



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

Likely Voters in North Carolina

Date: September 17-20, 2024

Key Insights.....	5
General Election Preferences.....	5
Harris-Trump Matchup.....	5
Opinion of Kamala Harris and Donald Trump.....	5
Opinion of Tim Walz and JD Vance.....	6
Robinson-Stein Matchup.....	6
Policy Issues.....	7
Abortion.....	7
US Policy Toward Israel and the Palestinians.....	7
Immigration.....	8
Election Security.....	8
The Most North Carolina Grocery Store Chain in the State.....	9
Topline Results.....	10
Satisfaction with the direction of the country and state.....	10
Satisfaction with the direction of the country.....	10
Satisfaction with the way things are going in the United States today.....	10
Satisfaction with the direction of the state.....	10
Satisfaction with the way things are going in the North Carolina today.....	10
Political Polarization.....	10
Current political divide.....	10
Future political divide.....	11
Perceptions of major political parties in NC.....	11
Extremism.....	11
Manage the federal government.....	11
Cares about people like me.....	12
Governs in a more honest and ethical way.....	12
Need for a third party.....	12
Political and Cultural Issues.....	13
Abortion.....	13
US Policy toward Israel and Palestine.....	13
Immigration.....	14
Election security.....	15
The most North Carolina grocery store chain.....	16
The Fall Election.....	16
Intent to vote.....	16
Method of voting.....	17

Opinion of Kamala Harris, Donald Trump, and the VP candidates.....	17
Kamala Harris.....	17
Donald Trump.....	17
Tim Walz.....	18
JD Vance.....	18
Presidential General Election Matchup.....	19
Gubernatorial General Election Matchup.....	19
Demographics* (Note: See Methodology section for weighting by demographic variable).....	20
Location.....	20
Gender.....	20
Race/Ethnicity.....	21
Age.....	21
Education.....	22
Ideology.....	22
Political Party.....	23
Cross-tabulations.....	24
Direction of the Country and State.....	24
Direction of the country.....	24
Direction of the state.....	25
Political Polarization.....	27
Current division.....	27
Future division.....	28
Major Political Parties.....	30
Extremism.....	30
Can better manage the federal government.....	32
Cares more about the needs of people like me.....	33
Governs in a more honest and ethical way.....	35
Need a third party.....	37
Political and Cultural Issues.....	38
Abortion.....	38
US Response to Israel and Palestine.....	41
Immigration.....	43
Election Security.....	46
The most North Carolina Grocery Store Chain.....	56
Upcoming Elections.....	57
Intent to vote.....	57

Method of voting.....	58
Opinions about Kamala Harris, Donald Trump, and the VP Candidates.....	60
Kamala Harris.....	60
Donald Trump.....	62
Tim Walz.....	63
JD Vance.....	64
Voter Preferences.....	66
2024 Presidential General Election.....	66
2024 Gubernatorial General Election.....	68
Methodological Information.....	70

Key Insights

The Meredith Poll conducted a survey of North Carolina likely voters. The online sample--from Qualtrics--used a quota based on the 2020 General Election turnout of voters in North Carolina. 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 802 respondents, giving us a confidence interval of +/- 3.5%. The survey was in the field September 17-20, 2024.

General Election Preferences

Harris-Trump Matchup

The results of the recent survey underscores North Carolina's status as a battleground state with Kamala Harris and Donald Trump tied at 48 percent apiece. Only two percent of respondents were undecided just over six weeks until Election Day and third-party candidates received the remaining two percent of respondents' support. Although this seems negligible, in a race decided by approximately 75,000 votes (out of approximately 5.5 million votes cast) in 2020, this support could be meaningful.

Harris has resurrected the "Biden coalition" from 2020 with strong support among Democrats, Black and young voters, and educated voters. She also is running strong in the urban areas. Harris has a 12-point gender gap advantage over Trump.

Trump remains strong with Republican voters, rural voters, and older voters. He has an advantage over Harris with male voters, but not to the same extent as he had over Joe Biden.

The battle over the last few weeks of the campaign will be for unaffiliated voters and in the suburbs. Although Harris has a small lead among suburban voters, a small shift could be meaningful in this tight election.

Meredith College Poll Director David McLennan states: "Kamala Harris' candidacy has returned the presidential campaign to essentially where it was in 2020 – an election that will be one of the tightest in the country's history. A Trump victory in the Electoral College hinges on his winning North Carolina. The Trump campaign will continue to pour resources into the state. If Harris is able to squeak by and win North Carolina, her chances of winning the presidency are greatly enhanced."

Opinion of Kamala Harris and Donald Trump

Harris' competitiveness against Trump in North Carolina is based, in part, on North Carolinians' positive opinion of her. She is "above water" with a 51-45 favorable/unfavorable rating. Harris' favorability is net positive among most demographic groups – the same groups who express a desire to vote for her on or before Election Day. Even groups like men, who tend to support Donald Trump, have a net positive favorability rating for Harris.

Trump, on the other hand, is “under water” in favorability with North Carolina voters, although the 45/53 favorable/unfavorable split is consistent with his favorability for the last year. Many groups that support Trump’s election consider him favorable with a few exceptions. Most men have unfavorable views of Trump, as do those with less than a high school diploma.

“Harris’ improvement in favorability since becoming the Democratic nominee is remarkable,” said David McLennan. “Her previous favorability ratings were similar to that of Joe Biden in the spring. Her increased favorability, performances in high stakes events like the presidential debate, and favorable news coverage all contribute to this rise. Trump remains a candidate who can attract votes even from demographic groups that don’t like him.”

Opinion of Tim Walz and JD Vance

As compared to the presidential candidates, more North Carolinians have no opinion of them as people or candidates. However, Tim Walz’s favorability is considered “above water” – 48/39– while Vance’s is “underwater – 37/53.

Walz’s favorability is generally from the same groups as those who are favorable towards Kamala Harris. The one group where Walz’s favorability is significantly lower than Harris’ is with unaffiliated voters.

Outside of typically Republican voters–conservatives and those who live in rural parts of the state–JD Vance is viewed unfavorably. His favorability is beneath that of Donald Trump even among groups that say they will vote for Trump, like males.

“There is no question that JD Vance’s launch as Donald Trump’s vice-presidential candidate was awful,” said David McLennan. “He was put on the defensive by his statements about women, abortion, and several other issues. Walz’s claims about his past have also raised questions about his credibility. Although both vice-presidential candidates have issues affecting how voters perceive them, the vote in North Carolina will boil down to whether voters cast their ballots for Harris or Trump, not those in the second chair.”

Robinson-Stein Matchup

The Meredith Poll was in the field as the CNN story broke alleging that Republican candidate Mark Robinson made many inflammatory comments over a decade ago. The first two days of data collection showed the electoral gap between Josh Stein and Mark Robinson at about 8 points–50-42. However, the group that answered our survey after the story broke had a 13-point gap (50-37). In the end, our survey indicates that Josh Stein has a double-digit lead over Robinson (50-40), but it appears that the CNN story peeled Robinson supporters away from him without adding to Stein’s support. Robinson’s support remains among conservative, rural, and older voters, but not from elsewhere.

“The CNN story clearly had an impact on voter perceptions, but Robinson’s campaign was already struggling against the Stein campaign. It is worth noting, however, that we have seen this story before in North Carolina governor’s races. The Republican candidate, like

Dan Forest, was running well behind Roy Cooper in September and October polls, only to lose on Election Day by 4.5 points. This shows the power of political partisanship in North Carolina,” said David McLennan. “I suspect that the actual margin in the gubernatorial vote in November will be smaller than the current polling average. This is not because the polls are wrong, but that some Republican or Republican-leaning voters simply won’t be able to vote for a Democrat.”

Policy Issues

Abortion

The abortion issue has generated a lot of attention during the campaign season and pundits have speculated on its importance in shaping election outcomes in 2024. Our survey reveals some important findings related to this issue. First, a plurality of voters (49-43%) support the new abortion law in North Carolina. This is a change since the last time the Meredith Poll surveyed North Carolina attitudes about the potential change in state law, where a plurality of voters wanted the limit on abortion procedures to remain at 20 weeks.

Among demographic groups, there is a large partisan split over approval of the 12-week ban on abortion with most Democrats (57.4%) being against the change, while 70.7 percent of Republicans approve of the new law. Unaffiliated voters are almost evenly split over the new law (47% approve and 44.4% disapprove).

With this issue and the others we surveyed about, we tried to gauge its importance by asking respondents to compare abortion to the economy in terms of its relative importance in their voting decision since almost every poll, including the Meredith Poll, identifies the economy as the top issue. On the topic of abortion, 41 percent of respondents stated that abortion is more important than the economy in 2024. Among the demographic groups, a majority of Democratic respondents felt that abortion is more important than the economy, but far fewer Republicans felt this way (54.1% for Democrats and 33.7% for Republicans). Also, a majority of both Gen Z (56%) and Millennials (51.2%) said abortion is more important than the economy.

“It is clear that the issue of abortion affects different groups differently in terms of being a motivating factor in voting,” said David McLennan. “It appears as though the issue is motivating to Democratic voters and may be energizing young voters to participate in this year’s elections.”

US Policy Toward Israel and the Palestinians

As with many foreign policy issues, the results of the question about the U.S. response to the Israel-Hamas war indicated that many North Carolina voters are sure how they feel, but most feel that it is not more important than the economy in terms of their voting decisions. The plurality of respondents indicated that they did not know whether the U.S. response favored Israel or Hamas or even was appropriate. Almost 70 percent stated that it was not as important as the economy or not important at all in terms of a campaign issue.

“Foreign policy issues, unless American troops are directly involved, rarely influence electoral outcomes. Despite the protests that occurred on college campuses in North Carolina, the issue of the U.S. response to the Israel-Hamas war doesn’t seem to be that influential in this year’s races,” said David McLennan.

Immigration

The topic of immigration is the stuff of many political ads and campaign speeches in 2024. We surveyed North Carolinians about their support of legislation loosely based on the Biden proposal for increased border security, but some changes in the ability of immigrants to become citizens. Most respondents (53%) supported this approach to immigration. The partisan differences, however, were stark as almost 73% of Democratic respondents supported such an approach, but only 45 percent of Republican respondents did. Unaffiliated respondents were in the middle at almost 52 percent support.

In terms of how immigration compares to the economy in terms of a campaign issue, 41 percent of respondents indicated that it was much more important or more important than the economy. Interestingly, it was Republican respondents (57.6%) and Gen Z voters (67.4%) that strongly identified immigration as more important than the economy.

