

Survey of Likely General Election Voters

North Carolina Statewide

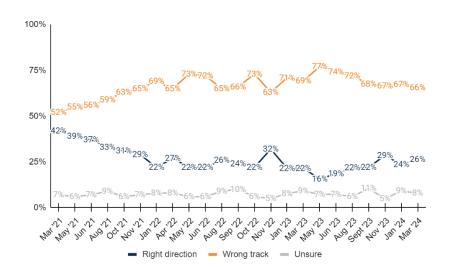
Conducted March 6 – 7, 2024 n=600 | ±3.99% Vote Method

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

	Mar '24	Jan '24	Nov '23	Sept '23
Vote in-person on Election Day	<u>51.3%</u>	<u>46.5%</u>	<u>43.8%</u>	<u>41.6%</u>
Definitely vote in-person on Election Day	37.7%	31.9%	33.8%	30.1%
Probably vote in-person on Election Day	13.6%	14.5%	10.0%	11.5%
Vote absentee by mail	<u>4.8%</u>	6.4%	<u>7.8%</u>	7.0%
Definitely vote absentee by mail	1.9%	3.3%	6.0%	2.6%
Probably vote absentee by mail	2.9%	3.1%	1.8%	4.4%
Vote early in-person	<u>43.9%</u>	<u>47.1%</u>	<u>48.4%</u>	<u>51.4%</u>
Definitely vote early in-person	28.3%	25.1%	28.7%	25.9%
Probably vote early in-person	15.6%	22.0%	19.7%	25.5%
Total	100.0%	100.0%	100.0%	100.0%

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?



	Mar '24	Jan '24	Nov '23	Sept '23
Right direction	<u>26.4%</u>	<u>23.5%</u>	<u>28.5%</u>	22.0%
Definitely the right direction	6.6%	4.6%	7.5%	4.2%
Mostly the right direction	19.8%	18.9%	21.0%	17.8%
Wrong track	<u>65.6%</u>	<u>67.3%</u>	<u>66.6%</u>	<u>67.5%</u>
Mostly the wrong track	12.9%	19.0%	14.6%	16.1%
Definitely the wrong track	52.7%	48.3%	51.9%	51.4%
Unsure	7.9%	9.1%	4.9%	10.5%
Total	100.0%	100.0%	100.0%	100.0%



Top Priority Federal General

3. Which of the following issues was most important to you as you casted votes in the primary election?

	Freq.	%
Immigration	150	25.0%
The economy	107	17.8%
Abortion	76	12.7%
Inflation	57	9.5%
Taxes and spending	40	6.7%
Public safety	29	4.8%
Education	26	4.4%
Energy and the environment	19	3.1%
Unsure	31	5.2%
I did not vote in the 2024 primary	65	10.9%
Total	600	100.0%

General Election Candidates Satisfaction

4. Now that the primary is over, how satisfied are you with the choices for the general election?

	Freq.	%
Satisfied	<u>358</u>	<u>59.7%</u>
Completely satisfied	150	25.0%
Somewhat satisfied	208	34.6%
<u>Dissatisfied</u>	<u>182</u>	<u>30.4%</u>
Somewhat dissatisfied	90	15.0%
Completely dissatisfied	92	15.3%
Unsure	60	9.9%
Total	600	100.0%

Photo ID

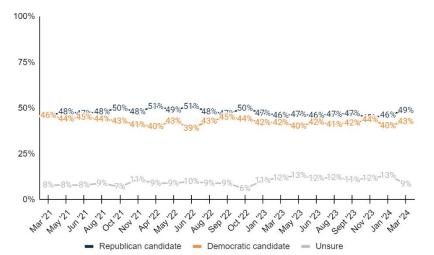
5. Did you have a photo ID for the 2024 primary election?

