

MEREDITH POLL



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

Registered Voters in North Carolina

Date: January 26-31, 2024

Table of Contents

Key Insights..... 3

Primary and General Election Preferences..... 3

 Republican Presidential Primary..... 3

 Republican Gubernatorial Primary..... 3

 Democratic Gubernatorial Primary..... 3

 Trump-Biden Matchup..... 4

 Robinson-Stein Matchup..... 4

Approval of President, Vice President, and Governor..... 5

 Presidential Job Approval..... 5

 Vice Presidential Job Approval..... 5

 Gubernatorial Job Approval..... 5

 Opinion of Joe Biden and Donald Trump..... 6

Policy Issues..... 6

 Distracted Driving..... 6

 Medical Marijuana..... 7

 Casinos on non-Tribal lands..... 7

Political Polarization in North Carolina..... 7

importance of Democracy and the Threat of Political Violence..... 8

 Importance of Democracy to North Carolinians..... 8

 The Threat of Political Violence and Civil War..... 8

Attitudes about the Kansas City Chiefs and the Impact of the Taylor Swift-Travis Kelce Relationship..... 9

Direction of State and Country..... 10

 Direction of the Country..... 10

 Direction of the State..... 10

Topline Results..... 12

Satisfaction with the direction of the country and state..... 12

 Satisfaction with the direction of the country..... 12

 Satisfaction with the direction of the state..... 12

Political Polarization..... 12

 Current polarization..... 12

 Future polarization..... 12

Evaluation of the political parties in North Carolina..... 13

 More extreme..... 13

 Manage the federal government..... 13

 Cares about the needs of people like me..... 13

 Governs in a more honest and ethical way..... 14

 Need for third party..... 14

Perceptions of Democracy..... 14

 Threat to democracy..... 14

Cause of the threat..... 15
 How important is it for the US to remain a democracy?..... 15
 Having a strong leader is more important than democracy..... 15

Views on possibility of political violence..... 16
 Violence is necessary to protect democracy..... 16
 Violence can be used to protect democracy..... 16
 Violence can be used because things have gotten off track..... 16
 Possibility of a civil war in the United States..... 17

United States and North Carolina Politics..... 17

Policy Issues..... 17
 Distracted driving..... 17
 Medical marijuana..... 18
 Casino gambling..... 19

Approval of Political Figures..... 19
 Approval of President Biden..... 19
 Approval of Vice President Harris..... 19
 Approval of Governor Cooper..... 21
 Opinion of Joe Biden and Donald Trump..... 21
 Kansas City Chiefs’ approval and impact of Taylor Swift/Travis Kelce relationship..... 21

2024 Primary Elections..... 22
 Republican Presidential Primary..... 22
 Republican Gubernatorial Primary..... 23
 Democratic Gubernatorial Primary..... 23

2024 General Election Matchups..... 23
 Biden-Trump General Election Matchup..... 23
 Robinson-Stein General Election Matchup..... 23

Demographics* (Note: See Methodology section for weighting by demographic variable)..... 24

Location..... 24

Gender..... 25

Race/Ethnicity..... 25

Age..... 25

Education..... 26

Ideology..... 26

Political Party..... 27

Cross-tabulations..... 28

Direction of the Country and State..... 28
 Direction of country..... 28

Direction of the state..... 29

Political polarization..... 30
 Current polarization.....30
 Future polarization.....32

Perceptions of political parties..... 34
 More extreme.....34
 Manage federal government.....35
 Cares about needs of the people.....37
 Governs in a more honest and ethical way.....39
 Need for a third party.....40

Need for a third party..... 40

Perceptions of democracy..... 42
 Democracy threatened.....42
 Cause of threat.....43
 How important is it for the US to remain a democracy.....45
 A strong leader v. a democracy.....46

Political Violence..... 48
 Violence to protect democracy.....48
 Violence to protect American way of life.....49
 Violence because America has gotten off track.....51
 Possibility of a civil war.....52

Policy Issues..... 54
 Distracted driving.....54
 Medical marijuana.....58
 Casinos.....60

Political leaders..... 61
 Presidential Approval.....61
 Vice Presidential Approval.....63
 Gubernatorial Approval.....64
 Opinions about Joe Biden and Donald Trump.....65
 Kansas City Chiefs.....68

Primary Elections..... 71
 Republican Presidential Primary.....71
 Republican primary for president.....72
 Republican Gubernatorial Primary.....73
 Democratic Gubernatorial Primary.....76

2024 General Election Matchups..... 78
 Biden-Trump 2024 General Election.....78
 Robinson-Stein 2024 General Election.....80

Methodological Information..... 83

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 760 respondents, giving us a confidence interval of +/- 3.5%. The survey was in the field January 26-31, 2024.

Primary and General Election Preferences

Republican Presidential Primary

With only two remaining active campaigns for the Republican nomination for president, former President Donald Trump has a commanding lead over former South Carolina Governor Nikki Haley--72% to 20%. Haley is competitive with Trump among unaffiliated voters who indicate that they will vote in the Republican primary (44 percent Haley and 47 percent Trump), but Trump is the overwhelming favorite among likely Republican voters from all demographic groups.

"Trump's lead in North Carolina seems very consistent since the last administration of the Meredith Poll. Even with Republicans dropping out of the race, there seems to be no momentum for Nikki Haley in the state," said Meredith Poll Director David McLennan.

Republican Gubernatorial Primary

With early in-person voting beginning in less than two weeks and one month until the primary election date of March 5, Lieutenant Governor Mark Robinson continues to hold a large lead over his Republican challengers for the party's nomination for governor. Just over one-third of likely Republican primary voters (34%) indicate a preference for Robinson. No other candidate, including Bill Graham, who has a heavy advertising presence across the state, gets more than nine percent of the Republican primary vote. However, a plurality of like primary voters (42%) indicated that they had not made up their minds.

"Mark Robinson has a significant lead with voting just around the corner in the N.C. primary, but a large number of Republican voters are undecided. It seems to be getting very late in the campaign cycle for any of Robinson's challengers to catch up with him," said David McLennan. "However, the large number of undecided voters this late in the campaign should be concerning to the Robinson campaign, especially as we move into the general election."

Democratic Gubernatorial Primary

Attorney General Josh Stein retains a healthy lead (31-4%) lead over Mike Morgan for the Democratic nomination for governor. Although a majority of Democratic primary voters (51%) say they are undecided with just weeks until the election, Morgan has yet to convince this large group of voters that he is the alternative to Stein.

“It is difficult to see anyone in the field making this a competitive race with Josh Stein. His fundraising lead, name recognition, and early endorsement from Governor Roy Cooper likely ensure his victory,” said David McLennan.

The high number of undecided voters in both the Democratic and Republican samples shows that many North Carolina voters are simply not focused on state politics at this time. That is not unusual with primary elections drawing relatively few voters to the polls. The fact that neither primary campaign is particularly competitive might mean a lower-than-average turnout for the March 5 primary.

Trump-Biden Matchup

Although it is very premature to survey voters on a Trump-Biden matchup in the 2024 general election, Donald Trump holds a lead over Joe Biden (44-39%). The race for the state’s 16 Electoral College votes could still be very volatile as 12 percent of respondents indicated that they would vote for someone else and only four percent said they were undecided.

Biden and Trump’s strengths are in very predictable areas. Biden does best in urban areas and among liberal and well-educated voters. Trump runs well in rural areas and among those with less education. Obviously, Trump runs extremely well with self-identified conservatives. What seems to be hurting Biden in the matchup is that there is only a small gender gap (4 points). In other states’ polls, Biden runs stronger with women. In addition, Biden is running slightly behind Trump among unaffiliated voters — a key group, especially considering this group’s increasing size.

“Given our recent presidential election history in North Carolina, I still expect this to be a closely contested election between Trump and Biden,” said David McLennan. “There are many questions about what might happen over the next nine months that will impact the outcome, including former President Trump’s legal status, whether any third-party candidates have any real traction with North Carolina voters, etc.”

Robinson-Stein Matchup

We asked our respondents to consider a potential general election matchup for governor between Democrat Josh Stein and Republican Mark Robinson. Although almost one-in-five voters indicated that they had not made up their minds, they did give a slight nod to Stein in the matchup (39-35%) over Robinson.

Stein’s small advantage comes from his advantage with unaffiliated voters and those who self-identify as politically moderate. Robinson gets a lot of support from conservative voters, as is expected, while Stein does well among liberal voters. The other somewhat surprising finding is that Stein has more support from men and women than does Robinson.

“Although ticket-splitting – voting for a candidate of one party and another candidate of a different party – has declined significantly from a generation ago, North Carolina has a history of supporting Republican candidates for president and Democratic candidates for

governor. The campaign is far from over,” David McLennan states, “but no one should be surprised if North Carolina continues this political tradition in 2024.”

Approval of President, Vice President, and Governor

Presidential Job Approval

Just 40 percent of North Carolinians approve of the job Joe Biden is doing as president, while 58 percent of respondents indicate they disapproved of Biden’s job performance. Only 17 percent strongly approve of Biden’s work as president, while 45 percent strongly disapprove.

Biden’s approval had declined over the last year within the groups of voters he most needs to win reelection, including Black voters (68% approval), Hispanic voters (56% approval), and Gen Z voters (45% approval). Biden is also underwater among those who consider themselves politically moderate.

“Joe Biden’s chances of winning North Carolina’s Electoral College votes appear shaky with just over nine months until Election Day,” said David McLennan. “Seeing his approval drop among the youngest voters to 45% is problematic for the Biden campaign. It is clear that Biden’s support for Israel in its war against Hamas in Gaza is one of the major drivers of this sharp decline.”

Vice Presidential Job Approval

Vice President Kamala Harris’ approval ratings mirror those of President Joe Biden. Just under 40 percent (38%) of the respondents approve of Harris’s performance as vice president, with 56 percent disapproving.

“Kamala Harris’ job approval mirrors that of Joe Biden’s as president,” said David McLennan. “There is no evidence that she is a drag on the ticket or that people fear her worse than Biden.”

Gubernatorial Job Approval

Governor Roy Cooper’s job approval numbers remain strong with 54 percent of North Carolinians approving his job performance, while just 38 percent disapprove. 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.”

“Governors typically have higher approval numbers than presidents or legislators,” said David McLennan. “Roy Cooper’s job approval numbers, especially in a state with such a strong partisan divide, are remarkable.”

Opinion of Joe Biden and Donald Trump

A direct comparison of people’s overall opinion of Joe Biden and Donald Trump reveals an obvious truth: neither is considered very favorably. Trump has a slight, although statistically insignificant advantage over Biden in terms of approval (44-41%) and disapproval (56-58%).

Although most of the demographic groups break in predictable ways, it is the Gen Z voters that continue to surprise. Trump's approval rating among 18–24-year-olds is 31.3 percent, while Biden's is 48.5 percent. **It is worth noting that Gen Z males are twice as likely to approve of Donald Trump than Gen Z females.**

“Scholars have been noting the divide among young male and young female voters on political issues and leaders,” said David McLennan. “The result showing that Gen Z males are so supportive of Donald Trump, while Gen Z women are not, may make for very interesting discussions on college campuses and online for the next year.”

Policy Issues

Distracted Driving

Half of North Carolina drivers feel somewhat unsafe on the state's roads and highways, feeling like there is a small chance that they will be involved in an accident. About one-in-five (19%) drivers feel that there is a good chance they will be involved in an accident while driving, while about 16 percent feel very safe while driving with little chance of being in an accident. Those respondents from urban areas felt most safe while driving, while those in suburban and rural areas felt relatively less safe.

In terms of identifying reasons why drivers felt unsafe on North Carolina roads and highways, the two most often cited reasons were: 1. other drivers speed and drive recklessly and 2.) drivers are distracted by their phones while driving. About one-third of all respondents cited each of these reasons. Other potential issues, such as poor road maintenance or the lack of enforcement of driving laws were cited by far fewer drivers. Women were more likely than men to identify distracted driving as a cause for making them feel unsafe. Also, those 41-56 years of age were more likely to identify distracted driving as a cause for their feelings of being unsafe than were those drivers of other ages.

In terms of dealing with the issue of distracted driving, 91 percent of respondents indicated that they supported the General Assembly passing a bill that prohibits drivers from holding a mobile device while driving. Support for this change in the law was consistent across all groups.

“A hands-free law may have more bipartisan support than any other single piece of legislation in recent history,” said David McLennan. “We have polled on this for several years now and the support has only grown for passage of such legislation. There is such strong awareness that phones and safe driving do not go together.”

Medical Marijuana

In 2023, the North Carolina Senate passed SB 3 (the North Carolina Compassionate Care Act) which would allow doctors to prescribe marijuana for a number of physical and mental conditions. The North Carolina House did not vote on the bill. Some legislators would like to reconsider it during the 2024 Short Session. A large majority of North Carolinians (78%) support the passage of this type of bill with only 18 percent of our respondents being

opposed. A majority of every demographic group in the state, even those that self-identify as the most conservative residents, support such legislation.

“North Carolina is one of only 12 states without some form of legal medical marijuana. With the public strongly behind such a law and most within the medical community supporting this legislation, it seems like this might be a good time to pass such a bill,” said David McLennan.

Casinos on non-Tribal lands

A majority of North Carolinians (54%) support legalizing casino gambling on non-Native lands in North Carolina. Just over one-third of the respondents –35 percent– were opposed. Support was relatively consistent across most demographic groups with only those who self-identify as most conservative having less than a majority of respondents supporting casinos in N.C.

“Most North Carolinians seem accustomed to all forms of gambling, so supporting casino gambling in the state does not seem unusual,” said David McLennan. “We have the lottery and have just adopted online sports wagering in the state. Plus, many states, including those on the border of the state, now have casino gambling so even citizens who might have had objections to casino gambling 20 years ago might be resigned to the fact that all forms of gambling are inevitable.”

