

CYGNAL

Survey of Likely General Election Voters

North Carolina Statewide

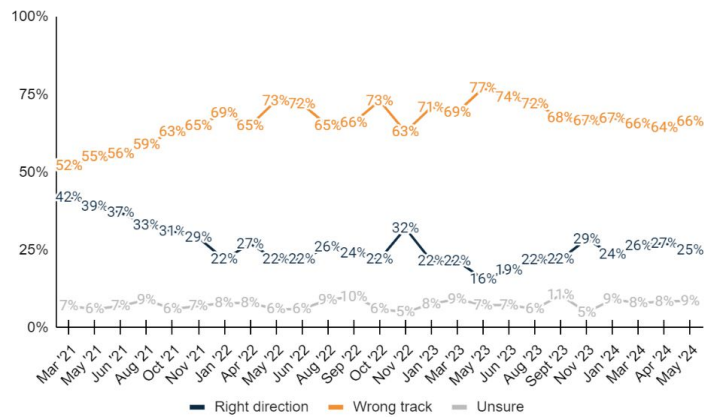
Conducted May 4 - 5, 2024

n=600 | $\pm 3.99\%$

Q1. Vote Method: How do you plan to vote in the 2024 general election for President, Congress, and state offices?

	May '24	Apr '24	Mar '24	Jan '24
<u>Vote in-person on Election Day</u>	<u>45.0%</u>	<u>46.2%</u>	<u>51.3%</u>	<u>46.5%</u>
Definitely vote in-person on Election Day	32.9%	33.6%	37.7%	31.9%
Probably vote in-person on Election Day	12.1%	12.6%	13.6%	14.5%
<u>Vote absentee by mail</u>	<u>5.6%</u>	<u>5.9%</u>	<u>4.8%</u>	<u>6.4%</u>
Definitely vote absentee by mail	2.9%	2.6%	1.9%	3.3%
Probably vote absentee by mail	2.7%	3.3%	2.9%	3.1%
<u>Vote early in-person</u>	<u>49.4%</u>	<u>47.9%</u>	<u>43.9%</u>	<u>47.1%</u>
Definitely vote early in-person	28.9%	25.2%	28.3%	25.1%
Probably vote early in-person	20.5%	22.8%	15.6%	22.0%
Total	100.0%	100.0%	100.0%	100.0%

Q2. National RD/WT: Generally speaking, would you say things in United States are headed in the right direction or off on the wrong track?



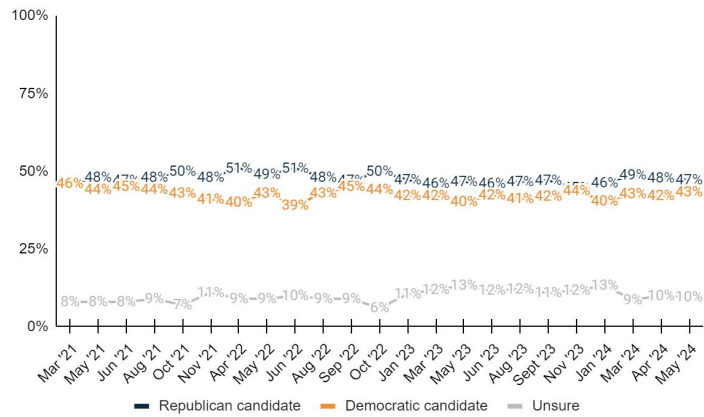
	May '24	Apr '24	Mar '24	Jan '24
<u>Right direction</u>	<u>24.9%</u>	<u>27.2%</u>	<u>26.4%</u>	<u>23.5%</u>
Definitely the right direction	7.0%	5.7%	6.6%	4.6%
Mostly the right direction	17.9%	21.5%	19.8%	18.9%
<u>Wrong track</u>	<u>66.4%</u>	<u>64.3%</u>	<u>65.6%</u>	<u>67.3%</u>
Mostly the wrong track	18.4%	17.8%	12.9%	19.0%
Definitely the wrong track	48.0%	46.6%	52.7%	48.3%
Unsure	8.7%	8.5%	7.9%	9.1%
Total	100.0%	100.0%	100.0%	100.0%

Q3. North Carolina RD/WT: Generally speaking, would you say things in North Carolina are headed in the right direction or off on the wrong track?

