HIGH POINT UNIVERSITY POLL
MEMO RELEASE 2/27/2018

ELEMENTS	DETAILS
Population represented	Adults in North Carolina.
Sample size	513 Adults in North Carolina (413 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	February 19 – 25, 2018
Margin of sampling error for total sample	Approximately 4.3 percentage points for the all adult sample. Approximately 4.8 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; and 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	Martin J. Kifer Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu Brian McDonald Associate Director 336-841-9651 bmcdonal@highpoint.edu

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 *

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Registered Voter Screening

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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=513	n=413

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	95	100
Chance registration has lapsed	3	0
No, not registered	*	0
(Don't know)	3	0
	n=437	n=413

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	87	87
No	13	13
(Don't know)	0	0
	n=413	n=413

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	29	32
Wrong track	57	55
(Don't know/Refused)	15	13
	n=513	n=413

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

	All Adults	Registered Voters
Approve	38	41
Disapprove	51	50
(Don't know/Refused)	11	9
	n=513	n=413

Demographics

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

	All Adults	Registered Voters
Yes	5	3
No	95	96
(Don't know/Refused)	1	1
	n=513	n=413

What racial or ethnic group best describes you?

	All Adults	Registered Voters
African-American or Black	21	22
White or Caucasian	70	71
Native American	1	1
Asian	1	1
(Multiple or Other)	4	3
(Don't know/Refused)	3	2
	n=513	n=413

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11th grade)	7	5
(High school graduate)	26	24
(Some college)	37	38
(College graduate)	18	19
(Graduate school)	11	13
(Don't know/ Refused)	1	2
	n=513	n=413

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

	All Adults	Registered Voters
Yes	28	30
No	71	69
(Don't know/Refused)	1	1
	n=513	n=413

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	19	18
50 to 75 thousand dollars	21	21
75 to 100 thousand dollars	13	14
100 to 150 thousand dollars	11	12
150 to 250 thousand dollars	6	7
More than 250 thousand dollars	3	4
(Don't know/Refused)	14	14
	n=513	n=413

Do you have a gun in your home?

	All Adults	Registered Voters
Yes	52	55
No	44	41
(Don't know/Refused)	4	5
	n=508	n=409

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	18	16
A few times a year	28	28
A few times a month	17	16
Almost every week	9	11
Every week	18	19
More than once a week	8	9
(Don't know/Refused)	2	1
	n=511	n=411

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

	All Adults	Registered Voters
Yes	47	49
No	48	46
(Don't know/Refused)	5	5
	n=511	n=411

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

	All Adults	Registered Voters
Democrat	26	29
Republican	29	34
(Independent/unaffiliated)	34	31
(Other)	6	5
(Don't know/Refused)	5	2
	n=510	n=410

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	12	13
Somewhat conservative	28	30
Moderate	31	33
Somewhat liberal	13	12
Very liberal	6	6
(Other)	3	3
(Don't know/Refused)	8	4
	n=508	n=408

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single	31	28
Engaged	3	3
Living with significant other	8	7
Married	51	56
Widowed	5	5
(Don't know/Refused)	2	2
	n=508	n=408

Gender

	All Adults	Registered Voters
Male	49	50
Female	51	50
	n=513	n=413

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters
18 - 24	13	11
25 - 34	18	14
35 - 44	19	19
45 - 54	19	20
55 - 64	15	16
65 and older	16	19
	n=513	n=413