



**HIGH POINT UNIVERSITY POLL  
(COMPARISONS TO CAROLINA POLL FALL 1999)  
MEMO RELEASE 11/23/2015**

<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.

**ALL COMPARISONS ARE TO THE FALL 1999 CAROLINA POLL**

Odum Institute for Research in Social Science, University of North Carolina at Chapel Hill;  
 Odum Institute For Research in Social Science, 1999, "Carolina Poll Fall 1999",  
<http://hdl.handle.net/1902.29/D-31374> Odum Institute [Distributor] V1 [Version]

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Adults in North Carolina (with a registered voter subsample)
Sample size	Weighted sample is 714 adults (age 18 and older) in North Carolina. Interviewers completed interviews with a total of 717 adults.
Mode of data collection	Landline telephones.
Type of sample (probability/non-probability)	Probability. Random sample.
Start and end dates of data collection	October 23 – 30, 1999
Margin of sampling error for total sample	Approximately 4.5 percentage points for the all adult sample.
Are the data weighted?	Yes. The data have been weighted by household size to restore equal representation to members of large households.
Survey sponsor and funded by	School of Journalism and Mass Communication and the Odum Institute for Research in Social Science at the University of North Carolina Chapel Hill
Survey/Data collection supplier	Trained student interviewers enrolled in Journalism classes conducted the survey on behalf of School of Journalism and Mass Communication and the Odum Institute for Research in Social Science at the University of North Carolina Chapel Hill.
Contact for more information	Data and supporting documentation were downloaded by researchers at the High Point University Survey Research Center using the Odum Institute Archive Dataverse at <a href="http://www.odum.unc.edu/odum/contentSubpage.jsp?nodeid=81">http://www.odum.unc.edu/odum/contentSubpage.jsp?nodeid=81</a>

Attached is the full text of identical or similar survey questions that HPU Survey Research Center interviewers and UNC Chapel Hill's interviewers asked in 2015 and 1999, respectively. Interested parties can access other 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 \*

*Future Outlook*

Compared to your life today, do you think that one year from now your life will be better, about the same, or worse than now?

	HPU Poll 2015	Carolina Poll 1999
Better	42	56
About the same	35	35
Worse	17	6
(Don't know)	6	4
	n=610	n=714

*Trust*

How often do you think you can trust other people? Would you say you can trust them (almost) always, a lot of the time, about half the time, once in a while, or never? [NOTE: the Carolina Poll's question included "almost always" whereas the HPU Poll included "always"]

	HPU Poll 2015	Carolina Poll 1999
(Almost) Always	5	11
A lot of the time	29	30
About half the time	34	37
Once in a while	20	16
Never	9	5
(Don't know/refused)	2	1
	n=610	n=714

How often do you think you can trust government officials? Would you say you can trust them always, a lot of the time, about half the time, once in a while, or never? [NOTE: the Carolina Poll's question included "almost always" whereas the HPU Poll included "always"]

	HPU Poll 2015	Carolina Poll 1999
Always	1	4
A lot of the time	5	8
About half the time	27	39
Once in a while	41	35
Never	23	11
(Don't know/refused)	3	3
	n=607	n=714

Which do you think is more important, your rights as a citizen, or your responsibilities as a citizen?

	HPU Poll 2015	Carolina Poll 1999
Rights	35	21
Responsibilities	42	52
Both equally	23	24
(Don't know/refused)	1	2
	n=610	n=714

Do you agree or disagree that people like you don't have much to say about what the government does?

	HPU Poll 2015	Carolina Poll 1999
Agree	56	74
Disagree	41	21
(Don't know/refused)	3	5
	n=609	n=714

*NC Politics and Public Policy*

[HPU POLL NOVEMBER 2015] Do you support or oppose the state lottery in North Carolina?  
 [CAROLINA POLL FALL 1999] Do you support or oppose a state lottery in North Carolina?

	HPU Poll 2015	Carolina Poll 1999
Support	71	62
Oppose	24	31
(Don't know/refused)	6	7
	n=608	n=714

In general, do you feel the laws covering the sale of handguns should be made more strict, less strict, or kept as they are now?

	HPU Poll 2015	Carolina Poll 1999
More strict	45	64
Less strict	9	6
Kept as they are now	43	27
(Don't know)	3	3
	n=609	n=714

### *Internet Usage*

Do you ever use the Internet, either at home or at work?

