



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

Registered Voters in North Carolina

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Key Insights

The Meredith Poll conducted a survey of North Carolina registered voters. The online sample — from Dynata— used a census quota before the questionnaire was administered. We used screening questions to produce a sample of **likely voters**. After the survey was completed, we **weighted** the sample for race, education, party affiliation, and location.

The sample had 732 respondents, giving us a confidence interval of +/- 3.5%. The survey was in the field October 16-19, 2020.

Key Matchups

Biden v. Trump

Our results indicate that Joe Biden has opened a slight lead over Donald Trump (48.1 to 44%) with a small number of voters undecided (4.4%) about two weeks before Election Day. This represents a slight increase in Biden’s lead. Both candidates have strong support of their party voters with Biden having the support of 91% of Democrats and Trump garnering support from 88% of Republicans. Unaffiliated voters are currently breaking almost 2-1 for Biden.

White voters slightly favor Trump (50.9% to 42.4%), a decrease in white voter support for Trump since last month. Minority voters strongly favor Biden (81.7% of Black respondents and 63.2% of Hispanic voters), but less so than in recent Meredith Polls. The gender gap is over 12 points with Trump getting a majority of the male vote (55.7%) and Biden getting a majority of the women’s vote (50.5).

Biden does well with voters under 40 years old and among the oldest voters, while Trump is stronger among Gen X and Baby Boomers. Trump continues to poll well with rural voters, but Biden is leading among urban voters (50%) and suburban voters (50.9%).

We asked for the reason why voters supported each candidate. A large majority of both candidates’ supporters are voting for their candidate, not against the other. Almost two-thirds of Trump supporters (64.6%) said they were voting for the president and only 7% said they were voting against Biden. Less than half of Biden’s supporters said they were voting for him (45%), but 21% said they were voting for him because they preferred Democrats. Just over one-quarter (26.2%) said they were voting against President Trump.

“Joe Biden has grown on Democrats,” said Meredith Poll Director David McLennan. “After Joe Biden sewed up the primary, the popular belief was that the majority of votes he got in the general election would be anti-Trump votes. It appears as that many Democrats have grown to like Joe Biden.”

Cunningham v. Tillis

After a tumultuous period in the U.S. Senate race between incumbent Republican Thom Tillis and Democratic challenger Cal Cunningham, there appears to be little change since the October Poll. Cunningham maintains his modest lead (43.3%-38.2%) with a high number of respondents (14.1%) indicating they had not made up their mind.

Both candidates get strong support from their respective partisan bases—Cunningham garners 80% support among Democrats and Tillis gets 78.9% support from Republicans. Unaffiliated voters break 2-1 for Cunningham.

Tillis performs better among white voters, but is not as strong as Donald Trump in the presidential race (43%) and Cunningham polls well with Black and Hispanic voters, but not as well as Biden. Among other demographic groups, Tillis performs well with males, Gen X voters, and rural voters. Cunningham does slightly better with women, urban voters, and younger voters.

When we asked why Cunningham and Tillis supporters were planning on voting (or did vote for) their respective candidates, loyalty to the party was a very important reason for many voters with 38% of those indicating support for Tillis said they supported him because he was a Republican, while 31.8% of Cunningham’s supporters said they supported him because he was a Democrat. A slight plurality of voters supporting both Tillis (39.4%) and Cunningham (39.9%) said their vote was based on support for the individual candidate.

“The two bombshells—Tillis’ COVID diagnosis and Cunningham’s marital infidelity—have not affected the basic trajectory of the race,” said David McLennan. “Thom Tillis remains an endangered incumbent. The two ‘October surprises’ may have had the effect of causing a number of voters to say they have not made up their mind.”

Cooper v. Forest

In our survey, Roy Cooper has opened an almost twenty point lead (52.1%-33.7%) over Republican challenger Dan Forest. Although 12.6% of respondents indicated that they were undecided, Cooper is in a strong position for reelection.

Among demographic groups, Cooper is preferred by most groups other than those who call themselves Republicans. Even among Republicans, Cooper garners 20% of their support. Forest polls well among rural voters and those with less than a high school diploma, but otherwise Cooper’s support is strong.

“This is a race in which Roy Cooper has run well the entire year, ” says David McLennan. “His response to the pandemic is supported by most North Carolinians and the fact that Forest has banked his entire campaign on criticizing the governor’s response to the pandemic looks like it hasn’t worked.”

Approval

Trump Approval

Since last month's Meredith Poll, when President Trump had his highest approval ratings during his tenure in office, his approval from respondents has fallen to 43.9%. A majority of North Carolinians (53.6%) continue to disapprove of the president's job performance with most of those (43.1%) strongly disapproving of his work as president.

The president's job approval splits along predictable lines with 84.7% of Republicans approving of his work and stronger ratings among white, male, and rural voters. His strongest critics are minority voters, women, and younger voters.

"The president's job approval drop is significant at this point in the campaign," said David McLennan. "His weak first presidential debate, COVID diagnosis, and the continued fallout of the pandemic have hurt Trump's approval even among Republicans as his approval was over 90% in pre-pandemic times."

Tillis Approval

Thom Tillis' job approval remains low (40.2%) and below that of President Trump. Even among Republicans, Tillis' support is relatively low at 67.3%. A majority of males and rural voters still approve of the job Tillis is doing as senator, but other groups disapprove of Tillis's performance.

"It is Tillis's lukewarm approval among Republicans that makes his reelection campaign so difficult," said Meredith Poll Director David McLennan. "His recent campaign strategy to criticize Cal Cunningham for his marital infidelity and corruption does not do much to improve his own approval ratings, even among Republicans."

Cooper Approval

Roy Cooper continues to have the strongest approval among the three top elected officials running in 2020. A majority of North Carolinians (53.5%) approve of the job he is doing as governor. Over three quarters of Democrats (75.7%) approve of the job he is doing, along with 57.7% of unaffiliated voters. Even almost 40% of Republicans (39.3%) approve of the job Cooper is doing.

"Cooper's approval tracks with the respondents' views of how the state has handled the pandemic response," said David McLennan. "They think the state has done a good job handling the crisis and, since the governor has been the most visible person leading the pandemic response, it makes sense that they view him in positive terms."

Key Issues

Safety

A large majority of North Carolinians (81.4%) feel safe in their communities, while only 16.8% feel unsafe. A majority of all demographic groups--partisans, men and women, ethnic and racial groups, and voters that lived in urban, suburban, and rural parts of the state--felt safe. The only group that reported slightly higher levels of concern for safety in their communities was Hispanics (31.6%) and, even then, the majority of respondents in this group felt safe.

