



## Survey of North Carolina Registered Voters October 10-17, 2024

Dr. Jason Husser, director, Elon University Poll

**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

**Funding:** Elon University fully funds the Elon University Poll, which operates as a neutral, non-biased, non-partisan public resource

### Methodology

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

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

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

## Executive Summary

The third Elon University Poll of the Fall 2024 election cycle 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.

The poll of 800 registered North Carolina voters was conducted Oct. 10-17, 2024, and has a margin of error of +/-3.99%. 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. A sample composition file from the survey provides more details.

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.

**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 verdict** 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 verdict, 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.

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.

**About the Elon University Poll**

The Elon University Poll is an academic, non-partisan survey research organization and does not engage or work with any political candidates or parties. The Elon Poll conducts statewide, regional and national surveys on issues of importance to North Carolinians as well as other states. Information from these polls is shared with media, citizens and public officials to facilitate informed public policy-making through the better understanding of citizens’ opinions and attitudes.

The Elon University Poll is directed by Dr. Jason Husser, assistant provost for academic excellence and integrity and professor of political science and public policy. He has worked with the Elon Poll since 2012. Husser holds a doctorate in political science from Vanderbilt University and researches American political behavior and survey methodology.

For more information on the Elon University Poll, visit: [www.elon.edu/elonpoll](http://www.elon.edu/elonpoll)

List of Tables

- 1. If the 2024 presidential election were being held today, would you vote for... . . . . . 2
- 2. If the 2024 North Carolina governor’s election were being held today, would you vote for ... . . . . . 3
- 3. If the 2024 North Carolina Lieutenant Governor’s election were being held today, would you vote for ... . . . . . 4
- 4. If the 2024 North Carolina Attorney General’s election were being held today, would you vote for ... . . . . . 5
- 5. If the 2024 North Carolina Secretary of State’s election were being held today, would you vote for ... . . . . . 6
- 6. If the 2024 North Carolina Superintendent of Public Instruction’s election were being held today, would you vote for ... . . . . . 7
- 7. What are your plans for voting in this year’s election? . . . . . 8
- 8. If you do vote, how do you plan to cast your ballot? . . . . . 9
- 9. How important are the following reasons for your choice in voting early or absentee by mail? – I will be unavailable to go to my polling place on election day . . . . . 10
- 10. How important are the following reasons for your choice in voting early or absentee by mail? – Early voting or absentee ballots are more convenient . . . . . 11
- 11. How important are the following reasons for your choice in voting early or absentee by mail? – I want to get my vote over with . . . . . 12
- 12. How important are the following reasons for your choice in voting early or absentee by mail? – I’m not sure where my regular polling location is . . . . . 13
- 13. How important are the following reasons for your choice in voting early or absentee by mail? – I’m more confident my vote will be counted correctly with early voting or an absentee ballot . . . . . 14
- 14. How important are the following reasons for your choice in voting early or absentee by mail? – I feel uncomfortable or have safety concerns about going to my polling location on election day . . . . . 15
- 15. In North Carolina, do you believe **Donald Trump’s** campaign is ... . . . . . 16
- 16. In North Carolina, do you believe **Kamala Harris’s** campaign is ... . . . . . 17
- 17. What is your overall impression of **Donald Trump**, the Republican candidate for President? . . . . . 18
- 18. What is your overall impression of **Kamala Harris**, the Democratic candidate for President? . . . . . 19
- 19. Choose the top three most important issues for you as you cast your vote for president? – Ranked 1 . . . . . 20
- 20. Choose the top three most important issues for you as you cast your vote for president? – Ranked 2 . . . . . 22
- 21. Choose the top three most important issues for you as you cast your vote for president? – Ranked 3 . . . . . 24
- 22. What is your overall impression of **Mark Robinson**, the Republican candidate for Governor of North Carolina? . . . . . 26
- 23. What is your overall impression of **Josh Stein**, the Democratic candidate for Governor of North Carolina? . . . . . 27
- 24. 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? . . . . . 28
- 25. Governor candidate Mark Robinson denies making the offensive posts reported by news media. Do you believe him? . . . . . 29
- 26. 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**? . . . . . 30
- 27. Do you believe this year’s election will produce a fair and accurate count of the votes cast nationwide? . . . . . 31
- 28. 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? . . . . . 32
- 29. How confident are you that most Americans will accept the results of this year’s presidential election? . . . . . 33
- 30. If Kamala Harris is officially declared the winner, how confident are you that Donald Trump will accept the officially certified vote outcome as valid? . . . . . 34
- 31. If Donald Trump is officially declared the winner, how confident are you that Kamala Harris will accept the officially certified vote outcome as valid? . . . . . 35
- 32. How concerned are you about voters being intimidated or harassed when going to vote? . . . . . 36

# Survey of NC Registered Voters 18+

October 2024



|  |    |
|--|----|
| 33. 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? . . . . . | 37 |
| 34. What do you expect our nation's government and politics will be like over the next four years? . . . . .   | 38 |
| 35. How much, if at all, has the damage caused by Hurricane Helene affected you, your immediate family or your close friends and neighbors? . . . . .        | 39 |
| 36. How will the impact of Hurricane Helene affect your plans or ability to vote in this year's election? . . . . .  | 40 |
| 37. Which candidate for president is more likely to provide the resources and support North Carolina will need to recover from Hurricane Helene? . . . . .   | 41 |
| 38. Which candidate for North Carolina governor would provide better leadership for the state's efforts to recover from Hurricane Helene? . . . . .          | 42 |
| 39. Would you say hurricanes are becoming more severe, less severe, or staying about the same? . . . . .   | 43 |
| 40. How would you describe the response by federal and state agencies to the Hurricane Helene disaster in North Carolina? . . . . .                          | 44 |

# Survey of NC Registered Voters 18+

October 2024



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

|               | Gender |     |       | Age   |     | Education      |              |  |
|---------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|               | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Donald Trump  | 46%    | 48% | 45%   | 39%   | 51% | 50%            | 41%          |  |
| Kamala Harris | 46%    | 43% | 48%   | 50%   | 43% | 41%            | 54%          |  |
| Other         | 4%     | 6%  | 2%    | 6%    | 2%  | 4%             | 3%           |  |
| None          | 1%     | 1%  | 0%    | 1%    | 0%  | 1%             | 0%           |  |
| Not decided   | 4%     | 2%  | 5%    | 4%    | 3%  | 4%             | 3%           |  |

  

|               | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|---------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|               | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Donald Trump  | 46%   | 57%                  | 15%   | 29%   | 46%      | 53%         | 39%     | 3%              | 90%        | 28%         |
| Kamala Harris | 46%   | 35%                  | 79%   | 61%   | 45%      | 40%         | 55%     | 93%             | 6%         | 41%         |
| Other         | 4%    | 4%                   | 3%    | 2%    | 5%       | 4%          | 1%      | 3%              | 3%         | 11%         |
| None          | 1%    | 1%                   | 0%    | —     | 1%       | 1%          | 0%      | —               | 1%         | —           |
| Not decided   | 4%    | 3%                   | 2%    | 9%    | 4%       | 3%          | 4%      | 1%              | 0%         | 20%         |

# Survey of NC Registered Voters 18+

October 2024



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

|               | Gender |     |       | Age   |     | Education      |              |  |
|---------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|               | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Mark Robinson | 31%    | 34% | 29%   | 29%   | 33% | 34%            | 27%          |  |
| Josh Stein    | 52%    | 47% | 56%   | 54%   | 51% | 45%            | 62%          |  |
| Other         | 4%     | 6%  | 3%    | 5%    | 3%  | 4%             | 4%           |  |
| None          | 3%     | 5%  | 2%    | 5%    | 3%  | 5%             | 1%           |  |
| Not decided   | 10%    | 9%  | 10%   | 8%    | 11% | 12%            | 7%           |  |

  

|               | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|---------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|               | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Mark Robinson | 31%   | 38%                  | 12%   | 16%   | 32%      | 38%         | 24%     | 1%              | 63%        | 12%         |
| Josh Stein    | 52%   | 44%                  | 76%   | 59%   | 49%      | 48%         | 60%     | 94%             | 17%        | 47%         |
| Other         | 4%    | 4%                   | 2%    | 7%    | 4%       | 4%          | 4%      | 1%              | 5%         | 12%         |
| None          | 3%    | 3%                   | 3%    | 6%    | 5%       | 2%          | 2%      | 1%              | 5%         | 7%          |
| Not decided   | 10%   | 10%                  | 8%    | 12%   | 11%      | 8%          | 9%      | 4%              | 11%        | 21%         |



