NORTH CAROLINA POLL: WHO ARE THE 1 MILLION+ NEW VOTERS IN 2024?

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P: (929) 388-6585
E: info@victory-insights.com
W: victory-insights.com
𝕏: @VictoryPolling

Poll conducted November 13th through 14th, 2024 among 850 registered voters throughout North Carolina who registered to vote after the 2020 general election and indicated that they voted in the 2024 general election. Responses were collected via Interactive Voice Response and Text-To-Web. This poll was not commissioned by any candidate or committee.

VICTORY INSIGHTS

Executive Summary

Between the 2020 and 2024 general elections, more than 1.3 million new voters registered to vote in the state of North Carolina, and most of them voted in 2024. This new voting bloc perplexed and stressed North Carolina politicos in the leadup to the 2024 general election, but it turned out that these new voters (who are predominantly young) only narrowly favor the Democratic Party.

In fact, solely by registration, Republicans have a slim advantage among new voters. However, when voters are asked which party they tend to support more, Democrats earn a 4% advantage, mainly due to registered nonpartisans leaning left.

This is generally in line with how these new voters voted in 2024. In all four major statewide races, new voters preferred the Democratic candidate. The presidential race was closest, with Harris only outperforming Trump by 2%, while the gubernatorial race was the biggest blowout, with Stein outperforming Robinson by 20%. The Republican candidates in the other two races (Lieutenant Governor and Attorney General) fell somewhere in between, both underperforming the D+4% electorate advantage. This means Trump was the only Republican candidate to outperform the Democratic nominee among independent voters.

Additionally, new voters underwent a massive shift in sentiment in 2024. Prior to the election, 51% of new voters felt the country was on the wrong path, while only 35% thought it was on the right path. After the election, there was a 14-point swing in favor of the right path. Most voters' sentiments flipped; those who thought the country was on the right path now believe we're on the wrong path, and vice versa.

These million-plus new voters make up an important new wing of the North Carolina electorate. As the state's population changes, its political landscape is sure to change as well. **Read on to learn more.**

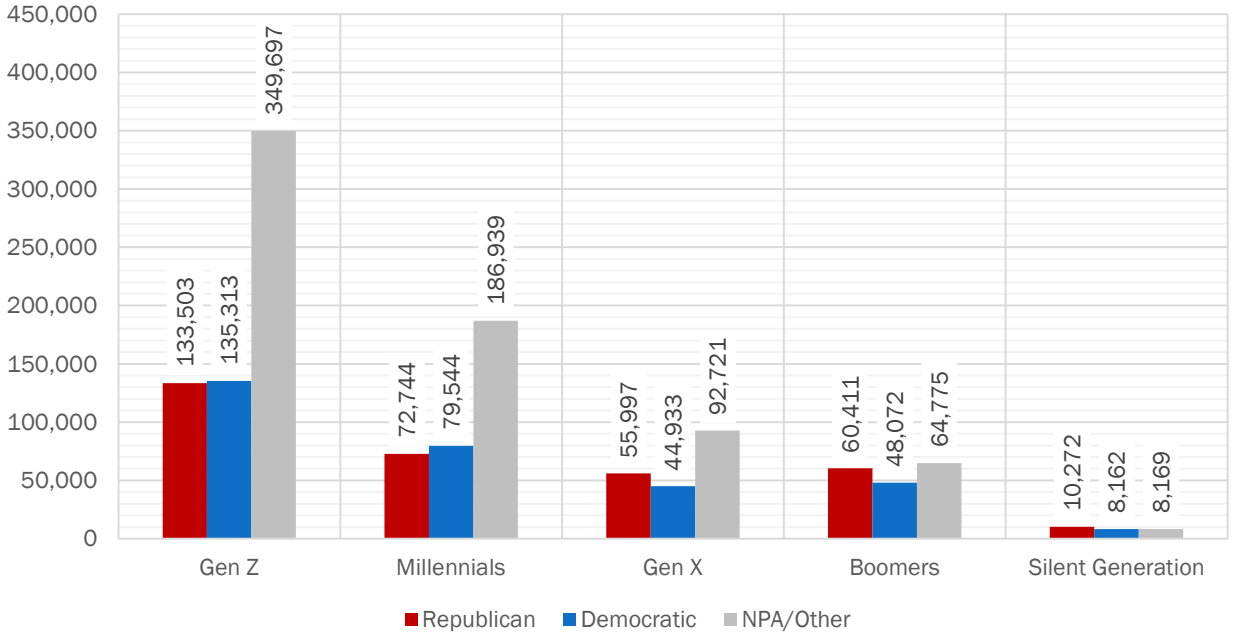
✓ **Ben Galbraith**
Senior Pollster, Victory Insights
@_BenGalbraith