Political Polarization in North Carolina

Political polarization remains a major issue in North Carolina. Over eight percent of North Carolinians (83%) think the country is more polarized than it was five years ago (2019) and just over 10 percent of the respondents think the country will be less polarized five years from now (2029). Generally, respondents representing all demographic groups believe that partisanship is bad and not going to get much better.

The agreement among all North Carolinians also extends to the belief that our two major parties are not doing the best for the country and that another third party, which will be competitive with one or both of the major parties, is needed. Almost two-thirds of the respondents hold this belief.

“Although the country has always been polarized around policy issues, there is evidence that the polarization we are experiencing today is more what political scientists called ‘affective polarization,’” said David McLennan. “This is the idea that our differences are more about identity. Republicans dislike Democrats because they perceive them as culturally radical and Democrats dislike Republicans in a similar way. While there is broad-based support for issues like legalizing medical marijuana, there is a belief that partisans cannot give the other side a political victory. It is no surprise, then, that we see high levels of dissatisfaction with the direction of the country and state. The dissatisfaction is less about how well or poorly the

economy is doing or about US policy toward Israel, but more about the fact that large groups of North Carolinians just don't like having people of a different political party in their country or state."

Importance of Democracy and the Threat of Political Violence

Importance of Democracy to North Carolinians

The threat to democracy in the United States is real, according to North Carolina voters. Over two-thirds of our respondents (69%) indicate that it is a real threat, while another 21% say that democracy is under threat, but that it is not serious. On a related question, 91 percent of North Carolina voters believe that it is important that the country remain a democracy (or committed to democratic principles). In terms of demographic groups, a majority of all groups—including political partisans—recognize the danger and want to protect democracy.

In terms of having a strong leader, even if democracy suffers, 40 percent of respondents would prefer a strong leader over democracy. This is a significant increase over the results of our 2022 survey, when just over 30 percent of North Carolinians said having a strong leader was more important than democracy. Among groups that took this point of view, Republicans were more likely than Democrats to favor strong leadership over democracy, as were more conservative voters and Black voters.

"It is clear that people are concerned about 2024 and its impact on democracy," said David McLennan. "With only five percent of respondents saying that there is no threat to democracy, it is clear that the red flags raised by academics and popular pundits about the fragility of democracy are on the minds of voters. There seems to be a stark divide among partisans about whether strong leadership or protecting democracy is the top priority this year."

The Threat of Political Violence and Civil War

Political violence used to be considered for fringe groups in the United States. Our survey results, however, suggest that political violence is more mainstream. Over one-third (34%) of North Carolinians say that, if elected officials cannot protect democracy or Americans, political violence is justified. A similar percentage believe that political violence is an appropriate response for patriots who believe that things have gotten "off track." The most concerning response is to the question of whether force is an appropriate response to a changing American way of life. Almost half of the respondents indicated that it is. Of all the groups represented in the survey, **Republicans are 50% more likely** to indicate a proclivity to resort to violence or force than are Democrats. In fact, a majority of Republicans feel that using force as a response to a changing way of life is an appropriate choice.

Our final question in this series had to do with people's expectations for a civil war in the United States in the future. North Carolinians are equally divided between those who think a civil war is possible (38%) and those who think it is unlikely (38%). The percentage who are concerned that there might be a civil war is an increase over two years ago when more North Carolinians considered a civil war to be a remote possibility. In the demographic groups, there were some differences in how people viewed the possibility of a civil war. Republicans were more likely than Democrats to believe that the U.S. would have a civil war in the future. Likewise, younger voters and Black voters were more likely to think we would have a civil war than their counterparts.

"The percentage of North Carolinians who think that violence is inevitable or that a civil war is likely is very troubling," said David McLennan. "Messages about both are increasingly being pushed by people in the media and by some political leaders. Although that does not make widespread violence or a civil war inevitable, the threat level is higher than at any point in my lifetime."

Attitudes about the Kansas City Chiefs and the Impact of the Taylor Swift-Travis Kelce Relationship

The NFL Kansas City Chiefs have become one of the league's most dominant teams since appearing in Super Bowl 55 in 2020. The team will appear in the 2024 Super Bowl and attempt to win its third championship game since 2020. With their success, they have gained a national following with their coach and many star players being well known, even among non-NFL fans. Recently, one of Kansas City's star players—tight end Travis Kelce—has begun dating music superstar Taylor Swift. Swift has appeared at many Chiefs' games and been prominently featured in television coverage. Politicians, such as former president Donald Trump, and anchors on Fox News and other conservative media outlets have begun targeting Swift and Kelce with criticism and even spreading conspiracies about Swift's motives and about the NFL working to ensure that Kansas City wins the Super Bowl.

A near majority (49%) of North Carolinians have a favorable view of the Kansas City Chiefs with only 16 percent expressing an unfavorable opinion. Over one-third of our respondents (35%) have no opinion about the NFL team.

There are partisan differences in terms of how people view the team. A slight majority of Democrats had a favorable view of the Chiefs (53.7%), while slightly less than half of Republicans (44.5%) had a favorable view of the team.

When asked about the influence of the Swift-Kelce relationship on their perception of the Kansas City Chiefs, only 23% indicated that the relationship had some or a lot of influence. Almost two-thirds of those responding (63%) indicated that the relationship had no influence. There were no partisan differences in terms of how people viewed the relationship between Taylor Swift and Travis Kelce affecting their perception of the team.

“As with many other issues that blow up on partisan media or have a viral moment on social media, the Taylor Swift/Travis Kelce story seems to be a “tempest in a teacup’ and has less impact on citizens than pundits assume,” said David McLennan. “Most people follow sports for the sake of the sport and see it as an escape from partisan politics.”

Direction of State and Country

Direction of the Country

Satisfaction 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 obvious concern about the economy, world events, and a general apprehension about the political system that affect these results.

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 who 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. As we head into an election year, expect both political parties to use this dissatisfaction and blame the other party for the woes of the country. This promises to be one of the most negative political campaign years in history.”

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 33 percent of our respondents are satisfied with the direction of the state and 57 percent are dissatisfied. Satisfaction with the direction of the state has been declining over the last two years.

“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.”

Topline Results

Satisfaction with the direction of the country and state

Satisfaction with the direction of the country

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

Response	Number	Percentage
Yes	159	21
No	566	74
Don't know	35	5

N=760

Satisfaction with the direction of the state

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

Response	Number	Percentage
Yes	250	33
No	431	57
Don't know	79	10

N=760

Political Polarization

Current polarization

What's your view... Do you think the country is more politically divided these days than in the past, or not?

Response	Number	Percentage
Less politically divided	23	3
More politically divided	631	83
About the same	93	12
Don't know	13	2

N=760

Future polarization

And thinking about five years from now, do you think the country will be:

Response	Number	Percentage
Less politically divided	87	11
More politically divided	322	42
About the same	239	31
Don't know	112	15

N=760

Evaluation of the political parties in North Carolina

Thinking about the political parties, please tell me if each of the phrases below best describes the Democratic Party and its leaders, the Republican Party and its leaders, both, or neither.

More extreme

Is more extreme in its positions

Response	Number	Percentage
The Democratic Party	243	32
The Republican Party	307	40
Both	161	21
Neither	20	3
Don't know	29	4

N=760

Manage the federal government

Can better manage the federal government.

Response	Number	Percentage
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The Democratic Party	254	34
The Republican Party	299	39
Both	61	8
Neither	116	15
Don't know	30	4

N=760

Cares about the needs of people like me

Cares more about the needs of people like me.

Response	Number	Percentage
The Democratic Party	312	41
The Republican Party	274	36
Both	41	5
Neither	112	15
Don't know	21	3

N=760

Governs in a more honest and ethical way.

Response	Number	Percentage
The Democratic Party	226	30
The Republican Party	191	25
Both	44	6
Neither	261	34
Don't know	38	5

N=760

Need for third party

In your view, do the Democratic and Republican parties do an adequate job of representing the American people, or do they do such a poor job that a third party is needed?

Response	Number	Percentage
The two parties do an adequate job of representing Americans	159	21
The two parties do not do an adequate job of representing Americans and a third party is needed	478	63
Don't know	123	16

N= 760

Perceptions of Democracy

Threat to democracy

When thinking about democracy in the United States these days, which of the following statements is closest to your view?

Response	Number	Percentage
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There is a serious threat to our democracy.	524	69
There may be a threat to our democracy, but it is not serious.	157	21
There is no threat to our democracy.	40	5
Don't know	39	5

N=760

Cause of the threat

From which direction do you think the threat is coming?

Response	Number	Percentage
Democrats and/or the left	235	35
Republicans and/or the right	253	37
Both	181	27
Neither	3	0
Don't know	9	1

N=681

How important is it for the US to remain a democracy?

How important do you think it is for the United States to remain a democracy?

Response	Number	Percentage
Very important	597	79
Somewhat important	90	12
Somewhat unimportant	25	3
Very unimportant	17	2
Don't know	31	4

N=760

Please give your level of agreement with the following statements.

Having a strong leader is more important than democracy

Having a strong leader for America is more important than being a democracy.

Response	Number	Percentage
Strongly agree	160	21
Somewhat agree	143	19
Somewhat disagree	176	23
Strongly disagree	247	33
Don't know	34	4

N=760

Views on possibility of political violence

Violence is necessary to protect democracy

If elected leaders will not protect American democracy, the people must do it themselves, even if it requires taking violent actions.

Response	Number	Percentage
Strongly agree	87	11
Somewhat agree	177	23
Somewhat disagree	150	20
Strongly disagree	293	39
Don't know	53	7

N=760

Violence can be used to protect democracy

Our American way of life is disappearing so fast that we may have to use force to save it.

Response	Number	Percentage
Strongly agree	133	17
Somewhat agree	232	31
Somewhat disagree	143	19
Strongly disagree	198	26
Don't know	54	7

N=760

Violence can be used because things have gotten off track

Because things have gotten so far off track, true American patriots may have to resort to violence in order to save our country.

Response	Number	Percentage
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MEREDITH POLL FEBRUARY 2024

Strongly agree	81	11
Somewhat agree	146	19
Somewhat disagree	131	17
Strongly disagree	339	45
Don't know	63	8

N=760

Possibility of a civil war in the United States

In the next few years, there will be civil war in the United States.

Response	Number	Percentage
Strongly agree	93	12
Somewhat agree	200	26
Somewhat disagree	122	16
Strongly disagree	164	22
Don't know	181	24

N=760

United States and North Carolina Politics

Policy Issues

Distracted driving

Which of the following best describes your opinion of the current level of safety on North Carolina roads and highways?

Response	Number	Percentage
I DON'T DRIVE	48	6
I feel very safe while driving - it's unlikely I will be in a crash	118	16
I feel somewhat safe while driving - there's only a small chance I will be in a crash	381	50
I feel somewhat unsafe while driving - there's a good chance I will be in a crash	142	19

I feel very unsafe while driving - there is a very good chance I will be in a crash	31	4
No opinion	40	5

N=760

Which of the following contributes the most to why you feel this way

Response	Number	Percentage
Poor maintenance or design of roads and highways	18	10
Other motorists distracted while driving due to use of phones	56	32
Other motorists driving too fast and recklessly	57	33
High volume of traffic/vehicle congestion on the roads	28	16
Not enough enforcement of traffic laws by police and Highway Patrol	10	6
Other	2	1
Don't Know	2	1

N=173

Under current NC law, you cannot text or email while driving. Would you support the state legislature also passing a 'hands free' driving law that would prohibit holding a device while you are behind the wheel (you could make phone calls, or use apps for navigation or music, if the device was mounted and not being held while driving)?

Response	Number	Percentage
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Strongly support	32	57
Somewhat support	19	34
Somewhat opposed	1	2
Strongly opposed	3	5
Don't know	1	2

N=56

Medical marijuana

North Carolina is considering legislation to make medical marijuana legal if prescribed by a physician for conditions such as cancer, PTSD, and Parkinson's. Do you support the passage of legislation allowing for the use of medical marijuana?

Response	Number	Percentage
Strongly support	370	49
Somewhat support	217	29
Somewhat opposed	57	8
Strongly opposed	76	10
Don't know	40	5

N=760

Casino gambling

North Carolina is considering passing legislation allowing up to four casinos to be built and operated in rural parts of North Carolina. Do you support legislation allowing for the state allowing the operation of casinos.

Response	Number	Percentage
Strongly support	180	24
Somewhat support	253	33
Somewhat opposed	120	16

Strongly opposed	142	19
Don't know	65	9

N=760

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	126	17
Approve	174	23
Disapprove	99	13
Strongly disapprove	345	45
Don't know	16	2

N=760

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	124	16
Approve	167	167
Disapprove	83	83
Strongly disapprove	340	340
Don't know	46	46

N=760

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	190	25
Approve	223	29
Disapprove	146	19
Strongly disapprove	141	19
Don't know	60	8

N=760

Opinion of Joe Biden and Donald Trump

What is your overall opinion of President Biden?

Response	Number	Percentage
Very favorable	135	18
Somewhat favorable	174	23
Somewhat unfavorable	91	12
Very unfavorable	347	46
Don't know	13	2

N=760

What is your overall opinion of former President Trump?

Response	Number	Percentage
Very favorable	179	24
Somewhat favorable	142	19
Somewhat unfavorable	97	13
Very unfavorable	327	43
Don't know	15	2

N=760

Kansas City Chiefs’ approval and impact of Taylor Swift/Travis Kelce relationship
What is your overall opinion of the Kansas City Chiefs?

Response	Number	Percentage
Very favorable	134	18
Somewhat favorable	233	31
Somewhat unfavorable	64	8
Very unfavorable	64	8
Don’t know	265	35

N=760

Has the relationship between Taylor Swift and Chiefs player Travis Kelce influenced your opinion of the Kansas City Chiefs?

