



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 3/29/2019 (Education Memo: UPDATED)**

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	873 adults in North Carolina (717 self-identified registered voters, 568 individuals who said they voted in the 2018 midterm elections)
Mode of data collection	279 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 594 online interviews. All interviews conducted in English.
Type of sample (probability/non-probability)	Probability, using RDD samples of landline and cellular telephones generated by Dynata, formerly Research Now SSI.
Start and end dates of data collection	February 4 – 11, 2019
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 4.4 percentage points to account for a traditional 95 percent confidence interval for the estimates (plus or minus 3.3 percentage points) and a design effect of 1.3 (based on the weighting).
Are the data weighted?	Yes, relative to U.S. Census (2017 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 Dynata, formerly Research Now SSI: https://www.dynata.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	Voted in 2018
Yes	85	100	100
No	13	0	0
(Don't know)	3	0	0
	n=873	n=717	n=568

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	Voted in 2018
Yes, absolutely certain	97	100	100
Chance registration has lapsed	2	0	0
No, not registered	*	0	0
(Don't know)	1	0	0
	n=741	n=717	n=568

Elections

On November 6th, 2018, North Carolina held its general election for U.S. House of Representatives, and other offices. Did you vote or were you unable to vote for some reason?

	All Adults	Registered Voters	Voted in 2018
Yes	79	79	100
No	20	20	0
(Don't know/Refused)	1	1	0
	n=717	n=717	n=568

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	Voted in 2018
Right direction	31	34	36
Wrong track	59	60	59
(Don't know/Refuse)	10	7	5
	n=873	n=717	n=568

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

	All Adults	Registered Voters	Voted in 2018
Approve	40	43	46
Disapprove	53	53	52
(Don't know)	8	5	2
	n=873	n=717	n=568

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

	All Adults	Registered Voters	Voted in 2018
Approve	45	47	49
Disapprove	29	31	34
(Don't know/refuse)	26	22	17
	n=873	n=717	n=568

Do you approve or disapprove of the way that the U.S. Congress is handling its job?

	All Adults	Registered Voters	Voted in 2018
Approve	20	20	19
Disapprove	61	64	67
(Don't know/refuse)	20	16	14
	n=873	n=717	n=568

Do you approve or disapprove of the way that the North Carolina General Assembly is handling its job?

	All Adults	Registered Voters	Voted in 2018
Approve	34	36	38
Disapprove	31	33	36
(Don't know/refuse)	35	31	27
	n=873	n=717	n=568

Education

Do you happen to have any children--for whom you are parent or guardian-- currently receiving instruction here in North Carolina at the kindergarten through twelfth grade level? If so, do they currently receive their education through a traditional public school, charter school, private or parochial school, home school, or more than one of those?

Note: Participants could select more than one response.

	All Adults	Registered Voters	Voted in 2018
No, not a parent or guardian for any children kindergarten through 12 grade age	65	66	67
Yes, public school	28	27	27
Yes, charter school	3	3	3
Yes, private or parochial school	3	3	4
Yes, homeschool	3	3	3
(Don't know/refuse)	*	*	*
	n=892	n=735	n=585

Are you currently employed by the public school system in North Carolina?

	All Adults	Registered Voters	Voted in 2018
Yes	6	6	7
No	94	93	92
(Refused)	*	*	*
	n=873	n=717	n=568

Overall, in which direction would you say that public education in North Carolina is headed? Would you say the right direction or wrong direction?

	All Adults	Registered Voters	Voted in 2018
Right direction	34	34	36
Wrong direction	48	49	50
(Don't know/Refuse)	19	16	15
	n=873	n=717	n=568

Using a grade of A, B, C, D and F -- where A is excellent and F is very poor -- how would you grade North Carolina on the quality of its public schools?

	All Adults	Registered Voters	Voted in 2018
A	5	5	6
B	21	21	20
C	38	39	40
D	21	22	22
F	6	6	5
(Don't know/Refused)	9	8	7
	n=873	n=717	n=568

Again using a grade of A, B, C, D and F -- where A is excellent and F is very poor -- how would you grade the quality of your local public schools?

	All Adults	Registered Voters	Voted in 2018
A	9	9	10
B	27	28	29
C	29	29	29
D	19	20	21
F	6	6	5
(Don't know/Refused)	10	8	7
	n=873	n=717	n=568

Do you believe that the state should give schools a rating of A, B, C, D, or F based on students' test scores?

