



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

Registered Voters in North Carolina

Date 9/29-10/7, 2019

Contents

Key Insights.....	4
Satisfaction with the direction of the country.....	4
Satisfaction with the direction of North Carolina.....	4
Economic Conditions in the US and Fear of Recession within a Year	4
Presidential and Gubernatorial Approvals.....	5
Gun Ownership and Support for Gun Safety Laws	6
Gender Equality and Support for ERA.....	7
Possible Presidential Election Matchups.....	8
Possible US Senate, US House, and Gubernatorial Matchups.....	8
Support for an Impeachment Inquiry	9
Topline Results	10
Satisfaction with the way things are going in the United States today.....	10
Satisfaction with the way things are going in the North Carolina today.....	10
Economic Conditions	10
Approvals of President and Governor	11
Gun Safety Laws.....	12
Equality and the ERA	13
Potential 2020 Presidential Matchups	14
US Senate, US House, and Gubernatorial Matchups.....	16
Impeachment.....	17
Party Affiliation and Feminism.....	18
Sample Characteristics	19
Cross-tabulations.....	21
Direction of the Country.....	21
Direction of the state	22
Economy	23
Presidential and Gubernatorial Approvals.....	27
Gun Safety Laws.....	30
Equality and the ERA	34
Potential 2020 Presidential Matchups	38

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

Potential US Senate, US House (generic), and Gubernatorial Matchups.....	46
Impeachment.....	51
Feminism.....	54
Poll Methodology.....	56

Key Insights

The Meredith College Poll conducted a mixed mode sample of 996 North Carolinians (282 live caller respondents and 717 online respondents) to registered North Carolina voters from September 29-October 7, 2019. The survey's margin of error is +/-3%.

Satisfaction with the direction of the country

As with previous Meredith Polls, North Carolinians are much more satisfied with the direction of the state than the direction of the country. Just over a third of respondents (34.6%) were satisfied with the conditions in the country with almost two-thirds (60.3%) being dissatisfied. A majority of Republicans (58.2%) were satisfied with the direction of the country, while almost 80 percent (78.4%) of Democrats were dissatisfied. Those calling themselves independent were closer to the Democrats' perceptions with just over two-thirds (66.9%) of this group stating they were dissatisfied with how things are going in the country.

Satisfaction with the direction of North Carolina

North Carolina residents were evenly divided when asked about conditions in the state with 42.9% being satisfied and 46.9% reporting being dissatisfied. Partisan orientation also plays a large role in terms of how people view conditions in the state with a small majority of Republicans (54.3%) reporting being satisfied with how things are going in the state, while almost half of Democrats (49.8%) and independents (51%) reporting being dissatisfied.

"These results are very consistent with those from previous Meredith Polls since we started our survey research in 2015. It is natural for people to be more satisfied with things they experience every day. Often people get their information about what is happening at the national level from news outlets and most news is about problems," said Meredith Poll Director David McLennan.

Economic Conditions in the US and Fear of Recession within a Year

When asked about their perceptions about the economy, most North Carolinians think the economy is strong with over half (52.4%) referring to it as excellent or good. A small minority (13.3%) referred to the economy as poor. Not surprisingly, there were groups—

people of color and low income workers—who felt that the economy was less well off. In a similar vein, those with high incomes and with higher education felt more positive about the economy.

This general optimism about the economy was also reflected in responses to the question about how the economy would be a year from now. A large majority (62.4%) feel that the economy will be stronger or about the same, with only 30.1% feeling that the economy will be weaker. Republicans were decidedly more optimistic about the economy with only 14% of this group thinking the economy will be worse, while more Democrats (40.4%) and independents (35.4%) are thinking the economy will be worse in a year.

In recent months, economists have been talking about the chances for a recession increasing in the next year. A plurality (41.7%) of North Carolinians do not think there will be a recession in the next year, while over one-third (36.7%) are anticipating a recession. As with the question about the strength of the economy in a year, people's partisan leanings dictated their feelings about impending recessions. Democrats (54.2%) and independents (38.1%) were far more likely to think that a recession was going to affect the nation's economy than do Republicans (18.6%).

“It should be no surprise that people's views about the economy are affected by their political partisanship. Democrats, who do not like President Trump or approve of his policies, are far more likely to be pessimistic about the future economy or whether we will experience a recession,” said McLennan. “On the other hand, Republicans, because their party controls the White House, are much more likely to believe the president's boasts about the nation's economy.”

Presidential and Gubernatorial Approvals

President Trump's job approval ratings have fallen to just under 40 percent (39.9%) in the most recent Meredith Poll. In recent administrations of the survey in 2018 and the spring of 2019, the president's approval averaged 44 percent. Trump's approval varies widely by party affiliation with 11.3 percent of Democrats saying they approve of the job he is doing as president, while almost three-quarters of Republicans (74.4%) say he is doing a good job. About one-third (33.4%) of those who call themselves independent believe Trump to be doing a good job as president.

“The most significant factor affecting President Trump's decline in job approval ratings among North Carolinians is his loss of Republican support,” said McLennan. “Up until the most recent Meredith Poll, Trump's support among Republicans was in the mid-to-upper

80s. The turmoil surrounding the Ukrainian call and move by Speaker Pelosi to start an impeachment inquiry has eroded his support among Republicans.”

North Carolina Governor Roy Cooper remains the political figure in the state who citizens think is doing the best job, as his approval ratings remain “above water” with almost half of the respondents (48.6%) approving of the job he is doing with just under a third (32.1%) disapproving his work as governor. Cooper’s job approval numbers remain strong with Democrats (70.2%), but less so with Republicans (34.2%) and independents (45%).

“The governor’s approval ratings have not suffered, despite protracted fights with the Republican leadership in the General Assembly,” said McLennan. “The governor has benefitted from how he handled the preparation for and aftermath of Hurricane Dorian and Democrats appear to be supportive of his fight for Medicaid expansion and his veto of the state budget.”

Gun Ownership and Support for Gun Safety Laws

Because of the recent discussion of gun safety in response to prominent mass shootings, such as those in El Paso, Texas, and Dayton, Ohio, we asked people several questions about guns and potential solutions to gun violence.

Most North Carolinians (60.4%) responded to our question about gun ownership by stating that they did not own one or more firearms, while 36.9% responded that they did. More men (45.4%) than women (30.1%) reported owning one or more firearms, while Republicans were almost twice as likely to own firearms as Democrats were.

On the question of whether respondents would support a candidate who wanted to implement a buy-back program for assault weapons, 38.6% of North Carolinians stated they would be more likely to support such a candidate. However, 25.3% stated they would be less likely to support a candidate with this position, and 35.3% stated it would make no difference in their support. On this question, unsurprisingly, Democrats were almost three times more likely than Republicans to state that they were more likely to support a candidate who wants to implement a buy-back program for assault weapons.

On the question of the government being able to remove, temporarily, firearms from someone determined by a judge to be a danger to him/herself or others (commonly referred to as a Red Flag law), over three quarters (76.4%) of the respondents supported this type of law. On this question, support was across all demographic groups, including

partisan affiliation with 67.4% of Republicans supporting this type of bill, along with large majorities of Democrats (86.5%) and independents (74.8%).

McLennan stated: “Any law restricting gun ownership tends to be very partisan, but it appears that “Red Flag” laws have more universal support. Whether Congress will pass such laws in today’s political climate is uncertain, but there may be an opportunity in the future to get a bill through Congress and to the president’s desk.”

Gender Equality and Support for ERA

For the last few sessions of the General Assembly, bills were filed to ratify the Equal Rights Amendment and add it to the US Constitution. In the legislature, the bill has not moved out of committee and is likely to do the same in this year’s session. This is despite a strong belief that men and women do not enjoy equal rights in our country. A majority of respondents to the Meredith Poll (53.7%) felt that inequality exists, although this a highly partisan issue with almost 70% of Democrats believing this, but only 36% of Republican respondents do.

However, on the question of whether the General Assembly should pass the bill ratifying the Equal Rights Amendment, over two-thirds (67.4%) of North Carolinians support its passage and only 16.9% oppose it. There were fewer partisan differences on this question than on the previous question about whether inequality exists. On the question of passing the ERA, almost 60% of Republicans favor its passage, while 75.6% of Democrats feel similarly.

“The ERA issue is one that divides the political class more than it does average citizens. Republicans in the General Assembly, for the most part, are not willing to bring the bill up for a vote. Some believe that considering the bill in 2019 is not legal, because the original bill in Congress set a time limit for ratifying the constitution and that time limit has expired. Some don’t believe it is necessary and that the 14th Amendment covers sex discrimination. However, there is a vocal minority of Republicans who simply think the amendment is dangerous,” said McLennan.

