



ELON UNIVERSITY



North Carolina Public Opinion Poll

ELECTION 2024

Poll dates: August 2-9



North Carolina poll: August 2024

KEY FINDINGS

Voting integrity

48% Said the national vote count will be fair and accurate

24% Republicans who said the national vote count will be fair and accurate

74% Democrats who said the national vote count will be fair and accurate

Political violence

74% Were very or somewhat concerned violence will break out shortly after the election

71% Concerned about violence around the inauguration

45% Concerned about violence before the election

Candidates for president

Favorable impressions 46% for Donald Trump and 44% for Kamala Harris

50% Both Republican Donald Trump and Democrat Kamala Harris were viewed **unfavorably** by half of voters

72% Harris favorable impression among Black voters

54% Trump favorable impression among white voters

Candidates for NC governor

44% Democratic governor candidate Josh Stein's favorable impressions vs. 30% for Republican Mark Robinson

50% Robinson's unfavorable impressions vs. 29% for Stein

65% Stein's favorable impressions among Black voters vs. 14% for Robinson

90% Said the NC economy is an extremely or very important issue in the race for governor



North Carolina poll: August 2024

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.

(continued on next page)



North Carolina poll: August 2024

EXECUTIVE SUMMARY (continued)

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% of N.C. voters said **inflation has negatively affected their family** over the past six months.
- 89% of the state's voters 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 of N.C. voters 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.

Poll methodology

This survey was constructed by the Elon University Poll in partnership with The Charlotte Observer, The News & Observer and The Durham Herald-Sun and fielded by the international marketing and polling firm [YouGov](#) as an online, web-based survey, self-administered with online panels. 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.

Throughout this report, the analysis of partisan differences compares the views of Republicans plus those who lean Republican in their voting preference with Democrats plus those who lean Democratic.

The margin of error for this poll (adjusted for weights) is +/-3.86%.



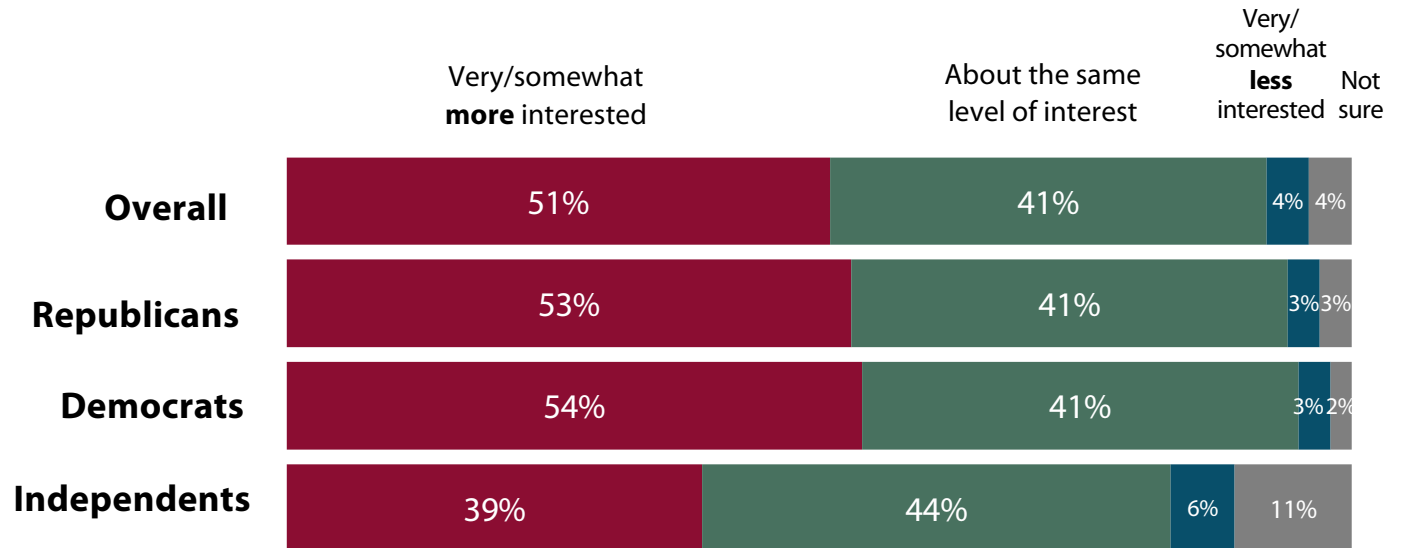
TOPIC: National election

North Carolina poll: August 2024

The dramatic changes in the country's political environment this summer have heightened people's interest in voting this year. The assassination attempt on Donald Trump, the decision by Joe Biden to drop out, and the ascension of Kamala Harris to take his place have changed the race.

In this survey, half of North Carolina registered voters said they are **more interested** in voting this year, a sentiment shared by both Republicans and Democrats. The number was lower for Independent voters.

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 ?



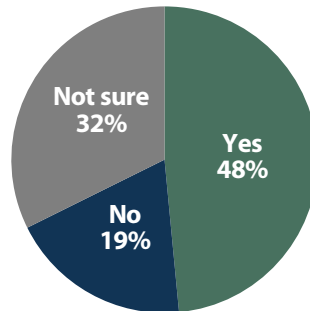
Source: Elon University Poll of registered North Carolina voters, Aug. 2-9, 2024



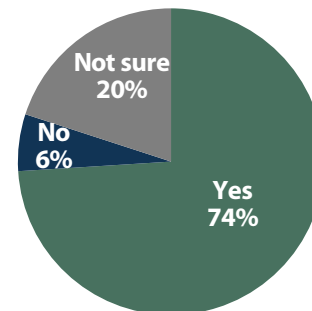
TOPIC: The election

North Carolina poll: August 2024

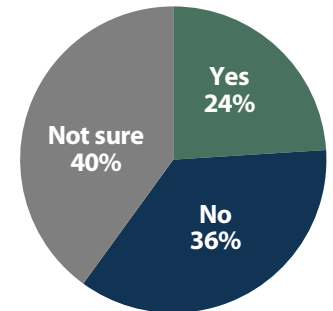
Do you believe this year's election will produce a fair and accurate count of the votes cast nationwide?



Overall

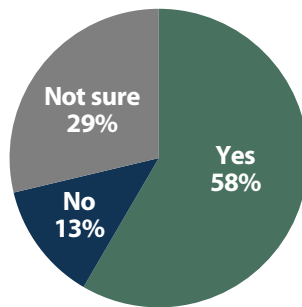


Democrats

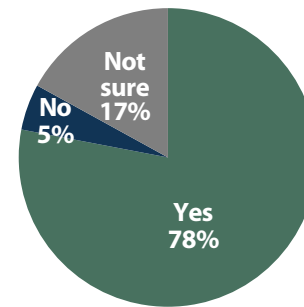


Republicans

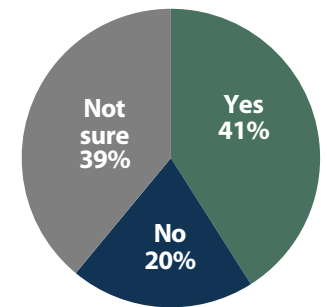
Do you believe this year's election will produce a fair and accurate count of the votes cast in North Carolina?



