



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 10/6/2015**

| ELEMENTS | DETAILS |
|--|---|
| Population represented | Adults in North Carolina (with a registered voter subsample) |
| Sample size | 446 adults in North Carolina (n=367 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 26 – October 1, 2015 |
| Margin of sampling error for total sample | Approximately 4.6 percentage points for the all adult sample. Approximately 5.1 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 | 13 | 0 |
| (Don't know/refused) | 2 | 0 |
| | n= 446 | n= 367 |

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 | 0 |
| No, not registered | 1 | 0 |
| | n= 379 | n=367 |

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 | 68 | 68 |
| No | 30 | 30 |
| (Can't remember) | 2 | 2 |
| | n= 367 | n= 367 |

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 | 20 | 19 |
| Wrong track | 70 | 72 |
| (Don't know/refused) | 10 | 9 |
| | n= 446 | n= 367 |

Approval and Favorability 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 | 42 | 41 |
| Disapprove | 50 | 52 |
| (Don't know/refused) | 7 | 7 |
| | n= 446 | n= 367 |

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. (RANDOMIZED)

All Adults (n=446)

* = Democrat

| | Favorable | Unfavorable | (Neither) | (Don't know/Never heard of person) | (Refused) |
|-------------------|-----------|-------------|-----------|------------------------------------|-----------|
| Joe Biden* | 48 | 39 | 5 | 8 | 1 |
| Ben Carson | 44 | 23 | 5 | 28 | 1 |
| Hillary Clinton * | 35 | 55 | 7 | 3 | * |
| Mike Huckabee | 31 | 38 | 8 | 22 | 1 |
| Marco Rubio | 30 | 31 | 7 | 32 | 1 |
| Donald Trump | 30 | 61 | 7 | 2 | * |
| Bernie Sanders* | 30 | 35 | 9 | 25 | 1 |
| Jeb Bush | 29 | 53 | 6 | 12 | * |
| Carly Fiorina | 28 | 22 | 9 | 40 | 1 |
| Ted Cruz | 24 | 35 | 8 | 32 | 1 |
| Rand Paul | 24 | 46 | 9 | 20 | 1 |
| John Kasich | 15 | 24 | 9 | 53 | * |

Registered Voters (n=367)

* = Democrat

| | Favorable | Unfavorable | (Neither) | (Don't know/Never heard of person) | (Refused) |
|------------------|-----------|-------------|-----------|------------------------------------|-----------|
| Joe Biden* | 50 | 40 | 3 | 6 | 1 |
| Ben Carson | 48 | 23 | 5 | 23 | 1 |
| Mike Huckabee | 35 | 40 | 9 | 16 | 1 |
| Hillary Clinton* | 34 | 57 | 6 | 3 | * |
| Marco Rubio | 33 | 30 | 7 | 29 | 1 |
| Carly Fiorina | 32 | 23 | 10 | 36 | 1 |
| Jeb Bush | 30 | 54 | 7 | 9 | * |
| Donald Trump | 28 | 62 | 8 | 2 | * |
| Bernie Sanders* | 28 | 39 | 10 | 22 | * |
| Ted Cruz | 25 | 35 | 8 | 31 | 1 |
| Rand Paul | 23 | 48 | 10 | 19 | 1 |
| John Kasich | 16 | 25 | 10 | 49 | * |

Demographics

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

| | North Carolina | Registered Voters |
|----------------------|----------------|-------------------|
| Yes | 5 | 3 |
| No | 95 | 97 |
| (Don't know/refused) | 1 | * |
| | n= 446 | n= 367 |

What racial or ethnic group best describes you?

| | North Carolina | Registered Voters |
|---------------------------|----------------|-------------------|
| African-American or Black | 22 | 21 |
| White or Caucasian | 70 | 73 |
| Native American | 2 | 1 |
| Asian | 1 | 1 |
| (Multiple or Other) | 2 | 1 |
| (Don't know/refused) | 2 | 2 |
| | n= 446 | n= 367 |

About how long have you lived in North Carolina?

| | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Less than one year | 1 | 1 |
| One to five years | 4 | 4 |
| Six to ten years | 8 | 8 |
| 11 to 20 years | 18 | 13 |
| More than 20 years | 45 | 49 |
| (All my life) | 23 | 25 |
| (Don't know/refused) | * | * |
| | n= 446 | n=367 |

What is the last year of schooling you have completed?

| | All Adults | Registered Voters |
|----------------------------|------------|-------------------|
| (1-11 th grade) | 4 | 3 |
| (High school graduate) | 23 | 20 |
| (Some college) | 24 | 23 |
| (College graduate) | 31 | 33 |
| (Graduate school) | 17 | 19 |
| (Don't know/refused) | 1 | 1 |
| | n= 445 | n= 366 |

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

| | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Yes | 28 | 26 |
| No | 71 | 73 |
| (Don't know/refused) | 1 | 1 |
| | n= 442 | n= 363 |

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 | 13 | 12 |
| 25 to 50 thousand dollars | 18 | 16 |
| 50 to 75 thousand dollars | 19 | 20 |
| 75 to 100 thousand dollars | 14 | 15 |
| 100 to 150 thousand dollars | 10 | 11 |
| 150 to 250 thousand dollars | 4 | 5 |
| More than 250 thousand dollars | 3 | 3 |
| (Don't know/refused) | 18 | 18 |
| | n= 442 | n= 363 |

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 | 17 | 13 |
| A few times a year | 27 | 26 |
| A few times a month | 10 | 11 |
| Almost every week | 11 | 12 |
| Every week | 20 | 22 |
| More than once a week | 13 | 14 |
| (Don't know/refused) | 2 | 2 |
| | n= 438 | n= 361 |

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

| | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Yes | 52 | 55 |
| No | 44 | 40 |
| (Don't know/refused) | 5 | 5 |
| | n= 438 | n= 361 |

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

| | All Adults | Registered Voters |
|----------------------------|------------|-------------------|
| Democrat | 29 | 29 |
| Republican | 36 | 38 |
| (Independent/unaffiliated) | 26 | 26 |
| (Other) | 4 | 3 |
| (Don't know/refused) | 5 | 4 |
| | n= 438 | n= 361 |

In 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 | 30 | 30 |
| Moderate | 24 | 25 |
| Somewhat liberal | 18 | 17 |
| Very liberal | 8 | 7 |
| (Other) | 1 | 2 |
| (Don't know/refused) | 6 | 5 |
| | n= 436 | n= 359 |

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 | 43 | 42 |
| Somewhat qualified | 28 | 26 |
| Qualified | 13 | 13 |
| Very qualified | 12 | 15 |
| (Don't know) | 4 | 4 |
| | n= 436 | n= 359 |

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 | 9 | 9 |
| Women generally make better political leaders than men | 5 | 5 |
| In general, women and men make equally good political leaders | 82 | 82 |
| (Don't know/refused) | 4 | 4 |
| | n= 436 | n= 359 |

How would you best describe your current relationship status?

| | All Adults | Registered Voters |
|-------------------------------|------------|-------------------|
| Single | 31 | 25 |
| Engaged | 3 | 3 |
| Living with significant other | 4 | 2 |
| Married | 52 | 58 |
| Widowed | 7 | 8 |
| (Don't know/refused) | 4 | 3 |
| | n=436 | n=359 |

Gender

| | All Adults | Registered Voters |
|--------|------------|-------------------|
| Male | 49 | 45 |
| Female | 51 | 55 |
| | n= 446 | n= 367 |

Age (Calculated using birth year)

In what year were you born?

| | All Adults | Registered Voters |
|--------------|------------|-------------------|
| 18 - 24 | 13 | 7 |
| 25 - 34 | 18 | 17 |
| 35 - 44 | 20 | 20 |
| 45 - 54 | 19 | 21 |
| 55 - 65 | 15 | 17 |
| 65 and older | 16 | 19 |
| | n= 446 | n= 367 |

Phone use

| | All Adults | Registered Voters |
|--------------------------------|------------|-------------------|
| Both (cell phone and landline) | 58 | 61 |
| Cell phone only | 39 | 36 |
| Landline only | 3 | 3 |