



An in-depth examination of North Carolina voter attitudes on  
important current issues

Registered Voters in North Carolina

October 21-25, 2018

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## Key Insights

The Meredith College Poll conducted a mixed mode sample of North Carolinians (220 live caller respondents and 505 email respondents) to registered North Carolina voters from October 21-25, 2018. The survey's margin of error is +/-4%.

### Satisfaction with the direction of the country and state

With just a few days until Election Day, a majority (53.6%) of North Carolinians are dissatisfied with how things are going in the country and just under half of the state's voters (45.1%) are dissatisfied with how things are going in the state. This level of dissatisfaction often produces a "change election" in which voters reject the party in power and replace elected officials with those of the other party.

The partisan divide in people's perceptions about their satisfaction with the nation and state are stark. Almost two-thirds (65.2%) of Republicans are satisfied with the direction of the country, reflecting their party's control of the White House and Congress. As the same time, almost three quarters (73.4%) of Democrats and nearly sixty percent (58.3%) of unaffiliated voters say they are dissatisfied with the direction of the country.

Men (48.5%) and high wage earners (50.5%) are among those most satisfied with the direction of the country, while women (60.2%), those who live in urban areas (60.6%), and lower wage earners (58%) are dissatisfied. Surprisingly, racial and ethnic voters do not express the highest dissatisfaction levels, despite the charged political climate minorities often feel persecuted by the majority.

The satisfaction-dissatisfaction gaps discussed above also apply to the question about the direction of North Carolina, but the gaps are not as large. A majority of Republicans (53.7%) are satisfied with things in the state, whereas a slight majority of Democrats (51.3%) are dissatisfied. Likewise, the gaps between males and females, whites and minorities, and rural and urban dwellers exist, but the differences are not as pronounced as those in the question about the direction of the country.

These satisfaction-dissatisfaction results are consistent with the Meredith Poll results from March and August of 2018, suggesting that people's views about the direction of the country and state are "baked in" because of the political climate, rather than other factors such as the economy or other situations.

### Status of Women in the United States

This year has been referred to as the "Year of the Women" with a historically high number of women running for Congress and pundits discussing the role of women voters as potentially shaping the results of the midterm elections. As we have done in 2015 and

2016, we decided to ask North Carolinians about their perceptions of women as political leaders and why women continue to be underrepresented in political offices.

In terms of who has it better—men or women—in the United States, a majority of voters (56.4%) stated that men are still treated more favorably, while only 14.4 percent thought that women had it better. A large majority of Democratic (71.5%) and unaffiliated (60.8%) voters thought that men have it better in the United States, while a plurality of Republicans (43.9%) indicated that they did not know which group had it better. Women were much more likely than men to say that men had it better in the country (63.2% v. 46.3%) and, somewhat surprisingly, younger voters—Millennials—were the most likely to say that men had it better than women (62.7% for Millennials v. 34.9% for the Silent Generation).

### Women in Political Offices

In terms of people's perceptions of the political leadership abilities of men and women, over two-thirds of voters (66.8%) think that men and women are equally good as political leaders. This level of support for men and women being equal in terms of political leadership is similar to the responses of those surveyed in 2015 and 2016. More Republicans (27.4%) thought that men made better political leaders than women and about one-in-five Democrats (20.5%) thought women were better leaders than men. These differences likely reflected the gendered nature of political parties with more men identifying as Republicans and more women as Democrats. As you might expect, more men saw men as better political leaders than women and more women saw women as better political leaders than men.

A great majority (86.9%) of North Carolinians believe that having more women in elected offices is important. All demographic groups had strong levels of support for the idea that women in office is important, but there were differences between Democrats (95.3%), unaffiliated voters (89.8%), and Republicans (75.7%). Other factors such as race, income levels, and age group did not affect the people's perceptions about the importance of having women in elected office.

We asked people about common reasons given for the underrepresentation of women in political offices. Some reasons, such as the idea that women are inferior to men in leadership or that women are not tough enough were not identified as reasons why there are relatively few women in office. Again, these are consistent with our findings from early surveys.

Other reasons, however, were identified as significant in terms of affecting the number of women in office. Almost half of the respondents (44.8%) stated that many Americans weren't ready to elect women to higher office, including almost two-thirds (63.6%) of all Democrats, almost half the women (47.1%), and, surprisingly, almost half of Millennials (47.1%).

A large percentage of respondents (67.9%) indicated that women are generally discriminated against in this country and that politics is no different than other areas of life. Democrats (62.9%), females (51.7%), and Millennials (51.5%) think that discrimination generally affects the ability of women to have success in achieving parity in political offices. Many fewer Republicans (25.7%) and older voters (28.6%) identify gender discrimination as a major factor in reducing the number of women serving in office.

### Gender Balance Laws

In terms of potential solutions, most North Carolinians do not favor legislation which mandates gender parity or that which requires political parties to nominate equal numbers of men and women for appointed or elected offices. A plurality of voters (46.4%) stated that no gender balance legislation was needed for any level of office. Democrats, however, were much more supportive of legislative solutions to the gender imbalance in appointed or elected offices, while Republicans were very strongly against such actions.

### Net Neutrality and Redistricting

In this survey, we were interested in two policy issues—net neutrality and redistricting. The net neutrality issue is important because of the actions taken by President Trump’s appointees to the Federal Communication Commission seeking to remove net neutrality protections for equal access to web content and because states, such as California, have taken action against the desires of the Trump administration to remove consumer protections on web access and content.

A majority of North Carolinians (54.3%) stated that they know what net neutrality is, while almost 40 percent (37.2%) do not. Not surprisingly, younger citizens like Millennials (63.7%) and Generation X (60.7%) stated that they knew about net neutrality, while older citizens like Baby Boomers (41.2%) and those in the Silent Generation (18.6%) were less familiar.

In terms of support for net neutrality, the results correlated with the results on knowledge. Just over two-thirds of respondents indicated that they supported net neutrality. Younger respondents were much more supportive of net neutrality than older voters, who generally had a higher number of “don’t know” responses. There were differences between Democrats (77%), unaffiliated voters (69.4%), and Republicans (53%) in terms of support for net neutrality.

The issue of gerrymandering or partisan redistricting is a very hot topic as we get close to Election Day. Control over Congress and the General Assembly, in part, depends on the current system of redistricting, which allows for the party that controls the legislature after the decennial Census to draw the maps. For over thirty years in North Carolina, there have

been calls to change the redistricting system from one controlled by political parties to one in which a nonpartisan, independent group would draw political districts. A majority of our respondents (58.5%) indicated a desire to replace the current system with one in which an appointed commission of nonpartisan officials would draw the maps. Almost one-quarter of respondents (22%) indicated that they did not know which system was best, indicated that, for many citizens, there needs to be more education around the subject of redistricting. The idea of having a nonpartisan, independent commission draw districts had broad support as Democrats (56.5%) and Republicans (51.7%) supporting the idea. Unaffiliated voters had even stronger support (69.7), presumably since they have less of a vested interest in redistricting.

### Voting and the 2018 Midterm Elections

Voters in North Carolina continue to exhibit a high degree of enthusiasm for voting in the midterm elections. A large majority indicated that they were almost certain (71.1%) or probably going to vote (13.1%). These results are similar to those in August and about five percentage points higher than in March. Although it is highly unlikely that over 80 percent of North Carolinians will vote in the 2018 elections (the historical average over the last 20 years is approximately 43%), the relative enthusiasm of the voters in 2018 would suggest that turnout will be higher than average.

In terms of partisan enthusiasm, Democrats retain their small advantage from the spring and late summer as 90 percent of this group indicate that it is almost certain or very likely that they vote, as compared to Republicans (84.5%) and unaffiliated voters (85.4%). Among other groups, whites indicate a higher degree of enthusiasm than black voters and a decidedly higher level of enthusiasm than other groups, such as Asians or Hispanics. Women and men appear equally enthused to vote.

In terms of support for candidates of particular parties, Democrats have extended their advantage on the generic ballot questions for congressional and legislative seats. Early Meredith Poll results indicated that Democrats held about a six-point advantage over Republican candidates in congressional races (August), but now the advantage is over ten points (48.8%-38%). There are many possible explanations for this movement toward Democratic candidates in recent months, including fallout over the Kavanaugh Supreme Court hearing and a reaction to President Trump (see approval ratings below).