Response	Number	Percentage
Definitely yes	81	11
Somewhat	94	12
Definitely not	482	63
Don’t know	103	14

N=760

2024 Primary Elections

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

Response	Number	Percentage
Democratic	312	41
Republican	375	49
Other	14	2
Don’t know	59	8

N=760

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
Nikki Haley	74	20
Donald Trump	269	72
Someone else	17	5
Don't know	15	4

N=375

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	16	4
Bill Graham	35	9
Mark Robinson	129	34
Someone else	37	10
Don't know	158	42

N=375

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
Chrelle Booker	17	5
Gary Fox	9	3
Michael Morgan	12	4
Josh Stein	96	31
Marcus Williams	7	2
Someone else	13	4
Don't know	158	51

N=312

2024 General Election Matchups

Biden-Trump General Election Matchup

If the election for president of the United States was held today, which candidate would you be most likely to vote for?

Response	Number	Percentage
Democrat Joe Biden	299	39

Republican Donald Trump	338	44
Someone else	90	12
Don't know	33	4

N=760

Robinson-Stein General Election Matchup

If the election for North Carolina governor was held today, which candidate would you be most likely to vote for?

Response	Number	Percentage
Democrat Josh Stein	298	39
Republican Mark Robinson	264	35
Someone else	68	9
Don't know	130	17

N=760

Demographics* (Note: See Methodology section for weighting by demographic variable)

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

Location

How would you characterize where you live

Response	Number	Percentage
Urban	128	17
Rural	279	37
Suburban	346	46
Don't know	7	1

N=760

Were you born in North Carolina or somewhere else?

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Response	Number	Percentage
Born in North Carolina	396	52
Born somewhere else	364	48

N=760

Gender

What is your gender identity?

Response	Number	Percentage
Female	613	81
Male	145	19
Non-binary/third gender	2	0
Prefer not to say	0	0

N=760

Race/Ethnicity

What is your race/ethnic group?

Response	Number	Percentage
White	559	74
Black or African American	159	21
Hispanic or Latino	16	2
Asian, Native Hawaiian, or Pacific Islander	10	1
Other	14	2
Prefer not to say	2	0

N=760

Age

What is your age?

Response	Number	Percentage
18-24	33	4
25-40	199	26
41-56	227	30
57-75	253	33

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76+	48	6
Prefer not to say	0	0

N= 760

Education

What best describes the level of education you last completed?

Response	Number	Percentage
Less than high school diploma	14	2
High school diploma	149	20
Some college	266	34
Bachelor's degree	214	28
Graduate or professional degree	123	16
Prefer not to say	0	0

N= 760

Ideology

How would you describe yourself?

Response	Number	Percentage
Very liberal	81	11
Somewhat liberal	137	18
Somewhere in the middle	236	31
Somewhat conservative	170	22
Very conservative	136	18
Prefer not to say	0	0

N= 760

Political Party

What political party do you most identify with?

Response	Number	Percentage
Democrat	326	43
Republican	336	44
Unaffiliated	83	11
Other	8	1
Don't know	7	1

N=760

Cross-tabulations

Direction of the Country and State

Direction of country

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

	Yes	No	Don't Know
Democrat	43.3	50.0	6.7
Republican	5.6	91.7	2.8
Unaffiliated	30.8	69.2	0.0
Other	0.0	50.0	50.0
Don't know	0.0	100.0	0.0
White	18.6	78.0	3.4
Black or African American	31.6	57.9	10.5
Hispanic or Latino	0.0	100.0	0.0
Asian, Native Hawaiian, or Pacific Islander	100.0	0.0	0.0
Other	0.0	0.0	0.0
Prefer not to say	0.0	100.0	0.0
Male	30.8	65.8	3.4
Female	18.8	76.3	4.9
Non-binary/third gender	0.0	100.0	0.0
Prefer not to say	0.0	0.0	0.0
18-24	0.0	100.0	0.0
25-40	36.8	52.6	10.5

MEREDITH POLL FEBRUARY 2024

41-56	7.1	85.7	7.1
57-75	35.7	64.3	0.0
76+	0.0	100.0	0.0
Prefer not to say	0.0	0.0	0.0
Less than high school diploma	0.0	50.0	50.0
High school diploma	40.0	53.3	6.7
Some college	11.1	81.5	7.4
Bachelor's degree	24.0	76.0	0.0
Graduate or professional degree	28.6	71.4	0.0
Prefer not to say	0.0	0.0	0.0
Very liberal	40.0	50.0	10.0
Somewhat liberal	36.4	63.6	0.0
Somewhere in the middle	36.7	56.7	6.7
Somewhat conservative	0.0	95.5	4.8
Very conservative	0.0	100.0	0.0
Urban	28.6	64.3	7.1
Suburban	18.9	78.4	2.7
Rural	25.0	68.8	6.3
Don't know	0.0	0.0	0.0

Direction of the state

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

	Yes	No	Don't Know
Democrat	43.3	53.3	3.3
Republican	25.0	66.7	8.3
Unaffiliated	46.2	53.8	0.0
Other	0.0	50.0	50.0
Don't know	0.0	100.0	0.0
White	30.5	61.0	8.5
Black or African American	42.1	57.9	0.0
Hispanic or Latino	0.0	100.0	0.0
Asian, Native Hawaiian, or Pacific Islander	100.0	0.0	0.0
Other	0.0	0.0	0.0
Prefer not to say	0.0	100.0	0.0
Male	43.2	47.9	8.9
Female	30.5	58.7	10.8
Non-binary/third gender	50.0	50.0	0.0
Prefer not to say	0.0	0.0	0.0
18-24	0.0	100.0	0.0

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25-40	63.2	36.8	0.0
41-56	25.0	64.3	10.7
57-75	25.0	71.4	3.6
76+	28.6	57.1	14.3
Prefer not to say	0.0	0.0	0.0
Less than high school diploma	0.0	100.0	0.0
High school diploma	40.0	53.3	6.7
Some college	37.0	59.3	3.7
Bachelor's degree	24.0	64.0	12.0
Graduate or professional degree	42.9	57.1	0.0
Prefer not to say	0.0	0.0	0.0
Very liberal	40.0	50.0	10.0
Somewhat liberal	36.4	63.6	0.0
Somewhere in the middle	46.7	50.0	3.3
Somewhat conservative	19.0	71.4	9.5
Very conservative	18.2	72.7	9.1
Urban	35.7	57.1	7.1
Suburban	37.8	56.8	5.4
Rural	28.1	65.6	6.3
Don't know	0.0	0.0	0.0

Political polarization

Current polarization

What's your view... Do you think the country is more politically divided these days than in the past or not?

	Less politically divided	More politically divided	About the same	Don't Know
Democrat	3.3	76.7	16.7	3.3
Republican	8.3	86.1	2.8	2.8
Unaffiliated	0.0	92.3	7.7	0.0
Other	0.0	50.0	50.0	0.0
Don't know	0.0	100.0	0.0	0.0
White	3.4	84.7	8.5	3.4
Black or African American	10.5	73.7	15.8	0.0
Hispanic or Latino	0.0	100.0	0.0	0.0
Asian, Native Hawaiian, or Pacific Islander	0.0	100.0	0.0	0.0
Other	0.0	0.0	0.0	0.0
Prefer not to say	0.0	100.0	0.0	0.0
Male	2.7	83.6	13.0	0.7
Female	3.1	83.0	11.9	2.0

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Non-binary/third gender	0.0	50.0	50.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0
18-24	0.0	100.0	0.0	0.0
25-40	10.5	73.7	15.8	0.0
41-56	7.1	75.0	10.7	7.1
57-75	0.0	92.9	7.1	0.0
76+	0.0	100.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0
Less than high school diploma	0.0	50.0	50.0	0.0
High school diploma	6.7	80.0	13.3	0.0
Some college	11.1	81.5	3.7	3.7
Bachelor's degree	0.0	88.0	12.0	0.0
Graduate or professional degree	0.0	85.7	7.1	7.1
Prefer not to say	0.0	0.0	0.0	0.0
Very liberal	10.0	70.0	10.0	10.0
Somewhat liberal	0.0	81.8	9.1	9.1

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Somewhere in the middle	3.3	80.0	16.7	0.0
Somewhat conservative	9.5	85.7	4.8	0.0
Very conservative	0.0	100.0	0.0	0.0
Urban	14.3	64.3	14.3	7.1
Suburban	2.7	86.5	10.8	0.0
Rural	3.1	87.5	6.3	3.1
Don't know	0.0	0.0	0.0	0.0

Future polarization

And thinking about five years from now, do you think the country will be:

	Less politically divided	More politically divided	About the same	Don't Know
Democrat	13.3	26.7	50.0	10.0
Republican	13.9	44.4	25.0	16.7
Unaffiliated	30.8	30.8	38.5	0.0
Other	50.0	50.0	0.0	0.0
Don't know	0.0	0.0	0.0	100.0
White	13.6	35.6	35.6	15.3
Black or African American	26.3	26.3	42.1	5.3
Hispanic or Latino	0.0	100.0	0.0	0.0

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Asian, Native Hawaiian, or Pacific Islander	50.0	50.0	0.0	0.0
Other	0.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	100.0
Male	14.4	36.3	41.1	8.2
Female	10.9	43.7	29.0	16.3
Non-binary/third gender	0.0	50.0	50.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0
18-24	0.0	0.0	0.0	100.0
25-40	15.8	52.6	31.6	0.0
41-56	17.9	39.3	28.6	14.3
57-75	17.9	21.4	42.9	17.9
76+	14.3	28.6	42.9	14.3
Prefer not to say	0.0	0.0	0.0	0.0
Less than high school diploma	50.0	50.0	0.0	0.0
High school diploma	20.0	33.3	40.0	6.7
Some college	22.2	18.5	40.7	18.5

MEREDITH POLL FEBRUARY 2024

Bachelor's degree	8.0	56.0	20.0	16.0
Graduate or professional degree	14.3	28.6	50.0	7.1
Prefer not to say	0.0	0.0	0.0	0.0
Very liberal	20.0	0.0	50.0	30.0
Somewhat liberal	18.2	36.4	27.3	18.2
Somewhere in the middle	23.3	40.0	36.7	0.0
Somewhat conservative	9.5	38.1	33.3	19.0
Very conservative	9.1	45.5	27.3	18.2
Urban	21.4	35.7	21.4	21.4
Suburban	16.2	27.0	43.2	13.5
Rural	15.6	43.8	31.3	9.4
Don't know	0.0	0.0	0.0	0.0

Perceptions of political parties

Thinking about political parties, please tell me if each of the phrases below best describes the Democratic Party and its leaders, the Republican Party and its leaders, both, or neither.

[More extreme](#)

Is more extreme in its positions

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	Democratic Party	Republican Party	Both	Neither	Don't Know
Democrat	16.3	65.3	12.9	1.5	4.0
Republican	50.7	17.5	25.8	3.0	3.0
Unaffiliated	20.5	39.8	31.3	3.6	4.8
Other	12.5	25.0	50.0	12.5	0.0
Don't know	28.6	0.0	28.6	14.3	28.6
White	34.7	38.3	22.2	2.3	2.5
Black or African American	24.5	43.4	18.9	3.8	9.4
Hispanic or Latino	25.0	56.3	18.8	0.0	0.0
Asian, Native Hawaiian, or Pacific Islander	36.4	63.6	0.0	0.0	0.0
Other	14.3	57.1	28.6	0.0	0.0
Prefer not to say	50.0	0.0	0.0	50.0	0.0
Male	32.2	35.6	26.0	3.4	2.7
Female	31.2	41.3	20.1	2.4	4.1
Non-binary/third gender	0.0	100.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	30.3	42.4	15.2	3.0	9.1

MEREDITH POLL FEBRUARY 2024

25-40	30.5	36.0	24.5	4.0	5.0
41-56	30.4	41.9	23.3	3.1	1.3
57-75	30.8	43.9	18.6	1.6	5.1
76+	54.2	31.3	14.6	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	28.6	42.9	7.1	14.3	7.1
High school diploma	29.5	40.3	22.1	1.3	6.7
Some college	33.1	38.8	21.5	1.5	5.0
Bachelor's degree	37.4	39.4	17.8	3.7	1.9
Graduate or professional degree	24.2	45.2	26.6	3.2	0.8
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	14.8	72.8	8.6	0.0	3.7
Somewhat liberal	13.0	68.8	15.2	0.7	2.2
Somewhere in the middle	16.9	47.0	27.5	3.4	5.1
Somewhat conservative	52.4	16.5	25.3	4.1	1.8
Very conservative	62.5	10.3	18.4	2.9	5.9

MEREDITH POLL FEBRUARY 2024

Urban	28.1	43.8	20.3	3.1	4.7
Suburban	30.1	42.8	20.8	2.6	3.8
Rural	36.8	35.7	22.5	2.5	2.5
Don't know	14.3	42.9	0.0	0.0	42.9

Manage federal government

Can better manage the federal government.

