



HIGH POINT UNIVERSITY SURVEY RESEARCH CENTER

HIGH POINT UNIVERSITY POLL 102 :: MEMO RELEASE 4/11/2024	
Population represented:	Adults (people over the age of 18) in North Carolina.
Sample size:	1,016 adults in North Carolina (829 individuals who said they are registered to vote).
Mode of data collection:	Online interviews. All interviews conducted in English.
Type of sample:	Non-probability from Dynata's online panels.
Dates of data collection:	March 22, 2024 – March 30, 2024
Credibility interval for total sample:	Approximately +/- 3.4 percentage points. This accounts for a standard margin of sampling error of 3.1 (as if it were a probability sample) and a design effect (1.2) caused by weighting.
Data weighting:	The data is weighted toward population parameters for age, gender, education, race, and ethnicity published by the U.S. Census. The High Point University Survey Research Center (SRC) produces weights through an iterative procedure within SPSS.
Survey sponsor and funded by:	High Point University, High Point, NC.
Survey/Data collection supplier:	Interviews collected through the High Point University SRC, recording responses in Qualtrics. Dynata supplied online panel respondents.
Commitment to Transparency:	The HPU Poll reports methodological details in accordance with the standards set out by AAPOR's Transparency Initiative , and the HPU Survey Research Center is a Charter Member of the Initiative.
Sample supplier:	Online panels provided by Dynata .
Director:	Martin J. Kifer , 336-841-9333.
Associate Director:	Brian McDonald , 336-841-9651.
Methodology:	Interested parties can access results from the survey at http://www.highpoint.edu/src/hpupoll and should contact the Director for additional information.
Social Media	You can follow the HPU Poll on X .

Below are questions the Survey Research Center fielded for this study. They represent the text as they appeared to respondents. Statements in brackets are rotated to ensure respondents do not receive a set order of response options, which maintains question construction integrity by avoiding respondent agreement based on question composition. Example: [agree or disagree] or [disagree or agree]. Items that are rotated for the same reason are noted. Percentages may not add to 100 because of rounding. Percentages less than one percent are denoted with a *

Voting

These days, many people are so busy they can't find time to register to vote or move around so often they don't get a chance to re-register. Are you now registered to vote in your precinct or election district, or haven't you been able to register so far?

	All Adults	Registered Voters
Yes	86	100
No	11	0
Unsure	3	0

Are you absolutely certain that you are registered to vote, or is there a chance that your registration has lapsed because you moved or for some other reason?

	All Adults	Registered Voters
Yes, absolutely certain	95	100
Chance registration has lapsed	3	0
No, not registered	1	0
Unsure	1	0

Did you vote in the general elections in November 2022 that included votes for U.S. Senate, U.S. House, and other offices?

	All Adults	Registered Voters
Yes, I voted	67	77
No, I did not vote	33	23
Unsure	0	0

Did you vote in the primary election here in NC in March 2024?

	All Adults	Registered Voters
Yes, I voted	56	65
No, I did not vote	43	34
Unsure	1	1

Country & State Direction

Do you think things in this country [are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track]?		
	All Adults	Registered Voters
Right direction	23	24
Wrong track	68	69
Unsure	9	7

Do you think things in North Carolina [are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track]?		
	All Adults	Registered Voters
Right direction	32	33
Wrong track	51	51
Unsure	17	16

Approval Ratings

Do you [approve or disapprove] of the way that Joe Biden is handling his job as president?		
	All Adults	Registered Voters
Approve	34	37
Disapprove	55	55
Unsure	11	8

Do you [approve or disapprove] of the way that the U.S. Congress is handling its job?		
	All Adults	Registered Voters
Approve	18	19
Disapprove	63	65
Unsure	19	16

Do you [approve or disapprove] of the way that the U.S. Supreme Court is handling its job?		
	All Adults	Registered Voters
Approve	34	38
Disapprove	45	44
Unsure	21	18

Favorable Ratings

Here is a list of people and things. Please indicate whether you have [a favorable or an unfavorable] view of each of them. [Items presented in a random order]			
All adults			
	Favorable	Unfavorable	Unsure/Not familiar with this person or thing
Roy Cooper	48	35	17
Donald Trump	43	51	6
The U.S. Supreme Court	38	44	18
The North Carolina Supreme Court	38	30	32
Democratic Party	38	51	10
Republican Party	38	49	13
Joe Biden	36	57	7
North Carolina General Assembly	34	31	34
Josh Stein	29	28	44
Mark Robinson	27	35	38
The U.S. Congress	24	59	17
Jeff Jackson	15	21	65
Dan Bishop	14	24	62
Registered Voters			
	Favorable	Unfavorable	Unsure/Not familiar with this person or thing
Roy Cooper	53	36	12
Donald Trump	45	52	4
The U.S. Supreme Court	41	45	14
The North Carolina Supreme Court	41	29	30
Democratic Party	41	52	7
Republican Party	41	51	9
Joe Biden	39	56	5
North Carolina General Assembly	38	32	30
Josh Stein	34	28	38
Mark Robinson	31	38	32
The U.S. Congress	24	63	13
Jeff Jackson	17	20	63
Dan Bishop	16	25	60

