



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 11/20/2018 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	842 adults in North Carolina (680 self-identified registered voters, 585 individuals who said they were "Almost Certain" to vote or had already voted).
Mode of data collection	285 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 557 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	October 26 2018 – November 1 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 4.1 percentage points to account for a traditional 95 percent confidence interval for the estimates (plus or minus 3.4 percentage points) and a design effect of 1.2 (based on the weighting). Credibility intervals for subsamples will be wider.
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 or Already Voted
Yes	84	100	100
No	13	0	0
(Don't know/Refused)	3	0	0
	n=842	n=680	n=585

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 or Already Voted
Yes, absolutely certain	96	100	100
Chance registration has lapsed	3	0	0
No, not registered	1	0	0
(Don't know)	*	0	0
	n=707	n=680	n=585

Elections

Do you plan to vote in the 2018 elections for U.S. House of Representatives, North Carolina General Assembly, and other offices? Please let me know if you have already voted early OR how likely it is that you will vote early, on November 6th at a polling station, or by absentee ballot.

[IF THE RESPONDENT DID NOT ALREADY VOTE] 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 or Already Voted
Almost certain to vote	48	48	56
Probably	6	6	0
50/50	4	4	0
Will not vote	3	3	0
Already voted	38	38	44
(Don't know)	1	1	0
	n=680	n=680	n=585

Generic Ballot Tests – US Congress

Registered Voters: If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate OR the Democratic Party's candidate for Congress in your district?

OR

Already Voted: In the election for U.S. Congress, did you vote for the Republican Party's candidate, the Democratic Party's candidate or someone else for Congress in your district?

[Note: Party totals include undecideds leaning toward a particular party]

	Registered Voters	"Almost Certain" To Vote or Already Voted
Republican candidate	43	43
Democratic candidate	45	48
Libertarian Party	2	2
Other	2	1
(Don't know/ undecided/refused)	8	6
	n=680	n=585

Generic Ballot Tests – NC Senate

Registered Voters: If the elections for the North Carolina Senate were being held TODAY, would you vote for the Republican Party's candidate OR the Democratic Party's candidate for Congress in your district?

OR

Already Voted: In the election for North Carolina Senate, did you vote for the Republican Party's candidate, the Democratic Party's candidate or someone else for Congress in your district?

[Note: Party totals include undecideds leaning toward a particular party]

	Registered Voters	"Almost Certain" To Vote or Already Voted
Republican candidate	43	44
Democratic candidate	45	47
Libertarian Party	2	2
Other	2	1
(Don't know/ undecided/refused)	8	6
	n=680	n=585

Generic Ballot Tests – NC House of Representatives

Registered Voters: If the elections for the North Carolina House of Representatives were being held TODAY, would you vote for the Republican Party's candidate OR the Democratic Party's candidate for Congress in your district?

OR

Already Voted: In the election for North Carolina House of Representatives, did you vote for the Republican Party's candidate, the Democratic Party's candidate or someone else for Congress in your district?

[Note: Party totals include undecideds leaning toward a particular party]

	Registered Voters	"Almost Certain" To Vote or Already Voted
Republican candidate	42	43
Democratic candidate	46	48
Libertarian Party	3	2
Other	2	1
(Don't know/ undecided/refused)	9	6
	n=680	n=585

Direction of Country & Job Approval

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 or Already Voted
Right direction	35	39	40
Wrong track	52	50	50
(Don't know/Refuse)	13	11	10
	n=842	n=680	n=585

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 or Already Voted
Approve	40	42	42
Disapprove	49	50	50
(Don't know/refuse)	10	8	8
	n=842	n=680	n=585

Campaigns & Voting

How closely have you followed news about candidates and election campaigns in your state and district? Would you say very closely, fairly closely, not too closely, or not at all closely?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Very closely	24	29	33
Fairly closely	41	45	48
Not too closely	23	19	16
Not at all closely	12	7	3
(Don't know/refuse)	1	1	1
	n=841	n=680	n=584

Registered Voters: Will the issue of which party controls Congress, the Republicans or the Democrats, be a factor in your vote for Congress this year, or not?

OR

Already Voted: Was the issue of which party controls Congress, the Republicans or the Democrats, a factor in your vote for Congress this year, or not?

[Note: Party totals include undecideds leaning toward a particular party]

	Registered Voters	"Almost Certain" To Vote or Already Voted
Yes, was a factor	69	74
No, was not a factor	23	21
Don't know	8	5
	n=680	n=584

Issues

As you think about the elections for Congress this November, how important are each of the following issues to you. Is the issue very important, somewhat important, not too important, or not at all important?

