



**HIGH POINT UNIVERSITY / NEWS AND RECORD POLL
MEMO RELEASE 10/11/2016**

ELEMENTS	DETAILS
Population represented	Likely Voters (2016 General Election) in North Carolina.
Sample size	479 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	October 1 – October 6, 2016
Margin of sampling error for total sample	Approximately 4.5 percentage points for the likely voter 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	59
No	40
(Don't know)	1
	n= 479

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	97
Probably	3
50/50	-
Will Not Vote	-
(Don't know/Refuse)	-
	n = 479

Campaign Contacts and Information

Now I am going to read a list of ways the political parties or candidates might provide information to you during this election. As I read each item, let me know if you have received information this way from Hillary Clinton's campaign, Donald Trump's campaign, both of those campaigns or neither of those campaigns during the 2016 elections.

Likely Voters (n= 479)

	Hillary Clinton	Donald Trump	Contact from BOTH campaigns	Contact from Neither campaign	(Don't know/ Refuse)
Mail directly to your household	17	11	25	45	2
Calls on your cell phone	10	5	8	73	3
Text messages	7	5	2	85	1
Calls on your landline phone	7	7	7	72	6
Email	18	13	15	53	2
Campaign staff going door to door	5	2	3	89	2
Campaign staff at a public event	9	4	7	77	2
Friends or family who are working for a campaign	7	3	3	86	1
Advertisements on the internet	9	7	54	28	2
Advertisements on the radio	12	2	51	31	4
Advertisements on TV	6	1	86	6	1

Now we would like to ask you about how you have gotten information from state and local campaigns and candidates. As I read each item, let me know if you have received information from a state or local candidate in this way.

Likely Voters (n= 479)

	Yes	No	(Don't know/ Refuse)
Mail directly to your household	68	31	2
Calls on your cell phone	14	86	1
Text messages	4	96	1
Calls on your landline phone	17	80	3
Email	26	73	1
Campaign staff going door to door	8	91	1
Campaign staff at a public event	20	79	1
Friends or family who are working for a campaign	11	89	*
Advertisements on the internet	50	49	1
Advertisements on the radio	58	41	2
Advertisements on TV	83	16	*

Voter Campaign Attention and Interest

Using a zero (0) to ten (10) scale where 0 is No Attention at All and 10 is Very Close Attention, How much attention would you say you have been giving to the political advertisements about the presidential race?

Likely Voters

0	10
1	3
2	6
3	6
4	6
5	12
6	5
7	9
8	9
9	10
10	24
(Don't know)	*

n = 479

Now, using a zero (0) to ten (10) scale where 0 is Not Interested at All and 10 is Very Interested

How interested would you say you are in this year's presidential race?

Likely Voters

0	1
1	1
2	1
3	1
4	1
5	6
6	2
7	4
8	10
9	9
10	64
(Don't know)	*

n = 478

Listed below are some ways that people get news and information about campaigns. In a typical week, on how many days do you do each of the following?

Likely Voters (n= 479)

	0 days per week (never)	1	2	3	4	5	6	7 days per week (every day)
Read about politics and political affairs in a newspaper (print version or on-line)	26	7	7	7	6	7	1	40
Read magazines like Newsweek, Time, or U.S. News & World Report	65	15	6	4	2	3	0	5
Watch the news on television	14	4	4	7	6	7	3	55
Read about public affairs and politics on the internet	16	6	4	10	8	8	3	47
Discuss public affairs and politics with others	9	11	13	13	10	13	3	28
Read about public affairs on Facebook	39	6	6	4	4	5	3	34
Read about public affairs on Twitter	80	3	2	2	1	2	*	9
Watch political content on YouTube	64	13	8	6	3	3	0	4
Listen to news about public affairs on the radio	33	7	10	7	6	10	3	25

Internet

Now I would like to ask you some questions about the Internet. Do you have access to the internet through a computer at work, at home or some other place?

Likely Voters

Yes	96
No	4
(Refuse)	*
n = 477	

When you go online to get news or information about politics or elections, do you ever do any of the following things?

Likely Voters (n= 465)

	Yes	No	(Don't know/ Refuse)
Look for information about a candidate's previous political experience	69	30	1
Look for information about a candidate's personal background	55	45	1
Look for information about a candidate's stance on the issues	80	19	1
Go to any of the websites that specialize in political news or opinion	63	36	1
Go to a candidate's official campaign website	45	55	*

Demographics

About how long have you lived in North Carolina?

Likely Voters

Less than one year	2
One to five years	23
Six to ten years	6
11 to 20 years	15
More than 20 years	41
(All my life)	12
(Don't know/Refuse)	*

n = 479

What is the last year of schooling you have completed?

Likely Voters

(1-11 th grade)	1
(High school graduate)	14
(Some college)	25
(College graduate)	39
(Graduate school)	20
(Don't know/ Refused)	*

n= 479

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

Likely Voters

Yes	2
No	97
(Don't know/Refuse)	1

n = 479

What racial or ethnic group best describes you?

Likely Voters

African-American or Black	22
White or Caucasian	72
Native American	1
Asian	1
(Multiple or Other)	3
(Don't know/Refuse)	2
	n = 479

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

Likely Voters

Yes	37
No	63
(Don't know/Refuse)	*
	n= 479

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

Likely Voters

25 thousand dollars or less	8
25 to 50 thousand dollars	16
50 to 75 thousand dollars	22
75 to 100 thousand dollars	15
100 to 150 thousand dollars	16
150 to 250 thousand dollars	7
More than 250 thousand dollars	3
(Don't know/Refuse)	14
	n= 479

Do you have a gun in your home?

Likely Voters

Yes	49
No	45
(Don't know/Refuse)	6
	n= 476

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	18
A few times a year	19
A few times a month	18
Almost every week	12
Every week	22
More than once a week	11
(Don't know/Refuse)	*

n= 479

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

Likely Voters

Yes	50
No	47
(Don't know)	3

n= 479

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

Likely Voters

Democrat	38
Republican	33
(Independent/unaffiliated)	22
(Other)	5
(Don't know/Refuse)	3

n= 479

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	12
Somewhat conservative	27
Moderate	33
Somewhat liberal	16
Very liberal	9
(Other)	1
(Don't know/Refuse)	2
	n= 479

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	34
Qualified	19
Very qualified	13
(Don't know)	2
	n= 479

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	7
Women generally make better political leaders than men	5
In general, women and men make equally good political leaders	86
(Don't know)	2
	n= 478

How would you best describe your current relationship status?

Likely Voters

Single	29
Engaged	2
Living with significant other	5
Married	56
Widowed	7
(Don't know/Refuse)	1
	n=478

Gender

Likely Voters

Male	47
Female	53
	n = 479

Age [CALCULATED USING BIRTH YEAR]

Likely Voters

18 - 24	8
25 - 34	12
35 - 44	18
45 - 54	20
55 - 64	21
65 and older	21
	n = 479