



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE 11/29/2017 (UPDATE)**

| <b>ELEMENTS</b>                              | <b>DETAILS</b>  |
|--|---|
| Population represented                       | Adults in North Carolina.   |
| Sample size                                  | 469 Adults in North Carolina (379 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       | November 10 – November 16, 2017   |
| Margin of sampling error for total sample    | Approximately 4.5 percentage points for the all adult sample. Approximately 5.0 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).   |
| 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<br/>           Director, High Point University Survey Research Center<br/>           336-841-9333<br/> <a href="mailto:mkifer@highpoint.edu">mkifer@highpoint.edu</a></p> <p>Brian McDonald<br/>           Associate Director<br/>           336-841-9651<br/> <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                  | 85         | 100               |
| No                   | 14         | 0                 |
| (Don't know/Refused) | 1          | 0                 |
|                      | n=469      | n=379             |

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        | 96         | 100               |
| Chance registration has lapsed | 4          | 0                 |
| No, not registered             | 1          | 0                 |
| (Don't know)                   | *          | 0                 |
|                                | n=397      | n=379             |

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          | 87         | 87                |
| No           | 13         | 13                |
| (Don't know) | 0          | 0                 |
|              | n=379      | n=379             |

### *Direction of Country and Approval Ratings*

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 | Registered Voters |
|----------------------|------------|-------------------|
| Right direction      | 23         | 24                |
| Wrong track          | 65         | 64                |
| (Don't know/Refused) | 12         | 12                |
|                      | n=469      | n=379             |

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

|                      | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Approve              | 33         | 34                |
| Disapprove           | 54         | 56                |
| (Don't know/Refused) | 13         | 11                |
|                      | n=469      | n=379             |

### *Innovation & Amazon*

How important is it that North Carolina proactively invest in efforts to attract new, innovative industry to the state? Would you say...

|                      | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Very important       | 70         | 73                |
| Somewhat important   | 22         | 21                |
| Not that important   | 3          | 2                 |
| Not at all important | 1          | 1                 |
| (Don't know/Refused) | 4          | 4                 |
|                      | n=468      | n=378             |

Now I would like to ask you some questions about Amazon's plans to build a new headquarters. As you may have heard, Amazon is looking for a location for its second headquarters. Do you think the state of North Carolina offers viable options for Amazon to build and operate a successful business here?

|                      | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Yes                  | 82         | 82                |
| (Maybe)              | 4          | 4                 |
| No                   | 8          | 9                 |
| (Don't know/Refused) | 6          | 5                 |
|                      | n=468      | n=378             |

How much do you think the state of North Carolina would benefit from the level of investment and innovation that a company such as Amazon would provide? Would you say...

|                      | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Greatly              | 64         | 64                |
| Somewhat             | 25         | 26                |
| Not much             | 4          | 3                 |
| Not at all           | 2          | 3                 |
| (Don't know/Refused) | 5          | 5                 |
|                      | n=467      | n=377             |

If a North Carolina location is selected, do you think it would raise the level of innovation and national profile in our state? Would you say...

|                      | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Greatly              | 47         | 46                |
| Somewhat             | 41         | 41                |
| Not much             | 8          | 9                 |
| Not at all           | 3          | 3                 |
| (Don't know/Refused) | 2          | 2                 |
|                      | n=467      | n=377             |

### *Sexual Harassment*

Do you think sexual harassment at work in North Carolina is a very serious problem, somewhat serious problem, not very serious problem, or not at all serious problem?

|                            | All Adults | Registered Voters |
|----------------------------|------------|-------------------|
| Very serious problem       | 32         | 34                |
| Somewhat serious problem   | 38         | 37                |
| Not very serious problem   | 15         | 15                |
| Not at all serious problem | 5          | 3                 |
| (Don't know/Refused)       | 10         | 11                |
|                            | n=467      | n=378             |

Do you think sexual harassment at work in the United States is a very serious problem, somewhat serious problem, not very serious problem, or not at all serious problem?

|                            | All Adults | Registered Voters |
|----------------------------|------------|-------------------|
| Very serious problem       | 49         | 50                |
| Somewhat serious problem   | 35         | 35                |
| Not very serious problem   | 12         | 11                |
| Not at all serious problem | 2          | 1                 |
| (Don't know/Refused)       | 2          | 3                 |
|                            | n=469      | n=379             |

### Holiday

Now I would like to ask you some questions about holiday shopping this year. 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 | Registered Voters |
|----------------------|------------|-------------------|
| Yes                  | 22         | 20                |
| No                   | 75         | 77                |
| (Don't know/Refused) | 3          | 3                 |
|                      | n=468      | n=378             |

