



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE 5/12/2020 (UPDATE)**

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	404 adults in North Carolina (332=registered voter subsample).
Mode of data collection	Telephone (Random Digit Dial (RDD) landline and cellular telephones). Interviews conducted in English.
Type of sample (probability/non-probability)	Probability, using RDD samples of landline and cellular telephones generated by dynata. Landline respondents were randomly selected within household by asking to speak with the person age 18 or older who has had the most recent birthday.
Start and end dates of data collection	April 16 – May 1, 2020
Margin of sampling error for total sample	Approximately 4.9 percentage points for the all adult sample. Approximately 5.4 percentage points for the registered voter sample. The margin of error is not adjusted for sample weights.
Are the data weighted?	Yes, relative to U.S. Census (2018 American Community Survey and Population Estimates Program) estimates for age, race and gender as well as CDC estimates for phone usage (cell only, landline only, or both).
Survey sponsor and funded by	High Point University Survey Research Center, High Point, NC
Survey/Data collection supplier	Interviewers manually dialing remotely through the High Point University Survey Research Center, recording responses in Qualtrics. 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: <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>

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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	14	0
(Don't know/Refused)	1	0
	n=404	n=332

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	97	100
Chance registration has lapsed	3	0
No, not registered	0	0
	n=344	n=332

*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
Right direction	34	36
Wrong track	57	56
(Don't know/Refuse)	9	7
	n=404	n=332

Do you approve or disapprove of the way that Donald Trump is handling his job as president?

	All Adults	Registered Voters
Approve	44	47
Disapprove	46	47
(Don't know/refuse)	10	7
	n=404	n=332

Do you approve or disapprove of the way that Roy Cooper is handling his job as Governor?

	All Adults	Registered Voters
Approve	60	63
Disapprove	20	22
(Don't know/refuse)	20	16
	n=404	n=332

## 2020 Census

Now I'd like to ask some questions about a different issue. This year, the federal government's Census Bureau is trying to count every person living in the United States for its 2020 Census. Has your household received a notice asking you to respond to the Census online?

	All Adults	Registered Voters
Yes	76	81
No	21	17
(Don't know/Refused)	3	2
	n=404	n=332

Did you go online to respond to the Census? (Asked only of respondents who said they had received a Census notice)

	All Adults	Registered Voters
Yes	69	72
No	29	26
(Don't know/Refused)	2	2
	n=307	n=268

Did you leave any questions on the Census form blank because you thought they were too personal in nature? (Asked only of respondents who said they had already responded online)

	All Adults	Registered Voters
Yes	2	2
No	90	90
(Don't know/Refused)	8	8
	n=212	n=192

How important would you say it is that you and your family are counted in the Census: very important, somewhat important, or not very important?

	All Adults	Registered Voters
Very Important	69	74
Somewhat Important	23	20
Not Very Important	6	5
(Don't know/Refused)	2	1
	n=404	n=332

Do you think the Census is worth the money the government is spending on it, or do you think it's a waste of money?

	All Adults	Registered Voters
The Census is worth the money	72	72
The Census is a waste of money	18	17
(Don't know/Refused)	11	11
	n=404	n=332

Have you happened to see any television ads in recent weeks by the Census encouraging citizens to respond to the Census, or have you not seen these ads?

	All Adults	Registered Voters
Yes, I have seen ads	64	67
No, I have not seen ads	35	32
(Don't know/Refused)	2	1
	n=404	n=332

Have you happened to see any online internet ads in recent weeks by the Census encouraging citizens to respond to the Census, or have you not seen these ads?

	All Adults	Registered Voters
Yes, I have seen internet ads	51	50
No, I have not seen internet ads	45	47
(Don't know/Refused)	3	3
	n=403	n=331

Do you think the coronavirus outbreak will make it more or less likely people in your community will respond to the Census?

	All Adults	Registered Voters
More likely	35	33
No difference	35	38
Less Likely	30	29
(Don't know/Refused)	0	0
	n=363	n=300

*Corona Virus*

Now I would like to change topics again to talk a bit about the coronavirus. How would you rate the job each of the following is doing responding to the coronavirus outbreak? Please rate using excellent, good, only fair or poor. (LIST PRESENTED IN RANDOMIZED ORDER)

(All Adults)

	Excellent	Good	Only Fair	Poor	(Don't know/ Refused)
Public health officials such as those at the Centers for Disease Control and Prevention (the CDC)	23	42	22	10	3
Donald Trump	22	24	16	37	3
Your local elected officials	17	40	23	12	8
Ordinary people in your local community	17	36	27	17	3
Your state elected officials	13	43	27	14	3
The news media	9	26	21	38	6

