



CENTER FOR
PUBLIC OPINION

Dr. Joshua J. Dyck, Center Director;
Dr. John Cluverius, Director of Survey Research; Dr. Rodrigo Castro-Cornejo, Associate Director
<http://www.uml.edu/polls>
[@UML_CPO](#)

UMass Lowell / YouGov Survey of North Carolina Likely Voters

Survey produced by Dr. John Cluverius, Director of Survey Research

Field Dates: Oct. 16-23, 2024

N=650 North Carolina Likely Voters
Adjusted Margin of Error: +/- 4.2%

Margins of error have been adjusted to include
design effects resulting from weighting and survey design features

Methodology in Brief

YouGov interviewed 732 North Carolina residents who were then matched down to a sample of 650 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of US adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote. 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, and years of education. The propensity scores were grouped into deciles of the estimated propensity score in the frame, and then post-stratified according to these deciles. The weights were then weighted to give likely voter profiles slightly more weight than their unlikely voter counterparts. Finally, the weights were then post-stratified on 2020 presidential vote choice as well as gender, age (4-categories), race (3-categories), and education (4-categories), to produce the final weight.

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 of Survey Research, Dr. John Cluverius (john_cluverius@uml.edu; [@JohnCluverius](#)).



--- indicates 0 respondents in the crosstab, 0% indicates less than .5%, rounded to 0

List of Tables

1. If the 2024 Presidential election were held today, and the candidates were Kamala Harris, Donald Trump, Chase Oliver, Jill Stein, Randall Terry, and Cornell West, for whom would you vote?	2
2. Will you definitely vote for Kamala Harris over the other candidates in the presidential election or is there a chance you could change your mind and vote for someone else?	4
3. Will you definitely vote for Donald Trump over the other candidates in the presidential election or is there a chance you could change your mind and vote for someone else?	5
4. If the 2024 election for Governor were held today, and the candidates were Josh Stein, Mark Robinson, Mike Ross, Vinny Smith, and Wayne Turner, for whom would you vote?	6
5. Will you definitely vote for Josh Stein over the other candidates in the North Carolina Gubernatorial election or is there a chance you could change your mind and vote for someone else?	7
6. Will you definitely vote for Mark Robinson over the other candidates in the North Carolina Gubernatorial election or is there a chance you could change your mind and vote for someone else?	8
7. Do you plan to vote by mail, vote early in person, or do you plan to vote in person on Election Day?	9
8. How comfortable or uncomfortable would you be telling your neighbors about how you voted this year?	10
9. Who do you think will eventually win the presidential election?	11
10. 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?	12
11. Would you say that you approve or disapprove of the way Joe Biden is handling his job as president?	13
12. Would you say that you approve or disapprove of the way Roy Cooper is handling his job as Governor of North Carolina	14
13. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle the economy?	15
14. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle the Israel-Hamas War?	16
15. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is more of a strong leader?	17
16. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle immigration policy?	18
17. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle abortion policy?	19
18. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle race relations?	20
19. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is more honest and trustworthy?	21
20. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle the Russia-Ukraine War?	22
21. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle policing and crime?	23
22. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would stand up more to extremists in their own party?	24

23. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is more corrupt?	25
24. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is more likely to uphold the law?	26
25. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is a better role model for young people?	27
26. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – you would trust more to take care of a young child, by themselves, for five hours?	28
27. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is weirder?	29
28. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is more of a bully?	30
29. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is a better public speaker?	31
30. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would make a scarier Halloween costume?	32
31. Regardless of who you vote for, how confident are you that your vote will be accurately counted?	33
32. If your preferred presidential candidate loses the election, will you accept or not accept the results?	34
33. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Donald Trump	35
34. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Barack Obama	36
35. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Joe Biden	37
36. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Kamala Harris	38
37. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Robert F. Kennedy Jr.	39
38. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Ted Budd	40
39. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Thom Tillis	41
40. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Roy Cooper	42
41. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Mike Johnson	43
42. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – James Taylor	44
43. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Richard Petty	45
44. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Michael Jordan	46

45. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Art Pope	47
46. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – David Tepper	48
47. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Josh Stein	49
48. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Mark Robinson	50
49. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – JD Vance	51
50. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Tim Walz	52
51. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Benjamin Netanyahu	53
52. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Vladimir Putin	54
53. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Volodymyr Zelenskyy	55
54. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Viktor Orbán	56
55. Are you or is anyone in your household a member of a labor union?	57

Likely NC Voters

October 2024



1. If the 2024 Presidential election were held today, and the candidates were Kamala Harris, Donald Trump, Chase Oliver, Jill Stein, Randall Terry, and Cornell West, for whom would you vote?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	45%	92%	35%	5%	48%	44%	43%	45%	40%	53%
Donald Trump	47%	3%	25%	92%	39%	51%	55%	46%	53%	47%
Chase Oliver	0%	—	3%	0%	0%	1%	1%	0%	1%	—
Jill Stein	1%	1%	9%	—	3%	—	0%	2%	1%	—
Randall Terry	0%	0%	—	—	—	1%	—	1%	—	—
Cornell West	1%	0%	3%	1%	2%	0%	1%	1%	2%	—
Another Candidate	1%	1%	3%	0%	1%	1%	0%	1%	0%	1%
Undecided	4%	1%	22%	1%	7%	3%	0%	5%	4%	—
Did not vote for president	—	—	—	—	—	—	—	—	—	—

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	45%	40%	54%	40%	50%
Donald Trump	47%	50%	42%	52%	43%
Chase Oliver	0%	1%	0%	1%	0%
Jill Stein	1%	2%	1%	1%	1%
Randall Terry	0%	0%	—	0%	—
Cornell West	1%	1%	1%	1%	1%
Another Candidate	1%	1%	0%	2%	0%
Undecided	4%	5%	2%	3%	5%
Did not vote for president	—	—	—	—	—

Likely NC Voters

October 2024



	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	45%	36%	79%	45%	100%	—
Donald Trump	47%	58%	11%	40%	—	100%
Chase Oliver	0%	0%	—	1%	—	—
Jill Stein	1%	1%	1%	3%	—	—
Randall Terry	0%	—	1%	—	—	—
Cornell West	1%	1%	1%	1%	—	—
Another Candidate	1%	1%	1%	—	—	—
Undecided	4%	3%	6%	9%	—	—
Did not vote for president	—	—	—	—	—	—

