North Carolina 9th Congressional District Poll Results

POLLING METHODOLOGY

For this poll, a sample of likely households for an automated poll was chosen from the population registered to vote in the 9th Congressional District of North Carolina and there were 350 completed responses to eight poll questions.

The survey was conducted May 21-24. The margin of error, with a 95% confidence interval, was 5.2%. The demographic breakdown of the respondents was 74-18% white/black (9% "other"), while the party registration of respondents was 43-34% Democratic/Republican (23% Independents). The geographic breakdown of the respondents was as follows: 10% from Cumberland County, 31% from Mecklenburg County, 14% from Robeson County, 18% from the other rural counties, and 27% from Union County *(The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis).*

POLL RESULTS

Question 1: Do you approve or disapprove of the job performance of President Donald Trump ?

Approve	**55%**
Disapprove	**39%**
No Opinion	**6%**

Question 2: Do you approve or disapprove of the job performance of Governor Roy Cooper?

Approve	**41%**
Disapprove	**39%**
No Opinion	**19%**

Question 3: In last year's regular Congressional election, which candidate did you want to win the race? *(Party affiliations of candidates mentioned)*

McCready (Dem)	**41%**
Harris (Rep)	**40%**
Neither	**10%**
Undecided	**9%**

Question 4: For the upcoming Congressional special election, would you rather a Democrat or a Republican represent you in Congress ?

Republican	**52%**
Democrat	**41%**
Don't Vote Party	**3%**
Third Party	**2%**
Undecided	**2%**

Question 5: If the Congressional special election were held today, which candidate would you support ? *(Party affiliations of candidates mentioned)*

Bishop (Rep)	**46%**
McCready (Dem)	**42%**
Smith (Green)	**1%**
Scott (Libertarian)	**1%**
Undecided	**10%**

Question 6: Do you consider yourself to be an Evangelical Christian ?

Yes	**49%**
No	**29%**
Undecided	**23%**

Question 7: For demographic purposes, are you a male or female ?

Female	**55%**
Male	**45%**

Question 8: And what is your age ?

18-34	**4%**
35-54	**19%**
55-64	**31%**
65 and older	**45%**

SUMMARY

JMC Analytics and Polling independently conducted this poll. There are two main takeaways: (1) President Trump has maintained his popularity in this district relative to his 2016 performance, and (2) while this is a Republican leaning district with a long Republican pedigree, a generic Republican preference is contradicted not only by the narrow margin of last years (undecided) Congressional race, but also by the narrow margin by which the current Republican nominee leads for this fall's special election.

In the 2016 Presidential election, the district favored President Trump 54-43% (57-40% in the Charlotte area and 51-48% in the rest of the district). This poll shows that level of popularity has remained largely intact with a 55-39% approval rating (58-37% in the Charlotte area and 51-42% in the rest of the district). Republicans nearly unanimously support him 87-10%, while blacks disapprove 74-11%, as do white Democrats by a 57-41% margin. The "tie breaker" is white Independents, who approve of his performance 54-42%. And while there is a modest gender gap, there is more substantial variation in support depending on the age of the respondent.

This is a district with a long history of electing Republicans; accordingly, voters by a 52-41% margin favor a generic Republican over a generic Democrat. Republican voters favor a Republican candidate 82-13%, as do white Independents by a 58-39% margin (white Democrats favor a Democratic candidate 57-35%). Charlotte voters want a Republican 59-36%, while the rest of the district favors a Democrat 49-41%.

For both last year's race and its rerun this year, however, the Republicans' challenge is that a noticeable number of voters tend to pick and choose their candidates instead of voting a straight ticket, so candidate quality matters. To illustrate, in last year's Congressional election, voters by a statistically tied 41-40% margin wanted Democrat Dan McCready to win. And while Republican defections were minor (they favored Harris 71-9%), white Independents favored McCready 45-39%, while white Democrats did 58-28%. Similarly, the Charlotte area's preference for Harris (48-37% in the poll/51-47% in the 2018 race) was almost counterbalanced by Democratic margins in the rest of the district (45-30% for McCready in the poll/53-45% in the 2018 race).

