

April 2024

Majority Rising North Carolina

A look at the 2024 Landscape



IMPACT
RESEARCH

Methodology



The bulk of this presentation is from an Impact Research multimodal survey of N=600 likely 2024 general election voters in North Carolina.



49% of all interviews were conducted via text-to-web and 51% were conducted online.

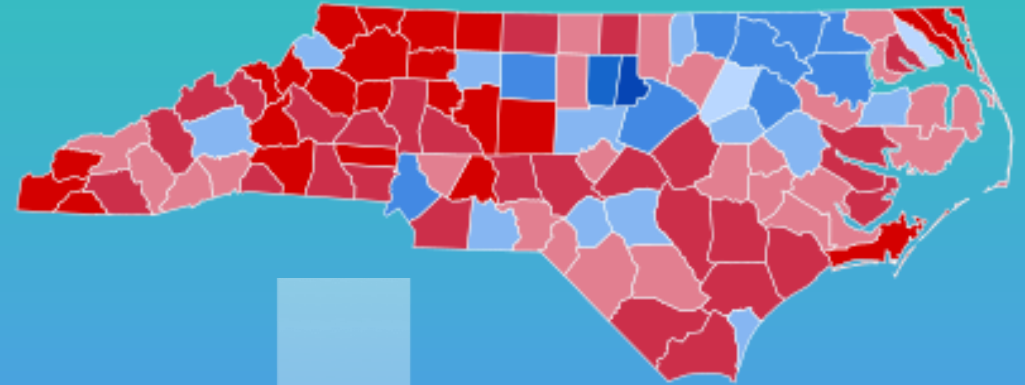


Interviews were conducted between March 21 and March 25, 2024.



The margin of error for a sample of this size is +/- 4.0 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

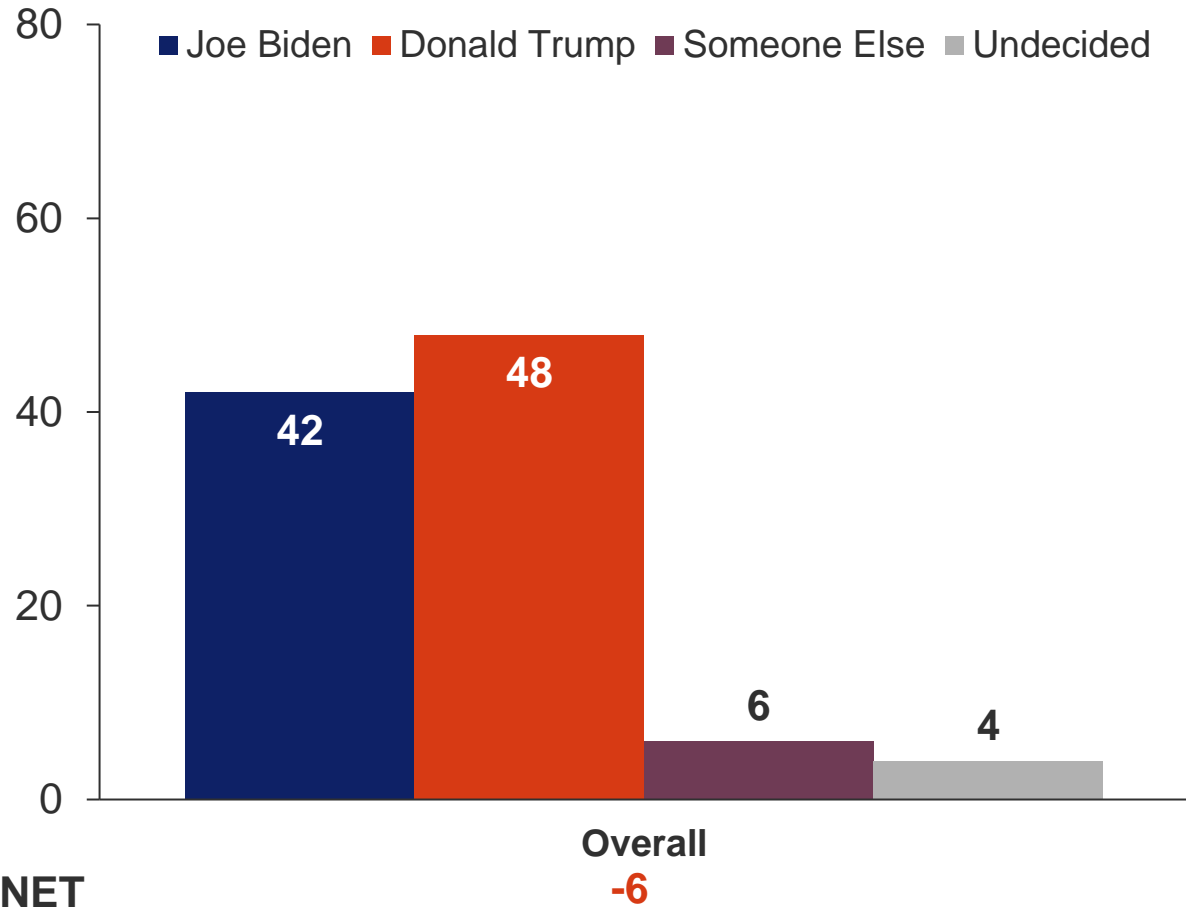
The Atmospherics



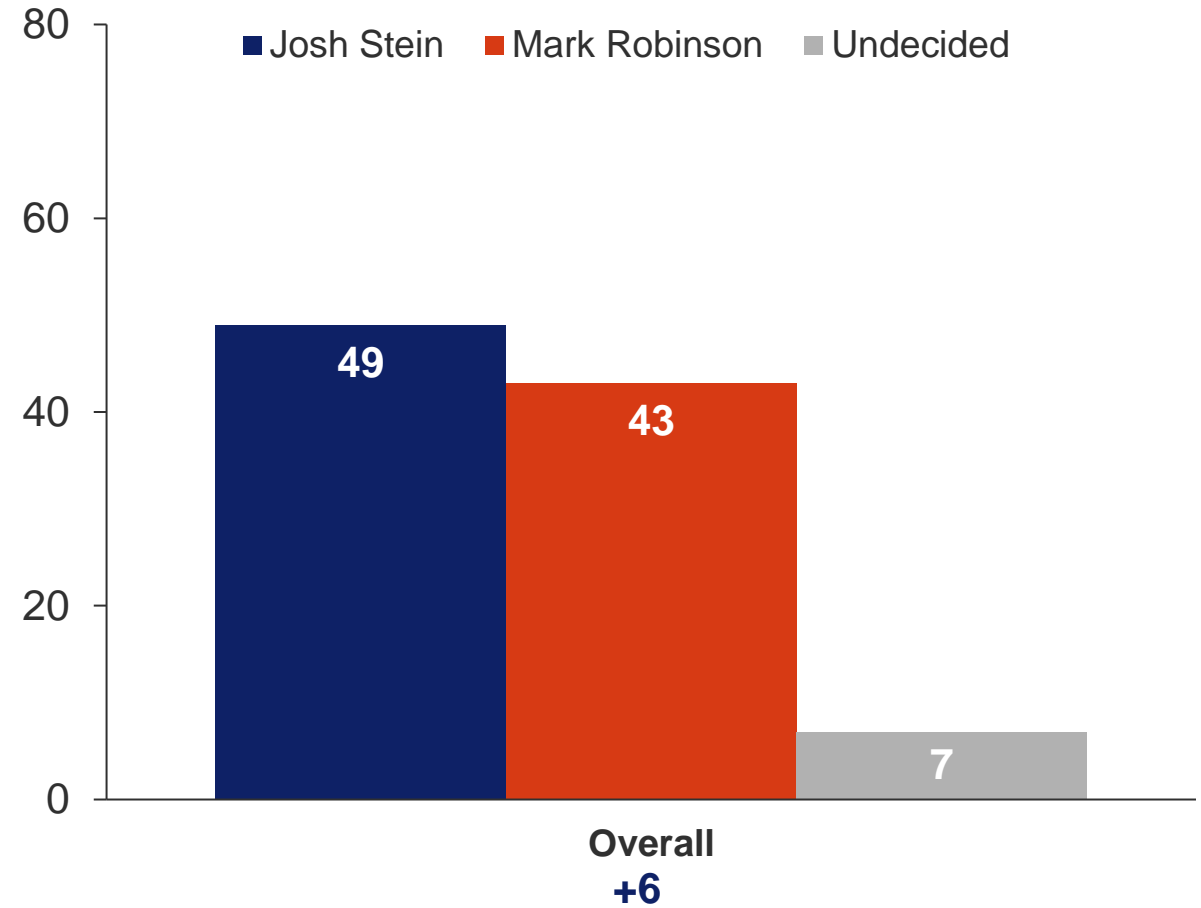
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NC remains a swingy state. Biden trails, as Stein leads by 6 statewide.

PRESIDENTIAL VOTE

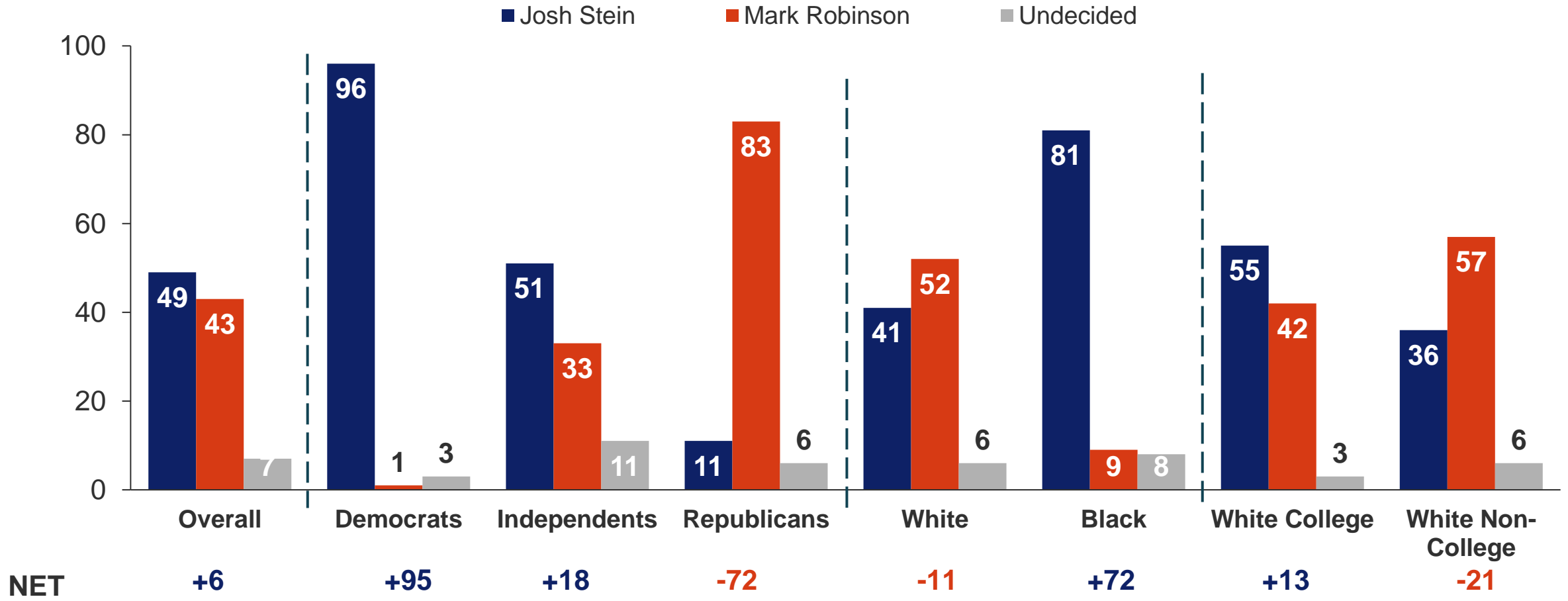


GUBERNATORIAL VOTE



Stein consolidates Dem support, picks up a majority of Independents, and has the support of one-in-ten Republicans.

