CENTER FOR PUBLIC OPINION

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UMass Lowell
Survey of North Carolina Likely Voters

Field Dates: October 20-26, 2020

N=911 North Carolina Likely Voters
Adjusted Margin of Error: +/- 4.2%
Margin of error has been adjusted to include for design effects
resulting from weighting and survey design features

Methodology in Brief

This poll was independently funded by the University of Massachusetts Lowell, designed and analyzed by the Center for Public Opinion. Data was collected by YouGov, an online polling organization. Respondents were selected from YouGov and three other online panels. YouGov interviewed 957 eligible respondents who were then matched down to a sample of 950 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The frame of NC Registered Voters was constructed by stratified sampling from the full 2016 Current Population Survey (CPS) Voting and Registration Supplement, with selection within strata by weighted sampling with replacements (using the person weights on the public use file). The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined, and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2016 Presidential vote choice, born again status, ideology, and a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight. Benchmarks for born again and ideology were obtained from the 2014 Pew Religious Life survey. A likely voter screen was then applied to classify 911 likely voters and a likely voter weight was used in the final model disposition.

UMass Lowell is a public institution and releases surveys as a source of public information. We offer a complete methodology report in adherence with standards of the AAPOR Transparency Initiative, as well an extensive set of crosstabs. Our goal is complete transparency in the reporting of our findings. If there is something you do not see here, but wish you did, please contact Director, Dr. Joshua J. Dyck (joshua_dyck@uml.edu; @drjjdyck) or Associate Director, Dr. John Cluverius (john_cluverius@uml.edu; @JohnCluverius).

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*indicates <.5%; some numbers do not sum to 100 due to rounding

ASKED OF ALL LIKELY VOTERS

UML905a If the presidential election were held today and the candidates were [rotate 1/2] [the Democrat, Joe Biden], [the Republican, Donald Trump] [rotate 3/4] [the Libertarian, Jo Jorgensen], and [the Green Party candidate, Howie Hawkins], for whom would you vote?

UML905b [IF UNDECIDED]: And who are you leaning towards?

UML905e [IF ALREADY VOTED]: In the presidential election, for whom did you vote [*do not display UNDECIDED*]?

911 LVs 10/29	**921 LVs 9/27**	**+/-**	
48%	47%	+1	Joe Biden
48	47	+1	Donald Trump
1	2	-1	Jo Jorgensen
*	1	-1	Howie Hawkins
1	*	+1	Another candidate
2	2	+0	Undecided

	Party ID Leane			Race		
	Democrat	Independent	Republican	White	Black	Other
Joe Biden	95	43	8	38	83	46
Donald Trump	4	38	89	58	14	49
Jo Jorgensen	0	9	0	1	0	1
Howie Hawkins	0	1	0	0	0	0
Another cand.	0	1	1	1	0	1
Undecided	1	8	2	1	3	3

	Incom			Education		White-Only Ed.	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	No 4-Yr. Degree	-Year Degree
Joe Biden	47	47	54	44	54	31	49
Donald Trump	50	50	43	52	41	66	45
Jo Jorgensen	0	0	2	1	1	1	2
Howie Hawkins	0	0	0	*	*	0	0
Another cand	0	1	0	*	2	0	2
Undecided	2	2	1	2	2	1	2

UML905net, CONTINUED

	Gnder		Age		Ideology		
	Male	Female	18 44	45+	Liberal	Moderate	onservative
Joe Biden	47	49	57	43	96	70	11
Donald Trump	47	49	37	55	2	23	87
Jo Jorgensen	2	1	2	0	0	3	0
Howie Hawkins	0	0	0	0	0	0	0
Another cand.	1	0	1	1	0	1	1
Undecided	2	2	3	1	1	3	1

	Already voted		Debate		Disability	
	Yes	No	Before 2nd Debate	After 2nd Debate	Has	oes not have
Joe Biden	62	30	48	48	46	49
Donald Trump	36	64	48	48	51	46
Jo Jorgensen	2	0	1	1	*	1
Howie Hawkins	0	0	0	0	0	*
Another cand	0	1	1	0	1	*
Undecided	0	4	1	2	1	2

UML906a If the election for U.S. Senate were held today, and the candidates were [rotate] [the Democrat, Cal Cunningham], and [the Republican, Thom Tillis], for whom would you vote?

