

MEREDITH POLL



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

Registered Voters in North Carolina

Date: September 16-19, 2023

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Key Insights

The Meredith Poll conducted a survey of North Carolina registered voters. The online sample--from Dynata--used a quota based on the most recent US Census estimates of North Carolina to sample our respondents. After the survey was completed, we **weighted** the survey for **gender, party affiliation, geographic location, race and ethnicity, and education** so that our sample most closely resembles North Carolina.

The sample had 801 respondents, giving us a confidence interval of +/- 3.5%. The survey was in the field September 16-19, 2023.

Primary Election Preferences

Republican Presidential

Former President Donald Trump holds a commanding lead over his Republican challengers in North Carolina. Over half (51%) of respondents indicating they were likely to vote in the Republican primary next March supported Trump with Ron DeSantis being the only other candidate to have double digit support (13%). Nine of the fourteen declared candidates garnered less than three percent of the Republican voters' preferences.

Trump's lead is across all demographic groups, including men and women, different age groups, evangelicals, and non-evangelicals, and across different educational levels.

"Trump's lead in North Carolina seems insurmountable. The four indictments of Trump seem to have little impact on North Carolina primary voters and the efforts of his Republican challengers appears futile now," said David McLennan.

Republican Gubernatorial

Lieutenant Governor Mark Robinson holds a large lead over his Republican challengers for the Republican nomination for governor. Just over one-third of likely Republican primary voters (34%) indicate a preference for Robinson with the other announced candidates--Dale Folwell, Jesse Thomas, Mark Walker, and Andy Wells--garnering 3-7 percent of the respondent's support. Almost one-half of those who indicated that they were likely to vote in the March primary (44%) said they were undecided.

In our survey, Robinson does well with all groups of Republicans, but particularly with the most conservative primary voters, older Republicans, and those with less education.

"Mark Robinson has a significant lead with just under six months until voting begins in the NC primary, but with many Republican voters indicating that they are undecided means that this could be a competitive primary election. Robinson's large lead reflects his name recognition and that the other candidates are not well known to voters," said David McLennan.

Democratic Gubernatorial

Attorney General Josh Stein enjoys a 3-to-1 lead over newly declared challenger Mike Morgan for the Democratic nomination for governor. One-third of those who indicated that they would be likely to vote in the Democratic primary next March expressed support for Stein, while 11 percent supported Morgan. Almost half of likely Democratic primary voters (46%), however, indicated they were undecided.

Although Stein is favored among most demographic groups, Morgan shows strength among Black voters, younger voters, and evangelical voters.

“Stein has been running for the Democratic nomination for governor for quite some time and has built up a large campaign war chest. These apparent advantages have not guaranteed Stein the nomination with Morgan showing some strength after very little time as an announced candidate and a big deficit in fundraising,” said David McLennan.

Approval of President, Vice President, and Governor

Presidential Approval

Just four-in-ten North Carolinians approve of the job Joe Biden is doing as president, while 57 percent of respondents indicate they disapproved of Biden’s job performance. Only 13 percent strongly approve of Biden’s work as president, while 42 percent strongly disapprove.

Biden has the approval of 77 percent of Democrats and over 70 percent of those that self-identify as “liberal” or “very liberal.” Less than 30 percent of unaffiliated voters and less than 40 percent of those who self-identify as political moderate think Biden is doing a good job as president.

“Joe Biden’s chances of winning North Carolina’s Electoral College votes appear shaky with just over thirteen months until Election Day in 2024,” said David McLennan. “If moderate and unaffiliated voters don’t think he is doing a good job as president, it is difficult to see how he converts those key groups into votes, even if running against another highly unpopular candidate, such as Donald Trump.”

Vice Presidential Approval

Vice President Kamala Harris’ approval ratings mirror those of President Joe Biden. Just under 40 percent (39%) of the respondents approved of the job Harris is doing as vice president, with 54 percent disapproving.

Harris’ approval ratings are stronger among Democrats and those that self-identify as “liberal” or “very liberal,” and are relatively weak among those who are unaffiliated or self-identify as political moderate.

“Many pundits state that Harris is a drag on Joe Biden’s reelection chances, but the fact that North Carolinians’ approval of Harris’ performance as vice president is essentially the same

as their approval of Biden’s performance as president would suggest otherwise,” said David McLennan.

Gubernatorial Approval

As with Meredith Poll results since he assumed office in 2017, Governor Roy Cooper’s job approval numbers remain strong with 57 percent of North Carolinians approving his job performance, while just 37 percent disapproving. Cooper’s job approval numbers are above 50 percent with all groups except for Republicans and those who self-identify as “conservative” or “very conservative.”

“As Joe Biden’s approval numbers continue to drop in North Carolina,” said David McLennan, “Roy Cooper’s approval ratings remain strong. This follows a national trend in which governors are generally considered to be more effective than the president or members of Congress.”

Identification of Political Leaders in North Carolina

Most North Carolinians would not recognize political leaders from North Carolina if they passed them on the street. As a test, we decided to have our respondents match names of prominent political leaders from the state with their photographs. With the exception of Roy Cooper, who was correctly identified by 80 percent of the respondents, no other political figure was identified by even half of the respondents. In fact, Mark Robinson was correctly identified by 44 percent of the respondents, while others, including Republican leaders of both chambers of the state legislature and those running for governor in 2024 were correctly identified by less than one-in-five North Carolinians. Except for Cooper and Robinson, around 70 percent of the respondents did not even offer a guess as to who the political leader was, opting to choose “don’t know” as their selection.

“Given how powerful these political figures are in North Carolina, it is somewhat disconcerting, but not surprising, that most people in the state do not know what these people look like,” said David McLennan. “The good news for most of them is that they can go to the grocery store and not be bothered while shopping.”

Approval of New Abortion Law and Its Impact on Voting in 2024

Approval of New 12 Week Ban on Abortion Law

Following the 2022 Dobbs decision by the Supreme Court, allowing states to determine laws relating to abortion, North Carolina enacted a law restricting legal abortions to twelve weeks or less (with exceptions). North Carolinians are almost equally divided over this new law with 47 percent approving of the new law and 45 percent disapproving of it.

As expected, Republicans support the new law by a large margin and Democrats are opposed to the new law by an equally large margin. Surprisingly, however, older voters

disapprove of the new law much more so than do younger voters and there is a relatively small difference in how men and women view the new abortion law.

“The fact that North Carolinians are divided over the recently passed abortion law is not surprising,” said David McLennan. “It is somewhat surprising that younger voters support the new law to the degree they do. That cuts against the popular narrative that the issue of abortion may drive young people to the polls in 2024 and this will give Democrats a large advantage.”

Abortion as a Motivating Factor to Voters

Two-thirds of our respondents indicated that the abortion issues were a very important or important factor in motivating them to vote in 2024. All demographic groups indicated that the abortion issue was a motivating factor in their decision to vote in 2024. The only group that stood out for how intensely abortion appears to be a motivating factor is those self-identified as “very liberal,” in which well over 80 percent stated the issue was motivating.

Although abortion appears to be an important issue in the campaign cycle, our respondents continue to see economic issues as the ones they want to see candidates talk about on the campaign trail. The issue of abortion was identified by 14 percent of our respondents as an issue that people wanted to hear candidates talk more about, while 40 percent of the respondents identified economic issues as the one issue, they wanted candidates to discuss more. In fact, abortion was tied for second with immigration and not significantly higher than crime and gun rights as issues North Carolina voters want to hear candidates address.

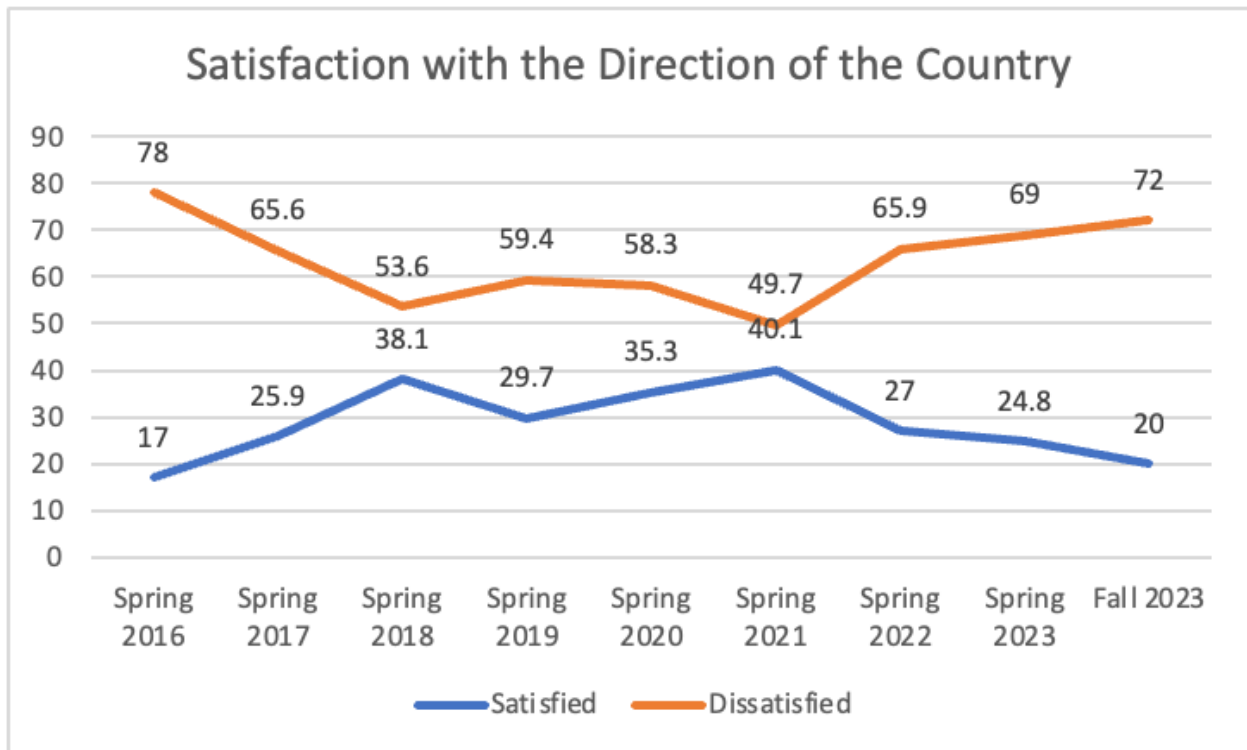
Of the demographic groups, Democrats and those self-identifying as liberal were more likely to rank the abortion issue closer to economic issues in terms of what they want candidates to talk about more. All other groups showed a clear preference for candidates focusing on economic issues on the campaign trail.

“The 2022 Dobbs decision and the resulting state laws about abortion are clearly important for many voters in 2024,” said David McLennan, “but we should be cautious in referring to abortion as a ‘game changer’ in next year’s elections. North Carolinians are equally divided about the state’s new abortion law, so we may not see the abortion issue swinging a lot of races to the Democratic column. Plus, we need to be reminded of the old James Carville quote: ‘It is the economy, stupid.’ Most voters, even those who may see abortion as an important issue, continue to prioritize economic issues at the top of issues affecting their voting decisions.”

Direction of State and Country

Direction of the Country

Dissatisfaction with the direction of the country continues to decline, as almost three-quarters of our respondents indicate they do not like what is going on in the country. Although our results do not point to a specific cause for this increasing decline, there is little doubt that issues such as chaos in Congress, an impending government shutdown, and lack of excitement about the leading candidates for the Democratic and Republican presidential tickets contribute to these feelings.



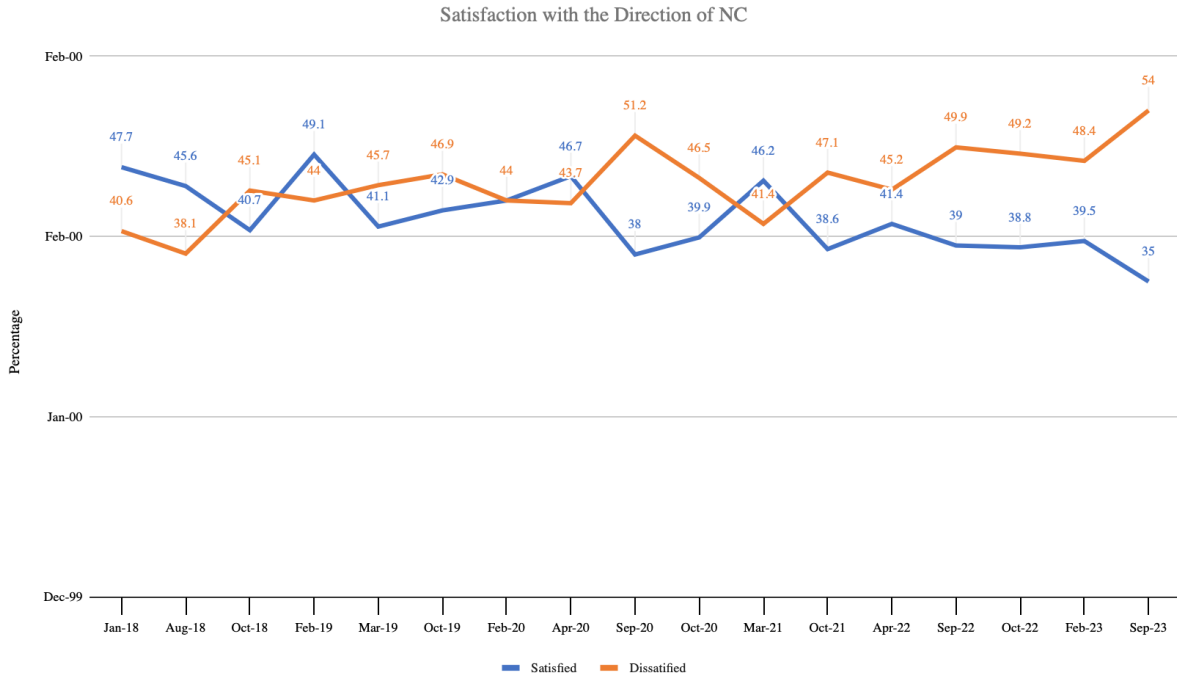
In terms of demographics, all groups—partisan, age, etc.—were dissatisfied with the direction of the country. The only groups with small satisfaction gaps (the difference between satisfaction and dissatisfaction) were the youngest respondents and those self-identified as being the “most liberal” in terms of political ideology.

