

CYGNAL

Survey of Likely General Election Voters

North Carolina, Statewide

Conducted January 22 -23, 2023

n=600 | $\pm 3.99\%$

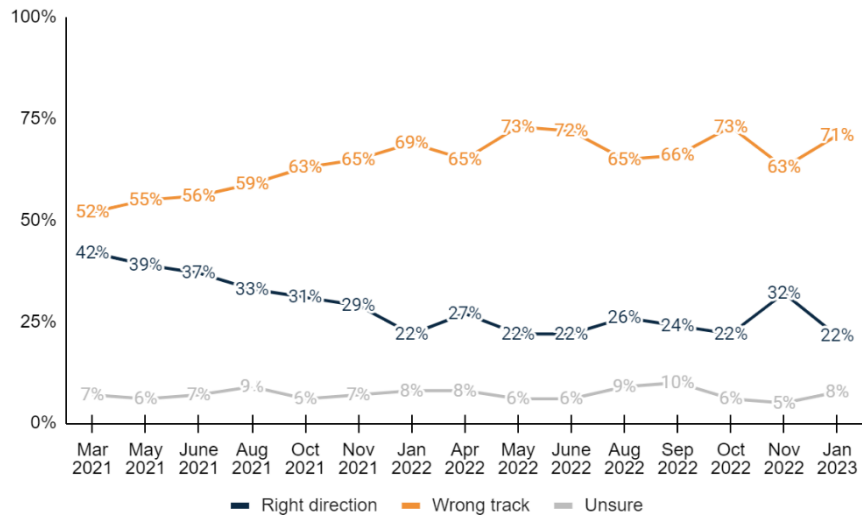
Vote Method

1. How do you plan to vote in the November 2024 general election for Congress?

	Freq.	%
<u>Vote in-person on Election Day</u>	228	37.9%
Definitely vote in-person on Election Day	163	27.2%
Probably vote in-person on Election Day	64	10.7%
<u>Vote absentee by mail</u>	57	9.5%
Definitely vote absentee by mail	33	5.4%
Probably vote absentee by mail	25	4.1%
<u>Vote early in-person</u>	315	52.5%
Definitely vote early in-person	156	26.1%
Probably vote early in-person	159	26.5%
I do not plan to vote in the 2024 general election	0	0.0%
Unsure	0	0.0%
Total	600	100.0%

Direction of Country

2. Do you feel things in the United States are generally headed in the right direction or have things gotten off on the wrong track?



	Freq.	%	Nov 2022	Oct 2022	Sep 2022	Aug 2022
<u>Right direction</u>	129	21.5%	32.0%	21.6%	24.0%	26.4%
Definitely the right direction	21	3.5%	6.2%	6.3%	6.3%	7.2%
Mostly the right direction	108	18.0%	25.8%	15.4%	17.8%	19.2%
<u>Wrong track</u>	425	70.9%	62.6%	72.5%	66.3%	64.8%
Mostly the wrong track	121	20.1%	14.0%	16.7%	15.8%	14.4%
Definitely the wrong track	304	50.7%	48.7%	55.8%	50.6%	50.4%



Unsure	46	7.7%	5.4%	5.9%	9.6%	8.8%
Total	600	100.0%	100.0%	100.0%	100.0%	100.0%

Generic Legislative Ballot

3. If the 2024 election for the North Carolina State Legislature was held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for state legislature?

	Freq.	%
<u>Republican candidate</u>	<u>283</u>	<u>47.2%</u>
Definitely the Republican candidate	222	37.1%
Probably the Republican candidate	61	10.2%
<u>Democratic candidate</u>	<u>253</u>	<u>42.2%</u>
Probably the Democratic candidate	49	8.2%
Definitely the Democratic candidate	204	34.1%
Unsure	63	10.5%
Total	600	100.0%

Generic Congressional Ballot

4. And, regardless of how you would vote at the state level, if the 2024 election for United States Congress were held today, and you had to make a choice, would you vote for the Republican or Democratic candidate for Congress?

