



**Survey of 2024 General Election Voters**

North Carolina Statewide

*Conducted November 17 - 19, 2024*

n=615 |  $\pm 3.94\%$

**Q1. Vote Method:** How did you vote in the November general election for President, Governor, and Congress?

	Nov '24	Oct '24	Sep '24	Aug '24
Early in person	75.7%	58.7%	53.6%	46.0%
Early by mail	4.3%	7.0%	5.0%	5.5%
On election day	20.0%	34.3%	41.4%	48.5%
Total	100.0%	100.0%	100.0%	100.0%

**Q2. 2024 Retro Ballot:** Thinking back, who did you vote for in the 2024 election for President?

	Nov '24	Oct '24	Sep '24	Aug '24
Republican Donald Trump	47.5%	47.2%	45.6%	47.2%
Democrat Kamala Harris	44.3%	46.6%	45.3%	44.1%
Another candidate	2.7%	2.1%	3.2%	4.6%
Did not vote	0.3%	-	-	-
Unsure	5.2%	4.1%	6.0%	4.1%
Total	100.0%	100.0%	100.0%	100.0%

**Q3. National RD/WT:** Generally speaking, do you believe the US is now headed in the right direction or on the wrong track as a result of the 2024 election?

	Nov '24	Sep '24	Aug '24	May '24
<b>Right direction</b>	<b>48.3%</b>	<b>27.0%</b>	<b>22.5%</b>	<b>24.9%</b>
Definitely the right direction	35.4%	5.9%	6.2%	7.0%
Mostly the right direction	12.9%	21.1%	16.3%	17.9%
<b>Wrong track</b>	<b>43.1%</b>	<b>63.0%</b>	<b>67.9%</b>	<b>66.4%</b>
Mostly the wrong track	7.7%	15.7%	19.7%	18.4%
Definitely the wrong track	35.3%	47.2%	48.2%	48.0%
Unsure	8.7%	10.0%	9.6%	8.7%
Total	100.0%	100.0%	100.0%	100.0%

**Q4. North Carolina RD/WT:** Generally speaking, do you believe North Carolina is now headed in the right direction or on the wrong track as a result of the 2024 election?

	Nov '24	Oct '24	Sep '24	Aug '24
<b>Right direction</b>	<b>50.1%</b>	<b>38.2%</b>	<b>32.9%</b>	<b>33.8%</b>
Definitely the right direction	18.7%	6.7%	5.3%	5.8%
Mostly the right direction	31.4%	31.4%	27.5%	27.9%
<b>Wrong track</b>	<b>27.9%</b>	<b>45.4%</b>	<b>52.6%</b>	<b>52.6%</b>
Mostly the wrong track	15.1%	25.1%	25.3%	27.8%
Definitely the wrong track	12.8%	20.3%	27.3%	24.8%
Unsure	22.0%	16.5%	14.5%	13.6%
Total	100.0%	100.0%	100.0%	100.0%

**Q5. Top Issue:** In the 2024 election, which of the following issues were the most important issues when you cast your ballot? Please select two.

	Nov '24	Oct '24	Sep '24
Inflation/Prices	36.6%	32.1%	29.8%
Immigration	31.6%	12.8%	15.9%
Threats to democracy	30.9%	-	-
Jobs/Economy	24.4%	14.5%	15.8%
Abortion	21.9%	16.2%	15.6%
Taxes/Spending	11.5%	8.5%	6.4%
Education	10.2%	5.5%	6.6%
Energy/Environment	8.5%	3.9%	2.6%
Threats to free speech rights	8.4%	-	-
Crime/Public safety	5.1%	3.3%	2.9%
Unsure	1.4%	3.3%	4.3%
Total	100.0%	100.0%	100.0%



**Q6. 2024 Election Confidence:** Now thinking about other issues... How confident are you that the 2024 United States election was free and fair?