UML906b IF UNDECIDED: Do you lean more towards [*rotate name order*] [Cal Cunningham] or [Thom Tillis]?

UML906e_pref [IF ALREADY VOTED]: In the election for U.S. Senate, for whom did you vote [*do not display UNDECIDED*]?

911 LVs 10/29	**921 LVs 9/27**	**+/-**	
45%	43%	+2	Thom Tillis
49	49	+0	Cal Cunningham
0	1	-1	Another candidate
6	7	-1	Undecided
1	--	+1	Did not vote for Senate (already voted)

	Party ID Leaned		
	Democrat	Independent	Republican
Thom Tillis	3	35	84
Cal Cunningham	95	41	10
Another cand.	0	0	0
Undecided	1	22	5
Abstention - voted	0	2	1

	Income			**Education**		**Race**		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Thom Tillis	44	46	43	47	40	55	11	33
Cal Cunningham	48	48	55	46	55	39	82	49
Another cand.	0	0	0	0	0	0	0	0
Undecided	8	6	1	6	4	4	7	18
Abstention - voted	1	0	0	1	1	1	0	0

	Gnder		**Age**		**Ideology**		
	Male	Female	18 44	45+	Liberal	Moderate	onservative
Thom Tillis	49	41	33	51	1	22	82
Cal Cunningham	48	50	58	44	96	72	12
Another cand.	0	0	0	0	0	0	0
Undecided	3	8	8	4	3	5	5
Abstention - voted	0	1	0	1	0	0	1

UML900a If the election for the North Carolina governor were held today, and the candidates were [rotate] [the Democrat, Roy Cooper], and [the Republican, Dan Forest], for whom would you vote?

UML900b [IF UNDECIDED]: Do you lean more towards [rotate name order] [Roy Cooper] or [Dan Forest]?

UML900e [IF ALREADY VOTED]: In the election for North Carolina Governor, for whom did you vote [*do not display UNDECIDED*]?

911 LVs 10/29	**921 LVs 9/27**	**+/-**	
54	54	+0	Roy Cooper
42	41	+1	Dan Forest
*	*	+0	Another candidate
3	4	-1	Undecided
0	--		Did not vote for Governor (already voted)

	Party ID Leaned		
	Democrat	Independent	Republican
Roy Cooper	97	56	17
Dan Forest	2	32	80
Another cand.	0	2	1
Undecided	1	10	2

	Income			**Education**		**Race**		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Roy Cooper	52	53	61	51	61	45	83	71
Dan Forest	44	43	38	45	37	52	13	26
Another cand.	1	0	1	0	1	0	1	0
Undecided	4	3	0	4	1	2	3	3

	Gnder		**Age**		**Ideology**		
	Male	Female	18 44	45+	Liberal	Moderate	onservative
Roy Cooper	54	55	64	49	97	82	17
Dan Forest	44	42	32	48	3	14	80
Another cand.	1	0	0	1	0	0	1
Undecided	2	3	4	2	1	3	2

UML906c As you know, this year the entire North Carolina State House of Representatives in Raleigh is up for election. If the elections for state senate were being held today, would you vote for the Republican Party's candidate or the Democratic Party's candidate for North Carolina House of Representatives in your district?

UML906d IF UNDECIDED: And who are you leaning towards for State House?

UML906e [IF ALREADY VOTED]: In the election for state house, for whom did you vote [*do not display UNDECIDED*]?

911 LVs 10/29	**921 LVs 9/27**	**+/-**	
47	47	+0	Republican candidate
49	49	+0	Democratic candidate
0	*	-1	Another candidate
5	4	+1	Undecided
			Did not vote for state house (already voted)

	Party ID Leaned		
	Democrat	Independent	Republican
GOP Candidate	3	26	90
Dem Candidate	96	50	7
Undecided	1	24	4

	Income			**Education**		**Race**		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
GOP Candidate	48	47	44	50	41	58	11	34
Dem Candidate	47	48	56	46	55	39	83	53
Undecided	5	5	0	5	4	3	7	13

	Gnder		**Age**		**Ideology**		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
GOP Candidate	48	45	35	53	1	23	86
Dem Candidate	47	50	59	43	97	71	11
Undecided	5	4	6	4	2	6	4

UML980 Who do you think will win the presidential Election?