Possible Presidential Election Matchups

In looking ahead to the 2020 presidential election in North Carolina, President Trump polls well against five of his potential Democratic rivals—Joe Biden, Elizabeth Warren, Bernie Sanders, Kamala Harris, and Pete Buttigieg. The president averages 38 percent support against the five potential Democratic nominees, with Joe Biden running strongest against the president, with 34.8% percent support from North Carolinians.

In every matchup we tested, at least 1-in-5 North Carolinians stated they wanted “someone else,” rather than Trump or the listed Democratic candidate. Also, when we asked whether people supported President Trump or a name randomly chosen from the phone book, this Trump opponent polled stronger than any of the candidates listed by name.

McLennan stated: “President Trump’s potential support in the 2020 election essentially mirrors his approval rating in the state. The problem for Democrats in the state is that voters are not excited about their potential nominees and no one runs particularly well against the president at over a year before the election.”

Possible US Senate, US House, and Gubernatorial Matchups

The United States Senate race in North Carolina is one targeted by Democrats for a potential pickup. The Meredith Poll results suggest that their optimism may be well deserved. Incumbent Republican Thom Tillis is currently running neck-to-neck with his two main Democratic challengers—Cal Cunningham and state Senator Erica Smith. Tillis is currently running about six percentage points weaker than President Trump runs against his potential opponents in next year’s election.

“Thom Tillis, who won a close election in 2014, has never been as popular in his own party as the senior senator from North Carolina, Richard Burr. Although Tillis has strongly embraced Donald Trump, Trump’s coattails may have limited reach for Tillis as whoever the Democrats nominate appears to have a good chance to defeat the incumbent,” said McLennan.

For the US House of Representatives seats being contested in 2020—all thirteen seats—we asked the “generic ballot” question about whether people favored Democratic or Republican candidates. Although Republican candidates had a slight advantage (41.7% to 39.6%), the results were within the statistical margin of error, demonstrating that the state is very evenly divided on partisan preferences.

“The congressional generic ballot results are not surprising, given the 50-50 nature of North Carolina. However, because the current maps favor Republicans in nine of the thirteen congressional districts, we may only see one competitive House race in 2020—the recently decided 9th District in which Dan Bishop won the special election over Dan McCready,” said McLennan.

Support for an Impeachment Inquiry

The Meredith Poll found that over 90 percent of state residents were very familiar or somewhat familiar with the allegations of wrongdoing stemming from President Trump’s call with the Ukrainian president this summer. However, only a plurality of North Carolinians—48.2 percent—say that his actions justify an impeachment inquiry, while 41 percent state his actions do not. As expected, party affiliation is the key factor dividing respondents. A large majority of Democrats—81.5%—favor the impeachment inquiry, while only 13.8% of Republicans feel similarly. Over half of those calling themselves independent—51.1% — favor the impeachment inquiry.

“The division in North Carolina, based on party affiliation, reflects the national mood about impeachment,” stated McLennan. “Most Democrats are urging the House to move forward, while Republicans see the inquiry as more partisan.”

Topline Results

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

All in all, are you satisfied or dissatisfied with the way things are going in the United States?

Response	Number	Percentage
Satisfied	345	34.6
Dissatisfied	601	60.3
Don't know	49	4.9
No answer/Refused	1	.1

N= 996

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

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

Response	Number	Percentage
Satisfied	427	42.9
Dissatisfied	467	46.9
Don't know	97	9.7
No answer/Refused	3	.3

N= 996

Economic Conditions

How would you rate the economic conditions in the country today --as excellent, good, fair, or poor?

Response	Number	Percentage
Excellent	136	13.7
Good	385	38.7
Fair	330	33.1
Poor	132	13.3
Don't know	12	1.2
No answer/Refused	1	.1

N= 996

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

A year from now, do you think economic conditions in the country will be better than they are now, about the same as they are now, or worse than they are now?

Response	Number	Percentage
Better	206	20.7
About Same	415	41.7
Worse	300	30.1
Don't know	73	7.3
No answer/Refused	1	.1

N=996

Do you believe there will be an economic recession within the next year?

Response	Number	Percentage
Yes	365	36.7
No	415	41.7
Don't know	216	21.7
No answer/Refused	0	0

N=996

Approvals of President and Governor

In the next section, we are going to ask your opinion about whether you approve or disapprove of how a person or institution of government is doing its job.

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

Response	Number	Percentage
Approve	397	39.9
Disapprove	544	54.6
Don't know	49	4.9
No answer/Refused	6	.6

N=996

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

Response	Number	Percentage
Approve	484	48.6
Disapprove	320	32.1
Don't know	189	19
No answer/Refused	3	.3

N=996

Gun Safety Laws

Do you own one or more firearms?

Response	Number	Percentage
Yes	367	36.9
No	602	60.4
No answer/refused	27	2.7

N=996

Would you be more likely or less likely to support a candidate who would implement a buyback program for assault weapons, or would it make no difference?

Response	Number	Percentage
More likely	384	38.6
Less likely	252	25.3
Would make no difference	352	35.3
No answer/refused	8	.8

N=996

Would you support a law allowing police to temporarily take guns away from people who have been determined by a judge to be dangers to themselves or others?

Response	Number	Percentage
Support	761	76.4
Oppose	124	12.5
Don't know	109	10.9
No answer/refused	2	.2

N=996

Equality and the ERA

Do you believe that men and women are equal in the country today?

Response	Number	Percentage
Yes	408	41
No	535	53.7
Not sure	48	4.8
No answer/refused	4	.4

N=996

True or false: Men and Women are guaranteed equal rights in the United States constitution?

Response	Number	Percentage
True	659	66.2
False	243	24.4
Don't know	91	9.1
No answer/refused	3	.3

N=996

The Equal Rights Amendment is a proposed amendment to the U.S. Constitution that would guarantee equal rights to all Americans regardless of sex. The North Carolina Assembly is considering a bill that would ratify this amendment. Do you support or oppose the General Assembly passing such a bill?

Response	Number	Percentage
Support	671	67.4
Oppose	168	16.9
Don't know	150	15.1
No answer/refused	7	.7

N=996

Potential 2020 Presidential Matchups

If the election for president was held today, would you vote for Republican Donald Trump, Democrat Joe Biden, or someone else?

Response	Number	Percentage
Trump	382	38.4
Biden	345	34.6
Someone else	199	20
Don't know	68	6.8
Refused/No answer	2	.2

N=996

If the election for president was held today, would you vote for Republican Donald Trump, Democrat Elizabeth Warren, or someone else?

Response	Number	Percentage
Trump	389	39.1
Warren	329	33.0
Someone else	200	20.1
Don't know	74	7.4
Refused/No answer	1	.1

N= 996

If the election for president was held today, would you vote for Republican Donald Trump, Democrat Bernie Sanders, or someone else?

Response	Number	Percentage
Trump	386	38.8
Sanders	324	32.5
Someone else	227	22.8
Don't know	58	5.8
Refused/No answer	1	.1

N=996

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

If the election for president was held today, would you vote for Republican Donald Trump, Democrat Kamala Harris, or someone else?

Response	Number	Percentage
Trump	389	39.1
Harris	283	28.4
Someone else	246	24.7
Don't know	77	7.7
Refused/No answer	1	.1

N=996

If the election for president was held today, would you vote for Republican Donald Trump, Democrat Pete Buttigieg, or someone else?

Response	Number	Percentage
Trump	388	39
Buttigieg	269	27
Someone else	249	25
Don't know	89	8.9
Refused/No answer	1	.1

N=996

If the election for president was held today, would you vote for Republican Donald Trump, or a name randomly chosen out of the phone book?

Response	Number	Percentage
Trump	425	42.7
Random name	399	40.1
Don't know	161	16.2
Refused/No answer	11	1.1

N=996

US Senate, US House, and Gubernatorial Matchups

If the election for US Senate from North Carolina was held today, would you vote for Republican Thom Tillis, Democrat Cal Cunningham, or someone else?

Response	Number	Percentage
Tillis	332	33.3
Cunningham	325	32.6
Someone else	165	16.6
Don't know	172	17.3
Refused/No answer	2	.2

N=996

If the election for US Senate from North Carolina was held today, would you vote for Republican Thom Tillis, Democrat Erica Smith, or someone else?

Response	Number	Percentage
Tillis	330	33.1
Smith	334	33.5
Someone else	158	15.9
Don't know	173	17.4
Refused/No answer	1	.1

N=996

If the election was held today for your US House of Representatives seat, would you be more likely to vote for the Republican candidate, the Democratic candidate, or someone else?

