M E E T N G

S R E E T

A POST-ELECTION SURVEY OF NORTH CAROLINA VOTERS



KEY FINDINGS FROM A NOVEMBER 8–10, 2022, POST-ELECTION SURVEY OF 600 ACTUAL 2022 ELECTION VOTERS

METHODOLOGY

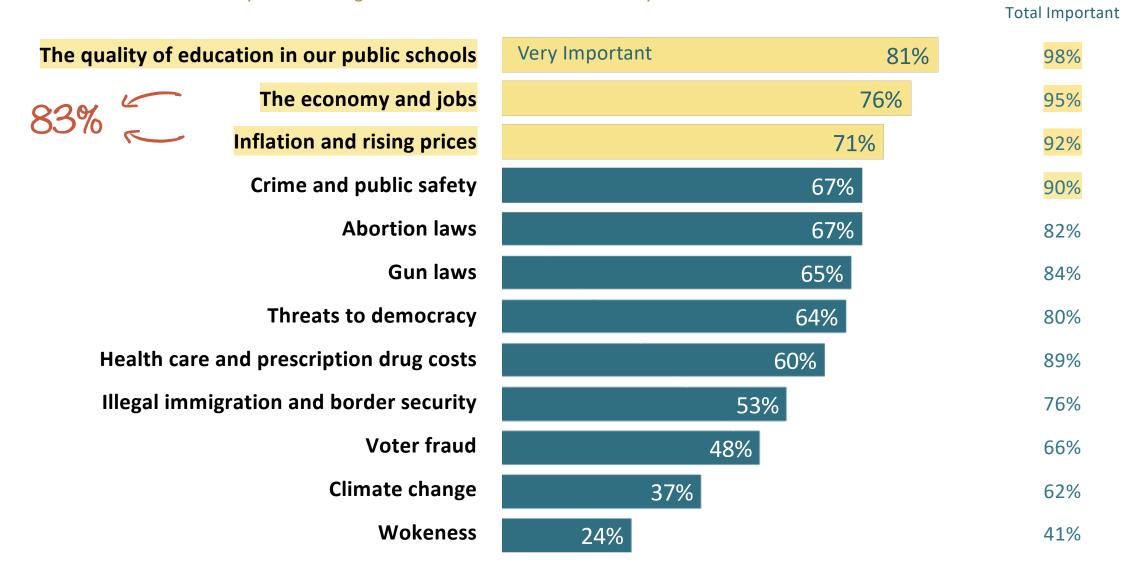
Meeting Street Insights is pleased to present the key findings from a post-election survey of actual voters in North Carolina.

Interviews were completed November 8–10, 2022, among N=600 actual voters.

This is the 13th statewide survey Meeting Street has conducted for CPR since 2014.

Education, the economy, and inflation were the three top issues.

"Next, we're going to look at a series of different issues, and, for each one, please tell me how important that issue was to you in deciding which candidates to vote for in this year's election."



While education remained steady and economic concerns slipped a bit from May, abortion and guns were more important in November.

Very Important Issue Trend

	May 2022	Nov 2022	Change
The quality of education in our public schools	82%	81%	-1
The economy and jobs	80%	76%	-4
Inflation and rising prices	80%	71%	-9
Crime and public safety	73%	67%	-6
Abortion laws	60%	67%	+7
Gun laws	61%	<mark>65%</mark>	+4
Threats to democracy	Not Asked	64%	
Health care and prescription drug costs	71%	60%	-11
Illegal immigration and border security	54%	53%	-1
Voter fraud	Not Asked	48%	
Climate change	40%	37%	-3
Wokeness	Not Asked	24%	

Republicans and Democrats voted on completely different issues.

Very Important by Party (Top Four Highlighted)

	Republicans	Unaffiliateds	Democrats
The quality of education in our public schools	82%	77%	84%
The economy and jobs	94%	74%	59%
Inflation and rising prices	94%	73%	47%
Crime and public safety	83%	63%	56%
Abortion laws	54%	56%	89%
Gun laws	66%	50%	76%
Threats to democracy	58%	57 %	76%
Health care and prescription drug costs	50%	51%	78%
Illegal immigration and border security	84%	59%	19%
Voter fraud	67%	48%	31%
Climate change	11%	33%	66%
Wokeness	31%	21%	20%

Education was the top issue this cycle among White women and African American voters.

