
This RDD telephone survey was conducted from September 4 - 8, 2024 throughout the state of North Carolina.

Responses are reported for 940 likely voters 18 years and older with a margin of sampling error of +/- 3.2 percentage points. Margins of sampling error for subgroups are available upon request.

Surveys are conducted with live interviewers calling landlines and cell phones.

Data collection support provided by Dynata. All data was managed and tabulated by the Quinnipiac University Poll.

PARTY IDENTIFICATION QUESTION WORDING - Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or what?

	LIKELY VOTERS
PARTY IDENTIFICATION	
Republican	29%
Democrat	31
Independent	34
Other/DK/NA	6

METHODOLOGICAL DETAILS

Dual frame landline and cell phone samples are generated using Random Digit Dialing procedures by Dynata. Both the landline and cellular phone samples are stratified by Census division according to area code. This survey includes 139 completes from the landline frame and 801 completes from the cellphone frame.

The survey requires respondent access to a phone and at least three call attempts are made to try to reach potential respondents. When calling landlines interviewers ask to speak with the adult member of the household having the next birthday. Interviews are conducted on cell phones with both cell only and dual owner respondents. The complete land and cell sample is weighted to National Health Interview Survey estimates for [land only/cell only/dual owner] households.

Questions are asked in English, as they appear in the release document. If a question is asked of a subset of the sample, a descriptive note is added in parentheses preceding the question. Questions are numbered as asked with additional questions found in successive releases.

This survey uses statistical weighting procedures to account for deviations in the survey sample from known population characteristics, which helps correct for differential survey participation and random variation in samples. The overall adult sample is weighted to recent Census data using a sample balancing procedure to match the demographic makeup of the population by county, gender, age, education and race. When including the design effect, the margin of sampling error for this study of likely voters is +/- 4.3 percentage points.

Polls are funded entirely by Quinnipiac University. The Quinnipiac University Poll is part of the Office of Marketing and Communications.

Contact poll@quinnipiac.edu for additional information or call 203-582-5201.