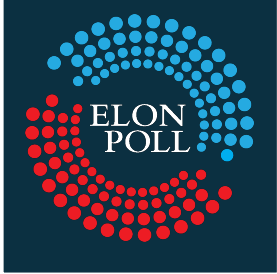




North Carolina Public Opinion Poll

ELECTION 2024

Poll dates: October 10-17



North Carolina poll: October 2024

KEY FINDINGS

Poll dates: Oct. 10-17, 2024

Margin of error: +/- 3.99%

PRESIDENT



Harris

46%

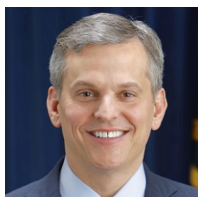
Trump

46%



Not yet decided: 4%

NC GOVERNOR



Stein

52%

Robinson

31%



Not yet decided: 10%

Hurricane Helene

How would you describe the response by federal and state agencies to the Hurricane Helene disaster in North Carolina?

44%	Very good/good
19%	Adequate
37%	Very poor/poor

How will the impact of Hurricane Helene affect your plans or ability to vote in this year's election?

20%	More likely to vote
76%	No change
2%	Less likely to vote
2%	Not sure

Which candidate for president is more likely to provide the resources and support North Carolina will need to recover from Hurricane Helene?

44%	Kamala Harris
44%	Donald Trump
4%	Neither
8%	Not sure



North Carolina poll: October 2024

EXECUTIVE SUMMARY

October 29, 2024

The third survey of the Fall 2024 election season by the Elon University Poll found that **Hurricane Helene** has galvanized the plans of about a fifth of North Carolina's voters to cast ballots this year and there was a sharp split among partisans about whether federal and state agencies are doing a good job responding to the devastation the hurricane caused in the western part of the state.

Some 59% of the state's registered voters said they, their families or their close friends and neighbors have been affected by the damage of Hurricane Helene, with 21% saying they have experienced a lot of impact. The hurricane has influenced voting intentions – **20% said they are more likely to vote because of Helene** and only 2% said they are less likely to cast a ballot.

The poll found that **the presidential race is a dead heat**: 46% of the state's registered voters supported Trump and 46% backed Harris. Some 9% of North Carolinians said they back another candidate or are not decided at this late stage of the race. These findings are virtually unchanged from the results of a September Elon University Poll. When results were limited only to those registered voters who indicated they are likely voters, Harris and Trump's respective support moved negligibly to 47% - 47%.

One factor on voters' minds in the endgame of the race was **how government agencies are responding to Helene's aftermath**. There were sharp partisan differences on this: 68% of Democrats said federal and state agencies are doing a "very good" or "good" job, while only 24% of Republicans said they felt that way. Some 57% of Republicans said government agencies are doing a "very poor" or "poor" job, while only 12% of Democrats felt that way.

Asked which presidential candidate is more likely to provide the resources and support North Carolina will need to recover from Helene, 84% of Republicans said Trump would and 89% of Democrats said Harris would.

The poll of 800 registered North Carolina voters was conducted **Oct. 10-17** and has a margin of error of +/-3.99%.

Key election issues: Asked to choose the top three issues in the campaign, 71% of these voters cited the economy, 41% said immigration and 34% said health care.

Election integrity and aftermath: The poll revealed that North Carolinians are apprehensive about the election process itself. If Harris is officially declared the election winner, **49% said they were "not at all" confident Trump would accept the result** and another 21% were "only a little confident" he would do so. If the opposite happened – Trump were declared the official winner – 65% of voters said they were "very" or "somewhat" confident Harris would accept the result, and 36% were "not at all" or "only a little" confident of that.

Some **47% said they had no trust or "only a little" trust in the U.S. Supreme Court** to fairly resolve the outcome of the election if there were a legal dispute. At the same time, 53% had "a great deal" or moderate level of trust the Court would make a fair ruling. Some 62% of Democrats said they had little or no trust the court would be fair, compared with 69% of Republicans who felt the court would be fair.



North Carolina poll: October 2024

EXECUTIVE SUMMARY

The state's voters were also worried about these **election integrity** issues:

- 62% said it is “highly likely” or “somewhat likely” that people working for either presidential campaign will try to **fraudulently change the outcome** of the election.
- Overall, 54% said the election will produce a **fair and accurate count of votes** nationwide but there is a big partisan divide: 80% of Democrats said they expect a fair and accurate count while only 35% of Republicans and 42% of Independents expect there will be a fair and accurate count.
- 61% of voters were very or somewhat confident that most Americans **will accept the election results**, with Democrats slightly more confident than Republicans that the results will be accepted.
- 53% were very or somewhat concerned that voters will be **intimidated or harassed** when going to vote. And 39% of those planning to vote early said a reason for doing so is that they would feel uncomfortable or have safety concerns about voting at their polling location.

North Carolina races: In the **North Carolina governor race**, Democrat Josh Stein has widened his lead over Republican Mark Robinson, with a 21-point advantage, compared with the 14-point advantage Stein held in the September Elon Poll. Nearly half of voters (49%) said Stein would provide better leadership in North Carolina's recovery from Helene while only 27% said Robinson would provide better storm recovery leadership.

Fully 72% of voters said they are aware of news reports alleging offensive and sexually explicit posts by Robinson on a pornography website. Of those aware of the allegations, **only 23% said they believe Robinson's denial** that he made the posts.

Some **8% of Republican voters said they have switched and will now vote for Stein** because of the allegations. Overall, **Robinson was viewed unfavorably by 55% of voters**; that includes 82% of Democrats, 71% of Independents and 69% of Black voters.

The poll showed Democrats hold leads in the races for several top state offices on the ballot:

- **Lieutenant Governor:** Rachel Hunt (D) – 41%, Hal Weatherman (R) – 36%
- **Attorney General:** Jeff Jackson (D) – 43%, Dan Bishop (R) – 38%
- **Secretary of State:** Elaine Marshal (D) – 41%, Chad Brown (R) – 36%
- **Superintendent of Public Instruction:** Maurice (Mo) Green (D) – 43%, Michele Morrow (R) – 35%

Other key findings:

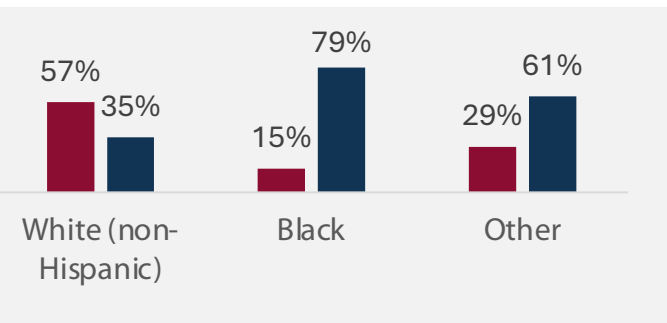
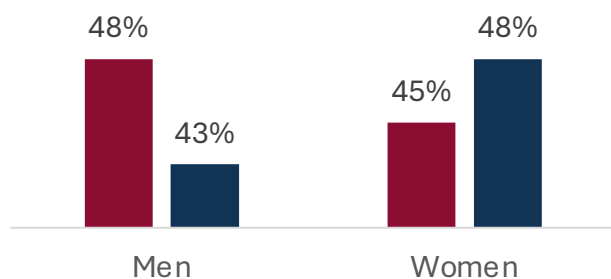
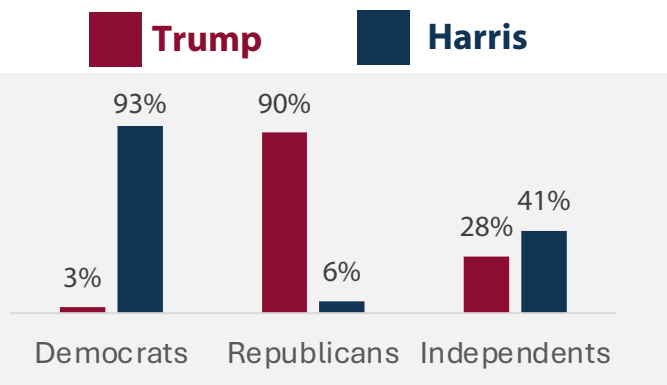
- 41% of North Carolina's registered voters said they will participate in **early voting** this year, while 46% plan to cast ballots in person on Election Day. Republicans were more likely than Democrats to say they will be election-day voters. For those voting early or absentee, convenience and wanting to get it over with were cited as the two most important factors for their decision to vote early or absentee.
- Asked what they expect the future to hold, 33% of the state's voters said they expect **government and politics will be more divided**, 23% said more unified and 44% said things will be about the same.
- 68% said **hurricanes are becoming more severe** these days, while 23% said the storms are about the same.



North Carolina poll: October 2024

TOPIC: Presidential race

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



Kamala Harris (D)



46%

Donald Trump (R)

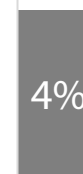


46%

Another candidate



Not yet decided

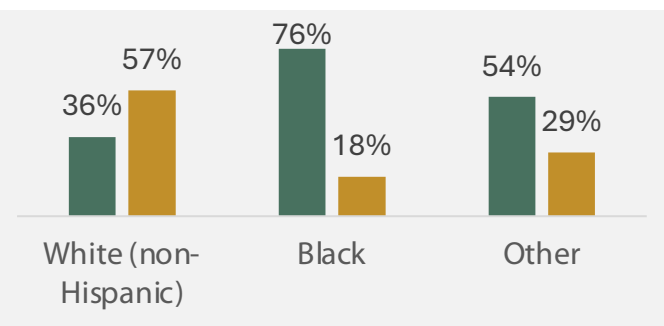
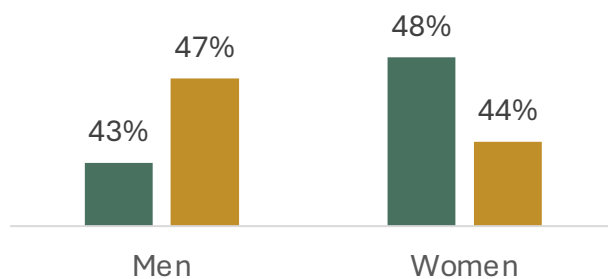
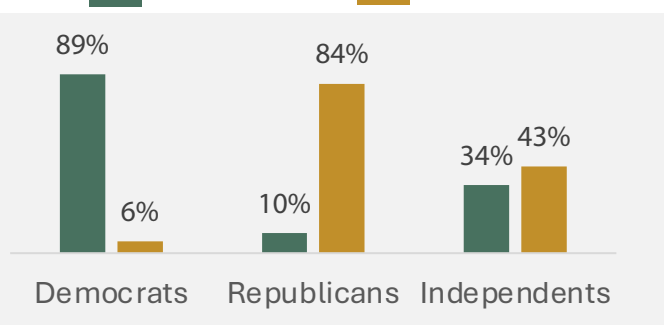




North Carolina poll: October 2024

TOPIC: Presidential race

Favorable **Unfavorable**



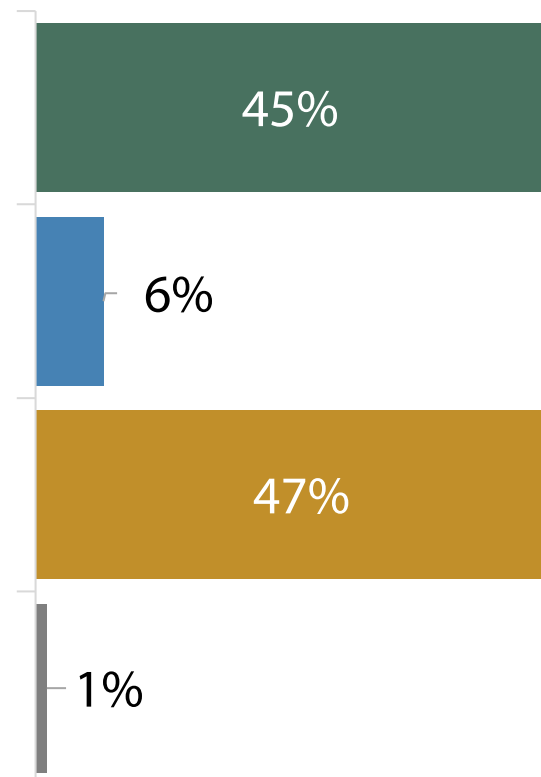
What is your overall impression of Kamala Harris, the Democratic candidate for president?

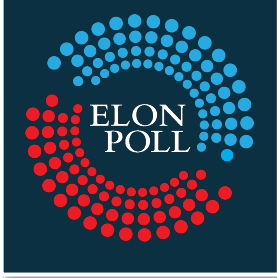
Very/somewhat
FAVORABLE

Neither favorable
nor unfavorable

Very/somewhat
UNFAVORABLE

Not sure

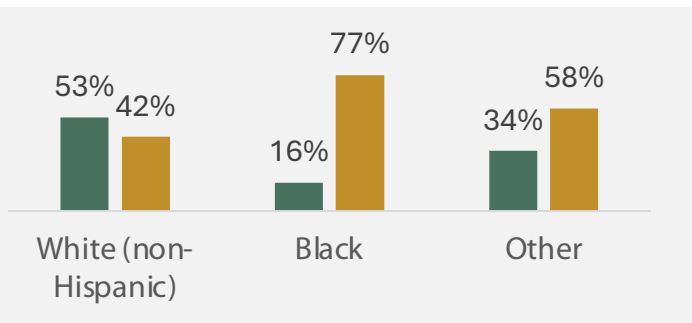
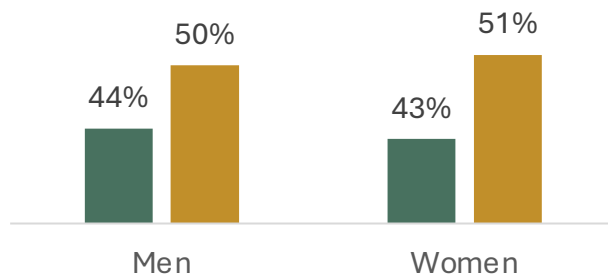
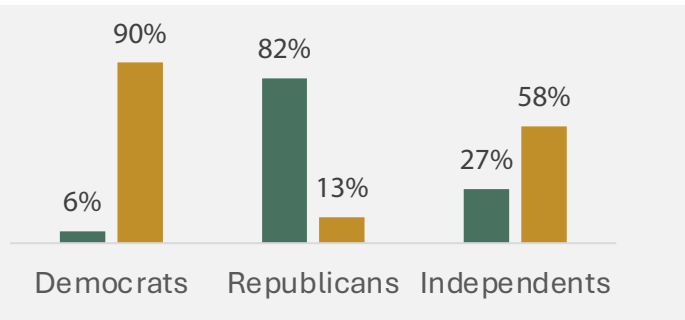