"The attitudes of North Carolinians about feeling safe is reassuring," said Poll Director David McLennan. "After months of protests around the country--some of which contained violence--and President Trump's insistence that the country is unsafe, North Carolinians seem to have rejected his

dark vision of life in America. As a political strategy, trying to scare people into voting for Republicans may be ineffective as we get close to Election Day.”

COVID-19 Response

Almost two-thirds of respondents (65.6%) indicated that the government’s response to the pandemic was a significant factor in who they are voting for in 2020. Their views of how the federal and state governments are handling the pandemic might have significant effects on which party controls the White House, Governor’s Mansion, and a seat in the U.S. Senate next year.

Over half of the respondents (52.4%) thought the federal government’s response to the pandemic was ineffective, while 44.8% thought it was effective. Over three-quarters of Republicans thought the federal government’s response has been effective, while an almost equal number of Democrats and unaffiliated voters considered the response ineffective.

In considering the state’s response to the pandemic, however, 60.7% of North Carolinians feel the actions were effective and just 34.5% considered the state’s actions to be ineffective. Support for the state government’s response to the pandemic was strong across demographic groups with even partisan groups generally supporting the response.

“It is interesting that the federal government’s response to the pandemic is a highly partisan issue, but the state’s response to the pandemic is much less polarizing,” said David McLennan. “This issue is a top issue for most voters and it may hurt President Trump’s reelection bid but help Governor Cooper.”

Pandemic Stimulus

A great majority of North Carolinians (83.4%), would like to see the federal government pass another stimulus package to deal with the effects of the COVID-19 pandemic, with just over 10 percent saying another stimulus package is unnecessary. There were few differences between voter groups in support of the desire for another stimulus package.

“President Trump’s recent interest in pushing for another stimulus package is politically driven,” said Meredith Poll Director David McLennan. “He understands how popular it is and even though time is short in the election season, he sees working a deal for a package, even if favored by Democrats, may benefit him.”

Health Care

Health care continues to be a significant factor in the 2020 election with almost 70 percent of voters saying it is the most important or one of the most important issues affecting their decision of who they will support at the polls. Over one-in-five (21.3%) indicate that it is the top issue. Less than one-quarter consider it to be an unimportant issue.

A strong majority of North Carolinians (57.9%) favor the Affordable Care Act, although there are great partisan differences in support for this law. Over 80% of Democrats support the ACA, while just 30% of Republicans do so. However, among other demographic groups, including racial and ethnic groups, men and women, and those of different educational levels, there is consistent support.

“With the recent hearings and impending confirmation of Supreme Court nominee Amy Coney Barrett, the issue of the Affordable Care Act’s future is squarely on the 2020 ballot,” said David McLennan. “Democrats have made her nomination a fight over the ACA’s continuation and have

elevated health care to the top of many voters' minds. If 2020 is a repeat of 2018, another election in which health care was a top issue, the results could be quite good for Democrats.”

Satisfaction

Satisfaction with Direction of the Country

Almost two-thirds of the respondents to our survey indicated that they were dissatisfied with the direction of the country, a decrease of about five percentage points since the September survey. Democrats (86.7%) and unaffiliated voters (82.2%) were the most dissatisfied groups, along with respondents of color (80.5% of Black voters and 63.2% of Hispanic voters), while the most satisfied group was Republican voters at just over 55%.

Satisfaction with the Direction of North Carolina

A plurality of North Carolinians (46.5%) are dissatisfied with the direction of the state with just under 40 percent indicating they are satisfied. Most demographic groups feel more dissatisfied with political partisanship being less important in people's level of dissatisfaction than it has in recent surveys.

It is important to note that respondents felt less dissatisfied with the direction of the state than the direction of the country.

Topline Results

Satisfaction

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
Satisfied	220	30
Dissatisfied	460	62.8
Don't know	52	7.2

N= 732

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
Satisfied	292	39.9
Dissatisfied	340	46.5
Don't know	100	13.7

N= 732

Issues

Safety

How safe do you feel in your community?

Response	Number	Percentage
Very safe	236	32.2
Somewhat safe	360	49.2
Somewhat unsafe	90	12.3
Very unsafe	33	4.5
Don't know/No answer	13	1.8

N= 732

COVID-19

Now we are going to ask you about some issues that are discussed by political candidates in 2020.

How effective was the federal government’s response to the COVID-19 pandemic, in your opinion?

Response	Number	Percentage
Very effective	124	16.9
Somewhat effective	204	27.9
Somewhat ineffective	113	15.4
Very ineffective	271	37
Don’t know/No answer	20	2.7

N= 732

How significant is the federal government’s response to the COVID-19 pandemic in your decision of which political candidates to support in 2020?

Response	Number	Percentage
Very significant	149	20.4
Somewhat significant	331	45.2
Somewhat insignificant	110	15
Very insignificant	103	14.7
Don’t know/No answer	39	5.3

N= 732

How effective was the state government’s response to the COVID-19 pandemic, in your opinion?

Response	Number	Percentage
Very effective	130	17.8

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Somewhat effective	314	42.9
Somewhat ineffective	157	21.5
Very ineffective	95	13
Don't know/No answer	36	4.9

N=732

How significant is the state government's response to the COVID-19 pandemic in your decision of which political candidates to support in 2020?

Response	Number	Percentage
Very significant	142	19.4
Somewhat significant	349	47.7
Somewhat insignificant	123	16.8
Very insignificant	71	9.7
Don't know/No answer	47	6.4

N= 732

Stimulus Package

How important is it that the federal government pass another economic stimulus package that deals with the effects of the COVID-19 pandemic?

Response	Number	Percentage
Very important	405	55.3
Somewhat important	206	28.1
Somewhat unimportant	63	8.6
Very unimportant	13	1.8
Don't know/No answer	45	6.2

N= 732

Health Care

How effective has the Affordable Care Act, also known as “Obamacare”, been in improving the health insurance system in the country, in your opinion?

Response	Number	Percentage
Very effective	177	24.2
Somewhat effective	247	33.7
Somewhat ineffective	85	11.6
Very ineffective	156	21.3
Don't know/No answer	67	9.2

N=732

How significant of an issue is health care in your decision of which political candidates to support in 2020?

