# CYGNAL

## Survey of Likely General Election Voters

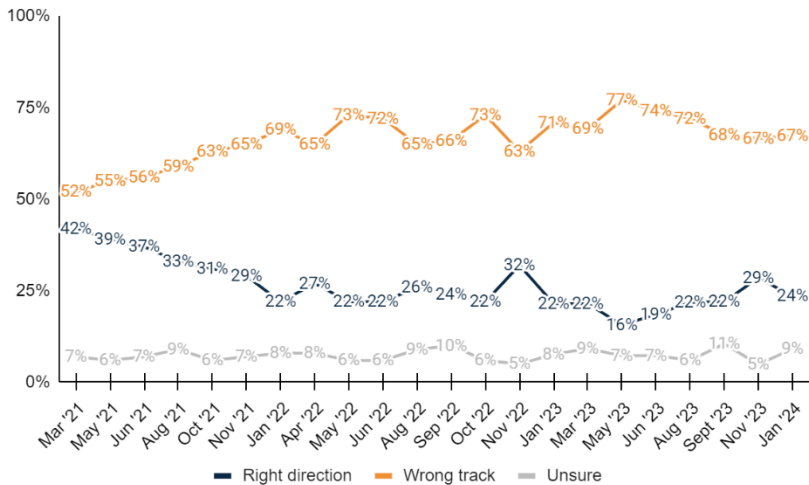North Carolina Statewide

*Conducted January 21 – 22, 2024*

n=600 | ±3.99%

1. How do you plan to vote in the November 2024 general election for President, Congress, and other Statewide and local offices?

| | Jan '24 | Nov '23 | Sept '23 | Aug '23 |
|---|---|---|---|---|
| **Vote in-person on Election Day** | **46.5%** | *43.8%* | *41.6%* | *42.7%* |
| Definitely vote in-person on Election Day | 31.9% | *33.8%* | *30.1%* | *31.2%* |
| Probably vote in-person on Election Day | 14.5% | *10.0%* | *11.5%* | *11.5%* |
| | | | | |
| **Vote absentee by mail** | **6.4%** | *7.8%* | *7.0%* | *6.7%* |
| Definitely vote absentee by mail | 3.3% | *6.0%* | *2.6%* | *4.1%* |
| Probably vote absentee by mail | 3.1% | *1.8%* | *4.4%* | *2.7%* |
| | | | | |
| **Vote early in-person** | **47.1%** | *48.4%* | *51.4%* | *50.6%* |
| Definitely vote early in-person | 25.1% | *28.7%* | *25.9%* | *28.6%* |
| Probably vote early in-person | 22.0% | *19.7%* | *25.5%* | *22.0%* |
| Total | 100.0% | *100.0%* | *100.0%* | *100.0%* |

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*US Direction*

2. Generally speaking, would you say things in the United States are headed in the right direction or off on the wrong track?



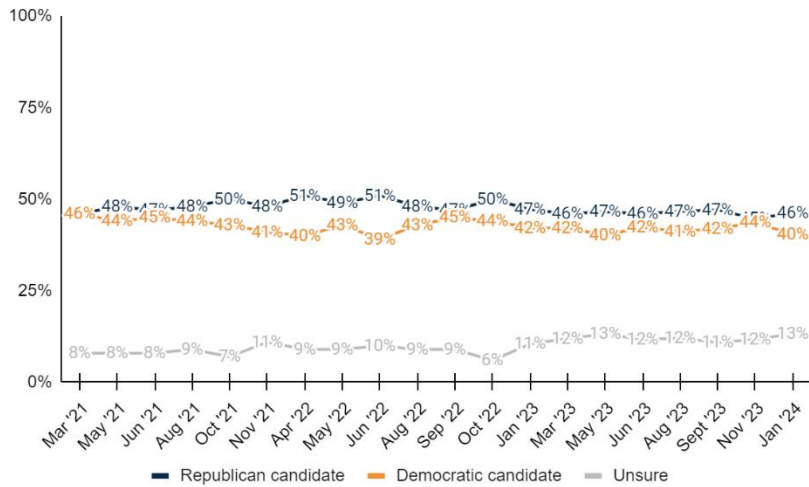| | Jan '24 | Nov '23 | Sept '23 | Aug '23 |
|---|---|---|---|---|
| **Right direction** | **23.5%** | *28.5%* | *22.0%* | *21.9%* |
| Definitely the right direction | 4.6% | *7.5%* | *4.2%* | *5.6%* |
| Mostly the right direction | 18.9% | *21.0%* | *17.8%* | *16.3%* |
| | | | | |
| **Wrong track** | **67.3%** | *66.6%* | *67.5%* | *72.1%* |
| Mostly the wrong track | 19.0% | *14.6%* | *16.1%* | *20.8%* |
| Definitely the wrong track | 48.3% | *51.9%* | *51.4%* | *51.2%* |
| | | | | |
| Unsure | 9.1% | *4.9%* | *10.5%* | *6.0%* |
| Total | 100.0% | *100.0%* | *100.0%* | *100.0%* |