Overall



Democrats



Republicans

Some North Carolinians had their doubts about whether the vote count nationwide and in the state will be fair and accurate.

Democrats were three times more likely than Republicans to think the national vote count will be fair and accurate.

Partisans of both parties were more likely to think the vote count in North Carolina will be fair and accurate, but Republicans were still far more skeptical than Democrats. Some 41% of Republicans said the state count will be fair and accurate, compared with 78% of Democrats.



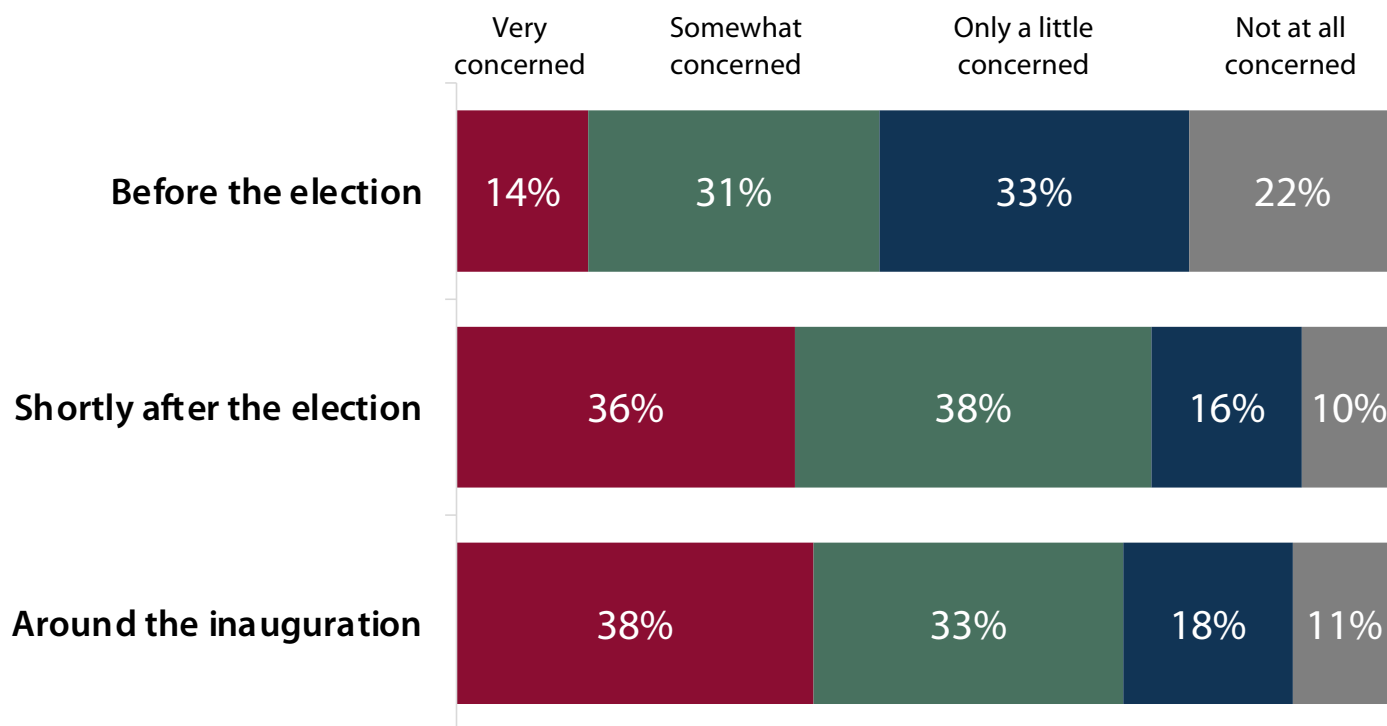
TOPIC: The election

North Carolina poll: August 2024

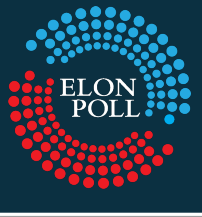
How concerned are you about election-related violence breaking out ...?

Significant shares of North Carolina voters were concerned violence will break out this election season. A majority said they were “very” or “somewhat” concerned political violence will occur shortly after the election and/or around the inauguration.

These views were strikingly consistent across partisans and other groups. One notable difference: Democrats were more concerned about inauguration-time political violence than Republicans: 44% of Democrats said they were **very concerned** about violence around the inauguration, compared with 34% of Republicans.



Source: Elon University Poll of registered North Carolina voters, Aug. 2-9, 2024



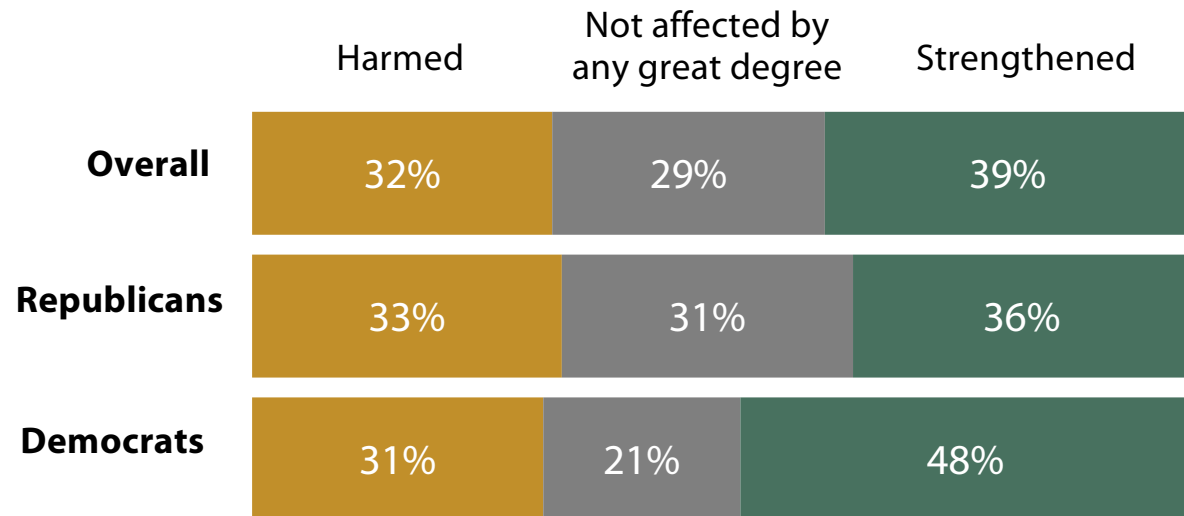
TOPIC: The election

North Carolina poll: August 2024

North Carolina voters were split three ways in their views about the impact this election will have on American democracy. About 4-in-10 said they think democracy will be strengthened, a third believed it will be harmed and 29% did not think democracy will be affected to any great degree.