Response	Number	Percentage
It is the most important issue in my decision of which candidates to support	156	21.3
It is an important issue in my decision of which candidates to support, but there are other issues that are equally important	356	48.6
It is an important issue in my decision of which candidates to support, but there are other issues that are more important	109	14.9
It is not an issue that is affecting my decision of which candidates to support in 2020	68	9.3
Don't know/No answer	43	5.9

N=732

Approval of Political Leaders

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

President

Do you approve or disapprove of the way Donald Trump is handling his job as president?

Response	Number	Percentage
Strongly approve	187	25.6
Approve	134	18.3
Disapprove	70	9.5
Strongly disapprove	315	43.1
Don't know	25	3.5

N=732

Governor

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

Response	Number	Percentage
Strongly approve	150	20.5
Approve	245	33.5
Disapprove	15	21
Strongly disapprove	118	16.1
Don't know	65	8.8

N=732

Senator

Do you approve or disapprove of the way Thom Tillis is handling his job as US senator?

Response	Number	Percentage
Strongly approve	97	13.3
Approve	197	26.9

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Disapprove	120	16.4
Strongly disapprove	206	28.2
Don't know	111	15.2

N=732

Electoral Matchups

Now we are going to ask you some questions about this year's elections.

Trump v. Biden

Which presidential candidate are you most likely to vote for (or did you vote for)?

Response	Number	Percentage
Donald Trump (Republican)	322	44
Joseph Biden (Democrat)	352	48.1
Don Blankenship (Constitutional)	1	.1
Howie Hawkins (Green)	5	.6
Jo Jorgenson (Libertarian)	10	1.3
Don't know	32	4.4

N=732

(IF ANSWERED TRUMP) Why did you vote or plan to vote for Donald Trump?

Response	Number	Percentage
Because I prefer Donald Trump	204	64.6
Because I prefer the Republican Party in general	60	18.3
Because I dislike Joseph Biden	25	7
Because I dislike the Democratic Party in general	21	6.3

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None of these	12	3.5
Don't know/refused	1	.3

N=322

(IF ANSWERED BIDEN) Why did you vote or plan to vote for Joseph Biden?

Response	Number	Percentage
Because I prefer Joseph Biden	158	45
Because I prefer the Democratic Party in general	77	21.9
Because I dislike Donald Trump	98	26.2
Because I dislike the Republican Party in general	14	4.4
None of these	4	2.3
Don't know	1	.3

N=352

[Tillis v. Cunningham](#)

Which U.S. Senate candidate are you most likely to vote for (or did you vote for)?

Response	Number	Percentage
Thom Tillis (Republican)	279	38.2
Shannon Bray (Libertarian)	28	3.8
Cal Cunningham (Democrat)	317	43.3
Kevin Hayes (Constitutional)	4	.6
Don't know	103	14.1

N=732

(IF ANSWERED TILLIS) Why did you vote or plan to vote for Thom Tillis?

Response	Number	Percentage
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Because I prefer Thom Tillis	110	39.4
Because I prefer the Republican Party in general	102	38
Because I dislike Cal Cunningham	40	13.6
Because I dislike the Democratic Party in general	21	6.8
None of these	6	2
Don't know	0	0

N=279

(IF ANSWERED CUNNINGHAM) Why did you vote or plan to vote for Cal Cunningham?

Response	Number	Percentage
Because I prefer Cal Cunningham	124	39.9
Because I prefer the Democratic Party in general	103	31.8
Because I dislike Thom Tillis	68	20.5
Because I dislike the Republican Party in general	14	4.6
None of these	6	2.3
Don't know	2	.9

N=317

Cooper v. Forest

Which governor's candidate are you most likely to vote for (or did you vote for)?

Response	Number	Percentage
Al Pisano (Constitution)	10	1.4
Roy Cooper (Democrat)	381	52.1

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Steven DiFiore (Libertarian)	12	1.6
Dan Forest (Republican)	247	33.7
Don't know	92	12.6

N=732

Cross-tabulations

Direction of the Country

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

	Yes	No	Don't Know
Democrat	11.0	86.7	2.3
Republican	55.4	33.1	11.6
Unaffiliated	11.0	82.2	6.8
Other	7.1	71.4	21.4
Don't know	30.8	38.5	30.8
White	30.5	61.8	7.7
Black	15.4	80.5	4.1
Latino/Hispanic	23.7	63.2	13.2
Asian	40.0	60.0	0.0
Other	4.8	85.7	9.5
Refused to answer	0.0	60.0	40.0
Female	31.1	63.4	5.5
Male	22.2	69.4	8.4
Other	40.0	60.0	0.0
Refused to answer	0.0	66.7	33.3
18-23	18.2	69.7	12.1
24-39	25.4	67.2	7.4
40-55	29.1	62.9	8.0
56-74	26.6	69.9	3.5

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75+	23.1	73.1	3.9
Prefer not to answer	0.0	75.0	25.0
Rural	18.9	73.0	8.1
Urban	31.2	63.1	5.7
Suburban	26.1	65.8	8.1
Less than high school diploma	30.8	46.2	23.1
High school diploma	24.5	66.3	9.2
Some College	25.0	69.0	6.0
Bachelor's degree	26.0	68.8	5.3
Graduate or professional degree	28.9	64.8	6.3
Refused to answer	16.7	33.3	50.0

Direction of the state

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

	Satisfied	Dissatisfied	Don't Know
Democrat	42.7	42.7	14.7
Republican	42.2	47.5	10.3
Unaffiliated	34.4	52.2	13.5
Other	14.3	64.3	21.4
Don't know	30.8	23.1	46.2
White	39.0	47.8	13.2
Black	41.4	44.4	14.2

MEREDITH POLL: OCTOBER 2020

Latino/Hispanic	39.5	44.7	15.8
Asian	70.0	25.0	5.0
Other	28.6	57.1	14.3
Refused to answer	0.0	40.0	60.0
Female	42.1	47.3	10.7
Male	38.8	45.8	15.4
Other	20.0	60.0	20.0
Refused to answer	0.0	33.3	66.7
18-23	39.4	34.9	25.8
24-39	46.1	41.8	12.1
40-55	33.8	54.4	11.8
56-74	38.5	47.6	14.0
75+	46.2	46.2	7.8
Prefer not to answer	25.0	25.0	50.0
Rural	36.7	49.4	13.9
Urban	42.3	45.6	12.1
Suburban	39.8	44.7	15.5
Less than high school diploma	46.2	23.1	30.8
High school diploma	42.9	43.6	13.5
Some College	33.0	42.0	15.0
Bachelor's degree	36.1	51.4	12.5

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Graduate or professional degree	52.1	38.0	9.9
Refused to answer	16.7	16.7	66.7

Issues

Safety

How safe do you feel in your community?

