



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 10/8/2020 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Registered voters in North Carolina.
Sample size	401 registered voters in North Carolina
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 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	September 11 - 30, 2020
Margin of sampling error for total sample	Approximately 6.0 percentage points. This accounts for a simple margin of sampling error of 4.9 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

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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 *

Past Vote

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	51
No, I did not vote	49
(Refused)	*
	n=401

Likely Voter Screen

On November 3rd, North Carolina will hold its election for President, U.S. Senate, Governor, U.S. House of Representatives and other offices. How certain are you that you will vote in this election? Are you almost certain, you probably will vote, your chances of voting are 50/50 or will you not vote in the November 3rd general election?

	Registered voters
Almost certain	85
Probably	4
50/50	5
Will not vote	2
(I already voted (absentee))	5
(Don't know)	*
	n=401

Direction of Country

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	Almost certain to vote
Right Direction	22	23
Wrong Track	72	71
(Don't know/Refused)	6	6
	n=401	n=339

Presidential Approval

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

	Registered voters	Almost certain to vote
Approve	44	47
Disapprove	50	49
(Don't know/Refused)	6	4
	n=401	n=339

Governor Approval

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

	Registered voters	Almost certain to vote
Approve	47	48
Disapprove	41	44
(Don't know/refused)	13	8
	n=401	n=339

Most Important Problem

Now I am going to read a list of possible problems facing this country today. Please wait for me to read the entire list, then tell me which ONE of these problems is the MOST important for presidential candidates to address. [ORDER OF PHRASES WAS RANDOMIZED]

	Registered Voters	Almost certain to vote
Reducing racial tension	20	19
Stopping the spread of COVID-19 (the coronavirus)	17	18
Improving economic conditions	12	13
Creating Jobs	8	7
Providing quality health care	8	9
Protecting Social Security	6	7
Protecting the U.S. from foreign threats	6	6
Promoting education	4	3
Federal Taxes	3	3
Managing immigration	3	4
Preserving Medicare	2	2
Supporting veterans	2	2
Fighting terrorism	2	2
(Don't know/Refused)	8	7
	n=401	n=339

Candidate Traits – Joe Biden and Donald Trump

Now I am going to read a list of phrases. Regardless of who you support, which of these two presidential candidates, Joe Biden or Donald Trump, do you think the phrase fits best? [ORDER OF PHRASES WAS RANDOMIZED]

Registered Voters n=401

	Biden	Trump	(Both)	(Neither)	(Don't know/Refused)
Understands the economy	37	54	2	6	2
Takes action rather than just talking	37	51	2	9	1
Strong Leader	37	47	2	12	2
Will do what's right, not what's popular	42	45	1	11	2
Smart	42	42	7	8	1
Good judgment in a crisis	45	41	1	9	3
Cares about people like me	46	39	3	10	2
Willing to work with the other party	46	38	1	15	1
Connects well with ordinary people	47	35	3	13	2
Honest and truthful	43	32	2	21	2
Has middle class values	50	30	2	14	3

Almost certain to vote n=339

	Biden	Trump	(Both)	(Neither)	(Don't know/Refused)
Understands the economy	40	54	2	4	1
Takes action rather than just talking	38	53	2	7	1
Strong Leader	38	51	2	9	1
Will do what's right, not what's popular	41	48	1	9	2
Smart	43	45	7	5	1
Good judgment in a crisis	46	44	1	8	1
Cares about people like me	44	43	2	9	2
Connects well with ordinary people	47	39	4	9	1
Willing to work with the other party	46	39	1	13	1
Honest and truthful	44	34	2	19	*
Has middle class values	49	33	2	13	3

Handling Issues – Joe Biden and Donald Trump

Now I am going to read another list of phrases. Regardless of who you support, which of these two presidential candidates, Joe Biden or Donald Trump, do you think would do the best job of handling each of these issues: [ORDER OF PHRASES WAS RANDOMIZED]

