

# CAPEN ANALYTICS

A DIVISION OF  
CAPEN CONSULTING, LLC

## POLL: North Carolina 2024 GOP Gubernatorial Primary

SEPTEMBER 14, 2023

Results You Can Trust™

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## North Carolina 2024 GOP Gubernatorial Primary

BY CAPEN ANALYTICS – A DIVISION OF CAPEN CONSULTING, LLC

### Overview

**FIELD DATES:** September 1-9, 2023

**SAMPLE:** Random Sample of 3,000 Likely Republican Primary Voters

**MARGIN OF ERROR:**  $\pm 4.57\%$  at 99% confidence level.

**MODE:** Verified Online Response

### Methodology

This survey was conducted between September 1-9, 2023, with a random sample of 3,000 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), with a voter propensity score<sup>1</sup> of 50% or higher in such primary elections. This score 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 2% validated online responses and have a margin of error of  $\pm 4.57\%$  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

- **Robinson maintains a commanding lead:** Robinson leads Walker by 49 percentage points among likely Republican primary voters (61% to 12%). Along with them, retired health care executive Jesse Thomas, former state Senator Andy Wells, and state Treasurer Dale Folwell maintain a combined 12% support.
- **New kid on the block:** Thomas, who has never held elected office, announced his candidacy less than one month prior to the start of this survey. He came in third place amongst the field, with 7% support.
- **Their minds are made up:** Primary Election Day is less than 6 months away, and only 15% of voters remain undecided. The fact that a single candidate maintains a majority of support at this stage suggests that the election's outcome may be somewhat predictable, barring any major unforeseen events or developments.

For additional inquiries, contact David Capen at [David@CapenConsulting.com](mailto:David@CapenConsulting.com).

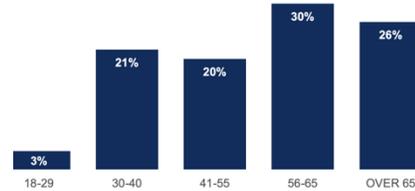
<sup>1</sup>Voter propensity is a scoring method that uses a fraction-based calculation to reflect the percentage of times an individual has voted in an election. Voter propensity scores are publicly available for primaries, presidential primaries, general elections, and other elections, and can be used to reflect the likelihood of a voter to cast a vote in an election. Voter propensity scores are based on the last 10 years of vote history; if a voter has been registered for less than 10 years, then the score is based off of the number of years (1-9) the voter has been registered to vote.

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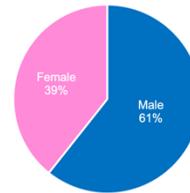
## Who We Surveyed

AGE	
18-29	3.3%
30-40	21.3%
41-55	19.7%
56-65	29.5%
OVER 65	26.2%

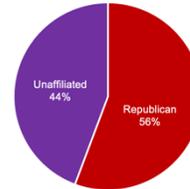


<b>RANGE:</b>	26-83
<b>AVERAGE:</b>	53.7

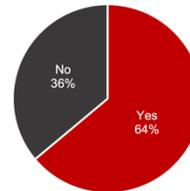
GENDER	
Male	60.7%
Female	39.3%



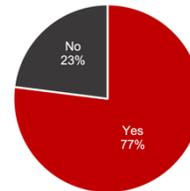
PARTY REGISTRATION	
Republican	55.7%
Unaffiliated	44.3%