	Very safe	Somewhat safe	Somewhat unsafe	Very unsafe	Don't Know
Democrat	28.3	50.0	13.0	6.0	2.7
Republican	38.0	50.1	7.4	2.9	0.8
Unaffiliated	30.7	47.2	17.8	3.7	0.6
Other	14.3	50.0	21.4	14.3	0.0
Don't know	53.9	23.1	7.7	0.0	15.4
White	37.8	48.2	9.2	3.6	1.3
Black	20.7	51.5	16.0	8.9	3.0
Latino/Hispanic	18.4	47.4	31.6	0.0	2.6
Asian	40.0	50.0	10.0	0.0	0.0
Other	23.8	52.4	23.8	0.0	0.0
Refused to answer	0.0	60.0	0.0	20.0	20.0
Female	40.8	45.0	8.4	4.2	1.6
Male	26.3	52.8	14.5	4.8	1.7
Other	20.0	0.0	80.0	0.0	0.0
Refused to answer	0.0	66.7	0.0	0.0	33.3

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18-23	19.7	54.6	15.2	10.6	0.0
24-39	33.2	46.1	16.8	2.0	2.0
40-55	29.5	52.3	11.0	5.1	2.1
56-74	37.8	49.0	7.0	4.9	1.4
75+	53.9	34.6	3.9	7.7	0.0
Prefer not to answer	0.0	75.0	0.0	0.0	25.0
Rural	29.3	49.4	11.2	8.5	1.5
Urban	36.6	47.3	11.7	2.4	2.0
Suburban	28.6	54.7	13.0	2.5	1.2
Less than high school diploma	53.9	23.1	7.7	0.0	15.4
High school diploma	28.8	49.7	15.3	5.5	0.6
Some College	23.5	56.5	11.0	5.5	3.5
Bachelor's degree	35.6	49.0	11.5	3.4	0.5
Graduate or professional degree	42.3	41.6	12.7	3.5	0.0
Refused to answer	16.7	33.3	0.0	16.7	33.3

COVID-19 Pandemic Response

How effective was the federal government’s response to the COVID-19 pandemic, in your opinion?

	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective	Don't Know
Democrat	11.0	17.0	14.7	55.0	2.3
Republican	32.6	46.7	9.5	8.7	2.5
Unaffiliated	4.9	21.5	22.7	48.5	2.5
Other	7.1	14.3	42.9	35.7	0.0
Don't know	23.1	23.1	23.1	7.7	23.1
White	36.1	30.9	13.6	17.3	2.1
Black	14.8	20.7	17.8	43.2	3.6
Latino/Hispanic	21.1	23.7	15.8	39.5	0.0
Asian	25.0	20.0	40.0	15.0	0.0
Other	14.3	23.8	19.1	28.6	14.3
Refused to answer	0.0	60.0	0.0	20.0	20.0
Female	20.4	28.8	12.6	37.2	1.0
Male	36.9	27.2	17.4	14.7	3.9
Other	0.0	0.0	40.0	60.0	0.0
Refused to answer	0.0	66.7	0.0	0.0	33.3
18-23	22.7	30.3	21.2	24.2	1.5
24-39	17.2	26.6	20.7	32.8	2.7

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40-55	14.4	28.7	14.4	39.2	3.4
56-74	18.2	26.6	7.7	45.5	2.1
75+	19.2	26.9	3.9	50.0	0.0
Prefer not to answer	0.0	75.0	0.0	0.0	25.0
Rural	43.2	16.6	25.1	12.7	2.3
Urban	21.8	29.9	13.8	31.2	3.4
Suburban	13.0	28.0	17.4	39.8	1.9
Less than high school diploma	46.2	23.1	23.1	7.7	0.0
High school diploma	19.0	35.0	15.3	27.6	3.1
Some College	15.5	27.0	17.5	36.5	3.5
Bachelor's degree	15.4	23.1	14.4	44.2	2.9
Graduate or professional degree	16.9	27.5	13.4	42.3	0.0
Refused to answer	0.0	50.0	16.7	0.0	33.3

How significant is the federal government's response to the COVID-19 pandemic in your decision of which political candidates to support in 2020?

	Very significant	Somewhat significant	Somewhat insignificant	Very insignificant	Don't Know
Democrat	24.0	53.3	10.0	7.7	5.0
Republican	20.7	35.1	18.2	22.7	3.3

MEREDITH POLL: OCTOBER 2020

Unaffiliated	12.3	48.5	19.6	12.9	6.8
Other	28.6	28.6	14.3	21.4	7.1
Don't know	23.1	23.1	15.4	7.7	30.8
White	16.9	45.9	15.9	17.3	4.0
Black	27.2	47.3	9.5	8.3	7.7
Latino/Hispanic	23.7	44.7	21.1	5.3	5.3
Asian	40.0	25.0	20.0	10.0	5.0
Other	23.8	33.3	23.8	4.8	14.3
Refused to answer	0.0	40.0	20.0	20.0	20.0
Female	20.4	44.0	15.5	16.2	3.9
Male	20.7	46.3	14.2	12.5	6.3
Other	0.0	40.0	40.0	20.0	0.0
Refused to answer	0.0	33.3	33.3	0.0	33.3
18-23	16.7	47.0	18.2	9.1	9.1
24-39	27.3	44.1	13.3	9.4	5.9
40-55	19.4	46.4	13.5	14.8	5.9
56-74	11.9	46.2	17.5	22.4	2.1
75+	19.2	34.6	23.1	23.1	0.0
Prefer not to answer	0.0	50.0	25.0	0.0	25.0

MEREDITH POLL: OCTOBER 2020

Rural	18.5	46.0	17.0	13.5	5.0
Urban	25.2	44.3	13.4	11.4	5.7
Suburban	14.9	46.0	14.9	20.0	4.4
Less than high school diploma	15.4	30.8	7.7	23.1	23.1
High school diploma	30.1	37.4	12.9	13.5	6.1
Some College	17.0	46.5	15.0	14.0	7.5
Bachelor's degree	17.8	48.6	17.3	12.5	3.9
Graduate or professional degree	19.0	50.0	14.8	15.5	0.7
Refused to answer	0.0	16.7	16.7	33.3	33.3

How effective was the state government's response to the COVID-19 pandemic, in your opinion?