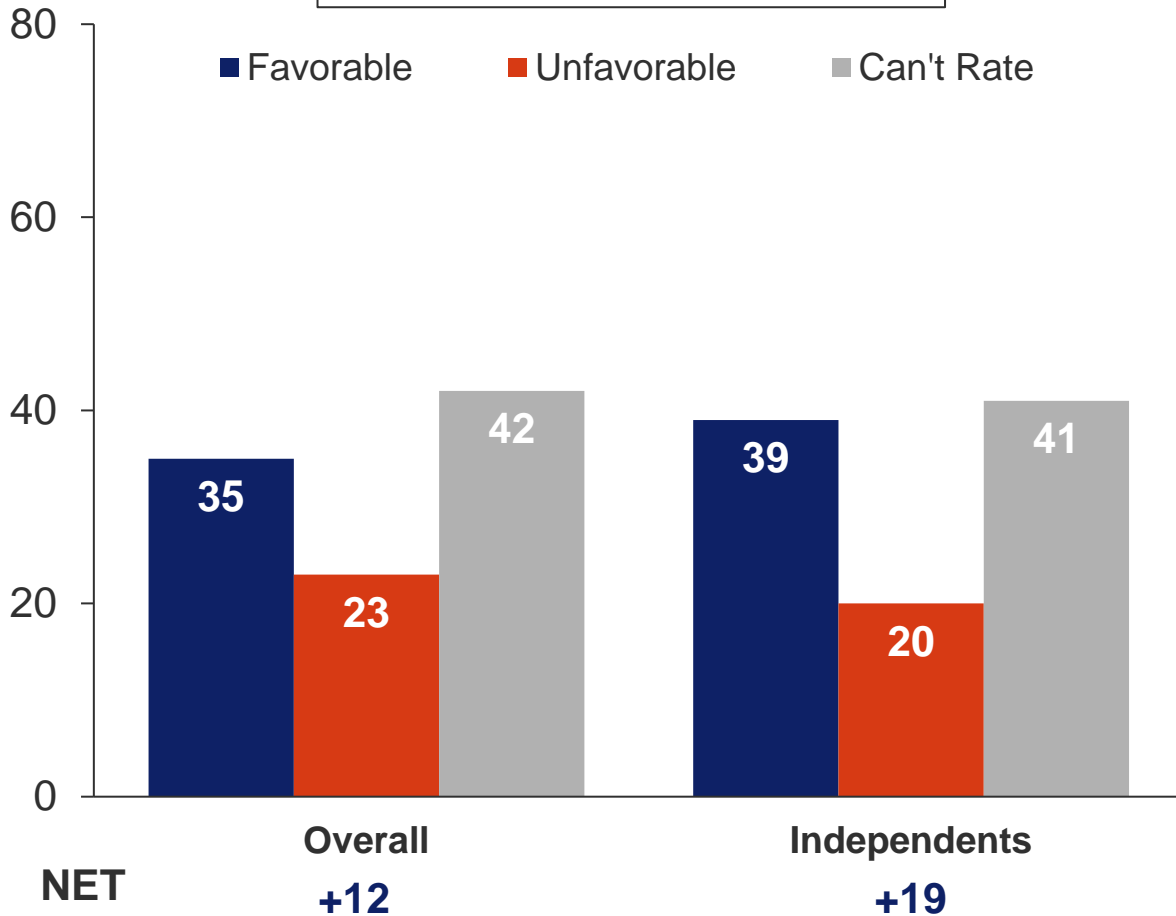
GUBERNATORIAL VOTE X KEY DEMOGRAPHICS



The Governor's race is already becoming defined by Mark Robinson's unpopularity – notably among the middle.