	Freq.	%
<u>Republican candidate</u>	<u>288</u>	<u>48.1%</u>
Definitely the Republican candidate	226	37.7%
Probably the Republican candidate	62	10.3%
<u>Democratic candidate</u>	<u>256</u>	<u>42.7%</u>
Probably the Democratic candidate	55	9.2%
Definitely the Democratic candidate	201	33.5%
Unsure	55	9.2%
Total	600	100.0%

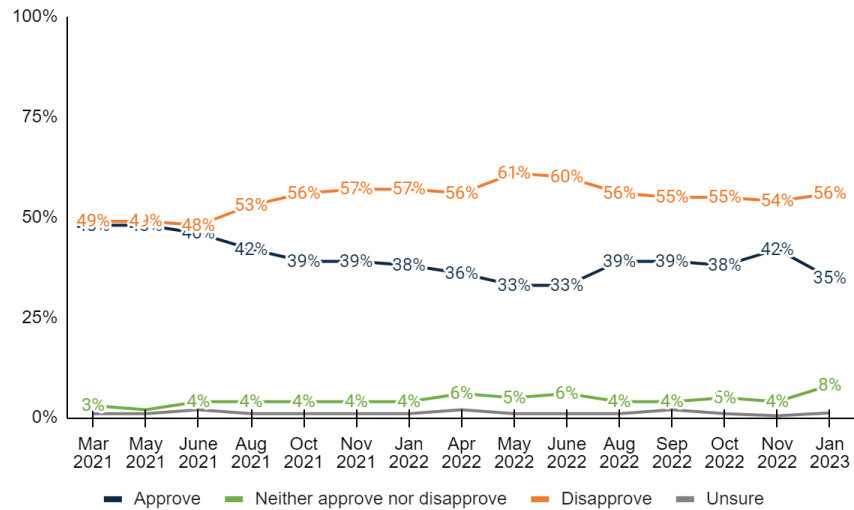
Biden Job Approval

5. Do you approve or disapprove of the job that Joe Biden is doing as President?

	Freq.	%	Nov 2022	Oct 2022	Sep 2022	Aug 2022
<u>Approve</u>	<u>209</u>	<u>34.9%</u>	<u>41.9%</u>	<u>38.4%</u>	<u>39.3%</u>	<u>38.7%</u>
Strongly approve	89	14.8%	18.7%	20.3%	17.5%	22.9%
Somewhat approve	121	20.1%	23.2%	18.1%	21.8%	15.8%
<u>Neither approve nor disapprove</u>	<u>48</u>	<u>8.1%</u>	<u>3.5%</u>	<u>5.4%</u>	<u>4.2%</u>	<u>4.3%</u>

