



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

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 *

Note: The following indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (<http://www.sca.isr.umich.edu/>) All samples are All Adults in North Carolina.

	Nov. 2016	Feb. 2016	Sep. 2015	Feb. 2015	Nov. 2014	Feb. 2014	Sep. 2013	Mar. 2013	Sep. 2012	Mar. 2012	Sep. 2011	Apr. 2011	Oct. 2010	Apr. 2010
Index of consumer sentiment (ICS-HPU)	95.3	89.7	84.3	85.9	80.0	73.5	70.4	72.0	81.9	75.0	59.9	67.6	68.8	73.3

The following five questions were administered on the current survey and are used to calculate the Index of consumer sentiment.

We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

	Nov. 2016	Feb. 2016	Sep. 2015	Feb. 2015	Nov. 2014	Feb. 2014	Sep. 2013	Mar. 2013	Sep. 2012	Mar. 2012	Sep. 2011	Apr. 2011	Oct. 2010	Apr. 2010
Better off	46	53	45	47	39	31	35	33	31	32	24	29	24	26
Worse off	22	25	25	27	32	41	41	42	42	42	49	45	51	44
(Same or Neither better nor worse)	30	20	29	25	28	27	24	25	26	24	25	25	25	30
(Don't know/refused)	3	2	1	1	1	1	1	*	1	2	2	1	*	*

Now looking ahead, do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now.

	<i>Nov.</i> <i>2016</i>	<i>Feb.</i> <i>2016</i>	<i>Sep.</i> <i>2015</i>	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sep.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sep.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sep.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct.</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Better off	44	36	33	31	26	28	27	32	37	31	26	26	29	35
Worse off	10	8	12	13	17	14	21	22	9	15	21	22	14	18
Just about the same as now	41	51	49	52	52	53	49	40	42	48	45	49	53	43
(Don't know/refused)	5	6	6	3	5	5	3	6	12	6	8	4	5	4

Now turning to business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially, or bad times, or what?

	<i>Nov.</i> <i>2016</i>	<i>Feb.</i> <i>2016</i>	<i>Sep.</i> <i>2015</i>	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sep.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sep.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sep.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct.</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Good times	43	35	32	38	35	26	23	32	31	29	13	23	25	31
Bad times	20	33	38	31	31	36	39	37	24	36	59	46	40	33
(Neither bad nor good, both good and bad)	18	16	15	15	15	19	20	15	17	16	13	15	17	17
(Good times with qualifications)	8	3	3	5	7	8	6	8	13	7	3	7	9	11
(Bad times with qualifications)	3	3	3	4	4	3	4	4	2	4	5	2	4	2
(Don't know/refused)	9	11	10	8	9	9	7	4	13	7	7	8	6	6

Looking ahead, which would you say is more likely, that in the country as a whole we'll have continuous good times during the next five years or so, or that we have periods of widespread unemployment or depression, or what?

	<i>Nov.</i> <i>2016</i>	<i>Feb.</i> <i>2016</i>	<i>Sep.</i> <i>2015</i>	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sep.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sep.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sep.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct.</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Widespread unemployment or depression	29	37	36	45	43	52	54	57	32	44	60	55	54	49
Continuous good times	45	31	29	27	29	25	22	29	38	31	14	26	25	35
(Neither/A mix of both)	19	16	22	19	20	17	20	13	15	18	18	14	16	17
(Don't know/refused)	7	17	14	10	9	6	5	2	15	8	9	5	5	7

About the big things people buy for their homes, such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items?

	<i>Nov.</i> <i>2016</i>	<i>Feb.</i> <i>2016</i>	<i>Sep.</i> <i>2015</i>	<i>Feb.</i> <i>2015</i>	<i>Nov.</i> <i>2014</i>	<i>Feb.</i> <i>2014</i>	<i>Sep.</i> <i>2013</i>	<i>Mar.</i> <i>2013</i>	<i>Sep.</i> <i>2012</i>	<i>Mar.</i> <i>2012</i>	<i>Sep.</i> <i>2011</i>	<i>Apr.</i> <i>2011</i>	<i>Oct</i> <i>2010</i>	<i>Apr.</i> <i>2010</i>
Good time	55	60	54	60	49	47	45	44	46	55	43	44	45	42
Bad time	22	20	26	20	28	31	34	38	36	14	41	41	37	35
(Neither good time nor bad time)	12	8	13	12	12	13	12	12	12	23	9	9	14	17
(Don't know/refused)	10	12	7	8	10	9	9	7	6	8	6	6	4	7

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