**3.** If the 2024 general election for the North Carolina State Legislature were held today, would you vote for the Republican candidate or the Democratic candidate?



|  | **Jan '24** | *Nov '23* | *Sept '23* | *Aug '23* |
|---|---|---|---|---|
| **Republican candidate** | **46.3%** | *44.7%* | *47.1%* | *46.7%* |
| Definitely the Republican candidate | 34.7% | *35.7%* | *39.0%* | *38.5%* |
| Probably the Republican candidate | 11.6% | *9.0%* | *8.2%* | *8.2%* |
|  |  |  |  |  |
| **Democratic candidate** | **40.4%** | *43.6%* | *42.0%* | *41.2%* |
| Probably the Democratic candidate | 9.0% | *9.0%* | *9.9%* | *9.4%* |
| Definitely the Democratic candidate | 31.4% | *34.7%* | *32.1%* | *31.8%* |
|  |  |  |  |  |
| Unsure | 13.3% | *11.7%* | *10.9%* | *12.1%* |
| Total | 100.0% | *100.0%* | *100.0%* | *100.0%* |

Now thinking about schools in North Carolina…

*Education Satisfaction*

**4.** Overall, how satisfied are you with the quality of the K-12 education students receive today in your local schools?

|  | **Freq.** | **%** |
|---|---|---|
| **Satisfied** | **186** | **31.0%** |
| Completely satisfied | 30 | 5.1% |
| Somewhat satisfied | 155 | 25.9% |
|  |  |  |
| **Dissatisfied** | **288** | **48.0%** |
| Somewhat dissatisfied | 167 | 27.9% |
| Completely dissatisfied | 121 | 20.2% |
|  |  |  |
| Unsure | 126 | 21.0% |
| Total | 600 | 100.0% |

**5.** How many children in your household are currently enrolled in kindergarten through 12th grade?

|  | Freq. | % |
| --- | --- | --- |
| None | 393 | 65.5% |
| 1 | 120 | 20.0% |
| 2 | 60 | 10.0% |
| 3 | 18 | 3.1% |
| 4 or more | 8 | 1.4% |
| Total | 600 | 100.0% |

*Educational Outcomes*

**6.** In your opinion, who is the most responsible for education outcomes in North Carolina?

|  | Freq. | % |
| --- | --- | --- |
| Parents | 163 | 27.2% |
| Teachers | 65 | 10.8% |
| School administration | 35 | 5.8% |
| Local school boards | 102 | 17.0% |
| State Board of Education | 153 | 25.5% |
| State Department of Public Instruction | 59 | 9.8% |
| The Governor | 25 | 4.1% |
| Total | 600 | 100.0% |

*School Choice*

**7.** Who is best suited to determine where a child should attend school out of the following options?

|  | Freq. | % |
| --- | --- | --- |
| The child's parents | 463 | 77.1% |
| Local school boards | 82 | 13.7% |
| Unsure | 55 | 9.2% |
| Total | 600 | 100.0% |

