

# POLL RESULTS

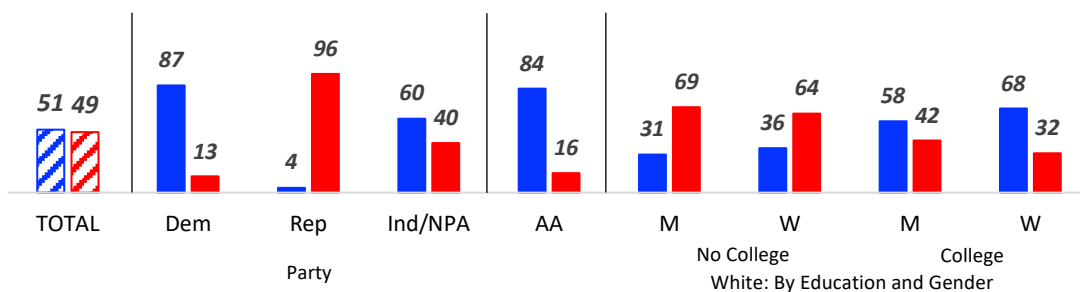
## NORTH CAROLINA

n=676 voters; October 30-31, 2020

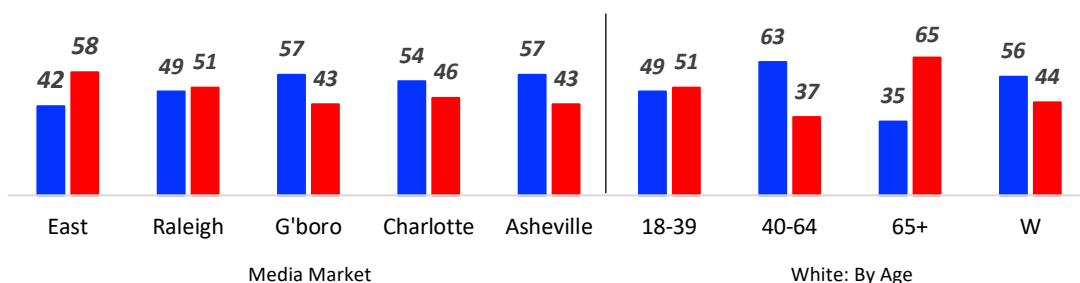
Contact: Keith Frederick @ 703-801-9506.

### 1. Presidential Ballot.

- Joe Biden holds a +2 lead – 51% to 49% -- over Republican Donald Trump.
- Each gains over 90% of their own partisan vote, but Biden wins Independent voters 60% to 40%.
- Trump holds big leads among white non-college voters, seniors, and in Eastern NC.
- Biden holds solid leads with African Americans, white college women, and younger voters, but also holds a surprisingly strong lead among white college men.



■ Joe Biden ■ Donald Trump



2. **Voting Behaviors.**

- A very high 88% report having ALREADY VOTED which is comprised of 40% Democrats, 33% Republicans, and 27% Independents. The remaining Election Day vote is 4:1 Republicans over Democrats.
- Ballot vote reflects partisan composition of each voting group:
  - Biden is up 55-45 among those already voted.
  - Trump is up 74-26 among Election Day voters.

3. **Vote Influencing Factors.**

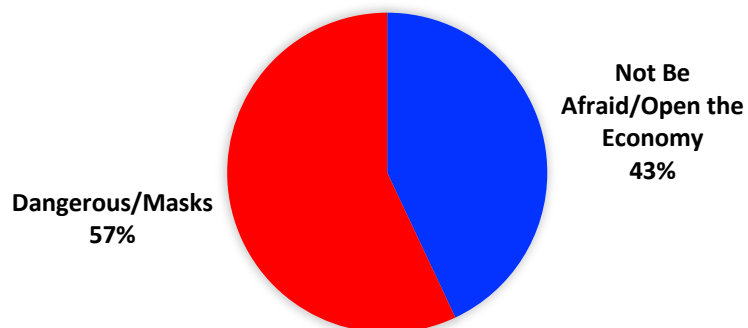
- *U.S. Direction.* President Trump’s case for reelection and his ballot vote is hindered by the 52% majority saying the country is going in the “wrong” direction (vs. 48% “right”). Feelings on this macro-management measure are tightly correlated with Presidential ballot vote.
- *Coronavirus Attitude.* As the 2020 election is dominated by the impact of the coronavirus and each candidate’s arguments about it, Donald Trump’s viewpoint is at a disadvantage. By 57% to 43%, more Pennsylvania voters believe the virus is a dangerous, serious pandemic requiring everyday precautions including wearing masks than believe we should “not be afraid” and move forward to “open the economy.”

*When it comes to the coronavirus, which statement is closer to your opinion?*

*We should NOT BE AFRAID of the virus since the vast majority of Americans either won't get it or can recover from it. It is more important to live our lives and OPEN THE ECONOMY.*

OR

*This pandemic is DANGEROUS, KILLS people, and should be taken seriously with precautions everyday like wearing MASKS, LIMITED social gatherings, and LIMITED business operations UNTIL there is a WIDELY AVAILABLE CURE or VACCINE.*



4. U.S. Senator and Governor Ballots.\*

Governor		U.S. Senate	
	(%)		(%)
Roy Cooper (D)	52	Cal Cunningham (D)	50
Dan Forest (R)	45	Tom Tillis (R)	46
Steven DiFiore (Lib)	22	Shannon Bray (Lib)	3
Al Pisano (Cons)	1	Kevin Hays (Cons)	2

\* **NOTE:** Ballots tested in web-based survey as actual ballots appear – without undecided option.

## METHODOLOGY AND KEY DEMOGRAPHICS.

This polling project is a joint venture of FrederickPolls, CompeteDigital, and AMM Political Strategies.

- FrederickPolls has 40 years' experience polling the American electorate for political candidates, ballot issues and for major national trade associations; based in Arlington, Virginia. Role: Questionnaire; Tabulation; Analysis.
- CompeteDigital is a first political cycle startup digital ad creation and placement company based in Washington DC bringing skilled experience from Silicon Valley commercial digital operations to Democratic Politics. Role: Survey Hosting; List Management.
- AMM Political Strategies is a Texas-based data analytics and national voter contact industry leader since 2009 with a record helping winning campaign from President to the State Legislature. Role: Data Collection; Cellphone Text Invites.

*Interview Method:* These polls employ the newly developed interviewing technique using cell phone texts to recruit respondents to click through to our survey platform and take the poll on their smartphone.

*Interview Dates:* FRIDAY, 10/30 & SATURDAY, 10/31.

### Key Demographics

<b>Total Sample Size:</b>	n=676
<b>Margin of Error:</b>	3.7%
<b>Party Registration:</b>	Democrat: 37% Republican: 35% Independent/NPA: 28%
<b>Gender:</b>	Men: 48% Women: 52%
<b>Age:</b>	18-39: 19% 40-64: 48% 65+: 33%
<b>Ethnicity/Race:</b>	African American: 20% Hispanic: 7% Asian: 2% Other: 3% White: 67%
<b>Education:</b>	High school or less: 23% Some College: 37% College Graduate: 41%

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