ELON UNIVERSITY

ELON POLL

North Carolina Public Opinion Poll

ELECTION 2024

Poll dates: September 4-13

North Carolina poll: September 2024

KEY FINDINGS
Poll dates: Sept. 4-13
Margin of error: +/- 3.74%

PRESIDENT

Harris 46%

Trump 45%

Not yet decided: 4%

NC GOVERNOR

Stein 49%

Robinson 35%

Not yet decided: 9%

Election concerns

Believe there will there be a fair and accurate count of the votes nationwide

50%	Overall
28%	Republicans
75%	Democrats
38%	Independents

Are confident that most Americans will accept the results of the presidential election

60%	Overall
56%	Republicans
66%	Democrats
49%	Independents

Think it's likely people working for either of the parties will try to fraudulently change the election outcome

65%	Overall
65%	Republicans
67%	Democrats
63%	Independents

Source: Elon University Poll of registered North Carolina voters, Sept. 4-13, 2024

North Carolina poll: September 2024

EXECUTIVE SUMMARY

The U.S. presidential race in the battleground state of North Carolina stood nearly even in a statewide Elon University Poll of registered voters conducted Sept. 4-13. Democrat Kamala Harris was favored by 46% of registered voters, compared with 45% for Republican Donald Trump – a statistical tie, well within the poll's +/- 3.74% margin of error.

In the race for North Carolina Governor, Democrat Josh Stein held a 14-point lead over Republican Mark Robinson.

This is the second Elon University poll of the fall 2024 election season and was conducted during a period that included the presidential debate on Sept. 10.

Presidential race

Only four percent of registered voters said they had yet to make up their minds on the presidential race. While the overall percentages for the two candidates were very close, there were wide differences among some groups of voters.

Members of the two major parties favored their own candidates by overwhelming margins but Trump polled stronger among independent voters, receiving 38%, compared with 22% for Harris. Harris drew support from 79% of Black voters compared with only 10% for Trump and led among women voters by 48% to 42%. Trump led by 49% to 43% among men and led by 55% to 37% among white voters.

When asked about their overall impressions were of the two candidates, voters gave slightly less favorable marks to Trump than when the Elon Poll conducted its last survey in early August. At that time, Trump and Harris were each viewed unfavorably by 50% of voters. In this new poll, Trump was viewed unfavorably by 52% of voters, with Harris viewed unfavorably by 49% of voters. When voters were asked which candidate is someone they would like to have dinner with, one in four voters said neither.

In questions about the two candidates for vice president, Tim Walz was viewed as an asset to the Harris campaign by 43% while JD Vance was viewed as an asset to the Trump campaign by 32%.

In terms of campaign momentum, 45% of N.C. voters said the Harris campaign is gaining support compared with 34% for the Trump campaign. Comparing major media coverage of the campaigns, voters tended to think Harris was benefiting more. Thirty-five percent said reporting on Trump was too negative while 36% said coverage of Harris was too positive.

In questions about campaign issues, Harris led Trump on environmental sustainability and having the right temperament and judgement to be president. Trump led Harris on promoting a healthy and growing economy and solving issues related to immigration and border security.

The survey also asked about the expected impact on the economy from a crackdown on immigration in the United States, with 54 percent of voters saying they would expect such a move to favorably impact the national economy and 47 percent saying it would be a benefit to the local economy.

(continued on next page)

Source: Elon University Poll of registered North Carolina voters, Sept. 4-13, 2024

EXECUTIVE SUMMARY (continued)

North Carolina governor race

This poll was conducted before the Sept. 19 media reports about objectionable online posts allegedly written by Republican candidate Mark Robinson. In this poll, Democrat Josh Stein was favored by 49% of voters compared with 35% for Robinson. Stein led among both men and women and independent voters and was supported by 78% of Black voters, compared with only 9% for Robinson. Fifty-five percent of voters had a favorable impression of Stein, compared with only 32% for Robinson.

The issue of abortion restrictions continues to be important for voters as they consider their votes for governor. Seventeen percent said the abortion issue is their highest priority and 49% said it is an important priority. Only 17% favored increased restrictions on abortion while 47% favored decreased restrictions.

Election concerns

Voters continue to have very serious concerns about the integrity of this year's election:

- Only 50% said they believe this year's election will produce a fair and accurate count of the votes cast nationwide.
- 65% said it's likely that people working for either of the major political parties will try to fraudulently change the election outcome; this view was held equally by Republicans, Democrats and independents
- 56% were concerned that voters will be intimidated or harassed when going to the polls, including 68% of Democrats who hold that concern. More than seven in 10 voters were concerned about election-related violence breaking out shortly after the election or around the Inauguration.
- 41% said they had little or no confidence that most Americans will accept the results of the presidential election.
- 80% said the use of artificial intelligence to manipulate social media will affect the outcome of the presidential election.

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 940 respondents who were registered voters in North Carolina. These respondents were then matched down to a sample of 800 to produce the final dataset.

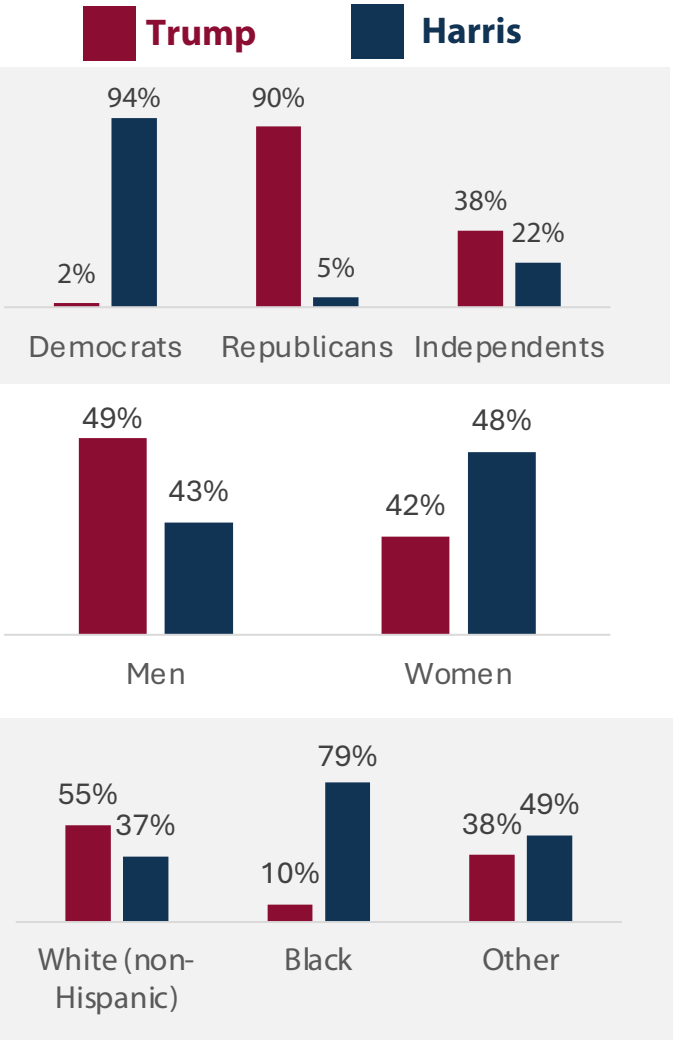
Throughout this report, the analysis of partisan differences compares the views of Republicans plus those who lean Republican in their voting preference with Democrats plus those who lean Democratic.

The margin of error for this poll (adjusted for weights) is +/-3.74%.

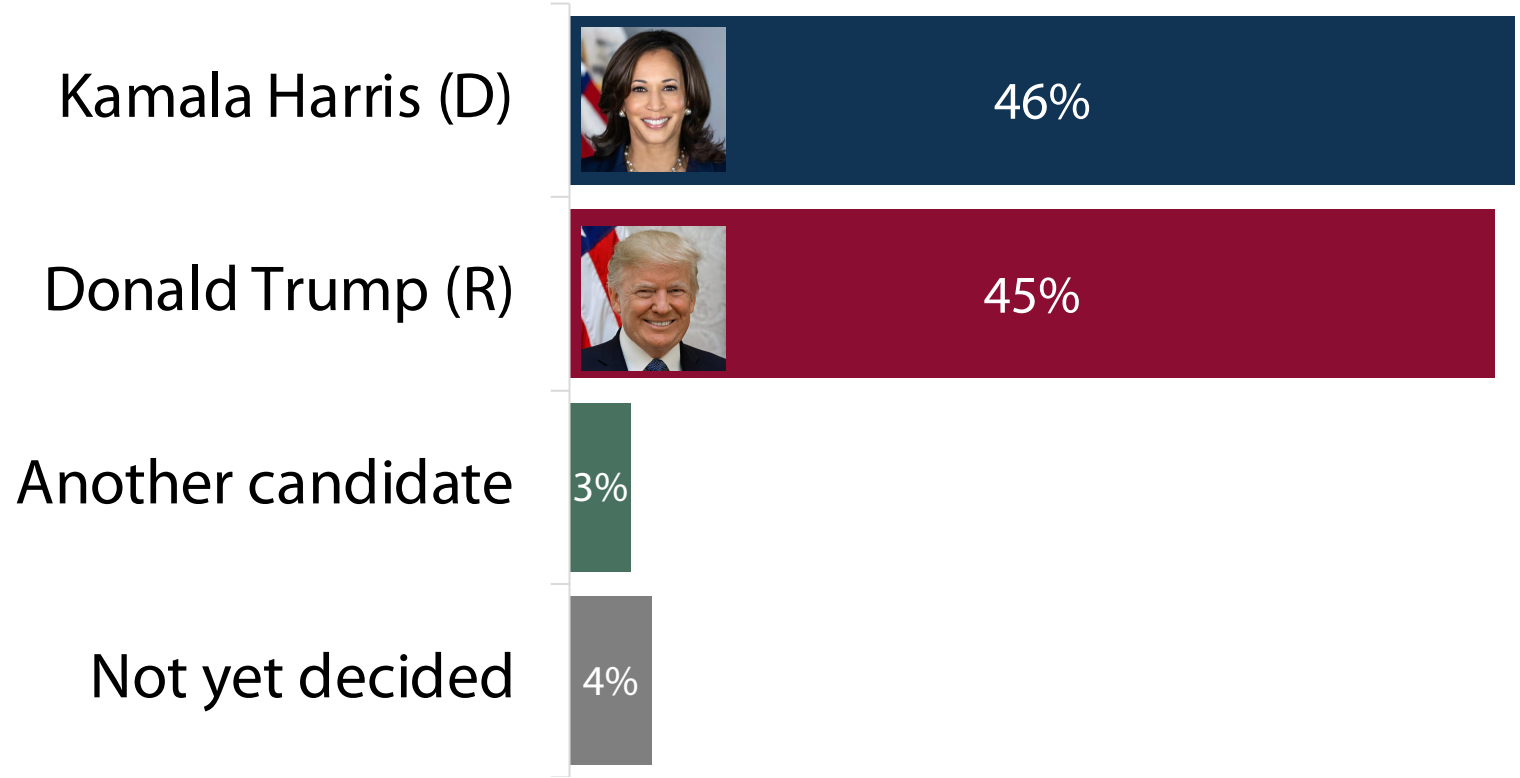
Source: Elon University Poll of registered North Carolina voters, Sept. 4-13, 2024

North Carolina poll: September 2024

TOPIC: Presidential race



If the 2024 presidential election were being held today, would you vote for…



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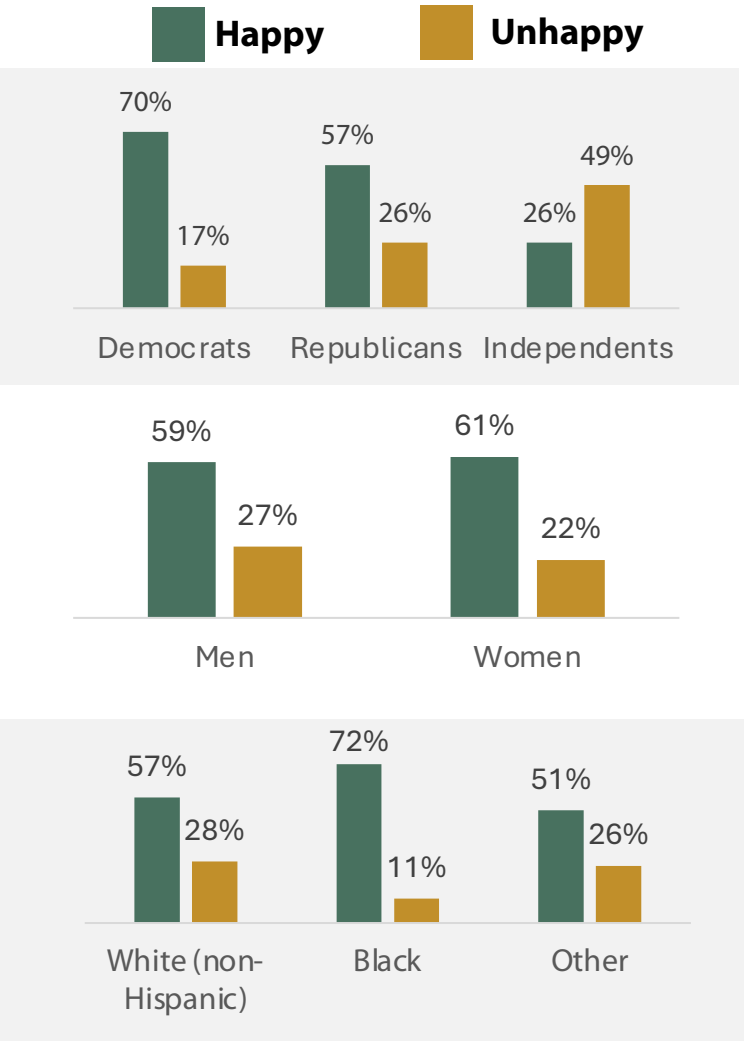
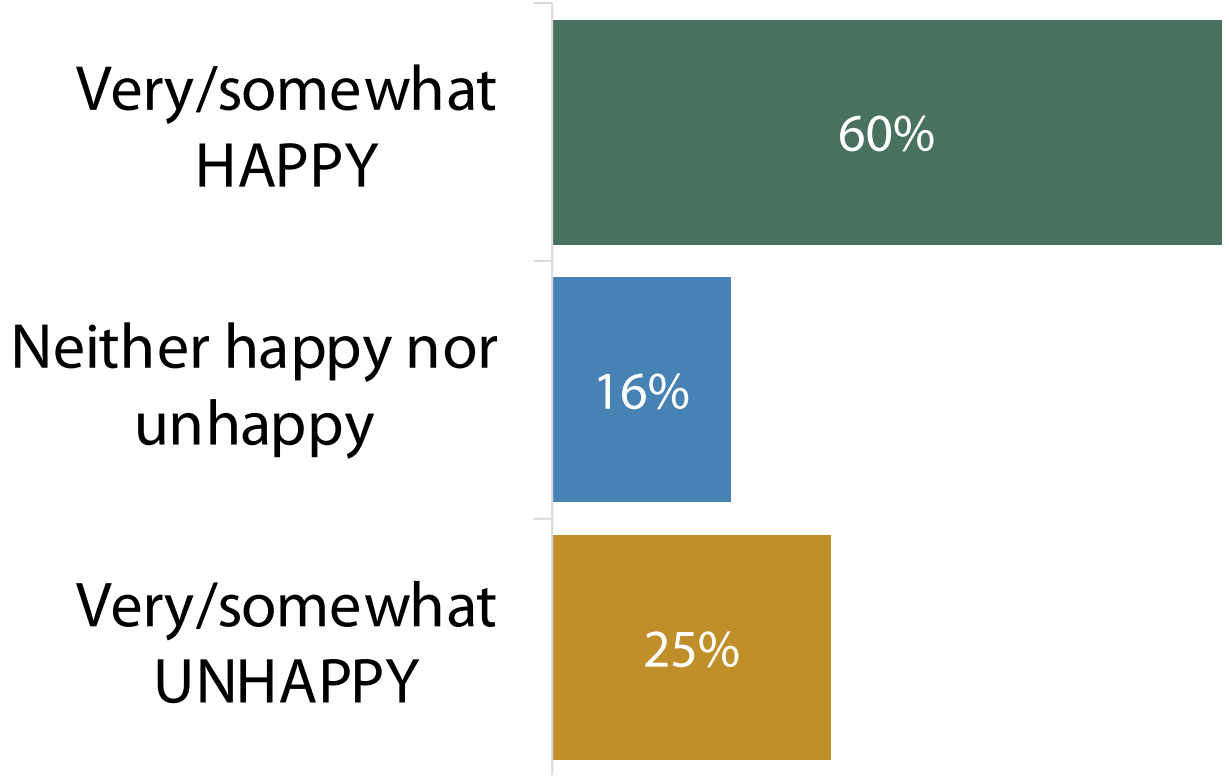


How happy are you about the candidates you have to choose from in this year's presidential election?