# Survey of NC Registered Voters 18+

October 2024



## 3. If the 2024 North Carolina Lieutenant Governor's election were being held today, would you vote for ...

|                           | Gender |     |       | Age   |     | Education      |              |  |
|---------------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                           | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Hal Weatherman            | 36%    | 40% | 33%   | 30%   | 40% | 38%            | 33%          |  |
| Rachel Hunt               | 41%    | 38% | 43%   | 47%   | 36% | 34%            | 51%          |  |
| Other                     | 2%     | 3%  | 1%    | 3%    | 1%  | 3%             | 1%           |  |
| Not decided               | 12%    | 11% | 13%   | 10%   | 14% | 15%            | 8%           |  |
| Never heard of candidates | 9%     | 7%  | 11%   | 10%   | 9%  | 11%            | 6%           |  |

  

|                           | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|---------------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                           | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Hal Weatherman            | 36%   | 45%                  | 10%   | 19%   | 36%      | 42%         | 31%     | 1%              | 73%        | 12%         |
| Rachel Hunt               | 41%   | 32%                  | 63%   | 59%   | 37%      | 40%         | 51%     | 87%             | 6%         | 20%         |
| Other                     | 2%    | 2%                   | 3%    | 4%    | 2%       | 2%          | 3%      | 2%              | 2%         | 5%          |
| Not decided               | 12%   | 12%                  | 13%   | 8%    | 15%      | 9%          | 10%     | 6%              | 12%        | 31%         |
| Never heard of candidates | 9%    | 9%                   | 10%   | 10%   | 11%      | 8%          | 5%      | 4%              | 7%         | 31%         |

# Survey of NC Registered Voters 18+

October 2024



## 4. If the 2024 North Carolina Attorney General's election were being held today, would you vote for ...

|                           | Gender |     |       | Age   |     | Education      |              |  |
|---------------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                           | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Dan Bishop                | 38%    | 44% | 34%   | 30%   | 44% | 41%            | 34%          |  |
| Jeff Jackson              | 43%    | 40% | 45%   | 47%   | 40% | 37%            | 53%          |  |
| Not decided               | 13%    | 11% | 14%   | 13%   | 12% | 15%            | 9%           |  |
| Never heard of candidates | 6%     | 5%  | 7%    | 9%    | 4%  | 7%             | 4%           |  |

  

|                           | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|---------------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                           | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Dan Bishop                | 38%   | 49%                  | 9%    | 18%   | 37%      | 43%         | 34%     | 1%              | 77%        | 20%         |
| Jeff Jackson              | 43%   | 34%                  | 68%   | 54%   | 41%      | 41%         | 51%     | 89%             | 7%         | 27%         |
| Not decided               | 13%   | 12%                  | 14%   | 19%   | 13%      | 11%         | 12%     | 6%              | 11%        | 40%         |
| Never heard of candidates | 6%    | 5%                   | 9%    | 9%    | 9%       | 5%          | 3%      | 3%              | 6%         | 13%         |

# Survey of NC Registered Voters 18+

October 2024



## 5. If the 2024 North Carolina Secretary of State's election were being held today, would you vote for ...

|                           | Gender |     |       | Age   |     | Education      |              |  |
|---------------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                           | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Chad Brown                | 36%    | 41% | 32%   | 29%   | 41% | 39%            | 32%          |  |
| Elaine Marshall           | 41%    | 39% | 43%   | 48%   | 37% | 36%            | 50%          |  |
| Not decided               | 14%    | 14% | 14%   | 12%   | 15% | 15%            | 12%          |  |
| Never heard of candidates | 8%     | 5%  | 11%   | 11%   | 7%  | 10%            | 6%           |  |

  

|                           | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|---------------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                           | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Chad Brown                | 36%   | 45%                  | 11%   | 18%   | 35%      | 41%         | 33%     | 1%              | 73%        | 15%         |
| Elaine Marshall           | 41%   | 32%                  | 67%   | 63%   | 38%      | 41%         | 50%     | 88%             | 5%         | 26%         |
| Not decided               | 14%   | 15%                  | 14%   | 8%    | 17%      | 11%         | 10%     | 7%              | 13%        | 38%         |
| Never heard of candidates | 8%    | 8%                   | 9%    | 10%   | 10%      | 7%          | 7%      | 4%              | 9%         | 21%         |

# Survey of NC Registered Voters 18+

October 2024



## 6. If the 2024 North Carolina Superintendent of Public Instruction's election were being held today, would you vote for ...

|                           | Gender |     |       | Age   |     | Education      |              |  |
|---------------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                           | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Michele Morrow            | 35%    | 40% | 30%   | 28%   | 39% | 37%            | 30%          |  |
| Maurice (Mo) Green        | 43%    | 40% | 45%   | 48%   | 39% | 37%            | 52%          |  |
| Not decided               | 14%    | 14% | 13%   | 11%   | 16% | 15%            | 12%          |  |
| Never heard of candidates | 9%     | 6%  | 11%   | 13%   | 6%  | 11%            | 6%           |  |

  

|                           | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|---------------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                           | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Michele Morrow            | 35%   | 44%                  | 7%    | 21%   | 34%      | 41%         | 30%     | 1%              | 71%        | 11%         |
| Maurice (Mo) Green        | 43%   | 33%                  | 72%   | 56%   | 38%      | 42%         | 52%     | 88%             | 5%         | 38%         |
| Not decided               | 14%   | 15%                  | 10%   | 15%   | 16%      | 10%         | 11%     | 7%              | 14%        | 36%         |
| Never heard of candidates | 9%    | 8%                   | 11%   | 8%    | 12%      | 7%          | 7%      | 4%              | 11%        | 15%         |

# Survey of NC Registered Voters 18+

October 2024



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

|                 | Gender |     |       | Age   |     | Education      |              |  |
|-----------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                 | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| I will vote     | 91%    | 92% | 90%   | 87%   | 94% | 88%            | 96%          |  |
| I might vote    | 7%     | 5%  | 9%    | 9%    | 6%  | 9%             | 3%           |  |
| I will not vote | 1%     | 2%  | 0%    | 2%    | 0%  | 1%             | 1%           |  |
| I'm not sure    | 1%     | 1%  | 1%    | 2%    | 0%  | 2%             | —            |  |

  

|                 | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|-----------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                 | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| I will vote     | 91%   | 93%                  | 88%   | 86%   | 87%      | 95%         | 93%     | 93%             | 93%        | 80%         |
| I might vote    | 7%    | 6%                   | 9%    | 11%   | 9%       | 5%          | 6%      | 6%              | 5%         | 13%         |
| I will not vote | 1%    | 1%                   | 1%    | —     | 1%       | 1%          | 1%      | 1%              | 0%         | 4%          |
| I'm not sure    | 1%    | 0%                   | 3%    | 3%    | 2%       | —           | —       | 0%              | 1%         | 2%          |

# Survey of NC Registered Voters 18+

October 2024



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

|                           | Total | Gender |       |  | Age   |     | Education      |              |  |
|---------------------------|-------|--------|-------|--|-------|-----|----------------|--------------|--|
|                           |       | Man    | Woman |  | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| In person on election day | 46%   | 43%    | 48%   |  | 56%   | 39% | 48%            | 41%          |  |
| Absentee                  | 11%   | 11%    | 10%   |  | 12%   | 10% | 11%            | 10%          |  |
| Early voting location     | 41%   | 42%    | 40%   |  | 29%   | 49% | 37%            | 48%          |  |
| Haven't decided           | 3%    | 4%     | 2%    |  | 4%    | 2%  | 4%             | 1%           |  |

  

|                           | Total | Race                 |       |       | Income   |             |         | Leaned Party ID |            |             |
|---------------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                           |       | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| In person on election day | 46%   | 45%                  | 48%   | 50%   | 48%      | 46%         | 44%     | 44%             | 52%        | 28%         |
| Absentee                  | 11%   | 8%                   | 15%   | 20%   | 14%      | 7%          | 9%      | 15%             | 6%         | 17%         |
| Early voting location     | 41%   | 45%                  | 33%   | 25%   | 34%      | 45%         | 46%     | 39%             | 40%        | 52%         |
| Haven't decided           | 3%    | 2%                   | 4%    | 5%    | 4%       | 3%          | 2%      | 2%              | 3%         | 3%          |