By a 48%-36% margin, Democrats were more likely than Republicans to think democracy will be strengthened. On the other hand, Republicans were more likely than Democrats to think democracy will not be affected – 31% vs. 21%.

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





TOPIC: Presidential candidates

North Carolina poll: August 2024

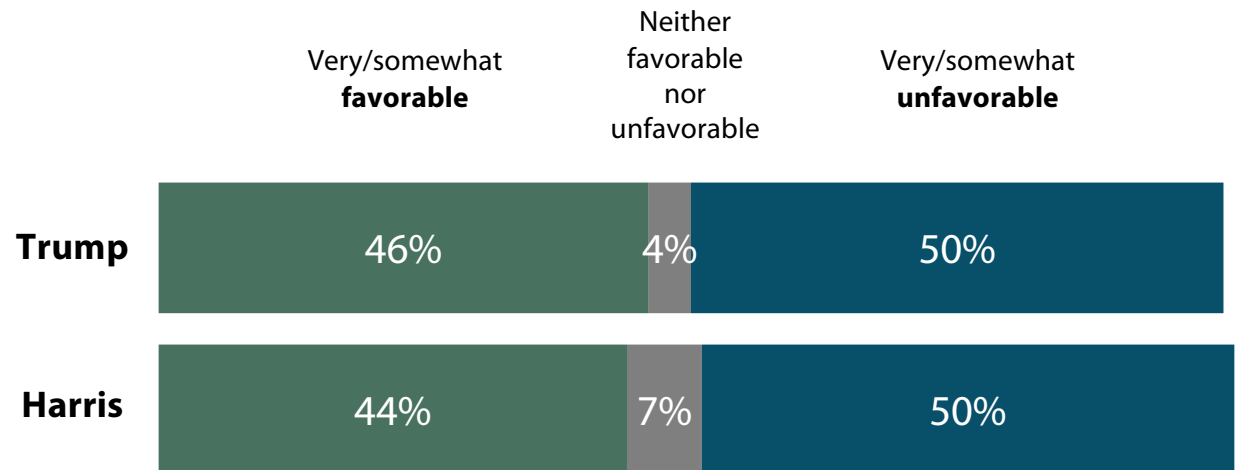
North Carolina registered voter impressions of the presidential candidates were evenly split at the time of this poll.

The striking thing is how much the partisan views mirrored each other: 58% of Republicans had very favorable views of Donald Trump and 61% of Democrats had very favorable views of Kamala Harris.

Independent voters had much more negative impressions of both candidates:

- Very favorable:
 - Harris – 7%
 - Trump – 16%
- Very unfavorable:
 - Harris – 36%
 - Trump – 44%

What is your overall impression of the two major party candidates for President: Donald Trump, the Republican, and Kamala Harris, the Democrat?





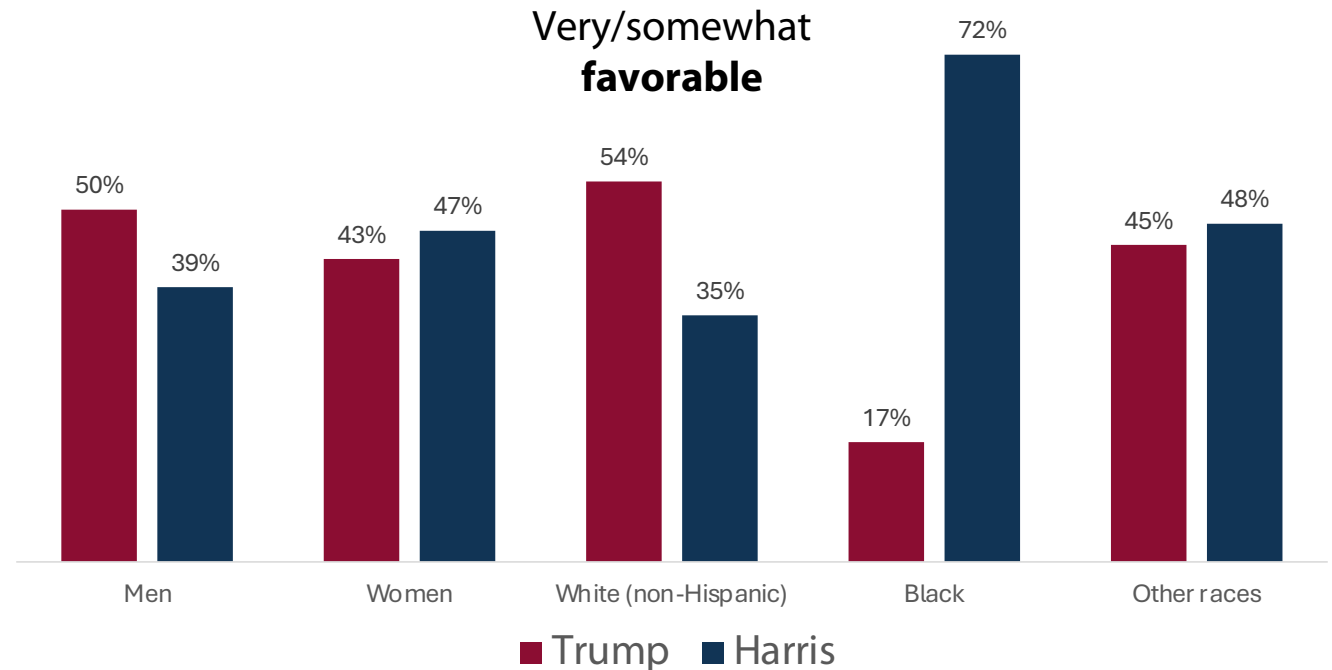
TOPIC: Presidential candidates

North Carolina poll: August 2024

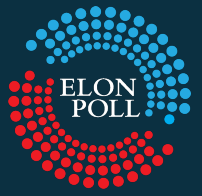
What is your overall impression of the two major party candidates for President: Donald Trump, the Republican, and Kamala Harris, the Democrat?

White voters and men were more favorable to Donald Trump, while Black voters and women had much more favorable views of Kamala Harris.

Beyond these differences, those without four-year college degrees were more favorable to Trump; while those with four-year degrees favored Harris.



