



**HIGH POINT UNIVERSITY / NEWS & RECORD POLL
MEMO RELEASE 2/14/2020**

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	1100 adults in North Carolina.
Mode of data collection	292 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 808 online interviews. All interviews conducted in English.
Type of sample (probability/non-probability)	Non-Probability, using RDD samples of landline and cellular telephones generated by dynata as well as respondents from dynata's online panels.
Start and end dates of data collection	January 31 – February 6, 2020
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/ethnicity, 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	Democrats	Republicans	Independents/ Unaffiliated
Yes	83	86	91	73
No	14	11	7	24
(Don't know/Refused)	3	4	1	3
	n=1100	n=368	n=359	n=342

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	Democrats	Republicans	Independents/ Unaffiliated
Yes, absolutely certain	96	96	97	94
Chance registration has lapsed	4	3	2	4
No, not registered (Don't know)	* 1	0 1	* *	* 1
	n=915	n=317	n=328	n=251

Social Media

Which of the following would you say you prefer for getting news about politics?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Reading news in a print newspaper	6	6	5	6
Listening to news on the radio	9	10	9	7
Watching news on television	44	49	49	35
Getting news from a social media site	13	13	11	16
Getting news from a news website	19	16	18	23
Do not get news on any platform	5	3	4	7
No answer	5	4	4	5
	n=1099	n=368	n=357	n=342

Overall, when you add up all the advantages and disadvantages of social media, would you say that social media has been mostly a good thing or a bad thing for politics in this country?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Good thing	19	25	19	11
Bad Thing	33	30	34	35
(Some of both)	41	39	42	45
(Don't Know/refuse)	7	7	5	9
	n=1100	n=369	n=358	n=341

Do you use social media like Facebook, Instagram, Twitter, or Snapchat to keep up with what is happening in politics?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	43	49	43	35
No	54	48	55	61
(Don't know/refuse)	3	3	2	4
	n=1100	n=369	n=358	n=341

Thinking about how people use social media to comment on politics, have you ever seen someone try to socially or physically intimidate another person through the use of social media because of politics?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	53	55	48	55
No	33	33	37	29
(Not sure/prefer not to respond)	15	13	15	16
	n=1100	n=369	n=358	n=341

Demographics

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

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	9	11	5	9
No	91	88	95	91
(Don't know/Refused)	*	1	*	0*
	n=1099	n=368	n=358	n=341

What racial or ethnic group best describes you?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
African American or Black	21	40	4	18
White or Caucasian	69	50	92	66
Native American	2	3	1	3
Asian	2	2	2	3
(Multiple or other)	5	4	2	8
(Don't know/Refused)	1	1	*	1
	n=1099	n=368	n=358	n=341

What is the last year of schooling you have completed?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
(1-11 th grade)	5	5	4	6
(High school graduate)	29	27	30	20
(Some college)	34	36	35	32
(College Graduate)	22	21	23	23
(Graduate school)	9	11	8	9
(Don't know/ Refused)	1	1	*	3
	n=1099	n=368	n=358	n=341

Would you please stop me when I read the correct category for your total household income?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
25 thousand dollars or less	21	25	16	21
20 to 50 thousand dollars	22	26	20	21
50 to 75 thousand dollars	18	17	21	16
75 to 100 thousand dollars	13	9	17	12
100 to 150 thousand dollars	10	11	10	11
150 to 250 thousand dollars	5	5	4	6
More than 250 thousand dollars	3	1	4	4
(Don't know/ Refused)	9	8	8	10
	n=1100	n=369	n=358	n=341

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	Democrats	Republicans	Independents/ Unaffiliated
Never	28	32	20	34
A few times a year	27	30	26	26
A few times a month	10	11	10	8
Almost every week	11	10	13	8
Every week	16	12	21	16
More than once a week	7	4	10	6
(Don't know/Refused)	2	2	2	2
	n=1100	n=369	n=358	n=341

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

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	43	35	62	33
No	51	59	35	58
(Don't know/Refused)	6	7	3	9
	n=1100	n=369	n=358	n=341

Thinking about politics today, do you generally consider yourself to be very conservative, somewhat conservative, moderate, somewhat liberal or very liberal?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Very conservative	18	8	40	8
Somewhat conservative	22	10	36	20
Moderate	30	31	18	41
Somewhat liberal	12	24	1	10
Very liberal	9	19	1	7
(Other)	1	*	*	3
(Don't know/Refused)	8	7	3	12
	n=1100	n=369	n=358	n=341

Do you have a gun in your home?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	44	29	61	43
No	54	70	38	54
(Prefer not to answer)	2	1	1	3
	n=1061	n=357	n=351	n=326

How would you best describe your current relationship status?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Single	34	41	29	32
Engaged	3	2	2	5
Living with significant other	9	13	5	9
Married	49	39	59	49
Widowed	4	4	5	4
(Don't know/Refused)	1	1	1	1
	n=1100	n=369	n=358	n=341

Gender

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Male	48	41	58	47
Female	52	59	43	53
(Prefer not to answer)	*	0	0	1
	n=1049	n=344	n=305	n=319

Age by category

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
18 - 24	13	16	10	12
25 - 34	18	22	10	21
35 - 44	20	19	19	21
45 - 54	19	19	21	17
55 - 64	15	11	20	15
65 and older	16	14	20	15
	n=1100	n=368	n=358	n=341