

CAPEN **ANALYTICS**

A DIVISION OF
CAPEN CONSULTING, LLC

POLL: North Carolina 2024 GOP Primary

FEBRUARY 21, 2024

Results You Can Trust™

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North Carolina 2024 GOP Primary

BY CAPEN ANALYTICS – A DIVISION OF CAPEN CONSULTING, LLC

Overview

FIELD DATES: February 21, 2024

SAMPLE: Random Sample of 12,580 Likely Republican Primary Voters

MARGIN OF ERROR: $\pm 5\%$ at 99% confidence level

MODE: Verified Online Response

Methodology

This survey was conducted on February 21, 2024, with a random sample of 12,580 Likely Republican Primary Voters from across North Carolina. We defined “Likely Republican Primary Voters” as registered voters, both Republican and Unaffiliated (eligible under N.C.G.S. § 163-119 to participate in Republican primary elections), who vote in at least two of the last four Republican Primary Elections (2016, 2018, 2020, 2022). This signifies that they are more likely than not to participate in a Republican Primary Election.

Each member of our sample received one or more text messages that included both the online survey link and a unique validation code. This code served a multifaceted purpose, namely, to authenticate responses, eliminate the possibility of duplicate submissions, verify the identities of the individuals selected within our random sample, and, most importantly, to enhance the overall accuracy and reliability of the data collected in this study. We obtained 1.2% validated online responses and have a margin of error of $\pm 5\%$ at a 99% confidence level.

In summary, the combination of random sampling, a carefully defined sample group, and a robust validation process, along with an acceptable margin of error, leads us to be highly confident that the survey findings accurately represent the sentiment of Likely Republican Primary Voters in North Carolina.

This study was blind to race/ethnicity.

Key Takeaways

- **Trump holds a commanding lead:** Trump leads Haley by over 28 points among likely Republican primary voters (64% to 36%). This decisive of a margin so close to Super Tuesday, we likely won't see too much paid media from either candidate as they put their energy and resources into other states.
- **Robinson maintains lead, Folwell is catching up:** Robinson holds a strong position with the Republican primary electorate at 53% of the vote. His closest competitor, State Treasurer Dale Folwell, is 24 points behind him with 29% of the vote. While this is a distant second place, it shows growing momentum behind the Folwell campaign when compared to previous polls which had Folwell $< 20\%$ just weeks ago. Folwell is endorsed by the State Employees' Association of North Carolina (SEANC), which boasts the 2nd largest political action committee in the state. Short of any surprises, it is seeming Robinson will be the Nominee.
- **Weatherman in driver's seat of LG race likely leading to runoff:** In a crowded 11-way contest, former legislative aide Hal Weatherman is standing in the front of the line – with well-known attorney Seth Woodall right behind him. There are several other notable names, including legislators past and present, who are strong contenders. Unless one of these candidates can break the 30% + 1 threshold, a runoff is certain.

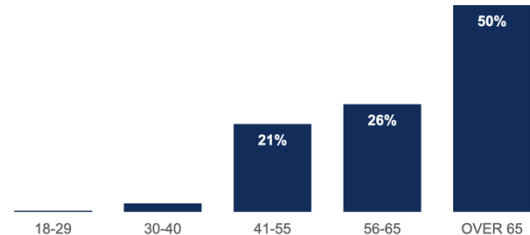
For additional inquiries, contact David Capen at David@CapenConsulting.com.

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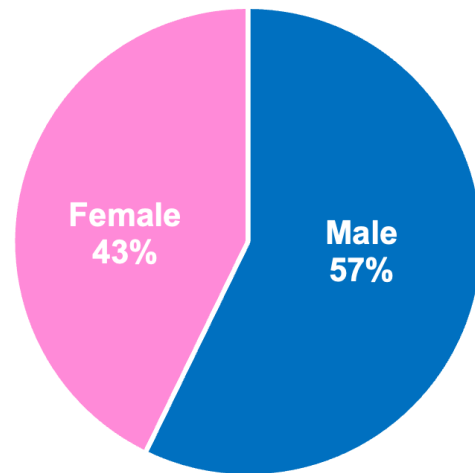
Who We Surveyed