The Democratic advantage on the generic ballot for legislative candidates has increased slightly since the August poll with Democratic candidates holding just over a ten-point advantage (48.3%-37.5%). This represents a one-point increase since August.

The generic ballot gaps between support for Democratic candidates for congressional and legislative seats is due to the growing gender gap. Men are almost evenly split for candidates of both parties, but there is a 15-point gender gap in terms of women favoring Democratic candidates.

## Approval Ratings of Political Figures and Institutions

The favorability ratings of key political figures and institutions mirrors the results of the generic ballot questions. President Donald Trump is less popular in North Carolina than he was in August with a current approval rating of 38.7 percent and a disapproval rating of 51.2 percent. This represents a loss of over five points in his approval since August, when he peaked in his Meredith Poll approval ratings at just over 44 percent. This loss and the fact that he is so far under water suggests that he may be a drag on key Congressional races in NC-2, NC-9, and NC-13.

On the other hand, Roy Cooper's approval rating has risen to 55.3 percent, after having been 48 percent in August. His disapproval rating of 22.6 percent means that he has positive net approval of 22.7 points. Cooper rates well among all groups, including Republican voters (42.6% approval).

The approval for Republicans in Congress (40%) and the General Assembly (36.8%), as well as Democrats in Congress (42.4%) and the General Assembly (45.4%) are relatively unchanged since the August poll.

## Topline Results

Satisfaction with the way things are going in the United States today

**All in all, are you satisfied or dissatisfied with the way things are going in the United States today?**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Satisfied	276	38.1%
Dissatisfied	389	53.6%
Don't know	42	5.8%

**N= 725**



Satisfaction with the way things are going in the North Carolina today  
**All in all, are you satisfied or dissatisfied with the way things are going in North Carolina today?**

Response	Number	Percentage
Satisfied	295	40.7%
Dissatisfied	327	45.1%
Don't know	95	13.1%

N= 725

Status of Women in the United States  
**All things being equal, who has it better in this country—men or women?**

Response	Number	Percentage
Men	409	56.4%
Women	104	14.4%
Don't know	197	27.2%
No answer/Refused	14	2%

N=725

**Which of these two statements comes closest to your own views—even if neither is exactly right?**

Response	Number	Percentage
The country has made most of the changes needed to give women equal rights with men.	236	32.6%
The country needs to continue to make changes to give women equal rights to men.	421	58%
Don't know	62	8.6%
Refused/No answer	6	.8%

N=725

Women as Political Leaders

**Which of the following comes closest to your opinion of men and women as political leaders?**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Men generally make better political leaders	106	14.6%
Women generally make better political leaders	83	11.4%
In general, men and women make equally good political leaders	484	<b>66.8%</b>
Don't know	49	6.7%
No answer/Refused	4	.6%

**N=725**

**Do you believe that having women in public office is important?**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes	630	86.9%
No	60	8.3%
Don't know	29	4.7%
No answer/Refused	1	.1%

**N=720**

**As you may know, our country has 12 women governors out of 50 and 23 US Senators out of 100. There are many reasons why there are fewer women than men in high political office. I am going to read you a list of some of them. For each one, please tell me whether you think it is a major reason, a minor reason, or not a reason why there are fewer women in political office.**

**Many Americans aren't ready to elect women to higher office.**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Major reason	325	44.8%
Minor reason	221	30.5%
No reason	144	19.9%
Don't know	33	4.6%
No answer/Refused	2	.3%

**N=725**

**Generally speaking, women don't make as good leaders as men.**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Major reason	100	13.8
Minor reason	108	14.9%
No reason	470	64.8%
Don't know	44	6.1%
No answer/Refused	3	.4%

**N=725**

**Women are discriminated against in all areas of life and politics is no exception.**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Major reason	321	44.3%
Minor reason	171	23.6%
No reason	183	25.2%
Don't know	44	6.1%
No answer/Refused	6	.8%

**N=725**

**Women's responsibilities to family don't leave time for politics.**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Major reason	225	23.1%
Minor reason	212	29.3%
No reason	301	41.5%
Don't know	44	6%
No answer/Refused	0	0%

**N=721**

**Generally speaking, women are tough enough for politics.**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Major reason	90	12.4%
Minor reason	132	18.2%
No reason	464	64%
Don't know	34	4.8%
No answer/Refused	5	.7%

**N=725**

**Fewer women have the experience required for higher office.**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Major reason	120	16.5%
Minor reason	216	29.8%
No reason	338	46.7%
Don't know	43	5.9%
No answer/Refused	8	1.1%

**N=725**

**Women who are active in party politics get held back by men.**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Major reason	271	37.4%
Minor reason	198	27.3%
No reason	172	23.7%
Don't know	82	11.4%
No answer/Refused	1	.2%

**N=714**

**Gender Balance Laws**

**About half of the countries in the world have gender quotas, which are designed to ensure that their legislatures are gender balanced. Some countries require that a certain number of elected officials are women, while other countries only require that parties nominate an equal number of men and women. Which comes closest to your view?**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
The US government should require a certain number of elected women	125	17.2%
The parties should be required to nominate a certain number of men and women.	198	27.4%
There should be no gender balance requirements	336	46.4%
Don't know	59	8.1%
No answer/Refused	6	.8%

**N=**

**Iowa requires that all appointed offices are gender balanced, while other states recommend that appointed offices are gender balanced. Most states do not have gender balance laws for appointed offices. Do you think North Carolina has a gender balance law for appointed officials?**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes, North Carolina has a law requiring gender balance	52	7.2%
Yes, North Carolina has a law recommending gender balance	44	6.1%
No, North Carolina does not have a gender balance law for appointed officials	392	54.1%
Don't know	231	31.9%
No answer/Refused	5	.7%

**N=725**

**Do you think states should require or recommend gender balance for appointed officials?**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes, there should be a gender balance requirement	195	26.9%
Yes, there should be a gender balance recommendation	179	24.7%
No, there should not be a gender law for appointed office	299	41.3%
Don't know	50	6.9%
No answer/Refused	1	.2%

**N=724**

Net Neutrality and Redistricting

**Do you know what net neutrality is?**

Response	Number	Percentage
Yes	394	54.3%
No	269	37.2%
Don't know	61	8.4%
No answer/Refused	1	.1%

N=725

**Net neutrality is the idea that internet service providers should provide access to all parts of the internet equally and not charge differently based on user, content, or website. Do you support net neutrality?**

Response	Number	Percentage
Yes	481	66.3%
No	121	16.7%
Don't know	117	16.2%
No answer/Refused	6	.8%

N=

**Which political party do you think support net neutrality?**

Response	Number	Percentage
Democratic Party	349	48.1%
Republican Party	142	19.6%
Don't know	226	31.2%
No answer/Refused	8	1.1%

N=724

**Right now, North Carolina political districts—like those used for Congressional seats or General Assembly seats—are drawn by the political party that controls the General Assembly. Some people think that these districts should be drawn by a nonpartisan, independent commission. Which comes closer to your view?**

Response	Number	Percentage
The political party that controls the General Assembly should draw the districts.	133	18.3%
A nonpartisan, independent commission should draw the districts.	424	58.5%
Don't know	161	22.2%
No answer/Refused	7	1%

N=124

The 2018 Election

**Speaking of politics, what are the chances of you voting for Congressional and state legislative candidates in November**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Almost certain	515	71.1%
Probably	95	13.1%
50-50	70	9.6%
Don't know	23	3.2%
Refused	22	3.1%

N=725

**In thinking ahead about elections to Congress this November. If the elections for Congress were held today, would you be more likely to vote for:**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Democratic candidate	278	38.3%
Lean Democrat	76	10.5%
Republican candidate	210	30.3%
Lean Republican	56	7.7%
Other candidate	19	2.6%
Don't know/Refused	82	11.3%

N= 725

**In thinking ahead about elections to the state legislature this November. If the elections for the state legislature were held today, would you be more likely to vote for:**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Democratic candidate	286	39.5%
Lean Democrat	64	8.8%
Republican candidate	220	30.3%
Lean Republican	52	7.2%
Other candidate	21	2.9%
Don't know/Refused	82	11.3%

N=725

Approval Ratings

Now I will read a list of names and organizations. Please say whether you approve or disapprove of the job being done by each.

