



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 10/17/2018 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	921 adults in North Carolina (756 self-identified registered voters, 526 individuals who said they were "Almost Certain" To Vote to vote)
Mode of data collection	318 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 603 online interviews. All interviews conducted in English.
Type of sample (probability/non-probability)	Probability, using RDD samples of landline and cellular telephones generated by Survey Sampling International.
Start and end dates of data collection	September 28 – October 7 2018
Margin of sampling error for total sample	This is a combined sample of live interviews and online interviews. The online sampling is from a panel of respondents, so their participation does not adhere to usual assumptions associated with random selection. Therefore, it is not appropriate to assign a classical margin of sampling error for the results. In this case, the SRC provides a credibility interval of plus or minus 4.2 percentage points to account for a traditional 95 percent confidence interval for the estimates (plus or minus 3.2 percentage points) and a design effect of 1.3 (based on the weighting).
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. The data was also weighted to ensure that the mode of interview (live interviewer or online) was consistent between the weighted and unweighted data.
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.

Commitment to Transparency	The HPU Survey Research Center is a Charter Member of the American Association for Public Opinion Research's Transparency Initiative: https://www.aapor.org/Transparency_Initiative.htm
Sample supplier	Landline and cell phone sample as well as access to online panels provided by ResearchNow/SSI: https://www.researchnow.com/
Contact for more information	<p>Martin J. 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 *

Voting

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	"Almost Certain" To Vote
Yes	86	100	100
No	12	0	0
(Don't know/Refused)	2	0	0
	n=921	n=756	n=526

Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes, absolutely certain	96	100	100
Chance registration has lapsed	4	0	0
No, not registered	1	0	0
(Don't know)	*	0	0
	n=790	n=756	n=526

Elections

On November 6th, North Carolina will hold its general election for U.S. House of Representatives, North Carolina General Assembly, and other offices. How certain are you that you will vote in this election? Would you say almost certain, you probably will vote, your chances of voting are 50/50 or will you not vote in the November 2018 general election?

	All Adults	Registered Voters	"Almost Certain" To Vote
Almost certain	70	70	100
Probably	13	13	0
50/50	12	12	0
Will not vote	4	4	0
(Don't know/Refused)	2	2	0
	n=756	n=756	n=526

Direction of Country

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	"Almost Certain" To Vote
Right direction	39	41	41
Wrong track	51	51	53
(Don't know/Refused)	10	9	6
	n=921	n=756	n=526

Job Approval, Generic Ballot Tests

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

	All Adults	Registered Voters	"Almost Certain" To Vote
Approve	44	46	46
Disapprove	49	50	49
(Don't know/Refused)	7	5	5
	n=921	n=756	n=526

Do you approve or disapprove of the way that Roy Cooper is handling his job as governor of North Carolina?

	All Adults	Registered Voters	"Almost Certain" To Vote
Approve	52	54	56
Disapprove	26	27	29
(Don't know/Refused)	23	19	16
	n=921	n=756	n=526

If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate, the Democratic Party's candidate or someone else for Congress in your district?

	All Adults	Registered Voters	"Almost Certain" To Vote
Republican candidate	39	41	43
Democratic candidate	37	38	41
(Libertarian Party)	2	2	2
(Other)	4	4	3
(Don't know/Undecided/Refuse)	19	16	11
	n=921	n=756	n=526

Do you approve or disapprove of the way that the US Congress is handling its job?

	All Adults	Registered Voters	"Almost Certain" To Vote
Approve	25	24	23
Disapprove	57	59	65
(Don't know/Refused)	19	18	12
	n=921	n=756	n=526

Hurricane Florence

Now I am going to ask you some questions about the recent hurricane, Florence, that hit North Carolina.

Were you or members of your family directly affected by Florence?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	38	39	39
No	61	60	61
(Don't know/Refused)	2	2	*
	n=921	n=756	n=526

Did you evacuate from your home?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	15	15	13
No	84	84	86
(Don't know/Refused)	1	1	*
	n=921	n=756	n=526

Would you say that you live on the North Carolina coast?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	17	17	17
No	82	82	83
(Don't know/Refused)	1	1	0
	n=921	n=756	n=526

How seriously do you take evacuation notifications, would you say very seriously, somewhat seriously, not very seriously, or not at all seriously?

