



Survey of North Carolina Registered Voters August 2-9, 2024

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Sponsoring organization and questionnaire design: Elon University Poll

Fieldwork: YouGov

Interview dates: August 2-9, 2024

Release date: August 27, 2024

Target population: North Carolina registered voters

Sample size: 800

Margin of error: +/-3.86 % (adjusted for weights)

Survey mode: Online, web-based survey, self-administered with online panels

Methodology

YouGov interviewed 1,095 respondents who were registered voters in North Carolina. These respondents were then matched down to a sample of 800 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of North Carolina registered voters, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and home ownership. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2020 presidential vote choice as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

Data Quality checks: The survey included three attention checks, one open end, one grid item and one multiple select. All three were used in combination when cleaning the data removing anyone who failed two or more attention checks. The top 2% of speeders and skippers were also removed from the data.

Critical Mass for Crosstabs: All crosstabs must have at least 60 unweighted respondents per column in order to report their results. Every crosstab result reported in the release appears in the crosstabs.

Transparency: The Elon University Poll is a charter member of the Transparency Initiative, a program created by the American Association for Public Opinion Research (AAPOR) in 2014 to educate polling firms on ways to better share how they collect and interpret their information. The Elon Poll's voluntary participation in this initiative signifies a willingness to clearly state in its reports how questions were asked, in what order, who funded the poll and then conducted it, and a definition of the population under study, among other details.

Executive Summary

The first survey by the Elon University Poll for North Carolina's fall 2024 election season found a high level of concern about the integrity of this year's vote count and potential violence in the wake of the Nov. 5 election. The survey also provided a look at how potential voters view the candidates for president and governor and revealed deep concerns about the economy and other issues in the state.

The survey of registered North Carolina voters was conducted Aug. 2-9 and gauged opinions after Kamala Harris replaced Joe Biden on the Democratic ticket for president, but before the Democratic National Convention.

Election integrity and the aftermath of the vote

- Following the major political news of the summer, 51% of registered voters said they were more interested in voting, a sentiment shared by both Republicans and Democrats.
- Only 48% of the state's voters said they have confidence the national vote count will be fair and accurate. Only about one out of four Republican voters expressed confidence in the national vote count. This is a major change from voters' expectations prior to the 2020 presidential election, when the Elon Poll found that 69% of voters were confident that the election process would be fair and 67% expected that votes would be counted accurately.
- Nearly three-quarters of voters said they were very or somewhat concerned political violence will occur after the election and/or around the inauguration. That's about the same level of concern that the Elon Poll found four years ago heading into Election Day.
- 39% of voters said they think that democracy will be strengthened as a result of this year's election, while 32% said it will be harmed after the election is over.

North Carolina as a "battleground state"

Again this year, North Carolina is a battleground state in the presidential race. The Elon Poll found that **Republican Donald Trump and Democrat Kamala Harris enjoyed roughly equal favorable ratings** in North Carolina: 46% for Trump and 44% for Harris. Both were viewed unfavorably by 50% of voters.

- Among male voters, Donald Trump had a 50% favorable impression, compared with 39% for Kamala Harris. Among female voters, Harris had a 47% positive impression vs. 43% for Trump.
- There was a wide racial divide, with Harris gaining a positive impression among 72% of Black voters, compared with a 17% who had positive views of Trump. Trump had stronger favorable numbers among white voters, with a 54% voicing positive impressions vs. 35% for Harris.

In the race for governor, voter impressions of Democrat Josh Stein were more positive than for Republican Mark Robinson. Some 44% had very or somewhat favorable views of Stein, compared with 30% who had favorable views of Robinson. On the negative side, 50% of state voters had unfavorable views of Robinson, while 29% had unfavorable views of Stein.

- Among female voters, 46% had a favorable impression of Stein, compared with 23% for Robinson.
- Among Black voters, 65% had a favorable impression of Stein, compared with 14% for Robinson.

The survey showed that ticket-splitting among Republicans could be a factor in the races for governor and president. Some 16% of Republicans in the state said they will split their votes by party for governor and president, compared with just 6% of Democrats.

A significant share of registered voters said both political parties in North Carolina have become more extreme on issues since 2020. About 41% said the Republican Party in North Carolina has taken positions on issues that are more extreme, and 31% believe that about the Democratic Party.

The economy and other issues

A large majority of registered voters expressed concern about the state's economy and their own financial situation.