	Freq.	%
<u>Right direction</u>	<u>207</u>	<u>34.5%</u>
Definitely the right direction	42	7.0%
Mostly the right direction	165	27.6%
<u>Wrong track</u>	<u>301</u>	<u>50.1%</u>
Mostly the wrong track	167	27.9%
Definitely the wrong track	134	22.3%
Unsure	92	15.3%
Total	600	100.0%

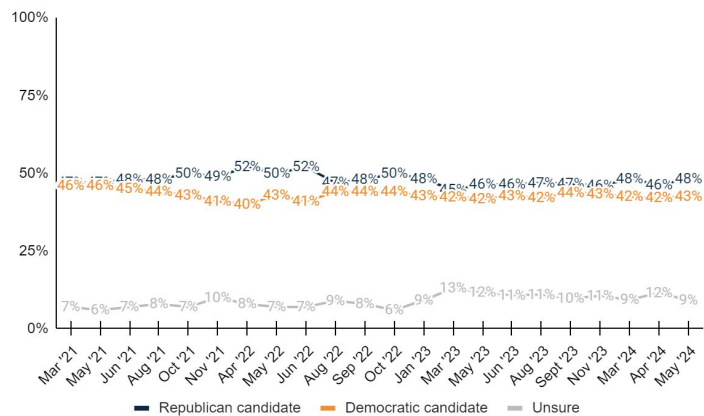


Q4. Generic State Leg Ballot: If the 2024 election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for the North Carolina State Legislature?



	May '24	Apr '24	Mar '24	Jan '24
Republican candidate	47.2%	47.8%	48.7%	46.3%
Definitely the Republican candidate	39.0%	39.8%	41.5%	34.7%
Probably the Republican candidate	8.2%	8.1%	7.2%	11.6%
Democratic candidate	43.2%	42.1%	42.6%	40.4%
Probably the Democratic candidate	8.7%	7.7%	7.1%	9.0%
Definitely the Democratic candidate	34.5%	34.4%	35.5%	31.4%
Unsure	9.5%	10.1%	8.6%	13.3%
Total	100.0%	100.0%	100.0%	100.0%

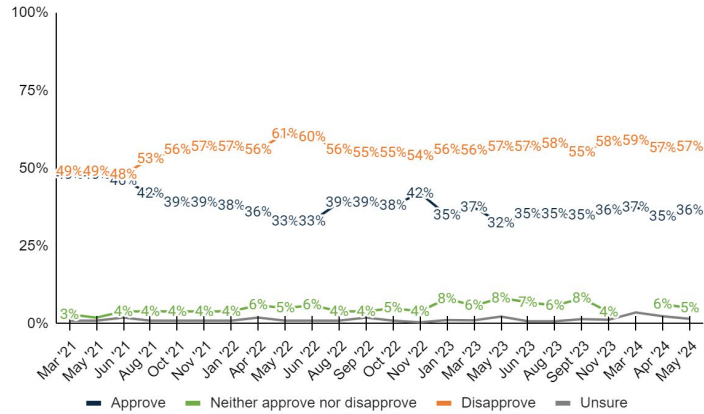
Q5. Generic Congress Ballot: And, regardless of how you would vote at the state level, if the 2024 election for United States Congress was held today, and you had to make a choice, would you vote for the Republican candidate or the Democratic candidate?



	May '24	Apr '24	Mar '24
Republican candidate	48.3%	46.3%	48.3%
Definitely the Republican candidate	37.4%	37.6%	42.0%
Probably the Republican candidate	10.8%	8.6%	6.2%
Democratic candidate	42.6%	42.2%	42.5%
Probably the Democratic candidate	9.5%	7.7%	7.6%
Definitely the Democratic candidate	33.1%	34.4%	34.8%
Unsure	9.1%	11.6%	9.3%
Total	100.0%	100.0%	100.0%

