



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 11/19/2018 (ABC STORES UPDATE)**

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	827 adults in North Carolina (734 self-identified registered voters, 511 individuals who said they were "almost certain" to vote)
Mode of data collection	221 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 606 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 7 – September 13, 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 5.4 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 1.6 (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>
<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.</p>	

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
Yes	93	100	100
No	6	0	0
(Don't know/Refused)	1	0	0
	n=827	n=734	n=511

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
Yes, absolutely certain	96	100	100
No	3	0	0
(Don't know/Refused)	1	0	0
	n=827	n=734	n=511

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
Almost certain	70	70	100
Probably	15	15	0
50/50	11	11	0
Will not vote	4	4	0
(Don't know)	1	1	0
	n=734	n=734	n=511

ABC Stores

Now I would like to ask you a few questions about ABC stores here in North Carolina.

Currently, liquor is sold in government operated ABC stores. State law allows these stores to be operated Monday through Saturday from 9am to 9pm. ABC stores are closed on Sundays. Should ABC stores be open or closed on Sundays?

	All Adults	Registered Voters	Almost Certain
Open	45	43	45
Closed	46	48	47
(Don't know/Refused)	9	9	8
	n=827	n=734	n=511

Would you support or oppose a proposal to close government operated ABC stores and instead allow private businesses to sell liquor?

	All Adults	Registered Voters	Almost Certain
Support closing ABC	47	48	49
Oppose closing ABC	34	34	35
(Don't know/Refused)	19	19	16
	n=827	n=734	n=511

Imagine North Carolina decided to close government operated ABC stores. What types of private businesses should receive permits to sell liquor instead? Would you say stores that only sell liquor or any store than currently sells beer and wine?

	All Adults	Registered Voters	Almost Certain
Stores that only sell liquor	32	32	33
Any stores that currently sells beer or wine	49	50	50
(Something else)	7	5	6
(Don't know/Refused)	13	13	11
	n=827	n=734	n=511

Demographics

Gender

	All Adults	Registered Voters	"Almost Certain" to Vote
Male	48	48	52
Female	52	52	48
	n=827	n=734	n=511

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

	All Adults	Registered Voters	"Almost Certain" to Vote
Yes	6	6	3
No	93	93	96
(Don't know/Refused)	1	1	1
	n=827	n=734	n=511

What racial or ethnic group best describes you?

	All Adults	Registered Voters	"Almost Certain" to Vote
African-American or Black	21	20	18
White or Caucasian	72	74	75
Native American	1	1	1
Asian	1	1	1
(Multiple or Other)	4	4	4
(Don't know/Refused)	1	1	1
	n=827	n=734	n=511

What is the last year of schooling you have completed?

	All Adults	Registered Voters	"Almost Certain" to Vote
(1-11 th grade)	2	2	2
(High school graduate)	27	24	22
(Some college)	41	42	42
(College graduate)	20	21	21
(Graduate school)	10	11	12
(Don't know/ Refused)	1	1	1
	n=827	n=734	n=511

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	12	11	9
25 to 50 thousand dollars	23	23	22
50 to 75 thousand dollars	22	23	25
75 to 100 thousand dollars	16	16	15
100 to 150 thousand dollars	10	11	12
150 to 250 thousand dollars	8	9	9
More than 250 thousand dollars	2	2	2
(Don't know/Refused)	6	6	5
	n=827	n=734	n=511

Do you have a gun in your home?

	All Adults	Registered Voters	"Almost Certain" to Vote
Yes	43	45	47
No	55	54	51
(Don't know/Refused)	2	2	2
	n=817	n=723	n=504

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

	All Adults	Registered Voters	"Almost Certain" to Vote
Yes	42	44	44
No	54	52	52
(Don't know/Refused)	4	4	4
	n=827	n=734	n=511

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

	All Adults	Registered Voters	"Almost Certain" to Vote
Democrat	34	34	36
Republican	32	33	34
(Independent/unaffiliated)	28	28	26
(Other)	4	3	3
(Don't know/Refused)	3	2	1
	n=827	n=734	n=511

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	17	17	18
Somewhat conservative	23	24	24
Moderate	30	29	27
Somewhat liberal	14	14	14
Very liberal	10	11	13
(Other)	2	2	2
(Don't know/Refused)	5	4	2
	n=827	n=734	n=511

How would you best describe your current relationship status?

	All Adults	Registered Voters	"Almost Certain" to Vote
Single	33	32	28
Engaged	3	2	1
Living with significant other	6	6	7
Married	53	54	58
Widowed	4	4	5
(Don't know/Refused)	1	1	1
	n=827	n=734	n=511

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters	"Almost Certain" to Vote
18 - 24	12	11	8
25 - 34	18	17	13
35 - 44	20	19	21
45 - 54	19	19	20
55 - 64	15	16	18
65 and older	17	18	22
	n=827	n=734	n=511