# Survey of NC Registered Voters 18+

October 2024



## 9. How important are the following reasons for your choice in voting early or absentee by mail? – I will be unavailable to go to my polling place on election day

|                    | Gender |     |       | Age   |     | Education      |              |  |
|--------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                    | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Very Important     | 28%    | 28% | 28%   | 35%   | 25% | 33%            | 21%          |  |
| Somewhat important | 19%    | 19% | 20%   | 22%   | 18% | 20%            | 18%          |  |
| Not very important | 53%    | 53% | 52%   | 42%   | 57% | 47%            | 60%          |  |

  

|                    | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|--------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                    | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Very Important     | 28%   | 25%                  | 36%   | –     | 28%      | 28%         | 29%     | 33%             | 27%        | –           |
| Somewhat important | 19%   | 19%                  | 14%   | –     | 21%      | 18%         | 18%     | 19%             | 20%        | –           |
| Not very important | 53%   | 56%                  | 50%   | –     | 51%      | 53%         | 53%     | 48%             | 53%        | –           |

# Survey of NC Registered Voters 18+

October 2024



## 10. How important are the following reasons for your choice in voting early or absentee by mail? – Early voting or absentee ballots are more convenient

|                    | Gender |     |       | Age   |     | Education      |              |  |
|--------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                    | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Very Important     | 68%    | 66% | 70%   | 69%   | 68% | 68%            | 69%          |  |
| Somewhat important | 23%    | 25% | 21%   | 22%   | 24% | 25%            | 20%          |  |
| Not very important | 9%     | 9%  | 9%    | 9%    | 9%  | 7%             | 11%          |  |

  

|                    | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|--------------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                    | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| Very Important     | 68%   | 66%                  | 72%   | –      | 65%      | 71%         | 68%             | 77%      | 61%        | –           |
| Somewhat important | 23%   | 25%                  | 20%   | –      | 25%      | 22%         | 23%             | 15%      | 30%        | –           |
| Not very important | 9%    | 10%                  | 8%    | –      | 10%      | 6%          | 9%              | 8%       | 9%         | –           |



# Survey of NC Registered Voters 18+

October 2024



## 11. How important are the following reasons for your choice in voting early or absentee by mail? – I want to get my vote over with

|                    | Gender |     |       | Age   |     | Education      |              |  |
|--------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                    | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Very Important     | 58%    | 60% | 57%   | 59%   | 58% | 60%            | 56%          |  |
| Somewhat important | 26%    | 27% | 25%   | 29%   | 24% | 24%            | 27%          |  |
| Not very important | 16%    | 14% | 18%   | 12%   | 18% | 16%            | 17%          |  |

  

|                    | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|--------------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                    | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| Very Important     | 58%   | 53%                  | 76%   | –      | 56%      | 60%         | 53%             | 62%      | 58%        | –           |
| Somewhat important | 26%   | 27%                  | 21%   | –      | 30%      | 23%         | 26%             | 25%      | 27%        | –           |
| Not very important | 16%   | 20%                  | 3%    | –      | 13%      | 17%         | 21%             | 12%      | 15%        | –           |

# Survey of NC Registered Voters 18+

October 2024



## 12. How important are the following reasons for your choice in voting early or absentee by mail? – I'm not sure where my regular polling location is

|                    | Gender |     |       | Age   |     | Education      |              |  |
|--------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                    | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Very Important     | 12%    | 15% | 9%    | 15%   | 11% | 17%            | 4%           |  |
| Somewhat important | 9%     | 4%  | 14%   | 10%   | 9%  | 11%            | 7%           |  |
| Not very important | 79%    | 81% | 77%   | 75%   | 80% | 72%            | 89%          |  |

  

|                    | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|--------------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                    | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| Very Important     | 12%   | 8%                   | 21%   | –      | 14%      | 12%         | 7%              | 11%      | 12%        | –           |
| Somewhat important | 9%    | 9%                   | 13%   | –      | 11%      | 12%         | 6%              | 9%       | 7%         | –           |
| Not very important | 79%   | 83%                  | 65%   | –      | 75%      | 77%         | 87%             | 79%      | 81%        | –           |

# Survey of NC Registered Voters 18+

October 2024



13. How important are the following reasons for your choice in voting early or absentee by mail? – I'm more confident my vote will be counted correctly with early voting or an absentee ballot

|                    | Gender |     |       | Age   |     | Education      |              | Leaned Party ID |            |             |
|--------------------|--------|-----|-------|-------|-----|----------------|--------------|-----------------|------------|-------------|
|                    | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ | Democrat        | Republican | Independent |
| Very Important     | 30%    | 25% | 36%   | 28%   | 32% | 37%            | 21%          | 32%             | 31%        | —           |
| Somewhat important | 20%    | 20% | 20%   | 23%   | 19% | 21%            | 18%          | 18%             | 22%        | —           |
| Not very important | 50%    | 55% | 45%   | 49%   | 50% | 42%            | 60%          | 50%             | 47%        | —           |

  

|                    | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|--------------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                    | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| Very Important     | 30%   | 25%                  | 48%   | —      | 37%      | 28%         | 24%             | 32%      | 31%        | —           |
| Somewhat important | 20%   | 19%                  | 22%   | —      | 22%      | 22%         | 15%             | 18%      | 22%        | —           |
| Not very important | 50%   | 56%                  | 30%   | —      | 40%      | 50%         | 60%             | 50%      | 47%        | —           |

# Survey of NC Registered Voters 18+

October 2024



14. How important are the following reasons for your choice in voting early or absentee by mail? – I feel uncomfortable or have safety concerns about going to my polling location on election day

|                    | Gender |     |       | Age   |     | Education      |              |  |
|--------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                    | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Very Important     | 19%    | 17% | 20%   | 24%   | 16% | 21%            | 15%          |  |
| Somewhat important | 20%    | 18% | 22%   | 27%   | 17% | 22%            | 19%          |  |
| Not very important | 61%    | 65% | 58%   | 49%   | 66% | 57%            | 66%          |  |

  

|                    | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|--------------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                    | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| Very Important     | 19%   | 18%                  | 20%   | –      | 22%      | 15%         | 19%             | 21%      | 12%        | –           |
| Somewhat important | 20%   | 19%                  | 21%   | –      | 22%      | 22%         | 18%             | 25%      | 18%        | –           |
| Not very important | 61%   | 63%                  | 59%   | –      | 56%      | 63%         | 63%             | 54%      | 69%        | –           |

# Survey of NC Registered Voters 18+

October 2024



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

|                  | Gender |     |       | Age   |     | Education      |              |  |
|------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                  | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Gaining support  | 36%    | 39% | 33%   | 33%   | 37% | 40%            | 28%          |  |
| Losing support   | 24%    | 24% | 25%   | 28%   | 22% | 22%            | 29%          |  |
| Staying the same | 28%    | 29% | 28%   | 27%   | 29% | 24%            | 34%          |  |
| Not sure         | 12%    | 9%  | 14%   | 12%   | 12% | 13%            | 9%           |  |

  

|                  | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                  | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Gaining support  | 36%   | 40%                  | 23%   | 27%   | 37%      | 41%         | 26%     | 9%              | 64%        | 19%         |
| Losing support   | 24%   | 20%                  | 40%   | 30%   | 23%      | 22%         | 32%     | 47%             | 5%         | 22%         |
| Staying the same | 28%   | 29%                  | 26%   | 30%   | 25%      | 27%         | 36%     | 33%             | 23%        | 31%         |
| Not sure         | 12%   | 12%                  | 12%   | 12%   | 15%      | 11%         | 6%      | 10%             | 8%         | 29%         |

# Survey of NC Registered Voters 18+

October 2024



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

|                  | Gender |     |       | Age   |     | Education      |              |  |
|------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                  | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Gaining support  | 34%    | 31% | 37%   | 38%   | 32% | 31%            | 40%          |  |
| Losing support   | 31%    | 35% | 28%   | 27%   | 34% | 35%            | 25%          |  |
| Staying the same | 22%    | 24% | 20%   | 20%   | 23% | 20%            | 25%          |  |
| Not sure         | 13%    | 10% | 15%   | 15%   | 12% | 15%            | 10%          |  |

  

|                  | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|------------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                  | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| Gaining support  | 34%   | 26%                  | 67%   | 30%    | 36%      | 29%         | 38%             | 67%      | 8%         | 28%         |
| Losing support   | 31%   | 38%                  | 11%   | 18%    | 29%      | 39%         | 25%             | 5%       | 57%        | 21%         |
| Staying the same | 22%   | 24%                  | 12%   | 29%    | 17%      | 21%         | 30%             | 21%      | 21%        | 26%         |
| Not sure         | 13%   | 13%                  | 10%   | 23%    | 18%      | 11%         | 7%              | 7%       | 14%        | 25%         |

