



**HIGH POINT UNIVERSITY/NEWS & RECORD POLL
MEMO RELEASE 11/12/2019**

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	1049 adults in North Carolina (849 self-identified registered voters, 599 individuals who said they voted in the 2018 midterm elections)
Mode of data collection	248 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 801 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	November 1, 2019 – November 7, 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 3.6 percentage points to account for a traditional 95 percent confidence interval for the estimates (plus or minus 3.0 percentage points) and a design effect of 1.2 (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	The HPU Survey Research Center is a Charter

Transparency	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	Martin J. Kifer Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu Brian McDonald Associate Director 336-841-9651 bmcdonal@highpoint.edu
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	85	100
No	13	0
(Don't know/Refused)	2	0
	n=1049	n=842

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	95	100
Chance registration has lapsed	3	0
No, not registered	1	0
(Don't know)	1	0
	n=1049	n=842

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	71	71	100
No	28	28	0
(Don't know/Refused)	1	1	0
	n=1049	n=842	n=599

Negativity and Civility

Do you think that the presidential election in 2020 will have MORE mud-slinging or negative campaigning than recent presidential elections or will there be LESS mud-slinging and negative campaigning?

	All Adults	Registered Voters	Voted in 2018
More	65	70	71
Less	6	6	5
(Same)	18	17	17
(Don't know)	12	8	7
	n=1048	n=842	n=598

Do you think relations between Republicans and Democrats in Washington will get better in the coming year, get worse, or stay the same as they are now?

	All Adults	Registered Voters	Voted in 2018
Get better	11	11	12
Get worse	47	50	50
Stay about the same	31	32	32
(Don't know/refuse)	11	8	6
	n=1048	n=842	n=598

Do you think Republicans and Democrats in Washington will spend more time next year working against each other or working together to get things done?

	All Adults	Registered Voters	Voted in 2018
Working against each other	69	74	75
Working together	16	14	15
(Don't know/refuse)	16	12	10
	n=1047	n=840	n=598

Now, thinking about the American people as a whole, do you think that people in the U.S. are more united, more divided, or not much different than usual?

	All Adults	Registered Voters	Voted in 2018
More united	8	8	9
More divided	62	65	65
Not much different than usual	23	22	23
(Don't know)	8	5	4
	n=1048	n=841	n=598

Based on what you've seen, do you think the advertising for the 2020 campaigns has been more negative than in past elections, less negative, or about the same?

	All Adults	Registered Voters	Voted in 2018
More negative	33	36	39
About the same	46	47	47
Less negative	6	5	4
(Don't know)	16	12	10
	n=1048	n=841	n=598

Demographics

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

	All Adults	Registered Voters	Voted in 2018
Yes	9	7	7
No	90	93	93
(Don't know/Refused)	1	1	1
	n=1049	n=842	n=599

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	71	74	73
Native American	1	1	1
Asian	1	1	1
(Multiple or Other)	3	3	2
(Don't know/Refused)	2	1	1
	n=1049	n=842	n=599

What is the last year of schooling you have completed?

	All Adults	Registered Voters	Voted in 2018
(1-11 th grade)	5	4	3
(High school graduate)	27	25	25
(Some college)	37	38	36
(College graduate)	20	22	24
(Graduate school)	10	11	12
(Don't know/ Refused)	1	*	1
	n=1049	n=842	n=599

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	23	20	18
25 to 50 thousand dollars	23	23	21
50 to 75 thousand dollars	17	18	21
75 to 100 thousand dollars	14	14	13
100 to 150 thousand dollars	10	11	13
150 to 250 thousand dollars	5	5	5
More than 250 thousand dollars	2	6	1
(Don't know/Refused)	7	7	8
	n=1049	n=842	n=599

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

	All Adults	Registered Voters	Voted in 2018
Democrat	33	35	37
Republican	29	32	31
(Independent/ unaffiliated)	31	29	28
(Other)	3	2	2
(Don't know/Refused)	5	2	1
	n=1049	n=842	n=599

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	30	30	28
A few times a year	25	25	24
A few times a month	11	11	12
Almost every week	9	9	10
Every week	13	14	16
More than once a week	8	8	8
(Don't know/Refused)	4	2	1
	n=1049	n=842	n=599

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

	All Adults	Registered Voters	Voted in 2018
Yes	40	42	43
No	54	53	54
(Don't know/Refused)	7	5	4
	n=1049	n=842	n=599

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	17
Somewhat conservative	22	23	24
Moderate	32	32	31
Somewhat liberal	12	13	12
Very liberal	9	10	12
(Other)	1	1	2
(Don't know/Refused)	8	5	3
	n=1049	n=842	n=599

Do you have a gun in your home?

	All Adults	Registered Voters	Voted in 2018
Yes	41	44	47
No	58	55	52
(Prefer not to answer)	1	1	1
	n=1004	n=813	n=580

How would you best describe your current relationship status?

	All Adults	Registered Voters	Voted in 2018
Single	33	32	31
Engaged	3	3	3
Living with significant other	10	10	8
Married	47	50	53
Widowed	5	4	4
(Don't know/Refused)	2	1	1
	n=1049	n=842	n=599

Gender

	All Adults	Registered Voters	Voted in 2018
Male	49	51	54
Female	51	49	46
(Prefer not to answer)	*	*	*
	n=1049	n=842	n=599

Age (Calculated using birth year)

In what year were you born?

	All Adults	Registered Voters	Voted in 2018
18 - 24	13	11	10
25 - 34	18	16	14
35 - 44	20	19	19
45 - 54	19	19	20
55 - 64	15	16	16
65 and older	16	19	22
	n=1049	n=842	n=599