



HIGH POINT UNIVERSITY POLL 100 :: MEMO RELEASE 2/21/2024 (UPDATE)	
Population represented:	Adults (people over the age of 18) in North Carolina.
Sample size:	1,042 adults in North Carolina (813 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:	January 16, 2024 – January 26, 2024
Credibility interval for total sample:	Approximately +/- 3.3 percentage points. This accounts for a standard margin of sampling error of 3.0 (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.
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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 Twitter .

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 *

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	83	100
No	13	0
Unsure	4	0

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	94	100
Chance registration has lapsed	4	0
No, not registered	1	0
Unsure	2	0

Did you vote in the general elections in November 2022 that included votes for U.S. Senate, U.S. House, and other offices?		
	All Adults	Registered Voters
Yes, I voted	66	78
No, I did not vote	34	22
Unsure	0	0

How likely would you say you are to vote in the 2024 primary elections in March of this year?		
	All Adults	Registered Voters
Extremely likely to vote	56	68
Very likely to vote	16	17
Somewhat likely to vote	12	9
Not very likely to vote	7	3
Definitely will not vote	6	1
Unsure	4	2

Country Direction

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	Registered Voters
Right direction	20	21
Wrong track	72	73
Unsure	8	7

Approval Ratings

Do you [approve or disapprove] of the way that Joe Biden is handling his job as president?		
	All Adults	Registered Voters
Approve	31	33
Disapprove	56	57
Unsure	13	10

Do you [approve or disapprove] of the way that the U.S. Congress is handling its job?		
	All Adults	Registered Voters
Approve	17	17
Disapprove	65	68
Unsure	18	14

Do you [approve or disapprove] of the way that the U.S. Supreme Court is handling its job?		
	All Adults	Registered Voters
Approve	30	32
Disapprove	50	52
Unsure	20	16

Favorable Ratings

Here is a list of people and things. Please indicate whether you have [a favorable or an unfavorable] view of each of them. [Items presented in a random order]			
All adults			
	Favorable	Unfavorable	Unsure/Not familiar with this person or thing
Roy Cooper	46	35	19
Donald Trump	42	52	6
Democratic Party	37	51	11
Republican Party	37	51	12
The North Carolina Supreme Court	35	33	33
North Carolina General Assembly	35	32	34
Joe Biden	33	58	9
The U.S. Supreme Court	33	48	19
Artificial intelligence	32	44	24
Cryptocurrency	24	50	26
The U.S. Congress	21	61	17
Registered Voters			
	Favorable	Unfavorable	Unsure/Not familiar with this person or thing
Roy Cooper	50	36	15
Donald Trump	42	54	4
Republican Party	39	52	8
North Carolina General Assembly	38	32	30
Democratic Party	38	53	9
The North Carolina Supreme Court	37	31	32
Joe Biden	36	58	6
The U.S. Supreme Court	35	50	15
Artificial intelligence	32	45	23
Cryptocurrency	24	51	25
The U.S. Congress	21	66	13

Generic Ballots

If the elections for U.S. Congress were being held today, would you vote for the ['Democratic Party's candidate' or the 'Republican Party's candidate'] for U.S. House of Representatives in your district?		
	All Adults	Registered Voters
Republican	42	44
Democrat	38	41
Another party	7	4
Unsure	13	10

If the elections for North Carolina Governor were being held today, would you vote for the ['Democratic Party's candidate' or the 'Republican Party's candidate'] for North Carolina Governor?		
	All Adults	Registered Voters
Republican	39	42
Democrat	41	44
Another party	6	4
Unsure	14	10

If the elections for President of the United States were being held today, would you vote for the ['Democratic Party's candidate' or the 'Republican Party's candidate'] for U.S. President?		
	All Adults	Registered Voters
Republican	41	43
Democrat	38	40
Another party	8	7
Unsure	13	10

If the elections for the North Carolina House of Representatives in Raleigh were being held today, would you vote for the ['Democratic Party's candidate' or the 'Republican Party's candidate'] for NC House in your district?		
	All Adults	Registered Voters
Republican	39	42
Democrat	41	43
Another party	5	3
Unsure	15	12

If the elections for the North Carolina Senate in Raleigh were being held today, would you vote for the ['Democratic Party's candidate' or the 'Republican Party's candidate'] for NC Senate in your district?