Likely NC Voters

October 2024



2. Will you definitely vote for Kamala Harris over the other candidates in the presidential election or is there a chance you could change your mind and vote for someone else?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely vote for Kamala Harris	95%	98%	—	—	91%	99%	98%	94%	96%	—
Could change mind	5%	2%	—	—	9%	1%	2%	6%	4%	—

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely vote for Kamala Harris	95%	98%	92%	95%	95%
Could change mind	5%	2%	8%	5%	5%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Definitely vote for Kamala Harris	95%	93%	98%	—	95%	—
Could change mind	5%	7%	2%	—	5%	—

Likely NC Voters

October 2024



3. Will you definitely vote for Donald Trump over the other candidates in the presidential election or is there a chance you could change your mind and vote for someone else?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely vote for Donald Trump	92%	—	—	94%	88%	91%	97%	92%	90%	92%
Could change mind	8%	—	—	6%	12%	9%	3%	8%	10%	8%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely vote for Donald Trump	92%	90%	95%	93%	91%
Could change mind	8%	10%	5%	7%	9%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Definitely vote for Donald Trump	92%	93%	—	—	—	92%
Could change mind	8%	7%	—	—	—	8%

Likely NC Voters

October 2024



4. If the 2024 election for Governor were held today, and the candidates were Josh Stein, Mark Robinson, Mike Ross, Vinny Smith, and Wayne Turner, for whom would you vote?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Josh Stein	48%	87%	52%	13%	49%	45%	50%	44%	43%	57%
Mark Robinson	36%	2%	13%	72%	31%	40%	40%	36%	41%	34%
Mike Ross	2%	1%	2%	3%	3%	1%	1%	1%	2%	2%
Vinny Smith	1%	1%	1%	1%	1%	1%	2%	2%	1%	—
Wayne Turner	0%	—	4%	—	1%	—	1%	1%	0%	—
Another Candidate	0%	0%	—	1%	—	1%	1%	0%	0%	1%
Undecided	12%	9%	27%	10%	17%	12%	3%	16%	11%	6%
Did not vote for governor	0%	—	2%	0%	—	—	1%	1%	0%	—

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Josh Stein	48%	43%	57%	43%	52%
Mark Robinson	36%	40%	30%	42%	32%
Mike Ross	2%	2%	2%	2%	1%
Vinny Smith	1%	1%	1%	1%	1%
Wayne Turner	0%	—	1%	0%	—
Another Candidate	0%	0%	1%	—	1%
Undecided	12%	14%	9%	11%	13%
Did not vote for governor	0%	0%	0%	0%	0%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Josh Stein	48%	41%	71%	48%	89%	11%
Mark Robinson	36%	45%	10%	28%	3%	73%
Mike Ross	2%	2%	1%	2%	1%	3%
Vinny Smith	1%	1%	1%	1%	0%	1%
Wayne Turner	0%	0%	—	—	—	—
Another Candidate	0%	0%	1%	—	—	1%
Undecided	12%	10%	16%	19%	7%	11%
Did not vote for governor	0%	0%	—	3%	—	1%

Likely NC Voters

October 2024



5. Will you definitely vote for Josh Stein over the other candidates in the North Carolina Gubernatorial election or is there a chance you could change your mind and vote for someone else?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely vote for Josh Stein	89%	97%	—	—	91%	87%	90%	86%	88%	93%
Could change mind	11%	3%	—	—	9%	13%	10%	14%	12%	7%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely vote for Josh Stein	89%	84%	95%	89%	89%
Could change mind	11%	16%	5%	11%	11%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Definitely vote for Josh Stein	89%	86%	94%	—	96%	—
Could change mind	11%	14%	6%	—	4%	—

Likely NC Voters

October 2024



6. Will you definitely vote for Mark Robinson over the other candidates in the North Carolina Gubernatorial election or is there a chance you could change your mind and vote for someone else?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely vote for Mark Robinson	81%	—	—	82%	75%	83%	85%	88%	77%	—
Could change mind	19%	—	—	18%	25%	17%	15%	12%	23%	—

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely vote for Mark Robinson	81%	84%	74%	85%	77%
Could change mind	19%	16%	26%	15%	23%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Definitely vote for Mark Robinson	81%	82%	—	—	—	83%
Could change mind	19%	18%	—	—	—	17%

Likely NC Voters

October 2024



7. Do you plan to vote by mail, vote early in person, or do you plan to vote in person on Election Day?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
By mail	11%	17%	10%	6%	12%	11%	11%	11%	10%	8%
Early in person	57%	55%	50%	62%	51%	56%	69%	52%	60%	64%
In person on Election Day	26%	25%	26%	28%	30%	28%	18%	31%	25%	26%
Not sure	5%	3%	15%	4%	7%	5%	1%	7%	5%	3%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
By mail	11%	13%	8%	10%	12%
Early in person	57%	52%	66%	55%	59%
In person on Election Day	26%	28%	23%	32%	22%
Not sure	5%	7%	2%	3%	7%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
By mail	11%	10%	13%	16%	16%	7%
Early in person	57%	58%	58%	52%	57%	60%
In person on Election Day	26%	27%	25%	27%	24%	30%
Not sure	5%	5%	5%	4%	3%	4%

Likely NC Voters

October 2024



8. How comfortable or uncomfortable would you be telling your neighbors about how you voted this year?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Very comfortable	53%	56%	34%	55%	51%	53%	59%	56%	52%	51%
Somewhat comfortable	24%	21%	34%	26%	22%	24%	27%	24%	25%	26%
Somewhat uncomfortable	14%	13%	16%	13%	18%	14%	7%	12%	14%	17%
Very uncomfortable	9%	10%	15%	7%	10%	10%	6%	8%	9%	6%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Very comfortable	53%	52%	55%	52%	54%
Somewhat comfortable	24%	25%	23%	26%	23%
Somewhat uncomfortable	14%	12%	17%	13%	14%
Very uncomfortable	9%	11%	5%	9%	9%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Very comfortable	53%	53%	56%	50%	56%	56%
Somewhat comfortable	24%	24%	24%	25%	22%	25%
Somewhat uncomfortable	14%	14%	13%	15%	12%	13%
Very uncomfortable	9%	9%	7%	9%	9%	5%

