



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 4/22/2016**

ELEMENTS	DETAILS
Population represented	Households in greater High Point, NC, including Jamestown, Archdale, and Trinity.
Sample size	Respondents represented a total of 776 households
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.
Start and end dates of data collection	April 2 – April 8, 2016
Margin of sampling error for total sample	Approximately 3.5 percentage points for All Respondents.
Are the data weighted?	No.
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 *

Household Demographics

First, we need to find out a little about your household.

Including yourself, how many people live in your household?

	All Respondents
1	20
2	36
3	20
4	14
5	6
6	2
7	*
8	*
9	1
10	0
More than 10	*
(Refused)	1

n= 776

How many of those are children less than 18 years of age?

	All Respondents
0	60
1	20
2	14
3	4
4	1
5	1
6	*
7	0
8	0
9	0
10	0
More than 10	*
(Refused)	*

n= 619

Are you well-informed about the family's habits and able to answer questions about food and food shopping?

	All Respondents
Yes	97
No	3
(Don't know)	*

n= 774

Are YOU the person in the household who knows the most about the food and shopping habits of this household?

	All Respondents
Yes	86
No	13
(Don't know)	1
	n= 773

Who would YOU be in your household?

	All Respondents
Biological Mother	42
Step Mother	1
Adoptive Mother	1
Foster Mother	*
Biological Father	19
Step Father	1
Adoptive Father	*
Foster Father	*
Grandmother	3
Grandfather	*
Aunt	*
Uncle	*
Sister (of any type)	2
Brother (of any type)	1
Female Guardian	3
Male Guardian	3
Other relative	9
Mother Type Unknown	4
Father Type Unknown	2
(Don't know/Refused)	9
	n= 618

Food Hardship and Food Security

Have there been times in the past twelve months when you did not have enough money to buy food that you or your family needed?

	All Respondents
Yes	23
No	77
	n= 776

I'm going to read you several statements that people have made about their food situation. For these statements, please tell me whether the statement was often true, sometimes true, or never true for you/your household in the last 12 months – that is, since last April.

The first statement is, "The food that I/we bought just didn't last, and I/we didn't have money to get more." Was that often, sometimes, or never true for you/your household in the last 12 months?

	All Respondents
Often true	7
Sometimes true	17
Never true	76
(Don't know/Refused)	*
	n= 775

"I/We couldn't afford to eat balanced meals." Was that often, sometimes, or never true for you/your household in the last 12 months?

	All Respondents
Often true	9
Sometimes true	15
Never true	76
(Don't know/Refused)	*
	n= 775

In the last 12 months, since last April, did you/you or other adults in your household ever cut the size of your meals or skip meals because there wasn't enough money for food?

	All Respondents
Yes	17
No	82
(Don't know)	*
	n= 775

How often did this happen – almost every month, some months but not every month, or in only 1 or 2 months?

	All Respondents
Almost every month	39
Some months but not every month	38
Only 1 or 2 months	22
(Don't know)	1
	n=134

In the last 12 months, since last April, did you ever eat less than you felt you should because there wasn't enough money for food?

	All Respondents
Yes	18
No	82
(Don't know)	*
	n= 774

In the last 12 months, were you ever hungry but didn't eat because there wasn't enough money for food?

	All Respondents
Yes	12
No	88
(Don't know)	*
	n= 775

The U.S. Household Food Security Six-Item Short Form Survey Module were developed by researchers at the National Center for Health Statistics. The raw score is calculated by combing responses of "often," "sometimes," "yes," "almost every month," and "some months but not every month" on as affirmative (yes). The sum of affirmative responses to the six questions in the module is the household's raw score on the scale. For reporting purposes, the food security status of households with raw score 0-1 is described as food secure and the two categories "low food security" and "very low food security" in combination are referred to as food insecure (<http://www.ers.usda.gov/topics/food-nutrition-assistance/food-security-in-the-us/survey-tools.aspx#six>).

	All Respondents
High or marginal food security	77
Low food security	12
Very low food security	12
	n= 776

The next few questions are about exercise, recreation, or physical activities other than your regular job duties. During the past month, other than your regular job, did you participate in any physical activities or exercises such as running, calisthenics, golf, gardening, or walking for exercise?