	All Adults	Registered Voters
Republican	40	42
Democrat	40	43
Another party	6	4
Unsure	14	11

Issues

How important do you think it is for policymakers in Washington, D.C. to deal with each of these issues? Would you say very important, somewhat important, not very important, or not at all important? [Items presented in a random order]

All adults					
	Very important	Somewhat important	Not very important	Not at all important	Unsure
Inflation	71	19	6	2	2
School safety	70	19	6	3	2
National security	67	22	7	2	3
Health care in general	66	24	5	2	2
Education	64	25	5	3	2
Supporting veterans	63	27	6	2	3
Protecting democracy	62	21	8	4	5
Taxes	59	28	8	3	3
Immigration	58	26	9	4	4
Gas prices	57	28	10	3	2
Civil rights	57	26	9	5	3
Law enforcement	55	29	9	3	3
Voting integrity	55	27	8	5	5
Guns	53	21	13	9	4
Abortion	48	24	15	9	4
Climate change	43	25	15	13	3
The war between Israel and Hamas	35	33	16	11	6
COVID-19	32	32	19	13	4
The war in Ukraine	31	33	18	13	6
Registered Voters					
	Very important	Somewhat important	Not very important	Not at all important	Unsure
Inflation	72	19	6	1	2
National security	71	20	5	2	2
School safety	70	20	6	2	1
Health care in general	66	26	5	2	2

	Democratic Party	Republican Party	Both Equally	Neither	Unsure	D - R
Climate change	41	21	16	15	7	20
Abortion	42	29	13	10	6	13
Civil rights	40	27	19	9	5	13
Health care in general	41	30	16	9	5	11
COVID-19	34	24	23	13	6	10
Protecting democracy	36	33	17	10	5	3
Education	34	32	21	8	5	2
Voting integrity	35	33	17	9	6	2
School safety	32	33	21	9	5	-1
Guns	36	39	13	8	5	-3
The war in Ukraine	28	32	18	15	7	-4
The war between Israel and Hamas	25	32	21	14	9	-7
Taxes	30	40	14	11	5	-10
Supporting veterans	27	39	21	9	5	-12
Law enforcement	29	42	16	7	7	-13
Inflation	27	42	15	12	5	-15
Gas prices	25	40	18	13	5	-15
National security	26	41	20	7	6	-15
Immigration	27	43	13	11	6	-16

Inflation

Changing topics again to talk about inflation. Thinking about the prices you are currently paying for products on this list compared to last year, would you say prices are much higher, somewhat higher, about the same as last year, somewhat lower, or much lower?
[Items presented in a random order]

All Adults

	Much higher price	Somewhat higher price	About the same	Somewhat lower	Much lower	Unsure or don't buy
Meat	52	32	10	3	1	2
Fruits and vegetables	40	41	15	3	*	1
Eggs	40	35	14	7	2	2
Gas for your car	39	28	17	11	2	2
Bread	35	42	19	3	*	2
Milk	34	38	20	4	1	4
Natural gas	33	30	12	4	1	20
Clothing	33	38	21	4	1	4
Electronics	31	33	24	3	2	8
Water	26	34	28	3	1	8
Toys	22	30	18	3	1	27

Registered Voters

	Much higher price	Somewhat higher price	About the same	Somewhat lower	Much lower	Unsure or don't buy
Meat	54	31	9	3	1	2
Fruits and vegetables	40	41	15	3	1	40
Eggs	39	35	14	8	2	1
Gas for your car	38	28	18	13	2	2
Bread	34	42	20	3	*	2
Milk	33	38	21	4	1	4
Natural gas	32	30	14	3	1	21
Clothing	32	38	23	3	1	4
Electronics	30	33	25	3	2	8
Water	25	33	31	3	1	9
Toys	20	30	17	2	1	30

How much have concerns about inflation affected major spending decisions you have made in the new year?		
	All Adults	Registered Voters
A lot	50	50
Some	35	35
Not much at all	14	13
Unsure	2	1