Key Charts

This section showcases four charts that summarize our most important findings about North Carolina's new voters.

Party Registration by Generation

The chart below breaks down North Carolina's new voters' party registration by generation. Democrats outnumber Republicans among Gen Z and Millennial voters, while Gen X and older lean Republican. Perhaps the most striking trend is that younger voters are increasingly opting not to register as a member of either major party; among Gen Z voters, there are more nonpartisan voters than Democrat and Republican voters – combined.

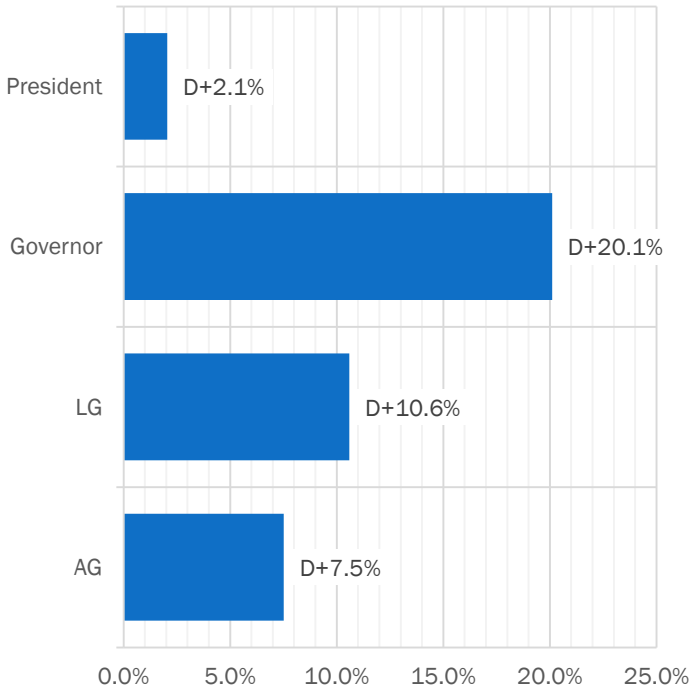


Party Registration vs. Party Affiliation

The table below shows the party registration and affiliation of the new NC voters *who voted in the 2024 general election*. By registration, Republicans have a slim lead (R+1.5%) over Democrats, but when voters are asked to self-affiliate with a party, Democrats gain a larger advantage (D+4.0%). This is mainly due to the fact that registered nonpartisan voters tend to lean Democratic.

	Republican	Democratic	NPA/Other	Advantage
By Registration	**27.4%**	**25.9%**	**46.7%**	**R+1.5%**
By Affiliation	**40.9%**	**44.9%**	**14.2%**	**D+4.0%**
Difference	**+13.5%**	**+19.0%**	**-32.5%**	