*Opportunity Scholarship Support*

**8.** The North Carolina Opportunity Scholarship Program provides eligible students with state-funded vouchers of up to $7,200 that can be applied to tuition at a private school of their parents' choice. In the 2023-24 school year, about 32,100 students participated in this program. Do you support or oppose the Opportunity Scholarship Program?

|  | Freq. | % |
| --- | --- | --- |
| **Support** | **384** | **64.0%** |
| Strongly support | 252 | 41.9% |
| Somewhat support | 133 | 22.1% |

| | Freq. | % |
|---|---|---|
| **Oppose** | **153** | **25.5%** |
| Somewhat oppose | 63 | 10.5% |
| Strongly oppose | 90 | 15.0% |
| | | |
| Unsure | 63 | 10.5% |
| Total | 600 | 100.0% |

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*ESA Support*

**9.** An "education savings account" in K-12 education – often called an ESA – creates a state-funded savings account for parents. Parents can use these funds to pay for school tuition, tutoring, online education programs, therapies for students with special needs, textbooks or other instructional materials, or save for future college expenses. Do you support or oppose education savings accounts?

| | Freq. | % |
|---|---|---|
| **Support** | **442** | **73.6%** |
| Strongly support | 278 | 46.3% |
| Somewhat support | 164 | 27.3% |
| | | |
| **Oppose** | **74** | **12.3%** |
| Somewhat oppose | 38 | 6.3% |
| Strongly oppose | 35 | 5.9% |
| | | |
| Unsure | 85 | 14.1% |
| Total | 600 | 100.0% |

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*System Preference*

**10.** North Carolina funds public schools using a system of formulas that determine how much money districts receive for personnel, programs, and services. Some people advocate for a different system in which funding is tied to the needs of the child and follows the child to where he or she attends school. In your opinion, which model is the better way for North Carolina to fund public schools?

| | Freq. | % |
|---|---|---|
| Current system using formulas | 97 | 16.2% |
| Funds tied to needs of the child | 361 | 60.2% |
| Unsure | 142 | 23.6% |
| Total | 600 | 100.0% |

**11.** Which of the following statements do you most agree with? I am satisfied with how the public schools have address learning loss because:

|  | Freq. | % |
| --- | --- | --- |
| Teachers and schools have worked hard to address the problem | 164 | 27.3% |
| Schools have spent COVID money wisely to help address specific needs | 15 | 2.6% |
| Tutors have been utilized wisely to help individual students | 19 | 3.1% |
| Summer programs have done a good job of helping students regain knowledge and skills | 52 | 8.7% |
| Unsure | 350 | 58.4% |
| Total | 600 | 100.0% |

**12.** Which of the following statements do you most agree with? I am NOT satisfied with how the public schools have address learning loss because:

|  | Freq. | % |
| --- | --- | --- |
| Teachers and schools have not focused resources and staff on the problem | 114 | 19.0% |
| Schools have not used COVID money wisely to address learning loss | 118 | 19.7% |
| Schools need to spend more money on tutoring | 71 | 11.8% |
| Summer programs have not done a good job of helping students regain knowledge and skills | 36 | 5.9% |
| Unsure | 261 | 43.5% |
| Total | 600 | 100.0% |

**13.** To the best of your knowledge, are charter schools public schools?

|  | Freq. | % |
| --- | --- | --- |
| Yes | 269 | 44.8% |
| No | 241 | 40.2% |
| Unsure | 90 | 15.0% |
| Total | 600 | 100.0% |

**14.** Charter schools are public schools that are governed by an independent board instead of a local school board. While charter schools are subject to the same academic requirements as traditional public schools, they are exempt from certain administrative regulations. Knowing this, do you support or oppose charter schools?