North Carolina poll: October 2024

TOPIC: Presidential race

Favorable **Unfavorable**



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

Very/somewhat
FAVORABLE

43%

Neither favorable nor
unfavorable

5%

Very/somewhat
UNFAVORABLE

50%

Not sure

1%

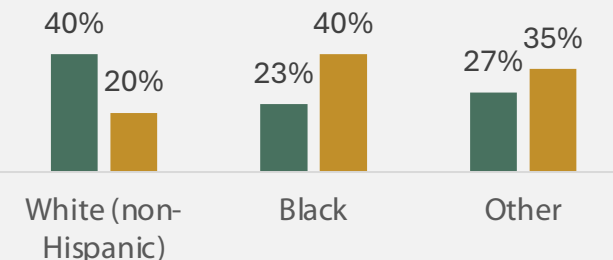
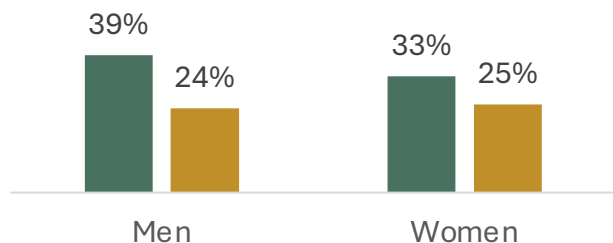
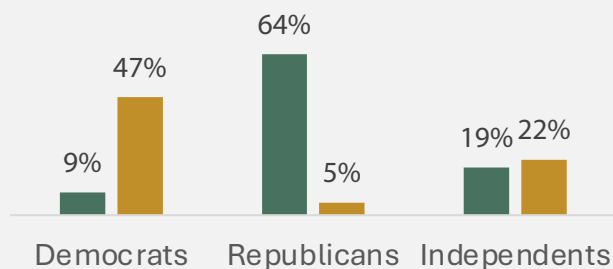


TOPIC: Presidential race

North Carolina poll: October 2024

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

Gaining support **Losing support**



GAINING support

36%

Staying at about the same level of support

28%

LOSING support

24%

Not sure

12%

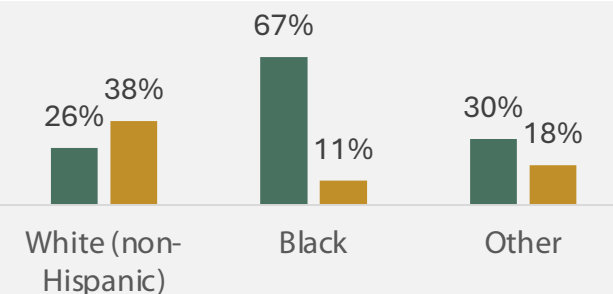
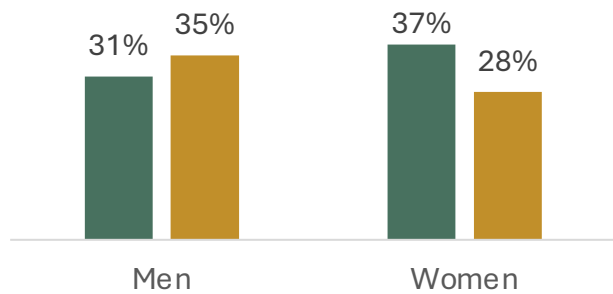
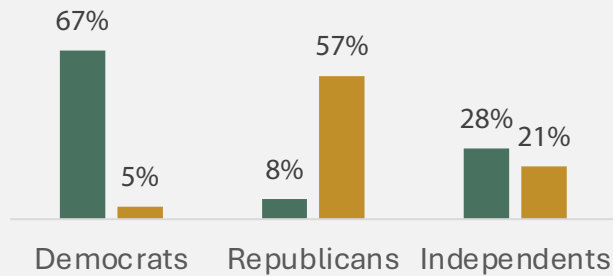


North Carolina poll: October 2024

TOPIC: Presidential race

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

Gaining support **Losing support**



GAINING support

34%

Staying at about the same level of support

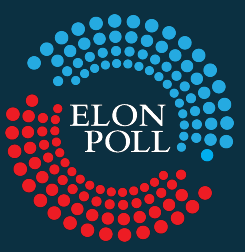
22%

LOSING support

31%

Not sure

13%

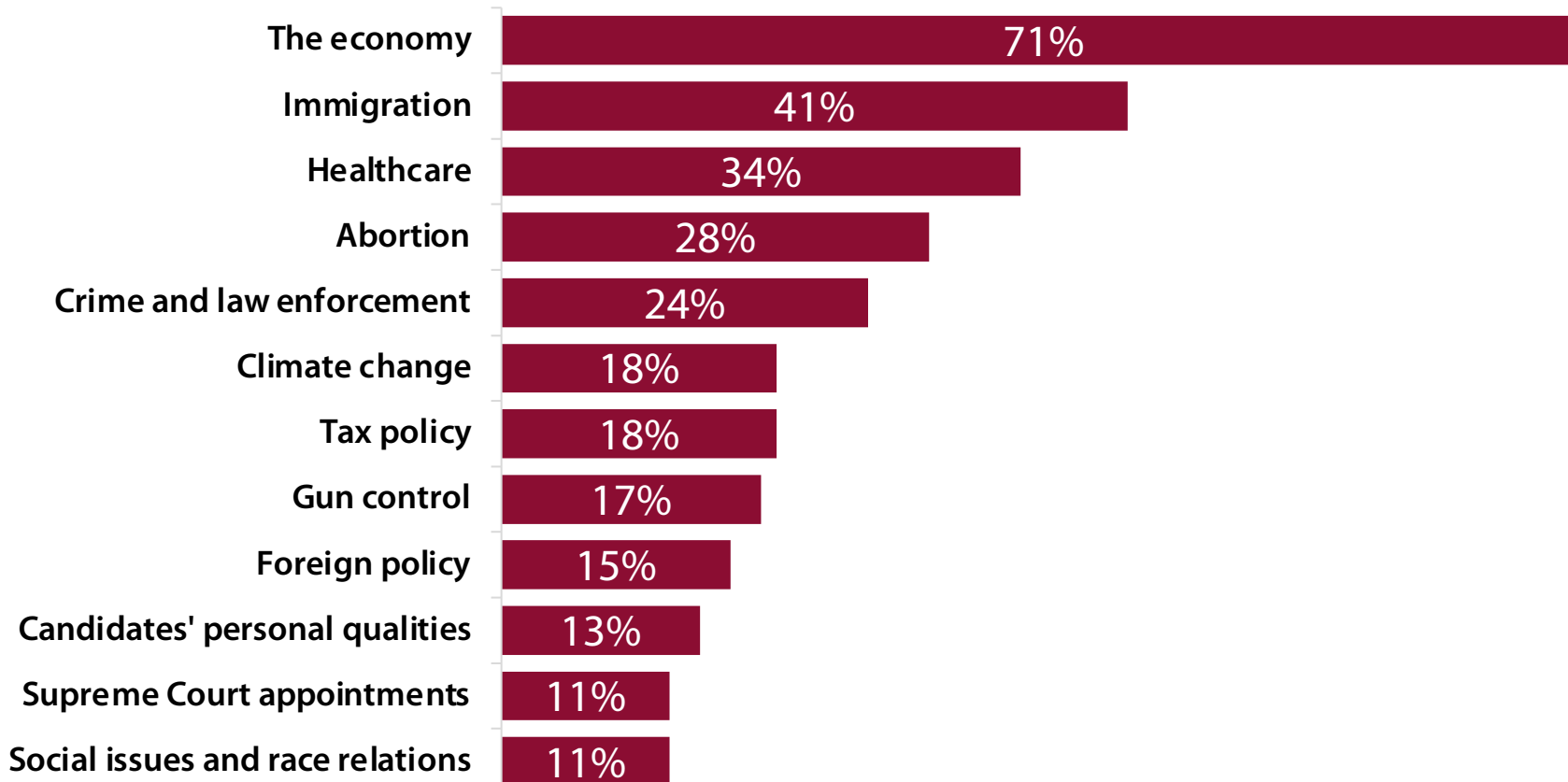


North Carolina poll: August 2024

TOPIC: Presidential race

Choose the top three most important issues for you as you cast your vote for president

Respondents who said the issue ranks in the top 3

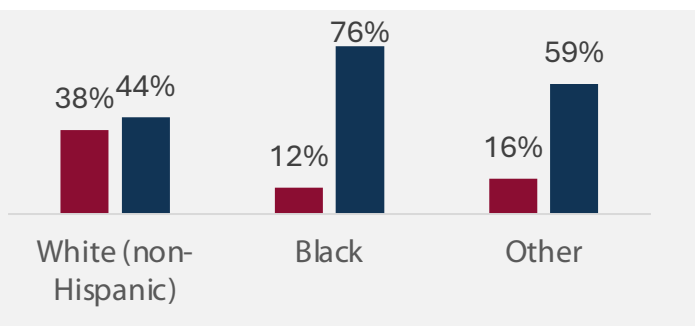
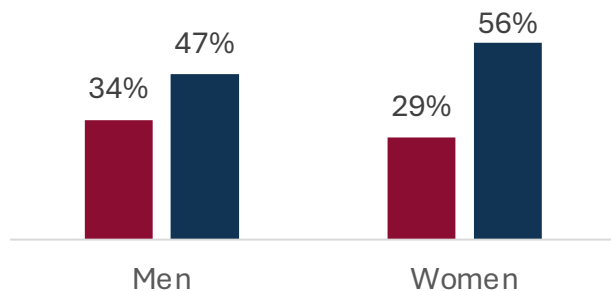
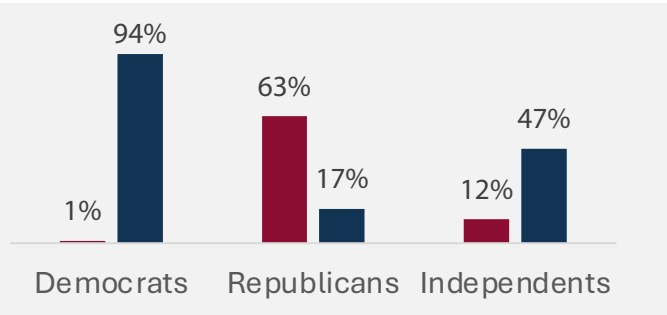




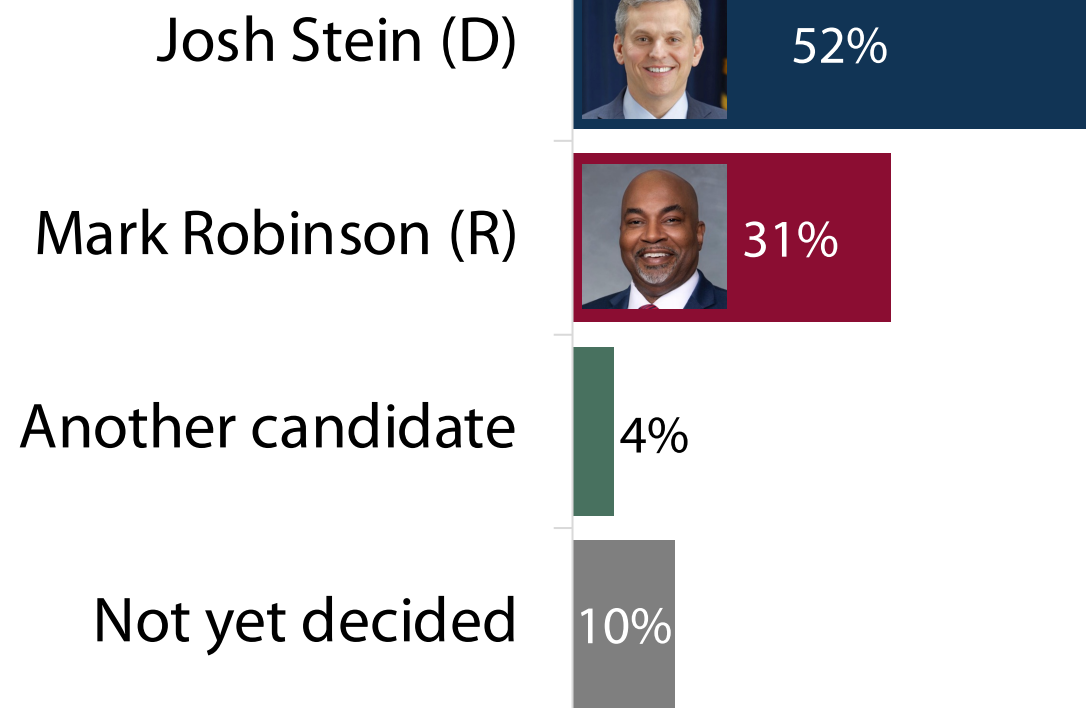
North Carolina poll: October 2024

TOPIC: NC Governor race

Robinson **Stein**



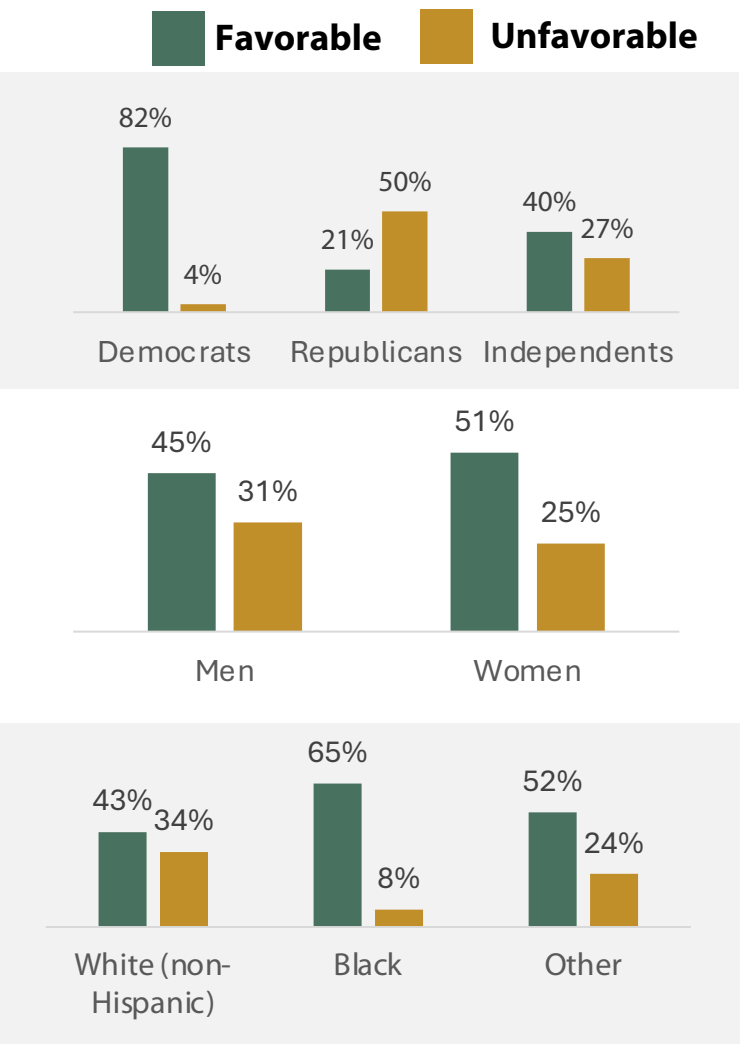
If the 2024 North Carolina governor's election were being held today, would you vote for ...



