

North Carolina Budget and Tax Poll - April 2024

TargetSmart Research Solutions



Survey Methodology

TargetSmart designed and administered this multi-modal survey. The survey reached **708 adults** (500 weighted), age 18 or older, who indicated they were **registered to vote in North Carolina**. The survey was conducted **April 1-7, 2024**, via live phones with trained operators and online via a link from a SMS.

A representative statewide base sample of 500 interviews was augmented by an oversample of 50 voters in rural North Carolina census blocks, 75 self-identified Black or African American voters, and 75 self-identified Hispanic or Latino or Latina voters. The Hispanic/Latino/Latina oversample was administered bilingually in the respondents' language of choice. In total, 405 rural voters (281 weighted), 139 Black voters (101 weighted), and 110 Hispanic voters (29 weighted) in North Carolina were reached with this survey.

The sample was randomly selected from TargetSmart's enhanced voter file. Forty-nine percent of respondents were reached on telephones (52 percent weighted). Seventy-five percent of the respondents who took the survey via phone were reached on a wireless phone (77 percent weighted). Fifty-one percent were reached via SMS and took the survey online (48 percent weighted).

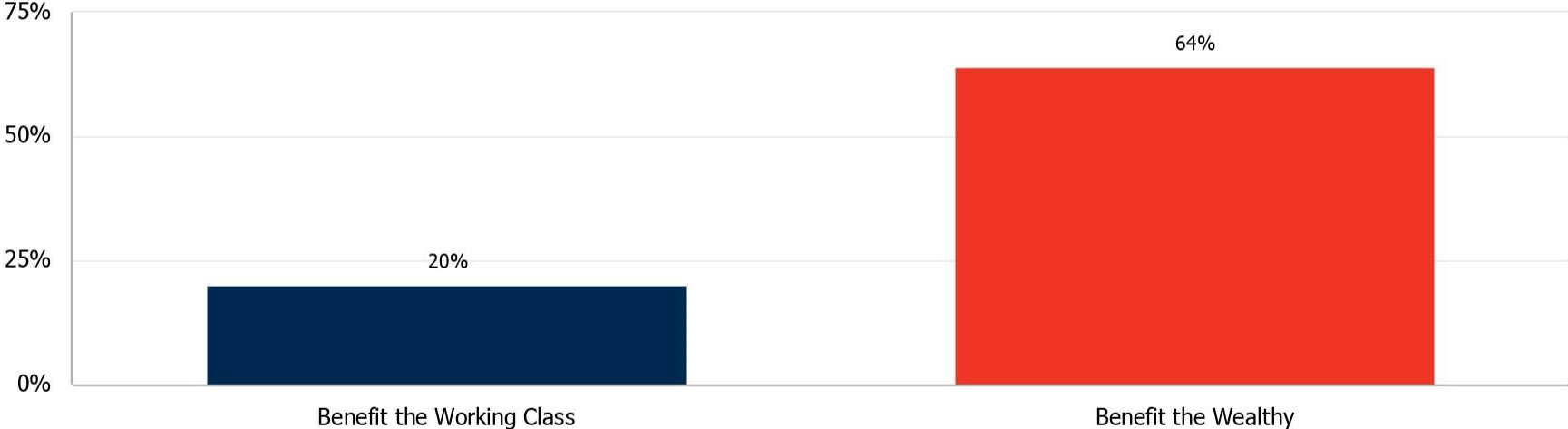
Quotas were assigned to reflect the demographic distribution of registered voters in North Carolina. The data were weighted by gender, age, race on file, party registration, TargetSmart Presidential General Turnout Score, TargetSmart High School Only Score, and region by Congressional district to ensure an accurate reflection of the population.

The overall margin of error is +/- 4.4% for the statewide sample. The margin of error for subgroups is larger and varies. Percentage totals may not add up precisely due to rounding.