	HPU Poll 2015	Carolina Poll 1999
Yes	93	54
No	7	45
(Don't know/refused)	*	1
	n=607	n=714

How often do you use the Internet to express your own opinions?

Would you say it is – almost always, a lot of the time, about half the time, once in a while, or not at all.

	HPU Poll 2015	Carolina Poll 1999
Almost always	12	4
A lot of the time	12	4
About half the time	8	7
Once in a while	39	36
Not at all	29	48
(Don't know)	*	1
	n=562	n=383

How often do you use the Internet to find out what other people think?

Would you say it is – almost always, a lot of the time, about half the time, once in a while, or not at all.

	HPU Poll 2015	Carolina Poll 1999
Almost always	19	5
A lot of the time	19	7
About half the time	18	12
Once in a while	27	36
Not at all	17	39
(Don't know)	*	1
	n=561	n=383

*Demographics*

[HPU POLL NOVEMBER 2015] Are you a parent or guardian to a child?

HPU Poll 2015	
Yes	68
No	32
(Don't know/refused)	1
n=609	

[CAROLINA POLL FALL 1999] Are you a parent?

Carolina Poll 1999	
Yes	79
No	21
(Don't know/refused)	*
n=714	

[HPU POLL NOVEMBER 2015] Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

HPU Poll 2015	
Yes	3
No	95
(Don't know/refused)	2
n=610	

[CAROLINA POLL FALL 1999] Are you of Hispanic origin?

Carolina Poll 1999	
Yes	5
No	92
(Don't know/refused)	3
n=714	

[HPU POLL NOVEMBER 2015] What racial or ethnic group best describes you?

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

[CAROLINA POLL FALL 1999] What race do you consider yourself?

Carolina Poll 1999	
Black/African America	18
White/Caucasian	76
Native American/American Indian	1
Asian/Oriental	*
Other or Mixed [Specify]	3
No Answer	1
	n=714

In what state did you live when you were 16?

	HPU Poll 2015	Carolina Poll 1999
North Carolina	63	64
Other	37	36
(Don't know/refused)	*	*
	n=610	n=714

[HPU POLL NOVEMBER 2015] About how long have you lived in North Carolina?

HPU Poll 2015	
Less than one year	2
One to five years	5
Six to ten years	7
11 to 20 years	16
More than 20 years	48
(All my life)	22
(Don't know/refused)	1
	n=610

[HPU POLL NOVEMBER 2015] Some people think of themselves as Southerners; others do not. How about you—would you say that you are a Southerner or not?

	HPU Poll 2015	Carolina Poll 1999
Yes	69	71
No	28	26
(Don't know/refused)	3	3
	n=610	n=714

[HPU POLL NOVEMBER 2015] What is the last year of schooling you have completed?

HPU Poll 2015	
(1-11 <sup>th</sup> grade)	4
(High school graduate)	20
(Some college)	28
(College graduate)	32
(Graduate school)	15
(Don't know/refused)	2
	n=610

[CAROLINA POLL FALL 1999] What is the highest grade in school or level of education you have completed?

HPU Poll 2015	
(Less Than High School)	13
(High school)	30
(Some college/Community or Jr. College/Tech School)	30
(College degree)	17
(Some Post Graduate)	3
(Graduate degree)	8
(Don't know/refused)	1
	n=714

[HPU POLL NOVEMBER 2015] Are you, or is any member of your household, a member of the armed forces or a veteran?

HPU Poll 2015	
Yes	28
No	71
(Don't know/refused)	1
	n=610

[HPU POLL NOVEMBER 2015] Would you please stop me when I read the correct category for your total household income?

HPU Poll 2015	
25 thousand dollars or less	10
25 to 50 thousand dollars	22
50 to 75 thousand dollars	19
75 to 100 thousand dollars	12
100 to 150 thousand dollars	14
150 to 250 thousand dollars	5
More than 250 thousand dollars	3
(Don't know/refused)	15
	n=610



[CAROLINA POLL FALL 1999] I am going to read you a list of income categories. Please stop me when a category best describes your total household income before taxes:

Carolina Poll 1999	
Less than \$10,000	7
At least \$10,000 but less than \$20,000	10
At least \$20,000 but less than \$30,000	16
At least \$30,000 but less than \$40,000	13
At least \$40,000 but less than \$50,000	11
At least \$50,000 but less than \$60,000	8
At least \$60,000 but less than \$70,000	5
At least \$70,000 but less than \$80,000	6
\$80,000 or more	12
(Don't know/refused)	12

n=714

[HPU POLL NOVEMBER 2015] Do you have a gun in your home?

