

CYGNAL

Survey of Likely General Election Voters

North Carolina Statewide

Conducted November 12 – 14, 2022

n=600 | $\pm 3.99\%$

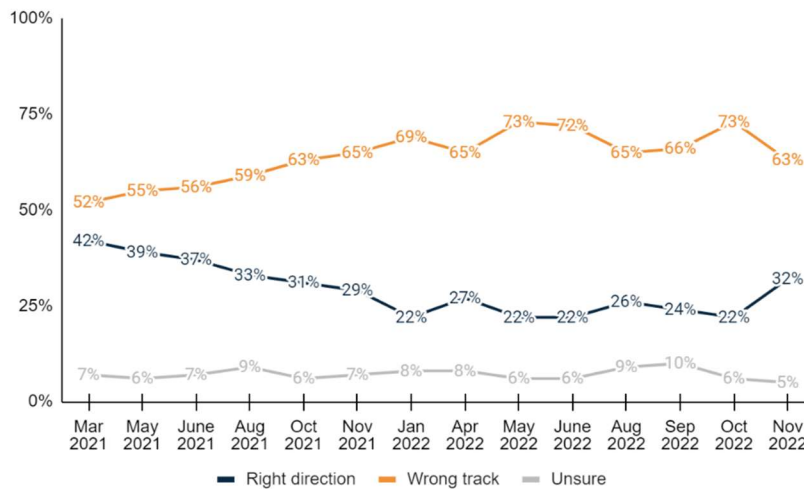
Vote Method

- How did you vote in the November 8 general election for U.S. Senate, Congress, and the State Legislature out of the following options?

	Freq.	%
<u>Voted in person on Election Day</u>	508	84.7%
<u>Voted by mail</u>	58	9.6%
Voted by mail by returning ballot as soon as possible	25	4.2%
Voted by mail returning ballot closer to the election	32	5.4%
<u>Vote early in-person</u>	34	5.7%
I did NOT vote in the November 8 general election	0	0.0%
Unsure	0	0.0%
Total	600	100.0%

Direction of Country

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



	Freq.	%	Oct 2022	Sep 2022	Aug 2022
<u>Right direction</u>	192	32.0%	21.6%	24.0%	26.4%
Definitely the right direction	37	6.2%	6.3%	6.3%	7.2%
Mostly the right direction	155	25.8%	15.4%	17.8%	19.2%
<u>Wrong track</u>	376	62.6%	72.5%	66.3%	64.8%
Mostly the wrong track	84	14.0%	16.7%	15.8%	14.4%
Definitely the wrong track	292	48.7%	55.8%	50.6%	50.4%



Unsure	32	5.4%	5.9%	9.6%	8.8%
Total	600	100.0%	100.0%	100.0%	100.0%

Senate Ballot

3. In last Tuesday's election for U.S. Senate, who did you vote for?

	Freq.	%	Oct 2022	Sep 2022	Aug 2022	June 2022	May 2022
Republican Ted Budd	304	50.7%	46.9%	43.7%	42.3%	45.0%	43.6%
Democrat Cheri Beasley	283	47.1%	43.1%	44.0%	42.3%	40.3%	41.8%
Libertarian Shannon Bray	3	0.4%	2.3%	1.3%	1.9%	2.9%	1.9%
Green Party candidate Matthew Hoh	1	0.1%	0.4%	0.6%	0.8%	0.9%	1.9%
Unsure	10	1.6%	7.3%	10.3%	12.6%	11.0%	12.0%
Total	600	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Budd Open Ended

4. In your own words, why did you vote for Ted Budd? You can use as many or as few words as you'd like. Please avoid slang and abbreviations when possible.

See Verbatim File.

Beasley Open Ended

5. In your own words, why did you vote for Cheri Beasley? You can use as many or as few words as you'd like. Please avoid slang and abbreviations when possible.