# Survey of NC Registered Voters 18+

October 2024



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

|                      | Gender |     |       | Age   |     | Education      |              |  |
|----------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                      | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Very favorable       | 28%    | 28% | 28%   | 26%   | 29% | 32%            | 21%          |  |
| Somewhat favorable   | 15%    | 16% | 15%   | 13%   | 17% | 15%            | 16%          |  |
| Neither              | 5%     | 6%  | 5%    | 8%    | 3%  | 7%             | 2%           |  |
| Somewhat unfavorable | 9%     | 10% | 9%    | 12%   | 8%  | 9%             | 10%          |  |
| Very unfavorable     | 41%    | 40% | 42%   | 39%   | 43% | 36%            | 50%          |  |
| Not sure             | 1%     | 1%  | 1%    | 2%    | 1%  | 1%             | 1%           |  |

  

|                      | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|----------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                      | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Very favorable       | 28%   | 34%                  | 12%   | 18%   | 34%      | 32%         | 16%     | 2%              | 56%        | 10%         |
| Somewhat favorable   | 15%   | 19%                  | 4%    | 16%   | 12%      | 17%         | 18%     | 4%              | 26%        | 17%         |
| Neither              | 5%    | 5%                   | 5%    | 8%    | 5%       | 3%          | 8%      | 3%              | 5%         | 11%         |
| Somewhat unfavorable | 9%    | 7%                   | 16%   | 8%    | 8%       | 8%          | 11%     | 12%             | 7%         | 8%          |
| Very unfavorable     | 41%   | 35%                  | 61%   | 50%   | 40%      | 38%         | 45%     | 78%             | 6%         | 50%         |
| Not sure             | 1%    | 1%                   | 1%    | —     | 1%       | 2%          | 1%      | 0%              | 1%         | 4%          |

# Survey of NC Registered Voters 18+

October 2024



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

|                      | Gender |     |       | Age   |     | Education      |              | Leaned Party ID |            |             |
|----------------------|--------|-----|-------|-------|-----|----------------|--------------|-----------------|------------|-------------|
|                      | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ | Democrat        | Republican | Independent |
| Very favorable       | 28%    | 27% | 30%   | 28%   | 29% | 26%            | 32%          | 61%             | 4%         | 13%         |
| Somewhat favorable   | 17%    | 16% | 18%   | 22%   | 14% | 16%            | 19%          | 28%             | 6%         | 21%         |
| Neither              | 6%     | 6%  | 7%    | 11%   | 3%  | 7%             | 5%           | 5%              | 4%         | 18%         |
| Somewhat unfavorable | 8%     | 7%  | 8%    | 11%   | 6%  | 7%             | 10%          | 4%              | 9%         | 15%         |
| Very unfavorable     | 39%    | 42% | 36%   | 27%   | 47% | 43%            | 33%          | 2%              | 75%        | 28%         |
| Not sure             | 1%     | 1%  | 1%    | 2%    | 1%  | 1%             | 1%           | 0%              | 1%         | 4%          |

  

|                      | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|----------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                      | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Very favorable       | 28%   | 21%                  | 55%   | 28%   | 33%      | 22%         | 30%     | 61%             | 4%         | 13%         |
| Somewhat favorable   | 17%   | 15%                  | 21%   | 26%   | 11%      | 19%         | 21%     | 28%             | 6%         | 21%         |
| Neither              | 6%    | 6%                   | 5%    | 17%   | 9%       | 4%          | 7%      | 5%              | 4%         | 18%         |
| Somewhat unfavorable | 8%    | 7%                   | 9%    | 10%   | 7%       | 9%          | 10%     | 4%              | 9%         | 15%         |
| Very unfavorable     | 39%   | 50%                  | 9%    | 19%   | 39%      | 45%         | 31%     | 2%              | 75%        | 28%         |
| Not sure             | 1%    | 2%                   | 1%    | —     | 1%       | 2%          | 1%      | 0%              | 1%         | 4%          |



# Survey of NC Registered Voters 18+

October 2024



## 19. Choose the top three most important issues for you as you cast your vote for president? – Ranked 1

|                                  | Total | Gender |       | Age   |     | Education      |              |
|----------------------------------|-------|--------|-------|-------|-----|----------------|--------------|
|                                  |       | Man    | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |
| The economy                      | 37%   | 36%    | 38%   | 36%   | 37% | 38%            | 35%          |
| Immigration                      | 17%   | 20%    | 14%   | 9%    | 22% | 20%            | 12%          |
| Abortion                         | 10%   | 7%     | 12%   | 11%   | 9%  | 9%             | 11%          |
| Foreign policy                   | 3%    | 3%     | 2%    | 3%    | 3%  | 2%             | 4%           |
| Healthcare                       | 8%    | 8%     | 8%    | 7%    | 8%  | 8%             | 8%           |
| Tax policy                       | 4%    | 3%     | 4%    | 6%    | 2%  | 4%             | 2%           |
| Supreme Court appointments       | 2%    | 3%     | 1%    | 3%    | 2%  | 1%             | 3%           |
| Crime and law enforcement        | 3%    | 2%     | 4%    | 4%    | 2%  | 3%             | 3%           |
| Climate change                   | 5%    | 7%     | 4%    | 8%    | 4%  | 4%             | 7%           |
| Social issues and race relations | 3%    | 4%     | 2%    | 3%    | 3%  | 3%             | 2%           |
| Gun control                      | 5%    | 3%     | 6%    | 7%    | 3%  | 5%             | 4%           |
| Candidates' personal qualities   | 4%    | 4%     | 5%    | 2%    | 6%  | 3%             | 7%           |

# Survey of NC Registered Voters 18+

October 2024



|                                  | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|----------------------------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                                  | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| The economy                      | 37%   | 38%                  | 32%   | 36%    | 32%      | 38%         | 42%             | 28%      | 44%        | 37%         |
| Immigration                      | 17%   | 21%                  | 4%    | 10%    | 18%      | 19%         | 13%             | 2%       | 32%        | 11%         |
| Abortion                         | 10%   | 8%                   | 16%   | 11%    | 13%      | 7%          | 9%              | 16%      | 4%         | 14%         |
| Foreign policy                   | 3%    | 3%                   | 2%    | 2%     | 2%       | 5%          | 1%              | 2%       | 3%         | 5%          |
| Healthcare                       | 8%    | 6%                   | 14%   | 10%    | 10%      | 7%          | 4%              | 12%      | 4%         | 8%          |
| Tax policy                       | 4%    | 3%                   | 7%    | 1%     | 3%       | 3%          | 4%              | 5%       | 3%         | 5%          |
| Supreme Court appointments       | 2%    | 3%                   | 1%    | —      | 1%       | 2%          | 4%              | 4%       | 1%         | —           |
| Crime and law enforcement        | 3%    | 3%                   | 3%    | —      | 3%       | 2%          | 3%              | 2%       | 3%         | 6%          |
| Climate change                   | 5%    | 6%                   | 4%    | 6%     | 4%       | 5%          | 6%              | 11%      | 2%         | 2%          |
| Social issues and race relations | 3%    | 1%                   | 9%    | 7%     | 2%       | 3%          | 5%              | 6%       | 0%         | 4%          |
| Gun control                      | 5%    | 4%                   | 6%    | 11%    | 6%       | 4%          | 3%              | 6%       | 3%         | 3%          |
| Candidates' personal qualities   | 4%    | 5%                   | 3%    | 6%     | 4%       | 4%          | 6%              | 8%       | 1%         | 6%          |

# Survey of NC Registered Voters 18+

October 2024



## 20. Choose the top three most important issues for you as you cast your vote for president? – Ranked 2

|                                  | Total | Gender |       | Age   |     | Education      |              |
|----------------------------------|-------|--------|-------|-------|-----|----------------|--------------|
|                                  |       | Man    | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |
| The economy                      | 22%   | 22%    | 21%   | 19%   | 23% | 23%            | 19%          |
| Immigration                      | 16%   | 17%    | 16%   | 10%   | 20% | 15%            | 19%          |
| Abortion                         | 10%   | 9%     | 12%   | 13%   | 9%  | 11%            | 10%          |
| Foreign policy                   | 4%    | 5%     | 3%    | 6%    | 3%  | 2%             | 6%           |
| Healthcare                       | 14%   | 11%    | 16%   | 15%   | 13% | 14%            | 13%          |
| Tax policy                       | 6%    | 6%     | 5%    | 8%    | 4%  | 6%             | 5%           |
| Supreme Court appointments       | 4%    | 4%     | 3%    | 2%    | 5%  | 3%             | 5%           |
| Crime and law enforcement        | 8%    | 9%     | 7%    | 6%    | 9%  | 10%            | 5%           |
| Climate change                   | 6%    | 7%     | 5%    | 7%    | 5%  | 5%             | 7%           |
| Social issues and race relations | 3%    | 2%     | 3%    | 4%    | 2%  | 2%             | 4%           |
| Gun control                      | 6%    | 5%     | 7%    | 8%    | 5%  | 6%             | 6%           |
| Candidates' personal qualities   | 2%    | 2%     | 2%    | 1%    | 3%  | 2%             | 2%           |