- 90% said the state's economy is an extremely or very important issue when casting their vote for governor, including 94% of Republicans and 86% of Democrats.
- 80% of Republicans said their personal financial situation has gotten worse since President Biden took office, compared with only 17% of Democrats who said their personal finances had worsened. Some 40% of Democrats said things have gotten better, vs. only 3% of Republicans.
- 78% said inflation has negatively affected their family over the past six months.
- 89% report local housing prices in their area are "much" or "somewhat" higher than two years ago and 71% said they could not afford to buy a house or rent a place like their current residence if they were on the market today.
- Two-thirds said the Biden administration is responsible for the current state of the economy.

Abortion is another top issue voters said they will consider when voting for governor. Some 44% thought the state should decrease restrictions on abortion that were passed in 2023. That compares with 27% who said the laws should stay as they are and 16% who would prefer to increase the restrictions. Democrats were far more likely to say that abortion is an important issue and to call for reducing restrictions.

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1. What letter grade would you give the current economy in these areas? – In the United States overall

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
A	8%	11%	6%	10%	6%	7%	9%	
B	22%	20%	24%	17%	26%	21%	25%	
C	30%	31%	28%	36%	26%	28%	33%	
D	26%	25%	27%	25%	27%	27%	25%	
F	14%	13%	15%	12%	15%	17%	9%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
A	8%	7%	10%	4%	8%	6%	11%	11%	5%	9%
B	22%	21%	25%	27%	22%	21%	24%	40%	7%	18%
C	30%	28%	33%	41%	31%	29%	28%	30%	27%	35%
D	26%	28%	23%	17%	26%	29%	26%	15%	38%	25%
F	14%	16%	8%	11%	13%	15%	11%	4%	23%	13%

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2. What letter grade would you give the current economy in these areas? – In North Carolina

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
A	8%	11%	5%	10%	6%	6%	9%	
B	27%	27%	27%	26%	28%	23%	33%	
C	36%	35%	36%	36%	36%	34%	38%	
D	21%	20%	22%	22%	21%	26%	15%	
F	8%	7%	10%	7%	9%	10%	5%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
A	8%	7%	9%	9%	7%	6%	9%	10%	5%	8%
B	27%	26%	31%	28%	26%	24%	34%	42%	15%	19%
C	36%	36%	34%	39%	35%	42%	31%	33%	35%	48%
D	21%	22%	20%	18%	22%	19%	22%	11%	33%	15%
F	8%	9%	6%	6%	9%	9%	4%	4%	12%	10%

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3. What letter grade would you give the current economy in these areas? – In your local community

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
A	9%	13%	6%	11%	8%	9%	9%	
B	29%	28%	31%	31%	28%	27%	34%	
C	33%	33%	33%	30%	35%	32%	34%	
D	19%	18%	19%	18%	19%	20%	17%	
F	9%	8%	11%	9%	10%	12%	5%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
A	9%	9%	11%	7%	9%	8%	11%	13%	7%	7%
B	29%	30%	28%	32%	26%	28%	37%	41%	21%	21%
C	33%	32%	36%	30%	34%	37%	28%	29%	33%	41%
D	19%	20%	16%	16%	17%	18%	21%	11%	27%	18%
F	9%	9%	10%	14%	13%	9%	3%	7%	11%	13%

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4. Since President Biden took office in 2021, would you say your own personal financial situation has gotten better, stayed the same, or gotten worse?

	Gender			Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+
Better	21%	23%	19%	17%	23%	16%	28%
Same	31%	30%	32%	36%	28%	30%	34%
Worse	48%	47%	49%	48%	49%	54%	39%

	Race			Income			Leaned Party ID			
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Better	21%	19%	27%	16%	18%	19%	29%	40%	3%	17%
Same	31%	27%	48%	27%	30%	32%	30%	44%	17%	37%
Worse	48%	54%	25%	58%	52%	49%	41%	17%	80%	46%

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5. Over the last six months, how has inflation affected you and your family?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Very negatively	36%	38%	34%	42%	33%	41%	29%	
Somewhat negatively	42%	39%	45%	40%	44%	39%	48%	
Neither	18%	18%	17%	14%	20%	16%	20%	
Somewhat positively	3%	3%	3%	3%	2%	2%	4%	
Very positively	1%	2%	1%	1%	1%	2%	0%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Very negatively	36%	40%	22%	38%	40%	41%	25%	15%	55%	40%
Somewhat negatively	42%	42%	43%	48%	37%	43%	48%	50%	35%	41%
Neither	18%	15%	27%	12%	17%	14%	24%	28%	7%	20%
Somewhat positively	3%	2%	5%	1%	3%	2%	3%	5%	1%	—
Very positively	1%	1%	4%	—	3%	—	1%	2%	1%	—