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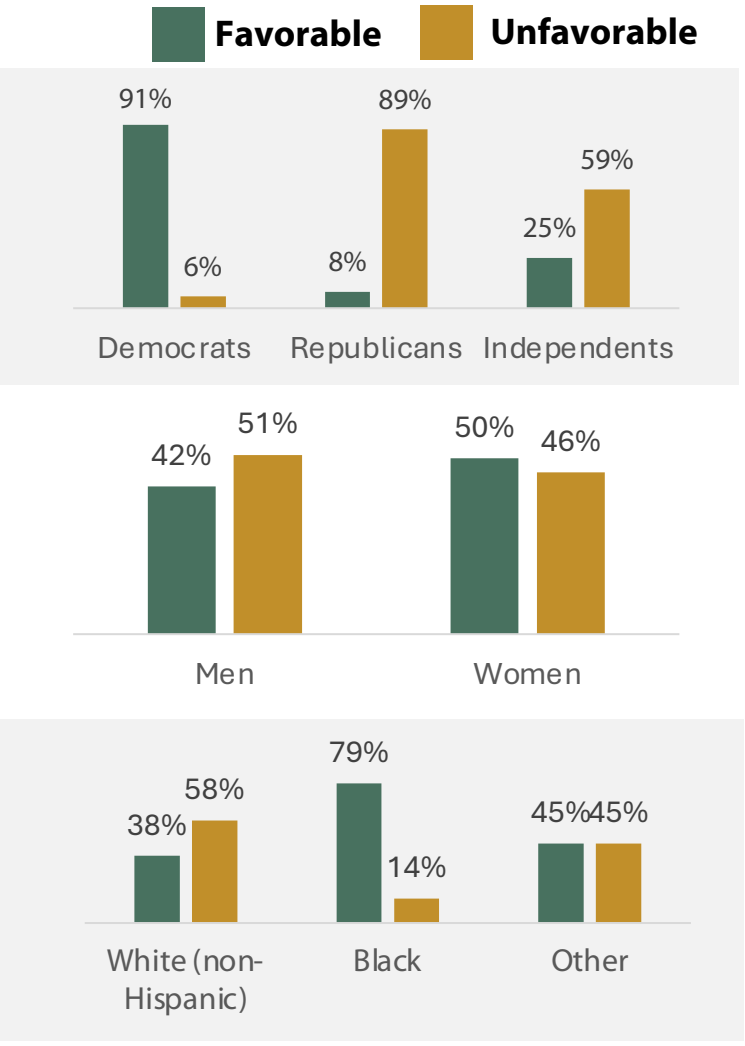
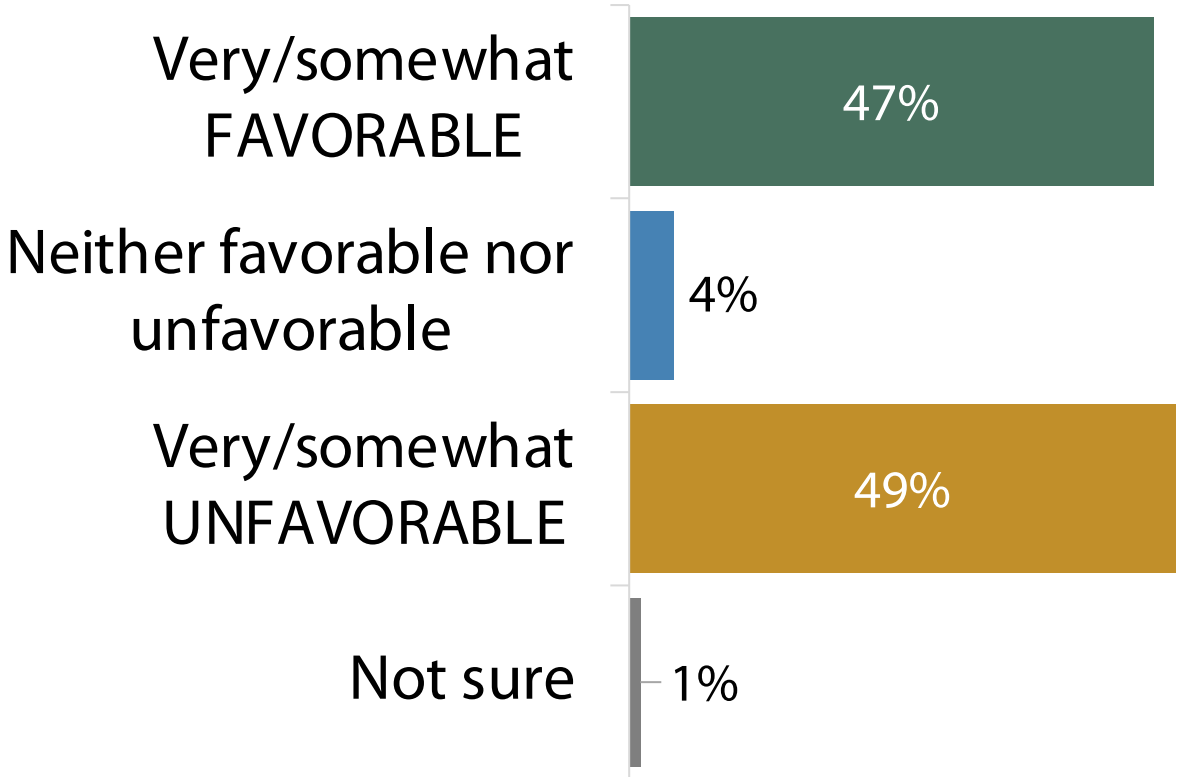
North Carolina poll: September 2024

TOPIC: Presidential race



What is your overall impression of Kamala Harris, the Democratic candidate for president?



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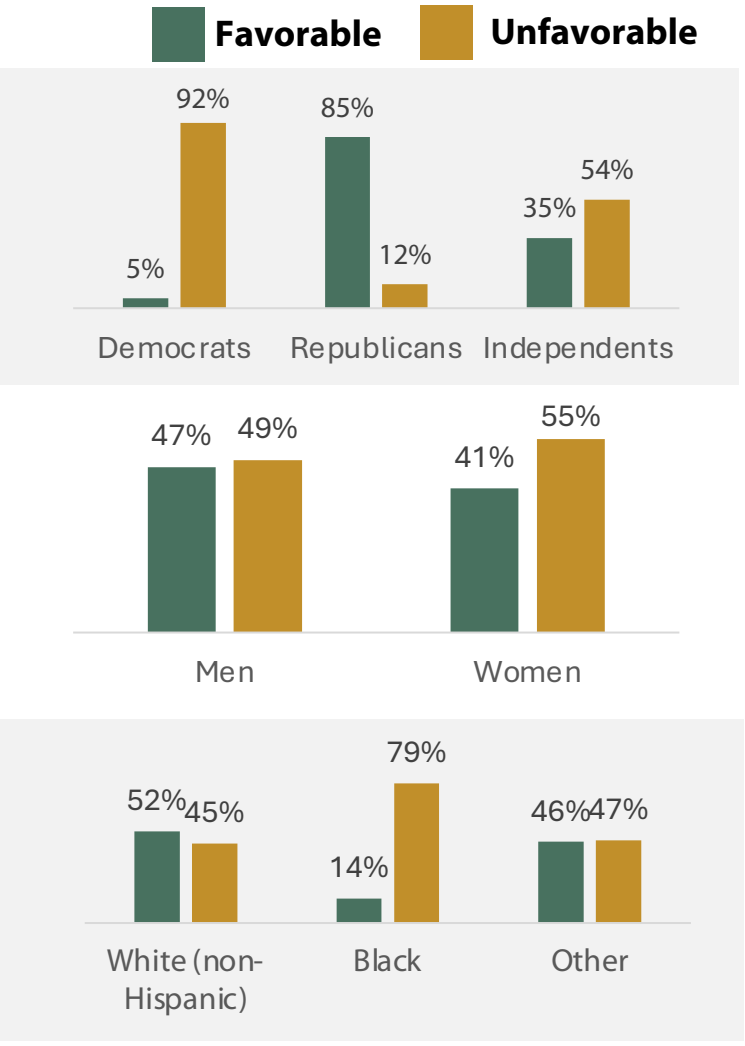
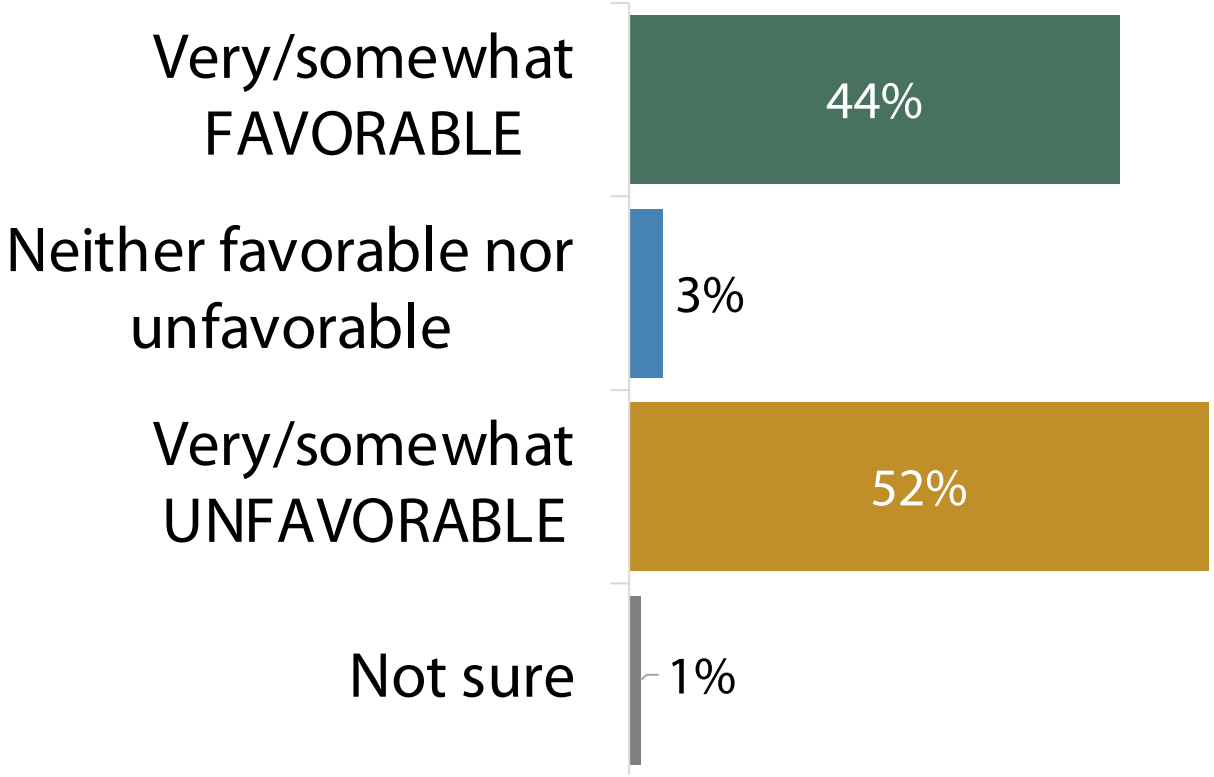


What is your overall impression of Donald Trump, the Republican candidate for president?



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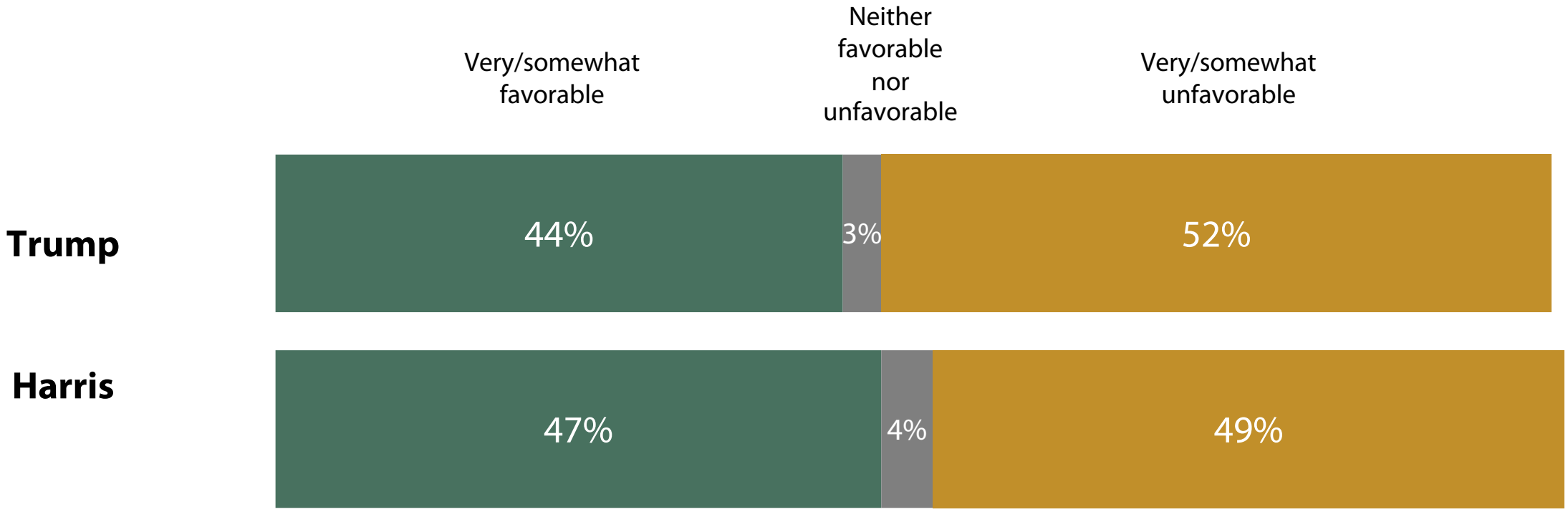
North Carolina poll: September 2024

TOPIC: Presidential race

Comparing the favorability impressions of the two major party candidates for President: Donald Trump, the Republican, and Kamala Harris, the Democrat