# Survey of NC Registered Voters 18+

October 2024



|                                  | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|----------------------------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                                  | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| The economy                      | 22%   | 24%                  | 15%   | 18%    | 24%      | 20%         | 18%             | 15%      | 26%        | 26%         |
| Immigration                      | 16%   | 19%                  | 6%    | 16%    | 14%      | 20%         | 16%             | 4%       | 25%        | 25%         |
| Abortion                         | 10%   | 10%                  | 12%   | 9%     | 12%      | 10%         | 8%              | 17%      | 5%         | 8%          |
| Foreign policy                   | 4%    | 4%                   | 3%    | 7%     | 3%       | 4%          | 6%              | 4%       | 4%         | —           |
| Healthcare                       | 14%   | 13%                  | 18%   | 13%    | 14%      | 11%         | 14%             | 16%      | 14%        | 5%          |
| Tax policy                       | 6%    | 6%                   | 5%    | 3%     | 5%       | 6%          | 8%              | 5%       | 6%         | 6%          |
| Supreme Court appointments       | 4%    | 4%                   | 3%    | 7%     | 3%       | 4%          | 6%              | 7%       | 1%         | 3%          |
| Crime and law enforcement        | 8%    | 7%                   | 10%   | 10%    | 7%       | 9%          | 7%              | 5%       | 11%        | 9%          |
| Climate change                   | 6%    | 5%                   | 8%    | 5%     | 8%       | 3%          | 8%              | 8%       | 3%         | 9%          |
| Social issues and race relations | 3%    | 1%                   | 7%    | 5%     | 3%       | 3%          | 3%              | 5%       | 1%         | 3%          |
| Gun control                      | 6%    | 5%                   | 10%   | 6%     | 4%       | 8%          | 5%              | 10%      | 3%         | 6%          |
| Candidates' personal qualities   | 2%    | 2%                   | 4%    | 1%     | 2%       | 3%          | 2%              | 4%       | 2%         | —           |

# Survey of NC Registered Voters 18+

October 2024



## 21. Choose the top three most important issues for you as you cast your vote for president? – Ranked 3

|                                  | Total | Gender |       | Age   |     | Education      |              |
|----------------------------------|-------|--------|-------|-------|-----|----------------|--------------|
|                                  |       | Man    | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |
| The economy                      | 12%   | 12%    | 12%   | 14%   | 10% | 12%            | 12%          |
| Immigration                      | 8%    | 10%    | 7%    | 7%    | 9%  | 9%             | 8%           |
| Abortion                         | 8%    | 4%     | 11%   | 10%   | 7%  | 8%             | 9%           |
| Foreign policy                   | 8%    | 10%    | 6%    | 6%    | 9%  | 7%             | 9%           |
| Healthcare                       | 12%   | 11%    | 13%   | 13%   | 12% | 12%            | 12%          |
| Tax policy                       | 8%    | 10%    | 7%    | 10%   | 7%  | 7%             | 11%          |
| Supreme Court appointments       | 5%    | 6%     | 4%    | 6%    | 4%  | 4%             | 7%           |
| Crime and law enforcement        | 13%   | 14%    | 12%   | 9%    | 15% | 16%            | 8%           |
| Climate change                   | 7%    | 6%     | 8%    | 6%    | 8%  | 7%             | 8%           |
| Social issues and race relations | 5%    | 3%     | 7%    | 6%    | 5%  | 6%             | 4%           |
| Gun control                      | 6%    | 5%     | 7%    | 6%    | 6%  | 6%             | 5%           |
| Candidates' personal qualities   | 7%    | 8%     | 6%    | 7%    | 7%  | 7%             | 7%           |

# Survey of NC Registered Voters 18+

October 2024



|                                  | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|----------------------------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                                  | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| The economy                      | 12%   | 11%                  | 18%   | 7%     | 14%      | 13%         | 8%              | 16%      | 11%        | 5%          |
| Immigration                      | 8%    | 9%                   | 8%    | 7%     | 11%      | 8%          | 5%              | 5%       | 13%        | 5%          |
| Abortion                         | 8%    | 7%                   | 13%   | 5%     | 5%       | 11%         | 9%              | 10%      | 7%         | 7%          |
| Foreign policy                   | 8%    | 10%                  | 3%    | 5%     | 8%       | 7%          | 10%             | 4%       | 11%        | 9%          |
| Healthcare                       | 12%   | 13%                  | 9%    | 11%    | 13%      | 12%         | 12%             | 12%      | 11%        | 16%         |
| Tax policy                       | 8%    | 7%                   | 12%   | 8%     | 7%       | 9%          | 11%             | 8%       | 10%        | 4%          |
| Supreme Court appointments       | 5%    | 6%                   | 1%    | 6%     | 4%       | 5%          | 8%              | 6%       | 4%         | 7%          |
| Crime and law enforcement        | 13%   | 14%                  | 9%    | 16%    | 14%      | 12%         | 12%             | 6%       | 18%        | 13%         |
| Climate change                   | 7%    | 7%                   | 5%    | 12%    | 6%       | 9%          | 8%              | 11%      | 4%         | 10%         |
| Social issues and race relations | 5%    | 4%                   | 8%    | 12%    | 6%       | 5%          | 4%              | 9%       | 2%         | 5%          |
| Gun control                      | 6%    | 5%                   | 9%    | 6%     | 6%       | 5%          | 5%              | 7%       | 4%         | 9%          |
| Candidates' personal qualities   | 7%    | 9%                   | 3%    | 5%     | 6%       | 6%          | 8%              | 7%       | 7%         | 10%         |

# Survey of NC Registered Voters 18+

October 2024



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

|                       | Gender |     |       | Age   |     | Education      |              |  |
|-----------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                       | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Very favorable        | 14%    | 15% | 13%   | 14%   | 14% | 16%            | 11%          |  |
| Somewhat favorable    | 14%    | 16% | 13%   | 14%   | 15% | 15%            | 13%          |  |
| Neither               | 13%    | 12% | 15%   | 19%   | 10% | 16%            | 10%          |  |
| Somewhat unfavorable  | 11%    | 14% | 9%    | 9%    | 13% | 11%            | 12%          |  |
| Very unfavorable      | 44%    | 40% | 48%   | 42%   | 46% | 38%            | 54%          |  |
| Have not heard of him | 2%     | 2%  | 2%    | 3%    | 2%  | 3%             | 1%           |  |

  

|                       | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|-----------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                       | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Very favorable        | 14%   | 17%                  | 7%    | 7%    | 16%      | 17%         | 10%     | 3%              | 27%        | 3%          |
| Somewhat favorable    | 14%   | 17%                  | 8%    | 11%   | 16%      | 13%         | 14%     | 4%              | 26%        | 5%          |
| Neither               | 13%   | 14%                  | 13%   | 11%   | 14%      | 14%         | 10%     | 8%              | 17%        | 19%         |
| Somewhat unfavorable  | 11%   | 11%                  | 11%   | 17%   | 8%       | 13%         | 16%     | 8%              | 12%        | 21%         |
| Very unfavorable      | 44%   | 41%                  | 58%   | 45%   | 42%      | 42%         | 50%     | 74%             | 17%        | 50%         |
| Have not heard of him | 2%    | 1%                   | 4%    | 9%    | 4%       | 2%          | —       | 2%              | 1%         | 2%          |

# Survey of NC Registered Voters 18+

October 2024



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

|                       | Gender |     |       | Age   |     | Education      |              |  |
|-----------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                       | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Very favorable        | 25%    | 22% | 27%   | 24%   | 25% | 21%            | 31%          |  |
| Somewhat favorable    | 23%    | 23% | 24%   | 24%   | 23% | 22%            | 26%          |  |
| Neither               | 20%    | 20% | 19%   | 25%   | 16% | 21%            | 17%          |  |
| Somewhat unfavorable  | 12%    | 12% | 11%   | 9%    | 14% | 13%            | 10%          |  |
| Very unfavorable      | 16%    | 19% | 14%   | 11%   | 19% | 17%            | 15%          |  |
| Have not heard of him | 4%     | 3%  | 5%    | 6%    | 3%  | 6%             | 1%           |  |