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6. To what extent do you think the Biden administration is responsible for the current state of the economy?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Very responsible	42%	46%	38%	31%	48%	45%	35%	
Somewhat responsible	26%	26%	26%	32%	22%	22%	31%	
Not very responsible	18%	15%	20%	20%	16%	16%	20%	
Not at all responsible	10%	8%	11%	11%	9%	10%	9%	
Haven't thought much about this	5%	5%	5%	6%	5%	6%	4%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Very responsible	42%	50%	14%	41%	42%	43%	40%	10%	74%	34%
Somewhat responsible	26%	24%	30%	25%	23%	31%	27%	32%	18%	29%
Not very responsible	18%	15%	29%	13%	17%	16%	19%	33%	2%	22%
Not at all responsible	10%	8%	16%	10%	12%	5%	9%	18%	3%	6%
Haven't thought much about this	5%	3%	12%	10%	6%	5%	4%	7%	2%	9%

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7. If you were to buy or rent a house in your area today, do you think your household could reasonably afford one that is like your current residence?

	Gender			Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+
Yes	29%	34%	24%	37%	23%	24%	36%
No	71%	66%	76%	63%	77%	76%	64%

	Race			Income			Leaned Party ID			
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Yes	29%	25%	40%	37%	24%	21%	48%	36%	23%	23%
No	71%	75%	60%	63%	76%	79%	52%	64%	77%	77%

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8. Based on what you've seen, how are housing prices in your local area different from this time two years ago?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Much higher	56%	53%	60%	59%	55%	62%	47%	
Somewhat higher	33%	37%	30%	29%	36%	29%	39%	
About the same	8%	9%	8%	9%	8%	7%	11%	
Somewhat lower	2%	2%	3%	3%	2%	2%	2%	
Much lower	—	—	—	—	—	—	—	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Much higher	56%	60%	45%	50%	59%	57%	52%	41%	70%	59%
Somewhat higher	33%	31%	40%	35%	29%	34%	38%	42%	25%	31%
About the same	8%	8%	12%	4%	9%	7%	8%	14%	4%	8%
Somewhat lower	2%	1%	3%	11%	3%	2%	2%	3%	2%	2%
Much lower	—	—	—	—	—	—	—	—	—	—

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9. What is your overall impression of Donald Trump, the Republican candidate for President?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Very favorable	29%	33%	26%	26%	31%	36%	18%	
Somewhat favorable	17%	17%	17%	16%	17%	16%	18%	
Neither favorable nor unfavorable	4%	6%	3%	7%	2%	5%	3%	
Somewhat unfavorable	4%	5%	3%	4%	3%	4%	3%	
Very unfavorable	46%	40%	52%	46%	46%	39%	58%	
Have not heard of him	—	—	—	—	—	—	—	

	Race			Income			Leaned Party ID			
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Very favorable	29%	35%	11%	23%	30%	28%	28%	2%	58%	16%
Somewhat favorable	17%	19%	6%	22%	16%	17%	18%	2%	30%	19%
Neither favorable nor unfavorable	4%	3%	8%	6%	5%	5%	1%	3%	3%	11%
Somewhat unfavorable	4%	3%	6%	2%	5%	4%	4%	3%	3%	10%
Very unfavorable	46%	39%	69%	47%	44%	46%	49%	90%	5%	44%
Have not heard of him	—	—	—	—	—	—	—	—	—	—

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10. What is your overall impression of Kamala Harris, the Democratic candidate for President?