	Freq.	%
Yes	515	85.8%
No	14	2.3%
I did not vote in the 2024 primary election	71	11.9%
Total	600	100.0%



Generic State Leg Ballot

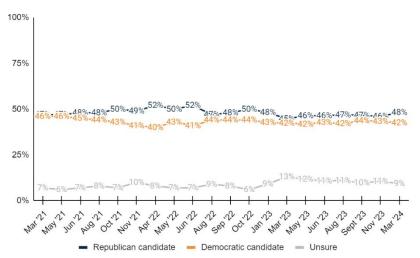
6. If the 2024 general election for the North Carolina State Legislature were held today, would you vote for the Republican candidate or the Democratic candidate?



	Mar '24	Jan '24	Nov '23	Sept '23
Republican candidate	<u>48.7%</u>	<u>46.3%</u>	<u>44.7%</u>	<u>47.1%</u>
Definitely the Republican candidate	41.5%	34.7%	35.7%	39.0%
Probably the Republican candidate	7.2%	11.6%	9.0%	8.2%
Democratic candidate	<u>42.6%</u>	40.4%	<u>43.6%</u>	<u>42.0%</u>
Probably the Democratic candidate	7.1%	9.0%	9.0%	9.9%
Definitely the Democratic candidate	35.5%	31.4%	34.7%	32.1%
Unsure Total	8.6% 100.0%	13.3% 100.0%	11.7% 100.0%	10.9% 100.0%

Generic Congressional Ballot

7. And, regardless of how you would vote at the state level, if the 2024 election for United States Congress was held today, and you had to make a choice, would you vote for the Republican candidate or the Democratic candidate?

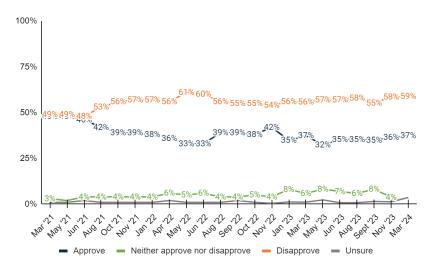




	Mar '24	Jan '24	Nov '23	Sept '23
Republican candidate	<u>48.3%</u>	-	<u>46.0%</u>	<u>46.7%</u>
Definitely the Republican candidate	42.0%	-	37.4%	37.9%
Probably the Republican candidate	6.2%	-	8.6%	8.8%
Democratic candidate	<u>42.5%</u>	-	<u>43.4%</u>	<u>43.7%</u>
Probably the Democratic candidate	7.6%	-	7.4%	8.9%
Definitely the Democratic candidate	34.8%	-	36.0%	34.7%
Unsure	9.3%	-	10.6%	9.7%
Total	100.0%	-	100.0%	100.0%

Biden Job Approval

8. Do you approve or disapprove of the job that Joe Biden is doing as President?

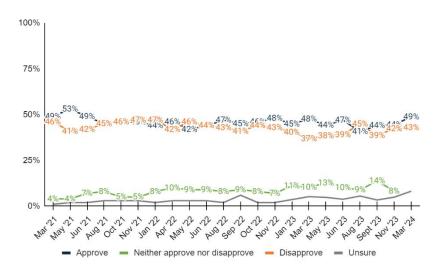


	Mar '24	Jan '24	Nov '23	Sept '23
Approve	<u>37.5%</u>	-	<u>36.4%</u>	35.0%
Strongly approve	18.7%	-	21.5%	15.4%
Somewhat approve	18.7%	-	14.9%	19.6%
Neither approve nor disapprove	-	-	<u>3.8%</u>	<u>8.2%</u>
<u>Disapprove</u>	<u>58.9%</u>	-	<u>58.5%</u>	<u>55.3%</u>
Somewhat disapprove	8.1%	-	7.1%	7.0%
Strongly disapprove	50.8%	-	51.4%	48.3%
Unsure	3.6%	_	1.3%	1.5%
Total	100.0%	-	100.0%	100.0%



Cooper Job Approval

9. Do you approve or disapprove of the job that Roy Cooper is doing as Governor?



Mar '24	Jan '24	Nov '23	Sept '23
<u>48.9%</u>	-	<u>44.4%</u>	<u>44.1%</u>
28.1%	-	29.4%	26.6%
20.8%	-	15.1%	17.5%
-	-	<u>8.3%</u>	<u>13.8%</u>
<u>42.9%</u>	-	<u>42.4%</u>	<u>38.6%</u>
14.2%	-	13.6%	13.6%
28.7%	-	28.8%	25.0%
8.2%	-	4.9%	3.4%
100.0%	-	100.0%	100.0%
	48.9% 28.1% 20.8% - 42.9% 14.2% 28.7% 8.2%	48.9% - 28.1% - 20.8% - - - - - - - 42.9% - 14.2% - 28.7% - 8.2% -	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$

Presidential Ballot

10. If the November 5th general election for President was held today, and you had to make a choice based on these options, who would you vote for out of the following options?

