

## **North Carolina Survey | Toplines**

329 interviews with Latino/a voters in North Carolina, May 10-14, 2022

		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
Senate Horse Race:	Cheri Beasley, the Democrat	43	42	43	42	45	42	43	78	22	3
	Ted Budd, the Republican	26	34	20	23	20	39	22	1	9	80
	Undecided	31	24	36	35	35	18	35	21	69	17
How favorable are your feelings about the following officials and organizations?		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOF
Joe Biden	Very favorable	17	12	21	9	14	23	26	32	4	2
	Somewhat favorable	19	19	19	16	22	14	29	33	17	0
	Neutral	19	14	23	26	18	13	15	23	24	9
	Somewhat unfavorable	9	13	5	12	10	4	7	6	15	8
	Very unfavorable	36	42	31	35	36	44	23	5	39	81
	Never heard of them	1	0	1	1	0	1	0	1	1	0
	<b>Total Favorable</b>	36	31	40	25	36	37	55	65	21	2
	Total Unfavorable	45	55	36	48	46	48	30	11	54	89
	Net favorable	-9	-24	4	-23	-10	-11	25	54	-33	-87

Polling was conducted online from May 10-14, 2022. Using invitations sent via text messages, Change Research polled 329 Latino/a voters in North Carolina who are likely to vote in November 2022. Post-stratification was performed on age, gender, education, and 2020 presidential vote. Full methodology disclosure <a href="here">here</a>.



		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
Roy Cooper	Very favorable	26	19	31	25	18	30	35	40	12	13
	Somewhat favorable	22	26	20	18	22	25	29	29	26	10
	Neutral	25	25	26	30	29	20	18	22	33	26
	Somewhat unfavorable	8	8	7	8	6	6	9	2	7	16
	Very unfavorable	13	17	10	11	16	17	5	4	11	28
	Never heard of them	6	6	6	8	9	2	5	4	11	7
	Total Favorable	48	45	51	42	41	55	64	68	38	24
	Total Unfavorable	21	24	17	19	22	23	13	6	19	44
	Net favorable	27	21	34	23	19	32	51	62	19	-20
		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOF
Ted Budd	Very favorable	8	10	6	3	5	11	19	1	1	22
	Somewhat favorable	5	5	5	3	2	8	5	2	2	12
	Neutral	24	21	26	23	27	29	13	16	26	35
	Somewhat unfavorable	6	7	6	6	4	10	5	7	8	3
	Very unfavorable	21	22	19	17	21	22	23	34	17	4
	Never heard of them	36	35	38	48	41	19	35	40	46	24
	Total Favorable	13	15	11	6	7	19	24	3	3	34
	Total Unfavorable	27	29	25	23	25	32	28	41	25	7
	Net favorable	-14	-14	-14	-17	-18	-13	-4	-38	-22	27



		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
Cheri Beasley	Very favorable	9	8	11	3	8	18	10	15	4	5
	Somewhat favorable	7	6	7	8	9	4	7	10	4	3
	Neutral	26	29	22	25	28	26	24	24	33	23
	Somewhat unfavorable	5	5	4	3	2	7	6	3	4	8
	Very unfavorable	7	7	6	9	3	11	0	4	5	13
	Never heard of them	47	44	50	52	50	34	54	45	50	48
	Total Favorable	16	14	18	11	16	22	17	25	8	8
	Total Unfavorable	11	13	10	13	5	18	6	7	9	21
	Net favorable	5	1	8	-2	11	4	11	18	-1	-13
		All	М	F	10 24	35-49	F0 64	65+	Dems	Pure Ind.	GOP
The Democratic Party	Very favorable	16	10	20	10	12	18	32	33	1	0
	Somewhat favorable	21	20	22	21	21	20	23	40	8	0
	Neutral	22	20	25	29	23	17	19	17	46	15
	Somewhat unfavorable	14	16	12	16	20	9	2	9	22	15
	Very unfavorable	25	32	19	21	22	35	21	1	19	66
	Never heard of them	2	2	2	3	2	1	2	1	4	4
	Total Favorable	36	30	42	30	32	38	55	72	10	0
	Total Unfavorable	39	48	31	37	42	44	23	10	40	82



