HIGH POINT UNIVERSITY POLL
MEMO RELEASE 12/3/2020 (UPDATE)

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	1000 adults in North Carolina.
Mode of data collection	Online interviews. All interviews conducted in English.
Type of sample (probability/non-probability)	Non Probability, using a panel. Online Interviews included confirmation that respondent considered themselves residents of North Carolina.
Start and end dates of data collection	November 17 - 21, 2020.
Credibility interval for total sample	The online sample is from a panel of respondents, so their participation does not adhere to usual assumptions associated with random selection. Since it is not appropriate to assign a classical margin of sampling error for the results, the SRC provides a credibility interval of plus or minus 3.2 percentage points to account for a traditional 95% confidence interval for the estimates (plus or minus 3.1 percentage points) and a design effect of 1.06 (based on the weighting).
Are the data weighted?	Yes, relative to NC Census statistics for gender, age, race, and ethnicity. The weighting also took into account education level (using NC Census data).
Survey sponsor and funded by	High Point University Survey Research Center, High Point, NC
Survey/Data collection supplier	The Survey Research Center contracted with Lucid (https://luc.id/) to acquire this sample and collected the responses using the SRC's Qualtrics platform.
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	Lucid supplied the online interviews of North Carolinians from a panel: https://luc.id

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Attached is the full text of survey questions respondents received online. 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 respondents. 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 don't 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	87	100
No	10	*
Unsure	3	*
	n=1000	n=828

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	95	100
Chance registration has lapsed	4	*
No, not registered	1	*
Unsure	*	*
	n=869	n=828

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	31	31
No	52	56
Unsure	15	13
	n=1000	n=828

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	13	13
Online	44	46
Both equally	30	30
Unsure	13	11
	n=1000	n=828

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?

All Adults

Mean = $1059

Median = $400

Based on 804 numeric responses

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	19	18
Less	38	37
About the same	39	41
Unsure	5	4
	n=1000	n=828

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

	All Adults	Registered voters
A lot	39	40
A little bit	35	34
Not at all	21	22
Unsure	5	4
	n=1000	n=828

COVID-19

How knowledgeable are you about COVID-19, also known as the coronavirus?

	All Adults	Registered voters
Not knowledgeable at all	5	4
Slightly knowledgeable	13	12
Moderately knowledgeable	29	30
Very knowledgeable	30	31
Extremely knowledgeable	20	21
Unsure	4	2
	n=1000	n=828

How concerned are you about becoming sick with the COVID-19?

	All Adults	Registered voters
Not at all concerned	13	13
Slightly concerned	15	15
Somewhat concerned	18	18
Moderately concerned	22	23
Extremely concerned	29	30
Unsure	3	2
	n=1000	n=828

Are you aware that a COVID-19 vaccine is being developed?

	All Adults	Registered voters
Yes	94	95
No	6	5
	n=954	n=803

Did you receive the seasonal influenza vaccine last year?

	All Adults	Registered voters
Yes	52	55
No	44	42
Unsure	4	3
	n=1000	n=828

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

	All Adults	Registered voters
Yes	30	32
No	35	33
Already received	25	27
Unsure	10	8
	n=1000	n=828

Do you intend to receive a COVID-19 vaccine should one become available in the next 12 months?

	All Adults	Registered voters
Yes	42	45
No	31	29
Unsure	27	26
	n=1000	n=828

Do you intend to receive a COVID-19 vaccine should one become available in the next 6 months?

	All Adults	Registered voters
Yes	38	40
No	34	32
Unsure	27	28
	n=1000	n=828

Which of the following best describes your feelings about the coronavirus in the United States?

	All Adults	Registered voters
The worst is behind us	23	23
The worst is yet to come	53	54
Unsure	24	23
	n=1000	n=828

How closely have you been following news about coronavirus in the United States?

	All Adults	Registered voters
Very closely	39	43
Somewhat closely	41	42
Not very much	13	11
Not at all	3	2
Unsure	4	3
	n=1000	n=828

Which worries you more about responding to the coronavirus—that the United States will not go far enough in limiting the activities and movement of Americans, or that the United States will go too far in limiting the activities and movement of Americans?