	Freq.	%
<b><u>Confident</u></b>	<b>424</b>	<b>69.0%</b>
Very confident	228	37.0%
Fairly confident	197	32.0%
<b><u>Not confident</u></b>	<b>157</b>	<b>25.5%</b>
Somewhat not confident	67	10.9%
Not confident at all	89	14.5%
Unsure	34	5.5%
Total	615	100.0%

**Q7. Trump Election Approval:** Do you approve or disapprove of Donald Trump as President of the United States?

	Freq.	%
<b><u>Approve</u></b>	<b>290</b>	<b>47.2%</b>
Strongly approve	260	42.3%
Somewhat approve	30	4.9%
<b><u>Neither approve nor disapprove</u></b>	<b>34</b>	<b>5.5%</b>
<b><u>Disapprove</u></b>	<b>274</b>	<b>44.5%</b>
Somewhat disapprove	21	3.4%
Strongly disapprove	253	41.1%
Unsure	18	2.9%
Total	615	100.0%

**Q8. Stein Election Approval:** Do you approve or disapprove of Josh Stein as Governor of North Carolina?

	Freq.	%
<b><u>Approve</u></b>	<b>327</b>	<b>53.2%</b>
Strongly approve	224	36.5%
Somewhat approve	103	16.7%
<b><u>Neither approve nor disapprove</u></b>	<b>84</b>	<b>13.7%</b>
<b><u>Disapprove</u></b>	<b>153</b>	<b>24.9%</b>
Somewhat disapprove	62	10.1%
Strongly disapprove	91	14.8%
Unsure	50	8.2%
Total	615	100.0%

**Q9. 2024 Satisfaction:** How would you characterize your reaction to the 2024 election results?

	Freq.	%
Satisfied with both national and state results	157	25.6%
Satisfied with national results, but dissatisfied with state results	150	24.5%
Dissatisfied with national results, but satisfied with state results	212	34.4%
Dissatisfied with both national and state results	59	9.6%
Unsure	37	6.0%
Total	615	100.0%



**Q10. 2024 Primary Satisfaction:** How satisfied are you that the party primary process produced the best candidates for the general election?

	Freq.	%
<b><u>Satisfied</u></b>	<b>284</b>	<b>46.2%</b>
Very satisfied	111	18.0%
Somewhat satisfied	173	28.2%
<b><u>Dissatisfied</u></b>	<b>265</b>	<b>43.1%</b>
Somewhat dissatisfied	111	18.1%
Very dissatisfied	154	25.0%
Unsure	65	10.6%
Total	615	100.0%

**Q11. Robinson Impact:** To what extent did your assessment of Mark Robinson, the Republican candidate for Governor of North Carolina, influence your decision to vote against other Republican candidates for other statewide offices like lieutenant Governor and Attorney General?

	Freq.	%
A great deal	150	24.4%
Somewhat	61	9.9%
Very little	72	11.7%
Not at all	289	46.9%
Unsure	44	7.1%
Total	615	100.0%

**Q12. Governor Candidate Vote:** Thinking about the November general election for Governor, which of the following do you agree with most?

	Freq.	%
I voted for a candidate that I like and support	437	71.1%
I voted to oppose a candidate that I disliked	125	20.3%
Unsure	53	8.6%
Total	615	100.0%

**Q13. Partisan Vote Behavior:** Thinking about who you vote for in elections, which of the following do you agree with the most?

	Freq.	%
I consistently vote for candidates from one party	190	30.9%
I generally support one party but occasionally select candidates from other parties	292	47.5%
I choose candidates from multiple parties	124	20.1%
Unsure	9	1.5%
Total	615	100.0%

**Q14. Vote Determination Factors:** Among the following options, which played the largest factor in determining your vote in 2024?

	Freq.	%
Immediate family members	25	4.1%
Friends	9	1.5%
Media	53	8.6%
Personal research	477	77.6%
Campaign outreach (mailers, phone calls, door-knocking)	20	3.2%
Unsure	30	4.9%
Total	615	100.0%



**Q15. GA Priorities:** What do you believe should be the top priorities for the next General Assembly?  
Please select two.

