

A wide-angle, high-angle photograph of the Charlotte, North Carolina skyline, featuring several prominent skyscrapers like the Bank of America Corporate Center and the Wells Fargo Center, set against a blue sky with scattered white clouds. The foreground shows a mix of urban buildings and greenery.

NORTH CAROLINA VOTER SURVEY

Sep 2024 Fabrizio Ward+ IMPACT
RESEARCH



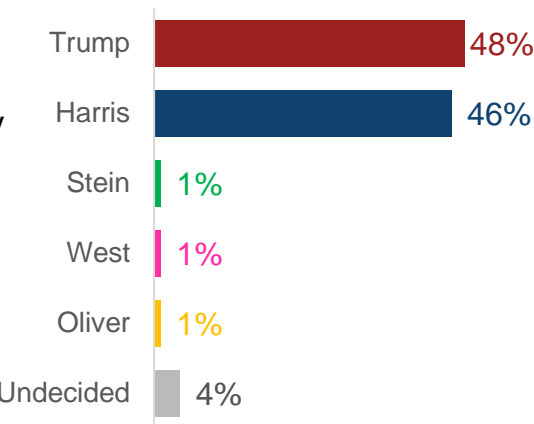
NORTH CAROLINA: BATTLEGROUND STATE

Presidential contest

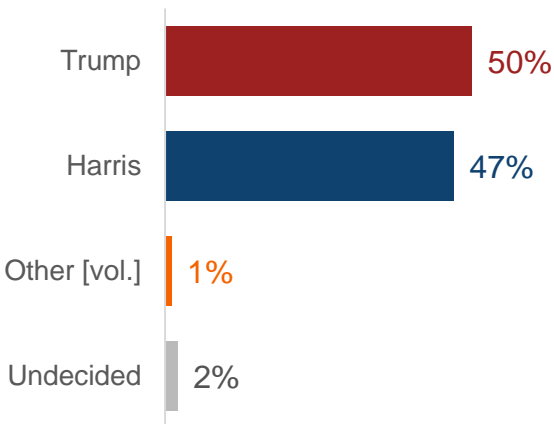
The race for North Carolina’s 16 electoral votes is extremely competitive with former President Trump up 48% - 46% over Vice President Harris, with 3% of voters supporting other candidates and 4% undecided. The head-to-head ballot has Trump ahead 50% - 47%.

- Trump is ahead among voters 50+ by a 9-point margin, which is the same among voters 50-64 and 65+. Voters 18-34 are Harris’s best age group, and they give her a double-digit lead.
- Both candidates are winning about 9-in-10 of their party’s voters, with Independents narrowly tilting toward Trump.
- There is a gender gap with Trump up among men by 11-points, and Harris ahead with women by 7.
- There is a large difference in vote preference by race, that grows even bigger within the 50+ electorate.
- Trump wins non-college voters by 19-points, with Harris up 26 among college+ voters.

2024 Presidential Election – Full Ballot



2024 Presidential Election – Head-to-Head Ballot

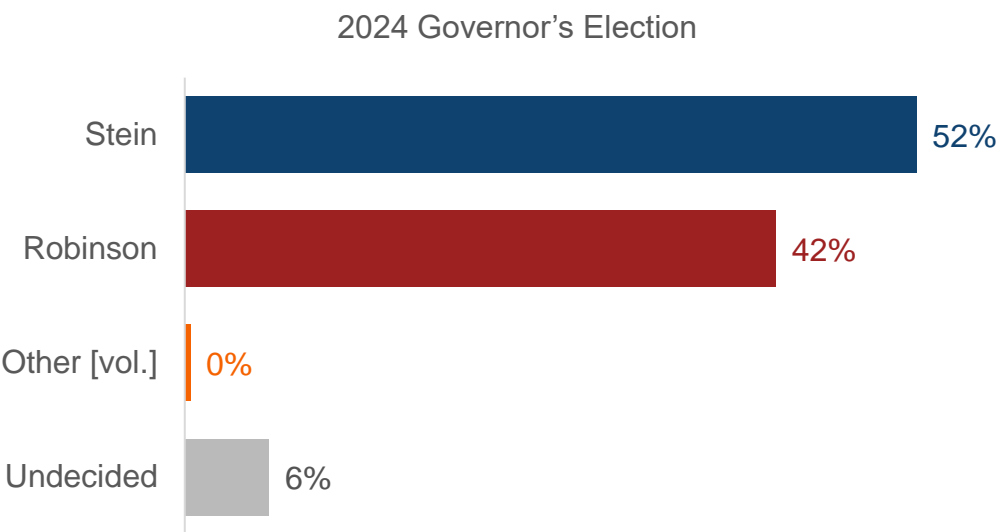


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White	Black	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Net Trump (H2H)	+3	-6	+9	-15	+2	+9	+10	+89	+4	-83	-6	+13	+5	+15	+25	-75	+37	-89	+21	-26	+9	+19
Net Trump (Full)	+2	-7	+9	-13	-1	+9	+9	+87	+3	-82	-7	+11	+5	+15	+25	-74	+36	-88	+19	-26	+8	+19
Trump (Full)	48	43	52	39	46	52	52	92	46	7	43	53	50	55	60	10	66	4	56	34	52	51
Harris (Full)	46	50	43	52	47	43	43	5	43	89	50	42	45	40	35	84	30	92	37	60	44	32
Other (Full)	3	4	1	6	3	1	1	1	6	1	3	2	1	1	2	2	1	1	3	2	2	4
Undecided (Full)	4	4	4	3	4	3	4	2	6	3	4	3	4	3	2	5	3	3	4	3	2	14

Gubernatorial contest

In the open seat race for North Carolina governor, Attorney General Josh Stein (D) has a 10-point lead over Lieutenant Governor Mark Robinson (R), 52% - 42%.

- The race is closer among voters 50+, among whom Stein leads by 3-points. Voters under 50 are voting for Stein by a 19-point margin.
- Stein is winning a larger share of Democrats than Robinson is of Republicans, while holding a clear 17-point lead among Independents.
- Women favor Stein by 17-points while the race is very close among men.
- Stein’s 71-point lead with Black voters is more than enough to overcome Robinson’s 9-point edge with white voters.
- College+ voters back Stein by 31-points, while is up just 3-points with non-college voters.
- Caregivers 50+, who were voting for Trump by 8-points, flip to supporting the Democratic candidate for governor by the same margin.

