



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 9/27/2016 (UPDATE)**

| ELEMENTS | DETAILS |
|--|---|
| Population represented | Likely Voters (2016 General Election) in North Carolina. |
| Sample size | 404 Likely Voters in North Carolina |
| Mode of data collection | Telephone (landline and cellular telephones). Interviews conducted in English. |
| Type of sample (probability/non-probability) | Registration Based Sample (aka Voter List Sample) purchased from Survey Sampling International through Aristotle in Washington, D.C. To be included in the sample, a voter needed to have a propensity score of more than 30 on a scale of 0 to 100 based on their voting history in presidential and midterm elections and demographics. |
| Start and end dates of data collection | September 17 – September 22, 2016 |
| Margin of sampling error for total sample | Approximately 4.9 percentage points for the all adult sample. The margin of error is not adjusted for sample weights. |
| Are the data weighted? | Yes, relative to North Carolina voter statistics as well as 2012 and 2008 presidential election poll findings 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 *

Past Vote

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 Voters

| | |
|--------------|--------|
| Yes | 56 |
| No | 41 |
| (Don't know) | 3 |
| | n= 404 |

Likely Voter Screen

On November 8th, North Carolina will hold its election for President, U.S. Senate, Governor, U.S. House of Representatives and other offices. How certain are you that you will vote in this election? Are you almost certain, you probably will vote, your chances of voting are 50/50 or will you not vote in the November 8th general election?

Likely Voters

| | |
|---------------------|---------|
| Almost Certain | 96 |
| Probably | 4 |
| 50/50 | - |
| Will Not Vote | - |
| (Don't know/Refuse) | - |
| | n = 404 |

Horse Races

Note: these questions are posed using the candidates in the order they will appear on the 2016 election ballots.

If the election for President of the United States were held today would you be voting for Republican Donald Trump, Democrat Hillary Clinton, or Libertarian Gary Johnson?

[ASKED ONLY OF PEOPLE WHO SAID THEY DID NOT KNOW WHO THEY WOULD CHOOSE] Are you leaning toward voting for Republican Donald Trump, Democrat Hillary Clinton, or Libertarian Gary Johnson?

| | Likely Voters | Likely Voters (with leaners allocated) |
|---------------------|---------------|--|
| Donald Trump (R) | 40 | 42 |
| Hillary Clinton (D) | 42 | 43 |
| Gary Johnson (L) | 8 | 10 |
| (Don't know) | 10 | 5 |
| (Refuse) | 1 | 1 |
| | n = 404 | n = 404 |

If the election for United States Senate were held today would you be voting for Republican Richard Burr, Democrat Deborah Ross, or Libertarian Sean Haugh?

[ASKED ONLY OF PEOPLE WHO SAID THEY DID NOT KNOW WHO THEY WOULD CHOOSE] Are you leaning toward voting for Republican Richard Burr, Democrat Deborah Ross, or Libertarian Sean Haugh?

| | Likely Voters | Likely Voters (with leaners allocated) |
|------------------|---------------|--|
| Richard Burr (R) | 43 | 45 |
| Deborah Ross (D) | 42 | 43 |
| Sean Haugh (L) | 3 | 4 |
| (Don't know) | 11 | 6 |
| (Refuse) | 1 | 1 |
| | n = 404 | n = 404 |

If the election for Governor of North Carolina were held today would you be voting for Republican Pat McCrory, Democrat Roy Cooper, or Libertarian Lon Cecil?

[ASKED ONLY OF PEOPLE WHO SAID THEY DID NOT KNOW WHO THEY WOULD CHOOSE] Are you leaning toward voting for Republican Pat McCrory, Democrat Roy Cooper, or Libertarian Lon Cecil?

| | Likely Voters | Likely Voters (with leaners allocated) |
|-----------------|---------------|---|
| Pat McCrory (R) | 41 | 41 |
| Roy Cooper (D) | 49 | 50 |
| Lon Cecil (L) | 3 | 3 |
| (Don't know) | 7 | 5 |
| (Refuse) | 1 | 1 |
| | n = 403 | n = 403 |

Country Direction

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 Voters |
|-----------------|---------------|
| Right direction | 21 |
| Wrong track | 70 |
| (Don't know) | 8 |
| (Refuse) | 1 |
| | n = 404 |

Approval Ratings for Public Officials

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

| | Likely Voters |
|---------------------|---------------|
| Approve | 48 |
| Disapprove | 48 |
| (Don't know/Refuse) | 4 |
| | n = 404 |

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

Likely Voters

| | |
|--------------|----|
| Approve | 38 |
| Disapprove | 35 |
| (Don't know) | 27 |
| (Refuse) | 1 |

n = 404

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

Likely Voters

| | |
|--------------|----|
| Approve | 26 |
| Disapprove | 34 |
| (Don't know) | 40 |
| (Refuse) | 1 |

n = 404

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

Likely Voters

| | |
|--------------|----|
| Approve | 41 |
| Disapprove | 51 |
| (Don't know) | 8 |
| (Refuse) | * |

n = 404

Do you approve or disapprove of the way that U.S. Congress is handling its job?