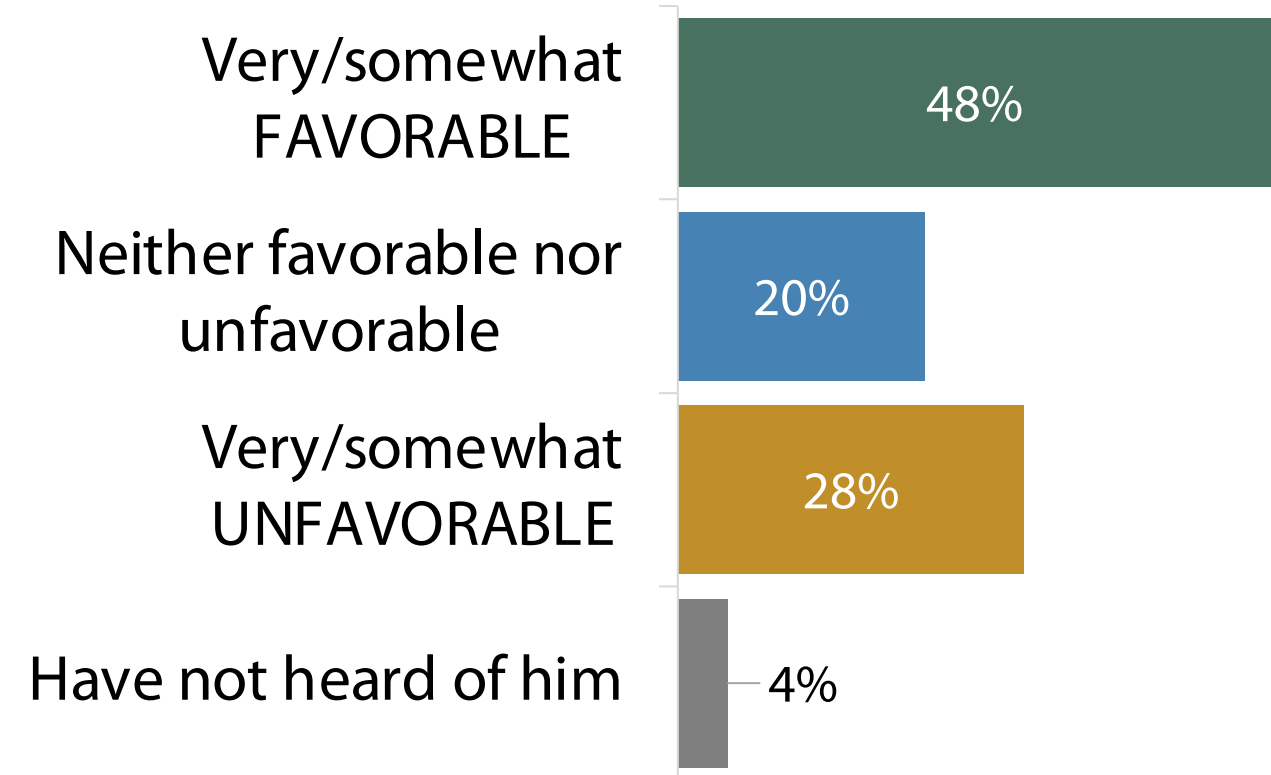


North Carolina poll: October 2024

TOPIC: NC Governor race



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



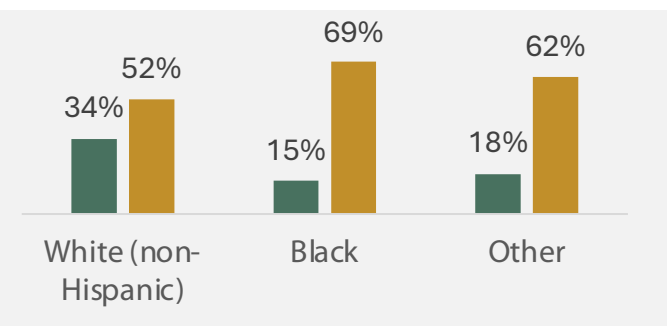
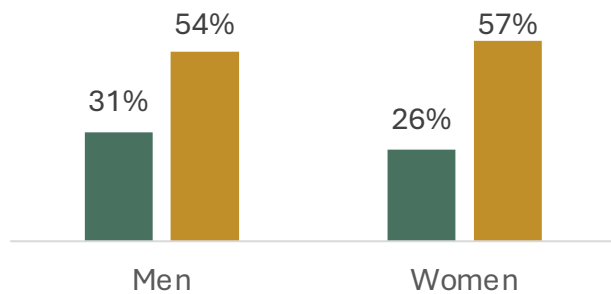
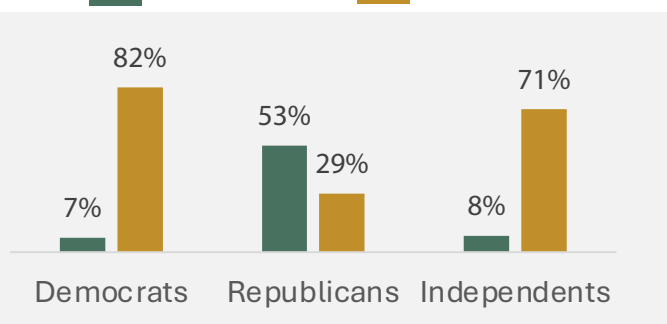
Source: Elon University Poll of North Carolina registered voters, October 10-17, 2024



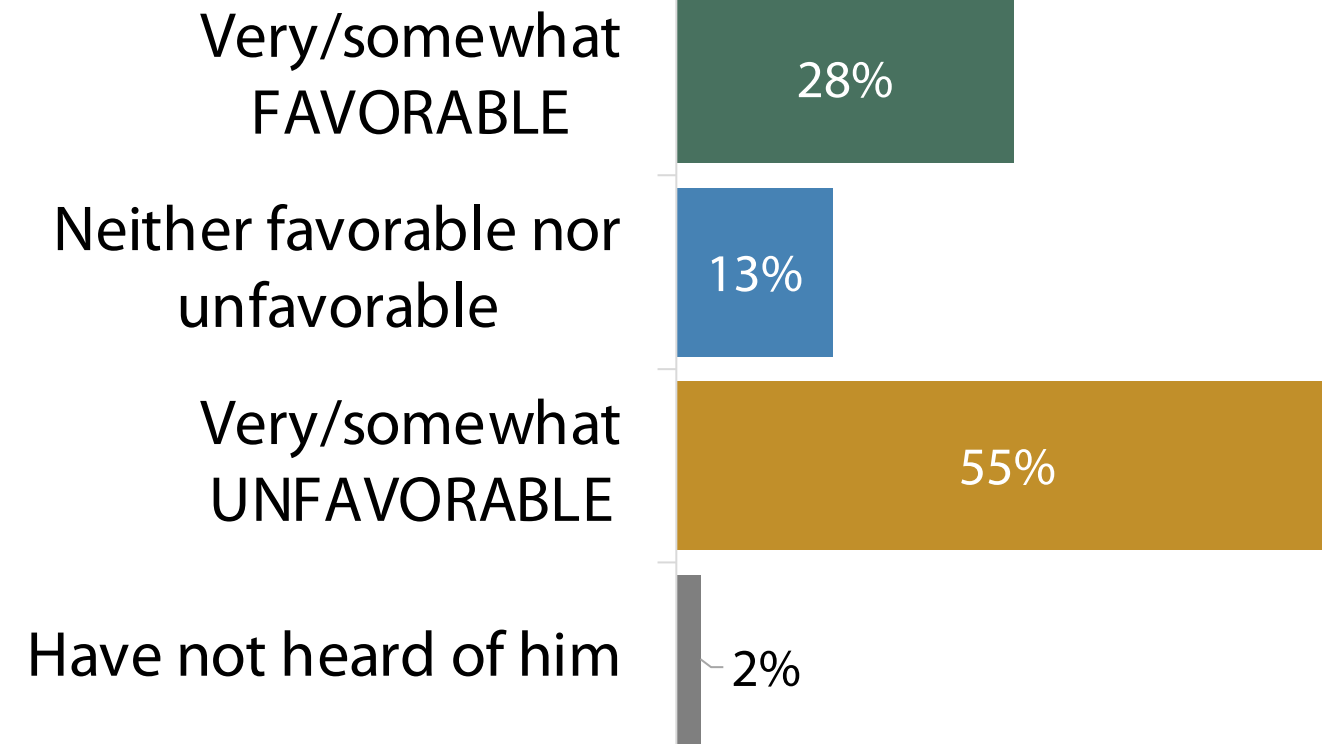
North Carolina poll: October 2024

TOPIC: NC Governor race

Favorable **Unfavorable**



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

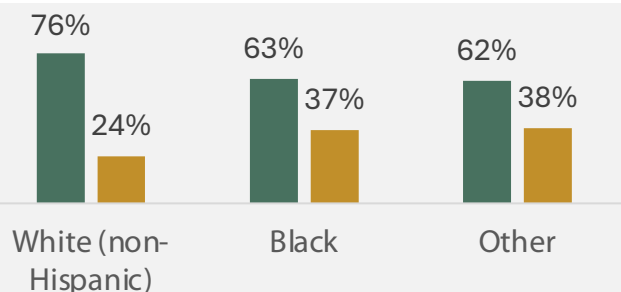
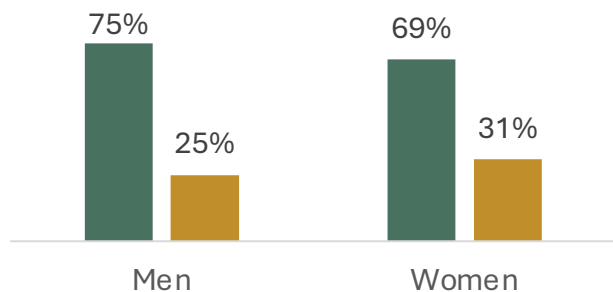
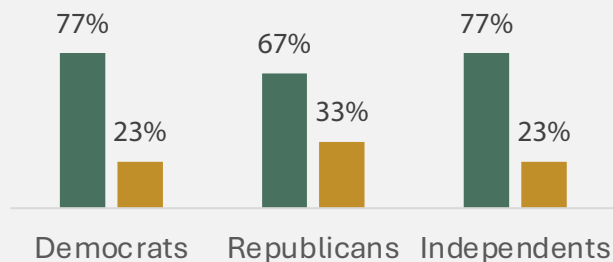




North Carolina poll: October 2024

TOPIC: NC Governor race

Yes No



Are you aware of recent news reports alleging offensive and sexually explicit posts by Republican candidate for North Carolina governor Mark Robinson on a pornography website?

Yes

72%

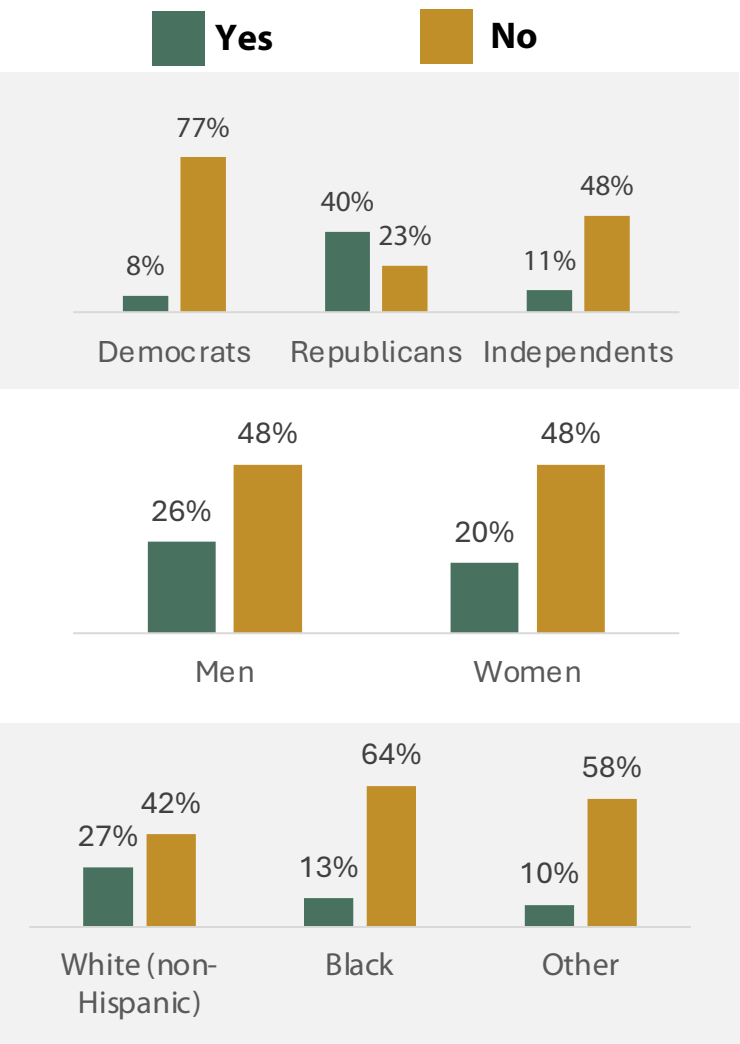
No

28%

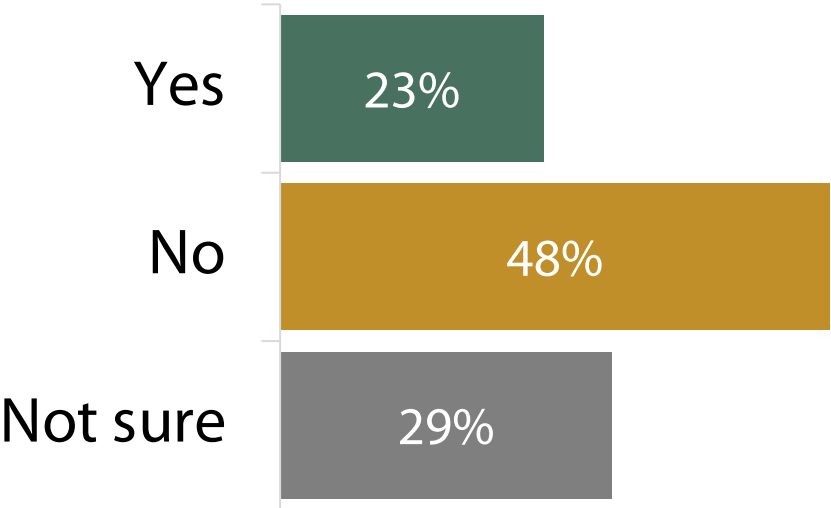


North Carolina poll: October 2024

TOPIC: NC Governor race



Governor candidate Mark Robinson denies making the offensive posts reported by news media. Do you believe him?



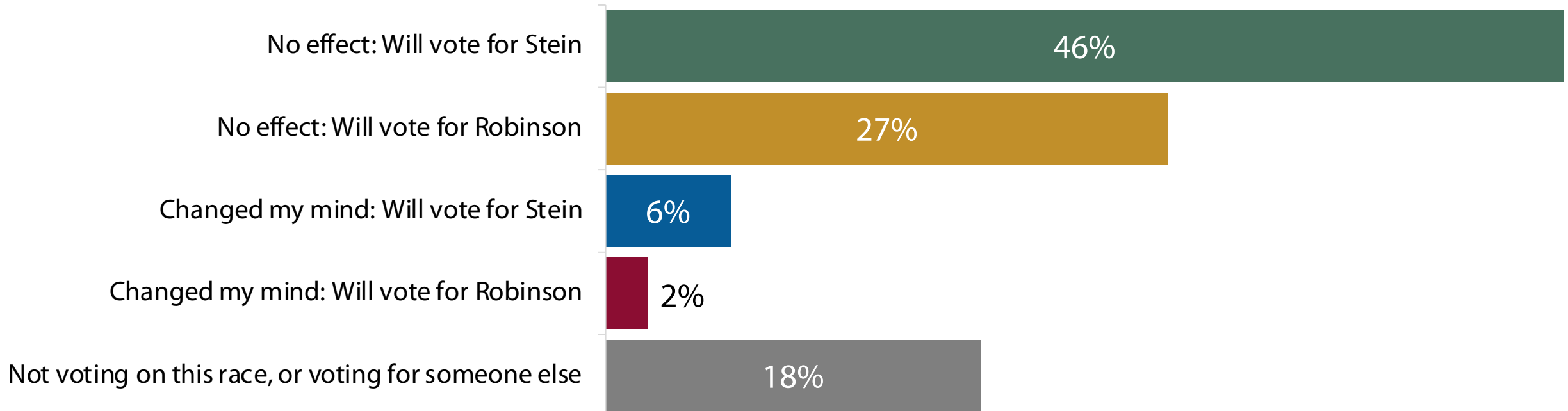
Source: Elon University Poll of North Carolina registered voters, October 10-17, 2024

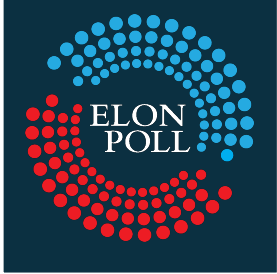


North Carolina poll: October 2024

TOPIC: NC Governor race

How will the recent media reports alleging offensive online posts by Mark Robinson affect your decision on who will receive your vote for North Carolina Governor?

