



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 3/02/2017 (UPDATE: CONSUMER SENTIMENT)**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina
Sample size	451 Adults in North Carolina
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	February 18 – February 23, 2017
Margin of sampling error for total sample	Approximately 4.6 percentage points for the all adult sample. Approximately 4.7 percentage points for the registered voter 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; CDC estimates for phone usage (cell only, landline only, or both); and North Carolina State Board of Elections party registration statistics.
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.

	Feb. 2017	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)	92.3	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?

	Feb. 2017	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	43	46	53	45	47	39	31	35	33	31	32	24	29	24	26
Worse off	19	22	25	25	27	32	41	41	42	42	42	49	45	51	44
(Same or Neither better nor worse)	38	30	20	29	25	28	27	24	25	26	24	25	25	25	30
(Don't know/refused)	1	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>Feb.</i> 2017	<i>Nov.</i> 2016	<i>Feb.</i> 2016	<i>Sep.</i> 2015	<i>Feb.</i> 2015	<i>Nov.</i> 2014	<i>Feb.</i> 2014	<i>Sep.</i> 2013	<i>Mar.</i> 2013	<i>Sep.</i> 2012	<i>Mar.</i> 2012	<i>Sep.</i> 2011	<i>Apr.</i> 2011	<i>Oct.</i> 2010	<i>Apr.</i> 2010
Better off	42	44	36	33	31	26	28	27	32	37	31	26	26	29	35
Worse off	13	10	8	12	13	17	14	21	22	9	15	21	22	14	18
Just about the same as now	40	41	51	49	52	52	53	49	40	42	48	45	49	53	43
(Don't know/refused)	5	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>Feb.</i> 2017	<i>Nov.</i> 2016	<i>Feb.</i> 2016	<i>Sep.</i> 2015	<i>Feb.</i> 2015	<i>Nov.</i> 2014	<i>Feb.</i> 2014	<i>Sep.</i> 2013	<i>Mar.</i> 2013	<i>Sep.</i> 2012	<i>Mar.</i> 2012	<i>Sep.</i> 2011	<i>Apr.</i> 2011	<i>Oct.</i> 2010	<i>Apr.</i> 2010
Good times	43	43	35	32	38	35	26	23	32	31	29	13	23	25	31
Bad times	30	20	33	38	31	31	36	39	37	24	36	59	46	40	33
(Neither bad nor good, both good and bad)	11	18	16	15	15	15	19	20	15	17	16	13	15	17	17
(Good times with qualifications)	8	8	3	3	5	7	8	6	8	13	7	3	7	9	11
(Bad times with qualifications)	2	3	3	3	4	4	3	4	4	2	4	5	2	4	2
(Don't know/refused)	7	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>Feb.</i> 2017	<i>Nov.</i> 2016	<i>Feb.</i> 2016	<i>Sep.</i> 2015	<i>Feb.</i> 2015	<i>Nov.</i> 2014	<i>Feb.</i> 2014	<i>Sep.</i> 2013	<i>Mar.</i> 2013	<i>Sep.</i> 2012	<i>Mar.</i> 2012	<i>Sep.</i> 2011	<i>Apr.</i> 2011	<i>Oct.</i> 2010	<i>Apr.</i> 2010
Widespread unemployment or depression	34	29	37	36	45	43	52	54	57	32	44	60	55	54	49
Continuous good times	44	45	31	29	27	29	25	22	29	38	31	14	26	25	35
(Neither/A mix of both)	18	19	16	22	19	20	17	20	13	15	18	18	14	16	17
(Don't know/refused)	5	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>Feb.</i> 2017	<i>Nov.</i> 2016	<i>Feb.</i> 2016	<i>Sep.</i> 2015	<i>Feb.</i> 2015	<i>Nov.</i> 2014	<i>Feb.</i> 2014	<i>Sep.</i> 2013	<i>Mar.</i> 2013	<i>Sep.</i> 2012	<i>Mar.</i> 2012	<i>Sep.</i> 2011	<i>Apr.</i> 2011	<i>Oct</i> 2010	<i>Apr.</i> 2010
Good time	55	55	60	54	60	49	47	45	44	46	55	43	44	45	42
Bad time	20	22	20	26	20	28	31	34	38	36	14	41	41	37	35
(Neither good time nor bad time)	11	12	8	13	12	12	13	12	12	12	23	9	9	14	17
(Don't know/refused)	14	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	Registered Voters
Yes	6	6
No	94	94
	n= 451	n= 426

What racial or ethnic group best describes you?

	All Adults	Registered Voters
African-American or Black	22	22
White or Caucasian	71	71
Native American	1	2
Asian	1	*
(Multiple or Other)	5	5
(Don't know/Refused)	1	1
	n= 451	n= 426

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 th grade)	3	2
(High school graduate)	18	17
(Some college)	26	25
(College graduate)	32	33
(Graduate school)	21	21
(Don't know/ Refused)	1	1
	n= 451	n= 426

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

	All Adults	Registered Voters
Yes	29	29
No	71	71
(Don't know/Refused)	*	*
	n= 451	n= 426

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

	All Adults	Registered Voters
25 thousand dollars or less	12	11
25 to 50 thousand dollars	14	24
50 to 75 thousand dollars	22	22
75 to 100 thousand dollars	11	12
100 to 150 thousand dollars	13	14
150 to 250 thousand dollars	8	8
More than 250 thousand dollars	3	3
(Don't know/Refused)	18	18
	n= 451	n= 426

Do you have a gun in your home?

	All Adults	Registered Voters
Yes	46	47
No	49	49
(Refused)	5	5
	n= 451	n= 426

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	Registered Voters
Never	20	19
A few times a year	24	25
A few times a month	16	16
Almost every week	11	11
Every week	17	18
More than once a week	11	10
(Don't know/Refused)	1	1
	n= 451	n= 426

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

	All Adults	Registered Voters
Yes	46	47
No	51	50
(Don't know)	3	3
	n= 451	n= 426

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

	All Adults	Registered Voters
Democrat	37	37
Republican	31	31
(Independent/unaffiliated)	29	29
(Other)	1	1
(Don't know/Refused)	2	2
	n= 451	n= 426

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

	All Adults	Registered Voters
Very conservative	11	12
Somewhat conservative	24	24
Moderate	30	31
Somewhat liberal	20	19
Very liberal	13	13
(Other)	*	1
(Don't know/Refused)	1	2
	n= 451	n= 426

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	Registered Voters
Not at all qualified	41	41
Somewhat qualified	28	27
Qualified	16	16
Very qualified	13	14
(Don't know)	2	2
	n= 451	n= 389

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

	All Adults	Registered Voters
Men generally make better political leaders than women	8	9
Women generally make better political leaders than men	5	6
In general, women and men make equally good political leaders	84	84
(Don't know/Refused)	2	2
	n= 451	n= 389

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single	33	32
Engaged	4	5
Living with significant other	6	6
Married	51	51
Widowed	4	4
(Don't know/Refused)	2	2
	n=451	n=389

Gender

	All Adults	Registered Voters
Male	49	49
Female	51	51
	n= 451	n= 426

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters
18 - 24	13	12
25 - 34	17	16
35 - 44	19	19
45 - 54	19	19
55 - 64	16	16
65 and older	16	17
	n= 451	n= 426