	Gender			Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+
Very favorable	28%	21%	33%	25%	30%	24%	34%
Somewhat favorable	16%	18%	14%	22%	11%	13%	19%
Neither favorable nor unfavorable	7%	6%	7%	9%	5%	7%	5%
Somewhat unfavorable	8%	8%	8%	10%	6%	8%	7%
Very unfavorable	42%	46%	38%	32%	48%	47%	34%
Have not heard of her	0%	0%	0%	1%	—	0%	—

	Race			Income			Leaned Party ID			
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Very favorable	28%	22%	51%	21%	31%	24%	27%	61%	2%	7%
Somewhat favorable	16%	13%	21%	27%	14%	14%	21%	24%	4%	27%
Neither favorable nor unfavorable	7%	5%	12%	5%	8%	5%	6%	7%	4%	15%
Somewhat unfavorable	8%	7%	8%	13%	7%	10%	6%	4%	9%	15%
Very unfavorable	42%	53%	8%	30%	40%	47%	39%	3%	81%	36%
Have not heard of her	0%	0%	—	3%	1%	—	—	1%	—	—

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11. What is your overall impression of Mark Robinson, the Republican candidate for Governor of North Carolina?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Very favorable	15%	21%	10%	12%	17%	17%	13%	
Somewhat favorable	15%	19%	13%	17%	15%	17%	13%	
Neither favorable nor unfavorable	14%	11%	17%	17%	13%	15%	14%	
Somewhat unfavorable	8%	9%	7%	11%	6%	9%	6%	
Very unfavorable	42%	36%	46%	35%	46%	35%	52%	
Have not heard of him	5%	4%	7%	9%	3%	7%	3%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Very favorable	15%	19%	4%	12%	15%	14%	17%	1%	31%	8%
Somewhat favorable	15%	17%	10%	13%	17%	16%	15%	3%	29%	8%
Neither favorable nor unfavorable	14%	14%	13%	27%	16%	16%	11%	8%	19%	17%
Somewhat unfavorable	8%	8%	10%	4%	6%	11%	8%	7%	8%	11%
Very unfavorable	42%	39%	54%	32%	40%	37%	47%	75%	8%	47%
Have not heard of him	5%	4%	8%	13%	6%	5%	2%	6%	4%	9%

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12. What is your overall impression of Josh Stein, the Democratic candidate for Governor of North Carolina?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Very favorable	23%	19%	26%	19%	26%	18%	31%	
Somewhat favorable	21%	22%	20%	22%	20%	19%	23%	
Neither favorable nor unfavorable	20%	16%	22%	26%	15%	22%	16%	
Somewhat unfavorable	10%	10%	10%	9%	11%	10%	11%	
Very unfavorable	19%	26%	14%	14%	23%	23%	14%	
Have not heard of him	7%	6%	8%	9%	6%	8%	5%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Very favorable	23%	21%	30%	22%	22%	19%	29%	48%	2%	12%
Somewhat favorable	21%	17%	35%	15%	22%	17%	24%	32%	12%	13%
Neither favorable nor unfavorable	20%	18%	23%	28%	19%	24%	15%	12%	22%	38%
Somewhat unfavorable	10%	13%	3%	5%	9%	11%	11%	2%	18%	11%
Very unfavorable	19%	24%	2%	23%	19%	21%	17%	1%	39%	16%
Have not heard of him	7%	7%	7%	7%	9%	7%	3%	5%	7%	10%

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13. Roy Cooper was first elected Governor of North Carolina in 2016. He is now in his final year as Governor. Overall, how satisfied or dissatisfied are you with how Roy Cooper has done his job as Governor?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Very satisfied	32%	26%	36%	29%	33%	25%	42%	
Somewhat satisfied	18%	21%	16%	22%	16%	18%	18%	
Neither satisfied nor dissatisfied	15%	16%	14%	17%	14%	17%	11%	
Somewhat dissatisfied	15%	14%	15%	15%	14%	14%	15%	
Very dissatisfied	17%	21%	14%	11%	21%	21%	11%	
I'm not sure	3%	2%	5%	5%	2%	4%	3%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Very satisfied	32%	28%	44%	33%	28%	31%	40%	59%	7%	26%
Somewhat satisfied	18%	17%	21%	18%	19%	19%	17%	22%	15%	17%
Neither satisfied nor dissatisfied	15%	13%	19%	30%	20%	14%	10%	9%	17%	29%
Somewhat dissatisfied	15%	18%	7%	5%	13%	16%	17%	4%	27%	6%
Very dissatisfied	17%	22%	3%	9%	15%	18%	15%	2%	32%	15%
I'm not sure	3%	3%	6%	5%	5%	2%	2%	4%	2%	7%

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14. People sometimes vote for the same party for all offices on a ballot, but sometimes they vote for one party for one office and another party for a different office. Thinking ahead to this year's election for Governor of North Carolina and President of the United States, how do you expect to vote?