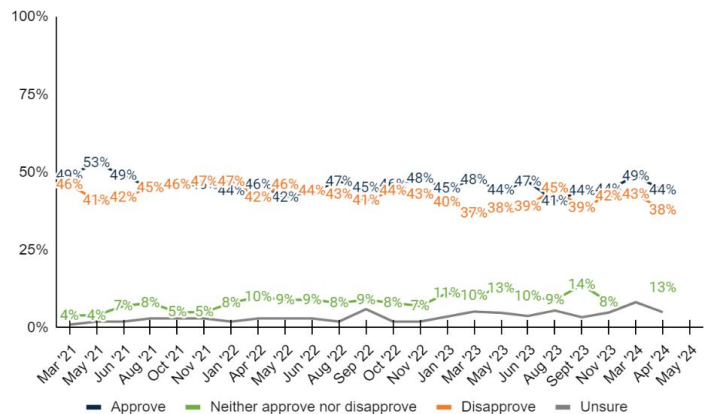


Q6. Biden Job Approval: Do you approve or disapprove of the job that Joe Biden is doing as President?



	May '24	Apr '24	Mar '24
Approve	<u>36.4%</u>	<u>34.6%</u>	<u>37.5%</u>
Strongly approve	17.7%	18.0%	18.7%
Somewhat approve	18.8%	16.7%	18.7%
Neither approve nor disapprove	<u>5.1%</u>	<u>6.3%</u>	-
Disapprove	<u>56.9%</u>	<u>56.7%</u>	<u>58.9%</u>
Somewhat disapprove	9.4%	7.2%	8.1%
Strongly disapprove	47.5%	49.5%	50.8%
Unsure	1.6%	2.4%	3.6%
Total	100.0%	100.0%	100.0%

Q7. Cooper Job Approval: Do you approve or disapprove of the job that Roy Cooper is doing as Governor?



	May '24	Apr '24	Mar '24
Approve	<u>44.3%</u>	<u>44.2%</u>	<u>48.9%</u>
Strongly approve	26.6%	26.3%	28.1%
Somewhat approve	17.6%	17.9%	20.8%
Neither approve nor disapprove	<u>12.9%</u>	<u>12.8%</u>	-
Disapprove	<u>38.4%</u>	<u>37.9%</u>	<u>42.9%</u>
Somewhat disapprove	14.4%	13.3%	14.2%
Strongly disapprove	24.0%	24.6%	28.7%
Unsure	4.5%	5.0%	8.2%
Total	100.0%	100.0%	100.0%



Q8. Presidential Ballot: Thinking now about the 2024 general election... If the 2024 general election for President was held today, and you had to make a choice based on these options, who would you vote for?

	May '24	Apr '24	Mar '24
<u>Republican Donald Trump</u>	<u>42.6%</u>	<u>43.3%</u>	<u>45.2%</u>
Definitely Republican Donald Trump	35.5%	35.3%	41.1%
Probably Republican Donald Trump	7.1%	8.0%	4.2%
<u>Democrat Joe Biden</u>	<u>38.1%</u>	<u>39.0%</u>	<u>39.8%</u>
Definitely Democrat Joe Biden	30.9%	30.9%	33.2%
Probably Democrat Joe Biden	7.2%	8.1%	6.6%
<u>Independent Robert F. Kennedy Jr.</u>	<u>8.8%</u>	<u>7.3%</u>	-
Definitely Independent Robert F. Kennedy	3.4%	2.3%	-
Probably Independent Robert F. Kennedy	5.5%	5.0%	-
Someone else	4.2%	4.5%	9.4%
Undecided	6.3%	5.9%	5.5%
Total	100.0%	100.0%	100.0%

Q9. Gubernatorial Ballot: If the North Carolina 2024 gubernatorial election was held today, who would you vote for out of the following options?

	May '24	Apr '24	Mar '24
<u>Republican Mark Robinson</u>	<u>39.2%</u>	<u>39.9%</u>	<u>43.8%</u>
Definitely Republican Mark Robinson	31.3%	31.4%	35.4%
Probably Republican Mark Robinson	7.9%	8.5%	8.4%
<u>Democrat Josh Stein</u>	<u>39.1%</u>	<u>37.9%</u>	<u>39.0%</u>
Definitely Democrat Josh Stein	28.8%	29.9%	32.6%
Probably Democrat Josh Stein	10.3%	8.0%	6.4%
<u>Green Party Wayne Turner</u>	<u>0.8%</u>	<u>0.9%</u>	<u>0.6%</u>
Definitely Green Party Wayne Turner	0.3%	0.0%	0.3%
Probably Green Party Wayne Turner	0.6%	0.9%	0.3%
<u>Libertarian Mike Ross</u>	<u>3.7%</u>	<u>3.0%</u>	<u>1.8%</u>
Definitely Libertarian Mike Ross	1.6%	1.0%	0.6%
Probably Libertarian Mike Ross	2.1%	2.1%	1.1%
Undecided	17.1%	18.3%	14.8%
Total	100.0%	100.0%	100.0%

Q10. North Carolina Supreme Court: If the 2024 election was held today, and you had to make a choice, who would you vote for in the race for the North Carolina Supreme Court?