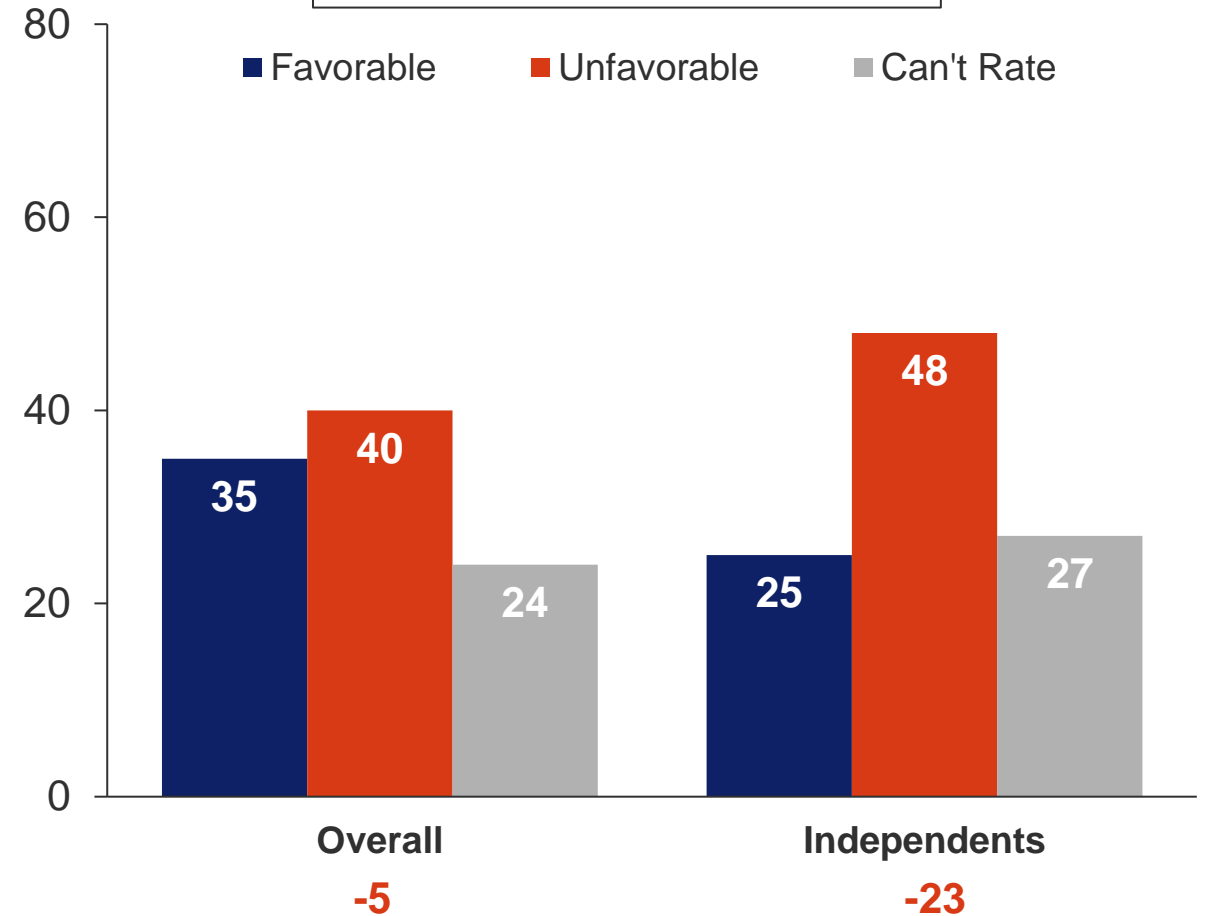
JOSH STEIN
FAVORABILITY

■ Favorable ■ Unfavorable ■ Can't Rate



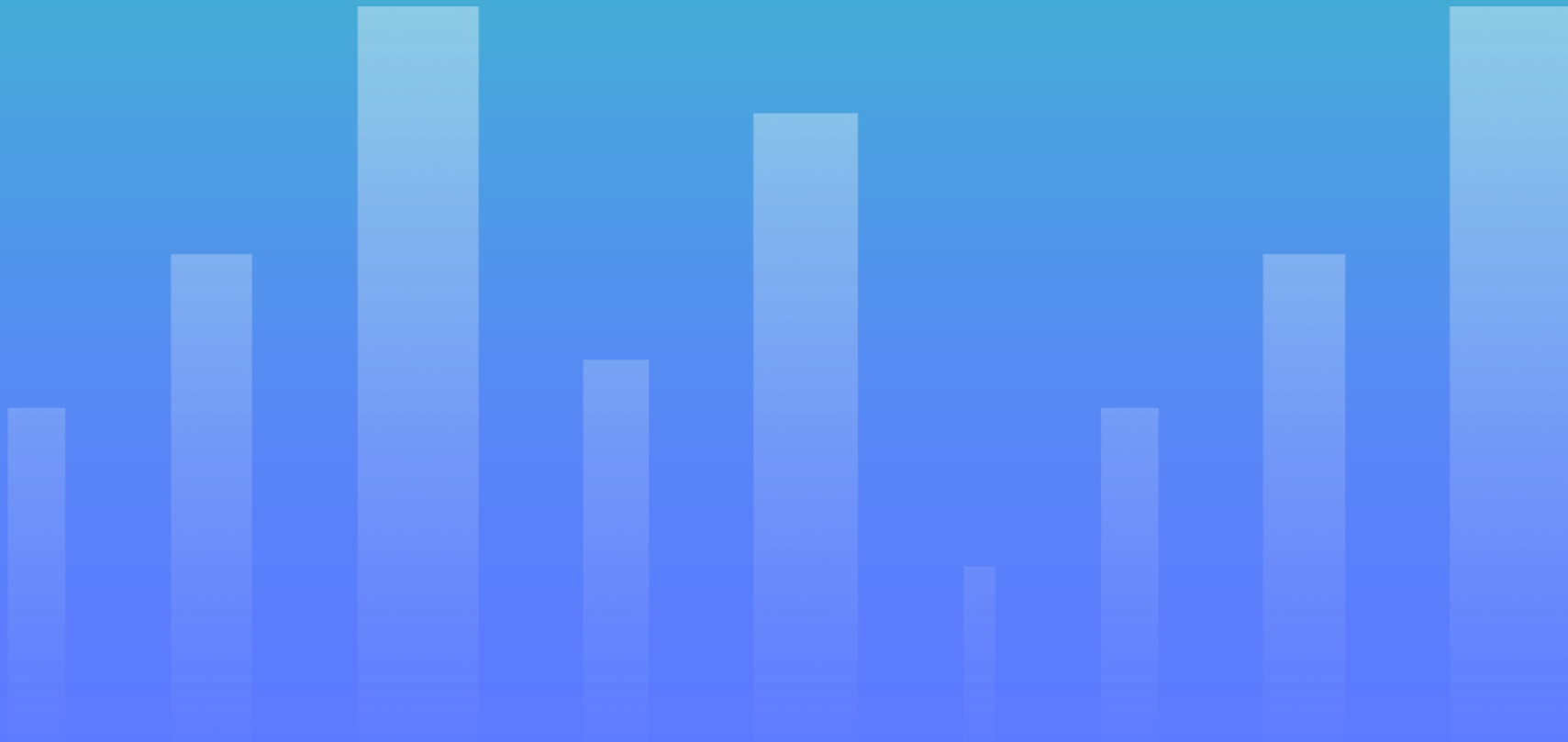
MARK ROBINSON
FAVORABILITY

■ Favorable ■ Unfavorable ■ Can't Rate





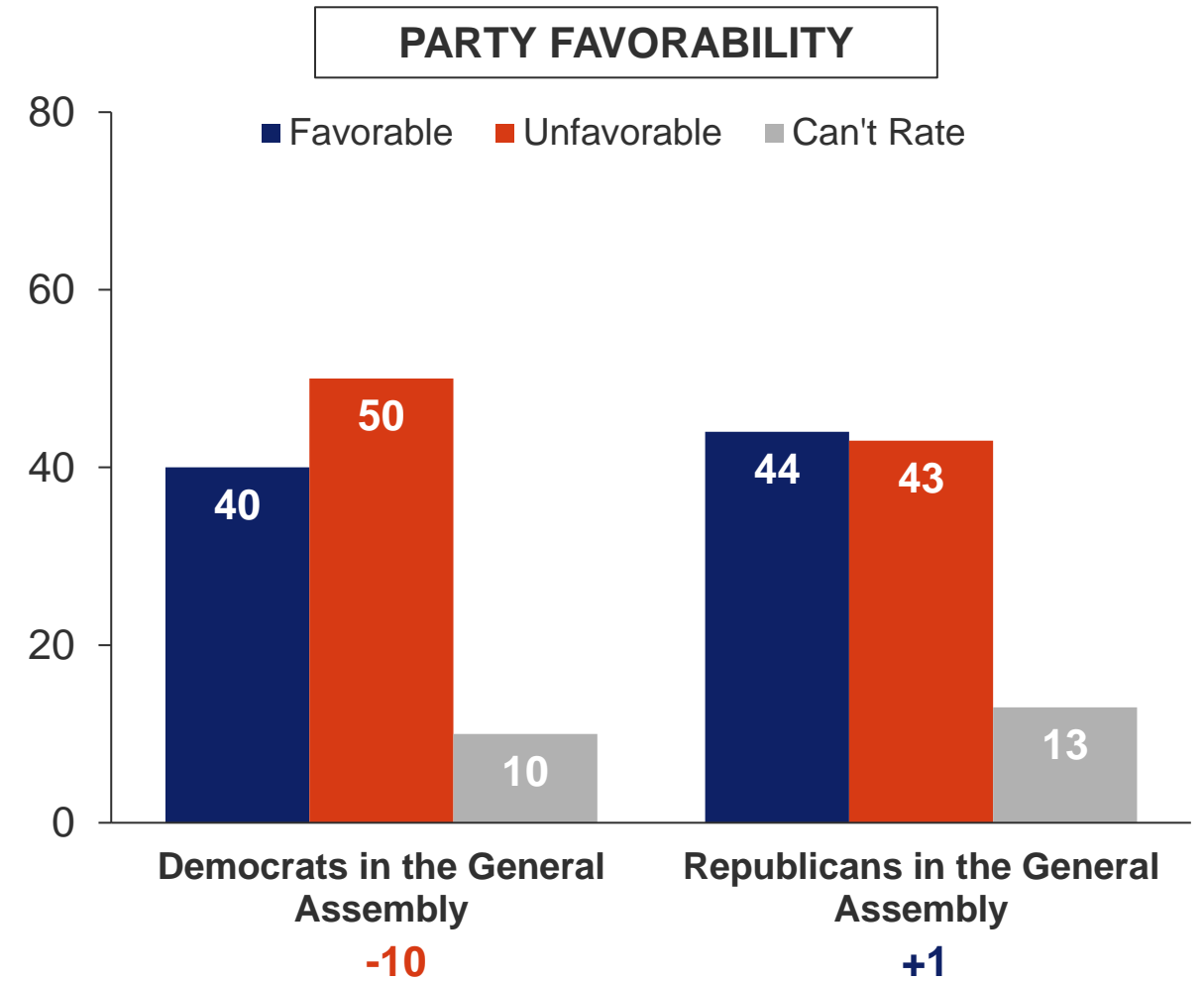
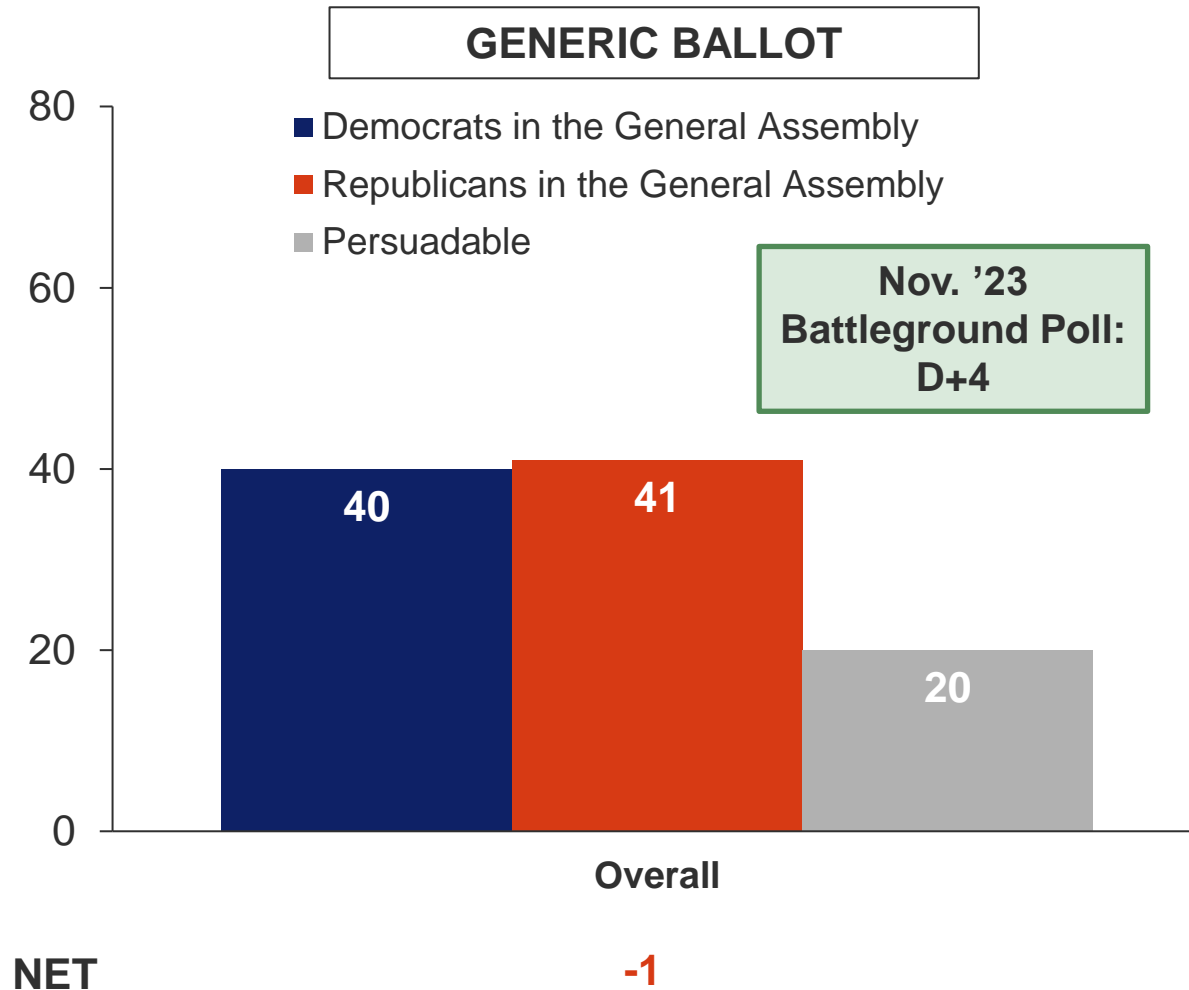
VIEWS OF THE PARTIES