[Note: Each respondent was presented with a randomized selection of half of the statements]

All Adults

	Very Important	Somewhat Important	Not too important	Not at all important	(Don't know/refuse)
Health care	74	18	3	2	3
The economy	69	25	3	1	2
Social security	67	23	6	1	3
Terrorism	64	23	7	3	2
Immigration	62	27	6	4	2
Medicare	61	28	7	3	2
Gun policy	61	23	10	3	2
Taxes	59	30	8	2	2
How racial and ethnic minorities are treated	55	23	13	6	4
Supreme Court appointments	52	26	13	5	5
The federal budget deficit	49	35	10	3	3
The environment	49	32	12	6	2
Drug addiction	48	31	15	5	2
Abortion	47	31	11	7	4
Trade policy	40	38	17	3	2
How gay, lesbian, and transgender people are treated	33	25	18	18	6

Registered Voters

	Very Important	Somewhat Important	Not too important	Not at all important	(Don't know/refuse)
Health care	75	20	3	1	2
The economy	71	25	2	1	1
Social security	69	22	7	*	1
Terrorism	68	22	7	2	1
Gun policy	64	23	10	3	1
Immigration	62	27	6	3	2
Medicare	62	28	6	3	1
Taxes	61	31	7	1	1
How racial and ethnic minorities are treated	58	21	11	6	3
Supreme Court appointments	56	27	11	3	3
The federal budget deficit	52	36	9	1	2
Drug addiction	49	30	16	5	1
Abortion	48	31	12	6	3
The environment	48	34	11	6	1
Trade policy	41	37	17	2	2
How gay, lesbian, and transgender people are treated	33	28	17	17	5

"Almost Certain" To Vote or Already Voted

	Very Important	Somewhat Important	Not too important	Not at all important	(Don't know/refuse)
Health care	75	20	3	1	1
The economy	72	24	3	1	1
Social security	70	22	7	*	2
Terrorism	67	23	7	2	1
Gun policy	66	23	9	2	1
Immigration	64	26	6	3	1
Medicare	64	28	6	3	*
Taxes	61	31	7	1	1
Supreme Court appointments	61	24	9	3	3
How racial and ethnic minorities are treated	59	22	10	6	3
The federal budget deficit	55	34	9	1	2
Drug addiction	50	29	16	4	1
Abortion	48	32	11	6	3
The environment	48	34	12	5	1
Trade policy	44	39	13	1	3
How gay, lesbian, and transgender people are treated	35	28	17	17	4

Social Media

Overall, when you add up all the advantages and disadvantages of the internet, would you say the internet has been mostly a good thing or a bad thing?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Good thing	50	51	51
Bad thing	10	10	11
(Some of both)	38	37	36
(Don't know/Refused)	3	2	2
	n=841	n=680	n=585

Do you use social media like Facebook, Instagram, Twitter, or Snapchat?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Yes	80	79	77
No	20	21	23
	n=839	n=679	n=584

Have you ever seen someone try to socially or physically intimidate another person through the use of social media?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Yes	54	53	54
No	36	39	38
Not sure	10	8	8
Prefer not to respond	1	1	1
	n=838	n=677	n=583

Please tell me to what extent you agree or disagree with each of the following statements. Would you say you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree?

All Adults

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	(Don't know/refuse)
People who are being bullied on social media should just unplug	21	23	19	18	14	6
I have felt a reduced sense of self-worth due to things that have been said to me on social media	7	8	15	25	38	7

Registered voters

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	(Don't know/refuse)
People who are being bullied on social media should just unplug	22	23	18	18	15	6
I have felt a reduced sense of self-worth due to things that have been said to me on social media	7	8	14	25	40	6

"Almost Certain" To Vote or Already Voted

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	(Don't know/refuse)
People who are being bullied on social media should just unplug	22	23	17	18	15	5
I have felt a reduced sense of self-worth due to things that have been said to me on social media	7	7	13	26	40	7

Still thinking about your experiences online or on your cell phone, which of the following if any has ever happened to you personally?

[Note: Each respondent was presented with a randomized selection of half of the statements]

All Adults

	Yes	No	(Don't know/ Refuse)
Been called offensive names	40	58	2
Had someone send you explicit images you did not ask for	33	65	2
Had someone other than a parent constantly ask you where you were, who you were with, or what you were doing	29	70	1
Had someone spread false rumors about you	28	70	2
Been physically threatened	21	79	1
Had someone share explicit images of you without your consent	14	85	2

Registered voters

	Yes	No	(Don't know/ Refuse)
Been called offensive names	37	61	2
Had someone send you explicit images you did not ask for	31	67	1
Had someone spread false rumors about you	26	72	2
Had someone other than a parent constantly ask you where you were, who you were with, or what you were doing	26	72	1
Been physically threatened	20	79	1
Had someone share explicit images of you without your consent	10	89	1

"Almost Certain" To Vote or Already Voted

	Yes	No	(Don't know/ Refuse)
Been called offensive names	35	62	3
Had someone send you explicit images you did not ask for	31	68	2
Had someone other than a parent constantly ask you where you were, who you were with, or what you were doing	24	75	1
Had someone spread false rumors about you	23	74	3
Been physically threatened	17	82	2
Had someone share explicit images of you without your consent	9	90	2

As far as you know, how good a job are each of the following groups doing when it comes to addressing online harassment and bullying? Would you say excellent, good, only fair or poor?