	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective	Don't Know
Democrat	18.7	48.0	17.3	11.3	4.7
Republican	16.5	40.5	19.4	19.4	4.1
Unaffiliated	19.0	40.5	29.5	6.1	4.9
Other	0.0	28.6	42.9	21.4	7.1
Don't know	23.1	15.4	30.8	7.7	23.1
White	18.0	43.6	20.7	12.5	5.2
Black	18.9	41.4	20.1	14.8	4.7

MEREDITH POLL: OCTOBER 2020

Latino/Hispanic	13.2	34.2	36.8	15.8	0.0
Asian	15.0	55.0	20.0	10.0	0.0
Other	19.1	38.1	28.6	4.8	9.5
Refused to answer	0.0	60.0	0.0	20.0	20.0
Female	18.1	43.0	21.7	14.2	2.9
Male	17.8	43.1	21.0	11.8	6.3
Other	0.0	20.0	60.0	20.0	0.0
Refused to answer	0.0	33.3	0.0	33.3	33.3
18-23	15.2	42.4	31.8	9.1	1.5
24-39	21.1	37.9	21.5	11.7	7.8
40-55	12.7	43.0	24.5	16.0	3.8
56-74	18.9	51.1	14.7	11.9	3.5
75+	34.6	46.2	7.7	11.5	0.0
Prefer not to answer	0.0	50.0	0.0	25.0	25.0
Rural	17.8	42.5	21.2	14.3	4.3
Urban	18.8	42.3	21.1	12.8	5.0
Suburban	15.5	46.0	21.7	11.8	5.0
Less than high school diploma	23.1	15.4	38.5	0.0	23.1

MEREDITH POLL: OCTOBER 2020

High school diploma	13.5	48.5	19.0	14.7	4.3
Some College	15.5	42.0	20.0	15.5	7.0
Bachelor's degree	20.2	39.9	23.6	12.0	4.3
Graduate or professional degree	22.5	45.1	21.8	9.9	0.7
Refused to answer	0.0	33.3	16.7	16.7	33.3

How significant is the state government's response to the COVID-19 pandemic in your decision of which political candidates to support in 2020?

	Very significant	Somewhat significant	Somewhat insignificant	Very insignificant	Don't Know
Democrat	23.7	55.3	10.7	4.3	6.0
Republican	19.8	39.7	21.1	15.3	4.1
Unaffiliated	9.8	50.3	21.5	11.0	7.4
Other	28.6	14.3	28.6	21.4	7.1
Don't know	23.1	23.1	4.7	0.0	16.2
White	15.7	49.7	07.1	12.1	5.4
Black	29.6	46.8	12.4	5.9	8.3
Latino/Hispanic	18.4	44.7	26.3	7.9	2.6
Asian	35.0	45.0	15.0	0.0	5.0
Other	9.5	42.9	33.3	0.0	14.3
Refused to answer	20.0	40.0	0.0	0.0	40.0

MEREDITH POLL: OCTOBER 2020

Female	20.4	47.3	18.8	9.7	3.9
Male	19.0	48.2	15.2	9.9	7.7
Other	0.0	40.0	40.0	0.0	20.0
Refused to answer	0.0	33.3	0.0	0.0	66.7
18-23	18.2	53.0	19.7	10.0	9.1
24-39	24.6	47.3	13.3	7.8	7.0
40-55	18.1	49.4	17.3	8.0	7.2
56-74	13.3	47.6	19.6	16.8	2.8
75+	19.2	23.1	26.9	30.8	0.0
Prefer not to answer	0.0	50.0	0.0	0.0	50.0
Rural	17.4	51.4	15.4	8.9	7.0
Urban	21.1	48.3	15.8	7.7	7.1
Suburban	20.0	41.6	20.0	14.9	3.7
Less than high school diploma	23.1	7.7	23.1	15.4	30.8
High school diploma	25.8	39.9	18.4	9.8	6.1
Some College	15.5	48.0	17.0	10.0	9.5
Bachelor's degree	19.7	53.9	15.4	6.7	4.3
Graduate or professional degree	16.9	52.1	16.9	13.4	0.7

MEREDITH POLL: OCTOBER 2020

Refused to answer	16.7	16.7	0.0	0.0	66.7
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Economic Stimulus

How important is it that the federal government pass another economic stimulus package that deals with the effects of the COVID-19 pandemic?

	Very important	Somewhat important	Somewhat unimportant	Very unimportant	Don't Know
Democrat	63.7	25.3	5.0	1.0	5.0
Republican	51.2	32.7	10.7	2.5	2.9
Unaffiliated	47.9	29.5	12.3	1.8	5.6
Other	57.1	14.3	7.1	0.0	21.4
Don't know	30.8	7.7	7.7	7.7	46.2
White	54.7	29.2	8.4	2.3	5.4
Black	60.4	21.9	10.1	0.6	7.1
Latino/Hispanic	52.6	36.8	10.5	0.0	0.0
Asian	45.0	40.0	10.0	5.0	0.0
Other	57.1	19.1	0.0	0.0	23.8
Refused to answer	0.0	60.0	0.0	0.0	40.0
Female	53.7	29.5	11.7	1.3	3.9
Male	56.9	27.5	6.5	2.2	7.0
Other	60.0	0.0	0.0	0.0	40.0
Refused to answer	0.0	33.3	0.0	0.0	66.7

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18-23	43.9	34.9	16.7	1.5	3.0
24-39	55.1	28.5	9.0	0.4	7.0
40-55	59.5	23.2	9.3	2.5	5.5
56-74	55.9	31.5	3.5	2.1	7.0
75+	50.0	34.6	7.7	7.7	0.0
Prefer not to answer	25.0	25.0	0.0	0.0	50.0
Rural	50.6	32.8	6.7	1.2	5.8
Urban	59.1	25.5	7.1	2.0	6.4
Suburban	56.5	27.3	8.7	2.5	5.0
Less than high school diploma	69.2	0.0	7.7	7.7	15.4
High school diploma	62.0	29.5	4.3	0.0	4.3
Some College	54.5	26.5	7.5	2.0	9.5
Bachelor's degree	52.9	30.8	10.1	1.4	4.8
Graduate or professional degree	53.5	27.5	13.4	3.5	2.1
Refused to answer	0.0	33.3	0.0	0.0	66.7

Health Care

How effective has the Affordable Care Act, also known as “Obamacare”, been in improving the health insurance system in the country, in your opinion?

