



HIGH POINT UNIVERSITY SURVEY RESEARCH CENTER

HIGH POINT UNIVERSITY POLL MEMO RELEASE 3/2/2020

ELEMENTS	DETAILS
Population represented	Adults (people over the age of 18) in North Carolina.
Sample size	1,216 adults in North Carolina
Mode of data collection	300 live interviewer telephone (Random Digit Dial (RDD) landline and cellular telephones) interviews. 916 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	February 21 – February 28, 2020
Margin of sampling error 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 3.4 percentage points to account for a traditional 95 percent confidence interval for the estimates (plus or minus 2.8 percentage points) and a design effect of 1.2 (based on the weighting).
Are the data weighted?	Yes, relative to U.S. Census (2018 American Community Survey and Population Estimates Program) estimates for age, race/ethnicity, education, and gender. The data was also weighted to ensure that the mode of interview (live interviewer or online) was consistent between the weighted and unweighted data.
Survey sponsor and funded by	High Point University Survey Research Center, High Point, NC
Survey/Data collection supplier	High Point University Survey Research Center. The Center is located on the High Point University campus. Student interviewers staff the 42 stations equipped with WinCati computer assisted telephone interviewing systems. The HPU SRC uses Qualtrics as a platform to collect online 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 *

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	Democrats	Republicans	Independents/ Unaffiliated
Yes	84	90	89	74
No	14	8	10	23
(Don't know/Refused)	3	2	1	4
	n=1215	n=412	n=427	n=334

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	Democrats	Republicans	Independents/ Unaffiliated
Yes, absolutely certain	96	96	96	96
Chance registration has lapsed	2	2	3	2
No, not registered	1	1	1	0
(Don't know)	1	2	*	0
	n=1018	n=369	n=381	n=247

Elections

On November 6th, 2018, North Carolina held its general election for U.S. House of Representatives, and other offices. Did you vote or were you unable to vote for some reason?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	78	84	81	68
No	20	14	18	30
(Don't know/Refused)	2	22	2	3
	n=974	n=355	n=367	n=236

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

	All Adults
Republican	35
Democrat	34
Independent/Unaffiliated	27
(Other)	4
	n=1216

North Carolina voters have a choice of voting early, voting on Election Day, or not voting at all. The 2020 primary election day for North Carolina is March 3rd. Have you already voted? [IF NO] Do you plan to vote early, vote on Election Day, or not vote at all? [ONLY ASKED OF SELF-IDENTIFIED REGISTERED VOTERS]

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Already voted early	18	25	18	8
Will vote early(before March 3 rd)	25	29	22	23
Will vote on election day(March 3 rd)	48	43	52	52
Do not plan to vote	9	3	8	17
	n=974	n=355	n=367	n=235

This year, are you more likely to vote in the Democratic Primary, Republican Primary, or the Libertarian Primary? [ASKED ONLY OF SELF-IDENTIFIED INDEPENDENTS/UNAFFILIATED OR OTHER PARTY]

	Independents/ Unaffiliated/
Democrat	48
Republican	22
Libertarian	12
Won't vote	28
	n=356

Likely Voter Index Questions

How much thought have you given to the upcoming election for president -- quite a lot, some, or only a little?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Quite a lot	51	56	56	42
Some	30	29	31	32
Only a little	12	13	9	14
None	7	2	4	12
(Don't know/refuse)	*	0	0	*
	n=1193	n=410	n=421	n=323

Do you happen to know where people who live in your neighborhood go to vote?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	80	82	85	75
No	20	18	15	25
(Don't know/refuse)	*	0	0	*
	n=1133	n=390	n=407	n=302

How often would you say you vote -- always, nearly always, part of the time, or seldom?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Always	43	50	46	32
Nearly always	30	32	34	25
Part of the time	12	11	10	18
Seldom	5	3	6	8
Never	9	4	6	17
(Don't know/refuse)	*	0	0	*
	n=1187	n=409	n=421	n=321

Do you, yourself, plan to vote in the election this November, or not?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	90	94	94	84
No	10	6	6	15
(Don't know/refused)	*	0	0	*
	n=1138	n=390	n=408	n=307

Do you, yourself, plan to vote in the primary election this March, or not?

