



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

Registered Voters in North Carolina

Date 9/18-9/22, 2020

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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 705 respondents, giving us a credibility interval of +/- 3.5%. The survey was in the field September 18-22, 2020.

Major Matchups

Presidential Candidates

The presidential race in North Carolina is extremely competitive with Joe Biden and Donald Trump essentially tied (45.7-45.4%) heading into the last month of the campaign with just 6 percent of voters declaring themselves undecided.

The voters split in predictable ways for the two candidates. Republicans strongly support Trump, while Democrats' support for Biden is equally strong. Unaffiliated voters break almost evenly (43.1% for Trump; 39.8% for Biden). Trump leads among white voters (+13.4%), males (+10.8%), those from rural North Carolina (+15.6%), and those with less than a bachelor's degree. Biden leads among voters of color (e.g., +62.1% for Black voters), women (+10.5%), urban voters (+17.5), those with college degrees, and among Millennial and GenX voters.

Poll Director David McLennan states that "North Carolina is shaping up to be the key battleground everyone thought it would be heading into the election cycle. Although Trump has gained some ground with key groups like Hispanic voters, he is running behind Biden among suburban voters and women voters, two key groups that will determine the outcome of the presidential race in North Carolina."

U.S. Senate Candidates

The race between incumbent Republican Thom Tillis and Democratic challenger Cal Cunningham is also very close, with the challenger holding a slim 1.3 percent lead (43.1-41.8) with almost 12 percent of voters still undecided.

Tillis' support comes from the same groups of voters that President Trump runs well with, but the margins among some key groups are not as strong for the senator. White voters favor Tillis over Cunningham, but only by a slim margin (+4) and his deficit among suburban voters is larger than the president's. Cunningham is doing well with the same groups that support Biden.

McLennan states: "The North Carolina vote may determine which party controls the U.S. Senate. Thom Tillis was identified as one of the more vulnerable Republican senators in this election cycle. The election will be close, as the poll results indicate. The fact that Tillis is doing slightly worse than President Trump with key voter groups such as white voters and those living in the suburban counties is problematic for his reelection."

NC Governor Candidates

Governor Roy Cooper continues to hold a double-digit lead over Republican Lt. Governor Dan Forest (49.6-39.3%) with just under 8 percent of the voters undecided. This double-digit lead for Cooper has been consistent since the March primary—in the Meredith Poll—and demonstrates that Cooper's approval ratings remain strong with a majority of the state's voters approving of his job as governor.

Cooper runs well with the traditional Democratic voter groups—people of color, urban voters, those with at least a bachelor's degree. Cooper also is the only one of the three major Democratic

candidates on the ballot to be getting more white support than his Republican opponent (46.2-44.7%).

“Roy Cooper’s consistent approval, even as the state battles the effects of COVID-19 and its economic fallout, has made it hard for Dan Forest to cut into the governor’s lead,” said David McLennan. “The election is about the governor’s response to the pandemic and, as long as most citizens in the state seem to approve how the governor has handled that, it makes Dan Forest’s task very difficult.”

Voting in N.C.

Despite the recent concerns expressed by President Donald Trump over fraud in the mail-in ballot systems used around the country, almost one-quarter of North Carolina likely voters state they intend to use the state’s absentee voting process to cast their ballot this year. Just under half—47.1% intend to vote early (in person), while just over one-quarter intend to vote in the traditional way on Election Day.

The only major difference in terms of how various groups have voted or intend to vote is that Republican voters are about half as likely to indicate a preference for voting by mail as Democratic or Unaffiliated voters. This is no surprise, given President Trump’s repeated criticism of the system of voting by mail.

Confidence in the voting process and accuracy of votes remains high in the state with almost 80 percent of likely voters saying they were “very confident” or “somewhat confident” that the vote count would be accurate in 2020.

There is a small gap in confidence about the accuracy of the votes this year among partisan groups. Over 86 percent of Democrats have confidence in the accuracy of the vote this year, as compared to just over 75 percent of Republican voters.

“Although it appears that trust in the accuracy of the voting process is down in 2020—we have never felt the need to survey for this issue—confidence in the voting system in the state appears strong,” said McLennan.

Approval of Political Figures

President Trump

President Trump’s job approval (48.8% approve) has risen since the late spring and now almost exactly matches his support in his matchup with Biden. Over three-quarters of Democrats “Strongly Disapprove” of the president’s job performance—very expected in this highly partisan political world. A majority of Republicans “Strongly Approve” of his job performance, but almost one-third of these respondents (Republicans) indicate that they only “Somewhat Approve” of his job performance.

Among other groups, respondents of color have a negative view of how the president has handled his job, as do women, those in urban areas, and those with higher levels of education.