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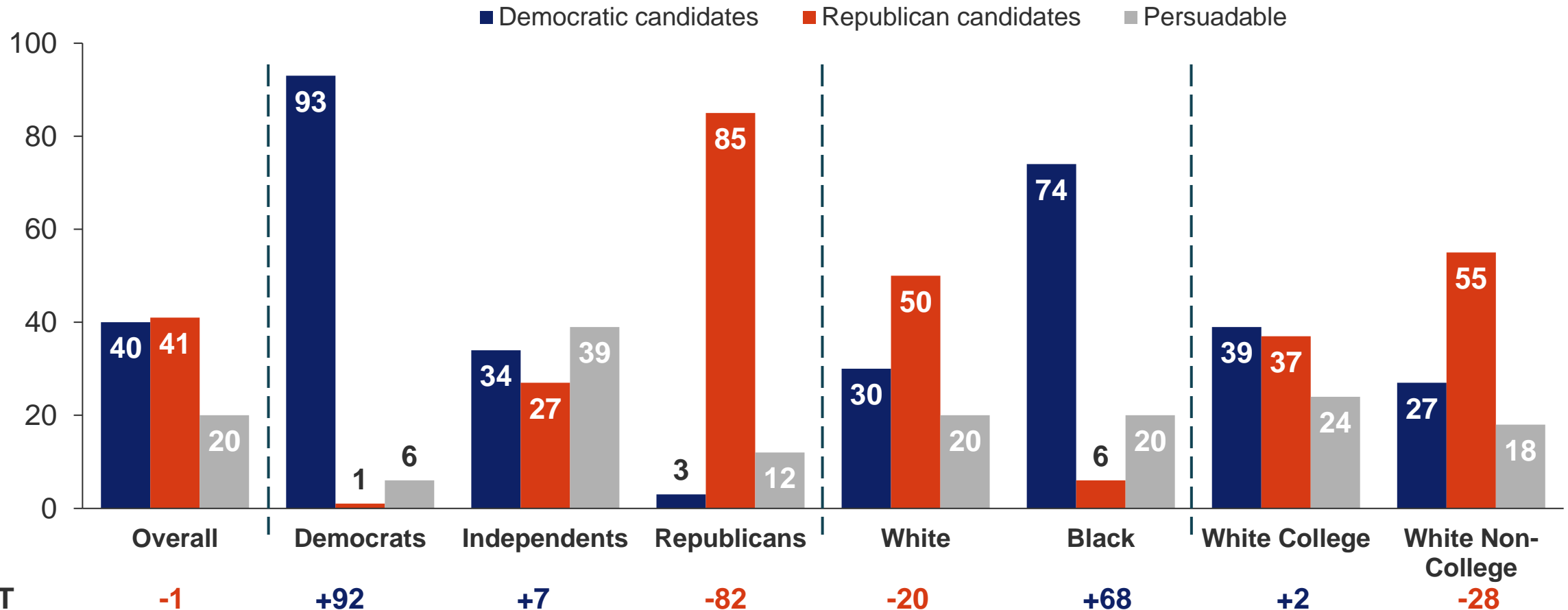
A legislative generic ballot is a toss-up today, with 20% of the electorate still persuadable.

Democrats' popularity is 10 points underwater, while Republicans' popularity is mixed.



Democrats have a more unified base in this survey, accompanied with a +7 lead among Independents.

GENERIC BALLOT X KEY DEMOGRAPHICS



Looking at issues, voters trust Democrats more on abortion and health care – and by wide margins.

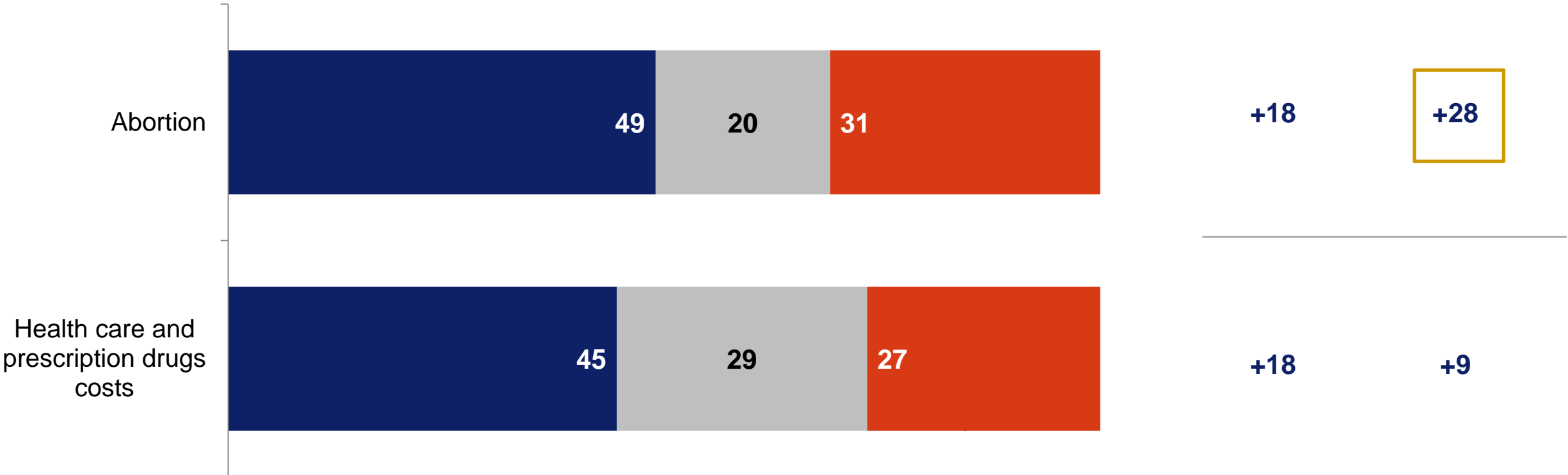
Democrats have a net 28-point advantage on abortion among persuadable voters.

Here are some different issues. For each one, please indicate whether you trust Democrats in the North Carolina General Assembly or Republicans in the North Carolina General Assembly more on that issue.

DEMOCRATIC ISSUE ADVANTAGES*

■ Trust Dems more ■ Don't trust either / DK ■ Trust GOP more

Overall Gen. Ballot Persuadables



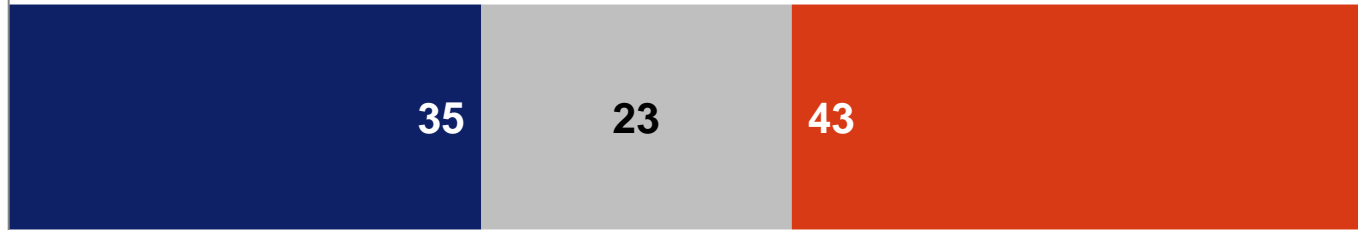
Republicans have the trust advantage on the economy & crime.

While persuadable voters trust the GOP more on the economy, a 41% plurality of persuadables do not trust either political party on the economy and jobs.

REPUBLICAN ISSUE ADVANTAGES*

■ Trust Dems more ■ Don't trust either / DK ■ Trust GOP more

The economy and jobs

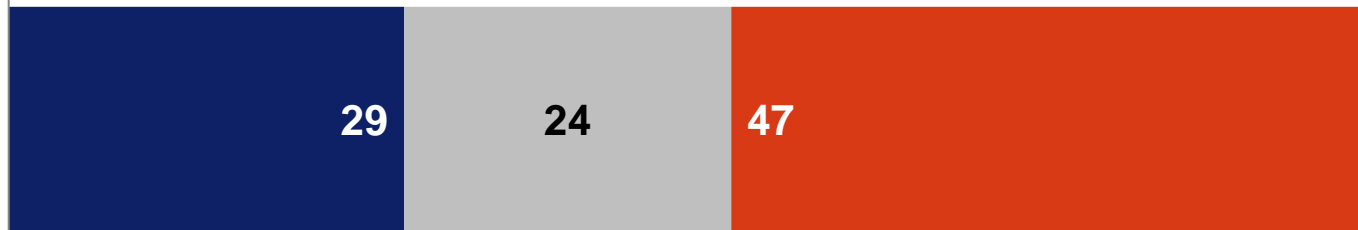


Overall Gen. Ballot Persuadables

-8

-25

Crime and public safety



-18

-32

Neither party has a clear advantage on education, housing prices, or more abstract issues like ‘looking out for them’ or ‘preparing for the future.’

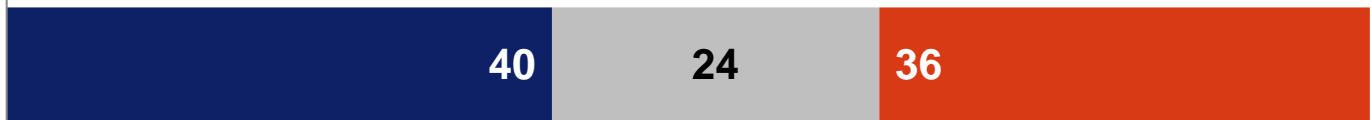
While Persuadables trust Republicans on housing prices, 52% of them trust neither party on the issue.