President Donald Trump

Response	Number	Percentage
Strongly approve	154	21.2%
Somewhat approve	109	17.5%
Somewhat disapprove	66	9.1%
Strongly disapprove	305	42.1%
Don't know/Refused	51	7.1%

N=725

Democrats in Congress

Response	Number	Percentage
Strongly approve	112	15.4%
Somewhat approve	196	27%
Somewhat disapprove	133	18.3%
Strongly disapprove	60	26.6%
Don't know/Refused	94	13%

N=725

Republicans in Congress

Response	Number	Percentage
Strongly approve	105	14.5%
Somewhat approve	185	25.5%
Somewhat disapprove	140	19.3%
Strongly disapprove	215	29.6%
Refused	79	10.9%

N=725

Governor Roy Cooper

Response	Number	Percentage
Strongly approve	145	20%
Somewhat approve	255	35.3%
Somewhat disapprove	100	13.8%
Strongly disapprove	64	8.8%
Don't know/Refused	161	22.2%

N=725



Republicans in the General Assembly

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Strongly approve	81	11.2%
Somewhat approve	184	25.6%
Somewhat disapprove	121	16.7%
Strongly disapprove	204	28.2%
Don't know/Refused	125	17.3%

**N=725**

Democrats in the General Assembly

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Strongly approve	122	16.8%
Somewhat approve	207	28.6%
Somewhat disapprove	129	17.8%
Strongly disapprove	120	16.6%
Don't know/Refused	146	20.1%

**N=725**

Political Affiliation

**Generally speaking, do you consider yourself to be a Democrat, a Republican, an Independent, or something else?**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Democrat	246	34%
Republican	202	27.9%
Independent	214	29.5%
Something else	40	5.5%
Don't know/Refused	23	3.2%

**N=723**

## Sample Characteristics

### Registered Party (through respondent report)

Democrats	34%
Republicans	27.9%
Unaffiliated	29.5%
Other/Refused	7.7%

N= 723

### Age (from Voter File)

Millennial (Born 1981 & after, ages 18-36)	33.5%
Gen X (Born 1965-80, ages 37-52)	39%
Boomer (Born 1945-64, ages 53-72)	17.5%
Silent+ (Born 1944 & earlier, ages 73+)	10.1%

N= 725

### Gender (from Voter File)

Female	60	56%
Male		40%

N= 725

### Race (from Voter File)

White	74.1%
Black	17.5%
Other	8.4%

N= 725

### Income

Less than \$40,000	23.7%
\$40,000-99,999	55.1%
More than \$100,000	21%
Did not respond	.1%

N= 25

Location (from Voter File)

Rural	44.8%
Urban	55.2%
N=	725

Mode (from Voter Files)

Cell phones	14%
Landline	16.5%
Email	69.5%
N=	725

Cross-tabulations

Direction of the Country

All in all, are you satisfied with the way things are going in the country today?

	Satisfied	Dissatisfied	Don't Know	Refused
Democrat	22.2	73.4	4.4	0.0
Republican	65.2	25.7	7.8	1.4
Unaffiliated	32.2	58.3	9.6	0.0
Other	32.8	62.1	5.2	0.0
Don't know/Refused	41.2	38.2	20.6	0.0
White	21.4	71.7	7.0	0.0
Black	41.9	49.3	7.8	1.0
Other	39.1	54.4	6.5	0.0
Female	31.2	60.2	7.7	0.9
Male	48.5	43.7	7.4	0.5
Millennial	41.9	51.0	6.6	0.6
Gen X	39.4	53.3	6.8	0.5
Boomer	34.2	58.3	7.5	0.0
Silent +	27.1	55.1	14.0	3.7

WOMEN AND THE 2018 MIDTERM ELECTIONS

	Satisfied	Dissatisfied	Don't Know	Refused
Less than \$40,000	30.9	58.0	10.3	0.8
\$40-99,999	37.1	55.0	7.2	0.7
\$100,000 or more	50.5	44.9	4.6	0.0
Rural	43.8	47.8	7.0	1.3
Urban	31.1	60.6	8.3	0.0

Direction of the state

All in all, are you satisfied with the way things are going in this North Carolina today?

	Satisfied	Dissatisfied	Don't Know	Refused
Democrat	39.6	51.3	8.6	0.6
Republican	53.7	33.8	12.5	.0
Unaffiliated	37.6	45.6	16.9	0.0
Other	24.1	55.2	13.8	6.9
Don't Know/Refused	14.7	55.9	23.5	5.9
White	30.5	54.6	13.9	1.1
Black	42.4	43.3	13.1	1.2
Other	46.7	41.3	12.0	0.0
Female	37.4	45.9	15.5	1.2
Male	45.7	43.9	9.5	0.9
Millennial	45.5	39.2	14.8	0.6
Gen X	41.8	46.5	10.9	0.9
Boomer	34.8	52.4	9.6	3.2
Silent +	30.8	46.7	22.4	0.0
Less than \$40,000	35.4	41.6	22.2	0.8
\$40-99,999	38.7	50.1	9.5	1.8
\$100,000 or more	54.6	35.2	10.2	0.0
Rural	45.5	40.8	11.7	2.0
Urban	34.9	50.3	14.9	0.0

Gender Equality

**All things being equal, who has it better in the country—men or women?**

	Men	Women	Don't know	Refused
Democrat	71.5	14.4	13.3	0.8
Republican	38.4	14.3	43.9	3.4
Unaffiliated	60.8	15.0	22.3	1.9
Don't know	58.6	15.5	25.9	0.0
Refused	26.5	14.7	58.8	0.0
White	61.8	16.7	19.4	2.2
Black	54.5	13.5	30.3	1.8
Other	62.0	17.4	16.3	4.4
Female	63.2	15.0	20.6	1.2
Male	46.3	13.4	37.0	3.2
Millennial	62.7	16.7	18.9	1.6
Gen X	55.9	14.2	29.9	0.0
Boomer	57.3	7.0	29.7	5.6
Silent +	34.9	19.8	40.6	4.7
Less than \$40,000	46.0	20.0	33.5	0.4
\$40-99,999	58.8	13.3	26.8	1.1
\$100,000 or more	63.9	10.2	19.0	6.9
Rural	51.2	16.5	30.0	2.4
Urban	62.8	11.8	23.8	1.7

**Which of these two statements comes closest to your own views—even if neither is exactly right?**

	The country has made most of the changes needed to give women equal rights with men.	The country needs to continue to make changes to give women equal rights to men.	Don't know	Refused
Democrat	20.5	75.9	3.6	0.0

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	The country has made most of the changes needed to give women equal rights with men.	The country needs to continue to make changes to give women equal rights to men.	Don't know	Refused
Republican	52.7	37.2	8.8	1.4
Unaffiliated	29.3	58.6	11.5	0.6
Don't know	29.3	63.8	3.5	3.5
Refused	32.4	38.2	29.4	0.0
White	25.8	68.3	4.8	1.1
Black	34.3	54.5	10.4	0.9
Other	31.5	67.4	1.1	0.0
Female	25.3	68.1	5.4	1.2
Male	43.5	42.8	13.4	0.2
Millennial	35.1	58.6	6.3	0.0
Gen X	36.0	55.0	9.0	0.0
Boomer	24.1	66.3	6.4	3.2
Silent +	25.5	52.8	18.9	2.8
Less than \$40,000	25.7	56.9	13.7	3.7
\$40-99,999	36.8	55.8	7.4	0.0
\$100,000 or more	27.8	69.0	3.2	0.0
Rural	38.6	50.3	9.7	1.3
Urban	25.2	67.4	7.2	0.2

## Women as Political Leaders

Which of the following comes closest to your opinion of men and women as political leaders?

