



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 03/04/2021 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	854 adults in North Carolina (739 individuals who said they are registered to vote)
Mode of data collection	305 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 549 online interviews. All interviews conducted in English.
Type of sample (probability/non-probability)	Non-probability, using RDD samples of landline and cellular telephones generated by dynata, as well as respondents from dynata's online panels.
Start and end dates of data collection	February 12, 2021 – February 26, 2021
Credibility interval for total sample	This is a combined sample of live interviews and online interviews. The online sampling is from a panel of respondents, so their participation does not adhere to usual assumptions associated with random selection. Therefore, it is not appropriate to assign a classical margin of sampling error for the results. In this case, the SRC provides a credibility interval of plus or minus 3.7 percentage points to account for a traditional 95% confidence interval for the estimates (plus or minus 3.4 percentage points) and a design effect of 1.2 (based on the weighting).
Are the data weighted?	The data is weighted toward population estimates for age, gender, and race/ethnicity based on U.S. Census numbers for North Carolina.
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: https://www.aapor.org/Transparency_Initiative.htm
Sample supplier	Landline and cell phone sample as well as access to online panels provided by Dynata, formerly Research Now SSI: https://www.dynata.com/
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 do not 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?

	All Adults
Yes	89
No	10
(Don't know/Refused)	1
	n=853

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?

	All Adults
Yes, absolutely certain	87
Chance registration has lapsed	3
No, not registered	9
(Don't know/Refused)	2
	n=852

On November 3rd 2020, North Carolina held its general election for president, U.S., Senate, Governor, and other offices. Did you vote in that general election or did you not vote?

	All Adults	Registered Voters
Yes, I voted	81	91
No, I did not vote	18	9
(Don't know/Refused)	1	*
	n=852	n=738

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?

	All Adults	Registered Voters
Right Direction	29	31
Wrong Track	60	59
(Don't know/Refused)	11	10
	n=853	n=739

Presidential Approval

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

	All Adults	Registered Voters
Approve	48	50
Disapprove	37	37
(Don't know/Refused)	15	13
	n=853	n=739

Governor Approval

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

	All Adults	Registered Voters
Approve	50	52
Disapprove	35	34
(Don't know/Refused)	16	14
	n=853	n=739

COVID-19 & Influenza

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

	All Adults	Registered Voters
Concerned	54	56
Not concerned	37	36
(I already tested positive for COVID-19)	3	2
(Don't know/Refused)	6	6
	n=853	n=738

Did you receive the seasonal influenza vaccine this year?

	All Adults	Registered Voters
Yes	42	46
No	56	53
(Don't know/Refused)	2	1
	n=852	n=739

Do you intend to receive the seasonal influenza vaccine this year?

(Asked only of respondents who had not received the seasonal flu vaccine)

	All Adults	Registered Voters
Yes	18	19
No	72	73
(Don't know/Refused)	9	8
	n=491	n=402

Do you intend to receive a COVID-19 vaccine when one is available to you? Please let me know if you have ALREADY gotten vaccinated against COVID-19.

	All Adults	Registered Voters
Yes	41	44
No	34	31
ALREADY received vaccine	13	14
(Don't know/Refused)	11	10
	n=853	n=739

How much of a threat, if any, is the Coronavirus outbreak to each of the following? Would you say a major threat, or not a threat?

All Adults n=853

	A major threat	A minor threat	Not a threat	(Don't know)
The U.S. economy	71	20	5	4
The world economy	69	21	5	5
The North Carolina economy	65	24	7	5
The health of the U.S. population	63	27	7	3
Your personal health	36	39	23	3
Your personal financial situation	32	37	27	5

Registered Voters n=739

	A major threat	A minor threat	Not a threat	(Don't know)
The U.S. economy	72	20	4	3
The world economy	70	22	5	4
The North Carolina economy	66	25	6	4
The health of the U.S. population	64	27	6	3
Your personal health	37	38	24	2
Your personal financial situation	31	37	28	4

How concerned would you say you are about different variants of the COVID-19 virus that were first found in places like South Africa, the United Kingdom, and Brazil?