Generally speaking, has the inflation we have seen over the past few months been worse than you expected, not as bad as you expected, or about what you expected?		
	All Adults	Registered Voters
Worse than expected	43	43
Not as bad as expected	21	22
About as expected	32	32
Unsure	4	4

100 years General

Now we would like to ask you about the distant future, 100 years from now. Please rate how likely you think it is that the United States will have dealt successfully with these challenges 100 years from now...very likely, somewhat likely, not too likely, not likely at all? [Items presented in a random order]

All adults

	Very likely	Somewhat likely	Not too likely	Not at all likely	Unsure
Cancer	22	32	23	15	9
Access to clean water	21	39	20	11	8
Energy shortages	20	35	25	13	8
Terrorist threats	20	33	24	14	10
Traffic on roads	19	29	28	16	8
Foreign military threats	18	35	23	15	10
Hunger and food insecurity	18	32	25	17	7
Climate change	17	27	26	20	11
Violent crime	17	24	31	18	9
Obesity	16	24	30	22	8
Drug addiction	16	23	30	22	8
Homelessness	14	25	30	22	9

Registered Voters

	Very likely	Somewhat likely	Not too likely	Not at all likely	Unsure
Cancer	24	33	21	13	9
Access to clean water	23	40	20	9	9
Energy shortages	21	35	25	11	8
Terrorist threats	21	34	24	12	9
Traffic on roads	20	27	29	15	8
Foreign military threats	20	34	23	13	10
Hunger and food insecurity	19	33	24	16	8
Climate change	18	28	25	18	11
Violent crime	18	25	31	17	9
Drug addiction	18	22	30	22	9
Obesity	17	25	29	21	9
Homelessness	15	25	31	20	9

One hundred years from now, do you think artificial intelligence will play a major part, minor part, or no part at all in doing each of these things: [Items presented in a random order]				
All Adults				
	Major part	Minor part	No part at all	Unsure
Creating animated films	55	23	9	13
Producing college-level textbooks	45	29	11	15
Adapting books into live action movies	43	29	13	15
Writing popular music	40	30	16	14
Creating sequels for older movies	40	30	13	16
Composing music for orchestras	39	31	14	16
Adapting older dramatic scripts for new audiences	38	30	14	18
Writing novels	37	31	16	16
Writing plays to be performed by people	37	31	16	16
Registered Voters				
	Major part	Minor part	No part at all	Unsure
Creating animated films	58	23	8	12
Producing college-level textbooks	47	29	11	14
Adapting books into live action movies	44	30	12	14
Writing popular music	41	31	15	13
Creating sequels for older movies	41	30	13	16
Composing music for orchestras	40	31	14	15
Writing plays to be performed by people	38	31	16	15
Adapting older dramatic scripts for new audiences	38	32	13	17
Writing novels	37	31	16	16

One hundred years from now, do you think governments will rely more, less or about the same on technology like robots and artificial intelligence to do each of these things: [Items presented in a random order]				
All Adults				
	More	Less	About the same	Unsure
Spy on foreign governments	67	7	13	13
Monitor the actions of average citizens	64	8	16	12
Check the backgrounds of government job applicants	63	10	16	11
Monitor the actions of convicted criminals	62	11	15	12
Plan military attacks	56	12	16	15
Deliver mail	54	14	19	14
Plan and deliver government services	52	13	20	15
Build roads	51	13	22	14

Create budgets	50	15	20	15
Respond to citizen concerns	45	16	22	17
Write laws	38	18	26	18
Registered Voters				
	More	Less	About the same	Unsure
Spy on foreign governments	69	7	13	11
Check the backgrounds of government job applicants	65	10	15	10
Monitor the actions of convicted criminals	65	11	14	11
Monitor the actions of average citizens	65	9	15	11
Plan military attacks	57	13	16	14
Deliver mail	54	14	17	14
Plan and deliver government services	54	12	19	15
Build roads	51	13	22	14
Create budgets	50	16	19	15
Respond to citizen concerns	46	17	22	16
Write laws	39	18	25	18