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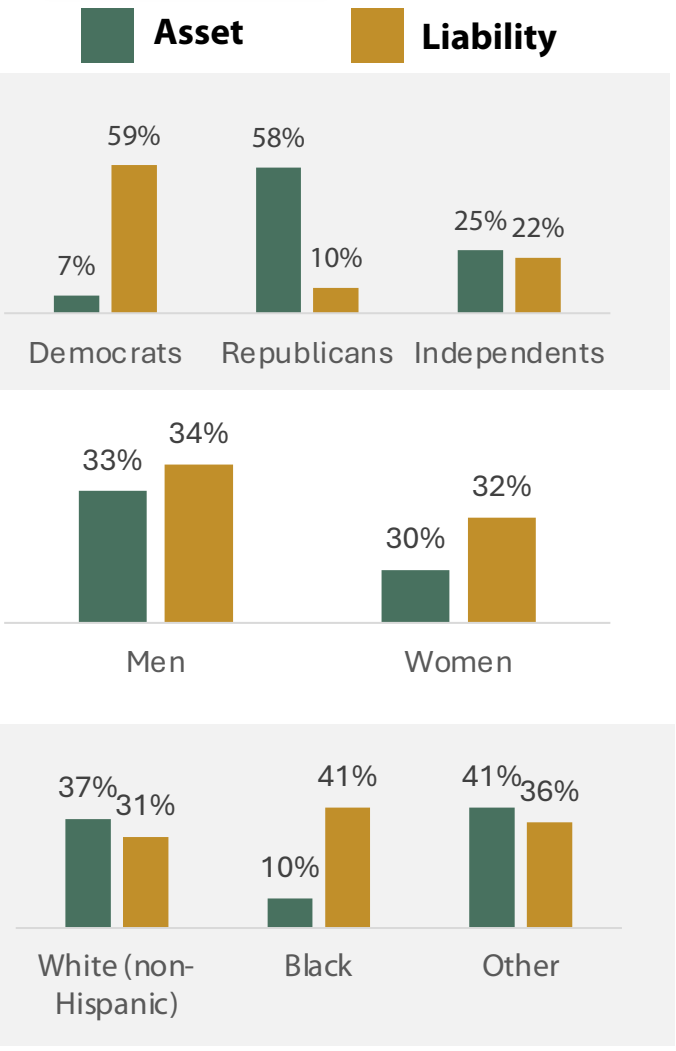
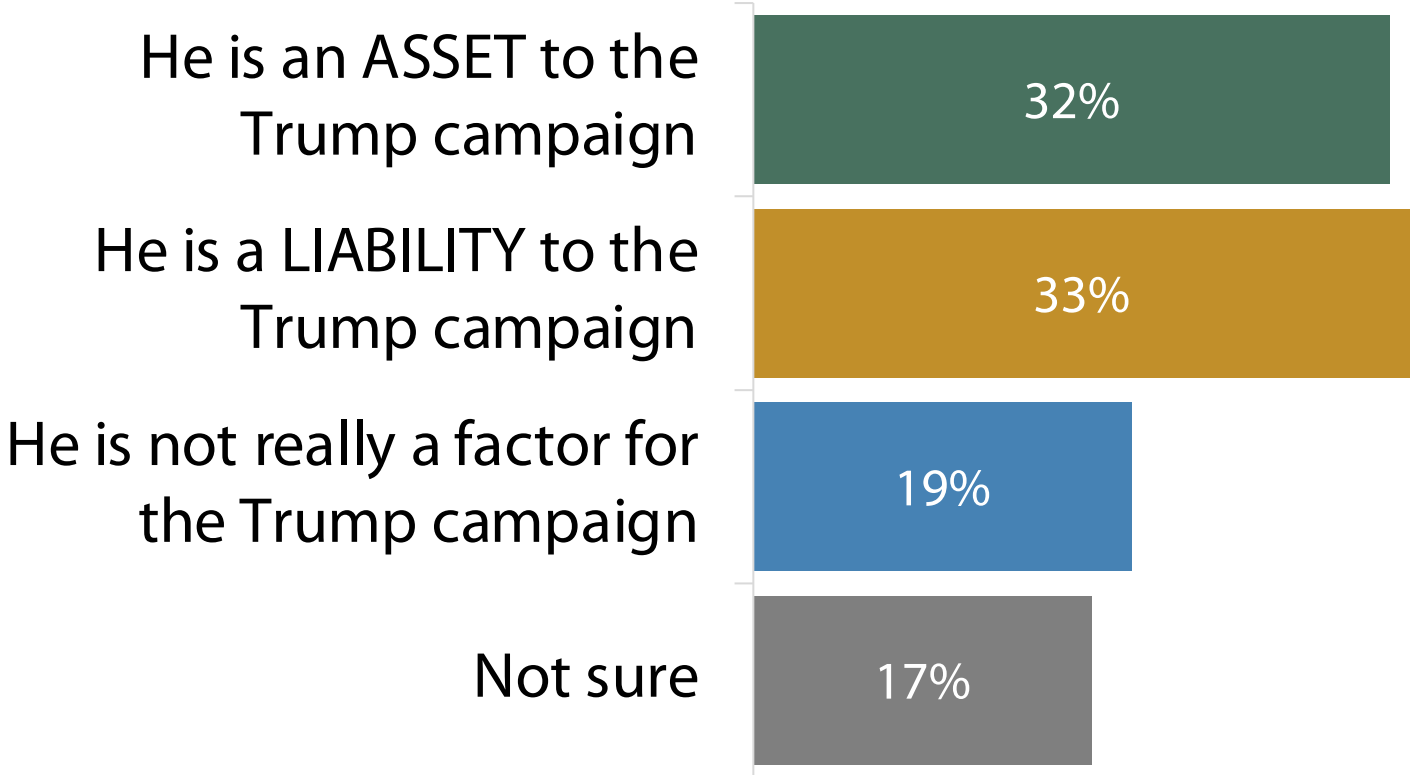
North Carolina poll: September 2024

TOPIC: Presidential race



How do you feel about JD Vance, the Republican candidate for vice president?



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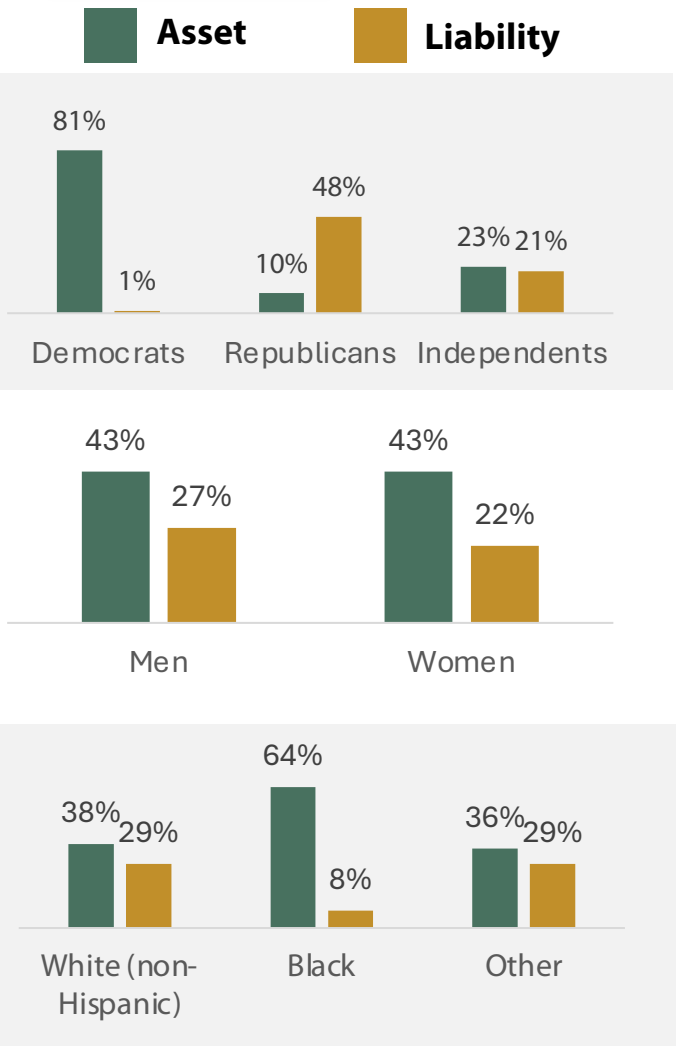
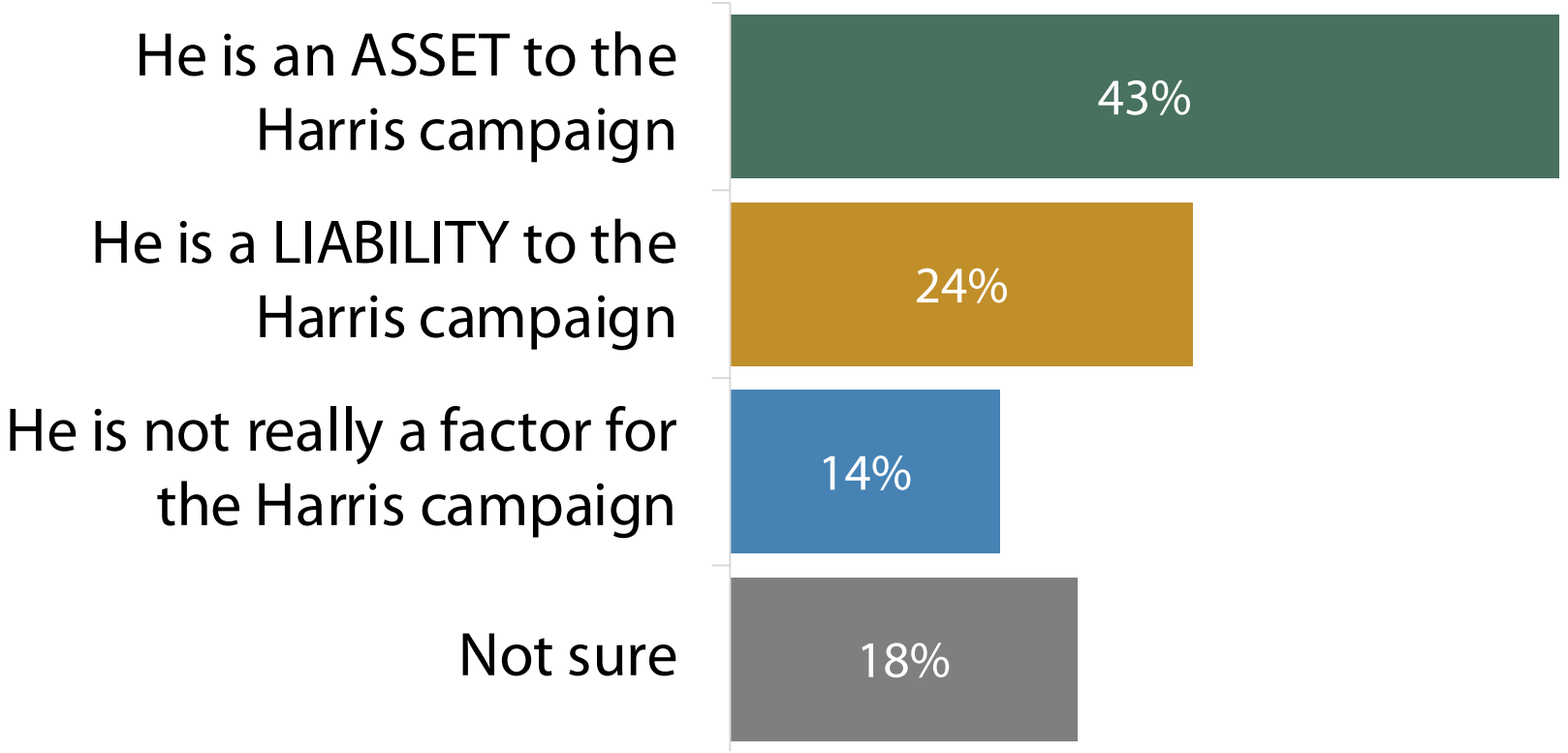


How do you feel about Tim Walz, the Democratic candidate for vice president?



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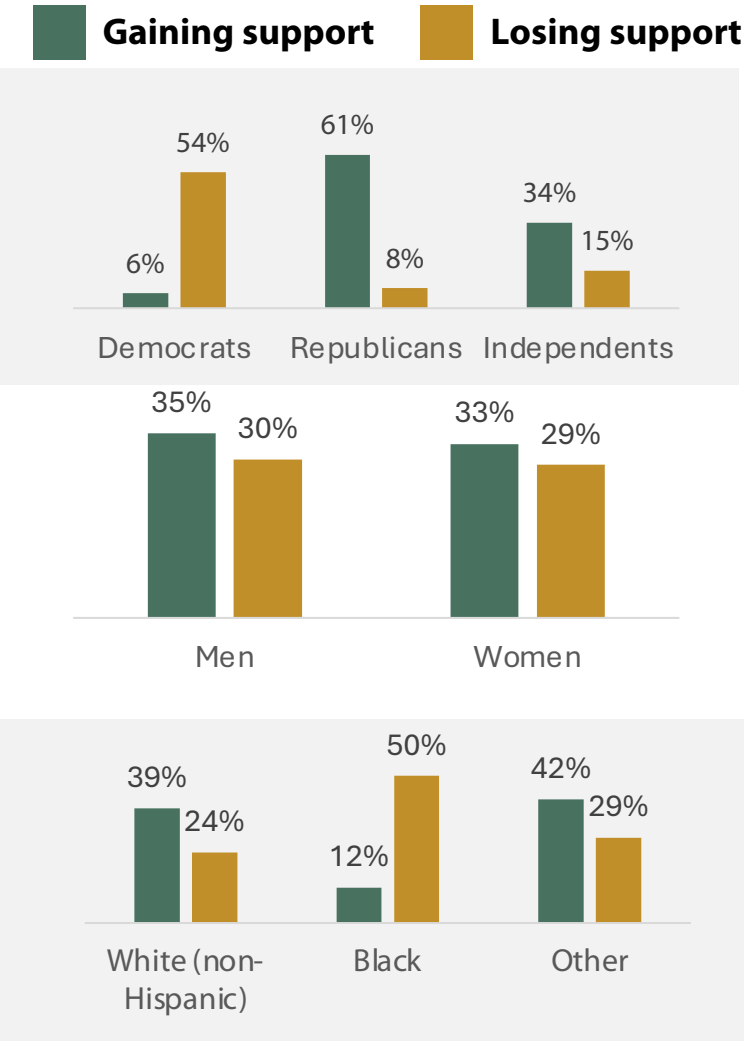
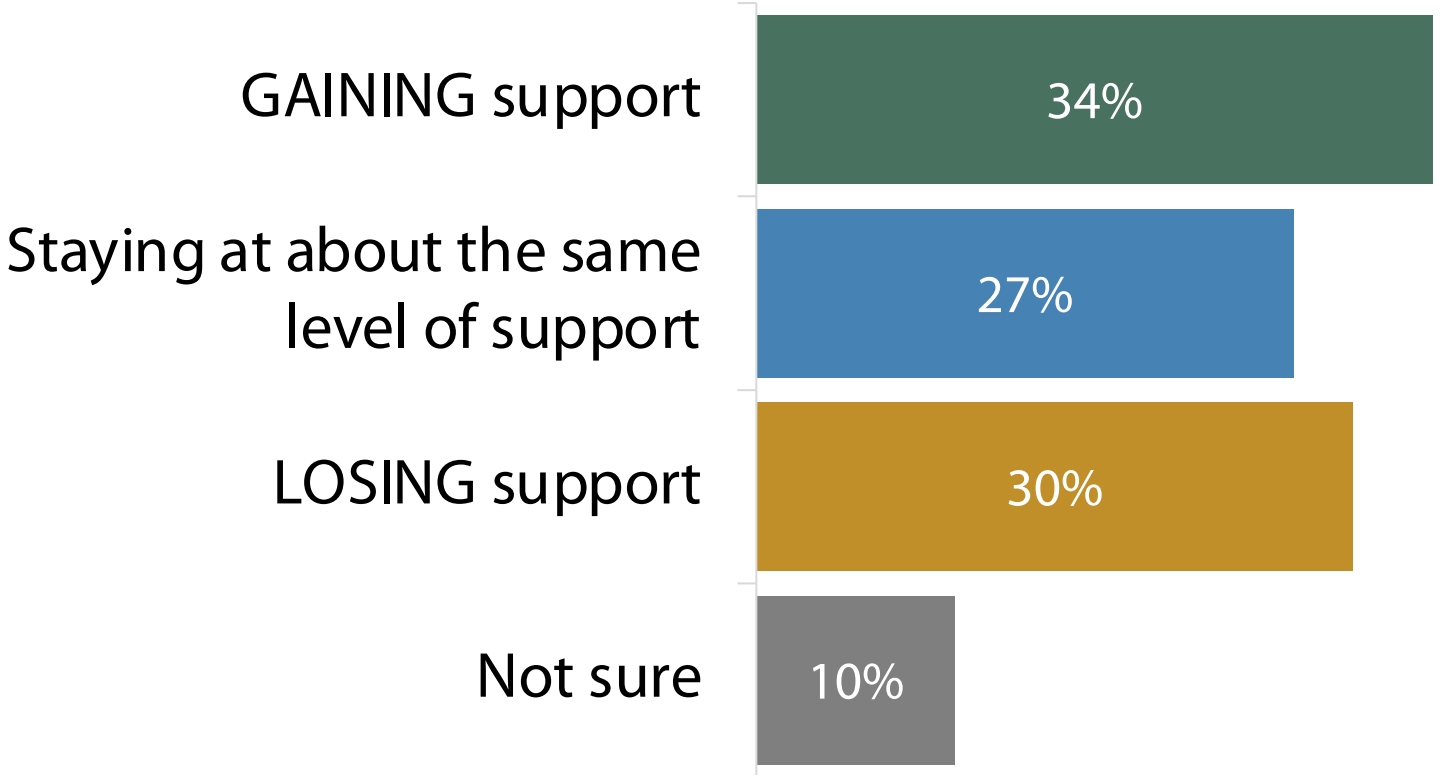


