



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE (UPDATE) 10/7/2015**

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	*

Taxes

Now I would like to ask you a few questions about taxes.

Do you regard the amount of income tax you will pay this year as fair or unfair?

	All Adults	Registered Voters
Fair	39	38
Unfair	52	55
(Don't know/refused)	8	7
	n= 446	n=367

Do you regard the amount of sales tax you will pay this year as fair or unfair?

	All Adults	Registered Voters
Fair	56	56
Unfair	40	40
(Don't know/refused)	4	5
	n= 446	n=367

Do you think that the state of North Carolina should receive more of its revenue from sales taxes or income taxes?

	All Adults	Registered Voters
Sales taxes	48	50
Income taxes	27	27
(Neither)	8	8
(Equal amounts of both)	8	6
(Don't know)	9	9
	n= 446	n=367

The North Carolina General Assembly has recently passed legislation that would increase the proportion of revenue the state receives from sales taxes and decrease the proportion of revenue the state receives from income taxes. Do you approve or disapprove of this change in tax policy?

	All Adults	Registered Voters
Approve	55	58
Disapprove	34	31
(Don't know/refused)	11	11
	n= 446	n=367

Capital Punishment

Thinking in general about your views of the death penalty, are there any crimes for which you believe people should receive the death penalty?

	All Adults	Registered Voters
Yes	72	73
No	24	23
(Don't know/refused)	4	3
	n= 446	n=367

Do you strongly favor, favor, oppose or strongly oppose the death penalty for persons convicted of murder?

	All Adults	Registered Voters
Strongly favor	30	32
Favor	33	34
Oppose	17	16
Strongly oppose	11	11
(Don't know/refused)	9	8
	n= 446	n=367

Apart from your opinion about the death penalty, what form of punishment do you consider to be the most humane – the electric chair, the gas chamber, lethal injection, firing squad or hanging?

	All Adults	Registered Voters
Electric chair	2	3
Gas chamber	4	3
Firing squad	9	9
Hanging	6	5
Lethal injection	64	66
(None)	7	6
(No opinion/Don't know)	7	6
(Refused)	2	2
	n= 446	n=367

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