	All Respondents
Yes	79
No	21
	N=776

Fruit and Vegetable Consumption

Centers for Disease Control and Prevention (CDC). *Behavioral Risk Factor Surveillance System Survey Questionnaire*. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2013.

Now, these next questions are about the fruits and vegetables you ate or drank during the past 30 days. Please think about all forms of fruits and vegetables including cooked or raw, fresh, frozen or canned. Please think about all means, snacks, and food consumed at home and away from home. I will be asking how often you ate or drank each one during the past month.

During the past month, how many times did you drink 100% PURE fruit juices? Do not include fruit-flavored drinks with added sugar or fruit juice you made at home and added sugar to. Only include 100% juice.

	All Respondents
At least once per month	60
Never	37
(Don't know/Not sure)	3
	n= 770

During the past month, not counting juice, how many times did you eat fruit? Count fresh, frozen, or canned fruit.

	All Respondents
At least once per month	96
Never	3
(Don't know/Not sure)	1
	n= 775

During the past month, how many times did you eat cooked or canned beans, such as refried, baked, garbanzo beans, beans in soup, soybeans, edamame, tofu or lentils? Do NOT include long green beans.

	All Respondents
At least once per month	84
Never	15
(Don't know/Not sure)	1
	n= 774

During the past month, how many times did you eat dark green vegetables for example broccoli or dark leafy greens including romaine, chard, collard greens or spinach?

All Respondents	
At least once per month	96
Never	4
(Don't know/Not sure)	1
n= 775	

During the past month, how many times did you eat orange-colored vegetables such as sweet potatoes, pumpkin, winter squash, or carrots?

All Respondents	
At least once per month	86
Never	12
(Don't know/Not sure)	1
n= 775	

Not counting what you just told me about, during the past month, about how many times did you eat OTHER vegetables? Examples of other vegetables include tomatoes, tomato juice or V-8 juice, corn, eggplant, peas, lettuce, cabbage, and white potatoes – such as baked or mashed potatoes- that are not fried.

All Respondents	
At least once per month	97
Never	1
(Don't know/Not sure/Refused)	2
n=775	

Consumed 2 or more servings of fruit per day (calculated using raw data from the above questions)

All Respondents	
Yes	17
No	83
n=776	

Consumed 3 or more servings of vegetables per day (calculated using raw data from the above questions)

All Respondents	
Yes	19
No	81
n=776	

Consumed fruits or vegetables or beans five or more times per day (calculated using raw data from the above questions)

All Respondents	
Yes	8
No	92
n=776	

Soda & Sugar-sweetened drinks

During the past 30 days, how often did you drink regular soda or pop that contains sugar?
Do not include diet soda or diet pop.

	All Respondents
At least once per month	55
Never	45
(Don't know/Not sure)	*
	n= 773

During the past 30 days, how often did you drink sugar-sweetened fruit drinks (such as Kool-Aid and lemonade), sweet tea, and sports or energy drinks (such as Gatorade and Red Bull)?

Do not include 100% fruit juice, diet drinks, or artificially sweetened drinks.

	All Respondents
At least once per month	60
Never	40
(Don't know/Not sure)	1
	n= 774

Consumed at least 1 regular soda or pop per day (calculated using the above questions)

	All Respondents
Yes	54
No	46
	n=776

Consumed at least 1 sugar-sweetened beverage (like iced tea, sports drinks or fruit punch per day (calculated using the above questions)

	All Respondents
Yes	59
No	41
	n=776

Food Affordability

The next questions are about the food eaten in your household in the last 12 months and whether you were able to afford the food you need.

Which of these statements best describes the food eaten in your household – enough of the kinds of food I/We want to eat, enough but not always the kinds of food I/We want to eat, sometimes not enough to eat, or often not enough to eat?

	All Respondents
Enough of the kinds of food we want to eat	68
Enough but not always the kinds of food we want to eat	20
Sometimes not enough to eat	9
Often not enough to eat	2
(Don't know/Refused)	1
	n= 774

Now I'm going to read you several statements that people have made about their food situation. For these statements, please tell me whether the statement was OFTEN true, SOMETIMES true, or NEVER true for you/your household in the last 12 months.