Registered Voters n=401

	Biden	Trump	(Don't Know/Refused)
Fighting Terrorism	37	55	8
Creating Jobs	39	54	7
Improving Economic Conditions	41	52	7
Protecting the U.S. from foreign threats	41	52	7
Supporting Veterans	44	49	7
Federal Taxes	40	48	12
Managing Immigration	45	48	8
Promoting Education	51	40	9
Protecting Social Security	47	39	15
Preserving Medicare	50	39	11
Providing quality health care	50	37	13
Stopping the spread of COVID-19 (the coronavirus)	47	33	20
Reducing racial tension	54	30	16

Almost certain to vote n=339

	Biden	Trump	(Don't Know/Refused)
Creating Jobs	40	56	4
Fighting Terrorism	39	56	5
Improving Economic Conditions	41	53	6
Protecting the U.S. from foreign threats	42	53	5
Supporting Veterans	43	52	6
Federal Taxes	41	49	10
Managing Immigration	45	49	6
Promoting Education	51	42	7
Protecting Social Security	49	40	11
Preserving Medicare	51	40	9
Providing quality health care	48	40	11
Stopping the spread of COVID-19 (the coronavirus)	46	37	17
Reducing racial tension	52	33	15

Presidential Race Knowledge

Now, thinking about the 2020 presidential election, and using a zero (0) to ten (10) scale where 0 is NOT knowledgeable at all and 10 is very knowledgeable. In general, how knowledgeable would you say you are about the major candidates for the presidency?

	Registered voters	Almost certain to vote
0	*	*
1	*	1
2	2	2
3	3	2
4	*	*
5	5	5
6	6	5
7	15	16
8	22	22
9	13	15
10	33	334
(Don't know/Refused)	1	12
	n=401	n=339

Now, using a zero (0) to ten (10) scale where 0 is Not Interested at All and 10 is Very Interested, how interested would you say you are in this year's presidential race?

	Registered voters	Almost certain to vote
0	2	1
1	1	1
2	1	1
3	1	1
4	1	*
5	4	3
6	2	1
7	3	3
8	5	4
9	6	6
10	73	79
(Don't know/Refused)	1	*
	n=401	n=339

Now I am going to read a list of ways the political parties or candidates might provide information to you during this election. As I read each item, let me know if you have received information this way from Joe Biden's campaign, Donald Trump's campaign, both of those campaigns or neither of those campaigns during the 2020 elections

Registered Voters n=401

	Joe Biden	Donald Trump	Contact from BOTH campaigns	Contact from NEITHER campaign	(Don't know/Refused)
Advertisements on TV	3	7	75	8	7
Advertisements on the internet	7	8	64	13	8
Advertisements on the radio	5	6	47	26	17
Mail directly to your household	10	23	35	29	4
Text messages	19	20	25	30	7
Calls on your cell phone	15	11	24	42	9
Email	11	19	21	41	9
Calls on your landline phone	6	13	10	41	31
Campaign staff at a public event	3	9	8	64	17
Campaign staff going door-to-door	3	5	4	79	8
Friends or family who are working for a campaign	6	7	4	59	24

Almost certain to vote n=339

	Joe Biden	Donald Trump	Contact from BOTH campaigns	Contact from NEITHER campaign	(Don't know/Refused)
Advertisements on TV	4	6	77	8	5
Advertisements on the internet	7	9	65	13	6
Advertisements on the radio	6	5	46	27	17
Mail directly to your household	10	23	35	29	3
Text messages	18	21	23	33	6
Calls on your cell phone	14	13	19	46	8
Email	11	20	19	42	8
Calls on your landline phone	5	14	9	41	31
Campaign staff at a public event	3	8	8	64	17
Campaign staff going door-to-door	4	5	3	83	6
Friends or family who are working for a campaign	6	7	3	60	23

Now we would like to ask you about how you have gotten information from state and local campaigns and candidates. As I read each item, let me know if you have received information from a state or local candidate in this way.