Response	Number	Percentage
Democratic candidate	394	39.6
Republican candidate	415	41.7
Someone else	61	6.1
Don't know	124	12.5
Refused/No answer	2	.2

N=996

If the election for governor was held today, would you be more likely to vote for Democrat Roy Cooper, Republican Dan Forest, or someone else?

Response	Number	Percentage
Cooper	453	45.5
Forest	328	32.9
Someone else	94	9.4
Don't know	120	12.1
Refused/No answer	1	.1

N=996

Impeachment

How familiar are you with the allegations of wrongdoing against President Trump?

Response	Number	Percentage
Very familiar	470	47.2
Somewhat familiar	429	43.1
Not familiar at all	72	7.2
Don't know	21	2.1
Refused/No answer	4	.4

N=996

Do you think President Trump's actions justify an impeachment inquiry?

Response	Number	Percentage
Yes	456	48.8
No	383	41
Don't know	58	6.2
Refused/No answer	2	.2

N=996

Party Affiliation and Feminism

In terms of your political party affiliation, would you consider yourself to be a Democrat, a Republican, an Independent, or something else?

Response	Number	Percentage
Democrat	319	32.1
Republican	328	33
Independent	302	30.4
Something else	31	3.1
Don't know	9	.9
No answer/refused	6	.6

N=996

Would you say that your mother was a feminist?

Response	Number	Percentage
Yes	224	22.5
No	642	64.6
Don't know	120	12.1
No answer/refused	8	.8

N=996

Sample Characteristics

Registered Party (through respondent report)

Democrats	32.1%
Republicans	33%
Unaffiliated	30.4%
Other/Refused	4.5%

N= 996

Age (from Voter File)

Millennial (Born 1981 & after, ages 18-36)	19.1%
Gen X (Born 1965-80, ages 37-52)	32.7%
Boomer (Born 1945-64, ages 53-72)	39.4%
Silent+ (Born 1944 & earlier, ages 73+)	8.8%

N= 996

Gender (from Voter File)

Female	55.7%
Male	44.3%

N= 996

Race (from Voter File)

White	76%
Black	14%
Hispanic	5.6%
Other	4%

N= 996

Income

Less than \$40,000	31.5%
\$40,000-99,999	25.1%

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

More than \$100,000 40.2%

N= 515

Education (from Voter File)

High school diploma or less 20.3%

Some college to College degree 59%

Graduate or professional degree 17.6%

Technical degree 3%

N= 502

Location (from Voter File)

Rural 22.8%

Suburban 31.2%

Urban 46%

N= 996

Mode (from Voter Files)

Cell phones 15%

Landline 14%

Online 71%

N= 996

Cross-tabulations

Direction of the Country

All in all, are you satisfied with the way things are going in the United States?

	Satisfied	Dissatisfied	Don't Know	No answer/ Refused
Democrat	16.9	78.4	4.4	0.3
Republican	58.2	37.2	4.6	0.0
Independent	28.8	66.9	4.3	0.0
Something Else	25.8	61.3	12.9	0.0
Don't know	33.3	55.6	11.1	0.0
No answer/refused	33.3	33.3	33.3	0.0
White	34.9	60.3	4.8	0.0
Black	25.4	68.3	5.6	.07
Hispanic	52.7	40.0	7.3	0.0
Other	31.6	65.8	2.6	0.0
Female	28.8	64.7	6.3	0.2
Male	42.0	54.9	3.2	0.0
Millennial & Gen Z	43.6	51.3	5.1	0.0
Gen X	32.6	61.1	6.4	0.0
Boomer	31.2	65.9	2.9	0.0
Silent +	31.0	58.3	9.5	1.2
Less than \$40,000	31.9	61.4	6.5	0.3
\$40-99,999	39.5	55.8	4.7	0.0
\$100,000 or more	32.4	63.9	3.7	0.0
Urban	29.9	65.7	4.2	.2
Suburban	38.6	56.9	4.5	0.0
Rural	38.8	54.2	7.1	0.0
HS diploma or less	38.0	59.2	2.8	0.0
Some College/College Degree	32.8	62.9	4.4	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Satisfied	Dissatisfied	Don't Know	No answer/ Refused
Graduate or Professional Degree	33.6	62.4	4.0	0.0
Technical	52.4	47.6	0.0	0.0

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	No answer/ Refused
Democrat	35.7	49.8	13.5	0.6
Republican	54.3	39.3	6.1	0.0
Independent	39.1	51.0	9.9	0.0
Something Else	35.5	51.6	9.7	3.2
Don't know	33.3	55.6	11.1	0.0
No Answer/Refused	50.0	50.0	0.0	0.0
White	42.2	48.4	8.9	0.3
Black	46.5	39.4	14.1	0.0
Hispanic	52.7	32.7	12.7	1.8
Other	23.7	68.4	7.9	0.0
Female	41.8	44.0	13.9	0.4
Male	44.2	50.6	4.5	0.2
Millennial & Gen Z	47.2	39.5	12.8	0.5
Gen X	40.3	48.7	10.7	0.3
Boomer	38.7	53.3	7.7	0.0
Silent +	58.3	28.6	10.7	1.2
Less than \$40,000	42.5	46.0	11.5	0.0
\$40-99,999	43.4	48.8	7.8	0.0
\$100,000 or more	41.8	47.7	9.4	0.6
Urban	37.3	50.7	11.8	0.2
Suburban	46.0	46.3	6.8	0.6
Rural	49.8	40.1	9.7	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Satisfied	Dissatisfied	Don't Know	No answer/ Refused
HS diploma or less	44.4	48.6	7.0	0.0
Some College/College Degree	37.9	51.0	11.2	0.0
Graduate or Professional Degree	44.0	48.8	7.2	0.0
Technical	42.9	47.6	9.5	0.0

Economy

How would you rate the economic conditions in the country today --as excellent, good, fair, or poor?

	Excellent	Good	Fair	Poor	Don't know	No answer/ refused
Democrat	6.0	28.8	45.1	19.1	0.6	0.3
Republican	23.2	52.7	17.1	5.2	1.8	0.0
Independent	11.9	36.4	37.8	12.9	1.0	0.0
Something Else	9.7	19.4	32.3	38.7	0.0	0.0
Don't know	0.0	22.2	44.4	22.2	11.1	0.0
No Answer/Refus ed	33.3	33.3	16.7	16.7	0.0	0.0
White	14.5	42.8	30.8	10.9	0.9	0.1
Black	8.5	20.4	45.1	23.2	2.8	0.0
Hispanic	16.4	34.6	29.1	18.2	1.8	0.0
Other	10.5	34.2	36.8	18.4	0.0	0.0
Female	9.7	35.9	38.0	15.3	0.9	0.2
Male	18.6	42.2	27.0	10.7	1.6	0.0
Millennial & Gen Z	13.3	35.4	35.4	12.8	3.1	0.0
Gen X	10.1	36.9	33.2	18.1	1.3	0.3
Boomer	16.5	40.0	31.2	11.7	0.5	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Excellent	Good	Fair	Poor	Don't know	No answer/refused
Silent +	15.5	47.6	33.3	3.6	0.0	0.0
Less than \$40,000	10.9	31.9	34.2	21.5	1.5	0.0
\$40-99,999	16.7	42.3	30.6	8.9	1.6	0.0
\$100,000 or more	14.5	43.8	32.1	8.5	0.9	0.3
Urban	12.9	34.1	37.8	13.5	1.8	0.0
Suburban	16.1	40.2	28.6	13.8	1.0	0.3
Rural	11.9	45.8	30.0	11.9	0.4	0.0
HS diploma or less	12.7	28.2	34.5	21.8	2.8	0.0
Some College/College Degree	12.4	40.5	32.8	12.9	1.5	0.0
Graduate or Professional Degree	16.8	36.0	34.4	12.0	0.8	0.0
Technical	28.6	38.1	28.6	4.8	0.0	0.0

A year from now, do you think economic conditions in the country will be better than they are now, about the same as they are now, or worse than they are now?