In 100 years, which of these things do you think Americans will have done? [Items presented in a random order]			
All adults			
	Yes	No	Unsure
Discovered life on other planets	47	30	23
Confirmed that life forms from other planets have visited earth	43	35	23
Established a colony on the moon	33	47	20
Established a colony on another planet	32	47	21
Learned from extraterrestrial visitors how to make new technologies	29	47	24
Elected the first U.S. President born on another planet	13	70	17
Registered Voters			
	Yes	No	Unsure
Discovered life on other planets	49	29	22
Confirmed that life forms from other planets have visited earth	43	36	22
Established a colony on the moon	33	49	19
Established a colony on another planet	33	49	18
Learned from extraterrestrial visitors how to make new technologies	28	50	22
Elected the first U.S. President born on another planet	14	72	14

Future of politics and elections

Now we would like to ask you about the 2024 elections. How much confidence do you have that the 2024 election results will accurately reflect the votes that are cast? Would you say you have a lot of confidence, some confidence, or no confidence that the reported results will accurately reflect the votes that are cast?

	All Adults	Registered Voters
A lot of confidence	31	35
Some confidence	39	38
No confidence	24	23
Unsure	7	4

How satisfied are you with the choices of candidates for the 2024 elections, would you say very satisfied, somewhat satisfied, or not at all satisfied?

	All Adults	Registered Voters
Very satisfied	17	20
Somewhat satisfied	34	34
Not at all satisfied	36	38
Unsure	12	8

Do you think that the presidential election in 2024 will have more mud-slinging or negative campaigning than past elections or will there be less mud-slinging and negative campaigning?

	All Adults	Registered Voters
More	55	59
Less	10	9
About the same amount	29	27
Unsure	6	5

Do you think that the North Carolina gubernatorial election in 2024 will have more mud-slinging or negative campaigning than past elections for Governor or will there be less mud-slinging and negative campaigning?

	All Adults	Registered Voters
More	38	40
Less	10	9
About the same amount	41	40
Unsure	12	10

Do you think relations between [Democrats and Republicans] in Washington will get better in the coming year, get worse, or stay the same as they are now?		
	All Adults	Registered Voters
Get better	10	9
Get worse	47	49
Stay about the same	36	37
Unsure	7	6

What about here in North Carolina? Do you think relations between [Democrats and Republicans] in Raleigh will get better in the coming year, get worse, or stay the same as they are now?		
	All Adults	Registered Voters
Get better	13	13
Get worse	34	33
Stay about the same	45	47
Unsure	8	8

Do you think [Democrats and Republicans] in Washington will spend more time next year working against each other or working together to get things done?		
	All Adults	Registered Voters
Working against each other	65	68
Working together	19	18
Unsure	16	15

What about here in North Carolina? Do you think [Democrats and Republicans] in Raleigh will spend more time next year working against each other or working together to get things done?		
	All Adults	Registered Voters
Working against each other	51	53
Working together	26	25
Unsure	23	22

Now, thinking about the American people as a whole going into the 2024 elections, do you think that people in the U.S. are more united, more divided, or not much different than usual.		
	All Adults	Registered Voters
More united	14	14
More divided	61	63
Not much different than usual	20	20
Unsure	5	4

Now, thinking about North Carolina's people as a whole going into the 2024 elections, do you think that people in North Carolina are more united, more divided, or not much different than usual.		
	All Adults	Registered Voters
More united	15	15
More divided	45	45
Not much different than usual	32	32
Unsure	8	7

Who in Washington do you think should take the lead in solving the nation's problems - President Biden or leaders in Congress?		
	All Adults	Registered Voters
President Biden	26	28
Leaders in Congress	51	52
Unsure	23	20

Who in Raleigh do you think should take the lead in solving North Carolina's problems - Governor Cooper or leaders in the General Assembly?		
	All Adults	Registered Voters
Governor Cooper	36	39
Leaders in NC General Assembly	44	45
Unsure	20	17

Overall, would you say it is easy or difficult to register to vote in North Carolina?		
	All Adults	Registered Voters
Very easy	56	64
Somewhat easy	26	25
Somewhat difficult	7	6
Very difficult	2	1
Unsure	9	4