Nearly a super-majority of North Carolinians believe that the state's economic policies benefit the wealthy, not the working class

Economic Policies: Benefit Working Class or Wealthy

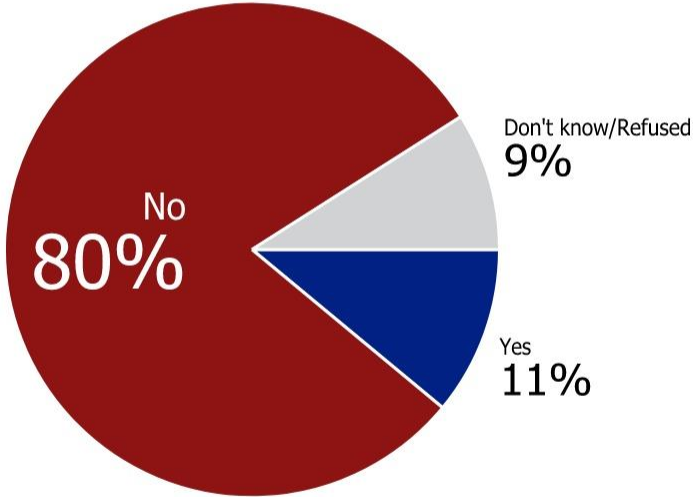


Q.11 Do you believe economic policies in North Carolina are more likely to benefit the working class or the wealthy?

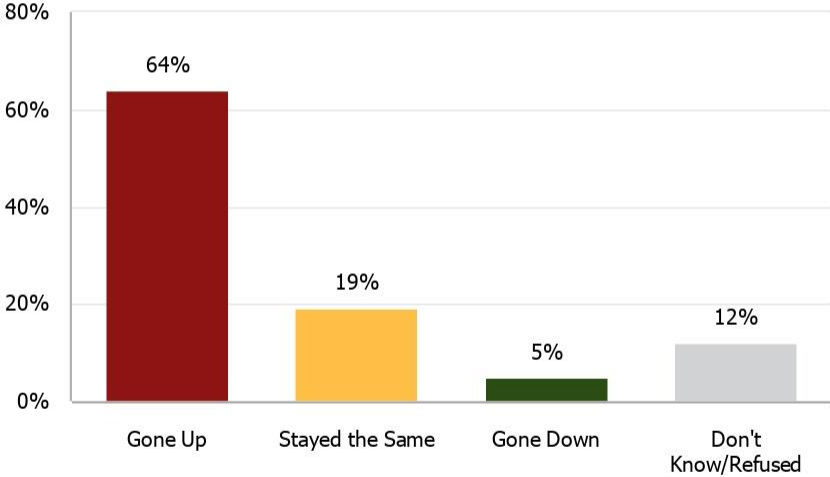


An overwhelming majority report not personally experiencing any benefits from state tax cuts, and most believe their taxes have gone up

Personally Experienced Benefits from State Tax Cuts



Your State Taxes

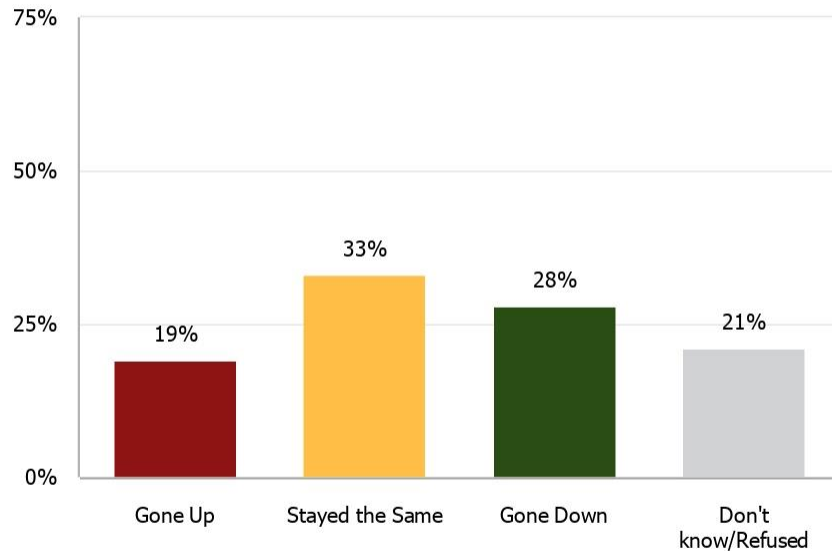


Q.16 And yes or no, have you personally experienced any benefits from state tax cuts in the past decade? / Q.13 Over the past decade, do you believe that your North Carolina state taxes have gone up, stayed the same, or gone down?

