



**HIGH POINT UNIVERSITY POLL
MEMO RELEASE 11/19/2021 (UPDATE)**

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	968 adults in North Carolina (782 individuals who said they are registered to vote)
Mode of data collection	160 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 808 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	October 22 – November 4, 2021
Credibility interval for total sample	Approximately +/-3.3 percentage points. This accounts for a standard margin of sampling error of 3.1 (as if it were a probability sample) and a design effect caused by weighting.
Are the data weighted?	The data is weighted toward population estimates for age, gender, education, 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/

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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	Registered Voters
Yes	85	100
No	13	*
Unsure	2	*
	n=968	n=782

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	96	100
Chance registration has lapsed	3	*
No, not registered	1	*
Unsure	*	*
	n=968	n=782

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	76	90
No, I did not vote	23	10
Unsure	1	*
	n=968	n=782

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	25	28
Wrong Track	64	64
(Don't know)	10	9
	n=968	n=782

Presidential Approval

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

	All Adults	Registered Voters
Approve	34	37
Disapprove	55	55
Unsure	11	9
	n=968	n=782

Governor Approval

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

	All Adults	Registered Voters
Approve	43	45
Disapprove	38	39
Unsure	19	16
	n=968	n=782

On each of these issues, would you say you approve or disapprove of how Roy Cooper is handling them?

All Adults n=968

	Approve	Disapprove	Don't know/Refuse
COVID-19	46	42	13
Health care	38	39	23
The North Carolina economy	38	43	19
Education	39	41	20
The state budget	32	40	28

Registered Voters n=782

	Approve	Disapprove	Don't know/Refuse
COVID-19	48	41	11
Health care	40	39	21
The North Carolina economy	40	43	17
Education	40	42	17
The state budget	33	41	26

COVID-19

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

	All Adults	Registered Voters
Concerned	42	43
Not concerned	44	46
(I already tested positive for COVID-19)	8	5
(Don't know/Refused)	6	6
	n=968	n=782

Have you personally received the COVID-19 vaccine, or not? If yes, did you receive a single-dose vaccine, the first of two doses, or have you gotten both doses of a two-dose vaccine?

	All Adults	Registered Voters
Yes, got one dose vaccine	9	10
Yes, got first dose of two dose vaccine	6	7
Yes, got both doses of a two dose vaccine	51	55
No, have not gotten the vaccine	30	26
Unsure	4	3
	n=968	n=782

Do you think companies should be legally allowed to require employees receive certain vaccines?

	All Adults	Registered Voters
Yes	39	42
No	49	48
Unsure	12	10
	n=968	n=782

How much have you heard about the delta variant of the COVID-19 virus?

	All Adults	Registered Voters
A lot	50	54
A little bit	37	37
Almost nothing	8	7
(Don't know/Refuse)	4	3
	n=968	n=782

Given what you know about the delta strain of the COVID-19 virus, how concerned are you about that variant?

	All Adults	Registered Voters
Extremely concerned	20	21
Very concerned	21	22
Somewhat concerned	27	27
Not very concerned	14	14
Not at all concerned	14	14
(Don't know/Refused)	4	2
	n=968	n=782

Did you receive the seasonal influenza vaccine this year?

	All Adults	Registered Voters
Yes	39	43
No	58	55
(Don't know/Refused)	3	2
	n=968	n=782

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

[ONLY ASKED OF RESPONDENTS SAYING 'NO' TO HAVING RECEIVED FLU SHOT, N = 585]

	All Adults	Registered Voters
Yes	30	33
No	57	56
(Don't know/Refused)	13	11
	n=585	n=445

In general, how concerned are you about a large increase in COVID-19 cases this winter? Would you say you are very concerned, somewhat concerned, not very concerned, or not at all concerned?

	All Adults	Registered Voters
Very concerned	25	25
Somewhat concerned	37	38
Not very concerned	20	20
Not at all concerned	14	15
(Unsure)	3	3
	n=968	n=782

In general, how concerned are you about a large increase in COVID-19 cases caused by holiday gatherings? Would you say you are very concerned, somewhat concerned, not very concerned, or not at all concerned?

	All Adults	Registered Voters
Very concerned	25	26
Somewhat concerned	33	34
Not very concerned	20	20
Not at all concerned	17	18
(Unsure)	4	3
	n=968	n=782

Holiday Shopping

As you may know, the Friday after Thanksgiving is one of the biggest shopping days of the year. Looking ahead, do you personally plan on shopping on the Friday after Thanksgiving, or not?