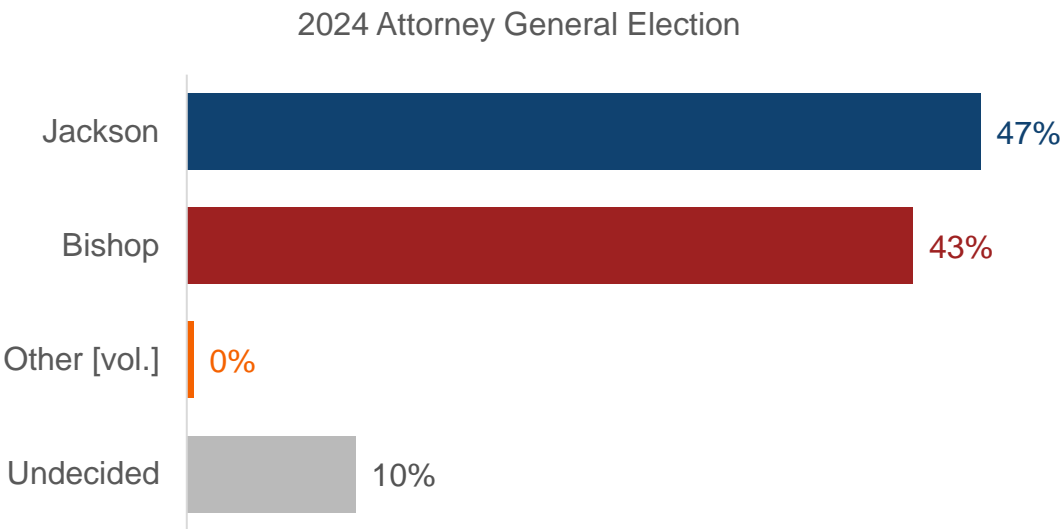


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White	Black	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Net Stein	+10	+19	+3	+28	+9	+3	+4	-72	+17	+84	+17	+1	+10	-4	-9	+71	-20	+83	-3	+31	+8	+27
Stein	52	57	48	62	51	47	49	11	54	90	55	48	51	45	43	84	37	89	45	63	50	50
Robinson	42	38	45	34	42	44	45	83	37	6	38	47	41	49	52	13	57	6	48	32	42	23
Other/Und	6	4	7	4	6	9	6	6	9	3	7	5	8	6	6	3	7	5	7	5	8	27

Attorney General contest

Rep. Jeff Jackson (D) leads Rep. Dan Bishop (R) by a narrow 47% - 43% margin in the race for Attorney General. Among voters 50+ Bishop is ahead 46% - 41%, while Jackson has a 15-point lead among voters under 50.

- Both candidates are winning similar shares of their own party’s voters, while Jackson has a 7-point edge with Independents.
- There’s a gender gap with Jackson up double-digits with women, and Bishop marginally ahead with men.
- Jackson has a 66-point lead with Black voters and an 80-point lead with Black voters 50+, while Bishop is up 16-points with white voters and 29-points with white voters 50+
- There’s a net 36-point difference on education with Jackson up 26-points among those with college degrees and Bishop leading by 10 among those without.
- Caregivers 50+ are extremely competitive in this race, with Jackson up 1-point.

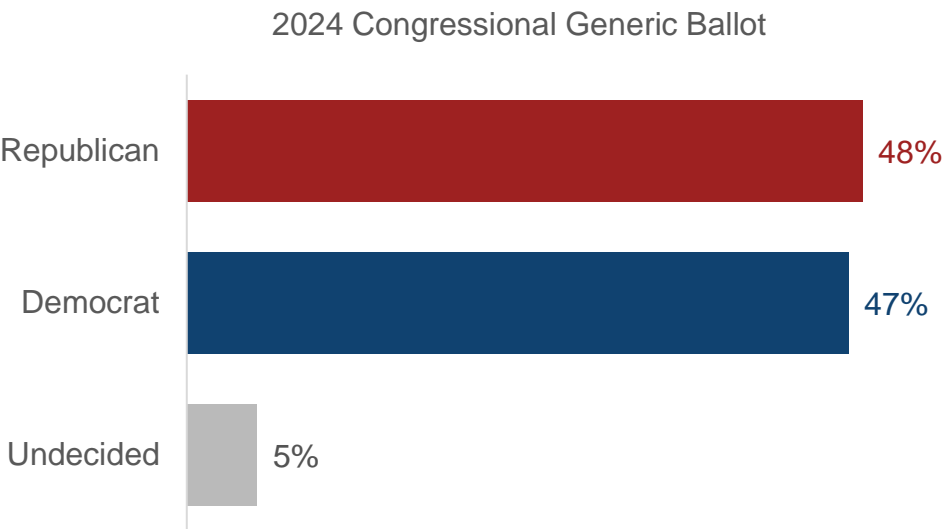


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White	Black	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Net Jackson	+4	+15	-5	+21	+8	-5	-5	-80	+7	+81	+10	-2	-1	-10	-16	+66	-29	+80	-10	+25	+1	-10
Jackson	47	53	41	56	49	41	42	6	45	87	49	44	43	40	37	78	30	85	39	58	44	25
Bishop	43	38	46	35	41	46	47	86	38	6	39	46	44	50	53	12	59	5	49	33	43	35
Other/Und	10	9	13	9	10	14	11	8	17	7	12	10	14	10	10	9	11	10	12	9	12	40

Congressional generic ballot

The politically competitive nature of North Carolina this election is clear with the Congressional generic ballot almost tied. 48% choose the generic Republican, 47% the Democrat, and 5% undecided.

- Among voters 50+, the generic Republican is ahead by 9-points, while younger voters favor the Democrat by 11-points.
- Republicans back the generic Republican by 90-points, Democrats prefer their party's candidate by 85-points while Independents are almost evenly split.
- There are large gaps on voter preferences by gender, race, and educational attainment.
- Caregivers 50+ prefer a generic Republican by 8-points.



	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White	Black	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Net GOP	+1	-11	+9	-19	-1	+9	+11	+90	+1	-85	-9	+12	+2	+18	+23	-74	+37	-85	+17	-24	+8	+20
Republican	48	42	52	38	47	52	53	94	45	7	43	53	48	57	59	10	66	5	56	35	52	51
Democrat	47	53	43	57	48	43	42	4	44	92	52	41	46	39	36	84	29	90	39	59	44	31
Undecided	5	5	5	5	5	6	5	2	12	1	5	6	6	4	4	6	5	5	5	5	4	19

Comparison: Presidential vote to Gubernatorial vote

Trump is running a net 12-points ahead of Robinson, but the demographic differences between the two races vary.

