



**HIGH POINT UNIVERSITY / NEWS & RECORD POLL
MEMO RELEASE 3/10/2020 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	1,216 adults in North Carolina
Mode of data collection	300 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 916 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	February 21 – February 28, 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 3.4 percentage points to account for a traditional 95 percent confidence interval for the estimates (plus or minus 2.8 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. The HPU SRC uses Qualtrics as a platform to collect online interviews.

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	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	Democrats	Republicans	Independents/ Unaffiliated
Yes	84	90	89	74
No	14	8	10	23
(Don't know/Refused)	3	2	1	4
	n=1215	n=412	n=427	n=334

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	96	96
Chance registration has lapsed	2	2	3	2
No, not registered	1	1	1	0
(Don't know)	1	2	*	0
	n=1018	n=369	n=381	n=247

NCAA

How closely are you following the men's NCAA Division I basketball tournament also called March Madness? Would you say extremely closely, very closely, somewhat closely, or not at all closely?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Extremely closely	14	17	17	8
Very closely	13	19	13	7
Somewhat closely	20	20	21	18
Not closely at all	47	40	45	58
(Don't know/refuse)	6	5	3	9
	n=1216	n=413	n=427	n=334

Would you say that the media pays too much, too little, or about the right amount of attention to the men's Division I NCAA basketball tournament also called March Madness?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Too little	7	9	5	5
About right	43	49	46	34
Too much	32	27	35	35
(Don't Know/refuse)	18	16	14	26
	n=1215	n=413	n=427	n=333

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

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Should be paid	48	58	39	46
Should not be paid	38	29	48	36
(Don't Know/refuse)	15	13	13	18
	n=1215	n=414	n=426	n=333

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	Democrats	Republicans	Independents/ Unaffiliated
Yes	60	67	55	58
No	40	33	45	41
(Don't Know/refuse)	0	0	0	0
	n=1048	n=361	n=374	n=279

The Atlantic Coast Conference or ACC basketball tournament will be in Greensboro, NC this year. Does that make you more or less likely to watch the tournament or does it not make much difference either way?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
More likely to watch	21	29	24	10
Less likely to watch	7	11	6	6
Does not make much difference either way	65	55	66	76
(Don't Know/refuse)	6	6	5	8
	n=1213	n=414	n=426	n=332

Do you think colleges and universities that have big-time sports programs maintain the right balance between academics and athletics or do they place too much emphasis on athletics over academics?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Right balance	29	34	32	22
Too much emphasis on athletics over academics	54	50	55	58
(Don't Know/refuse)	17	17	13	20
	n=1216	n=413	n=427	n=334

Demographics

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

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	8	10	7	6
No	91	90	93	93
(Don't know/Refused)	1	1	1	1
	n=1216	n=414	n=426	n=334

What racial or ethnic group best describes you?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
African American or Black	22	41	9	15
White or Caucasian	69	49	85	73
Native American	1	1	2	1
Asian	2	2	2	4
(Multiple or other)	4	4	1	6
(Don't know/Refused)	2	3	1	2
	n=1216	n=414	n=426	n=334

What is the last year of schooling you have completed?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
(1-11 th grade)	5	4	6	5
(High school graduate)	30	34	27	29
(Some college)	34	30	37	34
(College Graduate)	21	20	23	20
(Graduate school)	10	11	7	11
(Don't know/Refused)	1	1	1	1
	n=1218	n=415	n=427	n=334

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	22	22	18	28
20 to 50 thousand dollars	26	27	27	25
50 to 75 thousand dollars	18	21	19	13
75 to 100 thousand dollars	12	11	13	11
100 to 150 thousand dollars	9	8	11	8
150 to 250 thousand dollars	5	2	6	5
More than 250 thousand dollars	2	2	1	3
(Don't know/ Refused)	7	7	6	8
	n=1213	n=412	n=426	n=333

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	30	35	19	37
A few times a year	26	26	27	26
A few times a month	12	13	12	11
Almost every week	10	8	13	8
Every week	13	11	18	12
More than once a week	6	3	9	4
(Don't know/Refused)	3	4	2	3
	n=1214	n=411	n=427	n=334

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

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	43	33	60	35
No	52	61	37	60
(Don't know/Refused)	6	6	4	5
	n=1212	n=410	n=427	n=333

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	19	8	40	8
Somewhat conservative	21	9	37	17
Moderate	31	37	16	44
Somewhat liberal	12	21	3	14
Very liberal	9	19	1	5
(Other)	1	1	0	3
(Don't know/Refused)	7	5	3	11
	n=1211	n=411	n=426	n=333

Do you have a gun in your home?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	41	31	56	36
No	54	66	40	57
(Prefer not to answer)	5	3	5	7
	n=1208	n=409	n=425	n=333

How would you best describe your current relationship status?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Single	35	38	30	38
Engaged	5	6	3	3
Living with significant other	9	12	5	11
Married	46	38	56	42
Widowed	4	4	4	5
(Don't know/Refused)	2	1	1	1
	n=1210	n=409	n=426	n=333

Who did you vote for in the 2016 Presidential Election, Hillary Clinton, Donald Trump, someone else, or did you not vote?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Hilary Clinton	34	75	7	20
Donald Trump	37	6	75	31
Someone else	4	2	2	8
Did not vote	22	14	15	36
Don't know/refuse	3	3	1	5
	n=1211	n=410	n=426	n=334

Gender

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Male	48	44	54	48
Female	51	55	46	50
(Other or Prefer not to answer)	1	1	1	2
	n=1214	n=413	n=426	n=333

Age by category

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
18 - 24	13	12	12	15
25 - 34	18	18	15	22
35 - 44	20	23	20	14
45 - 54	19	20	17	20
55 - 64	15	13	18	14
65 and older	16	14	19	16
	n=1215	n=413	n=426	n=334