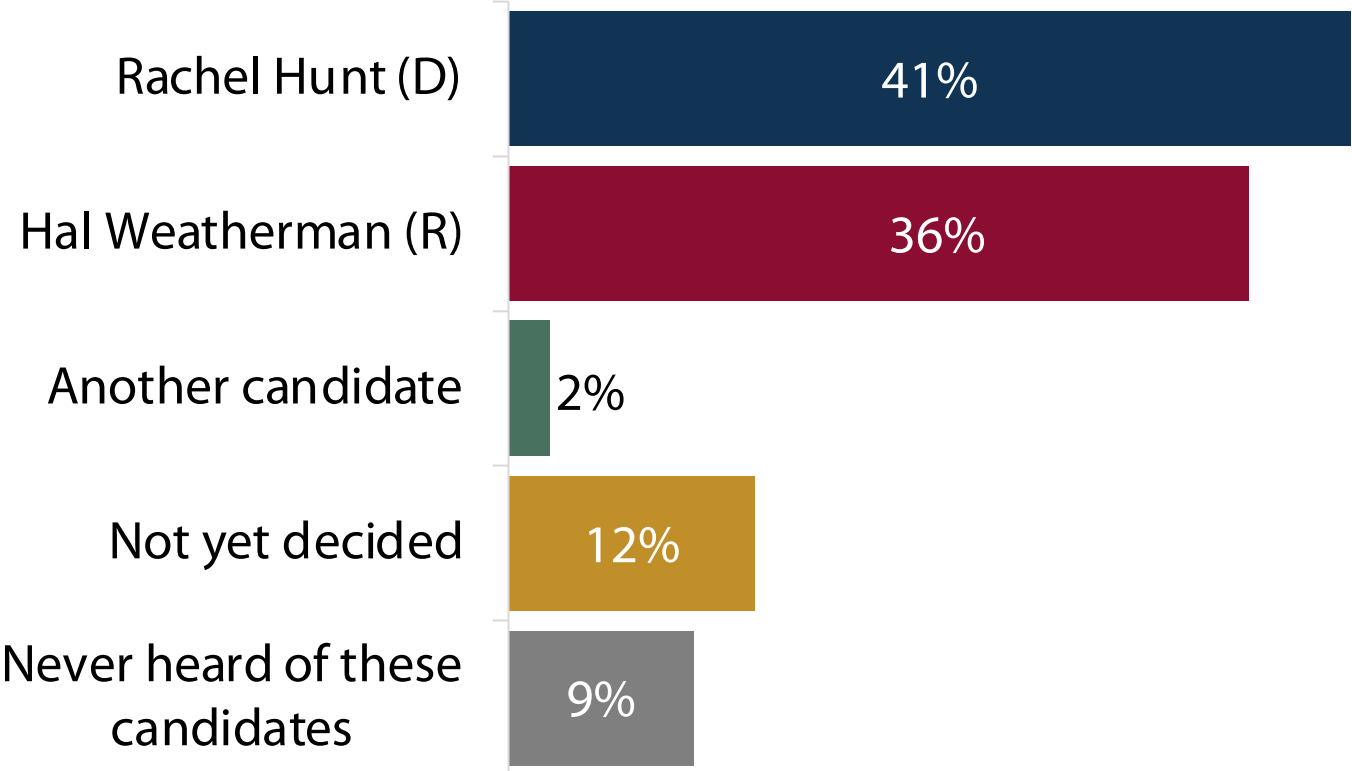
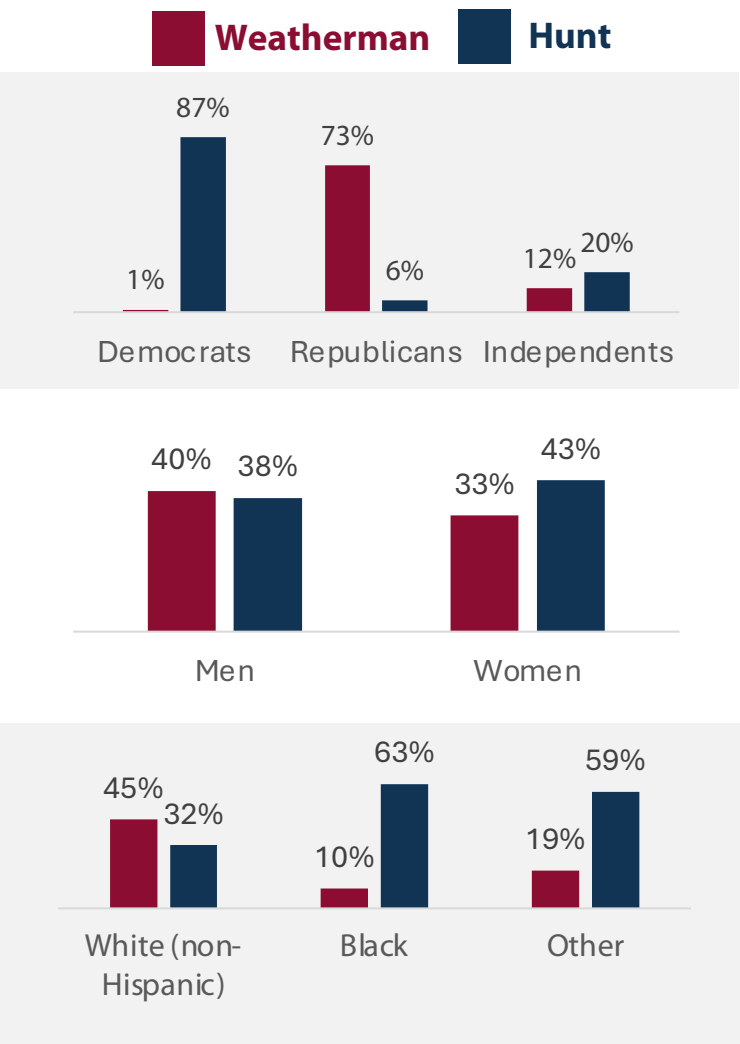




TOPIC: NC races

North Carolina poll: October 2024

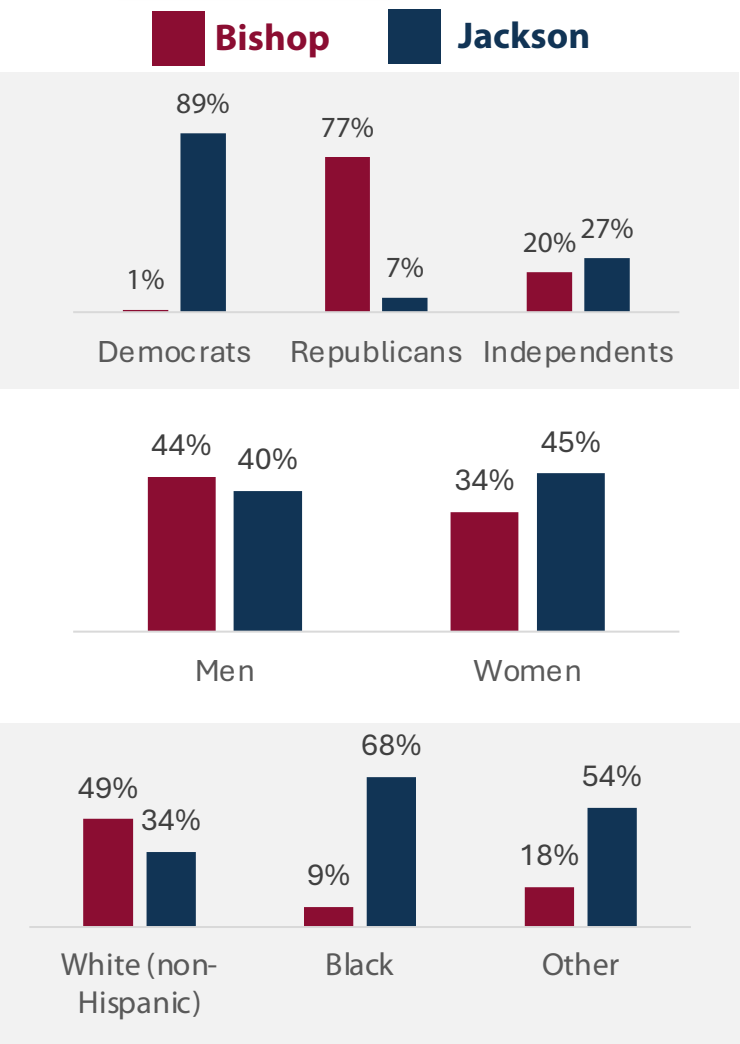
If the 2024 North Carolina lieutenant governor’s election were being held today, would you vote for ...



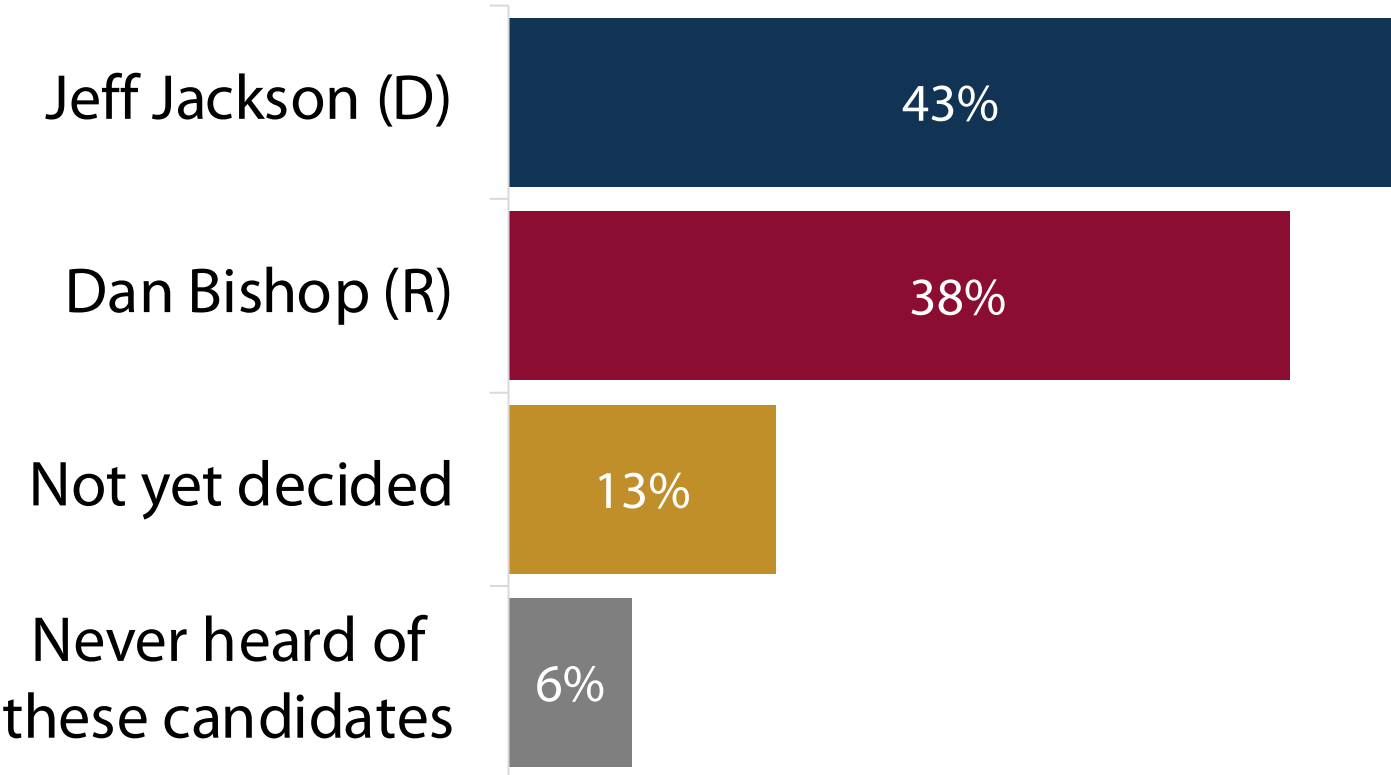


North Carolina poll: October 2024

TOPIC: NC races



If the 2024 North Carolina attorney general’s election were being held today, would you vote for ...



