

Survey of Likely General Election Voters

North Carolina Statewide

Conducted November 26 – 27, 2023

n=600 | ±3.99%

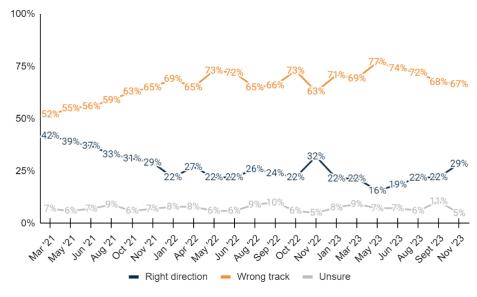
Vote Method

1. How do you plan to vote in the November 2024 general election for President, Congress, and other Statewide and local offices?

	Nov '23	Sep '23	Aug '23	Jun '23
Vote in-person on Election Day	<u>43.8%</u>	41.6%	42.7%	44.9%
Definitely vote in-person on Election Day	33.8%	30.1%	31.2%	33.3%
Probably vote in-person on Election Day	10.0%	11.5%	11.5%	11.6%
Vote absentee by mail	<u>7.8%</u>	7.0%	6.7%	9.3%
Definitely vote absentee by mail	6.0%	2.6%	4.1%	4.9%
Probably vote absentee by mail	1.8%	4.4%	2.7%	4.3%
Vote early in-person	<u>48.4%</u>	51.4%	<i>50.6%</i>	<i>45.9%</i>
Definitely vote early in-person	28.7%	25.9%	28.6%	25.8%
Probably vote early in-person	19.7%	25.5%	22.0%	20.0%
Total	100.0%	100.0%	100.0%	100.0%

US Direction

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



	Nov '23	Sep '23	Aug '23	Jun '23
Right direction	<u>28.5%</u>	22.0%	21.9%	18.5%
Definitely the right direction	7.5%	4.2%	5.6%	3.6%
Mostly the right direction	21.0%	17.8%	16.3%	14.9%
Wrong track	<u>66.6%</u>	<i>67.5%</i>	<u>72.1%</u>	<u>74.1%</u>
Mostly the wrong track	14.6%	16.1%	20.8%	23.4%
Definitely the wrong track	51.9%	51.4%	51.2%	50.7%



Unsure	4.9%	10.5%	6.0%	7.3%
Total	100.0%	100.0%	100.0%	100.0%

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

3. Josh Stein

	Nov '23	Aug '23
<u>Favorable</u>	<u>25.8%</u>	19.9%
Very favorable	15.2%	11.0%
Somewhat favorable	10.6%	8.9%
<u>Unfavorable</u> Somewhat unfavorable Very unfavorable	9.9% 3.2% 6.7%	12.0% 3.8% 8.2%
No opinion Never heard of Total	18.6% 45.6% 100.0%	20.6% 47.5% 100.0%

4. Mike Morgan

	Freq.	%
<u>Favorable</u>	<u>44</u>	<u>7.4%</u>
Very favorable	22	3.6%
Somewhat favorable	22	3.7%
<u>Unfavorable</u>	<u>37</u>	<u>6.2%</u>
Somewhat unfavorable	16	2.6%
Very unfavorable	22	3.6%
No opinion	93	15.5%
Never heard of	425	70.9%
Total	600	100.0%

5. Mark Robinson

	Nov '23	Aug '23
<u>Favorable</u>	27.7%	26.5%
Very favorable	20.5%	19.8%
Somewhat favorable	7.2%	6.7%
<u>Unfavorable</u> Somewhat unfavorable Very unfavorable	23.2% 3.8% 19.4%	17.3% 3.5% 13.8%
No opinion	11.5%	13.5%



