



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 7/28/2020 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Registered voters in North Carolina.
Sample size	422 registered voters in North Carolina
Mode of data collection	Telephone and online (Random sample of NC voter file with phone numbers acquired from the North Carolina State Board of Elections). 397 completed over the telephone and 25 selected to receive a link to an online survey. Interviews conducted in English.
Type of sample (probability/non-probability)	Probability, using a random sample of phone numbers chosen from the NC voter file. Respondents were asked to confirm interviewer was speaking to the registered voter, that they were age 18 or older, and still a resident of North Carolina.
Start and end dates of data collection	June 15 – July 2 and July 5 – July 17, 2020
Margin of sampling error for total sample	Approximately 6.2 percentage points. This accounts for a simple margin of sampling error of 4.8 and a design effect caused by weighting.
Are the data weighted?	Yes, relative to statistics of the entire NC voter file for gender, age, race, and ethnicity. The weighting also took into account education level (using U.S. Census data).
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 physical location of the Center on the High Point University campus. When students are on campus, they staff 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	North Carolina voter file: https://www.ncsbe.gov/Public-Records-Data-Info/Election-Results-Data
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?

	Registered voters
Yes	91
No	5
(Don't know/Refused)	4
	n=422

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?

	Registered voters
Yes, absolutely certain	95
Chance registration has lapsed	4
No, not registered	1
(Don't know/Refused)	1
	n=385

On March 3rd of this year, North Carolina held its primary election for president, U.S. Senate, U.S. House of Representatives, and other offices. Did you vote in the primary election or did you not vote?

	Registered voters
Yes, I voted	56
No, I did not vote	44
	n=365

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?

	Registered voters
Right direction	15
Wrong track	77
(Don't know/Refused)	9
	n=422

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

	Registered voters
Approve	43
Disapprove	49
(Don't know/Refused)	8
	n=422

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

	Registered voters
Approve	50
Disapprove	40
(Don't know/Refused)	10
	n=422

Do you approve or disapprove of the way that Richard Burr is handling his job as U.S. Senator?

	Registered voters
Approve	24
Disapprove	37
(Don't know/Refused)	38
	n=422

Do you approve or disapprove of the way that Thom Tillis is handling his job as U.S. Senator?

	Registered voters
Approve	32
Disapprove	33
(Don't know/Refused)	36
	n=422

Person Finances and Business Conditions

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?

	Registered voters
Better off	37
Worse off	31
Neither better nor worse	31
(Don't know/Refused)	1
	n=422

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?

	Registered voters
Better off	39
Worse off	8
Just about the same as now	40
(Don't know/Refused)	13
	n=422

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?

	Registered voters
Good times	26
Bad times	38
(Neither good nor bad, both good and bad)	9
(Good times with qualifications)	10
(Bad times with qualifications)	4
(Don't know/Refused)	13
	n=422

Employment

Which statement best reflects your current employment status?

	Registered voters
Employed and have a job	50
Unemployed and looking for work	10
Temporarily laid off	5
On sick leave or other leave	1
Not in the labor force (not employed and not looking for work)	4
Retired	25
None of these	5
(Don't know/refused)	1
	n=421

Do you have the kind of job where working from home could be an option, if required? (Asked only of respondents that said that they are employed and have a job).

	Registered voters
Yes	36
No	58
(Don't know/Refused)	6
	n=255

2020 Census

Now I'd like to ask some questions about a different issue.

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?

	Registered voters
The Census is worth the money	64
The Census is a waste of money	25
(Don't know/Refused)	12
	n=420

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?

	Registered voters
Yes, I have seen ads	52
No, I have not seen ads	47
(Don't know/Refused)	1
	n=421

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?

	Registered voters
Yes, I have seen internet ads	41
No, I have not seen internet ads	57
(Don't know/Refused)	2
	n=421

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

	Registered voters
More likely	29
No difference	30
Less Likely	28
(Don't know/Refused)	13
	n=422

Coronavirus

Now I'd like to ask some questions about a different issue.