	Men generally make better political leaders.	Women generally make better political leaders.	In general, men and women make equally good political leaders.	Don't know	No answer/ Refused
Democrat	11.9	20.5	62.9	4.2	0.6
Republican	27.4	3.7	62.5	5.7	0.7
Unaffiliated	8.9	10.2	73.9	6.4	0.6
Don't know	6.9	6.9	70.7	15.5	0.0
Refused	5.9	5.9	55.9	32.4	0.0
White	16.7	19.9	61.3	2.2	0.0
Black	15.1	9.0	68.0	7.5	0.5
Other	6.5	15.2	67.4	8.7	2.2
Female	10.3	14.0	68.2	6.5	0.9
Male	21.1	7.4	64.6	6.9	0.0
Millennial	14.3	12.6	65.2	7.4	0.6
Gen X	17.1	9.2	66.1	7.6	0.0
Boomer	8.0	14.4	74.3	1.1	2.1
Silent +	17.9	10.4	61.3	10.4	0.0
Less than \$40,000	14.9	17.0	56.4	10.0	1.7
\$40-99,999	14.4	9.3	70.2	6.1	0.0
\$100,000 or more	15.3	12.0	69.4	2.3	0.9
Rural	17.5	12.4	62.8	6.4	1.0
Urban	11.2	10.1	71.7	7.0	0.0

**Do you believe having women in public office is important?**

	Yes	No	Don't know	No answer/ Refused
Democrat	95.3	1.7	3.1	0.0
Republican	75.7	18.9	5.4	0.0
Unaffiliated	89.8	5.7	4.1	0.3
Don't know	81.0	12.1	6.9	0.0
Refused	73.5	5.9	20.6	0.0
White	95.2	4.3	0.5	0.0
Black	84.7	9.7	5.5	0.1
Other	89.1	4.4	6.5	0.0
Female	88.6	7.9	3.6	0.0
Male	84.3	9.0	6.5	0.2
Millennial	87.1	9.3	3.6	0.0
Gen X	85.8	7.8	6.4	0.0
Boomer	89.3	7.0	3.2	0.5
Silent +	85.9	9.4	4.7	0.0
Less than \$40,000	85.1	7.5	7.5	0.0
\$40-99,999	87.9	9.0	3.1	0.0
\$100,000 or more	87.0	7.4	5.1	0.5
Rural	85.9	10.1	4.0	0.0
Urban	88.0	6.2	5.6	0.2

**As you may know, our country has 12 women governors out of 50 and 23 US Senators out of 100. There are many reasons why there are fewer women than men in high political office. I am going to read you a list of some of them. For each one, please tell me whether you think it is a major reason, a minor reason, or not a reason why there are fewer women in political office.**



Reasons why there are fewer women in office

**Many Americans aren't ready to elect women to higher offices.**

	Major Reason	Minor Reason	No Reason	Don't know	No answer/ Refused
Democrat	63.6	22.2	11.9	2.2	0.0
Republican	27.0	37.2	29.1	6.1	0.7
Unaffiliated	44.0	31.9	21.0	3.2	0.0
Don't know	36.2	43.1	19.0	1.7	0.0
Refused	14.7	38.2	14.7	32.4	0.0
White	62.7	18.4	15.7	3.2	0.0
Black	39.3	33.8	21.5	5.1	0.4
Other	56.5	26.1	14.1	3.3	0.0
Female	47.1	31.0	16.4	5.1	0.3
Male	41.2	29.6	25.0	3.9	0.2
Millennial	47.1	31.0	17.8	4.1	0.0
Gen X	46.1	27.2	21.2	5.5	0.0
Boomer	44.9	37.4	15.0	1.6	1.1
Silent +	31.1	29.3	30.2	8.5	0.9
Less than \$40,000	44.8	26.0	21.3	6.7	1.3
\$40-99,999	42.7	32.5	20.9	3.9	0.0
More than \$100,000	50.9	31.9	14.8	2.3	0.0
Rural	42.1	32.7	21.2	3.7	0.3
Urban	48.0	27.7	18.2	5.8	0.2

**Generally speaking, women don't make as good leaders as men.**

	Major Reason	Minor Reason	No Reason	Don't know	No answer/ Refused
Democrat	12.5	19.9	63.4	4.2	0.0
Republican	16.6	13.5	62.5	7.4	0.0
Unaffiliated	14.0	11.5	68.5	4.8	1.3
Don't know	8.6	20.7	69.0	1.7	0.0
Refused	0.0	0.0	61.8	38.2	0.0

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	Major Reason	Minor Reason	No Reason	Don't know	No answer/ Refused
White	16.1	22.0	57.0	4.8	0.0
Black	13.9	12.4	67.1	6.1	0.5
Other	8.7	21.7	60.9	8.7	0.0
Female	9.9	14.2	70.6	5.3	0.0
Male	19.7	15.8	56.2	7.4	0.9
Millennial	17.3	17.3	58.9	6.6	0.0
Gen X	10.0	13.1	70.2	6.7	0.0
Boomer	15.5	14.4	66.3	1.6	2.1
Silent +	14.3	14.3	61.0	10.5	0.0
Less than \$40,000	13.5	11.3	63.5	11.8	0.0
\$40-99,999	13.5	12.6	68.6	4.6	0.7
More than \$100,000	16.2	24.5	56.9	2.3	0.0
Rural	42.1	32.7	21.2	3.7	0.3
Urban	48.0	27.7	18.2	5.8	0.2

**Women are discriminated against in all areas of life and politics is no exception.**

	Major Reason	Minor Reason	No Reason	Don't know	No answer/ Refused
Democrat	62.9	22.4	10.8	3.9	0.0
Republican	25.7	26.0	40.2	7.1	1.0
Unaffiliated	43.0	22.3	28.3	5.7	0.6
Don't know	51.7	20.7	25.9	1.7	0.0
Refused	14.7	38.2	11.8	35.3	0.0
White	65.6	20.4	10.2	3.8	0.0
Black	38.2	23.8	29.9	7.0	1.1

WOMEN AND THE 2018 MIDTERM ELECTIONS

	Major Reason	Minor Reason	No Reason	Don't know	No answer/ Refused
Other	54.4	28.3	14.1	3.3	0.0
Female	51.7	22.9	20.3	4.3	0.8
Male	33.2	24.6	32.5	8.8	0.9
Millennial	51.5	23.8	20.8	3.8	0.0
Gen X	42.6	25.7	25.7	6.0	0.0
Boomer	42.8	20.3	26.2	5.9	4.8
Silent +	28.6	20.0	36.2	15.2	0.0
Less than \$40,000	43.3	22.7	21.4	11.8	0.8
\$40-99,999	44.6	24.4	26.1	3.9	1.1
More than \$100,000	46.8	24.1	25.0	3.7	0.5
Rural	39.1	24.9	27.6	7.1	1.4
Urban	50.7	22.0	22.2	5.0	0.2

**Women's responsibilities to family don't leave time for politics.**

	Major Reason	Minor Reason	No Reason	Don't know	No answer/ Refused
Democrat	19.1	32.4	44.3	4.2	0.0
Republican	28.0	28.7	36.5	6.8	0.0
Unaffiliated	25.2	29.0	41.7	4.1	0.0
Don't know	22.4	31.0	43.1	3.5	0.0
Refused	5.9	8.8	52.9	32.4	0.0
White	19.4	30.7	46.2	3.8	0.0
Black	23.9	29.4	40.1	6.6	0.0
Other	23.9	26.1	44.6	5.4	0.0

WOMEN AND THE 2018 MIDTERM ELECTIONS

	Major Reason	Minor Reason	No Reason	Don't know	No answer/ Refused
Female	21.4	29.3	45.2	4.2	0.0
Male	25.8	29.5	36.0	8.8	0.0
Millennial	21.9	27.1	45.5	5.5	0.0
Gen X	20.2	30.0	43.3	6.4	0.0
Boomer	26.2	30.0	38.0	5.9	0.0
Silent +	33.3	33.3	26.7	6.7	0.0
Less than \$40,000	21.0	27.7	44.5	6.7	0.0
\$40-99,999	20.9	30.0	43.2	6.0	0.0
More than \$100,000	30.6	31.0	35.2	3.2	0.0
Rural	26.3	30.3	37.4	6.1	0.0
Urban	19.3	28.2	46.6	6.0	0.0

**Generally speaking, women aren't tough enough for politics.**

	Major Reason	Minor Reason	No Reason	Don't know	No answer/ Refused
Democrat	13.9	15.2	66.2	4.7	0.0
Republican	16.6	17.9	62.2	2.7	0.7
Unaffiliated	6.7	22.3	66.6	4.5	0.0
Don't know	10.3	25.9	62.1	0.0	1.7
Refused	17.7	8.8	41.2	32.4	0.0
White	15.1	18.8	61.3	4.8	0.0
Black	11.0	18.4	64.7	5.0	0.9
Other	18.5	15.2	63.0	3.3	0.0
Female	9.4	19.4	67.5	3.3	0.5
Male	16.7	16.5	58.7	7.2	0.9
Millennial	14.3	20.0	61.1	4.7	0.0
Gen X	11.2	16.2	67.1	5.5	0.0