In North Carolina, do you believe Donald Trump's campaign is…



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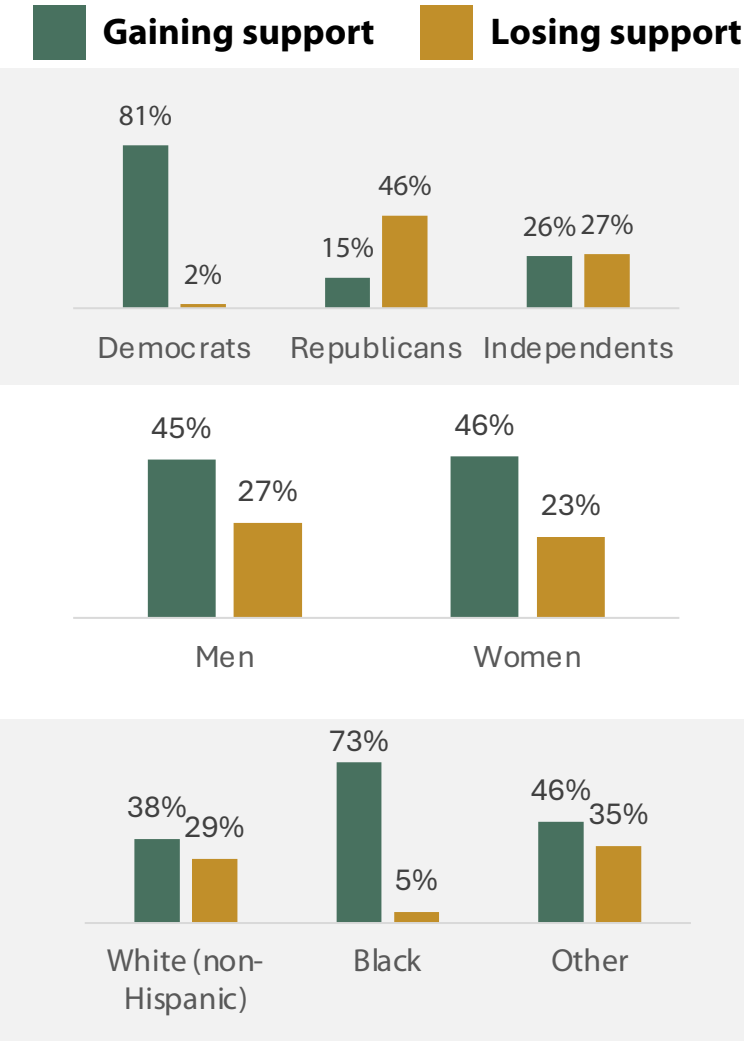
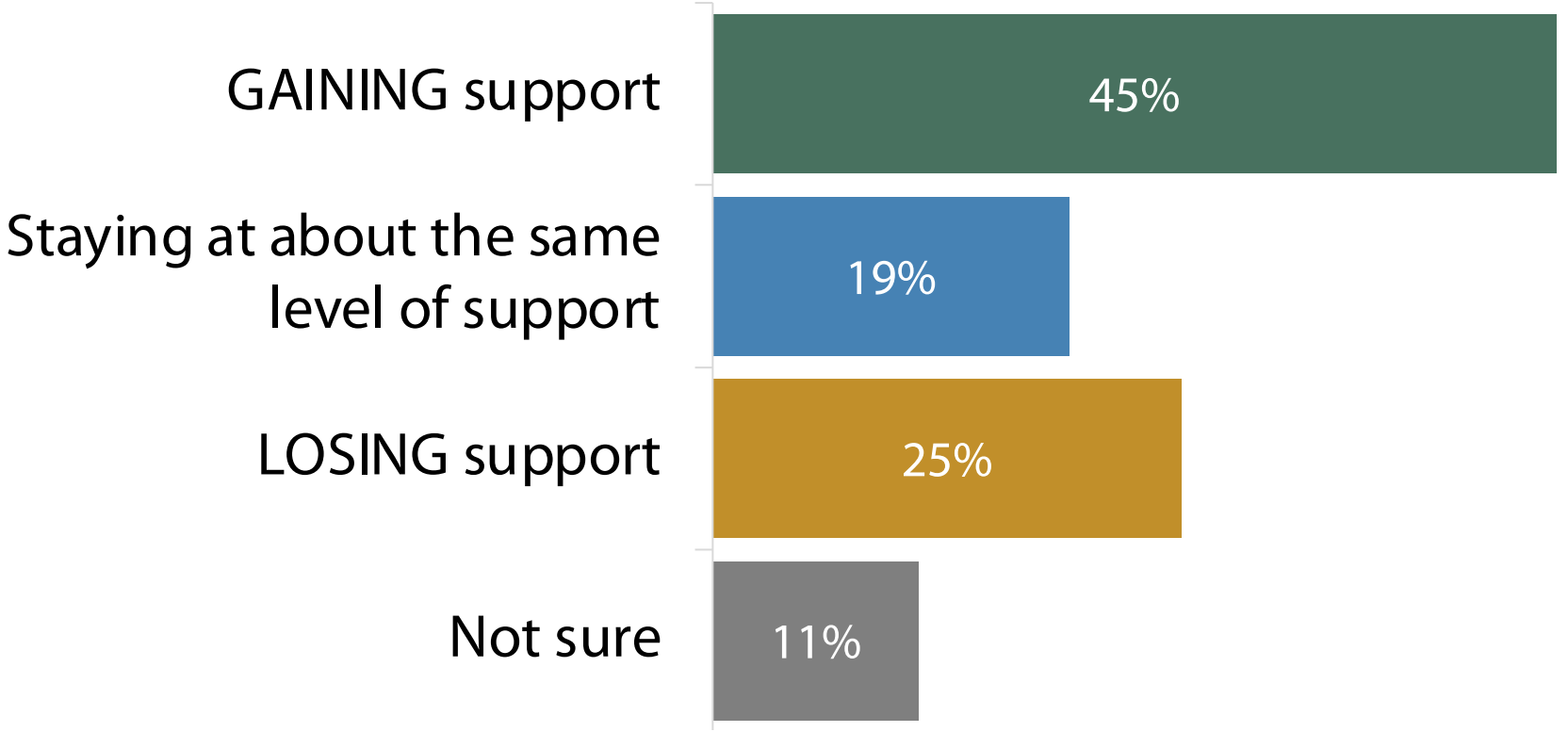


In North Carolina, do you believe Kamala Harris's campaign is…



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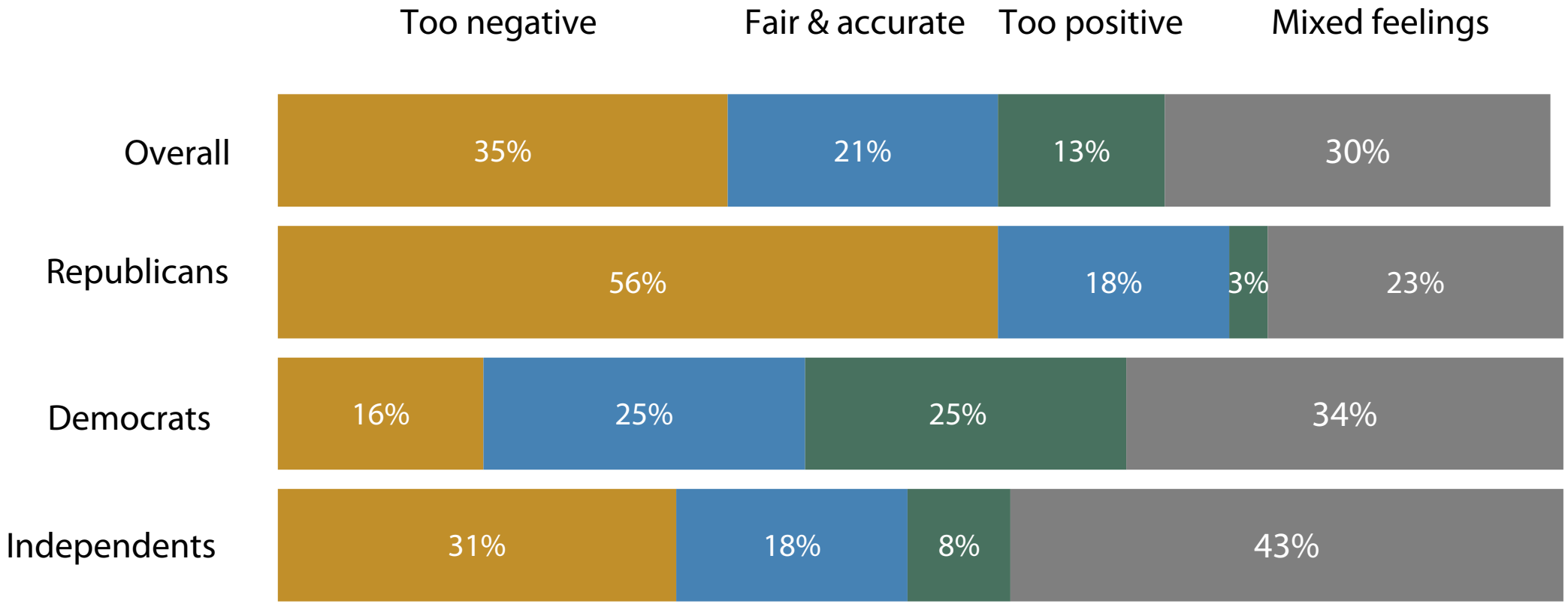
TOPIC: Presidential race

How would you describe coverage of major news media outlets of Donald Trump and his campaign?



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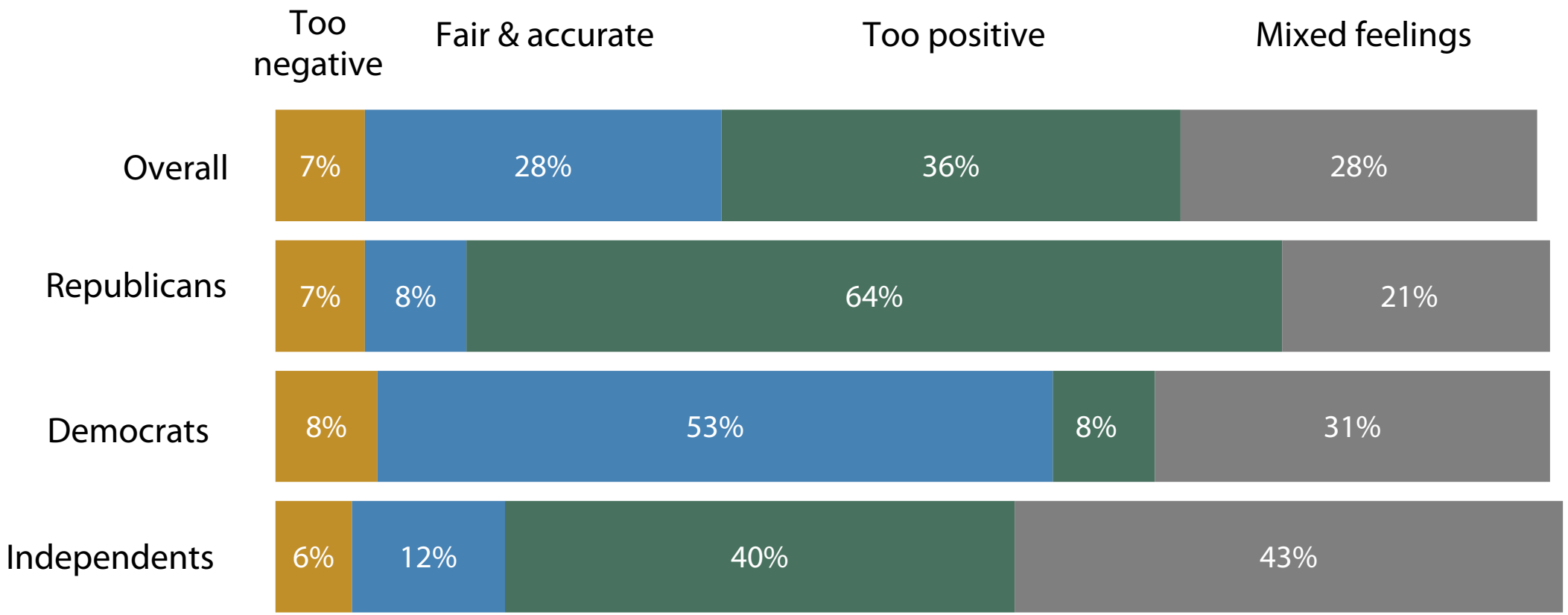

Source: Elon University Poll of registered North Carolina voters, Sept. 4-13, 2024

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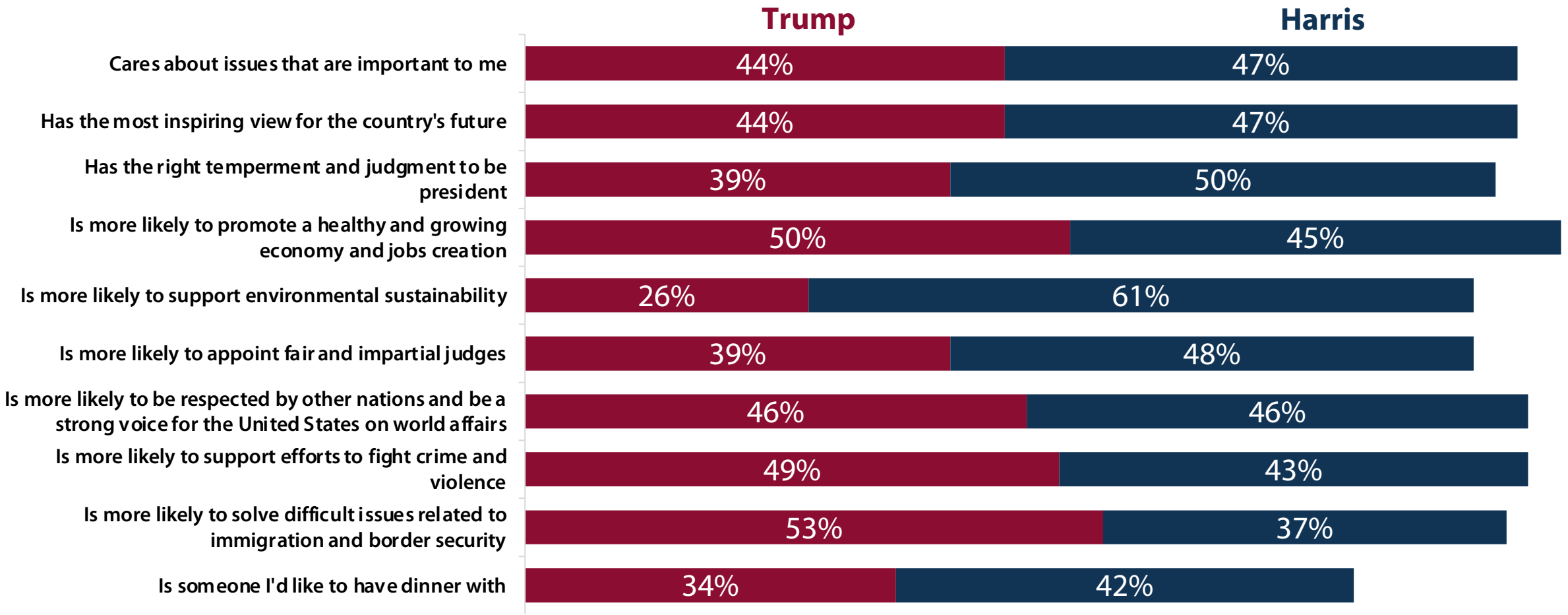
TOPIC: President issues

