NORTH CAROLINA POLL: DONALD TRUMP LEADS, MARK ROBINSON TRAILS

September 19, 2024

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

Poll conducted September 16th through 18th, 2024 among 600 likely general election voters throughout North Carolina. Maximum margin of error is 4.0%. Responses were collected via Interactive Voice Response and Text-To-Web. This poll was not commissioned by any candidate or committee.

VICTORY INSIGHTS

Table of Contents

Cover Page	1
Table of Contents	2
Executive Summary	2
Presidential Ballot	3
Governor Ballot	5
Dual-Ballot Electorate Breakdown	6
Public Figure Favorability	7
Contact Information	8

Executive Summary

This poll is part of Victory Insights' ongoing efforts to track, understand, and extract unique insights from the American electorate. North Carolina is undoubtedly one of the most-watched and most-sought after states in the 2024 election cycle, which means understanding its voters is of the utmost importance. That's exactly what we intend to accomplish with this report.

Methodology

This poll was conducted using a mix of Text-To-Web responses and traditional Interactive Voice Response responses. By voter registration, the sample favored Democrats by 3.8%, but when respondents were asked which party they tend to support more, Republicans had a 2.3-point advantage. 41.3% of respondents were under the age of 50, while 26.9% were between the ages of 50 and 64, and another 31.8% were 65 or older. This closely matches the electorate's age breakdown.

Results

Donald Trump (48.5%) has a 3.7-point lead over Kamala Harris (44.9%), while another 6.6% of voters remain undecided. In the Governor's race, however, the Democrat is favored. Josh Stein (46.9%) leads Mark Robinson (41.7%) by 5.3%. Stein was also the most likeable public figure included in the survey in terms of Average Opinionated Rating, standing head and shoulders above not only Robinson, Trump, and Harris, but also Robert Kennedy Jr, Taylor Swift, and Elon Musk.

Of course, the race has plenty of time to develop, and much could happen before Election Day. But as the race currently stands, Trump is slightly favored, and Stein is even more so favored. We'll see what happens next. **Read on to learn more.**

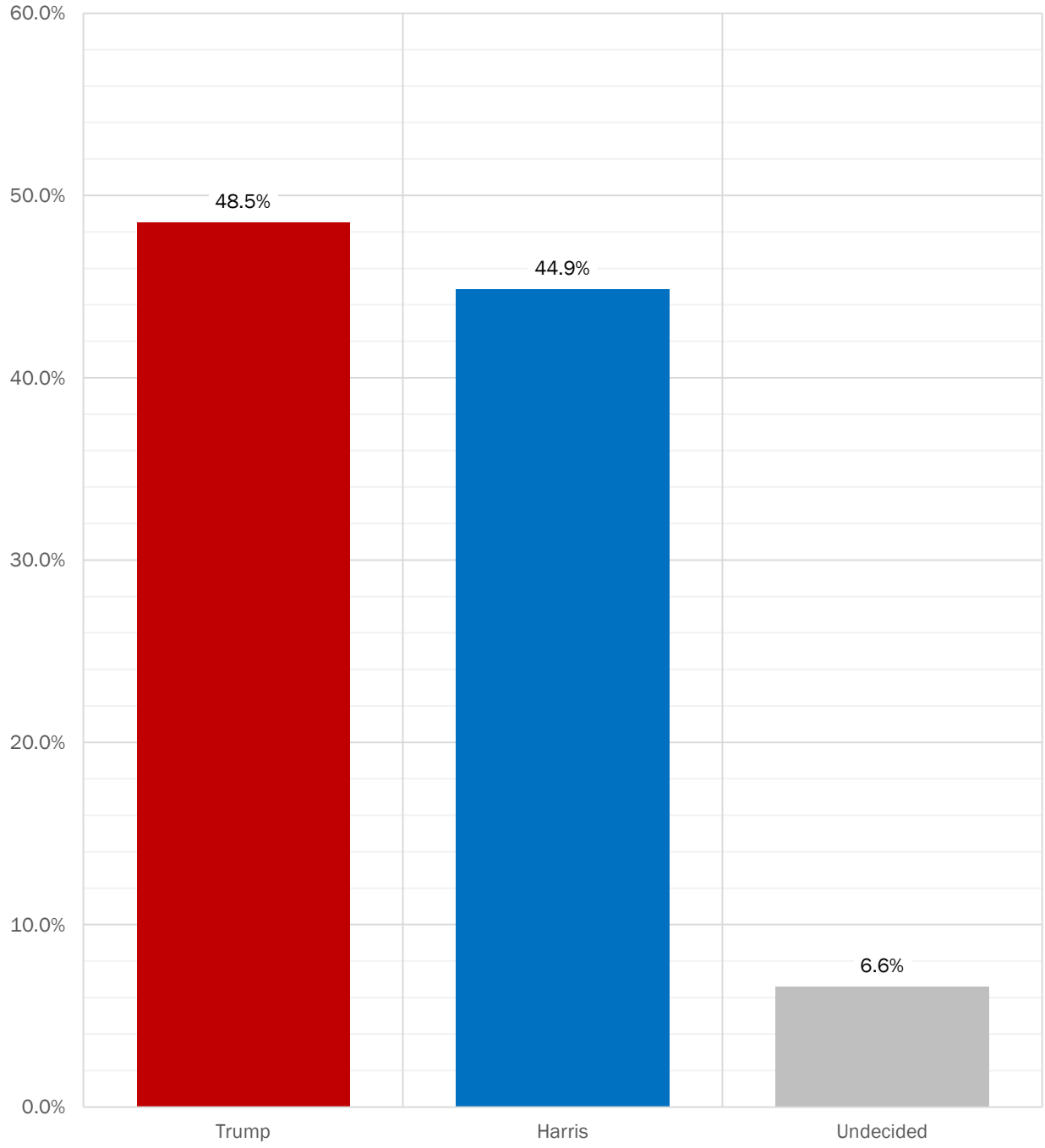
✓ **Ben Galbraith**
Senior Pollster, Victory Insights
@_BenGalbraith

