



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 04/08/2021 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	941 adults in North Carolina (796 individuals who said they are registered to vote)
Mode of data collection	136 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 805 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	March 19 – April 1, 2021
Credibility interval for total sample	This is a combined sample of live phone 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 3.9 percentage points to account for a traditional 95% confidence interval for the estimates (plus or minus 3.2 percentage points) and a design effect of 1.5 (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	87
No	10
(Don't know/Refused)	3
	n=941

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	Registered Voters
Yes, absolutely certain	85	100
Chance registration has lapsed	4	*
No, not registered	10	*
(Don't know/Refused)	2	*
	n=941	n=796

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	84	95
No, I did not vote	16	5
(Don't know/Refused)	1	*
	n=940	n=795

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	34	35
Wrong Track	54	56
(Don't know/Refused)	12	10
	n=941	n=796

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	49
Disapprove	39	42
(Don't know/Refused)	13	10
	n=941	n=796

Governor Approval

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

	All Adults	Registered Voters
Approve	53	55
Disapprove	33	36
(Don't know/Refused)	14	9
	n=941	n=796

COVID-19

Thinking about the COVID-19 pandemic and the availability of vaccines, would you say you are more or less likely to travel this summer?

	All Adults	Registered Voters
More likely	33	35
Less likely	28	26
About the same	31	32
(Don't know/Refused)	9	7
	n=941	n=796

How much do current restrictions on travel affect your likelihood of traveling this summer? Would you say a lot, some, or not much at all?

	All Adults	Registered Voters
A lot	21	23
Some	38	38
Not much at all	35	35
(Don't know/Refused)	6	5
	n=941	n=796

If you do plan to travel this summer, would you say it is more likely that you will travel within the state of North Carolina, within the U.S. but outside the state, or internationally? Please let us know if you do not plan to travel at all

	All Adults	Registered Voters
Within North Carolina	31	31
Within the US but outside of NC	42	44
Internationally	8	7
Will not travel at all	12	11
(Don't know/Refused)	8	7
	n=941	n=796

Thinking about this time last year and your reaction to the COVID-19 pandemic, do you think you bought TOO MUCH of any of these products?

All Adults=487

	Yes	No	Don't know/Refused
Hand Sanitizer	31	66	3
Disinfectant Wipes and Cleaning Products	28	69	3
Toilet Paper	24	73	3
Paper Towels	23	74	3
Bottled Water	23	75	3
Nonperishable Foods	19	77	4

Registered Voters n=796

	Yes	No	Don't know/Refused
Hand Sanitizer	30	68	3
Disinfectant Wipes and Cleaning Products	25	72	3
Toilet Paper	23	75	2
Paper Towels	21	76	3
Bottled Water	20	78	2
Nonperishable Foods	17	79	4

Would you say that your online shopping has increases since the beginning of the COVID-19 pandemic?

	All Adults	Registered Voters
Yes	57	58
No	40	41
(Don't know/Refused)	3	2
	n=941	n=796

How much have you missed these social gatherings in the past year that have been impacted by the COVID-19 pandemic? For each one, would you say a lot, some, or not much at all?

All voters n=941

	A lot	Some	Not much at all	Don't know/Refused)
Family Gatherings	46	31	20	3
Church or Other Worship Services	36	20	39	5
Festivals and Fairs	34	31	41	4
Movies	30	28	38	4
Theatre and Musical Productions	27	23	45	5
Sports	26	25	48	4

Registered Voters n=796

	A lot	Some	Not much at all	Don't know/Refused)
Family Gatherings	48	32	18	3
Church or Other Worship Services	37	21	38	4
Festivals and Fairs	33	33	31	3
Movies	29	29	38	3
Theatre and Musical Productions	27	23	45	4
Sports	26	25	45	4

Do you make an intentional effort to support local, small business and restaurants in your community that have been impacted by the COVID-19 pandemic?

	All Adults	Registered Voters
Yes	78	80
No	23	20
	n=941	n=796

Have you purchased any of the following list of items during the COVID-19 pandemic?

All Voters n=941

	Yes	No	Don't know/Refused
Work Out Equipment	26	70	4
Bicycle	15	81	4
Camping or Hiking Gear	14	82	4
Water Sport Equipment	13	83	4

Registered Voters n=796

	Yes	No	Don't know/Refused
Work Out Equipment	26	71	3
Bicycle	16	81	3
Camping or Hiking Gear	13	84	3
Water Sport Equipment	13	84	3

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

	All Adults	Registered Voters
Concerned	50	49
Not concerned	37	39
I already tested positive for COVID-19	7	7
Unsure	6	5
	n=941	n=796

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	32	33
No	26	24
ALREADY received vaccine	32	34
(Don't know/Refused)	10	9
	n=941	n=796

Did you receive the seasonal influenza vaccine this year?

	All Adults	Registered Voters
Yes	54	59
No	44	41
(Don't know/Refused)	2	1
	n=941	n=796

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

(Asked only of n=491 respondents who had not received the seasonal flu vaccine)

	All Adults	Registered Voters
Yes	16	15
No	72	76
(Don't know/Refused)	12	9
	n=491	n=465

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	35	36
Somewhat concerned	34	34
Not very concerned	15	15
Not at all concerned	11	12
(Don't know/Refused)	4	3
	n=941	n=796

Demographics

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

	All Adults	Registered Voters
Female	49	50
Male	48	49
Identify differently	1	1
(Don't know/Refused)	2	1
	n=941	n=796

Age by category [ACCORDING TO RESPONDENT]

	All Adults	Registered Voters
18 - 24	12	11
25 - 34	17	16
35 - 44	18	20
45 - 54	18	20
55 - 64	17	15
65 and older	18	18
(Don't know/refused)	2	*
	n=941	n=796

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

	All Adults	Registered Voters
Yes	8	6
No	90	94
(Unknown/Don't know/Refused)	2	1
	n=941	n=796

What racial group best describes you?

	All Adults	Registered Voters
African American or Black	20	20
White or Caucasian	70	72
Native American	2	2
Asian	3	2
(Multiple or other)	3	2
(Unknown/Don't know/Refused)	2	1
	n=941	n=796

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 th grade)	4	2
(High school graduate)	26	25
(Some college)	38	40
(College Graduate)	20	21
(Graduate school)	10	11
(Don't know/ Refused)	2	1
	n=941	n=796

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	17	15
25 to 50 thousand dollars	24	24
50 to 75 thousand dollars	17	18
75 to 100 thousand dollars	14	15
100 to 150 thousand dollars	12	13
150 to 250 thousand dollars	5	5
More than 250 thousand dollars	3	2
(Don't know/Refuse)	9	8
	n=941	n=796

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

	All Adults	Registered Voters
Republican	31	34
Democrat	35	35
(Independent/Unaffiliated)	28	27
(Other)	3	2
(Don't know/Refused)	4	2
	n=941	n=796

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single	36	35
Engaged	2	2
Living with significant other	6	5
Married	49	53
Widowed	5	5
(Don't know/Refuse)	2	2
	n=941	n=796

