



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE 3/11/2020 (Education Memo)**

<b>ELEMENTS</b>	<b>DETAILS</b>
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: <a href="https://www.aapor.org/Transparency_Initiative.htm">https://www.aapor.org/Transparency_Initiative.htm</a>
Sample supplier	Landline and cell phone sample as well as access to online panels provided by dynata (formerly Research Now/SSI) <a href="https://www.dynata.com/">https://www.dynata.com/</a>
Contact for more information	Martin J. Kifer Director, High Point University Survey Research Center 336-841-9333 <a href="mailto:mkifer@highpoint.edu">mkifer@highpoint.edu</a>  Brian McDonald Associate Director 336-841-9651 <a href="mailto:bmcdonal@highpoint.edu">bmcdonal@highpoint.edu</a>
Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at <a href="http://www.highpoint.edu/src">http://www.highpoint.edu/src</a> 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 \*

### *Education*

Do you happen to have any children--for whom you are parent or guardian--currently receiving instruction here in North Carolina at the kindergarten through twelfth grade level? If so, do they currently receive their education through a traditional public school, charter school, private or parochial school, home school, or more than one of those?

	All Adults	Registered Voters
No, not a parent or guardian for any children kindergarten through 12th grade age	65	66
Yes, public school	26	26
Yes, charter school	3	3
Yes, private or parochial school	3	3
Yes, home school	3	3
No answer	2	1
	n=1233	n=985

Note: Participants could select more than one response.

Overall, in which direction would you say that public education in North Carolina is headed?  
 Would you say the right direction or wrong direction?

	All Adults	Registered Voters
Right direction	34	34
Wrong direction	45	49
(Don't know/refuse)	21	27
	n=1216	n=972

Using a grade of A, B, C, D and F -- where A is excellent and F is very poor -- how would you grade North Carolina on the quality of its public schools?

	All Adults	Registered Voters
A	8	6
B	22	23
C	37	38
D	16	18
F	8	8
(Don't know/refuse)	9	7
	n=1216	n=972

Again using a grade of A, B, C, D and F -- where A is excellent and F is very poor -- how would you grade the quality of your local public schools?

	All Adults	Registered Voters
A	11	11
B	24	24
C	32	33
D	14	14
F	10	10
(Don't know/refuse)	9	8
	n=1216	n=972

Do you believe that the state should give schools a rating of A, B, C, D, or F based on students' test scores?

	All Adults	Registered Voters
Yes	47	48
No	34	36
(Don't know/refuse)	19	16
	n=1216	n=341

Thinking about the quality of schools, who would you say has biggest influence on quality, parents, teachers, legislators, or principals of schools?

	All Adults	Registered Voters
Parents	27	27
Teachers	34	35
Legislators	19	21
Principals of schools	7	7
(Don't know/refuse)	12	10
	n=1216	n=972

I am going to read two statements about how to rate the quality of schools. Please tell me whether the first statement or the second statement is closer to your own view.

In rating schools, there should be more emphasis on how much students improve overall OR  
 In rating schools, there should be more emphasis on how many students attain a particular level of proficiency

	All Adults	Registered Voters
More emphasis on overall improvement	42	43
More emphasis on how many students attain proficiency	23	25
(Neither)	6	5
(Both)	21	21
(Don't know/refuse)	8	6
	n=1216	n=972

All Adults

I am going to read you a list of government officials and some other groups. Please tell me whether you think that in general most people have respect for these people or groups

	Yes	No	(Don't know/refuse)
Public school teachers	70	29	1
School principals	71	28	1
School superintendents	60	40	1
School boards	54	46	1
County commissioners	52	47	1
North Carolina State Superintendent of Public Instruction	53	46	1
North Carolina Governor	62	38	1
State legislators	47	52	1
State board of Education	52	48	1

Registered Voters

I am going to read you a list of government officials and some other groups. Please tell me whether you think that in general most people have respect for these people or groups

	Yes	No	(Don't know/refuse)
Public school teachers	72	28	1
School principals	72	27	1
School superintendents	59	40	1
School boards	53	47	1
County commissioners	52	48	1
North Carolina State Superintendent of Public Instruction	51	48	1
North Carolina Governor	60	39	1
State legislators	46	53	1
State board of Education	50	50	1

Would you prefer that North Carolina public schools follow a traditional calendar or a year round school calendar?

	All Adults	Registered Voters
Traditional	63	64
Year round	25	25
(Don't know/refuse)	13	11
	n=1216	n=972

When teachers have workdays for professional development, generally students do not attend school. Of these choices, what number of teacher workdays should be built into the school calendar? zero, five, ten, or 15 teacher workdays?

	All Adults	Registered Voters
0	6	6
5	36	37
10	26	27
15	13	13
(Don't know/refuse)	19	18
	n=1216	n=972

The last statewide bond referendum for public school facility construction and maintenance was held in 1997.

Would you generally favor or oppose a statewide bond referendum to provide North Carolina school districts with funds to address an estimated 8 to 10 billion dollar backlog in school construction and renovation?

	All Adults	Registered Voters
Favor	64	66
Oppose	16	16
(Don't know/refuse)	20	17
	n=1216	n=972

Generally speaking, would you say that North Carolina public school TEACHERS are paid too little, about the right amount, or too much?

	All Adults	Registered Voters
Too little	64	68
About right	22	23
Too much	4	2
(Don't Know/refuse)	10	7
	n=1216	n=972

Would you be willing to pay more in taxes so that North Carolina TEACHERS would be paid at the level of the national average within five years?

	All Adults	Registered Voters
Yes	53	57
No	33	31
(Don't Know/refuse)	14	12
	n=1216	n=972

Generally speaking, would you say that North Carolina public school PRINCIPALS are paid too little, about the right amount, or too much?

	All Adults	Registered Voters
Too little	17	17
About right	38	40
Too much	14	15
(Don't Know/refuse)	32	29
	n=1216	n=972

Would you be willing to pay more in taxes so that North Carolina PRINCIPALS would be paid at the level of the national average within five years?

	All Adults	Registered Voters
Yes	30	31
No	47	49
(Don't Know/refuse)	23	20
	n=1216	n=972

In North Carolina, some parents choose to homeschool their children rather than sending them to public or private schools. Do you favor or oppose parents having the opportunity to teach their children at home?

	All Adults	Registered Voters
Favor	62	63
Oppose	22	23
(Don't Know/refuse)	15	13
	n=1216	n=972

Thinking about the level of maintenance and condition of physical structures at schools where you live, would you say that the general condition of school buildings are excellent, very good, good, not so good, or poor?

	All Adults	Registered Voters
Excellent	9	9
Very good	19	21
Good	41	9
Not so good	15	40
Poor	5	15
(Don't Know/refuse)	10	6
	n=1214	n=972

Thinking about leadership in the public-school system, should the state fund more assistant principals or not?

	All Adults	Registered Voters
More positions	38	40
No more positions	33	34
(Don't Know/refuse)	29	26
	n=1216	n=972

## 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 <sup>th</sup> 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