Presidential Ballot

We asked respondents who they would vote for in the general election for President of the United States. This section discusses the results of this question.

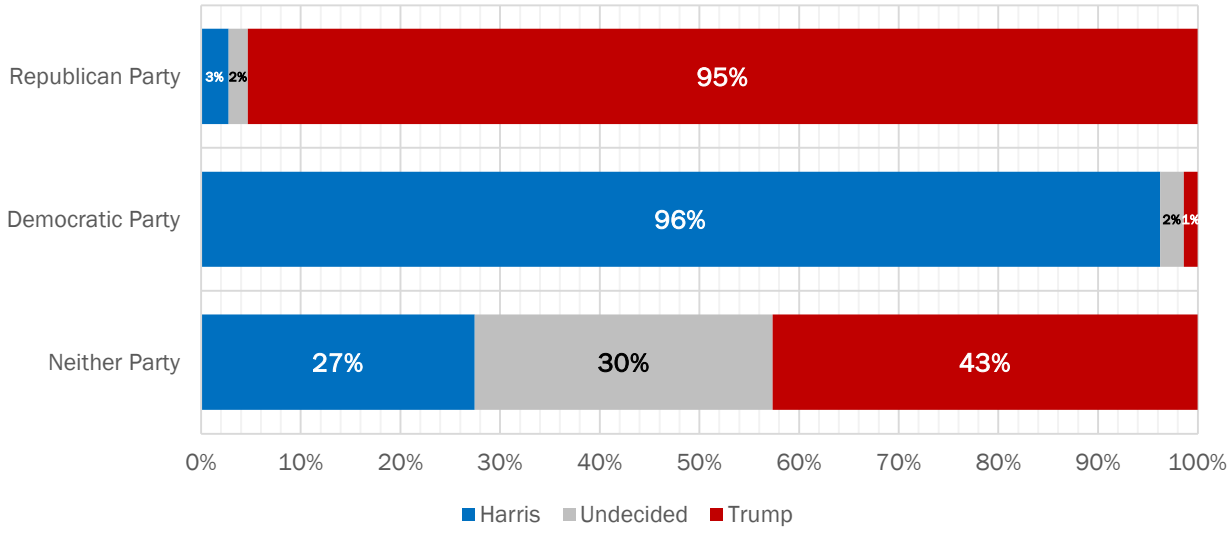
Overall Presidential Ballot

Though neither candidate reaches the 50% mark, Trump holds a 3.7-point advantage over Harris. This lead is within the poll's margin of error. Another 7% of voters remain undecided.