Meredith Poll Director David McLennan states: “The levels of dissatisfaction with the direction of the country are at almost near-record levels. Since high dissatisfaction often leads to the party in power being punished in the next election, conventional wisdom would suggest that

Republicans have a strong shot at winning the White House back in 2024. Conventional wisdom may not prevail in 2024 with all of the volatility and chaos at the national level with a government shutdown appearing imminent, one leading presidential candidate facing multiple federal and state felony trials, and an impeachment inquiry being started against the incumbent president. One thing is for sure; however, North Carolinians are in a foul mood.”

Direction of the State

North Carolinians are less dissatisfied with the direction of North Carolina, but in our most recent survey, the gap between satisfaction and dissatisfaction has increased. Now, just 35 percent of our respondents are satisfied with the direction of the state and 54 percent are dissatisfied.



“The sharp increase in dissatisfaction with the direction of the state, after being relatively stable for years, is significant,” states David McLennan. “There could be many reasons for this decrease in satisfaction and increase in dissatisfaction, but the most likely explanation is that the mood about national politics is affecting state politics. In other words, people are no longer distinguishing things going on at the national level from things going on in North Carolina.”

Status of Women in the United States

Since 2018, there have been a record number of women elected to Congress and the General Assembly in North Carolina. Although women have not achieved political parity with men in terms of holding elected offices, there is a general sense that women in elected offices is no longer an exception. The two largest North Carolina cities, for example, have women mayors.

There does appear to be, however, more overt sexism in politics and society. The “Me, Too” movement has dissipated and some of the leading conservative voices in American politics routinely make sexist comments with little retribution.

Because we are entering another major election cycle, we decided to replicate the battery of questions about women as political leaders, as we have done in 2015, 2016, and 2018 to see if attitudes have changed.

In terms of who has it better—men or women—in the United States, a majority of voters (54%) stated that men are still treated more favorably, while only 18 percent thought that women had it better. A large majority of Democratic (69%) voters thought that men have it better in the United States, while a plurality of Republicans (43.9%) indicated that they thought men had it better. Women were much more likely than men to say that men had it better in the country (60.8% v. 48.1%).

Women in Political Offices

In terms of people’s perceptions of the political leadership abilities of men and women, over two-thirds of voters (67%) 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 like the responses of those surveyed in 2015, 2016, and 2018. More Republicans (28.4%) thought that men made better political leaders than women and about one-in-five Democrats (19.2%) 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.

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.

Topline Results

Satisfaction with the direction of the country

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

All in all, are you satisfied with the direction of the country today?

Response	Number	Percentage
Yes	165	20
No	579	72
Don't know	57	8

N=801

Satisfaction with the direction of the state

Satisfaction with the way things are going in the North Carolina today

All in all, are you satisfied with the direction of North Carolina today?

Response	Number	Percentage
Yes	278	35
No	433	54
Don't know	90	11

N=801

Equality for women

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

Response	Number	Percentage
Men	436	54
Women	147	18
Don't know	218	27

N=801

Which of these two statements come 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.	243	30
The country needs to continue to make changes to give women equal rights to men.	486	61
Don't know	72	9

N=801

Men and Women as political leaders

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

Response	Number	Percentage
Men generally make better political leaders	136	17
Women generally make better political leaders	90	11
In general, men and women make equally good political leaders	534	67
Don't know	41	5

N=801

Standing up to Political Pressure

In general, do you think men or women in political office are better at standing up for what they believe in, despite political pressure?

Response	Number	Percentage
Men	141	18
Women	242	30
No difference	373	47
Don't know	43	5

N=799

Keeping Government Honest

In general, do you think men or women in political office are better at keeping government honest?

Response	Number	Percentage
Men	59	7
Women	276	35
No difference	410	51
Don't know	55	7

N=800

Compromise

In general, do you think men or women in political office are better at working out compromises?

Response	Number	Percentage
Men	113	14
Women	281	35
No difference	356	45
Don't know	49	6

N=799

Dealing with Crime and Public Safety

In general, do you think men or women in political office are better at dealing with crime and public safety?

Response	Number	Percentage
Men	236	29
Women	102	13
No difference	404	51
Don't know	55	7

N=797

Dealing with Social Issues

In general, do you think men or women in political office are better at dealing with social issues, such as education and health care?

Response	Number	Percentage
Men	68	8
Women	381	48
No difference	318	40
Don't know	32	4

N=799

Dealing with National Security and Defense

In general, do you think men or women in political office are better at dealing with national security and defense?

Response	Number	Percentage
Men	348	44

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Women	69	9
No difference	345	43
Don't know	36	4

N=798

Dealing with Economic Issues

In general, do you think men or women in political office are better at dealing with economic issues, like creating jobs and dealing with budgets?

Response	Number	Percentage
Men	158	20
Women	139	17
No difference	459	58
Don't know	43	5

N=799

Representing People Like You

In general, do you think men or women in political office are better at representing the interests of people like you?

Response	Number	Percentage
Men	100	13
Women	246	31
No difference	397	50
Don't know	52	6

N=795

Reasons Why Women Do Not Serve in Political Office

Americans Not Ready for Women in Higher Office

Is the following a major or minor reason why more women do not serve in political office? Americans are not ready to elect a woman to higher office.

Response	Number	Percentage
Major reason	294	37
Minor reason	189	23
No reason	254	32
Don't know	61	8

N=798

Is the following a major or minor reason why more women do not serve in political office? Women are discriminated against in all areas of life and politics is no exception.

Response	Number	Percentage
Major reason	291	36

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Minor reason	211	26
No reason	238	30
Don't know	59	8

N=799

Women's Responsibility at Home Doesn't Leave Time for Politics

Is the following a major or minor reason why more women do not serve in political office? Women's responsibilities to family don't leave time for politics.

Response	Number	Percentage
Major reason	113	14
Minor reason	226	28
No reason	407	51
Don't know	53	7

N=799

Women Aren't Tough Enough

Is the following a major or minor reason why more women do not serve in political office? Generally speaking, women aren't tough enough for politics.

Response	Number	Percentage
Major reason	85	11
Minor reason	127	16
No reason	529	66
Don't know	57	7

N=798

Women Lack Experience

Is the following a major or minor reason why more women do not serve in political office? Fewer women have the experience required for higher office.

Response	Number	Percentage
Major reason	136	17
Minor reason	211	26
No reason	392	49
Don't know	60	8

N=799

Political Parties Hold Back Women

Is the following a major or minor reason why more women do not serve in political office? Women who are active in party politics get held back by men.

Response	Number	Percentage
Major reason	256	32
Minor reason	218	27
No reason	241	30
Don't know	85	11

N=800

Political Leaders

Now we are going to ask you some questions about specific political leaders.

Name	Percentage identified correctly	Percentage saying "Don't know"
Tim Moore	13%	71%
Dale Folwell	12%	71%
Mark Robinson	43%	44%
Roy Cooper	80%	15%
Mark Walker	11%	70%
Tim Scott (SC)	20%	53%
Josh Stein	19%	68%
Phil Berger	16%	73%

Approval of Political Figures

Approval of President Biden

Do you approve or disapprove of the way Joe Biden is handling his job as president?

Response	Number	Percentage
Strongly approve	108	13
Approve	216	27
Disapprove	121	15
Strongly disapprove	335	42
Don't know	21	3

N=801

Approval of Vice President Harris

Do you approve or disapprove of the way Kamala Harris is handling her job as vice president?

Response	Number	Percentage
Strongly approve	126	16
Approve	185	23
Disapprove	105	13
Strongly disapprove	327	41
Don't know	58	7

N=801

Approval of Governor Cooper

Do you approve or disapprove of the way Roy Cooper is handling his job as governor?

Response	Number	Percentage
Strongly approve	198	25
Approve	256	32
Disapprove	160	20
Strongly disapprove	133	17

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Don't know	54	7
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N=801

What is Important in Your Voting Decision

A Candidate's Position on Issues

Will the candidate's position on issues be a major factor, a minor factor, or no factor at all in determining who you will vote for in the 2024 elections?

Response	Number	Percentage
Major factor	626	78
Minor factor	97	12
No factor	45	6
Don't know	33	4

N=801

A Candidate's Qualifications

Will the candidate's experience and qualifications be a major factor, a minor factor, or no factor at all in determining who you will vote for in the 2024 elections?

Response	Number	Percentage
Major factor	443	55
Minor factor	245	31
No factor	80	10
Don't know	33	4

N=801

A Candidate's Political Party

Will the candidate's political party be a major factor, a minor factor, or no factor at all in determining who you will vote for in the 2024 elections?

Response	Number	Percentage
Major factor	360	45
Minor factor	224	28
No factor	179	22
Don't know	38	5

N=801

Issues

What Issue Should Candidates Talk More About?

If you had to choose just one issue that you would like candidates to talk more about in the 2024 campaigns, what would that issue be?

Response	Number	Percentage
Economic issues	324	40
Abortion/Reproductive Rights	115	14
Immigration	111	14
Crime	69	9
Gun rights/restrictions	92	11
Something else	63	8
Don't know	27	3

N=801

New Abortion Law

Recently, because of the Supreme Court Dobbs decision, North Carolina changed its abortion law to make abortions in the state illegal after 12 weeks with a few exceptions. Do you approve or disapprove of this new law?

Response	Number	Percentage
Strongly approve	191	24
Approve	188	23
Disapprove	119	15
Strongly disapprove	240	30
Don't know	63	8

N=801

How Important is the New Abortion Law in Motivating You to Vote?

Regardless of your position on the new abortion law in North Carolina, how important is the new law in motivating you to vote in 2024?

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Response	Number	Percentage
Very important	314	39
Somewhat important	222	28
Somewhat unimportant	80	10
Not important at all	134	17
Don't know	51	6

N=801

2024 Primary Elections

North Carolina will hold its party primaries next March. If you plan on voting in a party primary, which one would you be most likely to vote in?

Response	Number	Percentage
Democratic	308	38
Republican	350	44
Other	53	7
Don't know	90	11

N=801

Republican Presidential Primary

Which of the following candidates for the Republican nomination for president would you be most likely to vote for in the March 2024 primary in North Carolina?

Response	Number	Percentage
Ryan Binkley	2	1
Doug Burgum	5	1
Chris Christie	10	3
Ron DeSantis	45	13
Larry Elder	3	1
Nikki Haley	21	6

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Will Hurd	2	1
Asa Hutchinson	1	0
Perry Johnson	2	1
Mike Pence	17	5
Vivek Ramaswamy	27	8
Tim Scott	9	3
Corey Stapleton	0	0
Donald Trump	177	51
Someone else	5	1
Don't know	24	7

N=350

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Republican Gubernatorial Primary

Which of the following candidates for the Republican nomination for governor would you be most likely to vote for in the March 2024 primary in North Carolina?

Response	Number	Percentage
Dale Folwell	12	3
Mark Robinson	118	34
Jesse Thomas	11	3
Mark Walker	23	7
Andy Wells	11	3
Someone else	20	6
Don't know	155	44

N=350

Democratic Gubernatorial Primary

Which of the following candidates for the Democratic nomination for governor would you be most likely to vote for in the March 2024 primary in North Carolina?

Response	Number	Percentage
Josh Stein	102	33
Mike Morgan	35	11
Someone else	30	10
Don't know	141	46

N=308

Demographics

Lastly, we would like to ask some questions about you.

Location

How would you characterize where you live

Were you born in North Carolina or somewhere else?

Response	Number	Percentage
Born in North Carolina	421	53
Born somewhere else	380	47

N=801

Gender

What is your gender identity?

Response	Number	Percentage
Female	411	51
Male	376	47
Non-binary/third gender	8	1
Prefer not to say	6	1

N=801

Race/Ethnicity

What is your race/ethnic group?

Response	Number	Percentage
White	546	68
Black or African American	186	23
Hispanic or Latino	23	3

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Asian, Native Hawaiian, or Pacific Islander	21	3
Other	17	2
Prefer not to say	8	1

N=801

Evangelical

Would you describe yourself as evangelical in terms of your religious beliefs?

Response	Number	Percentage
Yes	302	38
No	436	54
Don't know	63	8

N=801

Age

What is your age?

Response	Number	Percentage
18-24	71	9
25-40	220	27
41-56	218	27
57-75	230	29
76+	61	8
Prefer not to say	1	0

N=801

Education

What best describes the level of education you last completed?

Response	Number	Percentage
Less than high school diploma	16	2%
High school diploma	163	20%
Some college	273	35%
Bachelor's degree	211	26%
Graduate or professional degree	129	16%
Prefer not to say	0	0

N= 792

Ideology

How would you describe yourself?

Response	Number	Percentage
Very liberal	82	10%
Somewhat liberal	134	17%
Somewhere in the middle	302	38%
Somewhat conservative	181	23%
Very conservative	102	13%
Prefer not to say	0	0

N= 801

Political Party

What political party do you most identify with?

Response	Number	Percentage
Democrat	286	36%
Republican	303	38%
Unaffiliated	175	22%
Other	37	5%
Don't know	0	0

N= 801

Cross-tabulations

Direction of the Country

All in all, are you satisfied with the direction of the country today?