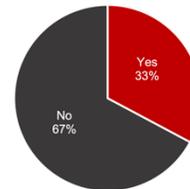
2022 PRIMARY VOTER	
Yes	63.9%
No	36.1%



2020 PRIMARY VOTER	
Yes	77.0%
No	23.0%



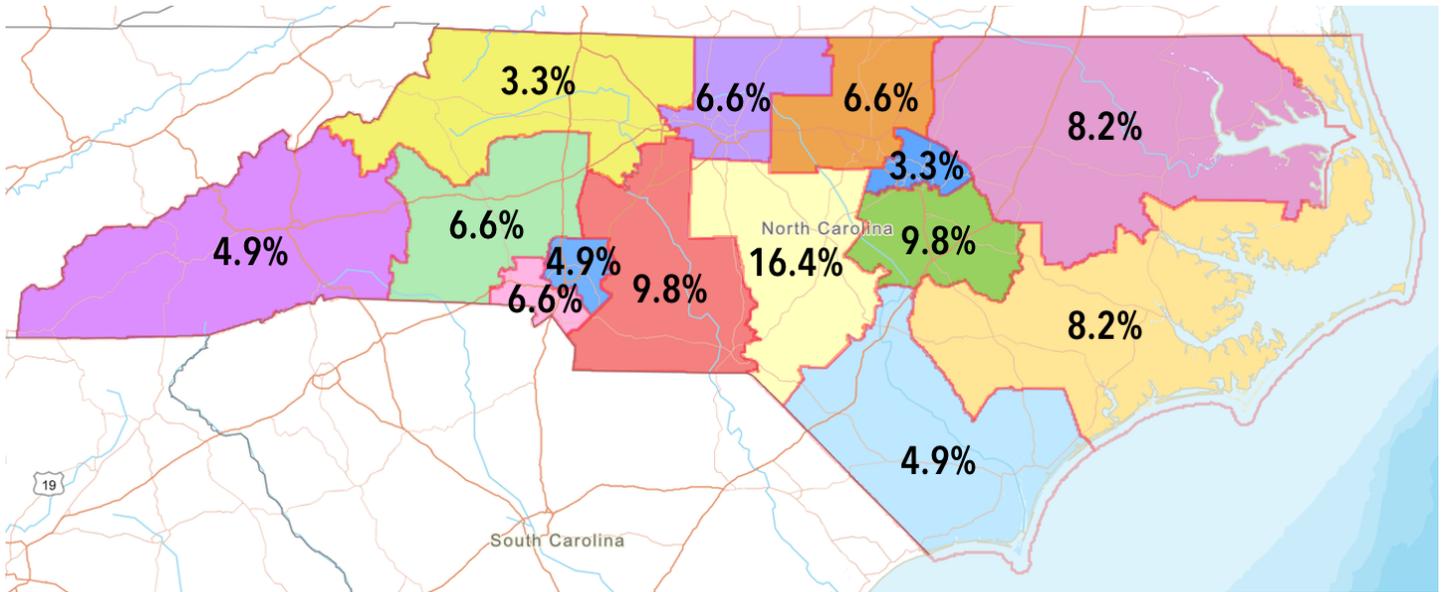
2018 PRIMARY VOTER	
Yes	32.8%
No	67.2%



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## Where They Live

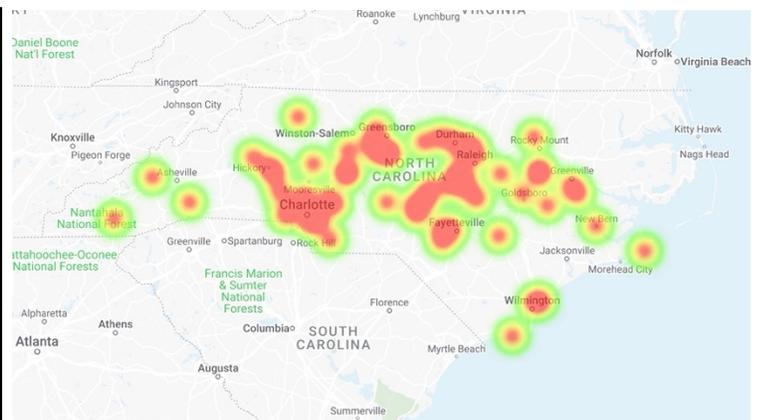


### CONGRESSIONAL DISTRICT

CD-1 (Rep. Don Davis)	8.2%	CD-8 (Rep. Dan Bishop)	9.8%
CD-2 (Rep. Deborah Ross)	3.3%	CD-9 (Rep. Richard Hudson)	16.4%
CD-3 (Rep. Greg Murphy)	8.2%	CD-10 (Rep. Patrick McHenry)	6.6%
CD-4 (Rep. Valerie Foushee)	6.6%	CD-11 (Rep. Chuck Edwards)	4.9%
CD-5 (Rep. Virginia Foxx)	3.3%	CD-12 (Rep. Alma Adams)	4.9%
CD-6 (Rep. Kathy Manning)	6.6%	CD-13 (Rep. Wiley Nickel)	9.8%
CD-7 (Rep. David Rouzer)	4.9%	CD-14 (Rep. Jeff Jackson)	6.6%

### MEDIA MARKET (DMA)

Raleigh-Durham (Fayetteville)	37.7%
Charlotte	24.6%
Greensboro-H.Point-W.Salem	18.0%
Greenville-N.Bern-Washington	9.8%
Greenville-Spart-Asheville-And..	4.9%
Wilmington	4.9%



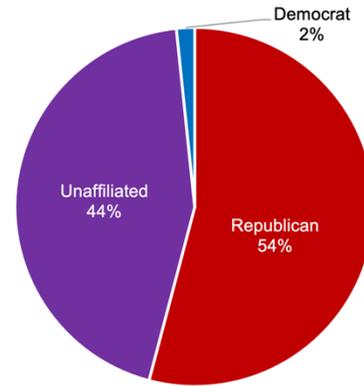
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## What We Asked

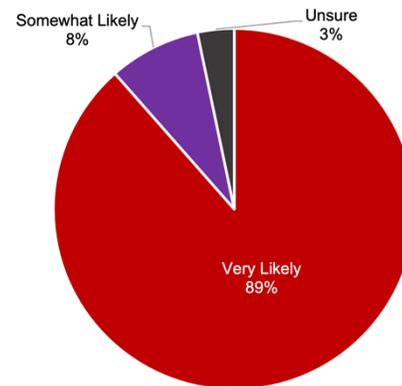
### 1. ARE YOU REGISTERED TO VOTE AS ONE OF THE FOLLOWING? (SELF-IDENTIFY AS...)

PARTY	
<i>Republican</i>	54.1%
<i>Unaffiliated</i>	44.3%
<i>Democrat</i>	1.6%
<i>Other</i>	0%
<i>I'm not registered...</i>	0%



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

LIKLIHOOD	
<i>Very Likely</i>	88.5%
<i>Somewhat Likely</i>	8.2%
<i>Unsure</i>	3.3%
<i>Somewhat Unlikely</i>	0%
<i>Very Unlikely</i>	0%



### 3. IF THE GOP PRIMARY WERE HELD TODAY, WHO WOULD YOU VOTE FOR?

CANDIDATE	
<i>Mark Robinson</i>	60.7%
<i>Dale Folwell</i>	1.6%
<i>Mark Walker</i>	11.5%
<i>Jesse Thomas</i>	6.6%
<i>Andy Wells</i>	3.3%
<i>Other...</i>	1.6%
<i>Undecided</i>	14.8%

