



Survey of Likely General Election Voters

North Carolina Statewide

Conducted March 9 - 10, 2025

n=615 | $\pm 3.94\%$

Q1. Vote Method: How do you plan to vote in the November 2026 general election for U.S. Congress?

	Mar '25	Jan '25
<u>Vote in-person on Election Day</u>	<u>34.7%</u>	<u>31.1%</u>
Definitely vote in-person on Election Day	22.8%	20.0%
Probably vote in-person on Election Day	11.9%	11.0%
<u>Vote absentee by mail</u>	<u>3.8%</u>	<u>6.3%</u>
Definitely vote absentee by mail	1.4%	3.0%
Probably vote absentee by mail	2.3%	3.3%
<u>Vote early in-person</u>	<u>61.5%</u>	<u>62.6%</u>
Definitely vote early in-person	35.3%	32.3%
Probably vote early in-person	26.3%	30.3%
Total	100.0%	100.0%

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

	Mar '25	Nov '24	Sep '24	Aug '24
<u>Right direction</u>	<u>47.6%</u>	<u>48.3%</u>	<u>27.0%</u>	<u>22.5%</u>
Definitely the right direction	30.9%	35.4%	5.9%	6.2%
Mostly the right direction	16.7%	12.9%	21.1%	16.3%
<u>Wrong track</u>	<u>47.4%</u>	<u>43.1%</u>	<u>63.0%</u>	<u>67.9%</u>
Mostly the wrong track	5.6%	7.7%	15.7%	19.7%
Definitely the wrong track	41.8%	35.3%	47.2%	48.2%
Unsure	5.0%	8.7%	10.0%	9.6%
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?

	Mar '25	Nov '24	Oct '24	Sep '24
<u>Right direction</u>	<u>38.1%</u>	<u>50.1%</u>	<u>38.2%</u>	<u>32.9%</u>
Definitely the right direction	7.8%	18.7%	6.7%	5.3%
Mostly the right direction	30.3%	31.4%	31.4%	27.5%
<u>Wrong track</u>	<u>38.5%</u>	<u>27.9%</u>	<u>45.4%</u>	<u>52.6%</u>
Mostly the wrong track	22.7%	15.1%	25.1%	25.3%
Definitely the wrong track	15.8%	12.8%	20.3%	27.3%
Unsure	23.4%	22.0%	16.5%	14.5%
Total	100.0%	100.0%	100.0%	100.0%

Q4. Trump Job Approval: Do you approve or disapprove of the job Donald Trump is doing as President?

	Mar '25	Nov '24
<u>Approve</u>	<u>49.5%</u>	<u>47.2%</u>
Strongly approve	37.6%	42.3%
Somewhat approve	11.9%	4.9%
<u>Neither approve nor disapprove</u>	-	<u>5.5%</u>
<u>Disapprove</u>	<u>48.7%</u>	<u>44.5%</u>
Somewhat disapprove	4.1%	3.4%
Strongly disapprove	44.6%	41.1%



Unsure	1.8%	2.9%
Total	100.0%	100.0%

Q5. Stein Job Approval: Do you approve or disapprove of the job Josh Stein is doing as Governor?

	Mar '25	Nov '24
<u>Approve</u>	<u>55.6%</u>	<u>53.2%</u>
Strongly approve	26.9%	36.5%
Somewhat approve	28.6%	16.7%
<u>Neither approve nor disapprove</u>	<u>-</u>	<u>13.7%</u>
<u>Disapprove</u>	<u>20.4%</u>	<u>24.9%</u>
Somewhat disapprove	10.2%	10.1%
Strongly disapprove	10.2%	14.8%
Unsure	24.0%	8.2%
Total	100.0%	100.0%

Q6. Vance Job Approval: Do you approve or disapprove of the job JD Vance is doing as Vice President?

	Freq.	%
<u>Approve</u>	<u>280</u>	<u>45.5%</u>
Strongly approve	220	35.7%
Somewhat approve	60	9.8%
<u>Disapprove</u>	<u>310</u>	<u>50.4%</u>
Somewhat disapprove	34	5.6%
Strongly disapprove	275	44.8%
Unsure	25	4.1%
Total	615	100.0%

Q7 - Q8. Images: For each of the following, please indicate if you have heard of the person or organization, and if you have, whether you have a favorable or unfavorable opinion of them. If you haven't heard of a name, choose so.