“Immigration as a political issue generates a lot of heat on the campaign trail and among a good number of voters. The topic generally or even something like the conspiracy theory about Haitian immigrants eating pets specifically hits a nerve with many voters,” said David McLennan. “There is no surprise that even Republican state candidates in North Carolina are campaigning on this topic, as it motivates their base supporters.”

Election Security

Since the 2020 elections, the topic of election security has generated lawsuits, changes in state election laws, and countless conspiracy theories. The results of these and way too much heated rhetoric about the voting and certification processes have resulted in less trust in the system on the part of many voters.

North Carolina’s processes around voting and producing results are well-regulated by state law and dutifully maintained by professionals at the state and local levels. The problem is that very few North Carolinians are aware of all that state or county officials do to maintain election security. We asked a battery of questions about people’s knowledge of processes, like whether election officials conduct audits of voting results or whether officials try to match the signatures of people who submit absentee ballots. At best, only two in ten voters knew about one process that the state uses to maintain the integrity of voting.

“Despite efforts of the North Carolina Board of Elections or nonpartisan voter education groups to educate citizens on the processes currently in place to protect election integrity, most citizens are woefully uninformed,” said David McLennan.

The Most North Carolina Grocery Store Chain in the State

Although several grocery store chains contend to be the sales leader in North Carolina, there is one winner in terms of the grocery store chain that most citizens see that most

symbolizes the state– Food Lion. Just under 50 percent of the respondents identified the grocery chain as most representative of the state, with just over one-in-five respondents identifying Walmart as the most representative. Harris Teeter came in third with 16 percent of the responses.

Support for Food Lion as the most representative grocery store chain was consistently strong among all respondents.

Topline Results

Satisfaction with the direction of the country and state

Satisfaction with the direction of the country

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

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

Response	Number	Percentage
Yes	177	22
No	579	72
Don't know	46	6

N=802

Satisfaction with the direction of the state

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

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

Response	Number	Percentage
Yes	291	36
No	432	54
Don't know	79	10

N=802

Political Polarization

Current political divide

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	28	3
More politically divided	652	81
About the same	107	13
Don't know	15	2

N=802

Future political divide

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

Response	Number	Percentage
Less politically divided	157	20
More politically divided	274	34
About the same	233	29
Don't know	138	17

N=802

Perceptions of major political parties in NC

Extremism

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.

Is more extreme in its positions

Response	Number	Percentage
The Democratic Party	248	31
The Republican Party	329	41
Both	176	22
Neither	16	2
Don't know	33	4

N=802

Manage the federal government

Can better manage the federal government.

Response	Number	Percentage
The Democratic Party	264	33
The Republican Party	305	38
Both	80	10
Neither	96	12
Don't know	56	7

N=802

Cares about people like me

Cares more about the needs of people like me.

Response	Number	Percentage
The Democratic Party	320	40
The Republican Party	281	35
Both	48	6
Neither	128	16
Don't know	24	3

N=802

Governs in a more honest and ethical way

Governs in a more honest and ethical way.

Response	Number	Percentage
The Democratic Party	225	28
The Republican Party	192	24
Both	56	7
Neither	281	35

Don't know	32	4
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N=802

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?

Response	Number	Percentage
The two parties do an adequate job of representing Americans	216	27
The two parties do not do an adequate job of representing Americans and a third party is needed	444	55
Don't know	142	18

N=802

Political and Cultural Issues

Abortion

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

Response	Number	Percentage
Strongly approve	172	21
Somewhat approve	228	28
Somewhat disapprove	112	14
Strongly disapprove	231	29
Don't know	59	7

N=802

Would you say that the issue of abortion is more or less important than the economy?

Response	Number	Percentage
Much more important	127	16
More important	197	25
Not as important, but still somewhat important	397	50
Not at all	81	10

N=802

[US Policy toward Israel and Palestine](#)

Regarding the US response to the Israel-Hamas war, do you think the US has

Response	Number	Percentage
Favored the Israeli side too much	154	19
Favored the Hamas side too much	142	18
Struck the right balance	237	30
Don't know	269	34

N=802

Would you say that the issue of the Israel-Hamas war is more or less important than the economy?

Response	Number	Percentage
Much more important	84	8
More important	136	17
Not as important, but still somewhat important	474	59
Not at all	128	16

N=802

Immigration

Would you approve or disapprove of an immigration bill that greatly expanded funding for border security, but also created a pathway to citizenship for unauthorized immigrants already living in the United States?

Response	Number	Percentage
Strongly approve	188	23
Somewhat approve	268	33
Somewhat disapprove	127	16
Strongly disapprove	148	18
Don't know	71	9

N=802

Would you say that the issue of immigration is more or less important than the economy?

Response	Number	Percentage
Much more important	116	14
More important	219	27
Not as important, but still somewhat important	404	50
Not at all	63	8

N=802

Election security

Which of the following, if any, are you aware of that occurs to ensure elections are fairly and accurately administered in North Carolina? (Check all that apply)

Response	Number	Percentage
Election officials test every machine used in the election to ensure they are secure.	176	22
Non-partisan poll watchers observe the election to ensure it's fair.	78	10
Poll watchers affiliated with the political parties or candidates observe the election to ensure it's fair.	79	10
Election officials conduct audits of ballots after every election to confirm the results were accurate.	118	15
Paper ballots are stored in secure facilities so there is always a paper trail and audits and recounts can be conducted.	100	12
Election officials are required to make records of who votes or not (but not the contents of their ballots) available for public inspection.	77	10
Election officials work with law enforcement to prosecute those who commit voter fraud.	62	8
Impartial teams of election judges conduct signature verification on each mail-in ballot received.	32	4

Election officials provide an online tool where individuals can look up their voting information, including their personal vote history.	80	10
None of the above	450	
Don't know	123	

N=

The most North Carolina grocery store chain

The major grocery store of Florida is Publix, and the major grocery store of Texas is HEB. Which of the following would you say is the major grocery store of North Carolina?

Response	Number	Percentage
Aldi	16	2
Food Lion	395	49
Fresh Market	4	0
Harris Teeter	132	16
Ingles	36	4
Lidl	2	0
Lowes	16	2
Trader Joe's	1	0
Walmart	171	21
Whole Foods	3	0
Something else	3	0
Don't know	23	3

N=802

The Fall Election

Intent to vote

Do you intend to vote in the upcoming elections?

Response	Number	Percentage
Yes	745	93
No	17	2
Not sure	40	5

N=802

Method of voting

What method?

Response	Number	Percentage
In person on election day	373	50
In person early voting	284	38
Absentee, by mail	70	9
Not sure	18	2

N= 802

Opinion of Kamala Harris, Donald Trump, and the VP candidates

Kamala Harris

What is your overall opinion of Vice President Harris?

Response	Number	Percentage
Very favorable	222	28
Somewhat favorable	182	23
Somewhat unfavorable	102	13
Very unfavorable	258	32

Don't know	42	5
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N=802

Donald Trump

What is your overall opinion of former President Trump?

Response	Number	Percentage
Very favorable	201	28
Somewhat favorable	117	16
Somewhat unfavorable	61	8
Very unfavorable	342	47
Don't know	6	1

N=802

Tim Walz

What is your overall opinion of Democratic candidate for Vice President, Tim Walz?

Response	Number	Percentage
Very favorable	205	28
Somewhat favorable	147	20
Somewhat unfavorable	65	9
Very unfavorable	218	30
Don't know	92	13

N=802

JD Vance

What is your overall opinion of the Republican candidate for Vice President, JD Vance?

Response	Number	Percentage
Very favorable	143	20
Somewhat favorable	125	17
Somewhat unfavorable	96	13
Very unfavorable	291	40

Don't know	72	10
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N=802

Presidential 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
Democratic Party candidate Kamala Harris	382	48
Republican Party candidate Donald Trump	381	48
Constitution Party Candidate Randall Terry	2	0
Green Party candidate Jill Stein	6	1
Justice for All Party candidate Cornel West	2	0
Libertarian Party candidate Chase Oliver	6	1
Someone else	2	0
Don't know	15	2

N=796

Gubernatorial 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
Democratic Party candidate Josh Stein	402	50
Republican Party candidate Mark Robinson	318	40

Constitution Party candidate Vinny Smith	7	1
Green Party candidate Wayne Turner	7	1
Libertarian Party candidate Mike Ross	12	2
Someone else	7	1
Don't know	63	9

N=796

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

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

Location

Would you consider where you live to be:

Response	Number	Percentage
Urban	167	21
Rural	303	38
Suburban	319	40
Don't know	13	2

N= 802

Gender

What is your gender identity?

Response	Number	Percentage
Female	429	53
Male	369	46
Non-binary/third gender	3	0
Prefer not to say	1	0

N=802

Race/Ethnicity

What is your race/ethnic group?

Response	Number	Percentage
White	539	67
Black or African American	210	26
Hispanic/Latino	24	3
Asian, Native Hawaiian, or Pacific Islander	12	2
Other	14	2
Prefer not to say	3	0

N= 802

Age

What is your age?

Response	Number	Percentage
18-27	65	8
28-43	255	32
44-59	221	28
60-78	208	26
79+	53	7
Prefer not to say	0	0

N=802

Education

What best describes the level of education you last completed?

Response	Number	Percentage
Less than high school diploma	26	3
High school diploma	198	25
Some college	299	37
Bachelor's degree	184	23
Graduate or professional degree	93	12
Prefer not to say	2	0

N=802

Ideology

How would you describe yourself?

Response	Number	Percentage
Very liberal	93	12
Somewhat liberal	127	16
Somewhere in the middle	334	42
Somewhat conservative	141	18
Very conservative	107	13

N= 802

Political Party

What political party do you most identify with?