Likely NC Voters

October 2024



9. Who do you think will eventually win the presidential election?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	38%	73%	26%	10%	44%	35%	34%	43%	34%	39%
Donald Trump	38%	5%	23%	71%	34%	39%	42%	37%	41%	37%
Another candidate	0%	0%	—	—	—	0%	—	0%	—	—
Don't know	24%	22%	51%	19%	22%	25%	24%	20%	25%	24%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	38%	38%	38%	35%	42%
Donald Trump	38%	42%	31%	45%	32%
Another candidate	0%	0%	—	—	0%
Don't know	24%	19%	30%	20%	26%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	38%	29%	70%	40%	75%	6%
Donald Trump	38%	45%	13%	39%	4%	75%
Another candidate	0%	—	1%	—	—	—
Don't know	24%	26%	16%	21%	22%	19%

Likely NC Voters

October 2024



10. 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?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Right direction	26%	51%	19%	6%	26%	27%	26%	29%	21%	30%
Wrong track	74%	49%	81%	94%	74%	73%	74%	71%	79%	70%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Right direction	26%	22%	34%	25%	27%
Wrong track	74%	78%	66%	75%	73%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Right direction	26%	21%	48%	22%	51%	5%
Wrong track	74%	79%	52%	78%	49%	95%

Likely NC Voters

October 2024



11. Would you say that you approve or disapprove of the way Joe Biden is handling his job as president?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Strongly approve	23%	47%	11%	2%	22%	24%	22%	24%	19%	20%
Somewhat approve	20%	39%	25%	3%	23%	18%	18%	17%	21%	26%
Somewhat disapprove	14%	9%	26%	18%	19%	14%	8%	17%	12%	12%
Strongly disapprove	43%	6%	38%	77%	36%	44%	52%	42%	48%	42%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Strongly approve	23%	22%	24%	22%	23%
Somewhat approve	20%	18%	24%	18%	22%
Somewhat disapprove	14%	16%	12%	12%	16%
Strongly disapprove	43%	45%	40%	48%	39%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Strongly approve	23%	16%	45%	30%	47%	2%
Somewhat approve	20%	17%	32%	11%	40%	1%
Somewhat disapprove	14%	15%	11%	16%	9%	18%
Strongly disapprove	43%	52%	12%	44%	5%	79%

Likely NC Voters

October 2024



12. Would you say that you approve or disapprove of the way Roy Cooper is handling his job as Governor of North Carolina

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Strongly approve	38%	71%	31%	8%	37%	39%	36%	36%	33%	45%
Somewhat approve	20%	19%	31%	20%	24%	16%	20%	23%	18%	22%
Somewhat disapprove	20%	8%	18%	31%	23%	16%	20%	20%	20%	17%
Strongly disapprove	22%	2%	21%	41%	16%	29%	23%	21%	29%	17%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Strongly approve	38%	31%	47%	31%	43%
Somewhat approve	20%	22%	16%	19%	20%
Somewhat disapprove	20%	19%	20%	23%	18%
Strongly disapprove	22%	27%	16%	27%	19%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Strongly approve	38%	30%	62%	46%	72%	7%
Somewhat approve	20%	20%	21%	22%	18%	20%
Somewhat disapprove	20%	23%	9%	17%	9%	30%
Strongly disapprove	22%	27%	8%	15%	2%	43%

Likely NC Voters

October 2024



13. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle the economy?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	41%	87%	24%	3%	44%	38%	39%	42%	35%	42%
Donald Trump	49%	4%	30%	93%	40%	53%	56%	46%	56%	47%
About even	4%	3%	11%	2%	5%	5%	2%	4%	3%	7%
Unsure	6%	5%	36%	2%	11%	4%	3%	7%	6%	4%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	41%	38%	46%	33%	48%
Donald Trump	49%	51%	44%	56%	43%
About even	4%	4%	5%	6%	2%
Unsure	6%	7%	5%	5%	7%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	41%	32%	72%	44%	88%	1%
Donald Trump	49%	59%	15%	38%	3%	96%
About even	4%	4%	5%	2%	5%	2%
Unsure	6%	5%	8%	16%	4%	1%

Likely NC Voters

October 2024



14. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle the Israel-Hamas War?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	36%	76%	20%	3%	37%	37%	34%	36%	30%	42%
Donald Trump	48%	7%	27%	91%	40%	52%	56%	47%	54%	48%
About even	4%	4%	15%	2%	5%	4%	1%	3%	5%	5%
Unsure	12%	13%	38%	5%	18%	7%	9%	14%	11%	5%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	36%	32%	42%	28%	43%
Donald Trump	48%	52%	43%	56%	43%
About even	4%	3%	5%	5%	3%
Unsure	12%	13%	10%	11%	12%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	36%	28%	63%	42%	76%	1%
Donald Trump	48%	59%	16%	38%	6%	95%
About even	4%	4%	6%	—	5%	1%
Unsure	12%	10%	16%	20%	14%	3%

Likely NC Voters

October 2024



15. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is more of a strong leader?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	41%	86%	26%	4%	45%	38%	40%	39%	36%	47%
Donald Trump	49%	5%	35%	92%	39%	53%	58%	47%	55%	47%
About even	4%	5%	9%	3%	7%	4%	1%	6%	5%	3%
Unsure	5%	4%	29%	1%	9%	5%	1%	7%	5%	3%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	41%	38%	46%	34%	47%
Donald Trump	49%	52%	43%	56%	43%
About even	4%	4%	5%	5%	4%
Unsure	5%	6%	5%	5%	6%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	41%	32%	74%	43%	88%	1%
Donald Trump	49%	59%	15%	42%	3%	97%
About even	4%	5%	3%	6%	5%	1%
Unsure	5%	4%	8%	9%	4%	0%

Likely NC Voters

October 2024



16. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle immigration policy?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	39%	83%	26%	3%	44%	37%	35%	39%	33%	47%
Donald Trump	52%	7%	43%	95%	44%	56%	59%	52%	57%	49%
About even	3%	4%	7%	1%	3%	5%	2%	3%	4%	3%
Unsure	5%	6%	24%	1%	8%	3%	5%	5%	6%	2%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	39%	34%	48%	31%	46%
Donald Trump	52%	55%	46%	59%	46%
About even	3%	4%	3%	4%	3%
Unsure	5%	7%	3%	6%	5%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	39%	32%	65%	45%	84%	1%
Donald Trump	52%	63%	13%	48%	7%	97%
About even	3%	2%	9%	1%	4%	0%
Unsure	5%	3%	13%	6%	5%	1%