	Yes	No	Don't Know
Democrat	35.7	57.0	7.3
Republican	12.2	83.5	4.3
Unaffiliated	11.4	79.4	9.1
Other	9.5	61.9	28.6
Don't know	25.0	68.8	6.3
White	15.0	78.8	6.2
Black or African American	36.0	55.9	8.1
Hispanic or Latino	33.3	61.9	4.8
Asian, Native Hawaiian, or Pacific Islander	33.3	61.9	4.8
Other	23.5	64.7	11.8
Prefer not to say	0.0	87.5	12.5
Male	25.8	69.7	4.5
Female	15.8	74.9	9.2
Non-binary/third gender	25.0	62.5	12.5
Prefer not to say	16.7	66.7	16.7
18-24	38.0	56.3	5.6

MEREDITH POLL: SEPTEMBER 2023

25-40	28.6	62.3	9.1
41-56	16.1	75.7	8.3
57-75	15.2	80.0	4.8
76+	8.2	85.2	6.6
Prefer not to say	0.0	100.0	0.0
Less than high school diploma	37.5	43.8	18.8
High school diploma	25.2	66.3	8.6
Some college	14.7	80.2	5.0
Bachelor's degree	22.7	70.6	6.6
Graduate or professional degree	21.7	69.8	8.5
Prefer not to say	25.0	50.0	25.0
Very liberal	39.0	52.4	8.5
Somewhat liberal	32.8	56.7	10.4
Somewhere in the middle	20.2	72.2	7.6
Somewhat conservative	9.4	84.0	6.6
Very conservative	10.8	88.2	1.0
Evangelical	22.2	72.2	5.6
Not evangelical	20.4	72.9	6.7
Don't know	14.3	68.3	17.5

MEREDITH POLL: SEPTEMBER 2023

Urban	33.1	59.1	7.8
Suburban	18.0	74.6	7.3
Rural	15.7	78.1	6.2
Don't know	38.9	50.0	11.1
Born in North Carolina	23.5	68.6	7.8
Born somewhere else	17.4	76.3	6.3

Direction of the state

All in all, are you satisfied with the direction of North Carolina today?

	Yes	No	Don't Know
Democrat	38.8	51.0	10.1
Republican	33.7	57.4	8.9
Unaffiliated	30.9	53.7	15.4
Other	19.0	66.7	14.3
Don't know	43.8	31.3	25.0
White	29.7	59.7	10.6
Black or African American	46.8	40.9	12.4
Hispanic or Latino	43.5	52.2	4.3
Asian, Native Hawaiian, or Pacific Islander	42.9	47.6	9.5
Other	52.9	23.5	23.5

MEREDITH POLL: SEPTEMBER 2023

Prefer not to say	12.5	62.5	25.0
Male	40.4	50.0	9.6
Female	29.7	57.7	12.7
Non-binary/third gender	37.5	50.0	12.5
Prefer not to say	16.7	66.7	16.7
18-24	49.3	32.4	18.3
25-40	42.3	46.4	11.4
41-56	27.1	61.5	11.5
57-75	31.7	59.1	3.1
76+	29.5	60.7	9.8
Prefer not to say	0.0	100.0	0.0
Less than high school diploma	62.5	25.0	12.5
High school diploma	36.8	45.4	17.8
Some college	32.4	57.9	9.7
Bachelor's degree	33.6	57.8	8.5
Graduate or professional degree	35.7	55.0	9.3
Prefer not to say	25.0	25.0	50.0
Very liberal	39.0	56.1	4.9
Somewhat liberal	39.6	46.3	14.2

MEREDITH POLL: SEPTEMBER 2023

Somewhere in the middle	35.4	49.7	14.9
Somewhat conservative	33.7	56.4	9.9
Very conservative	24.5	71.6	3.9
Evangelical	36.4	56.0	7.6
Not evangelical	33.7	54.8	11.5
Don't know	33.3	39.7	27.0
Urban	38.3	46.1	15.6
Suburban	32.7	56.9	10.4
Rural	33.9	56.6	9.5
Don't know	55.6	27.8	16.7
Born in North Carolina	38.5	51.3	10.2
Born somewhere else	30.5	12.9	7.6

Equality

Who Has It Better?

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

	Men	Women	Don't Know
Democrat	68.9	15.0	16.1
Republican	42.6	23.4	34.0
Unaffiliated	52.0	14.9	33.1
Other	57.1	9.5	33.3
Don't know	43.8	31.3	25.0

MEREDITH POLL: SEPTEMBER 2023

White	53.1	16.5	30.4
Black or African American	55.4	22.6	22.0
Hispanic or Latino	60.9	30.4	8.7
Asian, Native Hawaiian, or Pacific Islander	71.4	9.5	19.0
Other	41.2	35.3	23.5
Prefer not to say	87.5	0.0	12.5
Male	48.1	18.6	33.2
Female	60.8	17.0	22.1
Non-binary/third gender	37.5	50.0	12.5
Prefer not to say	33.3	50.0	16.7
18-24	52.1	29.6	18.3
25-40	58.6	20.5	20.9
41-56	51.4	19.7	28.9
57-75	56.1	12.6	31.3
76+	45.9	14.8	39.3
Prefer not to say	100.0	0.0	0.0
Less than high school diploma	37.5	18.8	43.8
High school diploma	49.7	25.8	24.5
Some college	49.3	17.6	33.1

MEREDITH POLL: SEPTEMBER 2023

Bachelor's degree	56.4	14.7	28.9
Graduate or professional degree	70.5	16.3	13.2
Prefer not to say	50.0	25.0	25.0
Very liberal	67.1	18.3	14.6
Somewhat liberal	68.7	12.7	18.7
Somewhere in the middle	55.6	18.2	26.2
Somewhat conservative	43.1	25.4	31.5
Very conservative	42.2	13.7	44.1
Evangelical	48.7	22.8	28.5
Not evangelical	59.9	14.4	25.7
Don't know	44.4	23.8	31.7
Urban	57.1	18.8	24.0
Suburban	56.6	17.5	25.9
Rural	51.1	19.3	29.6
Don't know	38.9	16.7	44.4
Born in North Carolina	52.0	23.3	24.7
Born somewhere else	57.1	12.9	30.0

Women's Progress

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

MEREDITH POLL: SEPTEMBER 2023

	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
Democrat	18.2	75.9	5.9
Republican	45.9	43.6	10.6
Unaffiliated	25.7	65.1	9.1
Other	14.3	66.7	19.0
Don't know	25.0	56.3	18.8
White	33.0	58.4	8.6
Black or African American	21.5	68.3	10.2
Hispanic or Latino	30.4	60.9	8.7
Asian, Native Hawaiian, or Pacific Islander	33.3	61.9	4.8
Other	47.1	47.1	5.9
Prefer not to say	12.5	62.5	25.0
Male	39.1	51.3	9.6
Female	22.9	69.1	8.0
Non-binary/third gender	25.0	75.0	0.0
Prefer not to say	0.0	50.0	50.0
18-24	45.1	49.3	5.6
25-40	37.7	55.5	6.8

MEREDITH POLL: SEPTEMBER 2023

41-56	24.8	64.2	11.0
57-75	27.8	64.8	7.4
76+	16.4	63.9	19.7
Prefer not to say	0.0	100.0	0.0
Less than high school diploma	25.0	43.8	31.3
High school diploma	41.7	52.1	6.1
Some college	26.6	62.2	11.2
Bachelor's degree	28.9	62.6	8.5
Graduate or professional degree	27.9	66.7	5.4
Prefer not to say	0.0	75.0	25.0
Very liberal	20.7	73.2	6.1
Somewhat liberal	19.4	76.9	3.7
Somewhere in the middle	24.5	65.9	9.6
Somewhat conservative	42.5	47.0	10.5
Very conservative	48.0	38.2	13.7
Evangelical	36.1	53.6	10.3
Not evangelical	26.8	66.7	6.4
Don't know	27.0	52.4	20.6
Urban	31.8	259.1	9.1

MEREDITH POLL: SEPTEMBER 2023

Suburban	30.4	61.7	7.9
Rural	29.6	60.9	9.5
Don't know	27.8	50.0	22.2
Born in North Carolina	33.3	56.5	10.2
Born somewhere else	27.1	65.3	7.6

Women as Political Leaders

Who Makes a Better Leader

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
Democrat	9.4	19.2	65.0	6.3
Republican	28.1	5.3	62.7	4.0
Unaffiliated	10.9	7.4	78.3	3.4
Other	19.0	19.0	61.9	0.0
Don't know	6.3	12.5	50.0	31.3
White	17.6	10.8	67.8	3.8
Black or African American	13.4	10.2	68.3	8.1
Hispanic or Latino	26.1	13.0	60.9	0.0

MEREDITH POLL: SEPTEMBER 2023

Asian, Native Hawaiian, or Pacific Islander	23.8	14.3	47.6	14.3
Other	11.8	23.5	58.8	5.9
Prefer not to say	25.0	25.0	37.5	12.5
Male	19.9	7.2	67.8	5.1
Female	13.6	14.8	66.4	5.1
Non-binary/third gender	25.0	25.0	37.5	12.5
Prefer not to say	50.0	0.0	50.0	0.0
18-24	25.4	16.9	50.7	7.0
25-40	22.7	8.6	62.3	6.4
41-56	17.0	11.5	65.1	6.4
57-75	12.6	11.7	73.0	2.6
76+	3.3	11.5	82.0	3.3
Prefer not to say	0.0	0.0	100.0	0.0
Less than high school diploma	18.8	6.3	56.3	18.8
High school diploma	23.3	12.9	58.9	4.9
Some college	16.5	10.1	69.1	4.3
Bachelor's degree	14.2	10.0	70.1	5.7
Graduate or professional degree	14.7	14.0	67.4	3.9

MEREDITH POLL: SEPTEMBER 2023

Prefer not to say	0.0	25.0	50.0	25.0
Very liberal	12.2	22.0	57.3	8.5
Somewhat liberal	14.9	17.9	62.7	4.5
Somewhere in the middle	10.9	10.9	73.2	5.0
Somewhat conservative	22.1	5.5	68.0	4.4
Very conservative	32.4	4.9	57.8	4.9
Evangelical	21.5	7.6	65.2	5.6
Not evangelical	13.3	14.0	69.0	3.7
Don't know	20.6	9.5	57.1	12.7
Urban	22.1	12.3	55.8	9.7
Suburban	14.6	11.0	69.6	4.8
Rural	17.2	10.9	69.3	2.6
Don't know	16.7	11.1	61.1	11.1
Born in North Carolina	20.9	9.3	64.8	5.0
Born somewhere else	12.6	13.4	68.7	5.3

Standing up to Political Pressure

In general, do you think men or women in political office are better at standing up for what they believe in, despite political pressure?

MEREDITH POLL: SEPTEMBER 2023

	Men	Women	No difference	Don't Know
Democrat	17.5	37.8	39.5	5.2
Republican	23.4	20.5	50.8	4.6
Unaffiliated	9.1	34.9	50.9	5.1
Other	9.5	23.8	57.1	9.5
Don't know	12.5	37.5	31.3	18.8
White	15.2	30.0	50.5	4.0
Black or African American	21.0	33.3	36.0	9.7
Hispanic or Latino	30.4	17.4	47.8	0.0
Asian, Native Hawaiian, or Pacific Islander	28.6	23.8	38.1	9.5
Other	29.4	17.6	47.1	5.9
Prefer not to say	12.5	50.0	37.5	0.0
Male	23.1	20.5	50.3	6.1
Female	11.4	39.7	43.8	4.6
Non-binary/third gender	50.0	12.5	25.0	12.5
Prefer not to say	50.0	16.7	33.3	0.0
18-24	36.6	23.9	29.6	9.9
25-40	22.3	25.0	46.8	5.5

MEREDITH POLL: SEPTEMBER 2023

41-56	14.2	28.0	51.4	6.4
57-75	13.0	37.4	45.7	3.5
76+	8.2	37.7	50.8	3.3
Prefer not to say	0.0	0.0	100.0	0.0
Less than high school diploma	12.5	12.5	62.5	12.5
High school diploma	25.8	31.9	36.8	5.5
Some college	14.4	30.2	51.1	4.0
Bachelor's degree	18.0	30.3	46.4	5.2
Graduate or professional degree	14.7	29.5	48.1	7.0
Prefer not to say	0.0	50.0	25.0	25.0
Very liberal	14.6	39.0	39.0	7.3
Somewhat liberal	17.9	41.8	34.3	6.0
Somewhere in the middle	14.2	31.5	47.4	7.0
Somewhat conservative	15.5	24.3	56.9	2.2
Very conservative	33.3	14.7	48.0	3.9
Evangelical	19.5	27.2	48.3	4.3
Not evangelical	16.3	31.9	47.2	4.6
Don't know	17.5	33.3	33.3	15.9

MEREDITH POLL: SEPTEMBER 2023

Urban	26.0	35.1	35.1	3.9
Suburban	15.5	30.4	47.3	6.5
Rural	16.4	27.0	52.6	3.6
Don't know	5.6	33.3	38.9	22.2
Born in North Carolina	20.4	26.1	47.5	5.7
Born somewhere else	14.5	34.7	45.5	5.0

Keeping Government Honest

In general, do you think men or women in political office are better at keeping government honest?

	Men	Women	No difference	Don't Know
Democrat	4.9	46.9	43.7	4.5
Republican	11.9	26.4	54.8	6.9
Unaffiliated	3.4	29.1	59.74	7.4
Other	14.3	28.6	42.9	14.3
Don't know	0.0	31.3	31.3	31.3
White	6.4	31.3	55.7	6.6
Black or African American	8.6	41.9	42.5	6.5
Hispanic or Latino	17.4	34.8	39.1	8.7
Asian, Native Hawaiian, or Pacific Islander	9.5	38.1	42.9	9.5
Other	5.9	41.2	47.1	5.9

MEREDITH POLL: SEPTEMBER 2023

Prefer not to say	12.5	50.0	12.5	25.0
Male	9.8	29.3	54.3	6.6
Female	4.9	38.9	48.9	7.1
Non-binary/third gender	12.5	50.0	25.0	12.5
Prefer not to say	16.7	33.3	50.0	0.0
18-24	16.9	36.6	38.0	8.5
25-40	8.6	37.3	45.9	8.2
41-56	7.3	26.6	58.3	7.3
57-75	4.8	36.1	53.5	5.7
76+	1.6	44.3	50.8	3.3
Prefer not to say	0.0	0.0	100.0	0.0
Less than high school diploma	12.5	31.3	43.8	12.5
High school diploma	13.5	31.3	47.2	8.0
Some college	5.4	34.2	53.2	7.2
Bachelor's degree	6.6	36.0	51.2	6.2
Graduate or professional degree	4.7	36.4	52.7	5.4
Prefer not to say	0.0	50.0	50.0	0.0
Very liberal	8.5	50.0	35.4	6.1
Somewhat liberal	8.2	43.3	41.8	6.7

MEREDITH POLL: SEPTEMBER 2023

Somewhere in the middle	4.6	34.1	52.6	8.3
Somewhat conservative	6.1	24.3	63.0	6.6
Very conservative	15.7	29.4	51.0	3.9
Evangelical	9.9	29.5	54.0	6.3
Not evangelical	5.0	39.0	50.5	5.5
Don't know	11.1	27.0	42.9	19.0
Urban	12.3	40.9	39.6	6.5
Suburban	5.1	34.6	56.2	7.0
Rural	7.7	29.6	57.3	5.5
Don't know	5.6	50.0	16.7	27.8
Born in North Carolina	9.7	32.3	51.1	6.9
Born somewhere else	4.7	36.8	51.3	6.8

Compromise

In general, do you think men or women in political office are better at working out compromises?