Never heard of	37.6%	42.7%	
Total	100.0%	100.0%	

6. Dale Folwell

	Nov '23	Aug '23
<u>Favorable</u>	<u>8.0%</u>	<u>5.0%</u>
Very favorable	3.5%	1.4%
Somewhat favorable	4.5%	3.6%
<u>Unfavorable</u>	<u>8.4%</u>	<u>5.4%</u>
Somewhat unfavorable	3.5%	1.8%
Very unfavorable	4.9%	3.6%
No opinion	14.6%	16.6%
Never heard of	69.0%	73.0%
Total	100.0%	100.0%

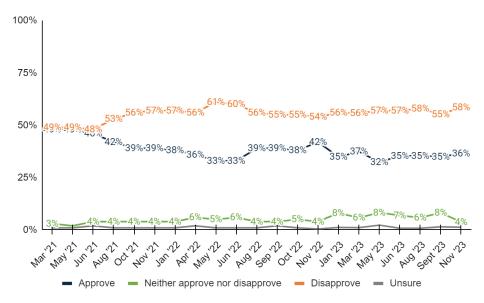
7. Bill Graham

	Freq.	%
<u>Favorable</u>	<u>86</u>	14.4%
Very favorable	32	5.3%
Somewhat favorable	55	9.1%
<u>Unfavorable</u>	<u>91</u>	<u>15.1%</u>
Somewhat unfavorable	27	4.6%
Very unfavorable	63	10.5%
No opinion	108	18.0%
Never heard of	315	52.6%
Total	600	100.0%

Biden Job ApprovalBo you approve or disapprove of the job that Joe Biden is doing as President?

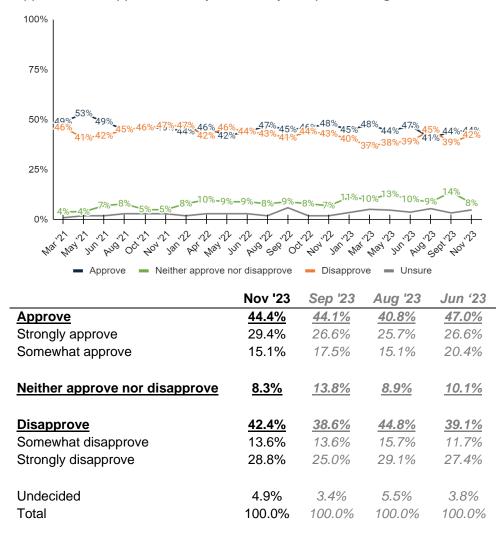
	Nov '23	Sep '23	Aug '23	Jun '23
Approve	36.4%	35.0%	35.4%	35.4%
Strongly approve	21.5%	15.4%	17.8%	15.9%
Somewhat approve	14.9%	19.6%	17.6%	19.5%
Neither approve nor disapprove	3.8%	<u>8.2%</u>	<u>5.9%</u>	6.9%
Disapprove	<u>58.5%</u>	<i>55.3%</i>	57.9%	57.0%
Somewhat disapprove	7.1%	7.0%	7.8%	7.3%
Strongly disapprove	51.4%	48.3%	50.2%	49.7%
Undecided	1.3%	1.5%	0.8%	0.8%
Total	100.0%	100.0%	100.0%	100.0%





Cooper Job Approval

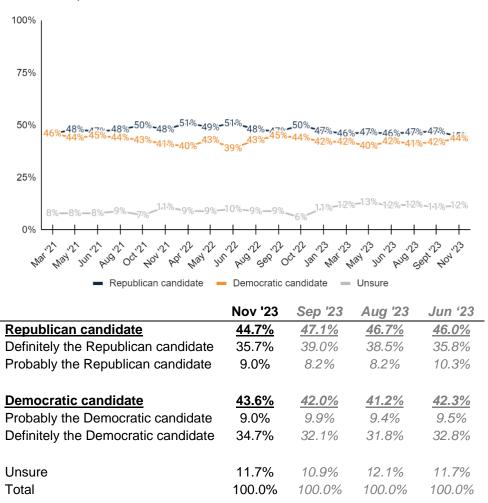
9. Do you approve or disapprove of the job that Roy Cooper is doing as Governor?