AGE	
18-29	0%
30-40	2.1%
41-55	21.4%
56-65	26.2%
OVER 65	50.3%

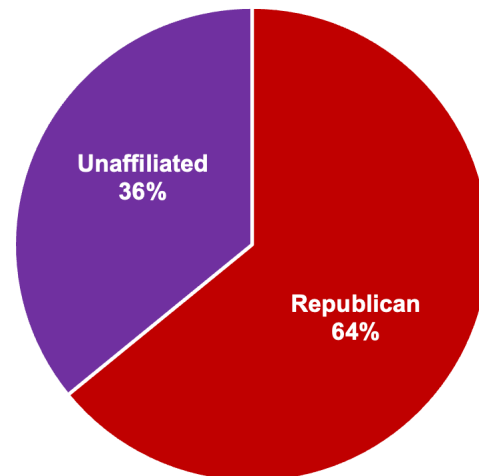


RANGE:	38-89
AVERAGE:	64.2

GENDER	
Male	57.2%
Female	42.8%



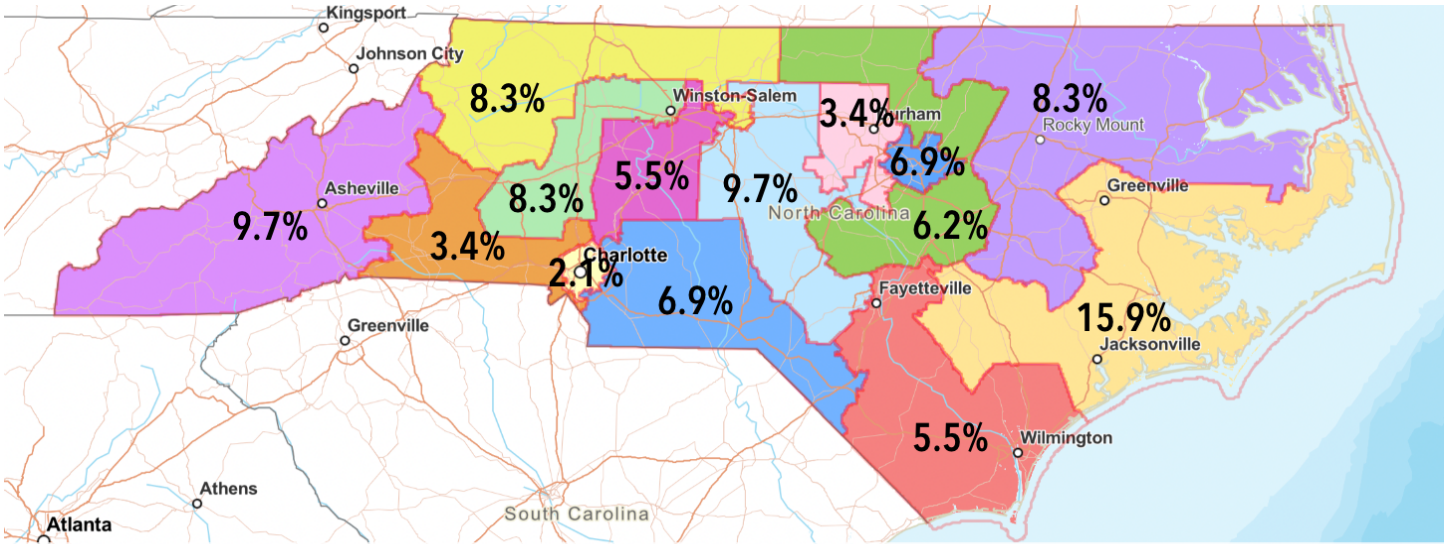
PARTY REGISTRATION	
Republican	64.1%
Unaffiliated	35.9%



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Where They Live

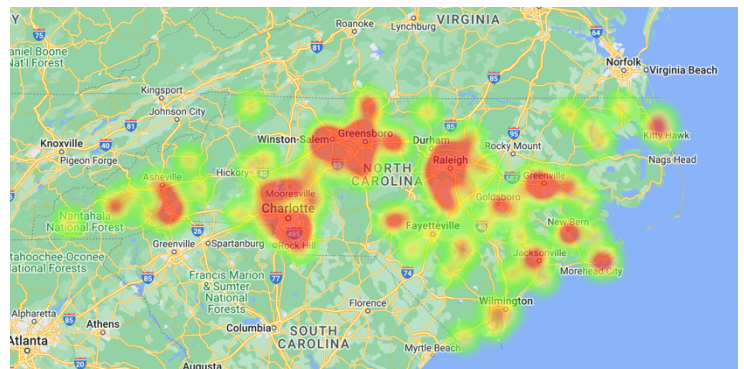


CONGRESSIONAL DISTRICT (2024 MAP)