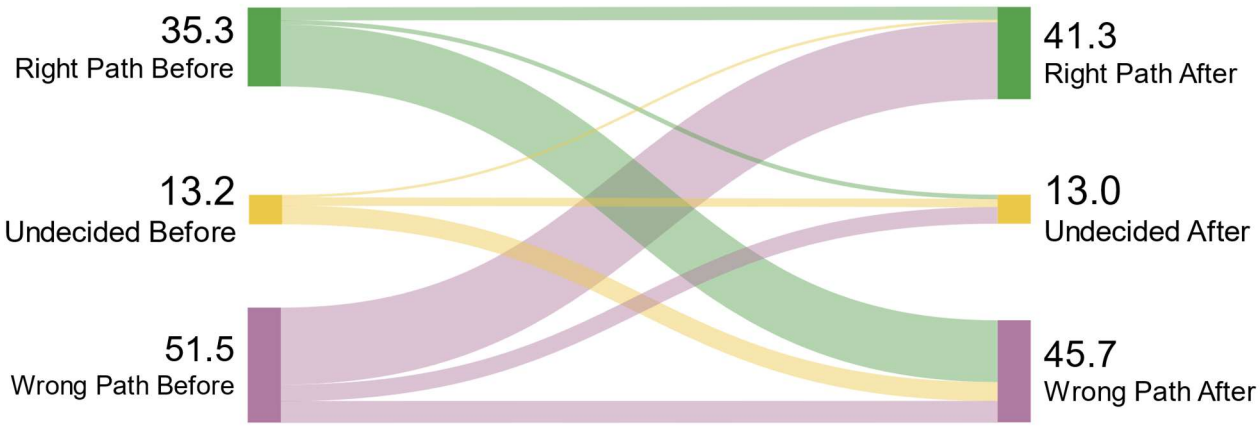
Democratic Margin of Victory by Office



The chart to the left displays the margin by which the Democratic candidate defeated the Republican candidate in all four major statewide contests in 2024. North Carolina's new voters did prefer the Democratic candidate in all four races, though the margins varied widely. In the presidential race, the margin was only 2.1% which, notably, is less than the electorate's D+4.0% advantage. Unfortunately for the Republicans, all other statewide candidates underperformed the electorate advantage.

Right Path vs. Wrong Path, Before and After the Election

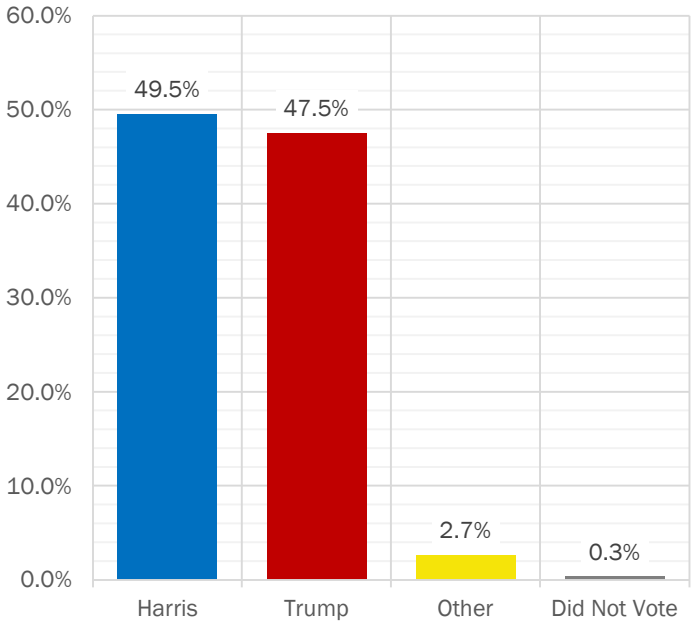
The chart below is a Sankey diagram showing the shift in public sentiment before and after the election. Most people who thought the US was on the right path before the election now think it is on the wrong path, and vice versa. This resulted in an overall improvement in morale, since more voters started off thinking the country was on the wrong path than the right path. Still, a plurality of voters feel that the nation is on the wrong path.