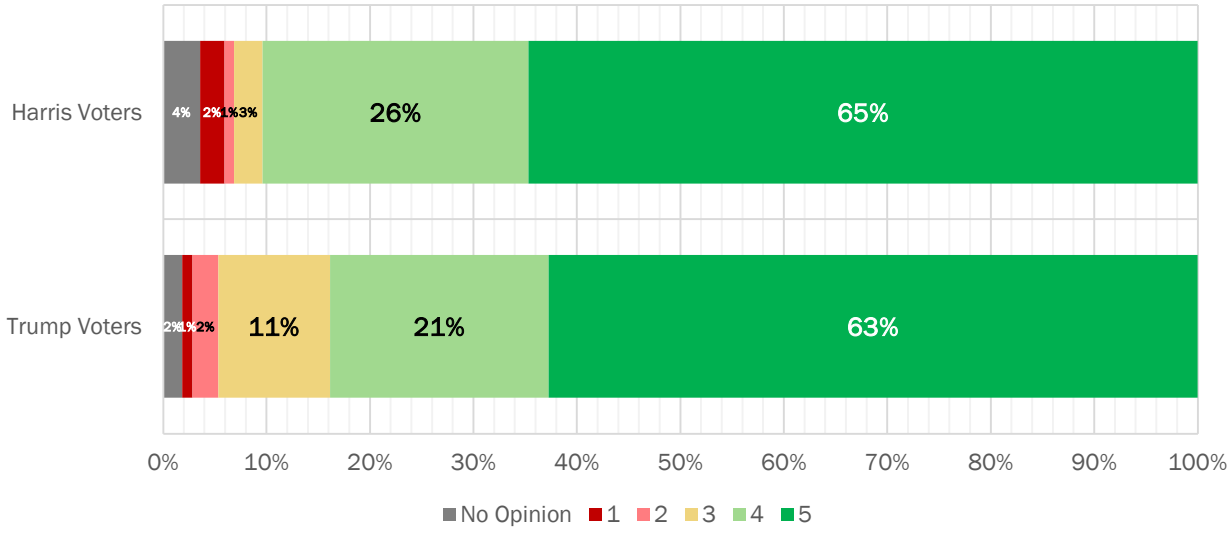
Presidential Ballot by Party Affiliation

The chart below shows how respondents who tend to support each major political party vote in the presidential election. Trump and Harris have 95% and 96% party loyalty, with no real surprises there. Trump's lead mainly comes from voters who say they don't tend to support either major party. These voters favor Trump by a whopping 15.2%.



Selected Candidate Ratings by Presidential Ballot

The chart below shows how respondents who voted for each candidate actually *view* that candidate. The more interesting data is on the left side of the chart. 11% of those who plan to vote for Trump give him a rating of "3" out of 5, meaning they're not particularly fans of the former President. Even so, they plan to vote for him over Harris. By contrast, a higher proportion of Harris's support comes from genuine fans of hers: 90.4% of her supporters hold a positive opinion of her, compared to only 83.9% for Trump.