	All Adults	Registered voters
The US will not go far enough	48	49
The US will go too far	33	33
Unsure	19	18
	n=1000	n=828

How concerned are you about the following? [PRESENTED IN RANDOMIZED ORDER]

All adults n=1000

	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Unsure
The spread of coronavirus in general	47	32	12	7	3
Coming into contact with people carrying coronavirus	40	34	17	7	3
You or members of your family becoming infected with coronavirus	44	30	15	9	3
That you may have been exposed to coronavirus and not know it	31	32	21	13	3
The effect of the coronavirus on the US economy	53	30	9	5	3
The effect of coronavirus on your household income	38	27	18	13	3
The effect of coronavirus on your job security	29	24	15	27	6
The effect of the coronavirus on the 2020 election	29	26	22	17	6
A second wave of coronavirus infections	49	29	11	8	2
A lockdown in North Carolina that will close all schools and nonessential businesses	39	30	17	10	4

Registered voters n=828

	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Unsure
The spread of coronavirus in general	49	32	12	5	3
Coming into contact with people carrying coronavirus	42	33	16	6	2
You or members of your family becoming infected with coronavirus	45	30	14	8	2
That you may have been exposed to coronavirus and not know it	32	32	21	12	2
The effect of the coronavirus on the US economy	55	31	8	4	3
The effect of coronavirus on your household income	39	27	18	14	2
The effect of coronavirus on your job security	30	24	14	28	5
The effect of the coronavirus on the 2020 election	30	27	21	17	5
A second wave of coronavirus infections	51	30	10	7	2
A lockdown in North Carolina that will close all schools and nonessential businesses	40	31	16	10	3

How much confidence do you have in EACH OF THE FOLLOWING to deal with the outbreak of the coronavirus? [PRESENTED IN RANDOMIZED ORDER]

All adults n=1000

	A great deal	A fair amount	Not very much	No confidence at all	Unsure
Federal Government (Washington)	11	28	31	20	9
Your state government	20	38	21	15	6
Your local government	18	41	23	12	7
Donald Trump	22	17	14	42	6
Joe Biden	34	19	13	28	6
Mike Pence	21	19	19	32	10
Kamala Harris	30	20	13	29	8

Registered voters n=828

	A great deal	A fair amount	Not very much	No confidence at all	Unsure
Federal Government (Washington)	12	28	33	20	7
Your state government	21	40	20	15	4
Your local government	19	42	23	11	5
Donald Trump	22	16	13	44	4
Joe Biden	35	20	13	28	4
Mike Pence	21	20	18	33	8
Kamala Harris	32	20	12	31	6

To what extent do you support or oppose the following to combat the spread of COVID-19, the coronavirus?

[PRESENTED IN RANDOMIZED ORDER]

All adults n=1000

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure
Free coronavirus testing	66	18	6	5	5
Cancelling or postponing large public gatherings	50	22	14	9	5
Allow people to work from home	63	21	8	4	5
Increased paid sick leave	48	30	9	6	7
Closing schools	35	27	18	14	7
Expand Medicaid, eliminate copays so poor people can get treatment	55	21	11	7	7
Reduce payroll taxes	38	28	14	11	10
Restrict air travel	41	30	14	8	7
Restrict who can come into the country	52	25	10	7	6
Mandate that everyone must wear a mask in public	53	19	11	13	4

Registered voters n=828

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Unsure
Free coronavirus testing	69	18	6	5	3
Cancelling or postponing large public gatherings	52	22	14	9	4
Allow people to work from home	66	21	7	3	3
Increased paid sick leave	49	31	9	5	7
Closing schools	35	28	17	15	6
Expand Medicaid, eliminate copays so poor people can get treatment	55	21	12	7	6
Reduce payroll taxes	38	28	13	11	9
Restrict air travel	42	31	14	8	6
Restrict who can come into the country	54	25	10	6	5
Mandate that everyone must wear a mask in public	55	18	11	13	3

If you were offered a free COVID-19 vaccine in the next few months, how likely are you to take it?

	All Adults	Registered voters
Extremely unlikely	25	24
Somewhat unlikely	12	12
Neither likely nor unlikely	15	14
Somewhat likely	16	17
Extremely likely	23	24
Unsure	10	9
	n=1000	n=828

Now I am going to read a list of things people might do to prevent COVID-19. Please indicate if you do these things…Always, Most of the time, Only some of the time, or Almost never.

[PRESENTED IN RANDOMIZED ORDER]

All adults n=1000

	Always	Most of the time	Only some of the time	Almost never	Unsure
Keeping six feet apart from others or social distancing in public	59	30	7	3	2
Washing hands frequently	65	24	8	2	2
Wearing a mask in public	69	17	8	5	2
Wearing gloves	18	15	22	42	3
Using hand sanitizer frequently	54	26	12	6	3

Registered voters n=828

	Always	Most of the time	Only some of the time	Almost never	Unsure
Keeping six feet apart from others or social distancing in public	59	30	7	3	2
Washing hands frequently	65	24	8	2	2
Wearing a mask in public	69	17	8	5	1
Wearing gloves	17	16	22	43	3
Using hand sanitizer frequently	56	25	11	6	2

I am going to read a list of possible ways to avoid being infected by COVID-19. Indicate on a scale of 1 to 5 how effective each is in avoiding COVID-19 infection. 1 means not at all effective and 5 means very effective.