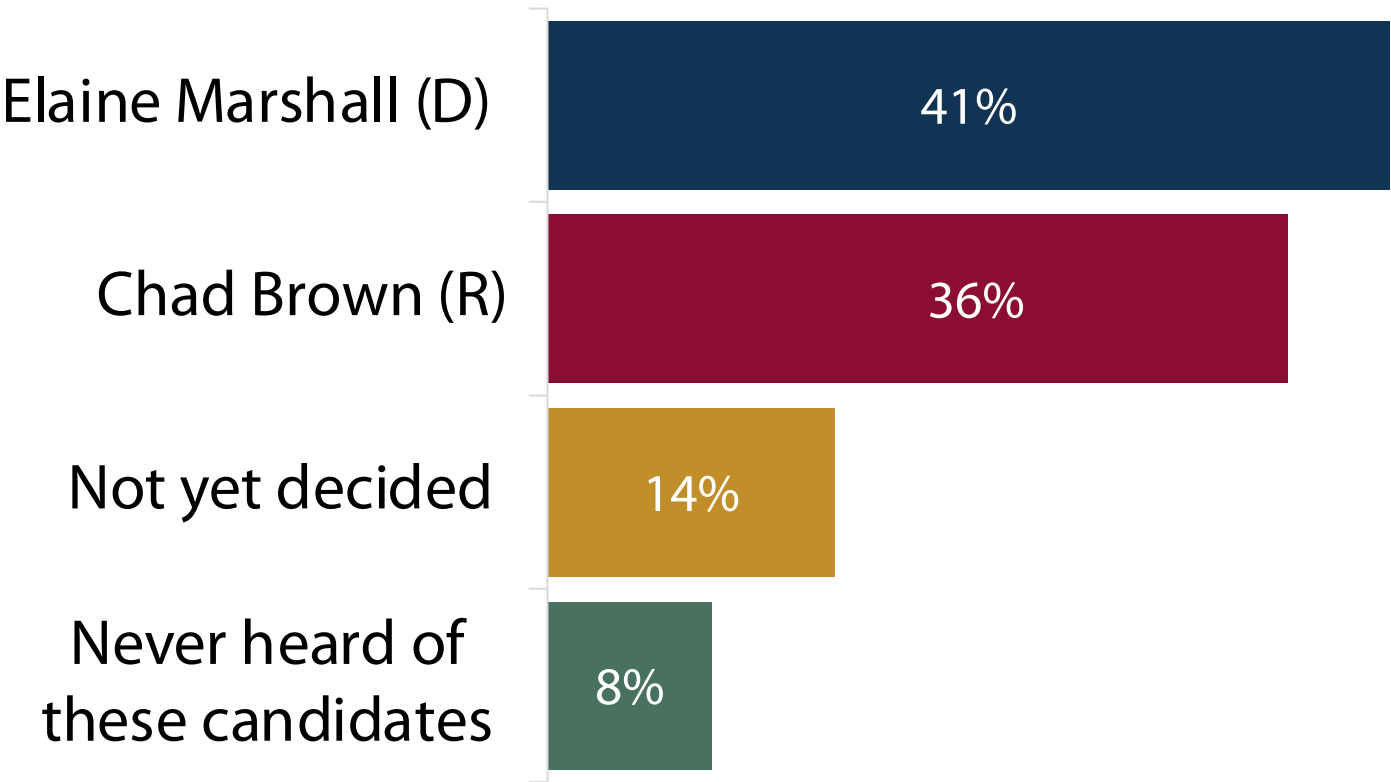
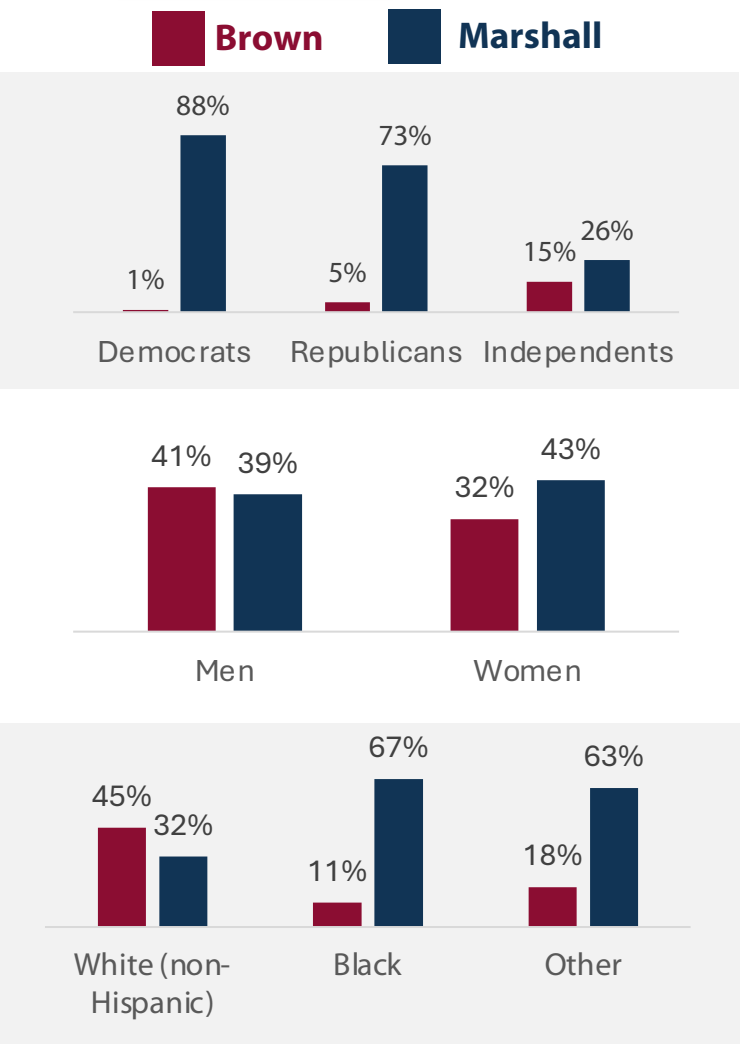
Source: Elon University Poll of North Carolina registered voters, October 10-17, 2024



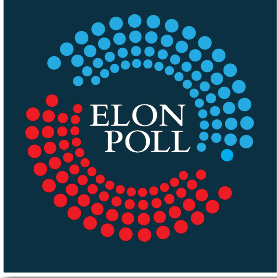
TOPIC: NC races

North Carolina poll: October 2024

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



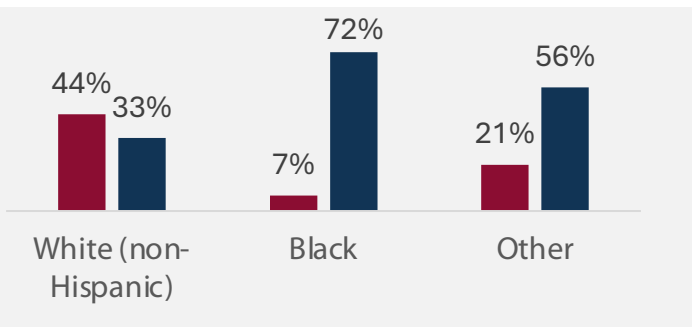
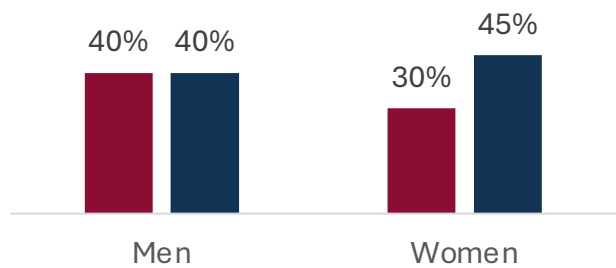
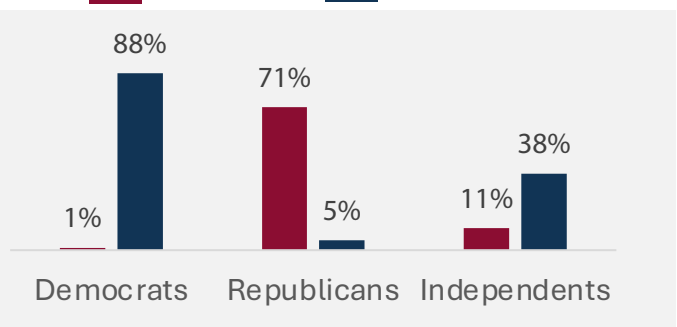
Source: Elon University Poll of North Carolina registered voters, October 10-17, 2024



TOPIC: NC races

North Carolina poll: October 2024

Morrow **Green**



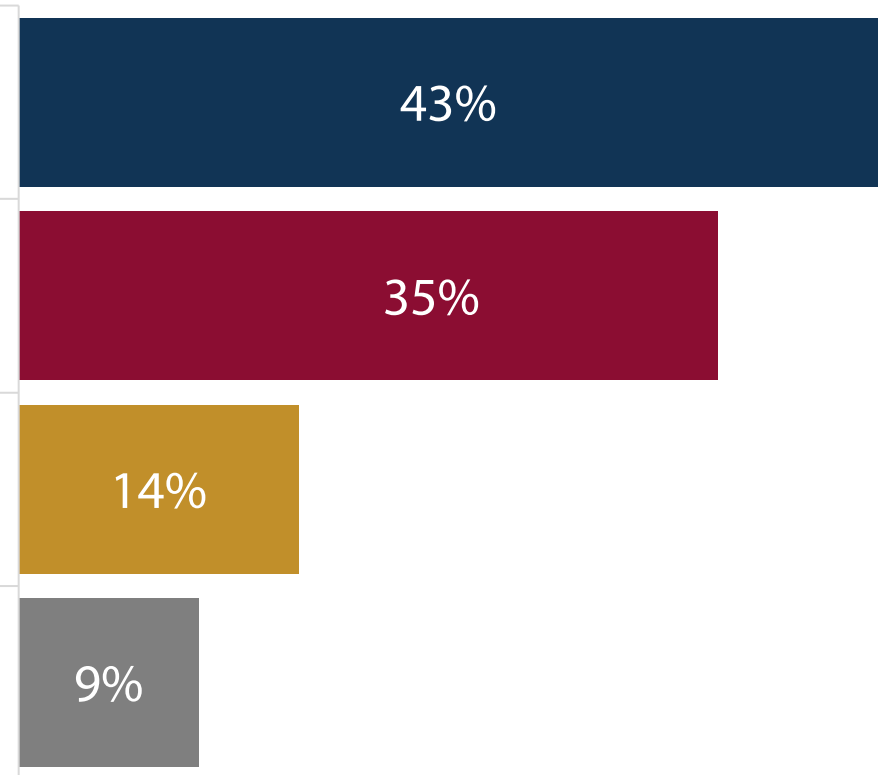
If the 2024 North Carolina superintendent of public instruction's election were being held today, would you vote for ...

Maurice (Mo) Green (D)

Michele Morrow (R)

Not yet decided

Never heard of these candidates

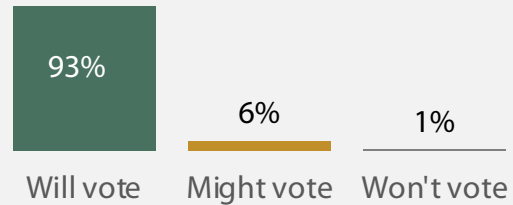




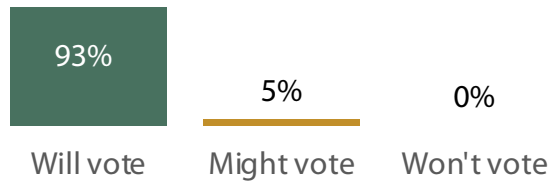
North Carolina poll: October 2024

TOPIC: Voting plans

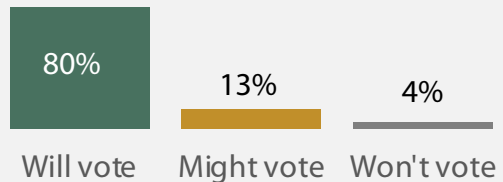
Democrats



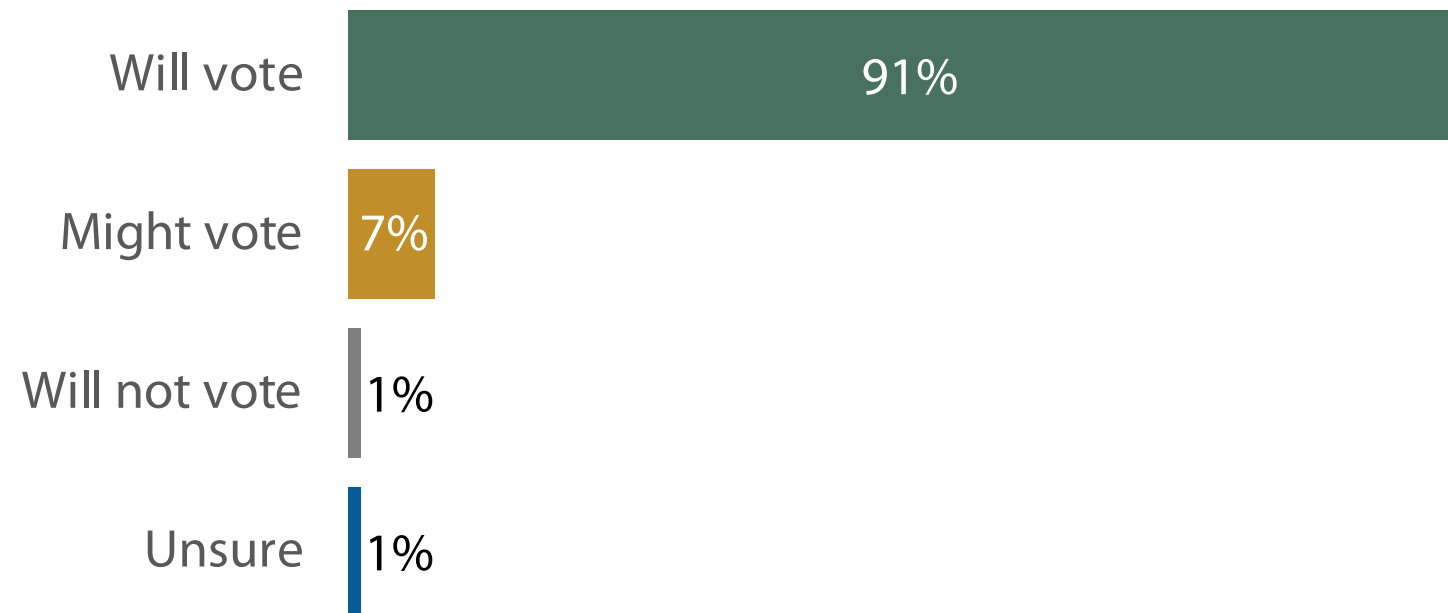
Republicans



Independents



What are your plans for voting in this year's election?

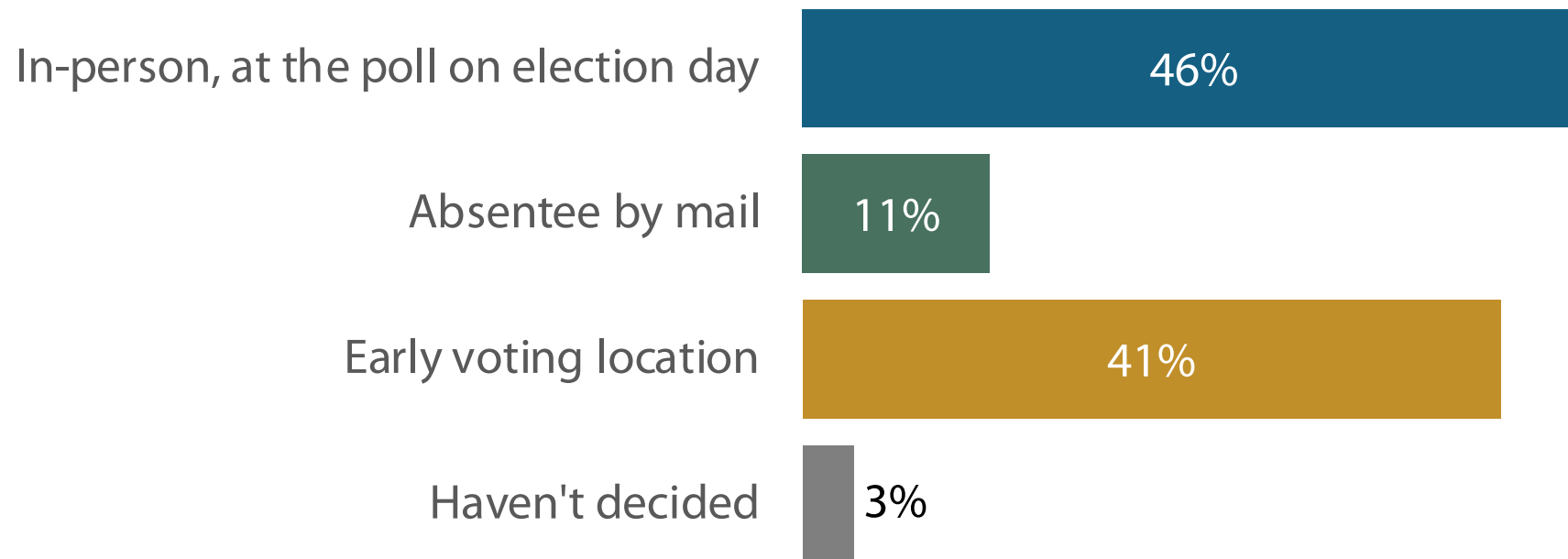


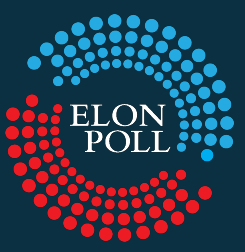


North Carolina poll: October 2024

TOPIC: Voting plans

If you vote, how do you plan to cast your ballot?





North Carolina poll: October 2024

TOPIC: Hurricane

How much, if at all, has the damage caused by Hurricane Helene affected you, your immediate family or your close friends and neighbors?