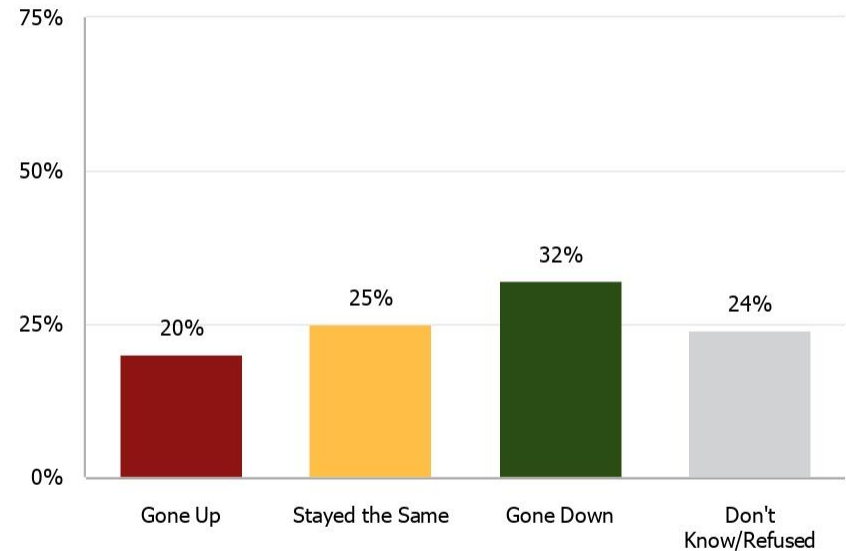


Meanwhile, very few believe taxes on the wealthy or corporations have gone up

State Taxes on the Wealthy



State Taxes on Corporations

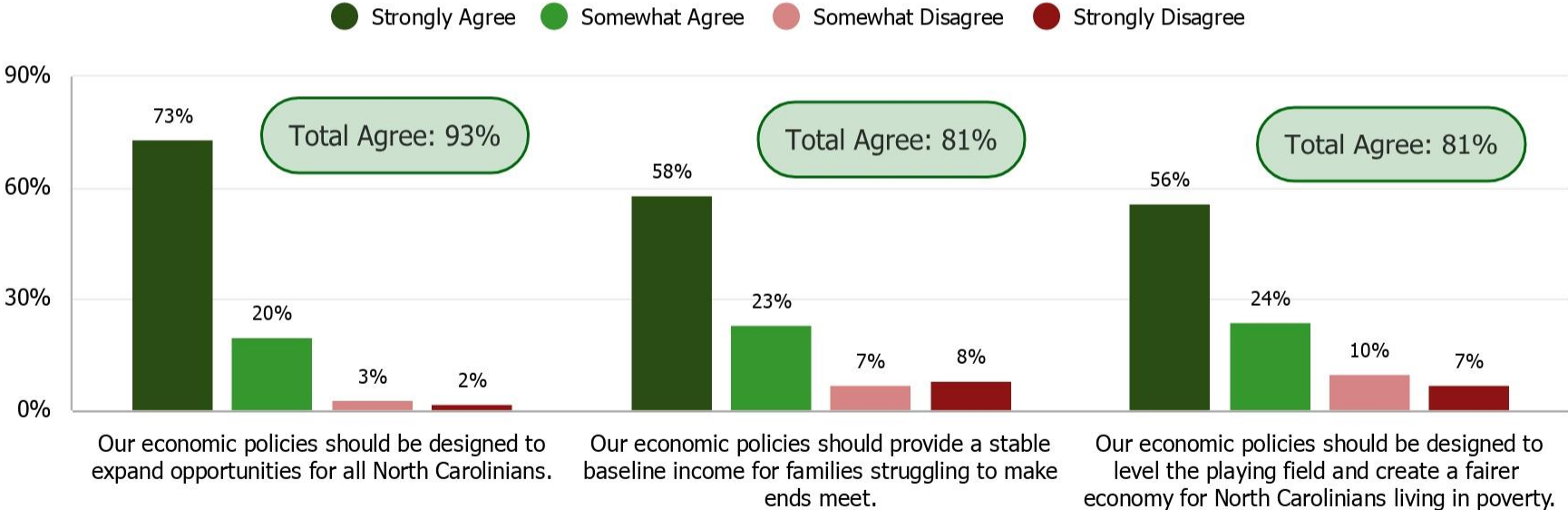


Q.14 Over the past decade, do you believe taxes in North Carolina on the wealthy have gone up, stayed the same, or gone down? / Q.15 Over the past decade, do you believe taxes in North Carolina on corporations have gone up, stayed the same, or gone down?



