



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 3/11/2016**

ELEMENTS	DETAILS
Population represented	Likely and actual voters in North Carolina.
Sample size	1576 likely November voters in North Carolina (734 likely and actual GOP Primary voters; 669 likely and actual Democratic Primary voters).
Mode of data collection	Telephone and online using smartphones, laptops, tablets, or other electronic device. Interviews conducted in English.
Type of sample (probability/non-probability)	To be included in the sample, a voter who had registered prior to 2008 must have voted in the 2008 and 2012 presidential primaries as well as the 2014 general election; respondents registered between 2008 and 2012 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 registered between 2014 and 2016. Of the 1576 likely November voters, 22% were determined to have already voted in person or by absentee ballot in the March 15, 2016 primary election. All likely voters also responded that they would certainly or probably vote in the Democratic or Republican primary. Other respondents were not considered likely primary voters. Respondents reachable on a home telephone (78 percent of likely November voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (22 percent of likely November voters), were shown a questionnaire on their smartphone, laptop, tablet, or other electronic device.
Start and end dates of data collection	March 9 – March 10, 2016
Margin of sampling error for total sample	Approximately 2.5 percentage points for the likely November voter sample. Approximately 3.7 percentage points for the likely and actual GOP Primary voters. Approximately 3.9 percentage points for the likely and actual Democratic Primary voters.

Are the data weighted?	Yes, the data are weighted toward the voter file demographic proportions for age and gender.
Survey sponsor and funded by	High Point University Survey Research Center, High Point, NC
Survey/Data collection supplier	The High Point University Survey Research Center contracted SurveyUSA to interview 1600 state of North Carolina registered voters March 9 and March 10, 2016, using landline respondents drawn from a Registration Based Sample (aka Voter List Sample) purchased from Aristotle in Washington, D.C.
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.	