Generic State Leg Ballot

10. If the 2024 general election for the North Carolina State Legislature were held today, would you vote for the Republican candidate or the Democratic candidate?

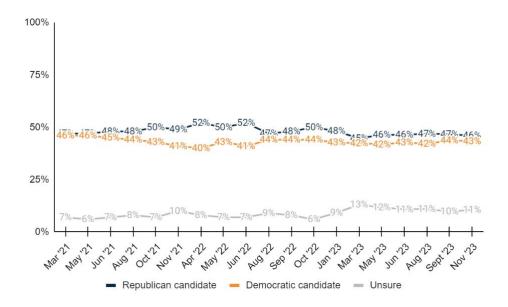


Generic Congressional Ballot

11. If the 2024 general election was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for U.S. Congress?

	Nov '23	Sep '23	Aug '23	Jun '23
Republican candidate	46.0%	46.7%	46.9%	46.4%
Definitely the Republican candidate	37.4%	37.9%	38.0%	36.5%
Probably the Republican candidate	8.6%	8.8%	8.9%	9.9%
Democratic candidate	<u>43.4%</u>	<u>43.7%</u>	42.1%	42.8%
Probably the Democratic candidate	7.4%	8.9%	9.7%	8.9%
Definitely the Democratic candidate	36.0%	34.7%	32.4%	34.0%
Unsure	10.6%	9.7%	11.0%	10.8%
Total	100.0%	100.0%	100.0%	100.0%





Now thinking about voter laws and other issues in North Carolina...

Open Record Laws

12. Open records laws are laws that pertain to the public's right to access government documents and information. In the context of state legislators, it involves transparency and the availability of records related to their official duties and decision-making processes. How important do you believe open records laws are in ensuring transparency and accountability among state legislators?

	Freq.	%
<u>Important</u>	<u>561</u>	93.5%
Extremely important	339	56.5%
Very important	173	28.8%
Somewhat important	49	8.2%
Not important	<u>11</u>	<u>1.9%</u>
Somewhat not important	5	0.8%
Not important at all	7	1.1%
Unsure	28	4.6%
Total	600	100.0%

Transparency Standards

13. Do you agree or disagree that state legislators should be held to the same transparency standards as other public officials under open records laws?

	Freq.	%
Agree	<u>549</u>	<u>91.6%</u>
Strongly agree	502	83.6%
Somewhat agree	48	7.9%



Neither agree nor disagree	<u>6</u>	<u>0.9%</u>
<u>Disagree</u>	<u>28</u>	<u>4.7%</u>
Somewhat disagree	4	0.7%
Strongly disagree	24	4.0%
Undecided	17	2.8%
Total	600	100.0%

Trust in Legislators14. Do you agree or disagree that increased transparency through open records laws would enhance public trust in state legislators?

	Freq.	%
Agree	<u>495</u>	82.5%
Strongly agree	351	58.4%
Somewhat agree	145	24.1%
Neither agree nor disagree	<u>24</u>	4.0%
<u>Disagree</u>	<u>53</u>	<u>8.9%</u>
Somewhat disagree	13	2.2%
Strongly disagree	40	6.7%
Undecided Total	27 600	4.6% 100.0%

Photo ID

15. Do you agree or disagree with the following statement: "Every person that votes in person in North Carolina should present photo identification before voting."

	Freq.	%
Agree	<u>398</u>	<u>66.4%</u>
Strongly agree	336	56.0%
Somewhat agree	62	10.3%
Neither agree nor disagree	<u>37</u>	<u>6.2%</u>
<u>Disagree</u>	<u>155</u>	25.8%
Somewhat disagree	63	10.5%
Strongly disagree	92	15.3%
Undecided Total	10 600	1.6% 100.0%



Current Identification

16. Do you personally have a government issued ID, such as an unexpired North Carolina driver's license, United States passport, or state government employee ID card?