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	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective	Don't Know
Democrat	39.7	42.7	5.3	2.7	9.7
Republican	12.4	18.6	16.8	44.6	7.4
Unaffiliated	14.1	42.3	16.0	19.0	8.6
Other	35.7	21.4	7.1	35.7	0.0
Don't know	0.0	15.4	7.7	30.8	46.2
White	19.6	30.7	13.2	28.4	8.1
Black	36.7	41.4	7.1	4.1	10.7
Latino/Hispanic	29.0	29.0	15.8	18.4	7.9
Asian	20.0	40.0	15.0	20.0	5.0
Other	28.6	38.1	4.8	9.5	19.1
Refused to answer	0.0	60.0	0.0	0.0	40.0
Female	24.3	31.7	10.7	28.2	5.2
Male	24.6	34.7	12.5	16.6	11.6
Other	0.0	80.0	0.0	0.0	20.0
Refused to answer	0.0	33.3	0.0	0.0	66.7
18-23	19.7	47.0	15.2	9.1	9.1
24-39	22.3	42.2	13.3	14.8	7.4
40-55	24.5	29.6	10.6	23.6	11.8
56-74	29.4	21.7	9.8	31.5	7.7

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75+	26.9	23.1	3.9	42.3	3.9
Prefer not to answer	0.0	25.0	25.0	.0	50.0
Rural	23.6	37.8	11.6	19.7	7.3
Urban	24.5	34.2	9.4	23.2	8.7
Suburban	25.5	26.7	14.3	21.1	12.4
Less than high school diploma	15.4	15.4	7.7	38.5	23.1
High school diploma	20.9	33.7	13.5	22.1	9.8
Some College	23.0	35.0	10.5	21.5	10.0
Bachelor's degree	26.9	31.7	11.5	20.7	9.1
Graduate or professional degree	27.5	36.6	12.0	20.4	3.5
Refused to answer	0.0	33.3	0.0	0.0	66.7

How significant of an issue is health care in your decision of which political candidates to support in 2020?

	It is the most important issue in my decision of which candidates to support	It is an important issue in my decision of which candidates to support, but there are other issues that	It is an important issue in my decision of which candidates to support, but there are other issues that are	It is not an issue that is affecting my decision of which candidates to support in 2020	Don't Know
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MEREDITH POLL: OCTOBER 2020

		are equally important	more important		
Democrat	26.7	53.7	9.3	5.0	5.3
Republican	19.8	40.9	19.0	16.1	4.1
Unaffiliated	12.3	54.0	20.3	7.4	6.1
Other	35.7	42.9	7.1	7.1	7.1
Don't know	23.1	15.4	7.7	7.7	46.2
White	17.3	49.1	16.9	11.3	5.4
Black	32.0	44.4	10.1	6.5	7.1
Latino/Hispanic	26.3	55.3	10.5	5.3	2.6
Asian	20.0	55.0	20.0	5.0	0.0
Other	19.1	57.1	14.3	0.0	9.5
Refused to answer	20.0	40.0	0.0	0.0	40.0
Female	19.1	51.5	14.6	11.3	3.6
Male	23.4	46.3	15.4	8.0	7.0
Other	0.0	80.0	0.0	0.0	20.0
Refused to answer	0.0	33.3	0.0	0.0	66.7
18-23	25.8	45.5	15.2	9.1	4.6
24-39	25.8	49.2	14.1	5.5	5.5
40-55	21.1	46.8	13.5	10.1	8.4
56-74	12.6	51.1	18.9	14.7	2.8

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75+	19.2	53.9	15.4	11.5	0.0
Prefer not to answer	0.0	50.0	0.0	0.0	50.0
Rural	20.9	47.9	17.4	8.9	5.0
Urban	24.8	49.3	11.4	8.1	6.4
Suburban	14.3	50.3	17.4	12.4	5.6
Less than high school diploma	50.8	23.1	15.4	0.0	30.8
High school diploma	22.7	43.6	15.3	11.0	7.4
Some College	20.5	52.0	11.5	9.0	7.0
Bachelor's degree	24.0	46.2	16.8	9.6	3.4
Graduate or professional degree	16.2	57.0	16.9	8.5	1.4
Refused to answer	16.7	16.7	0.0	0.0	66.7

Approval of Political Leaders

President

Do you approve or disapprove of the way Donald Trump is handling his job as president?

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Don't know
Democrat	6.3	3.7	11.0	75.7	3.3
Republican	53.7	31.0	7.4	6.2	1.7

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Unaffiliated	11.7	17.2	18.4	49.1	3.7
Don't know	7.1	28.6	7.1	50.0	7.1
Refused/No answer	30.8	7.7	15.4	7.7	38.5
White	30.7	18.8	9.6	37.8	3.1
Black	7.7	9.5	14.2	65.1	3.6
Latino/Hispanic	15.8	18.4	15.8	50.0	0.0
Asian	25.0	20.0	25.0	30.0	0.0
Other	9.5	9.5	9.5	61.9	9.5
Prefer not to answer	0.0	0.0	20.0	20.0	60.0
Female	28.5	17.2	12.9	40.1	1.3
Male	49.2	15.9	9.9	20.2	4.6
Other	0.0	0.0	40.0	40.0	20.0
Prefer not to answer	0.0	0.0	33.3	0.0	66.7
18-23	9.1	13.6	21.2	50.0	6.1
24-39	23.4	13.3	13.7	44.9	4.7
40-55	25.7	19.0	10.1	42.6	2.5
56-74	26.6	18.9	6.3	46.9	1.4
75+	30.8	11.5	3.9	53.9	0.0
Prefer not to answer	0.0	25.0	25.0	0.0	50.0

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Rural	54.4	15.1	10.4	17.4	2.7
Urban	30.2	16.4	13.4	36.2	3.7
Suburban	20.5	18.6	9.9	47.2	3.7
Less than high school diploma	53.9	7.7	15.4	7.7	15.4
High school diploma	30.1	16.0	12.3	39.3	2.5
Some College	25.0	17.5	9.5	45.0	3.0
Bachelor's degree	20.7	14.9	13.9	46.6	3.9
Graduate or Professional Degree	16.9	18.3	9.2	54.9	0.7
Refused to answer	0.0	0.0	16.7	0.0	83.3

