



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 10/11/2016 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Likely Voters (2016 General Election) in North Carolina.
Sample size	479 Likely Voters in North Carolina
Mode of data collection	Telephone (landline and cellular telephones). Interviews conducted in English.
Type of sample (probability/non-probability)	Registration Based Sample (aka Voter List Sample) purchased from Survey Sampling International through Aristotle in Washington, D.C. To be included in the sample, a voter needed to have a propensity score of more than 30 on a scale of 0 to 100 based on their voting history in presidential and midterm elections and demographics.
Start and end dates of data collection	October 1 – October 6, 2016
Margin of sampling error for total sample	Approximately 4.5 percentage points for the likely voter sample. The margin of error is not adjusted for sample weights.
Are the data weighted?	Yes, relative to North Carolina voter statistics as well as 2012 and 2008 presidential election poll findings for age, race, and gender.
Survey sponsor and funded by	High Point University Survey Research Center, High Point, NC
Survey/Data collection supplier	High Point University Survey Research Center. The Center is located on the High Point University campus. Student interviewers staff the 42 stations equipped with WinCati computer assisted telephone interviewing systems.
Contact for more information	<p>Martin Kifer Director, High Point University Survey Research Center 336-841-9333 mkifer@highpoint.edu</p> <p>Brian McDonald Associate Director 336-841-9651 bmcdonal@highpoint.edu</p>

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 November 4th, 2014, North Carolina held its general election for U.S. Senate, U.S. House of Representatives and other offices. Did you vote or were you unable to vote for some reason?

Likely Voters

Yes	59
No	40
(Don't know)	1
	n= 479

Likely Voter Screen

On November 8th, 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 8th general election?

Likely Voters

Almost Certain	97
Probably	3
50/50	-
Will Not Vote	-
(Don't know/Refuse)	-
	n = 479

Horse Races

Note: these questions are posed using the candidates in the order they will appear on the 2016 election ballots.

If the election for President of the United States were held today would you be voting for Republican Donald Trump, Democrat Hillary Clinton, or Libertarian Gary Johnson?

[ASKED ONLY OF PEOPLE WHO SAID THEY DID NOT KNOW WHO THEY WOULD CHOOSE] Are you leaning toward voting for Republican Donald Trump, Democrat Hillary Clinton, or Libertarian Gary Johnson?

	Likely Voters	Likely Voters (with leaners allocated)
Donald Trump (R)	40	42
Hillary Clinton (D)	42	43
Gary Johnson (L)	8	8
(Don't know)	9	4
(Refuse)	2	2
	n = 479	n = 479

If the election for United States Senate were held today would you be voting for Republican Richard Burr, Democrat Deborah Ross, or Libertarian Sean Haugh?

[ASKED ONLY OF PEOPLE WHO SAID THEY DID NOT KNOW WHO THEY WOULD CHOOSE] Are you leaning toward voting for Republican Richard Burr, Democrat Deborah Ross, or Libertarian Sean Haugh?

	Likely Voters	Likely Voters (with leaners allocated)
Richard Burr (R)	45	47
Deborah Ross (D)	40	42
Sean Haugh (L)	4	6
(Don't know)	9	4
(Refuse)	1	1
	n = 479	n = 479

If the election for Governor of North Carolina were held today would you be voting for Republican Pat McCrory, Democrat Roy Cooper, or Libertarian Lon Cecil?

[ASKED ONLY OF PEOPLE WHO SAID THEY DID NOT KNOW WHO THEY WOULD CHOOSE] Are you leaning toward voting for Republican Pat McCrory, Democrat Roy Cooper, or Libertarian Lon Cecil?

	Likely Voters	Likely Voters (with leaners allocated)
Pat McCrory (R)	41	42
Roy Cooper (D)	48	49
Lon Cecil (L)	3	3
(Don't know)	8	5
(Refuse)	1	1
	n = 479	n = 479

If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate OR the Democratic Party's candidate for Congress in your district?

	Likely Voters
Republican candidate	45
Democratic candidate	42
Other	1
(Don't know/Undecided)	11
(Refuse)	1
	n = 479

Country 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?

Likely Voters

Right direction	22
Wrong track	73
(Don't know/Refuse)	5
	n = 479

Approval Ratings for Public Officials

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

Likely Voters

Approve	49
Disapprove	46
(Don't know/Refuse)	5
	n = 479

Trust in People, Anger at Government

In general, how much trust and confidence do you have in the wisdom of the American people when it comes to making political decisions? A very great deal, a good deal, not very much, or none at all?