How much would you say you know about each of these election-related issues here in North Carolina? [Items presented in a random order]			
All adults			
	A lot	A little bit	Not much at all
Early voting	39	44	17
General election day processes	36	43	22
Primary election day processes	32	40	27
Mail-in voting	31	46	23
Vote counting processes	26	45	29
Ballot security measures	24	45	32
How candidates get on a ballot	23	46	31
Post election day processes like electoral challenges, recounts, and audits	22	44	34
Campaign contributions	22	43	35
How legislative districts are drawn	18	41	41
Election administration such as budgets and infrastructure	17	39	44
Registered Voters			
	A lot	A little bit	Not much at all
Early voting	45	43	12
General election day processes	40	43	17
Primary election day processes	37	41	22
Mail-in voting	34	48	18
Vote counting processes	29	47	24
How candidates get on a ballot	26	46	28
Ballot security measures	26	47	27
Post election day processes like electoral challenges, recounts, and audits	24	46	30
Campaign contributions	24	44	32
How legislative districts are drawn	19	43	38
Election administration such as budgets and infrastructure	18	41	41

How much confidence would you say you have in North Carolina officials to deal with each of these election-related issues and processes? [Items presented in a random order]			
All adults			
	A lot	A little bit	Not much at all
Early voting	43	41	17
General election day processes	42	38	20
Primary election day processes	41	42	18
Vote counting processes	39	41	20
Ballot security measures	37	41	22
Mail-in voting	36	41	22
How candidates get on a ballot	33	44	23
Post election day processes like electoral challenges, recounts, and audits	33	45	23
Election administration such as budgets and infrastructure	30	46	23
Campaign contributions	27	43	29
How legislative districts are drawn	26	41	33
Registered Voters			
	A lot	A little bit	Not much at all
Early voting	48	38	14
General election day processes	47	38	16
Primary election day processes	45	41	14
Vote counting processes	43	40	17
Ballot security measures	41	41	19
Mail-in voting	40	40	20
How candidates get on a ballot	37	44	19
Post election day processes like electoral challenges, recounts, and audits	36	46	19
Election administration such as budgets and infrastructure	33	46	20
Campaign contributions	30	44	27
How legislative districts are drawn	28	41	31

Overall, would you say that the limit that people can contribute to North Carolina candidates for public office is too high, about the right amount, or too low?		
	All Adults	Registered Voters
Too high	21	23
About the right amount	40	40
Too low	6	5
Unsure	33	33

Overall, would you say that the limit that people can contribute to federal candidates for public office such as U.S. House or U.S. Senate is too high, about the right amount, or too low?		
	All Adults	Registered Voters
Too high	28	30
About the right amount	35	36
Too low	8	7
Unsure	30	28

Generally speaking, would you say that the amount of time that people in North Carolina can vote in-person before Election Day is too long, about right, or too short?		
	All Adults	Registered Voters
Too long	13	13
About right	59	64
Too short	13	14
Unsure	16	10

Based on how much you know about post-Election Day processes like electoral challenges and lawsuits, do you think it should be easier or harder for candidates to contest the outcomes of elections here in NC?		
	All Adults	Registered Voters
Much easier	14	15
Somewhat easier	28	28
Somewhat harder	23	24
Much harder	6	6
Unsure	28	27

Based on what you know about voting here in North Carolina, which of these areas should be given priority for any new funding that is appropriated to help North Carolinians vote? [Items presented in a random order]			
All adults			
	Yes	No	Unsure
Screening election workers to ensure they are fair and unbiased	72	14	15
Hiring qualified people to staff election polls	71	16	13
Checking to ensure campaign contributions are legal	69	16	15
Increasing ballot security	66	19	15
Early voting	58	26	17
Election challenges, including recounts and audits	56	25	19
Mail-in voting	53	30	17
Registered Voters			
	Yes	No	Unsure
Screening election workers to ensure they are fair and unbiased	75	13	12
Hiring qualified people to staff election polls	73	16	10
Checking to ensure campaign contributions are legal	72	15	13
Increasing ballot security	69	19	12
Early voting	61	26	13
Election challenges, including recounts and audits	57	26	18
Mail-in voting	55	31	14

Would you consider voting for a third party -- not a Democrat or Republican -- for President in 2024?		
	All Adults	Registered Voters
Yes	38	39
No	39	41
Unsure	23	21

Foreign Affairs

Now we would like to ask you some questions about foreign affairs issues. Do you think it will be best for the future of the country [if we take an active part in world affairs, or if we stay out of world affairs]?