Response	Number	Percentage
Democrat	327	41
Republican	260	32
Unaffiliated	196	24
Other	7	1
Don't know	12	1

N=802

Cross-tabulations

Direction of the Country and State

Direction of the country

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

	Yes	No	Don't Know
Democrat	38.2	55.0	6.7
Republican	7.7	88.8	3.5
Unaffiliated	16.3	78.6	5.1
Other	0.0	100.0	0.0
Don't know	0.0	58.3	41.7
White	16.3	79.6	4.1
Black or African American	34.3	56.7	9.0
Hispanic/Latino	25.0	66.7	8.3
Asian, Native Hawaiian, or Pacific Islander	50.0	50.0	0.0
Other	35.7	50.0	14.3
Prefer not to say	0.0	66.7	33.3
Female	18.4	75.3	6.3
Male	26.6	68.8	4.6
Non-binary/third gender	0.0	66.7	33.3
Prefer not to say	0.0	0.0	100.0
18-27	29.1	61.6	9.3
28-43	29.0	65.2	5.8

44-59	23.8	69.9	6.3
60-78	24.6	71.1	4.3
79+	18.3	78.3	3.3
Less than high school diploma	7.7	73.1	19.2
High school diploma	30.3	64.1	5.6
Some college	20.1	73.6	6.4
Bachelor's degree	16.8	79.3	3.8
Graduate or professional degree	24.7	71.0	4.3
Prefer not to say	50.0	50.0	0.0
Very liberal	33.3	58.1	8.6
Somewhat liberal	42.5	53.5	3.9
Somewhere in the middle	19.2	73.7	7.2
Somewhat conservative	9.9	85.8	4.3
Very conservative	13.1	84.1	2.8
Urban	29.9	61.1	9.0
Suburban	21.9	73.7	4.4
Rural	18.8	77.6	3.6
Don't know	0.0	53.8	46.2

Direction of the state

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

	Yes	No	Don't Know
Democrat	51.4	40.1	8.6
Republican	25.0	65.0	10.0
Unaffiliated	27.0	61.7	11.2
Other	14.3	85.7	0.0
Don't know	33.3	41.7	25.0
White	31.0	60.5	8.5
Black or African American	48.6	40.5	11.0
Hispanic/Latino	41.7	45.8	12.5
Asian, Native Hawaiian, or Pacific Islander	66.7	16.7	16.7
Other	28.6	42.9	28.6
Prefer not to say	0.0	66.7	33.3
Female	32.9	56.4	10.7
Male	40.1	51.5	8.4
Non-binary/third gender	66.7	0.0	33.3
Prefer not to say	0.0	0.0	100.0
18-27	48.8	39.5	11.6
28-43	39.6	51.5	8.8
44-59	36.4	53.9	9.7
60-78	38.7	50.8	10.5

79+	30.0	58.3	11.7
Less than high school diploma	23.1	53.8	23.1
High school diploma	40.4	50.5	9.1
Some college	34.1	55.2	10.7
Bachelor's degree	35.3	56.5	8.2
Graduate or professional degree	39.8	51.6	8.6
Prefer not to say	50.0	50.0	0.0
Very liberal	40.9	49.5	9.7
Somewhat liberal	54.3	41.7	3.9
Somewhere in the middle	35.6	51.2	13.2
Somewhat conservative	31.2	58.9	9.9
Very conservative	19.6	73.8	6.5
Urban	38.3	52.1	9.6
Suburban	40.1	48.6	11.3
Rural	32.0	60.1	7.9
Don't know	15.4	61.5	23.1

Political Polarization

Current division

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	5.5	78.9	14.4	1.2
Republican	2.7	82.3	13.1	1.9
Unaffiliated	1.0	85.7	11.7	1.5
Other	0.0	85.7	14.3	0.0
Don't know	8.3	50.0	16.7	25.0
White	1.9	86.1	10.0	2.0
Black or African American	7.6	68.1	22.9	1.4
Hispanic/Latino	0.0	87.5	8.3	4.2
Asian, Native Hawaiian, or Pacific Islander	8.3	75.0	16.7	0.0
Other	7.1	85.7	7.1	0.0
Prefer not to say	0.0	100.0	0.0	0.0
Female	3.3	80.9	13.3	2.6
Male	3.8	81.6	13.6	1.1
Non-binary/third gender	0.0	100.0	0.0	0.0

Prefer not to say	0.0	100.0	0.0	0.0
18-27	10.5	64.0	20.9	4.7
28-43	3.4	75.9	18.0	2.7
44-59	4.5	78.8	14.9	1.9
60-78	0.8	88.7	9.4	1.2
79+	0.0	96.7	3.3	0.0
Less than high school diploma	3.8	50.0	34.6	11.5
High school diploma	5.1	74.7	19.2	1.0
Some college	4.0	81.6	12.0	2.3
Bachelor's degree	2.2	88.6	8.7	0.5
Graduate or professional degree	1.1	90.3	7.5	1.1
Prefer not to say	0.0	0.0	50.0	50.0
Very liberal	7.5	80.6	10.8	1.1
Somewhat liberal	4.7	81.9	12.6	0.8
Somewhere in the middle	2.4	79.6	15.0	3.0
Somewhat conservative	2.1	81.6	14.2	2.1

Very conservative	3.7	86.0	10.3	0.0
Urban	4.2	76.0	18.6	1.2
Suburban	3.4	83.4	11.9	1.3
Rural	3.3	83.2	11.6	2.0
Don't know	0.0	53.8	23.1	23.1

Future division

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	27.8	30.6	26.3	15.3
Republican	16.2	25.8	31.2	16.9
Unaffiliated	11.7	37.2	31.1	19.9
Other	14.3	71.4	0.0	14.3
Don't know	0.0	25.0	41.7	33.3
White	17.4	32.7	30.8	19.1
Black or African American	26.7	33.3	27.6	12.4
Hispanic/Latino	16.7	50.0	20.8	12.5
Asian, Native Hawaiian, or Pacific Islander	16.7	50.0	16.7	16.7

Other	7.1	71.4	14.3	7.1
Prefer not to say	0.0	0.0	0.0	100.0
Female	19.3	31.9	28.7	20.0
Male	19.8	36.6	29.5	14.1
Non-binary/third gender	33.3	33.3	33.3	0.0
Prefer not to say	0.0	100.0	0.0	0.0
18-27	22.1	47.7	24.4	5.8
28-43	17.1	42.1	29.0	11.9
44-59	17.8	37.2	29.0	16.0
60-78	20.7	23.4	28.1	27.7
79+	21.7	28.3	26.7	23.3
Less than high school diploma	11.5	34.6	30.8	23.1
High school diploma	18.2	39.4	27.8	14.6
Some college	20.1	35.5	28.1	16.4
Bachelor's degree	20.7	30.4	27.7	21.2
Graduate or professional degree	20.4	26.9	37.6	15.1
Prefer not to say	50.0	0.0	0.0	50.0

Very liberal	25.8	31.2	30.1	12.9
Somewhat liberal	28.3	29.1	24.4	18.1
Somewhere in the middle	16.5	38.9	28.1	16.5
Somewhat conservative	16.3	29.8	34.0	19.9
Very conservative	17.8	33.6	29.9	18.7
Urban	23.4	35.3	28.7	16.2
Suburban	16.0	36.4	31.0	16.6
Rural	21.5	31.4	27.4	19.8
Don't know	15.4	30.8	23.1	30.8

Major Political Parties

Extremism

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.

Is more extreme in its positions

	Democratic Party	Republican Party	Both	Neither	Don't Know
Democrat	30.9	54.4	9.5	1.8	3.4
Republican	48.8	28.8	15.0	1.9	5.4

Unaffiliated	26.5	34.2	27.0	6.6	5.6
Other	28.6	28.6	28.6	14.3	0.0
Don't know	0.0	0.0	25.0	25.0	50.0
White	35.1	39.3	17.3	3.5	4.8
Black or African American	39.5	36.2	14.3	3.8	6.2
Hispanic/Latino	25.0	62.5	12.5	0.0	0.0
Asian, Native Hawaiian, or Pacific Islander	8.3	66.7	0.0	8.3	16.7
Other	14.3	71.4	7.1	0.0	7.1
Prefer not to say	33.3	33.3	33.3	0.0	0.0
Female	31.9	40.1	16.8	3.7	7.5
Male	39.3	39.8	14.9	3.3	2.7
Non-binary/third gender	0.0	100.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	100.0	0.0	0.0
18-27	32.6	38.4	17.4	1.2	10.5
28-43	32.0	39.6	19.2	3.7	5.5
44-59	35.7	38.7	14.1	5.2	6.3
60-78	37.5	42.2	14.5	3.1	2.7
79+	53.3	33.3	8.3	1.7	3.3

Less than high school diploma	30.8	38.5	0.0	11.5	19.2
High school diploma	38.4	37.4	14.1	3.5	6.6
Some college	33.8	39.5	18.7	3.0	5.0
Bachelor's degree	35.9	42.4	14.7	3.3	3.8
Graduate or professional degree	33.3	44.1	18.3	2.2	2.2
Prefer not to say	0.0	50.0	0.0	50.0	0.0
Very liberal	30.1	61.3	3.2	3.2	2.2
Somewhat liberal	21.3	59.8	13.4	3.1	2.4
Somewhere in the middle	21.9	41.9	23.4	4.8	8.1
Somewhat conservative	53.9	21.3	17.7	1.4	5.7
Very conservative	72.9	17.8	4.7	2.8	1.9
Urban	30.5	46.7	13.8	4.8	4.2
Suburban	36.4	40.8	15.7	1.6	5.6
Rural	37.6	36.6	17.2	4.0	4.6
Don't know	7.7	23.1	23.1	23.1	23.1

Can better manage the federal government.

	Democratic Party	Republican Party	Both	Neither	Don't Know
Democrat	82.9	4.3	4.3	5.2	3.4
Republican	3.1	84.2	3.8	6.9	1.9
Unaffiliated	27.6	30.6	8.7	24.5	8.7
Other	0.0	28.6	28.6	14.3	28.6
Don't know	8.3	0.0	8.3	25.0	58.3
White	31.4	46.8	4.5	12.6	4.8
Black or African American	67.6	11.0	8.6	6.7	6.2
Hispanic/Latino	41.7	41.7	8.3	4.2	4.2
Asian, Native Hawaiian, or Pacific Islander	58.3	25.0	0.0	8.3	8.3
Other	35.7	50.0	0.0	7.1	7.1
Prefer not to say	33.3	0.0	0.0	6.7	0.0
Female	43.1	35.0	4.2	10.7	7.0
Male	40.1	39.3	7.0	10.6	3.0
Non-binary/third gender	33.3	0.0	0.0	33.3	33.3
Prefer not to say	0.0	0.0	0.0	100.0	0.0

18-27	41.9	34.9	14.0	4.7	10.5
28-43	43.3	31.7	6.4	12.2	6.4
44-59	44.2	32.3	5.6	12.3	5.6
60-78	43.0	41.4	2.3	11.7	1.6
79+	30.0	58.3	0.0	8.3	3.3
Less than high school diploma	38.5	23.1	7.7	26.9	3.8
High school diploma	41.4	35.4	6.6	8.6	8.1
Some college	38.5	40.8	5.7	10.0	5.0
Bachelor's degree	45.1	39.1	3.8	8.7	3.3
Graduate or professional degree	47.3	25.8	4.3	18.3	4.3
Prefer not to say	0.0	50.0	50.0	0.0	0.0
Very liberal	82.8	8.6	4.3	3.2	1.1
Somewhat liberal	71.7	10.2	2.4	8.7	7.1
Somewhere in the middle	39.8	26.3	8.1	17.4	8.4
Somewhat conservative	14.2	68.8	6.4	7.8	2.8
Very conservative	12.1	83.2	0.9	3.7	0.0

Urban	61.1	19.2	5.4	8.4	6.0
Suburban	40.8	36.7	4.7	11.6	6.3
Rural	32.7	47.9	5.6	10.2	3.6
Don't know	23.1	7.7	23.1	38.5	7.7

Cares more about the needs of people like me.