[PRESENTED IN RANDOMIZED ORDER]

All adults n=1000

	1-not at all effective	2	3	4	5-very effective	Unsure
Keeping six feet apart from others or social distancing in public	4	5	13	24	52	3
Washing hands frequently	3	3	9	20	63	3
Wearing a mask in public	7	5	11	19	55	3
Wearing gloves	12	12	21	21	27	7
Using hand sanitizer frequently	3	5	15	25	50	3

Registered voters n=828

	1-not at all effective	2	3	4	5-very effective	Unsure
Keeping six feet apart from others or social distancing in public	4	3	12	24	55	2
Washing hands frequently	2	2	8	19	67	2
Wearing a mask in public	7	4	11	29	59	2
Wearing gloves	11	11	20	22	28	7
Using hand sanitizer frequently	3	4	13	25	53	2

How comfortable are you on a scale of 1 to 5 traveling out of STATE at this time? 1 means extremely uncomfortable and 5 means extremely comfortable.

	All Adults	Registered voters
1-Extremely uncomfortable	26	26
2	13	12
3	22	22
4	16	16
5- Extremely comfortable	19	20
Unsure	4	3
	n=1000	n=828

How comfortable are you on a scale of 1 to 5 traveling out of the COUNTRY at this time? 1 means extremely uncomfortable and 5 means extremely comfortable.

	All Adults	Registered voters
1-Extremely uncomfortable	49	52
2	11	11
3	15	13
4	10	9
5- Extremely comfortable	11	12
Unsure	4	3
	n=1000	n=828

Demographics

Do you consider yourself male, female, or another gender?

	All adults	Registered voters
Female	51	50
Male	48	50
Another gender	1	*
	n=1000	n=828

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

	All adults	Registered voters
Yes	38	38
No	62	63
	n=1000	n=828

Age by category

	All adults	Registered voters
18 - 24	13	11
25 - 34	17	16
35 - 44	18	18
45 - 54	18	18
55 - 64	17	19
65 and older	18	19
	n=1000	n=828

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

	All adults	Registered voters
Yes	7	6
No	92	94
Unsure	1	*
	n=1000	n=828

Which of these groups best describes you?

	All adults	Registered voters
African American or Black	21	20
White or Caucasian	70	72
Native American	2	2
Asian	2	2
Multiple race or other	3	3
Refused	1	1
	n=1000	n=828

What is the last year of schooling you have completed?

	All adults	Registered voters
1-11th grade	4	3
High school graduate	22	21
Some college	29	29
College Graduate	30	32
Graduate school	14	15
Unsure	1	1
	n=1000	n=828

Are you, or is any member of your household, a member of the armed forces or a veteran?

	All adults	Registered voters
Yes	23	24
No	76	76
Unsure	1	*
	n=1000	n=828

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	22	20
25 to 50 thousand dollars	24	24
50 to 75 thousand dollars	20	21
75 to 100 thousand dollars	14	14
100 to 150 thousand dollars	10	11
150 to 250 thousand dollars	5	6
More than 250 thousand dollars	2	3
Unsure	3	2
	n= 1000	n=828

Do you have a gun in your home?

	All adults	Registered voters
Yes	38	40
No	62	60
	n=943	n=793

How often do you attend worship services? Would you say never, a few times a year, a few times a month, almost every week, every week, or more than once a week?

	All adults	Registered voters
Never	31	29
A few times a year	25	26
A few times a month	10	11
Almost every week	9	9
Every week	14	17
More than once a week	5	5
Unsure	6	5
	n=1000	n=828

Would you describe yourself as a “born again” or evangelical Christian, or not?

	All adults	Registered voters
Yes	42	45
No	51	51
Unsure	6	4
	n=1000	n=706

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

	All adults	Registered voters
Democrat	39	42
Republican	32	42
Independent/Unaffiliated	24	23
Other	1	1
Unsure	4	2
	n=1000	n=828

Thinking about politics today, do you generally consider yourself to be very conservative, somewhat conservative, moderate, somewhat liberal or very liberal?

	All adults	Registered voters
Very conservative	21	22
Somewhat conservative	19	19
Moderate	32	32
Somewhat liberal	12	12
Very liberal	10	11
Other	1	*
Unsure	6	4
	n=1000	n=828

How would you best describe your current relationship status?

	All adults	Registered voters
Single	33	33
Engaged	3	2
Living with significant other	11	9
Married	46	50
Widowed	4	4
Unsure	3	2
	n=1000	n=828