



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 02/11/2016**

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 telephones). 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.
Contact for more information	<p>Martin Kifer Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu</p> <p>Brian McDonald Associate 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 *

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

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?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Better off	53	35
Worse off	18	36
(Neither better nor worse)	27	29
(Don't know/refused)	3	1
	n= 478	n= 475

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.

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Better off	37	26
Worse off	5	13
Just about the same as now	52	56
(Don't know/refused)	6	5
	n= 477	n= 477

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?

	Likely Democratic Primary Voters	Likely Republican Primary Voters
Good times	44	22
Bad times	21	45
(Neither good nor bad, both good and bad)	19	18
(Good times with qualifications)	5	6
(Bad times with qualifications)	2	4
(Don't know/refused)	9	5
	n= 477	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