	Freq.	%
Cutting taxes	196	31.8%
Improving state infrastructure (roads, bridges, water/sewer)	165	26.9%
Increasing education spending	156	25.3%
Increasing government transparency	126	20.4%
Reducing spending by the state government	107	17.3%
Hurricane relief and recovery	95	15.5%
Protecting free speech	86	14.0%
Protecting the environment	80	12.9%
Strengthening the energy grid	44	7.2%
Reducing regulations	44	7.1%
Expanding school choice	35	5.7%
Unsure	29	4.8%
Total	615	100.0%

**Q16. Compromise Importance:** How important is it to you that a new Democratic governor and a Republican-led General Assembly try to reach compromise on important issues?

	Freq.	%
<b><u>Important</u></b>	<b><u>551</u></b>	<b><u>89.7%</u></b>
Very important	449	73.0%
Somewhat important	103	16.7%
<b><u>Not important</u></b>	<b><u>43</u></b>	<b><u>7.0%</u></b>
Somewhat not important	21	3.3%
Not important at all	23	3.7%
Unsure	21	3.3%
Total	615	100.0%

**Q17. Gender**

	Freq.	%
Female	339	55.1%
Male	276	44.9%
Total	615	100.0%

**Q18. Age Range**

	Freq.	%
<b><u>Under 50</u></b>	<b><u>285</u></b>	<b><u>46.4%</u></b>
18 - 34	143	23.3%
35 - 49	142	23.0%
<b><u>50 and Over</u></b>	<b><u>330</u></b>	<b><u>53.6%</u></b>
50 - 64	176	28.7%
65 or older	153	24.9%
Total	615	100.0%

**Q19. Partisanship by Registration**

	Freq.	%
Republican	201	32.7%
Democrat	208	33.9%
Independent/Other	183	29.7%
Unsure	23	3.7%
Total	615	100.0%



**Q20. Ideology**

	Freq.	%
<b><u>Conservative</u></b>	<b><u>263</u></b>	<b><u>42.8%</u></b>
Very conservative	130	21.1%
Somewhat conservative	134	21.8%
<b><u>Moderate</u></b>	<b><u>166</u></b>	<b><u>27.0%</u></b>
<b><u>Liberal</u></b>	<b><u>162</u></b>	<b><u>26.4%</u></b>
Somewhat liberal	83	13.5%
Very liberal	79	12.9%
Unsure	23	3.8%
Total	615	100.0%

**Q21. Urbanicity/Community Type**

	Freq.	%
Rural	296	48.1%
Suburban	243	39.5%
Urban	77	12.4%
Total	615	100.0%

**Q22. Income by Response**

	Freq.	%
Less than \$40,000	96	15.6%
\$40,000 - \$69,999	113	18.4%
\$70,000 - \$99,999	124	20.1%
\$100,000 or more	218	35.5%
Unsure	64	10.3%
Total	615	100.0%

**Q23. Race/Ethnicity**

	Freq.	%
White or Caucasian	403	65.5%
Asian or Pacific Islander	8	1.3%
Black or African American	119	19.3%
Hispanic or Latino	41	6.6%
Other	31	5.0%
Unsure	14	2.3%
Total	615	100.0%

**Q24. Education Level**

	Freq.	%
<b><u>No College</u></b>	<b><u>330</u></b>	<b><u>53.7%</u></b>
Some high school	15	2.4%
High school diploma/GED	76	12.4%
Technical Certification	32	5.2%
Some college or Associate's Degree	207	33.7%
<b><u>At least College</u></b>	<b><u>273</u></b>	<b><u>44.3%</u></b>
Four-year undergraduate or Bachelor's Degree	157	25.6%
Graduate degree or further	115	18.7%
Unsure	12	2.0%
Total	615	100.0%