	Democratic Party	Republican Party	Both	Neither	Don't Know
Democrat	89.0	1.5	3.7	3.7	2.1
Republican	6.5	75.4	6.2	8.8	3.1
Unaffiliated	34.7	26.0	7.7	27.0	4.6
Other	14.3	28.6	14.3	28.6	14.3
Don't know	0.0	0.0	16.7	33.3	50.0
White	36.7	40.8	4.8	13.7	3.9
Black or African American	71.4	8.6	9.0	6.7	4.3
Hispanic/Latino	58.3	33.3	0.0	8.3	0.0
Asian, Native Hawaiian, or Pacific Islander	58.3	16.7	8.3	8.3	8.3
Other	50.0	42.9	0.0	7.1	0.0

Prefer not to say	33.3	0.0	0.0	66.7	0.0
Female	49.0	30.1	5.4	10.5	5.1
Male	44.7	33.9	6.2	12.7	2.4
Non-binary/third gender	66.7	0.0	0.0	33.3	0.0
Prefer not to say	0.0	0.0	0.0	100.0	0.0
18-27	41.9	27.9	16.3	5.8	8.1
28-43	48.8	25.6	7.0	14.0	4.6
44-59	49.1	30.9	4.8	10.4	4.8
60-78	48.0	36.3	2.3	11.3	2.0
79+	30.0	55.0	0.0	15.0	0.0
Less than high school diploma	50.0	26.9	3.8	11.5	7.7
High school diploma	48.0	29.8	8.6	10.1	3.5
Some college	43.5	34.4	6.0	11.7	4.3
Bachelor's degree	48.9	34.2	3.3	10.3	3.3
Graduate or professional degree	52.7	21.5	4.3	18.3	3.2
Prefer not to say	0.0	100.0	0.0	0.0	0.0

Very liberal	87.1	6.5	2.2	3.2	1.1
Somewhat liberal	78.0	6.3	4.7	8.7	2.4
Somewhere in the middle	47.9	21.9	7.2	16.8	6.3
Somewhat conservative	17.0	62.4	6.4	10.6	3.5
Very conservative	12.1	73.8	4.7	8.4	0.9
Urban	67.1	15.6	6.0	9.0	2.4
Suburban	45.5	30.4	6.3	13.2	4.7
Rural	38.0	42.9	4.6	11.2	3.3
Don't know	38.5	7.7	15.4	23.1	15.4

Governs in a more honest and ethical way.

	Democratic Party	Republican Party	Both	Neither	Don't Know
Democrat	76.5	1.8	4.3	14.1	3.4
Republican	4.6	62.7	5.0	24.2	3.5
Unaffiliated	26.0	15.8	8.7	41.3	8.2
Other	14.3	28.6	14.3	42.9	0.0
Don't know	0.0	0.0	8.3	41.7	50.0
White	29.5	32.3	4.1	28.8	5.4
Black or African American	62.4	8.1	9.5	14.8	5.2

Hispanic/Latino	41.7	20.8	8.3	29.2	0.0
Asian, Native Hawaiian, or Pacific Islander	58.3	8.3	8.3	16.7	8.3
Other	42.9	35.7	7.1	7.1	7.1
Prefer not to say	33.3	0.0	0.0	66.7	0.0
Female	40.6	23.5	4.7	24.0	7.2
Male	37.7	27.4	7.0	24.9	3.0
Non-binary/third gender	33.3	0.0	0.0	66.7	0.0
Prefer not to say	0.0	0.0	0.0	100.0	0.0
18-27	37.2	24.4	11.6	18.6	8.1
28-43	38.1	25.0	7.6	24.1	5.2
44-59	40.9	23.8	5.2	23.8	6.3
60-78	42.2	26.2	2.7	23.8	5.1
79+	30.0	45.0	1.7	21.7	1.7
Less than high school diploma	46.2	15.4	11.5	15.4	11.5
High school diploma	41.4	25.8	7.6	19.2	6.1
Some college	36.5	28.4	4.7	25.1	5.4
Bachelor's degree	37.5	22.8	6.5	29.9	3.3

Graduate or professional degree	44.1	20.4	2.2	28.0	5.4
Prefer not to say	50.0	50.0	0.0	0.0	0.0
Very liberal	71.0	4.3	5.4	17.2	2.2
Somewhat liberal	66.9	7.9	1.6	19.7	3.9
Somewhere in the middle	38.0	15.6	8.1	29.6	8.7
Somewhat conservative	14.9	45.4	7.1	28.4	4.3
Very conservative	14.0	67.3	1.9	16.8	0.0
Urban	53.9	12.0	10.2	18.6	5.4
Suburban	37.3	25.4	4.7	27.9	4.7
Rural	33.0	33.3	3.6	24.8	5.3
Don't know	28.5	0.0	23.1	23.1	15.4

Need 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	33.3	48.9	17.7
Republican	29.2	55.4	15.4
Unaffiliated	13.8	67.9	18.4
Other	28.6	42.9	28.6
Don't know	16.7	33.3	50.0
White	24.1	57.9	18.0
Black or African American	33.3	49.0	17.6
Hispanic or Latino	33.3	58.3	8.3
Asian, Native Hawaiian, or Pacific Islander	33.3	41.7	25.0
Other	28.6	57.1	14.3
Prefer not to say	0.0	66.7	33.3
Female	26.8	53.4	19.8
Male	27.4	57.5	15.2
Non-binary/third gender	0.0	66.7	33.3
Prefer not to say	0.0	100.0	0.0

18-27	34.9	48.8	16.3
28-43	29.6	55.8	14.6
44-59	24.5	53.9	21.6
60-78	27.7	52.3	19.9
79+	23.3	58.3	18.3
Less than high school diploma	19.2	38.5	42.3
High school diploma	29.3	51.5	19.2
Some college	25.1	56.5	18.4
Bachelor's degree	26.6	58.7	14.7
Graduate or professional degree	29.0	59.1	11.8
Prefer not to say	100.0	0.0	0.0
Very liberal	29.0	54.8	16.1
Somewhat liberal	34.6	49.6	15.7
Somewhere in the middle	22.2	57.5	20.4
Somewhat conservative	27.7	56.0	16.3
Very conservative	29.9	55.1	15.0
Urban	28.7	53.3	18.0
Suburban	25.4	57.4	17.2
Rural	27.7	55.1	17.2

Don't know	23.1	38.5	38.5
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Political and Cultural Issues

Abortion

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

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Don't know
Democrat	11.9	24.2	16.5	41.9	5.5
Republican	36.9	33.8	9.6	12.7	6.9
Unaffiliated	17.9	29.1	13.8	30.6	8.7
Other	28.6	28.6	28.6	14.3	0.0
Don't know	0.0	16.7	33.3	0.0	50.0
White	23.2	28.9	11.9	30.1	5.9
Black or African American	17.1	28.6	18.6	24.3	11.4
Hispanic or Latino	16.7	20.8	25.0	29.2	8.3
Asian, Native Hawaiian, or Pacific Islander	16.7	25.0	8.3	50.0	0.0
Other	28.6	28.6	14.3	28.6	0.0
Prefer not to say	33.3	0.0	0.0	33.3	33.3
Female	21.9	27.3	14.7	28.2	7.9

Male	21.1	20.1	13.0	29.0	6.8
Non-binary/third gender	0.0	0.0	0.0	100.0	0.0
Prefer not to say	0.0	0.0	100.0	0.0	0.0
18-27	27.9	37.2	9.3	16.3	9.3
28-43	23.8	25.9	16.5	27.4	6.4
44-59	24.2	27.1	10.0	29.4	9.3
60-78	16.8	29.7	16.0	30.5	7.0
79+	33.3	31.7	3.3	30.0	1.7
Less than high school diploma	11.5	23.1	15.4	11.5	38.5
High school diploma	27.8	25.3	17.2	22.7	7.1
Some college	20.1	33.1	12.4	27.8	6.7
Bachelor's degree	18.5	30.4	14.1	32.1	4.9
Graduate or professional degree	20.4	18.3	11.8	44.1	5.4
Prefer not to say	50.0	0.0	0.0	0.0	50.0
Very liberal	15.1	14.0	9.7	57.0	4.3
Somewhat liberal	7.1	26.0	16.5	48.0	2.4
Somewhere in the middle	15.3	30.5	18.0	26.0	10.2
Somewhat conservative	29.1	41.8	11.3	11.3	6.4

Very conservative	53.3	19.6	5.6	13.1	8.4
Urban	17.4	28.7	11.4	34.1	8.4
Suburban	20.1	28.2	15.0	29.2	7.5
Rural	25.4	29.4	14.2	25.4	5.6
Don't know	15.4	7.7	15.4	30.8	30.8

Would you say that the issue of abortion is more or less important than the economy?

