



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 5/14/2020 (CONSUMER SENTIMENT UPDATE)**

ELEMENTS	DETAILS
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: 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/

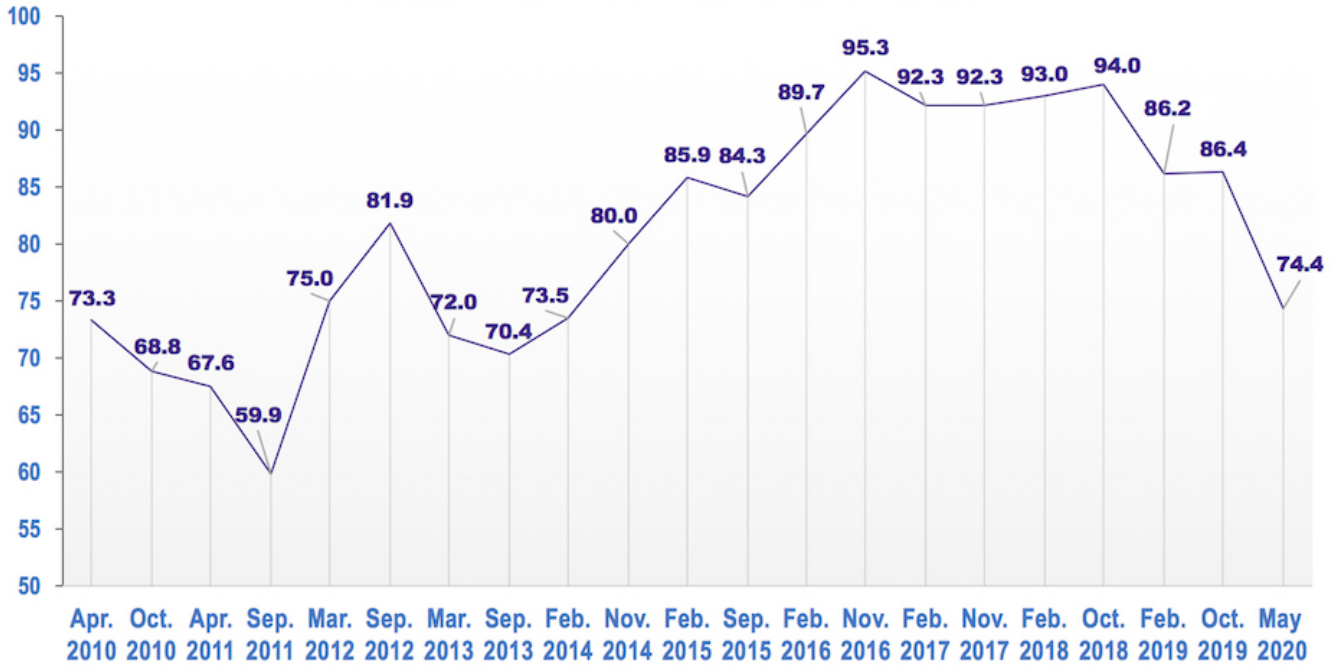
Contact for more information	Martin J. Kifer Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu Brian McDonald Associate Director 336-841-9651 bmcdonal@highpoint.edu
Attached is the full text of survey questions our interviewers asked. Interested parties can access 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 *

Note: The following indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (<http://www.sca.isr.umich.edu/>) All samples are All Adults in North Carolina.

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The following five questions were administered on the current survey and are used to calculate the Index of consumer sentiment.

We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

	Better off	Worse off	(Same or Neither better nor worse)	(Don't know/refused)
<i>May 2020</i>	42	29	28	1
<i>October 2019</i>	35	23	39	3
<i>February 2019</i>	36	23	37	3
<i>October 2018</i>	39	20	39	1
<i>February 2018</i>	46	22	31	1
<i>November 2017</i>	40	22	35	3
<i>February 2017</i>	43	19	38	1
<i>November 2016</i>	46	22	30	3
<i>February 2016</i>	53	25	20	2
<i>September 2015</i>	45	25	29	1
<i>February 2015</i>	47	27	25	1
<i>November 2014</i>	39	32	28	1
<i>February 2014</i>	31	41	27	1
<i>September 2013</i>	35	41	24	1
<i>March 2013</i>	33	42	25	*
<i>September 2012</i>	31	42	26	1
<i>March 2012</i>	32	42	24	2
<i>September 2011</i>	24	49	25	2
<i>April 2011</i>	29	45	25	1
<i>October 2010</i>	24	51	25	*
<i>April 2010</i>	26	44	30	*

Now looking ahead, do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now.

