HIGH POINT UNIVERSITY
SURVEY RESEARCH CENTER

**HIGH POINT UNIVERSITY POLL**
**MEMO RELEASE 11/10/2021 (CONSUMER SENTIMENT 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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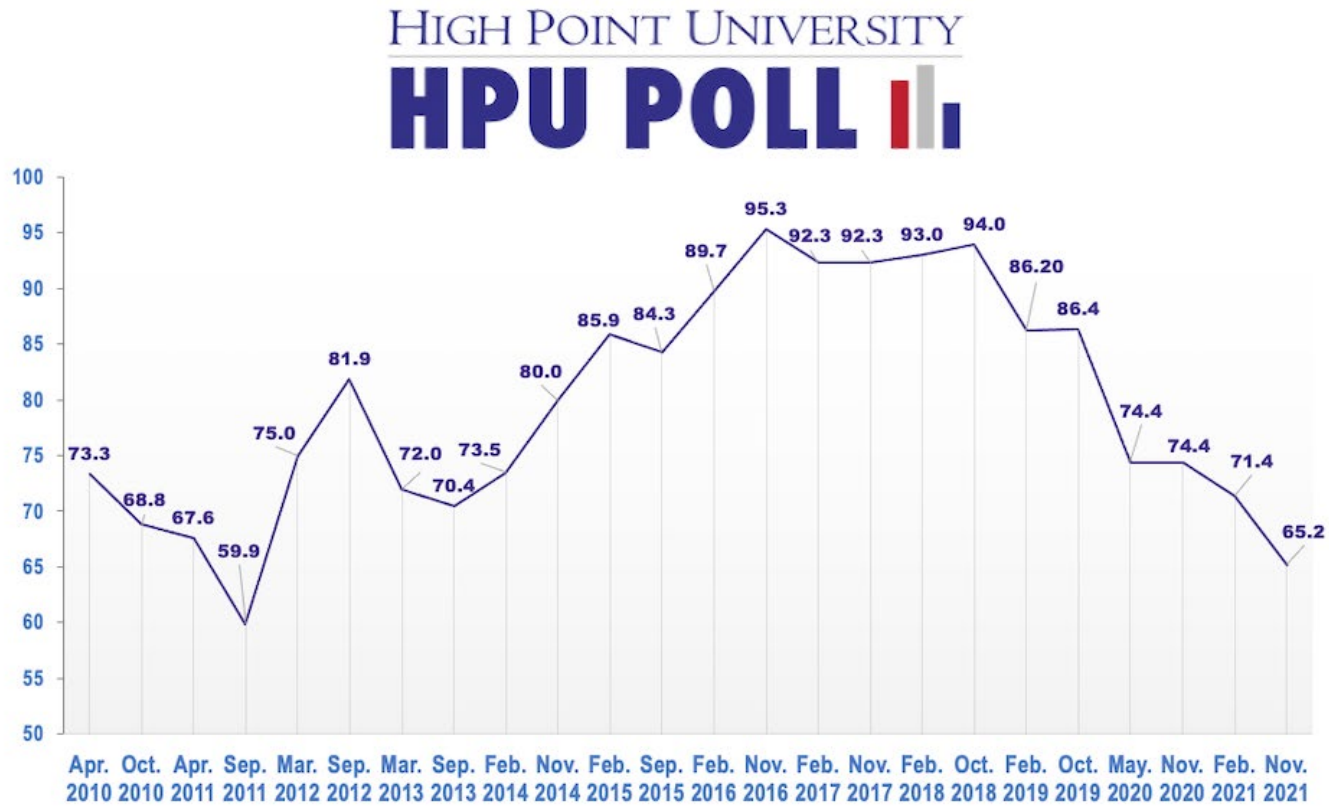
| Attached is the full text of survey questions our interviewers asked. Interested parties can access results from the survey at http://www.highpoint.edu/src and should contact the Director of the Survey Research Center for additional information. | |

*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 *

***Note: The following indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers (http://www.sca.isr.umich.edu/) All samples are All Adults in North Carolina.***




These indexes, questions and formula for calculating the consumer sentiment index are drawn from the Thomson Reuters/University of Michigan Surveys of Consumers. All samples are adults in North Carolina.