		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
The Republican Party	Very favorable	14	15	14	6	13	23	18	0	1	45
	Somewhat favorable	14	15	13	11	17	14	12	5	6	31
	Neutral	23	26	20	27	20	17	31	15	52	15
	Somewhat unfavorable	14	11	17	15	14	11	18	18	20	4
	Very unfavorable	32	31	32	39	35	30	14	57	18	4
	Never heard of them	3	1	4	2	1	4	7	4	3	1
	Total Favorable	28	30	27	17	30	37	30	5	7	76
	Total Unfavorable	46	42	49	54	49	41	32	75	38	8
	Net favorable	-18	-12	-22	-37	-19	-4	-2	-70	-31	68
		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
Which of the following are the	Battling inflation	36	39	33	35	32	43	32	24	32	57
most important issues to you when choosing which candidates to vote for in the race for US Senator?	Reducing healthcare costs	32	28	36	34	37	21	42	41	32	19
Please select up to two.	Fixing immigration	27	25	28	30	21	31	22	21	32	33
	Improving education	24	19	29	21	30	20	30	30	30	11
											_
	Combating climate change	16	15	17	17	15	14	19	25	11	5
	Combating	16 16	15 19	17 13	17 11	15 9	14 19	19 31	25 10	11	28
	Combating climate change National										
	Combating climate change National defense Protecting	16	19	13	11	9	19	31	10	11	28



		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
Which of the following better matches your views?	The 2020 presidential election was conducted fairly and Joe Biden was the legitimate winner	69	62	73	74	69	62	67	99	67	23
	There was massive voter fraud in the 2020 presidential election and it was stolen from Donald Trump	31	38	27	26	31	38	33	1	33	77
		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
Which of the following best describes you?	Immigrant (you immigrated to the USA)	28	28	27	7	19	46	50	26	21	35
	First-generation (your parent(s) immigrated to the USA)	33	30	37	58	38	13	15	33	44	26
	Second or higher generation (your grandparent(s), great-grandpare nts, or more distant ancestors immigrated to the USA)	15	20	11	18	14	15	11	14	17	15
	Descendant of residents of a territory of the US (your family is native to lands that are currently within the USA)	20	18	21	10	24	24	24	22	15	20
	Other (please specify)	4	4	5	8	5	2	0	5	4	4



		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
Which of the following best	English	44	50	39	43	50	44	42	40	45	50
describes the primary language(s) spoken in your household?	Spanish	20	20	20	22	10	21	29	21	18	19
	Bilingual (English and Spanish)	35	29	40	35	41	33	29	38	37	30
	Other (please specify)	1	1	1	0	0	2	0	1	0	1
								_		Pure	
		All	М	F	18-34	35-49	50-64	65+	Dems	Ind.	GOP
For statistical purposes, what is your household income?	<b>Less than</b> \$20,000	7	4	10	8	3	5	15	10	8	2
	\$20,000 to \$34,999	13	8	17	18	6	9	19	12	21	7
	\$35,000 to \$49,999	12	12	11	15	10	8	16	15	8	10
	\$50,000 to \$74,999	16	16	17	17	16	14	17	13	21	19
	\$75,000 to \$99,999	16	15	16	12	20	22	6	11	13	25
	\$100,000 to \$249,999	25	32	19	18	33	27	21	26	21	28
	\$250,000 or more	4	4	3	0	7	7	0	5	3	2
	Prefer not to say	8	9	6	11	5	8	7	9	6	7
		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
How would you describe yourself	Very liberal	12	13	11	19	13	9	2	22	6	2
politically?	Somewhat liberal	15	12	16	15	20	13	7	26	7	2
	Moderate	33	31	35	33	35	30	36	30	51	22
	Somewhat conservative	17	19	14	12	13	25	16	9	8	35
	Very conservative	11	15	9	7	7	16	18	2	7	31
	Not sure/not very politically active	12	10	15	14	12	7	21	11	21	8