Source: Elon University Poll of registered North Carolina voters, Aug. 2-9, 2024



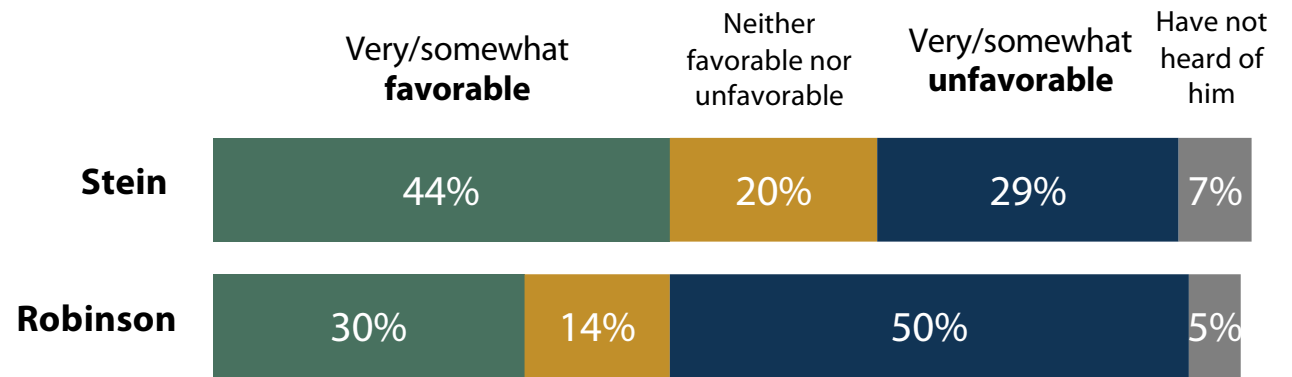
TOPIC: NC candidates

North Carolina poll: August 2024

Democratic candidate for North Carolina governor Josh Stein was seen more favorably than Republican Mark Robinson. In particular, 50% of voters had an unfavorable impression of Robinson, compared with 29% unfavorable for Stein.

Among Independent voters, Robinson had a 58% very or somewhat unfavorable impression and only a 16% very or somewhat favorable impression.

What is your overall impression of the two candidates for Governor of North Carolina: Mark Robinson, the Republican, and Josh Stein, the Democrat?





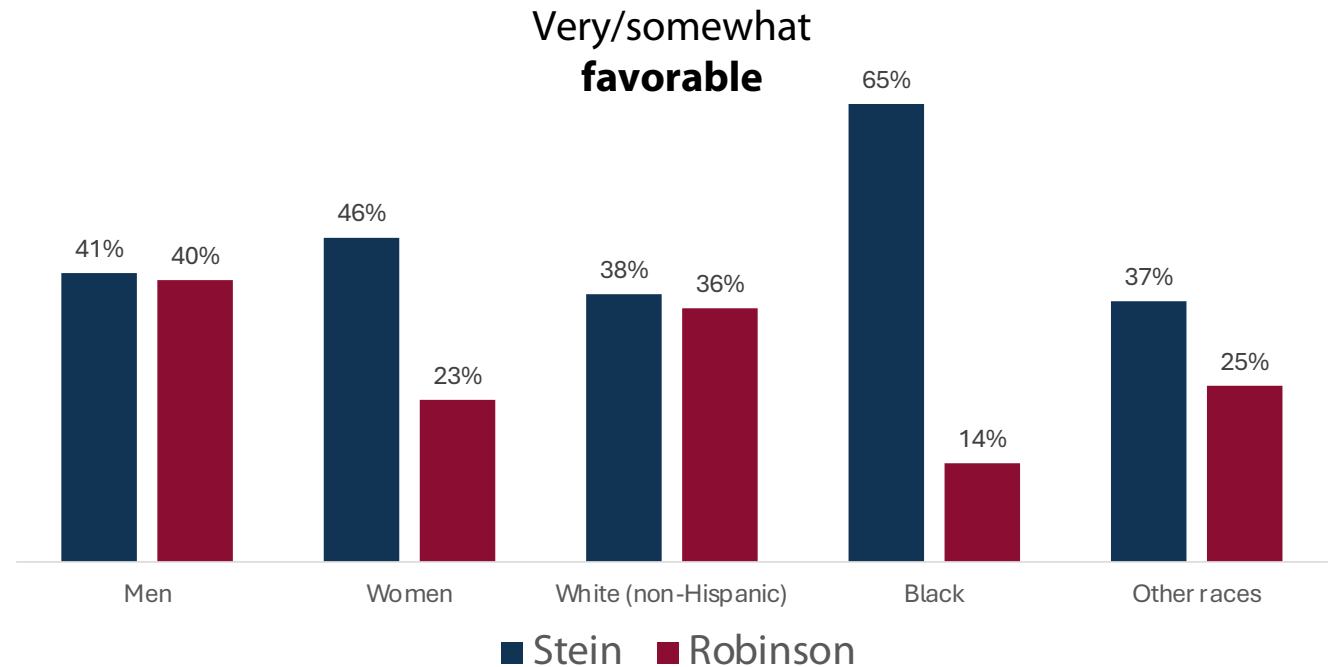
TOPIC: NC candidates

North Carolina poll: August 2024

What is your overall impression of the two major party candidates for Governor: Mark Robinson, the Republican, and Josh Stein, the Democrat?

Democratic candidate for governor Josh Stein led Republican candidate Mark Robinson across all demographics in this measure of favorability.

Women and Black voters had especially high favorable impressions of Stein, compared with Robinson. The numbers were nearly even for men and white voters.



Source: Elon University Poll of registered North Carolina voters, Aug. 2-9, 2024



TOPIC: The NC election

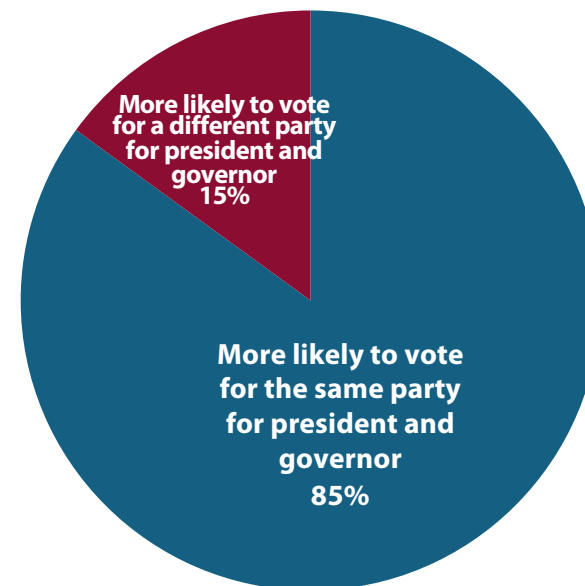
North Carolina poll: August 2024

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?

The majority of respondents said they are more likely to be straight-party voters in this election.

Still, North Carolina Republicans were somewhat more likely than Democrats to say they expect to vote for different party candidates for president and governor. Some 16% of Republicans in the state said they are more likely to split their votes, compared with just 6% of Democrats.

Among Independent voters, 39% said they are more likely to split their votes by party for president and governor.

