



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 04/14/2021 (Education Memo)**

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

Education

Do you happen to have any children—for whom you are the parent or guardian—currently receiving instruction here in North Carolina at the kindergarten through twelfth grade level? If so, do they currently receive their education through a traditional public school, charter school private or parochial school, home school, or more than one of those?

	All Adults	Registered Voters
No, not a parent or guardian for any children kindergarten through 12 th grade age	66	67
Yes, public school	21	20
Yes, charter school	4	3
Yes, private or parochial school	5	5
Yes, home school	4	4
(Don't know/Refused)	1	1
	n=487	n=739

Note: Participants could select more than one response

Overall, in which direction would you say that public education in North Carolina is headed? Would you say the right direction or wrong direction?

	All Adults	Registered Voters
Right direction	34	34
Wrong direction	37	39
(Don't know/Refused)	29	27
	n=941	n=796

Using a grade of A, B, C, D and F – where A is excellent and F is very poor – how would you grade North Carolina on the quality of its public schools?

	All Adults	Registered Voters
A	10	9
B	21	22
C	33	34
D	18	18
F	7	6
(Don't know/Refused)	11	10
	n=941	n=796

Using a grade of A, B, C, D and F – where A is excellent and F is very poor – how would you grade the quality of your local public schools?

	All Adults	Registered Voters
A	11	10
B	27	28
C	27	28
D	16	16
F	7	6
(Don't know/Refused)	12	12
	n=941	n=796

Using a grade of A, B, C, D and F – where A is excellent and F is very poor – how would you grade the response of your local public schools to the COVID-19 crisis?

	All Adults	Registered Voters
A	16	16
B	25	25
C	21	20
D	13	15
F	11	10
(Don't know/Refused)	14	14
	n=941	n=796

Do you believe that the state should give should a rating of A, B, C, D, or F based on students' test scores?

	All Adults	Registered Voters
Yes	48	28
No	29	50
(Don't know/Refused)	23	22
	n=941	n=796

Thinking about the quality of schools, who would you say has the biggest influence on quality, parents, teachers, legislators, or principals of schools?

	All Adults	Registered Voters
Parents	23	24
Teachers	36	36
Legislators	20	21
Principals of Schools	9	8
(Don't know/Refused)	12	11
	n=941	n=796

I am going to read two statements about to rate the quality of schools. Please tell whether the first statement or the second statement is closer to your own view. In rating schools, there should be more emphasis on how much students improve overall OR in rating schools, there should be more emphasis on how many students attain a particular level of proficiency.

	All Adults	Registered Voters
More emphasis on overall improvement	39	41
More emphasis on how many students attain proficiency	23	24
Neither	6	5
Both	23	24
(Don't know/Refused)	8	7
	n=941	n=796

I going to read you a list of government officials and some other groups. Please tell me whether you think that in general most people have respect for these people or groups.

All Adults n=941

	Yes	No
Public School Teachers	74	26
School Principals	75	25
School Superintendents	61	39
School Boards	53	47
County Commissioners	55	45
North Carolina State Superintendent of Public Instruction	56	44
North Carolina Governor	63	38
State Legislators	48	52
State Board of Education	56	44

Registered Voters n=796

	Yes	No
Public School Teachers	75	25
School Principals	75	25
School Superintendents	61	39
School Boards	51	49
County Commissioners	55	45
North Carolina State Superintendent of Public Instruction	55	45
North Carolina Governor	61	39
State Legislators	46	54
State Board of Education	55	45

Would you be willing to pay more in taxes for additional public school nurses, counselors, social worker and school psychologists?

	All Adults	Registered Voters
Yes	46	47
No	37	37
(Don't know/Refused)	18	16
	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