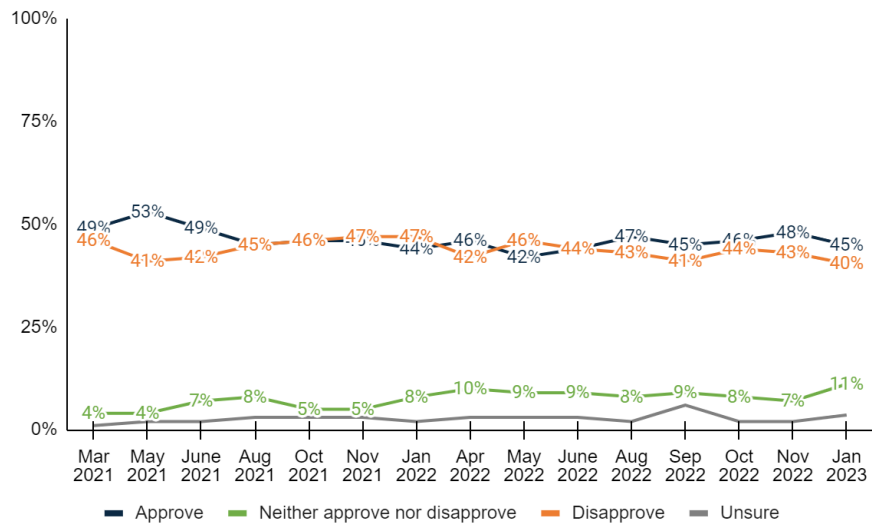


<u>Disapprove</u>	<u>335</u>	<u>55.9%</u>	<u>54.0%</u>	<u>55.3%</u>	<u>54.9%</u>	<u>56.1%</u>
Somewhat disapprove	49	8.1%	5.5%	4.8%	7.1%	6.1%
Strongly disapprove	287	47.8%	48.5%	50.5%	47.9%	49.9%
Unsure	7	1.2%	0.5%	0.9%	1.5%	0.9%
Total	600	100.0%	100.0%	100.0%	100.0%	100.0%



Cooper Job Approval

6. Do you approve or disapprove of the job that Roy Cooper is doing as Governor?



	Freq.	%	Nov 2022	Oct 2022	Sep 2022	Aug 2022
<u>Approve</u>	<u>270</u>	<u>44.9%</u>	<u>47.9%</u>	<u>46.4%</u>	<u>45.0%</u>	<u>46.8%</u>
Strongly approve	157	26.2%	33.4%	30.4%	30.1%	32.1%
Somewhat approve	112	18.7%	14.5%	16.0%	15.0%	14.6%



<u>Neither approve nor disapprove</u>	67	11.1%	7.4%	7.9%	8.5%	7.5%
<u>Disapprove</u>	242	40.4%	42.6%	43.5%	40.7%	43.3%
Somewhat disapprove	112	18.7%	14.4%	12.4%	13.5%	12.7%
Strongly disapprove	130	21.7%	28.2%	31.0%	27.1%	30.6%
Unsure	21	3.6%	2.1%	2.3%	5.8%	2.4%
Total	600	100.0%	100.0%	100.0%	100.0%	100.0%

K-12 Satisfaction

7. Overall, how satisfied are you with the quality of education students receive in kindergarten through grade twelve in the U.S. today?

	Freq.	%
<u>Satisfied</u>	154	25.7%
Very satisfied	29	4.8%
Somewhat satisfied	126	21.0%
<u>Dissatisfied</u>	397	66.1%
Somewhat dissatisfied	160	26.6%
Very dissatisfied	237	39.5%
Unsure	49	8.1%
Total	600	100.0%

Number of K-12 Children

8. If applicable, how many children in your household are currently enrolled in kindergarten through 12th grade?

	Freq.	%
None	400	66.7%
1	92	15.3%
2	66	11.0%
3	25	4.1%
4+	9	1.5%
Unsure	9	1.4%
Total	600	100.0%

Education Responsibility

9. In your opinion, who is most responsible for education outcomes in North Carolina?

	Freq.	%
Parents	168	28.0%
Teachers	63	10.6%
School administration	19	3.2%
Local boards of education	70	11.7%
State Board of Education	146	24.4%
State Department of Public Instruction	55	9.1%



The Governor	25	4.2%
Unsure	53	8.9%
Total	600	100.0%

Best Suited School Choice

10. Who is best suited to determine where a child should attend school out of the following options?

	Freq.	%
The child's parents or guardians	497	82.9%
Local school boards	71	11.9%
Unsure	31	5.2%
Total	600	100.0%

Parental Choice Support Reason

11. As you may know, parental choice is where parents have the freedom to choose where to send their child to school. Regardless of your overall opinion of parental choice, which of the following options do you think is the most convincing reason to support parental choice?

	Freq.	%
Parental choice lets parents choose the best educational option for their child	212	35.4%
Parental choice provides children trapped in underperforming schools with the opportunity for a better education	136	22.6%
The existence of other education options motivates public schools to do better	72	12.0%
Parental choice results in higher levels of education satisfaction, improved student achievement, and taxpayer savings	104	17.3%
Unsure	76	12.7%
Total	600	100.0%

Parental Choice Oppose Reason

12. And again, regardless of your overall opinion of parental choice, which of the following options do you think is the most convincing reason to oppose parental choice?