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

|                          | All Adults | Registered Voters |
|--------------------------|------------|-------------------|
| Bricks and mortar stores | 41         | 40                |
| Online                   | 37         | 38                |
| (Both equally)           | 16         | 16                |
| (Don't know/Refused)     | 7          | 6                 |
|                          | n=468      | n=378             |

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

|                      | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Yes                  | 18         | 16                |
| No                   | 77         | 80                |
| (Don't know/Refused) | 6          | 5                 |
|                      | n=468      | n=378             |

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 | Registered Voters |
|---|------------|-------------------|
| More likely                                   | 8          | 8                 |
| Less likely                                   | 47         | 46                |
| (Will not change shopping one way or another) | 40         | 42                |
| (Don't know/Refused)                          | 5          | 4                 |
|   | n=468      | n=378             |

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?

\$1,088 \*Calculated based on n=413 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 | Registered Voters |
|----------------------|------------|-------------------|
| More                 | 24         | 24                |
| Less                 | 21         | 20                |
| About the same       | 54         | 56                |
| (Don't know/Refused) | 1          | 1                 |
|                      | n=468      | n=378             |

### Demographics

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

|                      | All Adults | Registered Voters |
|----------------------|------------|-------------------|
| Yes                  | 4          | 3                 |
| No                   | 95         | 96                |
| (Don't know/Refused) | 1          | 1                 |
|                      | n=469      | n=379             |

What racial or ethnic group best describes you?

|                           | All Adults | Registered Voters |
|---------------------------|------------|-------------------|
| African-American or Black | 22         | 24                |
| White or Caucasian        | 67         | 68                |
| Native American           | 1          | 1                 |
| Asian                     | 1          | 1                 |
| (Multiple or Other)       | 6          | 5                 |
| (Don't know/Refused)      | 3          | 2                 |
|                           | n=469      | n=379             |

What is the last year of schooling you have completed?

|                            | All Adults | Registered Voters |
|----------------------------|------------|-------------------|
| (1-11 <sup>th</sup> grade) | 6          | 3                 |
| (High school graduate)     | 25         | 23                |
| (Some college)             | 39         | 41                |
| (College graduate)         | 20         | 22                |
| (Graduate school)          | 9          | 10                |
| (Don't know/ Refused)      | 1          | 1                 |
|                            | n=469      | n=379             |

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    | 14         | 11                |
| 25 to 50 thousand dollars      | 22         | 21                |
| 50 to 75 thousand dollars      | 19         | 19                |
| 75 to 100 thousand dollars     | 12         | 13                |
| 100 to 150 thousand dollars    | 9          | 10                |
| 150 to 250 thousand dollars    | 4          | 5                 |
| More than 250 thousand dollars | 3          | 3                 |
| (Don't know/Refused)           | 17         | 18                |
|                                | n=469      | n=379             |

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

|                            | All Adults | Registered Voters |
|----------------------------|------------|-------------------|
| Democrat                   | 30         | 34                |
| Republican                 | 29         | 29                |
| (Independent/unaffiliated) | 28         | 26                |
| (Other)                    | 9          | 7                 |
| (Don't know/Refused)       | 5          | 4                 |
|                            | n=466      | n=378             |

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         | 14                |
| Somewhat conservative | 22         | 24                |
| Moderate              | 31         | 27                |
| Somewhat liberal      | 15         | 17                |
| Very liberal          | 11         | 2                 |
| (Other)               | 1          | 1                 |
| (Don't know/Refused)  | 8          | 6                 |
|                       | n=466      | n=378             |



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                 | 26         | 27                |
| A few times a year    | 26         | 24                |
| A few times a month   | 16         | 15                |
| Almost every week     | 8          | 9                 |
| Every week            | 14         | 14                |
| More than once a week | 9          | 9                 |
| (Don't know/Refused)  | 2          | 2                 |
|                       | n=466      | n=378             |

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

|              | All Adults | Registered Voters |
|--------------|------------|-------------------|
| Yes          | 41         | 42                |
| No           | 55         | 54                |
| (Don't know) | 5          | 4                 |
|              | n=466      | n=378             |

Gender

|        | All Adults | Registered Voters |
|--------|------------|-------------------|
| Male   | 49         | 48                |
| Female | 51         | 52                |
|        | n=469      | n=379             |

Age (Calculated using birth year)

In what year were you born?

|              | All Adults | Registered Voters |
|--------------|------------|-------------------|
| 18 - 24      | 13         | 11                |
| 25 - 34      | 18         | 16                |
| 35 - 44      | 20         | 21                |
| 45 - 54      | 19         | 20                |
| 55 - 64      | 15         | 15                |
| 65 and older | 16         | 18                |
|              | n=469      | n=379             |