  

|                       | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|-----------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                       | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Very favorable        | 25%   | 21%                  | 35%   | 34%   | 25%      | 24%         | 28%     | 51%             | 5%         | 13%         |
| Somewhat favorable    | 23%   | 22%                  | 30%   | 18%   | 22%      | 26%         | 25%     | 31%             | 16%        | 27%         |
| Neither               | 20%   | 20%                  | 18%   | 20%   | 22%      | 10%         | 23%     | 12%             | 24%        | 28%         |
| Somewhat unfavorable  | 12%   | 14%                  | 4%    | 14%   | 11%      | 15%         | 10%     | 3%              | 19%        | 15%         |
| Very unfavorable      | 16%   | 20%                  | 4%    | 10%   | 14%      | 21%         | 13%     | 1%              | 31%        | 12%         |
| Have not heard of him | 4%    | 3%                   | 8%    | 5%    | 7%       | 4%          | 1%      | 2%              | 6%         | 5%          |



# Survey of NC Registered Voters 18+

October 2024



24. 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?

|     | Gender |     |       | Age   |     | Education      |              | Leaned Party ID |            |             |
|-----|--------|-----|-------|-------|-----|----------------|--------------|-----------------|------------|-------------|
|     | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ | Democrat        | Republican | Independent |
| Yes | 72%    | 75% | 69%   | 63%   | 78% | 67%            | 80%          | 77%             | 67%        | 77%         |
| No  | 28%    | 25% | 31%   | 37%   | 22% | 33%            | 20%          | 23%             | 33%        | 23%         |

  

|     | Total | Race                 |       |       | Income   |             |         | Leaned Party ID |            |             |
|-----|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|     |       | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Yes | 72%   | 76%                  | 63%   | 62%   | 64%      | 75%         | 82%     | 77%             | 67%        | 77%         |
| No  | 28%   | 24%                  | 37%   | 38%   | 36%      | 25%         | 18%     | 23%             | 33%        | 23%         |

# Survey of NC Registered Voters 18+

October 2024



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

|          | Gender |     |       | Age   |     | Education      |              |  |
|----------|--------|-----|-------|-------|-----|----------------|--------------|--|
|          | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Yes      | 23%    | 26% | 20%   | 21%   | 24% | 25%            | 20%          |  |
| No       | 48%    | 48% | 48%   | 51%   | 46% | 43%            | 56%          |  |
| Not sure | 29%    | 26% | 31%   | 28%   | 30% | 32%            | 24%          |  |

  

|          | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|----------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|          | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| Yes      | 23%   | 27%                  | 13%   | 10%    | 23%      | 27%         | 21%             | 8%       | 40%        | 11%         |
| No       | 48%   | 42%                  | 64%   | 58%    | 45%      | 48%         | 55%             | 77%      | 23%        | 48%         |
| Not sure | 29%   | 30%                  | 23%   | 32%    | 32%      | 25%         | 24%             | 16%      | 37%        | 42%         |

# Survey of NC Registered Voters 18+

October 2024



## 26. 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?

|                                      | Gender |     |       | Age   |     | Education      |              |
|--------------------------------------|--------|-----|-------|-------|-----|----------------|--------------|
|                                      | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |
| Still voting for Stein               | 46%    | 41% | 50%   | 48%   | 45% | 42%            | 53%          |
| Still voting for Robinson            | 27%    | 31% | 24%   | 21%   | 32% | 29%            | 25%          |
| Still not voting                     | 10%    | 9%  | 12%   | 16%   | 6%  | 12%            | 8%           |
| Now voting for Stein                 | 6%     | 6%  | 5%    | 4%    | 6%  | 6%             | 5%           |
| Now voting for Robinson              | 2%     | 3%  | 2%    | 5%    | 1%  | 2%             | 3%           |
| Now voting for another or not at all | 8%     | 10% | 6%    | 5%    | 10% | 10%            | 5%           |

|                                      | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|--------------------------------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                                      | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| Still voting for Stein               | 46%   | 40%                  | 67%   | 47%    | 46%      | 41%         | 51%             | 78%      | 18%        | 49%         |
| Still voting for Robinson            | 27%   | 34%                  | 7%    | 13%    | 27%      | 33%         | 24%             | 3%       | 52%        | 14%         |
| Still not voting                     | 10%   | 9%                   | 11%   | 20%    | 11%      | 11%         | 8%              | 9%       | 8%         | 20%         |
| Now voting for Stein                 | 6%    | 6%                   | 5%    | 7%     | 5%       | 5%          | 7%              | 3%       | 8%         | 8%          |
| Now voting for Robinson              | 2%    | 2%                   | 3%    | 1%     | 3%       | 2%          | 2%              | 2%       | 4%         | 1%          |
| Now voting for another or not at all | 8%    | 8%                   | 6%    | 12%    | 8%       | 8%          | 7%              | 6%       | 11%        | 7%          |

# Survey of NC Registered Voters 18+

October 2024



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

|          | Gender |     |       | Age   |     | Education      |              |  |
|----------|--------|-----|-------|-------|-----|----------------|--------------|--|
|          | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Yes      | 54%    | 58% | 50%   | 55%   | 53% | 49%            | 62%          |  |
| No       | 19%    | 17% | 21%   | 22%   | 17% | 23%            | 14%          |  |
| Not sure | 27%    | 24% | 29%   | 23%   | 29% | 28%            | 24%          |  |

  

|          | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|----------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|          | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| Yes      | 54%   | 50%                  | 69%   | 54%    | 49%      | 52%         | 63%             | 80%      | 35%        | 42%         |
| No       | 19%   | 21%                  | 11%   | 20%    | 20%      | 22%         | 14%             | 9%       | 29%        | 17%         |
| Not sure | 27%   | 29%                  | 20%   | 26%    | 31%      | 26%         | 23%             | 11%      | 36%        | 41%         |

# Survey of NC Registered Voters 18+

October 2024



28. 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?

|                   | Gender |     |       | Age   |     | Education      |              |  |
|-------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                   | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Highly likely     | 25%    | 25% | 24%   | 29%   | 22% | 24%            | 26%          |  |
| Somewhat likely   | 37%    | 39% | 36%   | 40%   | 36% | 38%            | 37%          |  |
| Not very likely   | 14%    | 13% | 15%   | 12%   | 15% | 15%            | 14%          |  |
| Not at all likely | 9%     | 11% | 7%    | 6%    | 11% | 8%             | 10%          |  |
| Unsure            | 15%    | 12% | 18%   | 13%   | 16% | 16%            | 13%          |  |

  

|                   | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|-------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                   | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Highly likely     | 25%   | 25%                  | 21%   | 27%   | 21%      | 31%         | 23%     | 25%             | 26%        | 21%         |
| Somewhat likely   | 37%   | 38%                  | 37%   | 35%   | 39%      | 32%         | 42%     | 37%             | 38%        | 35%         |
| Not very likely   | 14%   | 15%                  | 12%   | 15%   | 15%      | 14%         | 14%     | 15%             | 15%        | 10%         |
| Not at all likely | 9%    | 8%                   | 13%   | 1%    | 7%       | 9%          | 11%     | 11%             | 7%         | 8%          |
| Unsure            | 15%   | 14%                  | 17%   | 23%   | 18%      | 14%         | 10%     | 12%             | 15%        | 26%         |

# Survey of NC Registered Voters 18+

October 2024



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

|                         | Gender |     |       | Age   |     | Education      |              |  |
|-------------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                         | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Very confident          | 17%    | 21% | 13%   | 19%   | 15% | 16%            | 18%          |  |
| Somewhat confident      | 44%    | 44% | 43%   | 38%   | 47% | 42%            | 46%          |  |
| Only a little confident | 28%    | 24% | 31%   | 27%   | 28% | 27%            | 28%          |  |
| Not at all confident    | 12%    | 11% | 13%   | 16%   | 10% | 15%            | 8%           |  |

  

|                         | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|-------------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                         | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Very confident          | 17%   | 15%                  | 24%   | 13%   | 19%      | 15%         | 20%     | 21%             | 14%        | 15%         |
| Somewhat confident      | 44%   | 43%                  | 43%   | 51%   | 41%      | 40%         | 50%     | 47%             | 41%        | 41%         |
| Only a little confident | 28%   | 31%                  | 18%   | 23%   | 29%      | 31%         | 23%     | 24%             | 31%        | 27%         |
| Not at all confident    | 12%   | 11%                  | 14%   | 13%   | 11%      | 14%         | 7%      | 8%              | 14%        | 17%         |