	Freq.	%
Parental choice programs hurt public schools financially	83	13.8%
Parental choice programs leave public schools with students who have more challenging needs	97	16.2%
Parental choice programs encourage de facto segregation (segregation that occurs without legislative intention)	129	21.5%



Parental choice programs don't lead to better schools or improved student performance	65	10.9%
Unsure	225	37.6%
Total	600	100.0%

NC Opportunity Scholarship Program

13. The North Carolina Opportunity Scholarship Program provides government-funded vouchers of up to \$6,168 to low and moderate-income students that can be applied to tuition at a private school of their parents' choice. In 2022 about 24,000 students participated in this program. Do you support or oppose the opportunity scholarship program?

	Freq.	%
<u>Support</u>	<u>404</u>	<u>67.3%</u>
Strongly support	238	39.6%
Somewhat support	166	27.7%
<u>Oppose</u>	<u>132</u>	<u>22.1%</u>
Somewhat oppose	63	10.6%
Strongly oppose	69	11.5%
Unsure	64	10.7%
Total	600	100.0%

Education Savings Account (ESA)

14. An "education savings account" in K–12 education – often called an ESA – creates a savings account using government funds for parents with restricted uses for educational purposes. Parents can use these funds to pay for: school tuition; tutoring; online education programs; therapies for students with special needs; textbooks or other instructional materials; or save for future college expenses. Do you favor or oppose education savings accounts?

	Freq.	%
<u>Support</u>	<u>413</u>	<u>68.8%</u>
Strongly support	222	37.0%
Somewhat support	191	31.8%
<u>Oppose</u>	<u>110</u>	<u>18.3%</u>
Somewhat oppose	55	9.2%
Strongly oppose	55	9.1%
Unsure	78	12.9%
Total	600	100.0%

Learning Loss

15. Learning loss refers to the loss of knowledge or skills due to the interruption of a child's regular education program. Which of the following words would you use to describe how well North Carolina has addressed the issue of learning loss in our schools?



	Freq.	%
<u>Satisfied</u>	<u>54</u>	<u>9.0%</u>
Excellent	7	1.2%
Satisfactory	47	7.8%
<u>Adequate</u>	<u>124</u>	<u>20.6%</u>
<u>Dissatisfied</u>	<u>291</u>	<u>48.5%</u>
Unsatisfactory	178	29.6%
Unacceptable	114	18.9%
Unsure	132	21.9%
Total	600	100.0%

Learning Loss Satisfied

16. Which of the following statements do you most agree with? I am satisfied with how the public schools have addressed learning loss because

	Freq.	%
Teachers and schools have worked hard to address the problem	30	55.8%
Schools have spent Covid money wisely to help address specific needs	3	5.6%
Tutors have been utilized wisely to help individual students	1	1.5%
The Summer programs have done a good job of helping students regain knowledge and skills	13	25.0%
Unsure	6	12.0%
Total	54	100.0%

Learning Loss Dissatisfied

17. Which of the following statements do you most agree with? I am unsatisfied with how the public schools have addressed learning loss because:

	Freq.	%
Teachers and schools have not focused resources and staff on the problem	96	33.1%
Schools have not used Covid money to address learning loss	65	22.5%
Need to spend more money on tutoring	14	4.8%
The Summer programs have been ineffective in assessing student academic gains and growth	40	13.9%



Unsure	75	25.8%
Total	291	100.0%

Learning Loss ESA

18. Learning Loss is a significant problem facing students across North Carolina. Some states have moved forward with the creation of Education Savings Accounts (ESAs) to help parents assess and remediate the needs of their children. ESA funds could be used for testing, tutoring, educational services, or other appropriate expenses. Would you support or oppose the creation of a Learning Loss ESA?