Even with a different Republican nominee in this year's rerun of the 2018 contest, Republican margins aren't secure enough to count on this race as a definite win. Dan Bishop only has a 46-42% lead over McCready. His margin among Republicans (79-12%) is similar to the generic ballot, but he also has noticeable drop-off among white Independents (58-39% in the generic ballot, 46-42% in this year's contest), while McCready has a wide 54-32% lead among white Democrats, which is similar to his 57-35% lead in the generic ballot test. Finally, while Harris carried the Charlotte area 51-47% last year, Bishop's 51-37% lead is nearly counterbalanced by a 48-39% McCready lead in the rest of the district (McCready carried the remainder of the district 53-45% in last year's contest).

In summary, picking a different Republican candidate in this year's rerun of the Congressional contest helps Republicans' chances some, but not substantially enough for them to be assured of victory on Election Day.

CROSSTABS

Question 1 – Trump Approval

| | | Race | | | |
		Black	Other	White	Total
Trump Approval	1 Approve	11%	57%	66%	55%
	2 Disapprove	74%	30%	31%	39%
	3 No Opinion	15%	13%	3%	6%
Total		100%	100%	100%	100%

| | | Party | | | |
		Democrat	Other	Republican	Total
Trump Approval	1 Approve	31%	54%	87%	55%
	2 Disapprove	61%	41%	10%	39%
	3 No Opinion	9%	5%	3%	6%
Total		100%	100%	100%	100%

| | | Voter Score (Last Four General Elections) | | | | | |
		0	1	2	3	4	Total
Trump Approval	1 Approve		54%	47%	45%	59%	55%
	2 Disapprove	100%	38%	47%	45%	36%	39%
	3 No Opinion		8%	6%	9%	5%	6%
Total		100%	100%	100%	100%	100%	100%

| | | Region | | | | | |
		CUMBERLAND	MECKLENBURG	ROBESON	Rural	UNION	Total
Trump Approval	1 Approve	58%	56%	56%	44%	60%	55%
	2 Disapprove	39%	39%	35%	48%	34%	39%
	3 No Opinion	3%	6%	8%	8%	5%	6%
Total		100%	100%	100%	100%	100%	100%

| | Evangelical Christian ? | | | |
		1 Yes	2 No	3 Undecided	Total
Trump Approval	1 Approve	74%	31%	45%	55%
	2 Disapprove	21%	67%	41%	39%
	3 No Opinion	5%	2%	14%	6%
Total		100%	100%	100%	100%

| | Gender | | |
		1 Male	2 Female	Total
Trump Approval	1 Approve	58%	53%	55%
	2 Disapprove	39%	39%	39%
	3 No Opinion	3%	8%	6%
Total		100%	100%	100%

| | Age | | | | |
		1 18-34	2 35-54	3 55-64	4 65 and over	Total
Trump Approval	1 Approve	27%	48%	53%	62%	55%
	2 Disapprove	47%	48%	44%	31%	39%
	3 No Opinion	27%	4%	3%	7%	6%
Total		100%	100%	100%	100%	100%

Question 2 – Cooper Approval

| | Race | | | |
		Black	Other	White	Total
Cooper Approval	1 Approve	65%	43%	35%	41%
	2 Disapprove	15%	37%	46%	39%
	3 No Opinion	21%	20%	19%	19%
Total		100%	100%	100%	100%

| | Party | | | |
		Democrat	Other	Republican	Total
Cooper Approval	1 Approve	56%	41%	23%	41%
	2 Disapprove	23%	38%	61%	39%
	3 No Opinion	21%	21%	17%	19%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)					
		0	1	2	3	4	Total
Cooper Approval	1 Approve	100%	38%	41%	47%	40%	41%
	2 Disapprove		38%	41%	35%	41%	39%
	3 No Opinion		23%	19%	18%	20%	19%
Total		100%	100%	100%	100%	100%	100%

