



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 10/16/2018 (CONSUMER SENTIMENT 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	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

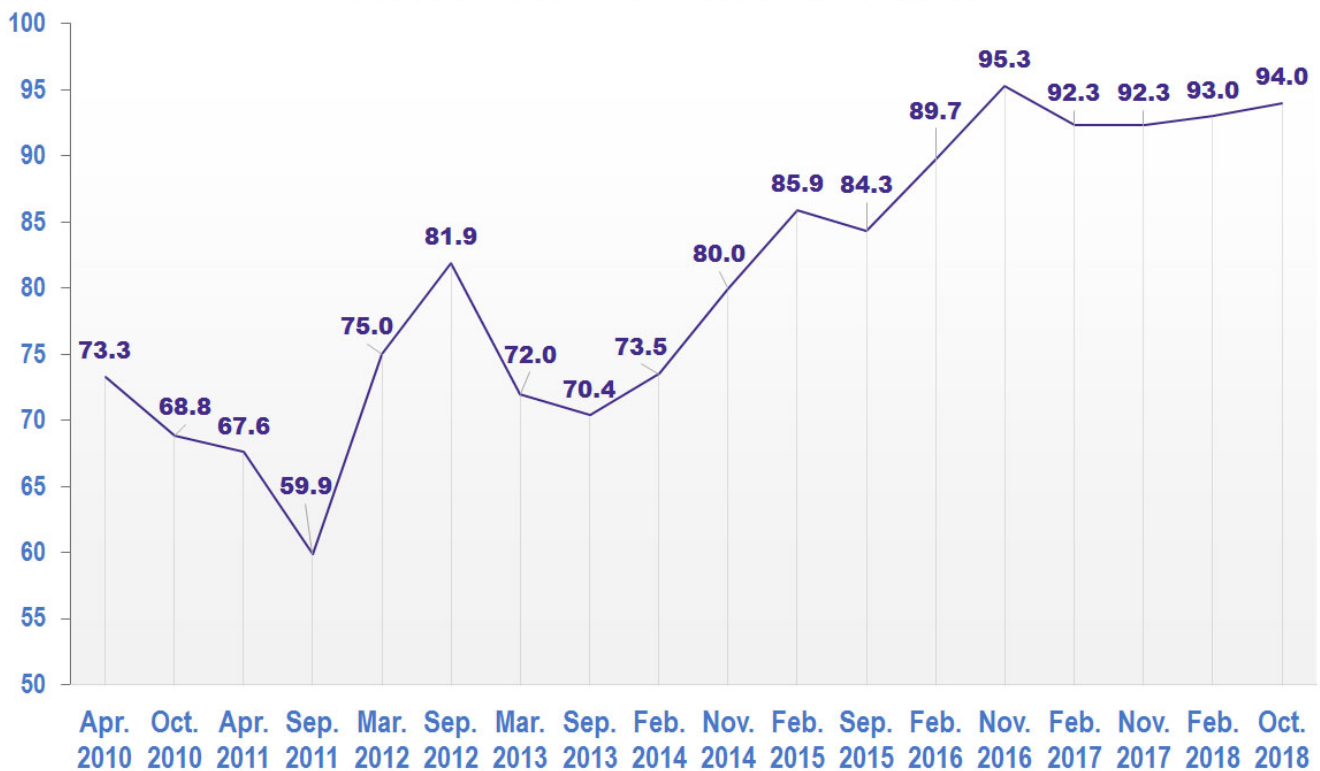
On November 6th, North Carolina will hold its general election for U.S. House of Representatives, North Carolina General Assembly, and other offices. How certain are you that you will vote in this election? Would you say almost certain, you probably will vote, your chances of voting are 50/50 or will 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

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 *

Note: The following indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (<http://www.sca.isr.umich.edu/>) All samples are All Adults in North Carolina.

HIGH POINT UNIVERSITY HPU POLL



Index of Consumer Sentiment

These indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers. All samples are All Adults in North Carolina.

The following five questions were administered on the current survey and are used to calculate the Index of consumer sentiment. *Note: Past polls relied entirely on live interviewers to complete surveys. The October 2018 survey also included interviews completed online. For more on this methodology, see the first memo for this poll at: <http://www.highpoint.edu/src/files/2018/10/61memoA.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?

