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UMass Lowell

Survey of North Carolina Likely Voters

Field Dates: September 18-25, 2020

N=921 North Carolina Likely Voters

Adjusted Margin of Error: +/- 4.1%

Margin of error has been adjusted to include for design effects
resulting from weighting and survey design features

Methodology in Brief

This poll was independently funded by the University of Massachusetts Lowell, designed and analyzed by the Center for Public Opinion. Data was collected by YouGov, an online polling organization. Respondents were selected from YouGov and three other online panels. YouGov interviewed 1057 eligible respondents who were then matched down to a sample of 1000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The frame of NC Registered Voters was constructed by stratified sampling from the full 2016 Current Population Survey (CPS) Voting and Registration Supplement, with selection within strata by weighted sampling with replacements (using the person weights on the public use file). The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined, and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and region. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2016 Presidential vote choice, born again status, ideology, and a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight. Benchmarks for born again and ideology were obtained from the 2014 Pew Religious Life survey. A likely voter screen was then applied to classify 921 likely voters and a likely voter weight was used in the final model disposition.

UMass Lowell is a public institution and releases surveys as a source of public information. We offer a complete methodology report in adherence with standards of the AAPOR Transparency Initiative, as well an extensive set of crosstabs. Our goal is complete transparency in the reporting of our findings. If there is something you do not see here, but wish you did, please contact Director, Dr. Joshua J. Dyck (joshua.dyck@uml.edu; [@drjdyck](#)) or Associate Director, Dr. John Cluverius (john.cluverius@uml.edu; [@JohnCluverius](#)).



*indicates <.5%; some numbers do not sum to 100 due to rounding

ASKED OF ALL LIKELY VOTERS

UML905a If the presidential election were held today and the candidates were [rotate 1/2] [the Democrat, Joe Biden], [the Republican, Donald Trump] [rotate 3/4] [the Libertarian, Jo Jorgensen], and [the Green Party candidate, Howie Hawkins], for whom would you vote?

UML905b [IF UNDECIDED]: And who are you leaning towards?

- 47% Joe Biden
- 47 Donald Trump
- 2 Jo Jorgensen
- 1 Howie Hawkins
- * Another candidate
- 2 Undecided

	Party ID Leaned		
	Democrat	Independent	Republican
Joe Biden	92	40	6
Donald Trump	4	42	91
Jo Jorgensen	0	10	1
Howie Hawkins	2	0	0
Another cand.	0	1	1
Undecided	1	7	1

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Joe Biden	45	49	53	43	57	39	75	52
Donald Trump	47	48	43	51	39	57	16	39
Jo Jorgensen	1	1	2	2	2	2	0	3
Howie Hawkins	2	1	0	2	0	1	3	1
Another cand	1	0	1	0	1	0	0	0
Undecided	4	1	1	3	1	1	6	5

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Joe Biden	43	51	52	45	91	69	13
Donald Trump	51	44	36	54	5	24	83
Jo Jorgensen	2	1	4	0	1	3	1
Howie Hawkins	2	1	3	0	2	0	2
Another cand.	1	0	0	1	0	0	1
Undecided	2	2	4	1	0	2	1

UML905c And, what if the election for President were held today and the candidates for President were [rotate] [the Democrat, Joe Biden] and [the Republican, Donald Trump], for whom would you vote?

UML905d IF UNDECIDED: Do you lean more towards [rotate name order] [Joe Biden] or [Donald Trump]?

48% Joe Biden
 49 Donald Trump
 2 Another candidate
 2 Undecided

	Party ID Leaned		
	Democrat	Independent	Republican
Joe Biden	93	43	6
Donald Trump	6	43	92
Another cand.	1	7	1
Undecided	*	7	1

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Joe Biden	47	49	53	43	57	40	76	52
Donald Trump	49	49	45	53	40	58	19	41
Another cand.	1	1	1	2	2	2	1	2
Undecided	3	1	2	2	1	1	5	6

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Joe Biden	43	52	55	44	94	70	13
Donald Trump	52	45	39	54	6	26	84
Another cand.	3	1	3	1	1	2	2
Undecided	2	2	3	1	0	2	1

UML906a If the election for U.S. Senate were held today, and the candidates were [rotate] [the Democrat, Cal Cunningham], and [the Republican, Thom Tillis], for whom would you vote?

UML906b IF UNDECIDED: Do you lean more towards [rotate name order] [Cal Cunningham] or [Thom Tillis]?