|  | Freq. | % |
| --- | --- | --- |
| **Support** | **396** | **66.0%** |
| Strongly support | 216 | 36.1% |

| | | |
|---|---|---|
| Somewhat support | 179 | 29.9% |
| **Oppose** | **141** | **23.6%** |
| Somewhat oppose | 61 | 10.2% |
| Strongly oppose | 80 | 13.4% |
| Unsure | 63 | 10.5% |
| Total | 600 | 100.0% |

*Charter Schools Tuition*

**15.** To the best of your knowledge, can charter schools charge tuition?

| | Freq. | % |
|---|---|---|
| Yes | 162 | 27.1% |
| No | 280 | 46.7% |
| Unsure | 158 | 26.3% |
| Total | 600 | 100.0% |

*Charter Schools Tuition Impact*

**16.** Charter schools cannot charge tuition under North Carolina state law. Does this knowledge change your position in support of, or in opposition to, charter schools?

| | Freq. | % |
|---|---|---|
| **Support** | **175** | **54.8%** |
| Strongly support | 81 | 25.3% |
| Somewhat support | 94 | 29.4% |
| **Oppose** | **73** | **22.8%** |
| Somewhat oppose | 30 | 9.3% |
| Strongly oppose | 43 | 13.4% |
| Unsure | 72 | 22.5% |
| Total | 320 | 100.0% |

*County Funding*

**17.** Would you support or oppose a law requiring county governments to appropriate funds for the capital needs of charter schools in the same way county governments meet the capital needs of district schools?

| | Freq. | % |
|---|---|---|
| **Support** | **291** | **48.6%** |
| Strongly support | 123 | 20.5% |
| Somewhat support | 168 | 28.0% |
| **Oppose** | **183** | **30.5%** |

| | Freq. | % |
|---|---|---|
| Somewhat oppose | 67 | 11.1% |
| Strongly oppose | 116 | 19.3% |
| | | |
| Unsure | 126 | 21.0% |
| Total | 600 | 100.0% |

**18.** Would you support or oppose offering more charter school options in your local area?

| | Freq. | % |
|---|---|---|
| **Support** | **355** | **59.1%** |
| Strongly support | 190 | 31.6% |
| Somewhat support | 165 | 27.5% |
| | | |
| **Oppose** | **166** | **27.6%** |
| Somewhat oppose | 59 | 9.8% |
| Strongly oppose | 107 | 17.8% |
| | | |
| Unsure | 79 | 13.2% |
| Total | 600 | 100.0% |

*Consider Charter Schools*

**19.** If you had a school-aged child, would you consider leaving the traditional public school to which you've been assigned in favor of a charter school in your area?

| | Freq. | % |
|---|---|---|
| **Consider** | **395** | **65.8%** |
| Definitely consider | 227 | 37.8% |
| Probably consider | 168 | 27.9% |
| | | |
| **Not consider** | **154** | **25.7%** |
| Probably not consider | 63 | 10.5% |
| Definitely not consider | 91 | 15.1% |
| | | |
| Unsure | 52 | 8.6% |
| Total | 600 | 100.0% |

*Local Regulations*

**20.** Do you support or oppose local regulations requiring zoning to be applied in the same way to all public schools, traditional and charter?

| | Freq. | % |
|---|---|---|
| **Support** | **308** | **51.3%** |
| Strongly support | 156 | 26.0% |
| Somewhat support | 152 | 25.4% |
| | | |
| **Oppose** | **134** | **22.3%** |
| Somewhat oppose | 59 | 9.8% |
| Strongly oppose | 75 | 12.5% |

| | Freq. | % |
|---|---|---|
| Unsure | 158 | 26.4% |
| Total | 600 | 100.0% |

*State Board of Education Election*

**21.** According to the North Carolina State Constitution, the State Board of Education shall consist of 13 members: the Lieutenant Governor, the State Treasurer, and 11 members appointed by the Governor. Last session, legislation was introduced which would have required all members of the State Board of Education to be elected. Would you support or oppose such legislation?