	Freq.	%
Republican Donald Trump	<u>271</u>	<u>45.2%</u>
Definitely Republican Donald Trump	246	41.1%
Probably Republican Donald Trump	25	4.2%
Democrat Joe Biden	<u>239</u>	<u>39.8%</u>
Definitely Democrat Joe Biden	199	33.2%
Probably Democrat Joe Biden	40	6.6%
Someone else	57	9.4%
Undecided	33	5.5%
Total	600	100.0%



Gubernatorial Ballot

11. If the 2024 election for North Carolina Governor was held today, and you had to make a choice, who would you vote for out of the following options?

	Freq.	%
Republican Mark Robinson	<u>263</u>	<u>43.8%</u>
Definitely Republican Mark Robinson	213	35.4%
Probably Republican Mark Robinson	50	8.4%
Democrat Josh Stein	234	39.0%
Definitely Democrat Josh Stein	195	32.6%
Probably Democrat Josh Stein	39	6.4%
Green Party Wayne Turner	<u>4</u>	<u>0.6%</u>
Definitely Green Party Wayne Turner	2	0.3%
Probably Green Party Wayne Turner	2	0.3%
Libertarian Mike Ross	<u>11</u>	<u>1.8%</u>
Definitely Libertarian Mike Ross	4	0.6%
Probably Libertarian Mike Ross	7	1.1%
Undecided	89	14.8%
Total	600	100.0%

AG Ballot

12. If the 2024 election for North Carolina Attorney General was held today, and you had to make a choice, who would you vote for out of the following options?

	Freq.	%
Republican Dan Bishop	<u>244</u>	<u>40.6%</u>
Definitely Republican Dan Bishop	194	32.4%
Probably Republican Dan Bishop	49	8.2%
Democrat Jeff Jackson	<u>231</u>	<u>38.5%</u>
Definitely Democrat Jeff Jackson	185	30.9%
Probably Democrat Jeff Jackson	46	7.7%
Undecided	125	20.8%
Total	600	100.0%

Supreme Court Justice Ballot

13. If the 2024 election for North Carolina Supreme Court Justice was held today, and you had to make a choice, who would you vote for out of the following options?

	Freq.	%
Republican Jefferson Griffin	<u>248</u>	<u>41.4%</u>
Definitely Republican Jefferson Griffin	192	32.0%
Probably Republican Jefferson Griffin	56	9.3%



Democrat Allison Riggs	<u>236</u>	<u>39.4%</u>
Definitely Democrat Allison Riggs	199	33.1%
Probably Democrat Allison Riggs	38	6.3%
Undecided	116	19.3%
Total	600	100.0%

Labor Commissioner Ballot

14. If the 2024 election for North Carolina Labor Commissioner was held today, and you had to make a choice, who would you vote for out of the following options?

Freq.	%
<u>250</u>	<u>41.7%</u>
197	32.9%
53	8.8%
<u>210</u>	<u>35.0%</u>
173	28.8%
37	6.2%
140	23.3%
600	100.0%
	250 197 53 <u>210</u> 173 37 140

State Treasurer Ballot

15. If the 2024 election for North Carolina State Treasurer was held today, and you had to make a choice, who would you vote for out of the following options?

	Freq.	%
Republican Brad Briner	<u>257</u>	<u>42.8%</u>
Definitely Republican Brad Briner	198	33.0%
Probably Republican Brad Briner	59	9.8%
Democrat Wesley Harris	<u>225</u>	<u>37.4%</u>
Definitely Democrat Wesley Harris	177	29.5%
Probably Democrat Wesley Harris	48	7.9%
Undecided	118	19.7%
Total	600	100.0%

Insurance Commissioner Ballot

16. If the 2024 election for North Carolina Insurance Commissioner was held today, and you had to make a choice, who would you vote for out of the following options?