Generic Ballots

If the election for North Carolina Governor were being held today, who would you vote for?		
	All Adults	Registered Voters
Mark Robinson	30	34
Josh Stein	32	37
Someone else/another party	7	4
Unsure	31	25

If the election for President of the United States was being held today, who would you vote for?		
	All Adults	Registered Voters
Donald Trump	43	45
Joe Biden	38	42
Someone else/another party	10	8
Unsure	9	6

If the elections for U.S. Congress were being held today, would you vote for the ['Democratic Party's candidate' or the 'Republican Party's candidate'] for U.S. House of Representatives in your district?		
	All Adults	Registered Voters
Republican	42	44
Democrat	39	42
Another party	7	5
Unsure	12	9

If the elections for the North Carolina House of Representatives in Raleigh were being held today, would you vote for the ['Democratic Party's candidate' or the 'Republican Party's candidate'] for NC House in your district?		
	All Adults	Registered Voters
Republican	42	45
Democrat	39	42
Another party	6	4
Unsure	13	9

If the elections for the North Carolina Senate in Raleigh were being held today, would you vote for the ['Democratic Party's candidate' or the 'Republican Party's candidate'] for NC Senate in your district?

	All Adults	Registered Voters
Republican	43	46
Democrat	38	40
Another party	6	5
Unsure	13	9

Issues

How important do you think it is for policymakers in Washington, D.C. to deal with each of these issues? Would you say very important, somewhat important, not very important, or not at all important? [Items presented in a random order]

All adults

	Very important	Somewhat important	Not very important	Not at all important	Unsure
Inflation	74	17	4	1	5
National security	70	19	5	2	5
Health care in general	68	21	5	2	4
School safety	68	20	6	2	4
Supporting veterans	65	22	6	2	4
Gas prices	62	25	8	2	4
Education	62	25	7	2	4
Protecting democracy	61	22	7	4	7
Taxes	61	25	7	2	5
Immigration	59	23	10	4	5
Law enforcement	57	27	9	3	4
Voting integrity	57	25	9	3	6
Civil rights	55	26	11	4	5
Guns	54	21	12	9	5
Agriculture	51	32	8	4	6
Abortion	47	21	14	10	8
Climate change	43	25	13	15	4
The war between Israel and Hamas	37	31	16	9	7
The war in Ukraine	32	32	16	13	7
COVID-19	32	28	19	16	5

Registered Voters

	Very important	Somewhat important	Not very important	Not at all important	Unsure
Inflation	76	17	4	1	2
National security	73	19	5	2	2
School safety	69	22	6	2	2
Health care in general	68	23	5	2	2
Supporting veterans	68	22	5	3	2
Protecting democracy	65	21	7	4	4
Gas prices	64	25	8	2	2
Taxes	64	26	6	2	2

Education	63	26	7	2	2
Immigration	62	23	9	4	3
Voting integrity	60	25	8	3	4
Law enforcement	59	27	9	3	3
Guns	56	21	12	9	3
Civil rights	54	27	13	4	3
Agriculture	52	34	8	3	4
Abortion	49	22	14	11	4
Climate change	42	26	13	17	3
The war between Israel and Hamas	38	32	17	9	5
The war in Ukraine	33	34	16	14	4
COVID-19	32	27	20	18	3

Below is a list of issues that political parties in Washington, D.C. might have to deal with. For each issue, please tell me whether you think [Democratic Party or the Republican Party] would do a better job dealing with the issue. [Items presented in a random order]

All adults

	Democratic Party	Republican Party	Both Equally	Neither	Unsure	D - R
Climate change	39	22	16	14	9	17
Civil rights	41	26	15	10	8	15
Abortion	39	28	11	12	9	11
Health care in general	37	29	15	11	9	8
COVID-19	32	24	21	14	10	8
Education	34	30	17	10	9	4
Protecting democracy	37	33	12	9	9	4
School safety	32	32	19	9	9	0
Voting integrity	33	34	13	12	9	-1
The war in Ukraine	28	31	16	15	10	-3
Guns	34	38	10	10	9	-4
The war between Israel and Hamas	26	31	17	15	10	-5
Agriculture	28	33	20	8	11	-5
Taxes	31	37	12	11	9	-6
Law enforcement	28	37	16	10	9	-9
Immigration	30	41	11	9	9	-11
Supporting veterans	28	39	17	8	9	-11
Gas prices	27	39	15	11	9	-12
Inflation	27	40	12	12	9	-13
National security	27	40	17	7	9	-13

Registered Voters

	Democratic Party	Republican Party	Both Equally	Neither	Unsure	D - R
Climate change	43	23	14	14	6	20
Civil rights	44	29	13	10	5	15
Abortion	42	30	10	11	6	12
COVID-19	35	26	20	14	6	9