# Survey of NC Registered Voters 18+

October 2024



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

|                         | Gender |     |       | Age   |     | Education      |              |  |
|-------------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                         | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Very confident          | 10%    | 12% | 9%    | 13%   | 9%  | 10%            | 10%          |  |
| Somewhat confident      | 19%    | 21% | 17%   | 21%   | 18% | 21%            | 17%          |  |
| Only a little confident | 21%    | 18% | 23%   | 19%   | 22% | 21%            | 22%          |  |
| Not at all confident    | 49%    | 49% | 50%   | 48%   | 51% | 48%            | 52%          |  |

  

|                         | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|-------------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                         | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Very confident          | 10%   | 10%                  | 10%   | 18%   | 10%      | 11%         | 11%     | 7%              | 14%        | 6%          |
| Somewhat confident      | 19%   | 23%                  | 8%    | 12%   | 18%      | 18%         | 22%     | 8%              | 31%        | 15%         |
| Only a little confident | 21%   | 23%                  | 17%   | 15%   | 23%      | 17%         | 20%     | 12%             | 29%        | 22%         |
| Not at all confident    | 49%   | 45%                  | 65%   | 54%   | 48%      | 53%         | 47%     | 73%             | 26%        | 57%         |

# Survey of NC Registered Voters 18+

October 2024



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

|                         | Gender |     |       | Age   |     | Education      |              |  |
|-------------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                         | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Very confident          | 36%    | 35% | 36%   | 37%   | 35% | 30%            | 45%          |  |
| Somewhat confident      | 29%    | 27% | 30%   | 31%   | 27% | 29%            | 28%          |  |
| Only a little confident | 15%    | 16% | 14%   | 10%   | 18% | 16%            | 12%          |  |
| Not at all confident    | 21%    | 22% | 20%   | 22%   | 20% | 24%            | 15%          |  |

  

|                         | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|-------------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                         | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Very confident          | 36%   | 33%                  | 47%   | 27%   | 31%      | 35%         | 46%     | 60%             | 15%        | 36%         |
| Somewhat confident      | 29%   | 28%                  | 27%   | 34%   | 29%      | 28%         | 28%     | 29%             | 30%        | 24%         |
| Only a little confident | 15%   | 16%                  | 10%   | 13%   | 16%      | 16%         | 12%     | 4%              | 25%        | 13%         |
| Not at all confident    | 21%   | 22%                  | 16%   | 25%   | 24%      | 21%         | 14%     | 7%              | 30%        | 28%         |



# Survey of NC Registered Voters 18+

October 2024



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

|                         | Gender |     |       | Age   |     | Education      |              |
|-------------------------|--------|-----|-------|-------|-----|----------------|--------------|
|                         | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |
| Very concerned          | 22%    | 23% | 21%   | 24%   | 21% | 22%            | 22%          |
| Somewhat concerned      | 31%    | 31% | 30%   | 40%   | 25% | 30%            | 32%          |
| Only a little concerned | 22%    | 20% | 24%   | 18%   | 25% | 22%            | 23%          |
| Not at all concerned    | 25%    | 25% | 25%   | 18%   | 29% | 26%            | 24%          |

  

|                         | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|-------------------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                         | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| Very concerned          | 22%   | 21%                  | 25%   | 26%    | 22%      | 22%         | 23%             | 29%      | 19%        | 11%         |
| Somewhat concerned      | 31%   | 29%                  | 30%   | 44%    | 29%      | 32%         | 29%             | 37%      | 23%        | 37%         |
| Only a little concerned | 22%   | 23%                  | 20%   | 18%    | 24%      | 22%         | 24%             | 20%      | 23%        | 25%         |
| Not at all concerned    | 25%   | 27%                  | 25%   | 11%    | 25%      | 24%         | 24%             | 14%      | 34%        | 27%         |

# Survey of NC Registered Voters 18+

October 2024



33. 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?

|                  | Gender |     |       | Age   |     | Education      |              |  |
|------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                  | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| A great deal     | 24%    | 32% | 18%   | 19%   | 28% | 23%            | 27%          |  |
| A moderate level | 29%    | 29% | 28%   | 34%   | 25% | 33%            | 21%          |  |
| Only a little    | 23%    | 13% | 31%   | 20%   | 25% | 21%            | 25%          |  |
| No trust         | 24%    | 26% | 23%   | 26%   | 23% | 23%            | 27%          |  |

  

|                  | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                  | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| A great deal     | 24%   | 27%                  | 17%   | 16%   | 23%      | 25%         | 27%     | 14%             | 37%        | 14%         |
| A moderate level | 29%   | 28%                  | 32%   | 22%   | 32%      | 25%         | 28%     | 24%             | 32%        | 28%         |
| Only a little    | 23%   | 22%                  | 21%   | 34%   | 23%      | 22%         | 21%     | 25%             | 19%        | 31%         |
| No trust         | 24%   | 22%                  | 30%   | 29%   | 22%      | 28%         | 24%     | 37%             | 12%        | 27%         |

# Survey of NC Registered Voters 18+

October 2024



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

|                | Gender |     |       | Age   |     | Education      |              |  |
|----------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| More unified   | 23%    | 24% | 23%   | 22%   | 24% | 26%            | 19%          |  |
| About the same | 44%    | 43% | 44%   | 43%   | 44% | 39%            | 50%          |  |
| More divided   | 33%    | 33% | 33%   | 35%   | 32% | 34%            | 31%          |  |

  

|                | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|----------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| More unified   | 23%   | 20%                  | 36%   | 22%    | 31%      | 17%         | 18%             | 27%      | 23%        | 16%         |
| About the same | 44%   | 46%                  | 32%   | 46%    | 39%      | 45%         | 52%             | 42%      | 44%        | 41%         |
| More divided   | 33%   | 34%                  | 31%   | 33%    | 30%      | 38%         | 30%             | 31%      | 33%        | 43%         |

# Survey of NC Registered Voters 18+

October 2024



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

|            | Gender |     |       | Age   |     | Education      |              |  |
|------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|            | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| A lot      | 21%    | 18% | 23%   | 25%   | 18% | 21%            | 20%          |  |
| A little   | 38%    | 37% | 39%   | 39%   | 38% | 35%            | 42%          |  |
| Not at all | 41%    | 45% | 38%   | 37%   | 44% | 44%            | 38%          |  |

  

|            | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|            | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| A lot      | 21%   | 22%                  | 15%   | 22%    | 18%      | 23%         | 23%             | 22%      | 19%        | 23%         |
| A little   | 38%   | 40%                  | 32%   | 39%    | 35%      | 42%         | 38%             | 36%      | 42%        | 30%         |
| Not at all | 41%   | 38%                  | 53%   | 39%    | 46%      | 36%         | 39%             | 42%      | 38%        | 47%         |

# Survey of NC Registered Voters 18+

October 2024



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

|                     | Gender |     |       | Age   |     | Education      |              |  |
|---------------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                     | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Less likely to vote | 2%     | 2%  | 2%    | 4%    | 0%  | 2%             | 1%           |  |
| No change           | 76%    | 76% | 76%   | 69%   | 80% | 71%            | 85%          |  |
| More likely to vote | 20%    | 20% | 20%   | 23%   | 18% | 24%            | 14%          |  |
| Not sure            | 2%     | 2%  | 3%    | 3%    | 2%  | 3%             | 0%           |  |

  

|                     | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|---------------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|                     | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Less likely to vote | 2%    | 2%                   | 2%    | 2%    | 3%       | 1%          | 1%      | 2%              | 1%         | 3%          |
| No change           | 76%   | 78%                  | 66%   | 80%   | 70%      | 77%         | 85%     | 77%             | 76%        | 73%         |
| More likely to vote | 20%   | 19%                  | 27%   | 14%   | 23%      | 19%         | 13%     | 19%             | 22%        | 18%         |
| Not sure            | 2%    | 1%                   | 5%    | 3%    | 3%       | 2%          | 1%      | 2%              | 1%         | 6%          |