43% Thom Tillis
 49 Cal Cunningham
 1 Another candidate
 7 Undecided

	Party ID Leaned		
	Democrat	Independent	Republican
Thom Tillis	6	36	81
Cal Cunningham	90	41	11
Another cand.	0	7	1
Undecided	4	16	7

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Thom Tillis	44	44	43	46	39	51	17	40
Cal Cunningham	46	51	53	44	57	42	73	48
Another cand.	1	0	1	1	0	1	0	0
Undecided	9	5	3	9	4	6	10	11

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Thom Tillis	48	40	36	48	5	22	76
Cal Cunningham	46	51	54	45	91	68	17
Another cand.	1	1	1	1	0	2	1
Undecided	5	9	8	6	4	8	6

UML900a If the election for the North Carolina governor were held today, and the candidates were [rotate] [the Democrat, Roy Cooper], and [the Republican, Dan Forest], for whom would you vote?

UML900b [IF UNDECIDED]: Do you lean more towards [rotate name order] [Roy Cooper] or [Dan Forest]?

54% Roy Cooper
 41 Dan Forest
 * Another candidate
 4 Undecided

	Party ID Leaned		
	Democrat	Independent	Republican
Roy Cooper	93	49	19
Dan Forest	5	36	78
Another cand.	0	5	0
Undecided	2	9	4

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Roy Cooper	51	58	60	50	62	48	79	53
Dan Forest	43	39	38	45	35	49	16	39
Another cand.	0	0	0	1	0	1	0	0
Undecided	6	3	2	5	3	3	5	8

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Roy Cooper	49	58	62	50	93	77	21
Dan Forest	47	36	31	47	4	18	74
Another cand.	1	0	1	0	0	1	0
Undecided	2	5	6	3	2	3	5

UML906c As you know, this year the entire North Carolina State House of Representatives in Raleigh is up for election. If the elections for state senate were being held today, would you vote for the Republican Party’s candidate or the Democratic Party’s candidate for North Carolina House of Representatives in your district?

UML906d IF UNDECIDED: And who are you leaning towards for State House?

- 47% The Republican candidate
- 49 The Democratic candidate
- * Another candidate
- 4 Undecided

	Party ID Leaned		
	Democrat	Independent	Republican
GOP Candidate	4	33	92
Dem Candidate	95	46	5
Another cand.	0	5	0
Undecided	1	16	3

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Roy Cooper	48	48	43	51	39	57	17	39
Dan Forest	48	48	55	45	56	40	79	52
Another cand.	0	0	0	0	1	0	0	2
Undecided	4	4	2	4	4	3	4	7

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
GOP Candidate	51	44	38	53	4	26	82
Dem Candidate	45	51	55	45	95	68	15
Another cand.	1	0	1	0	0	1	0
Undecided	3	4	6	2	1	5	3

UML980

Who do you think will win the presidential Election?

37% Joe Biden
 47 Donald Trump
 0 Another candidate
 15 Not sure

	Party ID Leaned		
	Democrat	Independent	Republican
Joe Biden	72	33	5
Donald Trump	9	41	86
Another cand.	0	2	0
Not sure	19	24	9

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Joe Biden	36	37	42	34	44	29	66	35
Donald Trump	49	45	44	52	38	56	20	43
Another cand.	0	0	0	0	0	0	0	0
Undecided	15	18	14	14	18	15	14	22

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Joe Biden	36	38	41	35	68	54	12
Donald Trump	53	42	42	50	9	27	80
Another cand.	0	0	0	0	0	0	0
Not sure	10	19	16	15	23	18	8

UML907

Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

34% Right direction
66 Wrong track

	Party ID Leaned		
	Democrat	Independent	Republican
Right direction	5	27	63
Wrong track	95	73	37

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	Other
Right direction	33	36	33	36	28	40	14	27
Wrong track	67	64	67	64	72	60	86	73

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Right direction	39	29	28	37	4	17	59
Wrong Track	61	71	72	63	96	83	41

UML908a Do you approve or disapprove of the way Donald Trump is handling his job as president?

UML908b Would you say that you [strongly/somewhat] [approve/disapprove] of the way Donald Trump is handling his job as president?

