



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE 11/23/2015 (UPDATE)**

<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

*Generic Ballots*

If the election 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	38	40
Democratic candidate	35	37
(Other)	7	5
(Don't know/refused)	20	18
	n=610	n=508

If the election 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	34	36
Democratic candidate	40	41
(Other)	6	5
(Don't know/refused)	20	18
	n=610	n=508

*Country Direction*

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	24	26
Wrong direction	68	67
(Don't know/refused)	7	7
	n=610	n=508

*Approval Ratings*

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

	All Adults	Registered Voters
Approve	43	43
Disapprove	49	49
(Don't know/refused)	8	8
	n=610	n=508

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

	All Adults	Registered Voters
Approve	41	42
Disapprove	43	45
(Don't know/refused)	16	14
	n=610	n=508

2016 Elections

How much thought, if any, have you given to candidates who may be running for president in 2016? A lot, some, not much, or none at all?

	All Adults	Registered Voters
A lot	46	48
Some	32	35
Not much	14	14
None at all	7	4
(Don't know/refused)	1	*
	n=609	n=507

Which of the following is more important to you in a presidential candidate: experience and a proven record or new ideas and a different approach?

	All Adults	Registered Voters
Experience and a proven record	36	35
New ideas and a different approach	51	51
(Both)	10	11
(Don't know/refused)	3	3
	n=609	n=507

(All Adults)

Now thinking specifically about what kinds of jobs presidential candidates might have had in the past, would you be more likely or less likely to support a candidate for president who had each of these kinds of jobs, or would it not matter to you?

	More likely	Less likely	Wouldn't matter	(Don't know/refused)
Medical doctor (n=609)	31	24	40	4
Lawyer (n=608)	31	31	34	4
Businessperson/ corporate leader (n=607)	49	18	29	4
Teacher (n=608)	47	14	35	4
Politician (n=608)	30	33	31	6
Nonprofit leader (n=607)	40	22	32	6

(Registered Voters)

Now thinking specifically about what kinds of jobs presidential candidates might have had in the past, would you be more likely or less likely to support a candidate for president who had each of these kinds of jobs, or would it not matter to you?

	More likely	Less likely	Wouldn't matter	(Don't know/refused)
Medical doctor (n=507)	30	25	41	4
Lawyer (n=506)	30	31	36	4
Businessperson/ corporate leader (n=505)	49	18	29	4
Teacher (n=506)	46	15	36	4
Politician (n=506)	30	32	33	6
Nonprofit leader (n=505)	37	24	34	5

(All Adults)

We're interested in how good a job you think police departments here in North Carolina are doing in some different areas. For each item, please tell me whether you think police departments here in North Carolina are doing an excellent, good, only fair, or poor job?

	Excellent	Good	Only Fair	Poor	(Don't know/ Refused)	Excellent + Good	Only Fair + Poor	Difference
Protecting people from crime	16	49	22	11	3	65	33	32
Respecting people's privacy	13	43	23	16	4	56	39	17
Using the right amount of force for each situation	12	40	24	18	7	52	42	10
Holding officers accountable when misconduct occurs	12	38	20	24	7	50	44	6
Treating racial and ethnic groups equally	13	34	22	26	5	47	48	-1

(Registered Voters)

We're interested in how good a job you think police departments here in North Carolina are doing in some different areas. For each item, please tell me whether you think police departments here in North Carolina are doing an excellent, good, only fair, or poor job?

	Excellent	Good	Only Fair	Poor	(Don't know/ Refused)	Excellent + Good	Only Fair + Poor	Difference
Protecting people from crime	13	50	23	11	3	63	34	29
Respecting people's privacy	12	45	22	16	5	57	38	19
Using the right amount of force for each situation	11	42	23	18	7	53	41	12
Holding officers accountable when misconduct occurs	11	39	20	24	7	50	44	6
Treating racial and ethnic groups equally	13	33	22	27	5	46	49	-3

### Thanksgiving Shopping

As you know, the Friday after Thanksgiving is one of the biggest shopping days of the year.

Looking ahead, do you personally plan on shopping on the Friday after Thanksgiving, or not?

	All Adults	Registered Voters
Yes	22	23
No	76	76
(Don't know)	2	1
	n=608	n=506

Do you plan to do most of your holiday shopping in bricks and mortar stores or online this year?

	All Adults	Registered Voters
Bricks and mortar stores	51	52
Online	27	26
Both equally	14	14
(Don't know/refused)	8	8
	n=608	n=507

Do you plan to shop in any stores that will open on Thanksgiving Day?

	All Adults	Registered Voters
Yes	18	18
No	78	78
(Don't know/refused)	4	4
	n=609	n=507

Some businesses do not require employees to work on the Thanksgiving Holiday, but others do require their employees to work on Thanksgiving.

Do you approve or disapprove of businesses that require employees to work on the Thanksgiving Holiday?

	All Adults	Registered Voters
Approve	25	26
Disapprove	69	68
(Don't know/refused)	6	6
	n=609	n=507



Do you think that you will spend more, less or about the same as last year on gifts, food, decorations and other items related to your celebration of the holidays?

	All Adults	Registered Voters
More	24	22
Less	19	20
About the same	57	57
(Don't know/refused)	1	1
	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