	Gender			Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+
Same party	85%	89%	82%	86%	85%	82%	90%
Different party	15%	11%	18%	14%	15%	18%	10%

	Race			Income			Leaned Party ID			
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Same party	85%	85%	87%	75%	82%	87%	91%	94%	84%	61%
Different party	15%	15%	13%	25%	18%	13%	9%	6%	16%	39%

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15. Do you believe this year's election will produce a fair and accurate count of the votes cast nationwide?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Yes	48%	52%	45%	58%	42%	40%	61%	
No	19%	21%	18%	14%	23%	20%	19%	
I'm not sure	32%	27%	37%	28%	36%	40%	20%	

	Race			Income			Leaned Party ID			
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Yes	48%	45%	56%	52%	44%	46%	58%	74%	24%	44%
No	19%	23%	9%	14%	18%	20%	19%	6%	36%	9%
I'm not sure	32%	31%	35%	34%	38%	34%	22%	20%	40%	48%

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16. Do you believe this year's election will produce a fair and accurate count of the votes cast in North Carolina?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Yes	59%	66%	52%	67%	53%	52%	69%	
No	13%	12%	14%	9%	15%	13%	11%	
I'm not sure	29%	22%	34%	25%	31%	35%	19%	

	Race			Income			Leaned Party ID			
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Yes	59%	57%	67%	45%	56%	56%	70%	78%	41%	56%
No	13%	14%	7%	11%	12%	13%	11%	5%	20%	14%
I'm not sure	29%	28%	26%	44%	32%	31%	19%	17%	39%	30%

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17. How concerned are you about election-related violence breaking out... – Before the election

	Gender			Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+
Very concerned	14%	12%	16%	17%	13%	15%	12%
Somewhat concerned	31%	29%	32%	37%	26%	29%	33%
Only a little concerned	33%	33%	33%	31%	34%	32%	34%
Not at all concerned	22%	26%	19%	15%	27%	23%	21%

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Very concerned	14%	13%	21%	9%	16%	14%	9%	13%	16%	11%
Somewhat concerned	31%	30%	33%	30%	34%	31%	29%	31%	33%	22%
Only a little concerned	33%	36%	20%	41%	28%	33%	39%	34%	30%	40%
Not at all concerned	22%	21%	26%	20%	22%	22%	23%	22%	21%	27%

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18. How concerned are you about election-related violence breaking out... – Shortly after the election

	Gender			Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+
Very concerned	36%	32%	40%	38%	35%	36%	37%
Somewhat concerned	38%	37%	39%	37%	39%	37%	39%
Only a little concerned	16%	19%	13%	17%	15%	16%	15%
Not at all concerned	10%	12%	8%	9%	10%	11%	8%

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Very concerned	36%	37%	39%	23%	35%	38%	33%	39%	35%	29%
Somewhat concerned	38%	38%	37%	46%	43%	34%	38%	39%	37%	39%
Only a little concerned	16%	16%	14%	21%	13%	20%	17%	14%	17%	17%
Not at all concerned	10%	9%	11%	9%	8%	9%	12%	8%	10%	14%

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19. How concerned are you about election-related violence breaking out... – Around the inauguration

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Very concerned	38%	35%	40%	37%	39%	37%	40%	
Somewhat concerned	33%	32%	34%	35%	32%	34%	33%	
Only a little concerned	18%	19%	18%	19%	18%	18%	19%	
Not at all concerned	11%	14%	8%	9%	12%	12%	9%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Very concerned	38%	37%	44%	25%	40%	36%	34%	44%	34%	32%
Somewhat concerned	33%	35%	24%	48%	35%	31%	33%	31%	34%	38%
Only a little concerned	18%	18%	20%	20%	13%	23%	24%	18%	19%	15%
Not at all concerned	11%	11%	12%	7%	12%	10%	9%	8%	12%	16%

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20. Following the U.S. Supreme Court’s decision to overturn Roe v. Wade, North Carolina enacted a law in 2023 restricting most abortions after the 12th week of pregnancy. Which comes closest to your preferences regarding North Carolina abortion restrictions in the future?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Decrease restrictions	44%	40%	48%	51%	40%	37%	57%	
Keep restrictions where they are	27%	29%	26%	25%	29%	30%	23%	
Increase restrictions	16%	18%	14%	11%	19%	19%	11%	
I'm not sure	13%	13%	13%	13%	12%	15%	9%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Decrease restrictions	44%	42%	49%	53%	41%	45%	52%	74%	16%	42%
Keep restrictions where they are	27%	29%	21%	22%	28%	26%	27%	12%	44%	23%
Increase restrictions	16%	18%	9%	14%	16%	16%	14%	4%	28%	11%
I'm not sure	13%	10%	21%	11%	15%	12%	7%	10%	12%	24%

