

CYGNAL

Survey of Likely General Election Voters

North Carolina Statewide

Conducted June 18 – 19, 2023

n=600 | $\pm 3.99\%$

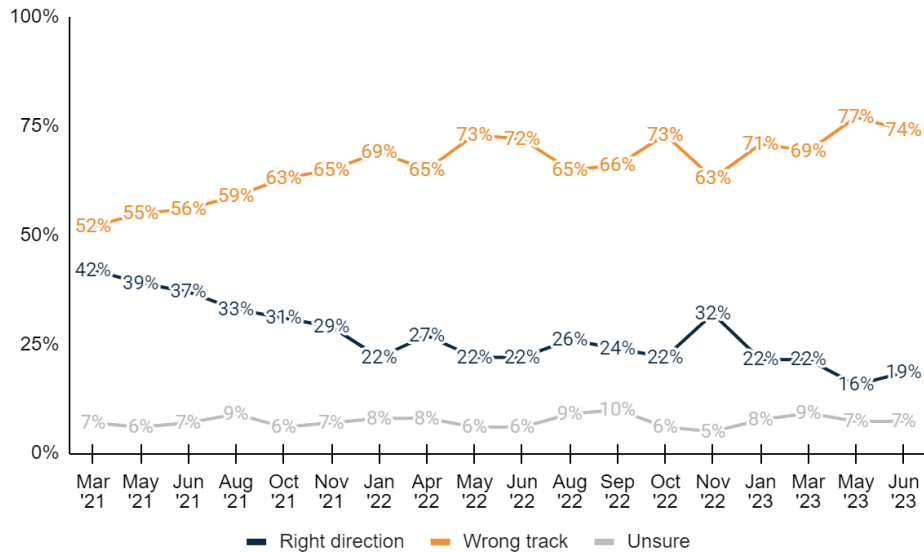
Vote Method

1. How do you plan to vote in the November 2024 general election for Congress?

	Freq.	%	May '23	Mar '23	Jan '23
<u>Vote in-person on Election Day</u>	269	44.9%	42.7%	39.3%	37.9%
Definitely vote in-person on Election Day	200	33.3%	30.1%	27.9%	27.2%
Probably vote in-person on Election Day	69	11.6%	12.6%	11.4%	10.7%
<u>Vote absentee by mail</u>	56	9.3%	7.0%	9.0%	9.5%
Definitely vote absentee by mail	30	4.9%	2.7%	3.5%	5.4%
Probably vote absentee by mail	26	4.3%	4.3%	5.5%	4.1%
<u>Vote early in-person</u>	275	45.9%	50.3%	51.7%	52.5%
Definitely vote early in-person	155	25.8%	23.2%	29.9%	26.1%
Probably vote early in-person	120	20.0%	27.1%	21.8%	26.5%
Total	600	100.0%	100.0%	100.0%	100.0%

Direction of Country

2. Do you feel things in the United States are generally headed in the right direction or have things gotten off on the wrong track?