	Democratic Party	Republican Party	Both	Neither	Don't Know
Democrat	81.0	2.8	4.9	8.9	2.5
Republican	3.6	73.3	5.6	11.3	1.8
Unaffiliated	37.3	19.3	6.0	33.7	3.6
Other	37.5	25.0	25.0	12.5	0.0
Don't know	28.6	0.0	0.0	14.3	57.1
White	26.7	49.0	5.9	15.9	2.5
Black or African American	56.0	6.3	16.4	11.3	10.1
Hispanic or Latino	50.0	37.5	0.0	12.5	0.0
Asian, Native Hawaiian, or Pacific Islander	45.5	45.5	0.0	9.1	0.0
Other	21.4	35.7	7.1	35.7	0.0
Prefer not to say	0.0	0.0	50.0	50.0	0.0

MEREDITH POLL FEBRUARY 2024

Male	30.8	39.0	11.6	15.8	2.7
Female	33.8	39.6	7.2	15.2	4.2
Non-binary/third gender	100.0	0.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	33.3	24.2	18.2	18.2	6.1
25-40	31.0	32.0	10.5	20.0	6.5
41-56	30.0	44.9	9.3	12.8	3.1
57-75	30.8	43.9	18.6	1.6	5.1
76+	25.0	54.2	8.3	12.5	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	50.0	21.4	14.3	14.3	0.0
High school diploma	32.9	38.3	11.4	14.1	3.4
Some college	30.0	41.5	9.6	13.8	5.0
Bachelor's degree	34.1	40.7	4.7	16.8	3.7
Graduate or professional degree	37.9	36.3	5.6	16.9	3.2
Prefer not to say	0.0	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

Very liberal	72.8	9.9	4.9	11.1	1.2
Somewhat liberal	62.3	10.1	5.8	17.4	4.3
Somewhere in the middle	36.9	24.2	16.1	16.5	6.4
Somewhat conservative	9.4	67.6	4.7	17.1	1.2
Very conservative	4.4	77.9	2.2	11.0	4.4
Urban	50.8	18.0	10.9	17.2	3.1
Suburban	31.5	43.1	5.5	16.2	3.8
Rural	27.5	45.4	10.0	13.6	3.6
Don't know	42.9	14.3	0.0	0.0	42.9

Cares about needs of the people

Cares more about the needs of people like me.

	Democratic Party	Republican Party	Both	Neither	Don't Know
Democrat	61.3	3.1	6.7	23.0	5.8
Republican	2.1	51.0	4.7	38.9	3.3
Unaffiliated	20.5	9.6	6.0	56.6	7.2
Other	0.0	12.5	12.5	75.0	0.0
Don't know	28.6	0.0	14.3	28.6	28.6
White	34.0	44.7	3.9	15.6	1.8

MEREDITH POLL FEBRUARY 2024

Black or African American	66.0	6.3	9.4	11.9	6.3
Hispanic or Latino	50.0	31.3	6.3	6.3	6.3
Asian, Native Hawaiian, or Pacific Islander	45.5	27.3	18.2	9.1	0.0
Other	21.4	42.9	14.3	21.4	0.0
Prefer not to say	50.0	0.0	0.0	50.0	0.0
Male	38.4	34.9	6.8	16.4	3.4
Female	41.4	36.4	5.2	14.4	2.6
Non-binary/third gender	100.0	0.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	54.5	15.2	3.0	15.2	12.1
25-40	38.0	31.5	10.0	16.0	4.5
41-56	34.8	41.0	7.5	15.4	1.3
57-75	49.0	34.0	0.8	14.2	2.0
76+	31.3	56.3	4.2	8.3	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	42.9	35.7	0.0	21.4	0.0

MEREDITH POLL FEBRUARY 2024

High school diploma	40.3	38.9	6.0	12.8	2.0
Some college	39.2	37.3	6.5	13.1	3.8
Bachelor's degree	39.3	35.5	5.6	16.8	2.8
Graduate or professional degree	48.4	30.6	3.2	16.1	1.6
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	81.5	7.4	1.2	6.2	3.7
Somewhat liberal	76.1	7.2	4.3	11.6	0.7
Somewhere in the middle	46.6	23.7	10.2	15.3	4.2
Somewhat conservative	12.9	58.2	4.7	21.2	2.9
Very conservative	6.6	75.7	2.2	14.0	1.5
Urban	55.5	14.8	10.9	15.6	3.1
Suburban	41.3	40.5	3.2	13.0	2.0
Rural	34.3	40.4	6.1	16.8	2.5
Don't know	28.6	28.6	0.0	0.0	42.9

MEREDITH POLL FEBRUARY 2024

Governs in a more honest and ethical way

	Democratic Party	Republican Party	Both	Neither	Don't Know
Democrat	67.8	4.3	8.9	13.5	5.5
Republican	3.0	78.3	5.6	11.3	1.8
Unaffiliated	25.3	24.1	8.4	37.3	4.8
Other	12.5	25.0	50.0	12.5	0.0
Don't know	28.6	0.0	28.6	14.3	28.6
White	22.0	31.3	4.7	37.7	4.3
Black or African American	54.1	5.0	9.4	25.2	6.3
Hispanic or Latino	43.8	18.8	12.5	12.5	12.5
Asian, Native Hawaiian, or Pacific Islander	36.4	18.2	9.1	27.3	9.1
Other	35.7	21.4	7.1	28.6	7.1
Prefer not to say	50.0	0.0	0.0	50.0	0.0
Male	27.4	24.0	10.3	35.6	2.7
Female	30.2	25.4	4.9	33.9	5.5
Non-binary/third gender	50.0	0.0	0.0	50.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

18-24	36.4	15.2	9.1	33.3	6.1
25-40	25.0	25.0	10.5	34.5	5.0
41-56	24.2	26.9	4.8	39.6	4.4
57-75	37.2	23.3	2.8	32.0	4.7
76+	31.1	33.3	6.3	20.8	8.3
Prefer not to say					
Less than high school diploma	35.7	35.7	0.0	28.6	0.0
High school diploma	29.5	30.9	10.1	23.5	6.0
Some college	26.2	27.3	6.2	35.4	5.0
Bachelor's degree	29.0	22.4	5.1	38.3	5.1
Graduate or professional degree	37.9	16.9	2.4	38.7	4.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	60.5	8.6	1.2	23.5	6.2
Somewhat liberal	55.8	4.3	7.2	26.1	6.5
Somewhere in the middle	32.2	16.5	11.0	35.6	4.7
Somewhat conservative	10.6	36.5	2.9	45.9	4.1

MEREDITH POLL FEBRUARY 2024

Very conservative	4.4	56.6	2.2	32.4	4.4
Urban	44.5	12.5	8.6	29.7	4.7
Suburban	26.9	27.7	5.5	34.7	5.2
Rural	26.8	28.2	5.0	36.4	3.6
Don't know	14.3	0.0	14.3	14.3	57.1

Need for a third party

Need for a third party

In your view, do the Democratic and Republican parties do an adequate job of representing the American people, or do they do such a poor job that a third party is needed?

	The two parties do an adequate job of representing Americans	The two parties do not do an adequate job of representing Americans and a third party is needed	Don't know
Democrat	25.2	62.6	12.3
Republican	19.6	59.3	21.1
Unaffiliated	12.0	79.5	8.4
Other	12.5	62.5	25.0
Don't know	14.3	42.9	42.9
White	17.7	65.7	16.6
Black or African American	30.2	53.5	16.4
Hispanic or Latino	25.0	62.5	12.5

MEREDITH POLL FEBRUARY 2024

Asian, Native Hawaiian, or Pacific Islander	36.4	54.5	9.1
Other	35.7	57.1	7.1
Prefer not to say	0.0	100.0	0.0
Male	16.4	72.6	11.0
Female	22.2	60.4	17.5
Non-binary/third gender	0.0	100.0	0.0
Prefer not to say	0.0	0.0	0.0
18-24	18.2	60.6	21.2
25-40	23.5	66.5	10.0
41-56	19.4	64.8	15.9
57-75	20.6	60.1	19.4
76+	22.9	54.2	22.9
Prefer not to say	0.0	0.0	0.0
Less than high school diploma	14.3	71.4	14.3
High school diploma	21.5	56.4	22.1
Some college	20.0	65.8	14.2
Bachelor's degree	21.0	63.1	15.9
Graduate or professional degree	23.4	62.9	13.7
Prefer not to say	0.0	0.0	0.0

Very liberal	28.4	59.3	12.3
Somewhat liberal	24.6	65.2	10.1
Somewhere in the middle	16.5	66.9	16.5
Somewhat conservative	20.6	61.2	18.2
Very conservative	21.3	57.4	21.3
Urban	26.6	62.5	10.9
Suburban	20.8	63.0	16.2
Rural	19.3	63.2	17.5
Don't know	0.0	42.9	57.1

Perceptions of democracy

Democracy threatened

When thinking about democracy in the United States these days, which of the following statements is closest to your view?

	There is a serious threat to our democracy.	There may be a threat to our democracy, but it is not serious.	There is no threat to our democracy.	Don't Know
Democrat	68.7	22.1	5.2	4.0
Republican	68.2	20.2	5.3	6.2
Unaffiliated	77.1	19.3	1.2	2.4
Other	75.0	0.0	25.0	0.0
Don't know	14.3	14.3	28.6	42.9
White	71.4	20.0	4.3	4.3

MEREDITH POLL FEBRUARY 2024

Black or African American	66.7	18.2	7.5	7.5
Hispanic or Latino	56.3	37.5	6.3	0.0
Asian, Native Hawaiian, or Pacific Islander	45.5	36.4	9.1	9.1
Other	35.7	42.9	7.1	14.3
Prefer not to say	50.0	0.0	50.0	0.0
Male	63.7	25.3	8.2	2.7
Female	70.1	19.6	4.6	5.7
Non-binary/third gender	100.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0
18-24	45.5	27.3	15.2	12.1
25-40	58.0	30.5	6.5	5.0
41-56	70.5	20.7	3.5	5.3
57-75	77.5	12.3	5.5	4.7
76+	79.2	18.8	0.0	2.1
Prefer not to say	0.0	0.0	0.0	0.0
Less than high school diploma	78.6	7.1	7.1	7.1
High school diploma	65.1	21.5	6.0	7.4
Some college	73.5	16.5	4.5	4.6

MEREDITH POLL FEBRUARY 2024

Bachelor's degree	66.8	23.4	4.2	5.6
Graduate or professional degree	66.9	25.0	5.6	2.4
Prefer not to say	0.0	0.0	0.0	0.0
Very liberal	71.6	19.8	3.7	4.9
Somewhat liberal	68.1	25.4	4.3	2.2
Somewhere in the middle	67.8	22.0	4.7	5.5
Somewhat conservative	68.2	22.9	4.7	4.1
Very conservative	71.3	11.0	8.8	8.8
Urban	71.1	18.0	5.5	5.5
Suburban	67.6	22.8	5.5	4.0
Rural	70.0	19.3	4.6	6.1
Don't know	57.1	14.3	14.3	14.3

Cause of threat

From which direction do you think the threat is coming?

	Democrats and/or the left	Republicans and/or the right	Both	Neither	I don't know
Democrat	9.5	68.2	20.3	0.3	1.7
Republican	64.4	7.4	26.5	0.3	1.3
Unaffiliated	17.5	36.3	45.0	1.3	0.0
Other	16.7	0.0	83.3	0.0	0.0

MEREDITH POLL FEBRUARY 2024

Don't know	0.0	50.0	50.0	0.0	0.0
White	40.3	32.1	25.6	0.6	1.4
Black or African American	14.1	54.1	30.4	0.0	1.5
Hispanic or Latino	26.7	46.7	26.7	0.0	0.0
Asian, Native Hawaiian, or Pacific Islander	33.3	66.7	0.0	0.0	0.0
Other	27.3	36.4	36.4	0.0	0.0
Prefer not to say	0.0	0.0	100.0	0.0	0.0
Male	31.5	37.7	30.0	0.8	0.0
Female	35.3	36.9	25.8	0.4	1.6
Non-binary/third gender	0.0	100.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	33.3	33.3	29.2	0.0	4.2
25-40	29.9	36.2	29*.9	1.7	2.3
41-56	37.2	33.8	29.0	0.0	0.0
57-75	33.5	43.2	21.6	0.0	1.8
76+	44.7	29.8	25.5	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	41.7	33.3	25.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

High school diploma	36.4	30.2	31.0	0.8	1.6
Some college	35.9	33.8	28.2	0.4	1.7
Bachelor's degree	35.8	39.4	23.8	0.5	0.5
Graduate or professional degree	26.3	49.1	22.8	0.0	1.8
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	13.5	78.4	6.8	0.0	1.4
Somewhat liberal	7.0	67.4	24.0	0.0	1.6
Somewhere in the middle	19.3	41.0	35.4	1.4	2.8
Somewhat conservative	58.7	9.7	31.6	0.0	0.0
Very conservative	75.0	6.3	18.8	0.0	0.0
Urban	27.2	46.5	25.4	0.0	0.9
Suburban	34.5	38.0	25.6	0.6	1.3
Rural	38.0	32.0	28.4	0.4	1.2
Don't know	20.0	40.0	20.0	0.0	20.0

How important is it for the US to remain a democracy

How important do you think it is for the United States to remain a democracy?

	Very important	Somewhat important	Somewhat unimportant	Very unimportant	Don't Know
Democrat	80.4	14.1	1.8	1.2	2.5
Republican	75.7	11.3	4.5	3.6	5.0
Unaffiliated	85.5	6.0	3.6	0.0	4.8
Other	87.5	12.5	0.0	0.0	0.0
Don't know	28.6	14.3	14.3	14.3	28.6
White	82.5	9.3	2.7	2.0	3.6
Black or African American	69.2	18.2	4.4	2.5	5.7
Hispanic or Latino	93.8	6.3	0.0	0.0	0.0
Asian, Native Hawaiian, or Pacific Islander	45.5	36.4	9.1	9.1	0.0
Other	35.7	35.7	14.3	0.0	14.3
Prefer not to say	50.0	0.0	0.0	50.0	0.0
Male	75.3	13.0	4.1	4.8	2.7
Female	79.1	11.7	3.1	1.6	4.4
Non-binary/third gender	100.0	0.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	51.5	18.2	9.1	3.0	18.2

MEREDITH POLL FEBRUARY 2024

25-40	67.0	20.5	5.0	2.0	5.5
41-56	79.7	12.3	2.6	3.5	1.8
57-75	87.0	5.1	2.4	1.6	4.0
76+	93.8	6.3	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	50.0	7.1	21.4	7.1	14.3
High school diploma	69.1	16.1	6.0	3.4	5.4
Some college	80.0	9.6	3.1	3.1	4.2
Bachelor's degree	82.7	10.7	1.9	0.9	3.7
Graduate or professional degree	82.3	14.5	0.8	0.8	1.6
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	85.2	7.4	2.5	0.0	4.9
Somewhat liberal	79.0	15.9	0.7	1.4	2.9
Somewhere in the middle	75.8	13.6	4.2	1.7	4.7
Somewhat conservative	78.8	10.6	4.7	2.4	3.5
Very conservative	77.9	9.6	2.9	5.1	4.4
Urban	78.1	14.8	3.1	0.8	3.1
Suburban	80.6	11.0	2.9	2.0	3.5
Rural	76.8	11.4	3.9	3.2	4.6

MEREDITH POLL FEBRUARY 2024

Don't know	42.9	28.6	0.0	0.0	28.6
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A strong leader v. a democracy

Please give your level of agreement with the following statements.