WOMEN AND THE 2018 MIDTERM ELECTIONS

	Major Reason	Minor Reason	No Reason	Don't know	No answer/ Refused
Boomer	9.6	20.9	64.7	1.6	3.2
Silent +	15.2	15.2	60.0	8.6	1.0
Less than \$40,000	12.2	17.2	58.8	10.9	0.8
\$40-99,999	11.9	16.8	67.2	3.2	0.9
More than \$100,000	14.4	24.1	60.7	0.9	0.0
Rural	14.5	18.9	61.3	4.4	1.0
Urban	9.7	17.4	67.3	5.4	0.2

**Fewer women have the experience required for higher office.**

	Major Reason	Minor Reason	No reason	Don't know	No answer/ Refused
Democrat	15.5	31.9	46.5	5.0	1.1
Republican	25.3	24.3	46.0	3.0	1.4
Unaffiliated	11.2	33.1	49.4	6.4	0.0
Don't know	15.5	29.3	48.3	6.9	0.0
Refused	5.9	26.5	32.4	35.3	0.0
White	21.0	26.3	45.7	7.0	0.0
Black	14.9	30.3	47.4	5.9	1.5
Other	21.7	32.6	42.4	3.3	0.0
Female	15.5	28.0	51.7	4.2	0.6
Male	18.1	32.5	39.2	8.4	1.9
Millennial	17.8	30.7	46.0	5.5	0.0
Gen X	14.3	29.3	49.3	7.1	0.0
Boomer	16.0	30.5	45.5	1.6	6.4
Silent +	21.9	27.6	41.0	9.5	0.0
Less than \$40,000	18.5	28.6	44.1	7.1	1.7
\$40-99,999	17.4	26.7	50.4	4.9	0.7

WOMEN AND THE 2018 MIDTERM ELECTIONS

	Major Reason	Minor Reason	No reason	Don't know	No answer/ Refused
More than \$100,000	14.4	41.2	38.9	3.7	1.9
Rural	19.5	29.6	43.4	5.4	2.0
Urban	12.8	30.0	50.7	6.4	0.0

**Women who are active in party politics get held back by men.**

	Major reason	Minor reason	No reason	Don't know	No answer/ Refused
Democrat	51.0	26.6	13.6	8.9	0.0
Republican	18.2	29.1	36.8	15.2	0.7
Unaffiliated	40.5	28.7	22.6	8.3	0.0
Don't know	37.9	32.8	20.7	8.6	0.0
Refused	32.4	8.8	26.5	32.4	0.0
White	54.8	19.4	19.9	5.9	0.0
Black	32.4	29.9	24.4	13.0	0.3
Other	45.7	20.7	25.0	8.7	0.0
Female	42.6	28.6	20.0	8.5	0.3
Male	29.7	25.3	29.2	15.8	0.0
Millennial	38.1	28.0	26.6	7.4	0.0
Gen X	36.4	28.3	24.5	10.7	0.0
Boomer	40.6	27.3	16.0	15.0	1.1
Silent +	33.3	21.0	23.8	21.9	0.0
Less than \$40,000	37.8	22.7	25.6	13.0	0.8
\$40-99,999	37.9	28.6	22.3	11.2	0.0
More than \$100,000	37.0	33.3	23.6	6.0	0.0
Rural	35.0	26.3	24.9	13.5	0.3
Urban	40.3	28.6	22.2	8.9	0.0

Gender Quota Laws

**About half the countries in the world have gender quotas, which are designed to ensure that their legislatures are gender balanced. Some countries require that a certain number of elected officials are women, while other countries only require that parties nominate an equal number of men and women. Which comes closest to your view?**

	The US government should require a certain number of elected women.	The parties should be required to nominate a certain number of men and women.	There should be no gender balance requirements.	Don't know	No answer/ Refused
Democrat	25.2	32.7	31.6	9.7	0.8
Republican	8.11	22.6	60.1	8.5	0.7
Unaffiliated	17.8	28.0	48.4	4.5	1.3
Don't know	17.2	29.3	50.0	3.5	0.0
Refused	11.8	11.8	44.1	32.4	0.0
White	26.0	34.6	30.8	7.0	1.6
Black	12.8	25.9	52.1	8.9	0.3
Other	38.0	26.1	28.3	3.3	4.4
Female	20.0	28.4	42.4	8.4	0.8
Male	13.0	26.0	52.4	7.7	0.9
Millennial	26.7	32.1	35.1	5.0	1.1
Gen X	16.4	25.5	47.6	10.2	0.2
Boomer	6.4	31.6	54.0	5.9	2.1
Silent +	6.7	11.5	67.3	14.4	0.0
Less than \$40,000	18.9	25.2	42.4	11.8	1.7
\$40-99,999	17.9	29.5	45.3	7.0	0.2
More than \$100,000	14.4	27.8	51.9	4.2	1.9
Rural	16.5	27.6	47.8	6.7	1.4
Urban	18.1	27.2	44.7	9.8	0.2

**Iowa requires that all appointed offices are gender balanced, while other states recommend that appointed offices are gender balanced. Most states do not have a gender balance law for appointed offices. Do you think North Carolina has a gender balance law for appointed offices?**

	Yes, North Carolina has a law requiring gender balance.	Yes, North Carolina has a law recommending gender balance.	No, North Carolina does not have a gender balance law for appointed offices.	Don't know	No answer/ Refused
Democrat	11.4	8.6	56.8	23.3	0.0
Republican	5.1	4.7	50.3	39.9	0.0
Unaffiliated	6.1	3.5	56.1	31.9	2.6
Don't know	3.5	8.6	60.3	27.6	0.0
Refused	0.0	11.8	38.2	50.0	0.0
White	11.4	6.5	54.1	28.1	0.0
Black	5.9	5.5	55.0	33.1	0.5
Other					
Female	5.8	5.3	54.2	34.8	0.0
Male	9.3	7.2	54.1	27.6	1.9
Millennial	12.1	9.1	43.1	34.6	1.1
Gen X	7.1	5.2	55.2	32.4	0.0
Boomer	0.0	1.1	65.2	31.6	2.1
Silent +	2.9	7.7	68.3	21.2	0.0
Less than Less than \$40,000	8.8	2.9	50.8	37.4	0.0
\$40-99,999	7.0	6.7	54.3	31.3	0.7
\$100,000 or more	6.5	6.9	60.2	24.5	1.9
Rural	9.4	6.7	54.6	28.0	1.4
Urban	4.4	5.2	53.6	36.8	0.0



**Do you think states should require or recommend gender balance for appointed offices?**

	Yes, there should be a gender balance requirement	Yes, there should be a gender balance recommendation	No, they should not have a gender law for appointed office	Don't know	No answer/ Refused
Democrat	41.3	31.6	23.6	3.6	0.0
Republican	10.5	11.6	32.5	9.5	0.0
Unaffiliated	25.8	24.5	43.6	5.4	0.6
Don't know	29.3	22.4	44.8	3.5	0.0
Refused	29.4	14.7	14.7	41.2	0.0
White	39.3	35.5	21.3	3.8	0.0
Black	22.3	22.4	47.4	7.6	0.3
Other	42.4	22.8	28.3	6.5	0.0
Female	28.5	24.8	38.3	8.1	.3
Male	24.6	24.6	45.7	5.1	0
Millennial	37.9	24.2	28.6	9.3	0.0
Gen X	23.3	25.7	43.3	7.6	0.0
Boomer	20.3	28.9	49.2	1.6	0.0
Silent +	14.7	14.7	63.7	4.9	2.0
Less than \$40,000	28.0	19.9	44.1	7.2	0.9
\$40-99,999	27.4	24.8	41.0	6.9	0.0
More than \$190,000	26.9	29.6	38.0	5.6	0.0
Rural	28.4	23.7	43.9	3.7	0.3
Urban	25.2	26.0	38.1	10.8	0.0

## Net Neutrality and Redistricting

**Do you know what net neutrality is?**

	Yes	No	Don't know	No answer/ Refused
Democrat	59.3	37.7	3.1	0.0
Republican	47.3	40.2	12.5	0.0
Unaffiliated	61.5	29.6	8.6	0.3
Don't know	44.8	50.0	5.2	0.0
Refused	29.4	35.3	35.3	0.0
White	46.5	45.3	8.2	0.0
Black	54.3	37.2	8.4	0.1
Other	70.7	20.7	8.7	0.0
Female	50.5	38.5	11.1	0.0
Male	60.1	35.3	4.4	0.2
Millennial	63.7	26.1	10.2	0.0
Gen X	60.7	31.0	8.3	0.0
Boomer	41.2	52.9	5.4	0.5
Silent +	18.6	73.5	7.8	0.0
Less than \$40,000	42.8	44.1	13.1	0.0
\$40-99,999	57.8	36.2	6.0	0.0
\$100,000 or more	55.6	34.7	9.3	0.5
Rural	50.0	42.23	7.8	0.0
Urban	59.7	31.0	9.2	0.2