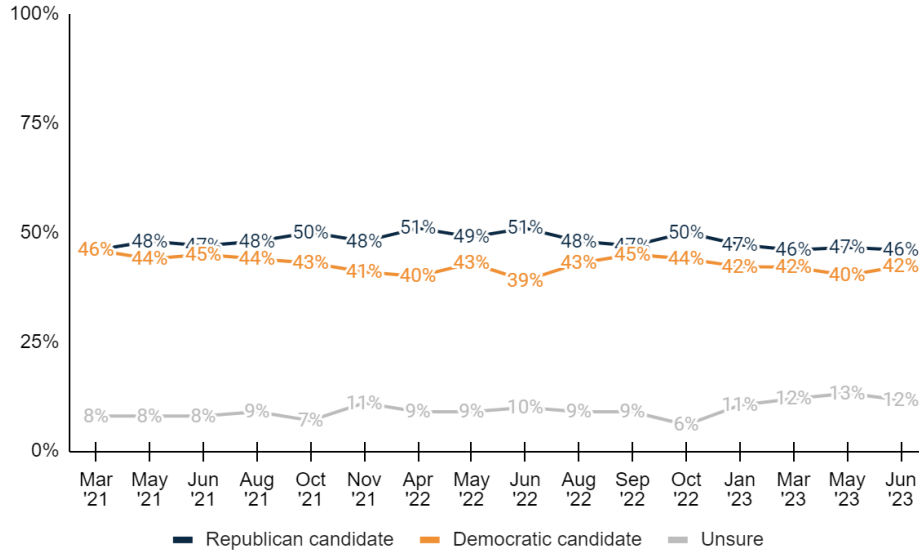


	Freq.	%	May '23	Mar '23	Jan '23
<u>Right direction</u>	111	18.5%	15.7%	21.5%	21.5%
Definitely the right direction	22	3.6%	3.0%	3.8%	3.5%
Mostly the right direction	89	14.9%	12.8%	17.7%	18.0%
<u>Wrong track</u>	445	74.1%	77.0%	69.3%	70.9%
Mostly the wrong track	141	23.4%	19.6%	21.5%	20.1%
Definitely the wrong track	304	50.7%	57.4%	47.8%	50.7%
Unsure	44	7.3%	7.3%	9.2%	7.7%
Total	600	100.0%	100.0%	100.0%	100.0%



Generic Legislative Ballot

3. If the 2024 election for the North Carolina State Legislature was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for state legislature?



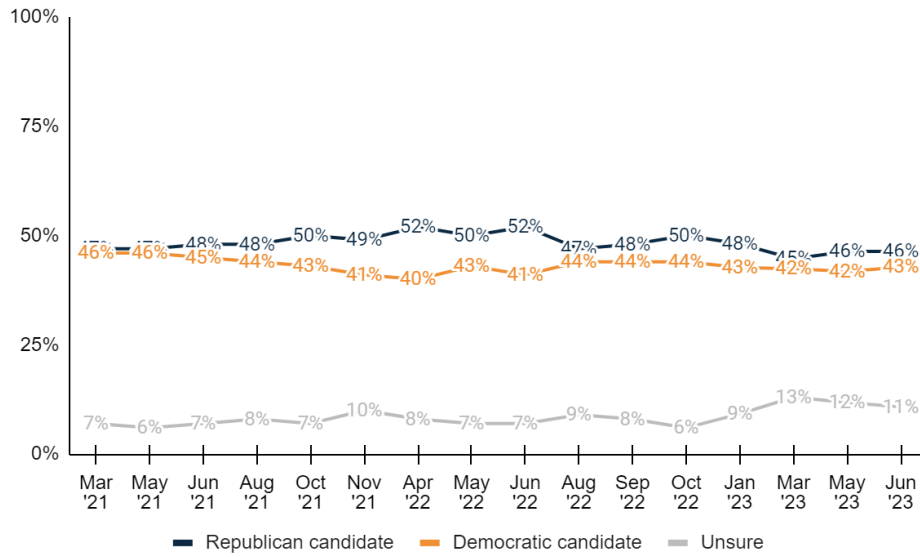
	Freq.	%	May '23	Mar '23	Jan '23
Republican candidate	276	46.0%	46.6%	46.0%	47.2%
Definitely the Republican candidate	215	35.8%	36.8%	35.4%	37.1%
Probably the Republican candidate	62	10.3%	9.8%	10.6%	10.2%
Democratic candidate	254	42.3%	40.2%	42.1%	42.2%
Probably the Democratic candidate	57	9.5%	8.9%	9.8%	8.2%
Definitely the Democratic candidate	197	32.8%	31.3%	32.3%	34.1%
Unsure	70	11.7%	13.2%	12.0%	10.5%
Total	600	100.0%	100.0%	100.0%	100.0%