	Much more important	More important	Not as important, but still somewhat important	Not at all
Democrat	23.2	30.9	42.2	3.7
Republican	12.3	20.4	52.3	15.0
Unaffiliated	9.2	19.4	57.7	13.8
Other	14.3	42.9	28.6	14.3
Don't know	0.0	16.7	66.7	16.7
White	13.0	22.1	52.5	12.4
Black or African American	22.4	30.0	42.9	4.8
Hispanic or Latino	20.8	29.2	37.5	12.5
Asian, Native Hawaiian, or Pacific Islander	16.7	25.0	58.3	0.0
Other	21.4	35.7	35.7	7.1
Prefer not to say	0.0	0.0	100.0	0.0
Female	16.1	24.0	52.9	7.0
Male	15.2	25.2	45.8	13.8
Non-binary/third gender	66.7	33.3	0.0	0.0
Prefer not to say	0.0	0.0	100.0	0.0
18-27	22.1	34.9	34.9	8.1
28-43	23.5	27.7	43.0	5.8

44-59	13.8	26.8	52.8	6.7
60-78	12.1	19.9	50.8	17.2
79+	11.7	15.0	56.7	16.7
Less than high school diploma	19.2	23.1	34.6	23.1
High school diploma	18.7	24.2	50.0	7.1
Some college	13.4	21.7	54.8	10.0
Bachelor's degree	14.1	28.3	46.2	11.4
Graduate or professional degree	19.4	28.0	43.0	9.7
Prefer not to say	50.0	0.0	0.0	50.0
Very liberal	36.3	30.1	30.1	3.2
Somewhat liberal	18.1	38.6	39.4	3.9
Somewhere in the middle	10.5	23.4	56.9	9.3
Somewhat conservative	7.8	16.3	59.6	16.3
Very conservative	22.4	17.8	42.1	17.8
Urban	16.8	32.9	43.7	6.6
Suburban	16.3	23.8	48.9	11.0
Rural	16.8	32.9	43.7	6.6
Don't know	0.0	30.8	46.2	23.1

US Response to Israel and Palestine

Regarding the US response to the Israel-Hamas war, do you think the US has

	Favored the Israeli side too much	Favored the Hamas side too much	Struck the right balance	Don't know
Democrat	25.1	8.3	30.3	36.4
Republican	11.9	29.6	31.5	26.9
Unaffiliated	20.9	19.4	25.5	34.2
Other	0.0	0.0	57.1	42.9
Don't know	0.0	0.0	16.7	83.3
White	19.1	19.7	30.6	30.6
Black or African American	18.6	12.9	28.6	40.0
Hispanic or Latino	12.5	16.7	33.3	37.5
Asian, Native Hawaiian, or Pacific Islander	41.7	16.7	16.7	25.0
Other	28.6	21.4	14.3	35.7
Prefer not to say	0.0	0.0	0.0	100.0
Female	17.5	14.7	23.8	44.1
Male	20.9	21.4	36.6	21.1
Non-binary/third gender	66.7	0.0	0.0	33.3
Prefer not to say	0.0	0.0	0.0	100.0
18-27	18.6	24.4	23.3	33.7
28-43	24.7	13.4	25.6	36.3
44-59	17.5	15.6	30.5	36.4
60-78	17.6	20.3	35.5	26.6

79+	13.3	28.3	36.7	21.7
Less than high school diploma	7.7	7.7	26.9	57.7
High school diploma	17.7	16.7	29.8	35.9
Some college	14.7	19.7	28.8	26.8
Bachelor's degree	25.0	20.7	30.4	23.9
Graduate or professional degree	29.0	10.87	30.1	30.1
Prefer not to say	0.0	0.0	50.0	50.0
Very liberal	35.5	10.8	28.0	25.8
Somewhat liberal	33.1	11.0	29.9	26.0
Somewhere in the middle	14.1	11.7	30.8	43.4
Somewhat conservative	13.5	27.7	31.2	27.7
Very conservative	12.1	37.4	24.3	26.2
Urban	25.1	13.2	25.7	35.9
Suburban	19.1	18.5	31.0	31.3
Rural	16.5	20.1	30.7	32.7
Don't know	7.7	0.0	15.4	76.9

Would you say that the issue of the Israel-Hamas war is more or less important than the economy?

	Much more important	More important	Not as important,	Not at all
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			but still somewhat important	
Democrat	10.1	19.9	58.1	11.9
Republican	10.0	14.2	57.3	18.5
Unaffiliated	2.0	15.8	63.3	18.9
Other	14.3	14.3	57.1	14.3
Don't know	0.0	16.7	58.3	25.0
White	5.8	14.1	63.8	16.3
Black or African American	13.3	24.8	46.7	15.2
Hispanic or Latino	8.3	4.2	66.7	20.8
Asian, Native Hawaiian, or Pacific Islander	8.3	25.0	50.0	16.7
Other	14.3	28.6	50.0	7.1
Prefer not to say	0.0	0.0	100.0	0.0
Female	7.0	17.7	60.1	15.2
Male	8.9	16.0	58.0	17.1
Non-binary/third gender	33.3	33.3	33.3	0.0
Prefer not to say	0.0	0.0	100.0	0.0
18-27	14.0	43.0	25.6	17.4
28-43	14.9	20.4	45.7	18.9
44-59	7.4	14.5	63.9	14.1
60-78	4.7	10.9	69.9	14.5

79+	1.7	13.3	80.0	5.0
Less than high school diploma	7.7	38.5	34.6	19.2
High school diploma	9.1	25.8	47.5	17.7
Some college	6.7	14.0	61.9	17.4
Bachelor's degree	10.3	12.5	63.6	13.6
Graduate or professional degree	5.4	9.7	74.2	10.8
Prefer not to say	0.0	50.0	0.0	50.0
Very liberal	16.1	19.4	50.5	14.0
Somewhat liberal	8.7	24.4	59.7	10.2
Somewhere in the middle	4.2	16.2	61.1	18.6
Somewhat conservative	5.0	12.1	67.4	15.6
Very conservative	15.9	15.0	52.3	16.8
Urban	10.2	21.0	56.3	12.6
Suburban	6.6	15.5	58.4	19.5
Rural	8.5	16.0	61.4	14.1
Don't know	00	23.1	53.8	23.1

Immigration

Would you approve or disapprove of an immigration bill that greatly expanded funding for border security, but also created a pathway to citizenship for unauthorized immigrants already living in the United States?

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Don't know
Democrat	34.8	39.4	11.7	6.8	7.3
Republican	17.1	28.3	18.4	31.2	5.0
Unaffiliated	18.4	33.5	19.7	18.0	10.5
Other	18.2	18.2	18.2	27.3	18.2
Don't know	17.6	5.9	11.8	0.0	64.7
White	24.3	32.8	16.3	20.3	6.4
Black or African American	24.9	37.2	14.6	9.9	13.4
Hispanic or Latino	24.2	24.2	21.2	15.2	15.2
Asian, Native Hawaiian, or Pacific Islander	31.3	37.5	18.8	12.5	0.0
Other	41.2	29.4	5.9	17.6	5.9
Prefer not to say	0.0	25.0	0.0	50.0	25.0
Female	21.7	36.5	15.3	15.5	11.0
Male	27.7	30.7	16.3	19.7	5.6
Non-binary/third gender	66.7	0.0	33.3	0.0	0.0
Prefer not to say	100.0	0.0	0.0	0.0	0.0
18-27	18.6	31.4	29.1	7.0	14.0
28-43	27.7	39.3	10.7	13.1	9.1
44-59	23.0	29.4	21.6	16.0	10.0
60-78	25.8	32.4	12.1	25.0	4.7

79+	20.0	30.0	15.0	30.0	5.0
Less than high school diploma	24.2	27.3	12.1	6.1	30.3
High school diploma	24.7	34.8	15.4	16.2	8.9
Some college	19.6	33.4	17.4	21.0	8.6
Bachelor's degree	27.8	32.7	16.1	17.5	5.8
Graduate or professional degree	34.1	34.8	12.9	12.9	53.3
Prefer not to say	0.0	50.0	0.0	0.0	50.0
Very liberal	50.4	28.1	9.9	5.8	5.8
Somewhat liberal	33.7	42.6	13.0	5.9	4.7
Somewhere in the middle	19.5	36.7	18.0	14.1	11.7
Somewhat conservative	13.5	32.9	17.6	27.1	8.8
Very conservative	20.3	18.0	15.6	41.4	4.7
Urban	27.5	34.2	15.3	12.2	10.8
Suburban	25.4	33.6	15.5	17.3	8.1
Rural	22.8	34.4	16.5	20.6	5.7
Don't know	13.3	6.7	13.3	20.0	46.7

Would you say that the issue of immigration is more or less important than the economy?

	Much more important	More important	Not as important, but still somewhat important	Not at all
Democrat	12.9	28.0	51.1	8.0
Republican	21.5	36.1	38.9	3.4
Unaffiliated	12.6	15.9	59.8	11.7
Other	18.2	18.2	54.5	9.1
Don't know	2.9	17.6	58.8	17.6
White	15.2	24.9	54.0	5.9
Black or African American	17.4	33.6	38.7	10.3
Hispanic or Latino	12.1	30.3	45.5	12.1
Asian, Native Hawaiian, or Pacific Islander	12.5	25.0	37.5	25.0
Other	11.8	41.2	41.2	5.9
Prefer not to say	0.0	0.0	75.0	25.0
Female	12.5	25.3	53.9	8.3
Male	18.9	29.8	44.6	6.7
Non-binary/third gender	33.3	33.3	0.0	33.3
Prefer not to say	0.0	0.0	100.0	0.0
18-27	20.9	46.5	25.6	7.0
28-43	19.2	28.7	41.2	11.0
44-59	10.4	23.8	58.0	7.8

60-78	16.0	21.9	57.0	5.1
79+	8.3	33.3	58.3	0.0
Less than high school diploma	18.2	39.4	33.3	9.1
High school diploma	18.2	34.0	39.7	8.1
Some college	15.2	22.7	53.0	9.1
Bachelor's degree	11.2	27.4	56.1	5.4
Graduate or professional degree	18.2	25.8	51.5	4.5
Prefer not to say	0.0	0.0	0.0	100.0
Very liberal	21.5	22.3	44.6	11.6
Somewhat liberal	8.3	30.8	55.0	5.9
Somewhere in the middle	10.9	23.4	56.4	9.2
Somewhat conservative	19.4	30.6	45.9	4.1
Very conservative	28.9	36.7	28.9	5.5
Urban	18.0	29.7	44.6	7.7
Suburban	15.0	22.9	52.9	9.2
Rural	14.9	30.9	48.8	5.4
Don't know	6.7	26.7	46.7	20.0

Election Security

Which of the following, if any, are you aware of that occurs to ensure elections are fairly and accurately administered in North Carolina? (Check all that apply)

Election officials test every machine used in the election to ensure they are secure.

	Yes	No
Democrat	23.8	76.2
Republican	23.4	76.6
Unaffiliated	17.6	82.4
Other	36.4	63.6
Don't know	23.5	76.5
White	21.0	79.0
Black or African American	24.9	75.1
Hispanic or Latino	24.2	75.8
Asian, Native Hawaiian, or Pacific Islander	25.0	75.0
Other	35.3	64.7
Prefer not to say	0.0	100.0
Female	19.1	80.9
Male	26.2	73.8
Non-binary/third gender	0.0	100.0
Prefer not to say	0.0	100.0
18-27	22.1	77.9
28-43	25.6	74.4
44-59	22.7	77.3
60-78	19.5	80.5
79+	15.0	85.0

Less than high school diploma	15.2	84.8
High school diploma	25.1	74.9
Some college	21.8	78.2
Bachelor's degree	22.9	77.1
Graduate or professional degree	19.7	80.3
Prefer not to say	0.0	100.0
Very liberal	27.3	72.7
Somewhat liberal	19.5	80.5
Somewhere in the middle	21.9	78.1
Somewhat conservative	18.8	81.2
Very conservative	27.3	72.7
Urban	27.5	72.5
Suburban	21.9	78.1
Rural	20.3	79.7
Don't know	6.7	93.3

Non-partisan poll watchers observe the election to ensure it's fair.

