



Inside Elections/NPI NC-01 Public Opinion Poll

This poll was conducted via text-to-online and live caller. The survey was completed by Noble Predictive Insights from September 24-30, 2024. We contacted a random sample of registered voters in North Carolina's 1st district using the voter file and determined likely voters via screening questions. The sample size was 404 likely general election voters. The sample was weighted by age, gender, ethnicity, subregion, education, and recalled vote to reflect the projected 2024 electorate. Numbers may not equal 100% due to rounding. The margin of error was +/- 4.9%. Non-response, coverage error, and other factors may also contribute to error.

NOTE: Hurricane Helene hit North Carolina while this poll was in the field – dramatically lowering response rates, lengthening field time and potentially introducing novel forms of error that cannot be adjusted for using standard techniques.



Q01_1: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Don Davis

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Likely voter (404), (404)	38%	20%	21%	17%	7%	14%	23%	19%
Republican (155), (140.4)	11%	37%	1%	10%	11%	26%	30%	22%
Democrat (130), (149.2)	64%	3%	49%	15%	1%	1%	14%	20%
Independent/Other (119), (114.5)	36%	24%	9%	27%	8%	16%	25%	16%
Trump 2020 (207), (173.7)	15%	42%	4%	11%	14%	28%	26%	17%
Biden 2020 (167), (181.8)	66%	4%	41%	24%	1%	2%	16%	15%
Other/non-voter 2020 (30), (48.5)	14%	7%	6%	8%	2%	5%	35%	44%
Trump 2024 (215), (184)	18%	39%	4%	14%	11%	28%	26%	17%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Harris 2024 (167), (188)	61%	3%	41%	21%	1%	1%	15%	21%
Not sure/refused (22), (31.9)	11%	19%	3%	9%	10%	9%	46%	23%
No college degree (225), (303)	34%	20%	17%	16%	6%	14%	24%	23%
College degree (179), (101)	50%	21%	32%	17%	7%	14%	20%	9%
18-44 (65), (121.2)	26%	9%	10%	16%	2%	7%	37%	28%
45-64 (158), (137.4)	38%	25%	23%	16%	9%	16%	20%	17%
65+ (181), (145.4)	47%	26%	29%	18%	8%	18%	13%	14%
Rocky Mount CSA (147), (161.6)	35%	26%	25%	10%	10%	17%	22%	17%
Virginia Beach CSA (65), (60.6)	40%	16%	15%	25%	5%	12%	17%	27%
Goldsboro MSA (56), (60.6)	39%	18%	17%	22%	8%	10%	29%	14%
Other County (136), (121.2)	40%	16%	21%	19%	3%	13%	23%	22%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Male (195), (189.9)	32%	28%	18%	15%	10%	18%	20%	20%
Female (209), (214.1)	43%	14%	24%	18%	4%	10%	25%	19%
White (282), (210.1)	25%	31%	9%	17%	10%	21%	24%	19%
Black (102), (153.5)	58%	7%	41%	16%	3%	4%	16%	20%
Other race (20), (40.4)	26%	16%	8%	17%	2%	13%	41%	18%



Q01_2: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Laurie Buckhout

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of	Refused
Likely voter (404), (404)	23%	28%	11%	12%	5%	23%	18%	31%	0%
Republican (155), (140.4)	37%	11%	23%	15%	4%	7%	23%	28%	1%
Democrat (130), (149.2)	5%	45%	2%	3%	5%	40%	12%	38%	
Independent/Other (119), (114.5)	29%	26%	9%	20%	5%	22%	19%	26%	
Trump 2020 (207), (173.7)	48%	11%	25%	22%	4%	7%	23%	18%	1%
Biden 2020 (167), (181.8)	4%	49%	1%	3%	6%	43%	12%	34%	
Other/non-voter 2020 (30), (48.5)	6%	11%		6%	2%	9%	18%	65%	
Trump 2024 (215), (184)	46%	10%	24%	23%	4%	6%	25%	18%	1%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of	Refused
Harris 2024 (167), (188)	3%	48%	1%	2%	6%	42%	11%	39%	
Not sure/refused (22), (31.9)	6%	19%		6%	2%	16%	17%	59%	
No college degree (225), (303)	23%	24%	12%	11%	3%	21%	17%	36%	0%
College degree (179), (101)	24%	41%	10%	14%	10%	31%	18%	16%	
18-44 (65), (121.2)	12%	25%	4%	8%	3%	22%	15%	47%	
45-64 (158), (137.4)	24%	24%	11%	12%	5%	19%	24%	28%	
65+ (181), (145.4)	32%	35%	17%	15%	6%	28%	13%	20%	1%
Rocky Mount CSA (147), (161.6)	26%	26%	13%	14%	6%	20%	15%	32%	1%
Virginia Beach CSA (65), (60.6)	13%	32%	5%	8%	3%	30%	21%	34%	
Goldsboro MSA (56), (60.6)	19%	26%	7%	13%	4%	22%	33%	22%	
Other County (136), (121.2)	25%	30%	15%	11%	5%	26%	12%	32%	



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of	Refused of
Male (195), (189.9)	28%	24%	13%	15%	6%	18%	16%	31%	1%
Female (209), (214.1)	18%	32%	10%	9%	4%	28%	19%	31%	
White (282), (210.1)	35%	20%	19%	16%	6%	14%	20%	25%	0%
Black (102), (153.5)	7%	39%	2%	5%	4%	35%	11%	43%	
Other race (20), (40.4)	24%	30%	6%	18%		30%	28%	18%	



Q01_3: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Tom Bailey

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of	Refused
Likely voter (404), (404)	4%	7%	2%	2%	3%	4%	23%	67%	0%
Republican (155), (140.4)	5%	5%	1%	4%	1%	4%	30%	61%	
Democrat (130), (149.2)	4%	5%	2%	2%	3%	2%	16%	74%	
Independent/Other (119), (114.5)	2%	11%	1%	1%	5%	5%	23%	64%	1%
Trump 2020 (207), (173.7)	5%	5%	2%	3%	1%	4%	26%	62%	1%
Biden 2020 (167), (181.8)	3%	7%	1%	1%	4%	3%	16%	74%	
Other/non-voter 2020 (30), (48.5)	2%	8%		2%	3%	5%	36%	54%	
Trump 2024 (215), (184)	5%	6%	2%	3%	1%	4%	29%	59%	0%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of	Refused
Harris 2024 (167), (188)	3%	7%	1%	1%	5%	2%	15%	76%	
Not sure/refused (22), (31.9)	3%	9%		3%		9%	35%	53%	
No college degree (225), (303)	4%	6%	1%	2%	3%	3%	22%	69%	
College degree (179), (101)	4%	9%	2%	2%	3%	6%	26%	60%	1%
18-44 (65), (121.2)	5%	7%	2%	3%	5%	2%	32%	55%	1%
45-64 (158), (137.4)	2%	6%	1%	1%	3%	3%	21%	71%	
65+ (181), (145.4)	4%	7%	1%	3%	1%	6%	17%	72%	
Rocky Mount CSA (147), (161.6)	2%	6%	2%	1%	2%	4%	23%	69%	1%
Virginia Beach CSA (65), (60.6)		5%			1%	4%	32%	63%	
Goldsboro MSA (56), (60.6)	4%		1%	4%			21%	75%	
Other County (136), (121.2)	8%	12%	3%	5%	7%	5%	20%	61%	



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of	Refused of
Male (195), (189.9)	3%	9%	2%	1%	4%	5%	25%	63%	0%
Female (209), (214.1)	4%	5%	1%	3%	2%	2%	21%	70%	
White (282), (210.1)	4%	6%	2%	1%	2%	4%	27%	64%	0%
Black (102), (153.5)	3%	8%	1%	2%	6%	3%	19%	70%	
Other race (20), (40.4)	9%	4%		9%		4%	18%	68%	



Q01_4: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Donald Trump

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Likely voter (404), (404)	48%	48%	36%	11%	3%	44%	4%	1%
Republican (155), (140.4)	95%	5%	77%	18%	2%	3%	0%	
Democrat (130), (149.2)	5%	88%	3%	2%	3%	86%	5%	2%
Independent/Other (119), (114.5)	45%	47%	29%	16%	6%	41%	8%	
Trump 2020 (207), (173.7)	94%	4%	76%	18%	4%	0%	1%	
Biden 2020 (167), (181.8)	4%	93%	3%	1%	2%	91%	2%	1%
Other/non-voter 2020 (30), (48.5)	46%	33%	20%	26%	5%	27%	21%	
Trump 2024 (215), (184)	98%	2%	79%	19%	1%	1%		



