



**HIGH POINT UNIVERSITY/NEWS & RECORD POLL
MEMO RELEASE 10/10/2018**

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	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 *

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

School Safety

Now I would like to ask about something different that involves school safety.

How much have you heard about recent shootings at American schools? Would you say you have heard a lot, a little bit, or not much at all?

	All Adults	Registered Voters	"Almost Certain" To Vote
A lot	66	69	73
A little	25	23	21
Not much at all	8	8	5
(Don't know/Refused)	1	1	1
	n=921	n=756	n=526

Compared to other risks to children today, how concerned are you about shootings in schools? Would you say much more concerned, somewhat more concerned, as concerned as about other risks, somewhat less concerned or much less concerned?

	All Adults	Registered Voters	"Almost Certain" To Vote
Much more concerned	47	49	50
Somewhat more concerned	25	23	21
As concerned as about other risks	19	20	19
Somewhat less concerned	5	4	6
Much less concerned	3	2	3
(Don't know)	2	2	1
	n=921	n=756	n=526

For each of the following proposed actions, please let me know whether you think they would be very effective, somewhat effective, not very effective or not at all effective in stopping school shootings.

All adults (n=921)

	Very effective	Somewhat effective	Not very effective	Not at all effective	(Don't know/ Refuse)
Fortifying schools with more barriers and security measures	41	38	11	6	3
Hiring more police officers—what people call resource officers—for schools	40	44	9	5	3
Passing new laws to restrict sales of guns	31	24	15	25	4
Arming teachers	20	24	19	29	7

Registered voters (n=756)

	Very effective	Somewhat effective	Not very effective	Not at all effective	(Don't know/ Refuse)
Hiring more police officers—what people call resource officers—for schools	41	42	8	5	3
Fortifying schools with more barriers and security measures	41	38	10	6	3
Passing new laws to restrict sales of guns	31	24	14	27	4
Arming teachers	21	23	19	29	7

"Almost Certain" To Vote (n=526)

	Very effective	Somewhat effective	Not very effective	Not at all effective	(Don't know/ Refuse)
Hiring more police officers—what people call resource officers—for schools	42	41	8	7	2
Fortifying schools with more barriers and security measures	41	39	10	6	3
Passing new laws to restrict sales of guns	31	23	13	30	3
Arming teachers	21	24	17	31	6

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

Now I would like to ask you a few questions about guns. Do you have a gun in your home?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	44	47	50
No	55	52	49
(Don't know/Refused)	1	1	1
	n=919	n=754	n=525

Have you purchased a gun in the past two years?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	18	19	20
No	82	81	79
(Don't know/Refused)	1	1	1
	n=914	n=749	n=523

Do you have a conceal/carry permit for guns?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	21	23	24
No	79	76	75
(Refused)	*	*	*
	n=915	n=751	n=525

Have you taken any classes to learn to shoot guns?

	All Adults	Registered Voters	"Almost Certain" To Vote
Yes	30	31	34
No	70	69	66
(Refused)	*	*	*
	n=913	n=749	n=522

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