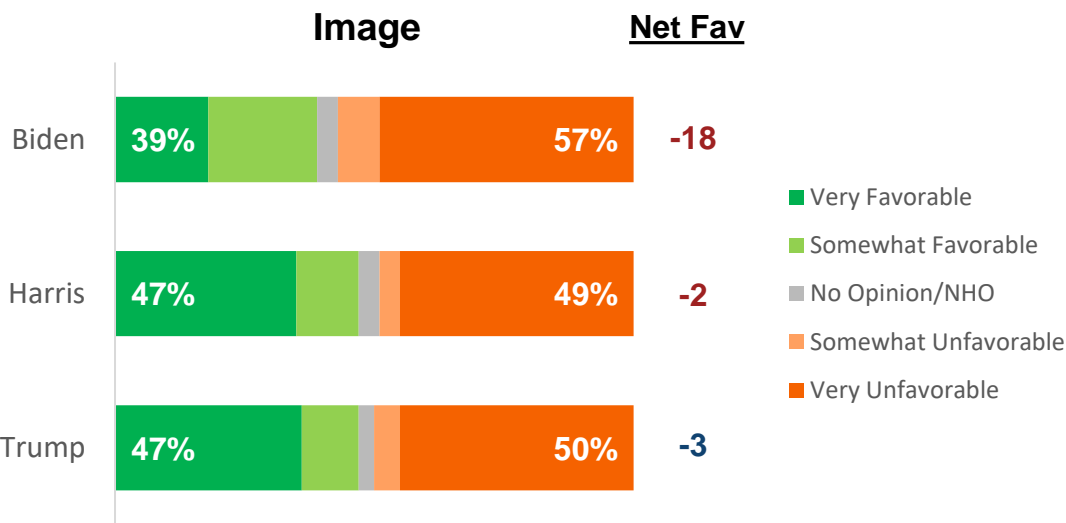
- By party, the difference is largest among Independents at 20-points followed by a 15-point gap among Republicans. The two races are very similar among Democratic voters.
- Trump is running consistently ahead of Robinson across age groups and among both women and men.
- Trump’s margins among white voters overall and 50+ are both a net 16-points better than Robinson’s.
- Black voters are one group where Robinson marginally outperforms Trump, though both he and Trump are losing by sizable amounts.
- There is a big gap on ballot performance between Trump and Robinson among voters without a college degree and Caregivers 50+.
- Swing voters 50+ are likelier to back Trump in the presidential race, but Stein in the governor’s race.

	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White	Black	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Net Trump (Full)	+2	-7	+9	-13	-1	+9	+9	+87	+3	-82	-7	+11	+5	+15	+25	-74	+36	-88	+19	-26	+8	+19
Trump (Full)	48	43	52	39	46	52	52	92	46	7	43	53	50	55	60	10	66	4	56	34	52	51
Harris (Full)	46	50	43	52	47	43	43	5	43	89	50	42	45	40	35	84	30	92	37	60	44	32
Other/Und (Full)	6	7	5	9	7	5	5	3	11	4	7	5	5	5	5	6	4	4	7	6	4	17
Net Robinson	-10	-19	-3	-28	-9	-3	-4	+72	-17	-84	-17	-1	-10	+4	+9	-71	+20	-83	+3	-31	-8	-27
Stein	52	57	48	62	51	47	49	11	54	90	55	48	51	45	43	84	37	89	45	63	50	50
Robinson	42	38	45	34	42	44	45	83	37	6	38	47	41	49	52	13	57	6	48	32	42	23
Other/Und	6	4	7	4	6	9	6	6	9	3	7	5	8	6	6	3	7	5	7	5	8	27
Difference (Net Trump – Net Robinson)	+12	+12	+12	+15	+8	+12	+13	+15	+20	+2	+10	+12	+15	+11	+16	-3	+16	-5	+16	+5	+16	+46

President: Images

Harris and Trump have very similar images among Tar Heel State voters, narrowly in negative territory. Biden’s image is worse at 39% - 57%.

- However among voters 50+, Trump is above water by 8-points, while Harris and Biden are similarly underwater.
- The big difference between Harris and Biden’s images occurs among voters under 50, especially those 18-34, where there’s a remarkable 37-point net difference between the two.
- Harris and Trump are both slightly negative with Independents while polarized among party members.
- Harris’s image is better than Biden’s by an almost identical margin among women, men, white voters, Black voters, as well as those with and without college degrees.

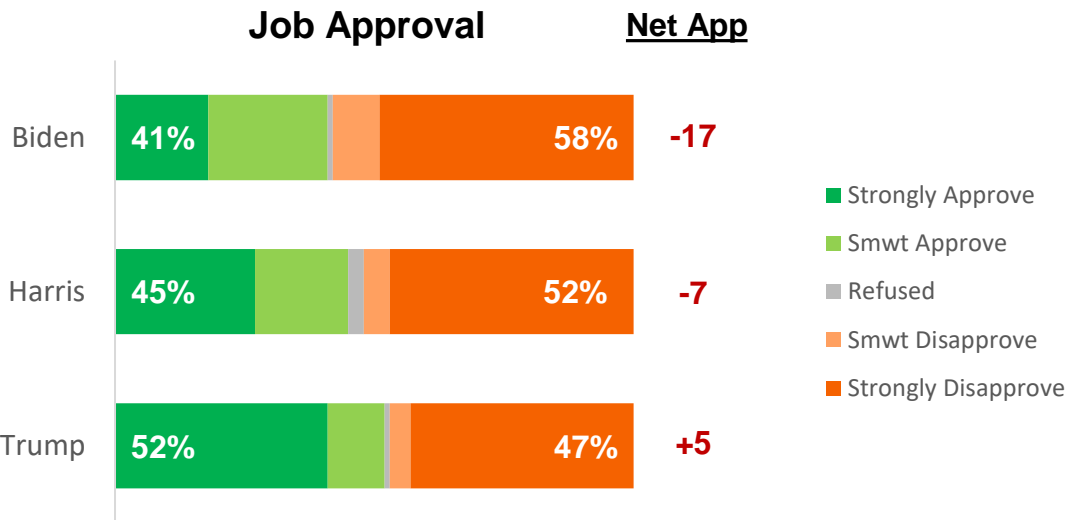


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White	Black	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Biden net favorable	-18	-23	-14	-26	-20	-15	-13	-88	-33	+64	-11	-27	-9	-19	-40	+54	-38	+77	-32	+3	-11	-27
Harris net favorable	-2	+5	-9	+11	-2	-10	-8	-86	-5	+79	+5	-12	-5	-14	-25	+69	-35	+86	-17	+20	-7	-18
Trump net favorable	-3	-14	+8	-22	-7	+7	+9	+84	-5	-82	-10	+7	+4	+12	+18	-71	+33	-81	+15	-29	+11	+10

President: Job approvals

While Trump and Harris have very similar images, a narrow majority approve of Trump’s job retrospectively while a slight majority disapprove of the job Harris is doing.

- Among voters 50+, Trump’s job approval is double-digits positive, while both Harris and Biden are double-digits underwater.
- As on their images, Harris outpaces Biden, largely thanks to a stronger job approval from younger voters.
- Trump’s job approval among Independents is +6 compared to his -5 rating on image with them. Unlike Trump, Harris’s job approval is marginally worse among Independents than her image.