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Harris 2024 (167), (188)	0%	93%		0%	3%	90%	5%	1%
Not sure/refused (22), (31.9)	36%	44%	2%	34%	17%	27%	20%	
No college degree (225), (303)	51%	44%	40%	11%	3%	41%	5%	1%
College degree (179), (101)	39%	59%	26%	14%	4%	54%	2%	
18-44 (65), (121.2)	49%	43%	29%	20%	4%	39%	8%	
45-64 (158), (137.4)	48%	46%	41%	7%	2%	44%	5%	2%
65+ (181), (145.4)	47%	53%	38%	8%	4%	49%		
Rocky Mount CSA (147), (161.6)	47%	46%	37%	9%	4%	43%	6%	1%
Virginia Beach CSA (65), (60.6)	59%	39%	39%	20%	1%	38%	1%	
Goldsboro MSA (56), (60.6)	46%	46%	35%	11%	4%	42%	8%	
Other County (136), (121.2)	45%	54%	35%	10%	3%	51%	1%	



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Male (195), (189.9)	54%	42%	40%	14%	5%	37%	3%	1%
Female (209), (214.1)	42%	52%	33%	9%	2%	50%	5%	
White (282), (210.1)	72%	27%	59%	13%	3%	24%	1%	
Black (102), (153.5)	12%	79%	6%	6%	2%	77%	8%	1%
Other race (20), (40.4)	59%	35%	34%	25%	8%	27%	6%	



Q01_5: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Joe Biden

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Likely voter (404), (404)	44%	52%	31%	13%	8%	43%	4%	0%
Republican (155), (140.4)	5%	92%	4%	1%	9%	83%	3%	
Democrat (130), (149.2)	84%	10%	68%	16%	2%	8%	5%	1%
Independent/Other (119), (114.5)	40%	56%	17%	23%	15%	41%	4%	
Trump 2020 (207), (173.7)	3%	95%	3%		10%	84%	2%	
Biden 2020 (167), (181.8)	89%	8%	63%	27%	4%	3%	2%	1%
Other/non-voter 2020 (30), (48.5)	21%	61%	15%	5%	14%	47%	18%	
Trump 2024 (215), (184)	4%	95%	3%	0%	10%	85%	1%	1%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Harris 2024 (167), (188)	87%	10%	63%	23%	4%	6%	3%	
Not sure/refused (22), (31.9)	24%	47%	4%	20%	21%	26%	29%	
No college degree (225), (303)	41%	54%	30%	11%	9%	45%	5%	0%
College degree (179), (101)	52%	44%	36%	17%	6%	39%	4%	
18-44 (65), (121.2)	34%	57%	18%	16%	16%	41%	9%	
45-64 (158), (137.4)	46%	49%	35%	11%	4%	46%	5%	
65+ (181), (145.4)	50%	49%	39%	11%	6%	43%		1%
Rocky Mount CSA (147), (161.6)	47%	50%	36%	11%	6%	43%	3%	1%
Virginia Beach CSA (65), (60.6)	34%	66%	25%	9%	13%	53%		
Goldsboro MSA (56), (60.6)	42%	48%	24%	18%	9%	39%	10%	
Other County (136), (121.2)	46%	49%	32%	14%	8%	41%	6%	



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Male (195), (189.9)	35%	59%	20%	15%	11%	48%	5%	1%
Female (209), (214.1)	51%	45%	41%	10%	5%	40%	3%	
White (282), (210.1)	22%	76%	12%	10%	12%	64%	1%	1%
Black (102), (153.5)	79%	13%	63%	16%	4%	9%	8%	
Other race (20), (40.4)	23%	71%	10%	14%	5%	65%	6%	



Q01_6: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Tim Walz

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of	Refused
Likely voter (404), (404)	42%	36%	34%	9%	4%	32%	11%	11%	0%
Republican (155), (140.4)	6%	65%	2%	4%	4%	62%	16%	13%	1%
Democrat (130), (149.2)	76%	5%	69%	7%	2%	3%	5%	13%	
Independent/Other (119), (114.5)	43%	38%	26%	17%	5%	33%	13%	6%	
Trump 2020 (207), (173.7)	8%	67%	1%	7%	5%	62%	16%	9%	1%
Biden 2020 (167), (181.8)	82%	6%	70%	13%	1%	5%	5%	7%	
Other/non-voter 2020 (30), (48.5)	16%	34%	13%	2%	9%	25%	18%	32%	
Trump 2024 (215), (184)	7%	72%	1%	6%	5%	67%	10%	11%	1%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of	Refused
Harris 2024 (167), (188)	84%	3%	71%	14%	1%	2%	4%	9%	
Not sure/refused (22), (31.9)	3%	15%	3%		6%	9%	61%	21%	
No college degree (225), (303)	39%	35%	30%	9%	3%	32%	12%	13%	0%
College degree (179), (101)	51%	38%	43%	9%	5%	33%	8%	3%	
18-44 (65), (121.2)	37%	27%	25%	12%	3%	24%	20%	16%	
45-64 (158), (137.4)	45%	38%	39%	6%	3%	35%	9%	8%	
65+ (181), (145.4)	45%	40%	36%	9%	4%	36%	5%	9%	1%
Rocky Mount CSA (147), (161.6)	40%	35%	34%	5%	4%	32%	7%	18%	1%
Virginia Beach CSA (65), (60.6)	43%	44%	25%	18%	6%	38%	10%	4%	
Goldsboro MSA (56), (60.6)	42%	37%	39%	3%	4%	33%	15%	6%	
Other County (136), (121.2)	46%	31%	34%	12%	3%	29%	16%	7%	



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of	Refused
Male (195), (189.9)	38%	39%	27%	10%	4%	35%	14%	9%	1%
Female (209), (214.1)	46%	33%	39%	7%	3%	29%	9%	12%	
White (282), (210.1)	24%	55%	19%	5%	7%	48%	11%	9%	0%
Black (102), (153.5)	68%	8%	56%	11%	0%	8%	9%	15%	
Other race (20), (40.4)	42%	40%	23%	19%		40%	15%	2%	



Q01_7: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - JD Vance

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Likely voter (404), (404)	42%	44%	30%	12%	4%	40%	7%	7%
Republican (155), (140.4)	79%	9%	63%	16%	3%	6%	8%	4%
Democrat (130), (149.2)	7%	77%	3%	4%	4%	73%	7%	9%
Independent/Other (119), (114.5)	43%	45%	25%	17%	7%	38%	5%	7%
Trump 2020 (207), (173.7)	81%	8%	65%	17%	4%	4%	7%	4%
Biden 2020 (167), (181.8)	6%	83%	3%	4%	5%	78%	4%	7%
Other/non-voter 2020 (30), (48.5)	37%	28%	11%	26%	2%	25%	19%	16%
Trump 2024 (215), (184)	83%	6%	66%	18%	3%	3%	6%	4%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Harris 2024 (167), (188)	5%	85%	0%	5%	4%	81%	4%	6%
Not sure/refused (22), (31.9)	23%	23%	3%	20%	13%	10%	29%	25%
No college degree (225), (303)	43%	40%	31%	12%	3%	37%	9%	8%
College degree (179), (101)	39%	57%	28%	11%	8%	49%	2%	2%
18-44 (65), (121.2)	38%	40%	21%	17%	7%	33%	11%	11%
45-64 (158), (137.4)	45%	46%	33%	12%	2%	43%	6%	3%
65+ (181), (145.4)	43%	46%	35%	8%	4%	42%	4%	7%
Rocky Mount CSA (147), (161.6)	41%	42%	28%	12%	5%	37%	7%	10%
Virginia Beach CSA (65), (60.6)	46%	40%	32%	14%	2%	38%	7%	7%
Goldsboro MSA (56), (60.6)	38%	47%	31%	7%	2%	45%	12%	3%
Other County (136), (121.2)	45%	48%	32%	13%	6%	41%	4%	4%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Male (195), (189.9)	48%	41%	32%	16%	6%	35%	7%	4%
Female (209), (214.1)	37%	47%	28%	9%	3%	44%	7%	9%
White (282), (210.1)	61%	26%	46%	15%	3%	23%	7%	5%
Black (102), (153.5)	16%	68%	7%	9%	4%	64%	7%	10%
Other race (20), (40.4)	45%	49%	37%	8%	12%	38%	6%	