Poll Results

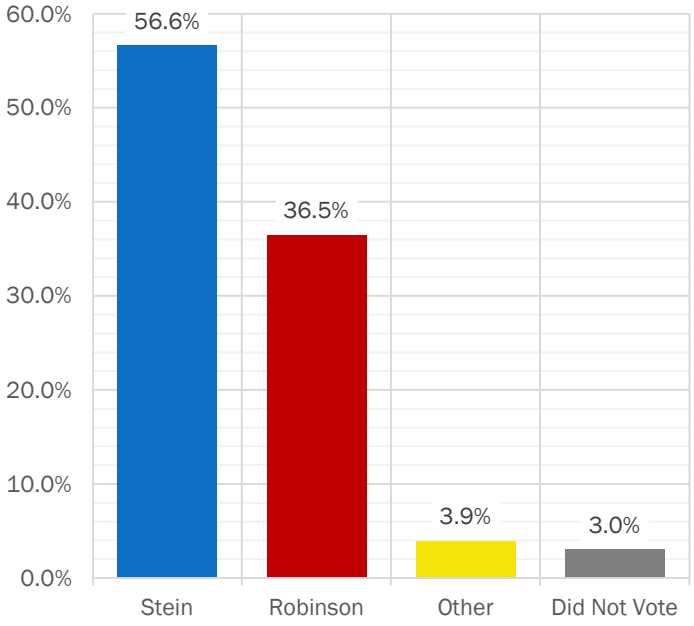
The remainder of this report displays the overall results of our poll. In each section, the italicized title shares the question that voters were asked, while the chart shows the overall breakdown of responses to that question and the paragraph provides some additional commentary and/or context.

Who did you vote for in the 2024 general election for President of the United States?



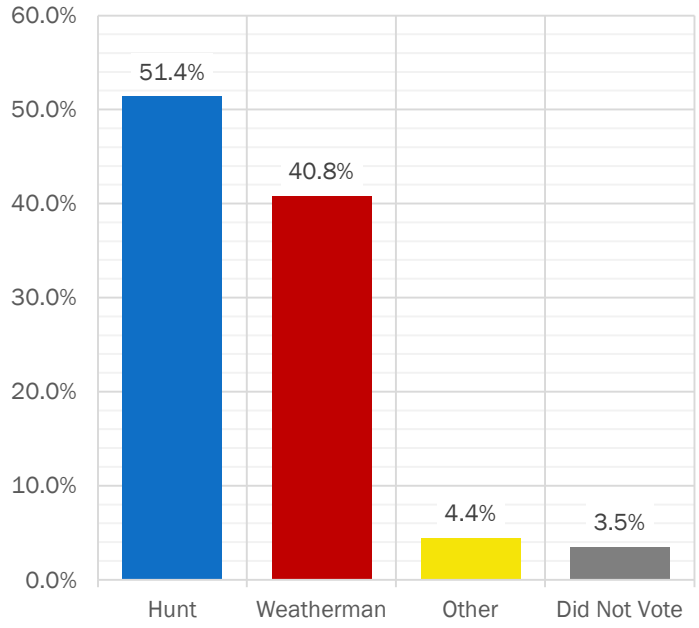
New voters narrowly preferred Harris over Trump, though neither candidate eclipsed the 50% mark. Another 3% of new voters say they voted for a third-party candidate.

Who did you vote for in the 2024 general election for Governor of North Carolina?



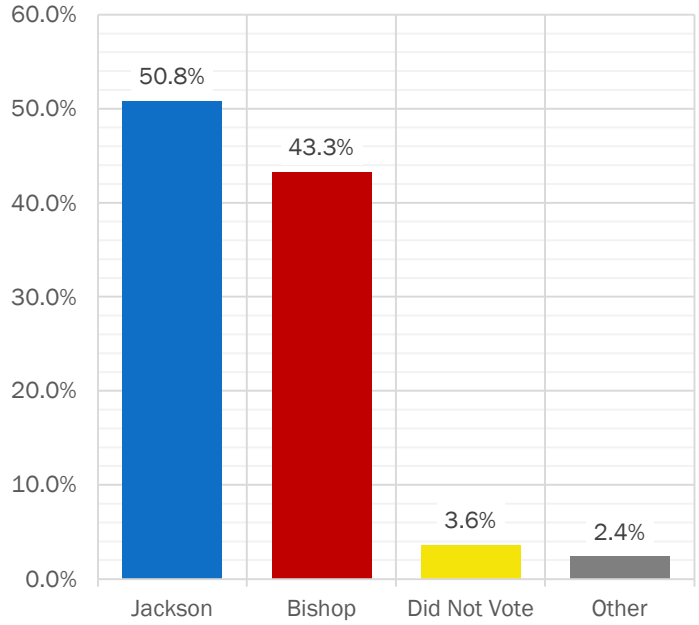
While the presidential race was close, the gubernatorial race was not. Stein defeated Robinson by 20% among new voters. 4% say they voted for a third-party candidate, and another 3% decided not to even cast a vote in this race.