		Region					
		CUMBERLAND	MECKLENBURG	ROBESON	Rural	UNION	Total
Cooper Approval	1 Approve	31%	46%	50%	44%	33%	41%
	2 Disapprove	50%	39%	33%	23%	51%	39%
	3 No Opinion	19%	16%	17%	33%	16%	19%
Total		100%	100%	100%	100%	100%	100%

		Evangelical Christian ?			
		1 Yes	2 No	3 Undecided	Total
Cooper Approval	1 Approve	31%	58%	41%	41%
	2 Disapprove	48%	31%	31%	39%
	3 No Opinion	21%	11%	28%	19%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Cooper Approval	1 Approve	39%	43%	41%
	2 Disapprove	46%	34%	39%
	3 No Opinion	15%	23%	19%
Total		100%	100%	100%

		Age				
		1 18-34	2 35-54	3 55-64	4 65 and over	Total
Cooper Approval	1 Approve	27%	48%	46%	36%	41%
	2 Disapprove	60%	39%	39%	38%	39%
	3 No Opinion	13%	13%	16%	25%	19%
Total		100%	100%	100%	100%	100%

Question 3 – Who should have won last year ?

		Race			
		Black	Other	White	Total
Who should have won	1 Harris	3%	27%	50%	40%
	2 McCready	71%	47%	33%	41%
	3 Neither	13%	13%	9%	10%
	4 Undecided	13%	13%	8%	9%
Total		100%	100%	100%	100%

		Party			
		Democrat	Other	Republican	Total
Who should have won	1 Harris	16%	40%	71%	40%
	2 McCready	63%	44%	9%	41%
	3 Neither	10%	11%	10%	10%
	4 Undecided	11%	5%	10%	9%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)					
		0	1	2	3	4	Total
Who should have won	1 Harris		23%	31%	24%	46%	40%
	2 McCready	100%	31%	53%	56%	35%	41%
	3 Neither		23%	9%	11%	10%	10%
	4 Undecided		23%	6%	9%	9%	9%
Total		100%	100%	100%	100%	100%	100%

		Region					
		CUMBERLAND	MECKLENBURG	ROBESON	Rural	UNION	Total
Who should have won	1 Harris	39%	45%	29%	25%	51%	40%
	2 McCready	39%	39%	50%	45%	34%	41%
	3 Neither	8%	11%	10%	11%	10%	10%
	4 Undecided	14%	5%	10%	19%	5%	9%
Total		100%	100%	100%	100%	100%	100%

		Evangelical Christian ?			
		1 Yes	2 No	3 Undecided	Total
Who should have won	1 Harris	56%	24%	25%	40%
	2 McCready	27%	61%	44%	41%
	3 Neither	8%	13%	13%	10%
	4 Undecided	9%	2%	19%	9%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Who should have won	1 Harris	43%	37%	40%
	2 McCready	39%	42%	41%
	3 Neither	10%	11%	10%
	4 Undecided	8%	10%	9%
Total		100%	100%	100%

		Age				
		1 18-34	2 35-54	3 55-64	4 65 and over	Total
Who should have won	1 Harris	27%	31%	37%	47%	40%
	2 McCready	27%	48%	46%	35%	41%
	3 Neither	40%	15%	7%	8%	10%
	4 Undecided	7%	6%	10%	10%	9%
Total		100%	100%	100%	100%	100%

Question 4 – Generic Ballot Test

		Race			
		Black	Other	White	Total
Generic Ballot	1 Democrat	85%	30%	32%	41%
	2 Republican	5%	50%	63%	52%
	3 3rd Party	2%	7%	1%	2%
	4 Don't Vote Party	3%	3%	3%	3%
	5 Undecided	5%	10%	1%	2%
Total		100%	100%	100%	100%

Generic Ballot		Party			
		Democrat	Other	Republican	Total
Generic Ballot	1 Democrat	65%	38%	13%	41%
	2 Republican	24%	58%	82%	52%
	3 3rd Party	3%		2%	2%
	4 Don't Vote Party	5%	1%	2%	3%
	5 Undecided	3%	2%	1%	2%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)					
		0	1	2	3	4	Total
Generic Ballot	1 Democrat	100%	31%	50%	53%	38%	41%
	2 Republican		46%	34%	35%	58%	52%
	3 3rd Party			3%	7%	0%	2%
	4 Don't Vote Party		8%	9%	4%	2%	3%
	5 Undecided		15%	3%	2%	2%	2%
Total		100%	100%	100%	100%	100%	100%

