

## North Carolina Statewide Survey

N=600 Registered Voters | Online

January 26-31, 2024

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### Survey Notes:

- Due to rounding, some percentages might not sum to 100% or appear to sum correctly.
  - An asterisk (\*) means there were responses for the answer choice, but the answer rounded to zero. A hyphen (-) means there were no responses for the answer choice.
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### SCREENERS

1. In which state do you live?

100% North Carolina

2. In which county in North Carolina do you live? **[DMA SHOWN]**

\* Atlanta  
29% Charlotte  
\* Chattanooga  
18% Greensboro-High Point-Winston Salem  
7% Greenville-New Bern-Washington  
7% Greenville-Spartanburg-Asheville-Anderson  
2% Myrtle Beach-Florence  
2% Norfolk-Portsmouth-Newport News  
32% Raleigh-Durham  
4% Wilmington

3. Are you registered to vote in North Carolina?

100% Yes

4. Thinking about the 2024 general election for President, Congress, and various state and local offices in November, do you plan to vote in this election? **[ROTATED]**

**85% TOTAL PLAN TO VOTE**  
**6% TOTAL PLAN NOT TO VOTE**

78% Definitely plan to vote  
7% Probably plan to vote  
7% It's fifty-fifty  
2% Probably plan not to vote  
4% Definitely plan not to vote  
1% Don't Know

5. In which age range do you fall?

- 10% 18-24
- 12% 25-34
- 14% 35-44
- 17% 45-54
- 20% 55-64
- 27% 65 or older

6. What do you consider to be your gender? **[ROTATED]**

- 53% Female
- 47% Male
- \* Other

7. Which of the following best describes your racial or ethnic identity? *Select all that apply.*  
**[RANDOMIZED]**

- 69% White or Caucasian
- 22% Black or African American
- 8% Hispanic or Latino
- 3% Asian or Asian American
- 3% Native American or Alaska Native
- 1% Native Hawaiian or Pacific Islander
- 2% Other
- Prefer not to say

Now, thinking about North Carolina...

The following are a few names of people and organizations in North Carolina. For each one, please indicate if you have a favorable or an unfavorable opinion of that person or organization.

**[RANDOMIZED]**

	<b>TOTAL FAVORABLE</b>	<b>TOTAL UNFAVORABLE</b>	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Never heard of	Don't know
8. Roy Cooper	<b>58%</b>	<b>35%</b>	27%	31%	16%	19%	2%	5%
9. North Carolina General Assembly	<b>49%</b>	<b>30%</b>	11%	38%	19%	12%	3%	17%

10. In the last few years, has K-12 public education in North Carolina gotten better, gotten worse, or stayed about the same? **[ROTATED]**

- 10% Gotten better
- 44% Gotten worse
- 33% Stayed about the same
- 13% Don't know

11. Thinking about ways to improve North Carolina's K-12 public education system, which of the following options do you think would be the best approach to take? **[ROTATED]**

- 74% TOTAL CHANGE**
- 16% TOTAL STAY THE SAME**
  
- 7% Everything should change
- 23% Most things should change
- 44% More things should change than stay the same
- 11% More things should stay the same than change
- 3% Most things should stay the same
- 2% Nothing should change
- 9% Don't know

12. Which of the following statements is closer to your personal view, even if neither is exactly right? **[ROTATED]**

- 66% We should be focused on rethinking how we educate students, coming up with new ways to teach children moving forward.
- 29% We should be focused on trying to get schools back to the way things were before the COVID-19 crisis.
- 5% Don't know

13. As you may know, children in North Carolina are assigned to a public school based on their home address. Would you support or oppose the state assembly passing a law that would allow children in North Carolina to access any public school in the state regardless of where they live? **[ROTATED]**

- 63% TOTAL SUPPORT**
- 28% TOTAL OPPOSE**
  
- 31% Strongly support
- 32% Somewhat support
- 18% Somewhat oppose
- 10% Strongly oppose
- 9% Don't know

14. If children were allowed to attend any public school in the state regardless of where they live, do you think this would improve or weaken North Carolina's public education system? **[ROTATED]**

**45% TOTAL IMPROVE**

**30% TOTAL WEAKEN**

16% Strongly improve  
29% Somewhat improve  
13% Have no impact  
19% Somewhat weaken  
11% Strongly weaken  
12% Don't know

15. Based on what you know about North Carolina today, how much would you say families in the state can customize a K-12 public education plan to meet the unique needs of each individual child? **[ROTATED]**

**48% TOTAL GREAT DEAL/SOME**

**43% TOTAL VERY LITTLE/NOT AT ALL**

17% A great deal  
31% Some  
36% Very little  
8% Not at all  
9% Don't know

16. How much should families in North Carolina be able to customize a K-12 public education plan to meet the unique needs of each individual child? **[ROTATED]**

**85% TOTAL GREAT DEAL/SOME**

**9% TOTAL VERY LITTLE/NOT AT ALL**

36% A great deal  
49% Some  
7% Very little  
2% Not at all  
6% Don't know

17. Do you agree or disagree that all students, including private school and homeschooling kids, should be able to attend a public school on a course-by-course basis for instruction, electives, sports, or clubs? **[ROTATED]**

**69% TOTAL AGREE**  
**20% TOTAL DISAGREE**

28% Strongly agree  
40% Somewhat agree  
13% Somewhat disagree  
7% Strongly disagree  
12% Don't know

18. If more students, including private school and homeschooling kids, had access to any available public-school course, service, or elective, do you think this would improve or weaken North Carolina's public education system? **[ROTATED]**

**58% TOTAL IMPROVE**  
**15% TOTAL WEAKEN**

21% Strongly improve  
36% Somewhat improve  
16% Have no impact  
11% Somewhat weaken  
4% Strongly weaken  
11% Don't know

19. Which of the following statements is closer to your personal view, even if neither is exactly right? **[ROTATED]**

49% Some of the most important learning in life happens outside of the traditional classroom at places like church, internships, and athletics. Learning happens everywhere and schools should give credit for learning that happens at places like the boy and girl scouts, tutoring services, community theatres, and dance studios.