Governor

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

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Don't know
Democrat	31.7	44.0	11.3	4.3	8.7
Republican	14.5	24.8	28.5	25.6	6.6
Unaffiliated	20.3	37.4	20.3	13.5	8.6
Don't know	0.0	35.7	14.3	28.6	21.4
Refused/No answer	15.4	15.4	7.7	15.4	46.2
White	21.9	33.0	20.3	17.1	7.7
Black	25.4	41.4	17.8	8.3	10.1
Hispanic/Latino	15.8	47.4	23.7	5.3	7.9
Asian	35.0	35.0	15.0	15.0	0.0
Other	19.1	18.6	19.1	9.5	23.8
Prefer not to answer	0.0	20.0	20.0	0.0	60.0
Female	22.0	35.6	20.1	16.5	5.8
Male	23.4	35.9	17.8	12.5	10.4
Other	0.0	20.0	60.0	0.0	20.0
Prefer not to answer	0.0	0.0	0.0	0.0	100.0
18-23	16.7	31.8	19.7	13.6	18.2
24-39	21.1	36.3	17.6	11.3	13.7

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40-55	20.3	39.7	20.3	15.2	4.6
56-74	30.8	29.4	19.6	17.5	2.8
75+	30.8	34.6	19.2	15.4	0.0
Prefer not to answer	0.0	25.0	0.0	0.0	75.0
Rural	23.9	37.8	19.3	11.6	7.3
Urban	23.5	32.2	17.8	15.4	11.1
Suburban	18.6	39.8	20.5	14.9	6.2
Less than high school diploma	7.7	23.1	15.4	23.1	30.8
High school diploma	21.5	36.2	19.6	11.0	11.7
Some College	20.5	32.5	17.5	21.0	8.5
Bachelor's degree	23.1	36.1	20.2	13.0	7.7
Graduate or Professional Degree	28.2	40.1	19.7	9.2	2.8
Refused to answer	0.0	16.7	0.0	0.0	83.3

MEREDITH POLL: OCTOBER 2020

Senator

Do you approve or disapprove of the way Thom Tillis is handling his job as U.S. senator?

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Don't know
Democrat	6.0	13.0	17.0	53.0	11.0
Republican	24.0	46.3	12.0	4.1	13.6
Unaffiliated	3.7	17.2	30.7	28.2	20.3
Don't know	0.0	14.3	28.6	35.7	21.4
Refused/No answer	7.7	7.7	7.7	7.7	69.2
White	12.7	28.6	18.0	26.1	14.6
Black	8.3	14.8	16.0	45.0	16.0
Hispanic/Latino	15.8	23.7	29.0	24.7	7.9
Asian	10.0	45.0	30.0	15.0	0.0
Other	0.0	9.5	23.8	29.6	38.1
Prefer not to answer	0.0	0.0	0.0	40.0	60.0
Female	16.2	26.5	19.1	28.8	9.4
Male	31.3	24.1	18.1	8	18.6
Other	0.0	0.0	20.0	20.0	60.0
Prefer not to answer	0.0	0.0	0.0	33.3	66.7
18-23	6.1	27.3	24.2	21.2	21.2
24-39	15.2	23.4	18.8	23.8	18.8

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40-55	7.2	25.3	17.7	37.1	12.7
56-74	13.3	26.6	16.1	32.2	11.9
75+	15.4	19.2	23.1	42.3	0.0
Prefer not to answer	0.0	25.0	0.0	25.0	50.0
Rural	34	18.9	23.9	9.3	13.9
Urban	14.8	18.8	25.5	25.5	15.4
Suburban	8.1	24.2	18.0	33.5	16.2
Less than high school diploma	30.8	7.7	7.7	7.7	46.2
High school diploma	10.4	29.5	16.6	27.6	16.0
Some College	10.0	22.0	16.5	32.5	19.0
Bachelor's degree	12.5	25.0	20.7	29.3	12.5
Graduate or Professional Degree	11.3	26.1	21.8	33.1	7.8
Refused to answer	0.0	0.0	0.0	33.3	66.7

Elections

Trump v. Biden

Which presidential candidate are you most likely to vote for (or you did vote for)?

	Donald Trump	Joseph Biden	Don Blankenship	Howie Hawkins	Jo Jorgenson	Don't know
Democrat	5.3	91.0	0.0	0.0	0.0	3.7
Republican	88.8	8.3	0.0	0.0	0.8	2.1
Unaffiliated	28.2	54.6	1.2	0.0	4.3	11.7
Don't know	21.4	42.9	0.0	7.1	7.1	21.4
Refused/No answer	38.5	7.7	0.0	0.0	7.7	46.1
White	50.9	42.4	0.0	0.2	1.7	4.8
Black	11.2	81.7	1.2	0.0	0.0	5.9
Latino/Hispanic	31.6	63.2	0.0	0.0	0.0	5.3
Asian	35.0	45.0	0.0	0.0	10.0	10.0
Other	14.3	61.9	0.0	0.0	4.8	19.1
Prefer not to answer	0.0	40.0	0.0	0.0	0.0	60.0
Female	43.0	50.5	0.0	0.3	1.3	4.9
Male	55.7	36.6	0.2	0.0	1.5	6.0
Other	0.0	40.0	20.0	0.0	20.0	20.0
Prefer not to answer	0.0	0.0	0.0	0.0	0.0	100.0
18-23	15.2	74.2	0.0	0.0	3.0	7.6

MEREDITH POLL: OCTOBER 2020

24-39	35.9	55.9	0.4	0.4	2.0	5.5
40-55	44.3	49.4	0.4	0.0	0.8	5.1
56-74	46.9	46.2	0.0	0.0	1.4	5.6
75+	42.3	53.9	0.0	0.0	0.0	3.9
Prefer not to answer	0.0	0.0	0.0	0.0	0.0	100.0
Rural	58.3	32.8	0.0	0.0	2.3	6.6
Urban	50	42.3	0.0	0.3	1.3	6.0
Suburban	50.9	43.5	0.6	0.0	0.6	4.4
Less than high school diploma	53.9	46.2	0.0	0.0	0.0	0.0
High school diploma	44.2	49.7	0.6	0.6	0.6	4.3
Some College	42.0	51.0	0.5	0.0	1.0	5.5
Bachelor's Degree	35.1	54.3	0.0	0.0	2.4	8.2
Graduate or Professional Degree	33.8	60.6	0.0	0.0	1.4	4.2
Refused to answer	16.7	16.7	0.0	0.0	16.7	50.0

Tillis v. Cunningham

Which U.S. Senate candidate are you most likely to vote for (or did vote for)?