Not at all

41%

A little

38%

A lot

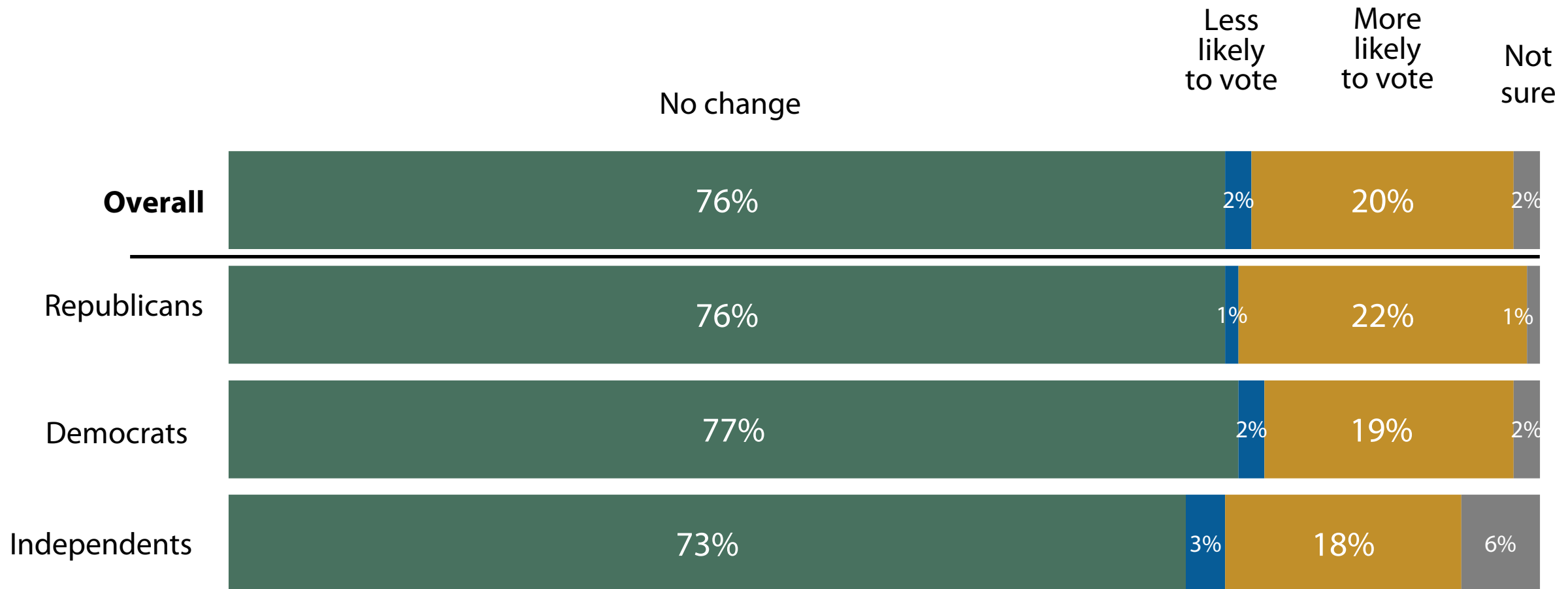
21%

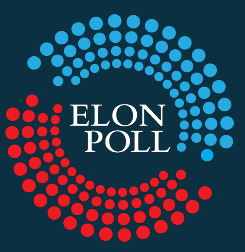


North Carolina poll: October 2024

TOPIC: Hurricane

How will the impact of Hurricane Helene affect your plans or ability to vote in this year's election?

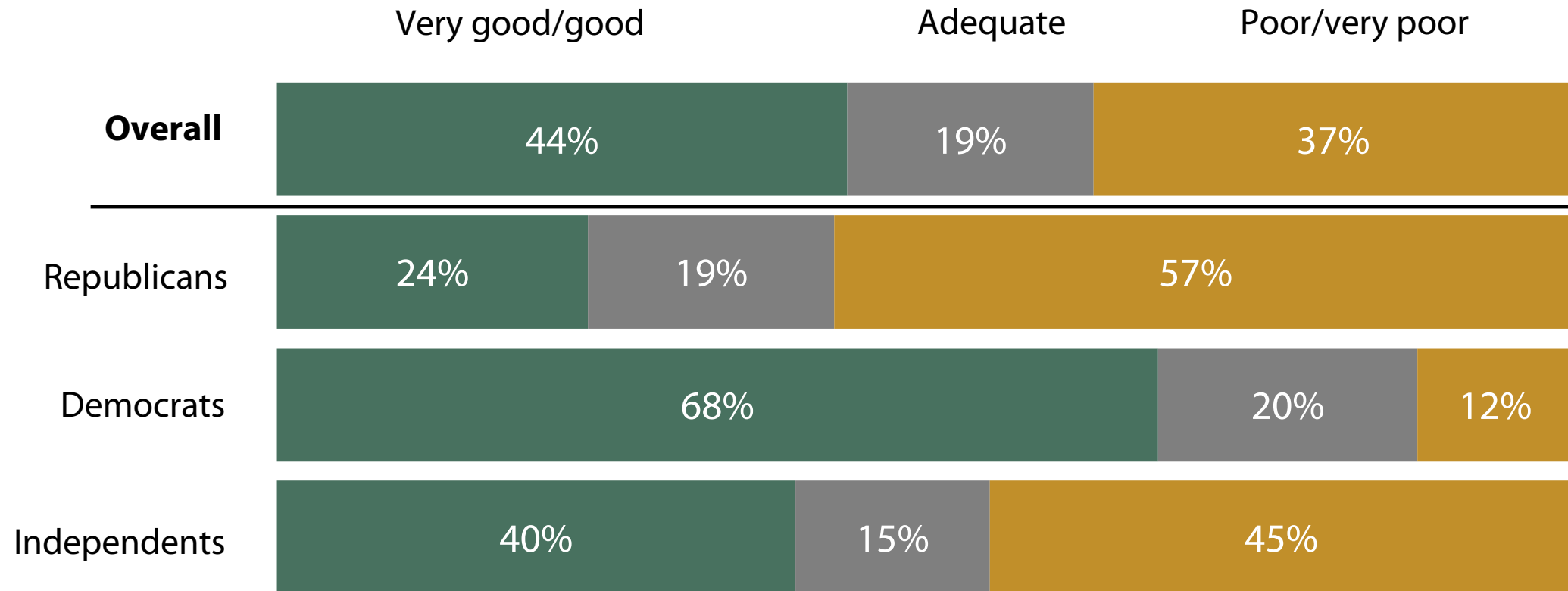




North Carolina poll: October 2024

TOPIC: Hurricane

How would you describe the response by federal and state agencies to the Hurricane Helene disaster in North Carolina?



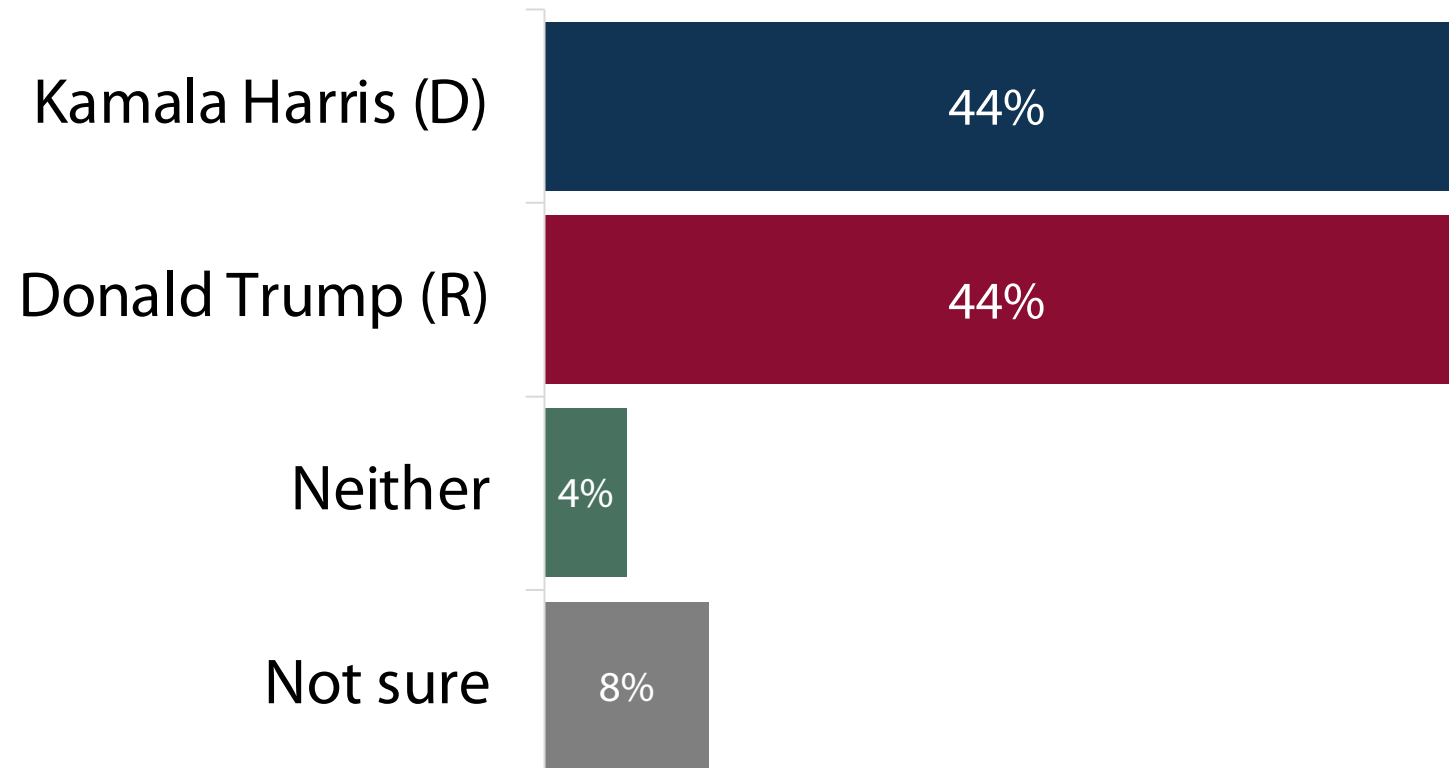
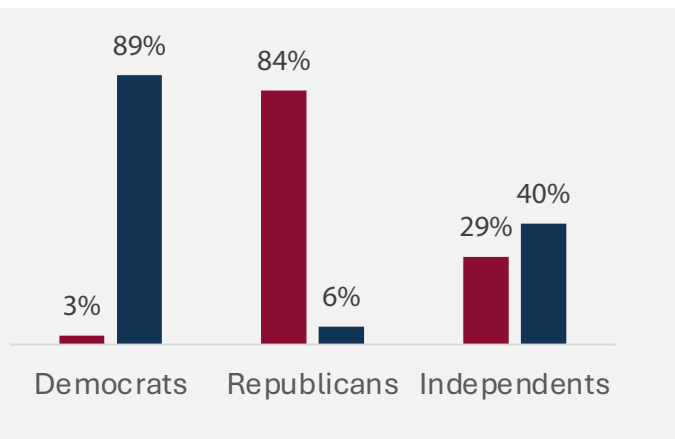


North Carolina poll: October 2024

TOPIC: Hurricane recovery

Which candidate for president is more likely to provide the resources and support North Carolina will need to recover from Hurricane Helene?

Trump **Harris**



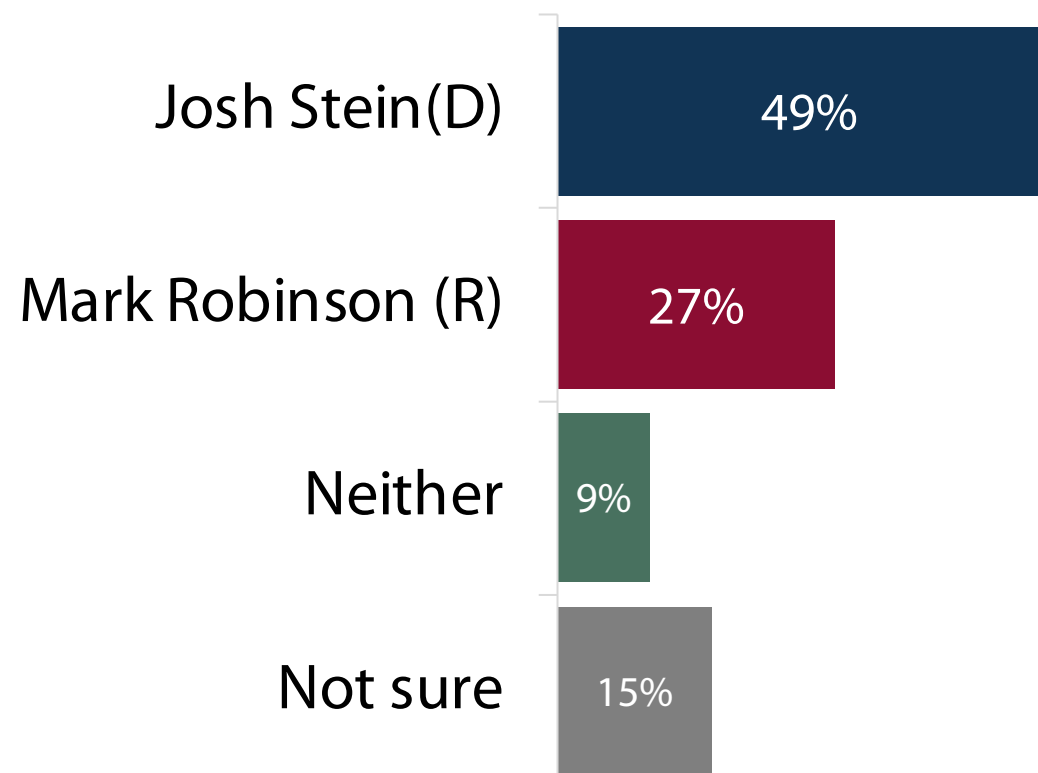
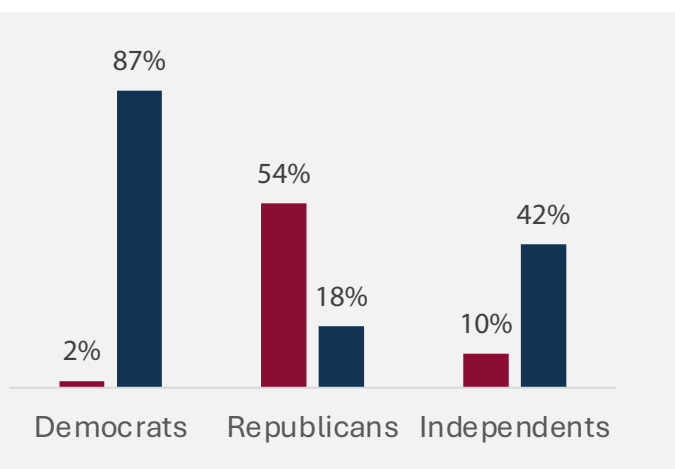


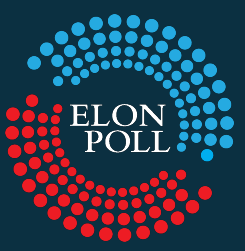
North Carolina poll: October 2024

TOPIC: Hurricane recovery

Which candidate for North Carolina governor would provide better leadership for the state's efforts to recover from Hurricane Helene?