	Freq.	%
<u>Republican Jefferson Griffin</u>	<u>238</u>	<u>39.6%</u>
Definitely Republican Jefferson Griffin	168	28.0%
Probably Republican Jefferson Griffin	70	11.7%
<u>Democrat Allison Riggs</u>	<u>235</u>	<u>39.1%</u>
Probably Democrat Allison Riggs	65	10.8%
Definitely Democrat Allison Riggs	170	28.3%
Unsure	127	21.2%
Total	600	100.0%



Q11. Revenue Surplus: The North Carolina state government anticipates a \$1 billion revenue surplus over the next two years. Which statement comes closest to your reaction to that news?

	Freq.	%
The state government is taxing too much	303	50.5%
The state government should spend more on high priority items	220	36.6%
Unsure	77	12.9%
Total	600	100.0%

Q12. Revenue Surplus Allocation: In your opinion, what should the state government do when it has a surplus of revenue?

	Freq.	%
Pass a rule to return the money to taxpayers	244	40.7%
Expand the state budget to spend on current budget priorities	100	16.7%
Invest in new programs	53	8.8%
Allocate the money to a fund for future emergencies	98	16.3%
Something else	38	6.3%
Unsure	67	11.2%
Total	600	100.0%

Q13. Improve NC Economy: Which of the following options comes closest to your view about the best way for government to help improve North Carolina's economy?

	Freq.	%
Lower tax rates and reduce regulations for all individuals and businesses rather than offering special incentives to particular companies or industries.	382	63.6%
Offer tax breaks or other incentives to targeted companies or industries, anticipating that those businesses will help boost the rest of the economy.	92	15.4%
Neither	61	10.2%
Unsure	65	10.8%
Total	600	100.0%

Q14. NCInnovation: The last North Carolina state budget pledged \$500 million of taxpayers' money over two years to support NC Innovation, a private group devoted to helping turn public university research into profit making business ventures. Do you support or oppose this use of tax money?

	Freq.	%
<u>Support</u>	<u>137</u>	<u>22.9%</u>
Strongly support	33	5.5%
Somewhat support	104	17.4%
<u>Neither support nor oppose</u>	<u>71</u>	<u>11.9%</u>
<u>Oppose</u>	<u>274</u>	<u>45.7%</u>
Somewhat oppose	89	14.8%
Strongly oppose	185	30.9%
Unsure	117	19.5%
Total	600	100.0%



Q15. NCInnovation or OSP: The state government has given NC Innovation half of its original \$500 million commitment at this point. Do you support sending the other half - \$250 million - to NC Innovation or would you prefer spending that money to cover a shortfall in the Opportunity Scholarship Program? That program helps families choose to send their children to private schools.

	Freq.	%
NC Innovation	122	20.4%
Opportunity Scholarship Program	207	34.6%
Neither	148	24.6%
Unsure	123	20.4%
Total	600	100.0%

Q16. Childcare: The rising cost of childcare is in the news lately as temporary federal funds to support the industry during the COVID pandemic run out. The state government could be asked to step in to funding that gap. Knowing that, how should state government leaders respond?

	Freq.	%
Pass tax credits for childcare	221	36.9%
Provide government subsidies	102	16.9%
Reduce regulations that increase the cost of operating a childcare business	127	21.1%
Take no action	62	10.4%
Unsure	88	14.7%
Total	600	100.0%

Q17. Protests: Protests against Israel's actions in response to the October 2023 Hamas terror attacks have popped up on campuses across the nation, including in North Carolina. Which statement most closely matches your feeling about the protests?