(Registered Voters)

	Excellent	Good	Only Fair	Poor	(Don't know/ Refused)
Public health officials such as those at the Centers for Disease Control and Prevention (the CDC)	25	43	19	10	3
Donald Trump	25	20	14	38	3
Your local elected officials	18	41	22	12	7
Ordinary people in your local community	18	38	29	14	3
Your state elected officials	13	45	25	14	2
The news media	10	25	22	38	6

How much of a threat, if any, is the coronavirus outbreak for... (LIST PRESENTED IN RANDOMIZED ORDER)

(All Adults)

	A major threat	A minor threat	Not a threat	(Don't know/Refused)
The U.S. economy	84	11	2	3
The world economy	79	14	2	6
The North Carolina economy	71	20	3	5
The health of the U.S. population	65	29	4	2
Your personal financial situation	36	41	19	4
Your personal health	33	46	19	3

(Registered Voters)

	A major threat	A minor threat	Not a threat	(Don't know/Refused)
The U.S. economy	83	11	3	3
The world economy	77	13	3	6
The North Carolina economy	71	21	3	5
The health of the U.S. population	66	28	4	3
Your personal financial situation	35	40	21	5
Your personal health	33	44	20	3

Now, thinking about how different people and groups are reacting to the coronavirus outbreak, how would you say each of the following is reacting? Would you say overreacting to the outbreak, not taking the outbreak seriously enough, or reacting about right? (LIST PRESENTED IN RANDOMIZED ORDER)

(All Adults)

	Not taking the outbreak seriously enough	Overreacting to the outbreak	Reacting about right	(Don't know/ Refused)
Ordinary people across the country	37	16	38	9
The federal government	31	13	49	7
Ordinary people in your community	28	10	57	5
Your local government	11	12	71	6
Your state government	9	15	71	6
The people in your household	7	7	84	3
Your local school system	3	9	80	8

(Registered Voters)

	Not taking the outbreak seriously enough	Overreacting to the outbreak	Reacting about right	(Don't know/ Refused)
Ordinary people across the country	36	15	41	9
The federal government	32	13	49	7
Ordinary people in your community	28	10	57	5
Your local government	9	14	72	6
Your state government	7	17	72	5
The people in your household	5	6	86	3
Your local school system	4	10	80	7



## Demographics

### Gender

	All Adults	Registered Voters
Male	49	51
Female	51	49
	n=404	n=332

### Age by category

	All Adults	Registered Voters
18 - 24	12	8
25 - 34	16	14
35 - 44	18	19
45 - 54	17	20
55 - 64	14	15
65 and older	17	19
(Don't know/Refused)	6	6
	n=404	n=332

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

	All Adults	Registered Voters
Yes	7	4
No	89	92
(Don't know/Refused)	4	4
	n=404	n=332

### What racial or ethnic group best describes you?

	All Adults	Registered Voters
African American or Black	20	21
White or Caucasian	68	70
Native American	1	1
Asian	2	1
(Multiple or other)	4	3
(Don't know/Refused)	5	5
	n=404	n=332

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 <sup>th</sup> grade)	4	3
(High school graduate)	21	20
(Some college)	39	41
(College Graduate)	21	22
(Graduate school)	11	11
(Don't know/ Refused)	4	4
	n=404	n=332

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

	All Adults	Registered Voters
25 thousand dollars or less	11	8
20 to 50 thousand dollars	12	12
50 to 75 thousand dollars	18	17
75 to 100 thousand dollars	15	14
100 to 150 thousand dollars	13	14
150 to 250 thousand dollars	8	9
More than 250 thousand dollars	2	2
(Don't know/ Refused)	22	23
	n=402	n=330

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
Never	25	23
A few times a year	23	22
A few times a month	10	11
Almost every week	10	11
Every week	18	19
More than once a week	9	8
(Don't know/Refused)	5	5
	n=402	n=330

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

	All Adults	Registered Voters
Yes	43	45
No	48	49
(Don't know/Refused)	9	7
	n=401	n=330

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

	All Adults	Registered Voters
Republican	29	31
Democrat	26	28
Independent/Unaffiliated	30	28
(Other)	6	5
(Don't know/Refused)	9	8
	n=402	n=330

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
Very conservative	12	12
Somewhat conservative	24	25
Moderate	35	34
Somewhat liberal	15	15
Very liberal	7	8
(Other)	1	1
(Don't know/Refused)	6	5
	n=402	n=330

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single	29	26
Engaged	3	2
Living with significant other	7	6
Married	51	56
Widowed	5	
(Don't know/Refused)	6	6
	n=402	n=330