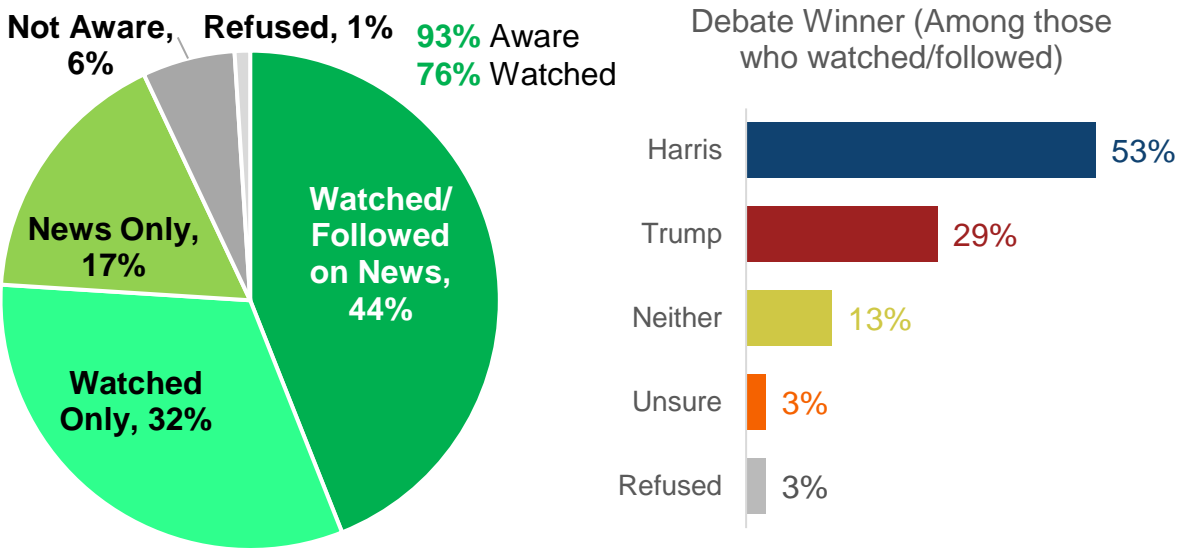


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White	Black	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Biden net approve	-17	-17	-16	-19	-16	-18	-14	-91	-29	+68	-10	-24	-12	-21	-37	+52	-41	+77	-32	+8	-12	-33
Harris net approve	-7	-2	-11	+4	-8	-13	-9	-90	-11	+77	+1	-16	-5	-18	-28	+66	-37	+86	-22	+17	-9	-22
Trump net approve	+5	-4	+12	-11	+2	+13	+11	+88	+6	-77	-4	+14	+7	+18	+24	-64	+37	-79	+25	-27	+12	+24

Debate awareness and winner

Awareness of the debate between Harris and Trump is very high among North Carolina voters, with about three quarters saying they watched it. A 53% majority of those aware call Harris the winner compared to just 29% saying Trump.

- Harris was viewed as the winner by each age group, with larger margins among younger voters.
- Independents say Harris won by 26-points, and Democrats are more united in their opinion that she won than Republicans are that Trump won.
- Outside of white voters 50+, most North Carolina voters picked Harris as the winner over Trump.
- Democrats and voters 50+ were more likely to watch the debate than Republicans and voters 18-34.

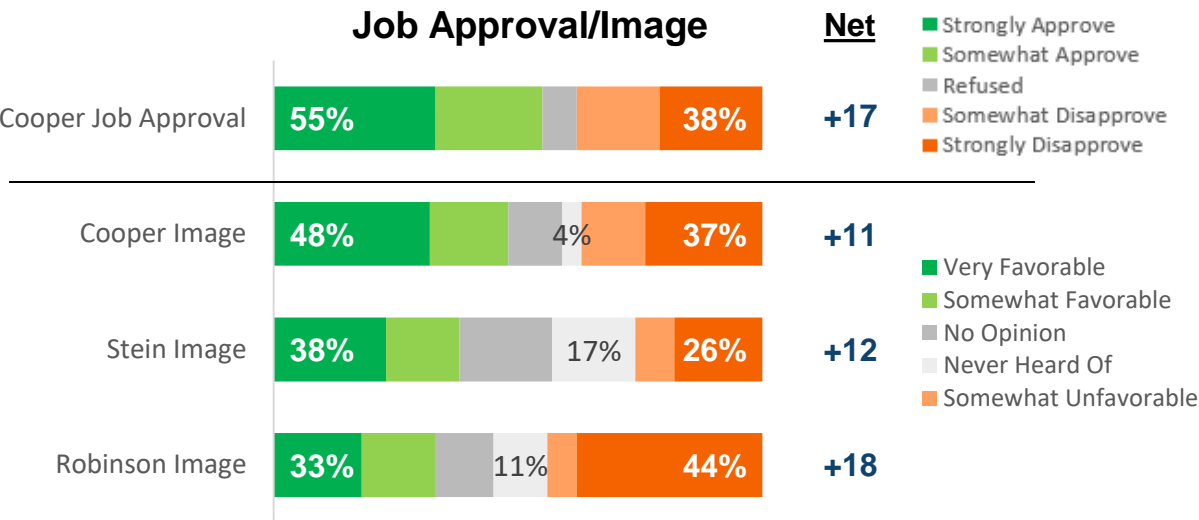


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White	Black	White 50+	Black 50+	<Coll	Coll+	Care-givers 50+	Swing Voters 50+
Debate Watched	76	73	79	70	76	79	79	71	76	82	73	79	78	80	75	79	77	86	76	77	83	71
Debate – News Only	17	21	15	24	17	15	14	19	19	14	19	16	14	16	19	14	16	10	17	18	13	16
Who won? Net Harris	+24	+31	+19	+32	+29	+20	+18	-48	+26	+87	+29	+18	+21	+17	+10	-76	-1	-90	+8	+49	+18	+24

Governor: Images

Gov. Roy Cooper (D) has a 48% - 37% image and stronger 55% - 38% job approval among North Carolina voters. Josh Stein's image is positive among North Carolina voters at 38% - 26%, though he is undefined to more than a third of voters. Robinson's image is underwater at 33% - 44%.

- Stein's image is similarly positive among voters 50+ and those under 50, though voters 50+ are more likely to have an opinion of him.
- Robinson is underwater with each age group, viewed worse by those under 50.
- Independents have different views of the candidates with Stein at +14 and Robinson at -18.

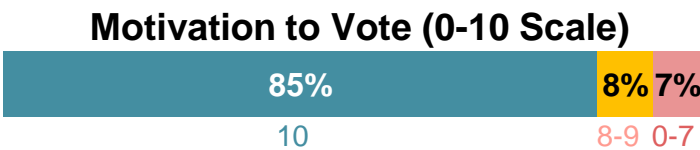


	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White	Black	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Cooper net approve	+17	+20	+13	+26	+15	+16	+11	-48	+20	+75	+19	+14	+20	+4	+1	+60	-6	+82	+5	+34	+15	+23
Cooper net favorable	+11	+16	+8	+19	+12	+7	+9	-52	+12	+72	+18	+4	+14	-	-3	+58	-10	+77	+1	+27	+6	+9
Stein Net Fav	+12	+13	+11	+7	+19	+13	+10	-39	+14	+60	+18	+6	+17	+4	-	+45	-2	+58	+2	+28	+12	+19
Favorable	38	35	40	31	39	40	41	10	37	66	39	36	42	38	32	56	33	67	31	48	41	41
Unfavorable	26	22	29	24	20	27	31	49	23	6	21	32	25	34	32	11	35	9	29	20	29	22
Robinson Net Fav	-11	-16	-5	-17	-15	-4	-8	+51	-18	-62	-17	-3	-13	+3	+2	-52	+11	-65	+3	-32	-8	-25
Favorable	33	28	38	25	31	39	36	65	29	8	29	39	33	44	41	11	47	9	39	24	36	25
Unfavorable	44	44	43	42	46	43	44	14	46	70	46	42	46	40	39	63	35	73	36	56	44	50

Political environment

85% of North Carolina voters rate themselves a 10 out of 10 on vote motivation for this November. Among voters 50+ that climbs to 91% compared to 78% among voters under 50.