Likely NC Voters

October 2024



17. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle abortion policy?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	50%	93%	43%	13%	58%	44%	46%	51%	43%	56%
Donald Trump	37%	3%	17%	73%	29%	43%	42%	36%	44%	37%
About even	3%	1%	2%	5%	4%	3%	3%	3%	4%	1%
Unsure	9%	3%	38%	9%	9%	10%	10%	9%	10%	6%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	50%	46%	57%	43%	56%
Donald Trump	37%	40%	34%	46%	31%
About even	3%	3%	4%	4%	3%
Unsure	9%	12%	6%	8%	11%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	50%	41%	82%	53%	95%	10%
Donald Trump	37%	46%	7%	34%	2%	75%
About even	3%	3%	3%	2%	—	5%
Unsure	9%	10%	8%	11%	3%	10%

Likely NC Voters

October 2024



18. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle race relations?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	48%	93%	47%	8%	56%	44%	42%	48%	43%	56%
Donald Trump	38%	2%	20%	75%	29%	41%	49%	38%	43%	36%
About even	8%	1%	17%	12%	9%	7%	6%	9%	8%	5%
Unsure	6%	4%	16%	5%	6%	8%	3%	6%	6%	2%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	48%	42%	58%	42%	53%
Donald Trump	38%	41%	33%	43%	34%
About even	8%	9%	6%	9%	7%
Unsure	6%	8%	2%	6%	6%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	48%	39%	81%	51%	95%	5%
Donald Trump	38%	47%	7%	37%	1%	78%
About even	8%	9%	6%	5%	1%	13%
Unsure	6%	6%	6%	7%	2%	4%

Likely NC Voters

October 2024



19. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is more honest and trustworthy?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	45%	91%	40%	5%	48%	44%	43%	45%	39%	50%
Donald Trump	38%	2%	19%	76%	32%	40%	45%	39%	43%	34%
About even	10%	3%	15%	14%	8%	10%	11%	8%	9%	14%
Unsure	7%	4%	26%	5%	11%	6%	1%	8%	9%	1%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	45%	41%	53%	38%	51%
Donald Trump	38%	43%	31%	43%	34%
About even	10%	8%	12%	12%	8%
Unsure	7%	9%	4%	7%	7%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	45%	36%	77%	47%	95%	1%
Donald Trump	38%	47%	10%	34%	1%	79%
About even	10%	11%	4%	10%	2%	16%
Unsure	7%	6%	9%	8%	2%	4%

Likely NC Voters

October 2024



20. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle the Russia-Ukraine War?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	39%	80%	30%	3%	41%	37%	37%	38%	33%	43%
Donald Trump	49%	8%	31%	90%	42%	52%	54%	49%	54%	46%
About even	4%	3%	11%	2%	5%	2%	2%	2%	3%	7%
Unsure	9%	9%	29%	5%	12%	9%	7%	11%	9%	5%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	39%	33%	47%	30%	45%
Donald Trump	49%	53%	41%	56%	43%
About even	4%	3%	4%	5%	2%
Unsure	9%	11%	7%	9%	9%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	39%	31%	61%	48%	81%	1%
Donald Trump	49%	58%	18%	39%	6%	94%
About even	4%	3%	5%	1%	4%	2%
Unsure	9%	7%	16%	11%	9%	3%

Likely NC Voters

October 2024



21. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle policing and crime?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	40%	82%	29%	4%	44%	38%	37%	40%	36%	42%
Donald Trump	49%	4%	37%	93%	40%	53%	59%	48%	56%	47%
About even	4%	6%	8%	1%	7%	3%	0%	5%	3%	5%
Unsure	7%	8%	26%	2%	9%	5%	5%	7%	6%	5%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	40%	36%	47%	32%	46%
Donald Trump	49%	52%	45%	57%	43%
About even	4%	4%	5%	5%	3%
Unsure	7%	9%	3%	5%	8%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	40%	31%	69%	45%	83%	2%
Donald Trump	49%	61%	11%	41%	4%	96%
About even	4%	3%	8%	4%	5%	1%
Unsure	7%	5%	12%	10%	7%	1%

Likely NC Voters

October 2024



22. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would stand up more to extremists in their own party?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	39%	79%	26%	6%	41%	39%	36%	38%	35%	43%
Donald Trump	44%	10%	23%	80%	39%	46%	49%	44%	47%	42%
About even	7%	4%	21%	7%	9%	6%	7%	7%	6%	10%
Unsure	10%	8%	29%	7%	11%	8%	8%	11%	12%	5%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	39%	35%	46%	33%	44%
Donald Trump	44%	48%	38%	49%	40%
About even	7%	6%	9%	8%	6%
Unsure	10%	11%	7%	10%	10%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	39%	32%	65%	41%	80%	4%
Donald Trump	44%	52%	16%	39%	8%	83%
About even	7%	8%	9%	0%	5%	7%
Unsure	10%	8%	11%	19%	7%	6%

Likely NC Voters

October 2024



23. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is more corrupt?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	36%	5%	15%	68%	29%	40%	41%	34%	41%	37%
Donald Trump	48%	90%	50%	10%	54%	45%	44%	50%	41%	53%
About even	8%	1%	16%	13%	7%	10%	8%	6%	10%	8%
Unsure	7%	3%	19%	9%	10%	5%	7%	10%	8%	2%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	36%	38%	33%	42%	31%
Donald Trump	48%	44%	56%	44%	52%
About even	8%	9%	7%	8%	8%
Unsure	7%	9%	4%	6%	9%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	36%	43%	12%	30%	4%	71%
Donald Trump	48%	40%	79%	51%	94%	6%
About even	8%	10%	4%	2%	1%	13%
Unsure	7%	7%	6%	17%	1%	10%

Likely NC Voters

October 2024



24. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is more likely to uphold the law?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	46%	90%	42%	7%	49%	46%	42%	46%	40%	51%
Donald Trump	42%	2%	27%	82%	36%	44%	50%	43%	48%	39%
About even	6%	3%	9%	8%	5%	6%	7%	7%	5%	6%
Unsure	5%	5%	22%	2%	10%	4%	1%	5%	7%	4%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	46%	42%	52%	39%	51%
Donald Trump	42%	46%	37%	48%	38%
About even	6%	6%	6%	7%	6%
Unsure	5%	6%	5%	6%	5%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	46%	36%	81%	48%	93%	3%
Donald Trump	42%	52%	9%	37%	2%	86%
About even	6%	6%	6%	5%	1%	9%
Unsure	5%	5%	4%	10%	4%	2%