	Better	About Same	Worse	Don't know	No answer/Refused
Democrat	13.2	38.2	40.4	7.8	0.0
Republican	31.4	49.7	14.0	4.6	0.3
Independent	18.9	37.8	35.4	8.0	0.0
Something Else	9.7	35.5	38.7	16.1	0.0
Don't know	11.1	11.1	44.4	33.3	0.0
No Answer/Refused	0.0	66.7	16.7	16.7	0.0
White	20.0	43.2	29.8	6.8	0.1
Black	17.6	35.2	37.3	9.9	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Better	About Same	Worse	Don't know	No answer/Refused
Hispanic	36.4	38.2	23.6	1.8	0.0
Other	26.3	36.8	23.7	13.2	0.0
Female	19.6	40.9	30.3	9.0	0.0
Male	22.0	42.6	29.9	5.2	0.2
Millennial & Gen Z	25.6	47.2	19.0	8.2	0.0
Gen X	16.1	42.6	33.6	7.4	0.0
Boomer	22.1	36.5	35.7	5.6	0.0
Silent +	23.8	44.1	19.1	11.9	1.2
Less than \$40,000	20.1	42.5	28.0	9.4	0.0
\$40-99,999	21.3	44.2	25.6	8.9	0.0
\$100,000 or more	21.0	39.8	34.7	4.0	0.3
Urban	22.1	38.9	33.0	6.1	0.0
Suburban	19.0	47.9	25.4	7.4	0.0
Rural	20.3	38.8	30.8	9.7	0.4
HS diploma or less	26.8	42.3	24.7	6.3	0.0
Some College/College Degree	17.7	45.6	28.9	7.8	0.0
Graduate or Professional Degree	20.0	43.2	34.4	2.4	0.0
Technical	33.3	28.6	23.8	14.3	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

Do you believe there will be an economic recession within the next year?

	Yes	No	Don't know	No answer/Refused
Democrat	54.2	22.3	23.5	0.0
Republican	18.6	64.9	16.5	0.0
Independent	38.1	37.4	24.5	0.0
Something Else	38.7	35.5	25.8	0.0
Don't know	33.3	33.3	33.3	0.0
No Answer/Refused	0.0	66.7	33.3	0.0
White	33.2	45.4	21.3	0.0
Black	50.0	23.9	26.1	0.0
Hispanic	49.1	34.6	16.4	0.0
Other	29.0	44.7	26.3	0.0
Female	37.7	36.0	26.3	0.0
Male	35.4	48.8	15.9	0.0
Millennial & Gen Z	38.5	38.0	23.6	0.0
Gen X	41.6	37.3	21.1	0.0
Boomer	36.8	43.7	19.5	0.0
Silent +	13.1	57.1	29.8	0.0
Less than \$40,000	41.0	33.9	25.1	0.0
\$40-99,999	31.0	42.6	26.4	0.0
\$100,000 or more	36.4	47.4	16.2	0.0
Urban	41.5	36.5	22.1	0.0
Suburban	31.2	48.6	20.3	0.0
Rural	34.4	42.7	22.9	0.0
HS diploma or less	33.8	39.4	26.8	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Yes	No	Don't know	No answer/Refused
Some College/College Degree	38.1	35.4	26.5	0.0
Graduate or Professional Degree	43.2	40.8	16.0	0.0
Technical	33.3	42.9	23.8	0.0

Presidential and Gubernatorial Approvals

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

	Approve	Disapprove	Don't know	No answer/Refused
Democrat	11.3	87.8	0.6	0.3
Republican	74.7	19.5	5.2	0.6
Independent	33.4	58.0	8.0	0.7
Something Else	25.8	61.3	9.7	3.2
Don't know	44.4	33.3	22.2	0.0
No Answer/Refused	50.0	33.3	16.7	0.0
White	45.8	47.6	5.9	0.7
Black	13.4	85.2	0.7	0.7
Hispanic	41.8	56.4	1.8	0.0
Other	21.1	71.1	7.9	0.0
Female	33.7	60.0	5.4	0.9
Male	47.6	47.9	4.3	0.2
Millennial & Gen Z	33.9	58.5	7.2	0.5
Gen X	36.6	56.4	6.4	0.7
Boomer	42.1	53.3	4.0	0.5
Silent +	52.4	45.2	1.2	1.2

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Approve	Disapprove	Don't know	No answer/ Refused
Less than \$40,000	36.9	59.0	3.5	0.6
\$40-99,999	46.5	46.9	6.2	0.4
\$100,000 or more	39.2	55.4	5.1	0.3
Urban	30.1	64.9	4.6	0.4
Suburban	52.1	42.1	5.1	0.6
Rural	42.7	51.1	5.3	0.9
HS diploma or less	48.6	46.5	4.9	0.0
Some College/College Degree	37.9	57.3	4.9	0.0
Graduate or Professional Degree	31.2	64.0	4.8	0.0
Technical	61.9	38.1	0.0	0.0

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

	Approve	Disapprove	Don't know	No answer/Refused
Democrat	70.2	16.0	13.8	0.0
Republican	34.2	44.5	21.3	0.0
Independent	45.0	34.4	19.9	0.7
Something Else	25.8	45.2	29.0	0.0
Don't know	22.2	33.3	44.4	0.0
No Answer/Refused	33.3	33.3	16.7	16.7

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Approve	Disapprove	Don't know	No answer/Refused
White	46.1	34.5	19.0	0.4
Black	62.0	21.8	16.2	0.0
Hispanic	43.6	29.1	27.3	0.0
Other	55.3	23.7	21.1	0.0
Female	49.0	26.9	23.8	0.4
Male	48.1	38.8	12.9	0.2
Millennial & Gen Z	47.2	25.1	27.7	0.0
Gen X	50.0	28.5	21.1	0.3
Boomer	48.8	36.3	14.7	0.3
Silent +	50.0	34.5	14.3	1.2
Less than \$40,000	47.2	29.2	23.3	0.3
\$40-99,999	49.2	33.0	17.8	0.0
\$100,000 or more	49.4	34.9	15.3	0.3
Urban	53.9	26.0	19.9	0.2
Suburban	42.1	39.2	18.7	0.0
Rural	46.7	34.8	17.6	0.9
HS diploma or less	44.4	33.1	22.5	0.0
Some College/College Degree	46.4	32.3	21.4	0.0
Graduate or Professional Degree	55.2	28.0	16.8	0.0
Technical	33.3	47.6	19.1	0.0

Gun Safety Laws

Do you own one or more firearms?

	Yes	No	No answer/Refused
Democrat	27.0	72.1	0.9
Republican	46.3	49.4	4.3
Independent	36.8	61.3	2.0
Something Else	45.2	51.6	3.2
Don't know	33.3	55.6	11.1
No Answer/Refused	16.7	50.0	33.3
White	37.7	59.7	2.7
Black	33.8	62.7	3.5
Hispanic	40.0	56.4	3.6
Other	29.0	71.1	0.0
Female	30.1	67.4	2.5
Male	45.4	51.7	3.0
Millennial & Gen Z	42.1	57.4	0.5
Gen X	37.6	58.1	4.4
Boomer	36.0	61.3	2.7
Silent +	32.1	64.3	3.6
Less than \$40,000	31.9	66.1	2.1
\$40-99,999	38.4	58.9	2.7
\$100,000 or more	42.3	54.8	2.8
Urban	31.4	67.3	1.3

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Yes	No	No answer/Refused
Suburban	40.5	55.6	3.9
Rural	42.7	53.3	4.0
HS diploma or less	35.9	61.3	2.8
Some College/College Degree	35.7	62.6	1.7
Graduate or Professional Degree	35.2	63.2	1.6
Technical	47.6	47.6	4.8

Would you be more likely or less likely to support a candidate who would implement a buy-back program for assault weapons, or would it make no difference?

	More likely	Less likely	Don't know	No answer/Refused
Democrat	59.6	6.3	33.5	0.6
Republican	23.8	42.1	32.9	1.2
Independent	35.4	27.5	37.1	0.0
Something Else	6.5	29.0	58.1	6.5
Don't know	44.4	0.0	55.6	0.0
No Answer/Refused	33.3	33.3	33.3	0.0
White	36.3	27.4	35.5	0.8
Black	45.8	12.0	40.9	1.4
Hispanic	43.6	34.6	21.8	0.0
Other	50.0	23.7	26.3	0.0
Female	41.8	20.4	36.9	0.9
Male	34.5	31.5	33.3	0.7

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	More likely	Less likely	Don't know	No answer/R refused
Millennial & Gen Z	31.8	23.6	43.6	1.0
Gen X	39.6	22.8	36.9	0.7
Boomer	41.3	28.0	29.9	0.8
Silent +	40.5	25.0	33.3	1.2
Less than \$40,000	38.9	20.4	40.4	0.3
\$40-99,999	35.7	32.2	31.8	0.4
More than \$100,000	40.9	25.6	32.4	1.1
Urban	44.1	19.9	35.6	0.4
Suburban	33.8	32.5	31.8	1.9
Rural	33.9	26.4	39.7	0.0
HS diploma or less	33.8	26.1	40.1	0.0
Some College/College Degree	37.4	27.4	35.2	0.0
Graduate or Professional Degree	53.6	16.8	29.6	0.0
Technical	33.3	42.9	23.8	0.0

Would you support a law allowing police to temporarily take guns away from people who have been determined by a judge to be dangers to themselves or others?