	Better off	Worse off	(Same or Neither better nor worse)	(Don't know/refused)
<i>October 2018</i>	39	20	39	1
<i>February 2018</i>	46	22	31	1
<i>November 2017</i>	40	22	35	3
<i>February 2017</i>	43	19	38	1
<i>November 2016</i>	46	22	30	3
<i>February 2016</i>	53	25	20	2
<i>September 2015</i>	45	25	29	1
<i>February 2015</i>	47	27	25	1
<i>November 2014</i>	39	32	28	1
<i>February 2014</i>	31	41	27	1
<i>September 2013</i>	35	41	24	1
<i>March 2013</i>	33	42	25	*
<i>September 2012</i>	31	42	26	1
<i>March 2012</i>	32	42	24	2
<i>September 2011</i>	24	49	25	2
<i>April 2011</i>	29	45	25	1
<i>October 2010</i>	24	51	25	*
<i>April 2010</i>	26	44	30	*

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.

	Better off	Worse off	Just about the same as now	(Don't know/refused)
<i>October 2018</i>	43	10	42	6
<i>February 2018</i>	41	9	46	4
<i>November 2017</i>	42	11	39	8
<i>February 2017</i>	42	13	40	5
<i>November 2016</i>	44	10	41	5
<i>February 2016</i>	36	8	51	6
<i>September 2015</i>	33	12	49	6
<i>February 2015</i>	31	13	52	3
<i>November 2014</i>	26	17	52	5
<i>February 2014</i>	28	14	53	5
<i>September 2013</i>	27	21	49	3
<i>March 2013</i>	32	22	40	6
<i>September 2012</i>	37	9	42	12
<i>March 2012</i>	31	15	48	6
<i>September 2011</i>	26	21	45	8
<i>April 2011</i>	26	22	49	4
<i>October 2010</i>	29	14	53	5
<i>April 2010</i>	35	18	43	4

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?

	Good times	Bad times	(Neither bad nor good, both good and bad)	(Good times with qualifications)	(Bad times with qualifications)	(Don't know/refused)
<i>October 2018</i>	44	18	27	2	1	8
<i>February 2018</i>	41	26	18	3	2	10
<i>November 2017</i>	42	25	14	3	3	14
<i>February 2017</i>	43	30	11	8	2	7
<i>November 2016</i>	43	20	18	8	3	9
<i>February 2016</i>	35	33	16	3	3	11
<i>September 2015</i>	32	38	15	3	3	10
<i>February 2015</i>	38	31	15	5	4	8
<i>November 2014</i>	35	31	15	7	4	9
<i>February 2014</i>	26	36	19	8	3	9
<i>September 2013</i>	23	39	20	6	4	7
<i>March 2013</i>	32	37	15	8	4	4
<i>September 2012</i>	31	24	17	13	2	13
<i>March 2012</i>	29	36	16	7	4	7
<i>September 2011</i>	13	59	13	3	5	7
<i>April 2011</i>	23	46	15	7	2	8
<i>October 2010</i>	25	40	17	9	4	6
<i>April 2010</i>	31	33	17	11	2	6

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 have periods of widespread unemployment or depression, or what?

	Widespread unemployment or depression	Continuous good times	(Neither/A mix of both)	(Don't know/refused)
<i>October 2018</i>	21	35	35	8
<i>February 2018</i>	37	40	15	8
<i>November 2017</i>	36	38	16	10
<i>February 2017</i>	34	44	18	5
<i>November 2016</i>	29	45	19	7
<i>February 2016</i>	37	31	16	17
<i>September 2015</i>	36	29	22	14
<i>February 2015</i>	45	27	19	10
<i>November 2014</i>	43	29	20	9
<i>February 2014</i>	52	25	17	6
<i>September 2013</i>	54	22	20	5
<i>March 2013</i>	57	29	13	2
<i>September 2012</i>	32	38	15	15
<i>March 2012</i>	44	31	18	8
<i>September 2011</i>	60	14	18	9
<i>April 2011</i>	55	26	14	5
<i>October 2010</i>	54	25	16	5
<i>April 2010</i>	49	35	17	7

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?

	Good time	Bad time	(Neither good time nor bad time)	(Don't know/refused)
<i>October 2018</i>	48	12	29	11
<i>February 2018</i>	60	18	12	10
<i>November 2017</i>	61	19	7	14
<i>February 2017</i>	55	20	11	14
<i>November 2016</i>	55	22	12	10
<i>February 2016</i>	60	20	8	12
<i>September 2015</i>	54	26	13	7
<i>February 2015</i>	60	20	12	8
<i>November 2014</i>	49	28	12	10
<i>February 2014</i>	47	31	13	9
<i>September 2013</i>	45	34	12	9
<i>March 2013</i>	44	38	12	7
<i>September 2012</i>	46	36	12	6
<i>March 2012</i>	55	14	23	8
<i>September 2011</i>	43	41	9	6
<i>April 2011</i>	44	41	9	6
<i>October 2010</i>	45	37	14	4
<i>April 2010</i>	42	35	17	7

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