



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE 3/2/2018**

<b>ELEMENTS</b>	<b>DETAILS</b>
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	<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	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 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=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

*Confidence in Institutions*

Now 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?

All Adults (n=513)

	A great deal	Quite a lot	Some	Very little	(Don't know/ Refuse)
The military	56	24	14	6	1
Small business	41	31	17	8	3
The police	30	29	28	12	1
Pharmacists	30	29	23	13	5
The presidency	23	15	20	40	3
The medical system	19	21	33	25	3
The U.S. Supreme Court	18	21	34	23	4
Public schools	17	20	36	23	3
The Federal Bureau of Investigation or FBI	16	20	31	23	9
North Carolina state courts	12	20	39	19	10
Newspapers	11	14	32	37	7
Big business	10	16	39	30	5
Television news	10	10	31	45	3
The criminal justice system	8	17	39	33	3
Congress	3	9	35	50	3

Registered Voters (n=413)

	A great deal	Quite a lot	Some	Very little	(Don't know/Refuse)
The military	57	24	13	5	1
Small business	43	31	15	7	4
The police	33	30	24	11	1
Pharmacists	33	27	22	12	5
The presidency	25	15	18	40	2
The medical system	20	21	34	23	2
Public schools	19	19	35	24	3
The Federal Bureau of Investigation or FBI	18	22	32	22	7
The U.S. Supreme Court	17	22	35	22	4
North Carolina state courts	13	21	39	17	11
Newspapers	12	14	33	35	7
Television news	12	10	32	43	3
Big business	10	18	38	29	4
The criminal justice system	8	18	40	31	3
Congress	4	8	33	53	3

*Finances (Consumer Sentiment Index)*

See separate time series memo at:

[www.highpoint.edu/src/files/2018/02/57memoC.pdf](http://www.highpoint.edu/src/files/2018/02/57memoC.pdf)

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?

	All Adults	Registered Voters
Better Off	46	49
Worse Off	22	21
(Neither better nor worse)	31	30
(Don't know/Refuse)	1	*
	n=513	n=413

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?

	All Adults	Registered Voters
Better off	41	44
Worse off	9	9
Just about the same as now	46	43
(Don't know/Refuse)	4	4
	n=513	n=413

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?

	All Adults	Registered Voters
Good times	41	43
Bad times	26	25
Neither good nor bad, both good and bad	18	15
(Good times with qualifications)	3	4
(Bad times with qualifications)	2	2
(Don't know/Refuse)	10	11
	n=513	n=413

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'll have periods of widespread unemployment or depression, or what?

	All Adults	Registered Voters
Widespread unemployment or depression	37	35
Continuous good times	40	45
(Neither)	3	3
(A mix of both)	12	11
(Don't know/Refuse)	8	7
	n=513	n=413

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?

	All Adults	Registered Voters
Good time	60	62
Bad time	18	15
(Neither good time, nor bad time)	12	2
(Don't know/Refuse)	10	11
	n=513	n=413

### *Health and Wellness*

Now I have some questions about health and other topics. Have you seen a health care provider for the flu in the past 12 months, or not?

	All Adults	Registered Voters
Yes	27	26
No	73	74
(Don't know/Refuse)	*	*
	n=513	n=413

Have you had a flu shot within the PAST 12 MONTHS?

	All Adults	Registered Voters
Yes	42	43
No	58	57
(Don't know/Refuse)	*	*
	n=513	n=413

Compared with twenty years ago, do you think the eating habits of people in the U.S. are...

	All Adults	Registered Voters
More healthy today	23	24
Less healthy today	56	56
About the same	18	18
(Don't know/Refuse)	3	2
	n=513	n=413

Compared with twenty years ago, do you think people in the U.S. pay...

	All Adults	Registered Voters
More attention to eating healthy food today	47	50
Less attention to eating healthy food today	26	24
About the same amount of attention to eating healthy foods today	24	23
(Don't know/Refuse)	3	3
	n=513	n=413

Which of these do you think is a BIGGER PROBLEM in the U.S. today...

	All Adults	Registered Voters
The total amount of food people eat is too much	6	7
The types of food that people eat are not healthy enough	23	22
Both are equally big problems today	68	68
(Don't know/Refuse)	3	3
	n=513	n=413

How important, if at all, do you think each of the following are when it comes to improving a person's chances of a long and healthy life?

All Adults (n=513)

	Very important	Somewhat important	Not too important	Not at all important	(Don't know/Refuse)
Healthy eating habits	83	15	1	*	1
Getting enough physical exercise	79	19	1	1	1
Safe and healthy housing conditions	68	28	3	1	*
Genetics and hereditary factors	47	40	6	3	4



Registered Voters (n=413)

	Very important	Somewhat important	Not too important	Not at all important	(Don't know/ Refuse)
Healthy eating habits	82	16	1	*	1
Getting enough physical exercise	78	18	1	1	1
Safe and healthy housing conditions	67	29	3	1	1
Genetics and hereditary factors	48	39	6	4	4

When hosting a social gathering, how often, if at all, do you think the host should ask guests ahead of time if they have any food restrictions or food allergies? Would you say...

	All Adults	Registered Voters
Always	54	51
Sometimes	21	23
Not too often	10	10
Never	11	12
(Don't know/Refuse)	4	4
	n=513	n=413

How much, if at all, does it bother you when guests ask for special kinds of food options at a social gathering you are hosting? Would you say...

	All Adults	Registered Voters
A lot	6	6
Some	15	15
Not too much	22	21
Not at all	54	53
(Don't know/Refuse)	4	5
	n=513	n=413

Do you consider yourself a vegan or vegetarian?

	All Adults	Registered Voters
Yes, I am a strict vegan or vegetarian	3	4
I am mostly vegan or vegetarian	4	4
No, I am neither vegan nor vegetarian	93	93
(Don't know/Refuse)	*	*
	n=513	n=413

All in all, do you favor or oppose the use of animals in scientific research?

	All Adults	Registered Voters
Favor	42	43
Oppose	44	44
(Don't know/Refuse)	14	13
	n=513	n=413

*In Case of Snowstorm...*

Which of these items, if any, do you make sure you buy before a major snowstorm hits?

All Adults (n=513)

	Yes	No	(Don't know/Refuse)
Water	72	26	2
Toilet paper	59	38	2
Bread	58	40	2
Milk	50	47	3
Fruit	45	53	2
Eggs	44	54	3

Registered Voters (n=413)

	Yes	No	(Don't know/ Refuse)
Water	71	27	2
Bread	59	39	2
Toilet paper	58	40	2
Milk	52	46	3
Eggs	46	53	2
Fruit	43	55	2

### 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
(1-11 <sup>th</sup> 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