TOSS-UP ISSUES*

■ Trust Dems more ■ Don't trust either / DK ■ Trust GOP more

Overall **Gen. Ballot Persuadables**

K-12 public school education



+4

-4

Looking out for people like me



+3

-4

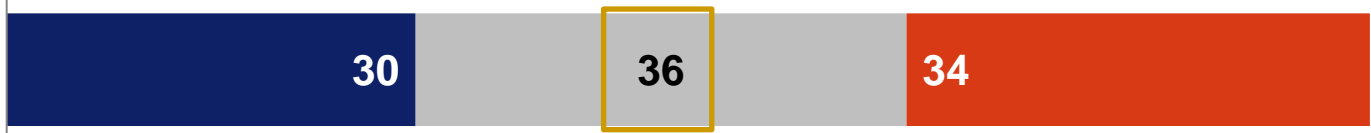
Preparing the state for the future



+2

-9

Housing prices

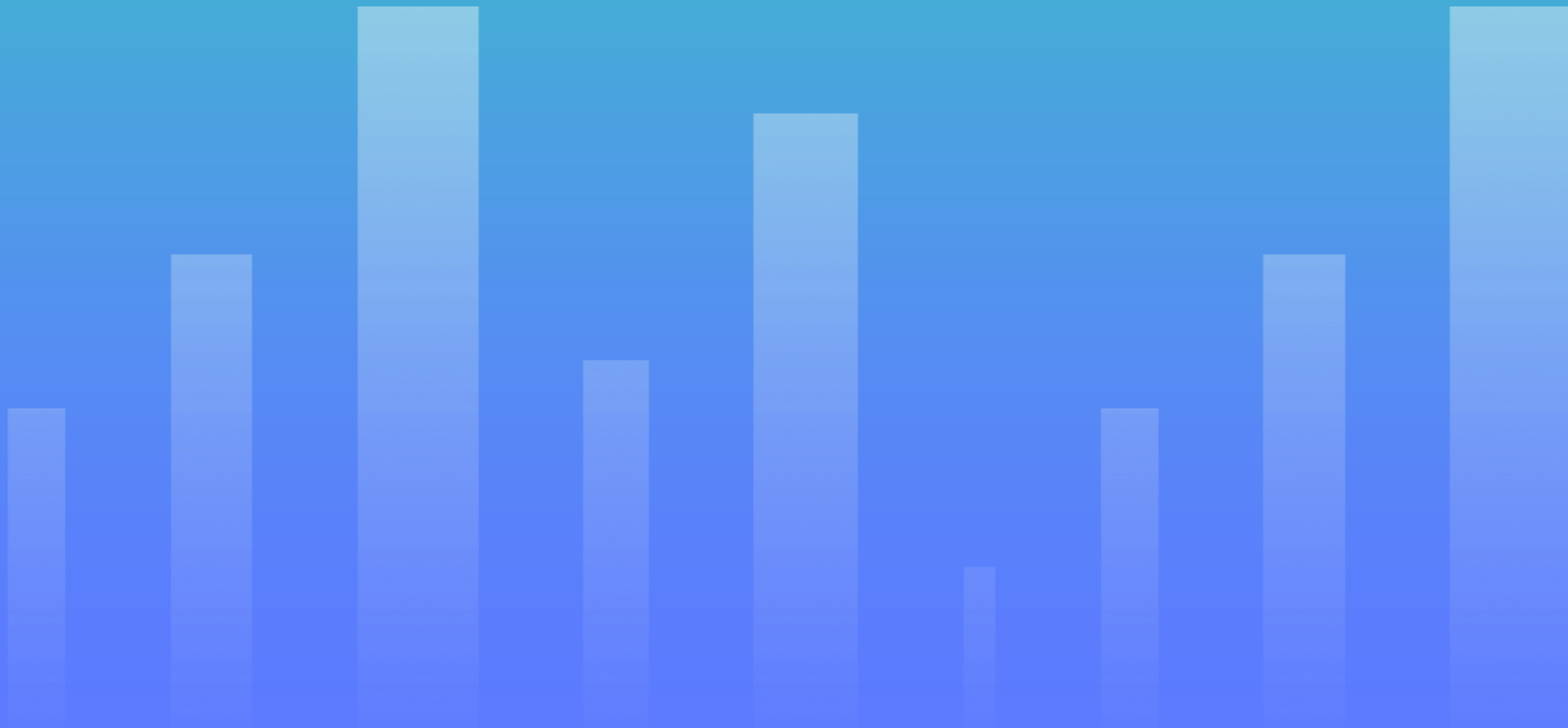


-4

-19



POLICIES AND MESSAGING



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In recent focus groups of North Carolina voters, pocketbook issues came top of mind.

Whether we talked to moderate women in booming suburbs or Black men in rural and small towns, most agreed that **it's now harder for North Carolina families to get ahead than before.**

Some parts of the state are experiencing growing pains, where an influx of people is raising home prices and rents and straining local infrastructure.

In other parts, the population is flatlining, and good-paying jobs are harder to come by, leaving respondents grim about prospects of meaningful economic development.

Residents also cited issues like roads and traffic, crime and public safety, schools and education, and cultural issues like abortion as priorities.

“My son-in-law is a state trooper, and my daughter works in a dental office. And with two incomes, they’re struggling like son of a guns to take care of their family... It’s just really hard because they’re not paid sufficiently for what the economy requires right now.”

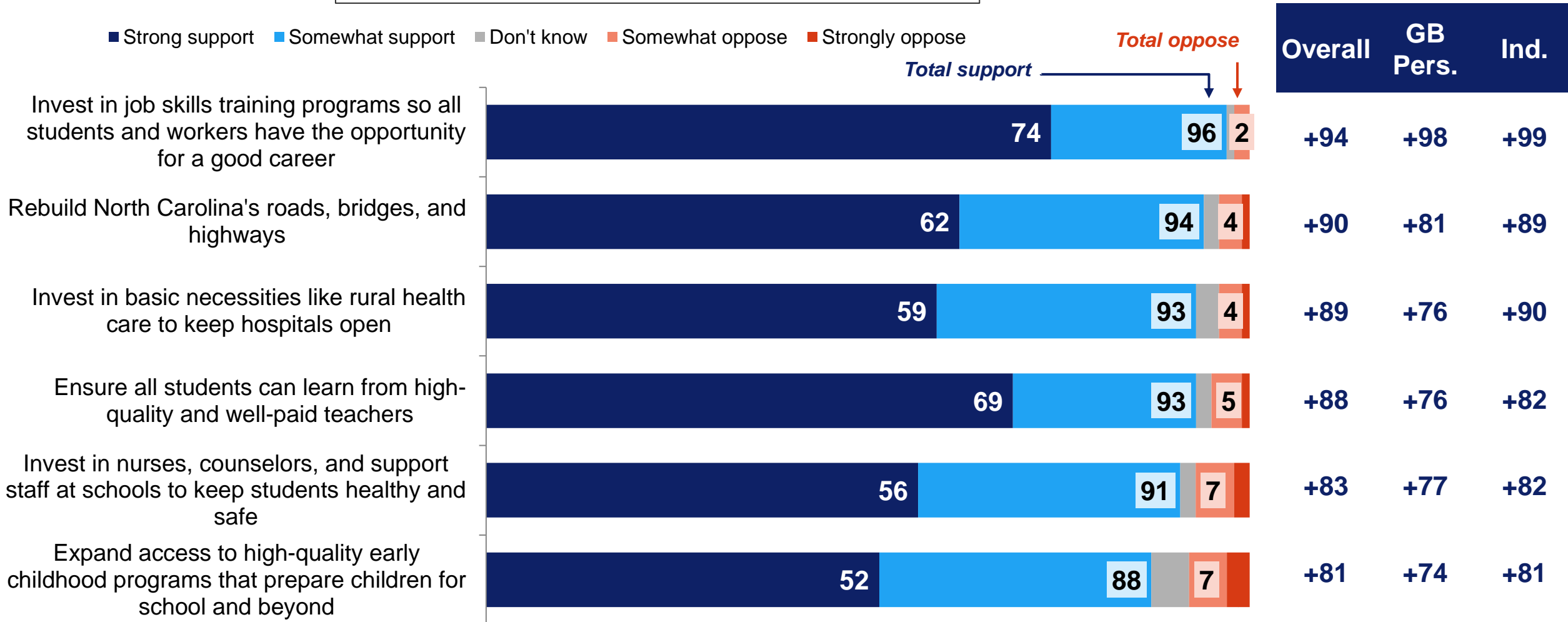
**— White woman, age 55-69,
Wilmington / Raleigh markets**

“With the previous years before the [economic] decline, there was a lot of money being passed around, so it kind of gave a little wiggle room to survive for a good bit. But we’re at a point where, now, wages need to increase. Taxes do need to get cut.” — Black man, age 20-55, rural NC

Investing in job training, infrastructure, and the basics are policies that are winners overall and among swing voter groups.

PROGRESSIVE POLICIES: TOP TIER

■ Strong support
 ■ Somewhat support
 ■ Don't know
 ■ Somewhat oppose
 ■ Strongly oppose



The top-testing messages align with the most popular policies – voters want to hear about job training, infrastructure, and daily basics like schools and housing.

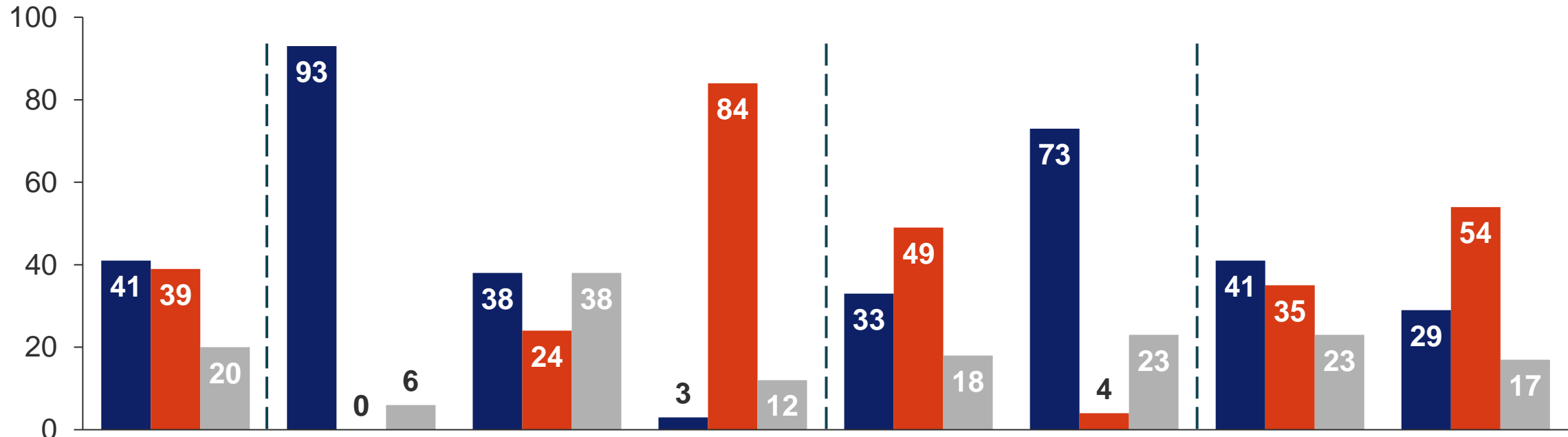
Democratic Candidate Statements – Top Tier % Very Convincing	Overall	Gen. Ballot Persuadables	Vote Stein / Not GB Dem.	Dem. Gainers
[SKILLS] Democrats know that a 4-year college isn't for every student and that's why they want to increase job skills training and apprenticeships. That way, more students have the ability to gain skills to help them get a job, without having to go into debt.	44	40	60	54
[SCHOOLS] Democrats say that the local public schools in North Carolina are the foundation for future success and are critical to the state's growth and prosperity. They want to continue to improve local schools so all students have access to a high-quality education, no matter their zip code.	41	32	58	57
[HOUSING] Democrats know that rising house prices have hit North Carolina families hard. That's why it's a priority for them to get housing prices under control by stopping corporations from buying homes for investments and ensure that wages keep up with the cost of living. They believe that no one with a full-time job should struggle to afford their rent or mortgage.	36	28	43	48
[DIVISION] Democrats say that political division and polarization are getting in the way of fixing many issues in North Carolina. They say politicians are more interested in holding onto power than delivering for the people. That's why Democrats oppose efforts to make it harder to vote and they want to end political gerrymandering, so politicians cannot pick their own voters.	35	26	48	42
[INFRASTRUCTURE] Democrats say that people continue to move to North Carolina because of all the great things the state has to offer, but local infrastructure isn't keeping up with the growth. That's why they want to rebuild and improve local roads and transportation and build quality schools and hospitals to protect the quality of life for everyone.	34	24	38	44

After issue-based messaging, the generic ballot swings 3 points in Dems' favor.

