



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

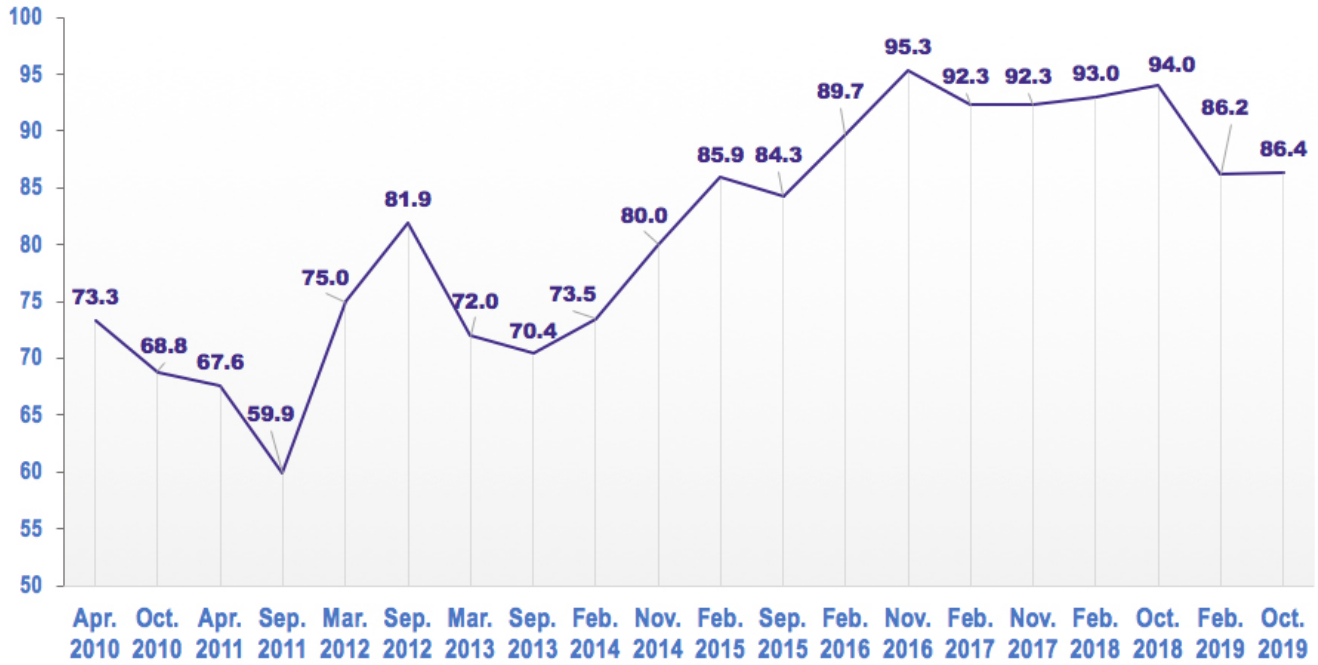
ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	1009 adults in North Carolina (828 self-identified registered voters, 628 individuals who said they voted in the 2018 midterm elections)
Mode of data collection	255 live interviewer telephone (Random 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 data-bbox="451 212 1263 352">Martin J. Kifer Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu</p> <p data-bbox="451 390 824 531">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 *

Note: The following indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (<http://www.sca.isr.umich.edu/>) All samples are All Adults in North Carolina.

HIGH POINT UNIVERSITY HPU POLL



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The following five questions were administered on the current survey and are used to calculate the Index of consumer sentiment.

We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

	Better off	Worse off	(Same or Neither better nor worse)	(Don't know/refused)
<i>October 2019</i>	35	23	39	3
<i>February 2019</i>	36	23	37	3
<i>October 2018</i>	39	20	39	1
<i>February 2018</i>	46	22	31	1
<i>November 2017</i>	40	22	35	3
<i>February 2017</i>	43	19	38	1
<i>November 2016</i>	46	22	30	3
<i>February 2016</i>	53	25	20	2
<i>September 2015</i>	45	25	29	1
<i>February 2015</i>	47	27	25	1
<i>November 2014</i>	39	32	28	1
<i>February 2014</i>	31	41	27	1
<i>September 2013</i>	35	41	24	1
<i>March 2013</i>	33	42	25	*
<i>September 2012</i>	31	42	26	1
<i>March 2012</i>	32	42	24	2
<i>September 2011</i>	24	49	25	2
<i>April 2011</i>	29	45	25	1
<i>October 2010</i>	24	51	25	*
<i>April 2010</i>	26	44	30	*

Now looking ahead, do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now.