Q01_8: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Kamala Harris

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Likely voter (404), (404)	47%	47%	40%	8%	6%	41%	4%	1%
Republican (155), (140.4)	3%	91%	2%	1%	9%	83%	3%	2%
Democrat (130), (149.2)	89%	4%	81%	8%	2%	2%	6%	1%
Independent/Other (119), (114.5)	47%	49%	33%	14%	9%	40%	4%	
Trump 2020 (207), (173.7)	4%	92%	2%	3%	8%	84%	2%	1%
Biden 2020 (167), (181.8)	93%	4%	82%	11%	3%	1%	2%	1%
Other/non-voter 2020 (30), (48.5)	32%	45%	20%	12%	13%	32%	23%	
Trump 2024 (215), (184)	2%	97%	2%	0%	10%	87%	0%	



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Harris 2024 (167), (188)	95%	1%	81%	13%	1%		3%	1%
Not sure/refused (22), (31.9)	28%	30%	14%	13%	18%	12%	34%	8%
No college degree (225), (303)	44%	49%	37%	7%	7%	42%	6%	1%
College degree (179), (101)	58%	41%	48%	10%	4%	37%	1%	
18-44 (65), (121.2)	47%	43%	29%	18%	12%	31%	8%	2%
45-64 (158), (137.4)	46%	48%	43%	3%	3%	45%	5%	
65+ (181), (145.4)	49%	49%	46%	3%	5%	44%	1%	1%
Rocky Mount CSA (147), (161.6)	51%	45%	40%	11%	2%	43%	3%	1%
Virginia Beach CSA (65), (60.6)	36%	63%	35%	0%	11%	52%	1%	
Goldsboro MSA (56), (60.6)	43%	45%	37%	6%	5%	40%	8%	4%
Other County (136), (121.2)	52%	42%	44%	8%	10%	33%	6%	



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Male (195), (189.9)	40%	54%	32%	9%	8%	46%	4%	1%
Female (209), (214.1)	54%	41%	47%	7%	5%	36%	4%	1%
White (282), (210.1)	26%	71%	17%	9%	7%	63%	2%	1%
Black (102), (153.5)	82%	10%	76%	6%	4%	6%	7%	1%
Other race (20), (40.4)	29%	65%	21%	8%	9%	56%	6%	



Q01_9: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Roy Cooper

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Likely voter (404), (404)	50%	36%	37%	13%	8%	28%	7%	7%
Republican (155), (140.4)	13%	66%	3%	11%	10%	56%	11%	9%
Democrat (130), (149.2)	82%	9%	76%	7%	5%	4%	4%	5%
Independent/Other (119), (114.5)	52%	36%	28%	24%	9%	27%	6%	6%
Trump 2020 (207), (173.7)	14%	71%	4%	10%	11%	60%	8%	8%
Biden 2020 (167), (181.8)	86%	9%	73%	13%	5%	4%	3%	2%
Other/non-voter 2020 (30), (48.5)	43%	15%	17%	25%	6%	9%	20%	23%
Trump 2024 (215), (184)	15%	70%	5%	10%	13%	57%	7%	8%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Harris 2024 (167), (188)	88%	4%	74%	14%	1%	3%	3%	5%
Not sure/refused (22), (31.9)	27%	31%	4%	23%	14%	16%	31%	12%
No college degree (225), (303)	47%	39%	34%	14%	8%	31%	6%	7%
College degree (179), (101)	57%	29%	46%	11%	7%	22%	9%	5%
18-44 (65), (121.2)	41%	31%	26%	15%	10%	22%	14%	13%
45-64 (158), (137.4)	50%	40%	37%	13%	6%	34%	6%	4%
65+ (181), (145.4)	57%	37%	46%	11%	8%	29%	2%	4%
Rocky Mount CSA (147), (161.6)	51%	41%	40%	11%	7%	34%	3%	5%
Virginia Beach CSA (65), (60.6)	48%	33%	32%	16%	6%	27%	9%	11%
Goldsboro MSA (56), (60.6)	48%	30%	38%	11%	9%	21%	18%	4%
Other County (136), (121.2)	50%	35%	34%	16%	9%	26%	6%	9%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Male (195), (189.9)	47%	39%	31%	15%	6%	33%	8%	6%
Female (209), (214.1)	53%	34%	42%	11%	9%	24%	6%	8%
White (282), (210.1)	33%	52%	20%	13%	9%	43%	9%	6%
Black (102), (153.5)	77%	14%	64%	14%	6%	8%	3%	6%
Other race (20), (40.4)	32%	39%	21%	11%	8%	31%	15%	13%



Q01_10: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Josh Stein

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Likely voter (404), (404)	42%	22%	27%	15%	7%	15%	19%	17%
Republican (155), (140.4)	13%	43%	0%	12%	11%	31%	24%	20%
Democrat (130), (149.2)	70%	4%	58%	12%	4%		11%	15%
Independent/Other (119), (114.5)	41%	19%	20%	22%	5%	15%	24%	16%
Trump 2020 (207), (173.7)	15%	43%	1%	14%	12%	31%	23%	18%
Biden 2020 (167), (181.8)	70%	4%	57%	13%	3%	1%	13%	13%
Other/non-voter 2020 (30), (48.5)	32%	13%	9%	24%	2%	11%	27%	28%
Trump 2024 (215), (184)	17%	43%	1%	15%	12%	31%	25%	15%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Harris 2024 (167), (188)	70%	3%	56%	13%	3%		14%	13%
Not sure/refused (22), (31.9)	24%	12%	5%	19%		12%	17%	47%
No college degree (225), (303)	38%	23%	23%	15%	7%	16%	20%	19%
College degree (179), (101)	54%	20%	39%	14%	7%	13%	16%	10%
18-44 (65), (121.2)	39%	5%	19%	20%	1%	4%	31%	25%
45-64 (158), (137.4)	36%	31%	25%	11%	9%	21%	15%	18%
65+ (181), (145.4)	50%	28%	36%	14%	10%	18%	13%	9%
Rocky Mount CSA (147), (161.6)	39%	26%	27%	13%	7%	19%	20%	14%
Virginia Beach CSA (65), (60.6)	31%	15%	21%	11%	4%	11%	26%	27%
Goldsboro MSA (56), (60.6)	42%	27%	30%	12%	16%	11%	19%	12%
Other County (136), (121.2)	51%	17%	30%	21%	3%	14%	15%	18%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Male (195), (189.9)	38%	27%	20%	18%	8%	19%	17%	18%
Female (209), (214.1)	45%	18%	33%	12%	6%	11%	21%	16%
White (282), (210.1)	30%	33%	17%	12%	9%	24%	19%	18%
Black (102), (153.5)	58%	7%	46%	11%	2%	5%	17%	18%
Other race (20), (40.4)	44%	22%	5%	39%	15%	7%	26%	8%



Q01_11: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Mark Robinson

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Likely voter (404), (404)	31%	52%	19%	11%	7%	45%	10%	7%
Republican (155), (140.4)	60%	17%	42%	19%	9%	8%	13%	9%
Democrat (130), (149.2)	6%	80%	3%	3%	3%	77%	6%	8%
Independent/Other (119), (114.5)	27%	59%	13%	13%	10%	49%	12%	2%
Trump 2020 (207), (173.7)	64%	19%	43%	21%	10%	9%	12%	6%
Biden 2020 (167), (181.8)	3%	86%	1%	2%	4%	82%	4%	6%
Other/non-voter 2020 (30), (48.5)	15%	47%	2%	14%	9%	38%	27%	11%
Trump 2024 (215), (184)	63%	21%	41%	22%	13%	8%	10%	5%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Harris 2024 (167), (188)	3%	88%	1%	2%	1%	87%	6%	3%
Not sure/refused (22), (31.9)	8%	24%		8%	10%	14%	36%	33%
No college degree (225), (303)	33%	48%	21%	12%	8%	41%	10%	8%
College degree (179), (101)	23%	64%	13%	10%	6%	59%	10%	2%
18-44 (65), (121.2)	23%	47%	12%	10%	9%	38%	20%	11%
45-64 (158), (137.4)	37%	48%	27%	11%	6%	42%	9%	6%
65+ (181), (145.4)	31%	61%	18%	13%	6%	55%	4%	4%
Rocky Mount CSA (147), (161.6)	34%	55%	20%	14%	5%	50%	6%	5%
Virginia Beach CSA (65), (60.6)	28%	33%	16%	12%	6%	27%	23%	15%
Goldsboro MSA (56), (60.6)	28%	49%	15%	13%	3%	46%	20%	2%
Other County (136), (121.2)	29%	60%	22%	7%	12%	48%	4%	7%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Male (195), (189.9)	38%	47%	25%	13%	7%	40%	9%	6%
Female (209), (214.1)	24%	57%	14%	10%	7%	50%	12%	7%
White (282), (210.1)	49%	39%	31%	18%	9%	30%	6%	6%
Black (102), (153.5)	7%	74%	4%	3%	4%	70%	9%	9%
Other race (20), (40.4)	23%	42%	15%	8%	9%	33%	34%	



