



UMass Lowell/ YouGov Survey of North Carolina Likely Voters
Oct. 16-23, 2024

N = 650 North Carolina Likely General Election Voters

The sample has an adjusted margin of error of +/-4.2 percentage points

See <http://uml.edu/polls> for full questionnaire/topline results and detailed methodology disclosure.

Survey design and analysis by John Cluverius, director of survey research, University of Massachusetts Lowell Center for Public Opinion.

Do you have a question about this poll? If so, tweet @UML_CPO and we'll get back to you.

HIGHLIGHTS

1. Trump about even with Harris in North Carolina, 47% to 45%

With less than a week until the general election, former president Donald Trump is about even with Vice President Kamala Harris in the Tar Heel state at 47% and 45%, respectively. No other candidate received support from more than 1% of respondents and 4% said that they are undecided.

“The presidential race in North Carolina is essentially tied. Given survey results on voter intention and candidates’ attributes, the election could go in any direction,” said political science Assistant Professor Rodrigo Castro Cornejo, associate director of the Center for Public Opinion. “The outcome will likely depend on the strength of each party’s get-out-the-vote mobilization efforts.”

The results of the poll show mixed signals, indicating the race in North Carolina is anyone’s game.

- Slightly more (49%) voters rate Trump as better able to handle the economy than Harris (41%) while 4% said the candidates were about even on the economy and 6% were unsure.
- A greater number of voters said Trump would better handle immigration policy than Harris, 52% to 39% with 3% saying the candidates are about even on immigration and 5% were unsure.
- Conversely, more respondents say Harris would better handle abortion policy than Trump, 50% to 37% while 3% of voters say the candidates are about even on abortion policy and 9% are unsure.

2. Stein slightly leads Robinson 48% to 36%, with 12% undecided

Democrat Josh Stein holds an apparent lead at 48% over Republican Mark Robinson (36%) in the race for governor.

“It wouldn’t be a presidential year in North Carolina without a scandal, and this year’s scandal in the governor’s race has turned a winnable election into a disaster for Mark Robinson,” said political science Associate Professor John Cluverius, Center for Public Opinion director of survey research. “It’s been more than a decade since Republicans abolished straight-ticket voting, and this year it’s coming back to haunt them.”

No other candidate received more than 2% support from respondents while 12% of respondents are undecided.

3. North Carolina heads to the polls

Every state's voting culture is different and North Carolinians, while closely divided over the presidential race, are about even in the way they plan to vote.

- 57% of Harris and 60% of Trump voters plan to vote early in person
- 16% of Harris and 7% of Trump voters say they will vote by mail
- 24% of Harris and 30% of Trump voters plan to vote in person on Election Day

When asked if they will accept the results if their candidate loses, 63% of Trump voters say they definitely or probably will accept the results if Trump loses while 37% say they definitely or probably will not accept the results if Trump loses. More than three quarters (84%) of Harris voters say they definitely or probably will accept the result if Harris loses while 17% of Harris voters say they definitely or probably will not accept the results if Harris loses.

Planned prior polling of North Carolina in the run up to the 2024 general election was scrapped due to Hurricane Helene.