Generic Congressional Ballot

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

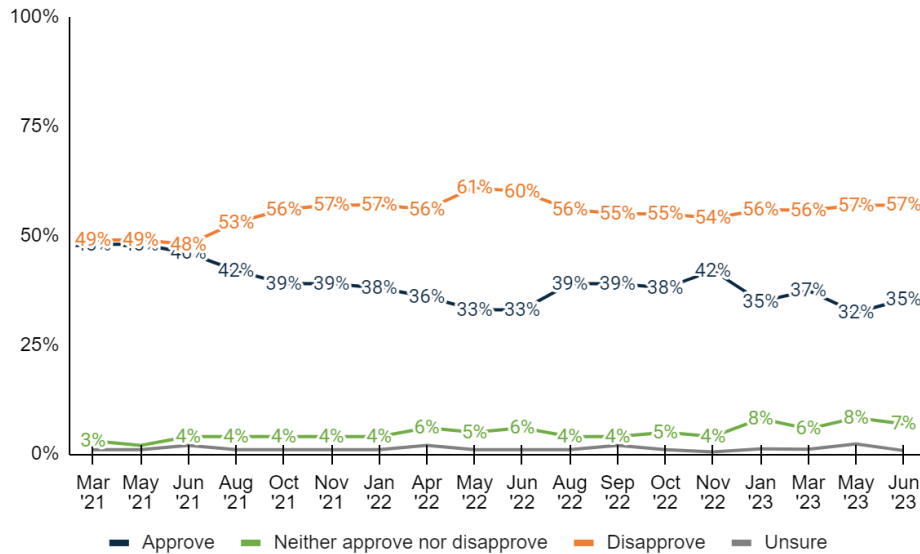
	Freq.	%	May '23	Mar '23	Jan '23
Republican candidate	279	46.4%	46.4%	44.7%	48.1%
Definitely the Republican candidate	219	36.5%	38.0%	34.4%	37.7%
Probably the Republican candidate	59	9.9%	8.4%	10.3%	10.3%
Democratic candidate	257	42.8%	41.8%	42.4%	42.7%
Probably the Democratic candidate	53	8.9%	9.1%	10.1%	9.2%
Definitely the Democratic candidate	204	34.0%	32.7%	32.3%	33.5%
Unsure	65	10.8%	11.8%	13.0%	9.2%
Total	600	100.0%	100.0%	100.0%	100.0%





Biden Job Approval

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



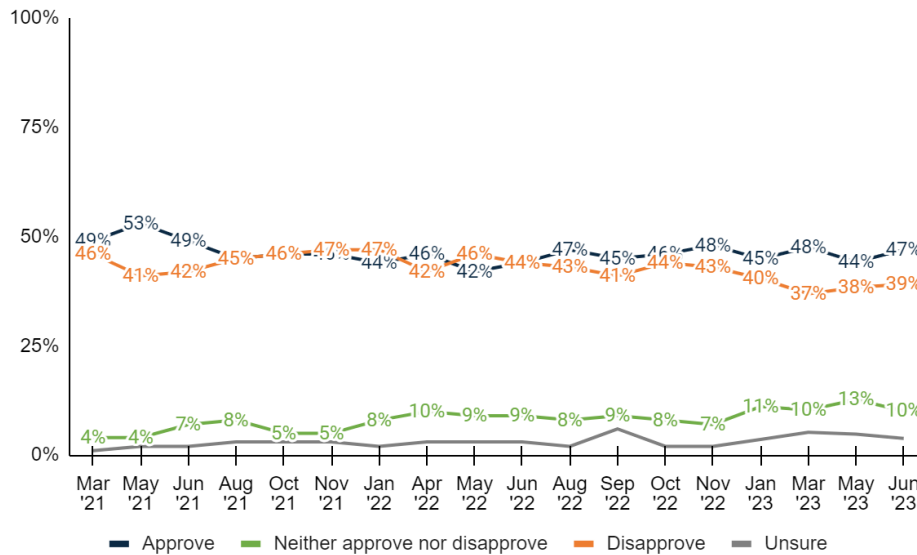
	Freq.	%	May '23	Mar '23	Jan '23
Approve	212	35.4%	32.4%	37.4%	34.9%
Strongly approve	95	15.9%	14.8%	15.4%	14.8%
Somewhat approve	117	19.5%	17.6%	21.9%	20.1%
Neither approve nor disapprove	41	6.9%	8.3%	5.8%	8.1%
Disapprove	342	57.0%	56.9%	55.8%	55.9%



Somewhat disapprove	44	7.3%	8.5%	6.7%	8.1%
Strongly disapprove	298	49.7%	48.4%	49.1%	47.8%
Unsure	5	0.8%	2.3%	1.1%	1.2%
Total	600	100.0%	100.0%	100.0%	100.0%

Cooper Job Approval

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



	Freq.	%	May '23	Mar '23	Jan '23
Approve	282	47.0%	44.2%	47.6%	44.9%
Strongly approve	160	26.6%	27.4%	22.0%	26.2%
Somewhat approve	122	20.4%	16.8%	25.5%	18.7%
Neither approve nor disapprove	61	10.1%	12.7%	10.3%	11.1%
Disapprove	234	39.1%	38.4%	36.9%	40.4%
Somewhat disapprove	70	11.7%	12.5%	15.1%	18.7%
Strongly disapprove	164	27.4%	25.9%	21.9%	21.7%
Unsure	23	3.8%	4.8%	5.2%	3.6%
Total	600	100.0%	100.0%	100.0%	100.0%