Respondents broadly agree that economic policies should be designed for all North Carolinians, particularly impoverished North Carolinians and struggling families

Statements about Economy and State Spending

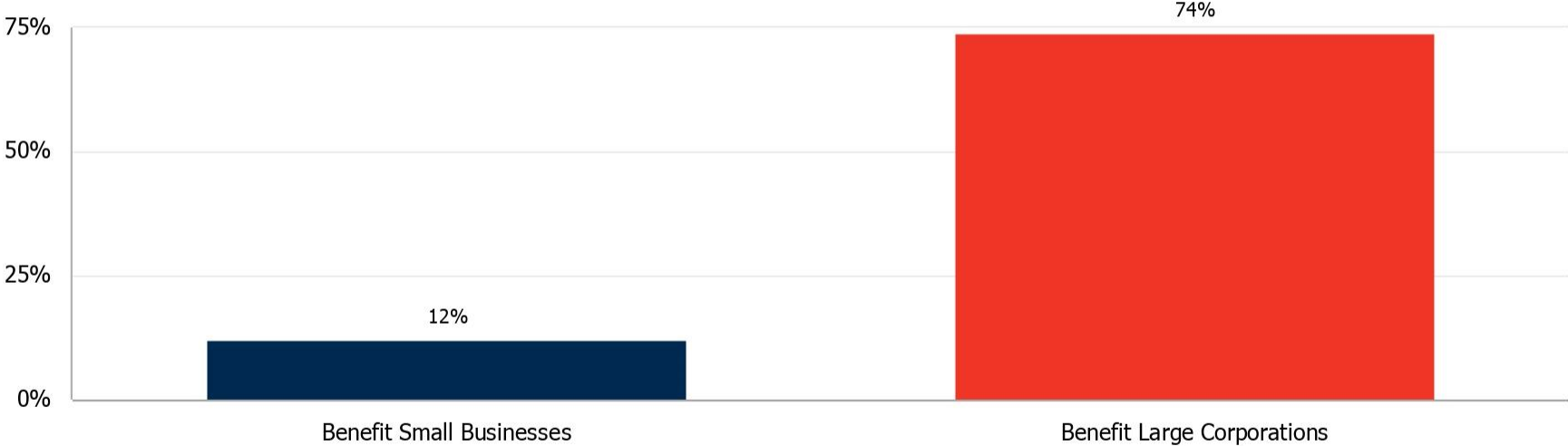


Q.18 Now I am going to read you some statements about the economy and state spending. Please tell me whether you agree or disagree with each statement.



Additionally, North Carolinians believe that the state's economic policies are more likely to benefit corporations than small businesses