**Net neutrality is the idea that internet service providers should provide access to all parts of the internet equally and not charge differently based on user, content, or website. Do you support net neutrality?**

	Yes	No	Don't know	No answer/ Refused
Democrat	77.0	11.6	10.8	0.6
Republican	53.0	22.0	24.3	0.7
Unaffiliated	69.4	16.9	12.1	1.6

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	Yes	No	Don't know	No answer/ Refused
Don't know	72.4	15.5	12.1	0.0
Refused	41.2	17.7	41.2	0.0
White	67.2	19.7	11.5	1.6
Black	64.8	16.3	18.2	0.8
Other	77.2	14.1	8.7	0.0
Female	66.5	14.6	18.2	0.6
Male	65.9	19.7	13.2	1.2
Millennial	70.9	15.4	13.7	0.0
Gen X	68.3	16.0	15.7	0.0
Boomer	64.2	17.1	18.2	0.5
Silent +	45.1	23.5	23.5	7.8
Less than \$40,000	64.8	17.4	17.0	0.9
\$40-99,999	63.1	18.6	17.1	1.3
\$100,000 or more	76.9	11.1	12.0	0.0
Rural	61.5	21.0	16.2	1.4
Urban	72.1	11.4	16.2	0.2

**Which political party do you think supports net neutrality?**

	Democratic party	Republican party	Don't know	No answer/ Refused
Democrat	67.6	11.6	20.5	0.3
Republican	32.4	34.8	30.4	2.4
Unaffiliated	44.6	17.8	37.6	0.0
Don't know	41.4	12.1	39.7	6.9
Refused	35.3	5.9	58.8	0.0
White	58.5	16.4	25.1	0.0
Black	44.4	21.1	33.1	1.5
Other	59.8	13.0	27.2	0.0

WOMEN AND THE 2018 MIDTERM ELECTIONS

	Democratic party	Republican party	Don't know	No answer/ Refused
Female	46.0	21.5	31.9	0.6
Male	51.3	16.7	30.2	1.9
Millennial	53.0	25.0	22.0	0.0
Gen X	51.7	17.9	30.0	0.5
Boomer	42.3	14.4	38.5	4.8
Silent +	26.5	16.7	55.9	1.0
Less than \$40,000	48.7	18.6	32.6	0.0
\$40-99,999	46.2	19.9	32.3	1.6
\$100,000 or more	51.4	21.8	25.5	1.4
Rural	44.9	19.6	33.8	1.7
Urban	52.0	19.5	28.1	0.4

**Right now, North Carolina political districts—like those used for Congressional seats or General Assembly seats—are drawn by the political party that controls the General Assembly. Some people think that these districts should be drawn by a nonpartisan, independent commission. Which comes closer to your view?**

	The political party that controls the General Assembly should draw the districts.	A nonpartisan, independent commission should draw the districts.	Don't know	No answer/ Refused
Democrat	26.3	56.5	16.6	0.6
Republican	15.9	51.7	30.7	1.7
Unaffiliated	14.3	69.8	14.7	1.3
Don't know	6.9	65.5	27.6	0.0
Refused	14.7	35.3	50.0	0.0
White	30.1	43.2	24.1	1.6
Black	14.5	63.3	21.8	0.5
Other	28.3	47.8	19.6	4.4

WOMEN AND THE 2018 MIDTERM ELECTIONS

	The political party that controls the General Assembly should draw the districts.	A nonpartisan, independent commission should draw the districts.	Don't know	No answer/ Refused
Female	15.3	59.1	24.7	0.9
Male	22.8	57.7	18.4	1.2
Millennial	29.3	47.2	22.4	1.1
Gen X	17.9	58.7	23.4	0.0
Boomer	4.8	73.3	18.2	3.7
Silent +	5.9	70.6	23.5	0.0
Less than \$40,000	22.5	43.2	31.8	2.5
\$40-99,999	17.1	63.1	19.6	0.2
\$100,000 or more	19.4	62.0	16.7	1.9
Rural	22.0	54.6	21.7	1.7
Urban	13.8	63.3	22.7	0.2

The 2018 Midterm Election

**Speaking of politics, what are the chances of you voting in the election for Congressional and state legislative offices in November—are you almost certain (or you have voted), you will probably vote, it is 50-50 that you will vote, you will probably not vote, or you are not sure.**

	Almost certain (or have voted)	Probably	50-50	Probably not	Don't know	No answer/ Refused
Democrat	77.0	13.0	6.7	2.5	0.8	0.0
Republican	74.7	9.8	10.1	2.0	3.4	0.0
Unaffiliated	69.8	15.6	10.5	1.3	1.6	1.3
Don't know	53.5	13.8	22.4	10.3	0.0	0.0
Refused	26.5	20.6	5.9	26.5	20.6	0.0
White	74.9	7.7	9.9	2.2	3.3	2.2
Black	71.0	13.9	9.3	3.5	2.3	0.0

WOMEN AND THE 2018 MIDTERM ELECTIONS

	Almost certain (or have voted)	Probably	50-50	Probably not	Don't know	No answer/ Refused
Other	64.1	17.4	10.9	2.2	5.4	0.0
Female	69.9	14.3	11.0	2.8	2.0	0.0
Male	72.8	11.4	7.4	3.7	3.7	0.9
Millennial	61.3	17.7	12.4	4.7	3.9	0.0
Gen X	71.1	13.8	10.7	3.1	1.2	0.0
Boomer	82.9	6.4	4.8	1.1	2.7	2.1
Silent +	84.0	6.0	3.0	2.0	5.0	0.0
Less than \$40,000	67.0	10.6	9.8	6.4	4.7	1.7
\$40-99,999	71.6	14.4	9.8	2.5	1.8	0.0
\$100,000 or more	73.2	14.4	8.8	0.9	2.8	0.0
Rural	71.8	12.6	8.8	2.7	3.4	0.7
Urban	70.2	13.8	10.4	3.8	1.9	0.0

**In thinking about the elections for Congress in November. If the election for Congress was held today, would you vote (or did you already vote) for a Democratic candidate or a Republican candidate for your House of Representatives district?**

	Democratic candidate	Lean Democratic candidate	Republican candidate	Lean Republican candidate	Other candidate	Don't know	No answer/ Refused
Democrat	81.4	10.5	2.2	0.3	0.0	5.5	0.0
Republican	2.4	3.4	76.4	14.0	0.0	3.1	0.7
Unaffiliated	29.3	14.3	22.0	10.2	6.1	16.9	1.3
Don't know	12.1	19.0	13.8	5.2	13.8	32.8	3.5
Refused	5.9	23.5	0.0	14.7	2.9	50.0	2.9
White	72.7	10.9	6.0	1.1	1.1	8.2	0.0
Black	29.5	8.9	36.0	9.0	3.2	12.3	1.1
Other	44.6	23.9	14.1	9.8	1.1	6.5	0.0
Female	39.0	11.0	27.0	7.1	2.7	12.5	0.8
Male	37.1	9.9	31.9	8.7	2.6	8.9	0.9

WOMEN AND THE 2018 MIDTERM ELECTIONS

	Democratic candidate	Lean Democratic candidate	Republican candidate	Lean Republican candidate	Other candidate	Don't know	No answer/ Refused
Millennial	41.7	14.1	23.2	9.9	1.9	9.1	0.0 37.0
Gen X	37.0	11.2	26.7	8.4	4.5	11.2	1.0
Boomer	39.9	3.3	35.5	6.0	1.1	11.5	2.7
Silent +	28.0	8.0	47.0	0.0	0.0	17.0	0.0
Less than \$40,000	44.9	10.2	22.0	6.4	0.9	14.0	1.7
\$40-99,999	34.3	12.9	30.5	9.1	2.0	10.5	0.7
\$100,000 or more	44.0	6.5	30.1	4.6	6.5	7.9	0.5
Rural	35.6	8.9	34.6	5.1	3.1	11.3	1.4
Urban	41.5	12.5	22.1	10.8	2.1	10.8	0.2