Registered Voters n=401

	Yes	No	(Don't know/Refused)
Advertisements on TV	73	18	8
Mail directly to your household	63	30	7
Advertisements on the internet	59	33	9
Advertisements on the radio	49	37	14
Text messages	42	50	8
Calls on your cell phone	32	60	8
Email	30	58	12
Calls on your landline phone	17	53	30
Campaign staff at a public event	14	74	12
Friends or family who are working for a campaign	13	72	15
Campaign staff going door-to-door	8	83	9

Almost certain to vote n=339

	Yes	No	(Don't know/Refused)
Advertisements on TV	76	16	8
Mail directly to your household	67	27	7
Advertisements on the internet	62	31	7
Advertisements on the radio	50	36	14
Text messages	44	50	6
Calls on your cell phone	32	60	8
Email	33	58	10
Calls on your landline phone	17	53	29
Campaign staff at a public event	14	74	12
Friends or family who are working for a campaign	12	73	15
Campaign staff going door-to-door	8	84	9

The Internet and Information

Now I would like to ask you some questions about the Internet.

Do you have access to the internet through a computer at work, at home or some other place?

	Registered Voters	Almost certain to vote
Yes	92	93
No	6	6
(Don't know/Refused)	2	1
	n=401	n=339

When you go online to get news or information about politics or elections, do you ever do any of the following things?

Note: Asked of the n=367 registered voters that said they have access to the internet

	Yes	No	(Don't Know/Refused)
Look for information about a candidate's previous political experience	57	43	1
Look for information about a candidate's personal background	48	52	1
Look for information about a candidate's stance on the issues	68	32	1
Go to any of the websites that specialize in political news or opinion	47	52	1
Go to a candidate's official campaign website	35	64	1

Note: Asked of the n=315 almost certain to vote that said they have access to the internet

	Yes	No	(Don't Know/Refused)
Look for information about a candidate's previous political experience	58	41	1
Look for information about a candidate's personal background	48	51	1
Look for information about a candidate's stance on the issues	69	30	1
Go to any of the websites that specialize in political news or opinion	51	48	2
Go to a candidate's official campaign website	36	63	1

Demographics

How would you describe yourself, would you say female, male, or do you identify differently?

	Registered voters	Almost certain to vote
Female	50	47
Male	48	52
Identify differently	1	1
(Don't know/Refused)	1	1
	n=401	n=339

Age by category [ACCORDING TO RESPONDENT]

	Registered voters	Almost certain to vote
18 - 24	9	9
25 - 34	16	15
35 - 44	14	14
45 - 54	15	15
55 - 64	15	17
65 and older	29	30
(Don't know/Refused)	*	*
	n=401	n=339

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

	Registered voters	Almost certain to vote
Yes	3	3
No	95	96
(Unknown/Don't know/Refused)	2	1
	n=401	n=339

What racial group best describes you?

	Registered voters	Almost certain to vote
African American or Black	22	22
White or Caucasian	67	68
Native American	1	1
Asian	2	3
(Multiple or other)	6	4
(Unknown/Don't know/Refused)	2	2
	n=401	n=339

What is the last year of schooling you have completed?

	Registered voters	Almost certain to vote
(1-11 th grade)	3	3
(High school graduate)	20	19
(Some college)	43	42
(College Graduate)	19	20
(Graduate school)	12	12
(Don't know/ Refused)	4	4
	n=401	n=339

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

	Registered Voters	Almost certain to vote
25 thousand dollars or less	11	9
25 to 50 thousand dollars	18	19
50 to 75 thousand dollars	18	16
75 to 100 thousand dollars	11	12
100 to 150 thousand dollars	10	11
150 to 250 thousand dollars	3	3
More than 250 thousand dollars	4	4
(Don't know/Refuse)	26	26
	n= 401	n= 339

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

	Registered voters	Almost certain to vote
Republican	31	32
Democrat	34	35
(Independent/Unaffiliated)	28	26
(Other)	6	5
(Don't know/Refused)	2	1
	n=401	n=339

How would you best describe your current relationship status?

	Registered Voters	Almost certain to vote
Single	35	33
Engaged	4	5
Living with significant other	7	6
Married	43	45
Widowed	6	5
(Don't know/Refuse)	6	6
	n=318	n=339