- Democrats and Republicans say they have similar levels of vote motivation, both higher than Independents.
- Two thirds of North Carolina voters say the country is headed in the wrong direction vs. 30% who say right direction.
- Nearly 2-in-3 North Carolina voters are worried about their personal financial situation, with similar levels concerned among voters over and under 50.



	All likely voters	Voters 18 – 49	Voters 50+	Voters 18-34	Voters 35-49	Voters 50-64	Voters 65+	GOP	Ind	Dem	Women	Men	Women 50+	Men 50+	White	Black	White 50+	Black 50+	<Coll	Coll +	Care-givers 50+	Swing Voters 50+
Motivation: 10	85	78	91	67	89	90	93	87	79	88	86	83	91	91	86	85	91	92	85	85	91	82
% Right Direction	30	28	33	28	28	33	33	6	27	57	29	32	33	32	24	55	24	67	25	38	34	25
% Worried	63	64	62	65	63	62	61	76	62	51	67	58	67	55	66	51	65	51	72	49	65	59



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ISSUES DRIVING THE ELECTION

Most important issues (1st + 2nd choice) determining Age 50+ vote

- Two in three North Carolina voters 50+ rate at least one personal economic issue (the economy/jobs, inflation, and Social Security) in their top pair of issues for deciding their vote this November. This group is voting for Trump over Harris by a 24-point margin.
- Immigration is the top single issue, driven by Republicans 50+, although it is also high with many other groups, including Independents 50+.
- Democratic voters 50+ place threats to democracy and Social Security as their top pair of issues, with Black voters 50+ ranking Social Security 1st.

Q32. Now specifically, from the following list, please tell me which issue is personally most important to you in deciding your vote this November. Q33. And which of the remaining issues would be next most important to you personally in deciding your vote this November?			Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll+ 50+	Care - givers 50+	Swing Voters 50+	Net Trump – Harris 50+	
Personal economic Issues (Inflation, economy/jobs, Social Security) 68%			68	67	68	67	76	68	59	69	69	72	61	69	72	+24	
Immigration and border security	18%	18%	36%	33	39	36	36	60	38	8	43	8	39	29	31	35	+87
The economy and jobs	18%	14%	32%	29	35	34	30	39	32	24	35	25	33	29	31	33	+34
Inflation and rising prices	15%	14%	29%	31	27	34	25	39	35	15	31	21	31	26	29	38	+51
Threats to democracy	13%	7%	20%	18	22	21	18	7	22	31	16	29	15	28	17	12	-67
Social Security	8%	9%	17%	19	15	12	21	9	13	29	13	35	20	13	20	17	-41
Abortion and reproductive issues	8%	8%	16%	19	12	17	15	7	14	26	15	21	12	21	15	13	-64
Health care	3%	6%	9%	9	9	9	9	4	8	15	8	15	9	9	14	9	--
Taxes, government spending & debt	3%	5%	8%	6	10	11	5	11	7	5	8	6	7	8	7	7	--
Gun control/gun rights	3%	5%	8%	8	7	6	10	4	5	13	6	11	7	8	4	8	--
Medicare	3%	4%	7%	8	6	3	11	2	5	14	5	15	8	7	9	8	--
Law & order and crime	1%	5%	6%	7	6	7	6	7	10	2	7	3	6	7	8	5	--
Foreign policy and military defense	2%	3%	5%	5	6	5	6	6	6	4	6	3	5	6	6	5	--
The environment and climate change	2%	3%	5%	4	5	4	5	2	4	8	5	4	3	7	4	3	--
■ First ■ Second □ Combined																	

■ First ■ Second □ Combined

Key issues for voters 50+

- Issues that impact the lives of older Americans are very important to most North Carolina voters 50+ this November as they decide who to vote for, led by Social Security, but closely followed by Medicare, and policies to help seniors live independently as they age.
- Among voters 50+ who call these three issues at least very important, the presidential election is extremely competitive, with Trump narrowly ahead. Both campaigns need to focus on these key issues to win over voters 50+.

Q35-40. Please tell me how important each of the following issues are when deciding your vote this November: extremely important, very important, somewhat important, not too important, or not at all important.		Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll+ 50+	Care-givers 50+	Swing Voters 50+	SS: Major Source 50+	Net Trump – Harris 50+
Social Security	<div> <div>47%</div> <div>37%</div> <div>84%</div> </div>	84	83	79	88	82	83	86	82	93	88	75	86	81	90	+6
Medicare	<div> <div>41%</div> <div>37%</div> <div>78%</div> </div>	81	74	69	87	77	74	83	76	86	83	70	83	77	85	+4
Policies to help seniors live independently at home as they age	<div> <div>38%</div> <div>35%</div> <div>73%</div> </div>	78	67	67	79	73	67	79	69	87	79	63	78	72	81	+1
Cost of utilities	<div> <div>35%</div> <div>36%</div> <div>71%</div> </div>	76	66	74	69	78	67	68	69	76	80	57	77	70	75	+20
Cost of prescription drugs	<div> <div>35%</div> <div>34%</div> <div>69%</div> </div>	74	63	70	68	67	61	78	65	85	74	60	80	67	74	-2
Cost of housing	<div> <div>34%</div> <div>30%</div> <div>64%</div> </div>	70	58	71	58	66	57	69	60	80	69	57	74	60	67	+6

■ Extremely Important
■ Very Important
□ Combined

Protecting voters 50+ — Federal issues

- A candidate who would protect Social Security benefits at the ballot box with clear majorities saying they would be MUCH more likely to vote for them.
- Candidates supporting family caregivers would also stand to gain, especially among caregivers 50+ themselves.