	All Adults	Registered Voters	Voted in 2018
Yes	39	40	42
No	44	45	44
(Don't know/Refused)	16	15	15
	n=873	n=717	n=568

Thinking about the quality of schools, who would you say has biggest influence on quality, parents, teachers, legislators, or principals of schools?

	All Adults	Registered Voters	Voted in 2018
Parents	28	29	30
Teachers	33	33	33
Legislators	20	22	22
Principals of schools	10	9	7
(Don't know/Refused)	10	8	8
	n=873	n=717	n=568

I am going to read two statements about how to rate the quality of schools. Please tell me whether the first statement or the second statement is closer to your own view.

“In rating schools, there should be more emphasis on how much students improve overall” OR “In rating schools, there should be more emphasis on how many students attain a particular level of proficiency”

	All Adults	Registered Voters	Voted in 2018
More emphasis on overall improvement	46	46	47
More emphasis on how many students attain proficiency	24	26	26
Neither	3	2	2
Both	21	21	21
(Don't know/Refused)	6	4	4
	n=873	n=717	n=568

I am going to read you a list of government officials and some other groups. Please tell me whether you think that in general most people have respect for these people or groups.

All Adults	Yes	No	(Don't know/refuse)
Public school teachers	69	31	*
School principals	75	25	*
School superintendents	63	37	*
School boards	54	46	*
County commissioners	57	43	*
North Carolina State Superintendent of Public Instruction	59	41	*
North Carolina Governor	64	36	*
State legislators	46	54	*
State board of Education	55	45	*

Registered Voters	Yes	No	(Don't know/refuse)
Public school teachers	70	30	*
School principals	76	24	*
School superintendents	63	37	*
School boards	52	48	*
County commissioners	57	43	*
North Carolina State Superintendent of Public Instruction	58	42	*
North Carolina Governor	64	36	*
State legislators	44	55	*
State board of Education	54	45	*

Voted in 2018	Yes	No	(Don't know/refuse)
Public school teachers	73	27	*
School principals	76	24	*
School superintendents	64	37	*
School boards	51	49	*
County commissioners	57	43	*
North Carolina State Superintendent of Public Instruction	59	41	*
North Carolina Governor	65	35	*
State legislators	42	58	*
State board of Education	55	45	*

The last statewide bond referendum for public school facility construction and maintenance was held in 1997. Would you generally favor or oppose a statewide bond referendum to provide North Carolina school districts with funds to address an estimated 8 to 10 billion dollar backlog in school construction and renovation?

	All Adults	Registered Voters	Voted in 2018
Favor	67	70	71
Oppose	14	14	14
(Don't know/Refused)	20	17	15
	n=873	n=717	n=568

Generally speaking, would you say that North Carolina public school TEACHERS are paid too little, about the right amount, or too much?

	All Adults	Registered Voters	Voted in 2018
Too little	75	77	76
About right	17	17	18
Too much	2	2	2
(Don't know/refuse)	6	4	4
	n=873	n=717	n=568

Would you be willing to pay more in taxes so that North Carolina TEACHERS would be paid at the level of the national average within five years?

	All Adults	Registered Voters	Voted in 2018
Yes	60	61	63
No	26	27	26
(Don't know/Refused)	14	12	11
	n=873	n=717	n=568

Generally speaking, would you say that North Carolina public school PRINCIPALS are paid too little, about the right amount, or too much?

	All Adults	Registered Voters	Voted in 2018
Too little	19	19	20
About right	38	39	39
Too much	12	12	13
(Don't know/refuse)	32	30	29
	n=873	n=717	n=568

Would you be willing to pay more in taxes so that North Carolina PRINCIPALS would be paid at the level of the national average within five years?

	All Adults	Registered Voters	Voted in 2018
Yes	35	37	38
No	45	46	45
(Don't know/Refused)	20	18	17
	n=873	n=717	n=568

Virtual school students stay at home and take all of their classes online. Do you generally favor or oppose children taking all their classes online through virtual schools?