45% Schools are designed to teach students the most important things they need to know to grow and be ready for their adult lives. While extracurriculars outside school can teach important lessons, they can't substitute for the academic lessons qualified teachers can provide. Plus, there is no way to measure or validate these external activities.

6% Don't know

20. Based on what you know, would you support or oppose the state assembly passing a law that would allow students to receive credit for learning outside of the traditional classroom?

**[ROTATED]**

**71% TOTAL SUPPORT**

**21% TOTAL OPPOSE**

30% Strongly support  
41% Somewhat support  
15% Somewhat oppose  
6% Strongly oppose  
8% Don't know

21. If we make K-12 education more flexible for families, do you think this would improve or weaken North Carolina's public education system? **[ROTATED]**

**68% TOTAL IMPROVE**

**16% TOTAL WEAKEN**

25% Strongly improve  
43% Somewhat improve  
7% Have no impact  
12% Somewhat weaken  
4% Strongly weaken  
10% Don't know

Thinking more about education, please indicate if you agree or disagree with each of the following statements. [RANDOMIZED]

	TOTAL AGREE	TOTAL DISAGREE	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
22. A student should not be prevented from accessing the public school that works best for them just because of the neighborhood they live in or how much money their family makes.	81%	13%	47%	34%	9%	4%	5%
23. Every child should have access to the best public school that works for them – regardless of race, gender, income, or zip code.	87%	9%	61%	26%	7%	2%	3%
24. States have district boundaries that traditionally leave underprivileged children behind. Those kids should have access to the best public schools, just like the kids of wealthy families.	84%	11%	52%	32%	8%	3%	5%
25. Children should not be forced to stay in a public school if they or their families believe another school better meets their needs.	82%	11%	45%	37%	8%	3%	7%
26. Parents should have the right to choose the school that is best for their child, rather than being forced to attend failing or unsafe schools based solely on where they live.	82%	14%	49%	33%	11%	3%	4%
27. Many families leave the public school system because of how inflexible it is. We should allow families to customize their child's education without having to leave the public school system altogether.	72%	19%	32%	40%	14%	5%	9%
28. Public school leaders should not try and keep kids from accessing non-traditional programs that meet their individual needs. Instead, public school leaders should learn from other programs to make their schools better.	82%	11%	39%	43%	9%	2%	8%
29. Allowing for a more flexible education system is a way to improve our public schools by keeping children who need something different in public schools, while supplementing their learning with other sources.	80%	12%	35%	45%	9%	3%	8%
30. K-12 education should be more flexible for families, including things like giving families more choices in how their child receives an education or the schools they can attend.	80%	14%	39%	41%	10%	4%	6%

31. Would you be more or less likely to vote for your legislator if they supported giving families more options to educate their children in North Carolina? **[ROTATED]**

<b>71%</b>	<b>TOTAL MORE LIKELY</b>
<b>11%</b>	<b>TOTAL LESS LIKELY</b>
36%	Much more likely
35%	Somewhat more likely
6%	Somewhat less likely
5%	Much more likely
12%	No difference in likelihood
6%	Don't know

### DEMOGRAPHICS

Now, just a few more questions for demographic purposes only...

32. What is the highest level of education you have completed?

2%	No high school diploma
18%	High school diploma or equivalent
22%	Some college but no degree
15%	Associate's degree
26%	Bachelor's degree
16%	Advanced degree (such as Master's, Professional, or Doctorate)
*	Prefer not to say

33. What is your household's total annual income before taxes?

14%	Under \$25,000
24%	\$25,000 - \$49,999
23%	\$50,000 - \$74,999
15%	\$75,000 - \$99,999
7%	\$100,000 - \$124,999
8%	\$125,000 - \$149,999
7%	\$150,000 or more
3%	Prefer not to say

34. Are you the parent or legal guardian of a child in your household under the age of eighteen?  
**[ROTATED]**

28%	Yes
72%	No
*	Don't know



35. How would you describe the area in which you live? **[ROTATED]**

20% Urban  
45% Suburban  
34% Rural  
1% Don't know

36. Generally speaking, do you consider yourself a Republican, Democrat, or something else?  
**[ROTATED]**

**34% TOTAL REPUBLICAN**  
**33% TOTAL DEMOCRAT**

24% Strong Republican  
10% Not very strong Republican  
31% Independent/Unaffiliated/Other  
11% Not very strong Democrat  
22% Strong Democrat  
2% Don't know

37. Overall, would you describe your views as...? **[ROTATED]**

**35% TOTAL CONSERVATIVE**  
**27% TOTAL LIBERAL**

15% Very conservative  
20% Somewhat conservative  
33% Moderate  
17% Somewhat liberal  
10% Very liberal  
2% Other/Something else  
3% Don't know

38. Thinking back to the presidential election in November 2020, regardless of how you feel today, for whom did you vote? **[ROTATED]**

44% Joe Biden, the Democrat  
43% Donald Trump, the Republican  
4% Someone else  
7% Did not vote  
2% Prefer not to say