Having a strong leader for America is more important than being a democracy.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know
Democrat	18.1	16.3	21.2	41.1	3.4
Republican	26.4	22.3	22.6	23.7	5.0
Unaffiliated	12.0	12.0	33.7	37.3	4.8
Other	0.0	37.5	37.5	25.0	0.0
Don't know	42.9	28.6	0.0	0.0	28.6
White	19.0	18.4	24.2	34.3	4.1
Black or African American	27.0	20.1	19.5	27.0	6.3
Hispanic or Latino	6.3	6.3	31.3	56.3	0.0
Asian, Native Hawaiian, or Pacific Islander	27.3	27.3	18.2	18.2	9.1
Other	50.0	21.4	21.4	7.1	0.0
Prefer not to say	50.0	50.0	0.0	0.0	0.0
Male	21.9	16.4	19.2	41.1	1.4
Female	21.0	19.4	24.1	30.2	5.2
Non-binary/third gender	0.0	0.0	0.0	100.0	0.0

MEREDITH POLL FEBRUARY 2024

Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	27.3	9.1	33.3	18.2	12.1
25-40	25.5	23.5	20.0	28.5	2.5
41-56	24.2	22.5	21.1	28.2	4.0
57-75	15.4	14.2	22.5	42.3	5.5
76+	14.6	12.5	41.7	27.1	4.2
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	42.9	21.4	14.3	21.4	0.0
High school diploma	34.9	18.8	20.8	19.5	6.0
Some college	20.0	21.9	25.8	27.3	5.0
Bachelor's degree	14.0	17.3	23.8	29.7	5.1
Graduate or professional degree	16.9	14.5	20.2	47.6	0.8
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	24.7	4.9	16.0	51.9	2.5
Somewhat liberal	14.5	15.9	25.4	42.0	2.2
Somewhere in the middle	19.1	22.9	24.6	29.2	4.2
Somewhat conservative	21.8	22.9	24.1	25.9	5.3
Very conservative	28.7	17.6	21.3	25.0	7.4

MEREDITH POLL FEBRUARY 2024

Urban	26.6	14.1	27.3	29.7	2.3
Suburban	16.2	19.9	24.6	33.8	5.5
Rural	24.6	19.6	20.0	32.5	3.2
Don't know	28.6	14.3	0.0	14.3	42.9

Political Violence

Violence to protect democracy

If elected leaders will not protect American democracy, the people must do it themselves, even if it requires taking violent actions.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know
Democrat	11.7	18.4	18.1	46.9	4.9
Republican	11.3	27.3	21.1	31.5	8.9
Unaffiliated	9.6	26.5	22.9	34.9	6.0
Other	12.5	37.5	12.5	37.5	0.0
Don't know	28.6	14.3	0.0	28.6	28.6
White	9.7	22.4	20.6	40.6	6.8
Black or African American	14.5	25.8	17.0	34.0	8.8
Hispanic or Latino	18.8	12.5	18.8	50.0	0.0
Asian, Native Hawaiian, or Pacific Islander	18.2	36.4	18.2	18.2	9.1
Other	28.6	42.9	21.4	7.1	0.0
Prefer not to say	50.0	0.0	0.0	50.0	0.0
Male	18.5	26.7	17.8	31.5	5.5
Female	9.6	22.5	20.2	40.3	7.3
Non-binary/third gender	50.0	50.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

18-24	15.2	18.2	18.2	30.3	18.2
25-40	17.5	32.0	17.0	26.0	7.5
41-56	10.1	26.0	22.0	36.1	5.7
57-75	7.5	15.8	18.6	50.6	7.5
76+	10.4	18.8	27.1	43.8	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	7.1	50.0	21.4	21.4	0.0
High school diploma	16.1	26.8	15.4	32.2	9.4
Some college	11.5	23.8	15.4	39.6	9.6
Bachelor's degree	10.7	19.2	25.2	40.2	4.7
Graduate or professional degree	7.3	22.6	24.2	42.7	3.2
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	11.1	21.0	16.0	50.6	1.2
Somewhat liberal	13.8	15.9	16.7	49.3	4.3
Somewhere in the middle	7.6	24.6	17.4	41.9	8.5
Somewhat conservative	9.4	30.0	25.9	27.1	7.6
Very conservative	18.4	22.1	21.3	28.7	9.6
Urban	18.0	20.3	14.8	43.0	3.9
Suburban	9.8	21.1	22.0	40.2	6.9

MEREDITH POLL FEBRUARY 2024

Rural	10.4	27.9	19.3	35.0	7.5
Don't know	14.3	14.3	14.3	14.3	42.9

Violence to protect American way of life

Our American way of life is disappearing so fast that we may have to use force to save it.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know
Democrat	12.3	23.6	19.0	38.0	7.1
Republican	23.1	38.0	18.4	13.1	7.4
Unaffiliated	13.3	27.7	21.7	32.5	4.8
Other	12.5	62.5	12.5	12.5	0.0
Don't know	42.9	0.0	0.0	28.6	28.6
White	16.5	31.3	19.7	26.8	5.7
Black or African American	20.1	27.0	15.7	25.8	11.3
Hispanic or Latino	6.3	31.3	18.8	31.3	12.5
Asian, Native Hawaiian, or Pacific Islander	18.2	54.5	9.1	9.1	9.1
Other	35.7	28.6	28.6	0.0	7.1
Prefer not to say	50.0	0.0	0.0	50.0	0.0
Male	19.9	28.8	19.9	28.1	3.4
Female	16.8	31.2	18.6	25.4	8.0

MEREDITH POLL FEBRUARY 2024

Non-binary/third gender	50.0	0.0	0.0	50.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	30.3	18.2	15.2	15.2	21.2
25-40	23.0	31.0	19.0	19.0	8.0
41-56	18.1	34.8	18.1	23.3	5.7
57-75	11.9	26.5	20.6	34.4	6.7
76+	12.5	39.6	14.6	31.3	2.1
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	14.3	42.9	21.4	7.1	14.3
High school diploma	26.8	28.9	20.1	15.4	8.7
Some college	17.3	33.1	18.8	22.7	8.1
Bachelor's degree	13.6	30.8	19.6	29.4	6.5
Graduate or professional degree	13.7	25.8	15.3	41.9	3.2
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	23.5	13.6	11.1	49.4	2.5
Somewhat liberal	10.9	23.2	23.9	37.7	4.3
Somewhere in the middle	12.7	30.9	19.5	28.8	8.1
Somewhat conservative	17.1	40.6	22.9	12.9	6.5
Very conservative	29.4	35.3	11.8	11.8	11.8

MEREDITH POLL FEBRUARY 2024

Urban	21.9	25.8	15.6	28.1	8.6
Suburban	13.6	31.5	20.5	28.3	6.1
Rural	20.4	32.1	18.2	22.9	6.4
Don't know	14.3	14.3	14.3	0.0	57.1

Violence because America has gotten off track

Because things have gotten so far off track, true American patriots may have to resort to violence in order to save our country.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know
Democrat	8.9	12.9	13.8	58.9	5.5
Republican	13.4	24.3	22.3	29.7	10.4
Unaffiliated	6.0	21.7	13.3	51.8	7.2
Other	0.0	50.0	12.5	37.5	0.0
Don't know	28.6	0.0	0.0	14.3	57.1
White	9.7	19.1	17.7	46.7	6.8
Black or African American	13.8	15.7	15.1	41.5	13.8
Hispanic or Latino	0.0	12.5	31.3	50.0	6.3
Asian, Native Hawaiian, or Pacific Islander	9.1	36.4	27.3	9.1	18.2
Other	21.4	57.1	7.1	14.3	0.0
Prefer not to say	50.0	0.0	0.0	50.0	0.0
Male	13.0	24.7	21.9	35.6	4.8
Female	10.0	17.9	16.3	46.7	9.1
Non-binary/third gender	50.0	0.0	0.0	50.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	12.1	12.1	21.2	36.4	18.2

MEREDITH POLL FEBRUARY 2024

25-40	15.0	24.5	18.0	32.0	10.5
41-56	11.0	21.1	17.2	43.6	7.0
57-75	7.1	13.4	15.0	56.5	7.9
76+	8.3	22.9	25.0	43.8	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	14.3	42.9	21.4	21.4	0.0
High school diploma	18.8	24.8	12.8	33.6	10.1
Some college	10.0	21.2	16.5	41.9	10.4
Bachelor's degree	7.0	15.9	21.0	48.6	7.5
Graduate or professional degree	8.1	11.3	17.7	58.9	4.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	14.8	8.6	7.4	63.0	6.2
Somewhat liberal	6.5	13.8	11.6	65.9	2.2
Somewhere in the middle	8.1	18.6	19.5	45.8	8.1
Somewhat conservative	10.0	25.3	23.5	32.9	8.2
Very conservative	17.6	24.3	17.6	24.3	16.2
Urban	13.3	16.4	18.0	46.1	6.3
Suburban	8.7	17.6	16.2	49.1	8.4
Rural	11.4	22.5	18.9	38.9	8.2

MEREDITH POLL FEBRUARY 2024

Don't know	28.6	14.3	0.0	14.3	42.9
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Possibility of a civil war

In the next few years, there will be a civil war in the United States.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't Know
Democrat	9.8	24.5	16.6	27.0	22.1
Republican	14.5	28.8	14.5	16.6	25.5
Unaffiliated	12.0	24.1	21.7	20.5	21.7
Other	0.0	37.5	12.5	25.0	25.0
Don't know	42.9	0.0	0.0	14.3	42.9
White	11.4	25.0	16.6	22.7	24.2
Black or African American	15.7	30.8	12.6	18.2	22.6
Hispanic or Latino	0.0	18.8	37.5	12.5	31.3
Asian, Native Hawaiian, or Pacific Islander	18.2	27.3	9.1	27.3	18.2
Other	14.3	35.7	14.3	14.3	21.4
Prefer not to say	50.0	0.0	0.0	50.0	0.0
Male	9.6	23.3	17.1	33.6	16.4
Female	13.1	26.9	15.7	18.8	25.6
Non-binary/third gender	0.0	50.0	50.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

18-24	24.2	18.2	6.1	15.2	36.4
25-40	18.0	25.0	18.0	22.5	16.5
41-56	11.0	29.1	17.2	19.8	22.9
57-75	8.7	27.7	12.3	24.1	27.3
76+	6.3	16.7	29.2	16.7	31.3
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	7.1	42.9	28.6	14.3	7.1
High school diploma	18.1	23.9	12.8	11.4	24.8
Some college	15.4	28.5	13.1	18.8	24.2
Bachelor's degree	7.5	22.9	16.4	28.5	24.8
Graduate or professional degree	8.1	17.7	24.2	28.2	21.8
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	12.3	16.0	21.0	28.4	22.2
Somewhat liberal	9.4	21.7	15.9	30.4	22.5
Somewhere in the middle	11.0	28.8	18.2	19.1	22.9
Somewhat conservative	10.6	30.6	15.3	20.6	22.9
Very conservative	19.9	27.2	110.3	14.0	28.7
Urban	18.8	25.0	10.2	19.5	26.6

MEREDITH POLL FEBRUARY 2024

Suburban	7.8	24.0	19.1	24.9	24.3
Rural	15.0	30.0	14.6	18.9	21.4
Don't know	14.3	14.3	28.6	0.0	42.9

Policy Issues

Now we are going to ask you about some policy issues that are under consideration in the United States and North Carolina.

Distracted driving

Which of the following best describes your opinion of the current level of safety on North Carolina roads and highways?