Robinson **Stein**

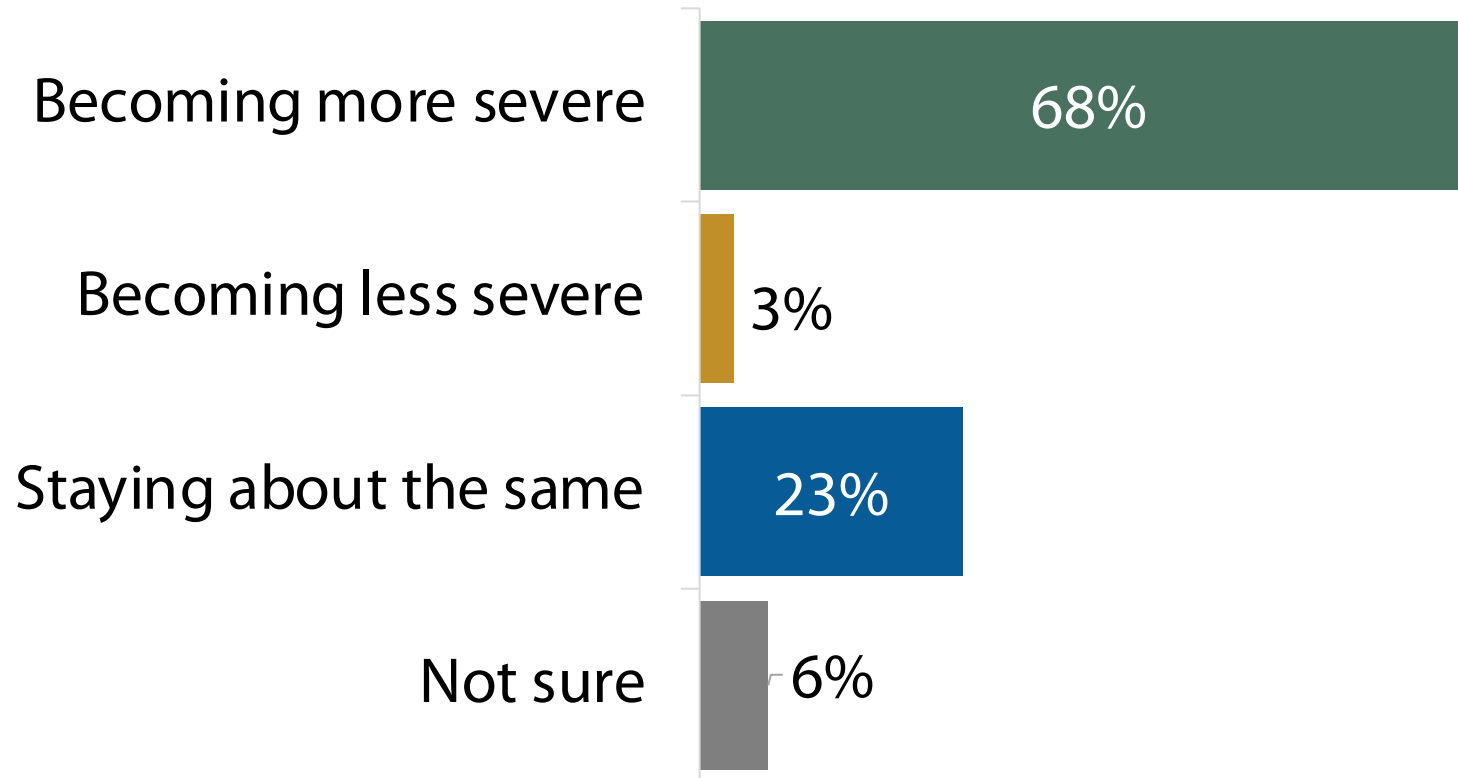


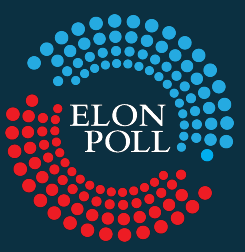


North Carolina poll: October 2024

TOPIC: Hurricane

Would you say hurricanes are becoming more severe, less severe, or staying about the same?

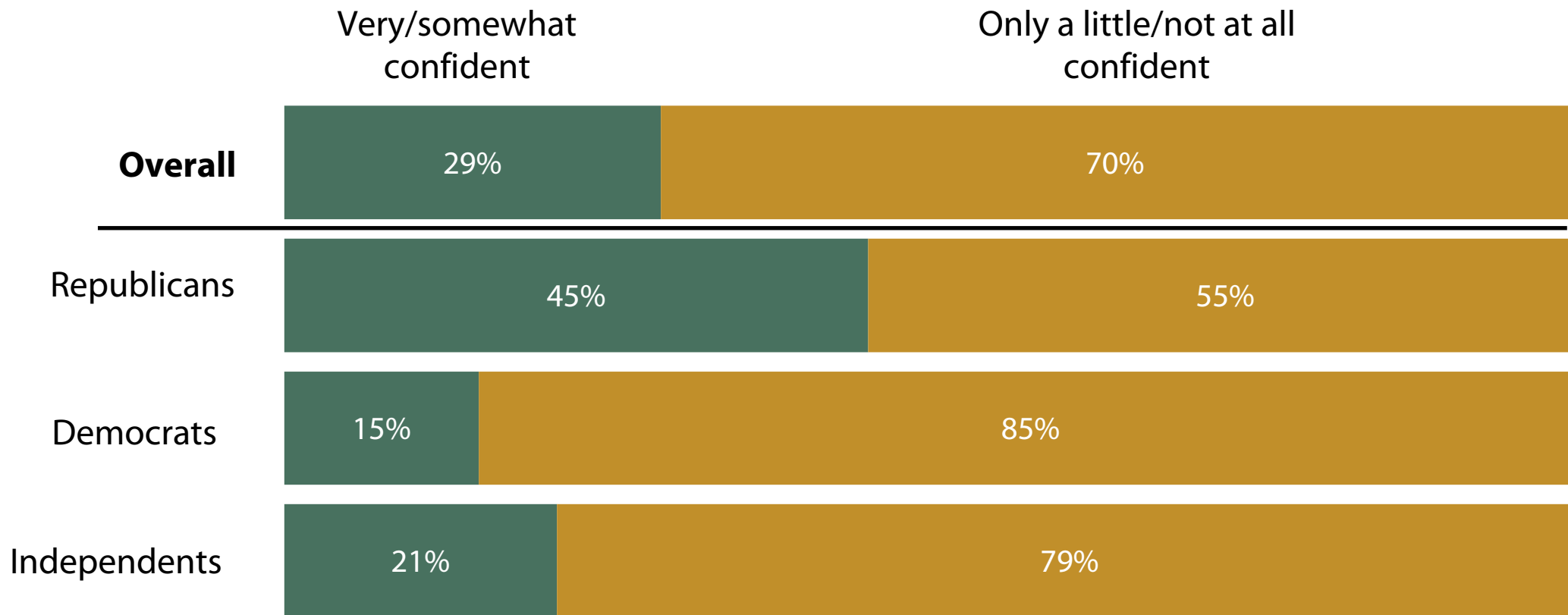


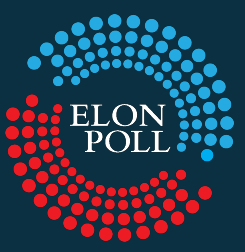


North Carolina poll: October 2024

TOPIC: Election integrity

If Kamala Harris is officially declared the winner, how confident are you that Donald Trump will accept the officially certified vote outcome as valid?

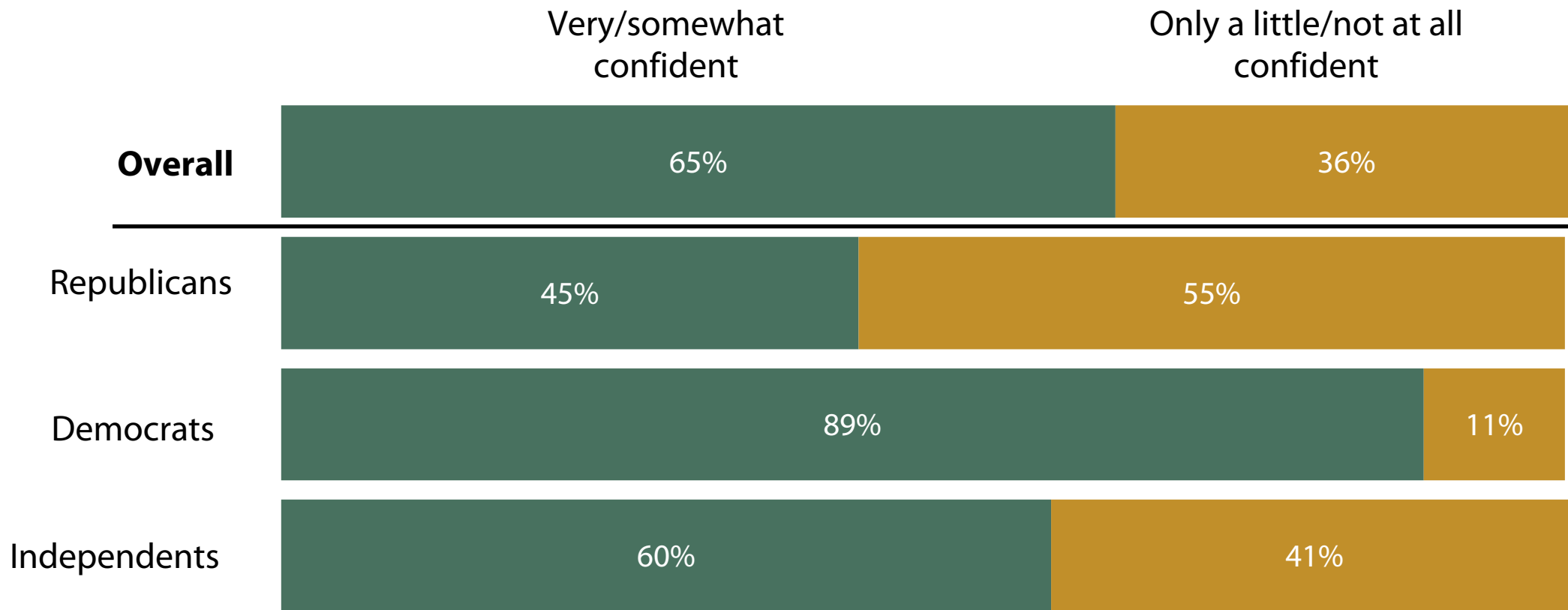




North Carolina poll: October 2024

TOPIC: Election integrity

If Donald Trump is officially declared the winner, how confident are you that Kamala Harris will accept the officially certified vote outcome as valid?

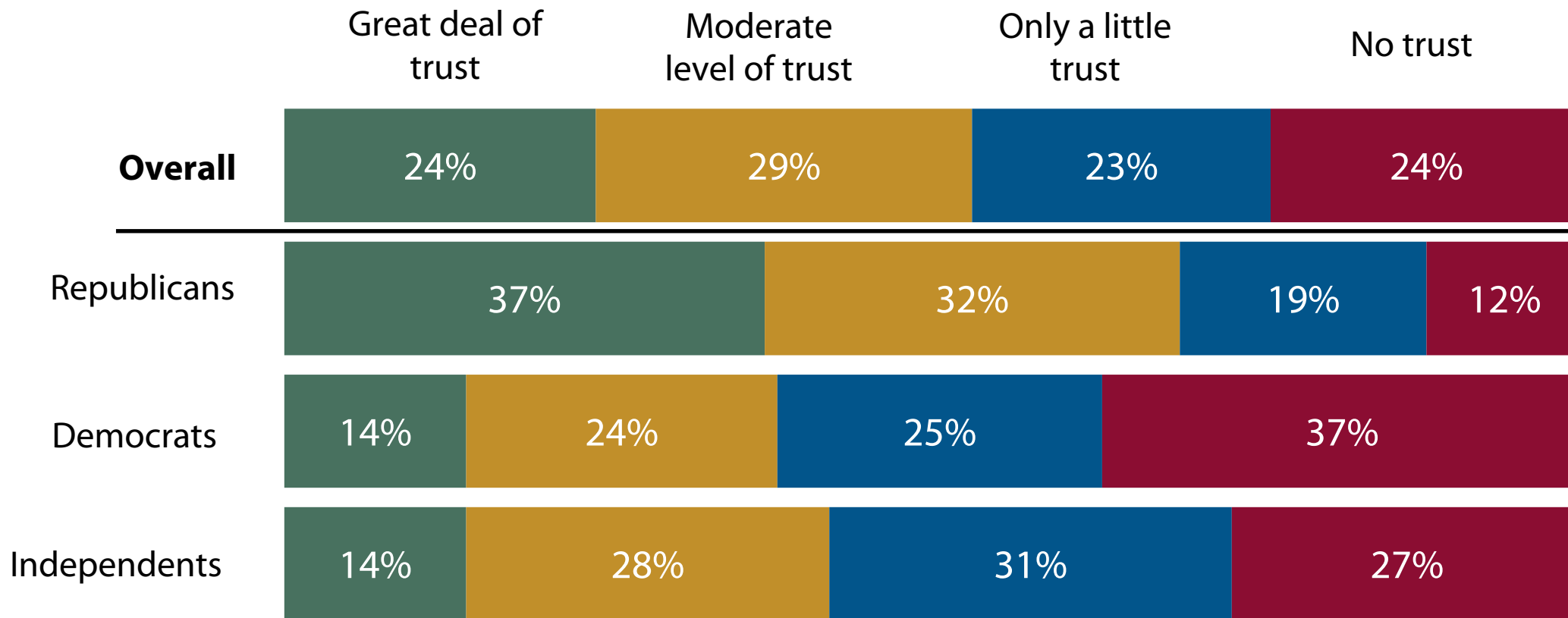


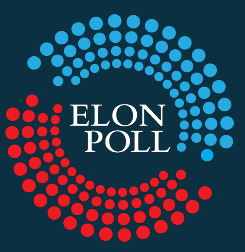


North Carolina poll: October 2024

TOPIC: Election integrity

If a dispute about the 2024 election goes to the United States Supreme Court, how much do you trust the court to determine the outcome fairly?

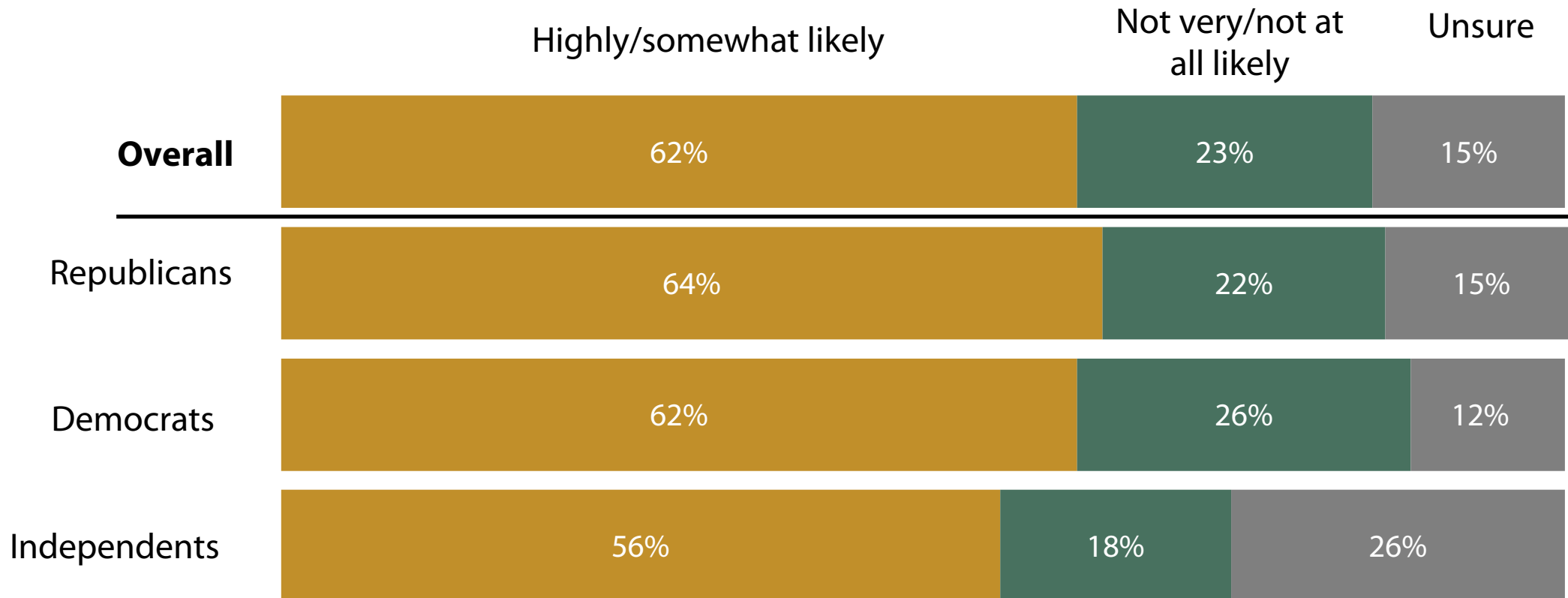




North Carolina poll: October 2024

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?

