



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 12/17/2019 (UPDATE)**

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

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	34	36	39
Wrong track	56	56	56
(Don't know/Refuse)	10	7	5
	n=1049	n=842	n=598

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	42	43
Disapprove	52	52	52
(Don't know/refuse)	8	6	5
	n=1049	n=842	n=599

Do you think President Trump should be impeached and removed from office?

	All Adults	Registered Voters	Voted in 2018
Yes	44	45	47
No	43	45	44
(Don't know/refuse)	13	11	9
	n=1049	n=842	n=599

[IF NO OR DON'T KNOW] Is that because you think President Trump should be impeached, but not removed from office or because you don't think he should be impeached at all?

	All Adults	Registered Voters	Voted in 2018
Should be impeached but not removed from office	11	10	10
Should not be impeached at all	88	89	89
(Don't know/refuse)	1	1	1
	n=464	n=392	n=269

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	40	43	46
Disapprove	31	34	36
(Don't know/refuse)	29	23	18
	n=1049	n=842	n=599

Do you approve or disapprove of the way that Thom Tillis is handling his job as United States Senator?

	All Adults	Registered Voters	Voted in 2018
Approve	31	34	36
Disapprove	35	38	42
(Don't know/refuse)	34	29	22
	n=1049	n=842	n=599

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

	All Adults	Registered Voters	Voted in 2018
Approve	22	22	23
Disapprove	57	61	63
(Don't know/refuse)	22	17	14
	n=1049	n=842	n=599

Holiday Shopping

Now I would like to ask you some questions about holiday shopping this year. As you may know, the Friday after Thanksgiving is one of the biggest shopping days of the year. Looking ahead, do you personally plan on shopping on the Friday after Thanksgiving, or not?

	All Adults	Registered Voters	Voted in 2018
Yes	38	36	35
No	53	55	56
(Don't know/refuse)	10	9	9
	n=1048	n=841	n=598

Do you plan to do most of your holiday shopping in brick-and-mortar stores or online this year?

	All Adults	Registered Voters	Voted in 2018
Brick and mortar stores	24	25	27
Online	32	32	32
(both equally)	33	35	33
(Don't know/refuse)	11	9	9
	n=1048	n=841	n=598

Thinking ahead to the holiday season, how much do you think that you will spend this year on gifts, food, decorations and other items related to your celebration of the holidays?

Mean (average): \$949*

*Calculated based on n=939 numeric responses.

Do you think that you will spend more, less or about the same as last year on gifts, food, decorations and other items related to your celebration of the holidays?

	All Adults	Registered Voters	Voted in 2018
More	22	23	22
Less	19	20	19
About the same	54	56	58
(Don't know/refuse)	5	2	2
	n=1047	n=840	n=597

Generally speaking do you think that you experience more stress in your life during the holiday season, less stress or does the season not make much difference either way?

	All Adults	Registered Voters	Voted in 2018
More stress	31	32	30
Not much difference either way	57	58	59
Less stress	10	9	10
(Don't know/refuse)	3	2	1
	n=1048	n=841	n=598

Thinking about your own giving to charity during the holiday season, would you say you are more willing to give to charity during the holiday season, less likely to give to charity, or does the holiday season not make a difference one way or the other?

	All Adults	Registered Voters	Voted in 2018
More likely to give	33	35	35
Less likely to give	10	9	10
Does not make much difference either way	51	53	52
(Don't know/refuse)	6	3	3
	n=1048	n=841	n=598

NCAA

How closely do you follow college athletics? Would you say extremely closely, very closely, somewhat closely, or not at all closely?

	All Adults	Registered Voters	Voted in 2018
Extremely closely	10	11	13
Very closely	13	14	16
Somewhat closely	25	26	25
Not at all closely	46	45	42
(Don't know/refuse)	6	3	3
	n=1049	n=842	n=599

Would you say that the media pays too much, too little, or about the right amount of attention to college athletics?

	All Adults	Registered Voters	Voted in 2018
Too much	24	25	27
About the right amount	48	50	50
Too little	10	10	10
(Don't know/refuse)	18	15	13
	n=1049	n=842	n=599

Do you think student athletes should be able to get paid for the use of their names, images, or likenesses?

	All Adults	Registered Voters	Voted in 2018
Should be paid	54	55	54
Should not be paid	30	32	33
(Don't know/refuse)	16	13	12
	n=1049	n=842	n=599

More specifically, do you think that college athletes should be able to sign deals to endorse particular products while they are in college?

	All Adults	Registered Voters	Voted in 2018
Yes	60	59	59
No	40	41	41
(Don't know/refuse)	*	*	*
	n=1049	n=842	n=599

Health

Now I have some questions about health and other topics. Have you seen a health care provider for the flu in the past 12 months, or not?

	All Adults	Registered Voters	Voted in 2018
Yes	30	31	34
No	66	66	64
(Don't know/refuse)	4	2	3
	n=1049	n=842	n=599

Have you had a flu shot within the past 12 months?

	All Adults	Registered Voters	Voted in 2018
Yes	51	54	57
No	46	45	41
(Don't know/refuse)	3	1	2
	n=1049	n=842	n=599

Do you plan on getting a flu shot this year?

	All Adults	Registered Voters	Voted in 2018
Yes, but have not gotten it yet	23	23	22
Yes, have already gotten it	39	42	47
No	34	32	29
(Don't know/refuse)	4	3	3
	n=1049	n=842	n=599

Do you have any children under the age of 18?

	All Adults	Registered Voters	Voted in 2018
Yes	31	31	32
No	67	68	67
(Don't know/refuse)	2	1	1
	n=1049	n=842	n=599

Will you have your children vaccinated against flu this year?

**asked of 321 respondents with children under the age of 18*

	All Adults	Registered Voters	Voted in 2018
Yes	63	67	67
No	36	32	32
(Don't know/refuse)	1	1	1
	n=321	n=259	n=191

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