	Support	Oppose	Don't know	No answer/Refused
Democrat	86.5	5.3	8.2	0.0
Republican	67.4	18.0	14.6	0.0
Independent	74.8	14.2	10.6	0.3
Something Else	80.7	12.9	3.2	3.2

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Support	Oppose	Don't know	No answer/Refused
Don't know	77.8	0.0	22.2	0.0
No Answer/Refused	83.3	16.7	0.0	0.0
White	76.7	12.6	10.5	0.3
Black	78.9	9.9	11.3	0.0
Hispanic	72.7	12.7	15.6	0.0
Other	73.7	13.2	13.2	0.0
Female	80.5	7.9	11.5	0.0
Male	71.2	18.1	10.2	0.5
Millennial & Gen Z	72.8	15.4	11.3	0.5
Gen X	72.5	14.1	13.1	0.3
Boomer	80.3	11.2	8.5	0.0
Silent +	88.1	3.6	8.3	0.0
Less than \$40,000	76.4	10.0	13.6	0.0
\$40-99,999	71.3	15.9	12.8	0.0
More than \$100,000	80.7	11.4	7.7	0.3
Urban	77.3	10.0	12.5	0.2
Suburban	76.9	13.2	9.7	0.3
Rural	74.0	16.3	9.7	0.0
HS diploma or less	76.1	14.1	9.9	0.0
Some College/College Degree	73.3	12.1	14.6	0.0
Graduate or Professional Degree	77.6	12.0	10.4	0.0
Technical	57.1	14.3	28.6	0.0

Equality and the ERA

Do you believe that men and women are equal in the country today?

	Yes	No	Not sure	No answer/ Refused
Democrat	27.0	69.9	2.5	0.6
Republican	60.1	36.0	4.0	0.0
Independent	36.4	57.0	6.3	0.0
Something Else	32.3	48.4	12.9	6.5
Don't know	44.4	22.2	33.3	0.0
No Answer/Refus ed	16.7	66.7	16.7	0.0
White	43.8	51.3	4.6	0.1
Black	28.2	66.9	3.5	1.4
Hispanic	45.5	47.3	7.3	0.0
Other	31.6	55.3	10.5	2.6
Female	31.5	63.6	4.5	0.4
Male	52.8	41.3	5.2	0.5
Millennial & Gen Z	49.2	43.6	6.7	0.0
Gen X	35.6	59.7	4.4	0.3
Boomer	41.1	55.2	3.5	0.3
Silent +	41.7	50.0	6.0	2.4
Less than \$40,000	36.6	57.2	5.9	0.3
\$40-99,999	42.3	50.4	6.6	0.4
More than \$100,000	45.5	51.7	2.6	0.3
Urban	37.8	56.6	5.2	0.4
Suburban	45.3	49.8	4.2	0.6
Rural	41.4	53.3	4.9	0.0
HS diploma or less	49.3	42.3	8.5	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Yes	No	Not sure	No answer/ Refused
Some College/Colleg e Degree	38.8	55.8	5.3	0.0
Graduate or Professional Degree	40.0	55.2	4.8	0.0
Technical	47.6	52.4	0.0	0.0

True or false: Men and Women are guaranteed equal rights in the United States constitution?

	True	False	Don't know	No Answer/Refused
Democrat	57.1	34.5	8.2	0.3
Republican	78.1	14.0	7.9	0.0
Independent	63.6	23.8	12.3	0.3
Something Else	67.7	29.0	0.0	3.2
Don't know	44.4	33.3	22.2	0.0
No Answer/Refus ed	50.0	50.0	0.0	0.0
White	68.8	21.9	9.1	0.3
Black	53.5	36.6	9.2	0.7
Hispanic	54.6	30.9	14.6	0.0
Other	76.3	21.1	2.6	0.0
Female	60.5	29.7	9.4	0.4
Male	73.2	17.7	8.8	0.2
Millennial & Gen Z	66.2	24.6	9.2	0.0
Gen X	60.4	27.5	11.7	0.3
Boomer	70.4	22.1	7.5	0.0
Silent +	67.9	26.2	3.6	2.4
Less than \$40,000	61.4	23.6	15.0	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	True	False	Don't know	No Answer/Refused
\$40-99,999	64.3	28.3	7.0	0.4
More than \$100,000	72.4	21.3	5.7	0.6
Urban	64.4	25.3	10.0	0.2
Suburban	69.8	22.8	6.8	0.6
Rural	64.8	24.7	10.6	0.0
HS diploma or less	64.1	25.4	10.6	0.0
Some College/College Degree	63.6	23.3	13.1	0.0
Graduate or Professional Degree	74.4	22.4	3.2	0.0
Technical	76.2	14.3	9.5	0.0

The Equal Rights Amendment is a proposed amendment to the U.S. constitution that would guarantee equal rights to all Americans regardless of sex. The North Carolina General Assembly is considering a bill that would ratify this amendment. Do you support or oppose the General Assembly passing such a bill?

	Support	Oppose	Don't know	Know answer/Refused
Democrat	75.6	14.1	10.0	0.3
Republican	59.2	21.0	19.2	0.6
Independent	68.9	15.6	14.9	0.7
Something Else	67.7	19.4	9.7	3.2
Don't know	33.3	0.0	55.6	11.1
No Answer/Refused	50.0	16.7	33.3	0.0
White	66.4	16.4	16.5	0.8
Black	69.0	20.4	9.9	0.7
Hispanic	65.5	20.0	14.6	0.0
Other	76.3	13.2	10.5	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Support	Oppose	Don't know	Know answer/Refused
Female	65.6	16.4	17.7	0.4
Male	69.6	17.5	11.8	1.1
Millennial & Gen Z	66.7	15.4	16.9	1.0
Gen X	67.1	16.8	15.4	0.7
Boomer	67.5	18.9	13.6	0.0
Silent +	67.9	16.7	11.9	3.6
Less than \$40,000	68.4	13.9	17.4	0.3
\$40-99,999	67.8	17.1	14.3	0.8
More than \$100,000	66.2	19.3	13.6	0.9
Urban	72.1	14.9	12.9	0.2
Suburban	60.5	19.3	19.0	1.3
Rural	67.4	17.6	14.1	0.9
HS diploma or less	69.7	16.2	14.1	0.0
Some College/College Degree	70.4	11.7	18.0	0.0
Graduate or Professional Degree	70.4	13.6	16.0	0.0
Technical	61.9	23.8	14.3	0.0

Potential 2020 Presidential Matchups

If the election for president was held today, would you vote for Republican Donald Trump, Democrat Joe Biden, or someone else?

	Trump	Biden	Someone else	Don't know	No answer/Refused
Democrat	6.6	70.9	18.5	4.1	0.0
Republican	76.8	6.4	9.2	7.6	0.0
Independent	31.1	30.1	30.5	7.6	0.7
Something Else	25.8	19.4	41.9	12.9	0.0
Don't know	44.4	0.0	22.2	33.3	0.0
No Answer/Refused	50.0	16.7	33.3	0.0	0.0
White	45.6	27.2	19.8	7.1	0.3
Black	7.8	67.6	18.3	6.3	0.0
Hispanic	38.2	34.6	25.5	1.8	0.0
Other	15.8	52.6	18.4	13.2	0.0
Female	32.8	37.7	21.4	7.8	0.4
Male	45.4	30.8	18.1	5.7	0.0
Millennial & Gen Z	28.2	39.0	27.2	5.1	0.5
Gen X	37.3	36.9	16.4	9.4	0.0
Boomer	40.8	33.1	20.5	5.3	0.3
Silent +	52.4	22.6	15.5	9.5	0.0
Less than \$40,000	35.1	38.6	18.6	7.4	0.3
\$40-99,999	45.7	29.1	19.0	6.2	0.0
More than \$100,000	37.5	34.7	21.0	6.5	0.3
Urban	28.2	42.4	20.5	8.5	0.4
Suburban	50.5	25.4	18.3	5.8	0.0
Rural	42.3	31.7	21.2	4.9	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Trump	Biden	Someone else	Don't know	No answer/Refused
HS diploma or less	47.9	29.6	16.9	5.6	0.0
Some College/College Degree	35.4	36.9	19.9	7.8	0.0
Graduate or Professional Degree	28.8	44.0	18.4	8.8	0.0
Technical	57.1	33.3	4.8	4.8	0.0

If the election for president was held today, would you vote for Republican Donald Trump, Democrat Elizabeth Warren, or someone else?

