HIGH POINT UNIVERSITY POLL 102 :: MEMO RELEASE 4/18/2024	
Population represented:	Adults (people over the age of 18) in North Carolina.
Sample size:	1,016 adults in North Carolina (829 individuals who said they are registered to vote).
Mode of data collection:	Online interviews. All interviews conducted in English.
Type of sample:	Non-probability from Dynata's online panels.
Dates of data collection:	March 22, 2024 – March 30, 2024
Credibility interval for total sample:	Approximately +/- 3.4 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 (1.2) caused by weighting.
Data weighting:	The data is weighted toward population parameters for age, gender, education, race, and ethnicity published by the U.S. Census. The High Point University Survey Research Center (SRC) produces weights through an iterative procedure within SPSS.
Survey sponsor and funded by:	High Point University, High Point, NC.
Survey/Data collection supplier:	Interviews collected through the High Point University SRC, recording responses in Qualtrics. Dynata supplied online panel respondents.
Commitment to Transparency:	The HPU Poll reports methodological details in accordance with the standards set out by AAPOR's Transparency Initiative, and the HPU Survey Research Center is a Charter Member of the Initiative.
Sample supplier:	Online panels provided by Dynata.
Director:	Martin J. Kifer, 336-841-9333.
Associate Director:	Brian McDonald, 336-841-9651.
Methodology:	Interested parties can access results from the survey at http://www.highpoint.edu/src/hpupoll and should contact the Director for additional information.
Social Media	You can follow the HPU Poll on X.

Below are questions the Survey Research Center fielded for this study. They represent the text as they appeared to respondents. Statements in brackets are rotated to ensure respondents do not receive a set order of response options, which maintains question construction integrity by avoiding respondent agreement based on question composition. Example: [agree or disagree] or [disagree or agree]. Items that are rotated for the same reason are noted. 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.

	Index of Consumer Sentiment
March 2024	68.6
January 2024	68
November 2023	64.8
October 2023	63.4
September 2023	63
May 2023	62.5
March 2023	63.9
March 2023	66.4
January 2023	61.2
September 2022	62.2
February 2022	67.3
November 2021	65.2
February 2021	71.4
November 2020	74.4
May 2020	74.4
October 2019	86.4
February 2019	86.2
October 2018	93.4
February 2018	93
November 2017	92.3
February 2017	92.3
November 2016	95.3
February 2016	89.8
September 2015	84.3
February 2015	85.9
November 2014	80
February 2014	73.5
September 2013	70.4
March 2013	72
September 2012	81.9
March 2012	75
September 2011	59.9
April 2011	67.6
October 2010	68.8
April 2010	73.3

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	Unsure
March 2024	23	44	29	4
January 2024	19	47	32	3
November 2023	21	46	31	2
October 2023	17	49	31	3
September 2023	18	48	32	2
May 2023	21	47	30	2
March 2023	21	48	29	2
March 2023	23	44	31	2
January 2023	18	51	29	2
September 2022	18	49	30	2
February 2022	24	38	36	2
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	Unsure
March 2024	31	25	33	12
January 2024	30	23	38	9
November 2023	28	27	37	8
October 2023	26	30	34	10
September 2023	29	28	35	8
May 2023	28	30	35	8
March 2023	30	30	33	7
March 2023	32	29	32	8
January 2023	29	31	33	8
September 2022	28	30	33	9
February 2022	32	26	35	8
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, or both good and bad	Good times with qualifications	Bad times with qualifications	Unsure
March 2024	18	27	27	12	8	10
January 2024	16	27	30	12	7	8
November 2023	14	33	30	10	8	5
October 2023	15	32	28	9	8	8
September 2023	13	33	28	11	8	8
May 2023	13	37	26	8	8	9
March 2023	15	34	26	8	8	8
March 2023	17	34	29	8	6	7
January 2023	14	34	30	8	8	7
September 2022	13	35	27	9	8	7
February 2022	19	33	27	8	7	7
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	Unsure
March 2024	22	15	51	12
January 2024	23	16	53	8
November 2023	26	13	55	7
October 2023	28	15	49	8
September 2023	29	13	51	8
May 2023	30	14	47	9
March 2023	27	13	52	8
March 2023	28	15	51	7
January 2023	31	12	50	7
September 2022	32	11	49	8
February 2022	34	15	45	6
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	Unsure
March 2024	22	40	29	9
January 2024	20	38	34	8
November 2023	20	40	33	7
October 2023	21	43	30	8
September 2023	20	42	30	8
May 2023	19	42	29	10
March 2023	21	41	28	10
March 2023	20	38	33	9
January 2023	16	43	32	9
September 2022	18	44	30	8
February 2022	21	39	33	8
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

Finally, a few questions for statistical purposes. How would you describe yourself, would you say female, male, or do you identify differently?		
	All Adults	Registered Voters
Male	48	52
Female	49	47
I identify differently	1	1
Refused	2	1

Age by category [Calculated based on birth year provided by respondent]		
	All Adults	Registered Voters
18-24	12	9
25-34	17	14
35-44	17	18
45-54	17	17
55-64	17	17
65 and greater	19	22
Refused	3	3

Would you say you live in a rural, a suburban, or an urban area?		
	All Adults	Registered Voters
Rural	34	34
Suburban	44	44
Urban	21	20
Unsure	2	1

In which region of North Carolina would you say you live in?		
	All Adults	Registered Voters
The coastal plain (in the east)	31	30
The piedmont (in the center)	56	57
The mountains (in the west)	13	13

Do you consider yourself to be of Hispanic, Latino, or Spanish origin?		
	All Adults	Registered Voters
Yes	9	8
No	90	91
Unsure	1	*

What racial group best describes you, would you say African-American or Black, White or Caucasian, Native American, Asian, or something else?		
	All Adults	Registered Voters
African-American or Black	22	22
White or Caucasian	70	72
Native American	1	1
Asian	2	2
Multiple or other	3	3
Unsure	1	*

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	18	20
Somewhat conservative	19	20
Moderate	34	33
Somewhat liberal	12	12
Very liberal	9	11
Other	2	1
Unsure	7	4

What is the last year of schooling you have completed?		
	All Adults	Registered Voters
1 - 11th grade	4	3
High school graduate	27	26
Some college	38	38
College graduate	20	22
Graduate school	10	11
Unsure	1	*

Would you please select the correct category for your total household income?		
	All Adults	Registered Voters
25 thousand dollars or less	20	18
25 to 50 thousand dollars	28	28
50 to 75 thousand dollars	19	20
75 to 100 thousand dollars	12	11
100 to 150 thousand dollars	12	14
150 to 250 thousand dollars	5	6
More than 250 thousand dollars	1	1
Unsure	4	4

In politics today, do you consider yourself to be a Republican, Democrat, or what?		
	All Adults	Registered Voters
Republican	33	36
Democrat	32	33
Independent/Unaffiliated	29	28
Other	2	1
Unsure	5	2

How would you best describe your current relationship status?		
	All Adults	Registered Voters
Single/never married/divorced	41	40
Engaged	3	3
Living with significant other	9	7
Married	41	44
Widowed	5	6
Unsure	1	1