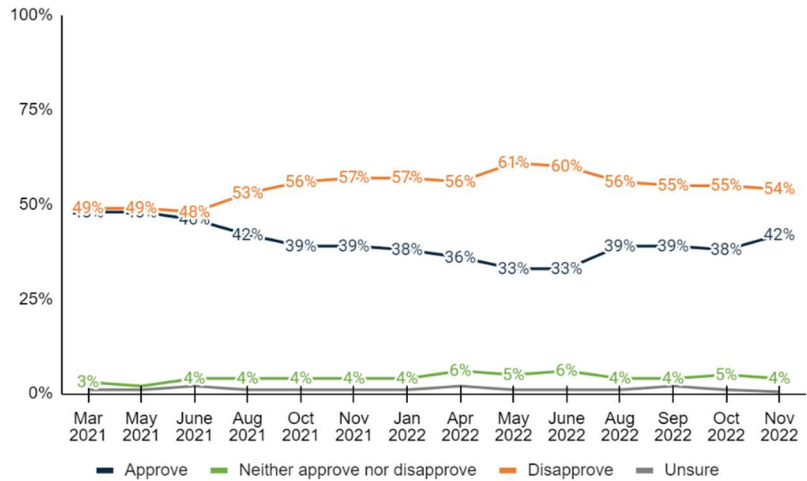
See Verbatim File.

Biden Job Approval

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

	Freq.	%	Oct 2022	Sep 2022	Aug 2022
<u>Approve</u>	251	41.9%	38.4%	39.3%	38.7%
Strongly approve	112	18.7%	20.3%	17.5%	22.9%
Somewhat approve	139	23.2%	18.1%	21.8%	15.8%
<u>Neither approve nor disapprove</u>	21	3.5%	5.4%	4.2%	4.3%
<u>Disapprove</u>	324	54.0%	55.3%	54.9%	56.1%
Somewhat disapprove	33	5.5%	4.8%	7.1%	6.1%
Strongly disapprove	291	48.5%	50.5%	47.9%	49.9%
Unsure	3	0.5%	0.9%	1.5%	0.9%
Total	600	100.0%	100.0%	100.0%	100.0%

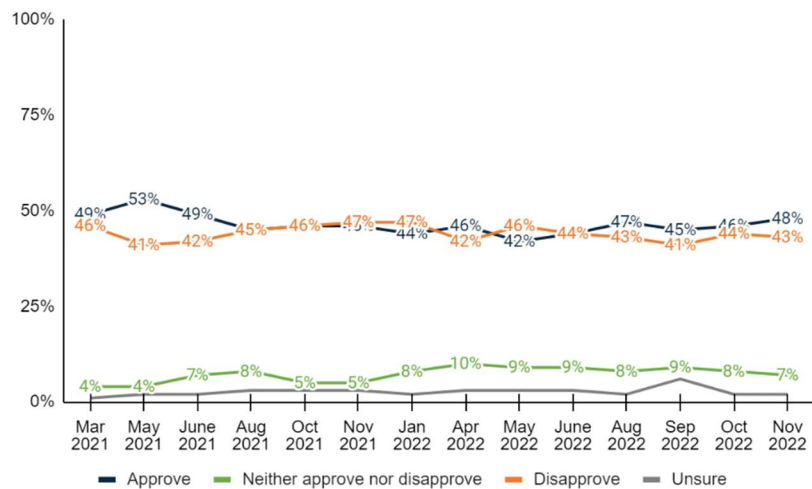




Cooper Job Approval

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

	Freq.	%	Oct 2022	Sep 2022	Aug 2022
Approve	287	47.9%	46.4%	45.0%	46.8%
Strongly approve	200	33.4%	30.4%	30.1%	32.1%
Somewhat approve	87	14.5%	16.0%	15.0%	14.6%
Neither approve nor disapprove	45	7.4%	7.9%	8.5%	7.5%
Disapprove	255	42.6%	43.5%	40.7%	43.3%
Somewhat disapprove	86	14.4%	12.4%	13.5%	12.7%
Strongly disapprove	169	28.2%	31.0%	27.1%	30.6%
Unsure	13	2.1%	2.3%	5.8%	2.4%
Total	600	100.0%	100.0%	100.0%	100.0%



GOP Campaigns

8. Thinking about REPUBLICAN campaigns for Congress this year, how well do you think REPUBLICAN candidates have done explaining their plans and visions for the country if they gain control of Congress next year?

	Freq.	%
<u>Well</u>	<u>234</u>	<u>39.0%</u>
Very well	85	14.2%
Somewhat well	148	24.7%
<u>Neither well nor poorly</u>	<u>75</u>	<u>12.5%</u>
<u>Poorly</u>	<u>275</u>	<u>45.9%</u>
Somewhat poorly	80	13.4%
Very poorly	195	32.5%
Unsure	16	2.6%
Total	600	100.0%

Dem Campaigns

9. Thinking about DEMOCRAT campaigns for Congress this year, how well do you think DEMOCRAT candidates have done explaining their plans and visions for the country if they keep control of Congress next year?