Q01_12: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Wayne Turner

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Likely voter (404), (404)	4%	7%	1%	2%	2%	4%	20%	69%
Republican (155), (140.4)	0%	11%		0%	4%	6%	24%	66%
Democrat (130), (149.2)	5%	3%	2%	3%	2%	2%	17%	74%
Independent/Other (119), (114.5)	6%	7%	2%	4%	1%	6%	20%	67%
Trump 2020 (207), (173.7)	3%	10%	2%	1%	4%	6%	25%	63%
Biden 2020 (167), (181.8)	5%	4%	1%	4%	1%	3%	17%	74%
Other/non-voter 2020 (30), (48.5)	2%	7%		2%		7%	17%	74%
Trump 2024 (215), (184)	3%	10%	2%	2%	4%	6%	23%	64%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Harris 2024 (167), (188)	5%	3%	1%	4%	1%	2%	15%	78%
Not sure/refused (22), (31.9)		12%			1%	10%	37%	51%
No college degree (225), (303)	3%	6%	1%	3%	2%	4%	20%	71%
College degree (179), (101)	4%	11%	2%	2%	4%	7%	20%	65%
18-44 (65), (121.2)	3%	6%	2%	1%	4%	1%	23%	68%
45-64 (158), (137.4)	4%	5%	2%	3%	0%	5%	27%	64%
65+ (181), (145.4)	4%	9%		4%	2%	7%	12%	75%
Rocky Mount CSA (147), (161.6)	5%	6%	2%	3%	1%	5%	19%	71%
Virginia Beach CSA (65), (60.6)		5%				5%	17%	78%
Goldsboro MSA (56), (60.6)	4%	4%		4%	1%	3%	24%	68%
Other County (136), (121.2)	4%	10%	2%	2%	5%	5%	22%	63%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Male (195), (189.9)	5%	8%	1%	4%	2%	6%	22%	65%
Female (209), (214.1)	2%	6%	1%	1%	2%	3%	19%	73%
White (282), (210.1)	5%	7%	2%	3%	2%	5%	21%	67%
Black (102), (153.5)	2%	5%	1%	2%	1%	3%	19%	74%
Other race (20), (40.4)		16%			9%	7%	19%	65%



Q01_13: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Jeff Jackson

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Likely voter (404), (404)	19%	9%	13%	6%	3%	6%	18%	54%
Republican (155), (140.4)	4%	9%	2%	1%	2%	7%	28%	59%
Democrat (130), (149.2)	31%	5%	26%	5%	3%	3%	11%	53%
Independent/Other (119), (114.5)	22%	12%	9%	13%	5%	7%	16%	50%
Trump 2020 (207), (173.7)	7%	13%	3%	4%	4%	8%	25%	55%
Biden 2020 (167), (181.8)	34%	4%	26%	9%	1%	3%	12%	49%
Other/non-voter 2020 (30), (48.5)	2%	11%	1%	2%	6%	5%	18%	69%
Trump 2024 (215), (184)	6%	12%	3%	4%	3%	9%	26%	57%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Harris 2024 (167), (188)	33%	4%	25%	9%	2%	2%	10%	52%
Not sure/refused (22), (31.9)	6%	17%		6%	8%	9%	26%	52%
No college degree (225), (303)	15%	8%	9%	7%	2%	6%	17%	59%
College degree (179), (101)	30%	10%	25%	4%	5%	5%	21%	39%
18-44 (65), (121.2)	20%	7%	15%	5%	4%	3%	19%	54%
45-64 (158), (137.4)	14%	10%	9%	5%	2%	7%	20%	56%
65+ (181), (145.4)	22%	8%	15%	8%	3%	6%	17%	53%
Rocky Mount CSA (147), (161.6)	14%	11%	11%	3%	4%	7%	18%	57%
Virginia Beach CSA (65), (60.6)	16%	9%	13%	3%	2%	6%	12%	64%
Goldsboro MSA (56), (60.6)	25%	8%	14%	11%	6%	2%	21%	46%
Other County (136), (121.2)	24%	6%	14%	10%	1%	5%	21%	50%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Male (195), (189.9)	15%	13%	7%	8%	5%	9%	17%	54%
Female (209), (214.1)	22%	5%	18%	4%	2%	3%	19%	54%
White (282), (210.1)	17%	13%	11%	5%	5%	8%	21%	50%
Black (102), (153.5)	22%	4%	18%	4%	1%	3%	12%	62%
Other race (20), (40.4)	16%	4%		16%		4%	30%	50%



Q01_14: Now, here are the names of some people in the news. Please tell me if you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of each. If you have no opinion or have never heard of the person, just say so. - Dan Bishop

Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
Likely voter (404), (404)	13%	15%	7%	6%	7%	8%	26%	46%
Republican (155), (140.4)	16%	10%	14%	2%	6%	5%	34%	40%
Democrat (130), (149.2)	5%	23%	3%	3%	11%	11%	21%	51%
Independent/Other (119), (114.5)	21%	9%	6%	15%	1%	8%	23%	46%
Trump 2020 (207), (173.7)	23%	8%	15%	8%	5%	3%	34%	35%
Biden 2020 (167), (181.8)	5%	23%	2%	2%	9%	14%	22%	51%
Other/non-voter 2020 (30), (48.5)	11%	9%	1%	11%	4%	5%	14%	65%
Trump 2024 (215), (184)	23%	8%	14%	9%	5%	3%	31%	38%
Harris 2024 (167), (188)	5%	19%	2%	3%	7%	13%	21%	55%
Not sure/refused (22), (31.9)	10%	22%	1%	8%	14%	8%	32%	37%
No college degree (225), (303)	13%	12%	7%	6%	7%	5%	25%	49%



Demographic (raw n), (weighted n)	TOTAL favorable	TOTAL unfavorable	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Heard of but have no opinion	Never heard of
College degree (179), (101)	14%	23%	8%	6%	6%	16%	28%	35%
18-44 (65), (121.2)	3%	16%	3%	1%	9%	7%	32%	49%
45-64 (158), (137.4)	17%	12%	10%	7%	4%	8%	28%	43%
65+ (181), (145.4)	19%	16%	9%	10%	7%	9%	20%	46%
Rocky Mount CSA (147), (161.6)	18%	11%	10%	7%	6%	5%	29%	42%
Virginia Beach CSA (65), (60.6)	10%	12%	5%	5%	5%	7%	34%	44%
Goldsboro MSA (56), (60.6)	7%	18%	4%	3%	8%	11%	26%	48%
Other County (136), (121.2)	13%	19%	7%	6%	8%	11%	18%	51%
Male (195), (189.9)	16%	15%	9%	7%	5%	10%	26%	44%
Female (209), (214.1)	11%	15%	6%	5%	8%	6%	27%	47%
White (282), (210.1)	20%	12%	11%	10%	5%	7%	27%	41%
Black (102), (153.5)	5%	19%	3%	2%	9%	10%	20%	56%
Other race (20), (40.4)	12%	13%	7%	4%	9%	4%	44%	31%