When you think of the two major party presidential candidates, Donald Trump and Kamala Harris, which one most closely matches these characteristics:



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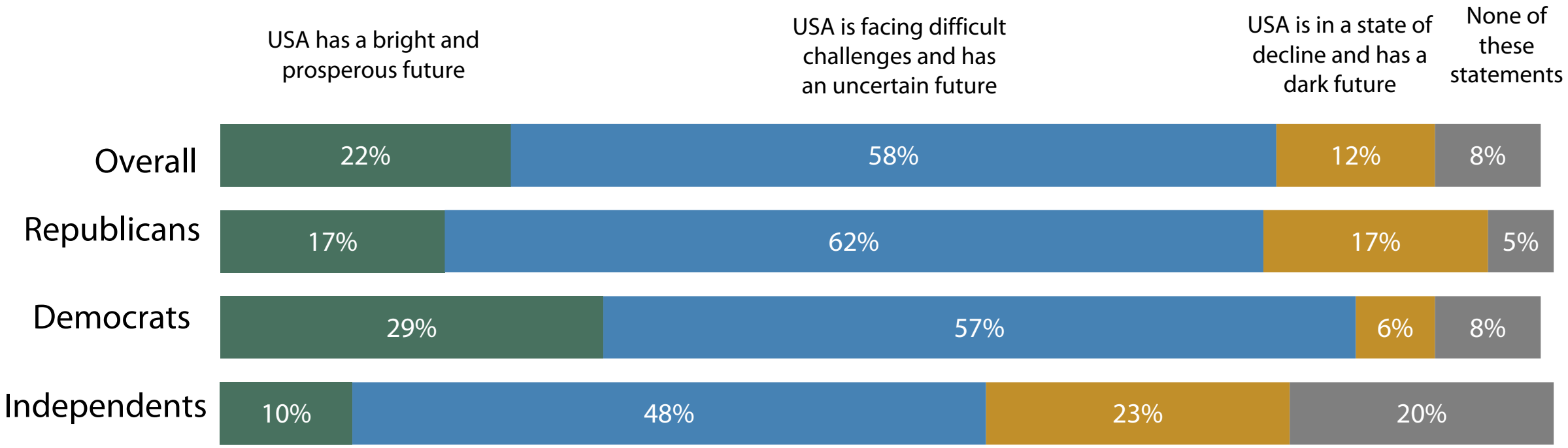
TOPIC: Presidential race

The presidential candidates have a lot to say about our country's future. We'd like to hear what you have to say. Which of these statements most closely matches your own outlook for America's future?



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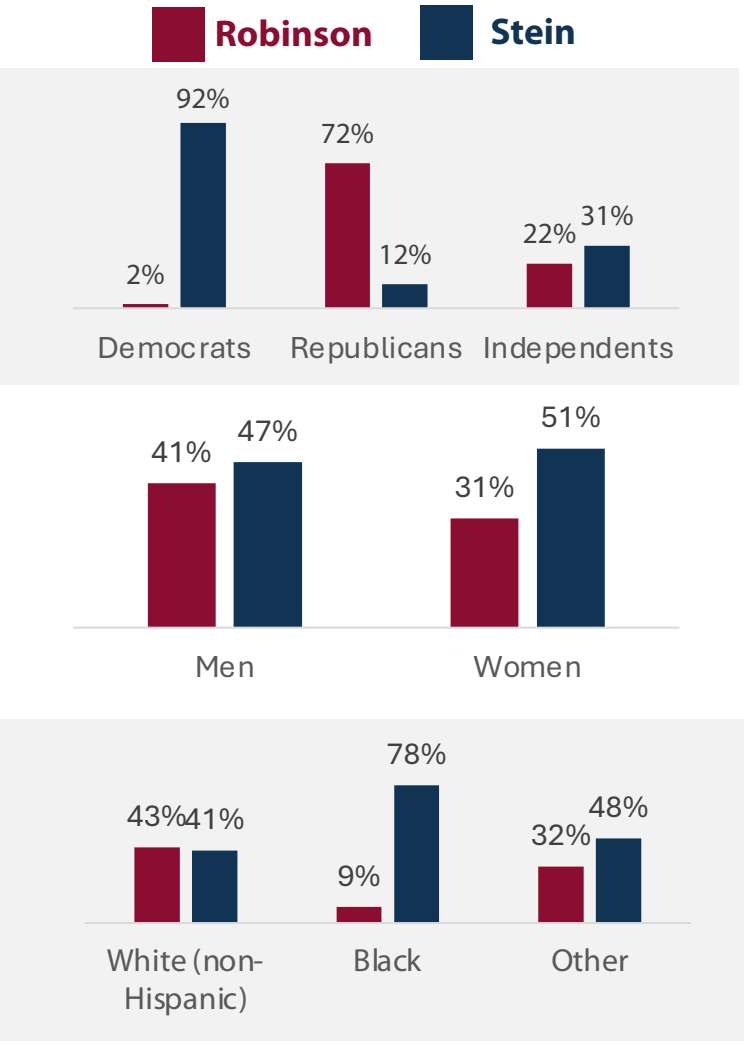
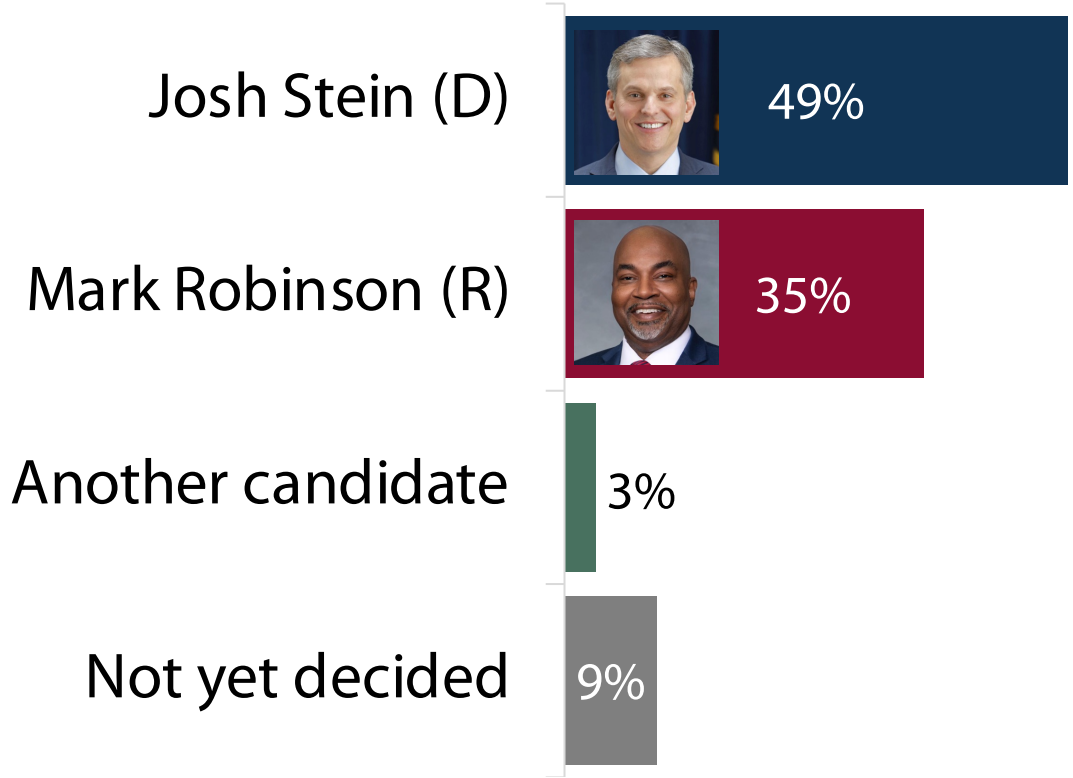
TOPIC: NC Governor race



If the 2024 North Carolina governor's election were being held today, would you vote for ...



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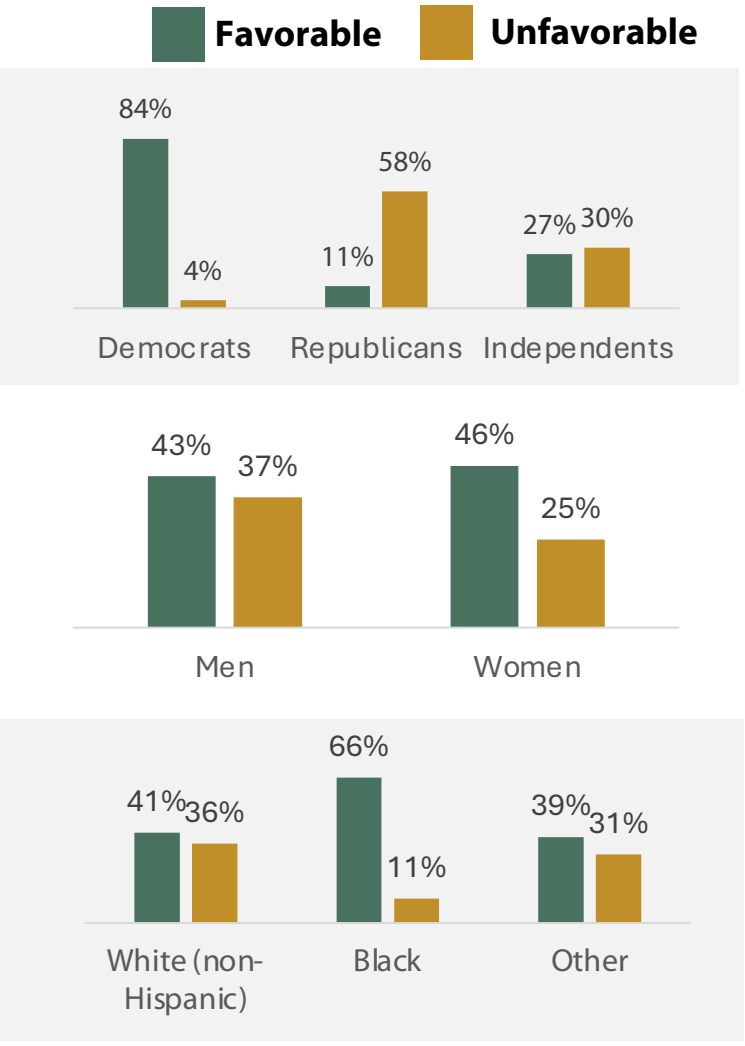
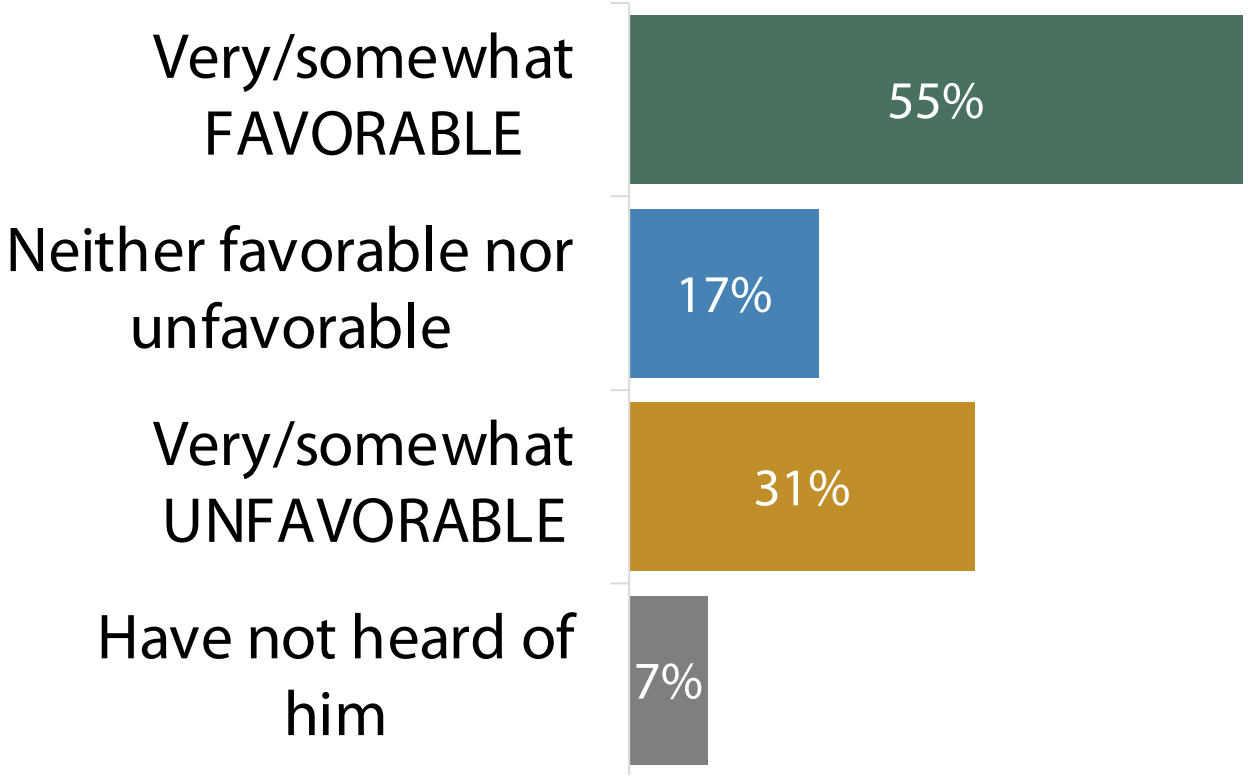


What is your overall impression of Josh Stein, the Democratic candidate for NC Governor?