HPU Poll 2015	
Yes	46
No	49
(Don't know/refused)	6

n=608

[CAROLINA POLL FALL 1999] Do you now personally own or possess a gun of any kind?

HPU Poll 2015	
Yes	41
No	57
(Not sure; No Answer)	2

n=608

[HPU POLL NOVEMBER 2015] 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.

HPU Poll 2015	
Never	16
A few times a year	23
A few times a month	14
Almost every week	10
Every week	21
More than once a week	15
(Don't know/refused)	2

n=608

[CAROLINA POLL FALL 1999] How often do you attend religious services?

Carolina Poll 1999	
Never	11
Once a year or less	9
Several times a year	17
About once a month	6
2-3 times a month	16
Every week	25
More than once a week	16
No Answer	0
n=714	

[HPU POLL NOVEMBER 2015] Would you describe yourself as a "born again" or evangelical Christian, or not?

HPU Poll 2015	
Yes	47
No	50
(Don't know/refused)	4
n=608	

[HPU POLL NOVEMBER 2015] In politics today, do you generally consider yourself as a Republican, a Democrat, or what?

HPU Poll 2015	
Democrat	35
Republican	30
(Independent/unaffiliated)	24
(Other)	6
(Don't know/refused)	5
n=610	

[CAROLINA POLL FALL 1999] Generally speaking, do you think of yourself as a Republican, Democrat, Independent, or what?

Carolina Poll 1999		Carolina Poll 1999	
Strong Democrat	15	Democrat (Total)	35
Not Very Strong Democrat	20		
Independent, Close to Democrats	9	Independent (Total)	25
Independent	7		
Independent, Close to Republicans	9		
Not Very Strong Republican	17	Republican (Total)	32
Strong Republican	15		
(Other)	3	(Other)	3
(Don't know/refused)	6	(Don't know/refused)	6
n=714		n=714	

[HPU POLL NOVEMBER 2015] Thinking about politics today, do you generally consider yourself to be very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal?

	HPU Poll 2015		HPU Poll 2015
Very conservative	12	Conservative (total)	38
Somewhat conservative	26		
Moderate	30	Moderate	30
Somewhat liberal	15	Liberal (total)	23
Very liberal	8		
(Other)	2	(Other)	2
(Don't know/refused)	7	(Don't know/refused)	7
	n=608		n=608

[CAROLINA POLL FALL 1999] In general, when it comes to politics, do you think of yourself as a LIBERAL, a CONSERVATIVE, a MODERATE, or what? *[NOTE: The Carolina Poll asked a series of questions to determine whether the respondents were strong ideologues and recoded the responses into a separate variable not reported here]*

	Carolina Poll 1999
Liberal	17
Moderate (Middle of the Road)	31
Conservative	33
Never think of self in these terms	7
(Don't know/No Answer/No understanding of these terms)	12
	n=714

[HPU POLL NOVEMBER 2015] How would you best describe your current relationship status?

	HPU Poll 2015
Single	32
Engaged	4
Living with significant other	7
Married	50
Widowed	5
(Don't know/refused)	3
	n=607

[CAROLINA POLL FALL 1999] Are you currently married?

Carolina Poll 1999	
Married	64
Divorced	8
Separated	5
Widowed	6
Never been married	17
No Answer	*
	n=714

[HPU POLL NOVEMBER 2015] Gender

	HPU Poll 2015	Carolina Poll 1999
Male	49	42
Female	51	58
	n=610	n=713

[HPU POLL NOVEMBER 2015] Age (Calculated using birth year)

In what year were you born?

HPU Poll 2015	
18 - 24	13
25 - 34	18
35 - 44	20
45 - 54	19
55 - 65	15
65 and older	16
	n=610

[CAROLINA POLL FALL 1999] Age (Calculated using birth year)

In which year were you born?

Carolina Poll 1999	
18 - 24	11
25 - 44	40
45 - 65	34
65 and older	15
No Answer	1
	n=714