



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 3/16/2019**

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	881 adults in North Carolina (713 self-identified registered voters, 571 individuals who said they Voted in 2018).
Mode of data collection	282 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews; 599 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 18, 2019 – February 24, 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 4.5 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 1.4 (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 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	12	0	0
(Don't know/Refused)	3	0	0
	n=881	n=713	n=571

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	95	100	100
Chance registration has lapsed	4	0	0
No, not registered	*	0	0
(Don't know)	1	0	0
	n=750	n=713	n=571

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	80	80	100
No	19	19	0
(Don't know/Refused)	1	1	0
	n=713	n=713	n=571

Divided Government

As you may know, the Democrats now control the U.S. House of Representatives, while Republicans control the U.S. Senate and the presidency. Do you think it is good for the country, bad for the country, or does it not really make a difference that the Democrats now control the House of Representatives while Republicans still control the Senate and the presidency?

	All Adults	Registered Voters	Voted in 2018
Good thing	31	35	37
Bad thing	31	33	35
Does not really make a difference	28	25	22
(Don't know/refuse)	10	7	5
	n=881	n=713	n=571

This year should the Democratic leaders in Washington...Try as best as they can to work with Donald Trump to accomplish things, even if it means disappointing some groups of Democratic supporters? OR should they stand up to Donald Trump on issues that are important to Democratic supporters, even if it means less gets done in Washington?

	All Adults	Registered Voters	Voted in 2018
Try to work as best they can with Donald Trump	53	56	55
Stand up to Donald Trump on issues that are important to Democratic supporters	36	36	38
(Don't know/refuse)	12	8	7
	n=881	n=713	n=571

As you may know, here in North Carolina the Republicans now control the state House of Representatives and the state Senate, while we have a Democrat as a governor. Do you think it is good for the state, bad for the state, or does it not really make a difference that the Republicans now control the state House of Representatives and Senate while we have a Democrat as governor?

	All Adults	Registered Voters	Voted in 2018
Good for the state	27	28	30
Bad for the state	32	34	36
Does not really make a difference	27	28	25
(Don't know/refuse)	14	10	9
	n=881	n=713	n=571

This year should Republican leaders in Raleigh...Try as best as they can to work with Roy Cooper to accomplish things, even if it means disappointing some groups

of Republican supporters? OR should they stand up to Roy Cooper on issues that are important to Republican supporters, even if it means less gets done in Raleigh?

	All Adults	Registered Voters	Voted in 2018
Try to work as best they can with Roy Cooper	57	59	62
Stand up to Roy Cooper on issues that are important to Republican supporters	25	27	28
(Don't know/refuse)	18	14	11
	n=881	n=713	n=571

How much attention have you been paying to stories about the 2020 presidential election? Would you say a lot, some, or not much at all?

	All Adults	Registered Voters	Voted in 2018
A lot	27	30	34
Some	46	48	48
Not much at all	24	20	16
(Don't know/refuse)	4	2	2
	n=881	n=713	n=571

Spring Cleaning

How often, if ever, do you or someone in your household engage in spring cleaning?

	All Adults	Registered Voters	Voted in 2018
Every year	73	75	75
Every other year	6	6	5
Every few years	8	8	8
Less often than every few years	4	3	3
I never spring clean	6	7	8
(Don't know/refuse)	3	2	2
	n=881	n=713	n=571

What is your primary reason for spring cleaning?

	All Adults	Registered Voters	Voted in 2018
To give my house the thorough cleaning it needs	49	51	53
To remove clutter	37	36	35
To remove asthma or allergy triggers	9	8	7
To prevent the spread of illness	4	4	4

(Don't know/refuse)	1 n=796	2 n=713	1 n=571
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Which of the following do you do more often?

	All Adults	Registered Voters	Voted in 2018
"Light cleaning", a general surface-level cleaning of your household	59	59	60
"Deep cleaning", a thorough cleaning of the entire household, including floors, furniture	37	38	38
(Don't know/refuse)	4 n=881	3 n=713	3 n=571

During which season, if ever, do you most often perform a "deep clean" of your household? Meaning, a thorough cleaning of the entire household, including floors, furniture and surfaces.