I/We worried whether my/our food would run out before I/We got money to buy more.

	All Respondents
Often true	7
Sometimes true	16
Never true	77
(Don't know/Refused)	*
	n= 775

I/We relied on only a few kinds of low-cost food to feed the child(ren) in my/our household because I was/We were running out of money to buy food.

	All Respondents
Often true	5
Sometimes true	11
Never true	83
(Don't know/Refused)	1
	n= 775

During the past 30 days did you/anyone in your household receive any meals delivered to the home from community programs, "Mobile Meals," "Meals on Wheels," or any other programs?

	All Respondents
Yes	2
No	98
(Don't know)	*
	n= 774

During the past 30 days, did you/anyone in your household go to a community program or senior center to eat prepared meals?

	All Respondents
Yes	2
No	98
(Don't know)	*
	n= 774

Is there a church, food pantry or food bank in your community where you could get emergency food if you needed it?

	All Respondents
Yes	72
No	6
(Don't know)	23
	n= 775

Food Shopping Locations

[In response to the question: "Where do you/does your household do most of the food shopping?"]

What kind of store is that? Is it a supermarket, a small grocery store, a convenience store, a discount or big box store, a wholesale club, or something else?

All Respondents	
Supermarket	63
Small grocery store	15
Convenience store	*
Discount or big box store	16
Wholesale club	3
Other	2
(Don't know)	1
	n= 773

What are your main reasons for shopping at this store?

All Respondents	
Low Prices	32
Produce Selection	4
Meat Department	2
Variety Of Foods (General)	11
Variety Of Special Foods (Such As Gluten Free)	2
Close To Home	35
Loyalty/Frequent Shopper Program	2
Other	12
(Don't know/Refused)	1
	n=773

Why don't you/doesn't your household do most of your food shopping at a supermarket?

All Respondents	
No Supermarkets Close By	8
No Transportation	2
Costs Too Much To Get There	7
Can't Find Ethnic/Specialty Foods There	1
No Child Care/Elder Care	0
Hours Not Convenient	2
Don't Accept Food Stamps/WIC	*
Not Treated With Respect	*
Other Stores Have Lower Prices	39
Other Reason	24
(Don't know/refused)	16
	n=287

During the past 30 days, did you go to a food pantry or food bank for groceries?

	All Respondents
Yes	4
No	96
(Don't know)	*
	n= 773

How long did the food last that you received from the food bank or food pantry?

	All Respondents
Less than one week	21
At least one week	29
At least two weeks	25
At least three weeks	4
At least one month	14
(Don't know)	7
	n= 28

Did you know how to cook the food that you received from the food pantry?

	All Respondents
Yes	93
No	7
	n= 28

Would you be interested in taking cooking classes designed to help you cook healthy on a budget?

	All Respondents
Yes	46
No	54
	n= 28

Transportation

Now I have questions about the store where you buy most of your food. How do you usually get to the store where you do most of your food shopping?

All Respondents	
Drive Own Car	92
Use Someone Else's Car	1
Someone Else Drives Me	5
Walk	1
Bus	1
Taxi	*
Ride Bicycle	0
Other	*
(Don't know)	*

n= 772

Next I have a couple questions about food restrictions and the food backpack program.

Do you have religious or medical reasons for avoiding certain kinds of foods?

All Respondents	
Yes	30
No	70

n= 772

Have you OR your child received a food backpack in the last year?

All Respondents	
Yes	1
No	99

n= 771

How is the food backpack used in the household?

All Respondents	
Consumed by child (receiving the food backpack)	38
Shared with other siblings in household	0
Shared with entire family	63
Used in prep for family meals	0
Used in another way	0

n=8

How long did the food in the food backpack last?

	All Respondents
Lasted for one snack	0
One meal	0
2-3 meals	0
Longer than 3 days	50
Other	38
(Don't know)	13
	n= 8

What was the effect of the food backpack on the household budget? Did it have a big effect, low effect, or no effect?