	Men	Women	No difference	Don't know
Democrat	10.8	41.3	40.6	7.3
Republican	20.5	27.1	46.5	5.3
Unaffiliated	6.9	40.0	49.1	4.0
Other	19.0	38.1	38.1	4.8
Don't know	25.0	18.8	31.3	25.0
White	12.3	35.0	48.4	4.4
Black or African American	17.2	34.4	38.2	9.7
Hispanic or Latino	17.4	43.5	34.8	4.3
Asian, Native Hawaiian, or Pacific Islander	28.6	28.6	23.8	14.3
Other	11.8	41.2	35.3	11.8
Prefer not to say	25.0	37.5	25.0	12.5
Male	18.4	27.9	47.3	6.1
Female	10.2	41.4	42.1	6.1
Non-binary/third gender	12.5	25.0	50.0	12.5
Prefer not to say	16.7	66.7	16.7	0.0
18-24	22.5	35.2	26.8	15.5

MEREDITH POLL: SEPTEMBER 2023

25-40	18.6	31.4	43.2	5.9
41-56	13.8	28.9	50.9	6.4
57-75	10.0	41.3	44.3	4.3
76+	4.9	47.5	45.9	1.6
Prefer not to say	0.0	0.0	100.0	0.0
Less than high school diploma	18.8	12.5	50.0	18.8
High school diploma	20.2	31.3	39.3	8.6
Some college	11.5	36.7	45.7	5.8
Bachelor's degree	13.7	37.4	44.5	4.3
Graduate or professional degree	12.4	34.9	47.3	5.4
Prefer not to say	0.0	50.0	50.0	0.0
Very liberal	13.4	40.2	37.8	8.5
Somewhat liberal	12.7	43.3	35.8	7.5
Somewhere in the middle	10.9	35.4	45.7	7.6
Somewhat conservative	16.0	29.8	49.7	4.4
Very conservative	22.5	28.4	48.0	1.0
Evangelical	20.2	24.8	48.7	6.0
Not evangelical	9.2	42.7	42.7	5.3
Don't know	19.0	31.7	36.5	12.7

MEREDITH POLL: SEPTEMBER 2023

Urban	20.1	37.0	35.1	7.8
Suburban	12.1	36.9	44.8	6.2
Rural	12.8	32.1	50.4	4.0
Don't know	22.2	27.8	27.8	22.2
Born in North Carolina	17.3	29.2	45.8	7.1
Born somewhere else	10.5	41.6	42.9	5.0

In general, do you think men or women in political office are better at dealing with crime and public safety?

	Men	Women	No difference	Don't Know
Democrat	22.7	18.5	52.8	5.2
Republican	38.9	9.2	45.9	5.6
Unaffiliated	26.3	9.1	54.3	10.3
Other	23.8	9.5	61.9	4.8
Don't know	23.8	9.5	61.9	4.8
White	30.2	10.1	53.1	6.0
Black or African American	29.6	17.2	44.1	9.1
Hispanic or Latino	13.0	30.4	43.5	8.7
Asian, Native Hawaiian, or Pacific Islander	23.8	23.8	42.9	9.5
Other	41.2	5.9	52.9	0.0
Prefer not to say	12.5	25.0	50.0	12.5

MEREDITH POLL: SEPTEMBER 2023

Male	33.2	10.1	48.7	7.7
Female	26.3	15.1	52.3	5.8
Non-binary/third gender	25.0	12.5	37.5	25.0
Prefer not to say	16.7	16.7	50.0	0.0
18-24	36.6	18.3	32.4	11.3
25-40	34.1	15.5	45.0	4.9
41-56	23.9	11.9	56.0	8.3
57-75	29.1	10.9	54.8	5.2
76+	24.6	6.6	55.7	11.5
Prefer not to say	100.0	0.0	0.0	0.0
Less than high school diploma	18.8	12.5	56.3	12.5
High school diploma	35.6	14.1	37.4	11.7
Some college	29.1	11.5	55.0	4.0
Bachelor's degree	28.4	12.8	51.7	6.6
Graduate or professional degree	25.6	14.0	53.5	7.0
Prefer not to say	25.0	0.0	75.0	0.0
Very liberal	19.5	19.5	51.2	7.3
Somewhat liberal	23.1	20.9	49.3	6.7
Somewhere in the middle	23.8	12.6	54.6	8.6
Somewhat conservative	39.8	7.2	46.4	6.1

MEREDITH POLL: SEPTEMBER 2023

Very conservative	44.1	6.9	46.1	2.9
Evangelical	33.8	11.3	48.3	6.3
Not evangelical	26.4	12.8	53.7	6.7
Don't know	30.2	19.0	38.1	11.1
Urban	13.6	46.8	35.1	3.9
Suburban	8.5	47.3	40.0	4.2
Rural	6.2	48.2	42.0	3.3
Don't know	0.0	50.0	38.9	11.1
Born in North Carolina	31.8	12.6	48.2	7.1
Born somewhere else	6.1	53.2	37.9	2.6

Dealing with Social Issues

In general, do you think men or women in political office are better at dealing with social issues, such as education and health care?

	Men	Women	No difference	Don't Know
Democrat	8.4	54.5	34.3	2.8
Republican	11.6	41.6	42.6	4.0
Unaffiliated	4.0	47.4	43.4	4.6
Other	9.5	42.9	42.9	4.8
Don't know	0.0	43.8	37.5	18.8

MEREDITH POLL: SEPTEMBER 2023

White	8.1	46.7	42.3	2.7
Black or African American	9.7	48.9	35.5	5.9
Hispanic or Latino	17.4	43.5	34.8	4.3
Asian, Native Hawaiian, or Pacific Islander	9.5	47.6	28.6	14.3
Other	0.0	42.9	41.2	5.9
Prefer not to say	0.0	75.0	0.0	12.5
Male	11.2	41.8	42.0	4.5
Female	6.3	52.8	37.7	3.2
Non-binary/third gender	0.0	50.0	37.5	12.5
Prefer not to say	0.0	50.0	33.3	16.7
18-24	15.5	38.0	36.6	8.5
25-40	10.9	47.3	36.8	5.0
41-56	9.2	42.7	43.6	4.1
57-75	4.3	54.8	38.7	2.2
76+	4.9	49.2	44.3	1.6
Prefer not to say	0.0	100.0	0.0	0.0
Less than high school diploma	6.3	31.3	50.0	12.5
High school diploma	12.3	46.0	35.0	5.5
Some college	6.1	46.4	44.6	2.9

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Bachelor's degree	10.0	52.1	33.6	4.3
Graduate or professional degree	7.0	45.7	44.2	3.1
Prefer not to say	0.0	75.0	25.0	0.0
Very liberal	11.0	47.6	35.4	6.1
Somewhat liberal	7.5	59.7	28.4	3.0
Somewhere in the middle	6.0	47.0	41.4	5.6
Somewhat conservative	5.0	50.3	42.0	2.8
Very conservative	21.6	28.4	49.0	1.0
Evangelical	11.6	43.4	41.1	4.0
Not evangelical	7.1	49.8	39.4	3.2
Don't know	3.2	52.4	34.9	9.5
Urban	13.6	46.8	35.1	3.9
Suburban	8.5	47.3	40.0	4.2
Rural	6.2	48.2	42.0	3.3
Don't know	0.0	50.0	38.9	11.1
Born in North Carolina	10.7	42.5	41.3	5.2
Born somewhere else	6.1	53.2	37.9	2.6

Dealing with National Security and Defense

In general, do you think men or women in political office are better at dealing with national security and defense?

	Men	Women	No difference	Don't Know
Democrat	37.1	11.5	46.9	4.5
Republican	51.8	6.9	38.0	3.0
Unaffiliated	41.7	6.3	45.7	5.1
Other	28.6	9.5	52.4	9.5
Don't know	37.5	12.5	31.3	18.8
White	44.1	6.2	46.5	3.1
Black or African American	41.4	13.4	37.1	7.5
Hispanic or Latino	34.8	26.1	30.4	4.3
Asian, Native Hawaiian, or Pacific Islander	52.4	9.5	19.0	19.0
Other	41.2	5.9	52.9	0.0
Prefer not to say	50.0	12.5	25.0	0.0
Male	44.7	7.2	43.4	4.3
Female	42.3	9.2	43.6	4.6
Non-binary/third gender	25.0	37.5	25.0	12.5
Prefer not to say	66.7	16.7	16.7	0.0
18-24	42.3	16.9	31.0	9.9
25-40	46.8	8.2	39.1	5.0

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41-56	41.7	9.2	45.0	3.7
57-75	42.2	6.5	48.3	3.0
76+	44.3	6.6	44.3	4.9
Prefer not to say	0.0	0.0	100.0	0.0
Less than high school diploma	31.3	25.0	37.5	6.3
High school diploma	54.0	11.7	27.0	6.7
Some college	42.4	9.0	45.3	2.9
Bachelor's degree	40.8	6.2	48.3	4.7
Graduate or professional degree	38.0	6.2	50.4	4.7
Prefer not to say	50.0	0.0	50.0	0.0
Very liberal	30.5	13.4	50.0	6.1
Somewhat liberal	38.8	13.4	41.0	6.0
Somewhere in the middle	39.1	8.3	46.7	5.6
Somewhat conservative	50.8	4.4	41.4	2.8
Very conservative	59.8	6.9	32.4	1.0
Evangelical	46.7	7.3	41.7	4.0
Not evangelical	39.7	9.4	46.8	3.7
Don't know	54.0	9.5	23.8	12.7
Urban	43.5	15.6	36.4	4.5

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Suburban	46.5	4.8	42.8	5.4
Rural	39.1	9.5	48.9	2.2
Don't know	50.0	11.1	16.7	22.2
Born in North Carolina	44.2	9.7	40.9	4.8
Born somewhere else	42.6	7.4	45.5	4.2

Dealing with Economic Issues

In general, do you think men or women in political office are better at dealing with economic issues, like creating jobs and dealing with budgets?

	Men	Women	No difference	Don't Know
Democrat	14.7	22.4	58.7	3.8
Republican	28.7	13.5	53.1	4.6
Unaffiliated	13.7	14.9	63.4	7.4
Other	19.0	19.0	52.4	9.5
Don't know	6.3	25.0	50.0	18.8
White	20.9	13.9	61.5	3.7
Black or African American	16.7	27.4	47.8	8.1
Hispanic or Latino	21.7	4.3	65.2	8.7
Asian, Native Hawaiian, or Pacific Islander	14.3	23.8	38.1	23.8
Other	17.6	23.5	47.1	5.9
Prefer not to say	25.0	25.0	37.5	0.0

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Male	22.9	13.6	57.7	5.6
Female	16.3	21.2	57.4	4.9
Non-binary/third gender	27.5	0.0	37.5	25.0
Prefer not to say	33.3	16.7	50.0	0.0
18-24	25.4	22.5	40.8	11.3
25-40	21.4	24.5	47.3	6.4
41-56	22.0	13.3	58.7	5.5
57-75	15.7	13.5	67.8	3.0
76+	14.8	14.8	67.2	3.3
Prefer not to say	0.0	0.0	100.0	0.0
Less than high school diploma	12.5	18.8	50.0	18.8
High school diploma	26.7	22.1	43.6	6.1
Some college	15.8	16.9	63.3	3.6
Bachelor's degree	19.4	17.1	58.3	5.2
Graduate or professional degree	19.4	13.2	60.5	7.0
Prefer not to say	25.0	0.0	75.0	0.0
Very liberal	13.4	24.4	54.9	7.3
Somewhat liberal	15.7	20.1	57.5	5.2
Somewhere in the middle	13.2	18.5	60.6	7.6
Somewhat conservative	26.5	13.8	56.4	3.3

MEREDITH POLL: SEPTEMBER 2023

Very conservative	37.3	10.8	51.0	1.0
Evangelical	24.8	15.6	55.6	4.0
Not evangelical	16.3	17.9	60.6	4.8
Don't know	19.0	22.2	42.9	15.9
Urban	22.7	27.3	44.2	5.8
Suburban	19.2	15.2	60.0	5.6
Rural	19.0	13.5	62.4	4.4
Don't know	16.7	33.3	38.9	11.1
Born in North Carolina	21.6	19.2	53.0	5.7
Born somewhere else	17.6	15.3	62.1	5.0

Representing the Interests of People Like Me

In general, do you think men or women in political office are better at representing the interests of people like you?