	Yes	No
Democrat	7.8	92.2
Republican	11.5	88.5
Unaffiliated	11.7	88.3
Other	0.0	100.0

Don't know	5.9	94.1
White	10.7	89.3
Black or African American	7.5	92.5
Hispanic or Latino	15.2	84.8
Asian, Native Hawaiian, or Pacific Islander	0.0	100.0
Other	11.8	88.2
Prefer not to say	0.0	100.0
Female	7.4	92.6
Male	12.7	87.3
Non-binary/third gender	0.0	100.0
Prefer not to say	0.0	100.0
18-27	7.0	93.0
28-43	11.0	89.0
44-59	8.9	91.1
60-78	9.8	90.2
79+	11.7	88.3
Less than high school diploma	6.1	93.9
High school diploma	7.3	92.7
Some college	9.7	90.3
Bachelor's degree	14.3	85.7
Graduate or professional degree	8.3	91.7

Prefer not to say	0.0	100.0
Very liberal	9.1	90.9
Somewhat liberal	11.8	88.2
Somewhere in the middle	6.6	93.4
Somewhat conservative	16.5	83.5
Very conservative	9.4	90.6
Urban	9.9	90.1
Suburban	9.7	90.3
Rural	9.8	90.3
Don't know	13.3	86.7

Poll watchers affiliated with the political parties or candidates observe the election to ensure it's fair.

	Yes	No
Democrat	9.0	91.0
Republican	8.1	91.9
Unaffiliated	12.6	87.4
Other	0.0	100.0
Don't know	11.8	88.2
White	9.6	90.4
Black or African American	10.3	89.7

Hispanic or Latino	9.1	90.9
Asian, Native Hawaiian, or Pacific Islander	0.0	100.0
Other	5.9	94.1
Prefer not to say	0.0	100.0
Female	9.1	90.9
Male	10.1	89.9
Non-binary/third gender	0.0	100.0
Prefer not to say	0.0	100.0
18-27	9.3	90.7
28-43	10.7	89.3
44-59	7.8	92.2
60-78	9.0	91.0
79+	13.3	86.7
Less than high school diploma	9.1	90.9
High school diploma	10.9	89.1
Some college	9.1	90.9
Bachelor's degree	7.2	92.8
Graduate or professional degree	12.1	87.9
Prefer not to say	0.0	100.0
Very liberal	9.9	90.1
Somewhat liberal	8.9	91.1

Somewhere in the middle	10.5	89.5
Somewhat conservative	8.8	91.2
Very conservative	7.8	92.2
Urban	7.2	92.8
Suburban	10.2	89.8
Rural	10.0	90.0
Don't know	13.3	86.7

Election officials conduct audits of ballots after every election to confirm the results were accurate.

	Yes	No
Democrat	17.5	82.5
Republican	11.2	88.8
Unaffiliated	15.1	84.9
Other	9.1	90.9
Don't know	11.8	88.2
White	14.8	85.2
Black or African American	15.4	84.6
Hispanic or Latino	9.1	90.9
Asian, Native Hawaiian, or Pacific Islander	18.8	81.2
Other	0.0	100.0
Prefer not to say	50.0	50.0

Female	17.8	82.2
Male	11.4	88.6
Non-binary/third gender	0.0	100.0
Prefer not to say	0.0	100.0
18-27	12.8	87.2
28-43	13.7	86.3
44-59	14.9	85.1
60-78	16.0	84.0
79+	16.7	83.3
Less than high school diploma	12.1	87.9
High school diploma	13.4	86.6
Some college	13.0	87.0
Bachelor's degree	16.6	83.4
Graduate or professional degree	18.9	81.1
Prefer not to say	50.0	50.0
Very liberal	18.2	81.8
Somewhat liberal	16.0	84.0
Somewhere in the middle	15.6	84.4
Somewhat conservative	12.9	87.1
Very conservative	9.4	90.6
Urban	14.0	86.0

Suburban	12.7	87.3
Rural	17.0	83.0
Don't know	13.3	86.7

Paper ballots are stored in secure facilities so there is always a paper trail and audits and recounts can be conducted.

	Yes	No
Democrat	10.5	89.5
Republican	14.0	86.0
Unaffiliated	12.1	87.9
Other	18.2	81.8
Don't know	11.8	88.2
White	11.8	88.2
Black or African American	11.5	88.5
Hispanic or Latino	9.1	90.9
Asian, Native Hawaiian, or Pacific Islander	31.3	68.7
Other	23.5	76.5
Prefer not to say	0.0	100.0
Female	14.2	85.8
Male	9.7	90.3
Non-binary/third gender	33.3	66.7
Prefer not to say	0.0	100.0

18-27	15.1	84.9
28-43	11.9	88.1
44-59	13.0	87.0
60-78	12.1	87.9
79+	5.0	95.0
Less than high school diploma	21.2	78.8
High school diploma	10.5	89.5
Some college	14.9	85.1
Bachelor's degree	8.5	91.5
Graduate or professional degree	11.4	88.6
Prefer not to say	0.0	100.0
Very liberal	5.8	94.2
Somewhat liberal	13.0	87.0
Somewhere in the middle	14.6	85.4
Somewhat conservative	10.6	89.4
Very conservative	10.9	89.1
Urban	16.2	83.8
Suburban	10.2	89.8
Rural	11.9	88.1
Don't know	6.7	93.3

Election officials are required to make records of who votes or not (but not the contents of their ballots) available for public inspection.

	Yes	No
Democrat	10.2	89.8
Republican	9.7	90.3
Unaffiliated	8.8	91.2
Other	9.1	90.9
Don't know	0.0	100.0
White	10.5	89.5
Black or African American	7.1	92.9
Hispanic or Latino	9.1	90.9
Asian, Native Hawaiian, or Pacific Islander	12.5	87.5
Other	5.9	94.1
Prefer not to say	0.0	100.0
Female	8.7	91.3
Male	10.5	89.5
Non-binary/third gender	0.0	100.0
Prefer not to say	0.0	100.0
18-27	8.1	91.9
28-43	6.4	93.6
44-59	7.4	92.6
60-78	14.1	58.9

79+	18.3	81.7
Less than high school diploma	3.0	97.0
High school diploma	11.3	88.7
Some college	6.9	93.1
Bachelor's degree	10.3	89.7
Graduate or professional degree	13.6	86.4
Prefer not to say	0.0	100.0
Very liberal	13.2	86.8
Somewhat liberal	7.7	92.3
Somewhere in the middle	8.8	91.2
Somewhat conservative	12.9	87.1
Very conservative	6.3	93.7
Urban	8.1	91.9
Suburban	9.8	90.2
Rural	10.4	89.6
Don't know	0.0	100.0

Election officials work with law enforcement to prosecute those who commit voter fraud.

	Yes	No
Democrat	7.5	92.5
Republican	9.3	90.7
Unaffiliated	7.1	92.9
Other	9.1	90.9
Don't know	17.6	82.4
White	8.4	91.6
Black or African American	7.9	92.1
Hispanic or Latino	6.1	93.9
Asian, Native Hawaiian, or Pacific Islander	12.5	87.5
Other	5.9	94.1
Prefer not to say	0.0	100.0
Female	7.9	92.1
Male	8.4	91.6
Non-binary/third gender	0.0	100.0
Prefer not to say	100.0	0.0
18-27	9.3	90.7
28-43	8.2	91.8
44-59	8.9	91.1
60-78	7.8	92.2
79+	5.0	95.0

Less than high school diploma	12.1	87.9
High school diploma	7.7	92.3
Some college	8.8	91.2
Bachelor's degree	8.5	91.5
Graduate or professional degree	6.1	93.9
Prefer not to say	0.0	100.0
Very liberal	6.6	93.4
Somewhat liberal	10.1	89.9
Somewhere in the middle	7.8	92.2
Somewhat conservative	5.9	94.1
Very conservative	11.7	88.3
Urban	8.1	91.9
Suburban	6.6	93.4
Rural	10.0	90.0
Don't know	6.7	93.3

Impartial teams of election judges conduct signature verification on each mail-in ballot received.

	Yes	No
Democrat	3.4	96.6
Republican	5.9	94.1
Unaffiliated	4.6	95.4

Other	0.0	100.0
Don't know	0.0	100.0
White	4.4	95.6
Black or African American	4.3	95.7
Hispanic or Latino	6.1	93.9
Asian, Native Hawaiian, or Pacific Islander	0.0	100.0
Other	5.9	94.1
Prefer not to say	0.0	100.0
Female	4.5	95.5
Male	4.1	95.9
Non-binary/third gender	33.3	66.7
Prefer not to say	0.0	100.0
18-27	7.0	93.0
28-43	2.7	97.3
44-59	5.9	94.1
60-78	3.5	96.5
79+	6.7	93.3
Less than high school diploma	9.1	90.9
High school diploma	4.9	95.1
Some college	3.9	96.1
Bachelor's degree	5.4	94.6

Graduate or professional degree	2.3	97.7
Prefer not to say	0.0	100.0
Very liberal	2.5	97.5
Somewhat liberal	3.0	97.0
Somewhere in the middle	3.9	96.1
Somewhat conservative	8.8	91.2
Very conservative	3.9	96.1
Urban	3.2	96.8
Suburban	4.3	95.7
Rural	5.1	94.9
Don't know	6.7	93.3

Election officials provide an online tool where individuals can look up their voting information, including their personal vote history.

	Yes	No
Democrat	10.2	89.8
Republican	6.9	93.1
Unaffiliated	10.5	89.5
Other	18.2	81.8
Don't know	17.6	82.4
White	8.7	91.3

Black or African American	11.1	88.9
Hispanic or Latino	12.1	87.9
Asian, Native Hawaiian, or Pacific Islander	0.0	100.0
Other	5.9	94.1
Prefer not to say	50.0	50.0
Female	11.3	88.7
Male	7.1	92.9
Non-binary/third gender	33.3	66.7
Prefer not to say	0.0	100.0
18-27	9.3	90.7
28-43	9.8	90.2
44-59	10.4	89.6
60-78	8.2	91.8
79+	8.3	91.7
Less than high school diploma	12.1	87.9
High school diploma	8.9	91.1
Some college	11.9	88.1
Bachelor's degree	6.3	93.7
Graduate or professional degree	7.6	92.4
Prefer not to say	50.0	50.0
Very liberal	7.4	92.6

Somewhat liberal	10.1	89.9
Somewhere in the middle	10.5	89.5
Somewhat conservative	4.7	95.3
Very conservative	13.3	86.7
Urban	5.9	94.1
Suburban	9.7	90.3
Rural	10.3	89.7
Don't know	33.3	66.7

The most North Carolina Grocery Store Chain

The major grocery store of Florida is Publix, and the major grocery store of Texas is HEB. Which of the following would you say is the major grocery store of North Carolina?

