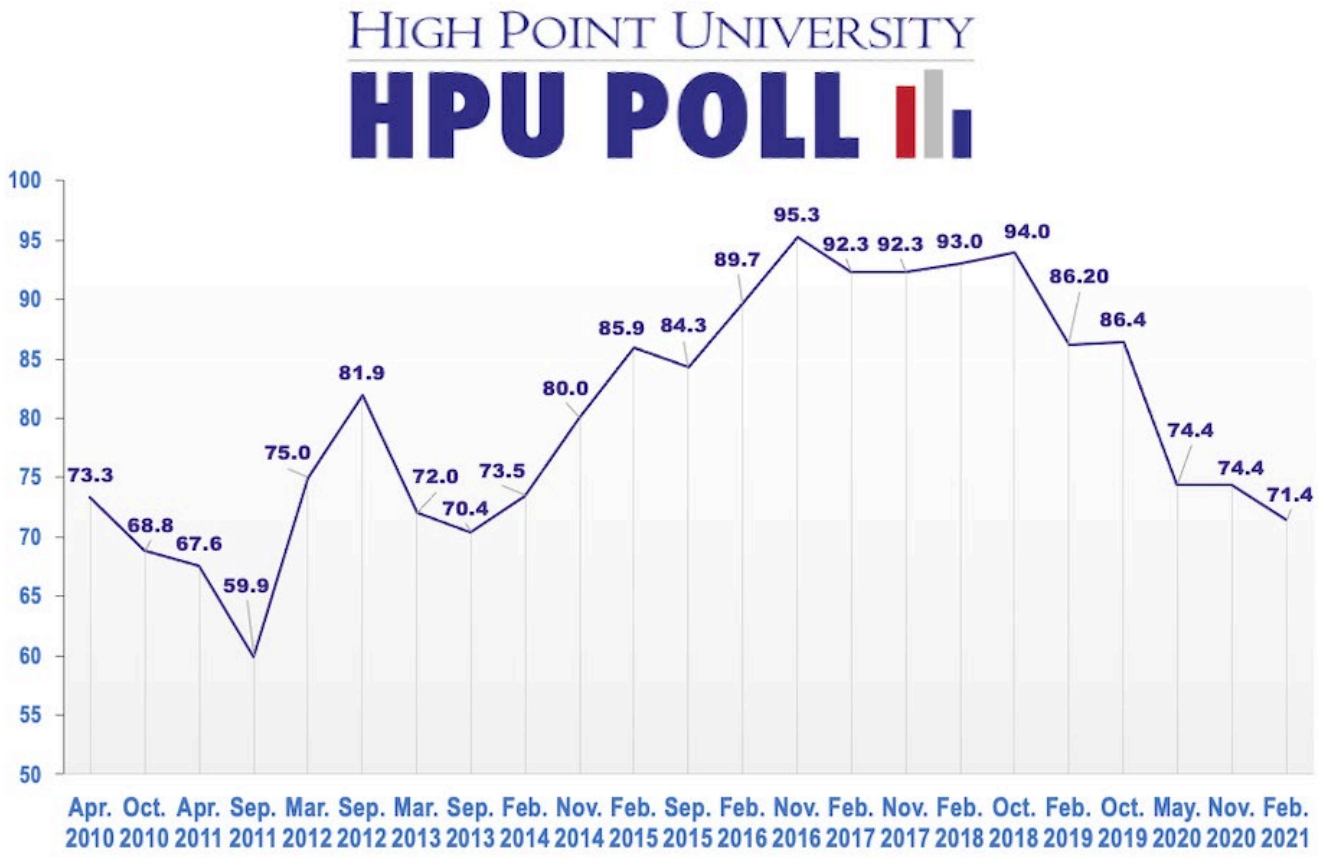
HIGH POINT UNIVERSITY POLL
MEMO RELEASE 3/3/2021 (CONSUMER SENTIMENT UPDATE)

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	854 adults in North Carolina (739 individuals who said they are registered to vote)
Mode of data collection	305 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 549 online interviews. All interviews conducted in English.
Start and end dates of data collection	Non-probability, using RDD samples of landline and cellular telephones generated by dynata, as well as respondents from dynata's online panels.
Type of sample (probability/non-probability)	February 12, 2021 – February 26, 2021
Credibility interval for total sample	This is a combined sample of live 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 3.7 percentage points to account for a traditional 95% confidence interval for the estimates (plus or minus 3.4 percentage points) and a design effect of 1.2 (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 *

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.



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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)
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)
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)
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)
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)
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

Food Insecurity and Food Hardship

Have there been times in the past twelve months when you did not have enough money to buy food that you or your family needed?

	All Adults	Registered Voters
Yes	31	30
No	66	67
(Don't know/Refused)	4	3
	n=852	n=737

In the last 12 months, did you ever eat less than you felt you should because there wasn't enough money for food?

	All Adults	Registered Voters
Yes	29	28
No	67	69
(Don't know/Refused)	4	3
	n=847	n=734

In the last 12 months, were you ever hungry but didn't eat because there wasn't enough money for food?

	All Adults	Registered Voters
Yes	24	22
No	73	76
(Don't know/Refused)	3	2
	n=853	n=738

Demographics

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

	All Adults	Registered Voters
Female	50	48
Male	48	50
Identify differently	1	1
(Don't know/Refused)	1	1
	n=853	n=739

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

	All Adults	Registered Voters
Yes	35	35
No	65	65
(Don't know/Refused)	1	1
	n=852	n=738

Age by category [ACCORDING TO RESPONDENT]

	All Adults	Registered Voters
18 - 24	12	11
25 - 34	17	16
35 - 44	20	20
45 - 54	19	20
55 - 64	15	15
65 and older	16	18
(Don't know/refused)	1	*
	n=853	n=739

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

	All Adults	Registered Voters
Yes	7	7
No	92	92
(Unknown/Don't know/Refused)	1	1
	n=853	n=739

What racial group best describes you?

	All Adults	Registered Voters
African American or Black	21	22
White or Caucasian	71	71
Native American	2	2
Asian	1	1
(Multiple or other)	4	4
(Unknown/Don't know/Refused)	1	1
	n=853	n=739

What is the last year of schooling you have completed?

	All Adults	Registered Voters
(1-11th grade)	5	4
(High school graduate)	25	23
(Some college)	39	40
(College Graduate)	21	22
(Graduate school)	9	10
(Don't know/ Refused)	1	1
	n=852	n=738

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	20	19
25 to 50 thousand dollars	25	25
50 to 75 thousand dollars	19	18
75 to 100 thousand dollars	10	11
100 to 150 thousand dollars	9	9
150 to 250 thousand dollars	4	5
More than 250 thousand dollars	2	2
(Don't know/Refuse)	11	11
	n=852	n=738

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

	All Adults	Registered Voters
Republican	31	31
Democrat	33	37
(Independent/Unaffiliated)	28	27
(Other)	5	3
(Don't know/Refused)	4	2
	n=851	n=737

How would you best describe your current relationship status?

	All Adults	Registered Voters
Single	37	35
Engaged	2	2
Living with significant other	10	9
Married	45	48
Widowed	4	4
(Don't know/Refuse)	2	2
	n=851	n=737