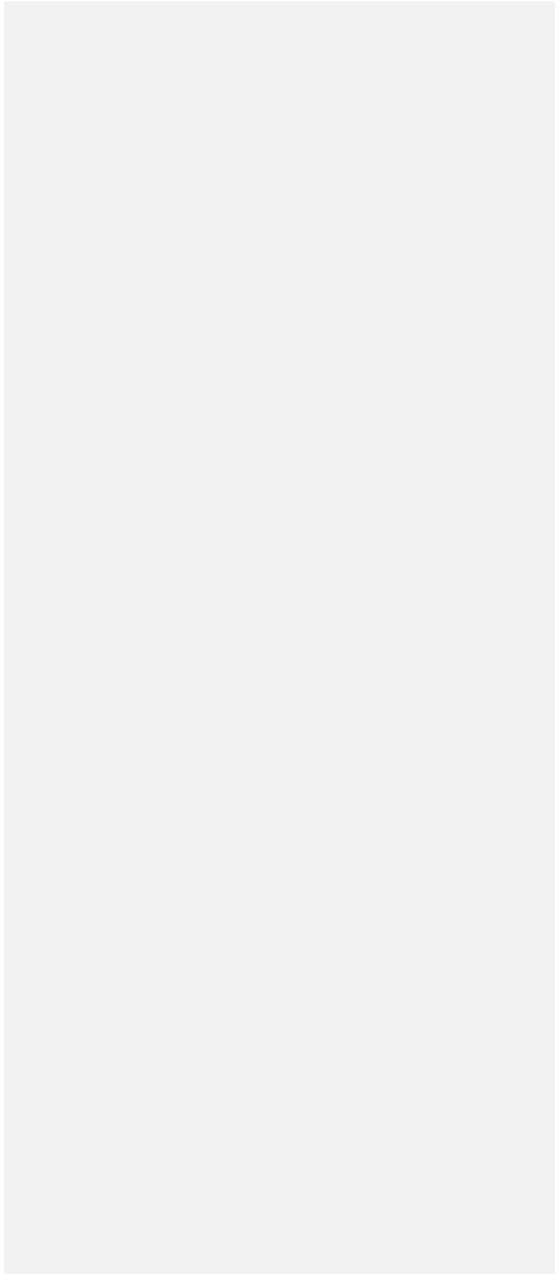


Q02: Would you say that things in the United States of America are on the right track or heading in the wrong direction?

Demographic (raw n), (weighted n)	Right track	Wrong direction	Not sure
Likely voter (404), (404)	25%	60%	15%
Republican (155), (140.4)	3%	96%	1%
Democrat (130), (149.2)	54%	24%	21%
Independent/Other (119), (114.5)	15%	62%	23%
Trump 2020 (207), (173.7)	1%	97%	2%
Biden 2020 (167), (181.8)	55%	24%	21%
Other/non-voter 2020 (30), (48.5)		65%	35%
Trump 2024 (215), (184)	2%	97%	1%
Harris 2024 (167), (188)	52%	22%	26%
Not sure/refused (22), (31.9)	4%	69%	27%
No college degree (225), (303)	24%	62%	15%
College degree (179), (101)	30%	55%	14%
18-44 (65), (121.2)	10%	59%	31%
45-64 (158), (137.4)	30%	62%	7%



Demographic (raw n), (weighted n)	Right track	Wrong direction	Not sure
65+ (181), (145.4)	34%	59%	8%
Rocky Mount CSA (147), (161.6)	23%	56%	21%
Virginia Beach CSA (65), (60.6)	22%	70%	8%
Goldsboro MSA (56), (60.6)	26%	61%	13%
Other County (136), (121.2)	29%	60%	10%
Male (195), (189.9)	25%	63%	12%
Female (209), (214.1)	25%	58%	17%
White (282), (210.1)	13%	77%	10%
Black (102), (153.5)	45%	32%	23%
Other race (20), (40.4)	13%	82%	5%





Q03: Would you say that things in North Carolina are on the right track or heading in the wrong direction?

Demographic (raw n), (weighted n)	Right track	Wrong direction	Not sure
Likely voter (404), (404)	31%	46%	23%
Republican (155), (140.4)	13%	67%	20%
Democrat (130), (149.2)	54%	24%	23%
Independent/Other (119), (114.5)	22%	50%	29%
Trump 2020 (207), (173.7)	11%	72%	18%
Biden 2020 (167), (181.8)	53%	26%	21%
Other/non-voter 2020 (30), (48.5)	18%	28%	54%
Trump 2024 (215), (184)	13%	70%	17%
Harris 2024 (167), (188)	52%	22%	27%
Not sure/refused (22), (31.9)	7%	49%	44%
No college degree (225), (303)	29%	47%	24%
College degree (179), (101)	34%	44%	22%
18-44 (65), (121.2)	24%	43%	33%
45-64 (158), (137.4)	33%	50%	17%



Demographic (raw n), (weighted n)	Right track	Wrong direction	Not sure
65+ (181), (145.4)	33%	45%	22%
Rocky Mount CSA (147), (161.6)	29%	48%	24%
Virginia Beach CSA (65), (60.6)	33%	44%	23%
Goldsboro MSA (56), (60.6)	28%	44%	28%
Other County (136), (121.2)	33%	46%	21%
Male (195), (189.9)	31%	48%	20%
Female (209), (214.1)	30%	44%	26%
White (282), (210.1)	20%	59%	21%
Black (102), (153.5)	46%	25%	29%
Other race (20), (40.4)	28%	56%	16%



Q04: Do you approve or disapprove of Joe Biden's job performance?

Demographic (raw n), (weighted n)	TOTAL approve	TOTAL disapprove	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Not sure
Likely voter (404), (404)	43%	53%	24%	19%	8%	46%	3%
Republican (155), (140.4)	3%	96%	3%	1%	4%	93%	0%
Democrat (130), (149.2)	87%	8%	53%	34%	4%	4%	5%
Independent/Other (119), (114.5)	35%	59%	14%	21%	17%	42%	6%
Trump 2020 (207), (173.7)	2%	98%	1%	1%	9%	89%	
Biden 2020 (167), (181.8)	91%	7%	53%	38%	5%	2%	2%
Other/non-voter 2020 (30), (48.5)	12%	67%		12%	13%	54%	20%
Trump 2024 (215), (184)	2%	98%	2%		6%	93%	
Harris 2024 (167), (188)	87%	7%	51%	37%	6%	1%	6%
Not sure/refused (22), (31.9)	22%	68%		22%	30%	37%	11%
No college degree (225), (303)	40%	56%	22%	18%	8%	48%	4%
College degree (179), (101)	53%	46%	31%	22%	6%	40%	1%



Demographic (raw n), (weighted n)	TOTAL approve	TOTAL disapprove	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Not sure
18-44 (65), (121.2)	33%	59%	12%	22%	15%	45%	7%
45-64 (158), (137.4)	45%	52%	28%	17%	6%	47%	3%
65+ (181), (145.4)	50%	49%	32%	18%	4%	45%	1%
Rocky Mount CSA (147), (161.6)	44%	50%	27%	17%	6%	45%	6%
Virginia Beach CSA (65), (60.6)	38%	62%	16%	22%	2%	60%	
Goldsboro MSA (56), (60.6)	38%	58%	22%	16%	18%	41%	4%
Other County (136), (121.2)	48%	51%	27%	21%	8%	42%	2%
Male (195), (189.9)	36%	62%	19%	17%	9%	53%	2%
Female (209), (214.1)	50%	46%	29%	21%	7%	39%	4%
White (282), (210.1)	21%	79%	10%	11%	11%	68%	0%
Black (102), (153.5)	79%	12%	47%	32%	3%	10%	8%
Other race (20), (40.4)	23%	77%	16%	7%	12%	65%	



Q05: If the election for the House of Representatives were held today, which of the following candidates would you vote for?

Demographic (raw n), (weighted n)	Don Davis (Democrat)	Laurie Buckhout (Republican)	Tom Bailey (Libertarian)	Not sure
Likely voter (404), (404)	42%	34%	3%	21%
Republican (155), (140.4)	4%	73%	4%	20%
Democrat (130), (149.2)	85%	1%		14%
Independent/Other (119), (114.5)	34%	29%	4%	33%
Trump 2020 (207), (173.7)	4%	74%	2%	20%
Biden 2020 (167), (181.8)	85%	1%		14%
Other/non-voter 2020 (30), (48.5)	18%	16%	14%	52%
Trump 2024 (215), (184)	4%	73%	3%	19%
Harris 2024 (167), (188)	84%		0%	16%
Not sure/refused (22), (31.9)	17%	8%	12%	62%
No college degree (225), (303)	39%	34%	3%	23%
College degree (179), (101)	52%	32%	1%	14%
18-44 (65), (121.2)	28%	26%	7%	39%
45-64 (158), (137.4)	44%	37%	1%	17%



Demographic (raw n), (weighted n)	Don Davis (Democrat)	Laurie Buckhout (Republican)	Tom Bailey (Libertarian)	Not sure
65+ (181), (145.4)	52%	38%	0%	10%
Rocky Mount CSA (147), (161.6)	43%	33%	3%	20%
Virginia Beach CSA (65), (60.6)	39%	42%	2%	16%
Goldsboro MSA (56), (60.6)	43%	33%		23%
Other County (136), (121.2)	42%	31%	3%	24%
Male (195), (189.9)	36%	40%	4%	20%
Female (209), (214.1)	48%	28%	2%	22%
White (282), (210.1)	23%	53%	3%	21%
Black (102), (153.5)	73%	5%	2%	20%
Other race (20), (40.4)	29%	46%		25%



Q06: If the election for the House of Representatives were held today, which of the following candidates would you vote for?