	Freq.	%
Republican Mike Causey	<u>260</u>	<u>43.4%</u>
Definitely Republican Mike Causey	211	35.2%
Probably Republican Mike Causey	49	8.2%



<u>Democrat Natasha Marcus</u>	<u>220</u>	<u>36.7%</u>	
Definitely Democrat Natasha Marcus	178	29.7%	
Probably Democrat Natasha Marcus	42	7.0%	
Undecided	120	19.9%	
Total	600	100.0%	

Superintendent of Public Instruction Ballot

17. If the 2024 election for North Carolina Superintendent of Public Instruction was held today, and you had to make a choice, who would you vote for out of the following options?

	Freq.	%
Republican Michele Morrow	<u>245</u>	<u>40.8%</u>
Definitely Republican Michele Morrow	202	33.7%
Probably Republican Michele Morrow	43	7.1%
Democrat Maurice "Mo" Green Definitely Democrat Maurice "Mo" Green Probably Democrat Maurice "Mo" Green	<mark>235</mark> 184 51	<u>39.1%</u> 30.7% 8.4%
Undecided Total	121 600	20.1% 100.0%

18. Are you female or male?

	Freq.	%
Female	329	54.9%
Male	271	45.1%
Total	600	100.0%

19. What age range do you fall within?

	Freq.	%
<u>Under 50</u>	<u>257</u>	<u>42.8%</u>
18 - 34	121	20.1%
35 - 49	136	22.7%
50 and Over	<u>343</u>	<u>57.2%</u>
50 - 64	165	27.5%
65+	178	29.6%
Total	600	100.0%

20. 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	191	31.9%
Democrat	205	34.2%



Independent/Unaffiliated	187	31.2%
Other	3	0.5%
Unsure	13	2.2%
Total	600	100.0%

21. And thinking about your views toward politics and government, would you say you are...

	Freq.	%
<u>Conservative</u>	<u>254</u>	<u>42.3%</u>
Very conservative	137	22.9%
Somewhat conservative	117	19.4%
<u>Moderate</u>	<u>192</u>	<u>32.0%</u>
<u>Liberal</u>	<u>127</u>	<u>21.2%</u>
Somewhat liberal	73	12.2%
Very liberal	54	9.0%
Unsure Total	27 600	4.5% 100.0%

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

	Freq.	%
Rural	264	44.0%
Suburban	252	42.0%
Urban	84	14.0%
Total	600	100.0%

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

	Freq.	%
Less than \$40,000	90	15.0%
\$40,000 - \$69,999	123	20.5%
\$70,000 - \$99,999	120	19.9%
\$100,000 or more	218	36.3%
Unsure	50	8.4%
Total	600	100.0%

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

	Freq.	%
White or Caucasian	419	69.8%
Asian or Pacific Islander	15	2.5%
Black or African American	129	21.5%
Hispanic or Latino	10	1.6%
Other	16	2.6%
Unsure	12	2.0%
Total	600	100.0%



	Freq.	%
Republican Donald Trump	283	47.1%
Democrat Joe Biden	274	45.7%
Another candidate	15	2.5%
Did not vote in 2020	14	2.4%
Unsure	14	2.3%
Total	600	100.0%

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

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

	Freq.	%
No College	<u>327</u>	<u>54.5%</u>
Some high school	6	1.1%
High school diploma/GED	84	13.9%
Technical Certification	26	4.3%
Some college or Associate's Degree	211	35.2%
At least College	<u>264</u>	<u>44.0%</u>
Four-year undergraduate or Bachelor's	148	24.7%
Degree		
Graduate degree or further	116	19.4%
Unsure	9	1.5%
Total	600	100.0%

27. General Election X of 4

	Freq.	%
0 of 4	6	1.1%
1 of 4	107	17.9%
2 of 4	93	15.5%
3 of 4	112	18.6%
4 of 4	282	47.0%
Total	600	100.0%