33% Strongly approve
 16 Somewhat approve
 9 Somewhat disapprove
 42 Strongly disapprove

	Party ID Leaned		
	Democrat	Independen	Republican
Strongly approve	5	21	64
Smwht. approve	2	20	28
Smwht. disapprove	12	19	5
Strongly disapprove	82	39	4

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Strongly approve	34	33	32	39	22	39	16	26
Smwht. approve	19	15	11	15	17	18	7	16
Smwht. disapprove	9	10	10	8	11	8	13	9
Strongly disapprove	39	42	47	37	50	35	63	49

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
Strongly approve	39	29	25	38	5	12	62
Smwht. approve	15	16	17	15	1	15	23
Smwht. disapprove	9	9	14	6	6	12	8
Strongly disapprove	36	46	45	40	89	61	7

UML982a Do you approve or disapprove of the way Roy Cooper is handling his job as governor of North Carolina?

UML982b Would you say that you [strongly/somewhat] [approve/disapprove] of the way way Roy Cooper is handling his job as governor of North Carolina?

36% Strongly approve
 24 Somewhat approve
 18 Somewhat disapprove
 22 Strongly disapprove

	Party ID Leaned		
	Democrat	Independen	Republican
Strongly approve	62	25	12
Smwht. approve	29	28	19
Smwht. disapprove	7	23	28
Strongly disapprove	1	24	41

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Strongly approve	33	36	44	33	41	31	54	32
Smwht. approve	27	26	18	23	28	22	27	39
Smwht. disapprove	20	15	20	20	15	19	16	14
Strongly disapprove	20	22	18	25	16	28	3	14

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
Strongly approve	34	38	35	36	62	51	13
Smwht. approve	25	24	34	19	32	27	21
Smwht. disapprove	19	18	13	21	4	13	28
Strongly disapprove	23	20	17	24	2	9	39

UML911

How much of the time do you think you can trust the federal government in Washington to do what's right?

- 3% Just about always
- 15 Most of the time
- 51 Some of the time
- 32 Hardly Ever

	Party ID Leaned		
	Democrat	Independen	Republican
Just about always	3	0	3
Most of the time	12	13	17
Some of the time	50	39	53
Hardly ever	35	47	26

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Just about always	3	3	1	3	2	2	6	3
Most of the time	18	12	13	16	12	14	17	17
Some of the time	48	51	57	49	54	53	45	50
Hardly ever	31	34	30	31	33	32	32	30

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
Just about always	5	1	6	1	3	0	5
Most of the time	16	13	13	15	9	11	19
Some of the time	46	55	49	52	48	53	51
Hardly ever	33	31	32	32	40	35	26

UML921a

Regardless of who you are planning to vote for, how much do you think Joe Biden and his allies are cheating in order to win the election?

27% A great deal
 20 Somewhat
 13 Very little
 41 Not at all

	Party ID Leaned		
	Democrat	Independen	Republican
A great deal	2	29	50
Somewhat	5	17	34
Very little	17	17	9
Not at all	76	36	7

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
A great deal	28	24	21	30	19	31	12	26
Somewhat	18	23	20	20	18	23	9	15
Very little	13	10	15	13	13	13	12	14
Not at all	40	42	44	36	49	33	67	45

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
A great deal	33	22	16	33	3	13	47
Somewhat	20	20	24	17	4	13	31
Very little	13	13	16	11	15	15	11
Not at all	35	46	44	39	77	59	11

UML921b Regardless of who you are planning to vote for, how much do you think Donald Trump and his allies are cheating in order to win the election?

36% A great deal
 17 Somewhat
 13 Very little
 34 Not at all

	Party ID Leaned		
	Democrat	Independen	Republican
A great deal	69	33	6
Somewhat	22	20	11
Very little	5	17	20
Not at all	4	29	63

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
A great deal	34	38	39	35	39	30	58	38
Somewhat	18	15	17	15	20	15	22	22
Very little	12	15	13	13	12	15	5	18
Not at all	36	32	32	36	29	40	15	22

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
A great deal	31	41	35	37	71	53	11
Somewhat	16	18	25	12	20	19	11
Very little	14	12	14	13	4	13	18
Not at all	39	30	26	38	5	15	60

UML920

Do you think that it is safe for your local public schools to be open for face-to-face instruction?