	All Adults	Registered Voters	Voted in 2018
Winter	13	13	12
Spring	50	52	54
Summer	12	12	11
Fall	7	7	7
(Don't know/refuse)	18 n=881	16 n=713	16 n=571

March Madness

Now here are some questions about NCAA basketball. How closely will you follow the men's NCAA Division I basketball tournament also called March Madness? Would you say extremely closely, very closely, somewhat closely, or not at all closely?

	All Adults	Registered Voters	Voted in 2018
Extremely closely	13	14	15
Very closely	13	14	15
Somewhat closely	25	26	27
Not at all closely	44	43	40
(Don't know/refuse)	5 n=881	3 n=713	3 n=571

Will you fill out a tournament bracket for the men's Division I NCAA basketball tournament this year as part of a contest?

	All Adults	Registered Voters	Voted in 2018
Yes	22	24	25
No	65	65	63
(Don't know/refuse)	13	12	12
	n=881	n=713	n=571

Would you say that the media pays too much, too little, or about the right amount of attention to the men's Division I NCAA basketball tournament also called March Madness?

	All Adults	Registered Voters	Voted in 2018
Too much	29	30	32
About the right amount	46	48	49
Too little	5	4	4
(Don't know/refuse)	20	19	15
	n=881	n=713	n=571

Demographics

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

	All Adults	Registered Voters	Voted in 2018
Yes	6	6	5
No	93	94	94
(Don't know/Refused)	1	1	1
	n=881	n=713	n=571

What racial or ethnic group best describes you?

	All Adults	Registered Voters	Voted in 2018
African-American or Black	22	22	22
White or Caucasian	70	71	72
Native American	1	1	1
Asian	2	2	2
(Multiple or Other)	2	2	1
(Don't know/Refused)	3	3	2
	n=881	n=713	n=571

What is the last year of schooling you have completed?

	All Adults	Registered Voters	Voted in 2018
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(1-11 th grade)	5	2	3
(High school graduate)	27	25	23
(Some college)	39	40	40
(College graduate)	19	21	22
(Graduate school)	9	10	12
(Don't know/ Refused)	1	*	*
	n=881	n=713	n=571

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	18	16	14
25 to 50 thousand dollars	22	21	20
50 to 75 thousand dollars	18	20	19
75 to 100 thousand dollars	14	14	15
100 to 150 thousand dollars	12	14	16
150 to 250 thousand dollars	4	4	5
More than 250 thousand dollars	2	2	2
(Don't know/Refused)	10	10	10
	n=881	n=713	n=571

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

	All Adults	Registered Voters	Voted in 2018
Democrat	31	33	37
Republican	31	34	33
(Independent/ unaffiliated)	30	28	26
(Other)	4	3	3
(Don't know/Refused)	5	4	2
	n=881	n=713	n=571

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	28	27	26
A few times a year	24	23	21
A few times a month	11	11	11
Almost every week	11	12	12
Every week	17	20	21
More than once a week	6	6	6
(Don't know/Refused)	4	2	2
	n=881	n=711	n=571

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

	All Adults	Registered Voters	Voted in 2018
Yes	45	48	48
No	50	48	48
(Don't know/Refused)	6	4	4
	n=879	n=711	n=571

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	19	22
Somewhat conservative	21	23	23
Moderate	34	32	30
Somewhat liberal	14	14	14
Very liberal	8	8	9
(Other)	2	1	1
(Don't know/Refused)	6	3	1
	n=881	n=711	n=571

How would you best describe your current relationship status?

	All Adults	Registered Voters	Voted in 2018
Single	36	34	33
Engaged	3	2	2
Living with significant other	9	8	7
Married	47	51	54
Widowed	4	3	4
(Don't know/Refused)	2	2	2
	n=879	n=711	n=571

Gender

	All Adults	Registered Voters	Voted in 2018
Male	49	50	49
Female	51	50	51
(Prefer not to answer)	*	*	*
	n=881	n=713	n=571

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters	Voted in 2018
18 - 24	13	11	8
25 - 34	18	18	17

35 - 44	20	19	18
45 - 54	19	19	20
55 - 64	15	17	18
65 and older	15	17	20
	n=881	n=713	n=571