| | Freq. | % |
|---|---|---|
| **Support** | **385** | **64.2%** |
| Strongly support | 210 | 35.0% |
| Somewhat support | 175 | 29.2% |
| | | |
| **Oppose** | **98** | **16.3%** |
| Somewhat oppose | 48 | 7.9% |
| Strongly oppose | 50 | 8.4% |
| | | |
| Unsure | 117 | 19.5% |
| Total | 600 | 100.0% |

*Candidate Support*

**22.** Would you vote for a candidate with an education platform you support, even if you typically vote for candidates from a different political party?

| | Freq. | % |
|---|---|---|
| **Vote for** | **399** | **66.5%** |
| Definitely vote for | 152 | 25.4% |
| Probably vote for | 247 | 41.1% |
| | | |
| **Not vote for** | **101** | **16.9%** |
| Probably not vote for | 67 | 11.2% |
| Definitely not vote for | 34 | 5.7% |
| | | |
| Unsure | 100 | 16.6% |
| Total | 600 | 100.0% |

*County Funds*

**23.** Would you support or oppose counties that appropriate funds to address the capital needs of charter schools?

| | Freq. | % |
|---|---|---|
| **Support** | **324** | **54.0%** |
| Strongly support | 134 | 22.4% |
| Somewhat support | 189 | 31.6% |
| | | |
| **Oppose** | **156** | **26.0%** |

| | Freq. | % |
|---|---|---|
| Somewhat oppose | 68 | 11.3% |
| Strongly oppose | 88 | 14.7% |
| | | |
| Unsure | 120 | 20.0% |
| Total | 600 | 100.0% |

**24.** Are you female or male?

| | Freq. | % |
|---|---|---|
| Female | 330 | 55.0% |
| Male | 270 | 45.0% |
| Total | 600 | 100.0% |

**25.** What age range do you fall within?

| | Freq. | % |
|---|---|---|
| **Under 50** | **247** | **41.2%** |
| 18 - 34 | 113 | 18.8% |
| 35 - 49 | 134 | 22.3% |
| | | |
| **50 and Over** | **353** | **58.8%** |
| 50 - 64 | 170 | 28.3% |
| 65+ | 183 | 30.6% |
| Total | 600 | 100.0% |

**26.** How are you registered to vote in North Carolina? You may consider yourself of a different party, but what does your voter registration card show?

| | Freq. | % |
|---|---|---|
| Republican | 195 | 32.5% |
| Democrat | 210 | 35.0% |
| Independent/Unaffiliated | 166 | 27.7% |
| Other | 11 | 1.8% |
| Unsure | 18 | 3.0% |
| Total | 600 | 100.0% |

**27.** And thinking about your views toward politics and government, would you say you are…

| | Freq. | % |
|---|---|---|
| **Conservative** | **264** | **44.0%** |
| Very conservative | 124 | 20.7% |
| Somewhat conservative | 140 | 23.3% |
| | | |
| **Moderate** | **177** | **29.4%** |
| | | |
| **Liberal** | **128** | **21.4%** |
| Somewhat liberal | 63 | 10.5% |
| Very liberal | 65 | 10.9% |

| | Freq. | % |
|---|---|---|
| Unsure | 31 | 5.2% |
| Total | 600 | 100.0% |

**28.** Do you consider the area where you live to be more rural, suburban, or urban?

| | Freq. | % |
|---|---|---|
| Rural | 264 | 44.0% |
| Suburban | 264 | 44.0% |
| Urban | 72 | 12.0% |
| Total | 600 | 100.0% |

**29.** What annual household income range do you fall within out of the following options?

| | Freq. | % |
|---|---|---|
| Less than $40,000 | 91 | 15.1% |
| $40,000 - $69,999 | 118 | 19.7% |
| $70,000 - $99,999 | 122 | 20.4% |
| $100,000 or more | 219 | 36.4% |
| Unsure | 50 | 8.3% |
| Total | 600 | 100.0% |