Who did you vote for in the 2024 general election for Lieutenant Governor of North Carolina?



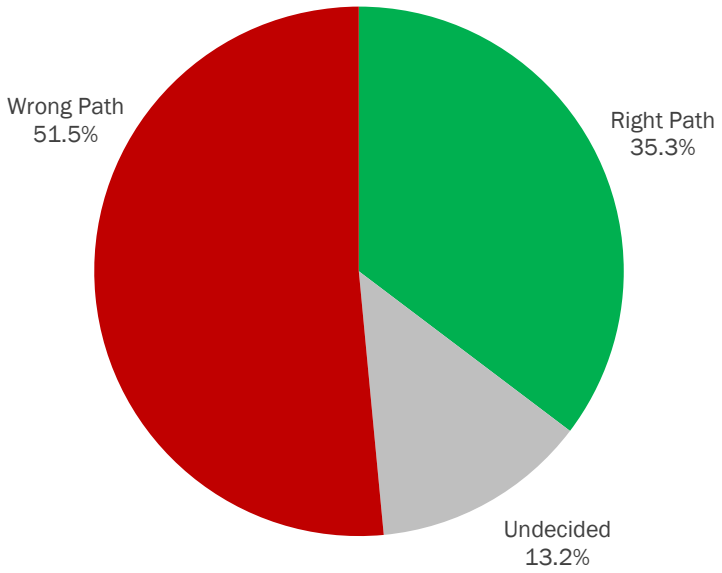
Hunt outperformed Weatherman by just over 10 points among new voters. While it was a better showing for Republicans than the gubernatorial outcome, it still far underperformed the electorate advantage of D+4.0%.

Who did you vote for in the 2024 general election for Attorney General of North Carolina?



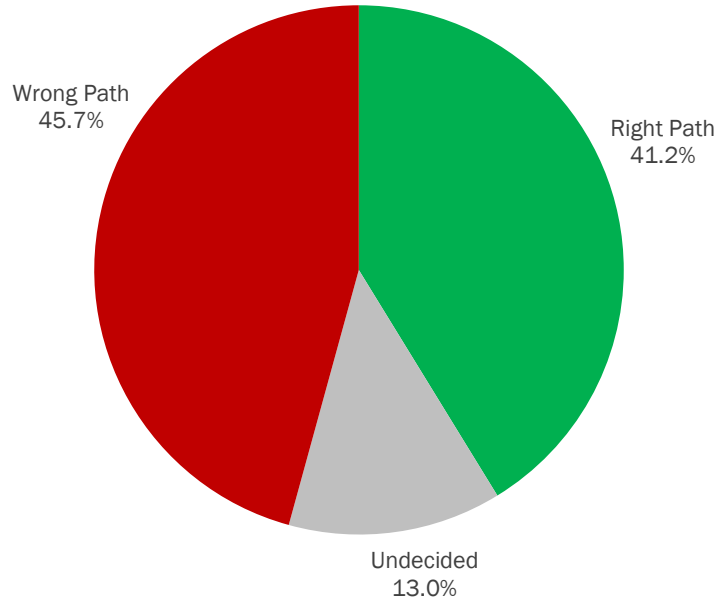
Finally, the Democratic nominee outperformed the Republican nominee by 7.5% in the race for Attorney General among new voters. This means the Democratic nominees swept all four of the major statewide races among new voters, winning three of four by a margin greater than the electorate advantage of D+4.0%. In other words, Democrats won over more independents than Republicans did in every major statewide race besides the race for President.

Before the 2024 general election, did you feel that the country was on the right path or the wrong path?



A majority of North Carolina voters believed that the United States was on the wrong path prior to the election. Only just over a third (35.3%) believed our nation was on the right path.

Now that the 2024 general election is over, do you feel that the country is on the right path or the wrong path?



After the election, sentiment is higher, but a plurality still believe the nation is on the wrong path. From before the election to after the election, the gap between the wrong path and the right path decreased from 18.2% to 4.5%, indicating a 13.7-point net swing toward optimism.



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