	All Adults	Registered Voters
Very concerned	42	43
Somewhat concerned	30	30
Not very concerned	16	15
Not at all concerned	8	8
(Don't know/Refused)	4	4
	n=852	n=738

Do you think that the focus on COVID-19 this fall and winter has taken attention away from the risks of the flu?

	All Adults	Registered Voters
Yes	59	60
No	29	29
(Don't know/Refused)	12	11
	n=852	n=738

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?

All Adults n=853

	A lot	Some what	A little	Not at all	(Don't know/ Refused)
Your physician	49	25	13	7	6
The Centers for Disease Control and Prevention (CDC)	40	25	16	14	6
The US Department of Health and Human Services (HHS)	34	30	16	15	6
Your pharmacist	32	32	19	9	8
The World Health Organization (WHO)	32	25	14	23	7
Local public health officials such as officials from your county health department	30	35	19	11	5
Your close friends and members of your family	22	34	27	12	7
Your local TV news	17	30	27	20	6
Public television and radio	16	29	24	25	7
National newspapers such as the New York Times, Washington Post, and USA Today	14	28	21	28	9
National news networks like Fox News, CNN, or MSNBC	13	27	24	29	6
Your local newspaper	13	27	26	23	12
Your coworkers, classmates, or other acquaintances	10	26	29	25	10
Your contacts on social media (Facebook, Twitter, etc.)	8	12	26	43	11

Registered Voters n=739

	A lot	Some what	A little	Not at all	(Don't know/ Refused)
Your physician	52	25	12	6	6
The Centers for Disease Control and Prevention (CDC)	42	26	15	13	5
The US Department of Health and Human Services (HHS)	34	31	15	14	5
Your pharmacist	34	32	18	8	7
The World Health Organization (WHO)	33	25	13	23	6
Local public health officials such as officials from your county health department	30	36	19	10	5
Your close friends and members of your family	22	33	28	12	6
Your local TV news	17	32	28	19	5
Public television and radio	16	29	24	25	6
National newspapers such as the New York Times, Washington Post, and USA Today	14	29	21	28	8
National news networks like Fox News, CNN, or MSNBC	13	29	25	28	5
Your local newspaper	13	28	26	22	11
Your coworkers, classmates, or other acquaintances	10	26	31	24	9
Your contacts on social media (Facebook, Twitter, etc.)	8	13	25	44	10

Demographics

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

	All Adults	Registered Voters
Female	50	48
Male	48	50
Identify differently	1	1
(Don't know/Refused)	1	1
	n=853	n=739

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

	All Adults	Registered Voters
Yes	35	35
No	65	65
(Don't know/Refused)	1	1
	n=852	n=738

Age by category [ACCORDING TO RESPONDENT]

	All Adults	Registered Voters
18 - 24	12	11
25 - 34	17	16
35 - 44	20	20
45 - 54	19	20
55 - 64	15	15
65 and older	16	18
(Don't know/refused)	1	*
	n=853	n=739

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

	All Adults	Registered Voters
Yes	7	7
No	92	92
(Unknown/Don't know/Refused)	1	1
	n=853	n=739

What racial group best describes you?

	All Adults	Registered Voters
African American or Black	21	22
White or Caucasian	71	71
Native American	2	2
Asian	1	1
(Multiple or other)	4	4
(Unknown/Don't know/Refused)	1	1
	n=853	n=739

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 th grade)	5	4
(High school graduate)	25	23
(Some college)	39	40
(College Graduate)	21	22
(Graduate school)	9	10
(Don't know/ Refused)	1	1
	n=852	n=738

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

	All Adults	Registered Voters
25 thousand dollars or less	20	19
25 to 50 thousand dollars	25	25
50 to 75 thousand dollars	19	18
75 to 100 thousand dollars	10	11
100 to 150 thousand dollars	9	9
150 to 250 thousand dollars	4	5
More than 250 thousand dollars	2	2
(Don't know/Refuse)	11	11
	n=852	n=738

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

	All Adults	Registered Voters
Republican	31	31
Democrat	33	37
(Independent/Unaffiliated)	28	27
(Other)	5	3
(Don't know/Refused)	4	2
	n=851	n=737

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single	37	35
Engaged	2	2
Living with significant other	10	9
Married	45	48
Widowed	4	4
(Don't know/Refuse)	2	2
	n=851	n=737