	Food Lion	Harris Teeter	Walmart	Something else	Don't Know
Democrat	47.7	16.8	23.6	9.7	2.2
Republican	49.2	14.6	19.9	16.2	3.7
Unaffiliated	49.4	20.5	14.6	11.7	3.8
Other	63.6	9.1	27.3	0.0	0.0
Don't know	35.3	5.9	35.3	11.8	11.8
White	50.1	18.8	16.0	11.8	3.3
Black or African American	49.0	11.5	30.4	6.7	2.4
Hispanic/Latino	45.5	12.1	27.3	15.2	0.0

Asian, Native Hawaiian, or Pacific Islander	31.3	25.0	18.8	18.8	0.0
Other	11.8	11.8	47.1	17.6	11.8
Prefer not to say	0.0	25.0	0.0	50.0	25.0
Female	49.1	14.7	22.7	9.6	3.8
Male	48.1	18.9	18.0	12.7	2.4
Non-binary/third gender	0.0	33.3	33.3	0.0	33.3
Prefer not to say	100.0	0.0	0.0	0.0	0.0
18-27	37.2	14.0	33.7	11.6	3.5
28-43	49.7	14.3	23.8	10.7	1.5
44-59	56.1	12.6	19.7	6.7	4.8
60-78	46.1	23.8	14.8	12.5	2.7
79+	35.0	21.7	11.7	25.0	6.7
Less than high school diploma	36.4	3.0	45.5	12.1	3.0
High school diploma	50.6	8.1	29.1	8.1	4.0
Some college	52.5	17.1	17.7	9.1	3.6
Bachelor's degree	45.7	23.8	14.3	13.9	2.2
Graduate or professional degree	42.4	23.5	15.9	15.9	2.3
Prefer not to say	0.0	0.0	50.0	50.0	0.0

Very liberal	44.6	22.3	19.8	10.7	2.5
Somewhat liberal	52.1	16.6	19.5	11.2	0.0
Somewhere in the middle	47.9	16.5	23.1	8.8	3.6
Somewhat conservative	53.5	13.5	17.1	10.6	5.3
Very conservative	43.0	16.4	18.8	18.8	3.1
Urban	46.8	16.7	24.8	7.2	4.5
Suburban	46.3	23.2	17.0	10.7	2.8
Rural	53.1	10.3	20.9	13.6	2.2
Don't know	20.0	6.7	40.0	13.3	20.0

Upcoming Elections

Intent to vote

Do you intend to vote in the upcoming elections?

	Yes	No	Not sure
Democrat	96.8	1.2	1.9
Republican	94.7	0.9	4.4
Unaffiliated	84.1	5.4	10.5
Other	72.7	9.1	18.2
Don't know	41.2	11.8	47.1
White	92.6	2.2	5.2
Black or African American	90.5	2.8	6.7
Hispanic or Latino	87.9	6.1	6.1

Asian, Native Hawaiian, or Pacific Islander	93.8	0.0	6.3
Other	100.0	0.0	0.0
Prefer not to say	50.0	0.0	50.0
Female	91.5	1.9	6.6
Male	92.5	3.0	4.5
Non-binary/third gender	100.0	0.0	0.0
Prefer not to say	0.0	0.0	100.0
18-27	81.4	7.0	11.6
28-43	90.2	3.0	6.7
44-59	92.9	1.9	5.2
60-78	94.9	1.2	3.9
79+	98.3	0.0	1.7
Less than high school diploma	66.7	9.1	24.2
High school diploma	88.7	4.5	6.9
Some college	92.8	1.9	5.2
Bachelor's degree	96.0	0.0	4.0
Graduate or professional degree	95.5	2.3	2.3
Prefer not to say	50.0	0.0	50.0
Very liberal	98.3	0.8	0.8
Somewhat liberal	95.9	3.0	1.2

Somewhere in the middle	85.6	3.9	10.5
Somewhat conservative	94.1	0.6	5.3
Very conservative	97.7	0.8	1.6
Urban	90.1	2.3	7.7
Suburban	92.4	2.5	5.1
Rural	94.9	2.2	3.0
Don't know	33.3	6.7	60.0

Method of voting

What method?

	In person on election day	In person early voting	Absentee, by mail	Not sure
Democrat	47.7	38.4	11.8	2.0
Republican	60.5	30.9	6.6	2.0
Unaffiliated	42.3	45.3	9.0	3.5
Other	62.5	25.0	12.5	0.0
Don't know	57.1	28.6	0.0	14.3
White	50.8	36.7	9.6	2.9
Black or African American	51.5	38.0	9.6	0.9
Hispanic or Latino	51.7	37.9	10.3	0.0
Asian, Native Hawaiian, or Pacific Islander	60.0	40.0	0.0	0.0
Other	41.2	47.1	0.0	11.8

Prefer not to say	50.0	0.0	50.0	0.0
Female	51.0	34.3	11.8	2.9
Male	51.3	40.1	6.7	1.9
Non-binary/third gender	0.0	100.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0
18-27	47.1	38.6	11.4	2.9
28-43	62.2	27.7	7.8	2.4
44-59	53.6	34.4	8.4	3.6
60-78	38.7	48.1	11.9	1.2
79+	39.0	50.8	8.5	1.7
Less than high school diploma	50.0	36.4	9.1	4.5
High school diploma	58.9	27.9	9.6	3.7
Some college	52.1	37.5	7.7	2.7
Bachelor's degree	44.4	43.0	11.2	1.4
Graduate or professional degree	45.2	43.7	10.3	0.8
Prefer not to say	100.0	0.0	0.0	0.0
Very liberal	47.9	36.1	11.8	4.2
Somewhat liberal	36.4	50.0	10.5	3.1
Somewhere in the middle	53.7	33.8	10.5	2.0

Somewhat conservative	55.6	35.6	6.9	1.9
Very conservative	59.2	33.6	5.6	1.6
Urban	55.0	35.0	6.0	4.0
Suburban	46.8	40.2	11.0	1.9
Rural	53.4	34.9	9.7	2.0
Don't know	20.0	80.0	0.0	0.0

Opinions about Kamala Harris, Donald Trump, and the VP Candidates

Kamala Harris

What is your overall opinion of Vice President Harris?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't Know
Democrat	70.8	23.3	3.8	1.3	0.8
Republican	4.7	8.7	12.1	73.5	1.0
Unaffiliated	20.6	28.9	9.8	39.2	1.5
Other	25.0	25.0	12.5	37.5	0.0
Don't know	0.0	16.7	0.0	33.3	50.0
White	28.8	15.8	8.9	45.6	1.0
Black or African American	59.0	27.8	5.3	5.3	2.6
Hispanic or Latino	34.5	31.0	10.3	24.1	0.0

Asian, Native Hawaiian, or Pacific Islander	60.0	26.7	0.0	13.3	0.0
Other	26.7	20.0	13.3	40.0	0.0
Prefer not to say	0.0	50.0	0.0	50.0	0.0
Female	36.4	19.6	9.4	33.0	1.7
Male	37.6	19.6	6.4	35.5	0.9
Non-binary/third gender	66.7	33.3	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-27	35.3	30.9	13.2	20.6	0.0
28-43	37.0	26.0	10.4	24.9	1.7
44-59	38.2	18.7	7.9	32.8	2.5
60-78	40.0	11.7	5.0	43.3	0.0
79+	22.4	12.1	1.7	62.1	1.7
Less than high school diploma	52.4	14.3	14.3	14.3	4.8
High school diploma	35.5	22.3	8.5	32.7	0.9
Some college	34.3	19.3	5.5	39.1	1.8
Bachelor's degree	34.6	19.0	11.4	33.6	1.4
Graduate or professional degree	48.0	18.4	6.4	27.2	0.0
Prefer not to say	100.0	0.0	0.0	0.0	0.0
Very liberal	78.9	14.0	2.6	3.5	0.9

Somewhat liberal	59.2	24.8	7.6	6.4	1.9
Somewhere in the middle	32.85	29.3	6.9	26.7	2.0
Somewhat conservative	8.9	10.2	13.4	66.9	0.6
Very conservative	18.7	3.3	1.6	76.4	0.0
Urban	52.1	26.0	5.2	15.6	1.0
Suburban	36.0	19.7	9.3	34.0	1.1
Rural	29.4	15.7	8.2	44.9	1.7
Don't know	60.0	40.0	0.0	0.0	0.0

Donald Trump

What is your overall opinion of former President Trump?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't Know
Democrat	5.1	6.9	7.7	79.7	0.5
Republican	65.1	24.5	6.7	3.7	0.0
Unaffiliated	20.1	23.2	13.4	42.3	1.0
Other	25.0	0.0	0.0	75.0	0.0
Don't know	0.0	16.7	16.7	16.7	50.0
White	34.9	18.9	7.2	38.7	0.3
Black or African American	11.0	11.0	10.1	65.6	2.2
Hispanic or Latino	27.6	10.3	24.1	37.9	0.0
Asian, Native Hawaiian, or Pacific Islander	20.0	13.3	13.3	53.3	0.0
Other	46.7	0.0	6.7	46.7	0.0
Prefer not to say	0.0	50.0	0.0	50.0	0.0
Female	26.6	15.7	7.9	48.9	0.9
Male	30.7	17.0	9.2	42.3	0.7
Non-binary/third gender	0.0	0.0	33.3	66.7	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-27	32.4	22.1	16.2	27.9	1.5