	All Adults	Registered Voters	"Almost Certain" To Vote
Very seriously	61	63	66
Somewhat seriously	29	27	26
Not very seriously	6	5	5
Not at all seriously	3	2	2
(Don't know/Refused)	1	2	1
	n=921	n=756	n=526

Would you say there were enough notifications about the storm?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	95	96	98
No	4	3	2
(Don't know/Refused)	1	1	*
	n=921	n=756	n=526

How well do think the state was prepared for the hurricane? Would you say extremely well, very well, moderately well, slightly well, or not well prepared at all?

	All Adults	Registered Voters	"Almost Certain" To Vote
Extremely well	22	24	23
Very well	41	42	45
Moderately well	26	23	23
Slightly well	5	5	5
Not well at all	3	3	2
(Don't know/Refused)	3	3	2
	n=921	n=756	n=526

Which of these items, if any, did you make sure to buy before hurricane Florence hit North Carolina?

All Adults (n=921)

	Yes	No	(Don't know/ Refuse)
Water	80	19	1
Bread	70	28	2
Toilet Paper	57	42	2
Milk	47	51	2
Fruit	43	55	2
Eggs	39	59	2
Beer or other alcoholic beverages	20	77	2
Plywood or other materials to protect your home	15	83	2

Which of these items, if any, did you make sure to buy before hurricane Florence hit North Carolina?

Registered Voters (n=756)

	Yes	No	(Don't know/ Refuse)
Water	81	18	1
Bread	71	28	1
Toilet Paper	56	43	2
Milk	48	50	2
Fruit	45	53	2
Eggs	40	59	2
Beer or other alcoholic beverages	22	75	3
Plywood or other materials to protect your home	14	84	2

"Almost Certain" To Vote (n=526)

	Yes	No	(Don't know/ Refuse)
Water	81	18	1
Bread	72	27	1
Toilet Paper	55	43	2
Milk	51	47	2
Fruit	45	53	2
Eggs	42	56	2
Beer or other alcoholic beverages	23	75	2
Plywood or other materials to protect your home	14	84	2

Flu

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	"Almost Certain" To Vote
Yes	27	28	29
No	72	71	70
(Don't know/Refused)	1	1	1
	n=921	n=756	n=526

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

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	47	49	54
No	52	50	45
(Don't know/Refused)	*	*	1
	n=921	n=756	n=526

Do you plan on getting a flu shot this year?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes, but have not gotten it yet	37	39	42
No	38	36	32
Yes, have already gotten it	19	20	22
(Don't know)	6	5	5
	n=921	n=756	n=526

Do you have any children under the age of 18?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	30	31	28
No	70	69	72
	n=921	n=756	n=526

Will you have your children vaccinated against flu this year?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	64	64	66
No	35	35	33
(Don't know/Refused)	1	1	*
	n=280	n=236	n=147

Halloween & the Holidays

I know it is a few weeks off, but now I would like to ask you about Halloween. Do you celebrate the Halloween holiday?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	63	63	63
No	36	36	36
(Don't know/Refused)	1	1	1
	n=921	n=756	n=526

Some people spend a lot of time and money celebrating the Halloween holiday, others do not celebrate much at all. Altogether how much money would you say you will spend this year on Halloween, including things like costumes, decorations, candy to give out, and food and drinks?

Average (Mean) - \$78*
 \$50 or less – 68 percent
 More than \$50 – 32 percent

*Based on 576 respondents who provided an approximate dollar figure for their spending.

Would you say that is more or less than last year?

	All Adults	Registered Voters	"Almost Certain" To Vote
More	19	19	16
Less	9	8	7
(About the same)	71	73	76
(Don't know)	1	*	1
	n=580	n=478	n=332

How much in particular do you think you will spend on candy?

	All Adults	Registered Voters	"Almost Certain" To Vote
(Won't give out candy)	29	28	24
(Don't know/Refused)	9	9	9
	n=580	n=478	n=332

Average (Mean) - \$31*
 50 or less – 92 percent
 More than 50 – 8 percent

*Based on 359 respondents who provided an approximate dollar figure for their spending.