Likely NC Voters

October 2024



25. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is a better role model for young people?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	46%	91%	39%	8%	50%	44%	45%	47%	40%	52%
Donald Trump	35%	3%	15%	68%	27%	38%	43%	37%	36%	33%
About even	8%	1%	14%	14%	11%	8%	6%	7%	10%	9%
Unsure	10%	5%	31%	10%	13%	10%	6%	9%	13%	6%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	46%	43%	52%	40%	51%
Donald Trump	35%	40%	27%	40%	31%
About even	8%	7%	10%	10%	7%
Unsure	10%	10%	10%	10%	11%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	46%	38%	79%	44%	94%	4%
Donald Trump	35%	43%	8%	33%	1%	71%
About even	8%	9%	6%	5%	0%	15%
Unsure	10%	10%	8%	18%	4%	10%

Likely NC Voters

October 2024



26. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – you would trust more to take care of a young child, by themselves, for five hours?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	48%	93%	41%	9%	54%	46%	44%	48%	42%	54%
Donald Trump	31%	2%	22%	60%	24%	35%	38%	32%	34%	30%
About even	9%	1%	7%	15%	8%	9%	9%	7%	11%	10%
Unsure	12%	3%	30%	15%	14%	11%	9%	13%	13%	6%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	48%	44%	55%	42%	53%
Donald Trump	31%	34%	28%	37%	27%
About even	9%	8%	10%	10%	8%
Unsure	12%	14%	8%	11%	12%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	48%	39%	81%	50%	95%	5%
Donald Trump	31%	38%	7%	33%	2%	64%
About even	9%	10%	4%	6%	1%	15%
Unsure	12%	13%	8%	11%	3%	16%

Likely NC Voters

October 2024



27. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is weirder?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	36%	7%	15%	67%	30%	38%	43%	36%	41%	31%
Donald Trump	46%	85%	37%	13%	52%	44%	40%	46%	42%	51%
About even	9%	3%	21%	11%	8%	9%	9%	8%	8%	12%
Unsure	9%	5%	28%	8%	10%	9%	7%	10%	9%	6%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	36%	39%	31%	42%	31%
Donald Trump	46%	43%	52%	41%	50%
About even	9%	8%	10%	8%	9%
Unsure	9%	10%	7%	9%	9%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	36%	43%	15%	26%	5%	70%
Donald Trump	46%	38%	74%	50%	87%	10%
About even	9%	10%	2%	13%	2%	12%
Unsure	9%	9%	9%	12%	6%	9%

Likely NC Voters

October 2024



28. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is more of a bully?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	22%	5%	13%	40%	20%	22%	26%	26%	24%	18%
Donald Trump	59%	93%	59%	30%	61%	57%	60%	59%	55%	66%
About even	11%	1%	11%	20%	11%	13%	9%	8%	14%	14%
Unsure	7%	2%	17%	10%	7%	8%	5%	7%	7%	3%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	22%	27%	14%	24%	21%
Donald Trump	59%	55%	67%	56%	62%
About even	11%	10%	13%	11%	12%
Unsure	7%	8%	6%	9%	6%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	22%	26%	11%	20%	5%	42%
Donald Trump	59%	53%	82%	61%	94%	27%
About even	11%	14%	3%	11%	0%	20%
Unsure	7%	8%	4%	8%	1%	11%

Likely NC Voters

October 2024



29. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is a better public speaker?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	47%	90%	44%	8%	54%	43%	41%	46%	41%	50%
Donald Trump	44%	3%	26%	85%	35%	48%	51%	44%	48%	41%
About even	5%	3%	12%	6%	6%	4%	5%	5%	5%	6%
Unsure	5%	4%	18%	2%	5%	5%	3%	5%	6%	3%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	47%	43%	53%	38%	53%
Donald Trump	44%	47%	38%	51%	38%
About even	5%	5%	5%	6%	4%
Unsure	5%	5%	4%	5%	4%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	47%	37%	79%	51%	92%	4%
Donald Trump	44%	54%	12%	35%	3%	88%
About even	5%	5%	3%	8%	2%	5%
Unsure	5%	4%	5%	7%	3%	2%

Likely NC Voters

October 2024



30. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would make a scarier Halloween costume?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	31%	8%	11%	55%	27%	34%	33%	33%	34%	25%
Donald Trump	45%	78%	42%	16%	49%	43%	40%	44%	40%	47%
About even	12%	5%	12%	17%	9%	12%	15%	11%	13%	12%
Unsure	13%	9%	35%	12%	15%	11%	12%	13%	12%	15%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	31%	34%	25%	34%	28%
Donald Trump	45%	43%	48%	41%	48%
About even	12%	11%	13%	13%	11%
Unsure	13%	12%	13%	12%	13%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Kamala Harris	31%	35%	15%	32%	8%	56%
Donald Trump	45%	37%	69%	53%	78%	14%
About even	12%	14%	5%	3%	5%	16%
Unsure	13%	13%	11%	12%	8%	14%

Likely NC Voters

October 2024



31. Regardless of who you vote for, how confident are you that your vote will be accurately counted?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Very confident	45%	67%	43%	25%	50%	42%	41%	43%	45%	50%
Somewhat confident	33%	24%	31%	41%	29%	36%	34%	27%	34%	38%
A little confident	14%	6%	17%	20%	13%	13%	18%	17%	13%	9%
Not at all confident	9%	2%	9%	14%	9%	9%	7%	14%	7%	3%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Very confident	45%	38%	55%	44%	45%
Somewhat confident	33%	33%	32%	35%	31%
A little confident	14%	16%	10%	13%	15%
Not at all confident	9%	12%	3%	7%	10%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Very confident	45%	42%	55%	43%	69%	23%
Somewhat confident	33%	34%	30%	28%	24%	41%
A little confident	14%	15%	11%	12%	5%	22%
Not at all confident	9%	9%	5%	17%	2%	13%

Likely NC Voters

October 2024



32. If your preferred presidential candidate loses the election, will you accept or not accept the results?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely accept	37%	42%	51%	29%	39%	36%	35%	29%	39%	50%
Probably accept	37%	40%	40%	35%	35%	39%	38%	39%	33%	37%
Probably not accept	16%	10%	7%	22%	15%	15%	18%	19%	17%	8%
Definitely not accept	11%	8%	2%	14%	12%	11%	9%	13%	11%	6%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely accept	37%	34%	41%	39%	35%
Probably accept	37%	35%	41%	36%	38%
Probably not accept	16%	19%	10%	14%	17%
Definitely not accept	11%	12%	8%	11%	10%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Definitely accept	37%	39%	33%	20%	46%	26%
Probably accept	37%	35%	38%	59%	38%	37%
Probably not accept	16%	17%	15%	4%	9%	23%
Definitely not accept	11%	9%	13%	17%	8%	14%

