



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE 4/5/2017**

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Adults in North Carolina.
Sample size	416 Adults in North Carolina (371 self-identified registered voters).
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	March 25 – March 30, 2017
Margin of sampling error for total sample	Approximately plus or minus 4.8 percentage points for the all adult sample. Approximately plus or minus 5.1 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 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 J. Kifer            Director, High Point University Survey Research Center            336-841-9333  <a href="mailto:mkifer@highpoint.edu">mkifer@highpoint.edu</a></p> <p>Brian McDonald            Associate Director            336-841-9651  <a href="mailto:bmcdonal@highpoint.edu">bmcdonal@highpoint.edu</a></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	Registered Voters
Yes	90	100
No	10	0
	n= 416	n= 371

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	Registered Voters
Yes, absolutely certain	99	100
Chance registration has lapsed	1	0
	n= 373	n=371

On November 8<sup>th</sup>, 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	Registered Voters
Yes	91	91
No	9	9
	n= 371	n= 371

*American Institutions*

I am going to read you a list of institutions in American society. Please tell me how much confidence you, yourself, have in each one -- a great deal, quite a lot, some or very little? (RANDOMIZED LIST)

All Adults (n=416)

	Great deal	Quite a lot	Some	Very little	(Don't know/ Refuse)
The Military	46	28	17	6	2
Small Business	38	29	25	5	4
The Church or Organized Religion	29	18	32	16	5
The Police	28	23	35	12	3
The U.S. Supreme Court	25	16	34	20	5
The Medical System	19	18	34	27	2
The Presidency	19	15	22	40	4
The Public Schools	16	20	34	27	3
Newspapers	15	14	27	38	6
Organized Labor	12	12	38	27	12
Big Business	12	13	38	32	5
Banks	11	18	39	28	5
The Criminal Justice System	11	15	39	34	2
Television News	10	12	34	42	2
Congress	8	8	35	44	6

Registered Voters (n=371)

	Great deal	Quite a lot	Some	Very little	(Don't know/ Refuse)
The Military	47	29	17	6	2
Small Business	39	29	24	4	4
The Police	28	23	37	10	3
The Church or Organized Religion	28	18	33	16	6
The U.S. Supreme Court	23	18	36	18	5
The Presidency	19	15	20	42	5
The Medical System	18	18	35	27	2
The Public Schools	16	21	33	27	3
Newspapers	16	14	28	38	5
The Criminal Justice System	12	14	39	33	3
Organized Labor	11	12	37	28	12
Big Business	11	13	39	32	5
Television News	10	12	33	43	2
Banks	9	17	41	28	5
Congress	8	6	35	45	6

*Politics in Washington DC*

Based on what you have seen and read in the news about President Trump, how fair would you say the media is in its reporting on President Trump? Would you say that the media is very fair, somewhat fair, somewhat unfair, or very unfair?

	All Adults	Registered Voters
Very fair	24	26
Somewhat fair	25	25
Somewhat unfair	21	21
Very unfair	26	24
(Don't know/Refuse)	4	4
	n= 416	n=371

Based on what you have seen and read in the news about President Trump, how fair would you say the media is in its reporting on President Trump and his advisors' relationships with Russia? Would you say that the media is very fair, somewhat fair, somewhat unfair, or very unfair?

	All Adults	Registered Voters
Very fair	24	25
Somewhat fair	28	28
Somewhat unfair	19	18
Very unfair	23	22
(Don't know/Refuse)	7	7
	n= 416	n=371

Based on what you have seen and read in the news about Democrats in Washington DC, how fair would you say the media is in its reporting on Democrats in Washington? Would you say that the media is very fair, somewhat fair, somewhat unfair, or very unfair?

	All Adults	Registered Voters
Very fair	21	22
Somewhat fair	35	36
Somewhat unfair	21	20
Very unfair	13	14
(Don't know/Refuse)	10	9
	n= 416	n=371

Based on what you have seen and read in the news about the North Carolina General Assembly, how fair would you say the media is in its reporting on the General Assembly? Would you say that the media is very fair, somewhat fair, somewhat unfair, or very unfair?

	All Adults	Registered Voters
Very fair	20	22
Somewhat fair	38	39
Somewhat unfair	16	14
Very unfair	6	6
(Don't know/Refuse)	20	20
	n= 416	n=371

Based on what you have seen and read in the news about Governor Cooper, how fair would you say the media is in its reporting on Governor Cooper? Would you say that the media is very fair, somewhat fair, somewhat unfair, or very unfair?

	All Adults	Registered Voters
Very fair	20	21
Somewhat fair	43	44
Somewhat unfair	12	9
Very unfair	5	5
(Don't know/Refuse)	20	21
	n= 416	n=371

### *Demographics*

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

	All Adults	Registered Voters
Yes	3	3
No	96	97
(Don't know/Refuse)	1	1
	n= 416	n= 371

What racial or ethnic group best describes you?

	All Adults	Registered Voters
African-American or Black	21	21
White or Caucasian	69	70
Native American	2	2
Asian	1	*
(Multiple or Other)	5	5
(Don't know/Refuse)	2	2
	n= 416	n= 371

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 <sup>th</sup> grade)	5	4
(High school graduate)	16	14
(Some college)	27	27
(College graduate)	29	30
(Graduate school)	22	24
(Don't know/ Refused)	1	1
	n= 416	n= 371

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

	All Adults	Registered Voters
Yes	29	28
No	71	71
(Don't know/Refuse)	*	*
	n= 416	n= 371

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	17	16
50 to 75 thousand dollars	16	17
75 to 100 thousand dollars	12	13
100 to 150 thousand dollars	10	10
150 to 250 thousand dollars	9	10
More than 250 thousand dollars	2	2
(Don't know/Refuse)	21	21
	n= 415	n= 369

Do you have a gun in your home?

	All Adults	Registered Voters
Yes	45	45
No	50	49
(Refuse)	5	6
	n= 411	n= 366

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	21	20
A few times a year	23	24
A few times a month	17	17
Almost every week	10	10
Every week	18	20
More than once a week	9	9
(Don't know/Refuse)	1	1
	n= 415	n= 369

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

	All Adults	Registered Voters
Yes	43	43
No	54	54
(Don't know)	4	3
	n= 415	n= 369

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

	All Adults	Registered Voters
Democrat	35	37
Republican	29	29
(Independent/unaffiliated)	29	27
(Other)	5	4
(Don't know/Refuse)	3	3
	n= 415	n= 369

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	13	13
Somewhat conservative	22	24
Moderate	31	30
Somewhat liberal	16	18
Very liberal	12	12
(Other)	1	1
(Don't know/Refuse)	4	3
	n= 415	n= 369



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	38	37
Somewhat qualified	30	29
Qualified	17	17
Very qualified	13	15
(Don't know)	3	2
	n= 415	n= 369

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	6	6
Women generally make better political leaders than men	9	9
In general, women and men make equally good political leaders	84	84
(Don't know/Refuse)	1	1
	n= 415	n= 369

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single	33	32
Engaged	5	5
Living with significant other	5	4
Married	47	49
Widowed	7	7
(Don't know/Refuse)	3	4
	n=415	n=369

Gender

	All Adults	Registered Voters
Male	49	48
Female	51	52
	n= 416	n= 371

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters
18 - 24	12	10
25 - 34	18	17
35 - 44	19	20
45 - 54	19	19
55 - 64	15	17
65 and older	17	18
	n= 416	n= 371