Do you have a pet?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	70	70	72
No	30	30	28
(Refused)	*	*	0
	n=580	n=478	n=332

Will you dress your pet up for Halloween this year?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	25	25	23
No	62	62	64
(Maybe)	12	11	12
(Don't know/Refused)	1	1	1
	n=408	n=335	n=240

Some retailers begin stocking for Christmas in September and October. Do you think it is too early for them to start stocking their shelves for Christmas?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	58	60	64
Maybe	14	12	10
No	27	26	24
(Don't know/Refused)	2	2	2
	n=921	n=756	n=526

Demographics

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

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	6	5	4
No	94	95	95
(Don't know/Refused)	1	1	1
	n=921	n=756	n=526

What racial or ethnic group best describes you?

	All Adults	Registered Voters	"Almost Certain" To Vote
African-American or Black	21	21	20
White or Caucasian	71	72	74
Native American	1	1	1
Asian	2	1	1
(Multiple or Other)	4	4	4
(Don't know/Refused)	1	1	1
	n=921	n=756	n=526

What is the last year of schooling you have completed?

	All Adults	Registered Voters	"Almost Certain" To Vote
(1-11 th grade)	6	6	4
(High school graduate)	29	26	24
(Some college)	35	36	35
(College graduate)	21	22	25
(Graduate school)	8	10	11
(Don't know/ Refused)	1	1	1
	n=921	n=756	n=526

Would you please stop me when I read the correct category for your total household income?

	All Adults	Registered Voters	"Almost Certain" To Vote
25 thousand dollars or less	19	17	14
25 to 50 thousand dollars	27	26	25
50 to 75 thousand dollars	22	22	24
75 to 100 thousand dollars	11	11	10
100 to 150 thousand dollars	10	12	13
150 to 250 thousand dollars	4	5	6
More than 250 thousand dollars	1	1	2
(Don't know/Refused)	6	6	6
	919	n=755	n=526

Which one of the following statements comes closest to your opinion about men and women as political leaders?

	All Adults	Registered Voters	"Almost Certain" To Vote
Men generally make better political leaders than women	14	14	13
Women generally make better political leaders than men	9	9	9
In general, women and men make equally good political leaders	70	71	73
(Don't know/Refused)	7	7	5
	n=919	n=755	n=526

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	"Almost Certain" To Vote
Never	29	26	25
A few times a year	25	26	25
A few times a month	12	12	11
Almost every week	9	10	10
Every week	16	17	18
More than once a week	7	7	8
(Don't know/Refused)	3	3	3
	n=919	n=755	n=526

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

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	46	47	47
No	49	49	49
(Don't know/Refused)	4	5	5
	n=919	n=755	n=526

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

	All Adults	Registered Voters	"Almost Certain" To Vote
Democrat	32	34	36
Republican	34	35	35
(Independent/ unaffiliated)	30	29	26
(Other)	2	2	2
(Don't know/Refused)	2	1	1
	n=919	n=755	n=526

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	"Almost Certain" To Vote
Very conservative	18	19	22
Somewhat conservative	23	22	22
Moderate	35	35	33
Somewhat liberal	10	10	11
Very liberal	10	9	11
(Other)	1	1	1
(Don't know/Refused)	4	3	2
	n=919	n=755	n=526

How would you best describe your current relationship status?

	All Adults	Registered Voters	"Almost Certain" To Vote
Single	36	33	33
Engaged	3	2	1
Living with significant other	8	6	6
Married	47	52	55
Widowed	4	5	5
(Don't know/Refused)	1	1	2
	n=916	n=751	n=523

Gender

	All Adults	Registered Voters	"Almost Certain" To Vote
Male	49	46	49
Female	51	53	51
	n=921	n=756	n=526

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters	"Almost Certain" To Vote
18 - 24	13	10	8
25 - 34	18	16	14
35 - 44	20	20	17
45 - 54	19	19	21
55 - 64	15	17	18
65 and older	16	18	21
	n=921	n=756	n=526