	Freq.	%
I support their cause but believe protestors should face criminal charges when they break the law	201	33.4%
I support both the cause and the actions of protestors	80	13.4%
I support neither the cause nor the actions of protestors	244	40.6%
Unsure	76	12.6%
Total	600	100.0%

Q18. Trump Legal Battle: Which statement best describes how former President Donald Trump's legal challenges impact your feelings about his candidacy going into the November 2024 election?

	Freq.	%
The legal challenges make me less likely to vote for Trump	56	9.4%
The legal challenges make me more likely to vote for Trump	221	36.8%
I have not been following the story	33	5.5%
I was not planning on voting for Trump either way	249	41.5%
Unsure	41	6.8%
Total	600	100.0%

Q19. Video Gambling Support Oppose: Would you support or oppose North Carolina legalizing video gambling, also known as Video Lottery Terminals (VLTs)?

	Freq.	%
<u>Support</u>	<u>128</u>	<u>21.4%</u>
Strongly support	45	7.5%
Somewhat support	83	13.9%
<u>Neither support nor oppose</u>	<u>145</u>	<u>24.1%</u>
<u>Oppose</u>	<u>281</u>	<u>46.8%</u>



Somewhat oppose	80	13.4%
Strongly oppose	201	33.5%
Unsure	46	7.7%
Total	600	100.0%

Q20. ICE and Sheriff Cooperation: Would you support or oppose a state law requiring county sheriffs to cooperate with federal Immigration Customs Enforcement requests to detain illegal migrants who are already in custody charged with a crime?

	Freq.	%
<u>Support</u>	<u>395</u>	<u>65.8%</u>
Strongly support	301	50.2%
Somewhat support	93	15.6%
<u>Neither support nor oppose</u>	<u>48</u>	<u>8.1%</u>
<u>Oppose</u>	<u>102</u>	<u>17.0%</u>
Somewhat oppose	35	5.8%
Strongly oppose	68	11.3%
Unsure	54	9.1%
Total	600	100.0%

Q21. Gender

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

Q22. Age Range

	Freq.	%
<u>Under 50</u>	<u>257</u>	<u>42.8%</u>
18 - 34	121	20.1%
35 - 49	136	22.7%
<u>50 and Over</u>	<u>343</u>	<u>57.2%</u>
50 - 64	165	27.5%
65 or older	178	29.7%
Total	600	100.0%

Q23. Partisanship by Registration

	Freq.	%
Republican	191	31.9%
Democrat	205	34.2%
Independent/Other	187	31.2%
Unsure	17	2.8%
Total	600	100.0%

Q24. Ideology

	Freq.	%
<u>Conservative</u>	<u>278</u>	<u>46.3%</u>
Very conservative	133	22.2%
Somewhat conservative	145	24.1%
<u>Moderate</u>	<u>161</u>	<u>26.8%</u>



<u>Liberal</u>	<u>134</u>	<u>22.4%</u>
Somewhat liberal	71	11.8%
Very liberal	63	10.6%
Unsure	27	4.5%
Total	600	100.0%

Q25. Urbanicity/Community Type

	Freq.	%
Rural	289	48.1%
Suburban	245	40.9%
Urban	66	11.0%
Total	600	100.0%

Q26. Income by Response

	Freq.	%
Less than \$40,000	120	20.0%
\$40,000 - \$69,999	123	20.4%
\$70,000 - \$99,999	106	17.7%
\$100,000 or more	203	33.8%
Unsure	49	8.1%
Total	600	100.0%

Q27. Race/Ethnicity

	Freq.	%
White or Caucasian	408	68.0%
Asian or Pacific Islander	7	1.1%
Black or African American	129	21.5%
Hispanic or Latino	13	2.1%
Other	31	5.2%
Unsure	13	2.1%
Total	600	100.0%

Q28. 2020 Retro Ballot

	Freq.	%
Republican Donald Trump	283	47.1%
Democrat Joe Biden	268	44.7%
Another candidate	12	2.1%
Did not vote	26	4.3%
Unsure	11	1.8%
Total	600	100.0%

Q29. Education Level

	Freq.	%
<u>No College</u>	<u>354</u>	<u>59.1%</u>
Some high school	8	1.3%
High school diploma/GED	92	15.3%
Technical Certification	38	6.3%
Some college or Associate's Degree	217	36.2%
<u>At least College</u>	<u>241</u>	<u>40.1%</u>
Four-year undergraduate or Bachelor's Degree	129	21.6%
Graduate degree or further	111	18.5%



