



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

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 *

Note: The following indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (<http://www.sca.isr.umich.edu/>) All samples are All Adults in North Carolina.

	Sep. 2015	Feb. 2015	Nov. 2014	Feb. 2014	Sep. 2013	Mar. 2013	Sep. 2012	Mar. 2012	Sep. 2011	Apr. 2011	Oct. 2010	Apr. 2010
Index of consumer sentiment (ICS-HPU)	84.3	85.9	80.0	73.5	70.4	72.0	81.9	75.0	59.9	67.6	68.8	73.3

The following five questions were administered on the current survey and are used to calculate the Index of consumer sentiment.

We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

	Sep. 2015	Feb. 2015	Nov. 2014	Feb. 2014	Sep. 2013	Mar. 2013	Sep. 2012	Mar. 2012	Sep. 2011	Apr. 2011	Oct. 2010	Apr. 2010
Better off	45	47	39	31	35	33	31	32	24	29	24	26
Worse off	25	27	32	41	41	42	42	42	49	45	51	44
(Same or Neither better nor worse)	29	25	28	27	24	25	26	24	25	25	25	30
(Don't know/refused)	1	1	1	1	1	*	1	2	2	1	*	*

Now looking ahead, do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now.

	Sep. 2015	Feb. 2015	Nov. 2014	Feb. 2014	Sep. 2013	Mar. 2013	Sep. 2012	Mar. 2012	Sep. 2011	Apr. 2011	Oct. 2010	Apr. 2010
Better off	33	31	26	28	27	32	37	31	26	26	29	35
Worse off	12	13	17	14	21	22	9	15	21	22	14	18
Just about the same as now	49	52	52	53	49	40	42	48	45	49	53	43
(Don't know/refused)	6	3	5	5	3	6	12	6	8	4	5	4

Now turning to business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially, or bad times, or what?

	<i>Sep.</i> <i>2015</i>	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sep.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sep.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sep.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct.</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Good times	32	38	35	26	23	32	31	29	13	23	25	31
Bad times	38	31	31	36	39	37	24	36	59	46	40	33
(Neither bad nor good, both good and bad)	15	15	15	19	20	15	17	16	13	15	17	17
(Good times with qualifications)	3	5	7	8	6	8	13	7	3	7	9	11
(Bad times with qualifications)	3	4	4	3	4	4	2	4	5	2	4	2
(Don't know/refused)	10	8	9	9	7	4	13	7	7	8	6	6

Looking ahead, which would you say is more likely, that in the country as a whole we'll have continuous good times during the next five years or so, or that we have periods of widespread unemployment or depression, or what?

	<i>Sep.</i> <i>2015</i>	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sep.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sep.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sep.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct.</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Widespread unemployment or depression	36	45	43	52	54	57	32	44	60	55	54	49
Continuous good times	29	27	29	25	22	29	38	31	14	26	25	35
(Neither/A mix of both)	22	19	20	17	20	13	15	18	18	14	16	17
(Don't know/refused)	14	10	9	6	5	2	15	8	9	5	5	7

About the big things people buy for their homes, such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items?

	<i>Sep.</i> <i>2015</i>	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sep.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sep.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sep.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct.</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Good time	54	60	49	47	45	44	46	55	43	44	45	42
Bad time	26	20	28	31	34	38	36	14	41	41	37	35
(Neither good time nor bad time)	13	12	12	13	12	12	12	23	9	9	14	17
(Don't know/refused)	7	8	10	9	9	7	6	8	6	6	4	7

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
	n= 446	n= 367