	Freq.	%
Yes	574	95.7%
No	22	3.6%
Unsure	4	0.7%
Total	600	100.0%

Voter ID Confidence

17. Does a voter ID requirement make you feel more confident, less confident, or does it make no difference to you regarding the fairness and accuracy of North Carolina's elections?

	Freq.	%
More confident	<u>385</u>	64.2%
Much more confident	289	48.1%
Somewhat more confident	96	16.1%
Makes no difference	<u>143</u>	<u>23.8%</u>
Less confident	<u>59</u>	9.8%
Somewhat less confident	19	3.1%
Much less confident	40	6.7%
Unsure	13	2.2%
Total	600	100.0%

Voter ID Vote Ability

18. Will a voter ID requirement to vote in North Carolina make it more difficult, less difficult, or would they make no difference for your ability to vote?

	Freq.	%
More difficult	<u>88</u>	<u>14.7%</u>
Much more difficult	40	6.6%
Somewhat more difficult	49	8.1%
Makes no difference	<u>448</u>	<u>74.6%</u>
Less difficult	<u>54</u>	<u>9.1%</u>
Somewhat less difficult	4	0.6%
Much less difficult	51	8.5%
Unsure Total	10 600	1.6% 100.0%

Now thinking about the upcoming holidays...



Holiday Celebrations

19. Do you plan to celebrate any holidays, like Christmas or Hannukah, in December this year?

	Freq.	%
Yes	566	94.3%
No	19	3.1%
Unsure	15	2.6%
Total	600	100.0%

Holiday Travel

20. Do you plan to travel for any of the upcoming holidays this year?

	Freq.	%
Yes	195	32.6%
No	343	57.2%
Unsure	61	10.2%
Total	600	100.0%

Holiday Price Increases

21. Have price increases affected your holiday plans this year? If so, how?

	Freq.	%
Traveled less / not as far	190	31.6%
Spent less on gifts	299	49.9%
Spent less on food, drinks, and other party supplies	245	40.8%
Invited less friends and family to holiday parties	97	16.1%
No, price increases have not affected my holiday plans this year	194	32.4%
Unsure	25	4.2%
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	<u>247</u>	41.2%
18 - 34	113	18.8%
35 - 49	134	22.3%
50 and Over	<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%
Independent/Unaffiliated	172	28.6%
Other	6	1.0%
Unsure	17	2.9%
Total	600	100.0%

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

	Freq.	%
Conservative	<u> 266</u>	44.4%
Very conservative	147	24.5%
Somewhat conservative	119	19.9%
<u>Moderate</u>	<u>155</u>	<u>25.8%</u>
<u>Liberal</u>	<u>147</u>	<u>24.5%</u>
Somewhat liberal	73	12.2%
Very liberal	74	12.3%
Unsure	32	5.4%
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	256	42.7%
Urban	80	13.3%
Total	600	100.0%

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

	Freq.	%
Less than \$40,000	98	16.4%
\$40,000 - \$69,999	129	21.5%
\$70,000 - \$99,999	103	17.2%
\$100,000 or more	217	36.1%
Unsure	53	8.9%
Total	600	100.0%



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

	Freq.	%
White or Caucasian	402	67.0%
Asian or Pacific Islander	10	1.7%
Black or African American	129	21.5%
Hispanic or Latino	21	3.4%
Other	23	3.8%
Unsure	15	2.5%
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	275	45.9%
Another candidate	13	2.2%
Did not vote	19	3.1%
Unsure	11	1.9%
Total	600	100.0%

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

	Freq.	%
No degree	<u>334</u>	<u>55.7%</u>
Some high school	11	1.9%
High school diploma/GED	91	15.2%
Technical Certification	31	5.1%
Some college or Associate's Degree	201	33.5%
At least College	<u> 260</u>	<u>43.3%</u>
Four-year undergraduate or Bachelor's Degree	152	25.3%
Graduate degree or further	108	18.0%
Unsure	6	1.0%
Total	600	100.0%

31. General Election X of 4

	Freq.	%
0 of 4	29	4.9%
1 of 4	87	14.5%
2 of 4	104	17.3%
3 of 4	98	16.4%
4 of 4	282	47.0%
Total	600	100.0%