16% Definitely yes
 28 Probably yes
 27 Probably no
 30 Definitely no

	Party ID Leaned		
	Democrat	Independen	Republican
Definitely yes	2	12	30
Probably yes	11	38	42
Probably no	38	24	17
Definitely no	50	26	11

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Definitely yes	14	15	19	16	14	18	5	21
Probably yes	27	29	24	30	24	31	19	21
Probably no	24	27	30	24	33	28	23	27
Definitely no	35	28	26	30	29	23	53	31

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
Definitely yes	19	13	13	17	1	8	28
Probably yes	31	25	23	30	11	17	42
Probably no	23	29	27	27	35	40	15
Definitely no	27	33	37	26	52	35	15

UML915

Do you plan to vote by mail or vote in person on Election day?

- 28% Vote by mail
- 43 Vote early in-person
- 29 Vote in person on Election Day
- 0 I don't plan to vote this year

	Party ID Leaned		
	Democrat	Independen	Republican
Vote by mail	42	26	15
Vote Early	42	45	43
Vote on Election Day	16	29	42

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Vote by mail	30	25	31	27	28	27	36	18
Vote Early	38	47	43	41	47	44	38	48
Vote on Election Day	32	28	26	32	24	30	26	34

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
Vote by mail	27	28	29	27	40	36	17
Vote Early	45	42	40	45	46	40	45
Vote on Election Day	28	30	31	28	14	24	39

UMLRBG¹ As you know, Supreme Court Justice Ruth Bader Ginsburg passed away on September 18, 2020. Do you think that the next Supreme Court Justice should be appointed by [rotate] [the current president], or [the winner of the 2020 presidential election]?

47% Current president
 53 Winner of the 2020 Presidential Election

	Party ID Leaned		
	Democrat	Independen	Republican
Current President	7	45	87
Winner of 2020	93	55	13

	Income			Education		Race		
	Below \$50K	\$50k-\$100k	\$100k & up	No 4-Yr. Degree	4-Year Degree	White	Black	ther
Current President	46	49	43	50	40	56	18	42
Winner of 2020	54	51	57	50	60	44	82	58

	Gnder		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	onservative
Current President	50	44	39	52	4	17	59
Winner of 2020	50	56	61	48	96	83	41

¹ This question was added once field had already started. The N for this question is 862 and the MOE is +/-4.3%

UML940-UML53 Please tell us about some of the qualities of the major two-party candidates. Regardless of who you plan to vote for, who do you think...

	Biden	Trump	About even	Unsure
is better suited to handle the economy?	41	49	5	5
is better suited to handle the COVID-19 pandemic?	47	40	8	5
best represents American values?	46	45	4	5
is more of a devout Christian?	40	25	11	24
is better suited to handle race relations?	48	37	9	6
is more honest and trustworthy?	37	36	11	7
will better handle America's reputation abroad?	47	42	5	6
is better suited to handle police reform?	46	43	5	6
will stand up more to extremists in their own party?	40	46	6	8
is more corrupt?	38	47	9	6
is more suited to handle health care?	49	41	6	4
is more suited to give hope to the youngest generation of Americans?	47	37	8	8
is more of a <u>good</u> man?	48	34	9	9
is more of a <u>real</u> man?	42	41	7	10

UML959-UML978

We'd like to ask you about how you feel about a number of national political figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her.

	Favorable	Unfavorable	No Opinion	Never heard of
Donald Trump	47	50	3	*
Barack Obama	52	43	5	0
Hillary Clinton	34	57	9	*
Joe Biden	48	48	5	*
Kamala Harris	42	46	10	2
Mike Pence	46	43	10	1
Thom Tillis	33	47	18	2
Cal Cunningham	44	33	19	4
Richard Burr	22	41	29	8
Roy Cooper	55	37	7	1
Josh Stein	19	14	38	30
Dan Forest	39	34	22	5
Bernie Sanders	41	46	12	1
Anthony Fauci	52	20	22	6
Cherie Berry	23	9	34	33
Elaine Marshall	14	8	33	45

UML987-UML996

We'd also like to ask you some questions about other people and things. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about them, and "never heard of" if you've never heard of them.

	Favorable	Unfavorable	No Opinion	Never heard of
Mike Krzyzewski	31	8	24	37
David Tepper	10	6	26	58
Matt Rhule	9	3	30	58
Roy Williams	34	6	27	32
Terry Bridgewater	13	3	26	58
Biscuitville	44	5	29	22
Bojangles	73	12	15	*
Cook-Out	71	7	18	5
Rise Southern Biscuits	24	2	18	57
Harris Teeter	75	5	17	2
Food Lion	78	9	12	*
Lowes Foods	59	5	30	6
Krispy Kreme	83	6	11	1
Al's Burger Shack	9	2	21	68