



**NEWS AND RECORD / HIGH POINT UNIVERSITY POLL
MEMO RELEASE 9/27/2016**

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

Voter Photo Identification

Do you think voters should or should not be required to show an official photo identification before they are allowed to vote on Election Day?

Likely Voters

Should	67
Should Not	30
(Don't know)	4

(Refuse)

n=404

There will be NO photo ID requirement to vote in this election. Does this make you less confident, more confident, or neither more nor less confident that there will be an honest election result this year?

Likely Voter

Less confident there will be an honest election result	45
NEITHER more nor less confident there will be an honest election result	37
More confident there will be an honest election result	15
(Don't know)	3

n=404

House Bill 2

Now I would like to ask you about a law generally referred to as House Bill 2 or HB2. House Bill 2 was enacted in March. It includes a provision that requires people to use public bathrooms that correspond to the gender recorded on their birth certificates.

Do you believe this law is necessary or NOT necessary to protect public safety and privacy in North Carolina?

Likely Voters

Necessary	39
Not Necessary	58
(Don't know/Refuse)	3

n=404

House Bill 2 also prohibits North Carolina cities from adopting local anti-discrimination ordinances. Do you believe cities should be allowed to adopt their own anti-discrimination ordinances or should NOT be allowed to adopt such ordinances?

Likely Voters

Cities should be allowed	45
Cities should NOT be allowed	46
(Don't know)	8
(Refuse)	1
	n=404

Some corporations, business groups, entertainers, and sports associations have cancelled events in North Carolina because of House Bill 2. Do you believe this has had a large economic impact, small impact, or no economic impact on North Carolina?

Likely Voters

Large	61
Small	28
No Impact	8
(Don't know)	3
	n=393

Which is more important to you personally, enforcing the law called House Bill 2 or ending any economic impact it may be having on North Carolina?

Likely Voters

Enforcing House Bill 2	35
Ending House Bill 2's economic impact	60
(Don't know)	5
(Refused)	1
	n=404

North Carolina Education

Now I would like to ask you some questions about education here in North Carolina.

Overall, in which direction would you say that public education in North Carolina is headed? Would you say the right direction or wrong direction?

Likely Voters

Right Direction	30
Wrong Direction	55
(Don't know/Refuse)	15
	n = 404

Generally speaking, would you say that North Carolina public school teachers are paid too little, about the right amount, or too much?

Likely Voters

Too little	81
About the right amount	10
Too much	1
(Don't know/Refuse)	8
	n = 404

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