# Survey of NC Registered Voters 18+

October 2024



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

|               | Gender |     |       | Age   |     | Education      |              | Leaned Party ID |            |             |
|---------------|--------|-----|-------|-------|-----|----------------|--------------|-----------------|------------|-------------|
|               | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ | Democrat        | Republican | Independent |
| Donald Trump  | 44%    | 46% | 43%   | 38%   | 48% | 47%            | 40%          | 3%              | 84%        | 29%         |
| Kamala Harris | 44%    | 41% | 46%   | 49%   | 41% | 40%            | 50%          | 89%             | 6%         | 40%         |
| Neither       | 4%     | 6%  | 3%    | 5%    | 4%  | 4%             | 5%           | 4%              | 3%         | 12%         |
| Not sure      | 8%     | 8%  | 7%    | 8%    | 7%  | 9%             | 5%           | 4%              | 7%         | 19%         |

  

|               | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|---------------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|               | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Donald Trump  | 44%   | 54%                  | 15%   | 30%   | 44%      | 50%         | 40%     | 3%              | 84%        | 29%         |
| Kamala Harris | 44%   | 34%                  | 74%   | 56%   | 43%      | 40%         | 50%     | 89%             | 6%         | 40%         |
| Neither       | 4%    | 5%                   | 3%    | 3%    | 4%       | 4%          | 4%      | 4%              | 3%         | 12%         |
| Not sure      | 8%    | 7%                   | 8%    | 11%   | 9%       | 7%          | 5%      | 4%              | 7%         | 19%         |

# Survey of NC Registered Voters 18+

October 2024



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

|               | Gender |     |       | Age   |     | Education      |              | Leaned Party ID |            |             |
|---------------|--------|-----|-------|-------|-----|----------------|--------------|-----------------|------------|-------------|
|               | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ | Democrat        | Republican | Independent |
| Mark Robinson | 27%    | 31% | 24%   | 23%   | 30% | 29%            | 24%          | 2%              | 54%        | 10%         |
| Josh Stein    | 49%    | 46% | 52%   | 50%   | 48% | 42%            | 60%          | 87%             | 18%        | 42%         |
| Neither       | 9%     | 10% | 8%    | 11%   | 7%  | 10%            | 6%           | 6%              | 10%        | 17%         |
| Not sure      | 15%    | 14% | 16%   | 16%   | 15% | 18%            | 10%          | 5%              | 19%        | 30%         |

  

|               | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|---------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|               | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| Mark Robinson | 27%   | 34%                  | 8%    | 17%    | 27%      | 31%         | 24%             | 2%       | 54%        | 10%         |
| Josh Stein    | 49%   | 43%                  | 69%   | 53%    | 47%      | 50%         | 55%             | 87%      | 18%        | 42%         |
| Neither       | 9%    | 8%                   | 8%    | 16%    | 7%       | 6%          | 9%              | 6%       | 10%        | 17%         |
| Not sure      | 15%   | 15%                  | 16%   | 14%    | 19%      | 13%         | 12%             | 5%       | 19%        | 30%         |

# Survey of NC Registered Voters 18+

October 2024



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

|                | Gender |     |       | Age   |     | Education      |              |  |
|----------------|--------|-----|-------|-------|-----|----------------|--------------|--|
|                | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| More severe    | 68%    | 59% | 75%   | 66%   | 69% | 69%            | 67%          |  |
| Less severe    | 3%     | 4%  | 3%    | 6%    | 1%  | 3%             | 3%           |  |
| About the same | 23%    | 31% | 17%   | 18%   | 26% | 21%            | 27%          |  |
| Not sure       | 6%     | 6%  | 5%    | 10%   | 3%  | 7%             | 3%           |  |

  

|                | Race  |                      |       | Income |          |             | Leaned Party ID |          |            |             |
|----------------|-------|----------------------|-------|--------|----------|-------------|-----------------|----------|------------|-------------|
|                | Total | White (Non-Hispanic) | Black | Other  | LT \$50k | \$50-\$100k | \$100k+         | Democrat | Republican | Independent |
| More severe    | 68%   | 65%                  | 79%   | 68%    | 69%      | 68%         | 65%             | 83%      | 55%        | 69%         |
| Less severe    | 3%    | 3%                   | 5%    | 2%     | 4%       | 4%          | 2%              | 3%       | 4%         | 1%          |
| About the same | 23%   | 27%                  | 9%    | 22%    | 19%      | 23%         | 30%             | 11%      | 34%        | 23%         |
| Not sure       | 6%    | 5%                   | 7%    | 9%     | 8%       | 5%          | 3%              | 4%       | 6%         | 7%          |



# Survey of NC Registered Voters 18+

October 2024



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

|           | Gender |     |       | Age   |     | Education      |              |  |
|-----------|--------|-----|-------|-------|-----|----------------|--------------|--|
|           | Total  | Man | Woman | 18-44 | 45+ | No 4-Yr Degree | 4-Yr Degree+ |  |
| Very good | 23%    | 24% | 22%   | 22%   | 24% | 20%            | 27%          |  |
| Good      | 21%    | 20% | 21%   | 22%   | 20% | 20%            | 22%          |  |
| Adequate  | 19%    | 17% | 21%   | 26%   | 15% | 19%            | 19%          |  |
| Poor      | 21%    | 24% | 19%   | 18%   | 24% | 24%            | 18%          |  |
| Very poor | 16%    | 15% | 16%   | 12%   | 18% | 17%            | 13%          |  |

  

|           | Race  |                      |       |       | Income   |             |         | Leaned Party ID |            |             |
|-----------|-------|----------------------|-------|-------|----------|-------------|---------|-----------------|------------|-------------|
|           | Total | White (Non-Hispanic) | Black | Other | LT \$50k | \$50-\$100k | \$100k+ | Democrat        | Republican | Independent |
| Very good | 23%   | 21%                  | 30%   | 20%   | 23%      | 18%         | 29%     | 41%             | 10%        | 12%         |
| Good      | 21%   | 19%                  | 29%   | 19%   | 20%      | 19%         | 23%     | 27%             | 14%        | 28%         |
| Adequate  | 19%   | 19%                  | 19%   | 28%   | 22%      | 20%         | 16%     | 20%             | 19%        | 15%         |
| Poor      | 21%   | 24%                  | 14%   | 16%   | 19%      | 23%         | 23%     | 7%              | 34%        | 22%         |
| Very poor | 16%   | 18%                  | 7%    | 16%   | 16%      | 19%         | 8%      | 5%              | 23%        | 23%         |

## Weight Sample Characteristics

### 3 point party ID

|             | N   | %     |
|-------------|-----|-------|
| Democrat    | 269 | 33.6% |
| Republican  | 295 | 36.9% |
| Independent | 209 | 26.1% |
| Other       | 19  | 2.3%  |
| Not sure    | 8   | 1.0%  |

### 7 point Party ID

|                            | N   | %     |
|----------------------------|-----|-------|
| Strong Democrat            | 218 | 27.2% |
| Not very strong Democrat   | 51  | 6.4%  |
| Lean Democrat              | 58  | 7.2%  |
| Independent                | 97  | 12.1% |
| Lean Republican            | 75  | 9.3%  |
| Not very strong Republican | 101 | 12.6% |
| Strong Republican          | 194 | 24.3% |
| Not sure                   | 7   | 0.8%  |

### 2020 President Vote Post Election

|                            | N   | %     |
|----------------------------|-----|-------|
| Joe Biden                  | 359 | 44.9% |
| Donald Trump               | 366 | 45.8% |
| Jo Jorgensen               | 6   | 0.8%  |
| Other                      | 4   | 0.5%  |
| Did not vote for President | 65  | 8.1%  |

### Education

|                      | N   | %     |
|----------------------|-----|-------|
| No HS                | 39  | 4.8%  |
| High school graduate | 210 | 26.2% |
| Some college         | 155 | 19.4% |
| 2-year               | 93  | 11.6% |
| 4-year               | 200 | 25.0% |
| Post-grad            | 104 | 13.0% |

### Race - US

|                   | N   | %     |
|-------------------|-----|-------|
| White             | 588 | 73.5% |
| Black             | 162 | 20.3% |
| Hispanic          | 5   | 0.6%  |
| Asian             | 12  | 1.5%  |
| Native American   | 3   | 0.4%  |
| Two or more races | 18  | 2.2%  |
| Other             | 8   | 1.0%  |
| Middle Eastern    | 4   | 0.5%  |

### Gender

|        | N   | %     |
|--------|-----|-------|
| Male   | 363 | 45.4% |
| Female | 437 | 54.6% |

### age3cat

|             | N   | %     |
|-------------|-----|-------|
| 18-44       | 314 | 39.2% |
| 45-64       | 286 | 35.7% |
| 65 or older | 200 | 25.0% |