



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 11/22/2016 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina.
Sample size	481 adults in North Carolina (417=voted in 2016 subsample).
Mode of data collection	Telephone (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. Landline respondents were randomly selected within household by asking to speak with the person age 18 or older who has had the most recent birthday.
Start and end dates of data collection	November 12 – November 17, 2016
Margin of sampling error for total sample	Approximately 4.5 percentage points for the all adult sample. Approximately 4.8 percentage points for the voted in 2016 sample. The margin of error is not adjusted for sample weights.
Are the data weighted?	Yes, relative to U.S. Census (2014 American Community Survey and Population Estimates Program) estimates for age, race and gender as well as CDC estimates for phone usage (cell only, landline only, or both).
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 *

Registered Voter Screening

These days, many people are so busy they can't find time to register to vote, or move around so often they don't get a chance to re-register. Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

	All Adults	Voted in 2016
Yes	93	100
No	6	0
(Don't know/Refuse)	1	0
	n=481	n=417

Are you absolutely certain that you are registered to vote or is there a chance that your registration has lapsed because you moved or some other reason?

	All Adults	Voted in 2016
Yes, absolutely certain	98	100
Chance registration has lapsed	2	0
	n=449	n=417

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?

	All Adults	Voted in 2016
Yes	81	85
No	17	13
(Don't know)	2	3
	n=442	n=417

On November 8th, 2016, North Carolina held its general election for President, U.S. Senate, U.S. House of Representatives, and other offices. Did you vote or were you unable to vote for some reason?

	All Adults	Voted in 2016
Yes	94	100
No	6	0
	n=442	n=417

Direction of Country and Presidential Approval

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?

	All Adults	Voted in 2016
Right direction	19	18
Wrong track	71	72
(Don't know/Refuse)	10	10
	n=481	n=417

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

	All Adults	Voted in 2016
Approve	47	46
Disapprove	46	47
(Don't know/Refuse)	8	7
	n=481	n=417

Most Important Problems in the Country and State of North Carolina

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 facing the country today. [LIST WAS RANDOMIZED]

	All Adults	Voted in 2016
The economy	20	20
Education	18	18
Health Care	17	15
Government ineffectiveness	16	17
National Security	11	11
The budget deficit	9	9
Immigration	8	8
(Don't know/Refuse)	3	3
	n=481	n=417

Now I am going to read the list of possible problems facing the country again. For each issue, please let me know how important it was for your vote for president: very important, somewhat important, somewhat unimportant, or very unimportant. [ASKED ONLY OF PEOPLE WHO SAID THEY VOTED ON NOVEMBER 8th, 2016; N=417]

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	(Don't know/ Refuse)
National security	69	26	3	1	1
The budget deficit	55	32	6	4	3
Health care	75	21	2	1	*
Education	66	29	4	1	*
Immigration	45	39	10	7	*
The economy	74	25	1	*	*
Government ineffectiveness	69	21	6	3	1

Now I am going to read a list of possible problems facing the state of North Carolina today. Please wait for me to read the entire list, then tell me which ONE of these problems is the MOST important facing the state of North Carolina today. [LIST WAS RANDOMIZED]

	All Adults	Voted in 2016
Education	32	32
The economy	13	14
Government ineffectiveness	12	11
Health Care	11	11
Policing and law enforcement	9	8
Taxes	8	8
Transportation and infrastructure	5	6
Immigration	4	4
The size of the state budget	3	3
(Don't know/Refuse)	4	4
	n=479	n=414

Now I am going to read the list of possible problems facing the North Carolina again. For each issue, please let me know how important it was for your vote for Governor of North Carolina: very important, somewhat important, somewhat unimportant, or very unimportant. [ASKED ONLY OF PEOPLE WHO SAID THEY VOTED ON NOVEMBER 8th, 2016; N=417]

	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant	(Don't know/Refuse)
Transportation and infrastructure	29	47	15	7	2
The size of the state budget	33	45	14	5	3
Health care	60	32	4	3	1
Education	72	24	2	1	2
Immigration	37	34	17	11	2
The economy	65	30	3	1	2
Government ineffectiveness	56	30	8	3	3
Policing and law enforcement	56	26	12	4	2
Taxes	53	37	7	3	1

House Bill 2 & Hillary Clinton Emails

There was a lot of attention in North Carolina's elections to the law often called HB 2 that requires transgender people to use the bathroom of the gender listed on their birth certificate and limits the types of anti-discrimination ordinances that local governments can pass. How much did you hear during the election campaigns about HB 2? Would you say a lot, a little bit, or not much at all?