[NOT ASKED OF RESPONDENTS WHO SAID THEY HAD VOTED EARLY]

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	78	88	83	67
No	22	12	17	33
(Don't know/refuse)	*	0	0	*
	n=915	n=293	n=322	n=266

I'd like you to rate your chances of voting in November's election for president on a scale of 1 to 10. If 1 represents someone who definitely will not vote and 10 represents someone who definitely will vote, where on this scale of 1 to 10 would you place yourself?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
1- Definitely will NOT vote	6	3	2	11
2	1	1	1	*
3	2	1	2	1
4	1	2	1	1
5	5	3	4	6
6	2	1	2	3
7	4	4	3	4
8	6	8	5	6
9	6	6	6	7
10	68	71	73	60
(Don't know/refuse)	*	0	0	*
	n=1192	n=411	n=417	n=327

I'd like you to rate your chances of voting in March's primary election on a scale of 1 to 10. If 1 represents someone who definitely will not vote and 10 represents someone who definitely will vote, where on this scale of 1 to 10 would you place yourself?

[NOT ASKED OF RESPONDENTS WHO SAID THEY HAD ALREADY VOTED]

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
1- Definitely will NOT vote	12	6	9	20
2	2	1	3	2
3	2	1	2	3
4	3	4	1	3
5	8	8	8	8
6	3	3	2	4
7	5	4	6	7
8	9	8	10	8
9	9	10	10	8
10	47	55	48	38
(Don't know/refuse)	0	0	0	*
	n=1010	n=317	n=353	n=305

On November 6th, 2018, North Carolina held its general election for U.S. House of Representatives and other offices. Did you vote or were you unable to vote for some reason?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes, I was able to vote	78	84	81	68
No, I was not able to vote	20	14	18	30
(Don't know/refuse)	2	2	2	3
	n=974	n=355	n=367	n=236

Likely Voter Index

The SRC created estimates for “likely primary voters” using an index comprising responses from the eight prior questions and the two registered voter screening items. Respondents who did not pass the screening questions were dropped, and respondents received 1 point each for these responses to the other items.

How much thought have you given to the upcoming election for president -- quite a lot, some, or only a little? (*Quite a lot, Some*)

Do you happen to know where people who live in your neighborhood go to vote? (*Yes*)

How often would you say you vote -- always, nearly always, part of the time, or seldom? (*Always or Nearly always*)

Do you, yourself, plan to vote in the election this November, or not? (*Yes*)

Do you, yourself, plan to vote in the primary election this March, or not? (*Yes*)

I'd like you to rate your chances of voting in November's election for president on a scale of 1 to 10. If 1 represents someone who definitely will not vote and 10 represents someone who definitely will vote, where on this scale of 1 to 10 would you place yourself? (*Respondent chose 9 or 10*)

I'd like you to rate your chances of voting in March's primary election on a scale of 1 to 10. If 1 represents someone who definitely will not vote and 10 represents someone who definitely will vote, where on this scale of 1 to 10 would you place yourself? (*Respondent chose 9 or 10*)

On November 6th, 2018, North Carolina held its general election for U.S. House of Representatives and other offices. Did you vote or were you unable to vote for some reason? (*Yes, able to vote*)

Frequencies of Totals for the Likely Voter Variable

[NOTE: RESPONDENTS WHO SAID THEY HAD ALREADY VOTED WERE DESIGNATED 8 ON THE SCALE]

Total Points	Registered Voters (%)
0	1
1	1
2	2
3	3
4	4
5	6
6	15
7	14
8	54
	n=972

Likely voters are those respondents who scored 8 on the scale.

Direction of Country & Job Approval

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	Democrats	Republicans	Independents/ Unaffiliated
Right direction	41	15	76	32
Wrong track	50	78	18	55
(Don't know/Refuse)	9	7	7	14
	n=1216	n=415	n=426	n=333

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

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Approve	46	15	86	38
Disapprove	47	81	11	49
(Don't know/refuse)	8	4	4	13
	n=1218	n=414	n=427	n=335

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

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Approve	42	58	35	34
Disapprove	33	22	46	29
(Don't know/refuse)	25	21	19	36
	n=1216	n=414	n=426	n=334

Do you disapprove or approve of the way that Thom Tillis is handling his job as United States Senator?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Approve	34	19	57	24
Disapprove	36	55	17	37
(Don't know/refuse)	31	26	26	40
	n=1215	n=413	n=426	n=333

Do you approve or disapprove of the way that the US Congress is handling its job?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Approve	24	30	29	15
Disapprove	55	52	53	63
(Don't know/refuse)	21	19	19	22
	n=1216	n=415	n=427	n=335

