



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE 3/1/2016 (UPDATE: CONSUMER SENTIMENT)**

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Adults in North Carolina.
Sample size	476 adults in North Carolina (393=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	February 18 – February 25, 2016
Margin of sampling error for total sample	Approximately 4.5 percentage points for the all adult sample. Approximately 4.9 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            Associate 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 \*

**Note: The following indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (<http://www.sca.isr.umich.edu/>) All samples are All Adults in North Carolina.**

	Feb. 2016	Sep. 2015	Feb. 2015	Nov. 2014	Feb. 2014	Sep. 2013	Mar. 2013	Sep. 2012	Mar. 2012	Sep. 2011	Apr. 2011	Oct. 2010	Apr. 2010
Index of consumer sentiment (ICS-HPU)	89.7	84.3	85.9	80.0	73.5	70.4	72.0	81.9	75.0	59.9	67.6	68.8	73.3

**The following five questions were administered on the current survey and are used to calculate the Index of 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?

	Feb. 2016	Sep. 2015	Feb. 2015	Nov. 2014	Feb. 2014	Sep. 2013	Mar. 2013	Sep. 2012	Mar. 2012	Sep. 2011	Apr. 2011	Oct. 2010	Apr. 2010
Better off	53	45	47	39	31	35	33	31	32	24	29	24	26
Worse off	25	25	27	32	41	41	42	42	42	49	45	51	44
(Same or Neither better nor worse)	20	29	25	28	27	24	25	26	24	25	25	25	30
(Don't know/refused)	2	1	1	1	1	1	*	1	2	2	1	*	*

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.

	Feb. 2016	Sep. 2015	Feb. 2015	Nov. 2014	Feb. 2014	Sep. 2013	Mar. 2013	Sep. 2012	Mar. 2012	Sep. 2011	Apr. 2011	Oct. 2010	Apr. 2010
Better off	36	33	31	26	28	27	32	37	31	26	26	29	35
Worse off	8	12	13	17	14	21	22	9	15	21	22	14	18
Just about the same as now	51	49	52	52	53	49	40	42	48	45	49	53	43
(Don't know/refused)	6	6	3	5	5	3	6	12	6	8	4	5	4

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?

	<i>Feb.</i> <i>2016</i>	<i>Sep.</i> <i>2015</i>	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sep.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sep.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sep.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct.</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Good times	35	32	38	35	26	23	32	31	29	13	23	25	31
Bad times	33	38	31	31	36	39	37	24	36	59	46	40	33
(Neither bad nor good, both good and bad)	16	15	15	15	19	20	15	17	16	13	15	17	17
(Good times with qualifications)	3	3	5	7	8	6	8	13	7	3	7	9	11
(Bad times with qualifications)	3	3	4	4	3	4	4	2	4	5	2	4	2
(Don't know/refused)	11	10	8	9	9	7	4	13	7	7	8	6	6

Looking ahead, which would you say is more likely, that in the country as a whole we'll have continuous good times during the next five years or so, or that we have periods of widespread unemployment or depression, or what?

	<i>Feb.</i> <i>2016</i>	<i>Sep.</i> <i>2015</i>	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sep.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sep.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sep.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct.</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Widespread unemployment or depression	37	36	45	43	52	54	57	32	44	60	55	54	49
Continuous good times	31	29	27	29	25	22	29	38	31	14	26	25	35
(Neither/A mix of both)	16	22	19	20	17	20	13	15	18	18	14	16	17
(Don't know/refused)	17	14	10	9	6	5	2	15	8	9	5	5	7

About the big things people buy for their homes, such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items?

	<i>Feb.</i> <i>2016</i>	<i>Sep.</i> <i>2015</i>	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sep.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sep.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sep.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct.</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Good time	60	54	60	49	47	45	44	46	55	43	44	45	42
Bad time	20	26	20	28	31	34	38	36	14	41	41	37	35
(Neither good time nor bad time)	8	13	12	12	13	12	12	12	23	9	9	14	17
(Don't know/refused)	12	7	8	10	9	9	7	6	8	6	6	4	7

*Demographics*

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

	All Adults	Registered Voters
Yes	3	2
No	97	97
(Don't know/Refuse)	1	*
	n= 476	n= 393

What racial or ethnic group best describes you?

	All Adults	Registered Voters
African-American or Black	22	22
White or Caucasian	71	72
Native American	3	2
Asian	1	*
(Multiple or Other)	2	2
(Don't know/Refuse)	2	2
	n= 476	n= 393

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 <sup>th</sup> grade)	5	3
(High school graduate)	15	14
(Some college)	30	29
(College graduate)	32	32
(Graduate school)	19	20
(Don't know/ Refused)	1	1
	n= 475	n= 392

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

	All Adults	Registered Voters
Yes	33	34
No	67	66
(Don't know/Refuse)	*	*
	n= 475	n= 392

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	14	11
25 to 50 thousand dollars	22	21
50 to 75 thousand dollars	20	19
75 to 100 thousand dollars	12	14
100 to 150 thousand dollars	12	13
150 to 250 thousand dollars	5	5
More than 250 thousand dollars	3	3
(Don't know/Refuse)	12	13
	n= 475	n= 392

Do you have a gun in your home?

	All Adults	Registered Voters
Yes	54	57
No	40	36
(Don't know)	6	6
	n= 474	n= 392

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	18	17
A few times a year	23	22
A few times a month	15	15
Almost every week	11	11
Every week	20	22
More than once a week	12	12
(Don't know/Refuse)	1	1
	n= 475	n= 392

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

	All Adults	Registered Voters
Yes	49	49
No	47	47
(Don’t know)	3	4
	n= 475	n= 392

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

	All Adults	Registered Voters
Democrat	31	32
Republican	35	36
(Independent/unaffiliated)	25	26
(Other)	2	2
(Don’t know/Refuse)	6	5
	n= 475	n= 392

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	15	17
Somewhat conservative	28	29
Moderate	31	32
Somewhat liberal	13	12
Very liberal	6	5
(Other)	1	1
(Don’t know/Refuse)	5	3
	n= 475	n= 392

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	42	40
Somewhat qualified	27	26
Qualified	17	19
Very qualified	12	12
(Don’t know)	2	2
	n= 472	n= 389

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	9	10
Women generally make better political leaders than men	4	4
In general, women and men make equally good political leaders	84	83
(Don't know)	3	3
	n= 472	n= 389

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single	31	27
Engaged	6	5
Living with significant other	5	6
Married	49	54
Widowed	6	7
(Don't know/Refuse)	2	1
	n=472	n=389

Gender

	All Adults	Registered Voters
Male	49	50
Female	51	50
	n= 476	n= 393

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters
18 - 24	13	8
25 - 34	18	17
35 - 44	19	19
45 - 54	19	21
55 - 64	15	17
65 and older	16	18
	n= 476	n= 393