Likely Voters

| | |
|--------------|----|
| Approve | 10 |
| Disapprove | 79 |
| (Don't know) | 11 |
| (Refuse) | 1 |

n = 402

If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate OR the Democratic Party's candidate for Congress in your district?

Likely Voters

| | |
|------------------------|-------|
| Republican Candidate | 43 |
| Democratic Candidate | 46 |
| (Other) | 1 |
| (Don't know/Undecided) | 10 |
| (Refuse) | * |
| | n=404 |

Do you approve or disapprove of the way that the North Carolina General Assembly is handling its job?

Likely Voters

| | |
|--------------|---------|
| Approve | 29 |
| Disapprove | 48 |
| (Don't know) | 22 |
| (Refuse) | 1 |
| | n = 404 |

Debate

Do you think you will or will NOT watch the Presidential candidate debate between Donald Trump and Hillary Clinton on Monday, September 26th?

Likely Voters

| | |
|--------------|-------|
| Will | 86 |
| Will NOT | 12 |
| (Don't know) | 2 |
| | n=404 |

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 for presidential candidates to address in the debate on September 26th. [ORDER OF PHRASES WAS RANDOMIZED]

| | Likely Voters |
|--|---------------|
| Improving economic conditions | 21 |
| Protecting the U.S. from foreign threats | 16 |
| Fighting terrorism | 15 |
| Creating jobs | 11 |
| Promoting education | 8 |
| Protecting Social Security | 6 |
| Immigration | 6 |
| Providing quality health care | 5 |
| Supporting veterans | 3 |
| Preserving Medicare | 2 |
| Federal taxes | 2 |
| (Don't know) | 5 |
| (Refuse) | 2 |

Which candidate for president do you think will win the September 26th debate, Hillary Clinton or Donald Trump?

| | Likely Voters |
|-----------------|---------------|
| Hillary Clinton | 47 |
| Donald Trump | 36 |
| (Both/Tie) | 2 |
| (Neither) | 4 |
| (Don't know) | 10 |
| (Refuse) | 1 |
| | n= 404 |

Most Important Problem

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 for presidential candidates to address. [ORDER OF PHRASES WAS RANDOMIZED]

| | Likely Voters |
|--|---------------|
| Protecting the U.S. from foreign threats | 21 |
| Improving economic conditions | 16 |
| Creating Jobs | 12 |
| Fighting Terrorism | 11 |
| Promoting Education | 10 |
| Immigration | 7 |
| Providing quality Health Care | 6 |
| Protecting Social Security | 5 |
| Supporting Veterans | 4 |
| Preserving Medicare | 3 |
| Federal Taxes | 1 |
| (Don't know) | 4 |
| (Refuse) | 1 |

n = 404

Candidate Traits – Hillary Clinton and Donald Trump

Now I am going to read a list of phrases. Regardless of who you support, which of these two presidential candidates, Hillary Clinton or Donald Trump, do you think the phrase fits best? [ORDER OF PHRASES WAS RANDOMIZED]

Likely Voters (n= 404)

| | Clinton | Trump | (Both) | (Neither) | (Don't know) | (Refused) |
|--|---------|-------|---------|-----------|--------------|-----------|
| Strong Leader | 41 | 45 | 3 | 10 | 1 | 1 |
| Connects well with ordinary people | 44 | 32 | 2 | 21 | 1 | * |
| Has middle class values | 41 | 26 | * | 28 | 4 | * |
| Honest and truthful | 29 | 33 | * | 36 | 2 | 1 |
| Good judgment in a crisis | 48 | 31 | 1 | 17 | 3 | 1 |
| Understands the economy | 41 | 46 | 4 | 8 | 1 | 1 |
| Takes action rather than just talking | 42 | 44 | 2 | 11 | 1 | 1 |
| Willing to work with the other party | 48 | 29 | 1 | 19 | 2 | 1 |
| Cares about people like me | 44 | 34 | 1 | 20 | 1 | * |
| Will do what's right, not what's popular | 39 | 43 | 1 | 16 | 2 | * |
| Smart | 44 | 29 | 16 | 10 | 1 | 1 |

Demographics

Do you have children in the public school system in elementary, middle, junior high or high school?