Very Important by Gender/Race (Top Four Highlighted)

	White Men	White Women	African Americans
The quality of education in our public schools	72 %	85%	93%
The economy and jobs	75 %	75%	81%
Inflation and rising prices	73%	74%	65%
Crime and public safety	60%	68%	81%
Abortion laws	53%	74%	78%
Gun laws	54%	67%	80%
Threats to democracy	52 %	68%	78%
Health care and prescription drug costs	45%	59%	88%
Illegal immigration and border security	62%	58%	29%
Voter fraud	43%	51%	53%
Climate change	23%	36%	62%
Wokeness	15%	31%	23%

Younger voters were clearly focused on abortion laws.

Very Important by Age (Top Four Highlighted)

	Ages 18-34	Ages 35–44	Ages 45-54	Ages 55-64	Ages 65+
The quality of education in our public schools	69%	76%	82%	80%	90%
The economy and jobs	65%	79%	71%	77%	83%
Inflation and rising prices	60%	68%	67%	77%	77 %
Crime and public safety	53%	64%	62%	72%	77 %
Abortion laws	76%	73%	60%	63%	66%
Gun laws	62%	56%	62%	66%	71%
Threats to democracy	59%	45%	74%	65%	72 %
Health care and prescription drug costs	64%	40%	56%	64%	68%
Illegal immigration and border security	38%	50%	49%	62%	60%
Voter fraud	32%	47%	41%	53%	60%
Climate change	48%	26%	35%	35%	41%
Wokeness	22%	20%	33%	20%	24%

Abortion pops up in the metro areas, though it runs behind education.

Very Important by Media Market (Top Four Issues Highlighted)

	Small Eastern	Raleigh	Triad	Charlotte	Small Western
The quality of education in our public schools	80%	81%	82%	82%	75%
The economy and jobs	80%	69%	80%	79%	72 %
Inflation and rising prices	85%	61%	73%	71%	75 %
Crime and public safety	77%	59%	69%	70%	66%
Abortion laws	54%	69%	61%	72 %	78%
Gun laws	71%	58%	73%	64%	64%
Threats to democracy	54%	71%	67%	61%	68%
Health care and prescription drug costs	55%	60%	61%	61%	67%
Illegal immigration and border security	70%	47%	58%	49%	52 %
Voter fraud	54%	46%	47%	48%	53%
Climate change	23%	49%	31%	36%	36%
Wokeness	34%	22%	25%	20%	23%

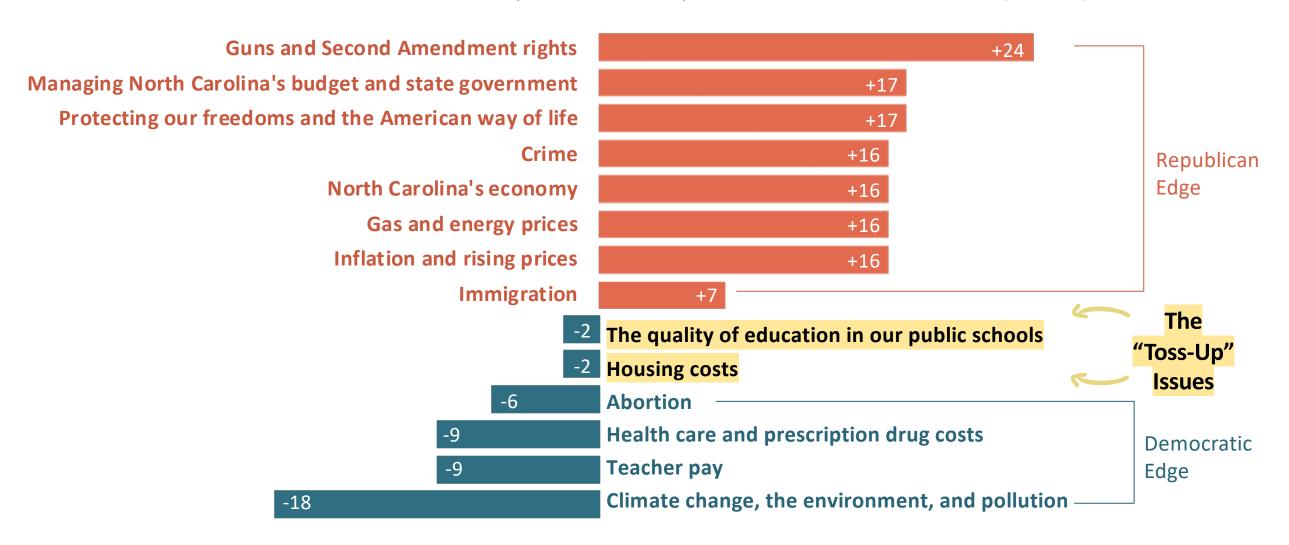
Crime and economic concerns were a bigger deal with those late-deciders.