	Men	Women	No difference	Don't Know
Democrat	8.7	42.7	42.3	5.6
Republican	20.8	21.5	51.2	5.6
Unaffiliated	5.1	27.4	60.0	6.9
Other	9.5	33.3	47.6	9.5
Don't know	6.3	25.0	37.5	31.3

MEREDITH POLL: SEPTEMBER 2023

White	12.3	29.1	53.3	4.9
Black or African American	14.0	36.0	39.2	10.2
Hispanic or Latino	13.0	21.7	56.5	4.3
Asian, Native Hawaiian, or Pacific Islander	14.3	42.9	28.6	14.3
Other	5.9	23.5	58.8	5.9
Prefer not to say	0.0	25.0	50.0	12.5
Male	16.8	19.4	56.4	6.4
Female	8.5	41.4	43.3	6.3
Non-binary/third gender	12.5	25.0	50.0	12.5
Prefer not to say	16.7	16.7	50.0	16.7
18-24	18.3	28.2	40.8	12.7
25-40	13.2	33.6	45.9	5.9
41-56	14.2	28.0	47.7	9.2
57-75	10.4	29.1	56.5	3.5
76+	4.9	39.3	52.5	3.3
Prefer not to say	0.0	0.0	100.0	0.0
Less than high school diploma	0.0	31.3	56.3	12.5
High school diploma	19.6	31.3	39.9	8.6
Some college	10.8	29.9	52.9	5.8
Bachelor's degree	10.9	30.8	51.2	6.6

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Graduate or professional degree	11.6	31.0	51.2	4.7
Prefer not to say	0.0	50.0	50.0	0.0
Very liberal	9.8	45.1	35.4	8.5
Somewhat liberal	6.7	46.3	41.0	4.5
Somewhere in the middle	7.6	29.8	53.0	9.6
Somewhat conservative	17.1	20.4	56.9	4.4
Very conservative	28.4	19.6	49.0	2.0
Evangelical	17.2	26.2	51.0	5.3
Not evangelical	9.6	33.5	49.5	6.4
Don't know	9.5	33.3	42.9	12.7
Urban	16.9	37.0	37.0	7.8
Suburban	13.2	30.1	48.5	7.3
Rural	9.9	27.4	58.8	3.6
Don't know	0.0	38.9	38.9	22.2
Born in North Carolina	14.0	29.2	49.2	6.9
Born somewhere else	10.8	32.4	50.0	6.1

Why Aren't Americans Ready to Elect More Women

Americans Not Ready for Women in Higher Office

Is the following a major or minor reason why more women do not serve in political office? Americans are not ready to elect a woman to higher office.

	Major reason	Minor reason	No reason	Don't Know
Democrat	46.2	22.0	24.8	6.6
Republican	28.4	27.4	36.3	7.3
Unaffiliated	34.9	20.6	36.0	8.6
Other	38.1	23.8	33.3	4.8
Don't know	43.8	12.5	18.8	25.0
White	31.5	26.6	35.2	6.2
Black or African American	48.9	17.7	21.0	12.4
Hispanic or Latino	52.2	13.0	30.4	4.3
Asian, Native Hawaiian, or Pacific Islander	42.9	19.0	28.6	9.5
Other	29.4	17.6	52.9	0.0
Prefer not to say	62.5	12.5	12.5	12.5
Male	30.3	22.9	37.2	9.0
Female	42.6	24.1	26.8	6.3
Non-binary/third gender	25.0	37.5	25.0	12.5
Prefer not to say	50.0	16.7	33.3	0.0

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18-24	42.3	15.5	23.9	18.3
25-40	40.0	21.4	29.1	9.1
41-56	36.7	25.7	30.7	6.4
57-75	34.3	27.4	34.8	3.0
76+	26.2	19.7	42.6	11.5
Prefer not to say	100.0	0.0	0.0	0.0
Less than high school diploma	18.8	25.0	31.3	25.0
High school diploma	37.4	20.9	31.3	9.8
Some college	37.1	23.7	30.9	7.9
Bachelor's degree	40.8	22.3	31.3	5.7
Graduate or professional degree	31.0	29.5	34.1	4.7
Prefer not to say	25.0	0.0	50.0	25.0
Very liberal	54.9	19.5	18.3	7.3
Somewhat liberal	38.8	24.6	26.9	9.0
Somewhere in the middle	38.1	21.2	32.8	7.6
Somewhat conservative	27.6	29.8	35.4	6.6
Very conservative	31.4	21.6	39.2	7.8
Evangelical	37.7	23.8	30.8	7.3
Not evangelical	35.8	24.5	33.3	6.0
Don't know	38.1	15.9	25.4	20.6

MEREDITH POLL: SEPTEMBER 2023

Urban	44.8	21.4	23.4	9.7
Suburban	36.9	21.7	35.5	5.6
Rural	33.6	28.5	31.4	6.2
Don't know	11.1	5.6	33.3	50.0
Born in North Carolina	34.0	26.6	30.4	8.6
Born somewhere else	39.7	20.3	33.2	6.6

Women Are Discriminated Against in All Areas of Life

Is the following a major or minor reason why more women do not serve in political office? Women are discriminated against in all areas of life and politics is no exception.

	Major reason	Minor reason	No reason	Don't Know
Democrat	57.0	24.1	14.0	1.9
Republican	19.1	29.7	43.9	6.6
Unaffiliated	33.7	24.6	33.1	8.6
Other	38.1	23.8	14.3	23.8
Don't know	18.8	25.0	25.0	31.3
White	32.4	27.1	34.1	6.2
Black or African American	43.5	25.8	19.9	10.8
Hispanic or Latino	47.8	26.1	13.0	8.7
Asian, Native Hawaiian, or Pacific Islander	42.9	14.3	33.3	9.5

MEREDITH POLL: SEPTEMBER 2023

Other	47.1	29.4	23.5	0.0
Prefer not to say	62.5	12.5	12.5	12.5
Male	28.5	26.3	36.4	8.5
Female	43.6	26.8	23.1	6.3
Non-binary/third gender	12.5	25.0	50.0	12.5
Prefer not to say	66.7	0.0	33.0	0.0
18-24	33.8	28.2	21.1	16.9
25-40	42.3	25.9	23.2	8.2
41-56	33.4	26.6	32.1	7.3
57-75	36.5	23.1	33.5	3.9
76+	26.2	26.2	41.0	6.6
Prefer not to say	100.0	0.0	0.0	0.0
Less than high school diploma	18.8	12.5	31.3	37.5
High school diploma	28.2	30.1	30.1	11.7
Some college	39.9	25.2	28.4	6.1
Bachelor's degree	35.5	27.0	32.7	4.7
Graduate or professional degree	41.9	25.6	27.1	4.7
Prefer not to say	50.0	0.0	25.0	25.0
Very liberal	56.1	25.6	13.4	4.9

MEREDITH POLL: SEPTEMBER 2023

Somewhat liberal	48.5	29.1	13.4	8.2
Somewhere in the middle	40.7	24.8	25.2	9.3
Somewhat conservative	21.0	30.4	42.5	5.5
Very conservative	18.6	20.6	54.9	5.9
Evangelical	29.1	28.5	35.4	6.6
Not evangelical	42.4	25.0	27.1	5.3
Don't know	28.6	25.4	20.6	25.4
Urban	40.9	27.9	24.0	7.1
Suburban	38.6	26.2	29.9	5.1
Rural	32.1	26.3	33.6	7.7
Don't know	16.7	16.7	16.7	50.0
Born in North Carolina	34.2	27.6	29.9	8.3
Born somewhere else	38.7	25.0	29.5	6.3

Women Have Too Many Family Obligations

Is the following a major or minor reason why more women do not serve in political office? Women's responsibilities to family don't leave time for politics.

	Major reason	Minor reason	No reason	Don't Know
Democrat	14.0	25.2	55.6	5.2
Republican	14.5	31.4	46.5	7.3
Unaffiliated	12.6	29.7	51.4	5.7

MEREDITH POLL: SEPTEMBER 2023

Other	19.0	19.0	52.4	9.5
Don't know	18.8	18.8	37.5	25.0
White	12.6	31.5	49.8	5.7
Black or African American	16.1	19.4	55.9	8.6
Hispanic or Latino	17.4	39.1	39.1	4.3
Asian, Native Hawaiian, or Pacific Islander	23.8	23.8	38.1	14.3
Other	17.6	11.8	58.8	11.8
Prefer not to say	25.0	25.0	50.0	0.0
Male	15.4	29.0	46.8	8.2
Female	12.9	27.3	55.0	4.9
Non-binary/third gender	12.5	50.0	25.0	12.5
Prefer not to say	16.7	16.7	50.0	16.7
18-24	19.7	22.5	43.7	14.1
25-40	17.7	27.3	47.7	6.8
41-56	15.1	24.8	53.7	6.4
57-75	9.1	32.6	53.5	4.8
76+	8.2	34.4	50.8	4.9
Prefer not to say	100.0	0.0	0.0	0.0
Less than high school diploma	6.3	37.5	43.8	12.5

MEREDITH POLL: SEPTEMBER 2023

High school diploma	16.6	26.4	48.5	8.6
Some college	13.3	25.2	53.2	7.6
Bachelor's degree	15.6	30.3	50.2	3.8
Graduate or professional degree	11.6	33.3	49.6	5.4
Prefer not to say	0.0	0.0	75.0	25.0
Very liberal	17.1	18.3	54.9	9.8
Somewhat liberal	11.2	26.9	56.0	6.0
Somewhere in the middle	14.2	23.5	55.0	7.0
Somewhat conservative	13.3	38.1	43.6	5.0
Very conservative	16.7	34.3	41.2	6.9
Evangelical	18.2	29.8	46.0	5.6
Not evangelical	10.8	28.9	55.0	5.3
Don't know	17.5	15.9	44.4	20.6
Urban	16.9	27.9	48.7	6.5
Suburban	15.8	30.1	47.6	6.5
Rural	10.6	27.4	56.6	5.1
Don't know	11.1	5.6	44.4	33.3
Born in North Carolina	16.2	26.6	50.1	6.7
Born somewhere else	11.8	30.0	51.6	6.6

Women Aren't Tough Enough

Is the following a major or minor reason why more women do not serve in political office? Generally speaking, women aren't tough enough for politics.

	Major reason	Minor reason	No reason	Don't Know
Democrat	10.8	11.5	72.7	4.9
Republican	12.5	22.8	56.1	8.3
Unaffiliated	5.7	13.1	74.9	5.7
Other	9.5	4.8	71.4	14.3
Don't know	25.0	6.3	31.3	31.3
White	9.3	15.6	69.0	5.7
Black or African American	13.4	15.6	59.7	10.8
Hispanic or Latino	4.3	21.7	65.2	8.7
Asian, Native Hawaiian, or Pacific Islander	19.0	28.6	42.9	9.5
Other	17.6	5.9	76.5	0.0
Prefer not to say	12.5	12.5	50.0	25.0
Male	10.1	17.8	64.6	6.9
Female	11.4	13.9	67.6	6.8
Non-binary/third gender	0.0	37.5	37.5	25.0
Prefer not to say	0.0	0.0	83.3	16.7
18-24	18.3	22.5	45.1	14.1

MEREDITH POLL: SEPTEMBER 2023

25-40	14.1	17.7	60.9	6.4
41-56	10.1	17.0	63.8	9.2
57-75	7.0	12.6	45.7	4.8
76+	4.9	9.8	80.3	3.3
Prefer not to say	0.0	0.0	100.0	0.0
Less than high school diploma	6.3	6.3	56.3	31.3
High school diploma	14.1	24.5	50.3	10.4
Some college	12.6	13.7	66.5	6.8
Bachelor's degree	7.6	16.6	72.5	2.8
Graduate or professional degree	7.8	10.1	75.2	7.0
Prefer not to say	0.0	0.0	75.0	25.0
Very liberal	13.4	11.0	70.7	4.9
Somewhat liberal	8.2	9.7	75.4	6.7
Somewhere in the middle	7.6	13.6	69.2	8.6
Somewhat conservative	13.3	20.4	60.2	6.1
Very conservative	15.7	26.8	51.0	6.9
Evangelical	14.9	17.2	60.9	6.6
Not evangelical	7.6	16.1	71.1	5.0
Don't know	11.1	7.9	55.6	23.8

MEREDITH POLL: SEPTEMBER 2023

Urban	12.3	19.5	60.4	7.1
Suburban	9.6	15.2	69.3	5.6
Rural	11.3	15.3	66.4	6.6
Don't know				
Born in North Carolina	12.1	19.2	60.8	7.6
Born somewhere else	8.9	12.1	71.8	6.6

Women Don't Have the Experience Necessary

Is the following a major or minor reason why more women do not serve in political office? Fewer women have the experience required for higher office.

	Major reason	Minor reason	No reason	Don't Know
Democrat	15.4	28.0	50.3	6.3
Republican	20.5	26.4	44.9	1.6
Unaffiliated	12.0	24.6	57.1	6.3
Other	28.6	19.0	42.9	9.5
Don't know	18.8	25.0	18.8	37.5
White	16.3	27.7	50.7	5.3
Black or African American	18.8	22.6	45.2	12.9
Hispanic or Latino	17.4	30.4	39.1	8.7
Asian, Native Hawaiian, or Pacific Islander	14.3	33.3	38.1	14.3
Other	17.6	17.6	64.7	0.0

MEREDITH POLL: SEPTEMBER 2023

Prefer not to say	25.0	12.5	37.5	25.0
Male	16.3	24.3	52.3	6.6
Female	17.8	28.2	45.5	8.5
Non-binary/third gender	12.5	25.0	50.0	12.5
Prefer not to say	16.7	50.0	33.3	0.0
18-24	31.0	19.7	33.8	14.1
25-40	17.3	25.9	47.3	9.1
41-56	11.9	27.5	53.2	7.3
57-75	16.5	25.7	53.5	4.3
76+	19.7	34.4	39.3	6.6
Prefer not to say	0.0	0.0	100.0	0.0
Less than high school diploma	6.3	31.3	37.5	25.0
High school diploma	18.4	29.4	42.3	9.2
Some college	18.0	23.4	51.4	7.2
Bachelor's degree	19.0	27.0	48.3	5.7
Graduate or professional degree	11.6	27.9	54.3	5.4
Prefer not to say	0.0	0.0	50.0	50.0
Very liberal	14.6	28.0	47.6	8.5
Somewhat liberal	14.9	29.1	50.7	5.2

MEREDITH POLL: SEPTEMBER 2023

Somewhere in the middle	11.9	24.5	550	8.6
Somewhat conservative	21.0	30.4	42.0	6.1
Very conservative	29.4	19.6	42.2	8.8
Evangelical	20.5	27.5	43.0	8.3
Not evangelical	14.7	25.9	54.8	4.6
Don't know	15.9	23.8	36.5	23.8
Urban	20.1	23.4	46.1	10.4
Suburban	15.2	28.5	49.6	6.2
Rural	17.9	26.3	50.4	5.5
Don't know	11.1	11.1	38.9	38.9
Born in North Carolina	17.1	27.1	47.3	8.3
Born somewhere else	16.8	25.5	50.8	6.6

Political Parties Hold Women Back

Is the following a major or minor reason why more women do not serve in political office? Women who are active in party politics get held back by men.