Likely Voters

| | |
|---------------------|----|
| Yes | 24 |
| No | 76 |
| (Don't know/Refuse) | * |
| n = 404 | |

About how long have you lived in North Carolina?

Likely Voters

| | |
|---------------------|----|
| Less than one year | 4 |
| One to five years | 21 |
| Six to ten years | 10 |
| 11 to 20 years | 13 |
| More than 20 years | 37 |
| (All my life) | 15 |
| (Don't know/Refuse) | 16 |
| n = 404 | |

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

Likely Voters

| | |
|---------------------|----|
| Yes | 4 |
| No | 95 |
| (Don't know/Refuse) | 1 |
| n = 404 | |

What racial or ethnic group best describes you?

Likely Voters

| | |
|---------------------------|----|
| African-American or Black | 22 |
| White or Caucasian | 72 |
| Native American | 2 |
| Asian | * |
| (Multiple or Other) | 2 |
| (Don't know/Refuse) | 2 |
| n = 404 | |

What is the last year of schooling you have completed?

Likely Voters

| | |
|----------------------------|--------|
| (1-11 th grade) | 3 |
| (High school graduate) | 14 |
| (Some college) | 29 |
| (College graduate) | 32 |
| (Graduate school) | 20 |
| (Don't know/ Refused) | 1 |
| | n= 404 |

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

Likely Voters

| | |
|---------------------|--------|
| Yes | 35 |
| No | 64 |
| (Don't know/Refuse) | 1 |
| | n= 404 |

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

Likely Voters

| | |
|--------------------------------|--------|
| 25 thousand dollars or less | 9 |
| 25 to 50 thousand dollars | 18 |
| 50 to 75 thousand dollars | 18 |
| 75 to 100 thousand dollars | 15 |
| 100 to 150 thousand dollars | 15 |
| 150 to 250 thousand dollars | 11 |
| More than 250 thousand dollars | 3 |
| (Don't know/Refuse) | 11 |
| | n= 404 |

Last month did you purchase any products or services over the internet?

Likely Voters

| | |
|---------------------|--------|
| Yes | 67 |
| No | 32 |
| (Don't know/Refuse) | 1 |
| | n= 402 |

Do you have a gun in your home?

Likely Voters

| | |
|---------------------|--------|
| Yes | 49 |
| No | 44 |
| (Don't know/Refuse) | 7 |
| | n= 404 |

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 Voters

| | |
|-----------------------|--------|
| Never | 20 |
| A few times a year | 23 |
| A few times a month | 13 |
| Almost every week | 17 |
| Every week | 14 |
| More than once a week | 12 |
| (Don't know/Refuse) | 1 |
| | n= 404 |

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

Likely Voters

| | |
|--------------|--------|
| Yes | 50 |
| No | 46 |
| (Don't know) | 4 |
| | n= 404 |

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

Likely Voters

| | |
|----------------------------|--------|
| Democrat | 39 |
| Republican | 33 |
| (Independent/unaffiliated) | 23 |
| (Other) | 3 |
| (Don't know/Refuse) | 2 |
| | n= 404 |

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

Likely Voters

| | |
|-----------------------|--------|
| Very conservative | 16 |
| Somewhat conservative | 24 |
| Moderate | 26 |
| Somewhat liberal | 18 |
| Very liberal | 13 |
| (Other) | 1 |
| (Don't know/Refuse) | 32 |
| | n= 404 |

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?

Likely Voters

| | |
|----------------------|--------|
| Not at all qualified | 32 |
| Somewhat qualified | 32 |
| Qualified | 20 |
| Very qualified | 14 |
| (Don't know) | 3 |
| | n= 404 |

Which one of the following statements comes closest to your opinion about men and women as political leaders?

| | Likely Voters |
|---|---------------|
| Men generally make better political leaders than women | 9 |
| Women generally make better political leaders than men | 5 |
| In general, women and men make equally good political leaders | 85 |
| (Don't know) | 2 |
| | n= 403 |

How would you best describe your current relationship status?

| | Likely Voters |
|-------------------------------|---------------|
| Single | 21 |
| Engaged | 6 |
| Living with significant other | 8 |
| Married | 56 |
| Widowed | 7 |
| (Don't know/Refuse) | 2 |
| | n=403 |

Gender

| | Likely Voters |
|--------|---------------|
| Male | 48 |
| Female | 52 |
| | n = 404 |

Age [CALCULATED USING BIRTH YEAR]

| | Likely Voters |
|--------------|---------------|
| 18 - 24 | 8 |
| 25 - 34 | 14 |
| 35 - 44 | 14 |
| 45 - 54 | 23 |
| 55 - 64 | 20 |
| 65 and older | 22 |
| | n = 404 |