Unsure	5	0.8%
Total	600	100.0%

Q30. General Election X of 4

	Freq.	%
0 of 4	39	6.4%
1 of 4	67	11.1%
2 of 4	97	16.2%
3 of 4	115	19.2%
4 of 4	282	47.0%
Total	600	100.0%

Q31. Geo

	Freq.	%
Charlotte/West	216	35.9%
Central	110	18.3%
Raleigh-Durham	188	31.3%
Coastal	87	14.5%
Total	600	100.0%

Q32. Geo - Congressional District

	Freq.	%
1	49	8.2%
2	15	2.5%
3	49	8.1%
4	49	8.2%
5	66	11.0%
6	33	5.5%
7	51	8.5%
8	39	6.5%
9	58	9.6%
10	50	8.3%
11	48	8.1%
12	34	5.7%
13	27	4.5%
14	31	5.2%
Total	600	100.0%

Q33. Geo - DMA

	Freq.	%
<u>Charlotte/West</u>	<u>216</u>	<u>35.9%</u>
Charlotte	164	27.4%
Greenville-Spart-Ashevil-And	49	8.1%
Chattanooga	2	0.3%
Atlanta	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%
<u>Raleigh-Durham (Fayetteville)</u>	<u>188</u>	<u>31.3%</u>
<u>Coastal</u>	<u>87</u>	<u>14.5%</u>
Greenville-N.Bern-Washngtn	42	7.1%
Wilmington	34	5.7%
Norfolk-Portsmth-Newpt Nws	11	1.8%
Total	600	100.0%



Q34. Age + Income

	Freq.	%
<65 <\$40k	77	12.8%
<65 \$40k-\$70k	77	12.9%
<65 \$70k-\$100k	72	11.9%
<65 \$100k+	170	28.3%
65+ <\$40k	43	7.2%
65+ \$40k-\$70k	45	7.6%
65+ \$70k-\$100k	34	5.7%
65+ \$100k+	33	5.5%
Unsure	49	8.1%
Total	600	100.0%

Q35. Gender + Age

	Freq.	%
F 18 - 34	63	10.4%
F 35 - 49	76	12.7%
F 50 - 64	88	14.6%
F 65+	103	17.1%
M 18 - 34	58	9.7%
M 35 - 49	60	10.0%
M 50 - 64	77	12.9%
M 65+	75	12.5%
Total	600	100.0%

Q36. Race + Gender

	Freq.	%
White Female	217	36.2%
White Male	191	31.8%
Asian Female	4	0.6%
Asian Male	3	0.5%
Black Female	75	12.5%
Black Male	54	9.0%
Hispanic Female	8	1.4%
Hispanic Male	4	0.7%
Other Female	18	3.0%
Other Male	13	2.2%
Unsure	13	2.1%
Total	600	100.0%

Q37. Gender + Education

	Freq.	%
Female At least College	135	22.5%
Female No degree	193	32.2%
Male At least College	106	17.6%
Male No degree	161	26.9%
Unsure	5	0.8%
Total	600	100.0%



Q38. Partisanship + Age

	Freq.	%
Republican 18-34	30	5.0%
Republican 35-49	38	6.3%
Republican 50-64	60	10.0%
Republican 65+	63	10.6%
Democrat 18-34	39	6.5%
Democrat 35-49	45	7.4%
Democrat 50-64	54	9.0%
Democrat 65+	68	11.3%
Independent/Other 18-34	48	8.0%
Independent/Other 35-49	51	8.5%
Independent/Other 50-64	46	7.7%
Independent/Other 65+	42	7.0%
Unsure	17	2.8%
Total	600	100.0%

Q39. Partisanship + Gender

	Freq.	%
Republican Female	98	16.3%
Republican Male	93	15.5%
Democrat Female	125	20.8%
Democrat Male	81	13.4%
Independent/Other Female	97	16.1%
Independent/Other Male	90	15.0%
Unsure	17	2.8%
Total	600	100.0%

METHODOLOGY

This probabilistic survey was conducted May 4 – 5, 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

[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.