	Major reason	Minor reason	No reason	Don't Know
Democrat	45.8	29.0	17.1	8.0
Republican	19.5	28.4	41.6	10.6
Unaffiliated	30.9	25.1	32.6	11.4
Other	42.9	9.5	23.8	19.0

MEREDITH POLL: SEPTEMBER 2023

Don't know	18.8	18.8	25.0	37.5
White	29.7	27.5	33.0	9.9
Black or African American	38.2	26.3	23.7	11.3
Hispanic or Latino	30.4	34.8	30.4	4.3
Asian, Native Hawaiian, or Pacific Islander	33.3	38.1	14.3	14.3
Other	35.3	5.9	35.3	23.5
Prefer not to say	37.5	25.0	12.5	25.0
Male	36.3	29.0	25.3	9.5
Female	27.9	24.7	35.4	11.7
Non-binary/third gender	0.0	50.0	37.5	12.5
Prefer not to say	33.3	33.3	16.7	16.7
18-24	32.4	19.7	31.0	15.5
25-40	37.3	28.2	24.5	10.0
41-56	28.9	30.7	30.7	9.6
57-75	31.3	25.2	34.8	8.7
76+	24.6	27.9	29.5	18.0
Prefer not to say	100.0	0.0	0.0	0.0
Less than high school diploma	18.8	18.8	31.3	31.3
High school diploma	29.4	23.9	31.9	14.7

MEREDITH POLL: SEPTEMBER 2023

Some college	30.9	28.4	301.2	10.4
Bachelor's degree	32.2	31.3	28.0	8.5
Graduate or professional degree	38.8	23.3	31.0	6.2
Prefer not to say	25.0	25.0	25.0	25.0
Very liberal	53.7	24.4	13.4	8.5
Somewhat liberal	41.0	28.4	18.7	11.2
Somewhere in the middle	32.5	27.5	27.8	12.3
Somewhat conservative	22.1	28.2	40.9	8.8
Very conservative	18.6	25.5	46.1	9.8
Evangelical	28.8	28.1	33.8	9.3
Not evangelical	34.9	27.1	28.9	9.2
Don't know	27.0	23.8	20.6	27.0
Urban	42.9	23.4	23.4	10.4
Suburban	32.7	27.0	31.5	8.7
Rural	25.5	30.3	32.5	11.7
Don't know	22.2	16.7	22.2	33.3
Born in North Carolina	29.2	29.2	30.6	10.7
Born somewhere else	35.0	25.0	29.5	10.5

Political Leader Approval

Presidential Approval

Do you approve or disapprove of the way Joe Biden is handling his job as president?

	Strongly approve	Approve	Disapprove	Strongly Disapprove	Don't Know
Democrat	31.5	46.5	12.6	7.7	1.7
Republican	2.3	10.9	9.9	75.2	1.7
Unaffiliated	4.6	25.1	26.3	40.0	4.0
Other	4.8	14.3	23.8	52.4	4.8
Don't know	12.5	18.8	25.0	25.0	18.8
White	11.9	22.9	12.1	51.5	1.6
Black or African American	18.3	38.7	20.4	18.8	3.8
Hispanic or Latino	13.0	30.4	21.7	26.1	8.7
Asian, Native Hawaiian, or Pacific Islander	19.0	28.6	14.3	33.3	4.8
Other	11.8	29.4	35.3	17.6	5.9
Prefer not to say	0.0	12.5	37.5	37.5	12.5
Male	15.7	25.3	14.4	42.3	2.4
Female	11.2	29.0	15.1	42.3	2.4
Non-binary/third gender	25.0	12.5	37.5	0.0	25.0
Prefer not to say	16.7	16.7	33.3	33.3	0.0

MEREDITH POLL: SEPTEMBER 2023

18-24	14.1	28.2	22.5	23.9	11.3
25-40	11.4	29.1	18.6	38.2	2.7
41-56	10.6	31.2	15.1	41.3	1.8
57-75	17.0	22.6	11.3	47.8	1.3
76+	16.4	19.7	8.2	55.7	0.0
Prefer not to say	100.0	0.0	0.0	0.0	0.0
Less than high school diploma	12.5	18.8	12.5	43.8	12.5
High school diploma	14.1	25.8	14.1	41.7	4.3
Some college	11.9	23.0	15.1	48.2	1.8
Bachelor's degree	13.3	29.9	16.6	38.4	1.9
Graduate or professional degree	17.1	32.6	13.2	34.9	2.3
Prefer not to say	0.0	50.0	50.0	0.0	0.0
Very liberal	46.3	34.1	11.0	7.3	1.2
Somewhat liberal	26.9	50.0	14.9	6.0	2.2
Somewhere in the middle	7.9	32.1	20.9	34.8	4.3
Somewhat conservative	2.8	9.9	14.4	71.3	1.7
Very conservative	4.9	5.9	2.9	85.3	1.0
Evangelical	10.9	22.5	15.9	48.7	2.0
Not evangelical	16.3	31.7	13.3	36.7	2.1

MEREDITH POLL: SEPTEMBER 2023

Don't know	6.3	15.9	23.8	44.4	9.5
Urban	25.3	29.9	15.6	28.6	0.6
Suburban	12.1	28.5	14.6	42.0	2.8
Rural	9.1	24.1	15.3	49.6	1.8
Don't know	5.6	16.7	16.7	33.3	27.8
Born in North Carolina	12.4	27.1	15.2	42.0	3.3
Born somewhere else	14.7	26.8	15.0	41.6	1.8

Vice Presidential Approval

Do you approve or disapprove of the way Kamala Harris is handling her job as vice president?

	Strongly approve	Approve	Disapprove	Strongly Disapprove	Don't Know
Democrat	36.0	38.8	10.8	6.6	7.7
Republican	2.6	9.9	9.9	73.9	3.6
Unaffiliated	5.7	24.0	20.0	40.0	10.3
Other	14.3	4.8	28.6	42.9	9.5
Don't know	12.5	6.3	18.8	31.3	31.3
White	12.1	20.7	10.3	51.3	5.7
Black or African American	23.7	31.7	18.3	14.5	11.8
Hispanic or Latino	26.1	17.4	17.4	34.8	4.3

MEREDITH POLL: SEPTEMBER 2023

Asian, Native Hawaiian, or Pacific Islander	28.6	23.8	9.5	28.6	9.5
Other	23.5	17.6	29.4	23.5	5.9
Prefer not to say	0.0	12.5	50.0	25.0	12.5
Male	17.0	21.5	13.0	43.4	5.1
Female	14.4	24.8	12.7	39.4	8.8
Non-binary/third gender	12.5	25.0	37.5	0.0	25.0
Prefer not to say	33.3	0.0	16.7	33.3	16.7
18-24	16.9	19.7	29.6	19.7	14.1
25-40	17.7	24.5	13.6	34.5	9.5
41-56	12.8	28.0	13.8	38.5	6.9
57-75	17.0	20.0	8.3	49.6	5.2
76+	11.5	16.4	8.2	3.9	0.0
Prefer not to say	100.0	0.0	0.0	0.0	0.0
Less than high school diploma	25.0	6.3	12.5	31.3	25.0
High school diploma	17.2	18.4	13.5	39.3	11.7
Some college	13.3	23.0	11.9	46.4	5.4
Bachelor's degree	15.6	23.2	15.6	39.8	5.7
Graduate or professional degree	18.6	31.0	11.6	33.3	5.4

MEREDITH POLL: SEPTEMBER 2023

Prefer not to say	0.0	25.0	0.0	50.0	25.0
Very liberal	47.6	25.6	13.4	6.1	7.3
Somewhat liberal	33.6	42.5	7.5	10.4	6.0
Somewhere in the middle	10.3	27.8	21.9	28.8	11.3
Somewhat conservative	2.8	8.8	8.8	75.1	4.4
Very conservative	5.9	6.9	2.0	83.3	2.0
Evangelical	14.9	19.2	13.6	47.0	5.3
Not evangelical	16.7	26.4	12.2	37.6	7.1
Don't know	12.7	19.0	17.5	33.3	17.5
Urban	24.0	30.5	12.3	27.9	5.2
Suburban	14.4	24.8	12.1	42.0	6.8
Rural	12.4	17.9	13.9	48.2	7.7
Don't know	22.2	5.6	27.8	16.7	27.8
Born in North Carolina	14.7	23.8	12.8	41.3	7.4
Born somewhere else	16.8	22.4	13.4	40.3	7.1

Gubernatorial Approval

Do you approve or disapprove of the way Roy Cooper is handling his job as governor?

	Strongly approve	Approve	Disapprove	Strongly Disapprove	Don't Know
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MEREDITH POLL: SEPTEMBER 2023

Democrat	47.2	36.0	8.0	4.2	4.5
Republican	7.3	28.7	28.1	29.0	6.9
Unaffiliated	21.1	29.7	25.7	15.4	8.0
Other	4.8	47.6	23.8	14.3	9.5
Don't know	18.8	25.0	12.5	18.8	25.0
White	23.1	29.1	23.3	20.0	4.6
Black or African American	26.9	38.7	15.6	8.1	10.8
Hispanic or Latino	26.1	39.1	4.3	21.7	8.7
Asian, Native Hawaiian, or Pacific Islander	33.3	42.9	4.8	9.5	9.5
Other	41.2	29.4	5.9	5.9	17.6
Prefer not to say	25.0	25.0	12.5	12.5	25.0
Male	26.1	30.6	20.2	17.8	5.3
Female	23.1	33.3	20.2	15.6	7.8
Non-binary/third gender	37.5	37.5	0.0	12.5	12.5
Prefer not to say	33.3	16.7	16.7	16.7	16.7
18-24	16.9	32.4	21.1	8.5	21.1
25-40	17.7	37.3	19.5	16.4	9.1
41-56	25.2	32.1	19.3	17.9	5.5
57-75	31.3	28.7	20.9	17.4	1.7

MEREDITH POLL: SEPTEMBER 2023

76+	31.1	24.6	19.7	19.7	4.9
Prefer not to say	100.0	0.0	0.0	0.0	0.0
Less than high school diploma	43.8	25.0	0.0	25.0	6.3
High school diploma	14.7	3.0	24.5	13.5	12.3
Some college	22.3	28.8	21.9	20.1	6.8
Bachelor's degree	28.9	34.6	18.0	15.6	2.8
Graduate or professional degree	32.6	31.8	16.3	14.0	5.4
Prefer not to say	50.0	25.0	0.0	0.0	25.0
Very liberal	54.9	29.3	6.1	6.1	3.7
Somewhat liberal	47.0	35.8	8.2	4.5	4.5
Somewhere in the middle	23.8	37.4	19.2	8.6	10.9
Somewhat conservative	5.5	29.8	33.1	26.0	5.5
Very conservative	7.8	16.7	25.5	48.0	2.0
Evangelical	17.5	27.8	24.8	22.8	7.0
Not evangelical	31.2	34.6	16.5	12.4	5.3
Don't know	14.3	33.3	20.6	15.9	15.9
Urban	33.8	32.5	14.9	11.0	7.8
Suburban	23.9	32.1	22.8	16.1	5.1

MEREDITH POLL: SEPTEMBER 2023

Rural	20.8	32.5	19.3	20.8	6.6
Don't know	22.2	16.7	16.7	11.1	33.3
Born in North Carolina	21.9	31.4	22.8	16.9	7.1
Born somewhere else	27.9	32.6	169.8	16.3	6.3

What Influences Your Vote in 2024

A Candidate's Position on Issues

Will the candidate's position on issues be a major factor, a minor factor, or no factor at all in determining who you will vote for in the 2024 elections?

	Major factor	Minor factor	Not a factor	Don't Know
Democrat	80.4	11.5	5.6	2.4
Republican	78.2	12.5	5.6	3.6
Unaffiliated	79.4	9.7	5.7	5.1
Other	71.4	19.0	4.8	4.8
Don't know	31.3	31.3	6.3	31.3
White	83.9	9.3	4.6	2.2
Black or African American	66.1	17.2	8.1	8.6
Hispanic or Latino	52.2	34.8	8.7	4.3
Asian, Native Hawaiian, or Pacific Islander	66.7	19.0	9.5	4.8
Other	82.4	5.9	5.9	5.9
Prefer not to say	62.5	12.5	0.0	25.0
Male	76.1	15.2	5.1	3.7
Female	80.3	9.5	5.8	4.4
Non-binary/third gender	62.5	0.0	25.0	12.5
Prefer not to say	83.3	16.7	0.0	0.0
18-24	53.5	26.8	9.9	9.9

MEREDITH POLL: SEPTEMBER 2023

25-40	72.3	17.3	6.8/	3.6
41-56	76.6	10.1	6.9	6.4
57-75	90.0	6.1	2.2	1.7
76+	88.5	6.6	4.9	0.0
Prefer not to say	100.0	0.0	0.0	0.0
Less than high school diploma	25.0	25.0	12.5	37.5
High school diploma	65.0	19.0	11.0	4.9
Some college	83.5	8.6	4.7	3.2
Bachelor's degree	84.4	10.0	3.3	2.4
Graduate or professional degree	79.8	13.2	3.9	3.1
Prefer not to say	75.0	0.0	0.0	25.0
Very liberal	84.1	8.5	3.7	3.7
Somewhat liberal	79.9	13.4	3.7	3.0
Somewhere in the middle	71.5	13.6	7.9	7.0
Somewhat conservative	79.0	13.3	5.5	2.2
Very conservative	89.2	6.9	2.9	1.0
Evangelical	76.8	13.6	5.3	4.3
Not evangelical	81.0	11.0	6.2	1.8
Don't know	65.1	12.7	3.2	19.0

MEREDITH POLL: SEPTEMBER 2023

Urban	76.6	11.7	7.8	3.9
Suburban	80.6	11.5	4.8	3.1
Rural	78.8	13.1	5.1	2.9
Don't know	33.3	11.1	11.1	44.4
Born in North Carolina	72.7	14.5	7.4	5.5
Born somewhere else	84.2	9.5	3.7	2.6

A Candidate's Qualifications

Will the candidate's experience and qualifications be a major factor, a minor factor, or no factor at all in determining who you will vote for in the 2024 elections?