Demographic (raw n), (weighted n)	Don Davis (Democrat)	Laurie Buckhout (Republican)	Not sure	Refused
Likely voter (404), (404)	42%	36%	22%	0%
Republican (155), (140.4)	3%	77%	19%	1%
Democrat (130), (149.2)	83%	2%	15%	
Independent/Other (119), (114.5)	36%	30%	33%	1%
Trump 2020 (207), (173.7)	5%	76%	19%	
Biden 2020 (167), (181.8)	83%	2%	15%	
Other/non-voter 2020 (30), (48.5)	22%	21%	54%	3%
Trump 2024 (215), (184)	5%	77%	18%	0%
Harris 2024 (167), (188)	84%	1%	16%	
Not sure/refused (22), (31.9)	13%	6%	78%	3%
No college degree (225), (303)	38%	37%	25%	0%
College degree (179), (101)	53%	34%	13%	1%
18-44 (65), (121.2)	29%	30%	41%	
45-64 (158), (137.4)	46%	39%	14%	1%



Demographic (raw n), (weighted n)	Don Davis (Democrat)	Laurie Buckhout (Republican)	Not sure	Refused
65+ (181), (145.4)	49%	39%	12%	
Rocky Mount CSA (147), (161.6)	44%	34%	22%	
Virginia Beach CSA (65), (60.6)	37%	51%	12%	
Goldsboro MSA (56), (60.6)	46%	37%	16%	1%
Other County (136), (121.2)	41%	31%	28%	1%
Male (195), (189.9)	34%	44%	22%	1%
Female (209), (214.1)	49%	29%	22%	
White (282), (210.1)	24%	56%	20%	0%
Black (102), (153.5)	70%	6%	24%	1%
Other race (20), (40.4)	32%	49%	19%	



Q07: If the presidential election were held today, which of the following candidates would you vote for?

Demographic (raw n), (weighted n)	Donald Trump (Republican)	Kamala Harris (Democrat)	Not sure	Refused
<i>Likely voter</i> (404), (404)	46%	47%	8%	0%
Republican (155), (140.4)	90%	2%	7%	1%
Democrat (130), (149.2)	5%	90%	5%	
Independent/Other (119), (114.5)	43%	45%	11%	1%
Trump 2020 (207), (173.7)	92%	2%	6%	0%
Biden 2020 (167), (181.8)	4%	91%	5%	
Other/non-voter 2020 (30), (48.5)	33%	42%	23%	2%
Trump 2024 (215), (184)	100%			
Harris 2024 (167), (188)		100%		
Not sure/refused (22), (31.9)			95%	5%
No college degree (225), (303)	48%	43%	9%	0%
College degree (179), (101)	39%	56%	4%	1%
18-44 (65), (121.2)	41%	44%	15%	



Demographic (raw n), (weighted n)	Donald Trump (Republican)	Kamala Harris (Democrat)	Not sure	Refused
45-64 (158), (137.4)	46%	46%	7%	1%
65+ (181), (145.4)	49%	50%	2%	
Rocky Mount CSA (147), (161.6)	46%	48%	6%	
Virginia Beach CSA (65), (60.6)	57%	36%	8%	
Goldsboro MSA (56), (60.6)	44%	42%	12%	1%
Other County (136), (121.2)	40%	52%	7%	1%
Male (195), (189.9)	51%	38%	11%	0%
Female (209), (214.1)	41%	54%	4%	0%
White (282), (210.1)	69%	24%	6%	0%
Black (102), (153.5)	9%	82%	8%	1%
Other race (20), (40.4)	61%	29%	10%	



Q08: If the presidential election were held today, which of the following candidates would you vote for?

Demographic (raw n), (weighted n)	Donald Trump (Republican)	Kamala Harris (Democrat)	Chase Oliver (Libertarian)	Jill Stein (Green)	Not sure	Refused
Likely voter (404), (404)	45%	46%	1%	0%	7%	0%
Republican (155), (140.4)	90%	2%	1%		6%	1%
Democrat (130), (149.2)	5%	90%		0%	6%	
Independent/Other (119), (114.5)	43%	44%	2%		9%	1%
Trump 2020 (207), (173.7)	91%	2%	1%		5%	0%
Biden 2020 (167), (181.8)	3%	93%	1%	0%	3%	
Other/non-voter 2020 (30), (48.5)	37%	32%	1%		27%	3%
Trump 2024 (215), (184)	97%		1%		2%	
Harris 2024 (167), (188)		96%	0%	0%	4%	
Not sure/refused (22), (31.9)	12%	22%	8%		53%	6%
No college degree (225), (303)	47%	44%	1%		8%	0%



Demographic (raw n), (weighted n)	Donald Trump (Republican)	Kamala Harris (Democrat)	Chase Oliver (Libertarian)	Jill Stein (Green)	Not sure	Refused
College degree (179), (101)	39%	55%	0%	0%	4%	1%
18-44 (65), (121.2)	43%	44%	2%		11%	
45-64 (158), (137.4)	46%	45%	0%		7%	1%
65+ (181), (145.4)	47%	49%	1%	0%	3%	
Rocky Mount CSA (147), (161.6)	46%	46%	2%		6%	0%
Virginia Beach CSA (65), (60.6)	51%	35%	3%	0%	11%	
Goldsboro MSA (56), (60.6)	44%	46%			8%	1%
Other County (136), (121.2)	42%	52%			6%	1%
Male (195), (189.9)	51%	39%	2%		8%	1%
Female (209), (214.1)	41%	53%		0%	6%	0%
White (282), (210.1)	68%	24%	1%	0%	7%	1%
Black (102), (153.5)	10%	82%	1%		6%	1%
Other race (20), (40.4)	61%	26%			12%	



Q09: If the election for governor were held today, which of the following candidates would you vote for?

Demographic (raw n), (weighted n)	Josh Stein (Democrat)	Mark Robinson (Republican)	Mike Ross (Libertarian)	Wayne Turner (Green)	Vinny Smith (Constitution Party)	Not sure	Refused
Likely voter (404), (404)	45%	36%	2%	1%	0%	16%	0%
Republican (155), (140.4)	6%	81%	1%	0%	1%	10%	1%
Democrat (130), (149.2)	86%	1%	1%	1%		11%	
Independent/Other (119), (114.5)	40%	25%	4%		1%	31%	
Trump 2020 (207), (173.7)	5%	73%	3%	1%	1%	17%	
Biden 2020 (167), (181.8)	87%	2%	1%			11%	
Other/non-voter 2020 (30), (48.5)	32%	27%	1%			38%	3%
Trump 2024 (215), (184)	8%	77%	2%	1%	1%	11%	
Harris 2024 (167), (188)	86%					14%	



Demographic (raw n), (weighted n)	Josh Stein (Democrat)	Mark Robinson (Republican)	Mike Ross (Libertarian)	Wayne Turner (Green)	Vinny Smith (Constitution Party)	Not sure	Refused
Not sure/refused (22), (31.9)	23%	5%	8%			59%	4%
No college degree (225), (303)	41%	38%	1%	1%	1%	18%	
College degree (179), (101)	58%	27%	2%	0%		11%	1%
18-44 (65), (121.2)	32%	34%	3%	1%		29%	
45-64 (158), (137.4)	46%	39%	1%		1%	13%	1%
65+ (181), (145.4)	55%	34%	1%	0%		9%	
Rocky Mount CSA (147), (161.6)	45%	35%	3%	0%		16%	0%
Virginia Beach CSA (65), (60.6)	31%	52%			1%	16%	
Goldsboro MSA (56), (60.6)	45%	35%	1%		2%	16%	1%
Other County (136), (121.2)	52%	29%	1%	1%		17%	
Male (195), (189.9)	40%	40%	2%	1%		16%	1%



Demographic (raw n), (weighted n)	Josh Stein (Democrat)	Mark Robinson (Republican)	Mike Ross (Libertarian)	Wayne Turner (Green)	Vinny Smith (Constitution Party)	Not sure	Refused
Female (209), (214.1)	50%	32%	1%		1%	17%	
White (282), (210.1)	28%	54%	2%	1%	1%	14%	0%
Black (102), (153.5)	74%	6%	1%			18%	1%
Other race (20), (40.4)	23%	53%				24%	



Q10: If the election for Attorney General were held today, which of the following candidates would you vote for?