**30.** Which of the following best describes your race or ethnicity?

| | Freq. | % |
|---|---|---|
| White or Caucasian | 419 | 69.9% |
| Asian or Pacific Islander | 9 | 1.5% |
| Black or African American | 129 | 21.5% |
| Hispanic or Latino | 18 | 3.0% |
| Other | 17 | 2.8% |
| Unsure | 8 | 1.3% |
| Total | 600 | 100.0% |

**31.** Thinking back, who did you vote for in the 2020 election for President?

| | Freq. | % |
|---|---|---|
| Republican Donald Trump | 273 | 45.5% |
| Democrat Joe Biden | 265 | 44.2% |
| Another candidate | 20 | 3.3% |
| Did not vote in 2020 | 15 | 2.5% |
| Unsure | 27 | 4.5% |
| Total | 600 | 100.0% |

**32.** Are you or are any of your immediate family members employed as a teacher, teaching anywhere between kindergarten through 12th grade?

| | Freq. | % |
|---|---|---|
| **Yes** | **168** | **28.0%** |
| Yes, I am a teacher | 25 | 4.2% |
| Yes, a family member is a teacher | 137 | 22.8% |

| | | |
|---|---|---|
| Yes, I am a teacher and a family member is a teacher | 6 | 1.0% |
| **No** | **421** | **70.2%** |
| Unsure | 11 | 1.8% |
| Total | 600 | 100.0% |

**33.** What's the highest level of education you have completed?

| | Freq. | % |
|---|---|---|
| **No College** | **336** | **56.0%** |
| Some high school | 6 | 1.0% |
| High school diploma/GED | 78 | 12.9% |
| Technical Certification | 33 | 5.5% |
| Some college or Associate's Degree | 220 | 36.6% |
| **At least College** | **260** | **43.3%** |
| Four-year undergraduate or Bachelor's Degree | 145 | 24.1% |
| Graduate degree or further | 115 | 19.2% |
| Unsure | 4 | 0.7% |
| Total | 600 | 100.0% |

**34.** General Election X of 4

| | Freq. | % |
|---|---|---|
| 0 of 4 | 13 | 2.1% |
| 1 of 4 | 94 | 15.7% |
| 2 of 4 | 100 | 16.6% |
| 3 of 4 | 111 | 18.5% |
| 4 of 4 | 282 | 47.0% |
| Total | 600 | 100.0% |

**35.** Geo – Congressional District

| | Freq. | % |
|---|---|---|
| 1 | 56 | 9.4% |
| 2 | 18 | 2.9% |
| 3 | 32 | 5.3% |
| 4 | 44 | 7.4% |
| 5 | 57 | 9.5% |
| 6 | 43 | 7.1% |
| 7 | 49 | 8.1% |
| 8 | 33 | 5.5% |
| 9 | 61 | 10.2% |
| 10 | 53 | 8.8% |
| 11 | 48 | 7.9% |
| 12 | 35 | 5.8% |
| 13 | 36 | 5.9% |

|  | Freq. | % |
|---|---|---|
| 14 | 36 | 6.0% |
| Total | 600 | 100.0% |

**36.** Geo - DMA

|  | Freq. | % |
|---|---|---|
| **Charlotte/West** | **216** | **36.0%** |
| Charlotte | 164 | 27.4% |
| Greenvll-Spart-Ashevll-And | 49 | 8.2% |
| Chattanooga | 2 | 0.3% |
| Atlanta dma | 1 | 0.1% |
|  |  |  |
| **Central** | **113** | **18.8%** |
| Greensboro-H.Point-W.Salem | 106 | 17.6% |
| Myrtle Beach-Florence | 7 | 1.2% |
|  |  |  |
| **Raleigh-Durham (Fayetvlle)** | **185** | **30.9%** |
|  |  |  |
| **Coastal** | **85** | **14.2%** |
| Greenville-N.Bern-Washngtn | 42 | 7.0% |
| Wilmington | 33 | 5.5% |
| Norfolk-Portsmth-Newpt Nws | 10 | 1.7% |
| Total | 600 | 100.0% |