Robinson Job Approval

7. Do you approve or disapprove of the job that Mark Robinson is doing as Lieutenant Governor?

	Freq.	%
Approve	207	34.4%
Strongly approve	114	19.0%
Somewhat approve	93	15.4%



<u>Neither approve nor disapprove</u>	<u>122</u>	<u>20.4%</u>
<u>Disapprove</u>	<u>145</u>	<u>24.2%</u>
Somewhat disapprove	45	7.4%
Strongly disapprove	100	16.7%
Unsure	126	21.0%
Total	600	100.0%

Stein Job Approval

8. Do you approve or disapprove of the job that Josh Stein is doing as North Carolina Attorney General?

	Freq.	%
<u>Approve</u>	<u>163</u>	<u>27.2%</u>
Strongly approve	77	12.9%
Somewhat approve	86	14.3%
<u>Neither approve nor disapprove</u>	<u>153</u>	<u>25.5%</u>
<u>Disapprove</u>	<u>106</u>	<u>17.7%</u>
Somewhat disapprove	41	6.8%
Strongly disapprove	65	10.9%
Unsure	178	29.6%
Total	600	100.0%

Folwell Job Approval

9. Do you approve or disapprove of the job that Dale Folwell is doing as North Carolina State Treasurer?

	Freq.	%
<u>Approve</u>	<u>106</u>	<u>17.7%</u>
Strongly approve	38	6.4%
Somewhat approve	68	11.3%
<u>Neither approve nor disapprove</u>	<u>194</u>	<u>32.4%</u>
<u>Disapprove</u>	<u>70</u>	<u>11.6%</u>
Somewhat disapprove	38	6.3%
Strongly disapprove	32	5.3%
Unsure	230	38.4%
Total	600	100.0%

Switching gears to issues you may have heard about in the news...

ESG Familiar

10. How familiar are you with ESG, or environmental, social, and governance criteria, that some people take into account when making decisions about buying products and services or



investing? ESG includes factors like the record of a business on issues like the environment, diversity, or other issues.

	Freq.	%
Familiar	318	52.9%
Very familiar	105	17.6%
Somewhat familiar	212	35.4%
Not familiar	258	43.1%
Not too familiar	114	18.9%
Not familiar at all	145	24.1%
Unsure	24	4.0%
Total	600	100.0%

ESG View

11. What is your overall view of the movement to promote the use of environmental, social, and governance, or ESG, factors in business and investing?

	Freq.	%
Positive	197	32.9%
Very positive	73	12.2%
Somewhat positive	124	20.7%
Negative	186	30.9%
Somewhat negative	72	12.0%
Very negative	114	19.0%
Unsure	217	36.2%
Total	600	100.0%

Retirement Fund Managers

12. Next, a question about retirement fund managers -- people that make decisions about what stocks and bonds to include in funds that people invest in for their retirement. When making decisions about potential investments, should retirement fund managers...

	Freq.	%
Only take into account financial factors including historical investment returns	208	34.7%
Consider ESG factors in addition to financial factors like historical investment returns	156	26.1%
Unsure	235	39.2%
Total	600	100.0%



Employer Culture Stance

13. Do you think your employer should take a public stand on social issues that are politically controversial?

	Freq.	%
<u>Yes</u>	<u>214</u>	<u>35.7%</u>
Definitely yes	97	16.2%
Somewhat yes	117	19.5%
<u>No</u>	<u>299</u>	<u>49.8%</u>
Somewhat no	46	7.6%
Definitely no	253	42.1%
Unsure	87	14.5%
Total	600	100.0%

Now thinking about the economy...

Economy Positive/Negative

14. Have you heard mostly positive or mostly negative news stories about the economy, or have you not heard much news at all about the economy?