“The fact that we are so close to Election Day and the president’s job approval number mirrors that of his support for reelection should be no surprise,” said McLennan. “The only concern for the

president should be a slight weakening of his approval among Republicans. Despite the president's claims about how well he has handled the Coronavirus pandemic, some Republicans in North Carolina may have concerns."

Senator Tillis

Senator Tillis' electoral problems are closely connected with his approval gap (38.3% approve-48.7% disapprove) among likely voters. Tillis' approval among Republicans is almost 20 percentage points lower than President Trump's approval with the same group. Just over two-thirds of Republicans approve of the job Tillis is doing in the senate.

"The challenge for Thom Tillis in his reelection bid is to get all the voters that support President Trump. Although he is unlikely to lose a large number of Republicans to Cal Cunningham, his relatively low approval ratings among the Republican base, in a tight election year, may be enough to cost Tillis his senate seat."

Governor Cooper

Governor Cooper's approval ratings remain strong at 54.7% approving his job as governor, while 39.3% of Republicans approve of the job he is doing, his support among all other groups is strong. In the spring administrations of the Meredith Poll, Cooper's ratings were around 60% (at the beginning of the pandemic), but the fact that his approval ratings have remained "above water" indicates that North Carolinians still support his handling of the pandemic.

Although Cooper's approval ratings among Republicans is just over 30 percent (32.7), his approval ratings among other groups, including unaffiliated voters is strong.

"Roy Cooper has made his reelection a referendum on how he has handled the state's pandemic response. With just over five weeks to go in the campaign, his response to this major issue has put his reelection campaign in a comfortable spot," said McLennan.

Joe Biden's VP Selection

Approval of Kamala Harris

Although a slight majority of likely voters approved of Joe Biden's selection of Kamala Harris as his vice presidential running mate, it was a very popular choice among Democratic likely voters (87.6%). Unaffiliated voters were closely split (43.1% approve; 48.4% disapprove). Black voters were the most supportive of Harris' selection and her selection was favored more by younger voters, rather than older voters.

McLennan stated: "Although vice presidential selections mean very little in voting decisions, the fact that Biden chose Harris and that young voters are more favorable about this selection may mean marginally higher turnout among that group."

Importance of Choosing a Woman

The selection of a woman running mate for Biden was extremely important—89%— to Democratic voters, but much less so to other key groups, including Unaffiliated voters who were almost evenly divided on that question.

Importance of Choosing a Person of Color

As with the question of the importance of Biden choosing a woman, the importance of Biden selecting a person of color was most important to Democratic likely voters (74%)—even more so to Black voters generally (67%). Younger voters thought that Biden choosing a person of color as a running mate was more important than older voters.

“The selection of a vice presidential running mate is an important decision for any presidential candidate. This selection was particularly important for Biden in 2020, given the cultural strife affecting the nation. His selection of Harris because of her status as a woman and person of color seem supported by the Democratic base in North Carolina,” McLennan stated.

Satisfaction

Direction of the Country

As with previous administrations of the Meredith Poll, almost two-thirds of North Carolina likely voters are dissatisfied with the direction of the country (64.4%). Only one group of voters—Republicans—believe that the country is on the right track (52.2%).

Direction of the State

As with previous polls, North Carolinians are more satisfied with the direction of the state than the nation, although a small majority are still dissatisfied with the state’s direction (51.2%). With this question, however, it was Republicans who were more dissatisfied (56.6%) than Democrats or Unaffiliated voters.

“It is clearly the case that voters' perceptions about how well things are going in the country or state are, in part, determined by whether their party is in control,” McLennan stated.

Topline Results

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	217	30.8
Dissatisfied	454	64.4
Don't know	34	4.8

N= 705

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	268	38
Dissatisfied	361	51.2
Don't know	76	10.7

N= 705

Approval of Political Leaders

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

Response	Number	Percentage
Strongly approve	189	26.8
Approve	155	22
Disapprove	74	10.5
Strongly disapprove	275	39
Don't know	12	1.7

N=705

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

Response	Number	Percentage
Strongly approve	149	21.1
Approve	237	33.6
Disapprove	133	18.9
Strongly disapprove	144	20.4
Don't know	42	6

N=705

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

Response	Number	Percentage
Strongly approve	87	12.3
Approve	183	26
Disapprove	136	19.3
Strongly disapprove	207	29.4
Don't know	92	13.1

N=705

Confidence in the Voting Process

How do you intend to cast your vote for the November elections (or how did you already cast your vote)?

Response	Number	Percentage
In person, during early voting	318	45.1
In person, on Election Day	192	27.2
By mail	171	24.3
Don't know	24	3.4

N=705

How confident are you that the voting processes in North Carolina will produce accurate results in 2020?