Demographic (raw n), (weighted n)	Jeff Jackson (Democrat)	Dan Bishop (Republican)	Not sure	Refused
Likely voter (404), (404)	39%	36%	24%	0%
Republican (155), (140.4)	3%	78%	18%	1%
Democrat (130), (149.2)	81%	2%	16%	
Independent/Other (119), (114.5)	29%	29%	42%	
Trump 2020 (207), (173.7)	2%	74%	24%	
Biden 2020 (167), (181.8)	81%	2%	17%	
Other/non-voter 2020 (30), (48.5)	17%	28%	53%	2%
Trump 2024 (215), (184)	3%	78%	19%	
Harris 2024 (167), (188)	81%		19%	
Not sure/refused (22), (31.9)	4%	7%	85%	3%
No college degree (225), (303)	36%	38%	27%	
College degree (179), (101)	51%	32%	17%	1%
18-44 (65), (121.2)	24%	31%	45%	
45-64 (158), (137.4)	42%	36%	21%	1%



Demographic (raw n), (weighted n)	Jeff Jackson (Democrat)	Dan Bishop (Republican)	Not sure	Refused
65+ (181), (145.4)	50%	41%	9%	
Rocky Mount CSA (147), (161.6)	41%	37%	23%	
Virginia Beach CSA (65), (60.6)	31%	48%	21%	
Goldsboro MSA (56), (60.6)	41%	33%	24%	1%
Other County (136), (121.2)	41%	31%	28%	
Male (195), (189.9)	32%	44%	24%	0%
Female (209), (214.1)	46%	30%	24%	
White (282), (210.1)	22%	56%	22%	
Black (102), (153.5)	68%	6%	25%	1%
Other race (20), (40.4)	21%	46%	33%	



Q11: If the election for Superintendent of Public Instruction were held today, which of the following candidates would you vote for?

Demographic (raw n), (weighted n)	Mo Green (Democrat)	Michele Morrow (Republican)	Not sure	Refused
<i>Likely voter</i> (404), (404)	40%	31%	29%	0%
Republican (155), (140.4)	3%	68%	28%	1%
Democrat (130), (149.2)	79%	1%	20%	
Independent/Other (119), (114.5)	34%	25%	42%	
Trump 2020 (207), (173.7)	2%	64%	34%	
Biden 2020 (167), (181.8)	82%	1%	16%	
Other/non-voter 2020 (30), (48.5)	16%	23%	59%	3%
Trump 2024 (215), (184)	3%	67%	30%	
Harris 2024 (167), (188)	82%	0%	18%	
Not sure/refused (22), (31.9)	2%	6%	87%	4%
No college degree (225), (303)	37%	32%	32%	
College degree (179), (101)	49%	28%	22%	1%
18-44 (65), (121.2)	31%	23%	46%	



Demographic (raw n), (weighted n)	Mo Green (Democrat)	Michele Morrow (Republican)	Not sure	Refused
45-64 (158), (137.4)	40%	32%	27%	1%
65+ (181), (145.4)	47%	36%	17%	
Rocky Mount CSA (147), (161.6)	40%	35%	25%	0%
Virginia Beach CSA (65), (60.6)	35%	37%	28%	
Goldsboro MSA (56), (60.6)	40%	25%	34%	1%
Other County (136), (121.2)	42%	26%	33%	
Male (195), (189.9)	33%	37%	29%	1%
Female (209), (214.1)	45%	26%	29%	
White (282), (210.1)	21%	50%	29%	0%
Black (102), (153.5)	70%	4%	25%	1%
Other race (20), (40.4)	21%	33%	46%	



Q12: Here is a list of some issues facing North Carolina. Please select the issue that's most important for deciding your vote in the November elections.

Demo.	National defense	Education	Healthcare	Inflation	Income gap	Taxes	Unemployment rate	Climate change	Immigration	Gun policies	Abortion	LGBT rights	Affordable housing	Something else	Not sure
Likely voter (404), (404)	4%	6%	9%	27%	3%	3%	0%	1%	12%	4%	11%	0%	6%	8%	
Republican (155), (140.4)	7%	4%	1%	42%	2%	3%			22%	2%	5%		3%	7%	0%
Democrat (130), (149.2)	1%	8%	21%	9%	4%	3%		2%	1%	7%	18%	1%	8%	6%	11%
Independent /Other (119), (114.5)	4%	6%	3%	32%	2%	2%	1%	1%	14%	3%	10%		5%	10%	8%
Trump 2020 (207), (173.7)	4%	3%	3%	42%	1%	2%	1%		25%	2%	5%		4%	6%	2%
Biden 2020 (167), (181.8)	3%	10%	14%	11%	5%	3%		1%	1%	7%	19%	1%	8%	10%	9%
Other/non-voter 2020 (30), (48.5)	3%	3%	12%	31%	2%	3%		3%	9%	3%	7%		3%	4%	16%
Trump 2024 (215), (184)	6%	5%	3%	44%	1%	3%	1%		25%	2%	3%		2%	5%	1%
Harris 2024 (167), (188)	2%	7%	16%	9%	4%	3%		2%	0%	6%	20%	1%	9%	11%	8%

Commented [DB1]: Can you help me with these? I never ever know how to make it all fit and you always get it right. Thank you!



Demo.	National defense	Education	Healthcare	Inflation	Income gap	Taxes	Unemployment rate	Climate change	Immigration	Gun policies	Abortion	LGBT rights	Affordable housing	Something else	Not sure/refused
Not sure/refused (22), (31.9)		5%	2%	35%	3%	1%			5%		5%		8%	5%	32%
No college degree (225), (303)	4%	5%	9%	28%	3%	3%	0%	1%	12%	4%	11%		6%	8%	7%
College degree (179), (101)	3%	9%	10%	25%	2%	2%		3%	12%	3%	14%	1%	3%	7%	5%
18-44 (65), (121.2)	3%	9%	8%	32%		1%		1%	4%	3%	12%	1%	10%	7%	11%
45-64 (158), (137.4)	1%	7%	10%	29%	5%	4%		0%	15%	5%	9%		2%	7%	7%
65+ (181), (145.4)	7%	4%	9%	22%	2%	3%	1%	2%	16%	5%	13%		5%	9%	3%
Rocky Mount CSA (147), (161.6)	3%	6%	9%	28%	3%	3%	1%	1%	12%	3%	13%	1%	4%	6%	8%
Virginia Beach CSA (65), (60.6)	7%	13%	4%	30%	3%	5%			15%	3%	9%		1%	7%	2%
Goldsboro MSA (56), (60.6)	6%	1%	2%	20%	2%	3%			11%	8%	8%		4%	20%	16%
Other County (136), (121.2)	2%	6%	16%	28%	2%	1%		2%	11%	4%	12%		11%	5%	2%

Commented [DB1]: Can you help me with these? I never ever know how to make it all fit and you always get it right. Thank you!



Demo.	National defense	Education	Healthcare	Inflation	Income gap	Taxes	Unemployment rate	Climate change	Immigration	Gun policies	Abortion	LGBT rights	Affordable housing	Something else	Not
Male (195), (189.9)	4%	6%	9%	33%	3%	4%	1%	1%	13%	1%	10%	1%	4%	6%	4%
Female (209), (214.1)	4%	6%	9%	22%	3%	1%		2%	11%	7%	12%		7%	9%	9%
White (282), (210.1)	3%	3%	6%	35%	1%	3%	0%	2%	20%	4%	11%	0%	3%	6%	3%
Black (102), (153.5)	3%	8%	15%	14%	6%	3%		0%	3%	5%	14%		8%	8%	12%
Other race (20), (40.4)	8%	12%	7%	33%					6%		5%		9%	13%	6%

Commented [DB1]: Can you help me with these? I never ever know how to make it all fit and you always get it right. Thank you!