**37.** Age + Income

|  | Freq. | % |
|---|---|---|
| <65 <$40k | 54 | 9.0% |
| <65 $70k-$100k | 76 | 12.7% |
| <65 $40k-$70k | 77 | 12.8% |
| <65 $100k+ | 175 | 29.1% |
| 65+ <$40k | 37 | 6.1% |
| 65+ $70k-$100k | 46 | 7.6% |
| 65+ $40k-$70k | 41 | 6.9% |
| 65+ $100k+ | 44 | 7.3% |
| Unsure | 50 | 8.3% |
| Total | 600 | 100.0% |

**38.** Age + Gender

|  | Freq. | % |
|---|---|---|
| F 18 - 34 | 61 | 10.1% |
| F 35 - 49 | 77 | 12.9% |
| F 50 - 64 | 90 | 15.0% |
| F 65+ | 102 | 17.0% |
| M 18 - 34 | 52 | 8.7% |
| M 35 - 49 | 57 | 9.5% |
| M 50 - 64 | 79 | 13.2% |
| M 65+ | 81 | 13.6% |
| Total | 600 | 100.0% |

**39.** Race + Gender

|  | Freq. | % |
| --- | --- | --- |
| White Female | 219 | 36.5% |
| White Male | 201 | 33.4% |
| Asian Female | 4 | 0.7% |
| Asian Male | 5 | 0.8% |
| Black Female | 90 | 14.9% |
| Black Male | 39 | 6.6% |
| Hispanic Female | 7 | 1.1% |
| Hispanic Male | 11 | 1.9% |
| Other Female | 7 | 1.2% |
| Other Male | 10 | 1.7% |
| Unsure | 8 | 1.3% |
| Total | 600 | 100.0% |

**40.** Education + Gender

|  | Freq. | % |
| --- | --- | --- |
| Female At least College | 139 | 23.1% |
| Female No degree | 189 | 31.5% |
| Male At least College | 121 | 20.2% |
| Male No degree | 147 | 24.5% |
| Unsure | 4 | 0.7% |
| Total | 600 | 100.0% |

**41.** Partisanship + Age

|  | Freq. | % |
| --- | --- | --- |
| Republican 18-34 | 32 | 5.4% |
| Republican 35-49 | 41 | 6.9% |
| Republican 50-64 | 64 | 10.6% |
| Republican 65+ | 57 | 9.5% |
| Democrat 18-34 | 37 | 6.2% |
| Democrat 35-49 | 47 | 7.8% |
| Democrat 50-64 | 58 | 9.6% |
| Democrat 65+ | 68 | 11.4% |
| Independent/UAF 18-34 | 34 | 5.6% |
| Independent/UAF 35-49 | 40 | 6.7% |
| Independent/UAF 50-64 | 44 | 7.3% |
| Independent/UAF 65+ | 49 | 8.1% |
| Other 18-34 | 6 | 1.0% |
| Other 35-49 | 3 | 0.5% |
| Other 50-64 | 1 | 0.2% |
| Other 65+ | 1 | 0.1% |
| Unsure | 18 | 3.0% |
| Total | 600 | 100.0% |

**42.** Partisanship + Gender

|  | Freq. | % |
|---|---|---|
| Republican Female | 98 | 16.3% |
| Republican Male | 97 | 16.1% |
| Democrat Female | 133 | 22.2% |
| Democrat Male | 77 | 12.8% |
| Independent/UAF Female | 81 | 13.5% |
| Independent/UAF Male | 85 | 14.1% |
| Other Female | 3 | 0.6% |
| Other Male | 8 | 1.3% |
| Unsure | 18 | 3.0% |
| Total | 600 | 100.0% |

## METHODOLOGY

This probabilistic survey was conducted January 21 – 22, 2024, with 600 likely general election voters. It has a margin of error of ±3.99%. Known registered voters were interviewed via live calls, and SMS. This survey was weighted to a likely general election voter universe.

## ABOUT THE FIRM

Cygnal is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in all 50 states and multiple countries on more than 3,000 corporate, public affairs, and political campaigns.