	All Adults	Registered Voters
Yes	28	28
No	58	59
Unsure	14	13
	n=968	n=782

Do you plan to do most of your holiday shopping in brick-and-mortar stores or online this year?

	All Adults	Registered Voters
Brick and Mortar Stores	18	18
Online	37	39
(Both Equally)	32	31
(Unsure)	13	11
	n=968	n=782

Thinking ahead to the holiday season, how much do you think that you will spend this year on gifts, food, decorations and other items related to your celebration of the holidays?

Mean (average): \$744

**Calculated based on n=804 numeric responses.*

How much of your decision about where to shop has to do with the COVID-19 pandemic?

	All Adults	Registered Voters
A lot	19	20
Some	20	21
A little	16	15
Not much at all	41	41
Unsure	4	3
	n=968	n=782

Do you think that you will spend more, less, or about the same as last year on gifts, food, decorations, and other items related to your celebration of the holidays?

	All Adults	Registered Voters
More	21	23
Less	33	30
About the same	42	43
Unsure	5	4
	n=968	n=782

Do you think you will start holiday shopping earlier than usual, later than usual, or about the same time as any other year?

	All Adults	Registered Voters
Earlier	31	33
About the same time as usual	56	57
Later	6	5
Unsure	8	6
	n=968	n=782

How much have your views of COVID-19, the coronavirus, affected your holiday shopping this year?

	All Adults	Registered Voters
A lot	20	21
A little bit	34	33
Not at all	40	42
(Unsure)	6	4
	n=968	n=782

Generally speaking, do you think the COVID-19 pandemic has negatively or positively impacted the academic growth of school age children?

	All Adults	Registered Voters
Negatively	74	76
Positively	12	11
Unsure	14	13
	n=968	n=782

Do you think that the COVID-19 pandemic has made it easier or harder for graduating high school seniors to make a transition to college or the workforce?

	All Adults	Registered Voters
Make it harder	74	75
Make it easier	10	10
Unsure	17	15
	n=968	n=782

Generally speaking, do you think the COVID-19 pandemic has negatively or positively impacted the social development of school age children?

	All Adults	Registered Voters
Negatively	76	78
Positively	11	11
Unsure	12	11
	n=968	n=782

Generally speaking, do you think the COVID-19 pandemic has negatively or positively impacted the ability of school age children to adapt during times of change?

	All Adults	Registered Voters
Negatively	60	61
Positively	23	22
Unsure	17	17
	n=968	n=782

Demographics

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

	All Adults	Registered Voters
Female	50	49
Male	48	50
Identify differently	1	*
(Don't know/Refused)	1	1
	n=968	n=782

Age by category [ACCORDING TO RESPONDENT]

	All Adults	Registered Voters
18 - 24	12	11
25 - 34	16	13
35 - 44	17	17
45 - 54	17	18
55 - 64	17	18
65 and older	17	20
(Don't know/refused)	3	3
	n=968	n=782

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

	All Adults	Registered Voters
Yes	8	8
No	91	92
(Don't know/Refused)	1	1
	n=968	n=782

What racial group best describes you?

	All Adults	Registered Voters
African American or Black	20	20
White or Caucasian	70	71
Native American	2	2
Asian	3	3
(Multiple or other)	4	3
(Unknown/Don't know/Refused)	2	1
	n=968	n=782

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11 th grade)	4	3
(High school graduate)	29	26
(Some college)	37	38
(College Graduate)	22	24
(Graduate school)	7	7
(Don't know/Refused)	2	1
	n=968	n=782

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	24	21
25 to 50 thousand dollars	26	26
50 to 75 thousand dollars	18	19
75 to 100 thousand dollars	10	11
100 to 150 thousand dollars	10	11
150 to 250 thousand dollars	3	4
More than 250 thousand dollars	2	2
(Don't know/Refused)	8	7
	n=968	n=782

In politics today, do you consider yourself to be a Republican, Democrat, or what?

	All Adults	Registered Voters
Republican	32	34
Democrat	32	35
(Independent/Unaffiliated)	29	27
(Other)	3	2
(Unsure)	5	2
	n=968	n=782

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single/Never Married/Divorced	38	37
Engaged	3	2
Living with significant other	10	8
Married	43	46
Widowed	4	5
(Don't know/refused)	2	1
	n=968	n=782