	I DON'T DRIVE	I feel very safe while driving - it's unlikely I will be in a crash	I feel somewhat safe while driving - there's only a small chance I will be in a crash	I feel somewhat unsafe while driving - there's a good chance I will be in a crash	I feel very unsafe while driving - there is a very good chance I will be in a crash	No opinion
Democrat	8.3	16.6	51.2	14.7	3.1	6.1
Republican	3.6	14.2	50.4	21.4	5.3	5.0
Unaffiliated	4.8	18.1	45.8	24.1	4.8	2.4
Other	25.0	12.5	50.0	12.5	0.0	0.0
Don't know	42.9	0.0	28.6	14.3	0.0	14.3
White	4.7	13.8	53.1	20.4	4.1	3.9
Black or African American	10.7	21.4	40.9	13.8	3.1	10.1
Hispanic or Latino	12.5	6.3	56.3	18.8	6.3	0.0

MEREDITH POLL FEBRUARY 2024

Asian, Native Hawaiian, or Pacific Islander	0.0	18.2	45.5	0.0	18.2	18.2
Other	21.4	28.6	28.6	14.3	7.1	0.0
Prefer not to say	0.0	0.0	50.0	50.0	0.0	0.0
Male	2.7	24.7	54.8	13.0	2.7	2.1
Female	7.2	13.4	48.9	20.1	4.6	5.9
Non-binary/third gender	0.0	0.0	50.0	0.0	0.0	50.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0	0.0
18-24	12.1	9.1	42.4	27.3	3.0	6.1
25-40	5.5	18.5	52.5	14.5	4.0	5.0
41-56	7.5	15.9	48.9	18.5	3.5	5.7
57-75	5.5	13.8	47.4	21.7	5.9	5.5
76+	4.2	14.6	64.6	14.6	0.0	2.1
Prefer not to say	0.0	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	21.4	21.4	21.4	14.3	0.0	21.4
High school diploma	13.4	19.5	38.9	16.1	3.4	8.7
Some college	5.4	16.9	46.5	19.6	6.5	5.0
Bachelor's degree	3.3	11.2	57.5	22.0	2.3	3.7
Graduate or professional degree	3.2	14.5	61.3	14.5	4.0	2.4
Prefer not to say	0.0	0.0	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

Very liberal	12.3	22.2	42.0	14.8	4.9	3.7
Somewhat liberal	7.2	15.9	55.1	18.1	1.4	2.2
Somewhere in the middle	6.4	14.0	50.8	16.5	5.5	6.8
Somewhat conservative	4.7	14.1	50.6	24.1	4.1	2.4
Very conservative	3.7	15.4	47.8	18.4	4.4	10.3
Urban	8.6	21.9	43.0	18.0	2.3	6.3
Suburban	5.8	13.3	55.2	17.9	4.6	3.2
Rural	5.7	15.7	47.9	19.3	4.6	6.8
Don't know	14.3	0.0	14.3	42.9	0.0	28.6

Which of the following contributes the most to why you feel this way?

	Poor maintenance or design of roads and highways	Other motorists distracted while driving due to use of phones	Other motorists driving too fast and recklessly	High volume of traffic/vehicle congestion on the roads	Not enough enforcement of traffic laws by police and Highway Patrol	Other	Don't know
Democrat	6.9	25.9	39.7	19.0	3.4	3.4	1.7
Republican	12.2	37.8	30.0	15.6	4.4	0.0	0.0
Unaffiliated	12.5	25.0	29.2	12.5	16.7	0.0	4.2
Other	0.0	100.0	0.0	0.0	0.0	0.0	0.0
Don't know	0.0	100.0	0.0	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

White	12.4	30.7	31.4	17.5	7.3	0.0	0.7
Black or African American	3.7	40.7	33.3	11.1	0.0	7.4	3.7
Hispanic or Latino	0.0	25.0	50.0	25.0	0.0	0.0	0.0
Asian, Native Hawaiian, or Pacific Islander	0.0	50.0	50.0	0.0	0.0	0.0	0.0
Other	0.0	33.3	66.7	0.0	0.0	0.0	0.0
Prefer not to say	0.0	100.0	0.0	0.0	0.0	0.0	0.0
Male	13.0	21.7	30.4	13.0	21.7	0.0	0.0
Female	9.9	34.4	33.1	16.6	3.3	1.3	1.3
Non-binary/third gender	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0	0.0	0.0
18-24	20.0	0.0	40.0	30.0	0.0	0.0	10.0
25-40	16.2	29.7	29.7	16.2	2.7	2.7	2.7
41-56	10.0	42.0	24.0	22.0	2.0	0.0	0.0
57-75	4.3	34.3	41.4	8.6	10.0	1.4	0.0
76+	28.6	14.3	14.3	28.6	14.3	0.0	0.0
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	50.0	50.0	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

High school diploma	3.4	27.6	41.4	17.2	10.3	0.0	0.0
Some college	10.3	41.2	26.5	11.8	5.9	1.5	2.9
Bachelor's degree	17.3	25.0	34.6	19.2	3.8	0.0	0.0
Graduate or professional degree	4.3	30.4	34.8	21.7	4.3	4.3	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Very liberal	6.3	25.0	37.5	18.8	0.0	12.5	0.0
Somewhat liberal	7.4	18.5	55.6	11.1	7.4	0.0	0.0
Somewhere in the middle	11.5	36.5	17.3	21.2	9.6	0.0	3.8
Somewhat conservative	14.6	37.5	31.3	12.5	4.2	0.0	0.0
Very conservative	6.5	35.5	38.7	16.1	3.2	0.0	0.0
Urban	11.5	26.9	42.3	11.5	7.7	0.0	0.0
Suburban	7.7	35.9	29.5	20.5	3.8	2.6	0.0
Rural	13.4	32.8	31.3	13.4	7.5	0.0	1.5
Don't know	0.0	0.0	66.7	0.0	0.0	0.0	33.3

Under current NC law, you cannot text or e-mail while driving. Would you support the state legislature also passing a 'hands free' driving law that would prohibit holding a device while you are behind the wheel (you could make phone calls, or use apps for navigation or music, if the device was mounted and not being held while driving)?

	Strongly support	Somewhat support	Somewhat opposed	Strongly opposed	Don't know
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MEREDITH POLL FEBRUARY 2024

Democrat	53.3	40.0	0.0	6.7	0.0
Republican	61.8	32.4	2.9	2.9	0.0
Unaffiliated	50.0	33.3	0.0	0.0	16.7
Other	100.0	0.0	0.0	0.0	0.0
Don't know	0.0	0.0	0.0	100.0	0.0
White	59.5	33.3	2.4	2.4	2.4
Black or African American	54.5	36.4	0.0	9.1	0.0
Hispanic or Latino	100.0	0.0	0.0	0.0	0.0
Asian, Native Hawaiian, or Pacific Islander	100.0	0.0	0.0	0.0	0.0
Other	0.0	100.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	100.0	0.0
Male	60.0	20.0	0.0	20.0	0.0
Female	57.7	34.6	1.9	3.8	1.9
Non-binary/third gender	0.0	0.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	0.0	0.0	0.0	0.0	0.0
25-40	63.6	27.3	0.0	9.1	0.0
41-56	66.7	23.8	4.8	4.8	0.0
57-75	45.8	45.8	0.0	4.2	4.2
76+	100.0	0.0	0.0	0.0	0.0

Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	0.0	0.0	0.0	100.0	0.0
High school diploma	62.5	37.5	0.0	0.0	0.0
Some college	53.6	39.3	0.0	7.1	0.0
Bachelor's degree	69.2	23.1	7.7	0.0	0.0
Graduate or professional degree	57.1	28.6	0.0	0.0	14.3
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	50.0	25.0	0.0	0.0	25.0
Somewhat liberal	80.0	20.0	0.0	0.0	0.0
Somewhere in the middle	52.6	36.8	0.0	10.5	0.0
Somewhat conservative	55.6	38.9	5.6	0.0	0.0
Very conservative	63.6	27.3	0.0	9.1	0.0
Urban	42.9	28.6	14.3	14.3	0.0
Suburban	53.6	42.9	0.0	0.0	3.6
Rural	68.2	22.7	0.0	9.1	0.0
Don't know	0.0	0.0	0.0	0.0	0.0

Medical marijuana

North Carolina is considering legislation to make medical marijuana legal if prescribed by a physician for conditions such as cancer, PTSD, and Parkinson's. Do you support the passage of legislation allowing for the use of medical marijuana?

MEREDITH POLL FEBRUARY 2024

	Strongly support	Somewhat support	Somewhat opposed	Strongly opposed	Don't know
Democrat	54.6	27.0	5.5	8.0	4.9
Republican	40.4	32.3	9.5	12.8	5.0
Unaffiliated	61.4	19.3	7.2	6.0	6.0
Other	12.5	50.0	12.5	25.0	0.0
Don't know	57.1	14.3	0.0	0.0	28.6
White	50.3	28.1	7.7	9.8	4.1
Black or African American	44.7	27.0	8.2	10.7	9.4
Hispanic or Latino	50.0	31.3	6.3	12.5	0.0
Asian, Native Hawaiian, or Pacific Islander	27.3	54.5	0.0	9.1	9.1
Other	42.9	42.9	0.0	7.1	7.1
Prefer not to say	50.0	50.0	0.0	0.0	0.0
Male	44.5	32.2	6.8	12.3	4.1
Female	49.6	27.9	7.7	9.5	5.4
Non-binary/third gender	50.0	0.0	0.0	0.0	50.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	63.6	15.2	15.2	0.0	6.1
25-40	50.0	31.5	9.0	6.0	3.5
41-56	52.9	25.1	5.3	12.3	4.4

MEREDITH POLL FEBRUARY 2024

57-75	45.5	28.9	7.9	11.1	6.7
76+	29.2	41.7	4.2	16.7	8.3
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	42.9	28.6	0.0	28.6	0.0
High school diploma	47.7	28.2	9.4	7.4	7.4
Some college	51.9	23.1	7.7	10.4	6.9
Bachelor's degree	46.7	30.8	7.0	11.2	4.2
Graduate or professional degree	46.8	37.1	6.5	8.1	1.6
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	67.9	19.8	1.2	7.4	3.7
Somewhat liberal	57.2	31.9	3.6	2.9	4.3
Somewhere in the middle	50.0	30.9	8.9	5.5	4.7
Somewhat conservative	44.1	30.6	8.8	11.8	4.7
Very conservative	31.6	24.3	11.0	24.3	8.8
Urban	62.5	20.3	3.9	8.6	4.7
Suburban	45.4	33.2	9.8	7.8	3.8
Rural	46.8	27.1	6.4	13.2	6.4
Don't know	28.6	14.3	0.0	14.3	42.9

Casinos

North Carolina is considering passing legislation allowing up to four casinos to be built and operated in rural parts of North Carolina. Do you support legislation allowing for the state allowing the operation of casinos?

	Strongly support	Somewhat support	Somewhat opposed	Strongly opposed	Don't know
Democrat	25.5	35.0	15.3	15.0	9.2
Republican	23.1	31.8	16.6	21.4	7.1
Unaffiliated	20.5	32.5	14.5	20.5	12.0
Other	12.5	50.0	12.5	25.0	0.0
Don't know	28.6	14.3	14.3	28.6	14.3
White	21.3	34.9	16.3	19.7	7.9
Black or African American	24.0	28.3	10.1	18.2	9.4
Hispanic or Latino	18.8	31.3	25.0	6.3	18.8
Asian, Native Hawaiian, or Pacific Islander	9.1	45.5	18.2	9.1	18.2
Other	28.6	14.3	50.0	0.0	7.1
Prefer not to say	0.0	50.0	0.0	50.0	0.0
Male	25.3	43.8	11.6	13.7	5.5
Female	23.5	30.7	16.8	19.7	9.3
Non-binary/third gender	0.0	50.0	0.0	50.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

18-24	21.2	36.4	21.2	9.1	12.1
25-40	30.5	28.5	16.5	13.5	11.0
41-56	28.2	32.2	16.3	16.3	7.0
57-75	15.8	37.5	13.4	24.5	8.7
76+	18.8	33.3	18.8	27.1	2.1
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	21.4	28.6	14.3	35.7	0.0
High school diploma	30.9	30.2	13.4	16.8	8.7
Some college	21.5	34.6	16.2	18.5	9.2
Bachelor's degree	21.0	37.4	14.0	19.6	7.9
Graduate or professional degree	25.0	27.4	21.0	17.7	8.9
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	35.8	19.8	14.8	16.0	13.6
Somewhat liberal	23.9	39.1	15.2	13.0	8.7
Somewhere in the middle	20.3	41.5	15.7	13.1	9.3
Somewhat conservative	24.7	32.9	15.9	18.2	8.2
Very conservative	21.3	21.3	16.9	36.0	4.4
Urban	35.9	26.6	14.8	10.9	11.7
Suburban	22.0	35.3	17.3	16.8	8.7
Rural	20.7	34.3	14.6	24.6	6.1

Don't know	14.3	14.3	0.0	28.6	42.9
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Political leaders

Presidential Approval

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

	Strongly approve	Approve	Disapprove	Strongly disapprove	Don't Know
Democrat	33.4	42.9	14.4	6.7	2.5
Republican	2.1	2.7	9.2	84.9	1.2
Unaffiliated	13.3	21.7	22.9	39.8	2.4
Other	0.0	62.5	12.5	25.0	0.0
Don't know	0.0	28.6	14.3	28.6	28.6
White	13.4	17.2	12.3	55.6	1.4
Black or African American	28.9	39.0	14.5	13.2	4.4
Hispanic or Latino	18.8	37.5	18.8	18.8	6.3
Asian, Native Hawaiian, or Pacific Islander	18.2	45.5	18.2	18.2	0.0
Other	7.1	28.6	14.3	50.0	0.0
Prefer not to say	0.0	50.0	0.0	50.0	0.0
Male	21.2	19.9	12.3	43.8	2.7
Female	15.5	23.7	13.1	45.8	2.0
Non-binary/third gender	50.0	0.0	50.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	15.2	30.3	18.2	27.3	9.1
25-40	12.5	25.0	18.5	41.5	2.5
41-56	10.6	25.1	13.7	48.0	2.6
57-75	26.1	19.0	9.5	45.1	0.4
76+	14.6	18.8	2.1	62.5	2.1
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	14.3	21.4	7.1	57.1	0.0
High school diploma	20.1	18.8	14.8	43.6	2.7
Some college	13.1	23.8	10.8	50.8	1.5
Bachelor's degree	15.4	24.3	14.0	43.0	3.3
Graduate or professional degree	22.6	23.4	14.5	38.7	0.8
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	44.4	35.8	9.9	9.9	0.0
Somewhat liberal	29.0	44.2	15.2	9.4	2.2
Somewhere in the middle	16.5	29.7	18.6	32.2	3.0
Somewhat conservative	3.5	7.1	12.9	74.7	1.8
Very conservative	4.4	1.5	2.9	89.0	2.2
Urban	26.6	28.1	17.2	26.6	1.6

