



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 02/09/2016 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Likely Voters in the Republican and Democratic Primary Elections in North Carolina
Sample size	955 adults in North Carolina (n=477 likely Republican primary voters, n = 478 likely Democratic primary voters).
Mode of data collection	Telephone (landline and cellular). Interviews conducted in English.
Type of sample (probability/non-probability)	Registration Based Sample (RBS) where all respondents passed a screen gauging likelihood of voting in March 2016 and selecting from a database of registered voters such that respondents who had registered prior to 2008 had voted in the 2008 and 2012 presidential primaries as well as the 2014 general election; respondents registered between 2008 and 2012 had voted in the 2012 presidential primary and 2014 general election; respondents who had registered between 2012 and 2014 voted in the 2014 primary or the 2014 general election; and the remainder of the sample had registered between 2014 and 2016.
Start and end dates of data collection	January 30 – February 4, 2016
Margin of sampling error for total sample	Approximately 4.5 percentage points for both the likely Republican and likely Democrat samples. The margin of error is not adjusted for sample weights.
Are the data weighted?	Yes, relative to past primary turn out estimates and registration rates for age, race, and gender.
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.
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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

Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Yes	100	100
No	0	0
(Don't know/refused)	0	0
	n= 478	n= 477

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?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Yes	61	81
No	21	15
(Don't know/refused)	18	4
	n= 478	n= 476

On March 15th, North Carolina will hold its primary election for President, U.S. Senate, U.S. House of Representatives and other offices. How certain are you that you will vote in this election? Are you almost certain to vote, you probably will vote, your chances of voting are 50/50, or you will not vote in the March 2016 primary election?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Almost certain	89	90
Probably	11	10
50/50	0	0
Will not vote	0	0
(Don't know/refused)	0	0
	n= 478	n= 477

Horse Race

[NOTE: This survey listed candidates' names in the order they appear on the primary ballot. North Carolina law requires that candidates who have dropped out after ballots are printed must stay on the ballot. Candidates Huckabee, Paul, and Santorum dropped out during the administration of this survey.]

If the Republican Primary for President of the United States were being held today, which of the following candidates would you support?

	Likely Republican Primary Voters
Mike Huckabee	2
John R. Kasich	2
Rand Paul	2
Marco Rubio	20
Rick Santorum	*
Donald J. Trump	26
Jeb Bush	3
Ben Carson	9
Chris Christie	2
Ted Cruz	22
Carly Fiorina	1
Jim Gilmore	0
(Don't know/No Preference/refused)	10
	n= 478

And which of the following candidates would be your second choice?

	Likely Republican Primary Voters
Mike Huckabee	3
John R. Kasich	4
Rand Paul	2
Marco Rubio	20
Rick Santorum	1
Donald J. Trump	13
Jeb Bush	5
Ben Carson	12
Chris Christie	3
Ted Cruz	18
Carly Fiorina	4
Jim Gilmore	*
(Don't know/No Preference/refused)	15
	n= 457

If the Republican Primary for Governor of North Carolina were being held today, which of the following candidates would you favor?

	Likely Republican Primary Voters
Pat McCrory	75
Charles Kenneth Moss	3
C. Robert Brawley	2
(Don't know/No Preference/refused)	20
	n= 477

If the Republican Primary for United States Senate were being held today, which of the following candidates would you favor?

	Likely Republican Primary Voters
Larry Holmquist	2
Paul Wright	5
Greg Brannon	10
Richard Burr	46
(Don't know/No Preference/refused)	37
	n= 477

If the Democratic Primary for President of the United States were being held today, which of the following candidates would you support?

	Likely Democratic Primary Voters
Martin J. O'Malley	1
Bernie Sanders	29
Hillary Clinton	55
Rocky De La Fuente	0
(Don't know/No Preference/refused)	15
	n= 474

If the Democratic Primary for Governor of North Carolina were being held today, which of the following candidates would you favor?

	Likely Democratic Primary Voters
Kenneth Spaulding	11
Roy Cooper	49
(Don't know/No Preference/refused)	40
	n= 477

If the Democratic Primary for United States Senate were being held today, which of the following candidates would you favor?