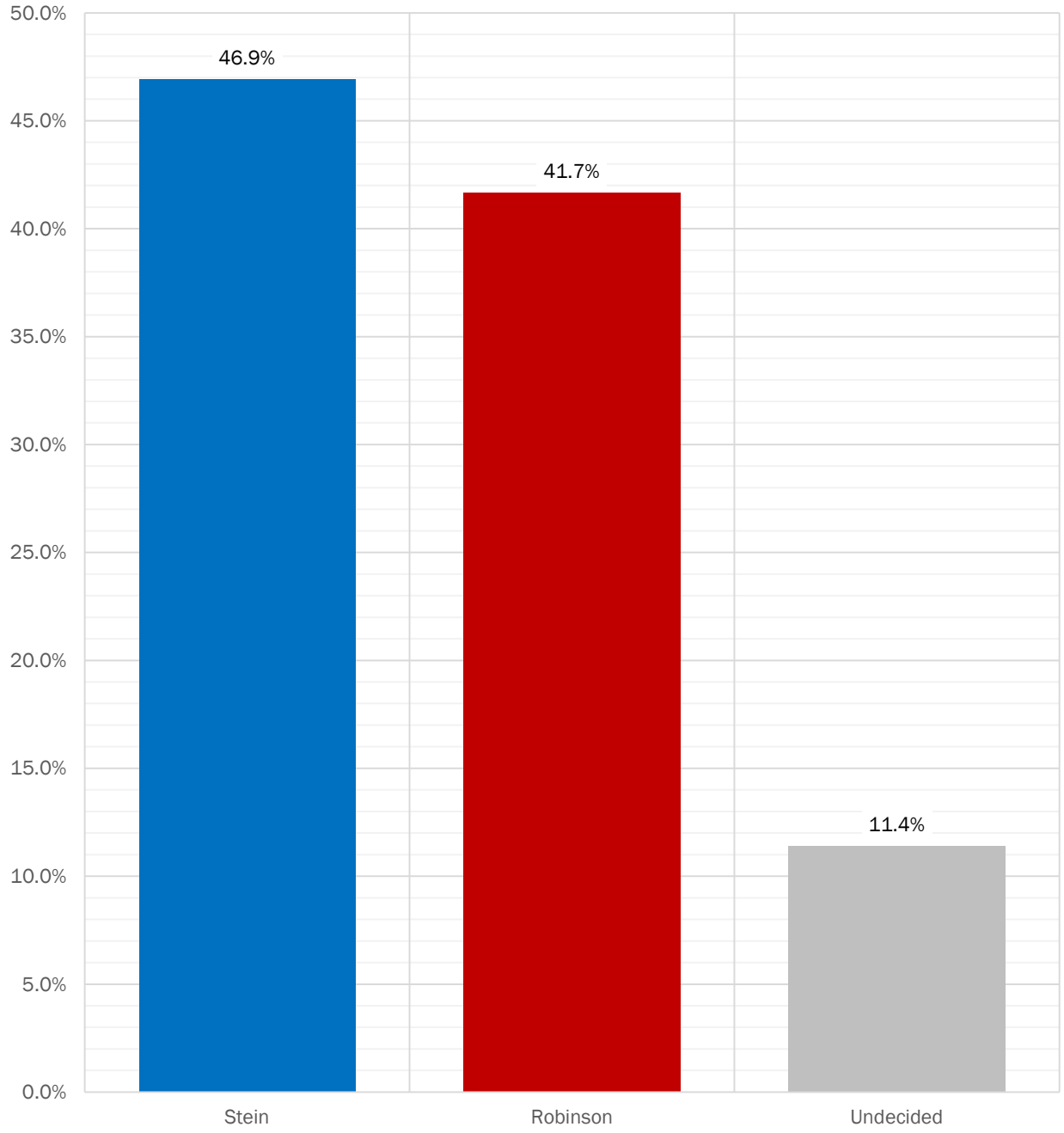


Gubernatorial Ballot

We also asked respondents to indicate who they planned to vote for in North Carolina's gubernatorial election. This section covers those results.