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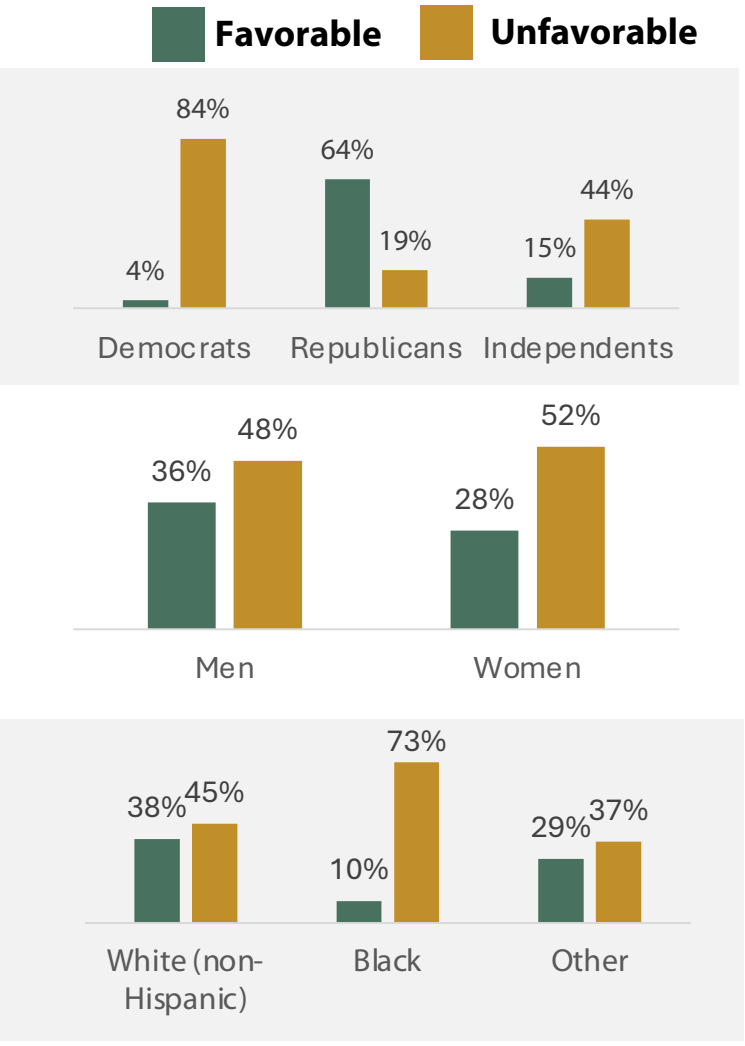
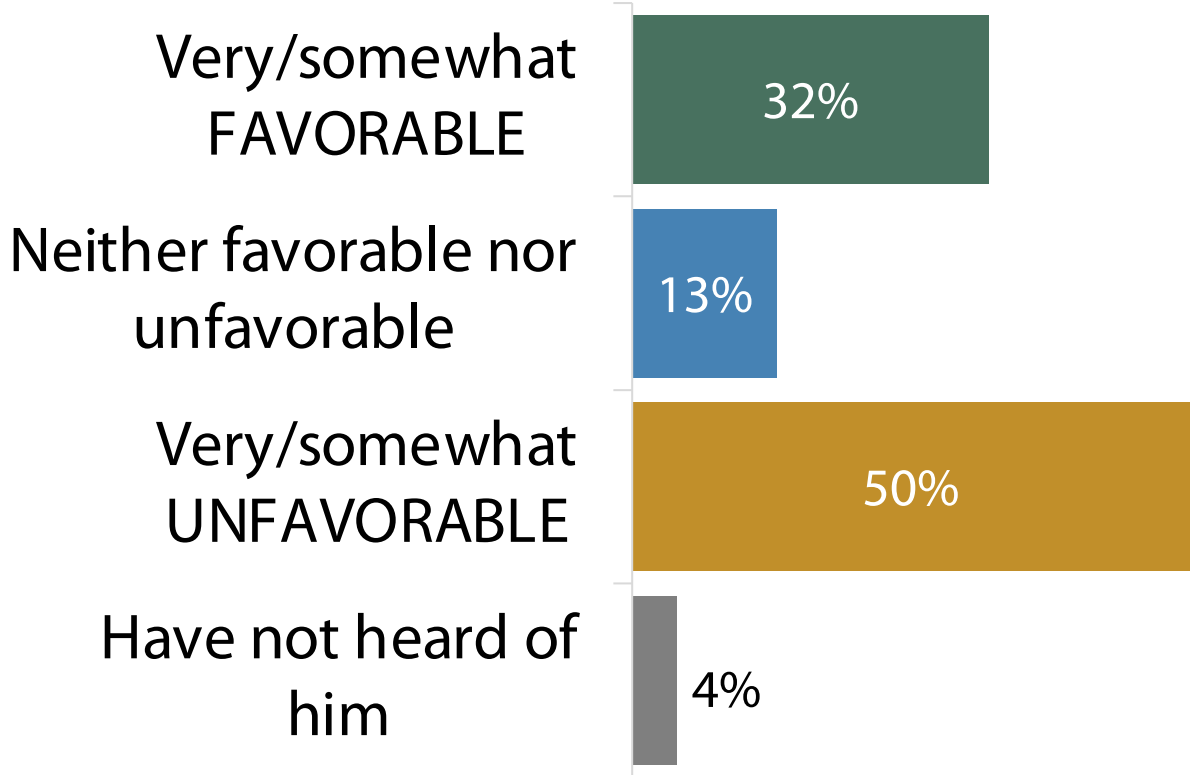
TOPIC: NC Governor race



What is your overall impression of Mark Robinson, the Republican candidate for NC Governor?



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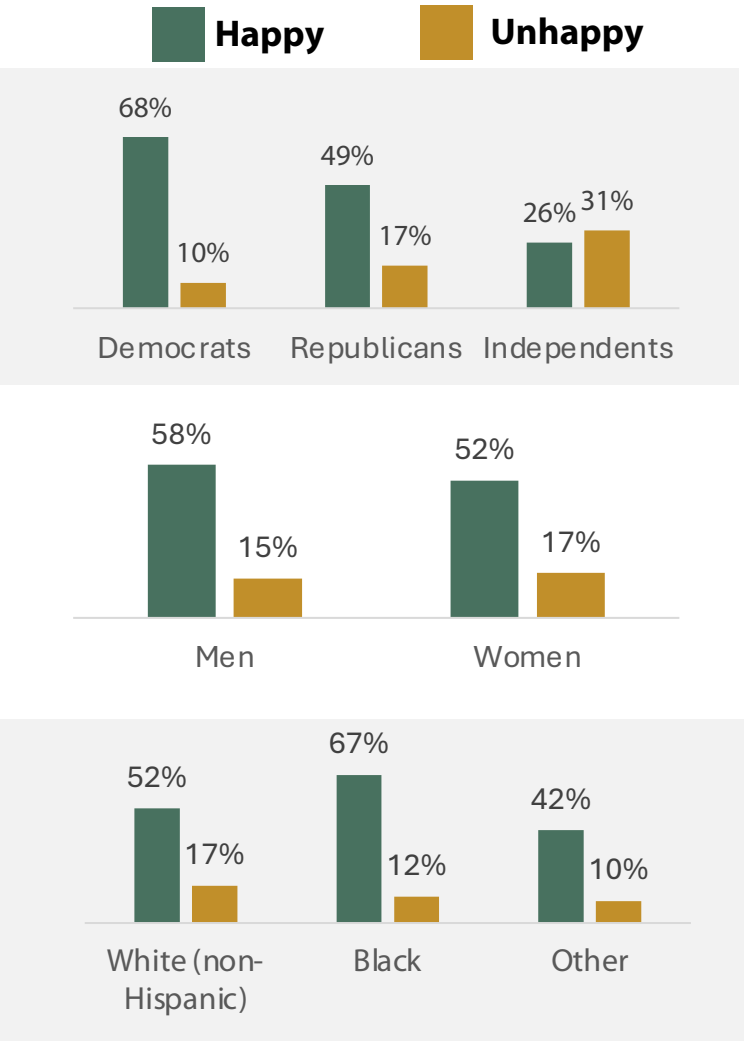
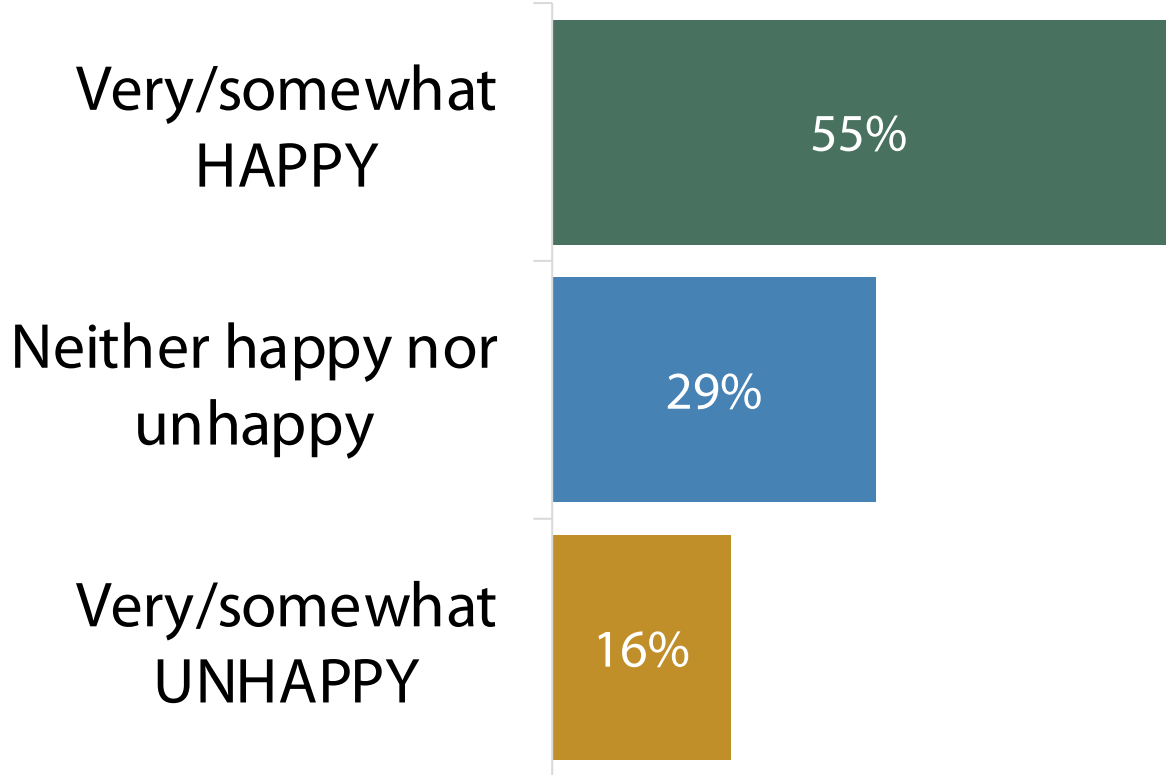


How happy are you about the candidates you have to choose from in this year's governor's election?



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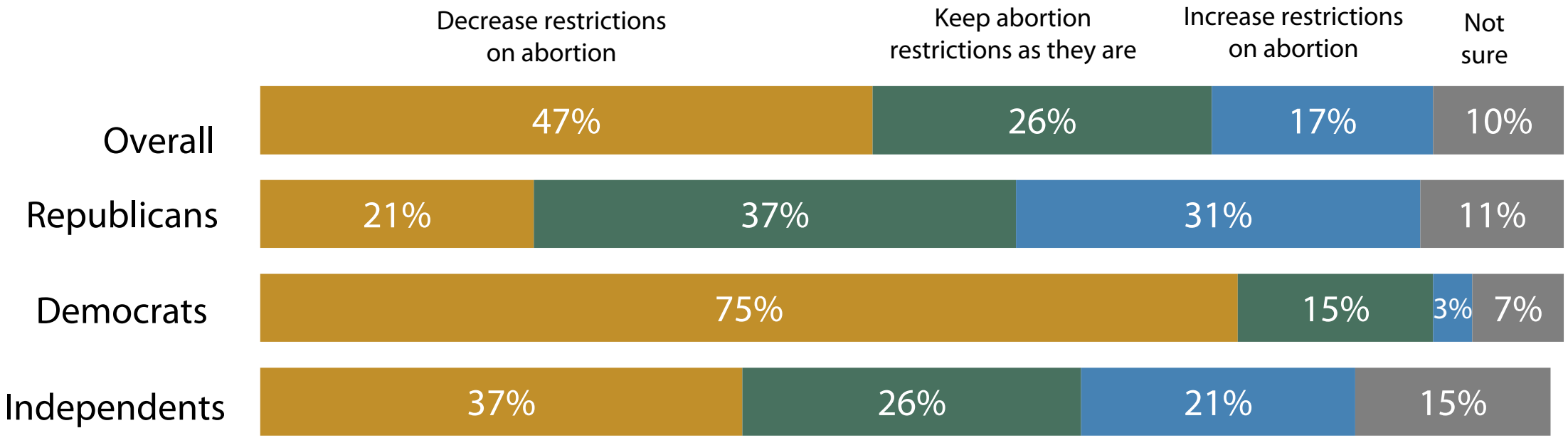
North Carolina poll: September 2024

TOPIC: Abortion

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?



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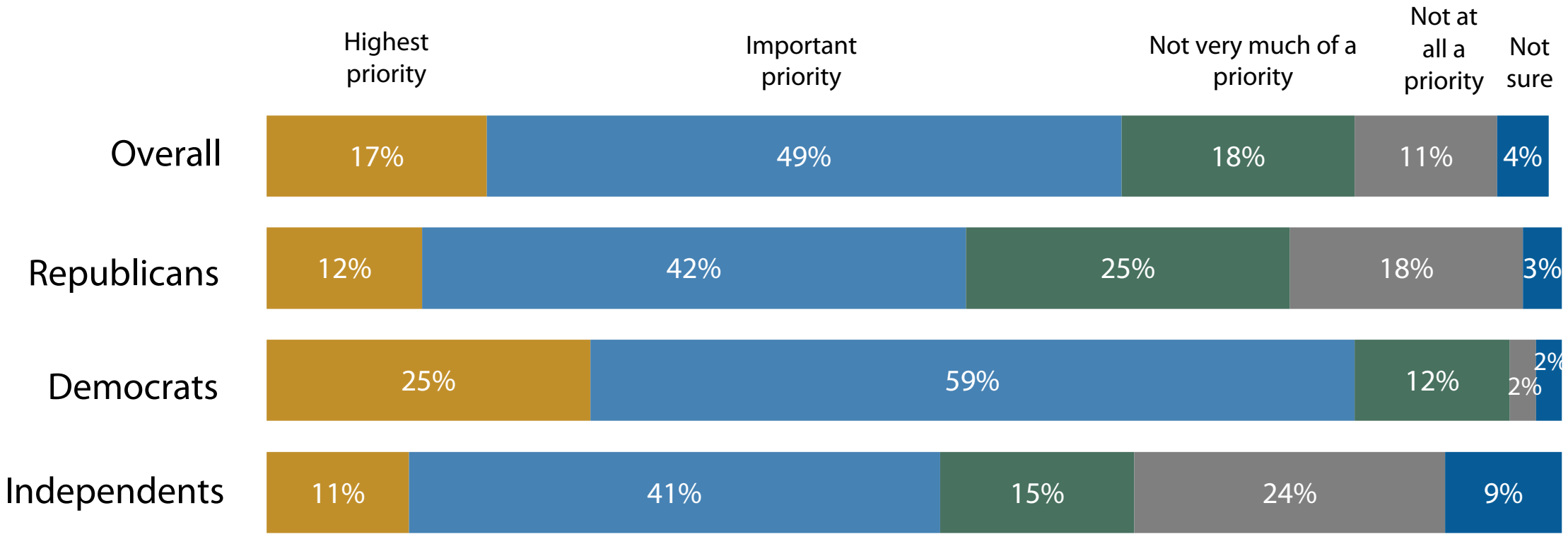
North Carolina poll: September 2024

TOPIC: Abortion

As you decide your vote for Governor of North Carolina, how much of a priority is the issue of abortion to you?