	Freq.	%
<u>Support</u>	<u>388</u>	<u>64.7%</u>
Strongly support	176	29.4%
Somewhat support	212	35.3%
<u>Oppose</u>	<u>98</u>	<u>16.3%</u>
Somewhat oppose	56	9.3%
Strongly oppose	42	7.0%
Unsure	115	19.1%
Total	600	100.0%

Charter Schools

19. Charter schools are public schools which are not governed by a local school board, but by an independent board. While they are subject to the same academic requirements as traditional public schools, charter schools are exempt from certain administrative regulations. Do you support or oppose charter schools?

	Freq.	%
<u>Support</u>	<u>412</u>	<u>68.7%</u>
Strongly support	211	35.2%
Somewhat support	200	33.4%
<u>Oppose</u>	<u>129</u>	<u>21.5%</u>
Somewhat oppose	73	12.2%
Strongly oppose	56	9.3%
Unsure	59	9.9%
Total	600	100.0%

20. Are you female or male?

	Freq.	%
Female	330	55.0%
Male	270	45.0%
Total	600	100.0%



21. What age range do you fall within?

	Freq.	%
<u>Under 50</u>	<u>247</u>	<u>41.2%</u>
18 - 34	113	18.8%
35 - 49	134	22.3%
<u>50 and Over</u>	<u>353</u>	<u>58.8%</u>
50 - 64	170	28.3%
65 or older	183	30.6%
Total	600	100.0%

22. How are you registered to vote in North Carolina? You may consider yourself of a different party, but what does your voter registration card show?

	Freq.	%
Republican	195	32.5%
Democrat	210	35.0%
Unaffiliated or Independent	184	30.7%
Another party	3	0.5%
Unsure	8	1.3%
Total	600	100.0%

23. And thinking about your views toward politics and government, would you say you are...

	Freq.	%
<u>Conservative</u>	<u>272</u>	<u>45.4%</u>
Very conservative	130	21.6%
Somewhat conservative	143	23.8%
<u>Moderate</u>	<u>173</u>	<u>28.8%</u>
<u>Liberal</u>	<u>137</u>	<u>22.8%</u>
Somewhat liberal	87	14.5%
Very liberal	50	8.3%
Unsure	18	3.0%
Total	600	100.0%

24. Do you consider the area where you live to be more rural, suburban, or urban?

	Freq.	%
Rural	267	44.5%
Suburban	262	43.7%
Urban	71	11.9%
Total	600	100.0%



25. What annual household income range do you fall within out of the following options?

	Freq.	%
Less than \$50,000	130	21.7%
\$50,000 - \$100,000	208	34.7%
More than \$100,000	177	29.5%
Unsure / refused	85	14.1%
Total	600	100.0%

26. Which of the following best describes your race or ethnicity?

	Freq.	%
White or Caucasian	405	67.5%
Asian or Pacific Islander	7	1.2%
Black or African American	129	21.5%
Hispanic or Latino	13	2.2%
Other	31	5.1%
Unsure	15	2.5%
Total	600	100.0%

27. Thinking back, who did you vote for in the 2020 election for President?

	Freq.	%
Republican Donald Trump	281	46.9%
Democrat Joe Biden	274	45.7%
Another candidate	18	3.1%
Did not vote	16	2.7%
Unsure	10	1.6%
Total	600	100.0%

28. What's the highest level of education you have completed?

	Freq.	%
<u>No degree</u>	<u>335</u>	<u>55.9%</u>
Some high school	9	1.5%
High school diploma/GED	68	11.3%
Technical Certification	24	3.9%
Some college or Associate's Degree	235	39.1%
<u>At least College</u>	<u>260</u>	<u>43.3%</u>
Four-year undergraduate or Bachelor's Degree	143	23.9%
Graduate degree or further	117	19.4%
Unsure	5	0.8%
Total	600	100.0%



29. General Election X of 4

	Freq.	%
0 of 4	27	4.5%
1 of 4	77	12.8%
2 of 4	84	14.0%
3 of 4	130	21.7%
4 of 4	282	47.0%
Total	600	100.0%

30. Geo

	Freq.	%
Charlotte/West	216	36.0%
Central	113	18.8%
Raleigh-Durham	185	30.9%
Coastal	86	14.4%
Total	600	100.0%