Health care in general	39	31	14	11	6	8
Education	37	32	15	10	6	5
Protecting democracy	40	36	11	8	6	4
School safety	35	35	16	9	6	0
Voting integrity	36	37	11	10	6	-1
The war in Ukraine	31	34	15	13	7	-3
Guns	37	41	8	9	5	-4
The war between Israel and Hamas	29	33	16	15	7	-4
Agriculture	30	35	19	8	8	-5
Taxes	34	40	10	10	6	-6
Law enforcement	30	41	14	9	6	-11
Immigration	33	44	10	8	5	-11
Supporting veterans	30	41	15	8	5	-11
Inflation	31	43	10	12	5	-12
National security	30	42	16	7	6	-12
Gas prices	29	42	13	11	5	-13

Future of politics and elections

Now we would like to ask you about the 2024 elections. How much confidence do you have that the 2024 election results will accurately reflect the votes that are cast? Would you say you have a lot of confidence, some confidence, or no confidence that the reported results will accurately reflect the votes that are cast?

	All Adults	Registered Voters
A lot of confidence	29	34
Some confidence	39	39
No confidence	23	21
Unsure	9	6

How satisfied are you with the choices of candidates for the 2024 elections, would you say very satisfied, somewhat satisfied, or not at all satisfied?

	All Adults	Registered Voters
Very satisfied	18	21
Somewhat satisfied	37	38
Not at all satisfied	36	35
Unsure	9	6

Do you think that the presidential election in 2024 will have more mud-slinging or negative campaigning than past elections or will there be less mud-slinging and negative campaigning?

	All Adults	Registered Voters
More	60	64
Less	9	7
About the same amount	24	23
Unsure	8	6

Do you think that the North Carolina gubernatorial election in 2024 will have more mud-slinging or negative campaigning than past elections for Governor or will there be less mud-slinging and negative campaigning?

	All Adults	Registered Voters
More	41	44
Less	9	9
About the same amount	36	37
Unsure	13	10

Overall, would you say it is easy or difficult to register to vote in North Carolina?		
	All Adults	Registered Voters
Very easy	59	66
Somewhat easy	31	28
Somewhat difficult	7	4
Very difficult	3	2
Unsure	0	0

Would you consider voting for a third party -- not a Democrat or Republican -- for President in 2024?		
	All Adults	Registered Voters
Yes	36	37
No	41	43
Unsure	23	20

Demographics

Finally, a few questions for statistical purposes. How would you describe yourself, would you say female, male, or do you identify differently?

	All Adults	Registered Voters
Male	48	52
Female	49	47
I identify differently	1	1
Refused	2	1

Age by category [Calculated based on birth year provided by respondent]

	All Adults	Registered Voters
18-24	12	9
25-34	17	14
35-44	17	18
45-54	17	17
55-64	17	17
65 and greater	19	22
Refused	3	3

Would you say you live in a rural, a suburban, or an urban area?

	All Adults	Registered Voters
Rural	34	34
Suburban	44	44
Urban	21	20
Unsure	2	1

In which region of North Carolina would you say you live in?

	All Adults	Registered Voters
The coastal plain (in the east)	31	30
The piedmont (in the center)	56	57
The mountains (in the west)	13	13

Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

	All Adults	Registered Voters
Yes	9	8
No	90	91
Unsure	1	*

What racial group best describes you, would you say African-American or Black, White or Caucasian, Native American, Asian, or something else?

	All Adults	Registered Voters
African-American or Black	22	22
White or Caucasian	70	72
Native American	1	1
Asian	2	2
Multiple or other	3	3
Unsure	1	*

Thinking about politics today, do you generally consider yourself to be very conservative, somewhat conservative, moderate, somewhat liberal or very liberal?

	All Adults	Registered Voters
Very conservative	18	20
Somewhat conservative	19	20
Moderate	34	33
Somewhat liberal	12	12
Very liberal	9	11
Other	2	1
Unsure	7	4

What is the last year of schooling you have completed?

	All Adults	Registered Voters
1 - 11th grade	4	3
High school graduate	27	26
Some college	38	38
College graduate	20	22
Graduate school	10	11
Unsure	1	*

Would you please select the correct category for your total household income?

	All Adults	Registered Voters
25 thousand dollars or less	20	18
25 to 50 thousand dollars	28	28
50 to 75 thousand dollars	19	20
75 to 100 thousand dollars	12	11
100 to 150 thousand dollars	12	14
150 to 250 thousand dollars	5	6
More than 250 thousand dollars	1	1
Unsure	4	4

In politics today, do you consider yourself to be a Republican, Democrat, or what?		
	All Adults	Registered Voters
Republican	33	36
Democrat	32	33
Independent/Unaffiliated	29	28
Other	2	1
Unsure	5	2

How would you best describe your current relationship status?		
	All Adults	Registered Voters
Single/never married/divorced	41	40
Engaged	3	3
Living with significant other	9	7
Married	41	44
Widowed	5	6
Unsure	1	1