



**HIGH POINT UNIVERSITY POLL  
MEMO RELEASE UPDATE 11/3/2020**

<b>ELEMENTS</b>	<b>DETAILS</b>
Population represented	Registered voters in North Carolina.
Sample size	800 registered voters in North Carolina (199 Random sample of NC voter file with phone numbers acquired from the North Carolina State Board of Elections and 601 confirmed registered voters reached through an online panel of registered voters)
Mode of data collection	Telephone (Random sample of NC voter file with phone numbers acquired from the North Carolina State Board of Elections) and online (through Qualtrics survey platform). Interviews conducted in English.
Type of sample (probability/non-probability)	Non Probability, using a random sample of phone numbers chosen from the NC voter file in addition to the panel of confirmed registered voters. Phone respondents were asked to confirm interviewer was speaking to the registered voter, that they were age 18 or older, and a resident of North Carolina. Online Interviews included confirmation that confirmed registered voters considered themselves residents of North Carolina
Start and end dates of data collection	October 9 - 28, 2020
Credibility interval for total sample	Approximately 4 percentage points. This accounts for a standard margin of sampling error of 3.5 (as if it were a probability sample) 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. Dynata supplied online panel interviews.
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: <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>  Dynata supplied the online interviews of North Carolinians from a panel of confirmed registered voters: <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 <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 \*

*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	65
No, I did not vote	34
(Refused)	*
	n=800

*Likelihood of Voting in 2020 Elections*

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	49
Probably	6
50/50	5
Will not vote	3
(I already voted (absentee))	37
(Don't know)	*
	n=800

*Direction*

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/Voted
Right Direction	33	35
Wrong Track	58	58
(Don't know/Refused)	8	7
	n=800	n=688

*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/Voted
Approve	43	46
Disapprove	51	50
(Don't know/Refused)	6	5
	n=800	n=688

*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/Voted
Approve	49	50
Disapprove	36	38
(Don't know/Refused)	15	12
	n=800	n=688

*Senator Approval*

Do you approve or disapprove of the way that Thom Tillis is handling his job as United States Senator?

	Registered voters	Almost certain to vote/Voted
Approve	30	32
Disapprove	50	51
(Don't know/Refused)	20	17
	n=800	n=688

*Supreme Court Approval*

Do you approve or disapprove of the way that the United States Supreme Court is handling its job?

	Registered voters	Almost certain to vote/Voted
Approve	48	50
Disapprove	26	27
(Don't know/Refused)	26	23
	n=800	n=688

*Most Important Problem*

Now I am going to read a list of possible problems facing the United States and the state of North Carolina. Please wait for me to read the entire list, then tell me which ONE of these problems is the MOST important for the government in Washington, DC to address. [ORDER OF PHRASES WAS RANDOMIZED]

	Registered voters	Almost certain to vote/Voted
Stopping the spread of COVID-19 (the coronavirus)	36	37
Improving economic conditions	15	15
Providing quality health care	8	8
Reducing racial tension	8	7
Creating Jobs	6	5
Protecting Social Security	6	7
Protecting the U.S. from foreign threats	5	5
Federal Taxes	2	2
Preserving Medicare	2	2
Promoting education	2	2
Managing immigration	2	3
Fighting terrorism	2	2
Supporting veterans	1	1
(Don't know/Refused)	5	4
	n=800	n=688

*Candidate Traits – Cal Cunningham or Thom Tillis*

Now I am going to read a list of phrases. Regardless of who you support, which of these two candidates for the US Senate, Cal Cunningham or Thom Tillis, do you think the phrase fits best? [ORDER OF PHRASES WAS RANDOMIZED]

Registered Voters n=800

	Cunningham	Tillis	(Both)	(Neither)	(Don't know/ Refused)
Strong Leader	32	27	9	16	17
Understands the economy	35	27	12	12	14
Good judgment in a crisis	33	26	6	15	19
Takes action rather than just talking	33	26	9	15	18
Will do what's right, not what's popular	34	26	6	17	16
Has North Carolina values	36	26	9	14	15
Honest and truthful	25	24	5	31	16
Connects well with ordinary people	37	23	10	15	15
Has middle class values	37	23	8	17	15
Smart	31	23	20	12	14
Cares about people like you	37	22	6	19	15
Willing to work with the other party	37	20	7	17	19

Almost certain to vote or already voted n=688

	Cunningham	Tillis	(Both)	(Neither)	(Don't know/ Refused)
Understands the economy	36	30	10	11	13
Strong Leader	33	29	9	14	15
Good judgment in a crisis	34	29	5	15	18
Has North Carolina values	36	29	9	13	14
Takes action rather than just talking	34	28	7	13	17
Will do what's right, not what's popular	36	28	5	17	15
Honest and truthful	24	26	5	32	15
Connects well with ordinary people	39	25	9	14	13
Has middle class values	39	25	8	15	14
Smart	31	25	21	10	13
Cares about people like me	38	24	7	19	14
Willing to work with the other party	38	23	6	16	17

Now I am going to read another list of phrases. Regardless of who you support, which of these two candidates for US Senate, Cal Cunningham or Thom Tillis, do you think would do the best job of handling each of these issues: [ORDER OF PHRASES WAS RANDOMIZED]