**In thinking about the elections for the state legislature in November. If the election for the state legislature was held today, would you vote (or did you already vote) for a Democratic candidate or a Republican candidate for your state legislative district?**

	Democratic candidate	Lean Democratic candidate	Republican candidate	Lean Republican candidate	Other candidate	Don't know	No answer/ Refused
Democrat	82.0	9.7	2.8	0.3	0.0	5.3	0.0
Republican	3.0	2.4	77.4	14.2	0.0	3.0	0.0
Unaffiliated	33.1	12.1	22.0	9.2	7.0	15.3	1.3
Don't know	13.8	13.8	17.2	6.9	13.8	34.5	0.0
Refused	0.0	17.7	17.7	2.9	2.9	55.9	2.9
White	76.0	9.8	4.4	1.1	1.6	7.1	0.0
Black	30.9	6.8	37.8	8.3	3.4	12.1	0.6
Other	41.3	23.9	17.4	9.8	1.1	6.5	0.0
Female	40.0	9.6	27.6	7.7	3.0	12.4	0.2
Male	39.3	7.7	34.4	6.5	2.8	8.4	0.9
Millennial	42.0	13.0	24.3	8.3	1.9	10.5	0.0
Gen X	37.2	9.8	27.5	7.6	4.8	12.2	1.0
Boomer	43.3	2.1	39.6	5.9	0.0	8.6	0.5
Silent +	33.0	2.0	47.0	4.0	4.0	10.0	0.0

WOMEN AND THE 2018 MIDTERM ELECTIONS

	Democratic candidate	Lean Democratic candidate	Republican candidate	Lean Republican candidate	Other candidate	Don't know	No answer/ Refused
Less than \$40,000	45.3	8.9	25.0	3.4	2.1	15.3	0.0
\$40-99,999	37.2	10.6	31.7	8.7	1.8	9.2	0.7
\$100,000 or more	41.7	5.6	31.5	5.1	6.9	8.8	0.5
Rural	37.8	7.1	36.4	5.1	3.1	9.9	0.7
Urban	41.7	10.8	22.9	9.8	2.7	11.9	0.2

Approval Ratings

**Now I am going to read you a list of names and organizations. Please say whether you approve or disapprove of the job being done by each.**

Donald Trump

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	No opinion	Don't know	No answer/ Refused
Democrat	7.2	8.0	7.2	72.0	3.1	1.9	0.6
Republican	53.4	29.7	6.1	6.8	3.0	0.3	0.7
Unaffiliated	16.9	18.5	13.4	42.4	6.7	1.0	1.3
Don't know	22.4	15.5	13.8	37.9	6.9	3.5	0.0
Refused	23.5	8.8	8.8	29.4	8.8	17.7	2.9
White	3.9	9.3	9.9	65.9	8.2	1.7	1.1
Black	30.3	20.4	8.7	34.3	3.7	1.8	0.9
Other	12.0	8.7	10.9	62.0	4.4	2.2	0.0
Female	19.6	17.4	9.4	47.3	3.5	2.0	0.8
Male	30.9	17.7	8.6	34.4	6.1	1.4	0.9
Millennial	18.8	13.5	11.6	44.8	10.8	0.6	0.0
Gen X	21.5	25.8	8.4	39.9	1.4	2.2	1.0
Boomer	34.4	8.6	9.7	45.7	0.0	1.1	0.5
Silent +	36.0	14.0	2.0	35.0	3.0	6.0	4.0



WOMEN AND THE 2018 MIDTERM ELECTIONS

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	No opinion	Don't know	No answer/ Refused
Less than \$40,000	18.6	14.8	9.3	45.3	6.4	4.7	0.9
\$40-99,999	26.6	17.8	10.1	40.5	2.8	1.1	1.1
\$100,000 or more	23.2	20.9	6.5	42.6	6.0	0.5	0.5
Rural	29.6	16.7	9.2	35.4	5.8	2.0	1.4
Urban	17.5	18.6	9.0	50.3	2.9	1.5	0.2

Democrats in Congress

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	No opinion	Never Heard of	Don't know	No answer/ Refused
Democrat	34.8	42.3	9.2	5.3	5.0	2.2	0.6	0.6
Republican	3.0	7.4	22.6	55.4	6.1	1.4	3.4	0.7
Unaffiliated	7.3	29.6	25.2	25.8	8.9	0.0	1.9	1.3
Don't know	5.2	31.0	15.5	24.1	20.7	0.0	1.7	1.7
Refused	0.0	8.8	20.6	14.7	14.7	0.0	38.2	2.9
White	35.0	33.3	11.7	8.3	7.8	2.2	1.7	0.0
Black	11.0	24.5	19.0	32.7	7.8	1.0	3.3	0.8
Other	15.2	37.0	25.0	9.8	5.4	0.0	3.3	4.4
Female	13.2	29.9	21.3	21.1	9.6	0.0	3.9	0.9
Male	18.6	22.8	14.0	34.7	4.7	2.8	1.6	0.9
Millennial	22.8	27.6	18.8	15.5	11.3	0.0	3.3	1.1
Gen X	10.7	28.4	22.4	27.2	5.0	2.9	3.1	0.2
Boomer	16.9	21.7	14.1	40.8	6.0	0.0	0.0	0.5
Silent +	7.0	29.0	7.0	38.0	8.0	0.0	7.0	4.0
Less than \$40,000	22.7	25.2	10.7	20.5	13.7	1.7	4.7	0.9
\$40-99,999	13.1	28.1	21.0	28.2	5.7	1.4	2.1	0.4

WOMEN AND THE 2018 MIDTERM ELECTIONS

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	No opinion	Never Heard of	Don't know	No answer/ Refused
\$100,000 or more	14.8	27.3	18.5	27.8	6.0	0.0	2.8	2.8
Rural	18.8	22.2	15.4	31.1	6.8	2.1	2.4	1.4
Urban	11.3	33.0	21.9	21.1	5.6	0.0	3.8	0.4

Republicans in Congress

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Never heard of	Don't know	No answer/ Refused
Democrat	4.5	16.2	21.7	52.4	2.0	3.1	0.3
Republican	36.5	41.2	9.1	3.4	2.7	5.1	2.0
Unaffiliated	8.6	22.3	24.8	29.9	8.9	2.2	3.2
Don't know	6.9	34.5	25.9	22.4	6.9	1.7	1.7
Refused	0.0	5.9	11.8	29.4	14.7	0.0	38.2
White	5.0	13.7	21.7	47.2	3.9	3.9	1.7
Black	17.7	28.1	18.7	24.0	5.6	3.4	2.7
Other	6.5	20.7	20.7	43.5	1.1	0.0	7.6
Female	11.3	26.1	18.3	31.5	5.7	3.8	3.3
Male	19.3	24.7	20.9	26.7	3.7	2.3	2.3
Millennial	11.1	24.3	18.5	30.7	9.9	1.7	3.9
Gen X	12.2	27.7	21.2	31.0	2.9	2.6	2.4
Boomer	18.5	21.7	21.2	33.2	2.2	1.1	2.2
Silent +	30.0	28.0	11.0	13.0	0.0	15.0	3.0
Less than \$40,000	9.4	24.8	19.7	25.6	8.1	7.3	5.1
\$40-99,999	17.1	29.3	17.9	28.2	4.1	1.6	1.8
\$100,000 or more	13.4	17.1	22.7	37.0	3.7	2.3	3.7
Rural	17.8	27.0	20.1	24.6	4.1	4.1	3.2
Urban	10.7	23.8	18.4	35.7	5.9	2.1	3.6