NC-01	8.3%	NC-08	6.9%
NC-02	6.9%	NC-09	9.7%
NC-03	15.9%	NC-10	8.3%
NC-04	3.4%	NC-11	9.7%
NC-05	8.3%	NC-12	2.1%
NC-06	5.5%	NC-13	6.2%
NC-07	5.5%	NC-14	3.4%

MEDIA MARKET (DMA)

Charlotte	19.3%
Chattanooga	0.7%
Greensboro-H.Point-W.Salem	22.1%
Greenville-N.Bern-Washington	16.6%
Greenville-Spart-Asheville-And..	9%
Norfolk-Portsmouth-Newport News	4.1%
Raleigh-Durham (Fayetteville)	23.4%
Wilmington	4.8%



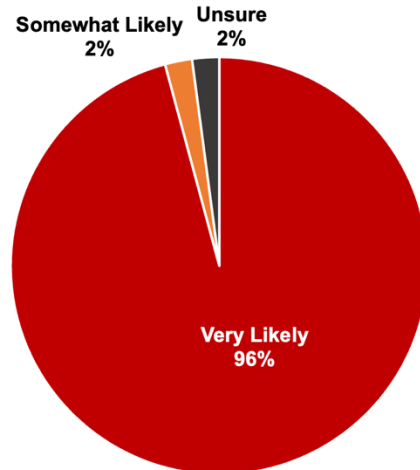
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What We Asked

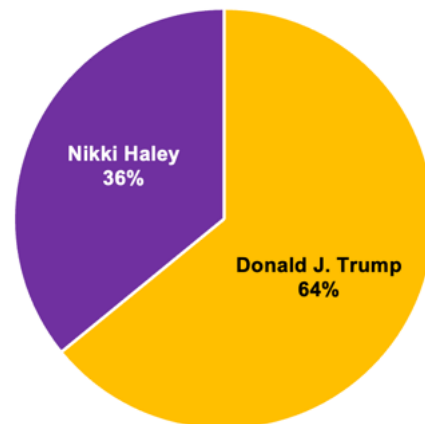
1. HOW LIKELY ARE YOU TO VOTE IN THE 2024 REPUBLICAN PRIMARY ELECTION?

LIKLIHOOD	
<i>Very Likely</i>	95.9%
<i>Somewhat Likely</i>	2.1%
<i>Unsure</i>	2.1%



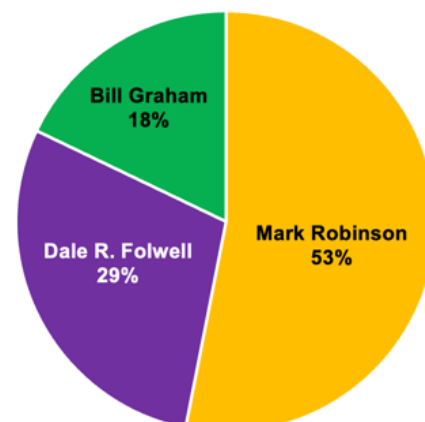
2. IF THE ELECTION WERE TODAY, WHO WOULD YOU VOTE FOR PRESIDENT?

CANDIDATE	
<i>Nikki Haley</i>	35.9%
<i>Donald J. Trump</i>	64.1%



3. IF THE ELECTION WERE TODAY, WHO WOULD YOU VOTE FOR NC GOVERNOR?

CANDIDATE	
<i>Dale R. Folwell</i>	29%
<i>Bill Graham</i>	17.9%
<i>Mark Robinson</i>	53.1%



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4. IF THE ELECTION WERE TODAY, WHO WOULD YOU VOTE FOR NC LT. GOVERNOR?

CANDIDATE	
<i>Rivera Douthit</i>	1.4%
<i>Jeffrey Elmore</i>	7.6%
<i>Marlenis Hernandez Novoa</i>	4.8%
<i>Allen Mashburn</i>	2.8%
<i>Jim O'Neill</i>	15.9%
<i>Sam Page</i>	7.6%
<i>Ernest T. Reeves</i>	3.4%
<i>Hal Weatherman</i>	21.4%
<i>Seth Woodall</i>	17.9%
<i>Deanna Ballard</i>	14.5%
<i>Peter Boykin</i>	2.8%