28. Geo – Congressional District

	Freq.	%
1	42	7.0%
2	23	3.8%
3	45	7.4%
4	45	7.6%
5	47	7.8%
6	49	8.2%
7	50	8.3%
8	33	5.5%
9	45	7.5%
10	51	8.5%



11	47	7.9%
12	43	7.1%
13	49	8.2%
14	32	5.3%
Total	600	100.0%

29. Geo - DMA

	Freq.	%
Charlotte/West	<u>215</u>	<u>35.8%</u>
Charlotte	164	27.4%
GreenvII-Spart-AshevII-And	48	8.0%
Chattanooga	2	0.3%
Atlanta dma	1	0.1%
<u>Central</u>	<u>110</u>	<u>18.3%</u>
Greensboro-H.Point-W.Salem	103	17.1%
Myrtle Beach-Florence	7	1.2%
Raleigh-Durham (Fayetvlle)	<u>188</u>	<u>31.3%</u>
Coastal	<u>87</u>	<u>14.5%</u>
Greenville-N.Bern-Washngtn	43	7.1%
Wilmington	34	5.7%
Norfolk-Portsmth-Newpt Nws	11	1.8%
Total	600	100.0%

30. Age + Income

	Freq.	%
<65 <\$40k	55	9.1%
<65 \$70k-\$100k	82	13.6%
<65 \$40k-\$70k	78	13.0%
<65 \$100k+	179	29.9%
65+ <\$40k	35	5.9%
65+ \$70k-\$100k	38	6.3%
65+ \$40k-\$70k	45	7.5%
65+ \$100k+	39	6.4%
Unsure	50	8.4%
Total	600	100.0%

31. Age + Gender

	Freq.	%
F 18 - 34	71	11.9%
F 35 - 49	75	12.5%
F 50 - 64	82	13.7%
F 65+	100	16.7%
M 18 - 34	49	8.2%
M 35 - 49	61	10.2%
M 50 - 64	83	13.8%
M 65+	77	12.9%
Total	600	100.0%



32. Race + Gender

	Freq.	%
White Female	231	38.5%
White Male	188	31.3%
Asian Female	8	1.3%
Asian Male	7	1.1%
Black Female	77	12.8%
Black Male	52	8.7%
Hispanic Female	2	0.3%
Hispanic Male	8	1.3%
Other Female	8	1.3%
Other Male	8	1.3%
Unsure	12	2.0%
Total	600	100.0%

33. Education + Gender

Freq.	%
157	26.1%
168	28.0%
107	17.9%
159	26.5%
9	1.5%
600	100.0%
	157 168 107 159 9

34. Partisanship + Age

	Freq.	%
Republican 18-34	35	5.8%
Republican 35-49	40	6.6%
Republican 50-64	54	9.0%
Republican 65+	63	10.5%
Democrat 18-34	37	6.2%
Democrat 35-49	46	7.7%
Democrat 50-64	61	10.2%
Democrat 65+	61	10.2%
Independent/UAF 18-34	44	7.3%
Independent/UAF 35-49	49	8.2%
Independent/UAF 50-64	41	6.9%
Independent/UAF 65+	53	8.8%
Other 18-34	0	0.0%
Other 35-49	1	0.2%
Other 50-64	2	0.3%
Other 65+	0	0.0%
Unsure	13	2.2%
Total	600	100.0%



35. Partisanship + Gender

	Freq.	%
Republican Female	105	17.5%
Republican Male	86	14.3%
Democrat Female	121	20.2%
Democrat Male	84	14.0%
Independent/UAF Female	97	16.2%
Independent/UAF Male	90	15.0%
Other Female	0	0.0%
Other Male	3	0.5%
Unsure	13	2.2%
Total	600	100.0%

METHODOLOGY

This probabilistic survey was conducted March 6 - 7, 2024, with 600 likely general election voters. It has a margin of error of $\pm 3.99\%$. Known registered voters were interviewed via live phones and SMS. This survey was weighted to a likely general election voter universe.

ABOUT THE FIRM

<u>Cygnal</u> 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.