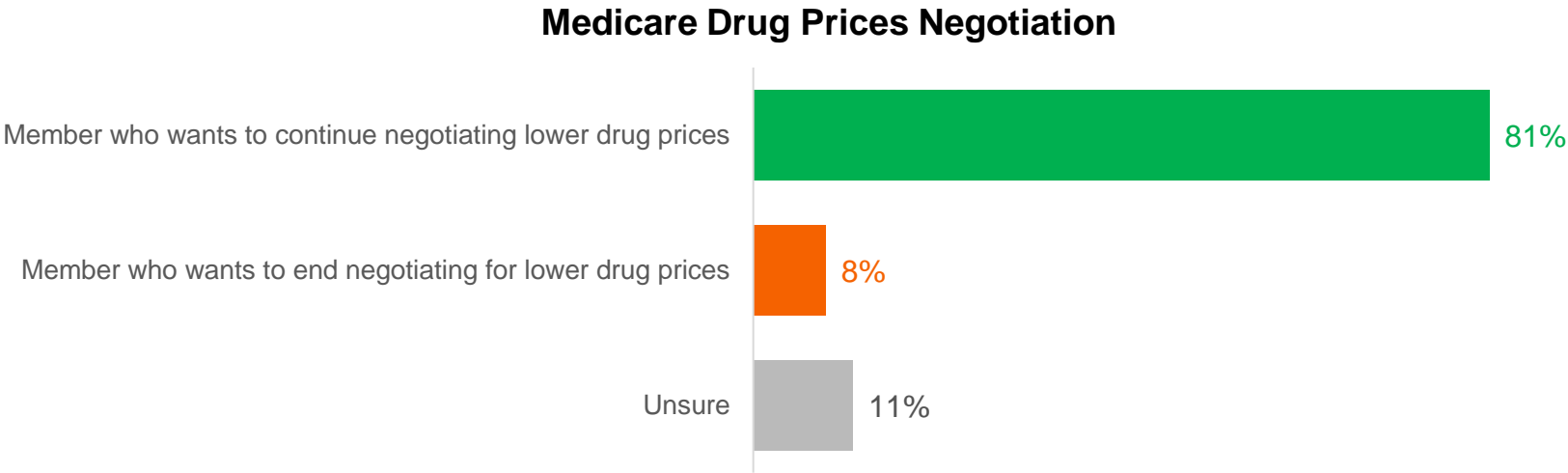
Q44-48: Thinking about issues that could be addressed in Washington, for each of the following statements, please tell me if you would be more likely or less likely to vote for a candidate that advocated this position. If it would have no impact on your vote, just say so.

		Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll+ 50+	Care-givers 50+	Swing Voters 50+	SS: Major Source 50+
Making sure workers get the Social Security they paid into and earned through a lifetime of hard work	<div><div>78%</div><div>16%</div><div>94%</div></div>	95	92	93	95	94	91	95	93	94	94	93	94	91	96
Protecting Social Security from cuts that would be used to reduce the nation's debt	<div><div>61%</div><div>17%</div><div>78%</div></div>	81	75	81	75	79	75	79	77	82	77	79	79	75	78
Provide support for family caregivers who are helping their loved ones live independently in their homes	<div><div>45%</div><div>33%</div><div>78%</div></div>	82	73	75	81	72	76	86	74	90	78	79	88	77	82
Provide paid leave so unpaid family caregivers can care for loved ones without losing their job or salary.	<div><div>41%</div><div>33%</div><div>74%</div></div>	80	67	72	76	67	69	86	69	88	75	73	81	76	77
Providing a tax credit for unpaid family caregivers who work to help cover the costs associated with caring for a family member	<div><div>40%</div><div>34%</div><div>74%</div></div>	80	66	70	78	69	67	85	70	86	74	74	79	71	77

■ Much More Likely ■ Somewhat More Likely □ Total More Likely

Medicare negotiation

- More than 4-in-5 North Carolina voters 50+ say they would support a member of Congress who would continue negotiations through Medicare with prescription drug companies with less than 10% preferring a candidate who would end them.



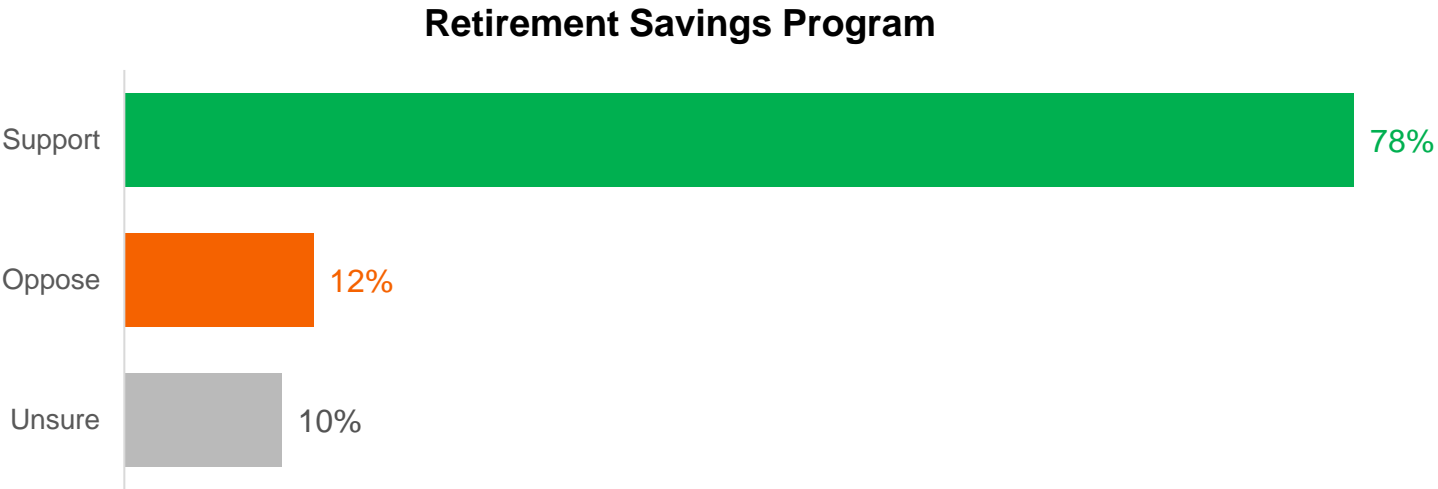
Q49. A new law allows Medicare to start negotiating with drug companies for lower prices. Some in Congress want Medicare to continue negotiating for lower prices. Others in Congress want to repeal the law, prohibiting Medicare from negotiating for lower prices at all.

Which member of Congress do you support?

Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll + 50+	Caregivers 50+	Swing Voters 50+
% Support Member who wants to continue negotiation	81	82	79	79	83	73	79	90	79	90	78	85	82	79

Protecting voters 50+ — State issues

- More than three quarters of North Carolina voters 50+ support the creation of a state retirement savings program for North Carolina workers who do not have access to one through their employer.



Q50. Do you support or oppose creating a retirement savings program for the 1.8 million North Carolina workers who do not have access to one through their employer, so that they have an option to contribute a portion of their paychecks to their retirement?

Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll + 50+	Caregivers 50+	Swing Voters 50+
% Support Creating Retirement Savings Program	78	77	79	77	79	75	74	86	75	89	77	81	81	75

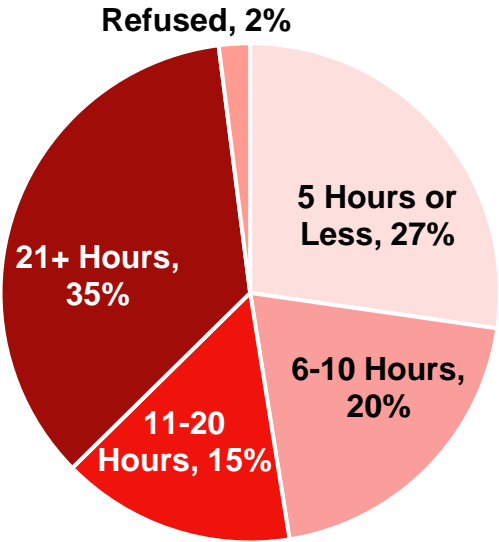
Family caregivers matter

- Nearly 3-in-10 North Carolina voters 50+ are family caregivers.
- That number grows to 38% among Black voters 50+ in North Carolina.

A family caregiver is someone who provides care or assistance to an older or ill adult, or someone with a disability. **Do you consider yourself to be a family caregiver?**



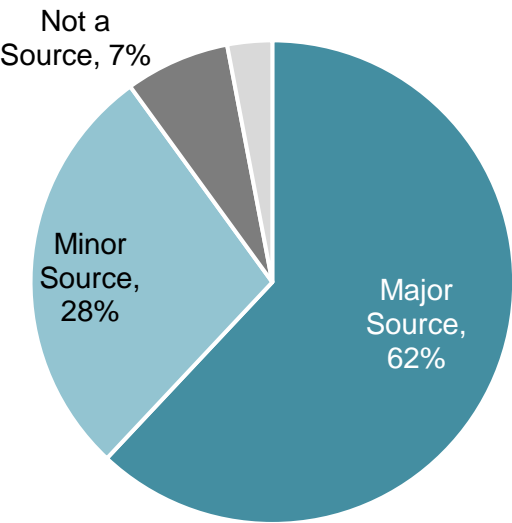
Time Spent Caregiving Weekly:
(Among Caregivers 50+)



Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll + 50+	Swing Voters 50+
Family caregiver	28	32	25	32	25	28	28	30	26	38	29	28	31

Importance of Social Security

- A 62% majority of North Carolina voters 50+ say Social Security is or will be a major source of income for their household.
- Women 50+, voters 65+, and those without college degrees are even higher in seeing Social Security as a major source of income.



Is Social Security now, or do you expect it to be, a major source of income for your household, a minor source of income for your household, or not a source of income for your household?



Voters 50+	All voters 50+	Women 50+	Men 50+	Voters 50 – 64	Voters 65+	GOP 50+	Ind 50+	Dem 50+	White 50+	Black 50+	<Coll 50+	Coll + 50+	Swing Voters 50+
Social Security major source	62	68	54	50	73	62	61	62	62	63	69	51	58

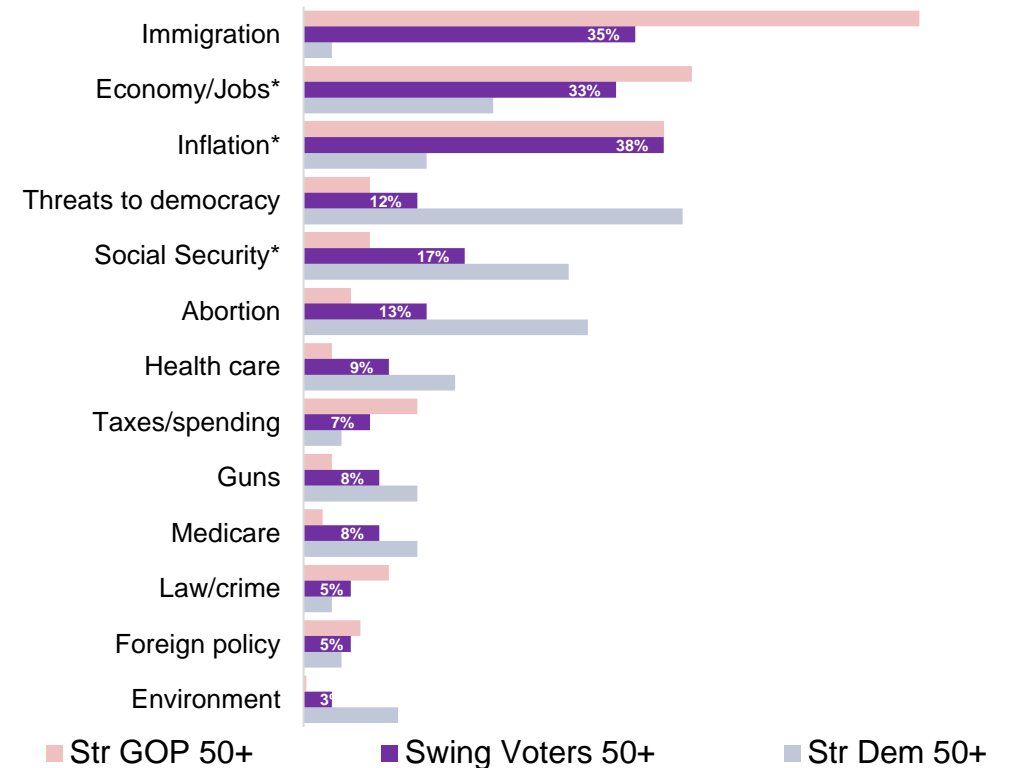
Swing Voters 50+

- Swing voters 50+ account for 28% of voters 50+ and are more likely than voters 50+ overall to be Independents and Moderates.
- A large majority place at least one personal economic issue in their top issue pair, while they are less likely to prioritize the hot button cultural issues that drive straight ticket Republicans and Democrats.

	Straight GOP 50+ n305 (38%)	Swing Voters 50+ n224 (28%)	Straight Dem 50+ n272 (34%)
GOP	70	31	2
Independent	27	40	23
Dem	4	29	75
Conservative	85	46	15
Moderate	13	36	41
Liberal	1	8	40
White	91	66	49
Black	1	16	42
Female	50	58	58
Male	50	42	42
50-64	47	52	49
65+	53	48	51
<College	71	63	51
College+	28	36	49
Urban	18	19	31
Suburban	33	37	36
Rural	47	38	29
Caregiver	26	31	29

Most Important Issues (1st + 2nd Choice)

***Personal Economic:** Straight GOP: 77%, **Swing Voters: 72%**, Straight Dem: 54%



North Carolina voters 18+

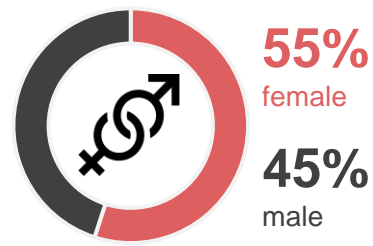


AARP commissioned the bipartisan polling team of [Fabrizio Ward](#) (R) & [Impact Research](#) (D) to conduct a survey of voters in North Carolina. The firms interviewed 1,324 likely voters, which includes a statewide representative sample of 600 likely voters, an oversample of 476 likely voters age 50 and older, and an additional oversample of 252 Black likely voters age 50 and older. The survey was done between September 11-17, 2024. The interviews were conducted via live interviewer on landline (27%) and cellphone (33%), as well as SMS-to-web (41%). The sample was randomly drawn from the North Carolina voter list. The margin of sampling error at the 95% confidence level for the 600 statewide sample is $\pm 4.0\%$; for the 800 total sample of voters 50+ is $\pm 3.5\%$; for the 400 total sample of Black voters 50+ is $\pm 4.9\%$.