Very Important by Time of US Senate Decision (Top Four Highlighted)

	September or Before	October	Last Few Days
The quality of education in our public schools	80%	87%	75%
The economy and jobs	74%	75%	81%
Inflation and rising prices	68%	76%	77%
Crime and public safety	65%	67%	73%
Abortion laws	67%	61%	71%
Gun laws	68%	54%	63%
Threats to democracy	67%	66%	55%
Health care and prescription drug costs	59%	56%	67%
Illegal immigration and border security	51%	60%	55%
Voter fraud	48%	52 %	45%
Climate change	34%	43%	45%
Wokeness	28%	23%	14%

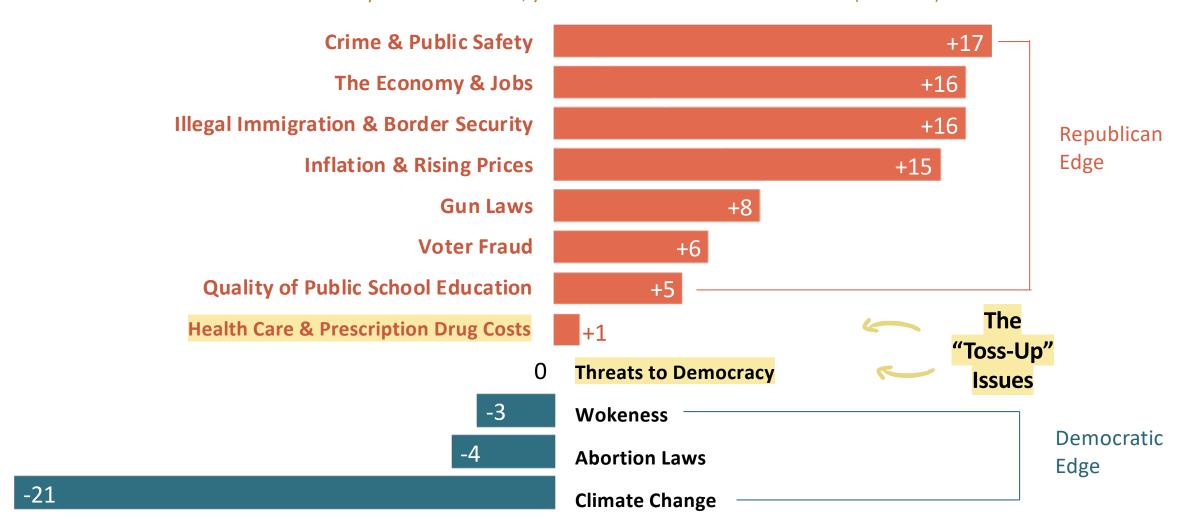
This is a slide we showed you back in May...

From May: "Next, for each of the following issues, please tell me which political party in North Carolina, the Republican Party in North Carolina or the Democratic Party in North Carolina, you trust more to handle each issue?" (NET GOP)



Those who voted in the 2022 elections didn't give NC Democrats much of an edge on any of these issues, except climate change.

"Next, for each of the following issues, please tell me which political party in North Carolina, the Republican Party in North Carolina or the Democratic Party in North Carolina, you trust more to handle each issue?" (NET GOP)



Unaffiliateds put a lot more trust in NC Republicans on almost all of these issues, even splitting abortion pretty evenly.

Republican vs Democratic Party Issue Net Edge by Party

	Republicans	Unaffiliateds	Democrats
Crime & Public Safety	+94 GOP	+39 GOP	+74 DEM
The Economy & Jobs	+95	+37	+75
Illegal Immigration & Border Security	+92	+34	+71
Inflation & Rising Prices	+91	+34	+72
Gun Laws	+91	+22	+82
Voter Fraud	+87	+19	+82
Quality of Public School Education	+90	+22	+90
Health Care & Prescription Drug Costs	+85	+9	+83
Threats To Democracy	+84	+9	+86
Abortion Laws	+80	+1 DEM	+87
Wokeness	+64	+2	+71
Climate Change	+51	+21	+91

In fact, the Republican edge on key issues with Unaffiliated voters grew from May to November.