How much of a threat, if any, is the Coronavirus outbreak to each of the following?
Would you say a major threat, a minor threat, or not a threat? (n = 422)

(Registered voters)

	A major threat	A minor threat	Not a threat	(Don't know/Refused)
The U.S. economy	79	17	3	2
The world economy	79	16	2	2
The North Carolina economy	75	19	2	3
The health of the U.S. population	62	30	6	2
Your personal health	37	38	25	1
Your personal financial situation	35	33	32	1

How much of a risk to your health and well-being do you think the following activities are right now? For each of the following, please tell me if they are a large risk, moderate risk, small risk, no risk. (n = 422)

(Registered voters)

	Large risk	Moderate risk	Small risk	No risk	(Don't know/ Refused)
Attending a sporting event	59	17	14	8	3
Dining in at a restaurant	38	28	21	10	3
Taking a vacation	38	23	24	10	5
Going to salons, barber shops, or spas	32	26	28	12	2
Attending in-person gatherings of friends and family outside your household	25	28	31	14	2
Shopping at retail stores	23	38	26	11	2
Going to the grocery store	17	39	30	13	1
Returning to your normal place of employment	17	22	20	24	17
Having food delivered to your home	7	18	46	26	4
Picking up take out from a restaurant	7	26	45	20	3

How effective are the following actions for keeping you safe from coronavirus?
 Would you say very effective, somewhat effective, not very effective, not at all effective? (n = 422)

(Registered voters)

	Very effective	Somewhat effective	Not very effective	Not at all effective	(Don't know/ Refused)
Washing your hands with soap or using hand sanitizer frequently	87	9	2	2	1
Avoiding contact with people who could be high-risk	81	11	2	3	3
Avoiding public spaces, gatherings, and crowds	65	20	6	7	2
Avoiding airplanes	63	19	5	8	5
Avoiding hospitals and clinics	59	25	7	7	2
Seeing a doctor if you feel sick	57	26	8	7	3
Wearing a face mask	54	24	7	13	2
Praying	50	12	9	24	4
Avoiding restaurants	46	26	16	11	2
Seeing a doctor if you feel healthy but worry that you were exposed	38	28	13	17	4

How much do you trust the following sources of information about the coronavirus?
 Would you say a lot, somewhat, a little, or not at all? (n = 422)

(Registered voters)

	A lot	Somewhat	A little	Not at all	(Don't know/ Refused)
Your physician	65	23	5	4	3
The Centers for Disease Control and Prevention (CDC)	48	26	10	13	3
Local public health officials such as officials from your county health department	41	32	10	12	5
The US Department of Health and Human Services (HHS)	36	30	15	16	3
The World Health Organization (WHO)	36	27	10	24	4
Your close friends and members of your family	25	34	19	20	2
Public television and radio	19	34	16	27	4
Your local TV news	18	33	16	28	5
National newspapers such as the New York Times, Washington Post, and USA Today	16	25	14	39	6
National news networks like Fox News, CNN, or MSNBC	14	29	17	35	5
Your local newspaper	14	29	16	31	10
Your coworkers, classmates, or other acquaintances	7	29	23	34	7
Your contacts on social media (Facebook, Twitter, etc.)	6	17	21	49	8

Demographics

Gender

	Registered voters
Male	48
Female	52
	n=422

Age by category [ACCORDING TO RESPONDENT]

	Registered voters
18 - 24	10
25 - 34	14
35 - 44	16
45 - 54	15
55 - 64	17
65 and older	24
(Don't know/Refused)	4
	n=422

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

	Registered voters
Yes	4
No	93
(Don't know/Refused)	3
	n=422

What racial or ethnic group best describes you?

	Registered voters
African American or Black	22
White or Caucasian	66
Native American	2
Asian	1
(Multiple or other)	5
(Don't know/Refused)	5
	n=422

What is the last year of schooling you have completed?

	Registered voters
(1-11 th grade)	7
(High school graduate)	26
(Some college)	35
(College Graduate)	19
(Graduate school)	12
(Don't know/ Refused)	2
	n=422

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

	Registered voters
25 thousand dollars or less	16
20 to 50 thousand dollars	17
50 to 75 thousand dollars	15
75 to 100 thousand dollars	13
100 to 150 thousand dollars	7
150 to 250 thousand dollars	4
More than 250 thousand dollars	3
(Don't know/ Refused)	27
	n=422

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?

	Registered voters
Never	25
A few times a year	19
A few times a month	11
Almost every week	10
Every week	25
More than once a week	9
(Don't know/Refused)	3
	n=422

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

	Registered voters
Yes	47
No	48
(Don't know/Refused)	5
	n=422

In politics today, do you consider yourself to be a Republican, Democrat, or what?
[RESPONDENT SELF-IDENTIFICATION]

	Registered voters
Republican	32
Democrat	29
Independent/Unaffiliated	25
(Other)	4
(Don't know/Refused)	10
	n=422

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

	Registered voters
Very conservative	19
Somewhat conservative	22
Moderate	22
Somewhat liberal	14
Very liberal	10
(Other)	2
(Don't know/Refused)	11
	n=421

How would you best describe your current relationship status?

	Registered voters
Single	36
Engaged	1
Living with significant other	4
Married	49
Widowed	7
(Don't know/Refused)	4
	n=420