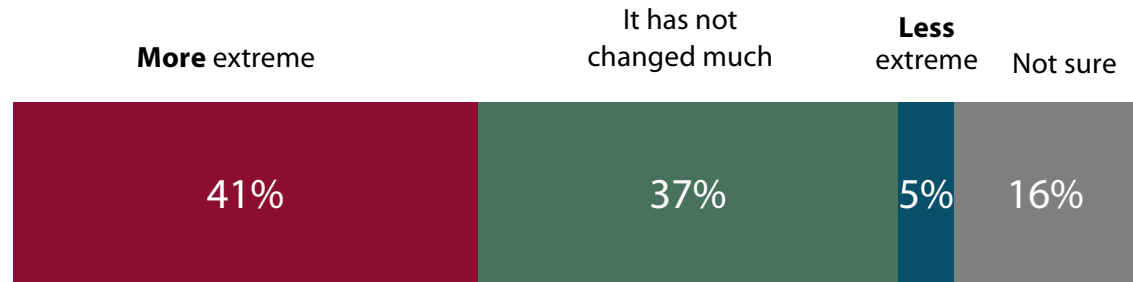




TOPIC: Polarization

North Carolina poll: August 2024

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

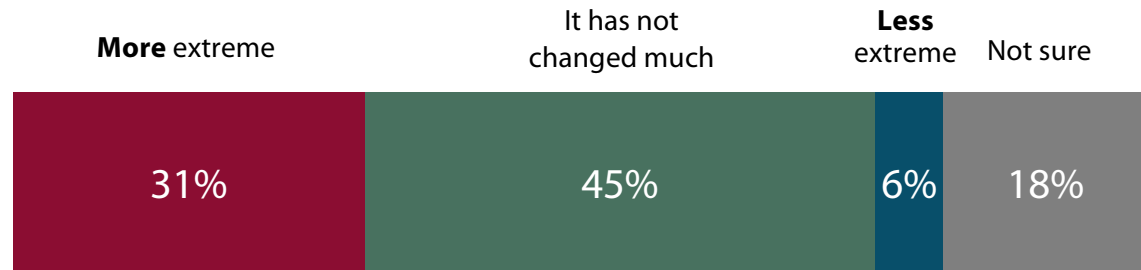


In the current political climate, noteworthy shares of North Carolina registered voters said they think the positions of both parties on issues have become more extreme since the 2020 presidential election.

Predictably, members of each political party in North Carolina said the other party members have become more extreme.

Among Independent voters, 41% said they think the Republican Party has become more extreme and 24% said the Democratic Party has become more extreme.

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





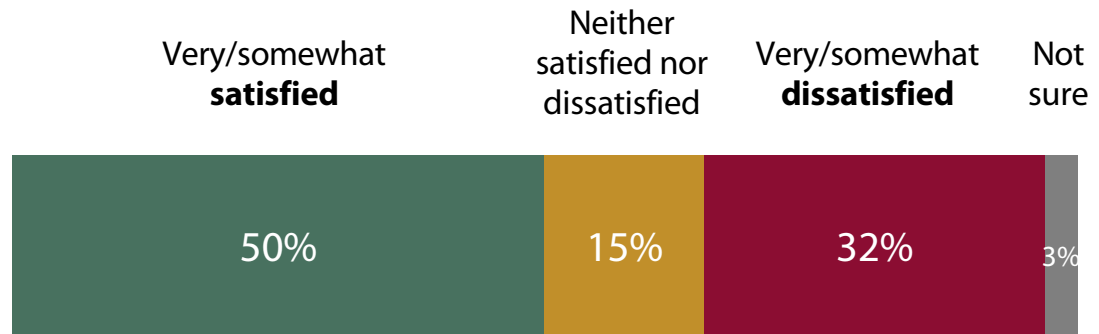
TOPIC: NC politics

North Carolina poll: August 2024

Democratic Governor Roy Cooper cannot run for reelection because of term limits in the state. Satisfaction ratings for him in this survey were more positive than negative.

Those with somewhat higher levels of satisfaction with the way he's done his job were Democrats, women, those with four-year college degrees, those in households earning \$100,000 or more, and Black voters.

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?





TOPIC: NC issues

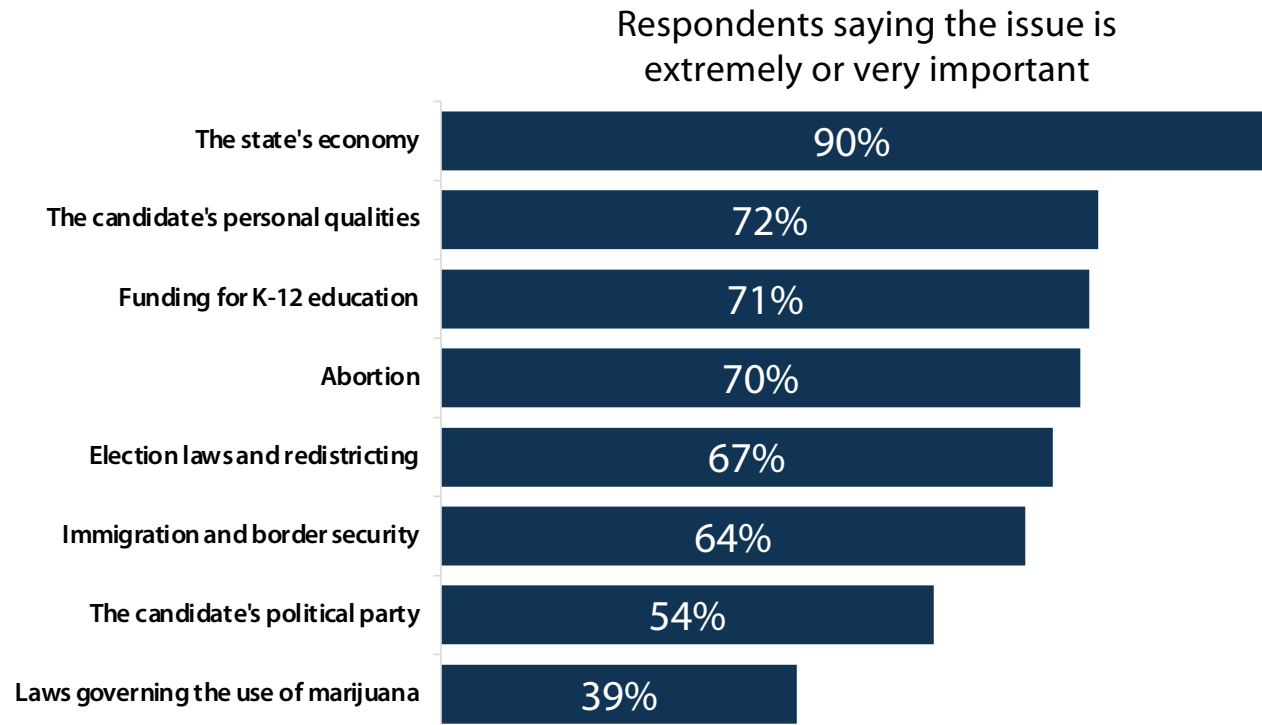
North Carolina poll: August 2024

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

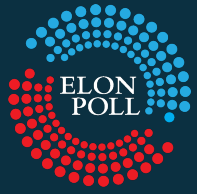
The state's economy is clearly at the top of voter concerns as they think about their vote for the next governor.