Republican vs Democratic Party Issue Net Edge by Party

	Republicans	Unaffiliateds	Democrats	Unaffiliateds In May
Crime & Public Safety	+94 GOP	+39 GOP	+74 DEM	→ +24 GOP
The Economy & Jobs	+95	+37	+75	+29
Illegal Immigration & Border Security	+92	+34	+71	
Inflation & Rising Prices	+91	+34	+72	+26
Gun Laws	+91	+22	+82	
Voter Fraud	+87	+19	+82	
Quality of Public School Education	+90	+22	+90	→ +5 DEM
Health Care & Prescription Drug Costs	+85	+9	+83	
Threats To Democracy	+84	+9	+86	
Abortion Laws	+80	+1 DEM	+87	
Wokeness	+64	+2	+71	
Climate Change	+51	+21	+91	

Democrats in NC struggled this election to win over college+ White women...

Republican vs Democratic Party Issue Net Edge by Race & Education

	White Men Non-College	White Men College +	White Women Non-College	White Women College +
Crime & Public Safety	+57 GOP	+33 GOP	+34 GOP	+7 GOP
The Economy & Jobs	+62	+37	+28	+3
Illegal Immigration & Border Security	+54	+25	+37	+11
Inflation & Rising Prices	+62	+29	+33	+7
Gun Laws	+51	+23	+28	+2
Voter Fraud	+40	+15	+33	+6
Quality of Public School Education	+41	+11	+31	+9 DEM
Health Care & Prescription Drug Costs	+46	+9	+22	+11
Threats To Democracy	+42	+7	+26	+2
Abortion Laws	+37	+2 DEM	+20	+14
Wokeness	+19	+13	+13	+17
Climate Change	+6	+2	+3	+41

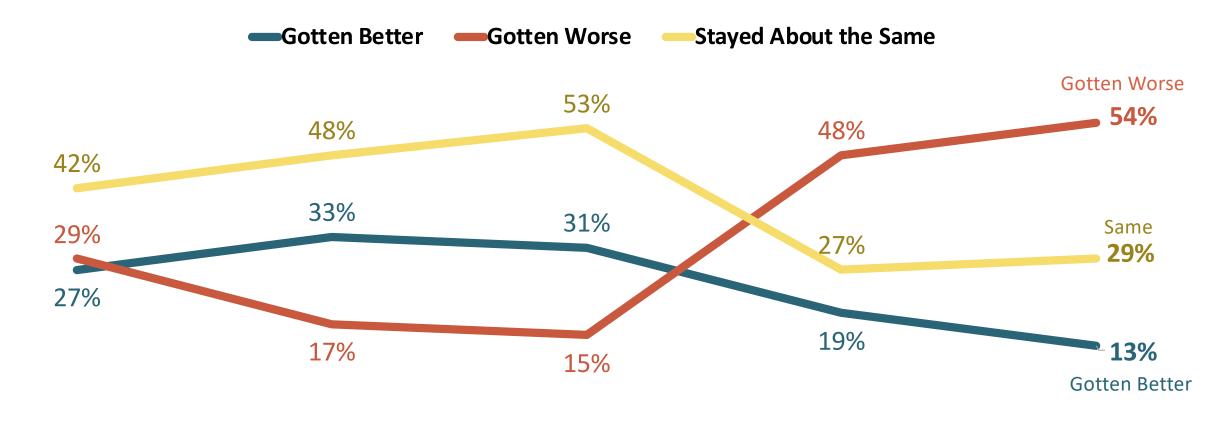
...and it actually got worse for them by November on a couple key issues.

Republican vs Democratic Party Issue Net Edge by Race & Education

	White Men Non-College	White Men College +	White Women Non-College	White Women College +	In May
Crime & Public Safety	+57 GOP	+33 GOP	+34 GOP	+7 GOP	→ +2 DEM
The Economy & Jobs	+62	+37	+28	+3	→ +3 DEM
Illegal Immigration & Border Security	+54	+25	+37	+11	
Inflation & Rising Prices	+62	+29	+33	+7	
Gun Laws	+51	+23	+28	+2	
Voter Fraud	+40	+15	+33	+6	
Quality of Public School Education	+41	+11	+31	+9 DEM	
Health Care & Prescription Drug Costs	+46	+9	+22	+11	
Threats To Democracy	+42	+7	+16	+2	
Abortion Laws	+37	+2 DEM	+20	+14	
Wokeness	+19	+13	+13	+17	
Climate Change	+6	+2	+3	+41	

For the first time in our polling, a majority of voters say North Carolina's economy has gotten worse over the last year.