Likely NC Voters

October 2024



33. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Donald Trump

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	43%	3%	24%	84%	35%	49%	48%	44%	46%	43%
Unfavorable	51%	93%	56%	11%	56%	46%	49%	50%	47%	53%
No Opinion	5%	3%	15%	5%	7%	5%	3%	5%	7%	3%
Never heard of	1%	1%	5%	—	2%	—	—	1%	0%	1%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	43%	47%	38%	48%	40%
Unfavorable	51%	47%	57%	46%	54%
No Opinion	5%	5%	5%	6%	5%
Never heard of	1%	1%	0%	—	1%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	43%	52%	13%	41%	1%	88%
Unfavorable	51%	43%	80%	48%	96%	7%
No Opinion	5%	5%	6%	9%	3%	5%
Never heard of	1%	1%	1%	1%	0%	0%

Likely NC Voters

October 2024



34. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Barack Obama

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	51%	94%	51%	12%	59%	48%	43%	52%	45%	55%
Unfavorable	42%	3%	33%	79%	33%	44%	52%	41%	46%	40%
No Opinion	7%	3%	16%	8%	7%	7%	5%	7%	9%	4%
Never heard of	1%	0%	–	1%	1%	0%	–	1%	1%	–

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	51%	47%	56%	44%	56%
Unfavorable	42%	45%	38%	50%	36%
No Opinion	7%	7%	5%	5%	8%
Never heard of	1%	1%	0%	1%	0%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	51%	41%	84%	55%	94%	11%
Unfavorable	42%	52%	9%	34%	3%	80%
No Opinion	7%	7%	5%	10%	3%	8%
Never heard of	1%	–	2%	1%	0%	1%

Likely NC Voters

October 2024



35. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Joe Biden

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	40%	84%	28%	3%	40%	42%	39%	41%	35%	45%
Unfavorable	54%	11%	59%	93%	53%	53%	58%	53%	59%	51%
No Opinion	5%	5%	13%	3%	7%	5%	3%	6%	5%	3%
Never heard of	0%	—	—	1%	1%	0%	—	0%	1%	—

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	40%	37%	46%	36%	44%
Unfavorable	54%	57%	50%	60%	50%
No Opinion	5%	6%	3%	3%	6%
Never heard of	0%	0%	1%	1%	0%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	40%	31%	74%	40%	85%	2%
Unfavorable	54%	64%	19%	53%	10%	95%
No Opinion	5%	4%	7%	7%	5%	2%
Never heard of	0%	0%	1%	—	0%	1%

Likely NC Voters

October 2024



36. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Kamala Harris

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	46%	92%	34%	7%	50%	45%	42%	47%	39%	51%
Unfavorable	49%	4%	44%	90%	42%	51%	57%	47%	55%	46%
No Opinion	4%	3%	18%	2%	7%	4%	1%	5%	5%	3%
Never heard of	1%	0%	4%	0%	2%	–	–	0%	1%	–

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	46%	43%	51%	40%	51%
Unfavorable	49%	51%	45%	55%	44%
No Opinion	4%	5%	4%	4%	4%
Never heard of	1%	1%	–	0%	1%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	46%	36%	80%	48%	95%	3%
Unfavorable	49%	60%	13%	42%	2%	94%
No Opinion	4%	4%	5%	10%	2%	3%
Never heard of	1%	1%	2%	–	0%	0%

Likely NC Voters

October 2024



37. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Robert F. Kennedy Jr.

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	40%	20%	38%	58%	36%	44%	39%	44%	38%	40%
Unfavorable	33%	56%	30%	12%	31%	31%	39%	29%	32%	39%
No Opinion	25%	22%	25%	28%	29%	24%	22%	23%	29%	20%
Never heard of	2%	2%	7%	1%	4%	1%	–	4%	1%	1%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	40%	43%	34%	41%	39%
Unfavorable	33%	28%	40%	29%	35%
No Opinion	25%	26%	25%	29%	23%
Never heard of	2%	2%	1%	1%	3%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	40%	42%	33%	31%	19%	61%
Unfavorable	33%	32%	36%	33%	58%	11%
No Opinion	25%	24%	26%	33%	22%	27%
Never heard of	2%	1%	4%	4%	1%	2%

Likely NC Voters

October 2024



38. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Ted Budd

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	23%	5%	13%	41%	15%	25%	33%	22%	25%	23%
Unfavorable	28%	49%	22%	10%	26%	26%	33%	25%	31%	30%
No Opinion	37%	32%	48%	38%	40%	40%	26%	37%	32%	38%
Never heard of	13%	14%	17%	11%	19%	9%	8%	17%	11%	10%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	23%	24%	20%	32%	15%
Unfavorable	28%	23%	36%	27%	29%
No Opinion	37%	37%	36%	33%	40%
Never heard of	13%	15%	9%	9%	16%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	23%	28%	10%	11%	4%	42%
Unfavorable	28%	26%	37%	26%	49%	9%
No Opinion	37%	36%	33%	48%	32%	38%
Never heard of	13%	11%	20%	15%	15%	10%

Likely NC Voters

October 2024



39. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Thom Tillis

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	27%	8%	11%	49%	19%	31%	36%	27%	31%	25%
Unfavorable	34%	53%	39%	16%	29%	34%	42%	35%	32%	40%
No Opinion	32%	29%	38%	32%	37%	33%	21%	27%	33%	31%
Never heard of	7%	10%	11%	3%	15%	3%	1%	12%	4%	4%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	27%	30%	23%	33%	23%
Unfavorable	34%	30%	41%	33%	34%
No Opinion	32%	31%	32%	29%	34%
Never heard of	7%	9%	4%	5%	9%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	27%	33%	11%	18%	8%	46%
Unfavorable	34%	34%	37%	27%	53%	17%
No Opinion	32%	29%	38%	38%	30%	33%
Never heard of	7%	4%	13%	16%	8%	4%