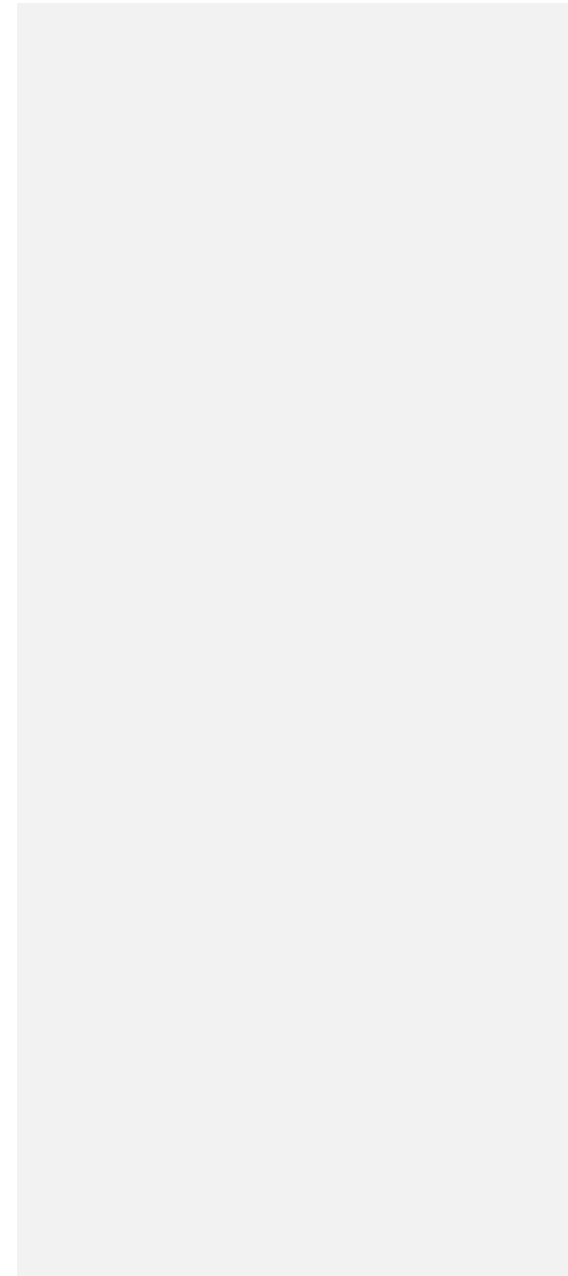


Q13: Thinking about the news you've heard or read over the past several weeks -- how much have you heard or read about the personal lives of the candidates running for governor?

Demographic (raw n), (weighted n)	A lot	A little	Nothing at all	Not sure
Likely voter (404), (404)	50%	35%	12%	3%
Republican (155), (140.4)	44%	34%	21%	2%
Democrat (130), (149.2)	63%	28%	6%	3%
Independent/Other (119), (114.5)	42%	44%	9%	5%
Trump 2020 (207), (173.7)	44%	38%	15%	2%
Biden 2020 (167), (181.8)	61%	31%	6%	2%
Other/non-voter 2020 (30), (48.5)	34%	34%	21%	10%
Trump 2024 (215), (184)	47%	38%	13%	2%
Harris 2024 (167), (188)	59%	33%	5%	3%
Not sure/refused (22), (31.9)	23%	20%	45%	11%
No college degree (225), (303)	49%	34%	13%	4%
College degree (179), (101)	54%	37%	8%	1%
18-44 (65), (121.2)	46%	29%	24%	2%
45-64 (158), (137.4)	42%	43%	10%	4%



Demographic (raw n), (weighted n)	A lot	A little	Nothing at all	Not sure
65+ (181), (145.4)	62%	31%	4%	3%
Rocky Mount CSA (147), (161.6)	53%	38%	7%	2%
Virginia Beach CSA (65), (60.6)	42%	30%	26%	2%
Goldsboro MSA (56), (60.6)	52%	33%	11%	4%
Other County (136), (121.2)	50%	33%	12%	4%
Male (195), (189.9)	44%	38%	14%	4%
Female (209), (214.1)	56%	32%	10%	3%
White (282), (210.1)	51%	34%	11%	4%
Black (102), (153.5)	55%	33%	9%	3%
Other race (20), (40.4)	30%	41%	30%	





Q14: (AMONG THOSE WHO HEARD AT LEAST A LITTLE) How would you describe recent news you have heard or read about MARK ROBINSON, the lieutenant governor of North Carolina and Republican candidate for governor?

Demographic (raw n), (weighted n)	Mostly positive	Mostly negative	About an even mix of positive and negative	Not sure
Likely voter (357), (343.1)	8%	69%	15%	8%
Republican (133), (108.3)	16%	44%	28%	11%
Democrat (121), (136.1)	3%	84%	5%	8%
Independent/Other (103), (98.7)	6%	75%	13%	5%
Trump 2020 (181), (142.8)	18%	47%	26%	9%
Biden 2020 (155), (167)	1%	87%	6%	6%
Other/non-voter 2020 (21), (33.3)	3%	70%	13%	15%
Trump 2024 (190), (156.4)	17%	48%	26%	10%
Harris 2024 (155), (172.7)	1%	92%	4%	3%
Not sure/refused (12), (13.9)		27%	22%	51%
No college degree (190), (251)	10%	63%	19%	8%
College degree (167), (92.1)	3%	85%	5%	7%
18-44 (51), (90.8)	10%	65%	13%	11%



Demographic (raw n), (weighted n)	Mostly positive	Mostly negative	About an even mix of positive and negative	Not sure
45-64 (136), (117.3)	7%	66%	19%	8%
65+ (170), (135.1)	7%	75%	12%	6%
Rocky Mount CSA (136), (147.3)	7%	76%	12%	6%
Virginia Beach CSA (51), (43.6)	12%	47%	26%	16%
Goldsboro MSA (50), (51.5)	4%	61%	21%	13%
Other County (120), (100.7)	11%	73%	11%	5%
Male (171), (155.5)	10%	73%	8%	9%
Female (186), (187.6)	7%	65%	21%	7%
White (250), (178.8)	14%	60%	18%	8%
Black (91), (135.9)	1%	85%	6%	7%
Other race (16), (28.5)		46%	40%	15%



Q15: (AMONG THOSE WHO HEARD AT LEAST A LITTLE) How would you describe recent news you have recently heard or read about JOSH STEIN, the attorney general of North Carolina and Democratic candidate for governor?

Demographic (raw n), (weighted n)	Mostly positive	Mostly negative	About an even mix of positive and negative	Not sure	Refused
Likely voter (357), (343.1)	45%	9%	20%	26%	0%
Republican (133), (108.3)	18%	17%	30%	35%	0%
Democrat (121), (136.1)	70%	3%	15%	12%	
Independent/Other (103), (98.7)	39%	10%	16%	35%	
Trump 2020 (181), (142.8)	21%	17%	25%	37%	0%
Biden 2020 (155), (167)	71%	1%	14%	15%	
Other/non-voter 2020 (21), (33.3)	17%	19%	29%	35%	
Trump 2024 (190), (156.4)	21%	17%	26%	36%	0%
Harris 2024 (155), (172.7)	69%	3%	11%	17%	
Not sure/refused (12), (13.9)	17%	3%	63%	17%	
No college degree (190), (251)	42%	11%	18%	28%	
College degree (167), (92.1)	51%	5%	25%	19%	0%



Demographic (raw n), (weighted n)	Mostly positive	Mostly negative	About an even mix of positive and negative	Not sure	Refused
18-44 (51), (90.8)	30%	9%	21%	40%	
45-64 (136), (117.3)	49%	11%	19%	22%	
65+ (170), (135.1)	52%	8%	20%	19%	0%
Rocky Mount CSA (136), (147.3)	43%	11%	24%	21%	
Virginia Beach CSA (51), (43.6)	36%	10%	17%	38%	
Goldsboro MSA (50), (51.5)	48%	2%	21%	29%	
Other County (120), (100.7)	49%	10%	15%	25%	0%
Male (171), (155.5)	45%	8%	25%	22%	
Female (186), (187.6)	44%	11%	16%	29%	0%
White (250), (178.8)	33%	12%	23%	31%	0%
Black (91), (135.9)	64%	6%	15%	15%	
Other race (16), (28.5)	27%	6%	27%	40%	