										Pure	
		All	М	F		35-49		65+	Dems	Ind.	GOP
Do you plan to vote in the 2022 election for US Senate, US House,	Yes, definitely	71	72	71	53	78	85	77	77	54	77
and other offices?	Yes, probably	11	9	13	19	10	5	6	10	12	13
	Maybe (50-50)	12	11	12	20	8	6	13	10	22	8
	No, probably not	4	4	2	5	3	1	2	3	9	1
	No, definitely not	2	3	2	3	2	2	2	1	5	2
		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
If the November election for US Senate were held today and the	Cheri Beasley, the Democrat	40	40	41	39	38	42	43	74	19	3
candidates were the following, who would you vote for?	Ted Budd, the Republican	26	33	20	21	19	39	22	1	9	77
	Not sure	34	28	39	40	43	18	35	25	72	20
		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
[IF NOT SURE] If you had to choose, who would you vote for?	Cheri Beasley, the Democrat	7	10	6	7	16	0	0	15	5	0
	Ted Budd, the Republican	3	4	2	4	3	0	0	0	0	15
	Not sure	79	67	88	74	75	92	88	82	78	75
	Would not vote	11	19	5	14	6	8	12	3	17	10
		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
How did you vote in the 2020 election for President or for some	Joe Biden, the Democrat	56	49	61	54	63	50	59	92	43	7
reason were you unable to vote?	Donald Trump, the Republican	33	37	28	18	31	48	34	1	26	86
	Jo Jorgensen, the Libertarian	2	3	2	6	1	0	2	2	5	2
	Not	2	2	2	4	0	0	2	2	1	2
	registered/Too young/Ineligible	2	2	2	4	U	U	2	2	1	



		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
Are you male or female?	Male	45	100	0	45	42	45	51	39	47	54
	Female	55	0	100	55	58	55	49	61	53	46
		All	M	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
Age	18 to 34	31	31	31	100	0	0	0	30	46	22
	35 to 49	26	24	28	0	100	0	0	27	27	24
	50 to 64	27	27	27	0	0	100	0	24	18	38
	65+	16	18	15	0	0	0	100	19	10	16
		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
What is your race?	Hispanic or Latino/a	99	98	99	98	100	97	100	99	99	98
	Black or African American	1	1	1	1	0	2	0	1	1	1
	Asian / Pacific Islander	0	1	0	1	0	1	0	0	0	1
	White / Caucasian	0	0	0	0	0	0	0	0	0	0
	American Indian or Alaska Native	0	0	0	0	0	0	0	0	0	0
	Other	0	0	0	0	0	0	0	0	0	0
		All	M	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
What is the highest level of education you have completed?	High school diploma or less	17	22	12	25	9	13	15	14	19	19
	Some college, but no degree	26	24	28	27	26	23	34	26	28	25
	Associate's degree, or two-year college degree	17	13	20	15	14	19	21	16	16	18
	Bachelor's degree, or four-year college degree	26	25	26	23	37	24	16	27	27	23
	Graduate degree	15	16	14	10	14	20	15	16	11	15



		All	М	F	18-34	35-49	50-64	65+	Dems	Pure Ind.	GOP
Party Identification	Strong Democrats	25	22	27	18	20	29	38	52	0	0
	Weak Democrats	17	12	21	22	20	10	16	36	0	0
	Independent lean Democrats	6	6	5	6	10	4	2	12	0	0
	Pure independents	22	22	21	32	22	14	13	0	100	0
	Independent lean Republicans	7	9	6	8	5	7	8	0	0	23
	Weak Republicans	7	8	7	7	6	12	2	0	0	24
	Strong Republicans	16	20	13	7	17	24	21	0	0	53
	Base Democrats	42	34	48	41	40	38	54	88	0	0
	Independents + Leaners	35	38	32	45	38	26	23	12	100	23
	Base Republicans	24	28	21	14	22	36	23	0	0	77
	Democrats	47	41	53	46	50	43	56	100	0	0
	Pure independents	22	22	21	32	22	14	13	0	100	0
	Republicans	31	37	26	22	28	43	31	0	0	100