



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 10/23/2019 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	1009 adults in North Carolina (828 self-identified registered voters, 628 individuals who said they voted in the 2018 midterm elections)
Mode of data collection	255 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 754 online interviews. All interviews conducted in English.
Type of sample (probability/non-probability)	Adults (people over the age of 18) in North Carolina.
Start and end dates of data collection	September 27, 2019 – October 4, 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 percentage points to account for a traditional 95% confidence interval for the estimates (plus or minus 3.1 percentage points) and a design effect of 1.3 (based on the weighting).
Are the data weighted?	Yes, relative to U.S. Census (2018 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
Yes	86	100
No	12	0
(Don't know/Refused)	3	0
	n=1009	n=828

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
Yes, absolutely certain	96	100
Chance registration has lapsed	3	0
No, not registered	*	0
(Don't know)	1	0
	n=864	n=828

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
Yes	76	76
No	21	21
(Don't know/Refused)	3	3
	n=828	n=828

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	33	35	37
Wrong track	60	59	59
(Don't know/Refuse)	7	6	5
	n=1009	n=828	n=628

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	41	44	44
Disapprove	52	52	53
(Don't know/refuse)	7	4	3
	n=1009	n=828	n=628

Do you approve or disapprove of the way that the US Congress is handling its job?

	All Adults	Registered Voters	Voted in 2018
Approve	18	18	20
Disapprove	65	68	67
(Don't know/refuse)	17	14	13
	n=1009	n=828	n=628

Halloween

Now I would like to change topics again. I know it is a few weeks off, but now I would like to ask you about Halloween. Do you celebrate the Halloween holiday?

	All Adults	Registered Voters	Voted in 2018
Yes	65	64	63
No	33	34	35
(Don't know/refuse)	3	2	2
	n=1009	n=828	n=628

Some people spend a lot of time and money celebrating the Halloween holiday, others do not celebrate much at all. Altogether how much money would you say you will spend this year on Halloween, including things like costumes, decorations, candy to give out, and food and drinks?

Average (Mean) – \$87

\$50 or less – 54%

More than \$50 – 46%

*Based on 654 respondents (all adults) who provided an approximate dollar figure for their spending.

Would you say that is more or less than last year?

	All Adults	Registered Voters	Voted in 2018
More	14	15	14
(About the same)	74	74	75
Less	11	9	11
(Don't know/refuse)	1	1	1
	n=652	n=530	n=395

Some retailers begin stocking for Christmas in September and October. Do you think it is too early for them to start stocking their shelves for Christmas?

	All Adults	Registered Voters	Voted in 2018
Yes	56	57	58
Maybe	17	16	16
No	24	23	22
(Don't know/refuse)	4	4	4
	n=1009	n=828	n=628

Sexual Harassment

Do you think sexual harassment at work in North Carolina is a very serious problem, somewhat serious problem, not very serious problem, or not at all serious problem?

	All Adults	Registered Voters	Voted in 2018
Very serious problem	31	31	30
Somewhat serious problem	37	39	40
Not very serious problem	15	15	17
Not at all serious	4	4	3
(Don't know/refuse)	13	12	10
	n=1009	n=828	n=628

Do you think sexual harassment at work in the United States is a very serious problem, somewhat serious problem, not very serious problem, or not at all serious problem?

	All Adults	Registered Voters	Voted in 2018
Very serious problem	39	39	38
Somewhat serious problem	36	38	38
Not very serious problem	13	13	14
Not at all serious	2	2	2
(Don't know/refuse)	9	9	7
	n=1009	n=828	n=628

Demographics

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

	All Adults	Registered Voters	Voted in 2018
Yes	9	9	10
No	90	91	90
(Don't know/Refused)	1	1	1
	n=1009	n=828	n=628

What racial or ethnic group best describes you?

	All Adults	Registered Voters	Voted in 2018
African-American or Black	22	21	22
White or Caucasian	69	71	70
Native American	2	2	2
Asian	2	2	2
(Multiple or Other)	3	2	2
(Don't know/Refused)	2	2	2
	n=1009	n=828	n=628

What is the last year of schooling you have completed?

	All Adults	Registered Voters	Voted in 2018
(1-11 th grade)	5	4	2
(High school graduate)	33	31	29
(Some college)	31	31	33
(College graduate)	20	22	24
(Graduate school)	11	12	13
(Don't know/ Refused)	*	*	*
	n=1009	n=828	n=628

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	21	18	15
25 to 50 thousand dollars	22	23	23
50 to 75 thousand dollars	19	19	21
75 to 100 thousand dollars	12	13	12
100 to 150 thousand dollars	10	12	13
150 to 250 thousand dollars	4	5	6
More than 250 thousand dollars	2	2	2
(Don't know/Refused)	10	9	9
	n=1009	n=828	n=628

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

	All Adults	Registered Voters	Voted in 2018
Democrat	32	34	37
Republican	32	34	34
(Independent/ unaffiliated)	30	28	26
(Other)	2	1	1
(Don't know/Refused)	4	2	3
	n=1009	n=828	n=628

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	28	26
A few times a year	27	27	27
A few times a month	10	9	9
Almost every week	9	10	11
Every week	14	14	14
More than once a week	8	8	8
(Don't know/Refused)	5	4	4
	n=1006	n=827	n=627

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

	All Adults	Registered Voters	Voted in 2018
Yes	40	41	41
No	54	53	53
(Don't know/Refused)	7	6	6
	n=1006	n=826	n=626

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	16	17	18
Somewhat conservative	21	21	21
Moderate	32	31	32
Somewhat liberal	12	12	11
Very liberal	10	11	13
(Other)	1	*	*
(Don't know/Refused)	9	6	4
	n=1006	n=826	n=626

Do you have a gun in your home?

	All Adults	Registered Voters	Voted in 2018
Yes	38	40	41
No	56	54	52
(Prefer not to answer)	6	6	7
	n=988	n=816	n=622

How would you best describe your current relationship status?

	All Adults	Registered Voters	Voted in 2018
Single	34	31	30
Engaged	2	2	1
Living with significant other	8	7	8
Married	49	53	55
Widowed	5	6	5
(Don't know/Refused)	2	1	1
	n=1006	n=826	n=626

Gender

	All Adults	Registered Voters	Voted in 2018
Male	49	50	53
Female	51	50	47
(Prefer not to answer)	*	*	*
	n=1009	n=828	n=628

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters	Voted in 2018
18 - 24	13	11	9
25 - 34	18	16	16
35 - 44	19	18	18
45 - 54	19	20	20
55 - 64	15	16	16
65 and older	16	19	20
	n=1009	n=828	n=628