Response	Number	Percentage
Very Confident	272	38.6
Somewhat confident	289	41
Somewhat unconfident	71	10.1
Very unconfident	48	6.8
Don't know	25	3.6

N= 705

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

Response	Number	Percentage
Donald Trump (Republican)	320	45.4
Joseph Biden (Democrat)	322	45.7
Don Blankenship (Constitutional)	7	1
Howie Hawkins (Green)	2	.3

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43.1-Jo Jorgenson (Libertarian)	11	1.6
Don't know	43	6.1

N=705

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

Response	Number	Percentage
Thom Tillis (Republican)	295	41.8
Shannon Bray (Libertarian)	27	3.8
Cal Cunningham (Democrat)	304	43.1
Kevin Hayes (Constitutional)	6	.9
Don't know	83	11.7

N=705

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

Response	Number	Percentage
Al Pisano (Constitution)	8	1.1
Roy Cooper (Democrat)	350	49.6
Steven DiFiore (Libertarian)	14	2
Dan Forest (Republican)	277	39.3
Don't know	56	7.9

N=705

Do you approve or disapprove of Biden’s choice of Kamala Harris as his vice presidential running mate?

Response	Number	Percentage
Strongly approve	207	29.4
Approve	150	21.3
Disapprove	68	9.6
Strongly disapprove	223	31.6
Don’t know	57	8.1

N=705

Do you think it was important for Biden to choose a woman as his running mate?

Response	Number	Percentage
Very Important	183	26
Somewhat important	179	25.4
Somewhat unimportant	101	14.3
Very unimportant	184	26.1
Don’t know	58	8.2

N=705

Do you think it was important for Biden to choose a person of color as his running mate?

Response	Number	Percentage
Very Important	169	24
Somewhat important	170	24.1
Somewhat unimportant	117	16.6
Very unimportant	188	26.7
Don’t know	61	8.7

N=705

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	13.0	84.7	2.3
Republican	52.2	41.0	6.8
Other	23.8	71.5	4.6
Don't know	12.5	75.0	12.5
Refused/No answer	16.7	66.7	16.7
White	33.7	62.2	4.1
Black	16.5	74.8	8.7
Latino/Hispanic	40.9	54.6	4.6
Asian	30.0	65.0	5.0
Other	23.5	76.5	0.0
Prefer not to answer	0.0	83.3	16.7
Female	34.8	60.5	4.7
Male	26.8	68.2	5.0
Other	0.0	100.0	0.0
Prefer not to answer	0.0	100.0	0.0
18-23	45.5	50.0	4.6
24-39	32.8	60.9	6.3
40-55	29.1	68.4	2.6
56-74	30.3	64.3	5.4

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75+	25.0	69.4	5.6
Rural	32.8	63.1	4.1
Suburban	34.2	62.1	3.7
Urban	24.6	70.0	5.4
Less than high school diploma	60.0	30.0	10.0
High school diploma	35.4	62.2	2.4
Some College	32.3	59.8	7.9
Bachelor's degree	26.7	69.4	3.9
Graduate or professional degree	29.9	66.7	3.5
Refused to answer	0.0	66.7	33.3

Direction of the state

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

	Satisfied	Dissatisfied	Don't Know
Democrat	45.4	41.6	13.0
Republican	34.2	56.5	9.4
Other	33.8	57.0	9.3
Don't know	25.0	62.5	12.5
Refused/No answer	16.7	66.7	16.7
White	35.8	54.8	9.5
Black	44.7	41.8	13.6
Latino/Hispanic	50.0	27.3	22.7

MEREDITH POLL: SEPTEMBER 2020

Asian	40.0	40.0	20.0
Other	47.1	41.2	11.8
Prefer not to answer	50.0	50.0	0.0
Female	38.2	53.8	8.1
Male	37.9	48.4	13.7
Other	50.0	50.0	0.0
Prefer not to answer	0.0	100.0	0.0
18-23	63.6	27.3	9.1
24-39	41.4	47.7	10.9
40-55	36.7	53.6	9.7
56-74	36.1	53.1	10.8
75+	27.8	55.6	16.7
Rural	37.7	50.8	11.5
Suburban	37.9	52.2	9.9
Urban	37.1	52.9	10.0
Less than high school diploma	60.0	30.0	10.0
High school diploma	39.4	52.8	7.9
Some College	29.1	57.1	13.8
Bachelor's degree	40.5	49.1	10.3
Graduate or professional degree	43.1	47.2	9.7
Refused to answer	33.3	33.3	33.3