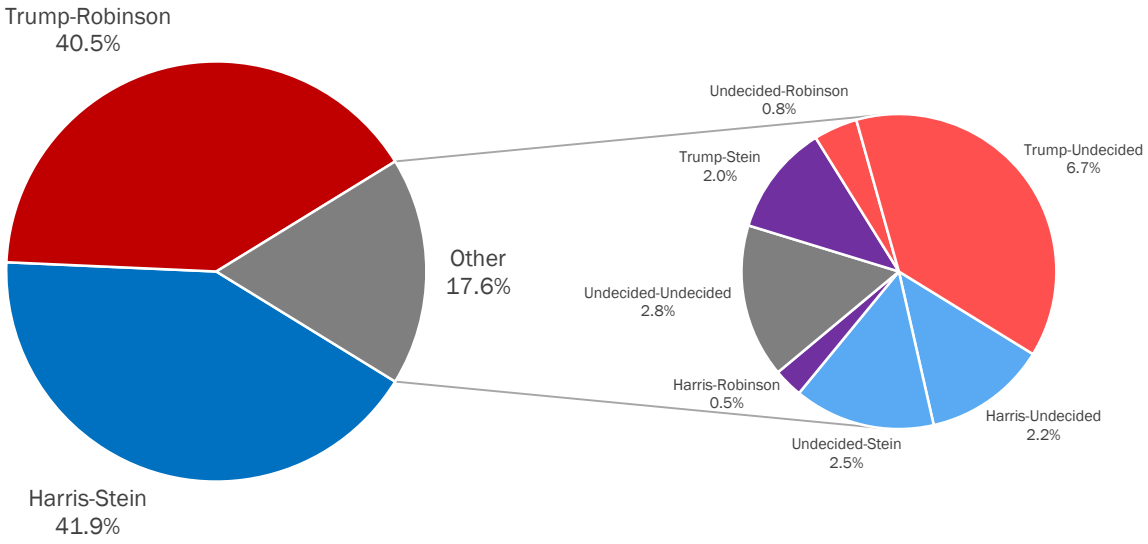
Overall Gubernatorial Ballot

Unlike the presidential race, the gubernatorial race favors the Democrat, Stein. While a higher proportion of the gubernatorial electorate is undecided (11%, as compared to 7%), Stein's lead over Robinson is actually greater than Trump's lead over Harris. The exact values are shown in the chart below.

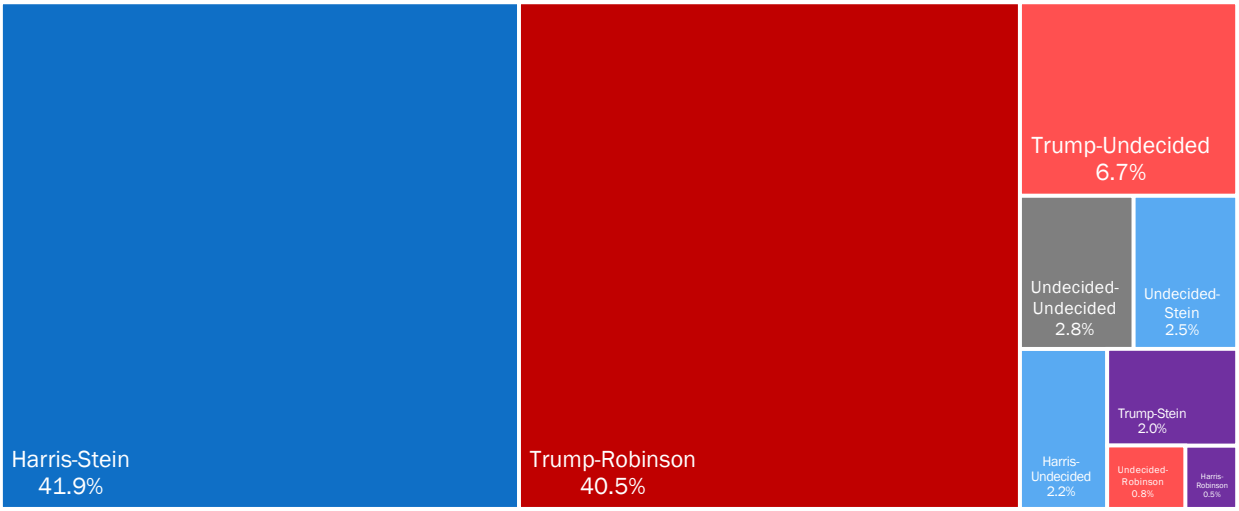


Dual-Ballot Electorate Breakdown

Now, let's distill this information into a comprehensive breakdown of the electorate. We have two charts to do just that. The name of each section corresponds to the percentage of voters who plan to vote for each combination of candidates. Unsurprisingly, party-line voters make up the vast majority of the electorate: 41.9% of voters are voting for both Harris and Stein, while 40.5% are voting for both Trump and Robinson. But the interesting insights are found in the voters who *aren't* voting based on the party line. The pie charts below should be a helpful tool in understanding these voters.