		Region					
		CUMBERLAND	MECKLENBURG	ROBESON	Rural	UNION	Total
Generic Ballot	1 Democrat	36%	38%	44%	59%	34%	41%
	2 Republican	47%	59%	48%	33%	60%	52%
	3 3rd Party	3%	1%	2%	2%	2%	2%
	4 Don't Vote Party	3%	2%	4%	5%	2%	3%
	5 Undecided	11%	1%	2%	2%	1%	2%
Total		100%	100%	100%	100%	100%	100%

		Evangelical Christian ?			
		1 Yes	2 No	3 Undecided	Total
Generic Ballot	1 Democrat	25%	61%	53%	41%
	2 Republican	69%	33%	38%	52%
	3 3rd Party	1%	4%	1%	2%
	4 Don't Vote Party	4%	1%	3%	3%
	5 Undecided	1%	1%	6%	2%
Total		100%	100%	100%	100%

		Gender		Total
		1 Male	2 Female	
Generic Ballot	1 Democrat	38%	45%	41%
	2 Republican	57%	48%	52%
	3 3rd Party	3%	1%	2%
	4 Don't Vote Party	3%	3%	3%
	5 Undecided	1%	4%	2%
Total		100%	100%	100%

		Age				Total
		1 18-34	2 35-54	3 55-64	4 65 and over	
Generic Ballot	1 Democrat	47%	43%	46%	37%	41%
	2 Republican	33%	43%	49%	59%	52%
	3 3rd Party	13%	4%		1%	2%
	4 Don't Vote Party	7%	3%	3%	3%	3%
	5 Undecided		6%	3%	1%	2%
Total		100%	100%	100%	100%	100%

Question 5 – Congressional Ballot Test

		Race			Total
		Black	Other	White	
Ballot	1 Bishop	3%	37%	57%	46%
	2 McCready	82%	43%	32%	42%
	3 Smith	2%		1%	1%
	4 Scott		3%	1%	1%
	5 Undecided	13%	17%	9%	10%
Total		100%	100%	100%	100%

		Party			Total
		Democrat	Other	Republican	
Ballot	1 Bishop	20%	46%	79%	46%
	2 McCready	66%	41%	12%	42%
	3 Smith	1%	1%	1%	1%
	4 Scott	1%		2%	1%
	5 Undecided	12%	12%	7%	10%
Total		100%	100%	100%	100%

		Voter Score (Last Four General Elections)					
		0	1	2	3	4	Total
Ballot	1 Bishop		31%	31%	33%	52%	46%
	2 McCready	100%	46%	53%	47%	38%	42%
	3 Smith			6%	2%	0%	1%
	4 Scott				4%	0%	1%
	5 Undecided		23%	9%	15%	9%	10%
Total		100%	100%	100%	100%	100%	100%

		Region					
		CUMBERLAND	MECKLENBURG	ROBESON	Rural	UNION	Total
Ballot	1 Bishop	47%	50%	38%	36%	53%	46%
	2 McCready	39%	41%	52%	50%	32%	42%
	3 Smith		1%	2%		2%	1%
	4 Scott				3%	1%	1%
	5 Undecided	14%	8%	8%	11%	12%	10%
Total		100%	100%	100%	100%	100%	100%

		Evangelical Christian ?			
		1 Yes	2 No	3 Undecided	Total
Ballot	1 Bishop	62%	29%	33%	46%
	2 McCready	26%	60%	51%	42%
	3 Smith	1%	1%	3%	1%
	4 Scott		1%	3%	1%
	5 Undecided	11%	9%	11%	10%
Total		100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot	1 Bishop	50%	42%	46%
	2 McCready	41%	42%	42%
	3 Smith	1%	1%	1%
	4 Scott	1%	1%	1%
	5 Undecided	7%	13%	10%
Total		100%	100%	100%