911 LVs 10/29	921 LVs 9/27	+/-	
38	37	+1	Joe Biden
43	47	-4	Donald Trump
0	*	-1	Another candidate
19	15	+4	Not sure

	Party ID Leaned		
	Democrat	Independent	Republican
Joe Biden	74	33	8
Donald Trump	5	32	78
Not sure	21	34	14

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Joe Biden	37	36	44	37	39	30	64	38
Donald Trump	46	42	38	46	37	50	18	44
Not sure	16	22	19	16	24	19	18	19

	Gnder		Age		Ideology		
	Male	Female	18 44	45+	Liberal	Moderate	onservative
Joe Biden	42	35	41	36	74	56	10
Donald Trump	44	43	33	49	3	22	76
Not sure	14	22	26	15	23	22	15

UML907 Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

35% Right direction
65 Wrong track

	Party ID Leaned		
	Democrat	Independent	Republican
Right direction	4	34	62
Wrong track	96	66	38

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Right direction	36	34	37	39	29	41	13	40
Wrong track	64	66	63	61	71	59	87	60

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
Right direction	36	35	26	40	4	21	60
Wrong Track	64	65	74	60	96	79	40

UML908a Do you approve or disapprove of the way Donald Trump is handling his job as president?

UML908b Would you say that you [strongly/somewhat] [approve/disapprove] of the way Donald Trump is handling his job as president?

33% Strongly approve
16 Somewhat approve
7 Somewhat disapprove
44 Strongly disapprove

	Party ID Leaned		
	Democrat	Independen	Republican
Strongly approve	2	28	62
Smwht. approve	2	17	28
Smwht. disapprove	9	15	3
Strongly disapprove	88	40	8

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Strongly approve	35	33	33	38	24	39	10	43
Smwht. approve	17	16	11	14	18	19	7	7
Smwht. disapprove	8	7	3	7	6	6	12	1
Strongly disapprove	41	44	54	40	52	36	71	49

	Gnder		Age		Ideology		
	Male	Female	18 44	45+	Liberal	Moderate	onservative
Strongly approve	35	32	20	41	1	12	63
Smwht. approve	15	17	19	14	2	12	24
Smwht. disapprove	7	6	9	5	5	13	3
Strongly disapprove	44	45	52	40	93	63	10

UML982a Do you approve or disapprove of the way Roy Cooper is handling his job as governor of North Carolina?

UML982b Would you say that you [strongly/somewhat] [approve/disapprove] of the way way Roy Cooper is handling his job as governor of North Carolina?

36% Strongly approve
24 Somewhat approve
13 Somewhat disapprove
27 Strongly disapprove

	Party ID Leaned		
	Democrat	Independen	Republican
Strongly approve	66	33	10
Smwht. approve	32	34	15
Smwht. disapprove	2	7	25
Strongly disapprove	1	27	50

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Strongly approve	35	35	40	35	38	27	63	44
Smwht. approve	23	23	22	22	27	22	27	30
Smwht. disapprove	14	13	12	12	14	16	6	7
Strongly disapprove	27	29	26	31	21	35	4	20

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
Strongly approve	35	36	38	35	63	52	13
Smwht. approve	24	23	32	19	32	32	13
Smwht. disapprove	11	15	10	15	2	6	23
Strongly disapprove	29	26	20	32	2	10	51

UML911 How much of the time to do you think you can trust the federal government in Washington to do what's right?

2% Just about always
14 Most of the time
50 Some of the time
34 Hardly Ever

	Party ID Leaned		
	Democrat	Independen	Republican
Just about always	0	3	3
Most of the time	12	10	17
Some of the time	58	41	46
Hardly ever	30	46	34

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Just about always	3	2	1	2	1	1	3	12
Most of the time	17	11	13	15	11	14	14	13
Some of the time	49	53	47	47	57	51	52	29
Hardly ever	31	34	39	35	31	34	31	46

	Gnder		Age		Ideology		
	Male	Female	18 44	45+	Liberal	Moderate	onservative
Just about always	2	2	2	2	2	1	2
Most of the time	13	15	16	13	10	13	15
Some of the time	48	52	50	50	57	53	48
Hardly ever	37	32	32	35	31	33	34

UML925 Turning to the recent outbreak of novel coronavirus, also called COVID-19, how satisfied are you with the federal government in Washington's response to the pandemic?