	All Adults	Registered Voters
Active part	42	45
Stay out	43	41
Unsure	16	13

Thinking about current U.S. relations with the rest of the world, would you say that the world is [becoming safer or more dangerous] for the U.S. and the American people?

	All Adults	Registered Voters
Safer	16	15
More dangerous	71	74
Unsure	13	12

Which of these countries do you perceive as the single biggest threat to U.S. national security? [Items presented in a random order]

	All Adults	Registered Voters
Russia	25	25
China	38	41
North Korea	14	13
Iran	9	9
Some other country	3	3
Unsure	12	8

Do you think that in 100 years there will be more wars going on in the world than today, fewer wars than today, or about the same number of wars as today?

	All Adults	Registered Voters
More wars	41	41
About the same number of wars	34	36
Fewer wars	12	12
Unsure	13	13

Russia

Generally speaking, which of the following descriptions do you feel best reflects the relationship between the United States and Russia?		
	All Adults	Registered Voters
An ally - a country that shares our interests and values	8	8
A necessary partner - a country we must strategically cooperate with	19	17
A rival - a country with which we need to compete	19	20
An adversary - a country we are in conflict with	43	48
Unsure	12	7

How much have you read or heard about Russia's war with Ukraine?		
	All Adults	Registered Voters
A lot	41	46
A little	43	43
Nothing at all	11	9
Unsure	5	3

How important to U.S. interests is the outcome of Russia's war with Ukraine?		
	All Adults	Registered Voters
Major importance	51	53
Minor importance	23	26
Not important	13	12
Unsure	13	9

Israel

Generally speaking, which of the following descriptions do you feel best reflects the relationship between the United States and Israel?		
	All Adults	Registered Voters
An ally - a country that shares our interests and values	37	39
A necessary partner - a country we must strategically cooperate with	28	30
A rival - a country with which we need to compete	6	5
An adversary - a country we are in conflict with	11	11
Unsure	19	16

How much have you read or heard about the war between Israel and Hamas?		
	All Adults	Registered Voters
A lot	35	41
A little	48	47
Nothing at all	11	8
Unsure	6	4

How important to U.S. interests is the outcome of the war between Israel and Hamas?		
	All Adults	Registered Voters
Major importance	49	53
Minor importance	23	24
Not important	12	11
Unsure	16	12

Valentine's Day

As you may know, the Valentine's Day holiday is approaching. We would like to ask you some questions about your feelings towards the holiday. On a scale from one to seven, where one is "strongly disagree" and seven is "strongly agree," how much do you agree with the statement, "I enjoy the Valentine's Day holiday?"	
	All Adults
1- strongly disagree	13
2	5
3	9
4 - do not agree or disagree	33
5	15
6	10
7 - strongly agree	14

Would you say you are currently in a romantic relationship or not?	
	All Adults
Yes	56
No	41
Unsure	3

How satisfied are you with your current relationship – extremely, very, somewhat, not too, or not at all satisfied? [Asked only of the n=579 currently in a relationship]	
	All Adults
Extremely	49
Very	32
Somewhat	16
Not too	2
Not at all	*
Unsure	*

How interested are you in finding a romantic partner? [Asked only of the n=428 currently not in a relationship]	
	All Adults
Not at all interested	27
Not very interested	18
Somewhat interested	30
Very interested	15
Extremely interested	9
Unsure	1

Overall, would you say your relationship with your romantic partner has improved, gotten worse, or stayed about the same in the last year? [Asked only of the n=579 currently in a relationship]	
	All Adults
Improved	44
Stayed about the same	46
Gotten worse	8
Unsure	2