Democrats double their advantage among Independents and narrow the gap with white voters.

GENERIC BALLOT RE-VOTE

■ Democratic candidates ■ Republican candidates ■ Persuadable



NET	+2	+93	+14	-81	-16	+69	+6	-25
Δ	+3	+1	+7	+1	+4	+1	+4	+3

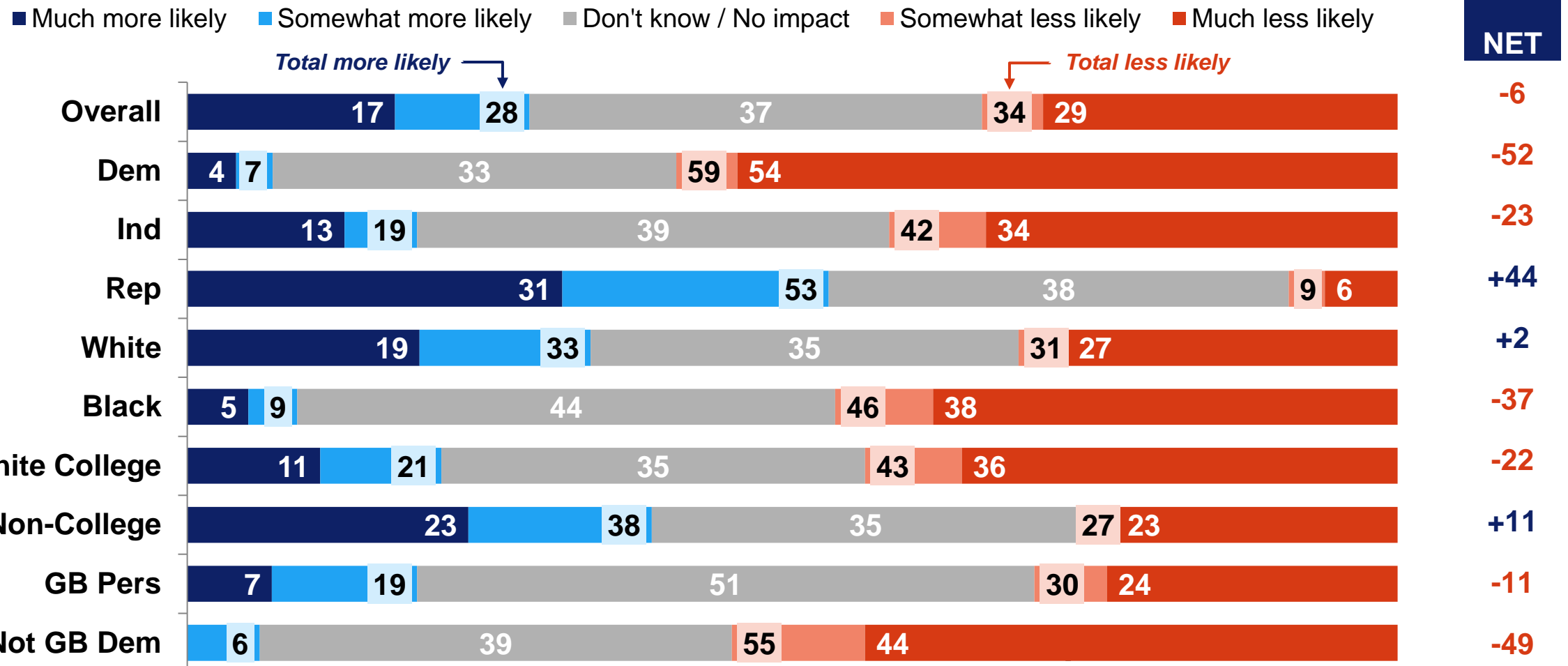
REPUBLICAN VULNERABILITIES



Robinson is already a drag on down-ballot Republicans. Voters are 6 points less likely to vote for a Robinson supporter for the legislature.

There's room for further definition: more than one-third are unsure or say this will have no impact.

If a candidate for the North Carolina General Assembly supported Mark Robinson, would you be [more or less likely to vote for that candidate]?



When voters are given a statement on the Republican ticket, they point to Robinson's Holocaust "hogwash" comments and candidates' ties to white supremacists as their biggest concerns.

HEAT MAP EXERCISE

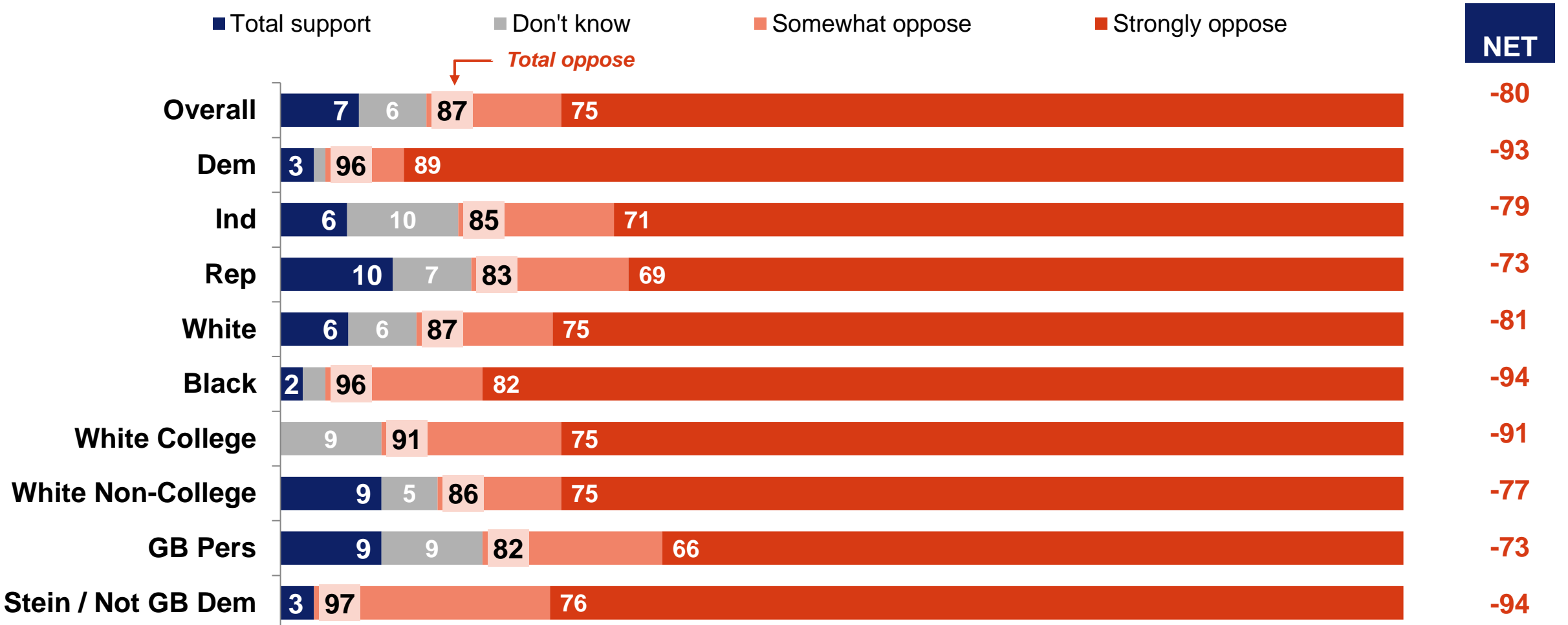
Republicans have nominated far-right candidates up and down the ballot. Their gubernatorial nominee called the Holocaust "hogwash." Their state superintendent nominee called public schools "the greatest threat to humanity." Their attorney general nominee is the architect of 2016's disastrous bathroom bill. There's even a candidate for state legislature with ties to white supremacists. These extremists are going to choose divisive policies over the focus we need on core necessities like education, infrastructure, and the cost of living.

INTERVALS COUNTS PERCENTAGE

0-5%	115	4.83%
5-10%	279	11.73%
10-15%	245	10.3%
15-20%	212	8.91%
20-25%	200	8.41%
25-30%	350	14.71%
30-35%	291	12.23%
35-40%	236	9.92%
More than 40%	451	18.96%

North Carolina voters staunchly oppose banning books from school libraries and removing the teaching of science and social studies.