Approval of Political Leaders

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	5.3	7.6	11.1	75.6	0.4
Republican	53.2	32.0	7.2	5.4	2.2
Other	15.9	27.8	15.2	39.1	2.0
Don't know	25.0	12.5	25.0	37.5	0.0
Refused/No answer	16.7	50.0	0.0	0.0	33.3
White	31.8	22.5	9.9	34.1	1.7
Black	6.8	15.5	11.7	63.1	2.9
Latino/Hispanic	13.6	31.8	9.1	45.5	0.0
Asian	25.0	15.0	20.0	40.0	0.0
Other	11.8	41.2	11.8	35.3	0.0
Prefer not to answer	16.7	16.7	16.7	50.0	0.0
Female	31.5	9.5	23.2	35.1	0.8
Male	22.2	21.0	11.4	42.9	2.6
Other	0.0	0.0	50.0	50.0	0.0
Prefer not to answer	0.0	0.0	0.0	100.0	0.0
18-23	36.4	31.8	9.1	22.7	0.0

MEREDITH POLL: SEPTEMBER 2020

24-39	23.6	21.8	15.5	34.5	4.6
40-55	21.9	21.4	8.7	47.5	0.5
56-74	30.0	21.3	10.1	37.6	1.1
75+	38.9	25.0	0.0	36.1	0.0
Rural	35.1	22.8	7.0	31.6	3.5
Suburban	32.4	25.4	7.4	34.0	0.8
Urban	22.4	24.8	13.0	39.1	0.6
Less than high school diploma	30.0	40.0	10.0	20.0	0.0
High school diploma	29.1	21.3	13.4	35.4	0.8
Some College	35.5	25.4	7.9	29.1	2.1
Bachelor's degree	21.6	20.7	12.1	44.4	1.3
Graduate or Professional Degree	21.5	19.4	9.0	47.9	2.1
Refused to answer	33.3	0.0	0.0	33.3	33.3

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

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Don't know
Democrat	37.0	44.3	8.8	4.2	5.7

MEREDITH POLL: SEPTEMBER 2020

Republican	8.3	24.5	26.6	32.7	7.9
Other	18.5	33.1	21.9	24.5	2.0
Don't know	12.5	25.0	25.0	25.0	12.5
Refused/No answer	0.0	16.7	16.7	50.0	16.7
White	19.4	30.5	21.0	23.8	5.2
Black	32.0	44.7	6.8	5.8	10.7
Hispanic/Latino	18.2	45.5	13.6	13.6	9.1
Asian	25.0	35.0	20.0	15.0	5.0
Other	17.7	35.3	29.4	17.7	0.0
Prefer not to answer	0.0	66.7	16.7	16.7	0.0
Female	20.6	32.0	17.0	25.4	5.0
Male	21.9	35.0	20.7	15.5	7.0
Other	0.0	50.0	50.0	0.0	0.0
Prefer not to answer	0.0	100.0	0.0	0.0	0.0
18-23	22.7	31.8	22.7	13.6	9.1
24-39	20.7	37.9	17.2	13.8	10.3
40-55	23.5	33.7	18.4	21.9	2.6
56-74	20.2	31.4	19.1	24.2	5.1
75+	16.7	30.6	25.0	19.4	8.3
Rural	20.9	29.9	22.5	21.3	5.3

MEREDITH POLL: SEPTEMBER 2020

Suburban	18.6	34.2	17.4	23.0	6.8
Urban	22.5	37.9	17.5	17.9	4.2
Less than high school diploma	30.0	20.0	20.0	20.0	10.0
High school diploma	22.1	30.7	21.3	17.3	8.7
Some College	15.3	28.0	18.5	30.2	7.9
Bachelor's degree	20.7	39.2	19.0	19.4	1.7
Graduate or Professional Degree	28.5	35.4	16.7	12.5	6.9
Refused to answer	0.0	33.3	33.3	0.0	33.3

MEREDITH POLL: SEPTEMBER 2020

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	5.7	8.8	23.7	52.3	9.5
Republican	23.7	42.8	13.3	5.8	14.4
Other	3.3	26.5	23.2	31.8	15.2
Don't know	12.5	0.0	12.5	62.5	12.5
Refused/No answer	0.0	16.7	16.7	16.7	50.0
White	13.6	28.9	18.4	27.2	11.9
Black	8.7	10.7	18.5	42.7	19.4
Hispanic/Latino	4.6	22.7	31.8	31.8	9.1
Asian	15.0	25.0	15.0	25.0	20.0
Other	5.9	29.4	29.4	23.5	11.8
Prefer not to answer	0.0	33.3	50.0	16.7	0.0
Female	14.5	30.1	16.7	28.4	10.3
Male	10.2	21.6	22.2	30.0	16.0
Other	0.0	0.0	0.0	100.0	0.0
Prefer not to answer	0.0	100.0	0.0	0.0	0.0
18-23	31.8	27.3	13.6	13.6	13.6
24-39	14.9	23.0	20.7	21.3	20.1
40-55	8.7	23.5	21.4	37.2	9.2

MEREDITH POLL: SEPTEMBER 2020

56-74	11.2	28.9	17.3	30.3	12.3
75+	16.7	30.6	19.4	27.8	5.6
Rural	14.8	26.2	23.4	23.8	11.9
Suburban	6.2	28.0	20.0	30.4	15.5
Urban	11.3	25.0	15.4	36.3	12.1
Less than high school diploma	20.0	30.0	0.0	20.0	30.0
High school diploma	11.8	27.6	20.5	27.6	12.6
Some College	13.2	25.9	16.9	27.0	16.9
Bachelor's degree	10.8	26.7	21.1	28.9	12.5
Graduate or Professional Degree	13.9	22.9	20.1	35.4	7.6
Refused to answer	0.0	33.3	0.0	33.3	33.3

Confidence in Voting Process

How do you intend to cast your vote for the November elections (or how did you already cast your vote)?