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21. Do you favor a state law that would require political ads to include a disclosure if they were made using generative artificial intelligence?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Favor such a law	69%	71%	68%	62%	74%	63%	81%	
Oppose such a law	9%	9%	9%	15%	5%	12%	5%	
I'm not sure	21%	20%	23%	23%	21%	26%	15%	

	Race			Income			Leaned Party ID			
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Favor such a law	69%	72%	62%	62%	63%	70%	78%	77%	66%	60%
Oppose such a law	9%	9%	10%	12%	12%	10%	6%	5%	14%	6%
I'm not sure	21%	19%	27%	26%	25%	20%	16%	18%	20%	33%

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22. How important are these issues to you when casting your vote for North Carolina Governor? – The state’s economy

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Extremely important	54%	49%	57%	52%	55%	57%	48%	
Very important	36%	38%	34%	34%	37%	33%	39%	
Somewhat important	10%	12%	8%	13%	8%	9%	12%	
Only a little important	1%	1%	0%	1%	0%	1%	0%	
Not at all important	0%	0%	1%	1%	0%	0%	1%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Extremely important	54%	53%	58%	44%	57%	54%	48%	43%	67%	44%
Very important	36%	35%	35%	39%	33%	37%	40%	43%	27%	41%
Somewhat important	10%	11%	5%	13%	9%	8%	11%	12%	6%	14%
Only a little important	1%	0%	2%	—	1%	1%	—	1%	0%	—
Not at all important	0%	0%	—	4%	0%	1%	1%	1%	—	2%

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23. How important are these issues to you when casting your vote for North Carolina Governor? – Abortion

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Extremely important	43%	36%	48%	45%	42%	44%	42%	
Very important	27%	29%	24%	28%	26%	26%	28%	
Somewhat important	19%	20%	18%	18%	19%	20%	16%	
Only a little important	6%	7%	6%	4%	8%	5%	9%	
Not at all important	5%	7%	4%	5%	5%	5%	5%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Extremely important	43%	40%	50%	53%	48%	39%	42%	58%	31%	35%
Very important	27%	27%	25%	29%	23%	30%	28%	27%	26%	28%
Somewhat important	19%	21%	16%	9%	18%	18%	19%	12%	26%	19%
Only a little important	6%	7%	4%	4%	6%	7%	7%	3%	10%	6%
Not at all important	5%	6%	4%	5%	5%	6%	3%	1%	8%	12%

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24. How important are these issues to you when casting your vote for North Carolina Governor? – Immigration and border security

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Extremely important	42%	43%	41%	31%	49%	47%	33%	
Very important	22%	22%	22%	23%	22%	23%	21%	
Somewhat important	21%	17%	24%	25%	18%	17%	28%	
Only a little important	10%	12%	10%	13%	9%	9%	13%	
Not at all important	4%	5%	4%	7%	3%	4%	5%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Extremely important	42%	48%	25%	28%	42%	48%	34%	15%	68%	40%
Very important	22%	18%	35%	25%	26%	18%	23%	26%	18%	25%
Somewhat important	21%	20%	25%	18%	20%	21%	23%	32%	10%	22%
Only a little important	10%	10%	11%	14%	8%	9%	16%	19%	4%	7%
Not at all important	4%	4%	3%	15%	4%	4%	4%	8%	—	7%

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25. How important are these issues to you when casting your vote for North Carolina Governor? – Funding for K-12 education

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Extremely important	41%	34%	46%	46%	38%	42%	40%	
Very important	30%	33%	29%	33%	29%	28%	33%	
Somewhat important	19%	22%	17%	12%	24%	20%	18%	
Only a little important	6%	7%	5%	6%	5%	6%	6%	
Not at all important	4%	5%	3%	2%	4%	4%	3%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Extremely important	41%	37%	52%	49%	44%	38%	41%	52%	32%	28%
Very important	30%	32%	25%	34%	27%	36%	30%	28%	34%	30%
Somewhat important	19%	20%	18%	12%	17%	18%	22%	15%	22%	26%
Only a little important	6%	7%	4%	2%	7%	3%	6%	4%	7%	9%
Not at all important	4%	4%	2%	3%	4%	5%	1%	2%	4%	7%

