



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 10/01/2016 (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 Survey/Data collection supplier	High Point University Survey Research Center, High Point, NC 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

Best Job Handling the Issues – Donald Trump and Hillary Clinton

Now I am going to read another list of phrases. Regardless of who you support, which of these two presidential candidates, Hillary Clinton or Donald Trump, do you think would do the best job of handling each of these issues: [ORDER OF PHRASES WAS RANDOMIZED]

Likely Voters (n=404)

	Clinton	Trump	(Don't Know)	(Refused)
Improving Economic Conditions	40	49	9	2
Creating Jobs	41	49	9	2
Federal Taxes	36	49	13	1
Protecting Social Security	52	35	11	2
Preserving Medicare	56	31	12	1
Protecting the U.S. from foreign threats	43	49	6	1
Supporting Veterans	45	43	11	1
Promoting Education	59	29	10	2
Providing quality health care	54	32	12	2
Immigration	46	45	8	2
Fighting Terrorism	43	51	5	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