		Age				Total
		1 18-34	2 35-54	3 55-64	4 65 and over	Total
Ballot	1 Bishop	40%	39%	44%	51%	46%
	2 McCready	40%	48%	46%	36%	42%
	3 Smith			1%	2%	1%
	4 Scott	13%		1%		1%
	5 Undecided	7%	13%	8%	11%	10%
Total		100%	100%	100%	100%	100%

Appendix A: NC 9th Congressional District regions
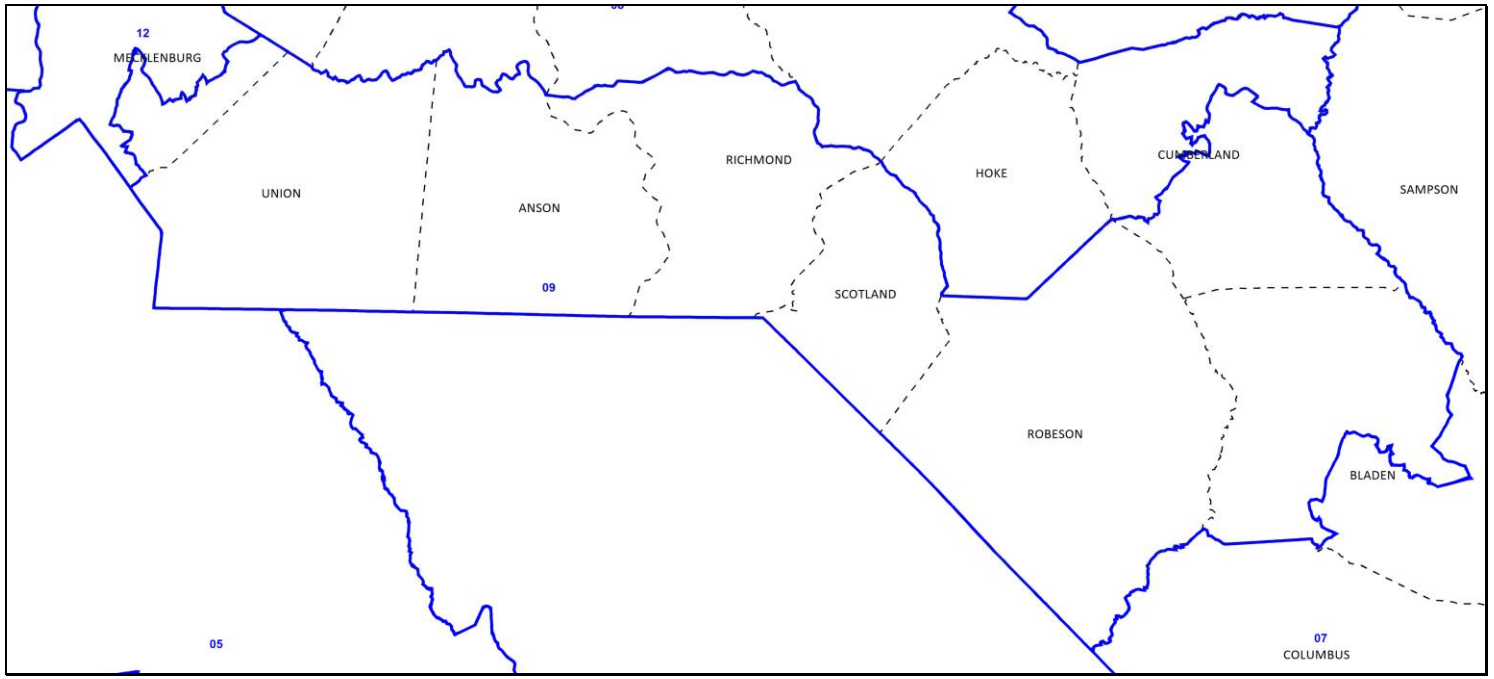
(Note: "Other rural counties" = Anson, Bladen, Richmond, and Scotland Counties)