	All Adults	Registered Voters	Voted in 2018
Favor	40	40	40
Oppose	43	45	44
(Don't know/Refused)	17	16	16
	n=873	n=717	n=568

North Carolina legislators have provided state funds for two virtual schools in the state. These two schools are in their final year of a four-year pilot, with mixed reviews about student enrollment and student performance. Do you believe the state should fully fund virtual schools?

	All Adults	Registered Voters	Voted in 2018
Yes	37	36	36
No	43	46	45
(Don't know/Refused)	20	19	19
	n=873	n=717	n=568

Do you believe the state should expand the number of virtual schools?

	All Adults	Registered Voters	Voted in 2018
Yes	37	36	37
No	40	43	43
(Don't know/Refused)	23	21	20
	n=873	n=717	n=568

In North Carolina, some parents choose to homeschool their children rather than sending them to public or private schools. Do you favor or oppose parents having the opportunity to teach their children at home?

	All Adults	Registered Voters	Voted in 2018
Favor	64	65	64
Oppose	23	24	24
(Don't know/Refused)	13	12	12
	n=873	n=717	n=568

Now I am going to read a list of some things all students might be taught or required to take in school. For each item, please tell me whether you think it is extremely important, very important, somewhat important, not very important, or not important at all.

All Adults (n=873)

	Extremely Important	Very Important	Somewhat Important	Not very Important	Not Important at all	(Don't know/ Refuse)
Take music and art	23	32	29	8	4	4
Take technology or engineering classes	34	39	18	5	1	4
Taught skills related to being cooperative and getting along with others	44	35	12	3	1	4
Taught to be persistent in problem solving	42	40	12	2	1	4

Registered voters (n=717)

	Extremely Important	Very Important	Somewhat Important	Not very Important	Not Important at all	(Don't know/ Refuse)
Take music and art	23	33	29	9	4	3
Take technology or engineering classes	35	40	17	5	1	3
Taught skills related to being cooperative and getting along with others	46	35	12	3	1	3
Taught to be persistent in problem solving	43	40	12	2	1	2

Voted in 2018 (n=568)

	Extremely Important	Very Important	Somewhat Important	Not very Important	Not Important at all	(Don't know/ Refuse)
Take music and art	24	32	29	9	4	2
Take technology or engineering classes	35	41	16	5	1	3
Taught skills related to being cooperative and getting along with others	45	38	11	4	1	3
Taught to be persistent in problem solving	43	40	12	2	1	2

I am going to read several descriptions of schools with particular kinds of populations. Please tell me if you would support a law to provide more funding to such schools.

All adults (n=873)

	Yes, increase funding	No, do not increase funding	(Don't know/refuse)
Schools with large percentages of students with disabilities	76	11	13
Schools with high percentages of students in poverty	77	12	11
Schools with high percentages of English as a second language learners	50	32	17
Schools with high mobility rates	43	24	33
Schools with high percentages of beginning teachers	53	27	20
Low-performing schools	64	21	15

Registered voters (n=717)

	Yes, increase funding	No, do not increase funding	(Don't know/ refuse)
Schools with large percentages of students with disabilities	78	11	11
Schools with high percentages of students in poverty	79	12	9
Schools with high percentages of English as a second language learners	51	34	16
Schools with high mobility rates	43	25	32
Schools with high percentages of beginning teachers	54	28	18
Low-performing schools	66	22	13

Voted in 2018 (n=568)

	Yes, increase funding	No, do not increase funding	(Don't know/refuse)
Schools with large percentages of students with disabilities	79	12	9
Schools with high percentages of students in poverty	78	12	8
Schools with high percentages of English as a second language learners	51	36	13
Schools with high mobility rates	44	26	31
Schools with high percentages of beginning teachers	55	29	16
Low-performing schools	66	22	12

Thinking about the level of maintenance and condition of physical structures at schools where you live, would you say that the general condition of school buildings are excellent, very good, good, not so good, or poor?

	All Adults	Registered Voters	Voted in 2018
Excellent	7	8	8
Very good	20	20	20
Good	41	42	42
Not so good	19	19	19
Poor	4	4	4
(Don't know/refuse)	8	7	7
	n=873	n=717	n=568

I have a few more questions about education. Please answer each question with yes or no.