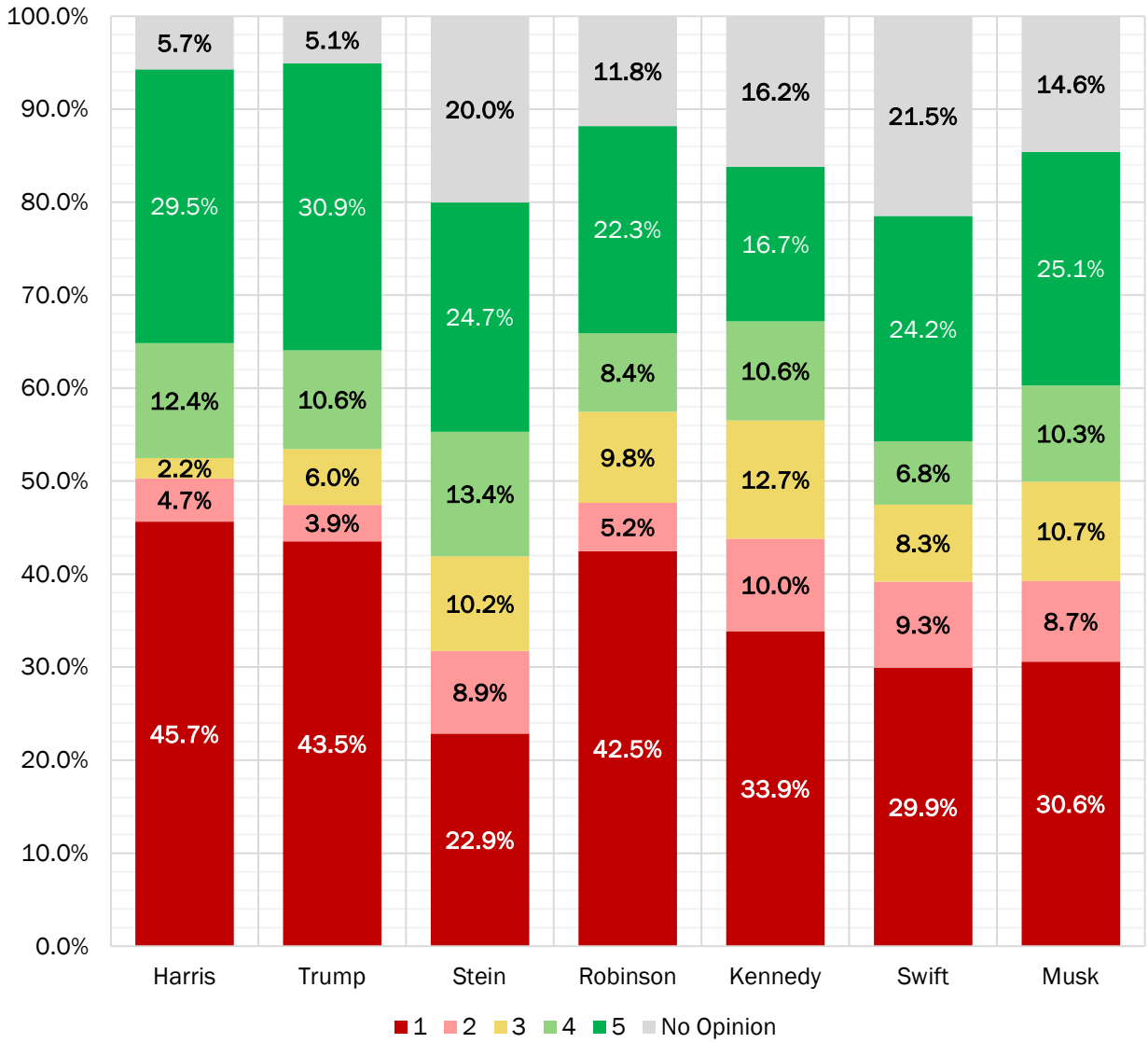


If you look closely, you'll see what's going on. Robinson trails in every relevant metric. Four times as many voters plan to vote a split ticket in Trump's favor than in Robinson's favor. Meanwhile, less than 1% of the electorate plans to vote for Robinson but is undecided in the presidential race. On the flip side, a staggering 7% of voters plan to vote for Trump but are undecided in the gubernatorial race. The treemap below displays the above information in a straightforward, consistently-proportional way.



Public Figure Favorability

Respondents were asked to rate Harris, Trump, Stein, and Robinson on a scale from 1 to 5, with 1 indicating an extremely negative opinion and 5 indicating an extremely positive opinion. Voters could also indicate that they had no opinion of each candidate. We also asked respondents to rate Robert Kennedy Jr, Taylor Swift, and Elon Musk on the same scale. The results are displayed in the chart below.



While Harris narrowly beats Trump in terms of Positive Name ID (0.3-point lead), she also has the highest Negative Name ID by a much larger margin (2.9-point difference). Both presidential candidates are "underwater," meaning they have higher Negative Name ID values than Positive Name ID values. In fact, every public figure surveyed was underwater except for Stein, who also posted the lowest Negative Name ID and the highest Average Opinionated Rating out of all public figures surveyed. Here's a summary if you're not already getting it: Stein is popular in North Carolina.



@VictoryPolling
info@victory-insights.com
victory-insights.com
(929) 388-6585