Economic Policies: Benefit Small Businesses or Large Corporations

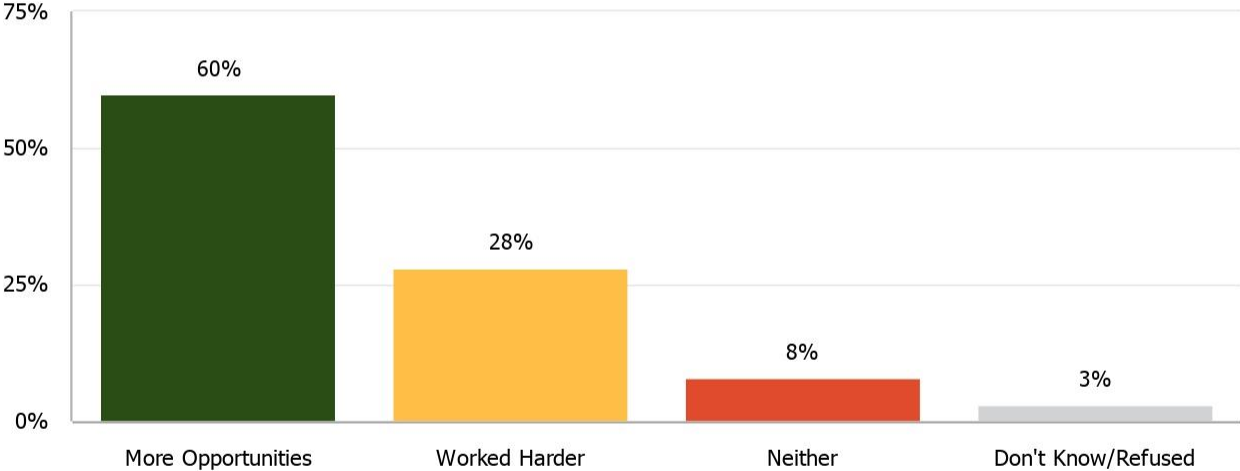


Q.12 Do you believe economic policies in North Carolina are more likely to benefit small businesses or large corporations?



6-in-10 respondents say wealthy Americans' success comes from more opportunities, not harder work

Reason for Wealthy Americans' Financial Success



Q.19 In your opinion, which of the following is the primary reason wealthy Americans have financial success?

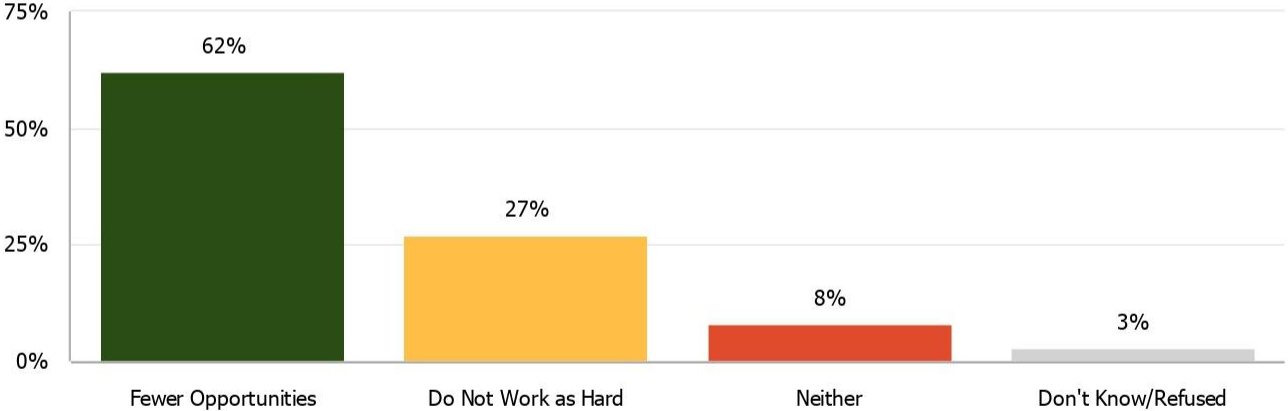
Generally speaking, wealthy Americans got their success because they were given more opportunities than others

Generally speaking, wealthy Americans got their success because they worked harder than others



Similarly, over 6-in-10 say poor Americans have not gotten financial success because of fewer opportunities, not because they don't work as hard as others

Lack of Financial Success for Poor Americans



Q.21 In your opinion, which of the following is the primary reason poor Americans have not gotten financial success?