	Freq.	%
<u>Positive</u>	<u>112</u>	<u>18.7%</u>
Very positive	17	2.8%
Somewhat positive	96	15.9%
<u>Negative</u>	<u>455</u>	<u>75.8%</u>
Somewhat negative	186	31.0%
Very negative	269	44.9%
Unsure	33	5.5%
Total	600	100.0%

Economy Control

15. Do you think individuals or the government should have more control over the economy?

	Freq.	%
<u>Individuals</u>	<u>379</u>	<u>63.1%</u>
Definitely individuals	250	41.7%
Probably individuals	128	21.4%
<u>Government</u>	<u>160</u>	<u>26.6%</u>
Probably the government	100	16.6%
Definitely the government	60	10.0%
Unsure	62	10.3%
Total	600	100.0%



Capitalism v. Socialism

16. Does socialism or capitalism lead to greater innovation and progress?

	Freq.	%
<u>Capitalism</u>	350	58.4%
Definitely capitalism	269	44.8%
Probably capitalism	81	13.6%
<u>Socialism</u>	110	18.3%
Probably socialism	63	10.5%
Definitely socialism	47	7.8%
Unsure	140	23.3%
Total	600	100.0%

American Dream

17. Does the concept of "the American Dream" align more with socialism or capitalism?

	Freq.	%
<u>More aligned with capitalism</u>	395	65.9%
Definitely more aligned with capitalism	288	48.0%
Probably more aligned with capitalism	107	17.9%
<u>More aligned with socialism</u>	110	18.3%
Probably more aligned with socialism	68	11.3%
Definitely more aligned with socialism	42	7.1%
Unsure	95	15.8%
Total	600	100.0%

Personal Alignment

18. Based on your current understanding, do your beliefs more closely align with capitalism or socialism?

	Freq.	%
<u>Capitalism</u>	340	56.7%
Definitely capitalism	246	41.0%
Somewhat capitalism	94	15.7%
<u>Socialism</u>	167	27.8%
Somewhat socialism	97	16.2%
Definitely socialism	69	11.5%
Unsure	93	15.6%
Total	600	100.0%

Now thinking about travel...



Summer Travel

19. Do you plan to travel this summer?

	Freq.	%
Yes	414	68.9%
Yes, domestically	311	51.8%
Yes, internationally	36	6.1%
Yes, domestically and internationally	67	11.1%
No	136	22.6%
Unsure	51	8.5%
Total	600	100.0%

Travel Comparison

20. Compared to last year, how much do you plan to travel this summer?

	Freq.	%
More than last year	159	26.6%
The same amount as last year	213	35.5%
Less than last year	164	27.3%
Unsure	64	10.7%
Total	600	100.0%

NC Travel

21. If you're vacationing in North Carolina this year, will you be traveling to the mountains, the coast, or the central part of the state?

	Freq.	%
The mountains	110	18.4%
The coast	171	28.5%
The central part of the state	16	2.6%
Multiple parts of the state	164	27.3%
Unsure	140	23.3%
Total	600	100.0%

22. Are you female or male?

	Freq.	%
Female	330	55.0%
Male	270	45.0%
Total	600	100.0%

23. What age range do you fall within?

	Freq.	%
Under 50	247	41.2%
18 - 34	113	18.8%



35 - 49	134	22.3%
<u>50 and Over</u>	<u>353</u>	<u>58.8%</u>
50 - 64	170	28.3%
65+	183	30.6%
Total	600	100.0%

24. 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	195	32.5%
Democrat	210	35.0%
Unaffiliated or Independent	182	30.3%
Another party	5	0.8%
Unsure	9	1.4%
Total	600	100.0%

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

	Freq.	%
<u>Conservative</u>	<u>275</u>	<u>45.8%</u>
Very conservative	143	23.8%
Somewhat conservative	132	22.0%
<u>Moderate</u>	<u>147</u>	<u>24.6%</u>
<u>Liberal</u>	<u>149</u>	<u>24.8%</u>
Somewhat liberal	100	16.6%
Very liberal	49	8.2%
Unsure	29	4.9%
Total	600	100.0%

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

	Freq.	%
Rural	264	44.0%
Suburban	249	41.6%
Urban	87	14.4%
Total	600	100.0%

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

	Freq.	%
Less than \$50,000	131	21.8%
\$50,000 - \$100,000	184	30.7%
More than \$100,000	198	33.0%
Unsure / refused	87	14.5%
Total	600	100.0%



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

	Freq.	%
White or Caucasian	406	67.7%
Asian or Pacific Islander	9	1.6%
Black or African American	129	21.5%
Hispanic or Latino	12	2.1%
Other	32	5.3%
Unsure	11	1.9%
Total	600	100.0%

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

	Freq.	%
Republican Donald Trump	281	46.9%
Democrat Joe Biden	274	45.7%
Another candidate	10	1.7%
Did not vote	19	3.2%
Unsure	15	2.6%
Total	600	100.0%