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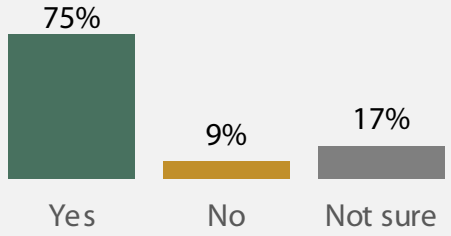
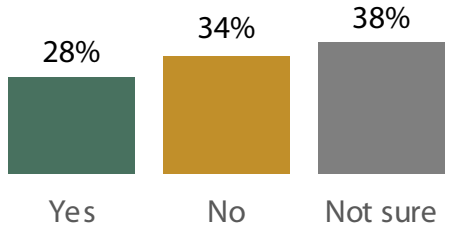
North Carolina poll: September 2024

TOPIC: Jan. 6 pardons

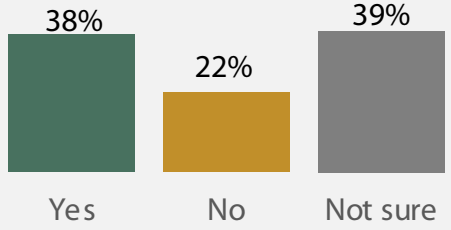
Democrats



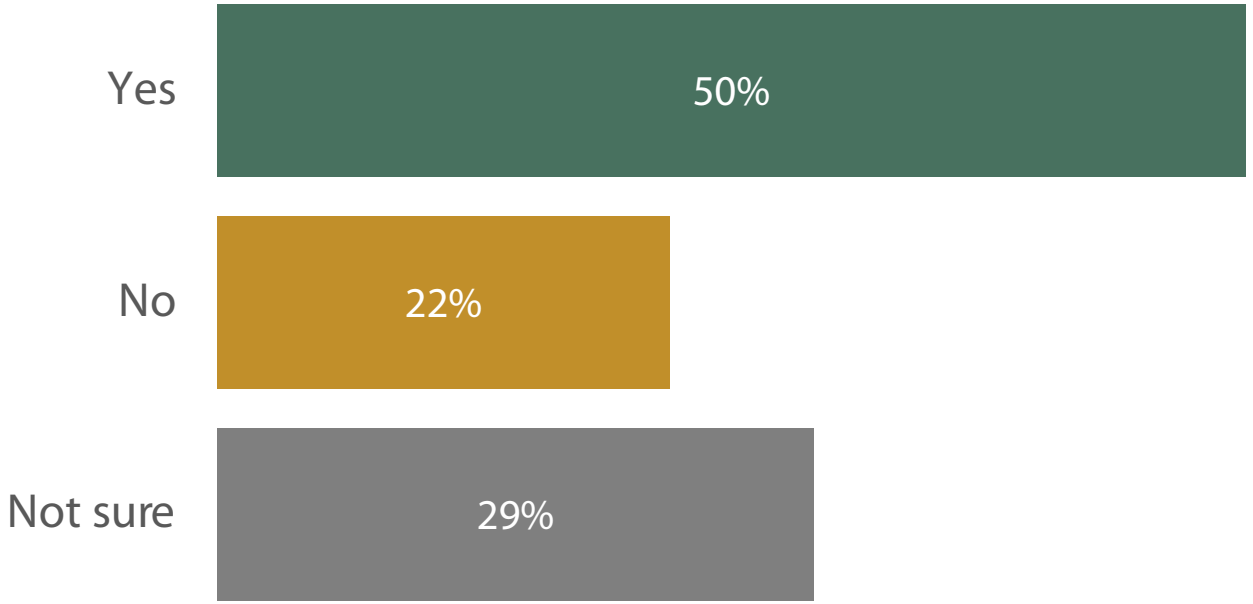
Republicans



Independents



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



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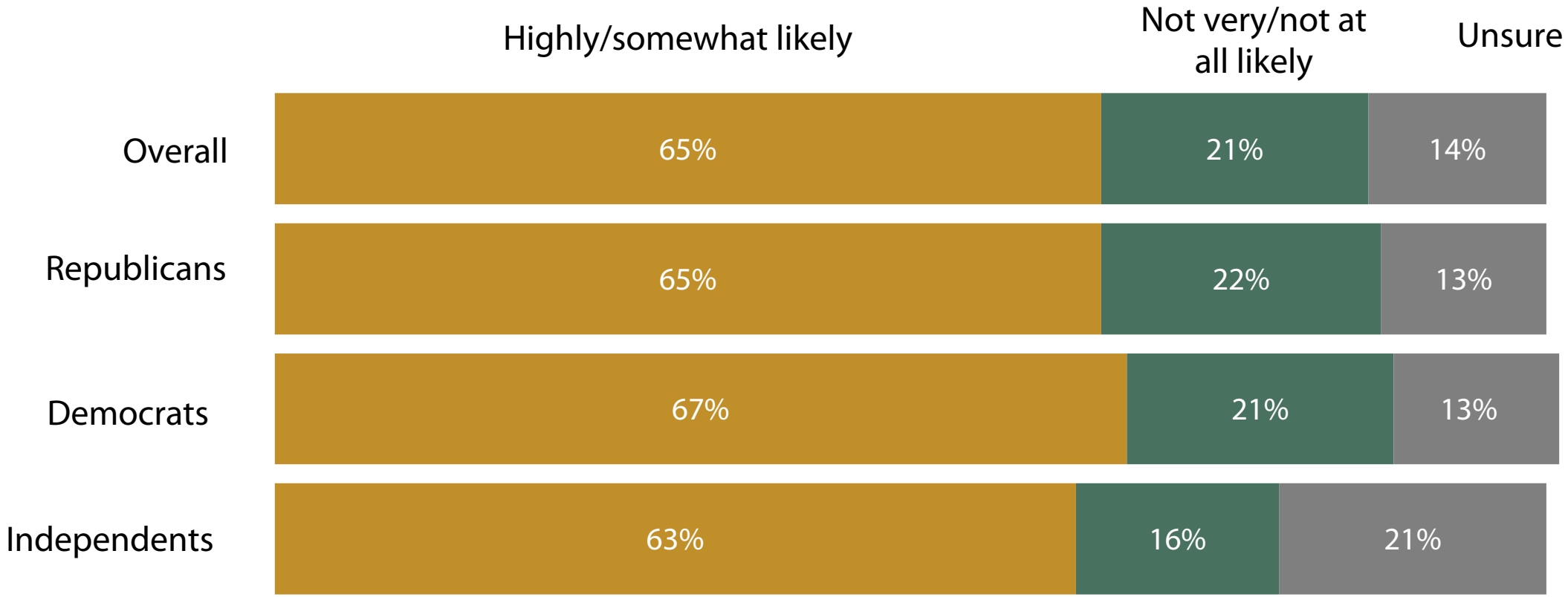
North Carolina poll: September 2024

TOPIC: Election integrity

How likely is it that people working on behalf of either of the major presidential campaigns will try to fraudulently change the outcome of this year's election?



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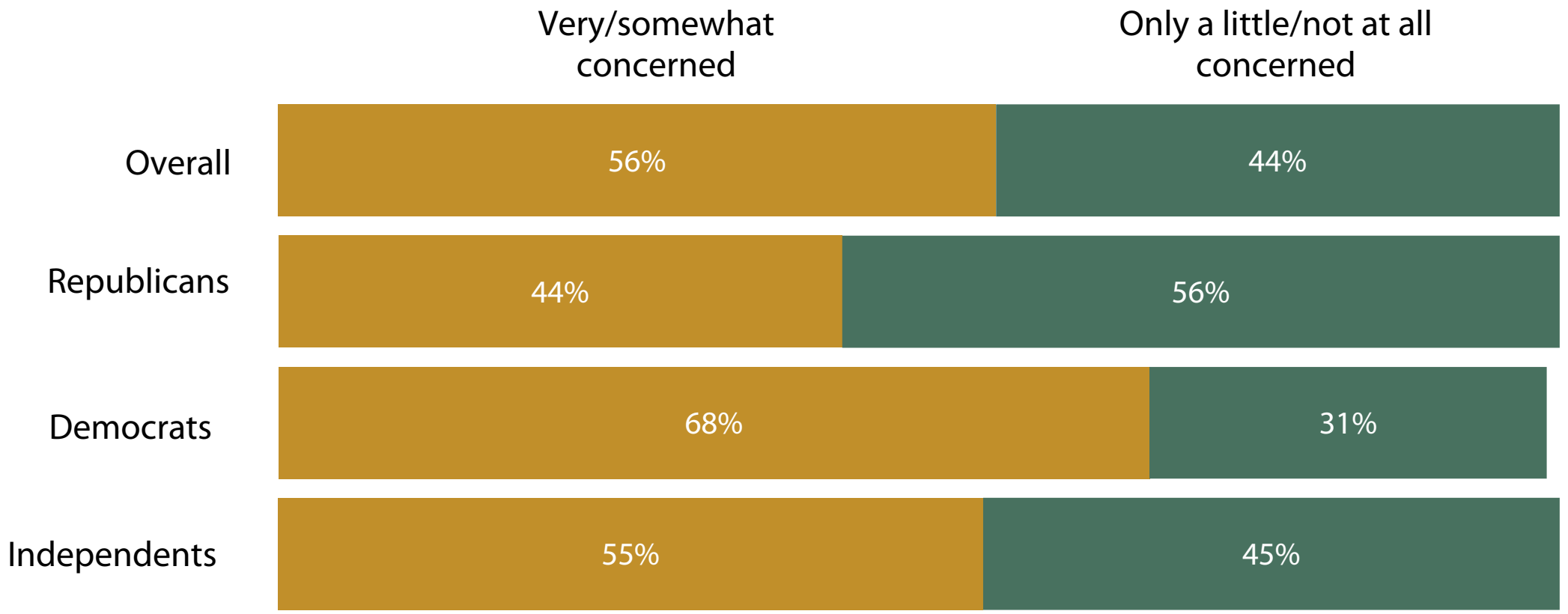
TOPIC: Election integrity

How concerned are you about voters being intimidated or harassed when going to vote?



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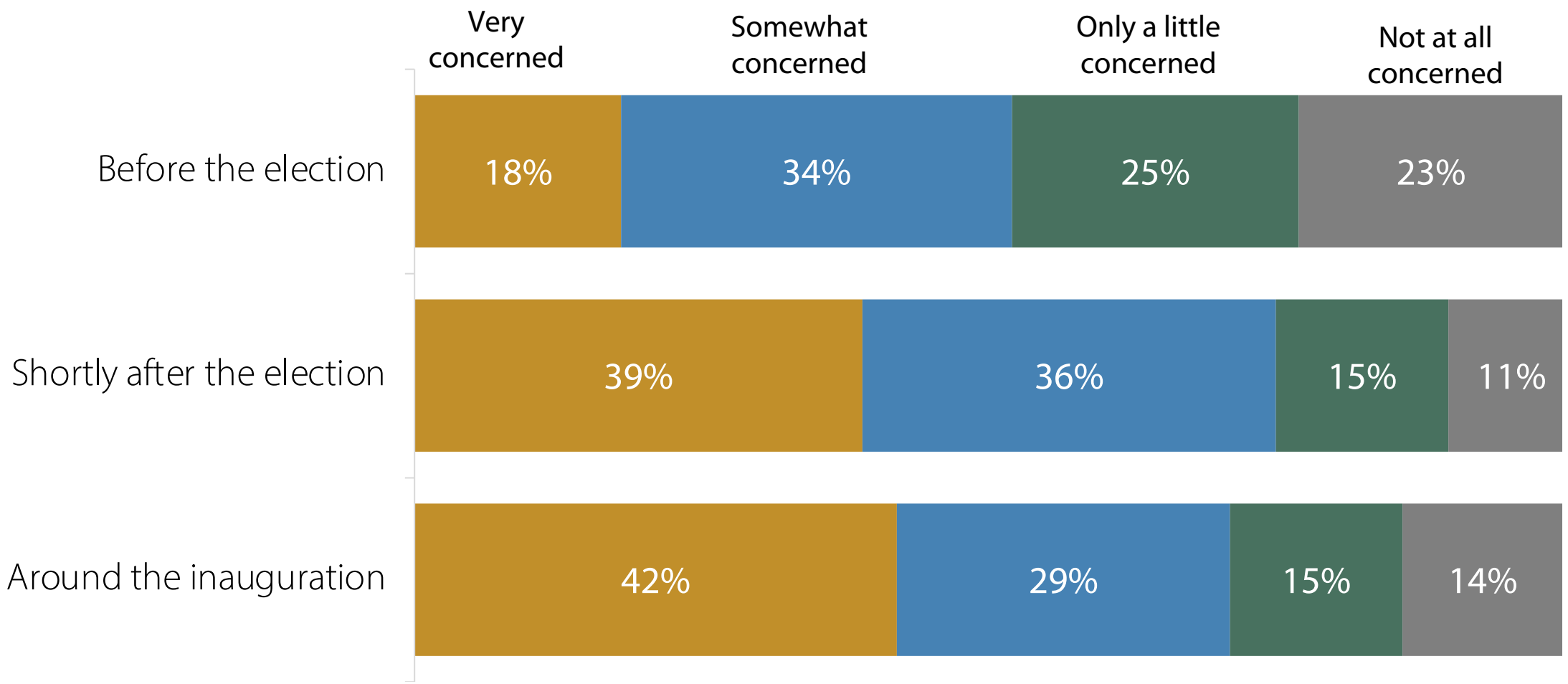
North Carolina poll: September 2024

TOPIC: Election integrity

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

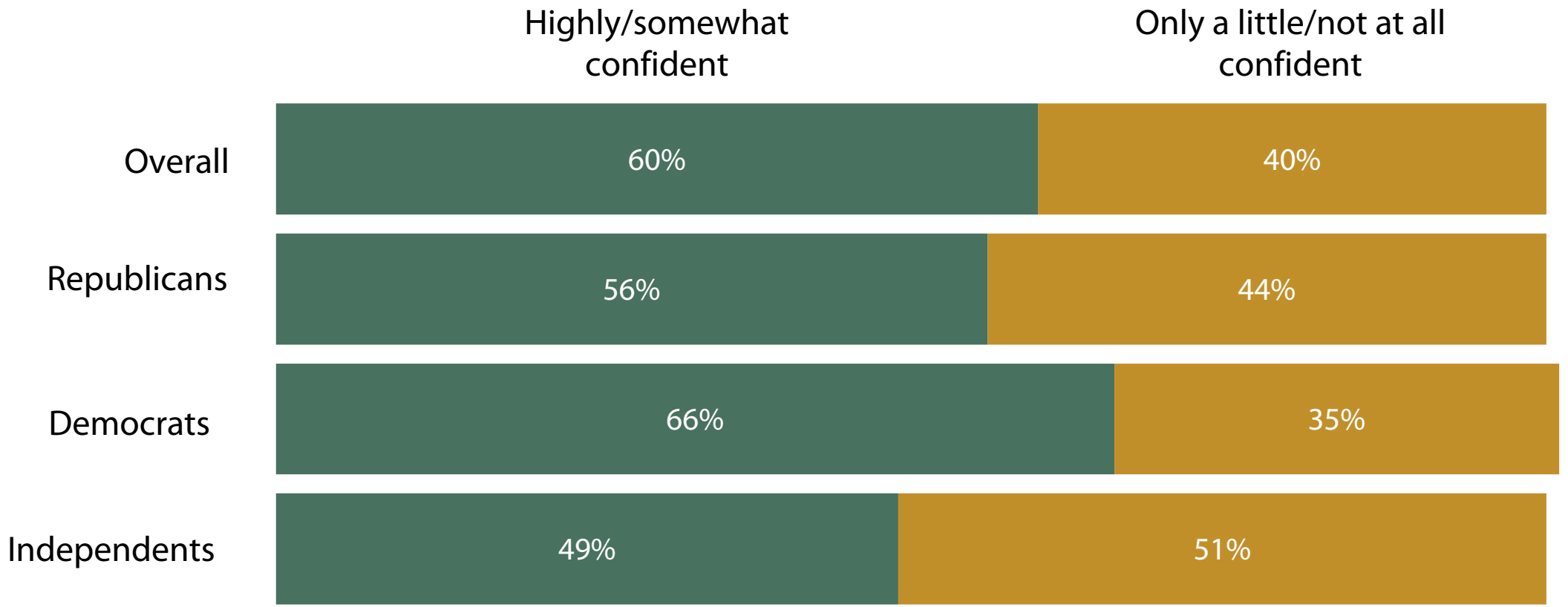


Source: Elon University Poll of registered North Carolina voters, Sept. 4-13, 2024

North Carolina poll: September 2024

TOPIC: Election integrity

How confident are you that most Americans will accept the results of this year's presidential election?