	All Adults	Voted in 2016
A lot	59	65
A little bit	21	18
Not much at all	19	16
(Don't know)	1	1
	n=481	n=417

How much would you say that your feelings about HB2 affected your vote for Governor of North Carolina? [ASKED ONLY OF PEOPLE WHO SAID THEY VOTED ON NOVEMBER 8th, 2016]

	Voted in 2016
A lot	52
A little bit	15
Not much at all	30
(Don't know/Refuse)	3
	n=417

How much have you heard about emails from Hillary Clinton and her State Department and campaign staff that have been posted on the internet? Would you say you have heard a lot, a little bit, or not much at all?

	All Adults	Voted in 2016
A lot	88	91
A little bit	7	5
Not much at all	4	4
(Don't know)	1	1
	n=481	n=417

How much would you say that the issue of Hillary Clinton's emails affected your vote for president? Would you say a lot, a little bit, or not much at all? [ASKED ONLY OF PEOPLE WHO SAID THEY VOTED ON NOVEMBER 8th, 2016]

	Voted in 2016
A lot	32
A little bit	21
Not much at all	47
(Don't know)	*
	n=417

Elections and Their Consequences

Compared to past elections, would you say there was MORE mud-slinging or negative campaigning or LESS mud-slinging or negative campaigning?

	All Adults	Voted in 2016
More	85	86
Less	5	4
(Same)	8	9
(Don't know/Refuse)	2	2
	n=481	N=417

Do you think that the presidential election in 2020 will have MORE mud-slinging or negative campaigning than this election or will there be LESS mud-slinging and negative campaigning?

	All Adults	Voted in 2016
More	34	34
Less	39	39
(Same)	9	10
(Don't know/Refuse)	17	17
	n=481	n=417

Are you happy or unhappy that DONALD TRUMP will be President of the United States?

	All Adults	Voted in 2016
Happy	44	44
Unhappy	38	39
(Don't know/Refuse)	18	17
	n=481	n=417

Are you happy or unhappy that in January of next year the REPUBLICAN party will have control of the U.S. Senate?

	All Adults	Voted in 2016
Happy	52	54
Unhappy	40	38
(Don't know/Refuse)	9	8
	n=481	n=417

Who in Washington do you think should take the lead in solving the nation's problems - President TRUMP or REPUBLICAN leaders in Congress?

	All Adults	Voted in 2016
TRUMP	20	20
REPUBLICAN leaders	35	34
(Both/Neither/work together)	40	40
(Don't know/Refuse)	6	5
	n=481	n=417

As best you can tell, do you approve or disapprove of DONALD TRUMP's policies and plans for the future?

	All Adults	Voted in 2016
Approve	47	48
Disapprove	37	36
(Don't know/Refuse)	16	16
	n=481	n=417

Generally, do you think DONALD TRUMP will be successful or unsuccessful in getting his programs passed into law?

	All Adults	Voted in 2016
Successful	62	65
Unsuccessful	28	25
(Don't know/Refuse)	10	11
	n=481	n=417

Do you think relations between Republicans and Democrats in Washington will get better in the coming year, get worse, or stay the same as they are now?

	All Adults	Voted in 2016
Get better	24	25
Get worse	36	35
Stay about the same	37	37
(Don't know)	3	3
	n=481	n=417

Now, thinking about the American people as a whole after the 2016 elections, do you think that people in the U.S. are more united, more divided, or not much different than usual?

	All Adults	Voted in 2016
More united	6	6
More divided	72	71
Not much different than usual	21	21
(Don't know)	2	2
	n=481	n=417

Foreign Affairs

Now we would like to ask you some questions about foreign affairs issues. Do you think it will be best for the future of the country if we take an active part in world affairs, or if we stay out of world affairs?

	All Adults	Voted in 2016
Active part	53	54
Stay out	39	38
(Don't know/Refuse)	8	8
	n=481	n=417

Thinking about current U.S. relations with the rest of the world, would you say that the world is becoming safer or more dangerous for the U.S. and the American people?

	All Adults	Voted in 2016
Safer	10	11
More dangerous	86	84
(Don't know/Refuse)	5	5
	n=481	n=417

Overall, do you think the ability of terrorists to launch another major attack on the U.S. is greater, the same, or less than it was at the time of September 11th terrorist attacks?

	All Adults	Voted in 2016
Greater	40	40
The same	29	30
Less	28	27
(Don't know/Refuse)	3	3
	n=481	n=417

Holiday Shopping Questions

As you may know, the Friday after Thanksgiving is one of the biggest shopping days of the year. Looking ahead, do you personally plan on shopping on the Friday after Thanksgiving, or not?