	Freq.	%
<u>Well</u>	<u>290</u>	<u>48.3%</u>
Very well	97	16.2%
Somewhat well	192	32.1%
<u>Neither well nor poorly</u>	<u>88</u>	<u>14.7%</u>
<u>Poorly</u>	<u>199</u>	<u>33.1%</u>
Somewhat poorly	77	12.9%
Very poorly	121	20.2%
Unsure	23	3.9%
Total	600	100.0%

Ticket Split

10. When voting in the 2022 elections, did you vote for all Republicans, all Democrats, or some of both?

	Freq.	%
Only the Republican candidates	213	35.6%
Only the Democratic candidates	209	34.8%
Some of both parties' candidates	165	27.5%
Undecided	13	2.2%
Total	600	100.0%



Congressional Generic Ballot

11. Many people were paying attention to the elections for United States Senate and Congress this year, but there were elections for other state and local government offices. When you voted this year, did you: only vote for federal offices, vote for some federal and some state and local government offices, or did you vote in every race on your ballot?

	Freq.	%
Only federal offices	5	0.9%
Some federal and some state and local government offices	70	11.7%
Voted in every race	520	86.7%
Undecided	5	0.8%
Total	600	100.0%

Top Priority

12. Which of the following was the most important issue for you when voting in the November elections?

	Freq.	%	Oct 2022
The economy	194	32.3%	30.8%
Abortion	150	25.0%	18.3%
Inflation	96	16.0%	14.9%
Healthcare	35	5.9%	8.6%
The environment	33	5.5%	6.4%
Crime	26	4.3%	6.0%
Guns	13	2.2%	6.1%
Energy	12	2.0%	1.5%
Foreign policy	6	1.1%	3.6%
Unsure	34	5.7%	3.7%
Total	600	100.0%	100.0%

State of US Economy

13. How would you describe the current state of the American economy?

	Freq.	%	Oct 2022
Great	6	1.0%	1.3%
Good	86	14.3%	11.1%
Fair	185	30.8%	34.0%
Poor	315	52.5%	53.6%
Unsure	8	1.4%	0.0%
Total	600	100.0%	100.0%



Recession

14. Do you believe the United States is currently in a recession?

	Freq.	%
Yes	354	59.0%
No	170	28.4%
Unsure	76	12.6%
Total	600	100.0%

Housing Prices

15. How concerned are you about the current price of housing?

	Freq.	%
<u>Concerned</u>	498	83.0%
Very concerned	308	51.4%
Somewhat concerned	190	31.6%
<u>Not concerned</u>	99	16.4%
Not very concerned	66	11.0%
Not concerned at all	33	5.4%
Unsure	3	0.6%
Total	600	100.0%

Housing Area

16. For people in your area, do you think that now is a GOOD time or a BAD time to buy a house?

	Freq.	%
<u>Good time</u>	91	15.2%
Very good time	13	2.2%
Somewhat good time	78	13.0%
<u>Bad time</u>	479	79.8%
Somewhat bad time	245	40.8%
Very bad time	234	39.0%
Unsure	30	5.0%
Total	600	100.0%

Spending Habit Change

17. From what you've read and heard, can average people afford to buy a house in your area?

	Freq.	%
Yes	96	16.0%
No	445	74.1%
Unsure	59	9.9%
Total	600	100.0%



More Building

18. Would you support or oppose building more houses, condos, and apartments in your community if it meant it would be easier for people to afford housing in your neighborhood?

	Freq.	%
<u>Support</u>	<u>283</u>	<u>47.1%</u>
Strongly support	138	23.0%
Somewhat support	145	24.2%
<u>Neither support nor oppose</u>	<u>127</u>	<u>21.2%</u>
<u>Oppose</u>	<u>143</u>	<u>23.9%</u>
Somewhat oppose	71	11.8%
Strongly oppose	73	12.1%
Undecided	47	7.8%
Total	600	100.0%

Community Type

19. Of the following options, would you prefer to live in a community where the houses are...?

	Freq.	%
Larger and farther apart, but schools, stores, and restaurants are several miles away	328	54.7%
Smaller and closer to each other, but schools, stores, and restaurants are within walking distance	131	21.9%
No preference	140	23.4%
Total	600	100.0%

Inflation

20. Thinking about inflation... Six months from now, do you think there will be...?

	Freq.	%
A higher rate of inflation	264	44.0%
The same rate of inflation	115	19.2%
A lower rate of inflation	155	25.9%
Not sure	65	10.9%
Total	600	100.0%

Holidays

21. As we enter the traditional holiday season, has the current inflation rate influenced how (or if you intend) to buy gifts for the end-of-year holidays?