Q7. Elon Musk

	Freq.	%
<u>Favorable</u>	<u>275</u>	<u>44.6%</u>
Very favorable	208	33.7%
Somewhat favorable	67	10.9%
<u>Unfavorable</u>	<u>322</u>	<u>52.3%</u>
Somewhat unfavorable	33	5.3%
Very unfavorable	289	47.0%
No opinion	15	2.4%
Never heard of	4	0.7%
Total	615	100.0%

Q8. The Department of Government Efficiency, or DOGE

	Freq.	%
<u>Favorable</u>	<u>280</u>	<u>45.5%</u>
Very favorable	226	36.7%
Somewhat favorable	54	8.8%



<u>Unfavorable</u>	<u>304</u>	<u>49.5%</u>
Somewhat unfavorable	35	5.6%
Very unfavorable	270	43.8%
No opinion	21	3.4%
Never heard of	10	1.6%
Total	615	100.0%

Q9. NC DOGE: Should the state government create a Department of Government Efficiency, or DOGE?

	Freq.	%
<u>Yes</u>	<u>319</u>	<u>51.9%</u>
Yes, definitely	212	34.5%
Yes, probably	107	17.4%
<u>No</u>	<u>250</u>	<u>40.6%</u>
No, probably not	54	8.7%
No, definitely not	196	31.8%
Unsure	46	7.6%
Total	615	100.0%

Q10. End DEI Support: Would you support or oppose legislation to end all diversity, equity, and inclusion - or DEI - initiatives in state agencies and public schools?

	Freq.	%
<u>Support</u>	<u>304</u>	<u>49.4%</u>
Strongly support	246	40.1%
Somewhat support	58	9.4%
<u>Oppose</u>	<u>278</u>	<u>45.3%</u>
Somewhat oppose	34	5.6%
Strongly oppose	244	39.7%
Unsure	33	5.3%
Total	615	100.0%

Q11. Helene Response Opinion: Do you have a favorable or unfavorable view of the overall government response to the Hurricane Helene disaster in North Carolina?

	Freq.	%
<u>Favorable</u>	<u>186</u>	<u>30.2%</u>
Very favorable	55	8.9%
Somewhat favorable	131	21.2%
<u>Unfavorable</u>	<u>382</u>	<u>62.1%</u>
Somewhat unfavorable	151	24.6%
Very unfavorable	230	37.4%
Unsure	48	7.8%
Total	615	100.0%

Q12. Helene Best Response: Which of the following do you believe has been the best in responding to Hurricane Helene?

	Freq.	%
Federal government	48	7.9%
State government	100	16.2%
Local government	58	9.5%



Private organizations	309	50.3%
Unsure	99	16.1%
Total	615	100.0%

Q13. Constitutional Carry Support: Should North Carolina allow the concealed carry of firearms without a permit, known as constitutional carry?

	Freq.	%
<u>Yes</u>	<u>257</u>	<u>41.8%</u>
Yes, absolutely	154	25.0%
Yes, but with some restrictions	104	16.9%
<u>No</u>	<u>342</u>	<u>55.6%</u>
No, but with some exceptions	49	7.9%
No, absolutely not	293	47.7%
Unsure	15	2.5%
Total	615	100.0%

Q14. CON Support: Certificate of Need (CON) laws require state approval to be obtained before opening new healthcare facilities or expanding existing ones. Proponents say CON laws help control healthcare costs by preventing duplication of services. Opponents of CON laws say that requiring government approval limits healthcare options which increases the cost of healthcare. Do you believe CON laws should be repealed?

	Freq.	%
Yes, CON laws should be repealed	233	37.8%
No, CON laws should not be repealed	118	19.2%
Unsure	264	43.0%
Total	615	100.0%

Q15. Denied Healthcare: Have you or anyone in your family been turned away in the past 12 months from a healthcare facility due to lack of capacity?

	Freq.	%
<u>Yes</u>	<u>57</u>	<u>9.2%</u>
Yes, multiple times	23	3.7%
Yes, once	34	5.6%
<u>No</u>	<u>542</u>	<u>88.1%</u>
No, but have experienced unacceptably long wait times	170	27.6%
No, never	372	60.5%
Unsure	17	2.7%
Total	615	100.0%

Q16. State Leg Meeting Limit: Would you support or oppose a limit on how many days the state legislature can meet each year?