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26. How important are these issues to you when casting your vote for North Carolina Governor? – The candidate’s political party

	Gender			Age		Education		Leaned Party ID		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	Democrat	Republican	Independent
Extremely important	28%	30%	26%	26%	29%	31%	23%	32%	29%	11%
Very important	26%	22%	29%	24%	27%	26%	25%	29%	25%	18%
Somewhat important	26%	28%	25%	33%	22%	24%	29%	24%	27%	32%
Only a little important	11%	10%	12%	11%	12%	10%	13%	9%	12%	12%
Not at all important	9%	9%	9%	6%	11%	9%	9%	5%	7%	27%

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Extremely important	28%	28%	29%	23%	32%	28%	22%	32%	29%	11%
Very important	26%	24%	30%	35%	27%	24%	26%	29%	25%	18%
Somewhat important	26%	26%	28%	23%	22%	28%	31%	24%	27%	32%
Only a little important	11%	13%	7%	8%	11%	13%	11%	9%	12%	12%
Not at all important	9%	10%	6%	11%	9%	7%	10%	5%	7%	27%

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27. How important are these issues to you when casting your vote for North Carolina Governor? – The candidate’s personal qualities

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Extremely important	39%	37%	40%	33%	43%	41%	36%	
Very important	33%	34%	32%	31%	35%	32%	35%	
Somewhat important	19%	20%	18%	23%	16%	18%	20%	
Only a little important	6%	5%	7%	8%	5%	6%	7%	
Not at all important	3%	3%	3%	5%	1%	3%	2%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Extremely important	39%	37%	45%	43%	42%	33%	37%	44%	35%	35%
Very important	33%	34%	33%	28%	35%	29%	39%	33%	33%	34%
Somewhat important	19%	20%	16%	20%	17%	26%	15%	17%	21%	16%
Only a little important	6%	6%	5%	3%	4%	10%	6%	5%	7%	6%
Not at all important	3%	3%	1%	6%	2%	3%	3%	1%	3%	8%

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28. How important are these issues to you when casting your vote for North Carolina Governor? – Election laws and redistricting

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Extremely important	34%	36%	32%	29%	37%	36%	31%	
Very important	33%	34%	32%	38%	30%	33%	35%	
Somewhat important	21%	19%	23%	22%	21%	21%	22%	
Only a little important	8%	7%	9%	6%	10%	7%	10%	
Not at all important	3%	4%	3%	4%	3%	4%	3%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Extremely important	34%	34%	37%	21%	33%	34%	34%	43%	30%	18%
Very important	33%	31%	39%	47%	35%	30%	38%	32%	33%	38%
Somewhat important	21%	23%	16%	20%	23%	21%	19%	18%	23%	26%
Only a little important	8%	9%	6%	3%	6%	10%	8%	4%	10%	13%
Not at all important	3%	3%	3%	9%	3%	5%	1%	3%	4%	5%

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29. How important are these issues to you when casting your vote for North Carolina Governor? – Laws governing the use of marijuana

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Extremely important	20%	19%	21%	20%	20%	24%	14%	
Very important	19%	22%	17%	21%	18%	19%	20%	
Somewhat important	28%	24%	31%	27%	28%	24%	33%	
Only a little important	16%	17%	15%	16%	16%	14%	18%	
Not at all important	17%	18%	16%	16%	17%	18%	14%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Extremely important	20%	18%	26%	25%	24%	19%	13%	22%	17%	22%
Very important	19%	20%	17%	25%	20%	18%	23%	18%	22%	17%
Somewhat important	28%	30%	24%	20%	23%	31%	30%	26%	28%	32%
Only a little important	16%	17%	14%	8%	13%	15%	20%	18%	16%	11%
Not at all important	17%	16%	18%	22%	20%	17%	14%	15%	18%	18%

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30. Think of a political issue that is extremely important to you personally. How willing would you be to compromise getting what you want on that issue in exchange for American politics becoming less divisive and polarized?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Very willing	15%	20%	11%	15%	15%	14%	16%	
Somewhat willing	43%	41%	44%	48%	40%	39%	49%	
A little willing	24%	21%	27%	21%	26%	27%	19%	
Not willing	18%	18%	18%	16%	20%	20%	16%	

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Very willing	15%	14%	17%	12%	16%	14%	16%	17%	13%	16%
Somewhat willing	43%	44%	37%	46%	39%	45%	48%	47%	39%	42%
A little willing	24%	24%	24%	21%	29%	20%	20%	21%	28%	20%
Not willing	18%	17%	22%	22%	17%	21%	16%	15%	20%	21%

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31. Since the 2020 presidential election, how do you think the Republican Party in North Carolina has changed its positions on issues?