	Freq.	%
Strongly influenced	225	37.4%
Somewhat influenced	200	33.3%
Has not influenced	161	26.8%



Undecided	15	2.5%
Total	600	100.0%

Media Trust

22. In general, how much trust and confidence do you have in the mass media - such as newspapers, TV, and radio - when it comes to reporting the news fully, accurately, and fairly - a great deal, a fair amount, not very much, or none?

	Freq.	%
A great deal	31	5.2%
A fair amount	166	27.6%
Not very much	168	28.0%
None at all	225	37.5%
Undecided	10	1.7%
Total	600	100.0%

23 – 26. The following is a list of names of various news sources. For each, please indicate how much confidence you have in them.

	Confident	Very confident	Somewhat confident	Not confident	Somewhat not confident	Very not confident	No opinion	Total
Newspapers	<u>38.4%</u> <u>230</u>	8.1% 49	30.3% 182	<u>49.9%</u> <u>299</u>	15.9% 95	34.0% 204	11.7% 70	100.0% 600
Television news	<u>33.5%</u> <u>201</u>	5.6% 34	27.9% 167	<u>64.1%</u> <u>384</u>	18.4% 110	45.7% 274	2.5% 15	100.0% 600
Podcasts	<u>31.4%</u> <u>188</u>	3.6% 21	27.8% 167	<u>43.4%</u> <u>260</u>	17.2% 103	26.3% 158	25.2% 151	100.0% 600
Social media	<u>11.4%</u> <u>68</u>	0.9% 6	10.4% 63	<u>84.2%</u> <u>505</u>	16.8% 101	67.4% 405	4.4% 27	100.0% 600

27. Are you female or male?

	Freq.	%
Female	340	56.7%
Male	260	43.3%
Total	600	100.0%

28. What age range do you fall within?

	Freq.	%
<u>Under 50</u>	<u>229</u>	<u>38.2%</u>
18 - 34	100	16.6%
35 - 49	130	21.6%
<u>50 and Over</u>	<u>371</u>	<u>61.8%</u>
50 - 64	170	28.4%



65 or older	200	33.4%
Total	600	100.0%

29. 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	209	34.8%
Democrat	218	36.4%
Unaffiliated or Independent	163	27.1%
Another party	2	0.3%
Unsure	9	1.5%
Total	600	100.0%

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

	Freq.	%
<u>Conservative</u>	<u>271</u>	<u>45.2%</u>
Very conservative	143	23.8%
Somewhat conservative	129	21.4%
<u>Moderate</u>	<u>173</u>	<u>28.8%</u>
<u>Liberal</u>	<u>142</u>	<u>23.7%</u>
Somewhat liberal	80	13.3%
Very liberal	63	10.4%
Unsure	14	2.3%
Total	600	100.0%

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

	Freq.	%
Rural	224	37.4%
Suburban	286	47.7%
Urban	89	14.9%
Total	600	100.0%

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

	Freq.	%
Less than \$50,000	112	18.7%
\$50,000 - \$100,000	215	35.8%
More than \$100,000	199	33.2%
Unsure/ refused	74	12.3%
Total	600	100.0%

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

	Freq.	%
White or Caucasian	437	72.9%



Asian or Pacific Islander	4	0.7%
Black or African American	131	21.9%
Hispanic or Latino	6	1.1%
Other	10	1.7%
Unsure	10	1.7%
Total	600	100.0%

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

	Freq.	%
Republican Donald Trump	287	47.9%
Democrat Joe Biden	285	47.4%
Another candidate	7	1.2%
Did not vote	12	2.1%
Unsure	9	1.5%
Total	600	100.0%

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

	Freq.	%
<u>No degree</u>	<u>251</u>	<u>41.9%</u>
Some high school	8	1.3%
High school diploma/GED	55	9.2%
Technical Certification	22	3.7%
Some college or Associate's Degree	167	27.8%
<u>At least College</u>	<u>341</u>	<u>56.8%</u>
Four-year undergraduate or Bachelor's Degree	195	32.6%
Graduate degree or further	145	24.2%
Unsure	8	1.3%
Total	600	100.0%