Republicans were more likely than Democrats to be focused on immigration and border security.

Democrats were more likely than Republicans to be thinking about abortion, K-12 education spending, the personal qualities of the candidates, and election laws and redistricting. (See breakouts on these data on the next page.)



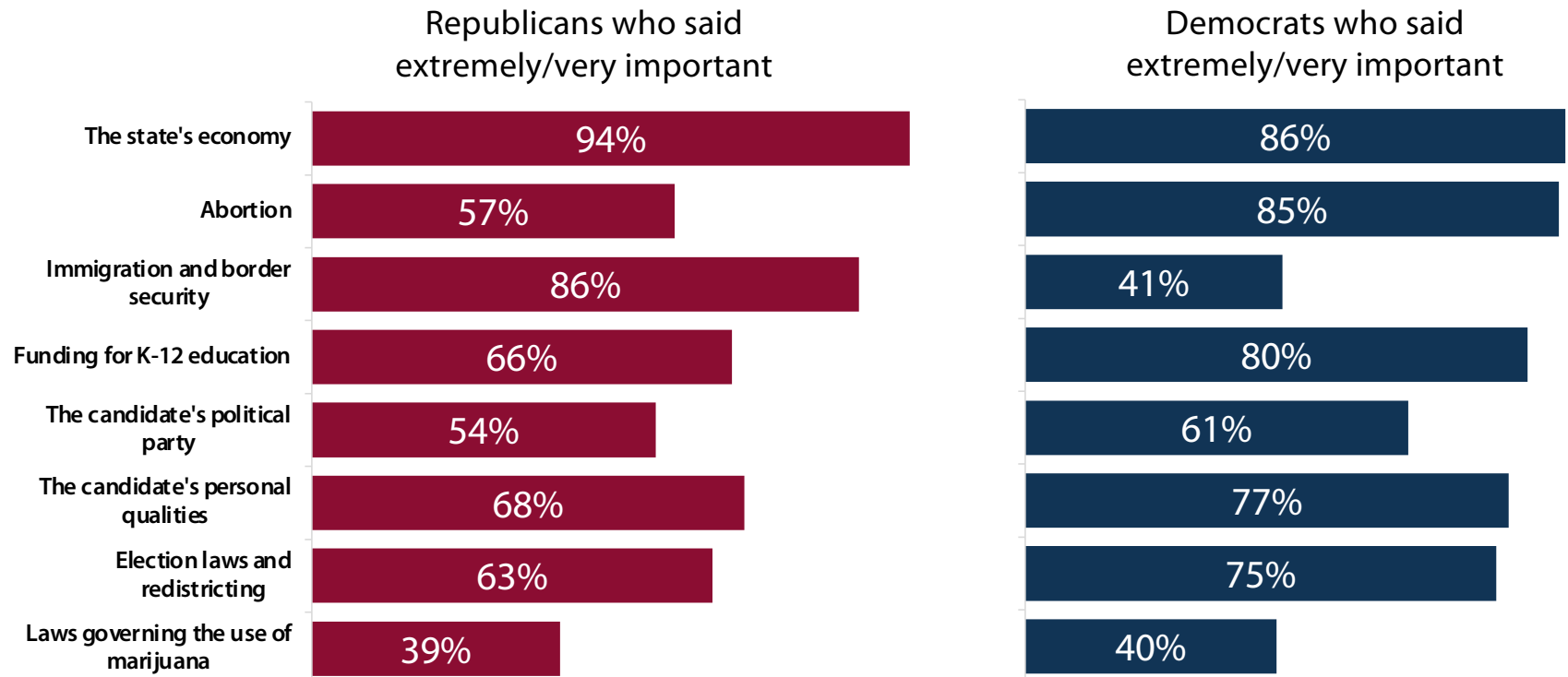
Source: Elon University Poll of registered North Carolina voters, Aug. 2-9, 2024



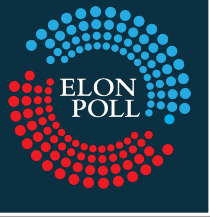
TOPIC: NC issues

North Carolina poll: August 2024

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



Source: Elon University Poll of registered North Carolina voters, Aug. 2-9, 2024



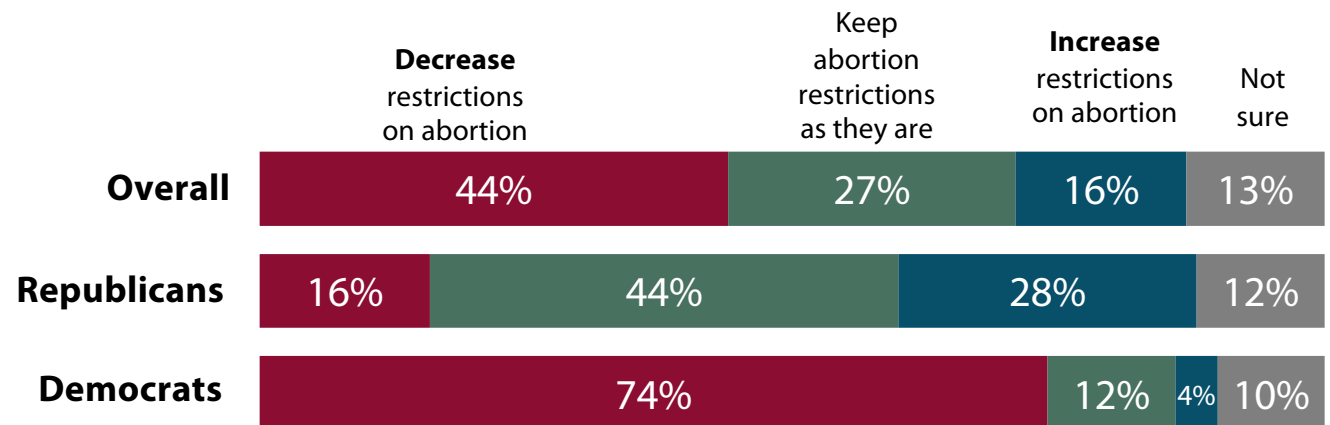
TOPIC: NC issues

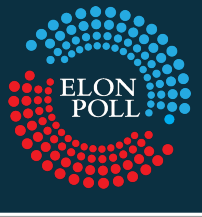
North Carolina poll: August 2024

North Carolina voters were far more likely to favor decreasing restrictions on abortion than to increase restrictions. Democrats, women, and those under age 45 were more likely than others to say they would prefer that the current abortion restrictions be decreased. The highest percentage of Republicans favored keeping abortion restrictions as they are.

This is consistent with the findings of a June 2023 Elon Poll of the state's registered voters. At that time, 45% said they strongly or somewhat opposed increasing abortion restrictions in North Carolina. Only 23% said they supported the changes and a third took no position on the changes.

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?





TOPIC: The economy

North Carolina poll: August 2024

Two-thirds of North Carolina registered voters said the Biden administration is very or somewhat responsible for the state of the economy. Yet, there are notable differences among groups of voters.