Likely NC Voters

October 2024



40. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Roy Cooper

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	50%	84%	48%	20%	48%	51%	51%	50%	46%	56%
Unfavorable	34%	4%	29%	63%	29%	38%	36%	32%	42%	28%
No Opinion	14%	10%	20%	16%	19%	9%	14%	15%	11%	13%
Never heard of	2%	3%	3%	1%	4%	1%	—	3%	2%	3%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	50%	45%	57%	42%	56%
Unfavorable	34%	37%	30%	42%	27%
No Opinion	14%	16%	12%	14%	15%
Never heard of	2%	3%	2%	2%	3%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	50%	42%	78%	47%	85%	18%
Unfavorable	34%	42%	10%	26%	5%	64%
No Opinion	14%	14%	11%	23%	7%	16%
Never heard of	2%	2%	1%	4%	3%	2%

Likely NC Voters

October 2024



41. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Mike Johnson

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	21%	5%	16%	37%	12%	24%	32%	16%	23%	25%
Unfavorable	26%	42%	26%	10%	22%	26%	30%	24%	24%	32%
No Opinion	32%	28%	32%	35%	38%	29%	26%	34%	33%	28%
Never heard of	21%	24%	27%	18%	27%	21%	12%	26%	20%	15%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	21%	21%	21%	28%	15%
Unfavorable	26%	23%	30%	26%	25%
No Opinion	32%	34%	28%	29%	35%
Never heard of	21%	22%	21%	16%	26%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	21%	24%	13%	14%	5%	37%
Unfavorable	26%	27%	25%	15%	43%	10%
No Opinion	32%	30%	36%	47%	28%	35%
Never heard of	21%	20%	27%	24%	24%	18%

Likely NC Voters

October 2024



42. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – James Taylor

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	32%	39%	25%	28%	18%	42%	42%	28%	32%	40%
Unfavorable	6%	2%	2%	11%	5%	5%	8%	7%	6%	5%
No Opinion	34%	29%	40%	38%	37%	32%	33%	33%	37%	29%
Never heard of	27%	30%	34%	24%	40%	21%	18%	33%	25%	26%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	32%	25%	45%	35%	31%
Unfavorable	6%	8%	3%	8%	4%
No Opinion	34%	37%	29%	33%	36%
Never heard of	27%	30%	23%	24%	29%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	32%	38%	19%	18%	40%	27%
Unfavorable	6%	7%	4%	4%	3%	10%
No Opinion	34%	34%	33%	38%	28%	39%
Never heard of	27%	21%	45%	40%	29%	24%

Likely NC Voters

October 2024



43. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Richard Petty

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	41%	26%	33%	57%	24%	54%	50%	44%	40%	36%
Unfavorable	6%	8%	7%	4%	9%	5%	2%	5%	7%	5%
No Opinion	38%	45%	35%	33%	42%	32%	41%	33%	40%	48%
Never heard of	15%	22%	25%	6%	26%	9%	6%	17%	13%	11%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	41%	44%	36%	49%	35%
Unfavorable	6%	6%	6%	6%	5%
No Opinion	38%	36%	42%	35%	42%
Never heard of	15%	14%	17%	10%	18%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	41%	49%	18%	26%	27%	58%
Unfavorable	6%	6%	6%	2%	8%	4%
No Opinion	38%	36%	45%	47%	43%	32%
Never heard of	15%	9%	31%	25%	21%	7%

Likely NC Voters

October 2024



44. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Michael Jordan

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	61%	67%	46%	60%	55%	69%	61%	57%	66%	67%
Unfavorable	7%	5%	6%	9%	7%	4%	9%	8%	6%	2%
No Opinion	29%	25%	46%	30%	34%	25%	28%	30%	26%	30%
Never heard of	3%	3%	3%	2%	4%	2%	2%	5%	1%	1%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	61%	56%	70%	66%	58%
Unfavorable	7%	8%	4%	7%	6%
No Opinion	29%	32%	24%	26%	32%
Never heard of	3%	3%	2%	1%	4%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	61%	60%	72%	48%	69%	59%
Unfavorable	7%	8%	4%	5%	4%	9%
No Opinion	29%	31%	19%	45%	25%	30%
Never heard of	3%	2%	5%	3%	3%	2%

Likely NC Voters

October 2024



45. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Art Pope

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	4%	6%	2%	3%	4%	4%	4%	4%	3%	3%
Unfavorable	6%	8%	3%	5%	8%	6%	5%	5%	7%	10%
No Opinion	28%	27%	23%	30%	31%	24%	30%	26%	29%	26%
Never heard of	61%	59%	72%	62%	57%	66%	61%	65%	61%	62%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	4%	5%	2%	5%	3%
Unfavorable	6%	5%	9%	9%	5%
No Opinion	28%	31%	24%	31%	27%
Never heard of	61%	59%	65%	56%	65%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	4%	4%	7%	2%	4%	3%
Unfavorable	6%	7%	6%	4%	8%	5%
No Opinion	28%	26%	28%	46%	27%	29%
Never heard of	61%	63%	60%	48%	61%	63%

Likely NC Voters

October 2024



46. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – David Tepper

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	3%	5%	2%	2%	4%	4%	2%	3%	2%	5%
Unfavorable	16%	16%	11%	17%	16%	17%	14%	17%	14%	22%
No Opinion	35%	30%	39%	39%	33%	38%	33%	36%	33%	34%
Never heard of	46%	49%	49%	43%	47%	42%	50%	45%	51%	38%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	3%	3%	3%	5%	2%
Unfavorable	16%	14%	19%	20%	12%
No Opinion	35%	37%	32%	37%	34%
Never heard of	46%	46%	45%	38%	52%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	3%	3%	6%	1%	5%	2%
Unfavorable	16%	18%	10%	9%	16%	17%
No Opinion	35%	36%	29%	44%	31%	39%
Never heard of	46%	43%	55%	47%	47%	42%

Likely NC Voters

October 2024



47. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Josh Stein

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	44%	78%	51%	13%	43%	44%	47%	43%	41%	50%
Unfavorable	26%	3%	16%	47%	19%	29%	32%	26%	28%	24%
No Opinion	24%	14%	24%	33%	27%	25%	18%	23%	25%	21%
Never heard of	6%	4%	9%	7%	12%	2%	2%	7%	6%	5%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	44%	40%	52%	40%	48%
Unfavorable	26%	27%	23%	34%	18%
No Opinion	24%	26%	20%	23%	25%
Never heard of	6%	7%	5%	3%	8%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	44%	41%	62%	36%	79%	12%
Unfavorable	26%	32%	8%	14%	3%	48%
No Opinion	24%	23%	25%	36%	12%	35%
Never heard of	6%	5%	6%	15%	6%	6%