	Trump	Warren	Someone else	Don't know	No answer/Refused
Democrat	7.8	66.5	19.4	6.3	0.0
Republican	77.4	5.5	11.0	6.1	0.0
Independent	31.5	30.1	28.5	8.9	0.3
Something Else	25.8	22.6	38.7	12.9	0.0
Don't know	44.4	0.0	11.1	33.3	0.0
No Answer/Refused	50.0	16.7	33.3	0.0	0.0
White	46.5	27.8	18.0	7.4	0.1
Black	8.5	54.9	28.9	7.80	0.0
Hispanic	38.2	34.6	21.8	5.5	0.0
Other	13.2	50.0	23.7	10.5	0.0
Female	33.5	35.5	21.4	9.2	0.2
Male	46.0	29.9	18.4	5.2	0.0
Millennial & Gen Z	27.7	36.4	28.2	7.2	0.0
Gen X	38.3	34.9	17.1	9.4	0.0
Boomer	42.1	32.3	19.2	5.9	0.3

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Trump	Warren	Someone else	Don't know	No answer/Refused
Silent +	52.4	25.0	14.3	8.3	0.0
Less than \$40,000	36.6	32.5	22.1	8.6	0.0
\$40-99,999	44.2	32.2	15.5	8.1	0.0
More than \$100,000	38.6	33.8	20.7	6.3	0.3
Urban	28.2	42.1	19.7	9.4	0.2
Suburban	50.8	24.1	19.0	6.1	0.0
Rural	44.9	26.9	22.5	5.3	0.0
HS diploma or less	47.9	24.7	19.7	7.8	0.0
Some College/College Degree	36.7	35.9	18.2	9.2	0.0
Graduate or Professional Degree	29.6	40.0	24.0	6.4	0.0
Technical	52.4	43.9	0.0	4.8	0.0

If the election for president was held today, would you vote for Republican Donald Trump, Democrat Bernie Sanders, or someone else?

	Trump	Sanders	Someone else	Don't know	No answer/Refused
Democrat	6.0	61.8	26.7	5.6	0.0
Republican	77.7	6.1	11.9	4.3	0.0
Independent	32.5	30.8	30.1	6.3	0.3
Something Else	25.8	35.5	29.0	9.7	0.0
Don't know	33.3	11.1	11.1	44.4	0.0
No Answer/Refused	50.0	33.3	16.7	0.0	0.0
White	46.7	25.7	22.1	5.4	0.1
Black	7.0	57.0	28.9	7.0	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Trump	Sanders	Someone else	Don't know	No answer/Refused
Hispanic	32.7	45.5	18.2	3.6	0.0
Other	15.8	55.3	18.4	10.5	0.0
Female	33.9	34.6	25.1	6.3	0.2
Male	44.9	29.9	20.0	5.2	0.0
Millennial & Gen Z	25.6	48.2	19.5	6.7	0.0
Gen X	38.3	36.2	18.5	7.1	0.0
Boomer	42.7	26.4	26.7	4.0	0.3
Silent +	51.2	13.1	31.0	4.8	0.0
Less than \$40,000	35.4	36.6	20.4	7.7	0.0
\$40-99,999	43.4	31.4	19.8	5.4	0.0
More than \$100,000	39.5	29.6	26.4	4.3	0.3
Urban	28.8	39.7	23.8	7.4	0.2
Suburban	49.5	25.7	20.3	4.5	0.0
Rural	44.1	27.3	24.2	4.4	0.0
HS diploma or less	45.8	32.4	17.6	4.2	0.0
Some College/College Degree	37.1	35.0	19.4	8.5	0.0
Graduate or Professional Degree	28.8	40.8	27.2	3.2	0.0
Technical	52.4	28.6	9.5	9.5	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

If the election for president was held today, would you vote for Republican Donald Trump, Democrat Kamala Harris, or someone else?

	Trump	Harris	Someone else	Don't know	No answer/Refused
Democrat	8.2	58.9	26.3	6.3	0.3
Republican	76.8	5.5	11.9	5.8	0.0
Independent	31.8	22.5	36.1	9.6	0.0
Something Else	25.8	19.4	38.7	16.1	0.0
Don't know	44.4	0.0	11.1	44.4	0.0
No Answer/Refused	50.0	33.3	16.7	0.0	0.0
White	46.5	23.7	22.0	7.8	0.0
Black	8.5	45.1	39.4	6.3	0.7
Hispanic	38.2	30.9	21.8	9.1	0.0
Other	15.8	47.4	23.7	13.2	0.0
Female	33.9	29.6	27.4	9.0	0.2
Male	25.6	27.0	21.3	6.1	0.0
Millennial & Gen Z	27.7	30.3	30.8	11.3	0.0
Gen X	28.9	30.1	22.5	8.4	0.0
Boomer	41.9	28.0	24.3	5.9	0.0
Silent +	52.4	19.1	21.4	6.0	1.2
Less than \$40,000	36.9	29.5	26.0	7.7	0.0
\$40-99,999	43.4	27.9	19.8	8.5	0.4
More than \$100,000	39.2	27.6	26.1	7.1	0.0
Urban	29.3	35.4	25.8	9.6	0.0
Suburban	49.8	19.9	22.8	7.1	0.3
Rural	44.1	26.0	25.1	4.9	0.0
HS diploma or less	49.3	21.1	21.1	8.5	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Trump	Harris	Someone else	Don't know	No answer/Refused
Some College/College Degree	36.2	30.6	23.3	10.0	0.0
Graduate or Professional Degree	29.6	37.6	24.8	8.0	0.0
Technical	57.1	33.3	4.8	4.8	0.0

If the election for president was held today, would you vote for Republican Donald Trump, Democrat Pete Buttigieg, or someone else?

	Trump	Buttigieg	Someone else	Don't know	No answer/Refused
Democrat	6.3	53.3	31.7	8.8	0.0
Republican	78.4	4.6	10.4	6.7	0.0
Independent	32.5	25.2	32.5	9.9	0.0
Something Else	22.6	19.4	41.9	16.1	0.0
Don't know	44.4	0.0	11.1	44.4	0.0
No Answer/Refused	33.3	16.7	33.3	0.0	16.7
White	46.3	24.0	21.6	8.0	0.1
Black	7.8	40.1	42.3	9.9	0.0
Hispanic	24.6	27.3	29.1	9.1	0.0
Other	23.7	31.6	23.7	21.1	0.0
Female	33.9	26.9	28.3	10.8	0.2
Male	45.4	27.2	20.9	6.6	0.0
Millennial & Gen Z	27.2	29.2	30.8	12.8	0.0
Gen X	37.6	26.9	23.8	11.7	0.0
Boomer	42.7	29.3	22.7	5.3	0.0
Silent +	52.4	13.1	27.4	6.0	1.2
Less than \$40,000	36.3	24.5	30.7	8.6	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Trump	Buttigieg	Someone else	Don't know	No answer/Refused
\$40-99,999	45.4	27.2	17.8	9.7	0.0
More than \$100,000	27.8	29.0	23.9	9.1	0.3
Urban	28.6	33.4	27.3	10.5	0.2
Suburban	50.2	20.6	21.6	7.7	0.0
Rural	44.5	22.9	25.1	7.5	0.0
HS diploma or less	47.2	19.7	23.2	9.9	0.0
Some College/College Degree	36.7	28.4	23.3	11.7	0.0
Graduate or Professional Degree	30.4	42.4	16.8	10.4	0.0
Technical	52.4	33.3	14.3	0.0	0.0

If the election for president was held today, would you vote for Republican Donald Trump, or a name randomly chosen out of the phone book?

	Trump	Random Name	Someone else	Don't know	No answer/Refused
Democrat	11.6	70.9	16.3	1.3	0.0
Republican	82.0	8.8	8.6	0.6	0.0
Independent	34.4	40.7	24.2	0.7	0.0
Something Else	29.0	61.3	6.5	3.2	0.0
Don't know	44.4	0.0	44.4	11.1	0.0
No Answer/Refused	33.3	16.7	33.3	16.7	0.0
White	48.8	34.7	15.6	0.9	0.0
Black	14.8	65.5	17.6	2.1	0.0
Hispanic	47.3	43.6	9.1	0.0	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Trump	Random Name	Someone else	Don't know	No answer/Refused
Other	26.3	36.8	34.2	2.6	0.0
					0.0
Female	37.3	44.3	17.3	1.1	0.0
Male	49.4	34.7	14.7	1.1	0.0
Millennial & Gen Z	34.9	45.7	19.0	0.5	0.0
Gen X	40.6	42.3	16.8	0.3	0.0
Boomer	45.6	38.7	15.2	0.5	0.0
Silent +	54.8	25.0	11.9	8.3	0.0
Less than \$40,000	37.8	44.0	18.0	0.3	0.0
\$40-99,999	50.4	32.6	16.7	0.4	0.0
More than \$100,000	43.9	40.1	14.8	2.3	0.0
Urban	34.3	46.7	18.1	0.9	0.0
Suburban	52.1	33.1	13.2	1.6	0.0
Rural	46.7	36.1	16.3	0.9	0.0
HS diploma or less	50.0	32.4	17.6	0.0	0.0
Some College/College Degree	39.1	41.8	19.2	0.0	0.0
Graduate or Professional Degree	36.8	44.8	18.4	0.0	0.0
Technical	57.1	33.3	9.5	0.0	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

Potential US Senate, US House (generic), and Gubernatorial Matchups
If the election for US Senate from North Carolina was held today, would you vote for Republican Thom Tillis, Democrat Cal Cunningham, or someone else?