Support/Oppose: Ban books from school libraries or remove the teaching of science and social studies in elementary schools

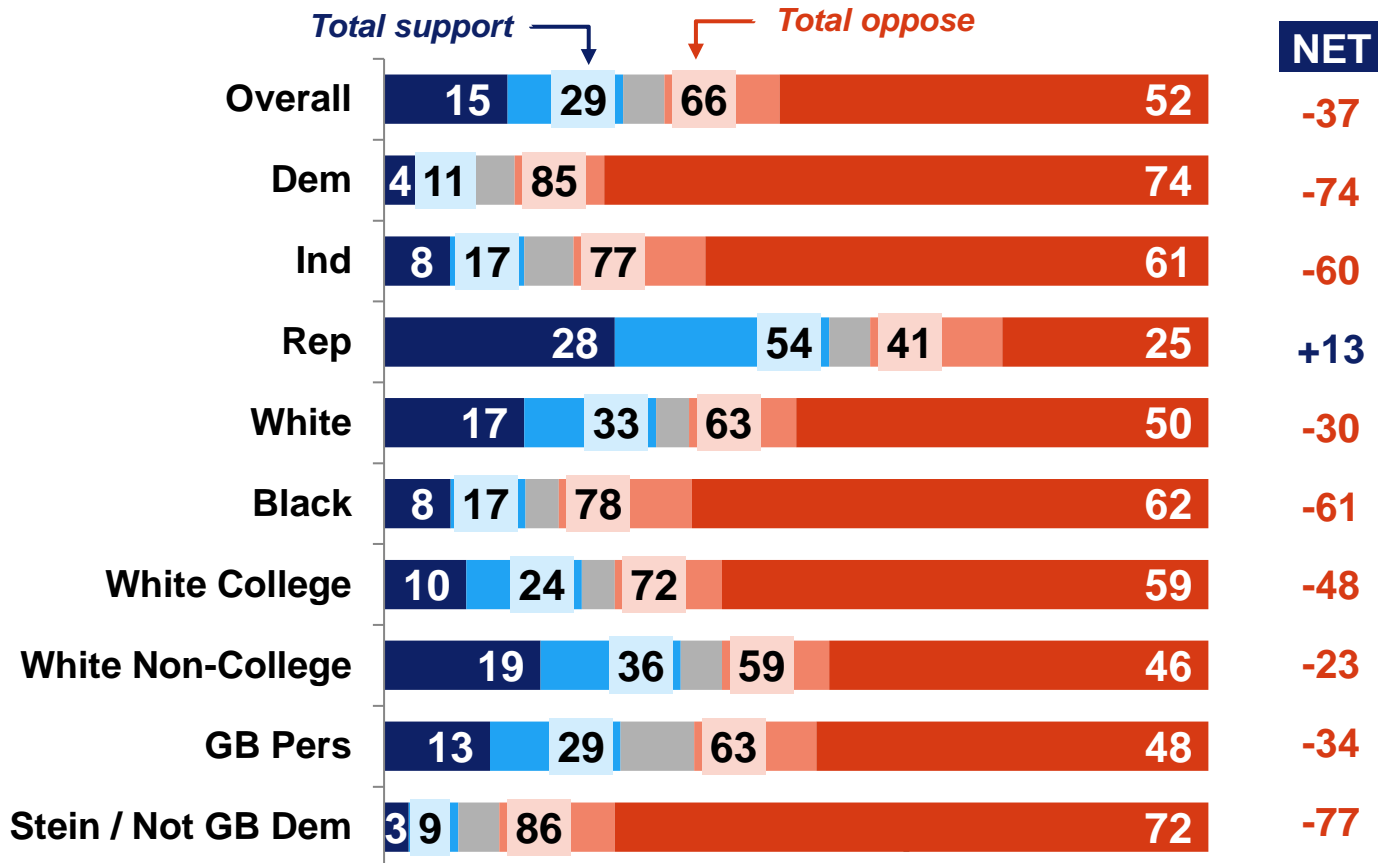


Voters overwhelmingly oppose an abortion ban in North Carolina.

Voters also oppose restrictions on IVF treatments, though more voters are unsure.

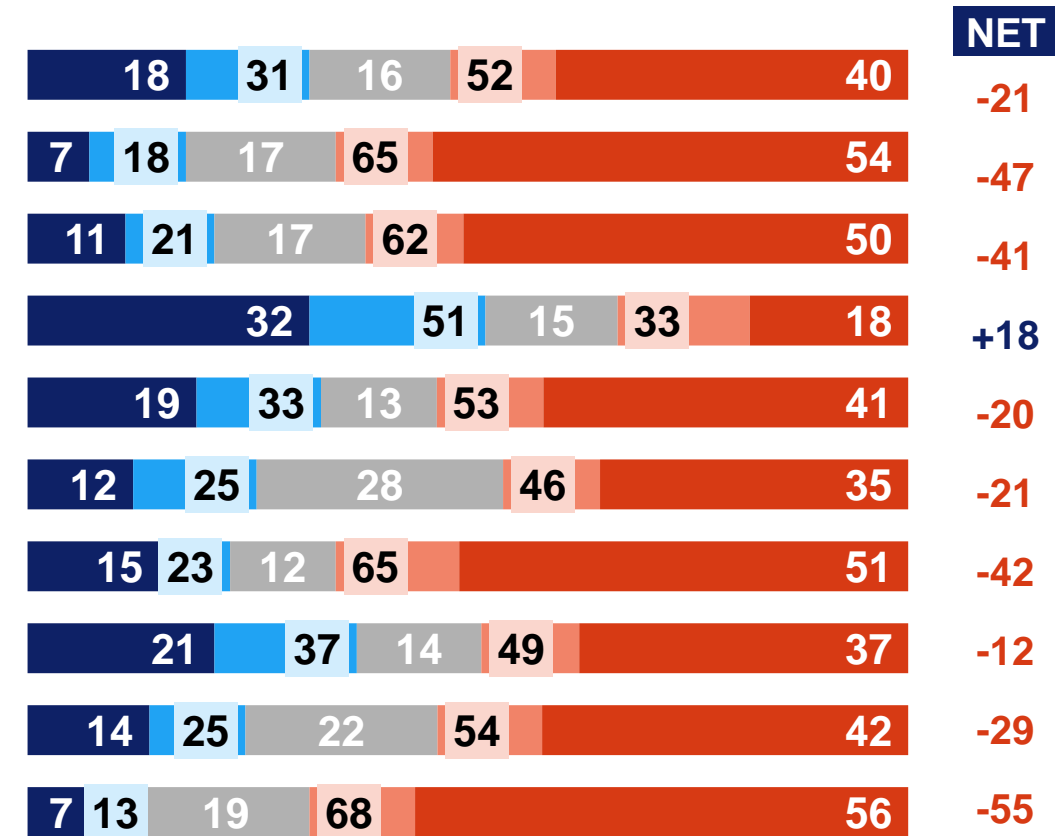
Support/Oppose: Completely ban abortions in North Carolina

■ Strongly support ■ Somewhat support ■ Don't know
 ■ Somewhat oppose ■ Strongly oppose

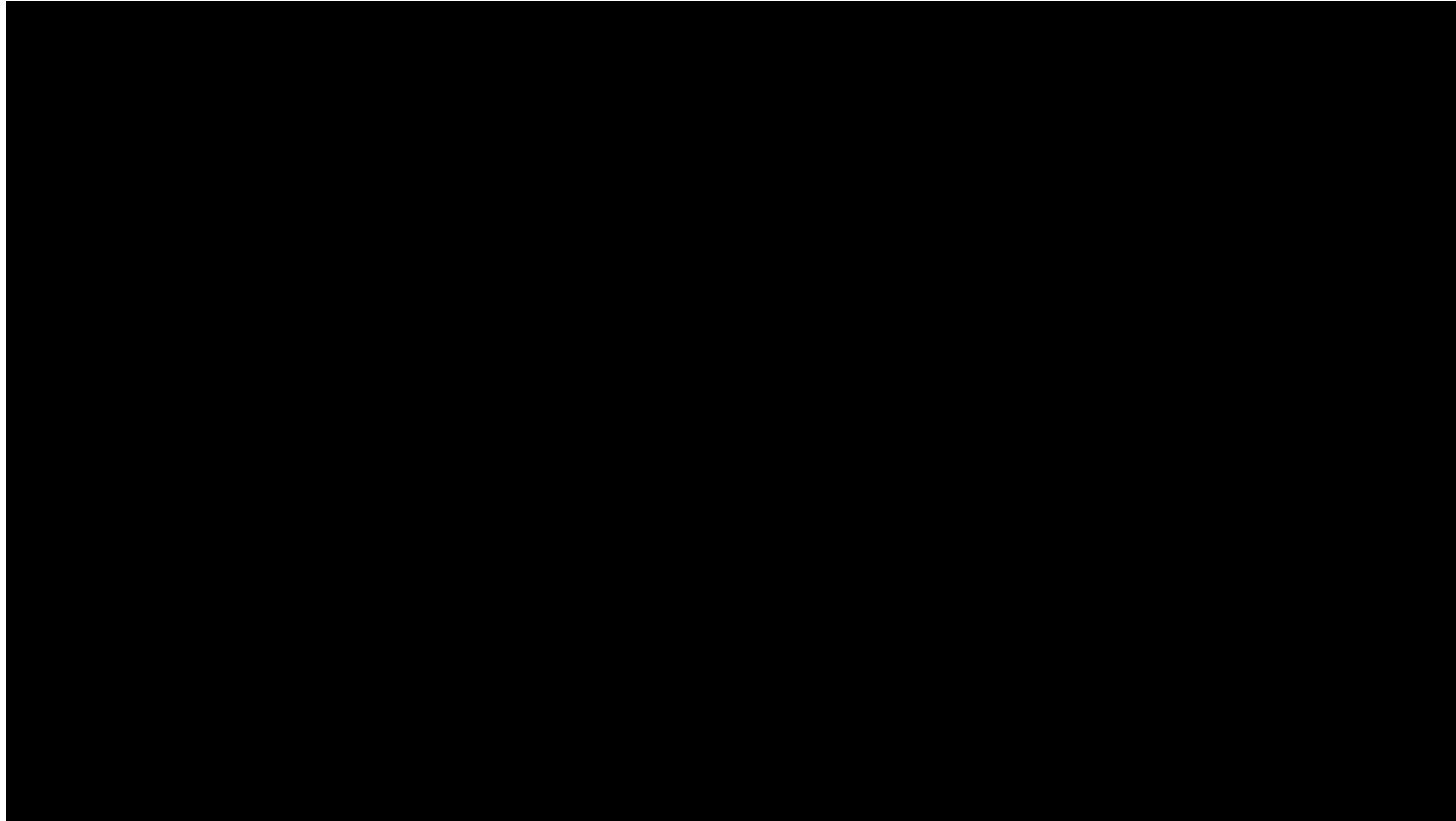


Support Oppose: Consider fertilized embryos used in IVF fertility treatments to be legally children, which means that people who dispose or damage them can be held legally accountable

■ Strongly support ■ Somewhat support ■ Don't know
 ■ Somewhat oppose ■ Strongly oppose