By a 92%-42% margin, Republicans were more likely than Democrats to say the Biden administration is very or somewhat responsible for the economy.

Older people (those age 45 and above) were more likely than younger voters to say the Biden administration is **very** responsible (48% vs. 31%).

White North Carolinians were more likely than Black registered voters to say the Biden administration is very responsible for the current state of the economy (50% vs. 14%).

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





TOPIC: The economy

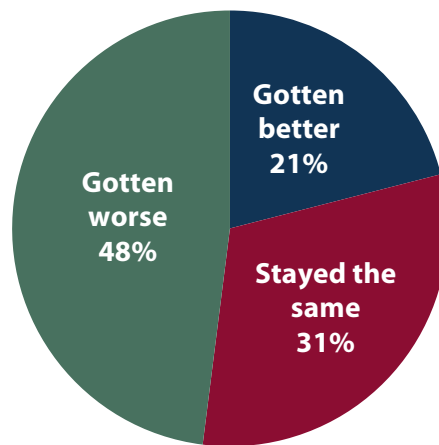
North Carolina poll: August 2024

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

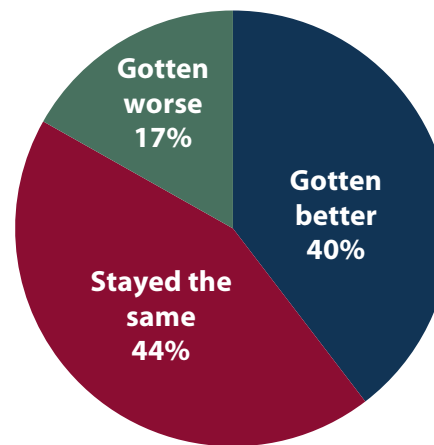
Republicans were far more likely to say their personal financial situation has worsened since President Biden took office. In fact, 84% of Democrats said their personal finances had stayed the same or improved since 2021, compared with only 20% of Republicans.

Independent voters were in between: 46% said their finances have gotten worse, 37% said things are about the same and 17% said things have improved.

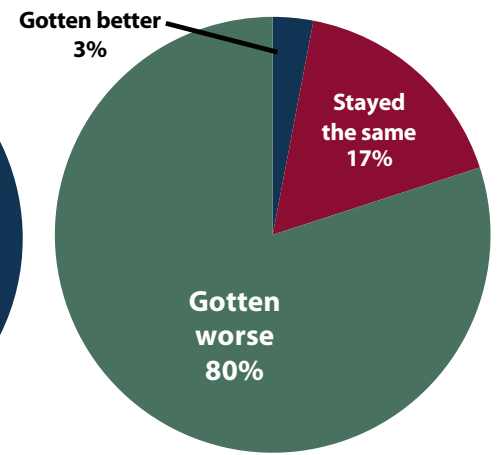
In a racial comparison, 54% of white voters said their finances have gotten worse, compared with 25% of Black voters and 58% of those in other races.



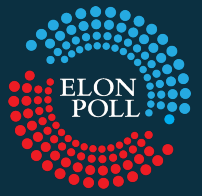
Overall



Democrats



Republicans



TOPIC: The economy

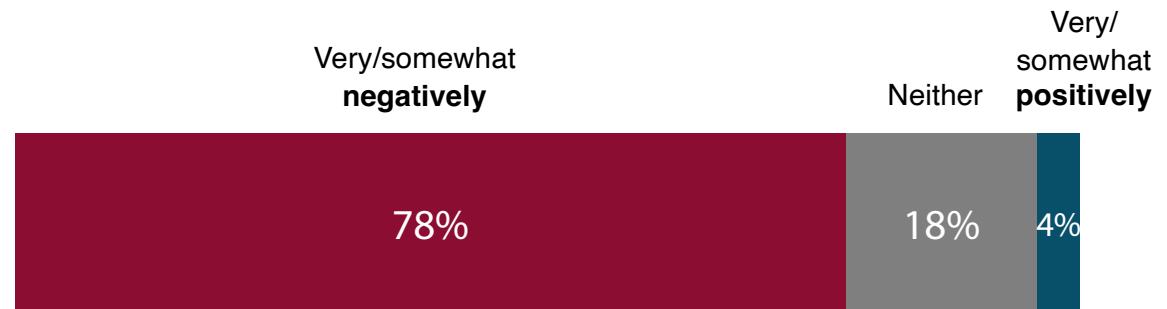
North Carolina poll: August 2024

A large majority of North Carolina voters said inflation has hit them negatively in the past six months.

Those in households earning less than \$100,000 and those without four-year college degrees were especially likely to report those negative effects.

There is also a strong Republican tilt in the data: Fully 90% of Republicans said inflation has affected them badly, including 55% who said the impact has been **very negative**. By contrast, just 15% of Democrats said the effect on them has been very negative, while 50% said the impact has been somewhat negative.

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





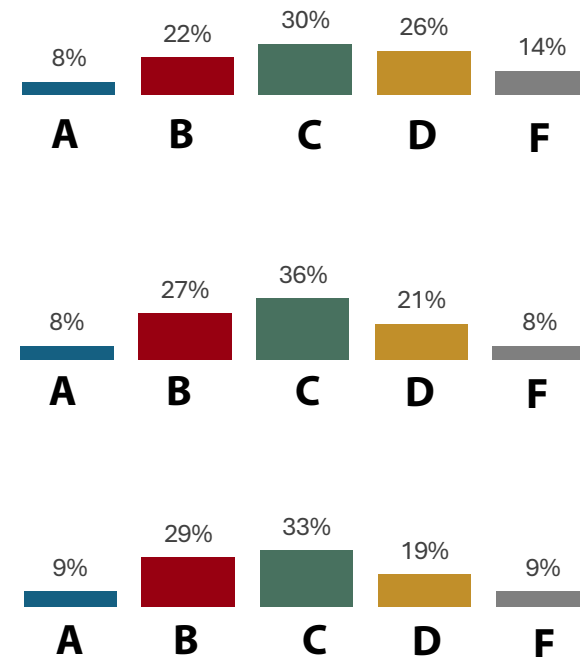
TOPIC: The economy

North Carolina poll: August 2024

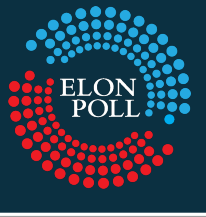
What letter grade would you give the economy in these areas?

Whether they are judging economic conditions across the nation, in North Carolina or in their home community, the largest percentage of voters awarded the economy a “C” grade. The state and local areas fared only slightly higher than the national picture.

Republicans were generally less happy about the economy at all levels than Democrats. Additionally, those in households earning \$100,000 or more also gave higher grades to the economy than those earning less.



