

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	14	15
Women generally make better political leaders than men	7	8
In general, women and men make equally good political leaders	77	74
(Don't know/Refused)	3	3
	n= 397	n= 327

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single	37	31
Engaged	4	4
Living with significant other	7	5
Married	48	54
Widowed	3	4
(Don't know/Refused)	2	2
	n=397	n=327

Gender

	All Adults	Registered Voters
Male	49	50
Female	51	50
	n= 402	n= 332

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters
18 - 24	13	8
25 - 34	18	17
35 - 44	20	17
45 - 54	19	21
55 - 65	15	17
65 and older	16	19
	n= 402	n= 332