	In person, during early voting	In person, on Election Day	By mail	Don't know
Democrat	45.5	20.2	32.1	2.3
Republican	45.7	35.6	16.6	2.2
Other	43.1	25.2	25.8	6.0
Don't know	75.0	12.5	12.5	0.0
Refused/No answer	16.7	16.7	16.7	50.0
White	46.0	28.9	21.8	3.4
Black	42.7	20.4	33.0	3.9
Latino/Hispanic	22.7	22.7	45.5	9.1
Asian	40.0	30.0	30.0	0.0
Other	52.9	23.5	23.5	0.0
Prefer not to answer	83.3	16.7	0.0	0.0
Female	44.3	25.9	27.0	2.8
Male	45.8	28.6	21.6	4.1
Other	50.0	50.0	0.0	0.0
Prefer not to answer	100.0	0.0	0.0	0.0

MEREDITH POLL: SEPTEMBER 2020

18-23	36.4	45.5	18.2	0.0
24-39	38.5	30.0	27.0	4.6
40-55	43.9	27.6	23.5	5.1
56-74	50.2	23.8	24.2	1.8
75+	50.0	27.8	19.4	2.8
Rural	46.3	29.9	21.7	2.0
Suburban	43.5	28.0	24.8	3.7
Urban	46.3	22.1	27.5	4.2
Less than high school diploma	20.0	20.0	50.0	10.0
High school diploma	31.5	37.0	26.8	4.7
Some College	43.4	33.3	22.2	1.1
Bachelor's Degree	51.3	22.4	21.6	4.7
Graduate or Professional Degree	51.4	18.8	27.8	2.1
Refused to answer	33.3	33.3	0.0	33.3

How confident are you that the voting processes in North Carolina will produce accurate results in 2020?

MEREDITH POLL: SEPTEMBER 2020

	Very Confident	Somewhat Confident	Somewhat unconfident	Very unconfident	Don't know
Democrat	47.7	38.9	7.3	4.6	1.5
Republican	33.8	41.7	12.6	7.9	4.0
Other	31.1	44.4	10.6	9.3	4.6
Don't know	75.0	12.5	12.5	0.0	0.0
Refused/No answer	0.0	50.0	0.0	0.0	50.0
White	39.1	41.7	10.1	6.2	3.0
Black	43.7	39.8	5.8	7.8	2.9
Latino/Hispanic	36.4	40.9	0.0	9.1	13.6
Asian	30.0	45.0	20.0	50.0	0.0
Other	11.8	23.5	29.4	23.5	11.8
Prefer not to answer	16.7	33.3	33.3	0.0	16.7
Female	44.0	37.1	9.2	7.5	2.2
Male	32.9	45.2	10.8	6.1	5.0
Other	50.0	50.0	0.0	0.0	0.0
Prefer not to answer	0.0	0.0	100.0	0.0	0.0
18-23	50.0	36.4	13.6	0.0	0.0
24-39	40.8	40.0	9.2	5.8	4.6
40-55	36.2	39.8	10.2	8.7	5.1

MEREDITH POLL: SEPTEMBER 2020

56-74	37.9	44.8	9.0	6.1	2.2
75+	38.9	27.8	19.4	11.1	2.8
Rural	38.5	41.4	10.7	6.2	3.3
Suburban	40.4	40.4	9.9	5.6	3.7
Urban	39.2	41.3	8.8	7.5	3.3
Less than high school diploma	20.0	80.0	0.0	0.0	0.0
High school diploma	37.8	40.9	7.1	8.7	5.5
Some College	30.2	47.1	12.2	7.4	3.2
Bachelor's Degree	40.5	38.8	12.1	4.8	3.9
Graduate or Professional Degree	48.6	34.7	7.6	8.3	0.7
Refused to answer	33.3	0.0	0.0	0.0	66.7

Elections

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

	Donald Trump	Joseph Biden	Don Blankenship	Howie Hawkins	Jo Jorgenson	Don't know
Democrat	6.1	89.3	0.8	0.4	0.0	3.4
Republican	84.5	9.0	1.1	0.0	1.4	4.0
Other	43.1	39.8	1.3	0.0	4.0	11.9