28-43	28.4	13.5	12.1	45.3	0.7
44-59	29.9	14.1	4.1	50.2	1.7
60-78	25.0	17.9	7.5	49.6	0.0
79+	32.8	25.9	5.2	36.2	0.0
Less than high school diploma	38.1	14.3	4.8	38.1	4.8
High school diploma	34.6	17.5	6.6	40.8	0.5
Some college	30.9	14.4	9.2	44.3	1.2
Bachelor's degree	42.2	16.1	9.5	49.8	0.5
Graduate or professional degree	17.6	19.2	9.6	53.6	0.0
Prefer not to say	0.0	100.0	0.0	0.0	0.0
Very liberal	13.2	6.1	3.5	77.2	0.0
Somewhat liberal	8.9	9.6	9.6	72.0	0.0
Somewhere in the middle	18.0	17.1	13.6	49.3	2.0
Somewhat conservative	47.1	29.9	6.4	46.6	0.0
Very conservative	73.2	14.6	0.8	11.4	0.0
Urban	18.2	15.6	9.4	55.7	1.0
Suburban	25.3	15.7	9.0	49.7	0.3
Rural	37.9	16.9	7.9	36.2	1.2
Don't know	0.0	40.0	0.0	60.0	0.0

What is your overall opinion of Democratic candidate for Vice President, Tim Walz?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't Know
Democrat	55.1	29.2	3.6	3.3	8.7
Republican	4.7	5.7	14.4	62.1	13.1
Unaffiliated	19.1	24.2	10.3	31.4	14.9
Other	12.5	25.0	12.5	25.0	25.0
Don't know	0.0	0.0	33.3	0.0	66.7
White	25.2	14.6	10.2	38.5	11.5
Black or African American	41.4	35.2	5.3	6.2	11.9
Hispanic or Latino	27.6	10.3	17.2	20.7	24.1
Asian, Native Hawaiian, or Pacific Islander	53.3	33.3	0.0	0.0	13.3
Other	26.7	13.3	6.7	40.0	13.3
Prefer not to say	0.0	50.0	0.0	50.0	0.0
Female	27.2	21.3	8.3	26.2	17.0
Male	32.6	18.4	9.7	32.6	6.6
Non-binary/third gender	33.3	66.7	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0	0.0
18-27	22.1	25.0	16.2	22.1	14.7

28-43	33.9	23.2	10.0	20.4	12.5
44-59	27.0	22.0	10.4	24.1	16.6
60-78	33.3	14.2	4.6	39.2	8.8
79+	15.5	15.5	6.9	60.3	1.7
Less than high school diploma	42.9	23.8	14.3	9.5	9.5
High school diploma	26.1	22.3	8.1	30.8	12.8
Some college	26.9	17.4	9.2	31.8	14.7
Bachelor's degree	31.8	20.4	9.0	29.4	9.5
Graduate or professional degree	98.4	21.6	8.8	22.4	8.8
Prefer not to say	0.0	100.0	0.0	0.0	0.0
Very liberal	70.2	14.9	1.8	7.0	6.1
Somewhat liberal	46.5	31.8	8.3	6.4	7.0
Somewhere in the middle	24.6	26.7	9.6	20.3	18.8
Somewhat conservative	8.3	9.6	15.3	54.1	12.7
Very conservative	13.0	4.9	6.5	71.5	4.1
Urban	36.5	32.8	8.3	14.1	8.3
Suburban	32.9	16.0	9.0	28.1	14.0
Rural	22.4	17.5	9.0	38.8	12.2
Don't know	60.0	0.0	20.0	20.0	0.0

What is your overall opinion of the Republican candidate for Vice President, JD Vance?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't Know
Democrat	5.1	6.9	15.6	66.2	6.2
Republican	48.0	29.9	9.4	3.0	9.7
Unaffiliated	13.4	21.1	14.4	40.7	10.3
Other	12.5	25.0	12.5	25.0	25.0
Don't know	0.0	16.7	16.7	0.0	66.7
White	25.8	21.1	12.3	32.6	8.2
Black or African American	7.5	11.5	15.0	55.9	10.1
Hispanic or Latino	27.6	6.9	17.2	34.5	13.8
Asian, Native Hawaiian, or Pacific Islander	26.7	0.0	20.0	40.0	13.3
Other	26.7	26.7	6.7	40.0	0.0
Prefer not to say	0.0	0.0	50.0	50.0	0.0
Female	17.4	16.8	15.1	39.4	11.3
Male	25.5	19.1	11.3	37.8	6.1
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
18-27	19.1	23.5	13.2	29.4	14.7

28-43	20.1	14.2	18.7	39.4	7.6
44-59	17.8	29.9	11.6	38.2	12.4
60-78	22.1	17.1	10.4	43.8	6.7
79+	39.7	24.1	5.2	29.3	1.7
Less than high school diploma	19.0	23.8	33.3	23.8	0.0
High school diploma	24.2	17.5	15.2	33.2	10.0
Some college	21.4	17.4	11.6	38.8	10.7
Bachelor's degree	22.7	15.6	11.8	42.7	7.1
Graduate or professional degree	13.6	22.4	12.8	44.8	6.4
Prefer not to say	0.0	0.0	100.0	0.0	0.0
Very liberal	12.3	7.0	9.6	68.4	2.6
Somewhat liberal	7.0	6.4	16.6	64.3	5.7
Somewhere in the middle	10.1	17.1	17.7	40.9	14.2
Somewhat conservative	33.1	38.2	7.6	12.1	8.9
Very conservative	63.4	18.7	7.3	7.3	3.3
Urban	16.1	12.0	15.6	46.9	9.4
Suburban	19.9	15.2	12.4	43.8	8.7
Rural	25.7	23.9	12.8	28.9	8.7
Don't know	0.0	20.0	20.0	60.0	0.0

Voter Preferences

2024 Presidential General Election

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

	Democratic Party candidate Kamala Harris	Republican Party candidate Donald Trump	Someone else	Don't know
Democrat	94.9	2.8	1.3	1.0
Republican	4.0	94.0	1.3	0.7
Unaffiliated	44.9	45.8	6.2	3.1
Other	50.0	25.0	25.0	0.0
Don't know	0.0	16.7	0.0	83.3
White	41.1	54.6	2.5	1.8
Black or African American	85.0	9.7	2.6	2.6
Hispanic or Latino	51.7	44.8	3.4	0.0
Asian, Native Hawaiian, or Pacific Islander	73.3	26.7	0.0	0.0
Other	46.7	53.3	0.0	0.0
Prefer not to say	50.0	0.0	50.0	0.0
Female	53.8	41.7	2.3	2.1
Male	46.2	49.3	2.8	1.7
Non-binary/third gender	100.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0
18-27	44.5	43.7	7.4	4.4
28-43	53.2	42.3	2.4	2.1
44-59	50.2	45.2	2.9	1.7
60-78	48.4	48.7	1.7	1.3
79+	32.8	65.5	0.0	1.7
Less than high school diploma	47.4	43.1	4.8	4.8

High school diploma	45.8	50.0	2.4	1.9
Some college	51.7	44.6	2.1	1.5
Bachelor's degree	51.7	41.7	3.8	2.8
Graduate or professional degree	60.6	37.0	1.6	0.8
Prefer not to say	100.0	0.0	0.0	0.0
Very liberal	87.7	7.9	4.4	0.0
Somewhat liberal	85.4	11.5	1.9	1.3
Somewhere in the middle	58.0	35.4	2.6	4.1
Somewhat conservative	15.9	80.9	2.5	0.6
Very conservative	14.6	83.7	1.6	0.0
Urban	70.8	24.0	3.6	1.6
Suburban	49.7	45.0	2.8	2.5
Rural	42.6	54.2	1.7	1.5
Don't know	80.0	20.0	0.0	0.0

2024 Gubernatorial General Election

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

	Democratic Party candidate Josh Stein	Republican Party candidate Mark Robinson	Someone else	Don't know
Democrat	91.3	1.3	3.3	4.1
Republican	10.4	73.8	5.7	10.1
Unaffiliated	54.6	27.8	4.6	12.9
Other	37.5	25.0	25.0	12.5
Don't know	16.7	16.7	0.0	66.7
White	46.2	40.8	3.8	9.2
Black or African American	81.1	6.2	6.2	6.6

Hispanic or Latino	58.	34.5	3.4	3.4
Asian, Native Hawaiian, or Pacific Islander	60.0	13.3	6.7	20.0
Other	33.3	46.7	13.3	6.7
Prefer not to say	50.0	50.0	0.0	0.0
Female	54.7	28.9	4.9	11.5
Male	49.5	40.5	4.3	5.2
Non-binary/third gender	100.0	0.0	0.0	0.0
Prefer not to say	0.0	0.0	0.0	0.0
18-27	50.0	27.9	14.7	7.4
28-43	58.8	29.1	4.8	7.3
44-59	51.8	33.6	3.3	11.2
60-78	50.0	38.8	3.3	7.9
79+	41.4	50.0	1.7	6.9
Less than high school diploma	57.1	19.0	14.3	9.5
High school diploma	42.7	42.6	6.2	8.5
Some college	50.5	37.3	3.4	8.9
Bachelor's degree	58.8	29.4	4.7	7.1
Graduate or professional degree	63.2	24.8	2.4	9.6
Prefer not to say	0.0	0.0	100.0	0.0
Very liberal	86.0	5.3	7.0	1.8
Somewhat liberal	81.5	10.2	3.2	5.1
Somewhere in the middle	62.3	20.3	5.2	12.2
Somewhat conservative	24.2	58.6	5.1	12.1
Very conservative	14.6	79.7	1.6	4.1

Urban	70.8	18.2	5.7	5.2
Suburban	58.7	28.1	4.2	9.0
Rural	38.1	47.6	4.4	9.9
Don't know				

Methodological Information

Mode: Online

Population: N.C. Likely Voters 18+

Dates in the field: September 18-20, 2024

Sample Size: 802

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 Qualtrics. Participants were recruited into the sample by Qualtrics 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 Qualtrics 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.

The way we determined “likely” voters, as compared to registered voters, is through using a two-question screening method. We asked their intent to vote and their voting method. Anyone

who indicated that they did not intend to vote or did not indicate a preference for voting method was excluded from the election questions—vote for president and vote for governor.

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 General Election voter turnout. Professor Michael Bitzer of Catawba University gives a full description of the 2020 turnout by demographic group: [2020 Voter Turnout](#).

Age*	
18-25	8%
26-40	23%
41-56	27%
57-75	24%
76+	9%

*Note: The age ranges for the generational categories are different in our questions, due to the fact of aging. Gen Z, for example, is now considered to be 18-27.

Gender	
Female	50%
Male	49%
Other/refused	1%
Race and Ethnicity	
White	66%
Black	19%
Other	15%
Educational Attainment	

Less than a bachelor's degree	70%
Bachelor's degree or higher	30%
Location—county of residence	
Rural	39%
Urban	25%
Suburban	36%
Party Affiliation	
Democrat	36%

Republican	33%
Unaffiliated	31%

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

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