If the Democratic primary for President of the United States were today, and you were filling out a Democratic primary ballot now, who would you vote for? [ASKED OF RESPONDENTS WHO SAID THEY WOULD VOTE IN THE DEMOCRATIC PRIMARY, RESPONDENTS WHO SAID "NO PREFERENCE" WERE ASKED TOWARD WHICH CANDIDATED THEY LEANED]

Who did you vote for in the Democratic primary for President? [ASKED OF RESPONDENTS WHO SAID THEY ALREADY VOTED IN THE DEMOCRATIC PRIMARY]

+= Candidate has formally suspended his or her campaign but remains on the North Carolina ballot

	Likely and actual voters (%)	Registered Voters (%)
Bernie Sanders	28	31
Michael R. Bloomberg	20	18
Joseph R. Biden	14	14
Elizabeth Warren	12	11
Pete Buttigieg +	8	8
Tom Steyer +	4	4
Amy Klobuchar	4	3
Cory Booker +	2	2
Tulsi Gabbard	1	1
Deval Patrick +	2	1
Andrew Yang +	0	*
Julian Castro +	0	0
John K. Delaney +	0	*
Marianne Williamson +	*	*
Michael Bennet +	0	*
No Preference/Cannot recall	7	7
	n=274	n=472

If the Democratic Primary for U.S. Senator for North Carolina were today, and you were filling out a Democratic primary ballot now, who would you vote for? [ASKED OF RESPONDENTS WHO SAID THEY WOULD VOTE IN THE DEMOCRATIC PRIMARY, RESPONDENTS WHO SAID "NO PREFERENCE" WERE ASKED TOWARD WHICH CANDIDATE THEY LEANED]

Which candidate did you vote for in the Democratic primary for U.S. Senator? [ASKED OF RESPONDENTS WHO SAID THEY ALREADY VOTED IN THE DEMOCRATIC PRIMARY]

	Likely and actual voters (%)	Registered Voters (%)
Cal Cunningham	50	42
Erica D. Smith	24	24
Trevor M. Fuller	4	5
Steven Swenson	3	4
Atul Goel	1	1
No preference/Cannot recall	18	24
	N = 274	N = 474

If the Democratic Primary for Governor of North Carolina were today, and you were filling out a Democratic primary ballot now, who would you vote for? [ASKED OF RESPONDENTS WHO SAID THEY WOULD VOTE IN THE DEMOCRATIC PRIMARY, RESPONDENTS WHO SAID "NO PREFERENCE" WERE ASKED TOWARD WHICH CANDIDATE THEY LEANED]

Who did you vote for in the Democratic primary for Governor of North Carolina? [ASKED OF RESPONDENTS WHO SAID THEY ALREADY VOTED IN THE DEMOCRATIC PRIMARY]

	Likely and actual voters (%)	Registered Voters (%)
Roy Cooper	74	68
Ernest T. Reeves	13	14
No Preference/Cannot recall	13	18
	n=269	n=468

If the Republican Primary for President of the United States were today, and you were filling out a Republican primary ballot now, who would you vote for? [ASKED OF RESPONDENTS WHO SAID THEY WOULD VOTE IN THE DEMOCRATIC PRIMARY, RESPONDENTS WHO SAID "NO PREFERENCE" WERE ASKED TOWARD WHICH CANDIDATE THEY LEANED]

Who did you vote for in the Republican primary for President? [ASKED OF RESPONDENTS WHO SAID THEY ALREADY VOTED IN THE REPUBLICAN PRIMARY]

+= Candidate has formally suspended his or her campaign but remains on the North Carolina ballot

	Likely and actual voters (%)	Registered Voters (%)
Donald J. Trump	91	89
Joe Walsh +	4	4
Bill Weld	3	4
No Preference/Cannot recall	2	4
	n=246	n=443

If the Republican Primary for U.S. Senator for North Carolina were today, and you were filling out a Republican primary ballot now, who would you vote for? [ASKED OF RESPONDENTS WHO SAID THEY WOULD VOTE IN THE DEMOCRATIC PRIMARY, RESPONDENTS WHO SAID "NO PREFERENCE" WERE ASKED TOWARD WHICH CANDIDATE THEY LEANED]

Who did you vote for in the Republican Primary for U.S. Senate? [ASKED OF RESPONDENTS WHO SAID THEY ALREADY VOTED IN THE REPUBLICAN PRIMARY]