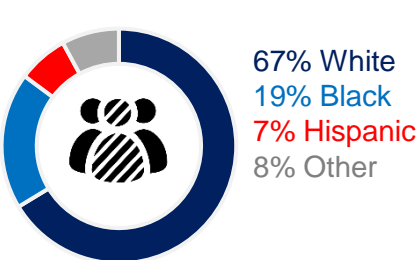
Due to rounding, answer choices may not always add up to 100%. Data is specified in the report that it is among either the 18+ or 50+ universe.

For more information about this survey, contact Kate Bridges at kbridges@aarp.org. Media inquiries North Carolina media contact Demarcus Andrews at daandrews@aarp.org; national media contact media@aarp.org.

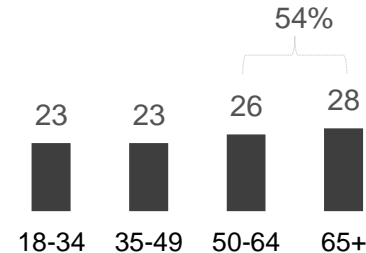
GENDER



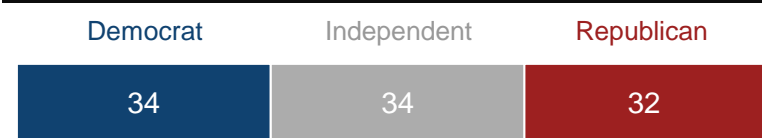
RACE



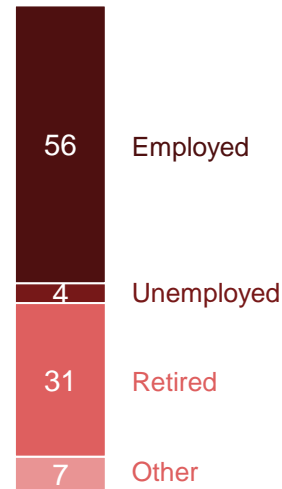
AGE



PARTY ID



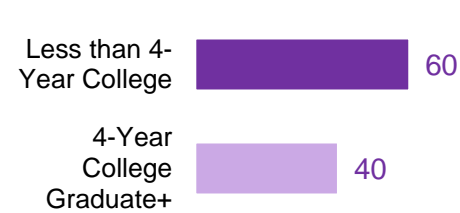
EMPLOYMENT



LIVING IN...



EDUCATION



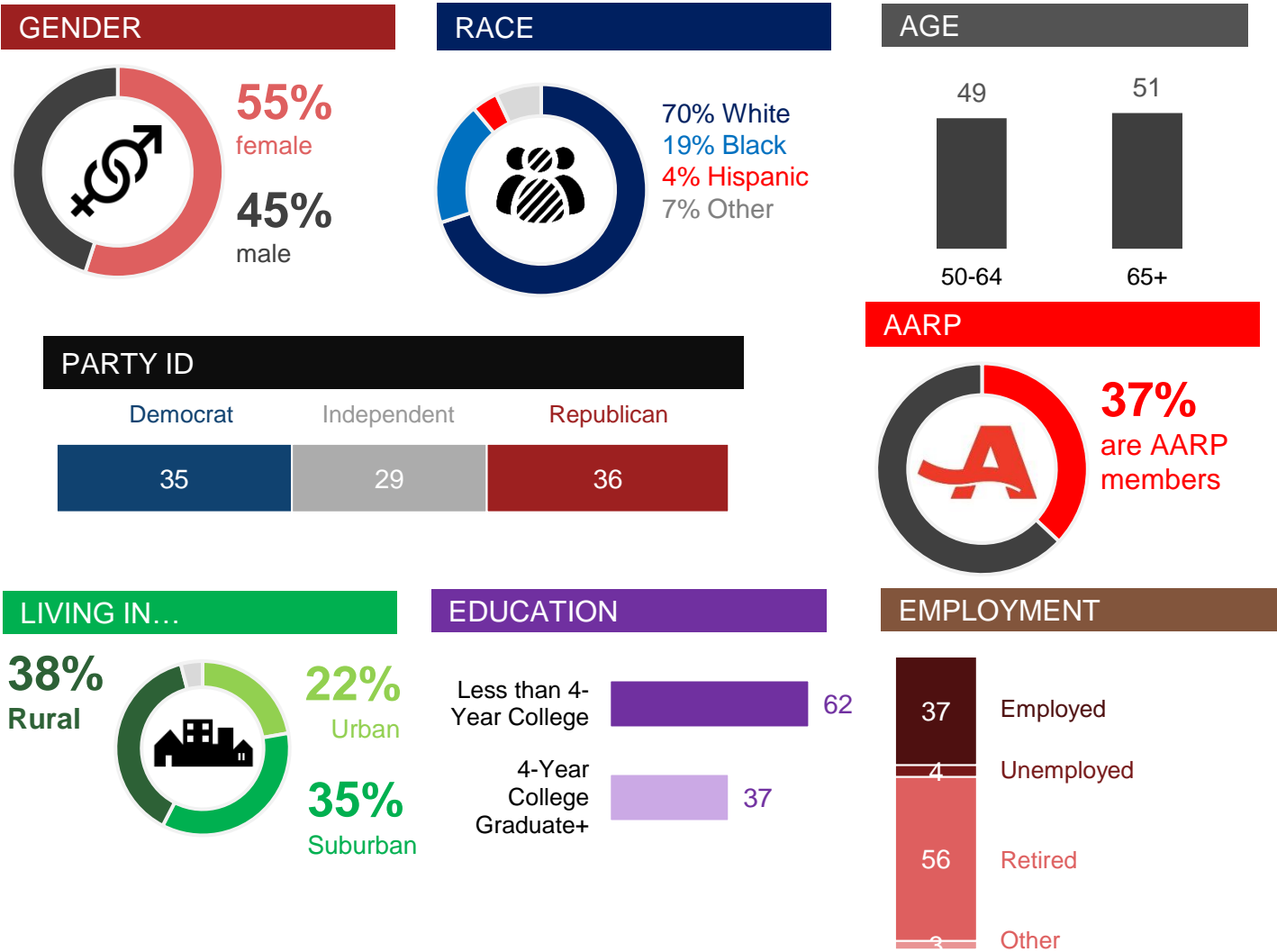
North Carolina voters 50+



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For national media inquiries, please contact AARP External Relations at:
media@aarp.org

For North Carolina media inquiries, please contact Demarcus Andrews at
daandrews@aarp.org

For questions about this study, please contact:
Kate Bridges at kbridges@aarp.org

This research was designed and executed by AARP Research