Generally speaking, do you find that Valentine's Day increases, decreases, or has no influence on the closeness you feel to a romantic partner?	
	All Adults
Increases	28
Decreases	6
Has no influence	62
Unsure	4

Do you see the gift-giving tradition of Valentine's Day as a positive or negative part of the holiday?	
	All Adults
Positive	54
Negative	26
Unsure	20

Do you give gifts to people other than your romantic partner, such as family members, co-workers, or friends, on Valentine's Day?	
	All Adults
Yes	40
No	58
Unsure	2

Do you typically participate in friendship celebrations, such as "Gal-entine's Day" or "Mal-entine's Day" around the Valentine's Day holiday?	
	All Adults
Yes	15
No	82
Unsure	3

Have you ever used an online dating site or app?	
	All Adults
Yes	34
No	66
Unsure	0

Do you personally know anyone who has been in a long term relationship with or married someone they met through an online dating site or app?	
	All Adults
Yes	44
No	52
Unsure	4

100 Years of Love and Family

One hundred year from now, do you think people will rely more, less, or about the same on technology like dating applications to meet romantic partners?		
	All Adults	Registered Voters
More	54	56
Less	13	11
About the same	22	22
Unsure	12	12

Do you think 100 years from now people will be more likely to get married, less likely to get married, or marry at about the same rate as they do today?		
	All Adults	Registered Voters
More likely to marry	13	12
Less likely to marry	54	24
Marry about the same rate as now	23	54
Unsure	10	10

Do you think that 100 years from now the divorce rate will be higher than today or lower or will it not be much different than now?		
	All Adults	Registered Voters
Higher	38	36
About the same	38	40
Lower	12	12
Unsure	12	12

On average, do you think 100 years from now people will have more children, fewer children, or about the same number of children they have today?		
	All Adults	Registered Voters
More children	14	13
Fewer children	54	23
About the same number of children	23	55
Unsure	10	9

Environment

How important is the issue of global warming to you personally?		
	All Adults	Registered Voters
Extremely important	24	23
Very important	27	26
Somewhat important	23	24
Not too important	14	13
Not at all important	13	14

How worried are you about global warming?		
	All Adults	Registered Voters
Very worried	29	28
Somewhat worried	36	36
Not very worried	20	20
Not at all worried	15	16

How much do you think global warming will harm you personally?		
	All Adults	Registered Voters
A great deal	17	15
A moderate amount	34	35
Only a little	26	26
Not at all	23	24
Don't know	0	15

How much do you think global warming will harm future generations of people?		
	All Adults	Registered Voters
A great deal	43	43
A moderate amount	28	28
Only a little	14	14
Not at all	15	15
Don't know	0	43

Do you think that climate change is an emergency, or not?		
	All Adults	Registered Voters
It's an emergency	49	49
Don't think so	38	40
Unsure	13	11

Which statement comes closest to your view about global warming? Global warming is caused mostly by human activity such as burning fossil fuels. Global warming is caused mostly by natural patterns in the earth's environment. OR, Global warming does not exist.		
	All Adults	Registered Voters
Mostly human activity	39	39
Mostly natural patterns	22	21
Does not exist	9	10
Caused by both	24	26
Unsure	6	4