32. Geo – Congressional District

	Freq.	%
1	34	5.6%
2	23	3.9%
3	42	7.0%
4	41	6.9%
5	50	8.4%
6	49	8.2%
7	48	7.9%
8	45	7.4%
9	64	10.7%
10	43	7.2%
11	46	7.7%
12	28	4.6%
13	37	6.2%
14	50	8.3%
Total	600	100.0%

33. Geo - DMA

	Freq.	%
Charlotte/West	<u>216</u>	<u>36.1%</u>
Charlotte	164	27.4%
Greenvll-Spart-Ashevll-And	49	8.2%
Chattanooga	2	0.3%
Atlanta dma	1	0.1%
Central	<u>113</u>	<u> 18.8%</u>
Greensboro-H.Point-W.Salem	106	17.6%
Myrtle Beach-Florence	7	1.2%
Raleigh-Durham (Fayetvlle)	<u>185</u>	<u>30.9%</u>
Coastal	<u>85</u>	<u>14.2%</u>
Greenville-N.Bern-Washngtn	42	7.0%
Wilmington	33	5.5%
Norfolk-Portsmth-Newpt Nws	10	1.7%
Total	600	100.0%

34. Age + Income

	Freq.	%
<65 <\$40k	63	10.5%
<65 \$70k-\$100k	78	13.0%
<65 \$40k-\$70k	79	13.2%
<65 \$100k+	169	28.1%
65+ <\$40k	36	5.9%
65+ \$70k-\$100k	25	4.2%
65+ \$40k-\$70k	49	8.2%



65+ \$100k+	48	8.0%
Unsure	53	8.9%
Total	600	100.0%

35. Age + Gender

	Freq.	%
F 18 - 34	66	11.1%
F 35 - 49	68	11.4%
F 50 - 64	89	14.8%
F 65+	106	17.7%
M 18 - 34	47	7.8%
M 35 - 49	66	10.9%
M 50 - 64	81	13.4%
M 65+	77	12.9%
Total	600	100.0%

36. Race + Gender

	Freq.	%
White Female	228	38.0%
White Male	174	29.0%
Asian Female	6	1.0%
Asian Male	5	0.8%
Black Female	66	11.0%
Black Male	63	10.5%
Hispanic Female	9	1.5%
Hispanic Male	11	1.9%
Other Female	15	2.5%
Other Male	8	1.3%
Unsure	15	2.5%
Total	600	100.0%

37. Education + Gender

	Freq.	%
Female At least College	133	22.2%
Female No degree	194	32.3%
Male At least College	126	21.1%
Male No degree	140	23.4%
Unsure	6	1.0%
Total	600	100.0%

38. Partisanship + Age

	Freq.	%
Republican 18-34	26	4.4%
Republican 35-49	43	7.2%
Republican 50-64	57	9.5%
Republican 65+	68	11.4%
Democrat 18-34	35	5.8%



Democrat 35-49	34	5.7%
Democrat 50-64	63	10.4%
Democrat 65+	78	13.1%
Independent/UAF 18-34	44	7.3%
Independent/UAF 35-49	49	8.2%
Independent/UAF 50-64	44	7.3%
Independent/UAF 65+	35	5.8%
Other 18-34	3	0.5%
Other 50-64	2	0.3%
Other 35-49	1	0.2%
Unsure	17	2.9%
Total	600	100.0%

39. Partisanship + Gender

	Freq.	%
Republican Female	106	17.6%
Republican Male	89	14.9%
Democrat Female	124	20.7%
Democrat Male	86	14.3%
Independent/UAF Female	86	14.3%
Independent/UAF Male	86	14.3%
Other Female	2	0.4%
Other Male	3	0.6%
Unsure	17	2.9%
Total	600	100.0%

METHODOLOGY

This probabilistic survey was conducted November 26 - 27, 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

<u>Cygnal</u> 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.