	Major factor	Minor factor	Not a factor	Don't Know
Democrat	60.8	26.9	10.1	2.1
Republican	55.1	31.7	8.9	4.3
Unaffiliated	51.4	34.3	10.3	4.0
Other	38.1	38.1	14.3	9.5
Don't know	25.0	25.0	18.8	31.3
White	57.0	31.3	9.0	2.7
Black or African American	51.6	27.4	14.0	7.0
Hispanic or Latino	34.8	39.1	13.0	13.0
Asian, Native Hawaiian, or Pacific Islander	71.4	23.8	4.8	0.0
Other	52.9	41.2	5.9	0.0
Prefer not to say	50.0	25.0	0.0	25.0

MEREDITH POLL: SEPTEMBER 2023

Male	54.5	30.1	11.4	4.0
Female	57.2	29.9	8.8	4.1
Non-binary/third gender	12.5	62.5	12.5	12.5
Prefer not to say	33.3	66.7	0.0	0.0
18-24	38.0	31.0	21.1	9.9
25-40	49.1	36.8	10.5	3.6
41-56	57.8	25.7	10.6	6.0
57-75	61.7	30.0	6.1	2.2
76+	63.9	27.9	8.2	0.0
Prefer not to say	100.0	0.0	0.0	0.0
Less than high school diploma	18.8	18.8	18.8	43.8
High school diploma	52.8	27.6	15.3	4.3
Some college	56.5	31.7	8.6	3.2
Bachelor's degree	55.0	35.1	6.6	3.3
Graduate or professional degree	60.5	26.4	10.9	2.3
Prefer not to say	75.0	25.0	0.0	0.0
Very liberal	56.1	35.4	7.3	1.2
Somewhat liberal	56.0	28.4	12.7	3.0
Somewhere in the middle	52.3	30.8	9.9	7.0

MEREDITH POLL: SEPTEMBER 2023

Somewhat conservative	53.0	33.7	10.5	2.8
Very conservative	66.7	23.5	7.8	2.0
Evangelical	57.3	27.5	10.3	5.0
Not evangelical	54.1	33.7	10.6	1.6
Don't know	54.0	23.8	4.8	17.5
Urban	55.8	30.6	10.0	4.1
Suburban	57.2	30.7	8.7	3.4
Rural	54.0	31.0	11.7	3.3
Don't know	33.3	22.2	5.6	38.9
Born in North Carolina	55.6	27.3	12.1	5.0
Born somewhere else	55.0	34.2	7.6	3.2

MEREDITH POLL: SEPTEMBER 2023

A Candidate's Political Party

Will the candidate's political party be a major factor, a minor factor, or no factor at all in determining who you will vote for in the 2024 elections?

	Major factor	Minor factor	Not a factor	Don't Know
Democrat	58.0	24.8	14.3	2.8
Republican	51.2	29.4	15.5	4.0
Unaffiliated	15.4	29.7	48.0	6.9
Other	33.3	38.1	23.8	4.8
Don't know	31.3	25.0	12.5	31.3
White	46.5	29.3	20.9	3.3
Black or African American	45.2	26.9	20.4	7.5
Hispanic or Latino	26.1	21.7	43.5	8.7
Asian, Native Hawaiian, or Pacific Islander	47.6	23.8	28.6	0.0
Other	23.5	11.8	58.8	5.9
Prefer not to say	25.0	25.0	12.5	37.5
Male	44.7	28.2	22.9	4.3
Female	45.5	28.0	21.7	4.9
Non-binary/third gender	25.0	12.5	37.5	25.0
Prefer not to say	50.0	33.3	16.7	0.0
18-24	33.8	29.6	26.8	9.9
25-40	43.6	28.2	23.2	5.0

MEREDITH POLL: SEPTEMBER 2023

41-56	45.0	26.6	22.0	6.4
57-75	51.3	27.8	18.3	2.6
76+	39.3	31.1	29.5	0.0
Prefer not to say	0.0	0.0	100.0	0.0
Less than high school diploma	31.3	12.5	25.0	31.3
High school diploma	39.3	27.6	27.0	6.1
Some college	46.8	29.1	20.1	4.0
Bachelor's degree	46.9	28.0	22.3	2.8
Graduate or professional degree	47.3	27.9	20.2	4.7
Prefer not to say	25.0	25.0	50.0	0.0
Very liberal	73.2	15.9	8.5	2.4
Somewhat liberal	44.0	33.6	17.9	4.5
Somewhere in the middle	29.1	26.2	36.8	7.9
Somewhat conservative	49.2	33.1	15.5	2.2
Very conservative	62.7	26.5	8.8	2.0
Evangelical	48.3	26.5	19.9	5.3
Not evangelical	43.8	29.6	24.1	2.5
Don't know	36.5	23.8	22.2	17.5
Urban	50.6	22.1	24.0	3.2

MEREDITH POLL: SEPTEMBER 2023

Suburban	45.4	30.4	19.7	4.5
Rural	42.3	29.6	24.8	3.3
Don't know	27.8	5.6	22.2	44.4
Born in North Carolina	45.6	27.1	21.6	5.7
Born somewhere else	44.2	28.9	23.2	3.7

What Issue Should Candidates Talk About More in 2024

If you had to choose just one issue that you would like candidates to talk more about in the 2024 campaigns, what would that issue be?

	Economic issues	Abortion /Reproductive Rights	Immigration	Crime	Gun rights/restrictions	Something else	Don't know
Democrat	32.9	24.5	3.5	7.7	20.6	8.0	2.8
Republican	45.5	6.9	25.1	11.6	4.6	4.3	2.0
Unaffiliated	45.1	11.4	11.4	5.7	9.1	13.7	3.4
Other	38.1	9.5	14.3	9.5	9.5	14.3	4.8
Don't know	31.3	12.5	12.5	0.0	6.3	0.0	37.5
White	40.3	14.3	18.1	7.1	9.3	8.1	2.7
Black or African American	40.3	15.6	3.2	14.5	14.0	7.5	4.8
Hispanic or Latino	47.8	17.4	4.3	4.3	17.4	4.3	4.3
Asian, Native Hawaiian, or Pacific Islander	33.3	9.5	9.5	9.5	23.8	14.3	0.0

MEREDITH POLL: SEPTEMBER 2023

Other	41.2	11.8	17.6	0.0	29.4	0.0	0.0
Prefer not to say	50.0	0.0	0.0	0.0	12.5	12.5	25.0
Male	44.1	12.0	14.4	9.0	8.0	10.4	2.1
Female	37.2	15.8	13.6	8.3	14.8	5.8	4.4
Non-binary/third gender	37.5	37.5	12.5	0.0	0.0	0.0	12.5
Prefer not to say	33.3	33.3	0.0	16.7	16.7	0.0	0.0
18-24	28.2	14.1	8.5	12.7	25.4	5.6	5.6
25-40	48.6	15.5	5.5	11.4	10.5	5.9	2.7
41-56	45.9	11.9	11.5	8.7	10.6	7.3	4.1
57-75	33.5	16.1	21.3	6.5	8.3	11.3	3.0
76+	32.8	13.1	31.1	1.6	13.1	6.6	1.6
Prefer not to say	0.0	0.0	0.0	0.0	100.0	0.0	0.0
Less than high school diploma	31.3	18.8	0.0	25.0	6.3	0.0	18.8
High school diploma	41.1	13.5	12.9	11.0	11.0	7.4	3.1
Some college	38.8	12.9	14.0	10.4	11.5	9.0	3.2
Bachelor's degree	43.1	13.3	15.6	4.7	12.8	7.6	2.8
Graduate or professional degree	39.5	19.4	14.0	6.2	10.9	7.0	3.1
Prefer not to say	50.0	25.0	0.0	0.0	0.0	25.0	0.0

MEREDITH POLL: SEPTEMBER 2023

Very liberal	32.9	25.6	2.4	4.9	22.0	8.5	3.7
Somewhat liberal	28.4	30.6	5.2	9.0	14.2	9.7	3.0
Somewhere in the middle	44.0	11.3	7.6	9.9	13.9	9.6	3.6
Somewhat conservative	44.2	7.2	26.0	9.9	5.0	5.5	2.2
Very conservative	45.1	5.9	31.4	4.9	3.9	3.9	4.9
Evangelical	45.0	11.3	17.2	9.6	7.6	5.6	3.6
Not evangelical	36.9	16.5	13.1	8.0	13.8	9.9	1.8
Don't know	42.9	14.3	3.2	7.9	14.3	4.8	12.7
Urban	37.7	17.5	10.4	7.8	13.6	11.7	1.3
Suburban	40.8	15.5	13.2	7.6	13.0	7.6	2.3
Rural	40.9	12.0	17.5	10.9	8.4	5.8	4.4
Don't know	50.0	0.0	0.0	0.0	11.1	11.1	27.8
Born in North Carolina	41.6	14.3	12.6	10.5	11.4	5.9	3.8
Born somewhere else	39.2	14.5	15.3	6.6	11.6	10.0	2.9

Support for New Abortion Law in NC

Recently, as a result of the Supreme Court's Dobbs decision, North Carolina changed its abortion law to make abortions in the state illegal after 12 weeks with a few exceptions. Do you approve or disapprove of this new law?

MEREDITH POLL: SEPTEMBER 2023

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Don't Know
Democrat	14.0	15.0	17.1	47.2	6.6
Republican	37.6	32.0	11.2	12.5	6.6
Unaffiliated	18.3	25.1	17.1	32.6	6.9
Other	0.0	19.0	19.0	33.3	28.6
Don't know	31.3	0.0	12.5	18.8	37.5
White	25.8	23.3	12.5	32.2	6.2
Black or African American	17.7	23.1	22.0	25.8	11.3
Hispanic or Latino	30.4	34.8	17.4	13.0	4.3
Asian, Native Hawaiian, or Pacific Islander	23.8	33.3	4.8	23.8	14.3
Other	23.5	11.8	29.4	29.4	5.9
Prefer not to say	12.5	12.5	0.0	37.5	37.5
Male	27.4	24.5	13.3	26.6	8.2
Female	20.9	22.6	15.8	33.3	7.3
Non-binary/third gender	25.0	12.5	37.5	12.5	12.5
Prefer not to say	0.0	33.3	16.7	33.3	16.7
18-24	28.2	25.4	19.7	12.7	14.1
25-40	22.7	27.3	14.5	28.2	7.3
41-56	23.4	21.6	18.3	28.0	8.7
57-75	23.9	21.3	11.7	36.5	6.5

MEREDITH POLL: SEPTEMBER 2023

76+	24.6	23.0	9.8	37.7	4.9
Prefer not to say	0.0	0.0	0.0	100.0	0.0
Less than high school diploma	31.3	31.3	0.0	6.3	31.3
High school diploma	29.4	26.4	19.6	16.6	8.0
Some college	24.1	23.7	17.6	25.9	8.6
Bachelor's degree	23.7	20.4	10.9	39.3	5.7
Graduate or professional degree	15.5	22.5	11.6	43.4	7.0
Prefer not to say	25.0	50.0	0.0	25.0	0.0
Very liberal	19.5	13.4	8.5	54.9	3.7
Somewhat liberal	11.2	17.2	15.7	49.3	6.7
Somewhere in the middle	14.6	25.5	19.9	30.1	9.9
Somewhat conservative	35.4	32.6	11.0	11.6	9.4
Very conservative	51.0	17.6	10.8	16.7	3.9
Evangelical	35.1	27.8	14.9	14.6	7.6
Not evangelical	16.1	20.6	15.1	42.2	6.0
Don't know	23.8	22.2	12.7	19.0	22.2
Urban	25.3	21.4	21.4	26.6	5.2
Suburban	21.4	26.5	11.5	34.9	5.6
Rural	26.6	21.9	14.6	27.0	9.9

MEREDITH POLL: SEPTEMBER 2023

Don't know	16.7	5.6	27.8	5.6	44.4
Born in North Carolina	27.3	24.0	16.4	24.0	8.3
Born somewhere else	20.0	22.9	13.2	36.6	7.4

Abortion as a Motivating Factor to Vote in 2024

Regardless of your position on the new abortion law in North Carolina, how important is the new law in motivating you to vote in 2024?