	Better off	Worse off	Just about the same as now	(Don't know/refused)
<i>October 2019</i>	39	14	38	9
<i>February 2019</i>	35	14	43	9
<i>October 2018</i>	43	10	42	6
<i>February 2018</i>	41	9	46	4
<i>November 2017</i>	42	11	39	8
<i>February 2017</i>	42	13	40	5
<i>November 2016</i>	44	10	41	5
<i>February 2016</i>	36	8	51	6
<i>September 2015</i>	33	12	49	6
<i>February 2015</i>	31	13	52	3
<i>November 2014</i>	26	17	52	5
<i>February 2014</i>	28	14	53	5
<i>September 2013</i>	27	21	49	3
<i>March 2013</i>	32	22	40	6
<i>September 2012</i>	37	9	42	12
<i>March 2012</i>	31	15	48	6
<i>September 2011</i>	26	21	45	8
<i>April 2011</i>	26	22	49	4
<i>October 2010</i>	29	14	53	5
<i>April 2010</i>	35	18	43	4

Now turning to business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially, or bad times, or what?

	Good times	Bad times	(Neither bad nor good, both good and bad)	(Good times with qualifications)	(Bad times with qualifications)	(Don't know/refused)
<i>October 2019</i>	28	20	27	9	6	10
<i>February 2019</i>	34	26	24	2	*	12
<i>October 2018</i>	44	18	27	2	1	8
<i>February 2018</i>	41	26	18	3	2	10
<i>November 2017</i>	42	25	14	3	3	14
<i>February 2017</i>	43	30	11	8	2	7
<i>November 2016</i>	43	20	18	8	3	9
<i>February 2016</i>	35	33	16	3	3	11
<i>September 2015</i>	32	38	15	3	3	10
<i>February 2015</i>	38	31	15	5	4	8
<i>November 2014</i>	35	31	15	7	4	9
<i>February 2014</i>	26	36	19	8	3	9
<i>September 2013</i>	23	39	20	6	4	7
<i>March 2013</i>	32	37	15	8	4	4
<i>September 2012</i>	31	24	17	13	2	13
<i>March 2012</i>	29	36	16	7	4	7
<i>September 2011</i>	13	59	13	3	5	7
<i>April 2011</i>	23	46	15	7	2	8
<i>October 2010</i>	25	40	17	9	4	6
<i>April 2010</i>	31	33	17	11	2	6

Looking ahead, which would you say is more likely, that in the country as a whole we'll have continuous good times during the next five years or so, or that we have periods of widespread unemployment or depression, or what?

	Widespread unemployment or depression	Continuous good times	(Neither/A mix of both)	(Don't know/refused)
<i>October 2019</i>	21	25	41	13
<i>February 2019</i>	22	26	42	10
<i>October 2018</i>	21	35	35	8
<i>February 2018</i>	37	40	15	8
<i>November 2017</i>	36	38	16	10
<i>February 2017</i>	34	44	18	5
<i>November 2016</i>	29	45	19	7
<i>February 2016</i>	37	31	16	17
<i>September 2015</i>	36	29	22	14
<i>February 2015</i>	45	27	19	10
<i>November 2014</i>	43	29	20	9
<i>February 2014</i>	52	25	17	6
<i>September 2013</i>	54	22	20	5
<i>March 2013</i>	57	29	13	2
<i>September 2012</i>	32	38	15	15
<i>March 2012</i>	44	31	18	8
<i>September 2011</i>	60	14	18	9
<i>April 2011</i>	55	26	14	5
<i>October 2010</i>	54	25	16	5
<i>April 2010</i>	49	35	17	7

About the big things people buy for their homes, such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items?

	Good time	Bad time	(Neither good time nor bad time)	(Don't know/refused)
<i>October 2019</i>	39	17	30	14
<i>February 2019</i>	41	18	30	11
<i>October 2018</i>	48	12	29	11
<i>February 2018</i>	60	18	12	10
<i>November 2017</i>	61	19	7	14
<i>February 2017</i>	55	20	11	14
<i>November 2016</i>	55	22	12	10
<i>February 2016</i>	60	20	8	12
<i>September 2015</i>	54	26	13	7
<i>February 2015</i>	60	20	12	8
<i>November 2014</i>	49	28	12	10
<i>February 2014</i>	47	31	13	9
<i>September 2013</i>	45	34	12	9
<i>March 2013</i>	44	38	12	7
<i>September 2012</i>	46	36	12	6
<i>March 2012</i>	55	14	23	8
<i>September 2011</i>	43	41	9	6
<i>April 2011</i>	44	41	9	6
<i>October 2010</i>	45	37	14	4
<i>April 2010</i>	42	35	17	7

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