MEREDITH POLL FEBRUARY 2024

Suburban	13.9	24.6	11.0	47.4	3.2
Rural	15.4	18.6	13.6	52.5	0.0
Don't know	28.6	14.3	14.3	0.0	42.9

Vice Presidential Approval

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

	Strongly approve	Approve	Disapprove	Strongly disapprove	Don't Know
Democrat	32.5	41.4	11.7	7.1	7.4
Republican	2.7	3.9	8.9	91.6	3.0
Unaffiliated	10.8	21.7	12.0	15.8	9.6
Other	0.0	12.5	37.5	37.5	12.5
Don't know	14.3	0.0	28.6	14.3	42.9
White	12.0	17.7	9.5	56.2	4.7
Black or African American	32.1	34.6	12.6	10.1	10.7
Hispanic or Latino	18.8	31.3	18.8	12.5	18.8
Asian, Native Hawaiian, or Pacific Islander	27.3	27.3	18.2	27.3	0.0
Other	7.1	35.7	28.6	28.6	0.0
Prefer not to say	0.0	0.0	50.0	50.0	0.0
Male	19.2	17.1	11.0	45.2	7.5
Female	15.7	23.0	10.9	44.7	5.7

MEREDITH POLL FEBRUARY 2024

Non-binary/third gender	50.0	50.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	15.2	18.2	18.2	27.3	21.2
25-40	15.0	24.5	15.0	36.5	9.0
41-56	10.6	23.3	12.8	46.7	6.6
57-75	24.1	19.8	6.7	47.4	2.0
76+	10.4	18.8	2.1	66.7	2.1
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	14.3	14.3	7.1	57.1	7.1
High school diploma	20.8	19.5	12.1	40.9	6.7
Some college	13.5	21.5	11.5	48.3	4.6
Bachelor's degree	14.0	22.0	9.8	45.8	8.4
Graduate or professional degree	21.8	26.6	10.5	37.1	4.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	50.6	30.9	6.2	4.9	7.4
Somewhat liberal	25.4	47.1	13.0	8.7	5.8
Somewhere in the middle	14.8	27.1	15.3	32.6	10.2
Somewhat conservative	3.5	7.1	11.2	75.3	2.9
Very conservative	5.9	0.7	3.7	87.5	2.2

MEREDITH POLL FEBRUARY 2024

Urban	29.7	21.9	10.2	29.7	8.6
Suburban	14.2	24.3	11.3	45.1	5.2
Rural	12.9	19.3	10.7	52.1	5.0
Don't know	28.6	14.3	14.3	0.0	42.9

Gubernatorial Approval

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

	Strongly approve	Approve	Disapprove	Strongly disapprove	Don't Know
Democrat	48.5	32.5	9.5	2.5	7.1
Republican	2.4	24.3	27.9	37.4	8.0
Unaffiliated	24.1	37.3	24.1	6.0	8.4
Other	25.0	50.0	0.0	12.5	12.5
Don't know	28.6	14.3	14.3	14.3	28.6
White	21.1	26.3	21.3	23.1	7.7
Black or African American	39.6	34.6	11.9	5.0	8.8
Hispanic or Latino	18.8	50.0	18.8	0.0	12.5
Asian, Native Hawaiian, or Pacific Islander	9.1	54.5	18.2	9.1	9.1
Other	28.6	35.7	21.4	14.3	0.0
Prefer not to say	50.0	0.0	0.0	50.0	0.0
Male	28.1	30.8	18.5	17.8	4.8

MEREDITH POLL FEBRUARY 2024

Female	24.1	29.0	19.4	18.8	8.6
Non-binary/third gender	50.0	50.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	12.1	36.4	21.2	6.1	24.2
25-40	16.5	37.5	20.5	12.5	13.0
41-56	22.5	28.2	22.0	22.0	5.3
57-75	34.8	22.9	16.6	20.6	5.1
76+	29.2	31.3	12.5	25.0	2.1
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	7.1	14.3	42.9	14.3	21.4
High school diploma	22.8	30.2	22.8	16.8	7.4
Some college	21.9	28.8	18.8	20.8	9.6
Bachelor's degree	26.6	29.0	20.1	18.2	6.1
Graduate or professional degree	33.1	32.3	11.3	16.9	6.5
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	56.8	25.9	8.6	3.7	4.9
Somewhat liberal	46.4	36.2	10.1	2.9	4.3
Somewhere in the middle	27.5	36.0	18.6	6.4	11.4
Somewhat conservative	4.7	28.8	30.6	28.2	7.6
Very conservative	5.1	14.0	21.3	52.2	7.4

MEREDITH POLL FEBRUARY 2024

Urban	33.6	25.8	18.0	12.5	10.2
Suburban	24.3	33.5	18.2	17.3	6.6
Rural	21.8	26.8	21.4	23.2	6.8
Don't know	28.6	0.0	0.0	0.0	71.4

Opinions about Joe Biden and Donald Trump

What is your overall opinion of President Biden?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't Know
Democrat	37.4	42.3	12.0	6.7	1.5
Republican	1.2	2.1	10.1	85.5	1.2
Unaffiliated	10.8	28.9	18.1	39.8	2.4
Other	0.0	50.0	12.5	25.0	12.5
Don't know	0.0	28.6	28.6	28.6	14.3
White	13.4	17.7	11.8	56.2	0.9
Black or African American	33.3	37.7	13.2	11.9	3.8
Hispanic or Latino	25.0	37.5	12.5	18.8	6.3
Asian, Native Hawaiian, or Pacific Islander	18.2	54.5	9.1	18.2	0.0
Other	7.1	21.4	7.1	57.1	7.1
Prefer not to say	0.0	50.0	0.0	50.0	0.0

MEREDITH POLL FEBRUARY 2024

Male	19.9	20.5	14.4	43.8	1.4
Female	17.1	23.7	11.3	46.2	1.8
Non-binary/third gender	50.0	0.0	50.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	18.2	30.3	18.2	24.2	9.1
25-40	12.0	23.5	21.0	41.0	2.5
41-56	10.6	27.8	10.6	49.3	1.8
57-75	29.6	17.0	7.5	45.5	0.4
76+	12.5	25.0	0.0	62.5	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	21.4	14.3	7.1	57.1	0.0
High school diploma	23.5	15.4	14.8	44.3	2.0
Some college	13.8	22.3	11.2	51.5	1.2
Bachelor's degree	15.9	25.7	12.6	43.0	2.8
Graduate or professional degree	21.8	29.8	9.7	37.9	0.8
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	50.6	28.4	12.3	8.6	0.0
Somewhat liberal	31.2	45.7	13.8	7.2	2.2
Somewhere in the middle	16.5	30.9	17.4	33.1	2.1
Somewhat conservative	3.5	8.2	9.4	76.5	2.4

MEREDITH POLL FEBRUARY 2024

Very conservative	4.4	1.5	3.7	89.7	0.7
Urban	32.8	25.8	10.2	30.5	0.8
Suburban	13.6	27.2	10.4	46.8	2.0
Rural	15.7	16.8	14.6	51.8	1.1
Don't know	28.6	14.3	14.3	14.3	28.6

What is your overall opinion of former President Trump?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't Know
Democrat	2.8	5.8	11.0	78.5	1.8
Republican	46.6	31.8	12.8	7.4	1.5
Unaffiliated	12.0	15.7	19.3	51.8	1.2
Other	25.0	25.0	12.5	25.0	12.5
Don't know	28.6	14.3	14.3	14.3	28.6
White	28.4	21.3	11.8	37.4	1.1
Black or African American	7.5	8.8	15.7	62.3	5.7
Hispanic or Latino	18.8	6.3	6.3	68.8	0.0
Asian, Native Hawaiian, or Pacific Islander	9.1	36.4	9.1	45.5	0.0
Other	28.6	21.4	28.6	21.4	0.0
Prefer not to say	50.0	50.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

Male	29.5	19.2	15.8	34.9	0.7
Female	22.3	18.6	12.1	44.7	2.3
Non-binary/third gender	0.0	0.0	0.0	100.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	9.1	18.2	15.2	45.5	12.1
25-40	26.0	19.0	18.5	35.0	1.5
41-56	27.3	21.1	9.7	40.5	1.3
57-75	19.4	15.8	11.1	51.8	2.0
76+	29.2	20.8	10.4	39.6	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	35.7	21.4	14.3	28.6	0.0
High school diploma	26.8	19.5	14.1	38.3	1.3
Some college	27.7	18.5	11.5	39.2	3.1
Bachelor's degree	18.2	22.9	12.6	44.4	1.9
Graduate or professional degree	19.4	10.5	13.7	55.6	0.8
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	13.6	3.7	1.2	81.5	0.0
Somewhat liberal	4.3	4.3	11.6	78.3	1.4
Somewhere in the middle	12.7	18.6	16.5	49.6	2.5
Somewhat conservative	32.9	32.9	17.1	14.7	2.4

MEREDITH POLL FEBRUARY 2024

Very conservative	56.6	24.3	8.8	8.1	2.2
Urban	17.2	14.1	11.7	55.5	1.6
Suburban	22.0	18.8	13.3	44.2	1.7
Rural	28.9	21.1	12.9	35.4	1.8
Don't know	14.3	0.0	0.0	57.1	28.6

Kansas City Chiefs

What is your overall opinion of the Kansas City Chiefs?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't Know
Democrat	22.4	31.3	6.1	4.9	35.3
Republican	14.8	29.7	11.0	11.0	33.5
Unaffiliated	8.4	32.5	8.4	9.6	41.0
Other	50.0	12.5	0.0	25.0	12.5
Don't know	14.3	42.9	0.0	14.3	28.6
White	18.2	30.1	8.4	9.1	34.2
Black or African American	17.6	32.1	8.2	6.3	35.8
Hispanic or Latino	6.3	31.3	12.5	12.5	37.5
Asian, Native Hawaiian, or Pacific Islander	18.2	36.4	0.0	0.0	45.5
Other	14.3	28.6	14.3	7.1	35.7
Prefer not to say	0.0	50.0	0.0	0.0	50.0

MEREDITH POLL FEBRUARY 2024

Male	21.9	35.6	11.6	12.3	18.5
Female	16.8	29.4	7.7	7.5	38.7
Non-binary/third gender	0.0	50.0	0.0	0.0	50.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	12.1	36.4	3.0	12.1	36.4
25-40	16.0	27.5	16.0	10.5	30.0
41-56	16.3	31.3	7.0	11.5	33.9
57-75	19.4	31.2	4.7	5.1	39.5
76+	27.1	33.3	6.3	0.0	33.3
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	0.0	7.1	14.3	14.3	64.3
High school diploma	16.1	24.2	9.4	9.4	40.9
Some college	17.7	31.2	9.2	6.9	35.0
Bachelor's degree	16.4	36.4	8.4	10.7	28.0
Graduate or professional degree	24.2	29.8	4.8	5.6	35.5
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Very liberal	29.6	23.5	8.6	4.9	33.3
Somewhat liberal	18.8	37.7	5.8	9.4	28.3
Somewhere in the middle	17.4	33.5	7.0	5.5	36.0
Somewhat conservative	17.1	30.0	9.4	8.8	34.7

MEREDITH POLL FEBRUARY 2024

Very conservative	11.0	23.5	11.0	14.0	40.4
Urban	21.9	32.0	10.2	3.9	32.0
Suburban	16.5	32.9	7.5	7.2	35.8
Rural	17.9	27.5	8.6	11.8	34.3
Don't know	0.0	14.3	14.3	14.3	57.1

Has the relationship between Taylor Swift and Chiefs player Travis Kelce influenced your opinion of the Kansas City Chiefs?

	Definitely yes	Somewhat	Definitely not	Don't Know
Democrat	12.0	12.0	63.5	12.6
Republican	9.5	13.1	63.8	13.6
Unaffiliated	10.8	13.3	62.7	13.3
Other	12.5	0.0	62.5	25.0
Don't know	14.3	0.0	42.9	42.9
White	9.8	12.7	64.6	12.9
Black or African American	11.9	10.7	61.6	15.7
Hispanic or Latino	18.8	0.0	62.5	18.8
Asian, Native Hawaiian, or Pacific Islander	27.3	18.2	54.5	0.0
Other	14.3	28.6	42.9	14.3
Prefer not to say	0.0	0.0	50.0	50.0
Male	10.3	11.0	67.1	11.6

MEREDITH POLL FEBRUARY 2024

Female	10.8	12.7	62.6	13.9
Non-binary/third gender	50.0	0.0	0.0	50.0
Prefer not to say	0.0	0.0	0.0	0.0
18-24	24.2	12.1	51.5	12.1
25-40	19.0	20.5	47.0	13.5
41-56	6.6	10.6	68.7	14.1
57-75	5.9	7.9	71.5	14.6
76+	12.5	10.4	70.8	6.3
Prefer not to say	0.0	0.0	0.0	0.0
Less than high school diploma	7.1	0.0	42.9	50.0
High school diploma	13.4	10.1	59.7	16.8
Some college	7.7	10.8	69.2	12.3
Bachelor's degree	12.6	11.2	64.5	11.7
Graduate or professional degree	11.3	21.8	55.6	11.3
Prefer not to say	0.0	0.0	0.0	0.0
Very liberal	18.5	13.6	58.0	9.9
Somewhat liberal	13.0	12.3	65.9	8.7
Somewhere in the middle	8.5	12.3	62.7	16.5
Somewhat conservative	9.4	13.5	62.9	14.1
Very conservative	9.6	10.3	65.4	14.7

MEREDITH POLL FEBRUARY 2024

Urban	13.3	11.7	61.7	13.3
Suburban	10.1	14.5	62.7	12.7
Rural	10.4	10.4	65.4	13.9
Don't know	14.3	0.0	42.9	42.9

Primary Elections

Republican Presidential Primary

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?