	Very important	Somewhat important	Somewhat unimportant	Not important at all	Don't Know
Democrat	56.3	27.6	3.8	7.0	5.2
Republican	32.3	27.4	12.2	23.1	5.0
Unaffiliated	25.1	30.9	13.7	22.9	7.4
Other	28.6	19.0	23.8	14.3	14.3
Don't know	31.3	12.5	18.8	6.3	31.3
White	37.4	28.8	9.7	18.5	5.7
Black or African American	44.6	26.3	10.8	10.8	7.5
Hispanic or Latino	43.5	13.0	17.4	21.7	4.3
Asian, Native Hawaiian, or Pacific Islander	28.6	42.9	0.0	19.0	9.5
Other	47.1	17.6	11.8	17.6	5.9
Prefer not to say	37.5	12.5	12.5	12.5	25.0
Male	34.6	26.3	12.5	21.0	5.6
Female	43.8	29.0	7.5	12.7	7.1

MEREDITH POLL: SEPTEMBER 2023

Non-binary/third gender	25.0	37.5	12.5	12.5	12.5
Prefer not to say	33.3	16.7	16.7	33.3	0.0
18-24	36.6	29.6	15.5	9.9	8.5
25-40	41.8	28.2	12.3	11.8	5.9
41-56	35.8	27.1	8.7	18.3	10.1
57-75	41.3	27.0	8.7	19.6	3.5
76+	36.1	29.5	4.9	26.2	3.3
Prefer not to say	100.0	0.0	0.0	0.0	0.0
Less than high school diploma	37.5	18.8	12.5	12.5	18.8
High school diploma	33.7	28.2	9.8	18.4	9.8
Some college	37.8	28.8	11.5	14.7	7.2
Bachelor's degree	42.7	28.0	10.4	15.6	3.3
Graduate or professional degree	43.4	24.8	6.2	21.7	3.9
Prefer not to say	50.0	50.0	0.0	0.0	0.0
Very liberal	65.9	17.1	7.3	7.3	2.4
Somewhat liberal	53.7	26.1	6.0	11.2	3.0
Somewhere in the middle	30.1	31.8	10.3	17.9	9.9
Somewhat conservative	27.1	28.2	14.9	22.7	7.2
Very conservative	47.1	25.5	7.8	17.6	2.0

MEREDITH POLL: SEPTEMBER 2023

Evangelical	36.8	28.1	13.2	14.9	7.0
Not evangelical	40.5	27.5	7.8	18.6	4.6
Don't know	34.9	27.0	9.5	12.7	15.9
Urban	50.0	24.7	7.1	13.6	4.5
Suburban	38.6	27.9	10.4	18.9	4.2
Rural	35.4	29.9	10.6	15.7	8.4
Don't know	16.7	16.7	16.7	16.7	33.3
Born in North Carolina	38.7	30.4	9.3	14.0	7.6
Born somewhere else	39.7	24.7	10.8	19.7	5.0

Primary Elections

Republican Presidential Primary

Which of the following candidates for the Republican nomination for president would you be most likely to vote for in the March 2024 primary in North Carolina?

	Ron DeSantis	Nikki Haley	Mike Pence	Vivek Ramaswamy	Donald Trump	Someone else	Don't know
Democrat	1.0	0.3	0.0	0.0	0.0	1.4	0.3
Republican	11.6	4.3	4.6	8.3	50.8	7.6	5.6
Unaffiliated	4.0	3.4	1.7	1.1	12.0	6.9	2.9
Other	0.0	0.0	0.0	0.0	4.8	0.0	0.0
Don't know	0.0	6.3	0.0	0.0	6.3	0.0	6.3
White	7.9	2.9	2.2	4.2	29.7	4.2	3.5

MEREDITH POLL: SEPTEMBER 2023

Black or African American	1.1	1.1	2.7	1.1	4.8	5.9	1.1
Hispanic or Latino	0.0	4.3	0.0	4.3	4.3	4.3	4.3
Asian, Native Hawaiian, or Pacific Islander	0.0	0.0	0.0	4.8	14.3	14.3	9.5
Other	0.0	11.8	0.0	0.0	11.8	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0	12.5	0.0
Male	5.1	2.4	2.1	2.1	23.7	7.7	2.9
Female	6.1	2.4	2.2	4.6	21.2	1.7	3.2
Non-binary/third gender	12.5	25.0	0.0	0.0	0.0	25.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	16.7	16.7	0.0
18-24	0.0	4.2	2.8	1.4	19.7	11.3	2.8
25-40	4.5	1.4	0.9	3.2	20.0	4.1	4.5
41-56	4.1	1.8	3.2	4.1	25.7	1.4	2.3
57-75	7.4	3.9	2.6	4.3	20.0	6.5	2.6
76+	14.8	3.3	0.0	0.0	27.9	6.6	1.6
Prefer not to say	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	0.0	6.3	0.0	0.0	25.0	12.5	6.3
High school diploma	4.3	1.2	1.2	3.1	30.7	5.5	3.7
Some college	5.0	4.7	2.9	4.3	23.7	3.6	2.2

MEREDITH POLL: SEPTEMBER 2023

Bachelor's degree	8.1	1.4	1.9	1.9	19.9	4.7	4.7
Graduate or professional degree	5.4	1.6	2.3	4.7	11.6	5.4	0.8
Prefer not to say	0.0	0.0	0.0	0.0	0.0	25.0	0.0
Very liberal	0.0	1.2	1.2	0.0	4.9	3.7	2.4
Somewhat liberal	0.0	1.5	0.0	0.7	5.2	7.5	0.7
Somewhere in the middle	3.3	2.6	2.3	3.0	11.3	5.0	2.0
Somewhat conservative	13.3	3.9	2.8	5.5	42.5	5.5	5.0
Very conservative	10.8	2.9	3.9	6.9	53.9	1.0	5.9
Evangelical	6.3	3.0	3.0	5.0	26.8	4.3	3.3
Not evangelical	5.7	2.5	1.8	2.5	18.6	6.0	2.8
Don't know	1.6	1.6	0.0	1.6	23.8	0.0	3.2
Urban	2.6	3.2	0.6	0.6	14.9	5.8	2.6
Suburban	7.0	3.1	2.0	3.4	22.0	4.2	3.4
Rural	5.8	1.8	3.3	5.1	27.4	4.7	2.2
Don't know	0.0	0.0	0.0	0.0	5.6	11.1	11.1
Born in North Carolina	4.5	2.1	2.4	3.1	26.6	5.0	2.1
Born somewhere else	6.8	3.2	1.8	3.7	17.1	4.7	3.9

MEREDITH POLL: SEPTEMBER 2023

Republican Gubernatorial Primary

Which of the following candidates for the Republican nomination for governor would you be most likely to vote for in the March 2024 primary in North Carolina?

	Dale Folwell	Mark Robinson	Jesse Thomas	Mark Walker	Andy Wells	Someone else	Don't know
Democrat	0.3	0.7	0.0	0.7	0.6	0.3	0.7
Republican	2.3	30.7	3.6	5.3	2.6	4.6	43.6
Unaffiliated	1.7	12.6	0.0	2.9	1.1	2.3	11.4
Other	0.0	0.0	0.0	0.0	0.0	4.8	0.0
Don't know	6.3	6.3	0.0	0.0	0.0	0.0	6.3
White	1.8	18.9	1.5	2.9	0.9	2.4	26.2
Black or African American	1.1	5.9	1.1	2.7	2.2	2.2	2.7
Hispanic or Latino	0.0	4.3	4.3	4.3	4.3	4.3	0.0
Asian, Native Hawaiian, or Pacific Islander	0.0	9.5	0.0	0.0	0.0	4.8	28.6
Other	0.0	5.9	0.0	5.9	5.9	0.0	5.9
Prefer not to say	0.0	0.0	0.0	0.0	0.0	12.5	0.0
Male	1.9	17.6	2.4	4.5	1.9	2.4	15.4
Female	1.2	12.4	0.2	1.5	1.0	2.2	22.9
Non-binary/third gender	0.0	12.5	12.5	0.0	0.0	12.5	25.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0	16.7	16.7

MEREDITH POLL: SEPTEMBER 2023

18-24	0.0	12.7	7.0	5.6	1.4	1.4	14.1
25-40	2.7	7.3	0.9	2.7	1.8	3.2	20.0
41-56	0.9	15.1	1.8	1.8	1.8	0.9	20.2
57-75	1.7	19.1	0.0	2.2	0.4	2.6	21.3
76+	0.0	26.2	0.0	6.6	1.6	6.6	13.1
Prefer not to say	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	6.3	12.5	6.3	0.0	0.0	6.3	18.8
High school diploma	0.6	16.6	4.3	3.1	1.8	2.5	20.9
Some college	1.1	15.1	0.7	2.2	1.8	2.9	22.7
Bachelor's degree	1.9	15.6	0.5	4.3	0.9	1.4	18.0
Graduate or professional degree	2.3	10.9	0.0	2.3	0.8	3.1	12.4
Prefer not to say	0.0	0.0	0.0	0.0	0.0	0.0	25.0
Very liberal	2.4	1.2	1.2	1.2	1.2	1.2	4.9
Somewhat liberal	1.5	2.2	3.0	2.2	1.5	3.0	2.2
Somewhere in the middle	0.3	8.6	1.3	2.6	0.7	2.3	13.6
Somewhat conservative	2.8	26.0	0.0	5.0	2.2	2.2	40.3
Very conservative	2.0	40.2	2.0	2.0	2.0	3.9	33.3

MEREDITH POLL: SEPTEMBER 2023

Evangelical	1.3	20.9	2.0	3.3	2.0	2.0	20.2
Not evangelical	1.6	11.0	1.1	2.8	1.1	3.0	19.3
Don't know	1.6	11.1	0.0	1.6	0.0	1.6	15.9
Urban	0.6	11.0	2.6	1.3	0.0	0.6	14.3
Suburban	2.0	15.8	0.8	3.4	1.4	2.0	19.7
Rural	1.1	16.4	1.5	3.3	2.2	4.0	21.9
Don't know	5.6	0.0	0.0	0.0	0.0	5.6	16.7
Born in North Carolina	1.4	15.2	1.2	4.0	1.9	2.9	19.2
Born somewhere else	1.6	14.2	1.6	1.6	0.8	2.1	19.5

Democratic Gubernatorial Primary

Which of the following candidates for the Democratic nomination for governor would you be most likely to vote for in the March 2024 primary in North Carolina?

	Josh Stein	Mark Morgan	Someone else	Don't know
Democrat	31.1	10.5	7.7	43.0
Republican	0.3	0.0	1.0	0.7
Unaffiliated	6.9	2.3	2.9	7.4
Other	0.0	4.8	0.0	0.0
Don't know	0.0	0.0	0.0	18.8
White	12.8	2.4	1.6	12.6
Black or African American	13.4	10.8	8.6	30.6

MEREDITH POLL: SEPTEMBER 2023

Hispanic or Latino	13.0	4.3	13.0	17.4
Asian, Native Hawaiian, or Pacific Islander	4.8	4.8	0.0	23.8
Other	17.6	0.0	11.8	29.4
Prefer not to say	0.0	0.0	0.0	12.5
Male	12.5	5.3	4.0	14.6
Female	12.9	3.4	3.4	20.9
Non-binary/third gender	12.5	12.5	0.0	0.0
Prefer not to say	16.7	0.0	16.7	0.0
18-24	4.2	5.6	5.6	15.5
25-40	10.0	6.8	7.3	16.4
41-56	9.6	5.5	2.8	21.6
57-75	19.6	1.7	0.9	18.3
76+	18.0	0.0	1.6	8.2
Prefer not to say	0.0	0.0	100.0	0.0
Less than high school diploma	6.3	0.0	0.0	25.0
High school diploma	6.7	4.9	6.1	12.9
Some college	7.6	4.7	4.0	19.1
Bachelor's degree	18.5	3.3	1.9	17.1
Graduate or professional degree	23.3	5.4	3.9	20.2
Prefer not to say	0.0	0.0	0.0	25.0

MEREDITH POLL: SEPTEMBER 2023

Very liberal	40.2	6.1	11.0	24.4
Somewhat liberal	21.6	6.7	3.7	38.1
Somewhere in the middle	10.9	6.0	3.6	18.2
Somewhat conservative	1.7	1.1	2.2	5.5
Very conservative	3.9	1.0	1.0	4.9
Evangelical	7.9	6.0	4.6	14.9
Not evangelical	17.4	3.2	3.4	19.7
Don't know	3.2	4.8	1.6	5.9
Urban	19.5	5.8	5.8	20.8
Suburban	13.8	5.1	4.5	16.1
Rural	8.4	2.9	1.5	16.8
Don't know	0.0	0.0	5.6	33.3
Born in North Carolina	10.2	4.8	5.5	18.1
Born somewhere else	15.5	3.9	1.8	17.1

Methodological Information

Mode: Online

Population: N.C. Registered Voters 18+

Dates in the field: September 16-19,, 2023

Sample Size: 801

Credibility Interval: +/- 3.5%

Weighting Variables (NC): Gender, Education, Location (Urban, Rural, and Suburban counties). Political Party, and Race and Ethnicity.

Procedures: The Meredith Poll used an online sample provided by Dynata. Participants were recruited into the sample by Dynata and received small amounts of compensation in exchange for their opinions. The survey was not an open- link, posted on social media, but rather was by direct invitation to a very large national pool of people who agree to take online surveys. More information about the Dynata panels and quality tests are available [here](#). Quotas on demographic variables such as gender, race, etc. were applied prior to online survey commencement.

Online interviews were included in the final dataset if respondents spent a minimum length of time on the interview and particular sections, and if a respondent progressed through the entire survey. Respondents were recruited to the survey with a generic description about the fall elections.

Credibility Interval

Unlike a traditional random digit-dial telephone survey, online surveys do not have a traditional margin of error. Non Probability quota samples like these do not adhere to assumptions of random selection. To account for uncertainty inherent in any sample-based research design, we provide a credibility interval. More information about this technique can be found [here](#). The credibility interval was calculated by inflating traditional confidence intervals by a design effect calculated using the squared sum of weights. For this North Carolina sample, this means: $(1.0 * 2.5 = 3.5)$. We round these values up for presentation of results. As with all surveys, Total survey error often exceeds sampling error.

Weighting Information

MEREDITH POLL: SEPTEMBER 2023

Weights were generated in Qualtrics using a technique known as iterative proportional fitting, also known as raking. The weight variable was calculated based on the variables in the table below.

The demographic information was obtained through self-report--respondents answered closed ended questions.

Model—we used the 2020 US Census estimates, the estimates provided from the UNC Demography Center, and the current statistics on voter registrations in NC (from the NC State Board of Elections) for our weighting.

Age	
18-25	7.2%
26-40	15.2%
41-56	15%
57-75	23%
76+	6.7%

Gender	
Female	50%
Male	49%
Other/refused	1%

Race and Ethnicity	
White	67%
Black	20%
Other	13%
Educational Attainment	
Less than a bachelor's degree	70%
Bachelor's degree or higher	30%

Location—c ounty of residence	
Rural	39%
Urban	25%
Suburban	36%
Party Affiliation	
Democrat	33.4%
Republican	30.3%
Unaffiliated	35.6%
Other	.6%

For more information on the Meredith Poll, go to: <https://www.meredith.edu/meredith-poll> or contact:

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