	Tillis	Cunningham	Someone else	Don't know	No answer/Refused
Democrat	10.3	62.7	14.4	12.5	0.0
Republican	64.3	7.9	10.1	17.4	0.3
Independent	26.8	29.8	22.5	20.9	0.0
Something Else	12.9	22.6	48.4	16.1	0.0
Don't know	11.1	0.0	11.1	77.8	0.0
No Answer/Refused	33.3	16.7	33.3	0.0	16.7
White	37.9	28.7	15.8	17.3	0.3
Black	14.1	49.3	21.1	15.5	0.0
Hispanic	30.9	32.7	16.4	20.0	0.0
Other	18.4	44.7	18.4	18.4	0.0
Female	28.3	33.9	18.2	19.5	0.2
Male	39.7	31.1	14.5	14.5	0.2
Millennial & Gen Z	25.6	34.4	16.9	23.1	0.0
Gen X	21.9	32.6	15.1	20.5	0.0
Boomer	36.3	34.1	17.3	12.0	0.3
Silent +	46.4	22.6	16.7	13.1	1.2
Less than \$40,000	27.4	32.5	17.7	22.4	0.0
\$40-99,999	37.2	31.8	15.9	15.1	0.0
More than \$100,000	37.5	33.2	15.1	13.9	0.3
Urban	28.8	38.9	14.4	17.7	0.2
Suburban	39.9	28.6	15.8	15.8	0.0
Rural	33.5	25.6	22.0	18.5	0.4

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Tillis	Cunningham	Someone else	Don't know	No answer/Refused
HS diploma or less	33.8	25.4	16.2	24.7	0.0
Some College/College Degree	32.3	35.0	13.1	19.7	0.0
Graduate or Professional Degree	29.6	44.0	12.0	14.4	0.0
Technical	42.9	33.3	9.5	14.3	0.0

If the election for US Senate from North Carolina was held today, would you vote for Republican Thom Tillis, Democrat Erica Smith, or someone else?

	Tillis	Smith	Someone else	Don't know	No answer/Refused
Democrat	7.5	65.5	14.7	12.2	0.0
Republican	66.8	6.7	9.8	16.8	0.0
Independent	26.5	30.1	21.2	22.2	0.0
Something Else	12.9	32.3	38.7	16.1	0.0
Don't know	11.1	0.0	11.1	77.8	0.0
No Answer/Refused	33.3	16.7	33.3	0.0	16.7
White	38.6	27.9	15.6	17.8	0.1
Black	9.9	55.6	19.0	15.5	0.0
Hispanic	25.5	40.0	18.2	16.4	0.0
Other	21.1	47.4	13.2	18.4	0.0
Female	28.5	34.2	17.8	19.3	0.2
Male	39.0	32.7	13.4	15.0	0.0
Millennial & Gen Z	24.6	38.5	16.9	20.0	0.0
Gen X	30.2	34.6	13.8	21.5	0.0
Boomer	36.5	32.5	17.6	13.3	0.0
Silent +	50.0	22.6	13.1	13.1	1.2

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Tillis	Smith	Someone else	Don't know	No answer/Refused
Less than \$40,000	26.6	35.1	18.9	19.5	0.0
\$40-99,999	37.6	31.4	14.0	17.1	0.0
More than \$100,000	36.7	32.7	14.2	16.2	0.3
Urban	28.4	40.8	14.0	16.6	0.2
Suburban	39.2	27.3	15.8	17.7	0.0
Rural	34.4	27.3	19.8	15.8	0.0
HS diploma or less	33.8	25.4	19.0	21.8	0.0
Some College/College Degree	31.3	36.7	11.9	20.2	0.0
Graduate or Professional Degree	30.4	40.0	15.2	14.4	0.0
Technical	42.9	33.3	9.5	14.3	0.0

If the election was held today for your US House of Representatives seat, would you vote for the Republican candidate, the Democratic candidate, or someone else?

	Republican candidate	Democratic candidate	Someone else	Don't know	No answer/Refused
Democrat	26.3	68.7	1.6	3.5	0.0
Republican	66.8	24.4	1.2	7.6	0.0
Independent	27.5	33.8	13.3	25.2	0.3
Something Else	22.6	29.0	32.3	16.1	0.0
Don't know	0.0	0.0	22.2	77.8	0.0
No Answer/Refused	16.7	66.7	0.0	0.0	16.7
White	40.9	38.5	6.0	14.5	0.1
Black	38.0	51.4	5.6	4.2	0.7
Hispanic	40.0	49.1	7.3	3.6	0.0
Other	18.4	50.0	10.5	21.1	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Republican candidate	Democratic candidate	Someone else	Don't know	No answer/Refused
Female	35.7	45.6	6.0	12.4	0.4
Male	44.4	36.7	6.4	12.5	0.0
Millennial & Gen Z	33.3	46.7	9.2	10.8	0.0
Gen X	39.3	43.0	3.4	14.1	0.3
Boomer	42.9	38.4	6.7	12.0	0.0
Silent +	36.9	40.5	9.5	11.9	1.2
Less than \$40,000	37.8	44.8	5.6	11.8	0.0
\$40-99,999	45.4	36.8	6.2	12.6	0.2
More than \$100,000	35.5	42.6	7.4	13.9	0.6
Urban	38.9	43.5	5.5	12.0	0.2
Suburban	40.8	40.2	5.1	13.8	0.0
Rural	39.2	40.1	8.8	11.5	0.4
HS diploma or less	45.1	37.3	5.7	12.0	0.0
Some College/College Degree	36.7	43.5	3.6	16.3	0.0
Graduate or Professional Degree	36.8	49.6	3.2	10.4	0.0
Technical	52.4	42.9	0.0	4.8	0.0

If the election for governor was held today, would you vote for Democrat Roy Cooper, Republican Dan Forest, or someone else?

	Cooper	Forest	Someone else	Don't know	No answer/Refused
Democrat	79.6	9.4	5.3	5.6	0.0
Republican	14.9	64.0	9.5	11.6	0.0
Independent	43.4	26.5	11.9	18.2	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Cooper	Forest	Someone else	Don't know	No answer/Refused
Something Else	48.4	16.1	25.8	9.7	0.0
Don't know	22.2	0.0	11.1	66.7	0.0
No Answer/Refused	16.7	50.0	16.7	0.0	16.7
White	40.1	37.5	8.7	13.5	0.1
Black	71.1	11.3	9.9	7.8	0.0
Hispanic	45.5	32.7	14.6	7.3	0.0
Other	52.6	21.1	15.8	10.5	0.0
Female	48.3	26.9	11.2	13.5	0.2
Male	42.0	40.6	7.3	10.2	0.0
Millennial & Gen Z	46.7	27.2	11.3	14.9	0.0
Gen X	49.3	29.2	8.1	13.4	0.0
Boomer	42.9	37.6	9.6	9.9	0.0
Silent +	41.7	35.7	10.7	10.7	1.2
Less than \$40,000	46.3	28.6	10.6	14.5	0.0
\$40-99,999	44.2	33.7	8.9	13.2	0.0
More than \$100,000	44.6	36.1	9.1	9.9	0.3
Urban	53.7	24.7	8.5	12.9	0.2
Suburban	36.7	43.1	9.7	10.6	0.0
Rural	41.0	35.7	11.0	12.3	0.0
HS diploma or less	39.4	35.2	12.7	12.7	0.0
Some College/College Degree	45.2	31.3	7.0	16.5	0.0
Graduate or Professional Degree	55.2	28.0	8.0	8.8	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Cooper	Forest	Someone else	Don't know	No answer/Refused
Technical	38.1	42.9	9.5	9.5	0.0

Impeachment

How familiar are you with the allegations of wrongdoing against President Trump?