	All Respondents
Big effect	38
Low effect	25
No effect	13
(Don't know)	25
	n= 8

Medicine and Oral Health

Next a few questions about food and medicine and also oral health. Now think about the last 30 days.

During that time did you ever change how often you take your medications because there wasn't enough money for food?

	All Respondents
Yes	4
No	96
(Don't know)	*
	n= 770

In the last 12 months, was there any time when you delayed or did NOT fill a prescription for medicine for (yourself or child)

	All Respondents
Yes	17
No	83
(Don't know/refused)	*
	n= 769

During the past 30 days, did you have to choose between buying food or buying medication?

	All Respondents
Yes	6
No	94
	n= 770

During the past 30 days, did you have to choose between buying food or paying medical care?

	All Respondents
Yes	6
No	93
(Don't know)	*
	n= 768

Do you have problems with your teeth that make it difficult for you to eat?

	All Respondents
Yes	11
No	88
(Don't know)	*
	n= 769

Do you have dentures (partial or full)?

	All Respondents
Yes	16
No	83
(Don't know/refused)	1
	n= 767

Do you have problems with your dentures that make it difficult for you to eat?

	All Respondents
Yes	32
No	68
(Don't know)	1
	n= 126

Demographics

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

	All Respondents
Yes	2
No	98
(Don't know/refused)	*
	n= 769

What racial or ethnic group best describes you?

	All Respondents
African-American or Black	27
White or Caucasian	65
Native American	1
Asian	1
(Multiple or Other)	4
(Don't know/refused)	2
	n= 769

About how long have you lived in North Carolina?

	All Respondents
Less than one year	1
One to five years	3
Six to ten years	4
11 to 20 years	10
More than 20 years	53
(All my life)	30
	n= 767

Some people think of themselves as Southerners; others do not. How about you—would you say you are a Southerner or not?

	All Respondents
Yes	73
No	23
(Don't know/refused)	4
	n= 767

What is the last year of schooling you have completed?

	All Respondents
(1-11 th grade)	5
(High school graduate)	34
(Some college)	27
(College graduate)	34
(Graduate school)	0
(Refused)	*
	n= 767

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

	All Respondents
Yes	25
No	75
(Don't know/Refused)	1
	n= 766

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

	All Respondents
25 thousand dollars or less	18
25 to 50 thousand dollars	19
50 to 75 thousand dollars	18
75 to 100 thousand dollars	12
100 to 150 thousand dollars	9
150 to 250 thousand dollars	5
More than 250 thousand dollars	1
(Don't know/refused)	18
	n= 765

Do you see yourself as belonging to any particular religion?

	All Respondents
Yes	77
No	23
(Refused)	1
	n= 764

Please specify which religion you most closely identify with.

All Respondents	
Christian	93
Buddhist	0
Hindu	0
Jewish	1
Muslim	1
Sikh	0
Other religion	4
(Don't know/refused)	1
n= 587	

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 Respondents	
Never	15
A few times a year	20
A few times a month	13
Almost every week	12
Every week	26
More than once a week	13
(Don't know/refused)	2
n= 761	

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

All Respondents	
Yes	52
No	44
(Don't know/refused)	3
n= 761	

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

All Respondents	
Democrat	34
Republican	31
(Independent/unaffiliated)	23
(Other)	4
(Don't know/Refused)	8
n= 760	

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

	All Respondents
Very conservative	13
Somewhat conservative	31
Moderate	27
Somewhat liberal	12
Very liberal	6
(Other)	2
(Don't know/refused)	9
	n= 760

How would you best describe your current relationship status?

	All Respondents
Single	27
Engaged	4
Living with significant other	3
Married	53
Widowed	11
(Don't know/Refused)	2
	n=761

Gender

	All Respondents
Male	35
Female	65
	n= 765

Zipcodes

	All Respondents
27260 (High Point)	13
27262 (High Point)	17
27263 (Archdale)	14
27264 (High Point)	*
27265 (High Point)	37
27282 (Jamestown)	10
27370 (Trinity)	8
(Refused)	1
	n=761