**The following five questions were administered on the current survey and are used to calculate the Index of consumer sentiment.**

We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

| | Better off | Worse off | (Same or Neither better nor worse) | (Don't know/refused) |
|---|---|---|---|---|
| *November 2021* | 23 | 37 | 37 | 3 |
| *February 2021* | 24 | 29 | 44 | 3 |
| *November 2020* | 28 | 33 | 36 | 3 |
| *May 2020* | 42 | 29 | 28 | 1 |
| *October 2019* | 35 | 23 | 39 | 3 |
| *February 2019* | 36 | 23 | 37 | 3 |
| *October 2018* | 39 | 20 | 39 | 1 |
| *February 2018* | 46 | 22 | 31 | 1 |
| *November 2017* | 40 | 22 | 35 | 3 |
| *February 2017* | 43 | 19 | 38 | 1 |
| *November 2016* | 46 | 22 | 30 | 3 |
| *February 2016* | 53 | 25 | 20 | 2 |
| *September 2015* | 45 | 25 | 29 | 1 |
| *February 2015* | 47 | 27 | 25 | 1 |
| *November 2014* | 39 | 32 | 28 | 1 |
| *February 2014* | 31 | 41 | 27 | 1 |
| *September 2013* | 35 | 41 | 24 | 1 |
| *March 2013* | 33 | 42 | 25 | * |
| *September 2012* | 31 | 42 | 26 | 1 |
| *March 2012* | 32 | 42 | 24 | 2 |
| *September 2011* | 24 | 49 | 25 | 2 |
| *April 2011* | 29 | 45 | 25 | 1 |
| *October 2010* | 24 | 51 | 25 | * |
| April 2010 | 26 | 44 | 30 | * |

Now looking ahead, do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now.

| | Better off | Worse off | Just about the same as now | (Don't know/refused) |
|---|---|---|---|---|
| *November 2021* | 29 | 27 | 35 | 10 |
| *February 2021* | 32 | 22 | 38 | 7 |
| *November 2020* | 36 | 17 | 36 | 10 |
| *May 2020* | 36 | 9 | 46 | 9 |
| *October 2019* | 39 | 14 | 38 | 9 |
| *February 2019* | 35 | 14 | 43 | 9 |
| *October 2018* | 43 | 10 | 42 | 6 |
| *February 2018* | 41 | 9 | 46 | 4 |
| *November 2017* | 42 | 11 | 39 | 8 |
| *February 2017* | 42 | 13 | 40 | 5 |
| *November 2016* | 44 | 10 | 41 | 5 |
| *February 2016* | 36 | 8 | 51 | 6 |
| *September 2015* | 33 | 12 | 49 | 6 |
| *February 2015* | 31 | 13 | 52 | 3 |
| *November 2014* | 26 | 17 | 52 | 5 |
| *February 2014* | 28 | 14 | 53 | 5 |
| *September 2013* | 27 | 21 | 49 | 3 |
| *March 2013* | 32 | 22 | 40 | 6 |
| *September 2012* | 37 | 9 | 42 | 12 |
| *March 2012* | 31 | 15 | 48 | 6 |
| *September 2011* | 26 | 21 | 45 | 8 |
| *April 2011* | 26 | 22 | 49 | 4 |
| *October 2010* | 29 | 14 | 53 | 5 |
| April 2010 | 35 | 18 | 43 | 4 |

Now turning to business conditions in the country as a whole, do you think that during the next twelve months we'll have good times financially, or bad times, or what?

| | Good times | Bad times | (Neither bad nor good, both good and bad) | (Good times with qualifications) | (Bad times with qualifications) | (Don't know/refused) |
|---|---|---|---|---|---|---|
| *November 2021* | 14 | 34 | 28 | 8 | 6 | 9 |
| *February 2021* | 20 | 34 | 24 | 11 | 5 | 7 |
| *November 2020* | 19 | 23 | 28 | 12 | 8 | 11 |
| *May 2020* | 22 | 48 | 10 | 8 | 3 | 10 |
| *October 2019* | 28 | 20 | 27 | 9 | 6 | 10 |
| *February 2019* | 34 | 26 | 24 | 2 | * | 12 |
| *October 2018* | 44 | 18 | 27 | 2 | 1 | 8 |
| *February 2018* | 41 | 26 | 18 | 3 | 2 | 10 |
| *November 2017* | 42 | 25 | 14 | 3 | 3 | 14 |
| *February 2017* | 43 | 30 | 11 | 8 | 2 | 7 |
| *November 2016* | 43 | 20 | 18 | 8 | 3 | 9 |
| *February 2016* | 35 | 33 | 16 | 3 | 3 | 11 |
| *September 2015* | 32 | 38 | 15 | 3 | 3 | 10 |
| *February 2015* | 38 | 31 | 15 | 5 | 4 | 8 |
| *November 2014* | 35 | 31 | 15 | 7 | 4 | 9 |
| *February 2014* | 26 | 36 | 19 | 8 | 3 | 9 |
| *September 2013* | 23 | 39 | 20 | 6 | 4 | 7 |
| *March 2013* | 32 | 37 | 15 | 8 | 4 | 4 |
| *September 2012* | 31 | 24 | 17 | 13 | 2 | 13 |
| *March 2012* | 29 | 36 | 16 | 7 | 4 | 7 |
| *September 2011* | 13 | 59 | 13 | 3 | 5 | 7 |
| *April 2011* | 23 | 46 | 15 | 7 | 2 | 8 |
| *October 2010* | 25 | 40 | 17 | 9 | 4 | 6 |
| April 2010 | 31 | 33 | 17 | 11 | 2 | 6 |