	Very familiar	Somewhat familiar	Not familiar at all	Don't know	Refused/No answer
Democrat	53.6	38.6	5.6	1.9	0.3
Republican	45.7	43.0	8.5	2.4	0.3
Independent	44.7	47.7	7.3	0.3	0.0
Something Else	38.7	45.2	9.7	6.5	0.0
Don't know	11.1	44.4	11.1	33.3	0.0
No Answer/Refused	0.0	50.0	0.0	16.7	33.3
White	46.9	44.4	6.4	2.0	0.3
Black	47.9	38.7	9.9	2.1	1.4
Hispanic	50.9	32.7	10.9	5.5	0.0
Other	44.7	50.0	5.3	0.0	0.0
Female	44.7	44.9	8.1	1.8	0.5
Male	50.3	40.8	6.1	2.5	0.2
Millennial & Gen Z	41.5	46.7	8.2	3.6	0.0
Gen X	41.3	47.3	9.4	2.0	0.0
Boomer	56.0	38.1	4.3	1.1	0.5
Silent +	44.1	39.3	11.9	2.4	2.4
Less than \$40,000	44.5	44.5	8.6	2.4	0.0
\$40-99,999	46.1	44.6	6.2	2.7	0.4

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Very familiar	Somewhat familiar	Not familiar at all	Don't know	Refused/No answer
\$100,000 or more	50.9	41.2	6.0	1.7	0.3
Urban	49.4	43.7	3.9	2.6	0.4
Suburban	45.3	41.8	10.6	1.9	0.3
Rural	45.4	43.6	9.3	1.3	0.4
HS diploma or less	35.2	50.0	12.0	2.8	0.0
Some College/College Degree	49.0	43.7	5.1	2.2	0.0
Graduate or Professional Degree	56.0	38.4	4.8	0.8	0.0
Technical	61.9	28.6	4.8	4.8	0.0

Do you think President Trump's actions justify an impeachment inquiry?

	Yes	No	Don't know	Refused/No answer
Democrat	81.5	10.4	3.6	0.0
Republican	13.8	78.2	5.7	0.0
Independent	51.1	36.4	9.8	0.4
Something Else	55.2	31.0	3.5	0.0
Don't know	0.0	66.7	16.7	0.0
No Answer/Refused	16.7	16.7	0.0	16.7
White	42.8	47.8	6.0	0.3
Black	76.1	11.2	4.5	0.0
Hispanic	55.3	40.4	2.1	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Yes	No	Don't know	Refused/No answer
Other	51.4	24.3	21.6	0.0
Female	53.6	36.8	5.2	0.2
Male	42.9	46.3	7.5	0.2
Millennial & Gen Z	54.9	34.7	9.3	0.6
Gen X	50.9	38.5	7.3	0.0
Boomer	48.2	44.7	3.6	0.3
Silent +	32.5	48.2	3.6	0.0
Less than \$40,000	53.8	36.8	7.5	0.3
\$40-99,999	43.8	47.5	6.3	0.0
\$100,000 or more	47.1	13.7	5.0	0.0
Urban	58.3	32.1	7.1	0.2
Suburban	37.5	52.8	3.5	0.4
Rural	44.8	43.3	8.1	0.0
HS diploma or less	45.5	44.6	9.9	0.0
Some College/College Degree	51.1	51.9	7.1	0.0
Graduate or Professional Degree	58.5	35.6	5.9	0.0
Technical	47.4	52.6	0.0	0.0

Feminism

Would you say that your mother was a feminist?

	Yes	No	Don't know	Refused/No answer
Democrat	32.1	56.3	44.6	0.0
Republican	12.8	77.1	9.5	0.6
Independent	22.9	62.3	14.9	0.0
Something Else	29.0	51.6	12.9	6.5
Don't know	22.2	44.4	33.3	0.0
No Answer/Refused	0.0	33.3	0.0	66.7
White	20.1	69.3	9.7	0.9
Black	31.0	51.4	16.9	0.7
Hispanic	29.1	47.3	23.6	0.0
Other	29.0	44.7	26.3	0.0
Female	24.7	62.9	11.7	0.7
Male	19.8	66.7	12.5	0.9
Millennial & Gen Z	26.2	59.5	14.4	0.0
Gen X	20.5	65.4	13.1	1.0
Boomer	22.7	66.9	9.6	0.8
Silent +	25.0	58.3	14.3	2.4
Less than \$40,000	20.4	60.8	18.9	0.0
\$40-99,999	23.6	66.7	8.9	0.8
\$100,000 or more	23.0	67.3	8.0	1.7
Urban	25.3	62.5	11.6	0.7
Suburban	19.3	68.5	10.6	1.6
Rural	21.3	63.6	15.1	0.0

MEREDITH POLL: FALL 2019 POLITICAL MATCHUPS AND POLICY

	Yes	No	Don't know	Refused/No answer
HS diploma or less	14.8	67.6	17.6	0.0
Some College/College Degree	18.9	67.0	14.1	0.0
Graduate or Professional Degree	28.8	66.4	4.8	0.0
Technical	23.8	61.9	14.3	0.0

Poll Methodology

Mode:	Live Interviewer Telephone Interview from randomized sample (Dual Frame: Cell Phone and Landlines) Email Surveys (SSI Panels)
Population & Sample Area lists)	North Carolina registered voters (Board of Elections lists)
Dates in the field:	September 29-October 7, 2019
Registered Voter Sample Size	996
Registered Voter Margin of Error	±3%
Confidence Level	95%

Procedures Used for Conducting the Poll

The Meredith College Poll uses a sample of North Carolina registered voters with telephones and wireless (cell) telephone numbers. We also included randomly selected North Carolina voters to contact by email. Please direct questions about the Meredith College Poll’s methodology to David McLennan (919-760-2287 or dbmclennan@meredith.edu).

The Meredith College Poll uses CATI system software (Computer Assisted Telephone Interviewing) for the administration of telephone surveys. We attempt to reach each working telephone number in the sample up to five times. We only interview residents of North Carolina who are over 18. The Meredith College Poll conducted the survey in English with students who are fluent in Spanish. Live interviewers called from 5 p.m. to 9 p.m. Sunday-Tuesday.

We use Qualtrics for the administration of email surveys.

Additional Methodological Decisions

“Don’t Know” and “Refused” Options

All questions include an option for respondents to volunteer “don’t know” or to refuse. In most questions, callers do not prompt these possible responses.

Completion Criteria

An interview is a “complete only” if a respondent progresses through the entire survey. Respondents who hang up before completing the last question or refuse to answer more than 10 percent of the questions are incomplete. Email surveys are only counted with less than 10 percent of the questions are incomplete.

Sampling

Dynata, LLC (formerly Survey Sampling, Inc.), provide samples of telephone numbers. To equalize the probability of telephone selection, sample telephone numbers are systematically stratified according to subpopulation strata (e.g., a zip code, a county, etc.), which yields a sample from telephone exchanges in proportion to each exchange's share of telephone households in the population of interest. Estimates of telephone households in the population of interest are generally obtained from several databases. Samples of household telephone numbers are distributed across all eligible blocks of numbers in proportion to the density of listed households assigned in the population of interest according to a specified subpopulation stratum. Upon determining the projected (or preferred) sample size, a sampling interval is calculated by summing the number of listed residential numbers in each eligible block within the population of interest and dividing that sum by the number of sampling points assigned to the population. From a random start between zero and the sampling interval, blocks are selected systematically in proportion to the density of listed household "working blocks." We use SSI because they produce valid samples for many polling organizations, including the Meredith College Poll.

For the email survey, we used a panel sample of internet users from North Carolina that are part of Dynata's over 11.5 million worldwide panelists that are screened and verified by the company. They administer the survey by sending requests to their North Carolina panelists, who opt-in or volunteer for the survey. We ask an additional screening question about whether panelists are registered voters in North Carolina. If they answer "no," their responses are not used. Although using a sample such as this makes it difficult to compute or report a margin of sampling error, we examine the demographic characteristics of those completing the internet surveys to compare our sample to the North Carolina population. (Also see the American Association for Public Opinion Research's (AAPOR) [Non-Probability Sampling Task Force Report](#) and the AAPOR report on [Opt-In Surveys and Margin of Error](#).)

Because we used dual mode (telephone and internet) surveying, we compared the results from both sets of respondents. The average age of the internet respondents was 41, while the average age of the telephone respondents was 53. Otherwise, the differences in gender, party affiliation, and other factors was negligible.

As with many surveys, we often weight our sample to closely approximate what we believe the NC electorate will be in Election Day. For this survey, we did not weight any variables.

Sampling errors and statistical tests of significance take into account the effect of weighting at each of these stages. The margin of sampling error at the 95% confidence level is plus or minus 3.0 percentage points for results based on the full sample (n=996). If the internet respondents are excluded, the margin of sampling error is 5 percentage points. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

For more information on the Meredith College Poll and this survey, visit

<http://www.meredith.edu/>

or

Contact:

David B. McLennan, Ph.D.

919-760-2287 (Office)

|919-345-7334 (Cell)

dbmclennan@meredith.edu

@davidbmclennan

@TheMeredithPoll