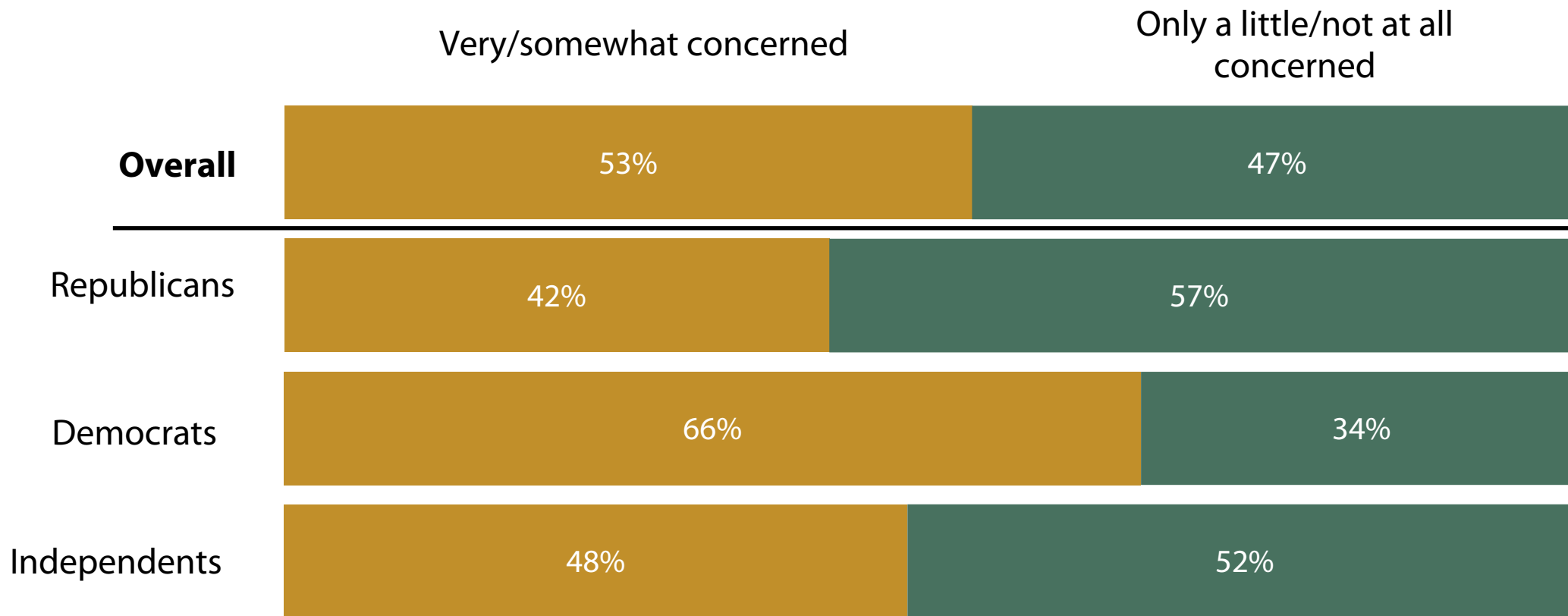




North Carolina poll: October 2024

TOPIC: Election integrity

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



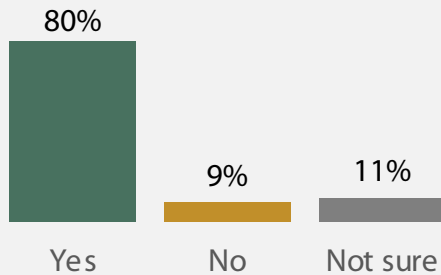


North Carolina poll: October 2024

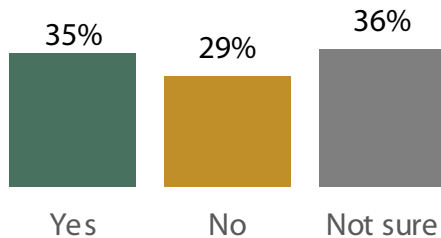
TOPIC: Election integrity

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

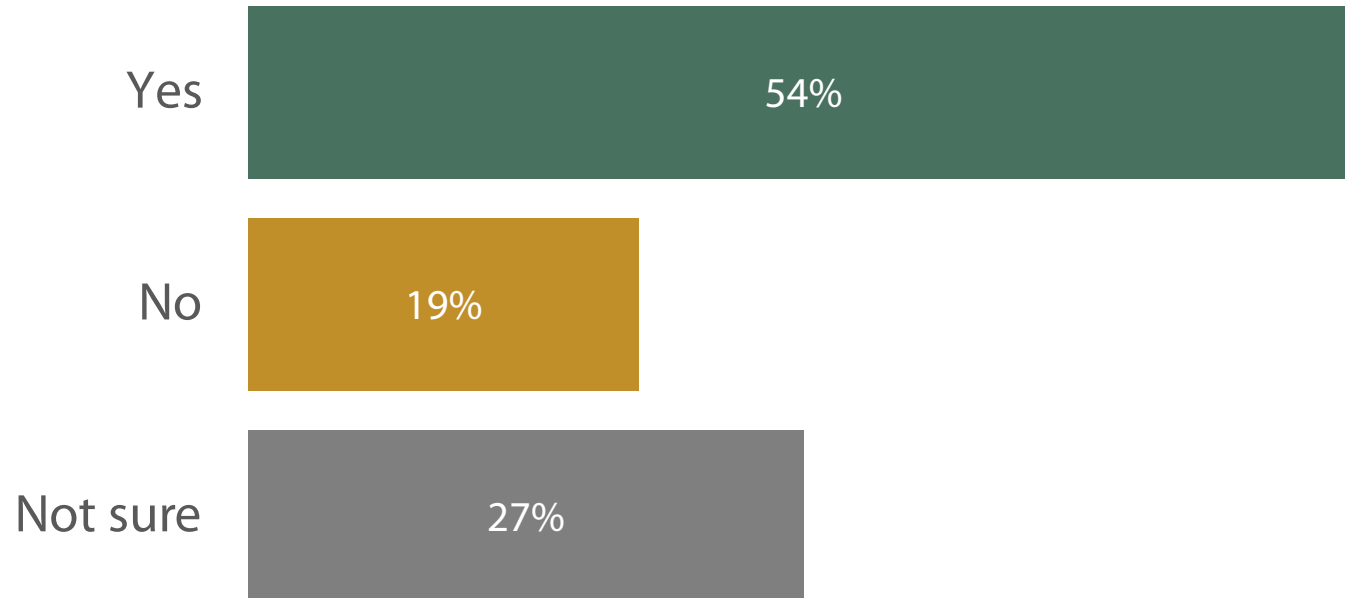
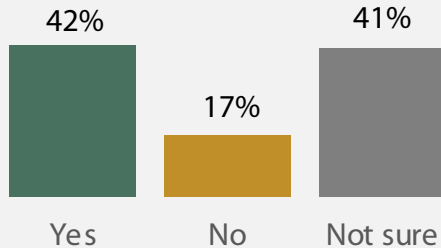
Democrats

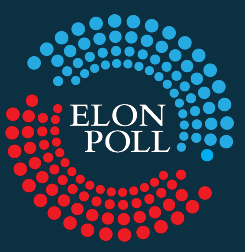


Republicans



Independents

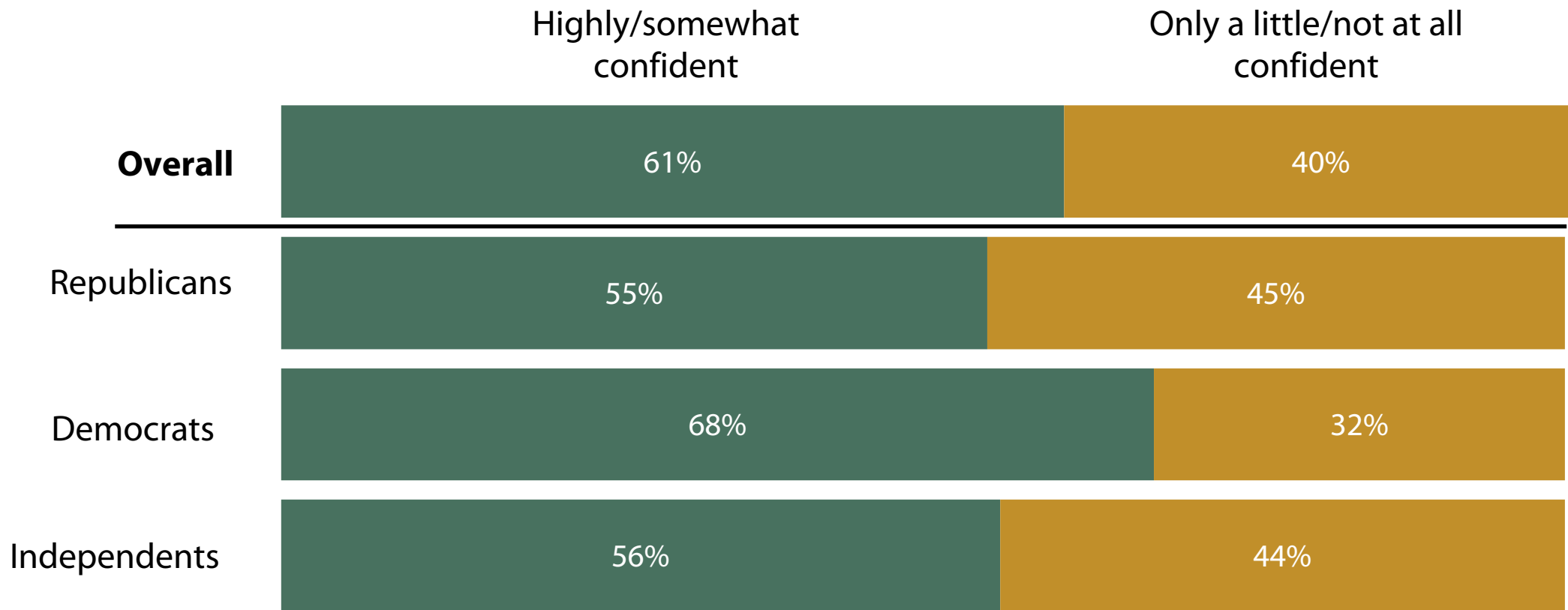


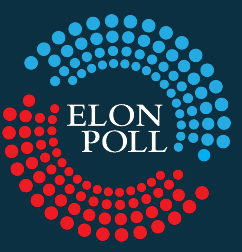


North Carolina poll: October 2024

TOPIC: Election integrity

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

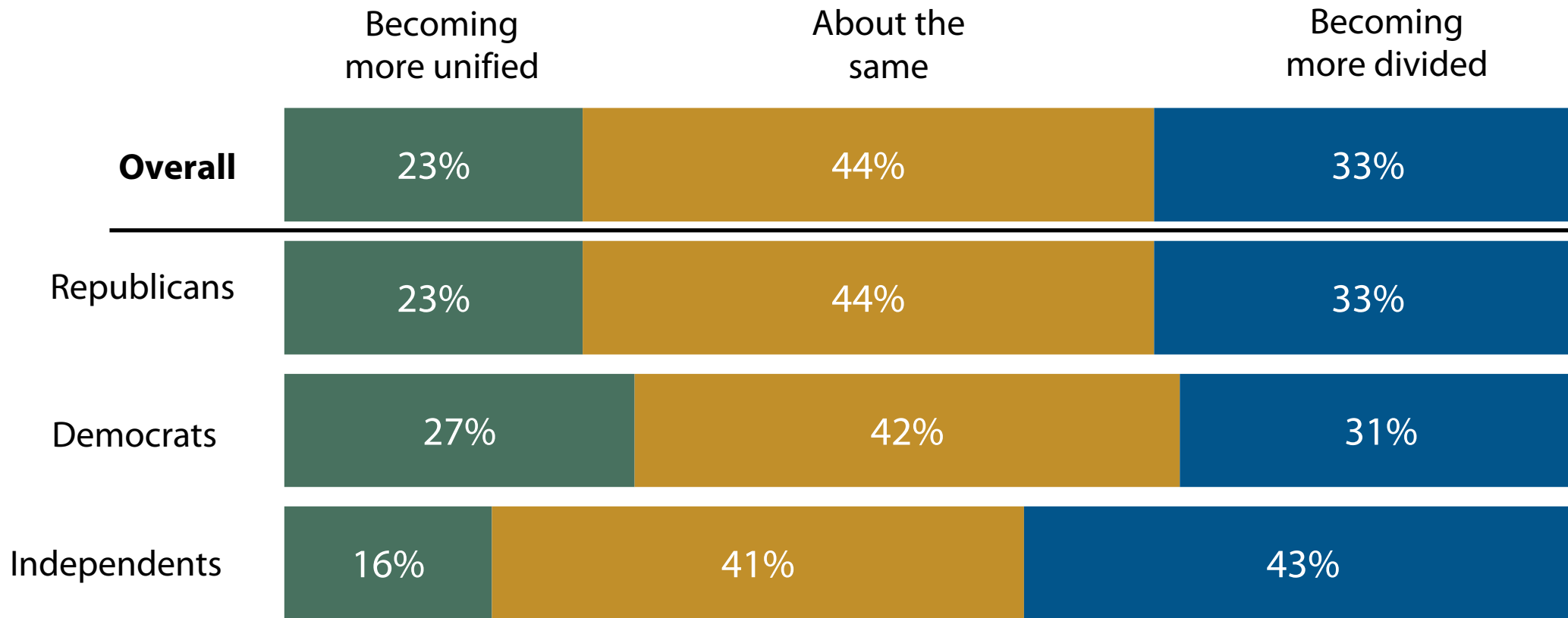


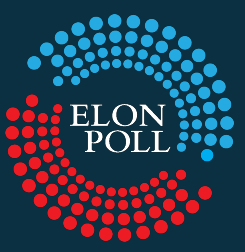


North Carolina poll: October 2024

TOPIC: Election integrity

What do you expect our nation's government and politics will be like over the next four years?





North Carolina poll: October 2024

METHODOLOGY

Sponsoring organization and questionnaire design: Elon University Poll

Fieldwork: YouGov

Interview dates: October 10-17, 2024

Release date: October 29, 2024

Target population: North Carolina registered voters

Sample size: 800

Margin of error: +/-3.99 % (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 915 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.



North Carolina poll: October 2024

ADDITIONAL INFORMATION

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

www.elon.edu/elonpoll



North Carolina poll: October 2024

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