Registered Voters n=800

	Cunningham	Tillis	(Don't Know/Refused)
Creating Jobs	37	35	28
Confirming Supreme Court Justices	35	35	30
Managing Immigration	34	34	32
Improving Economic Conditions	40	33	26
Protecting the U.S. from foreign threats	34	33	33
Standing up for North Carolina	41	33	25
Federal Taxes	38	32	31
Supporting Veterans	41	32	28
Protecting Social Security	42	31	27
Fighting Terrorism	36	31	33
Preserving Medicare	43	29	28
Promoting Education	43	28	29
Providing quality health care	45	27	28
Reducing racial tension	40	25	36
Stopping the spread of COVID-19 (the coronavirus)	41	25	34



Almost certain to vote or already voted n=688

	Cunningham	Tillis	(Don't Know/Refused)
Creating Jobs	38	37	24
Confirming Supreme Court Justices	37	37	27
Improving Economic Conditions	42	36	23
Managing Immigration	36	36	28
Standing up for North Carolina	43	35	22
Federal Taxes	38	34	28
Protecting the U.S. from foreign threats	36	34	30
Protecting Social Security	43	33	24
Supporting Veterans	42	33	25
Fighting Terrorism	38	32	30
Preserving Medicare	45	29	26
Promoting Education	46	29	25
Providing quality health care	46	28	26
Reducing racial tension	41	26	33
Stopping the spread of COVID-19 (the coronavirus)	43	26	31

*Favorability Ratings*

Now I am going read a list of people. For each one, please tell me whether your overall opinion of that person is favorable or unfavorable. If you have never heard of this person, you should say so

Registered Voters n=800

	Favorable	Unfavorable	Neither	(Don't know/Never heard of person)	(Refused)
Roy Cooper	48	33	12	6	*
Joe Biden	46	44	7	3	1
Cal Cunningham	41	39	13	7	*
Donald Trump	41	51	6	3	*
Dan Forest	34	34	15	18	*
Thom Tillis	33	47	13	6	1
Nancy Pelosi	29	53	11	7	1
Mitch McConnell	26	45	16	13	*

Almost certain to vote or already voted n=688

	Favorable	Unfavorable	Neither	(Don't know/Never heard of person)	(Refused)
Roy Cooper	49	35	10	5	*
Joe Biden	46	47	5	2	*
Donald Trump	45	50	4	2	*
Cal Cunningham	43	41	11	5	*
Dan Forest	37	35	13	16	*
Thom Tillis	36	49	11	4	*
Nancy Pelosi	31	55	9	4	1
Mitch McConnell	27	48	14	10	*

COVID-19

Are you aware that a COVID-19 vaccine is in development?

	Registered voters	Almost certain to vote/Voted
Yes	92	94
No	4	3
(Don't know/Refused)	4	3
	n=800	n=688

Are you concerned about becoming sick with the COVID-19 virus, or are you not concerned about that?

	Registered voters	Almost certain to vote/Voted
Concerned	62	62
Not concerned	30	30
(Don't know/Refused)	8	7
	n=800	n=688

Did you receive the seasonal influenza vaccine this year?

	Registered voters	Almost certain to vote/Voted
Yes	50	53
No	49	46
(Don't know/Refused)	1	1
	n=800	n=688

Do you intend to receive a COVID-19 vaccine if developed this year?

	Registered voters	Almost certain to vote/Voted
Yes	37	38
No	36	36
(Don't know/Refused)	27	26
	n=800	n=688

### Demographics

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

	Registered voters	Almost certain to vote/Voted
Female	51	51
Male	48	48
Identify differently	1	1
	n=800	n=688

Age by category [ACCORDING TO RESPONDENT]

	Registered voters	Almost certain to vote/Voted
18 - 24	10	8
25 - 34	16	14
35 - 44	14	14
45 - 54	16	16
55 - 64	17	18
65 and older	27	30
(Don't know/refused)	*	*
	n=800	n=688

Do you have children less than 18 years of age currently living in your home?

	Registered voters	Almost certain to vote/Voted
Yes	26	25
No	74	75
(Don't know/Refused)	*	*
	n=800	n=688

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

	Registered voters	Almost certain to vote/Voted
Yes	5	3
No	94	96
(Unknown/Don't know/Refused)	1	1
	n=800	n=688

What racial group best describes you?

	Registered voters	Almost certain to vote/Voted
African American or Black	22	20
White or Caucasian	68	71
Native American	2	2
Asian	1	1
(Multiple or other)	5	5
(Unknown/Don't know/Refused)	1	1
	n=800	n=688

What is the last year of schooling you have completed?

	Registered voters	Almost certain to vote/Voted
(1-11 <sup>th</sup> grade)	4	3
(High school graduate)	28	27
(Some college)	37	38
(College Graduate)	22	23
(Graduate school)	8	8
(Don't know/ Refused)	2	1
	n=800	n=688

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

	Registered Voters	Almost certain to vote/Voted
25 thousand dollars or less	19	16
25 to 50 thousand dollars	26	26
50 to 75 thousand dollars	18	19
75 to 100 thousand dollars	11	12
100 to 150 thousand dollars	7	8
150 to 250 thousand dollars	5	5
More than 250 thousand dollars	2	2
(Don't know/Refuse)	12	12
	n= 800	n=688

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

	Registered voters	Almost certain to vote/Voted
Republican	33	35
Democrat	34	35
(Independent/Unaffiliated)	29	28
(Other)	3	2
(Don't know/Refused)	1	*
	n=800	n=688

How would you best describe your current relationship status?

	Registered Voters	Almost certain to vote/Voted
Single	35	33
Engaged	2	2
Living with significant other	8	7
Married	48	52
Widowed	7	6
(Don't know/Refuse)	1	1
	n=800	n=688