	Likely Democratic Primary Voters
Ernest T. Reeves	4
Chris Rey	5
Deborah K. Ross	19
Kevin D. Griffin	6
(Don't know/No Preference/refused)	66
	n= 476

Approval Ratings

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?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Right direction	54	10
Wrong direction	35	90
(Don't know/refused)	11	1
	n= 478	n= 477

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

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Approve	84	8
Disapprove	12	91
(Don't know/refused)	4	1
	n= 478	n= 477

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

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Approve	21	74
Disapprove	69	13
(Don't know/refused)	10	12
	n= 478	n= 477

Do you approve or disapprove of the way that Richard Burr is handling his job as United States Senator?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Approve	23	49
Disapprove	49	21
(Don't know/refused)	28	29
	n= 478	n= 476

Now I am going to read a list of possible problems facing this country today. Please wait for me to read the entire list, then tell me which ONE of these problems is the MOST important facing the country today. *(Note: The order in which the responses were presented was randomized)*

	Likely Democratic Primary Voters	Likely Republican Primary Voters
National security	10	28
The budget deficit	7	13
Health care	13	11
Education	29	5
Immigration	5	8
The economy	13	16
Government ineffectiveness	22	17
(Don't know/refused)	2	2
	n= 479	n= 478

Now I am going to read a list of possible problems facing the state of North Carolina today. Please wait for me to read the entire list, then tell me which ONE of these problems is the MOST important facing the state of North Carolina today. *(Note: The order in which the responses were presented was randomized)*

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Transportation and infrastructure	5	8
The size of the state budget	5	2
Taxes	4	10
Health care	12	12
Education	44	25
Immigration	2	12
The economy	10	15
Government ineffectiveness	11	9
Policing/law enforcement	4	4
(Don't know/refused)	2	2
	n= 479	n= 477

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?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Always	2	1
A lot of the time	12	6
About half the time	44	36
Once in a while	32	41
Never	7	15
(Don't know/refused)	3	1
	n= 478	n= 476

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?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
A lot	60	76
Some	28	18
Not much	8	4
None at all	3	2
(Don't know/refused)	*	*
	n= 479	n= 478

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

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Experience and a proven record	50	31
New ideas and a different approach	38	58
(Both)	9	10
(Don't know/refused)	3	2
	n= 479	n= 476

Demographics

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

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Yes	3	2
No	96	97
(Don't know/refused)	1	1
	n= 478	n= 477

What racial or ethnic group best describes you?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
African-American or Black	40	3
White or Caucasian	53	89
Native American	1	2
Asian	1	*
(Multiple or Other)	4	3
(Don't know/refused)	1	2
	n= 478	n= 478

What is the last year of schooling you have completed?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
(1-11 th grade)	1	2
(High school graduate)	15	14
(Some college)	19	28
(College graduate)	35	40
(Graduate school)	28	17
(Don't know/refused)	2	*
	n= 479	n= 477

Would you please stop me when I read the correct category for your total household income?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
25 thousand dollars or less	15	4
25 to 50 thousand dollars	19	15
50 to 75 thousand dollars	19	24
75 to 100 thousand dollars	13	16
100 to 150 thousand dollars	15	16
150 to 250 thousand dollars	4	6
More than 250 thousand dollars	3	2
(Don't know/refused)	13	17
	n= 478	n= 478

Do you have a gun in your home?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Yes	34	60
No	64	28
(Don't know/refused)	3	12
	n= 478	n= 478

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.

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Never	19	8
A few times a year	22	22
A few times a month	15	12
Almost every week	14	16
Every week	20	26
More than once a week	9	16
(Don't know/refused)	1	1
	n= 478	n= 476

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

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Yes	39	57
No	58	40
(Don't know/refused)	3	3
	n= 477	n= 476

Thinking about politics today, do you generally consider yourself to be very conservative, somewhat conservative, moderate, somewhat liberal, or very liberal?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Very conservative	3	39
Somewhat conservative	15	37
Moderate	24	19
Somewhat liberal	33	4
Very liberal	21	*
(Other)	1	1
(Don't know/refused)	4	1
	n= 474	n= 477

How would you best describe your current relationship status?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Single	31	20
Engaged	2	3
Living with significant other	7	3
Married	49	70
Widowed	7	4
(Don't know/refused)	4	1
	n=477	n=476

Gender

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Male	42	51
Female	58	49
	n= 478	n= 476

Age (Calculated using birth year)

In what year were you born?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
18 - 24	8	5
25 - 34	18	12
35 - 44	17	18
45 - 54	13	19
55 - 65	22	22
65 and older	23	24
	n= 478	n= 475