



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE 8/27/2020**

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Registered voters in Guilford County, North Carolina.
Sample size	428 registered voters in Guilford County.
Mode of data collection	Telephone (Random sample of NC voter file with phone numbers acquired from the North Carolina State Board of Elections). Interviews conducted in English.
Type of sample (probability/non-probability)	Probability, using a random sample of phone numbers chosen from among the Guilford County residents in the NC voter file. Respondents were asked to confirm interviewer was speaking to the registered voter, that they were age 18 or older, and a resident of Guilford County.
Start and end dates of data collection	July 29 – Aug 21, 2020
Margin of sampling error for total sample	Approximately 5.6 percentage points. This accounts for a simple margin of sampling error 4.7 and an estimated design effect based on the weighting.
Are the data weighted?	Yes, relative to statistics calculated for all Guilford County registered voters included in the North Carolina voter file listing for gender, age, race, ethnicity, and partisan identification. The weighting also took into account education level (using U.S. Census estimates from the American Community Survey).
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: <a href="https://www.aapor.org/Transparency_Initiative.htm">https://www.aapor.org/Transparency_Initiative.htm</a>
Sample supplier	North Carolina voter file is available at: <a href="https://www.ncsbe.gov/Public-Records-Data-Info/Election-Results-Data">https://www.ncsbe.gov/Public-Records-Data-Info/Election-Results-Data</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 \*

### *Voting*

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	48
No, I did not vote	51
(Refused)	1
	n=428

*Guilford County Schools Bond*

On the November 2020 election ballot is a Guilford County bond to provide \$300 million to Guilford County Schools to improve school facilities. Do you think you will vote for or vote against this county bond?

	Registered voters
Vote for	83
Vote against	4
(Don't know/Refused)	13
	n=428

*Guilford County Sales Tax*

On the November 2020 election ballot is a measure to increase local sales and use tax at the rate of one-quarter percent (0.25%) in addition to the current sales tax in Guilford County. Do you think you will vote for or vote against this sales tax increase?

	Registered voters
Vote for	21
Vote against	63
(Don't know/Refused)	17
	n=428

*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?

	Registered voters
No, not a parent or guardian for any children kindergarten through 12th grade age	67
Yes, public school	24
Yes, charter school	7
Yes, private or parochial school	3
Yes, home school	1
(Don't know/Refused)	1
	n=435

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

	Registered voters
Right direction	30
Wrong direction	48
(Don't know/Refused)	23
	n=428

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

	Registered voters
Right direction	37
Wrong direction	41
(Don't know/refused)	22
	n=428

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?

	Registered voters
A	4
B	20
C	47
D	10
F	8
(Don't know/Refused)	12
	n=428

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?

	Registered voters
A	8
B	29
C	30
D	12
F	5
(Don't know/Refused)	16
	n=428

How well-prepared do you think Guilford County Schools are to deal with the COVID-19 pandemic during school this fall? Would you say very well prepared, somewhat prepared, somewhat unprepared, or very unprepared.

	Registered voters
Very well prepared	3
Somewhat well prepared	27
Somewhat unprepared	29
Very unprepared	30
(Don't know/Refused)	10
	n=428

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 current conditions of Guilford County school facilities?

	Registered voters
A	4
B	19
C	38
D	12
F	8
(Don't know/Refused)	18
	n=428

### *Demographics*

Gender (from voter file)

	Registered voters
Female	53
Male	47
Unknown	*
	n=428

Age by category (from voter file)

	Registered voters
18 - 24	17
25 - 34	23
35 - 44	18
45 - 54	16
55 - 64	13
65 and older	12
	n=428

Hispanic, Latino, or Spanish ethnicity (from voter file)

	Registered voters
Hispanic, Latino, or Spanish Origin	3
No	87
(Unknown/Don't know/Refused)	10
	n=428

Racial group (from voter file)

	Registered voters
African American or Black	38
White or Caucasian	52
(Multiple or other)	8
(Unknown/Don't know/Refused)	2
	n=428

What is the last year of schooling you have completed?

	Registered voters
(1-11 <sup>th</sup> grade)	4
(High school graduate)	29
(Some college)	34
(College Graduate)	21
(Graduate school)	11
(Don't know/ Refused)	2
	n=428

Party Identification (from voter file)

	Registered voters
Constitution Party	*
Democratic Party	41
Libertarian Party	1
Republican Party	20
Unaffiliated	37
	n=428