	Thom Tillis	Shannon Bray	Cal Cunningham	Kevin Hayes	Don't know
Democrat	6.3	4.0	80.0	0.0	9.7
Republican	78.9	1.2	10.3	0.4	9.1
Unaffiliated	23.3	6.8	46.0	0.6	23.3
Don't know	7.1	14.3	35.7	14.3	28.6
Refused/No answer	7.7	0.0	7.7	7.7	76.9
White	43.0	2.7	41.3	0.6	12.3
Black	14.8	5.3	63.8	0.6	15.4
Latino/Hispanic	23.3	2.6	47.4	2.6	21.1
Asian	35.0	15.0	45.0	0.0	5.0
Other	9.5	4.8	57.1	0.0	28.6
Prefer not to answer	0.0	20.0	20.0	0.0	60.0
Female	40.5	3.2	46.0	0.3	10.0
Male	48.7	4.3	30.1	0.7	16.1
Other	0.0	0.0	40.0	20.0	40.0
Prefer not to answer	0.0	0.0	0.0	0.0	100.0
18-23	22.7	13.6	48.5	1.5	13.6
24-39	30.9	4.3	48.4	0.8	15.6

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40-55	33.3	2.5	47.7	0.8	15.6
56-74	46.2	1.4	44.1	0.0	8.4
75+	42.3	0.0	53.9	0.0	3.9
Prefer not to answer	0.0	0.0	0.0	0.0	100.0
Rural	49.8	3.9	33.2	0.8	12.4
Urban	35.6	4.7	44.3	0.7	14.8
Suburban	34.8	2.5	47.2	0.0	15.5
Less than high school diploma	46.2	0.0	38.5	0.0	15.4
High school diploma	31.3	6.1	43.6	0.6	18.4
Some College	34.0	4.5	42.5	0.5	18.5
Bachelor's Degree	37.0	3.4	50.5	4.5	8.7
Graduate or Professional Degree	33.1	0.7	56.3	0.7	9.2
Refused to answer	16.7	16.7	0.0	16.7	50.0

Cooper v. Forest

Which governor's candidate are you most likely to vote for (or did vote for)?

	Al Pisano	Roy Cooper	Steven DiFiore	Dan Forest	Don't know
Democrat	0.7	86.7	1.3	3.0	8.3
Republican	2.5	20.7	0.0	69.0	7.9
Unaffiliated	1.2	57.1	3.7	18.4	19.6
Don't know	0.0	35.7	14.3	7.1	42.9
Refused/No answer	0.0	0.0	0.0	23.1	76.9
White	1.3	48.4	1.3	38.0	11.1
Black	1.8	75.2	2.4	6.5	14.2
Latino/Hispanic	0.0	35.8	2.6	18.4	13.2
Asian	0.0	65.0	0.0	30.0	5.0
Other	4.8	47.6	4.8	14.3	28.6
Prefer not to answer	0.0	20.0	0.0	20.0	60.0
Female	2.3	52.8	1.3	34.0	9.7
Male	0.7	58.8	1.9	25.1	13.5
Other	0.0	20.0	0.0	20.0	60.0
Prefer not to answer	0.0	0.0	0.0	0.0	100.0
18-23	0.0	59.1	4.6	18.2	18.2
24-39	2.7	56.6	2.3	24.2	14.1

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40-55	1.3	55.3	1.3	30.0	12.2
56-74	0.0	53.9	0.0	39.2	7.0
75+	0.0	61.5	0.0	34.6	3.9
Prefer not to answer	0.0	0.0	0.0	0.0	100.0
Rural	0.4	26.3	1.9	59.9	11.6
Urban	2.0	52.4	2.4	30.2	13.1
Suburban	1.9	54.7	0.0	30.4	13.0
Less than high school diploma	0.0	30.8	0.0	53.9	15.4
High school diploma	0.6	51.5	2.5	28.2	17.2
Some College	1.5	51.0	2.0	29.5	16.0
Bachelor's Degree	1.9	59.1	1.4	28.4	9.1
Graduate or Professional Degree	1.4	66.2	0.7	26.8	4.9
Refused to answer	0.0	16.7	0.0	16.7	66.7

Methodological Information

Mode: Online

Population: N.C. Registered Voters 18+

Dates in the field: October 16-19, 2020

Sample Size: 732

Credibility Interval: +/- 3%

Weighting Variables (NC): Age, Gender, Race, Education, County (Location)

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 traditional margin of errors. Nonprobability 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: $(1.05 * 2.61 = 2.7)$. 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 Stata using a technique known as iterative proportional fitting, also known as raking. We decided that the 2008 turnout in the presidential election in NC was going to be our turnout model for 2020. This was a high turnout election for both candidates. The weight variable was calculated based on the variables in the table below.

MEREDITH POLL: OCTOBER 2020

All of the demographic information was obtained through self-report--respondents answered closed ended questions

	Census	2008 NC Turnout	From Sample	Weighted
Age				
18-22		60.3%	9	
23-38		62.6%	35	
39-54		75.2%	32.4	
55-73		75.2%	19.5	
74+		72.4	3.5	
Gender				
Female	52%	70.6%	56.7	52.2
Male	48%	68.2%	42.2	47.8
Race and Ethnicity				
White	67%	69.4	65.4	66.5%
Black	21%	71.9%	23	21.5%
Other	12%	59.2%	11.6	12%
Educational Attainment)				
<Bachelor's	70%		51%	70%
Bachelors or more	30%		48.8%	30%
Location (County of Residence*)				
Rural	39%		40.7	39%

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Suburban	25%		22	25%
Urban	36%		35.4	36%
(Party Affiliation)				
Democrat	35.8%	72%	41	36%
Republican	30.1%	71.5%	33.1	31.5%
Unaffiliated	33.4%	62.2%	23.3	32%
Other	.7%	NA	3.6	.5

Note: We use the N.C. Rural Center’s categorization of N.C. counties. The urban counties are: Durham, Forsyth, Guilford, Mecklenburg, New Hanover, and Wake. The suburban counties are: Alamance, Buncombe, Cabarrus, Catawba, Cleveland, Cumberland, Davidson, Gaston, Iredell, Henderson, Orange, Pitt, Rowan, and Union. The remaining counties are rural.

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

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