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

	Freq.	%
<u>No degree</u>	<u>329</u>	<u>54.9%</u>
Some high school	6	0.9%
High school diploma/GED	78	12.9%
Technical Certification	34	5.6%
Some college or Associate's Degree	212	35.3%
<u>At least College</u>	<u>260</u>	<u>43.3%</u>
Four-year undergraduate or Bachelor's Degree	136	22.7%
Graduate degree or further	123	20.6%
Unsure	11	1.8%
Total	600	100.0%

31. General Election X of 4

	Freq.	%
0 of 4	17	2.8%
1 of 4	86	14.4%
2 of 4	107	17.9%
3 of 4	107	17.9%
4 of 4	282	47.0%
Total	600	100.0%



32. Geo – Congressional Districts

	Freq.	%
1	46	7.7%
2	24	4.1%
3	47	7.8%
4	42	7.0%
5	57	9.5%
6	50	8.3%
7	47	7.8%
8	30	5.0%
9	43	7.2%
10	50	8.3%
11	49	8.2%
12	24	4.1%
13	41	6.9%
14	49	8.1%
Total	600	100.0%

33. Geo - DMAs

	Freq.	%
<u>Charlotte/West</u>	216	36.0%
Charlotte	164	27.4%
Green/Spart/Ash	49	8.2%
Chattanooga	2	0.3%
Atlanta	1	0.1%
<u>Central</u>	113	18.8%
Grsbro/Wnsal/Hpt	105	17.6%
Florence/Myrtle	7	1.2%
<u>Raleigh/Durham</u>	185	30.9%
<u>Coastal</u>	86	14.3%
Greenville-N.Bern-Washngtn	42	7.0%
Wilmington	33	5.5%
Norfolk-Portsmth-Newpt Nws	11	1.8%
Total	600	100.0%

34. Age + Income

	Freq.	%
<65 <\$50k	91	15.2%
<65 \$50k-\$100k	126	21.1%
<65 \$100k+	155	25.8%
65+ <\$50k	39	6.5%
65+ \$50k-\$100k	58	9.7%
65+ \$100k+	43	7.2%
Unsure	87	14.5%
Total	600	100.0%



35. Age + Gender

	Freq.	%
F 18 - 34	66	11.1%
F 35 - 49	71	11.8%
F 50 - 64	90	15.1%
F 65+	102	17.0%
M 18 - 34	47	7.8%
M 35 - 49	63	10.5%
M 50 - 64	79	13.2%
M 65+	81	13.5%
Total	600	100.0%

36. Race + Gender

	Freq.	%
White Female	218	36.3%
White Male	188	31.4%
Asian Female	8	1.3%
Asian Male	2	0.3%
Black Female	76	12.6%
Black Male	53	8.9%
Hispanic Female	7	1.2%
Hispanic Male	5	0.9%
Other Female	19	3.1%
Other Male	13	2.1%
Unsure	11	1.9%
Total	600	100.0%

37. Education + Gender

	Freq.	%
Female At least College	146	24.3%
Female No degree	179	29.9%
Male At least College	114	19.0%
Male No degree	150	24.9%
Unsure	11	1.8%
Total	600	100.0%

38. Partisanship + Age

	Freq.	%
Republican 18-34	25	4.2%
Republican 35-49	40	6.6%
Republican 50-64	53	8.8%
Republican 65+	77	12.8%
Democrat 18-34	42	7.1%
Democrat 35-49	45	7.6%
Democrat 50-64	65	10.8%
Democrat 65+	58	9.7%



Unaffiliated 18-34	43	7.2%
Unaffiliated 35-49	48	8.1%
Unaffiliated 50-64	44	7.4%
Unaffiliated 65+	46	7.6%
Another party 18-34	2	0.4%
Another party 35-49	1	0.1%
Another party 50-64	2	0.3%
Unsure	9	1.4%
Total	600	100.0%

39. Partisanship + Gender

	Freq.	%
Republican Female	96	16.0%
Republican Male	99	16.4%
Democrat Female	136	22.7%
Democrat Male	74	12.4%
Unaffiliated Female	92	15.3%
Unaffiliated Male	90	15.0%
Another party Female	1	0.2%
Another party Male	3	0.6%
Unsure	9	1.4%
Total	600	100.0%

METHODOLOGY

This probabilistic survey was conducted June 18 – 19, 2023, 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

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