MEREDITH POLL: SEPTEMBER 2020

Don't know	25.0	25.0	0.0	12.5	12.5	25.0
Refused/No answer	33.3	16.7	0.0	0.0	0.0	50.0
White	52.7	39.3	0.6	0.2	1.7	5.6
Black	11.7	73.8	3.9	0.0	0.0	10.7
Latino/Hispanic	31.8	59.1	0.0	4.6	0.0	4.6
Asian	40.0	50.0	0.0	0.0	10.0	0.0
Other	47.1	47.1	0.0	0.0	0.0	5.9
Prefer not to answer	33.3	66.7	0.0	0.0	0.0	0.0
Female	41	51.5	0.3	0.3	1.4	5.6
Male	50.2	39.4	1.8	0.3	1.8	6.7
Other	0.0	100.0	0.0	0.0	0.0	0.0
Prefer not to answer	0.0	100.0	0.0	0.0	0.0	0.0
18-23	54.6	22.7	13.6	0.0	0.0	9.1
24-39	39.1	47.1	1.7	0.6	5.2	6.3
40-55	38.3	55.1	0.5	0.5	0.0	5.6
56-74	51.7	41.2	0.0	0.0	0.7	6.5
75+	61.1	36.1	0.0	0.0	0.0	2.8
Rural	54.1	38.5	0.8	0.0	0.8	5.7
Suburban	43.5	46.0	0.0	0.6	1.2	8.7
Urban	37.1	54.6	0.0	0.4	2.1	5.8

MEREDITH POLL: SEPTEMBER 2020

Less than high school diploma	70.0	30.0	0.0	0.0	0.0	0.0
High school diploma	44.9	44.1	1.6	0.8	0.0	8.7
Some College	54.5	37.9	1.6	0.5	0.5	7.9
Bachelor's Degree	41.0	49.1	0.4	0.0	3.9	5.6
Graduate or Professional Degree	38.9	56.9	0.7	0.0	0.7	2.8
Refused to answer	66.7	33.3	0.0	0.0	0.0	0.0

MEREDITH POLL: SEPTEMBER 2020

Which US 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	5.3	3.1	83.6	0.0	8.0
Republican	76.0	2.9	9.7	0.7	10.8
Other	31.1	6.0	44.4	2.0	16.6
Don't know	12.5	25.0	25.0	0.0	37.5
Refused/No answer	16.7	0.0	0.0	16.7	66.7
White	45.4	4.3	40.4	0.6	9.3
Black	12.6	1.9	68.0	1.0	16.5
Latino/Hispanic	18.2	4.6	45.5	4.6	27.3
Asian	35.0	5.0	45.0	0.0	15.0
Other	29.4	0.0	35.3	0.0	35.3
Prefer not to answer	16.7	0.0	50.0	16.7	16.7
Female	39.3	3.6	48.2	0.3	8.6
Male	50	4.1	29.2	1.5	15.2
Other	0.0	0.0	100.0	0.0	0.0
Prefer not to answer	0.0	0.0	100.0	0.0	0.0
18-23	40.9	13.6	27.3	9.1	9.1
24-39	33.3	7.5	45.4	0.0	13.8
40-55	29.1	2.6	53.6	1.0	13.8

MEREDITH POLL: SEPTEMBER 2020

56-74	47.3	1.8	40.8	0.7	9.4
75+	52.8	2.8	33.3	0.0	11.1
Rural	43.4	3.7	40.2	1.6	11.1
Suburban	37.9	5.0	44.1	0.6	12.4
Urban	34.6	2.9	50.4	0.0	12.1
Less than high school diploma	40.0	10.0	20.0	0.0	30.0
High school diploma	34.7	3.9	44.9	1.6	15.0
Some College	41.3	3.7	37.0	2.1	15.9
Bachelor's Degree	39.2	5.6	46.1	0.0	9.1
Graduate or Professional Degree	38.9	0.7	54.2	0.0	6.3
Refused to answer	33.3	0.0	33.3	0.0	33.3

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	1.9	88.2	1.2	3.8	5.0
Republican	0.4	16.2	1.4	74.1	7.9
Other	1.3	50.3	3.3	35.1	9.9
Don't know	0.0	37.5	25.0	12.5	25.0