	Freq.	%
<u>Support</u>	<u>143</u>	<u>23.3%</u>
Strongly support	61	9.9%
Somewhat support	83	13.4%
<u>Oppose</u>	<u>254</u>	<u>41.4%</u>
Somewhat oppose	119	19.4%
Strongly oppose	135	22.0%



Unsure	217	35.3%
Total	615	100.0%

Q17. Term Limits: Do you favor or oppose implementing term limits for legislative leadership positions like Speaker of the House and Senate President Pro Tem?

	Freq.	%
<u>Favor</u>	<u>539</u>	<u>87.6%</u>
Strongly favor	418	67.9%
Somewhat favor	121	19.7%
<u>Oppose</u>	<u>29</u>	<u>4.7%</u>
Somewhat oppose	13	2.1%
Strongly oppose	16	2.5%
Unsure	48	7.8%
Total	615	100.0%

Q18. Phones in Class: Do you believe students should be allowed to have smartphones in class?

	Freq.	%
<u>Yes</u>	<u>171</u>	<u>27.8%</u>
Strongly yes	52	8.5%
Somewhat yes	119	19.3%
<u>No</u>	<u>416</u>	<u>67.7%</u>
Somewhat no	129	20.9%
Strongly no	288	46.8%
Unsure	27	4.5%
Total	615	100.0%

Q19. Air Travel Safety Trust: How much trust do you have in the safety and reliability of air travel in and out of North Carolina?

	Freq.	%
<u>Trust</u>	<u>418</u>	<u>67.9%</u>
Strongly trust	170	27.6%
Somewhat trust	248	40.3%
<u>Distrust</u>	<u>151</u>	<u>24.6%</u>
Somewhat distrust	103	16.8%
Strongly distrust	48	7.8%
Unsure	46	7.5%
Total	615	100.0%

Q20. Gender

	Freq.	%
Female	336	54.7%
Male	279	45.3%
Total	615	100.0%

Q21. Age Range

	Freq.	%
<u>Under 50</u>	<u>229</u>	<u>37.2%</u>
18 - 34	98	16.0%
35 - 49	131	21.2%



<u>50 and Over</u>	<u>386</u>	<u>62.8%</u>
50 - 64	193	31.4%
65 or older	193	31.4%
Total	615	100.0%

Q22. Partisanship by Registration

	Freq.	%
Republican	213	34.6%
Democrat	204	33.2%
Independent/Other	182	29.6%
Unsure	16	2.6%
Total	615	100.0%

Q23. Ideology

	Freq.	%
<u>Conservative</u>	<u>266</u>	<u>43.3%</u>
Very conservative	134	21.8%
Somewhat conservative	132	21.5%
<u>Moderate</u>	<u>166</u>	<u>26.9%</u>
<u>Liberal</u>	<u>165</u>	<u>26.8%</u>
Somewhat liberal	94	15.3%
Very liberal	70	11.4%
Unsure	18	3.0%
Total	615	100.0%

Q24. Urbanicity/Community Type

	Freq.	%
Rural	277	45.0%
Suburban	250	40.7%
Urban	88	14.3%
Total	615	100.0%

Q25. 2024 Retro Ballot

	Freq.	%
Republican Donald Trump	297	48.2%
Democrat Kamala Harris	277	45.1%
Another candidate	12	1.9%
Did not vote in 2024	7	1.1%
Unsure	23	3.7%
Total	615	100.0%

Q26. Income by Response

	Freq.	%
Less than \$40,000	100	16.3%
\$40,000 - \$69,999	127	20.7%
\$70,000 - \$99,999	113	18.4%
\$100,000 or more	225	36.6%
Unsure	49	8.0%
Total	615	100.0%



Q27. Race/Ethnicity

	Freq.	%
White or Caucasian	438	71.2%
Asian or Pacific Islander	10	1.6%
Black or African American	111	18.0%
Hispanic or Latino	10	1.7%
Other	28	4.6%
Unsure	18	2.9%
Total	615	100.0%