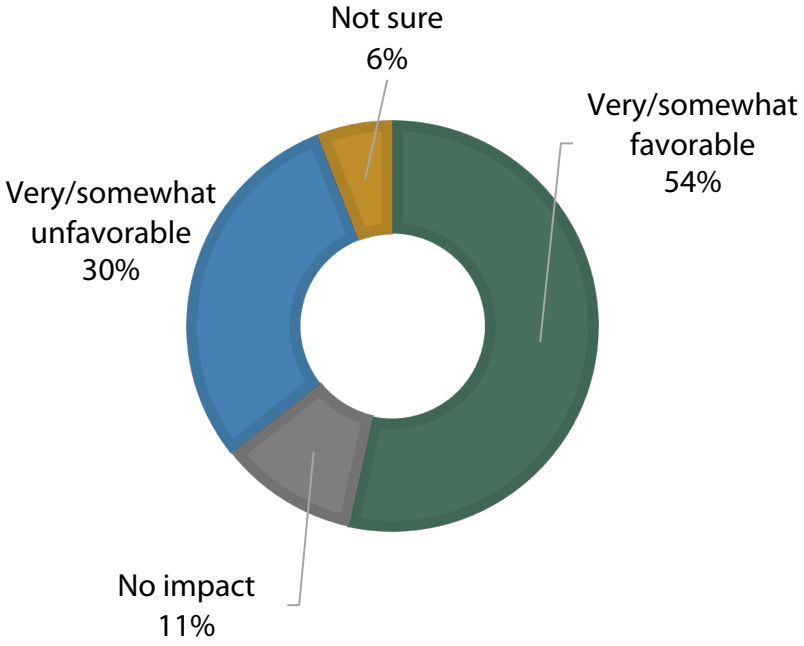


Source: Elon University Poll of registered North Carolina voters, Sept. 4-13, 2024

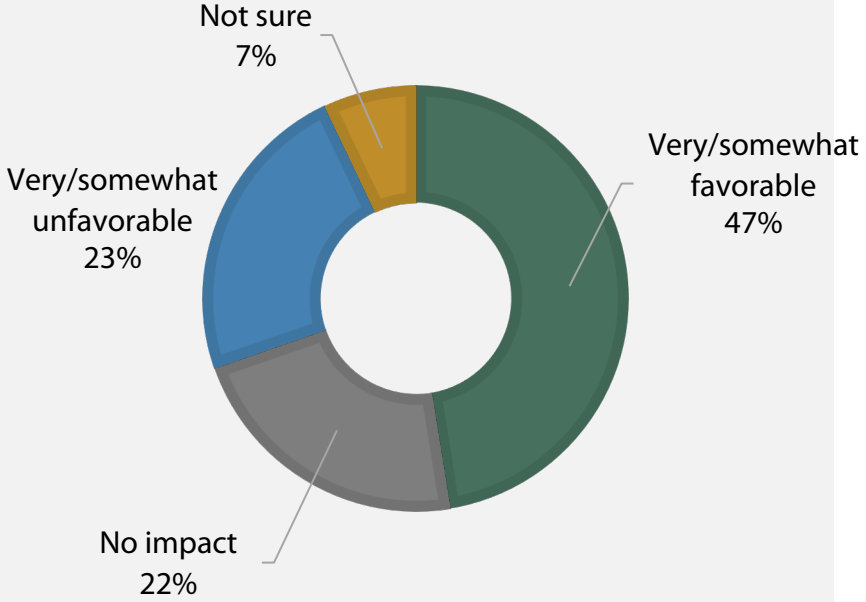
North Carolina poll: September 2024

TOPIC: Immigration

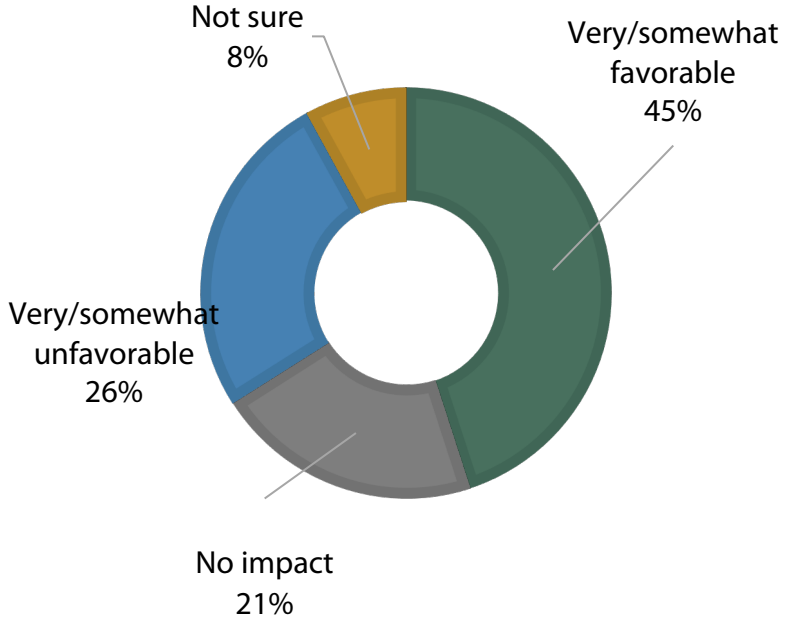
If there were a serious crackdown and limitation of immigration to the United States, what kind of an impact do you think that would have on:



The nation's economy



Your community's economy



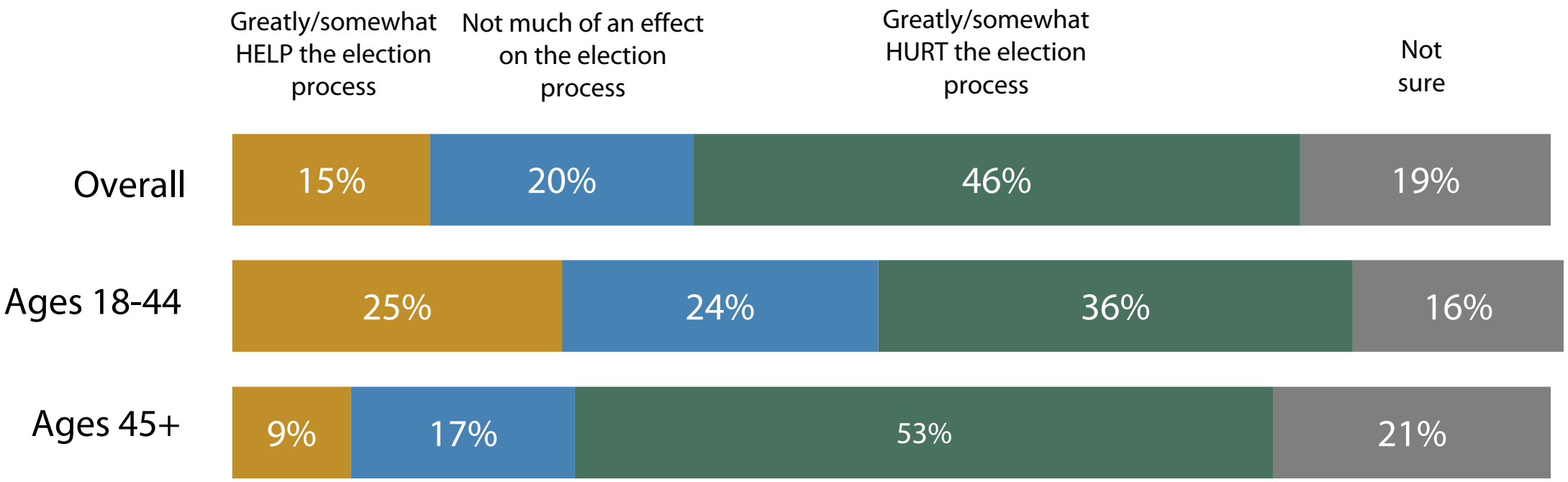
Your local workforce

Source: Elon University Poll of registered North Carolina voters, Sept. 4-13, 2024

North Carolina poll: September 2024

TOPIC: AI impact

As you think about the upcoming election, how do you think that the use of artificial intelligence will help or hurt the election process?

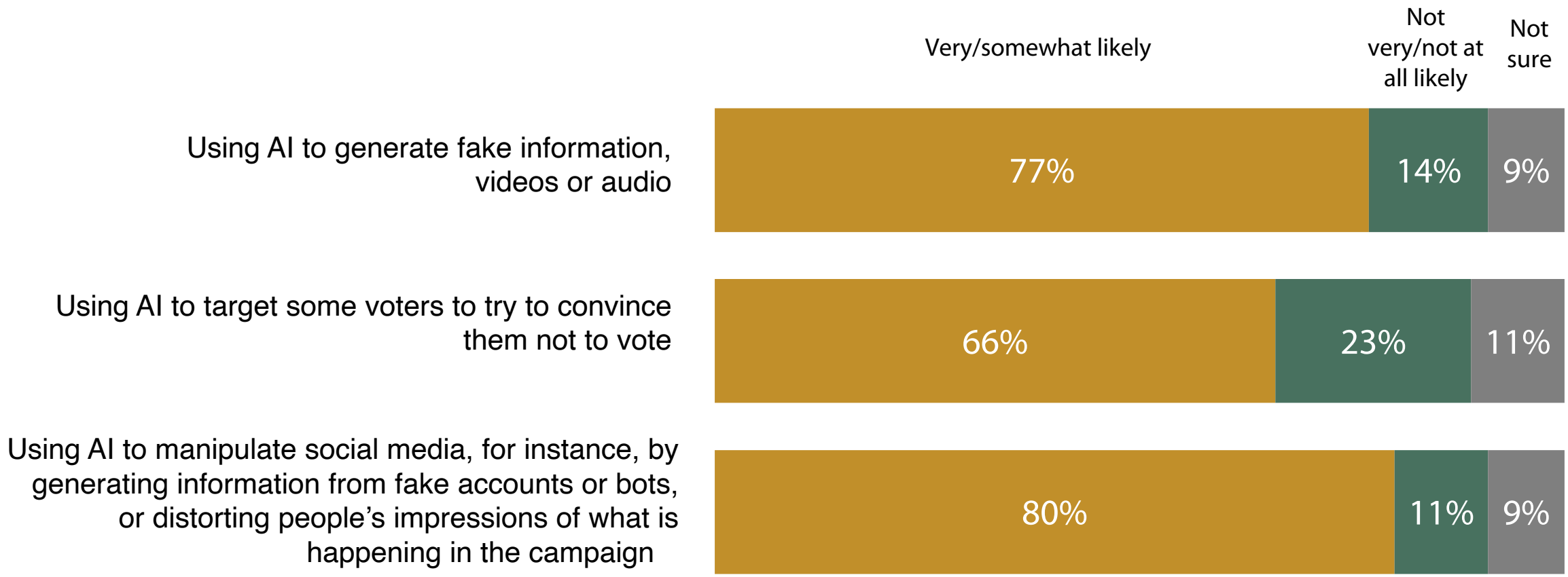


Source: Elon University Poll of registered North Carolina voters, Sept. 4-13, 2024

North Carolina poll: September 2024

TOPIC: AI impact

How likely, if at all, do you think it is that the use of artificial intelligence (AI) in these ways will affect the outcome of the presidential election in November?

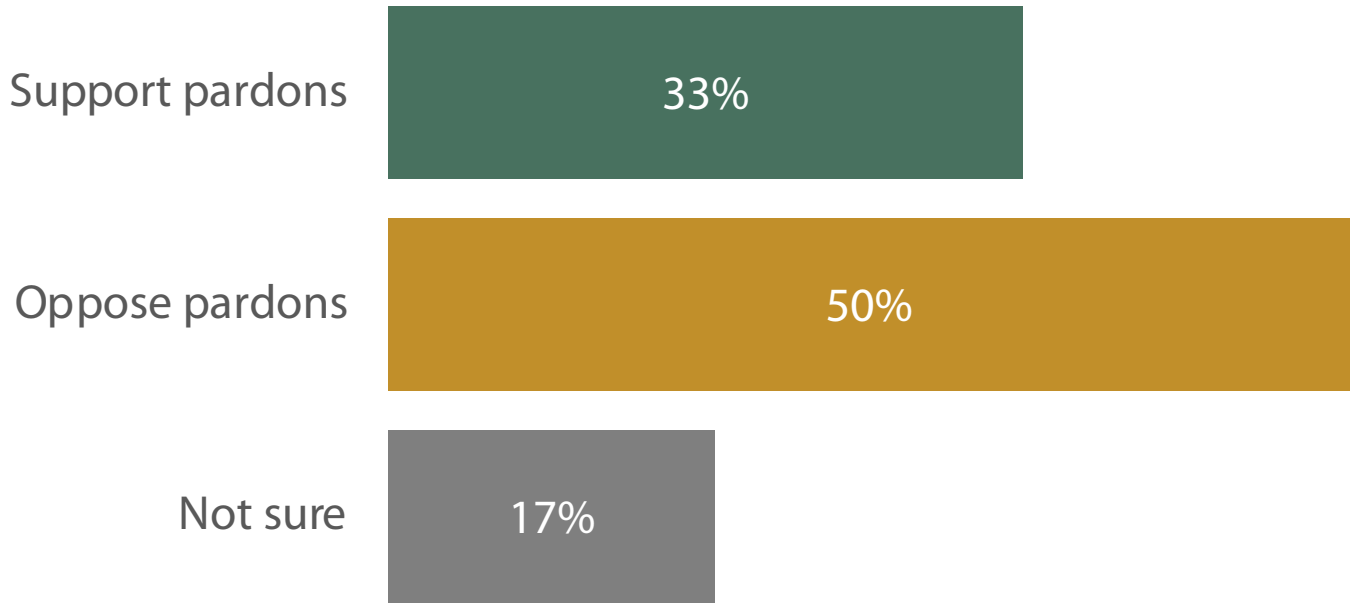


Source: Elon University Poll of registered North Carolina voters, Sept. 4-13, 2024

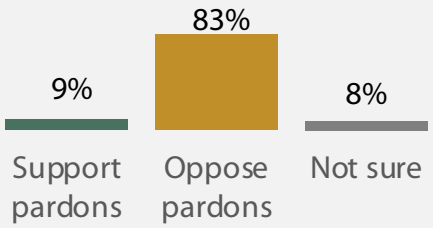
North Carolina poll: September 2024

TOPIC: Jan. 6 pardons

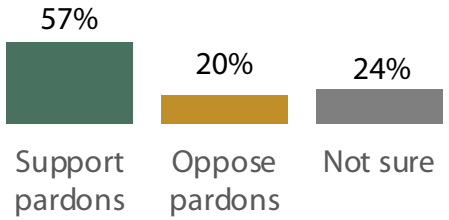
Regardless of who wins the 2024 presidential election, do you support or oppose pardons for those convicted in charges related to the riot at the U.S. Capitol on January 6, 2021?



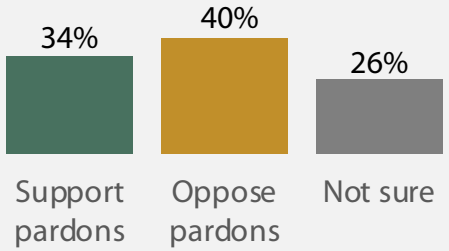
Democrats



Republicans



Independents



Source: Elon University Poll of registered North Carolina voters, Sept. 4-13, 2024

North Carolina poll: September 2024

METHODOLOGY

Sponsoring organization and questionnaire design: Elon University Poll
Fieldwork: YouGov
Interview dates: September 4-13, 2024
Release date: September 24, 2024
Target population: North Carolina registered voters
Sample size: 800
Margin of error: +/-3.74 % (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 940 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.

ADDITIONAL INFORMATION

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

www.elon.edu/elonpoll

CONTACT INFORMATION

Media contacts

- Owen Covington, assistant vice president for strategic communications and media relations
  ocovington@elon.edu; 336-278-7413
- Dan Anderson, special assistant to the president
  andersd@elon.edu; 336-260-6870

Information in this report

- Jason Husser, associate professor and director of the Elon University Poll
  jhusser@elon.edu; 336-278-5239
- Lee Rainie, director of the Imagining the Digital Future Center at Elon University
  lrainie@elon.edu; 202-527-3367

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