All Adults (n=873)

	Yes	No	(Don't know/ refuse)
Should top-performing educators be offered recruitment and retention incentives?	69	17	14
Should educators be offered compensation for attaining graduate-level degrees?	74	14	11
Should the state reduce student testing by aligning local, state, and federal requirements?	56	25	19
Should all schools receiving state funds fall subject to the same accountability system as public schools?	75	13	11
Should the state enhance support for beginning teacher and principle mentoring?	75	13	13

Registered voters (n=717)

	Yes	No	(Don't know/ refuse)
Should top-performing educators be offered recruitment and retention incentives?	71	17	11
Should educators be offered compensation for attaining graduate-level degrees?	77	15	9
Should the state reduce student testing by aligning local, state, and federal requirements?	57	26	16
Should all schools receiving state funds fall subject to the same accountability system as public schools?	77	13	9
Should the state enhance support for beginning teacher and principle mentoring?	77	13	10

Voted in 2018 (n=568)

	Yes	No	(Don't know/ refuse)
Should top-performing educators be offered recruitment and retention incentives?	73	16	11
Should educators be offered compensation for attaining graduate-level degrees?	78	15	8
Should the state reduce student testing by aligning local, state, and federal requirements?	58	26	15
Should all schools receiving state funds fall subject to the same accountability system as public schools?	77	13	9
Should the state enhance support for beginning teacher and principle mentoring?	78	13	10

Demographics

Gender

	All Adults	Registered Voters	Voted in 2018
Male	48	50	53
Female	52	49	46
(Another gender/Prefer not to answer)	1	1	2
	n=873	n=717	n=568

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

	All Adults	Registered Voters	Voted in 2018
Yes	4	3	4
No	96	96	96
(Don't know/Refused)	*	*	*
	n=873	n=717	n=568

What racial or ethnic group best describes you?

	All Adults	Registered Voters	Voted in 2018
African-American or Black	22	23	22
White or Caucasian	72	72	73
Native American	1	1	1
Asian	2	1	1
(Multiple or Other)	2	2	2
(Don't know/Refused)	1	1	1
	n=873	n=717	n=568

What is the last year of schooling you have completed?

	All Adults	Registered Voters	Voted in 2018
(1-11 th grade)	6	4	2
(High school graduate)	27	25	26
(Some college)	39	40	38
(College graduate)	19	21	22
(Graduate school)	9	10	12
(Refused)	*	*	0
	n=873	n=717	n=568

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

	All Adults	Registered Voters	Voted in 2018
25 thousand dollars or less	19	16	13
25 to 50 thousand dollars	28	27	26
50 to 75 thousand dollars	19	21	22
75 to 100 thousand dollars	14	14	15
100 to 150 thousand dollars	9	10	11
150 to 250 thousand dollars	4	4	5
More than 250 thousand dollars	2	2	3
(Don't know/Refused)	7	6	5
	n=870	n=714	n=565

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

	All Adults	Registered Voters	Voted in 2018
Democrat	32	33	35
Republican	29	32	34
(Independent/ unaffiliated)	30	30	26
(Other)	4	3	3
(Don't know/Refused)	5	2	2
	n=870	n=714	n=565

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	Voted in 2018
Never	29	28	27
A few times a year	26	26	23
A few times a month	12	12	12
Almost every week	9	9	10
Every week	12	14	15
More than once a week	8	9	11
(Don't know)	4	2	2
	n=869	n=714	n=565

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

	All Adults	Registered Voters	Voted in 2018
Yes	43	45	47
No	51	51	49
(Don't know/Refused)	6	4	4
	n=869	n=714	n=565

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	Voted in 2018
Very conservative	17	18	20
Somewhat conservative	22	25	25
Moderate	29	28	26
Somewhat liberal	12	13	12
Very liberal	12	12	14
(Other)	1	1	*
(Don't know/Refused)	7	3	3
	n=869	n=714	n=565

How would you best describe your current relationship status?

	All Adults	Registered Voters	Voted in 2018
Single	34	32	27
Engaged	3	3	3
Living with significant other	10	10	9
Married	48	51	55
Widowed	4	4	5
(Don't know/Refused)	1	1	1
	n=869	n=714	n=565

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters	Voted in 2018
18 - 24	13	10	7
25 - 34	18	16	15
35 - 44	20	20	19
45 - 54	19	20	21
55 - 64	15	16	18
65 and older	16	18	21
	n=873	n=717	n=568