Likely Voters

A very great deal	6
A good deal	27
Not very much	54
Not at all	11
(Don't know/Refuse)	2
	n = 479

Some people say they are basically content with the federal government, others say they are frustrated, and others say they are angry. Which of these best describes how you feel?

Likely Voters

Basically content	18
Frustrated	54
Angry	25
(Don't know/Refuse)	3
	n = 479

Politics and the Media

Below is a series of statements about politics and the media. Please indicate whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with each statement

Likely Voters (n= 479)

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	(Don't know/ Refuse)
I feel confident that I can find the truth about political issues.	31	37	6	14	12	1
I consider myself well-qualified to participate in elections.	71	25	1	2	1	1
If I wanted to, I could figure out the facts about most political issues.	44	38	4	8	5	1
I often don't feel sure of myself when talking with other people about politics and government.	8	14	7	25	44	3
There's no way to tell if a candidate is telling the truth.	26	26	6	22	19	1
Most citizens have lost faith in the political campaign process.	49	35	5	7	3	1
Nowadays, few honest people run for political office.	32	29	9	20	8	2

Demographics

About how long have you lived in North Carolina?

Likely Voters

Less than one year	2
One to five years	23
Six to ten years	6
11 to 20 years	15
More than 20 years	41
(All my life)	12
(Don't know/Refuse)	*

n = 479

What is the last year of schooling you have completed?

Likely Voters

(1-11 th grade)	1
(High school graduate)	14
(Some college)	25
(College graduate)	39
(Graduate school)	20
(Don't know/ Refused)	*

n= 479

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

Likely Voters

Yes	2
No	97
(Don't know/Refuse)	1

n = 479

What racial or ethnic group best describes you?

Likely Voters

African-American or Black	22
White or Caucasian	72
Native American	1
Asian	1
(Multiple or Other)	3
(Don't know/Refuse)	2
	n = 479

Are you, or is any member of your household, a member of the armed forces or a veteran?

Likely Voters

Yes	37
No	63
(Don't know/Refuse)	*
	n= 479

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

Likely Voters

25 thousand dollars or less	8
25 to 50 thousand dollars	16
50 to 75 thousand dollars	22
75 to 100 thousand dollars	15
100 to 150 thousand dollars	16
150 to 250 thousand dollars	7
More than 250 thousand dollars	3
(Don't know/Refuse)	14
	n= 479

Do you have a gun in your home?

Likely Voters

Yes	49
No	45
(Don't know/Refuse)	6
	n= 476

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.

Likely Voters

Never	18
A few times a year	19
A few times a month	18
Almost every week	12
Every week	22
More than once a week	11
(Don't know/Refuse)	*

n= 479

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

Likely Voters

Yes	50
No	47
(Don't know)	3

n= 479

In politics today, do you generally consider yourself as a Republican, a Democrat, or what?

Likely Voters

Democrat	38
Republican	33
(Independent/unaffiliated)	22
(Other)	5
(Don't know/Refuse)	3

n= 479

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

Likely Voters

Very conservative	12
Somewhat conservative	27
Moderate	33
Somewhat liberal	16
Very liberal	9
(Other)	1
(Don't know/Refuse)	2
	n= 479

Overall, how qualified do you feel to do the job of an elected official? Would you say: not at all qualified, somewhat qualified, qualified, or very qualified?

Likely Voters

Not at all qualified	32
Somewhat qualified	34
Qualified	19
Very qualified	13
(Don't know)	2
	n= 479

Which one of the following statements comes closest to your opinion about men and women as political leaders?

Likely Voters

Men generally make better political leaders than women	7
Women generally make better political leaders than men	5
In general, women and men make equally good political leaders	86
(Don't know)	2
	n= 478

How would you best describe your current relationship status?

Likely Voters

Single	29
Engaged	2
Living with significant other	5
Married	56
Widowed	7
(Don't know/Refuse)	1
	n=478

Gender

Likely Voters

Male	47
Female	53
	n = 479

Age [CALCULATED USING BIRTH YEAR]

Likely Voters

18 - 24	8
25 - 34	12
35 - 44	18
45 - 54	20
55 - 64	21
65 and older	21
	n = 479