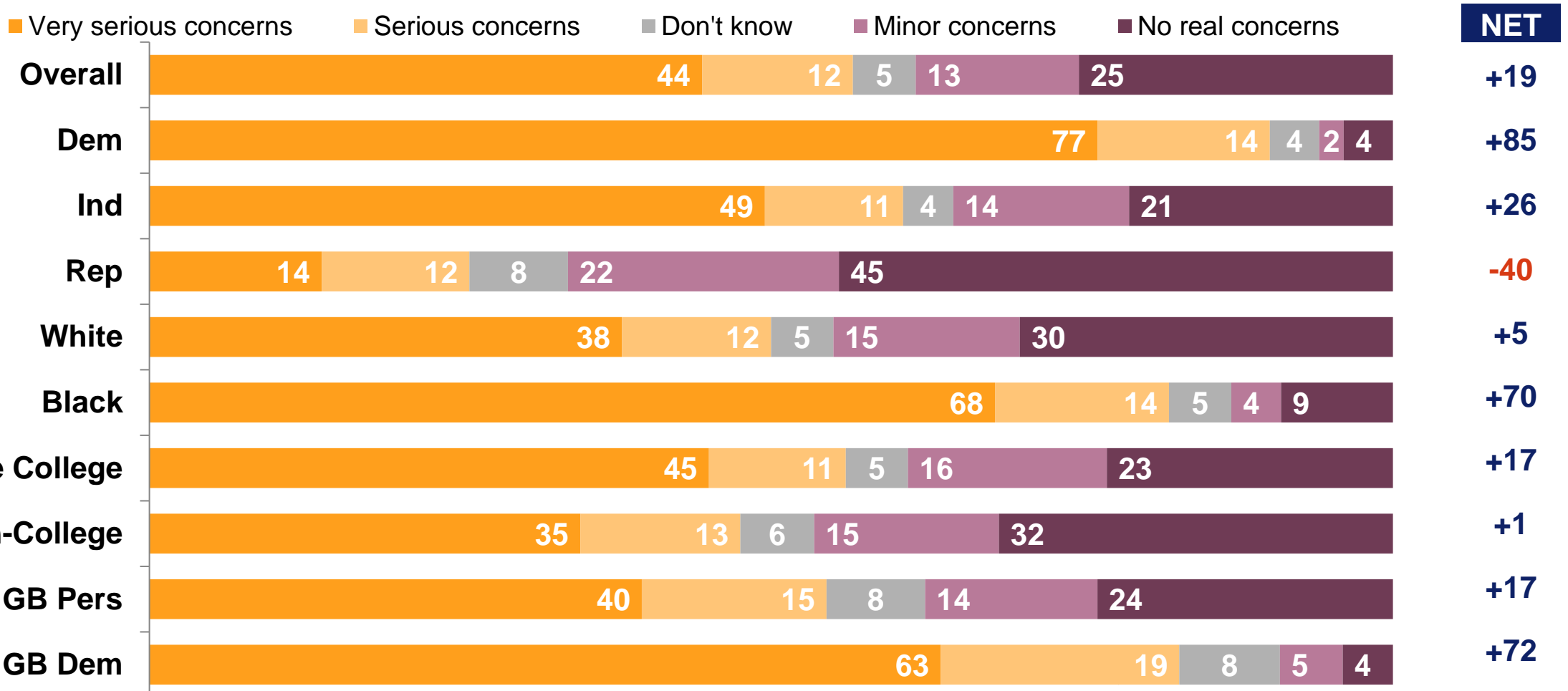


Clip: Mark Robinson on Abortion



A majority of voters, including persuadables and Independents, have serious concerns about Robinson's abortion comments.

Does this raise very serious concerns, serious concerns, minor concerns, or no real concerns for you about Mark Robinson?



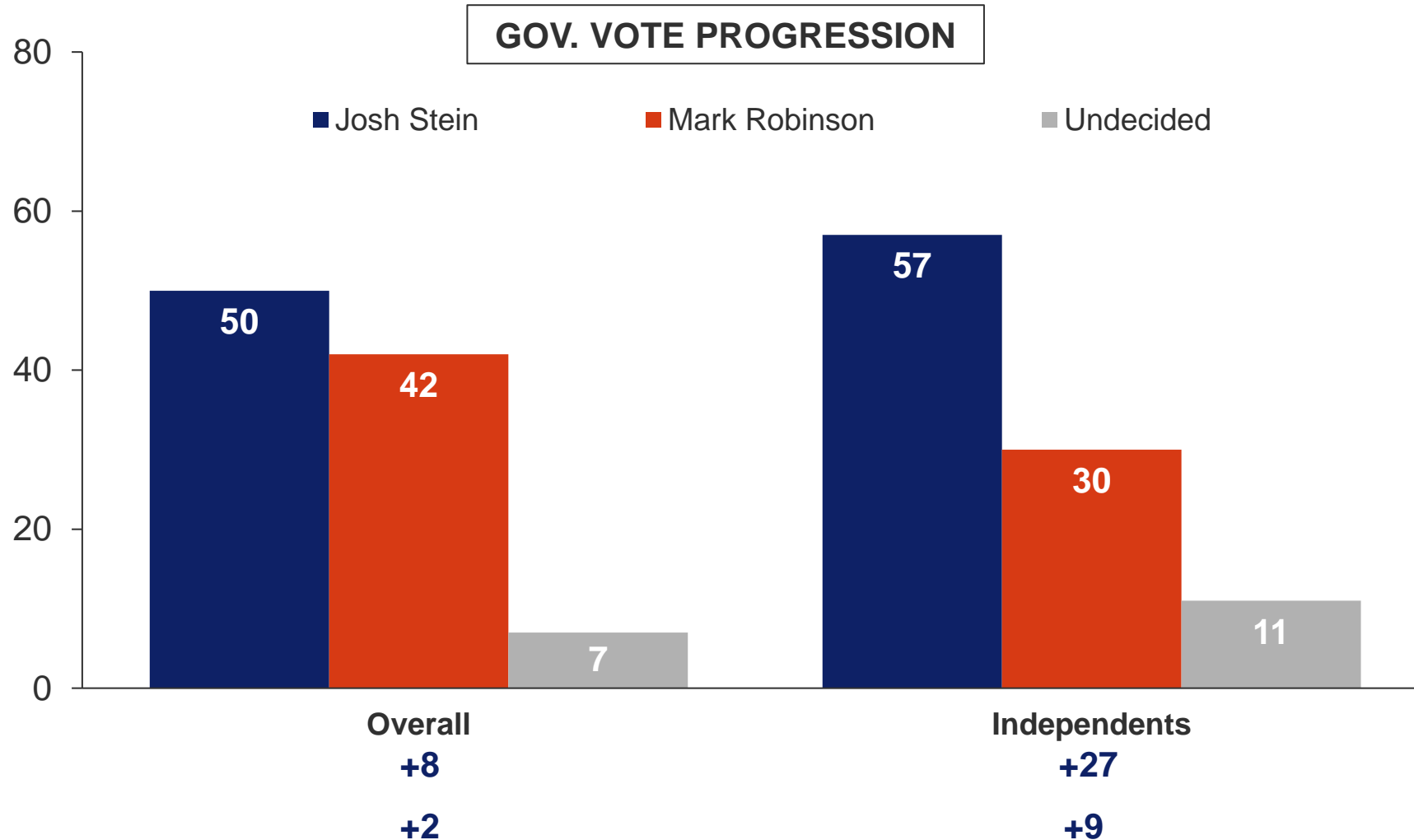


DO'H

NCGOP

After seeing Robinson's comments on abortion, Stein's lead grows to 8 points.

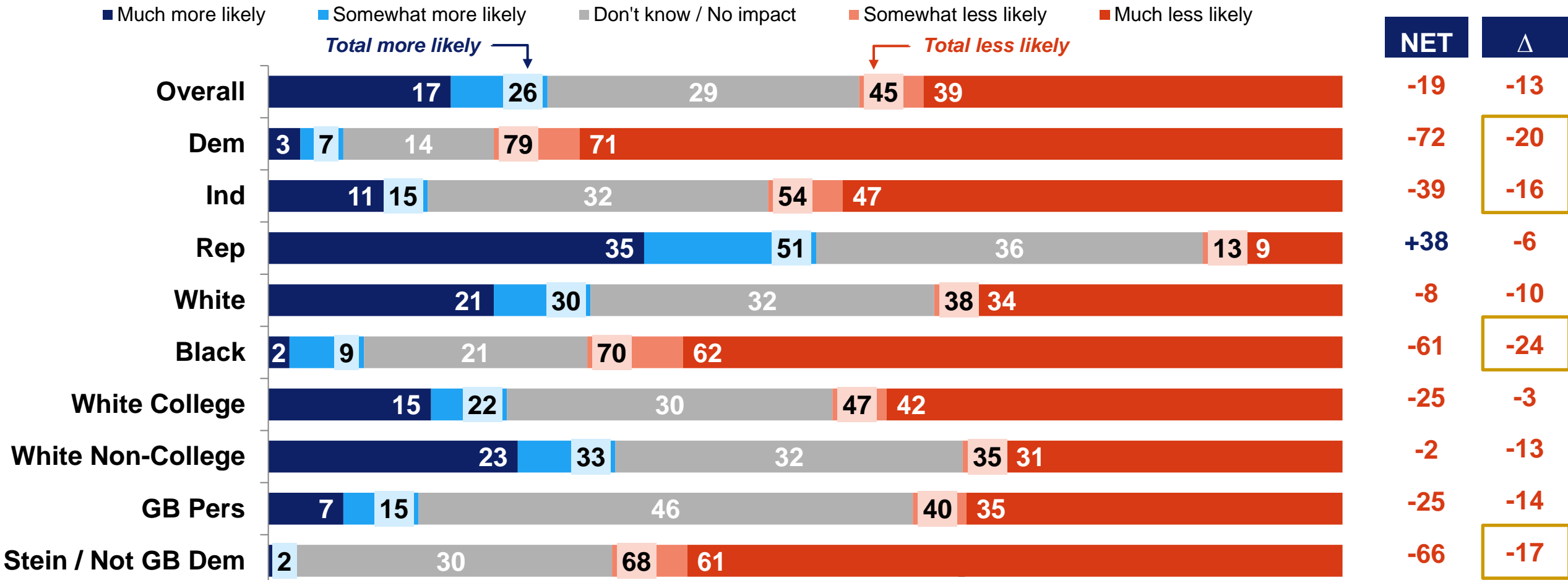
There is a net +9 Stein movement among Independents.



Robinson further harms Republican coattails. NC voters shift hard against a legislative candidate who backs him.

This clip moves voters across the board – including both the base and the middle.

If a candidate for the North Carolina General Assembly supported Mark Robinson, would you be [more or less likely to vote for that candidate]?



Fired up for 2024.

2024 brings lots of excitement...



- Biden makes NC a battleground state priority, with ten in-state offices already.
- A clear contrast statewide in the Gubernatorial race.
- Legislative Democrats recruited in nearly every seat compared to Republicans.
- Democrats continue to dominate on choice messaging to their base **and** Independents.
- The NCGOP face coattail implications with Robinson and Morrow at the top of the ticket.

Thank You.

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