17% Very satisfied
26 Somewhat satisfied
14 Somewhat unsatisfied
43 Very unsatisfied

	Party ID Leaned		
	Democrat	Independen	Republican
Very satisfied	2	13	31
Smwht. satisfied	6	27	45
Smwht. unsatisfied	12	18	15
Very unsatisfied	80	42	10

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Very satisfied	16	18	18	18	14	20	8	8
Smwht. satisfied	28	26	22	28	24	30	13	29
Smwht. unsatisfied	15	13	9	16	11	13	17	19
Very unsatisfied	41	43	51	38	52	37	62	45

	Gnder		Age		Ideology		
	Male	Female	18 44	45+	Liberal	Moderate	onservative
Very satisfied	17	17	11	20	2	7	31
Smwht. satisfied	27	26	21	29	2	14	46
Smwht. unsatisfied	12	16	19	11	13	18	12
Very unsatisfied	44	42	50	39	84	60	11

UML920 Do you think that it is safe for your local public schools to be open for face-to-face instruction?

20% Definitely yes
26 Probably yes
30 Probably no
24 Definitely no

	Party ID Leaned		
	Democrat	Independen	Republican
Definitely yes	1	19	36
Probably yes	12	27	37
Probably no	42	37	19
Definitely no	45	17	8

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Definitely yes	18	21	18	19	20	24	5	11
Probably yes	25	30	25	28	23	30	13	31
Probably no	30	27	30	27	35	27	37	36
Definitely no	27	22	27	25	22	19	44	21

	Gnder		Age		Ideology		
	Male	Female	18 44	45+	Liberal	Moderate	onservative
Definitely yes	23	17	14	23	2	8	37
Probably yes	26	26	23	28	10	18	39
Probably no	28	31	34	28	36	47	17
Definitely no	23	25	29	22	52	27	8

UML997_t Do you think that Donald Trump could have avoided contracting COVID-19 by wearing a mask more often?

38% Definitely yes
22 Probably yes
28 Probably no
11 Definitely no

	Party ID Leaned		
	Democrat	Independen	Republican
Definitely yes	72	35	10
Probably yes	23	24	22
Probably no	3	28	50
Definitely no	2	12	18

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Definitely yes	39	37	39	37	41	29	72	32
Probably yes	22	21	23	20	26	25	11	32
Probably no	26	34	29	31	23	34	9	17
Definitely no	13	8	10	12	9	12	7	19

	Gnder		Age		Ideology		
	Male	Female	18 44	45+	Liberal	Moderate	onservative
Definitely yes	33	42	44	35	70	58	9
Probably yes	24	21	22	23	26	23	22
Probably no	33	24	24	30	3	14	50
Definitely no	10	12	9	12	0	6	19

UML979c If the winner and loser of the presidential election depended on your vote that had to be cast in person, but going out to vote would guarantee that you would contract COVID-19, would you [*rotate*] [go vote in person] or [stay home]?

71% Go vote in person
29 Stay home

	Party ID Leaned		
	Democrat	Independent	Republican
Go vote	63	69	78
Stay home	37	31	22

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Go vote	70	71	73	71	71	72	63	85
Stay home	30	29	27	29	29	28	37	15

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
Go vote	75	68	75	69	69	63	78
Stay home	25	32	25	31	31	37	22

UML979d As you know, Cal Cunningham recently admitted his involvement in an extramarital affair. Does this news make you more likely to vote for Cunningham, less likely to vote for Cunningham, or does it not make a difference in whether you will vote for or against Cunningham?

5% More likely to vote for Cunningham
39 Less likely to vote for Cunningham
56 Makes no difference

	Party ID Leaned		
	Democrat	Independen	Republican
Vote by mail	9	4	2
Vote Early	12	38	63
Vote on Election Day	79	58	35

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Vote by mail	7	5	0	5	4	2	16	1
Vote Early	40	39	36	39	39	46	17	33
Vote on Election Day	53	56	63	56	57	52	67	65

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
Vote by mail	6	4	5	5	7	7	3
Vote Early	43	36	30	44	9	26	64
Vote on Election Day	51	60	65	51	84	68	33

UML915 [Do you plan to/Did you] vote by mail, vote early in person or vote in person on Election day?