MEREDITH POLL: SEPTEMBER 2020

Refused/No answer	0.0	16.7	0.0	16.7	66.7
White	0.7	44.7	1.9	46.2	6.5
Black	2.9	77.7	2.9	6.8	9.7
Latino/Hispanic	0.0	54.6	0.0	18.2	27.3
Asian	0.0	55.0	5.0	30.0	10.0
Other	5.9	52.9	0.0	29.4	11.8
Prefer not to answer	0.0	66.7	0.0	16.7	16.7
Female	1.4	45.1	2.0	45.4	6.1
Male	0.9	55.7	2.0	31.5	9.8
Other	0.0	100.0	0.0	0.0	0.0
Prefer not to answer	0.0	100.0	0.0	0.0	0.0
18-23	13.6	36.4	9.1	31.8	9.1
24-39	2.3	52.9	4.6	29.3	10.9
40-55	0.5	56.6	0.5	33.7	8.7
56-74	0.0	46.6	1.1	46.6	5.8
75+	0.0	44.4	0.0	50.0	5.6
Rural	.8	41.8	1.2	47.5	8.6
Suburban	0.0	52.8	1.9	37.3	8.1
Urban	0.8	58.8	0.8	32.1	7.5

MEREDITH POLL: SEPTEMBER 2020

Less than high school diploma	0.0	30.0	0.0	50.0	20.0
High school diploma	2.4	46.5	2.4	36.2	12.6
Some College	1.1	41.8	1.1	45.0	11.1
Bachelor's Degree	1.3	54.3	3.0	37.1	4.3
Graduate or Professional Degree	0.0	61.1	1.4	33.3	4.2
Refused to answer	0.0	33.3	0.0	33.3	33.3

Do you approve or disapprove of Biden's choice of Kamala Harris as his vice presidential running mate?

	Strongly approve	Approve	Disapprove	Strongly disapprove	Don't know
Democrat	59.5	27.9	5.7	3.4	3.4
Republican	7.2	14.0	11.2	56.8	10.8
Other	19.9	23.2	13.3	35.1	8.6
Don't know	12.5	12.5	12.5	37.5	25.0
Refused/No answer	0.0	33.3	16.7	0.0	50.0
White	26.4	19.2	9.9	36.7	7.8
Black	46.6	30.1	10.7	5.8	6.8
Latino/Hispanic	27.3	31.8	0.0	27.3	13.6
Asian	30.0	20.0	10.0	20.0	20.0

MEREDITH POLL: SEPTEMBER 2020

Other	17.7	29.4	5.9	41.2	5.9
Prefer not to answer	33.3	0.0	16.7	50.0	0.0
Female	35.9	7.2	22.2	27	7.5
Male	27.4	12.2	20.4	31.2	8.8
Other	100.0	0.0	0.0	0.0	0.0
Prefer not to answer	100.0	0.0	0.0	0.0	0.0
18-23	31.8	36.4	18.2	9.1	4.6
24-39	33.9	25.3	13.8	16.1	10.9
40-55	31.6	20.9	8.2	33.2	6.1
56-74	25.3	18.4	8.3	39.4	8.7
75+	25.0	16.7	2.8	52.8	2.8
Rural	23.8	21.3	7.8	37.7	9.4
Suburban	29.8	19.9	9.3	21.7	9.3
Urban	34.2	21.3	10.4	27.1	7.1
Less than high school diploma	20.0	30.0	0.0	10.0	40.0
High school diploma	32.3	23.6	6.3	31.5	6.3
Some College	19.6	19.6	9.0	40.7	11.1
Bachelor's Degree	30.6	20.3	14.2	27.6	7.3

MEREDITH POLL: SEPTEMBER 2020

Graduate or Professional Degree	38.9	22.9	6.3	27.8	4.2
Refused to answer	0.0	0.0	33.3	33.3	33.3

Do you think it was important for Biden to choose a woman as his running mate?

	Very important	Somewhat Important	Somewhat unimportant	Very unimportant	Don't know
Democrat	46.2	32.8	10.7	6.1	4.2
Republican	11.2	18.0	16.9	44.6	9.4
Other	19.9	26.5	15.9	26.5	11.3
Don't know	12.5	25.0	25.0	25.0	12.5
Refused/No answer	0.0	16.7	0.0	33.3	50.0
White	23.3	25.0	14.2	30.0	7.6
Black	41.8	30.1	12.6	7.8	7.8
Latino/Hispanic	40.9	22.7	9.1	13.6	13.6
Asian	20.0	15.0	15.0	35.0	15.0
Other	11.8	23.5	35.3	23.5	5.9
Prefer not to answer	0.0	33.3	16.7	16.7	33.3

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Female	22.6	23.7	17.3	27.9	8.6
Male	29.5	27.1	11.1	24.5	7.9
Other	50.0	0.0	50.0	0.0	0.0
Prefer not to answer	0.0	100.0	0.0	0.0	0.0
18-23	27.3	31.8	13.6	27.3	0.0
24-39	39.1	24.1	7.5	18.4	10.9
40-55	25.5	24.5	15.8	27.0	7.1
56-74	18.4	26.7	17.7	28.9	8.3
75+	22.2	22.2	13.9	36.1	5.6
Rural	22.1	25.8	14.8	29.5	7.8
Suburban	25.5	23.6	16.2	24.8	9.9
Urban	30.0	26.7	12.9	22.5	7.9
Less than high school diploma	30.0	20.0	30.0	20.0	0.0
High school diploma	26.8	23.6	7.9	29.9	11.8
Some College	19.6	22.2	13.8	36.5	7.9
Bachelor's Degree	28.0	27.2	17.7	20.3	6.9
Graduate or Professional Degree	30.6	28.5	14.6	18.8	7.6
Refused to answer	0.0	33.3	0.0	33.3	33.3

Do you think it was important for Biden to choose a person of color as his running mate?