**Q25. General Election X of 4**

	Freq.	%
0 of 4	77	12.5%
1 of 4	97	15.8%



2 of 4	97	15.8%
3 of 4	98	15.9%
4 of 4	246	40.0%
Total	615	100.0%

**Q26. Geo - DMA**

	<b>Freq.</b>	<b>%</b>
<b><u>Charlotte/West</u></b>	<b><u>220</u></b>	<b><u>35.8%</u></b>
Charlotte	168	27.4%
Greenville-Spart-Asheville-And	50	8.1%
Chattanooga	2	0.3%
Atlanta	1	0.1%
<b><u>Central</u></b>	<b><u>113</u></b>	<b><u>18.3%</u></b>
Greensboro-H.Point-W.Salem	107	17.3%
Myrtle Beach-Florence	6	1.0%
<b><u>Raleigh-Durham (Fayetteville)</u></b>	<b><u>193</u></b>	<b><u>31.4%</u></b>
<b><u>Coastal</u></b>	<b><u>89</u></b>	<b><u>14.4%</u></b>
Greenville-N.Bern-Washington	43	6.9%
Wilmington	35	5.7%
Norfolk-Portsmouth-Newport News	11	1.8%
Total	615	100.0%

**Q27. Geo - CD**

	<b>Freq.</b>	<b>%</b>
1	38	6.2%
2	39	6.3%
3	42	6.8%
4	47	7.7%
5	47	7.7%
6	42	6.9%
7	46	7.4%
8	44	7.1%
9	47	7.6%
10	44	7.1%
11	49	7.9%
12	35	5.7%
13	51	8.3%
14	44	7.1%
Total	615	100.0%

**Q28. Age + Income**

	<b>Freq.</b>	<b>%</b>
<65 <\$40k	62	10.1%
<65 \$40k-\$70k	88	14.3%
<65 \$70k-\$100k	99	16.1%
<65 \$100k+	176	28.6%
65+ <\$40k	34	5.5%
65+ \$40k-\$70k	25	4.1%
65+ \$70k-\$100k	25	4.1%
65+ \$100k+	42	6.9%
Unsure	64	10.3%
Total	615	100.0%

**Q29. Gender + Age**

	<b>Freq.</b>	<b>%</b>
F 18 - 34	79	12.9%
F 35 - 49	78	12.6%
F 50 - 64	96	15.6%



F 65+	86	14.0%
M 18 - 34	64	10.4%
M 35 - 49	64	10.4%
M 50 - 64	81	13.1%
M 65+	68	11.0%
Total	615	100.0%

**Q30. Race + Gender**

	<b>Freq.</b>	<b>%</b>
White Female	220	35.8%
White Male	183	29.7%
Asian Female	4	0.6%
Asian Male	4	0.7%
Black Female	74	12.0%
Black Male	45	7.3%
Hispanic Female	14	2.3%
Hispanic Male	26	4.3%
Other Female	15	2.5%
Other Male	16	2.5%
Unsure	14	2.3%
Total	615	100.0%

**Q31. Gender + Education**

	<b>Freq.</b>	<b>%</b>
Female At least College	150	24.4%
Female No degree	178	28.9%
Male At least College	123	19.9%
Male No degree	152	24.8%
Unsure	12	2.0%
Total	615	100.0%

**Q32. Partisanship + Age**

	<b>Freq.</b>	<b>%</b>
Republican 18-34	37	6.0%
Republican 35-49	43	7.0%
Republican 50-64	65	10.6%
Republican 65+	56	9.1%
Democrat 18-34	46	7.4%
Democrat 35-49	45	7.3%
Democrat 50-64	59	9.7%
Democrat 65+	58	9.4%
Independent/Other 18-34	53	8.6%
Independent/Other 35-49	46	7.5%
Independent/Other 50-64	50	8.1%
Independent/Other 65+	34	5.5%
Unsure	23	3.7%
Total	615	100.0%

**Q33. Partisanship + Gender**

	<b>Freq.</b>	<b>%</b>
Republican Female	103	16.8%
Republican Male	98	16.0%
Democrat Female	127	20.6%
Democrat Male	82	13.3%
Independent/Other Female	91	14.8%
Independent/Other Male	91	14.9%
Unsure	23	3.7%
Total	615	100.0%





## **METHODOLOGY**

This probabilistic survey was conducted November 17 - 19, 2024, with 615 general election voters. It has a margin of error of  $\pm 3.94\%$ . Known registered voters were interviewed via live phones and SMS. This survey was weighted to the 2024 general election voters universe.

## **ABOUT THE FIRM**

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