	Better off	Worse off	Just about the same as now	(Don't know/refused)
<i>May 2020</i>	36	9	46	9
<i>October 2019</i>	39	14	38	9
<i>February 2019</i>	35	14	43	9
<i>October 2018</i>	43	10	42	6
<i>February 2018</i>	41	9	46	4
<i>November 2017</i>	42	11	39	8
<i>February 2017</i>	42	13	40	5
<i>November 2016</i>	44	10	41	5
<i>February 2016</i>	36	8	51	6
<i>September 2015</i>	33	12	49	6
<i>February 2015</i>	31	13	52	3
<i>November 2014</i>	26	17	52	5
<i>February 2014</i>	28	14	53	5
<i>September 2013</i>	27	21	49	3
<i>March 2013</i>	32	22	40	6
<i>September 2012</i>	37	9	42	12
<i>March 2012</i>	31	15	48	6
<i>September 2011</i>	26	21	45	8
<i>April 2011</i>	26	22	49	4
<i>October 2010</i>	29	14	53	5
<i>April 2010</i>	35	18	43	4

Now turning to business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially, or bad times, or what?

	Good times	Bad times	(Neither bad nor good, both good and bad)	(Good times with qualifications)	(Bad times with qualifications)	(Don't know/refused)
<i>May 2020</i>	22	48	10	8	3	10
<i>October 2019</i>	28	20	27	9	6	10
<i>February 2019</i>	34	26	24	2	*	12
<i>October 2018</i>	44	18	27	2	1	8
<i>February 2018</i>	41	26	18	3	2	10
<i>November 2017</i>	42	25	14	3	3	14
<i>February 2017</i>	43	30	11	8	2	7
<i>November 2016</i>	43	20	18	8	3	9
<i>February 2016</i>	35	33	16	3	3	11
<i>September 2015</i>	32	38	15	3	3	10
<i>February 2015</i>	38	31	15	5	4	8
<i>November 2014</i>	35	31	15	7	4	9
<i>February 2014</i>	26	36	19	8	3	9
<i>September 2013</i>	23	39	20	6	4	7
<i>March 2013</i>	32	37	15	8	4	4
<i>September 2012</i>	31	24	17	13	2	13
<i>March 2012</i>	29	36	16	7	4	7
<i>September 2011</i>	13	59	13	3	5	7
<i>April 2011</i>	23	46	15	7	2	8
<i>October 2010</i>	25	40	17	9	4	6
<i>April 2010</i>	31	33	17	11	2	6

Looking ahead, which would you say is more likely, that in the country as a whole we'll have continuous good times during the next five years or so, or that we have periods of widespread unemployment or depression, or what?

	Widespread unemployment or depression	Continuous good times	(Neither/A mix of both)	(Don't know/refused)
<i>May 2020</i>	42	38	9	11
<i>October 2019</i>	21	25	41	13
<i>February 2019</i>	22	26	42	10
<i>October 2018</i>	21	35	35	8
<i>February 2018</i>	37	40	15	8
<i>November 2017</i>	36	38	16	10
<i>February 2017</i>	34	44	18	5
<i>November 2016</i>	29	45	19	7
<i>February 2016</i>	37	31	16	17
<i>September 2015</i>	36	29	22	14
<i>February 2015</i>	45	27	19	10
<i>November 2014</i>	43	29	20	9
<i>February 2014</i>	52	25	17	6
<i>September 2013</i>	54	22	20	5
<i>March 2013</i>	57	29	13	2
<i>September 2012</i>	32	38	15	15
<i>March 2012</i>	44	31	18	8
<i>September 2011</i>	60	14	18	9
<i>April 2011</i>	55	26	14	5
<i>October 2010</i>	54	25	16	5
<i>April 2010</i>	49	35	17	7

About the big things people buy for their homes, such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items?

	Good time	Bad time	(Neither good time nor bad time)	(Don't know/refused)
<i>May 2020</i>	31	54	12	4
<i>October 2019</i>	39	17	30	14
<i>February 2019</i>	41	18	30	11
<i>October 2018</i>	48	12	29	11
<i>February 2018</i>	60	18	12	10
<i>November 2017</i>	61	19	7	14
<i>February 2017</i>	55	20	11	14
<i>November 2016</i>	55	22	12	10
<i>February 2016</i>	60	20	8	12
<i>September 2015</i>	54	26	13	7
<i>February 2015</i>	60	20	12	8
<i>November 2014</i>	49	28	12	10
<i>February 2014</i>	47	31	13	9
<i>September 2013</i>	45	34	12	9
<i>March 2013</i>	44	38	12	7
<i>September 2012</i>	46	36	12	6
<i>March 2012</i>	55	14	23	8
<i>September 2011</i>	43	41	9	6
<i>April 2011</i>	44	41	9	6
<i>October 2010</i>	45	37	14	4
<i>April 2010</i>	42	35	17	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 th 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