	Democratic	Republican	Other	Don't know
Democrat	88.7	5.2	0.9	5.2
Republican	1.8	95.3	0.3	2.7
Unaffiliated	20.5	41.0	9.6	28.9
Other	0.0	25.0	25.0	50.0
Don't know	14.3	14.3	0.0	71.4
White	30.4	62.3	1.4	5.9
Black or African American	76.1	7.5	2.5	13.8
Hispanic or Latino	62.5	31.3	0.0	6.3
Asian, Native Hawaiian, or Pacific Islander	54.5	36.4	0.0	9.1
Other	42.9	42.9	14.3	0.0
Prefer not to say	0.0	0.0	0.0	100.0

MEREDITH POLL FEBRUARY 2024

Male	37.7	52.7	2.7	6.8
Female	41.8	48.6	1.6	8.0
Non-binary/third gender	100.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0
18-24	54.5	21.2	6.1	18.2
25-40	42.5	44.5	3.0	10.0
41-56	38.3	52.9	1.3	7.5
57-75	42.7	51.0	0.8	5.5
76+	31.3	62.5	2.1	4.2
Prefer not to say	0.0	0.0	0.0	0.0
Less than high school diploma	35.7	50.0	7.1	7.1
High school diploma	44.3	45.0	0.0	10.7
Some college	34.2	55.4	2.3	8.1
Bachelor's degree	41.6	49.1	2.8	6.5
Graduate or professional degree	51.6	41.9	0.8	5.6
Prefer not to say	0.0	0.0	0.0	0.0
Very liberal	90.1	8.6	1.2	0.0
Somewhat liberal	74.6	13.8	4.3	7.2
Somewhere in the middle	44.5	38.6	2.5	14.4

MEREDITH POLL FEBRUARY 2024

Somewhat conservative	13.5	81.2	0.6	4.7
Very conservative	6.6	88.2	0.0	5.1
Urban	68.0	21.9	1.6	8.6
Suburban	37.5	53.8	1.7	6.6
Rural	33.2	56.4	2.1	8.2
Don't know	28.6	42.9	0.0	28.6

Republican primary for president

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?

	Nikki Haley	Donald Trump	Someone else	Don't know
Democrat	58.8	17.6	11.8	11.8
Republican	15.3	77.3	4.0	3.4
Unaffiliated	44.1	47.1	2.9	5.9
Other	0.0	100.0	0.0	0.0
Don't know	0.0	0.0	100.0	0.0
White	20.1	71.3	4.6	4.0
Black or African American	25.0	66.7	0.0	8.3
Hispanic or Latino	20.0	80.0	0.0	0.0
Asian, Native Hawaiian, or Pacific Islander	0.0	100.0	0.0	0.0
Other	0.0	83.3	16.7	0.0
Prefer not to say	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

Male	18.2	75.3	1.3	5.2
Female	20.1	70.8	5.4	3.7
Non-binary/third gender	0.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0
18-24	28.6	71.4	0.0	0.0
25-40	12.4	79.8	3.4	4.5
41-56	17.5	75.8	3.3	3.3
57-75	25.6	62.8	7.0	4.7
76+	23.3	70.0	3.3	3.3
Prefer not to say	0.0	0.0	0.0	0.0
Less than high school diploma	0.0	71.4	14.3	14.3
High school diploma	7.5	82.1	4.5	6.0
Some college	18.8	73.6	3.5	4.2
Bachelor's degree	21.9	71.4	4.8	1.9
Graduate or professional degree	36.5	53.8	5.8	3.8
Prefer not to say	0.0	0.0	0.0	0.0
Very liberal	42.9	57.1	0.0	0.0
Somewhat liberal	36.8	42.1	15.8	5.3
Somewhere in the middle	28.6	60.4	6.6	4.4

MEREDITH POLL FEBRUARY 2024

Somewhat conservative	19.6	69.6	4.3	6.5
Very conservative	9.2	88.3	1.7	0.8
Urban	14.3	75.0	7.1	3.6
Suburban	24.2	67.2	6.5	2.2
Rural	14.6	77.2	1.9	6.3
Don't know	66.7	33.3	0.0	0.0

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	Bill Graham	Mark Robinson	Someone else	Don't know
Democrat	5.9	0.0	11.8	23.5	58.8
Republican	3.7	10.0	37.1	8.1	41.1
Unaffiliated	8.8	5.9	23.5	20.6	41.2
Other	0.0	50.0	0.0	0.0	50.0
Don't know	0.0	0.0	0.0	0.0	100.0
White	3.7	9.5	35.6	8.0	43.1
Black or African American	16.7	0.0	25.0	25.0	33.3
Hispanic or Latino	20.0	20.0	20.0	40.0	0.0
Asian, Native Hawaiian, or Pacific Islander	0.0	0.0	0.0	25.0	75.0

MEREDITH POLL FEBRUARY 2024

Other	0.0	16.7	16.7	50.0	16.7
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Male	7.8	11.7	33.8	14.3	32.5
Female	3.4	8.7	34.6	8.7	44.6
Non-binary/third gender	0.0	0.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-24	0.0	0.0	28.6	14.3	57.1
25-40	1.1	4.5	37.1	18.0	39.3
41-56	5.0	8.3	38.3	8.3	40.0
57-75	4.7	13.2	27.9	7.0	47.3
76+	10.0	13.3	40.0	3.3	33.3
Prefer not to say	0.0	0.0	0.0	0.0	0.0
Less than high school diploma	14.3	0.0	14.3	28.6	42.9
High school diploma	4.5	7.5	29.9	16.4	41.8
Some college	2.8	12.5	34.0	11.1	39.6
Bachelor's degree	5.7	9.5	41.0	4.8	39.0
Graduate or professional degree	3.8	3.8	30.8	5.8	55.8
Prefer not to say	0.0	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

Very liberal	28.6	14.3	14.3	0.0	42.9
Somewhat liberal	5.3	5.3	21.1	26.3	42.1
Somewhere in the middle	5.5	9.9	20.9	17.6	46.2
Somewhat conservative	4.3	8.7	36.2	8.0	42.8
Very conservative	1.7	10.0	45.8	4.2	38.3
Urban	0.0	10.7	28.6	10.7	50.0
Suburban	4.3	10.2	31.7	8.6	45.2
Rural	4.4	8.2	28.6	11.4	37.3
Don't know	33.3	0.0	33.3	0.0	33.3

MEREDITH POLL FEBRUARY 2024

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?

	Chrelle Booker	Gary Fox	Michael Morgan	Josh Stein	Marcus Williams	Someone else	Don't know
Democrat	5.5	2.8	3.5	31.5	2.4	3.1	51.2
Republican	0.0	16.7	16.7	16.7	0.0	16.7	33.3
Unaffiliated	5.9	5.9	5.9	23.5	0.0	17.6	51.2
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Don't know	0.0	0.0	0.0	0.0	0.0	0.0	100.0
White	3.5	0.6	1.8	42.4	0.6	2.9	48.2
Black or African American	8.3	6.6	7.4	16.5	2.5	6.6	52.1
Hispanic or Latino	0.0	0.0	0.0	20.0	10.0	0.0	70.0
Asian, Native Hawaiian, or Pacific Islander	0.0	16.7	0.0	16.7	16.7	0.0	50.0
Other	16.7	0.0	0.0	16.7	16.7	0.0	50.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Male	1.8	7.3	9.1	38.2	0.0	1.8	41.8
Female	6.3	2.3	2.7	28.9	2.7	4.7	52.3
Non-binary/third gender	0.0	0.0	0.0	50.0	0.0	0.0	50.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

18-24	0.0	11.1	11.1	11.1	0.0	5.6	61.1
25-40	9.4	4.7	7.1	15.3	7.1	4.7	51.8
41-56	5.7	4.6	2.3	32.2	1.1	4.6	49.4
57-75	2.8	0.0	1.9	40.7	0.0	2.8	51.9
76+	6.7	0.0	0.0	60.0	0.0	6.7	26.7
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	0.0	0.0	20.0	0.0	0.0	80.0
High school diploma	3.0	6.1	10.6	25.8	3.0	9.1	42.4
Some college	4.5	2.2	3.4	24.7	3.4	1.1	60.7
Bachelor's degree	6.7	2.2	0.0	21.6	1.1	4.5	52.8
Graduate or professional degree	7.8	3.1	3.1	42.2	1.6	3.1	39.1
Prefer not to say	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Very liberal	11.0	2.7	4.1	34.2	4.1	5.5	38.4
Somewhat liberal	1.0	2.9	2.9	44.7	0.0	1.9	46.6
Somewhere in the middle	3.8	3.8	2.9	21.9	1.9	4.8	61.0
Somewhat conservative	13.0	0.0	8.7	8.7	4.3	8.7	56.5
Very conservative	11.1	11.1	11.1	0.0	11.1	0.0	55.6
Urban	11.5	4.7	5.7	20.7	1.1	3.9	48.3

MEREDITH POLL FEBRUARY 2024

Suburban	2.3	0.8	3.1	33.6	3.1	2.3	55.0
Rural	4.3	4.3	3.2	34.4	2.2	4.3	47.3
Don't know	0.0	0.0	0.0	100.0	0.0	0.0	0.0

2024 General Election Matchups

Biden-Trump 2024 General Election

If the election for president of the United States was held today, which candidate would you be most likely to vote for?

	Democrat Joe Biden	Republican Donald Trump	Someone else	Don't know
Democrat	81.6	3.7	10.1	4.6
Republican	1.2	86.6	9.2	3.0
Unaffiliated	34.9	36.1	25.3	3.6
Other	12.5	37.5	50.0	0.0
Don't know	0.0	14.3	14.3	71.4
White	31.1	45.6	11.3	3.0
Black or African American	66.7	10.7	15.1	7.5
Hispanic or Latino	62.5	31.3	6.3	0.0
Asian, Native Hawaiian, or Pacific Islander	54.5	36.4	0.0	9.1
Other	28.6	50.0	14.3	7.1
Prefer not to say	0.0	0.0	0.0	100.0
Male	40.4	47.9	9.6	2.1
Female	39.0	43.7	12.4	4.9
Non-binary/third gender	100.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0
18-24	42.4	24.2	15.2	18.2
25-40	37.0	49.0	9.5	4.5
41-56	35.7	47.1	13.7	3.5
57-75	45.1	39.5	12.3	3.2
76+	35.4	52.1	8.3	4.2
Prefer not to say	0.0	0.0	0.0	0.0
Less than high school diploma	28.6	50.0	14.3	7.1
High school diploma	38.9	45.0	10.7	5.4
Some college	33.5	50.0	12.7	3.8
Bachelor's degree	40.2	45.3	9.8	4.7
Graduate or professional degree	52.4	29.8	14.5	3.2
Prefer not to say	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

Very liberal	87.7	6.2	4.9	1.2
Somewhat liberal	75.4	10.9	9.4	4.3
Somewhere in the middle	43.2	33.5	17.8	5.5
Somewhat conservative	9.4	71.8	12.9	5.9
Very conservative	5.1	86.0	6.6	2.2
Urban	63.3	25.0	8.6	3.1
Suburban	37.6	45.1	13.9	3.5
Rural	30.7	52.9	11.1	5.4
Don't know	42.9	28.6	0.0	28.6

Robinson-Stein 2024 General Election

If the election for North Carolina governor was held today, which candidate would you be most likely to vote for?

	Democrat Josh Stein	Republican Mark Robinson	Someone else	Don't know
Democrat	79.1	2.1	4.9	13.8
Republican	2.4	70.3	10.4	16.9
Unaffiliated	38.6	21.7	14.5	25.3
Other	12.5	12.5	37.5	37.5
Don't know	0.0	14.3	28.6	57.1
White	32.0	44.2	7.2	16.6
Black or African American	64.2	3.1	13.8	18.9
Hispanic or Latino	43.8	25.0	12.5	18.8
Asian, Native Hawaiian, or Pacific Islander	54.5	18.2	0.0	27.3
Other	35.7	35.7	28.6	0.0
Prefer not to say	0.0	50.0	0.0	50.0
Male	41.1	34.9	11.6	12.3
Female	38.7	34.7	8.3	18.3
Non-binary/third gender	100.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0
18-24	39.4	9.1	12.1	39.4
25-40	37.0	33.0	13.5	16.5
41-56	35.7	39.2	7.5	17.6
57-75	44.7	33.2	6.3	15.8
76+	37.5	45.8	8.3	8.3
Prefer not to say	0.0	0.0	0.0	0.0

MEREDITH POLL FEBRUARY 2024

Less than high school diploma	21.4	35.7	7.1	35.7
High school diploma	38.3	28.9	14.8	18.1
Some college	32.7	37.3	9.6	20.4
Bachelor's degree	41.1	39.3	6.5	13.1
Graduate or professional degree	53.2	28.2	4.8	13.7
Prefer not to say	0.0	0.0	0.0	0.0
Very liberal	85.2	6.2	3.7	4.9
Somewhat liberal	78.3	4.3	5.8	11.6
Somewhere in the middle	41.9	23.3	11.9	22.9
Somewhat conservative	10.6	55.3	11.2	22.9
Very conservative	3.7	76.5	7.4	12.5
Urban	60.2	18.0	10.2	11.7
Suburban	39.0	35.8	8.4	16.8
Rural	30.0	41.1	9.3	19.6
Don't know	42.9	28.6	0.0	28.6

Methodological Information

Mode: Online

Population: N.C. Registered Voters 18+

Dates in the field: January 26-31, 2024

Sample Size: 760

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

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	32%
41-56	26.6%
57-75	25%
76+	9.2%

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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