Which of these, if any, have you, yourself, done in the past year? [Items presented in a random order]			
All adults			
	Yes, have done	No, have not done	Unsure
Replaced standard light bulbs in your home with compact fluorescent light bulbs or LED lights	69	25	6
Voluntarily recycled newspapers, glass, aluminum, motor oil or other items	67	29	4
Reduced your household's use of energy	65	31	5
Used re-usable shopping bags at the grocery store instead of the standard plastic or paper bags	62	34	4
Tried to use less water in your household	58	36	6
Avoided using certain products that harm the environment	51	42	7
Bought a product specifically because you thought it was better for the environment	46	47	7
Voted for or worked for candidates because of their position on environmental issues	25	68	8
Contributed money to an environmental, conservation or wildlife preservation group	24	70	6
Replaced appliances that use fossil fuels like natural gas with electric appliances	24	70	6
Signed a petition supporting an environmental group or some environmental protection effort	21	72	7
Attended a meeting concerning the environment	15	81	4
Been active in a group or organization that works to protect the environment	15	79	6
Contacted a public official about an environmental issue	14	82	4
Bought or sold stocks or mutual funds based on the environmental record of the companies	14	79	8
Contacted business to complain about its products because they harm the environment	12	82	6
Registered Voters			
	Yes, have done	No, have not done	Unsure
Replaced standard light bulbs in your home with compact fluorescent light bulbs or LED lights	71	23	6
Voluntarily recycled newspapers, glass, aluminum, motor oil or other items	68	29	3
Reduced your household's use of energy	64	31	5
Used re-usable shopping bags at the grocery store instead of the standard plastic or paper bags	63	34	3
Tried to use less water in your household	55	40	5
Avoided using certain products that harm the environment	51	42	7

Bought a product specifically because you thought it was better for the environment	45	48	7
Voted for or worked for candidates because of their position on environmental issues	27	67	6
Contributed money to an environmental, conservation or wildlife preservation group	26	69	5
Replaced appliances that use fossil fuels like natural gas with electric appliances	25	70	5
Signed a petition supporting an environmental group or some environmental protection effort	20	74	6
Contacted a public official about an environmental issue	15	82	4
Attended a meeting concerning the environment	15	82	4
Been active in a group or organization that works to protect the environment	15	80	5
Bought or sold stocks or mutual funds based on the environmental record of the companies	13	80	7
Contacted business to complain about its products because they harm the environment	12	83	5

Do the gas prices we are seeing these days make it more or less likely you will buy an electric car?		
	All Adults	Registered Voters
More likely	16	17
About the same	44	44
Less likely	30	32
Unsure	10	7

Do you consider yourself an environmentalist?		
	All Adults	Registered Voters
Yes	24	25
No	62	63
Unsure	14	12

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	50
Female	51	48
I identify differently	2	1
Refused	*	*

Age by category [Calculated based on birth year provided by respondent]		
	All Adults	Registered Voters
18-24	12	8
25-34	17	15
35-44	17	17
45-54	17	18
55-64	17	17
65 and greater	18	22
Refused	2	2

Would you say you live in a rural, a suburban, or an urban area?		
	All Adults	Registered Voters
Rural	37	39
Suburban	42	43
Urban	19	18
Unsure	1	1

In which region of North Carolina would you say you live in?		
	All Adults	Registered Voters
The coastal plain (in the east)	28	28
The piedmont (in the center)	58	59
The mountains (in the west)	14	13

Do you consider yourself to be of Hispanic, Latino, or Spanish origin?		
	All Adults	Registered Voters
Yes	10	9
No	89	91
Unsure	1	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	21
White or Caucasian	68	72
Native American	2	1
Asian	2	2
Multiple or other	5	3
Unsure	1	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	17	18
Somewhat conservative	20	20
Moderate	36	36
Somewhat liberal	12	13
Very liberal	9	9
Other	2	2
Don't know	5	2

What is the last year of schooling you have completed?		
	All Adults	Registered Voters
1 - 11th grade	2	2
High school graduate	29	25
Some college	39	39
College graduate	21	25
Graduate school	9	10
Unsure	*	*

Would you please select the correct category for your total household income?		
	All Adults	Registered Voters
25 thousand dollars or less	22	18
25 to 50 thousand dollars	26	26
50 to 75 thousand dollars	21	22
75 to 100 thousand dollars	13	14
100 to 150 thousand dollars	10	11
150 to 250 thousand dollars	4	5
More than 250 thousand dollars	1	1
Unsure	3	3

In politics today, do you consider yourself to be a Republican, Democrat, or what?		
	All Adults	Registered Voters
Republican	31	33
Democrat	30	32
Independent/Unaffiliated	35	33
Other	2	1
Unsure	2	1

How would you best describe your current relationship status?		
	All Adults	Registered Voters
Single/never married/divorced	41	39
Engaged	2	2
Living with significant other	10	9
Married	42	46
Widowed	4	4
Unsure	2	1