26% Vote by mail
54 Vote early in-person
21 Vote in person on Election Day
0 I don't plan to vote this year

	Party ID Leaned		
	Democrat	Independen	Republican
Vote by mail	43	26	11
Vote Early	49	51	59
Vote on Election Day	8	22	30

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Vote by mail	27	23	24	24	28	23	35	22
Vote Early	53	53	61	54	54	54	53	47
Vote on Election Day	19	24	15	22	18	22	11	31

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
Vote by mail	25	26	28	25	44	35	11
Vote Early	53	54	52	54	50	52	57
Vote on Election Day	22	20	20	21	6	13	32

UMLACB As you know, President Trump nominated Judge Amy Coney Barrett to serve as an Associate Justice on the United States Supreme Court. Should your U.S. Senators vote for or against her confirmation?

55% For her confirmation
45 Against her confirmation

	Party ID Leaned		
	Democrat	Independen	Republican
For confirmation	13	61	91
Against confirmation	87	39	9

	Income			Education		Race		
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
For confirmation	56	55	51	59	47	62	28	62
Against confirmation	44	45	49	41	53	38	72	38

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
For confirmation	57	54	44	61	9	35	61
Against confirmation	43	46	56	39	91	65	39

UML940-UML53 Please tell us about some of the qualities of the major two-party candidates. Regardless of who you plan to vote for, who do you think…

	Biden	Trump	About even	Unsure
is better suited to handle the economy?	43	51	4	3
is better suited to handle the COVID-19 pandemic?	48	41	7	4
best represents American values?	46	42	5	6
is more of a devout Christian?	41	29	8	22
is better suited to handle race relations?	48	38	8	6
is more honest and trustworthy?	47	39	8	6
will better handle America's reputation abroad?	48	43	4	5
is better suited to handle police reform?	46	46	4	5
will stand up more to extremists in their own party?	43	46	4	7
is more corrupt?	42	47	7	5
is more suited to handle health care?	46	42	6	6
is more suited to give hope to the youngest generation of Americans?	45	41	5	8
is more of a good man?	47	35	10	8
is more of a real man?	40	41	9	10
is more of a bully?	16	63	11	9

UML981a

	Biden	Trump	Tied	Not sure
Who won the first presidential debate?	44	26	17	13
Who won the second presidential debate?	38	44	8	11

UML981b

	Better	Worse	About same	Unsure
Would you say that the 2020 presidential debates were better than past years, worse than past years, or about the same?	6	71	14	9

UML959-UML975 We'd like to ask you about how you feel about a number of national political figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her.

	Favorable	Unfavorable	No Opinion	Never heard of
Donald Trump	47	49	4	*
Barack Obama	50	45	5	*
Hillary Clinton	32	60	8	*
Joe Biden	47	49	4	*
Kamala Harris	43	48	8	1
Mike Pence	48	44	8	*
Thom Tillis	32	49	18	1
Amy Coney Barrett	47	32	18	3
Cal Cunningham	36	47	17	*
Richard Burr	23	42	29	6
Roy Cooper	54	38	7	*
Josh Stein	21	16	40	23
Dan Forest	41	36	18	4
Bernie Sanders	37	50	13	*
Anthony Fauci	52	24	20	4
Cherie Berry	28	9	34	29
Elaine Marshall	14	10	40	36

UML987-UML999 We'd also like to ask you some questions about other people and things. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about them, and "never heard of" if you've never heard of them.

	Favorable	Unfavorable	No Opinion	Never heard of
Mike "Coach K" Krzyzewski	40	10	21	29
David Tepper	9	4	24	63
Matt Rhule	11	2	25	62
Roy Williams	36	6	25	33
Teddy Bridgewater	22	2	22	55
Biscuitville	44	6	31	19
Bojangles	74	10	15	*
Cook-Out	69	8	19	4
Rise Southern Biscuits	18	3	23	56
Harris Teeter	75	6	18	1
Food Lion	81	8	11	*
Lowes Foods	60	6	29	5
Krispy Kreme	82	6	13	*
Al's Burger Shack	5	3	21	71