	Likely and actual voters (%)	Registered Voters (%)
Thom Tillis	69	58
Paul Wright	8	7
Larry Holmquist	3	5
Sharon Hudson	5	5
No Preference/Cannot recall	16	26
	n=247	n=444

If the Republican Primary for Governor of North Carolina were today, and you were filling out a Republican primary ballot now, who would you vote for? [ASKED OF RESPONDENTS WHO SAID THEY WOULD VOTE IN THE DEMOCRATIC PRIMARY, RESPONDENTS WHO SAID "NO PREFERENCE" WERE ASKED TOWARD WHICH CANDIDATE THEY LEANED]

Who did you vote for in the Republican Primary for Governor of North Carolina? [ASKED OF RESPONDENTS WHO SAID THEY ALREADY VOTED IN THE REPUBLICAN PRIMARY]

	Likely and actual voters (%)	Registered Voters (%)
Dan Forest	74	64
Holly Grange	13	12
No Preference/Cannot recall	13	24
	n=246	n=443

Demographics

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

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	8	10	7	6
No	91	90	93	93
(Don't know/Refused)	1	1	1	1
	n=1216	n=414	n=426	n=334

What racial or ethnic group best describes you?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
African American or Black	22	41	9	15
White or Caucasian	69	49	85	73
Native American	1	1	2	1
Asian	2	2	2	4
(Multiple or other)	4	4	1	6
(Don't know/Refused)	2	3	1	2
	n=1216	n=414	n=426	n=334

What is the last year of schooling you have completed?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
(1-11 th grade)	5	4	6	5
(High school graduate)	30	34	27	29
(Some college)	34	30	37	34
(College Graduate)	21	20	23	20
(Graduate school)	10	11	7	11
(Don't know/Refused)	1	1	1	1
	n=1218	n=415	n=427	n=334

Would you please stop me when I read the correct category for your total household income?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
25 thousand dollars or less	22	22	18	28
20 to 50 thousand dollars	26	27	27	25
50 to 75 thousand dollars	18	21	19	13
75 to 100 thousand dollars	12	11	13	11
100 to 150 thousand dollars	9	8	11	8
150 to 250 thousand dollars	5	2	6	5
More than 250 thousand dollars	2	2	1	3
(Don't know/ Refused)	7	7	6	8
	n=1213	n=412	n=426	n=333

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	Democrats	Republicans	Independents/ Unaffiliated
Never	30	35	19	37
A few times a year	26	26	27	26
A few times a month	12	13	12	11
Almost every week	10	8	13	8
Every week	13	11	18	12
More than once a week	6	3	9	4
(Don't know/Refused)	3	4	2	3
	n=1214	n=411	n=427	n=334

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

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	43	33	60	35
No	52	61	37	60
(Don't know/Refused)	6	6	4	5
	n=1212	n=410	n=427	n=333

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

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Very conservative	19	8	40	8
Somewhat conservative	21	9	37	17
Moderate	31	37	16	44
Somewhat liberal	12	21	3	14
Very liberal	9	19	1	5
(Other)	1	1	0	3
(Don't know/Refused)	7	5	3	11
	n=1211	n=411	n=426	n=333

Do you have a gun in your home?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Yes	41	31	56	36
No	54	66	40	57
(Prefer not to answer)	5	3	5	7
	n=1208	n=409	n=425	n=333

How would you best describe your current relationship status?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Single	35	38	30	38
Engaged	5	6	3	3
Living with significant other	9	12	5	11
Married	46	38	56	42
Widowed	4	4	4	5
(Don't know/Refused)	2	1	1	1
	n=1210	n=409	n=426	n=333

Who did you vote for in the 2016 Presidential Election, Hillary Clinton, Donald Trump, someone else, or did you not vote?

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Hilary Clinton	34	75	7	20
Donald Trump	37	6	75	31
Someone else	4	2	2	8
Did not vote	22	14	15	36
Don't know/refuse	3	3	1	5
	n=1211	n=410	n=426	n=334

Gender

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
Male	48	44	54	48
Female	51	55	46	50
(Other or Prefer not to answer)	1	1	1	2
	n=1214	n=413	n=426	n=333

Age by category

	All Adults	Democrats	Republicans	Independents/ Unaffiliated
18 - 24	13	12	12	15
25 - 34	18	18	15	22
35 - 44	20	23	20	14
45 - 54	19	20	17	20
55 - 64	15	13	18	14
65 and older	16	14	19	16
	n=1215	n=413	n=426	n=334