Q28. Education Level

	Freq.	%
No College	320	52.1%
Some high school	11	1.9%
High school diploma/GED	82	13.3%
Technical Certification	36	5.8%
Some college or Associate's Degree	191	31.1%
At least College	288	46.9%
Four-year undergraduate or Bachelor's Degree	164	26.7%
Graduate degree or further	124	20.1%
Unsure	7	1.1%
Total	615	100.0%

Q29. General Election X of 4

	Freq.	%
0 of 4	7	1.1%
1 of 4	81	13.1%
2 of 4	85	13.8%
3 of 4	106	17.3%
4 of 4	336	54.6%
Total	615	100.0%

Q30. Geo - DMA

	Freq.	%
Charlotte/West	218	35.5%
Charlotte	163	26.5%
Greenvll-Spart-Ashevll-And	52	8.5%
Chattanooga	2	0.4%
Atlanta	1	0.1%
Central	110	17.8%
Greensboro-H.Point-W.Salem	104	16.9%
Myrtle Beach-Florence	6	0.9%
Raleigh-Durham (Fayetteville)	197	32.0%
Coastal	90	14.7%
Greenville-N.Bern-Washngtn	42	6.9%
Wilmington	37	6.0%
Norfolk-Portsmth-Newpt Nws	11	1.8%
Total	615	100.0%



Q31. Geo - CD

	Freq.	%
1	43	7.0%
2	49	8.0%
3	41	6.6%
4	47	7.6%
5	44	7.1%
6	42	6.9%
7	47	7.6%
8	44	7.2%
9	38	6.2%
10	45	7.3%
11	52	8.4%
12	37	6.0%
13	46	7.4%
14	41	6.7%
Total	615	100.0%

Q32. Age + Income

	Freq.	%
<65 <\$40k	48	7.8%
<65 \$40k-\$70k	84	13.7%
<65 \$70k-\$100k	71	11.5%
<65 \$100k+	187	30.3%
65+ <\$40k	52	8.5%
65+ \$40k-\$70k	43	7.0%
65+ \$70k-\$100k	42	6.8%
65+ \$100k+	39	6.3%
Unsure	49	8.0%
Total	615	100.0%

Q33. Gender + Age

	Freq.	%
F 18 - 34	55	8.9%
F 35 - 49	71	11.6%
F 50 - 64	105	17.0%
F 65+	106	17.2%
M 18 - 34	44	7.1%
M 35 - 49	59	9.6%
M 50 - 64	89	14.4%
M 65+	87	14.1%
Total	615	100.0%

Q34. Race + Gender

	Freq.	%
White Female	243	39.6%
White Male	194	31.6%
Asian Female	7	1.1%
Asian Male	3	0.5%
Black Female	60	9.8%
Black Male	50	8.2%
Hispanic Female	1	0.2%
Hispanic Male	9	1.4%



Other Female	13	2.2%
Other Male	15	2.5%
Unsure	18	2.9%
Total	615	100.0%

Q35. Gender + Education

	Freq.	%
Female At least College	159	25.8%
Female No degree	171	27.8%
Male At least College	130	21.1%
Male No degree	149	24.2%
Unsure	7	1.1%
Total	615	100.0%

Q36. Partisanship + Age

	Freq.	%
Republican 18-34	28	4.5%
Republican 35-49	45	7.3%
Republican 50-64	70	11.3%
Republican 65+	70	11.4%
Democrat 18-34	31	5.0%
Democrat 35-49	40	6.5%
Democrat 50-64	60	9.7%
Democrat 65+	73	11.9%
Independent/Other 18-34	40	6.5%
Independent/Other 35-49	42	6.8%
Independent/Other 50-64	55	8.9%
Independent/Other 65+	46	7.4%
Unsure	16	2.6%
Total	615	100.0%

Q37. Partisanship + Gender

	Freq.	%
Republican Female	90	14.6%
Republican Male	123	19.9%
Democrat Female	133	21.6%
Democrat Male	72	11.6%
Independent/Other Female	102	16.6%
Independent/Other Male	80	13.0%
Unsure	16	2.6%
Total	615	100.0%

METHODOLOGY

This probabilistic survey was conducted March 9 - 10, 2025, with 615 likely 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 likely general election voters universe.

ABOUT THE FIRM

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