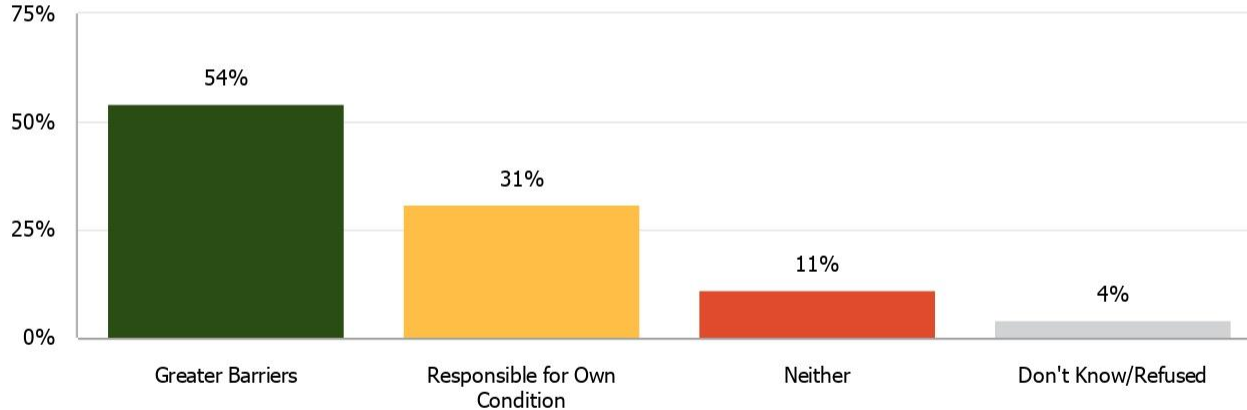
They were born into poorer families or had fewer opportunities than others

They do not work as hard as most others to be successful



A majority of North Carolinians believe that people of color face greater barriers to economic success than do white people

People of Color Financial Statements



Q.20 Which of the following statements is closer to your opinion?

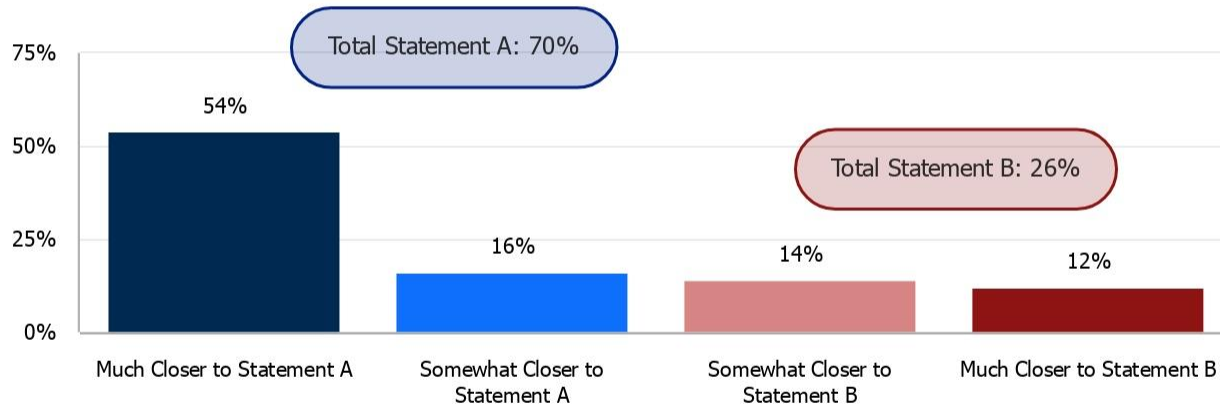
People of color face greater barriers to economic success than white people

People of color who cannot get ahead are mostly responsible for their own condition



Respondents strongly prefer investing in things like education, infrastructure, and health care over keeping taxes as low as possible on the wealthy and corporations

State Government Focus on Spending



Q.23 Now I am going to read you some statements and I want you to tell me which one comes closer to your own view, even if neither one is exactly right.

