



**NEWS AND RECORD / HIGH POINT UNIVERSITY POLL  
MEMO RELEASE 11/16/2015**

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Adults in North Carolina (with a registered voter subsample)
Sample size	610 adults in North Carolina (n=508 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	November 7 – November 12, 2015
Margin of sampling error for total sample	Approximately 4 percentage points for the all adult sample. Approximately 4.3 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  <a href="mailto:mkifer@highpoint.edu">mkifer@highpoint.edu</a></p> <p>Brian McDonald            Assistant Director            336-841-9651  <a href="mailto:bmcdonal@highpoint.edu">bmcdonal@highpoint.edu</a></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	12	0
(Don't know)	1	0
	n=610	n=508

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	0
No, not registered	*	0
(Don't know)	1	0
	n=527	n=508

On November 4<sup>th</sup>, 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	59	59
No	41	41
(Don't know)	1	1
	n=508	n=508

*University of North Carolina*

How interested are you in who leads the University of North Carolina system:

Very interested, somewhat interested, not very interested, or not at all interested?

	All Adults	Registered Voters
Very interested	16	18
Somewhat interested	32	33
Not very interested	24	21
Not at all interested	24	23
(Don't know/refused)	5	5
	n=609	n=507

How important do you think it is to the state of North Carolina who leads the University of North Carolina system:

Very important, somewhat important, not very important, or not at all important?

	All Adults	Registered Voters
Very important	41	42
Somewhat important	36	35
Not very important	10	10
Not at all important	9	9
(Don't know/refused)	5	4
	n=609	n=507

How favorable or unfavorable is your view of current UNC President Tom Ross?

Would you say very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable?

	All Adults	Registered Voters
Very favorable	5	6
Somewhat favorable	34	36
Somewhat unfavorable	10	10
Very unfavorable	4	4
(Don't know/refused)	47	44
	n=609	n=507

How favorable or unfavorable is your view of incoming UNC President Margaret Spellings?

Would you say very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable?

	All Adults	Registered Voters
Very favorable	4	4
Somewhat favorable	25	25
Somewhat unfavorable	11	11
Very unfavorable	6	7
(Don't know/refused)	54	52
	n=609	n=507

*NC Public Policy*

Would you support or oppose creating a process in North Carolina for the public to propose state laws or constitutional amendments, sometimes known as initiatives and referendums?

	All Adults	Registered Voters
Support	70	71
Oppose	17	17
(Don't know/refused)	13	13
	n=609	n=507

*Demographics*

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

	All Adults	Registered Voters
Yes	3	3
No	95	96
(Don't know/refused)	2	1
	n=610	n=508

What racial or ethnic group best describes you?

	All Adults	Registered Voters
African-American or Black	22	24
White or Caucasian	71	70
Native American	3	2
Asian	1	*
(Multiple or Other)	2	2
(Don't know/refused)	2	1
	n=610	n=508

About how long have you lived in North Carolina?

	All Adults	Registered Voters
Less than one year	1	1
One to five years	5	5
Six to ten years	9	8
11 to 20 years	17	17
More than 20 years	45	48
(All my life)	22	21
(Refused)	1	1
	n=610	n=508

Some people think of themselves as Southerners; others do not. How about you—would you say that you are a Southerner or not?

	All Adults	Registered Voters
Yes	69	71
No	28	27
(Don't know/refused)	3	2
	n=610	n=508

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 <sup>th</sup> grade)	4	3
(High school graduate)	20	18
(Some college)	28	27
(College graduate)	32	34
(Graduate school)	15	16
(Don't know/refused)	2	2
	n=610	n=508

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

	All Adults	Registered Voters
Yes	28	29
No	71	71
(Don't know/refused)	1	1
	n=610	n=508

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	10	9
25 to 50 thousand dollars	22	20
50 to 75 thousand dollars	19	19
75 to 100 thousand dollars	12	13
100 to 150 thousand dollars	14	15
150 to 250 thousand dollars	5	5
More than 250 thousand dollars	3	3
(Don't know/refused)	15	16
	n=610	n=508

Do you have a gun in your home?

	All Adults	Registered Voters
Yes	46	47
No	49	47
(Don't know/refused)	6	6
	n=608	n=506

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	16	15
A few times a year	23	21
A few times a month	14	15
Almost every week	10	10
Every week	21	22
More than once a week	15	15
(Don't know/refused)	2	2
	n=608	n=506

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

	All Adults	Registered Voters
Yes	47	49
No	50	48
(Don't know/refused)	4	3
	n=608	n=506

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

	All Adults	Registered Voters
Democrat	35	36
Republican	30	31
(Independent/unaffiliated)	24	24
(Other)	6	6
(Don't know/refused)	5	4
	n=610	n=506

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	12	13
Somewhat conservative	26	27
Moderate	30	30
Somewhat liberal	15	15
Very liberal	8	7
(Other)	2	2
(Don't know/refused)	7	7
	n=608	n=506

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	40	36
Somewhat qualified	32	32
Qualified	17	19
Very qualified	9	11
(Don't know)	3	2
	n=608	n=506

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	13	13
Women generally make better political leaders than men	4	3
In general, women and men make equally good political leaders	81	82
(Don't know/refused)	3	2
	n=608	n=506

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single	32	29
Engaged	4	3
Living with significant other	7	6
Married	50	54
Widowed	5	5
(Don't know/refused)	3	3
	n=607	n=504

Gender

	All Adults	Registered Voters
Male	49	46
Female	51	54
	n=610	n=508

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters
18 - 24	13	9
25 - 34	18	15
35 - 44	20	21
45 - 54	19	21
55 - 65	15	15
65 and older	16	18
	n=610	n=508