36. General Election X of 4

	Freq.	%
0 of 4	9	1.5%
1 of 4	36	6.1%
2 of 4	59	9.9%
3 of 4	121	20.2%
4 of 4	374	62.4%
Total	600	100.0%

37. Geo – 2022 Congressional Districts

	Freq.	%
1	40	6.6%
2	75	12.5%
3	38	6.4%



4	34	5.6%
5	29	4.9%
6	41	6.9%
7	45	7.5%
8	54	9.0%
9	43	7.2%
10	44	7.3%
11	43	7.2%
12	47	7.8%
13	30	4.9%
14	37	6.2%
Total	600	100.0%

38. Geo – Old Congressional Districts

	Freq.	%
1	35	5.9%
2	78	13.1%
3	39	6.6%
4	48	8.1%
5	31	5.1%
6	41	6.9%
7	42	7.0%
8	36	6.1%
9	44	7.3%
10	52	8.6%
11	43	7.2%
12	51	8.4%
13	59	9.8%
Total	600	100.0%

39. Geo - DMAs

	Freq.	%
<u>Charlotte/West</u>	<u>215</u>	<u>35.9%</u>
Charlotte	171	28.5%
Green/Spart/Ash	44	7.4%
<u>Central</u>	<u>112</u>	<u>18.6%</u>
Grsbro/Wnsal/Hpt	104	17.3%
Florence/Myrtle	8	1.3%
<u>Raleigh/Durham</u>	<u>186</u>	<u>31.0%</u>
<u>Coastal</u>	<u>87</u>	<u>14.5%</u>
Green/Nw Brn/Wsh	38	6.3%
Norfolk	11	1.9%
Wilmington	38	6.3%
Total	600	100.0%



40. Age + Income

	Freq.	%
<65 <\$50k	58	9.7%
<65 \$50k-\$100k	143	23.9%
<65 \$100k+	153	25.4%
65+ <\$50k	54	9.0%
65+ \$50k-\$100k	71	11.9%
65+ \$100k+	47	7.8%
Unsure	74	12.3%
Total	600	100.0%

41. Age + Gender

	Freq.	%
F 18 - 34	54	8.9%
F 35 - 49	71	11.8%
F 50 - 64	93	15.6%
F 65+	123	20.4%
M 18 - 34	46	7.7%
M 35 - 49	59	9.8%
M 50 - 64	77	12.8%
M 65+	78	12.9%
Total	600	100.0%

42. Race + Gender

	Freq.	%
White Female	250	41.6%
White Male	188	31.3%
Asian Female	3	0.5%
Asian Male	1	0.2%
Black Female	75	12.6%
Black Male	56	9.3%
Hispanic Female	3	0.6%
Hispanic Male	3	0.5%
Other Female	4	0.6%
Other Male	7	1.1%
Unsure	10	1.7%
Total	600	100.0%

43. Education + Gender

	Freq.	%
Female At least College	206	34.3%
Female No degree	131	21.8%
Male At least College	135	22.5%
Male No degree	121	20.1%
Unsure	8	1.3%
Total	600	100.0%



44. Partisanship + Age

	Freq.	%
Republican 18-34	27	4.4%
Republican 35-49	35	5.8%
Republican 50-64	67	11.1%
Republican 65+	81	13.5%
Another party 18-34	1	0.2%
Another party 65+	0	0.1%
Democrat 18-34	37	6.2%
Democrat 35-49	45	7.5%
Democrat 50-64	57	9.5%
Democrat 65+	79	13.1%
Unaffiliated 18-34	34	5.7%
Unaffiliated 35-49	49	8.2%
Unaffiliated 50-64	44	7.3%
Unaffiliated 65+	36	5.9%
Unsure	9	1.5%
Total	600	100.0%

45. Partisanship + Gender

	Freq.	%
Republican Female	112	18.6%
Republican Male	97	16.2%
Another party Female	0	0.1%
Another party Male	1	0.2%
Democrat Female	146	24.4%
Democrat Male	72	12.0%
Unaffiliated Female	78	12.9%
Unaffiliated Male	85	14.2%
Unsure	9	1.5%
Total	600	100.0%

METHODOLOGY

This probabilistic survey was conducted November 12 – 14, 2022 with 600 likely general election voters. It has a margin of error of $\pm 3.99\%$. 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 48 states and multiple countries on more than 2,700 corporate, public affairs, and political campaigns.

