



**NEWS AND RECORD / HIGH POINT UNIVERSITY POLL
MEMO RELEASE 11/08/2017**

ELEMENTS	DETAILS
Population represented	Adults in North Carolina.
Sample size	352 Adults in North Carolina (298 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	October 27 – November 4, 2017
Margin of sampling error for total sample	Approximately 5.2 percentage points for the all adult sample. Approximately 5.7 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 (2015 American Community Survey and Population Estimates Program) estimates for age, race, education, and gender; CDC estimates for phone usage (cell only, landline only, or both); and North Carolina State Board of Elections voter 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 *

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	87	100
No	12	0
(Don't know/Refused)	1	0
	n=352	n=298

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	97	100
Chance registration has lapsed	2	0
No, not registered	*	0
(Don't know)	1	0
	n=352	n=298

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	Registered Voters
Yes	83	83
No	16	16
(Don't know)	1	1
	n=298	n=298

News and Record

Now I would like to ask you a bit about tax policy. How much have you heard about President Donald Trump's proposed tax reform plan? Would you say a lot, a little bit, or almost nothing at all?

	All Adults	Registered Voters
A lot	23	24
A little	49	51
Not much at all	27	24
(Don't know/Refused)	1	2
	n=352	n=298

As you may know, President Donald Trump is proposing a tax-reform plan. I am going to read a list of different people and groups. Please tell me based on what you know about President Trump's plan whether each one will pay more in federal taxes, less in federal taxes, or will their federal taxes stay about the same....

All Adults (n=352)

	Pay LESS in federal taxes	Pay ABOUT THE SAME	Pay MORE in federal taxes	(Don't Know/ Refuse)
Large American corporations	67	13	9	11
Wealthy Americans	60	11	18	11
Low income Americans	26	28	34	12
Middle class Americans	23	20	45	12
Your household	18	27	43	13

Registered Voters (n=298)

	Pay LESS in federal taxes	Pay ABOUT THE SAME	Pay MORE in federal taxes	(Don't Know/ Refuse)
Large American corporations	68	13	9	11
Wealthy Americans	60	12	18	10
Low income Americans	27	31	30	12
Middle class Americans	23	18	47	12
Your household	17	29	42	12

How important do you think it is for a tax reform plan to do each of the following. Would you say extremely important, very important, somewhat important, not very important, or not at all important?

All Adults (n=352)

	Extremely important	Very important	Somewhat important	Not very important	Not at all important	(Don't know/ Refuse)
Promote economic growth	28	54	11	2	1	4
Boost job creation	30	46	13	5	2	4
Reduce the federal budget deficit	28	37	21	6	1	7

Registered Voters (n=298)

	Extremely important	Very important	Somewhat important	Not very important	Not at all important	(Don't know/ Refuse)
Promote economic growth	28	53	12	2	1	4
Boost job creation	28	47	13	6	2	4
Reduce the federal budget deficit	27	37	21	6	1	7

Demographics

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

	All Adults	Registered Voters
Yes	5	4
No	93	94
(Don't know/Refused)	2	2
	n=352	n=298

What racial or ethnic group best describes you?

	All Adults	Registered Voters
African-American or Black	22	24
White or Caucasian	70	70
Native American	1	1
Asian	*	*
(Multiple or Other)	5	4
(Don't know/Refused)	1	2
	n=352	n=298

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 th grade)	5	4
(High school graduate)	28	28
(Some college)	38	36
(College graduate)	17	19
(Graduate school)	11	13
(Don't know/ Refused)	1	1
	n=352	n=298

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

	All Adults	Registered Voters
Yes	30	30
No	70	70
(Don't know/Refused)	*	0
	n=352	n=298

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	13	12
25 to 50 thousand dollars	17	16
50 to 75 thousand dollars	21	19
75 to 100 thousand dollars	16	18
100 to 150 thousand dollars	9	10
150 to 250 thousand dollars	6	6
More than 250 thousand dollars	3	4
(Don't know/Refused)	15	16
	n=352	n=298

Do you have a gun in your home?

	All Adults	Registered Voters
Yes	53	56
No	43	40
(Don't know/Refused)	4	5
	n=352	n=298

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	24	20
A few times a year	20	22
A few times a month	14	15
Almost every week	10	12
Every week	17	18
More than once a week	13	14
(Don't know/Refused)	1	*
	n=352	n=298

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

	All Adults	Registered Voters
Yes	43	47
No	53	50
(Don't know)	4	4
	n=352	n=298

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

	All Adults	Registered Voters
Democrat	36	38
Republican	32	34
(Independent/unaffiliated)	26	23
(Other)	3	2
(Don't know/Refused)	4	2
	n=352	n=298

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	15
Somewhat conservative	26	26
Moderate	27	27
Somewhat liberal	20	20
Very liberal	8	8
(Other)	2	1
(Don't know/Refused)	4	3
	n=352	n=298

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	44	44
Somewhat qualified	27	29
Qualified	13	13
Very qualified	13	12
(Don't know/Refused)	3	3
	n=352	n=298

Gender

	All Adults	Registered Voters
Male	49	48
Female	51	53
	n=352	n=298

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters
18 - 24	13	9
25 - 34	18	15
35 - 44	20	22
45 - 54	19	19
55 - 64	15	16
65 and older	16	19
	n=352	n=298