Looking ahead, which would you say is more likely, that in the country as a whole we'll have continuous good times during the next five years or so, or that we have periods of widespread unemployment or depression, or what?

| | Widespread unemployment or depression | Continuous good times | (Neither/A mix of both) | (Don't know/refused) |
|---|---|---|---|---|
| *November 2021* | 34 | 12 | 45 | 10 |
| *February 2021* | 37 | 18 | 39 | 7 |
| *November 2020* | 27 | 17 | 48 | 8 |
| *May 2020* | 42 | 38 | 9 | 11 |
| *October 2019* | 21 | 25 | 41 | 13 |
| *February 2019* | 22 | 26 | 42 | 10 |
| *October 2018* | 21 | 35 | 35 | 8 |
| *February 2018* | 37 | 40 | 15 | 8 |
| *November 2017* | 36 | 38 | 16 | 10 |
| *February 2017* | 34 | 44 | 18 | 5 |
| *November 2016* | 29 | 45 | 19 | 7 |
| *February 2016* | 37 | 31 | 16 | 17 |
| *September 2015* | 36 | 29 | 22 | 14 |
| *February 2015* | 45 | 27 | 19 | 10 |
| *November 2014* | 43 | 29 | 20 | 9 |
| *February 2014* | 52 | 25 | 17 | 6 |
| *September 2013* | 54 | 22 | 20 | 5 |
| *March 2013* | 57 | 29 | 13 | 2 |
| *September 2012* | 32 | 38 | 15 | 15 |
| *March 2012* | 44 | 31 | 18 | 8 |
| *September 2011* | 60 | 14 | 18 | 9 |
| *April 2011* | 55 | 26 | 14 | 5 |
| *October 2010* | 54 | 25 | 16 | 5 |
| April 2010 | 49 | 35 | 17 | 7 |

About the big things people buy for their homes, such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good time or bad time for people to buy major household items?

| | Good time | Bad time | (Neither good time nor bad time) | (Don't know/refused) |
|---|---|---|---|---|
| *November 2021* | 21 | 41 | 28 | 11 |
| *February 2021* | 29 | 32 | 32 | 8 |
| *November 2020* | 25 | 34 | 32 | 10 |
| *May 2020* | 31 | 54 | 12 | 4 |
| *October 2019* | 39 | 17 | 30 | 14 |
| *February 2019* | 41 | 18 | 30 | 11 |
| *October 2018* | 48 | 12 | 29 | 11 |
| *February 2018* | 60 | 18 | 12 | 10 |
| *November 2017* | 61 | 19 | 7 | 14 |
| *February 2017* | 55 | 20 | 11 | 14 |
| *November 2016* | 55 | 22 | 12 | 10 |
| *February 2016* | 60 | 20 | 8 | 12 |
| *September 2015* | 54 | 26 | 13 | 7 |
| *February 2015* | 60 | 20 | 12 | 8 |
| *November 2014* | 49 | 28 | 12 | 10 |
| *February 2014* | 47 | 31 | 13 | 9 |
| *September 2013* | 45 | 34 | 12 | 9 |
| *March 2013* | 44 | 38 | 12 | 7 |
| *September 2012* | 46 | 36 | 12 | 6 |
| *March 2012* | 55 | 14 | 23 | 8 |
| *September 2011* | 43 | 41 | 9 | 6 |
| *April 2011* | 44 | 41 | 9 | 6 |
| *October 2010* | 45 | 37 | 14 | 4 |
| April 2010 | 42 | 35 | 17 | 7 |

*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 |
|---|---|---|
| (1-11th 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 |