	Very important	Somewhat Important	Somewhat unimportant	Very unimportant	Don't know
Democrat	43.1	30.9	12.6	8.0	5.3
Republican	12.2	14.8	19.1	43.2	10.8
Other	13.8	29.8	19.2	27.8	9.3
Don't know	12.5	37.5	12.5	37.5	0.0
Refused/No answer	0.0	0.0	16.7	33.3	50.0
White	20.9	24.2	16.6	30.0	8.4
Black	43.7	23.3	13.6	10.7	8.7
Latino/Hispanic	31.8	27.3	13.6	22.7	4.6
Asian	15.0	15.0	30.0	25.0	15.0
Other	11.8	29.4	11.8	29.4	17.7
Prefer not to answer	0.0	33.3	50.0	16.7	0.0
Female	22.0	24.2	17.0	29.3	7.5
Male	26.0	23.9	16.0	24.2	9.9
Other	50.0	0.0	50.0	0.0	0.0
Prefer not to answer	0.0	100.0	0.0	0.0	0.0
18-23	27.3	27.3	22.7	18.2	4.6

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24-39	37.9	25.3	8.6	17.3	10.9
40-55	22.5	24.5	16.3	28.6	8.2
56-74	17.0	23.1	20.9	30.7	8.3
75+	16.7	22.2	19.4	36.1	5.6
Rural	18.9	23.4	18.9	30.7	8.2
Suburban	22.4	25.5	17.4	24.2	10.6
Urban	30.8	22.1	15.0	23.3	8.8
Less than high school diploma	20.0	20.0	30.0	30.0	0.0
High school diploma	26.8	22.8	9.5	29.9	11.0
Some College	19.6	22.2	16.4	33.8	7.9
Bachelor's Degree	22.87	25.0	21.6	20.7	9.9
Graduate or Professional Degree	29.9	26.4	14.6	23.6	5.6
Refused to answer	0.0	33.3	0.0	33.3	33.3

Methodological Information

Mode: Online

Population: N.C. Registered Voters 18+

Dates in the field: September 18-22, 2020

Sample Size:705

Credibility Interval: +/- 3.5%

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 statewide 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: $(1.05 * 2.35 = 3.4)$. 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. This allows for simultaneous weighting of multiple variables. For more information on this method, click [here](#).

For a turnout model, we decided to use the 2008 NC turnout. It was a higher turnout year than the two subsequent presidential elections and previous Meredith College polls have indicated enthusiasm levels from the different demographic groups to be similar to that from 2008.

The weight variable was calculated based on the variables in the table below.

All of the demographic information was obtained by self-report--respondents answered closed ended questions in the survey itself.

In the table below:

Census—the US Census Bureau estimate for North Carolina demographics.

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2008 NC Turnout—the percentage of registered voters in each category that voted in the 2008 election (Source: NCBOE and Democracy NC)

From Sample--the percentage of respondents in each category before weighting.

Weighted—the sample was weighted using a combination of the 2008 NC Turnout data and the recent US Census Bureau estimates, when available; when it was not available, then the US Census estimates were used.

	Census	2008 NC Turnout	From Sample	Weighted
Age				
18-22	7%	60.3%	3.1%	7%
23-38	26%	62.6%	24.7%	26%
39-54	28%	75.2%	27.8%	28%
55-73	29%	75.2%	39.3%	29%
74+	10%	72.4	5.1%	10%
Gender				
Female	52%	70.6%	50.1%	52.2
Male	48%	68.2%	48.7%	47.8
Race and Ethnicity				
White	67%	69.4	76.2%	66.5%
Black	21%	71.9%	14.6%	21.5%
Other	12%	59.2%	11.2%	12%
Educational Attainment)				
<Bachelor's	70%		45.8%	70%

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Bachelors or more	30%		53.3%	30%
Location (County of Residence*)				
Rural	39%		34.8%	39%
Suburban	25%		22.9%	25%
Urban	36%		34.2%	36%
(Party Affiliation)				
Democrat	35.8%	72%	37.2%	36%
Republican	30.1%	71.5%	39.4%	31.5%
Unaffiliated	33.4%	62.2%	21.4%	32%
Other	.7%	NA	2%	.5

Note: We use the NC Rural Center’s categorization of NC 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: <https://www.meredith.edu/meredith-poll> or contact:

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