	Gender			Age		Education		Leaned Party ID		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	Democrat	Republican	Independent
More extreme	41%	40%	42%	39%	42%	35%	51%	69%	14%	41%
Not changed	37%	42%	33%	36%	38%	39%	35%	17%	61%	26%
Less extreme	5%	10%	2%	6%	5%	6%	4%	3%	10%	2%
Not sure	16%	8%	23%	18%	15%	20%	10%	12%	15%	32%

	Race			Income			Leaned Party ID			
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
More extreme	41%	39%	49%	43%	40%	37%	48%	69%	14%	41%
Not changed	37%	41%	29%	28%	35%	39%	38%	17%	61%	26%
Less extreme	5%	5%	4%	10%	8%	6%	3%	3%	10%	2%
Not sure	16%	15%	18%	19%	17%	18%	11%	12%	15%	32%

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32. Since the 2020 presidential election, how do you think the Democratic Party in North Carolina has changed its positions on issues?

	Gender			Age		Education		Leaned Party ID		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	Democrat	Republican	Independent
More extreme	31%	37%	26%	27%	34%	35%	24%	9%	56%	24%
Not changed	45%	45%	44%	42%	46%	37%	58%	65%	27%	37%
Less extreme	6%	6%	6%	9%	5%	7%	5%	8%	5%	7%
Not sure	18%	11%	24%	22%	15%	21%	13%	18%	13%	32%

	Race				Income			Leaned Party ID		
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
More extreme	31%	36%	14%	34%	34%	29%	29%	9%	56%	24%
Not changed	45%	44%	51%	32%	37%	48%	51%	65%	27%	37%
Less extreme	6%	5%	13%	5%	10%	5%	3%	8%	5%	7%
Not sure	18%	16%	21%	28%	19%	18%	16%	18%	13%	32%

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33. Considering significant events in the presidential contest so far including the recent assassination attempt on Donald Trump and the decision by Joe Biden to drop out of the race, how has your level of interest in voting in this year's presidential election changed?

	Gender			Age		Education		
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+	
Much more interested	37%	40%	35%	29%	42%	39%	34%	
Somewhat more interested	14%	15%	14%	22%	9%	13%	17%	
About the same level of interest	41%	39%	43%	39%	43%	38%	47%	
Somewhat less interested	2%	2%	1%	1%	2%	2%	0%	
Much less interested	2%	1%	2%	2%	2%	2%	1%	
I'm not sure	4%	4%	4%	7%	2%	6%	2%	

	Race			Income			Leaned Party ID			
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Much more interested	37%	36%	39%	43%	39%	34%	39%	38%	41%	21%
Somewhat more interested	14%	14%	17%	11%	13%	14%	18%	16%	12%	18%
About the same level of interest	41%	44%	31%	40%	36%	47%	42%	41%	41%	44%
Somewhat less interested	2%	1%	3%	—	2%	2%	0%	1%	2%	1%
Much less interested	2%	1%	4%	1%	3%	1%	—	2%	1%	5%
I'm not sure	4%	3%	6%	6%	7%	3%	1%	2%	3%	11%

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34. After this presidential election is over, do you think that the basic principles and systems that make up American democracy will be:

	Gender			Age		Education	
	Total	Man	Woman	18-44	45+	No 4-Yr Degree	4-Yr Degree+
Strengthened	39%	38%	40%	34%	42%	39%	38%
Harmed	32%	30%	34%	38%	28%	30%	35%
Not be affected to any great degree	29%	32%	27%	28%	30%	31%	27%

	Race			Income			Leaned Party ID			
	Total	White (Non-Hispanic)	Black	Other	LT \$50k	\$50-\$100k	\$100k+	Democrat	Republican	Independent
Strengthened	39%	35%	48%	50%	43%	34%	41%	48%	36%	19%
Harmed	32%	32%	33%	29%	27%	29%	40%	31%	33%	35%
Not be affected to any great degree	29%	33%	19%	21%	30%	36%	19%	21%	31%	46%