Likely NC Voters

October 2024



48. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Mark Robinson

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	29%	5%	6%	55%	23%	34%	32%	31%	32%	24%
Unfavorable	48%	75%	57%	24%	45%	49%	54%	45%	48%	54%
No Opinion	18%	16%	24%	18%	23%	16%	13%	15%	18%	22%
Never heard of	5%	5%	13%	2%	10%	2%	0%	9%	1%	1%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	29%	34%	21%	34%	25%
Unfavorable	48%	42%	59%	46%	50%
No Opinion	18%	18%	18%	17%	19%
Never heard of	5%	6%	2%	3%	6%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	29%	34%	14%	20%	4%	57%
Unfavorable	48%	46%	60%	42%	77%	22%
No Opinion	18%	17%	21%	22%	14%	18%
Never heard of	5%	3%	6%	16%	4%	3%

Likely NC Voters

October 2024



49. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – JD Vance

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	41%	5%	26%	77%	30%	47%	50%	39%	45%	42%
Unfavorable	40%	76%	42%	8%	42%	40%	39%	37%	36%	49%
No Opinion	14%	14%	18%	11%	19%	11%	10%	16%	16%	8%
Never heard of	5%	5%	14%	3%	10%	2%	2%	9%	3%	1%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	41%	43%	39%	47%	36%
Unfavorable	40%	35%	50%	37%	43%
No Opinion	14%	16%	10%	12%	15%
Never heard of	5%	7%	2%	3%	6%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	41%	50%	11%	37%	3%	80%
Unfavorable	40%	36%	56%	38%	78%	6%
No Opinion	14%	10%	25%	17%	14%	11%
Never heard of	5%	3%	9%	7%	5%	3%

Likely NC Voters

October 2024



50. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Tim Walz

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	40%	80%	28%	6%	40%	39%	41%	35%	33%	52%
Unfavorable	41%	3%	34%	78%	30%	46%	53%	40%	46%	40%
No Opinion	13%	11%	21%	13%	18%	13%	6%	15%	18%	6%
Never heard of	6%	5%	17%	3%	12%	2%	0%	9%	2%	2%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	40%	34%	50%	36%	43%
Unfavorable	41%	43%	38%	49%	35%
No Opinion	13%	15%	10%	12%	15%
Never heard of	6%	8%	2%	4%	7%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	40%	34%	61%	42%	80%	4%
Unfavorable	41%	52%	9%	29%	4%	81%
No Opinion	13%	11%	19%	15%	12%	12%
Never heard of	6%	3%	11%	14%	4%	4%

Likely NC Voters

October 2024



51. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Benjamin Netanyahu

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	29%	5%	21%	52%	16%	32%	45%	27%	30%	34%
Unfavorable	27%	46%	24%	10%	27%	26%	26%	21%	28%	35%
No Opinion	23%	23%	29%	21%	26%	23%	16%	26%	21%	20%
Never heard of	22%	25%	27%	18%	30%	18%	13%	27%	21%	12%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	29%	28%	30%	40%	20%
Unfavorable	27%	20%	38%	25%	28%
No Opinion	23%	25%	19%	21%	24%
Never heard of	22%	27%	13%	14%	28%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	29%	35%	9%	24%	7%	53%
Unfavorable	27%	27%	28%	24%	46%	9%
No Opinion	23%	21%	27%	26%	24%	20%
Never heard of	22%	17%	36%	26%	23%	19%

Likely NC Voters

October 2024



52. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Vladimir Putin

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	5%	3%	5%	6%	8%	3%	2%	7%	4%	4%
Unfavorable	74%	76%	75%	73%	63%	77%	87%	67%	73%	87%
No Opinion	15%	13%	9%	19%	17%	17%	10%	17%	19%	5%
Never heard of	6%	8%	11%	3%	11%	2%	1%	9%	4%	4%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	5%	6%	3%	7%	3%
Unfavorable	74%	67%	85%	76%	73%
No Opinion	15%	18%	11%	14%	17%
Never heard of	6%	8%	2%	4%	7%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	5%	5%	4%	4%	2%	7%
Unfavorable	74%	79%	56%	70%	79%	72%
No Opinion	15%	13%	23%	21%	11%	18%
Never heard of	6%	3%	16%	5%	8%	3%

Likely NC Voters

October 2024



53. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Volodymyr Zelenskyy

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	31%	49%	22%	17%	24%	36%	37%	23%	30%	50%
Unfavorable	19%	3%	21%	33%	15%	21%	23%	20%	19%	19%
No Opinion	27%	21%	28%	33%	29%	23%	30%	30%	30%	16%
Never heard of	22%	27%	29%	16%	32%	19%	11%	27%	21%	15%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	31%	23%	45%	31%	31%
Unfavorable	19%	21%	17%	25%	14%
No Opinion	27%	30%	24%	28%	27%
Never heard of	22%	27%	14%	15%	28%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	31%	34%	22%	30%	50%	15%
Unfavorable	19%	23%	5%	14%	5%	34%
No Opinion	27%	27%	26%	30%	22%	33%
Never heard of	22%	15%	47%	26%	23%	18%

Likely NC Voters

October 2024



54. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. – Viktor Orbán

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	5%	2%	6%	7%	5%	4%	5%	4%	7%	3%
Unfavorable	15%	27%	10%	5%	12%	15%	20%	11%	12%	26%
No Opinion	29%	27%	22%	33%	33%	27%	28%	30%	31%	27%
Never heard of	51%	45%	61%	55%	51%	54%	48%	55%	50%	44%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	5%	4%	5%	7%	3%
Unfavorable	15%	10%	22%	17%	13%
No Opinion	29%	33%	24%	31%	28%
Never heard of	51%	53%	49%	45%	56%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Favorable	5%	4%	5%	7%	1%	8%
Unfavorable	15%	17%	12%	7%	28%	4%
No Opinion	29%	29%	27%	40%	25%	34%
Never heard of	51%	50%	56%	46%	46%	55%

Likely NC Voters

October 2024



55. Are you or is anyone in your household a member of a labor union?

	Leaned Party ID				Age			Income		
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Yes	4%	4%	2%	3%	4%	4%	3%	2%	5%	5%
No	96%	96%	98%	97%	96%	96%	97%	98%	95%	95%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Yes	4%	4%	3%	4%	3%
No	96%	96%	97%	96%	97%

	Total	Race			2024 vote	
		White	Black	Other	Harris voters	Trump voters
Yes	4%	4%	2%	7%	4%	3%
No	96%	96%	98%	93%	96%	97%