31. Geo – Congressional Districts

	Freq.	%
1	48	8.1%
2	31	5.1%
3	51	8.5%
4	34	5.7%
5	46	7.7%
6	47	7.9%
7	43	7.2%
8	51	8.5%
9	48	8.0%
10	48	8.0%
11	51	8.6%
12	32	5.4%
13	34	5.7%
14	34	5.6%
Total	600	100.0%

32. Geo - DMAs

	Freq.	%
<u>Charlotte/West</u>	<u>216</u>	<u>36.0%</u>
Charlotte	164	27.3%
Green/Spart/Ash	50	8.3%
Chattanooga	3	0.4%
<u>Central</u>	<u>113</u>	<u>18.8%</u>
Grsbro/Wnsal/Hpt	107	17.9%
Florence/Myrtle	5	0.9%



<u>Raleigh/Durham</u>	<u>185</u>	<u>30.9%</u>
<u>Coastal</u>	<u>86</u>	<u>14.4%</u>
Green/Nw Brn/Wsh	38	6.3%
Norfolk	13	2.2%
Wilmington	35	5.8%
Total	600	100.0%

33. Age + Income

	Freq.	%
<65 <\$50k	82	13.7%
<65 \$50k-\$100k	151	25.2%
<65 \$100k+	136	22.7%
65+ <\$50k	49	8.1%
65+ \$50k-\$100k	57	9.5%
65+ \$100k+	41	6.8%
Unsure	85	14.1%
Total	600	100.0%

34. Age + Gender

	Freq.	%
F 18 - 34	64	10.7%
F 35 - 49	71	11.9%
F 50 - 64	89	14.8%
F 65+	105	17.6%
M 18 - 34	49	8.1%
M 35 - 49	63	10.5%
M 50 - 64	81	13.4%
M 65+	78	13.0%
Total	600	100.0%

35. Race + Gender

	Freq.	%
White Female	223	37.2%
White Male	182	30.3%
Asian Female	7	1.2%
Black Female	70	11.7%
Black Male	59	9.8%
Hispanic Female	8	1.3%
Hispanic Male	6	0.9%
Other Female	16	2.6%
Other Male	15	2.6%
Unsure	15	2.5%
Total	600	100.0%



36. Education + Gender

	Freq.	%
Female At least College	136	22.6%
Female No degree	191	31.8%
Male At least College	124	20.7%
Male No degree	145	24.1%
Unsure	5	0.8%
Total	600	100.0%

37. Partisanship + Age

	Freq.	%
Republican 18-34	21	3.5%
Republican 35-49	39	6.5%
Republican 50-64	61	10.1%
Republican 65+	74	12.3%
Democrat 18-34	48	8.1%
Democrat 35-49	49	8.2%
Democrat 50-64	52	8.7%
Democrat 65+	60	10.0%
Unaffiliated 18-34	42	6.9%
Unaffiliated 35-49	44	7.3%
Unaffiliated 50-64	55	9.1%
Unaffiliated 65+	44	7.4%
Another party 18-34	2	0.3%
Another party 65+	1	0.2%
Unsure	8	1.3%
Total	600	100.0%

38. Partisanship + Gender

	Freq.	%
Republican Female	103	17.2%
Republican Male	92	15.3%
Democrat Female	130	21.7%
Democrat Male	80	13.3%
Unaffiliated Female	91	15.2%
Unaffiliated Male	93	15.5%
Another party Female	1	0.2%
Another party Male	2	0.3%
Unsure	8	1.3%
Total	600	100.0%



METHODOLOGY

This probabilistic survey was conducted January 22 – 23, 2023, with 600 likely general election voters. It has a margin of error of $\pm 3.99\%$. Known registered voters were interviewed via live calls, and SMS. This survey was weighted to a likely general election voter universe.

ABOUT THE FIRM

[Cygnal](#) is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in 48 states and multiple countries on more than 2,700 corporate, public affairs, and political campaigns.