[Note: Each respondent was presented with a randomized selection of half of the statements]

All adults

	Excellent	Good	Only fair	Poor	(Don't know/ Refuse)
Parents	12	25	29	21	14
Law enforcement	9	28	27	20	17
Teachers	8	27	31	15	20
Social media sites	7	15	29	34	14
Other users who witness behavior	6	22	30	25	17
Elected officials	4	14	24	35	23

Registered voters

	Excellent	Good	Only fair	Poor	(Don't know/ Refuse)
Parents	12	24	30	22	12
Law enforcement	10	29	28	18	16
Social media sites	8	14	29	36	14
Teachers	8	27	33	15	18
Other users who witness behavior	6	20	30	26	19
Elected officials	4	13	27	34	22

"Almost Certain" To Vote or Already Voted

	Excellent	Good	Only fair	Poor	(Don't know/ Refuse)
Parents	13	22	31	23	11
Law enforcement	11	30	26	16	17
Teachers	9	25	34	15	18
Social media sites	8	12	30	36	15
Other users who witness behavior	6	21	29	25	19
Elected officials	4	12	29	33	22

Hurricanes and Tropical Storms

Now I am going to ask you some questions about the recent hurricanes and tropical storms, Florence and Michael that hit North Carolina.

Were you or members of your family directly affected by Tropical Storm Michael?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Yes	41	42	43
No	57	56	55
(Don't know/Refused)	3	2	2
	n=840	n=680	n=585

How well prepared did you feel you were for Tropical Storm Michael? Would you say extremely well prepared, very well prepared, somewhat well-prepared, not very well prepared, or not at all well prepared?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Extremely well prepared	20	21	22
Very well prepared	35	37	38
Moderately well prepared	30	30	29
Slightly well	9	7	7
Not well at all	3	3	3
(Don't know/Refused)	3	3	2
	n=839	n=678	n=582

Thinking about both storms, Michael and Florence, which one caused the most damage to your life and property?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Michael	24	25	26
Florence	34	33	32
(Both about the same)	10	10	10
(Neither affected me)	30	30	30
(Don't know)	2	1	1
	n=840	n=680	n=585

Would you say there were enough notifications about tropical storm Michael?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Yes	77	79	81
No	18	16	3
(Don't know/Refused)	5	5	16
	n=842	n=680	n=585

How well do think the state was prepared for the tropical storm Michael? 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 or Already Voted
Extremely well prepared	19	20	21
Very well prepared	31	33	35
Moderately well prepared	28	26	25
Slightly well	9	9	9
Not well at all	8	7	7
(Don't know/Refused)	5	5	3
	n=842	n=680	n=585

Which of these items, if any, did you make sure to buy before Tropical Storm Michael hit North Carolina?

[Note: Each respondent was presented with a randomized selection of half of the statements]

All Adults

	Yes	No	(Don't know/ Refuse)
Water	68	30	2
Extra gas	61	36	3
Bread	56	42	2
Milk	48	51	2
Toilet Paper	48	49	2
Flashlights	45	52	3
Eggs	36	63	2
Fruit	33	64	3
Beer or other alcoholic beverages	15	81	4
Plywood or other materials to protect your home	14	84	3

Registered Voters

	Yes	No	(Don't know/ Refuse)
Water	69	29	2
Extra gas	65	33	2
Bread	55	44	1
Milk	49	50	1
Toilet Paper	47	52	2
Flashlights	47	51	2
Eggs	36	63	1
Fruit	34	63	3
Beer or other alcoholic beverages	15	82	3
Plywood or other materials to protect your home	14	84	2

"Almost Certain" To Vote or Already Voted

	Yes	No	(Don't know/ Refuse)
Water	69	29	2
Extra gas	65	33	2
Bread	55	44	1
Milk	49	50	1
Toilet Paper	47	52	1
Flashlights	45	53	2
Eggs	38	61	1
Fruit	35	62	3
Beer or other alcoholic beverages	16	81	2
Plywood or other materials to protect your home	14	85	1

Holiday Shopping

Now I would like to ask you some questions about holiday shopping this year. As you may know, the Friday after Thanksgiving is one of the biggest shopping days of the year. Looking ahead, do you personally plan on shopping on the Friday after Thanksgiving, or not?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Yes	31	30	29
No	59	62	63
(Don't know/Refused)	10	8	7
	n=838	n=678	n=583