	All Adults	Voted in 2016
Yes	21	21
No	78	78
(Don't know/Refuse)	1	1
	n=480	n=416

Do you plan to do most of your holiday shopping in brick-and-mortar stores or online this year?

	All Adults	Voted in 2016
Brick and mortar stores	43	44
Online	38	37
(Both equally)	14	14
(Don't know/Refuse)	5	5
	n=481	n=417

Do you plan to shop in any stores that will open on Thanksgiving Day?

	All Adults	Voted in 2016
Yes	13	13
No	84	84
(Don't know/Refuse)	3	3
	n=481	n=417

Some businesses do not require employees to work on the Thanksgiving Holiday, but others do require their employees to work on Thanksgiving. Does this policy of requiring that employees work on Thanksgiving make you more or less likely to shop at these stores?

	All Adults	Voted in 2016
More likely	7	7
Less likely	54	55
(Will not change shopping one way or the other)	37	36
(Don't know/Refuse)	2	2
	n=481	n=417

Thinking ahead to the holiday season, how much do you think that you will spend this year on gifts, food, decorations and other items related to your celebration of the holidays?

Mean (average): \$1,059*

**Calculated based on n=433 numeric responses.*

Do you think that you will spend more, less or about the same as last year on gifts, food, decorations and other items related to your celebration of the holidays?

	All Adults	Voted in 2016
More	24	22
Less	25	25
About the same	51	52
(Don't know)	1	*
	n=480	n=416

Demographics

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

	All Adults	Voted in 2016
Yes	4	3
No	96	97
(Refuse)	1	1
	n=481	n=417

What racial or ethnic group best describes you?

	All Adults	Voted in 2016
African-American or Black	22	22
White or Caucasian	71	72
Native American	2	2
Asian	*	*
(Multiple or Other)	3	2
(Don't know/Refuse)	2	2
	n=481	n=417

What is the last year of schooling you have completed?

	All Adults	Voted in 2016
(1-11 th grade)	4	3
(High school graduate)	15	15
(Some college)	29	28
(College graduate)	38	40
(Graduate school)	13	14
(Don't know/ Refused)	1	1
	n=481	n=417

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

	All Adults	Voted in 2016
Yes	31	32
No	69	68
	n=481	n=417

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

	All Adults	Voted in 2016
25 thousand dollars or less	13	11
25 to 50 thousand dollars	21	20
50 to 75 thousand dollars	20	20
75 to 100 thousand dollars	15	16
100 to 150 thousand dollars	13	14
150 to 250 thousand dollars	5	6
More than 250 thousand dollars	1	1
(Don't know/Refuse)	14	13
	n=479	n=415

Do you have a gun in your home?

	All Adults	Voted in 2016
Yes	50	50
No	43	43
(Don't know)	6	7
	n=479	n=415

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 Adults	Voted in 2016
Never	19	18
A few times a year	23	22
A few times a month	16	15
Almost every week	12	13
Every week	20	21
More than once a week	10	10
(Don't know/Refuse)	*	*
	n=479	n=415

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

	All Adults	Voted in 2016
Yes	53	56
No	45	42
(Don’t know)	2	2
	n=479	n=415

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

	All Adults	Voted in 2016
Democrat	33	35
Republican	38	39
(Independent/unaffiliated)	23	20
(Other)	7	5
(Don’t know/Refuse)	*	*
	n=479	n=415

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

	All Adults	Voted in 2016
Very conservative	19	21
Somewhat conservative	27	27
Moderate	29	27
Somewhat liberal	14	14
Very liberal	8	9
(Other)	1	1
(Don’t know/Refuse)	2	2
	n=479	n=415

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?

	All Adults	Voted in 2016
Not at all qualified	40	39
Somewhat qualified	30	30
Qualified	15	15
Very qualified	13	13
(Don’t know/Refuse)	2	3
	n=479	n=415

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

	All Adults	Voted in 2016
Men generally make better political leaders than women	8	9
Women generally make better political leaders than men	6	7
In general, women and men make equally good political leaders	85	84
(Don't know)	1	1
	n=479	n=415

How would you best describe your current relationship status?

	All Adults	Voted in 2016
Single	30	29
Engaged	4	3
Living with significant other	6	5
Married	53	57
Widowed	4	4
(Don't know/Refuse)	2	2
	n=478	n=414

Gender

	All Adults	Voted in 2016
Male	49	48
Female	51	52
	n=481	n=417

Age (Calculated using birth year)

In what year were you born?

	All Adults	Voted in 2016
18 - 24	13	10
25 - 34	18	17
35 - 44	20	21
45 - 54	19	20
55 - 64	15	16
65 and older	16	18
	n= 481	n=417