WOMEN AND THE 2018 MIDTERM ELECTIONS

Governor Roy Cooper

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Never heard of	Don't know	No answer/ Refused
Democrat	32.3	37.1	10.3	5.6	8.4	4.8	1.7
Republican	6.8	35.8	17.2	14.5	12.5	10.1	3.0
Unaffiliated	20.4	36.3	14.3	6.4	13.1	5.4	4.1
Don't know	12.1	36.2	19.0	10.3	17.2	5.2	0.0
Refused	17.7	5.9	8.8	14.7	11.8	0.0	41.2
White	28.3	35.0	10.0	9.4	8.3	3.9	5.0
Black	17.3	36.1	14.3	9.2	12.4	7.3	3.5
Other	27.2	29.4	17.4	4.4	14.1	2.2	5.4
Female	19.7	37.5	13.1	7.7	13.5	4.1	4.4
Male	20.4	32.1	14.9	10.5	9.3	9.5	3.3
Millennial	19.1	33.7	13.0	9.4	15.2	3.6	6.1
Gen X	20.8	36.0	17.4	7.9	12.9	2.6	2.4
Boomer	20.1	32.1	11.4	11.4	5.4	15.8	3.8
Silent	20.0	44.0	6.0	6.0	7.0	14.0	3.0
Less than \$40,000	20.5	36.8	11.5	4.3	10.3	8.1	8.6
\$40-99,999	20.3	33.4	12.8	11.9	12.6	6.9	2.1
\$100,000 or more	19.4	38.9	18.1	5.6	11.6	2.8	3.7
Rural	21.8	35.5	14.0	8.9	8.2	8.5	3.1
Urban	17.8	35.1	13.6	8.8	16.3	3.6	5.0

WOMEN AND THE 2018 MIDTERM ELECTIONS

Republicans in the General Assembly

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Never heard of	Don't know	No answer/ Refused
Democrat	5.9	10.9	22.3	49.6	5.6	4.7	1.1
Republican	24.7	45.6	10.1	2.4	6.4	6.8	4.1
Unaffiliated	6.7	24.8	16.9	31.2	11.5	4.5	4.5
Don't know	6.9	32.8	19.0	17.2	12.1	6.9	5.2
Refused	0.0	5.9	11.8	20.6	11.8	0.0	50.0
White	6.7	8.9	23.9	47.2	5.6	5.0	2.8
Black	12.5	29.9	14.8	23.5	8.7	5.7	5.0
Other	8.7	21.7	19.6	31.5	12.0	1.1	5.4
Female	10.2	35.4	17.3	27.1	9.3	4.9	5.8
Male	12.6	26.1	15.8	29.8	7.2	5.6	3.0
Millennial	12.4	24.3	17.7	27.4	11.3	1.4	5.5
Gen X	8.4	26.3	17.4	30.8	9.3	3.1	4.8
Boomer	11.4	25.0	14.1	31.5	4.9	9.2	3.8
Silent +	18.0	29.0	15.0	14.0	1.0	20.0	3.0
Less than \$40,000	4.7	22.7	24.4	22.7	9.4	9.8	6.4
\$40-99,999	14.4	27.2	14.0	29.3	7.5	3.4	4.3
\$100,000 or more	9.7	25.0	14.4	31.9	10.7	3.7	4.7
Rural	13.3	28.3	16.4	24.9	6.1	7.2	3.8
Urban	8.6	22.3	17.1	32.2	11.3	2.7	5.9

Democrats in the General Assembly

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Never heard of	Don't know	No answer/ Refused
Democrat	35.7	41.2	9.2	2.0	4.5	7.0	0.6
Republican	5.4	11.2	27.0	33.8	7.1	10.8	4.7
Unaffiliated	8.6	33.1	20.1	16.6	10.5	6.1	5.1
Don't know	6.9	29.3	17.2	19.0	13.8	8.6	5.2

WOMEN AND THE 2018 MIDTERM ELECTIONS

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Never heard of	Don't know	No answer/ Refused
Refused	0.0	8.8	11.8	20.6	11.8	0.0	47.1
White	40.0	33.9	10.6	2.2	6.7	4.4	2.2
Black	11.1	27.1	19.7	20.1	8.3	8.6	5.2
Other	20.7	31.5	16.3	15.2	4.4	5.4	6.5
Female	13.9	32.0	18.6	15.1	10.4	4.7	5.4
Male	21.2	23.7	16.7	18.8	3.7	11.9	4.0
Millennial	22.4	29.8	16.0	11.9	12.4	2.2	5.3
Gen X	13.8	27.7	23.4	17.7	7.4	5.0	5.0
Boomer	16.9	31.0	12.0	19.0	2.7	14.1	4.4
Silent +	9.0	24.0	12.0	25.0	1.0	26.0	3.0
Less than \$40,000	22.2	27.8	12.8	9.0	9.0	13.3	6.0
\$40-99,999	17.2	27.0	19.5	18.7	6.8	6.4	4.4
\$100,000 or more	11.1	36.1	16.7	19.4	8.3	3.2	5.1
Rural	19.5	27.7	16.4	17.4	4.1	11.6	3.4
Urban	13.6	29.9	19.6	15.7	12.1	2.7	6.5

## Poll Methodology

Mode:

Live Interviewer Telephone Interview from randomized sample

(Dual Frame: Cell Phone and Landlines)

Email Surveys (SSI Panels)

Population & Sample Area

North Carolina registered voters (Board of Elections lists)

Dates in the field:

October 21-25, 2018

Registered Voter Sample Size	725
Registered Voter Margin of Error	±4%
Confidence Level	95%

### **Procedures Used for Conducting the Poll**

The Meredith College Poll uses a sample of North Carolina registered voters with telephones and wireless (cell) telephone numbers. We also included randomly selected North Carolina voters to contact by email. Please direct questions about the Meredith College Poll's methodology to David McLennan (919-760-2287 or dbmclennan@meredith.edu).

The Meredith College Poll uses CATI system software (Computer Assisted Telephone Interviewing) for the administration of telephone surveys. We attempt to reach each working telephone number in the sample up to five times. We only interview residents of North Carolina who are over 18. The Meredith College Poll conducted the survey in English with students who are fluent in Spanish. Live interviewers called from 5 p.m. to 9 p.m. Sunday-Thursday.

We use Qualtrics for the administration of email surveys.

### **Additional Methodological Decisions**

#### “Don’t Know” and “Refused” Options

All questions include an option for respondents to volunteer “don’t know” or to refuse. In most questions, callers do not prompt these possible responses.

#### Completion Criteria

An interview is a “complete only” if a respondent progresses through the entire survey.

Respondents who hang up before completing the last question or refuse to answer more than 10 percent of the questions are incompletes. Email surveys are only counted with less than 10 percent of the questions are incomplete.

#### Sampling

Survey Sampling International, LLC, provide samples of telephone numbers. To equalize the probability of telephone selection, sample telephone numbers are systematically stratified according to subpopulation strata (e.g., a zip code, a county, etc.), which yields a sample from telephone exchanges in proportion to each exchange's share of telephone households in the population of interest. Estimates of telephone households in the population of interest are generally obtained from several databases. Samples of household telephone numbers are distributed across all eligible blocks of numbers in proportion to the density of listed households assigned in the population of interest according to a specified subpopulation stratum. Upon determining the projected (or preferred) sample size, a sampling interval is calculated by summing the number of listed residential numbers in each eligible block within the population of interest and dividing that sum by the number of sampling points assigned to the population. From a random start between zero and the sampling interval, blocks are selected systematically in

proportion to the density of listed household "working blocks." We use SSI because they produce valid samples for many polling organizations, including the Meredith College Poll.

For the email survey, we used a panel sample of internet users from North Carolina that are part of SSI's over 11.5 million worldwide panelists that are screened and verified by the company. They administer the survey by sending requests to their North Carolina panelists, who opt-in or volunteer for the survey. We ask an additional screening question about whether panelists are registered voters in North Carolina. If they answer "no," their responses are not used. Although using a sample such as this makes it difficult to compute or report a margin of sampling error, we examine the demographic characteristics of those completing the internet surveys to compare our sample to the North Carolina population. (Also see the American Association for Public Opinion Research's (AAPOR) [Non-Probability Sampling Task Force Report](#) and the AAPOR report on [Opt-In Surveys and Margin of Error](#).)

Because we used dual mode (telephone and internet) surveying, we compared the results from both sets of respondents. The average age of the internet respondents was 41, while the average age of the telephone respondents was 53. Otherwise, the differences in gender, party affiliation, and other factors was negligible.

As with many surveys, we weight our sample to closely approximate what we believe the NC electorate will be in Election Day. For this survey, we weighted gender and geographic location.

Sampling errors and statistical tests of significance take into account the effect of weighting at each of these stages. The margin of sampling error at the 95% confidence level is plus or minus 4.0 percentage points for results based on the full sample (n=725). If the internet respondents are excluded, the margin of sampling error is 3 percentage points. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

**For more information on the Meredith College Poll and this survey, visit**

<http://www.meredith.edu/>

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