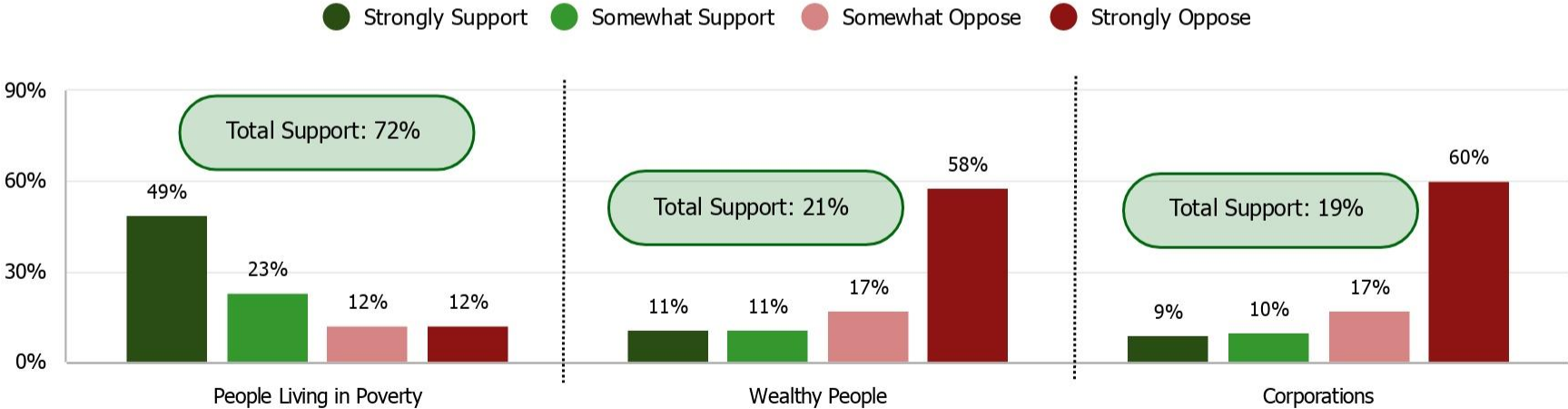
(STATEMENT A) State government in North Carolina should invest more in education, infrastructure, and health care for its people, even if that means raising taxes on wealthy individuals and large corporations.

(STATEMENT B) State government in North Carolina should keep taxes low on everyone and focus on creating economic growth, even if that means spending less on education, infrastructure, and health care.



Over 7-in-10 voters support eliminating income tax for the poorest North Carolinians, while majorities oppose eliminating state income tax for the wealthy and corporations

Support for Eliminating State Income Tax

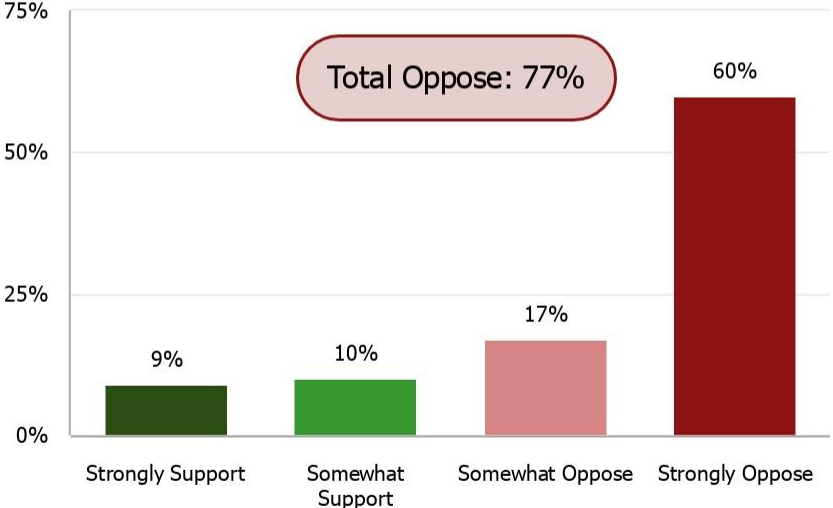


Q.22 Please tell me whether you support or oppose eliminating North Carolina state income tax for the following groups.