Do you plan to do any holiday shopping in brick and mortar stores this year?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Yes	56	62	64
No	33	29	27
(Don't know/Refused)	12	10	10
	n=841	n=680	n=584

Do you plan to do any holiday shopping online this year?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Yes	74	76	76
No	18	17	17
(Don't know/Refused)	9	7	7
	n=842	n=680	n=585

Do you plan to do most of your holiday shopping in brick-and-mortar stores or online this year?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Bricks and mortar stores	25	28	29
Online	35	34	33
(Both equally)	25	26	26
(Don't know/Refused)	16	13	13
	n=842	n=680	n=585

Thinking ahead to the holiday season, how much do you think that you will spend this year on gifts, food, decorations and other items related to your celebration of the holidays?

Average (Mean) – \$944 dollars*

*Based on 805 respondents who provided an approximate dollar figure for their spending.

Do you think that you will spend more, less or about the same as last year on gifts, food, decorations and other items related to your celebration of the holidays?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
More	20	20	19
Less	20	21	21
About the same	56	57	57
(Don't know/refuse)	4	3	2
	n=842	n=680	n=585

Generally speaking do you think that you experience more stress in your life during the holiday season, less stress or does the season not make much difference either way?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
More stress	31	31	31
Not much difference either way	54	56	57
Less stress	13	12	10
(Don't know/refuse)	2	2	2
	n=842	n=680	n=585

Thinking about your own giving to charity during the holiday season, would you say you are more willing to give to charity during the holiday season, less likely to give to charity, or does the holiday season not make a difference one way or the other?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
More likely to give	36	38	39
Less likely to give	9	7	6
Does not make much difference either way	48	50	51
(Don't know/refused)	7	6	4
	n=841	n=679	n=584

Demographics

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

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Yes	7	6	6
No	93	93	93
(Don't know/Refused)	1	1	*
	n=842	n=680	n=585

What racial or ethnic group best describes you?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
African-American or Black	21	22	22
White or Caucasian	71	72	72
Native American	1	1	1
Asian	1	1	1
(Multiple or Other)	4	4	4
(Don't know/Refused)	1	1	1
	n=842	n=680	n=585

What is the last year of schooling you have completed?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
(1-11 th grade)	5	4	3
(High school graduate)	30	29	27
(Some college)	35	35	34
(College graduate)	20	23	24
(Graduate school)	9	10	11
(Don't know/ Refused)	1	*	*
	n=842	n=680	n=585

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

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
25 thousand dollars or less	18	16	14
25 to 50 thousand dollars	27	27	27
50 to 75 thousand dollars	17	17	18
75 to 100 thousand dollars	12	13	14
100 to 150 thousand dollars	9	11	11
150 to 250 thousand dollars	5	6	6
More than 250 thousand dollars	2	3	3
(Don't know/Refused)	9	8	7
	n=842	n=680	n=585

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 or Already Voted
Men generally make better political leaders than women	12	11	12
Women generally make better political leaders than men	11	11	11
In general, women and men make equally good political leaders	69	71	72
(Don't know/Refused)	9	6	5
	n=842	n=680	n=585

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 or Already Voted
Never	25	24	23
A few times a year	24	24	23
A few times a month	13	13	12
Almost every week	11	11	12
Every week	15	15	17
More than once a week	8	9	10
(Don't know/Refused)	5	4	3
	n=840	n=679	n=584

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

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Yes	42	44	44
No	50	50	51
(Don't know/Refused)	8	7	5
	n=840	n=679	n=584

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

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Democrat	31	34	34
Republican	33	36	36
(Independent/ unaffiliated)	29	26	25
(Other)	3	2	2
(Don't know/Refused)	5	3	2
	n=840	n=679	n=584

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 or Already Voted
Very conservative	17	18	19
Somewhat conservative	25	26	27
Moderate	31	31	29
Somewhat liberal	12	12	13
Very liberal	8	9	9
(Other)	1	1	*
(Don't know/Refused)	6	4	2
	n=840	n=679	n=584

Do you have a gun in your home?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Yes	42	43	46
No	57	55	53
(Don't know/Refused)	1	1	2
	n=812	n=657	n=566

How would you best describe your current relationship status?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Single	37	34	32
Engaged	3	2	1
Living with significant other	9	9	8
Married	47	51	54
Widowed	4	3	4
(Don't know/Refused)	2	1	1
	n=840	n=679	n=584

Gender

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
Male	49	51	43
Female	51	48	46
(Prefer not to answer)	*	*	1
	n=842	n=680	n=585

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters	"Almost Certain" To Vote or Already Voted
18 - 24	13	11	10
25 - 34	18	15	14
35 - 44	19	19	19
45 - 54	19	19	18
55 - 64	15	17	19
65 and older	16	19	22
	n=842	n=680	n=585