Source: Elon University Poll of registered North Carolina voters, Aug. 2-9, 2024



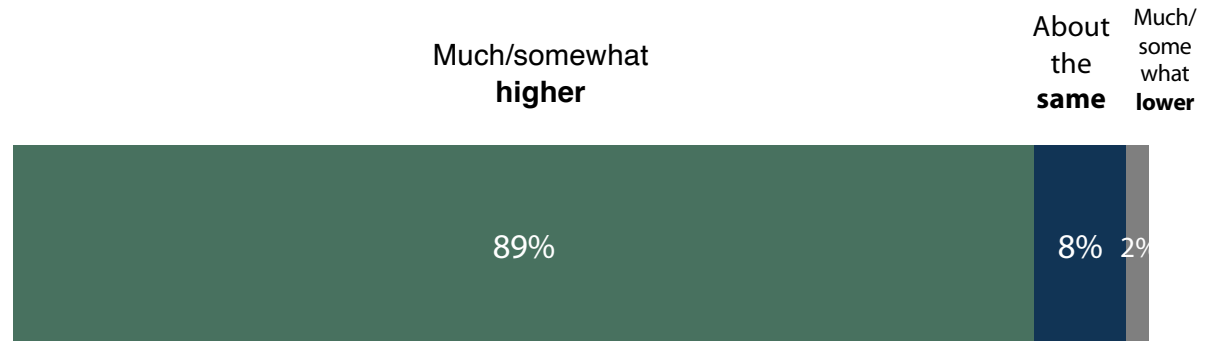
TOPIC: The economy

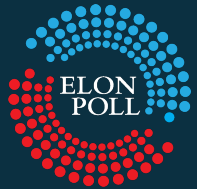
North Carolina poll: August 2024

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

Almost 90% of North Carolina registered voters said that housing prices in their area have gone up in the past two years. This is somewhat higher than the 81% who said that in an October 2021 Elon Poll.

In this survey, 56% said that local housing prices are now **much higher**. Republicans were especially likely to say that.





TOPIC: The economy

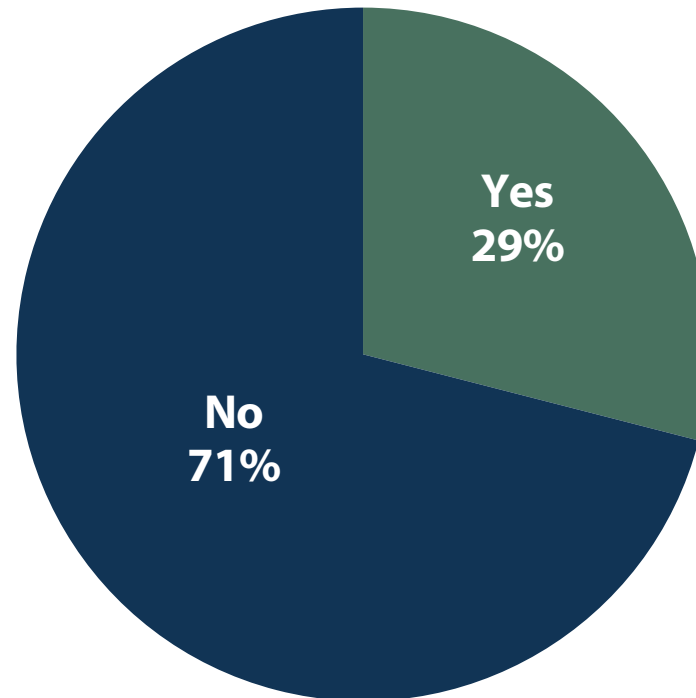
North Carolina poll: August 2024

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?

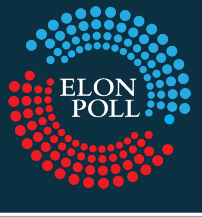
The cost of housing has gone up so much that 71% of North Carolina registered voters said they could not afford housing that is similar to their current residence.

This is a striking increase from an Elon Poll in October 2021, when 41% said they could not afford to rent or buy a home like their current one.

Those with the most negative views about housing values in their area include people with incomes under \$100,000; those without four-year college degrees, women, those ages 45 and older, and Republicans.



Source: Elon University Poll of registered North Carolina voters, Aug. 2-9, 2024



TOPIC: Polarization

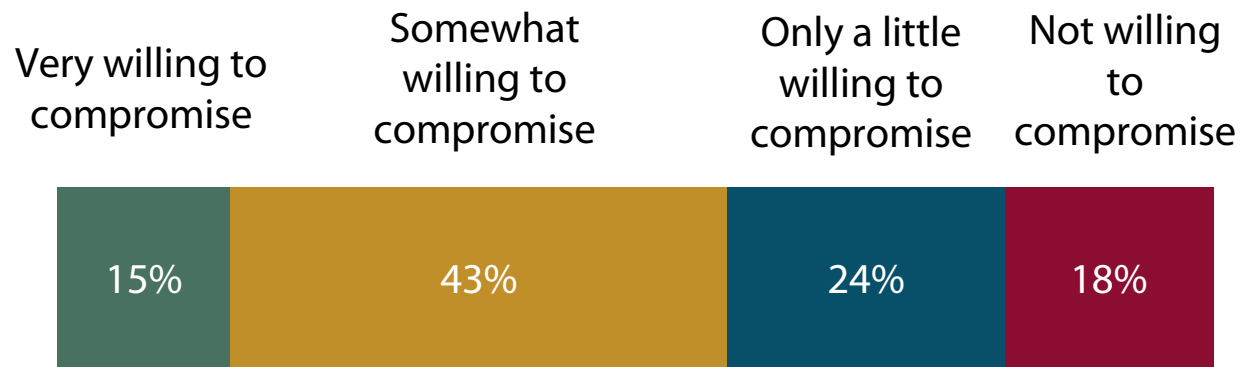
North Carolina poll: August 2024

In a question focused on voter polarization, notable portions of North Carolina voters said they would be willing at some level to compromise on an issue important to them in exchange for politics becoming less divisive.

There are not stark differences among partisans on this question. Democrats were more likely than Republicans to say they were “somewhat” willing to compromise (47% vs. 39%) and Republicans were more likely than Democrats to say they would be “a little willing” to compromise.

Those saying they would not be willing to compromise were 21% of Independents, 20% of Republicans and 15% of Democrats.

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?





North Carolina poll: August 2024

METHODOLOGY

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

Panelists: This poll utilizes a non-probability sample. All YouGov panelists have been active panelists for 30 days or longer.

Sampling and weighting method: 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.

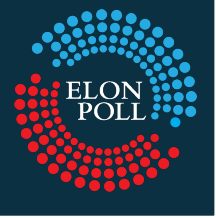
The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and home ownership. 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: We used three attention checks, one open end, one grid item and one multiple select. We used all three in combination when cleaning the data removing anyone who failed two or more attention checks. We also removed the top 2% of speeders and skippers 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.



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ADDITIONAL INFORMATION

Additional methodology and poll topline information is available on the Elon Poll website:

www.elon.edu/elonpoll



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