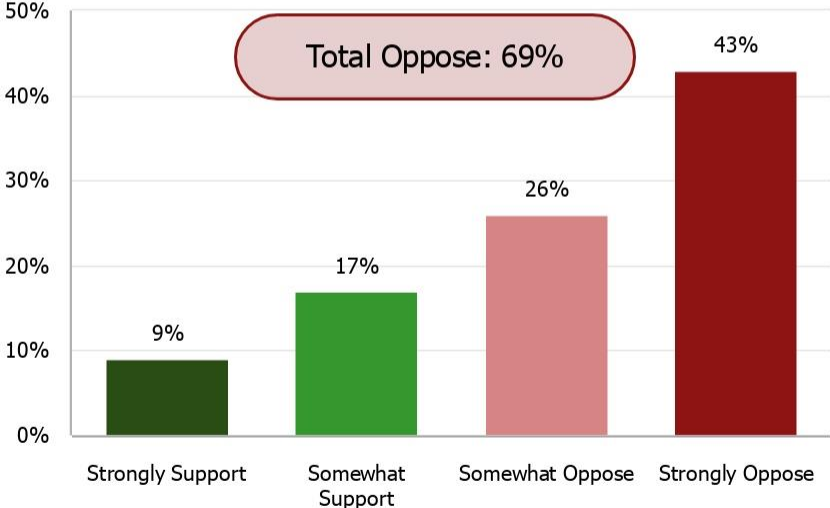


Voters strongly oppose eliminating taxes on corporations, which is in line with results from our 2023 survey

2024: Support for Eliminating State Income Tax for Corporations



2023: Support for Elimination of Corporate Income Taxes for Companies that Do Business in North Carolina

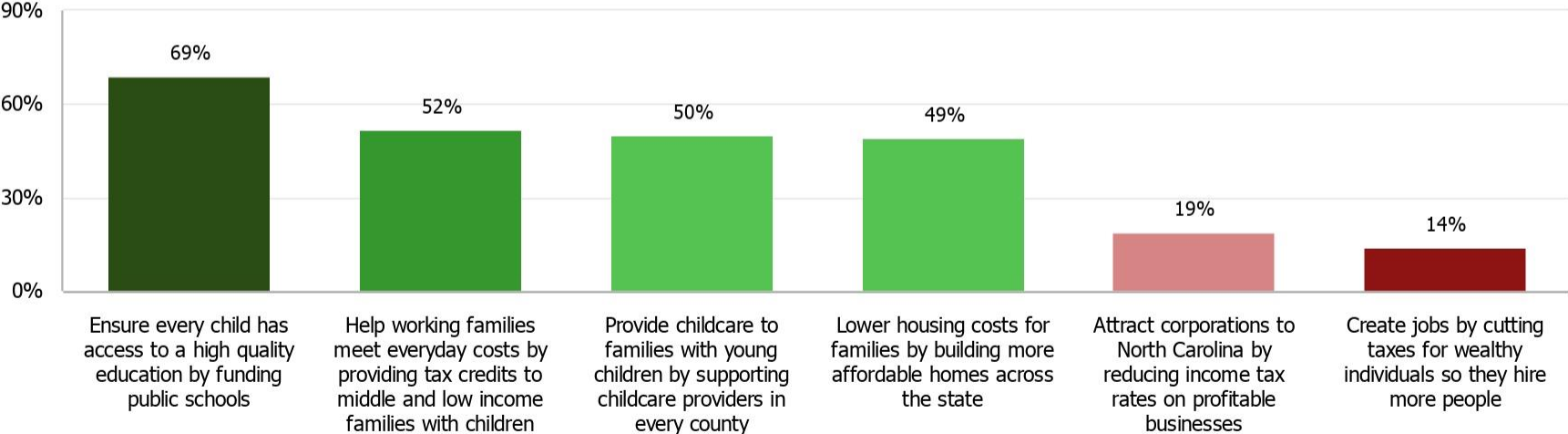


2024: Q.22 Please tell me whether you support or oppose eliminating North Carolina state income tax for the following groups. 2023: Q.11 As you may know, the North Carolina state government has a \$4 billion budget surplus, meaning in the last year it took in \$4 billion more than it spent. I am going to ask you about several ways the state of North Carolina can use this \$4 billion surplus, and I want you to tell me whether you support or oppose each one.



Generally, North Carolina voters say investment in social infrastructure would support well-being in their community, while reducing taxes on the wealthy and corporations would not

% Very Likely to Support Well-Being in Your Community



Q.25 Now I am going to read you a list of potential priorities for funding through the state budget. After each one, please tell me if that priority is very likely, somewhat likely, not too likely, or not at all likely to support well-being in your community.



Questions?



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