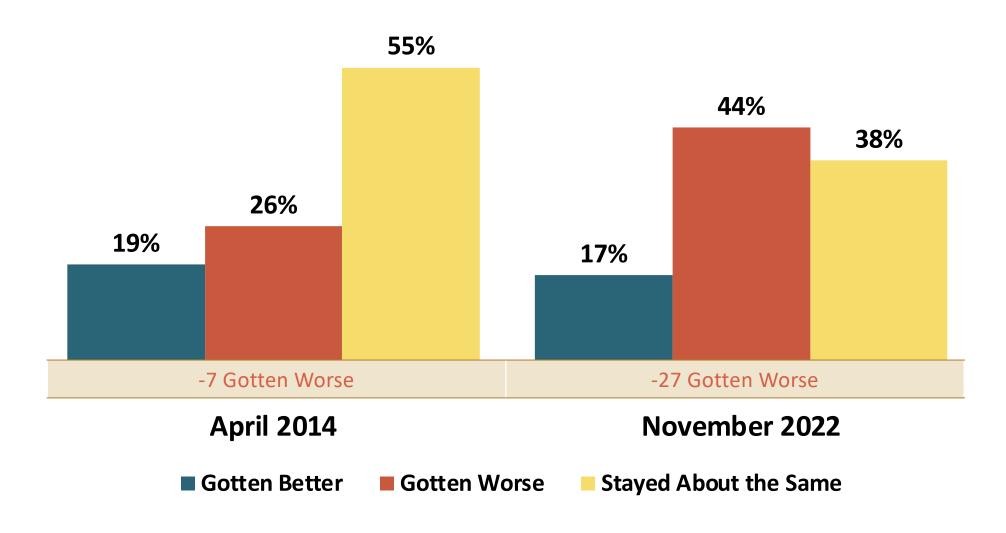
"Over the last year, do you think North Carolina's economy has gotten better, gotten worse, or stayed about the same?"



April 2014 January 2015 June 2017 November 2021 November 2022

Only 17% of NC voters say their personal financial situation has gotten better – close to half say it's gotten worse.

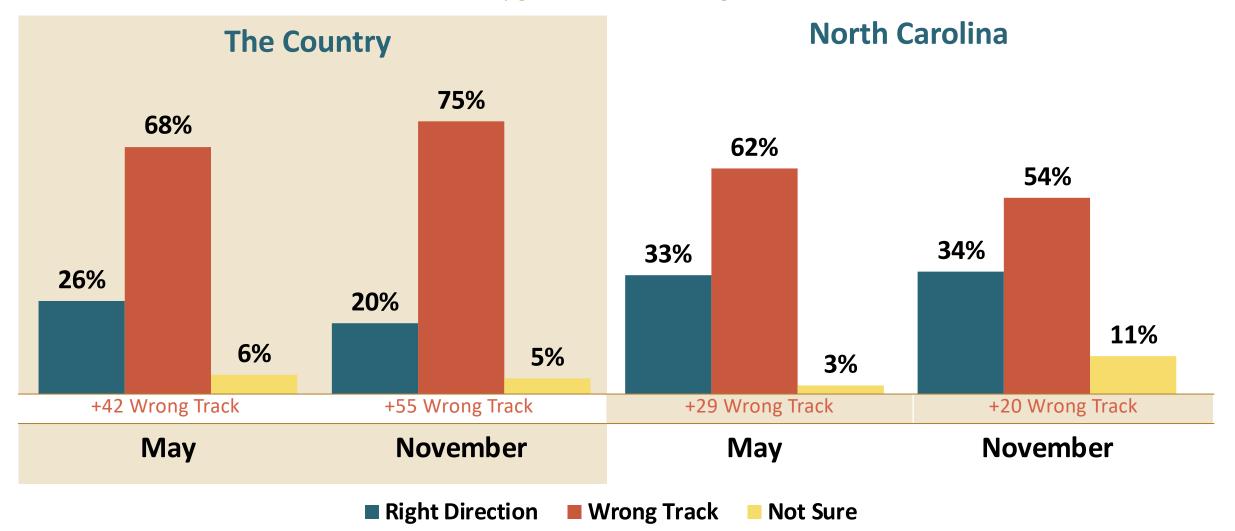
"Over the past year, has your personal financial situation gotten better, gotten worse, or stayed about the same?"





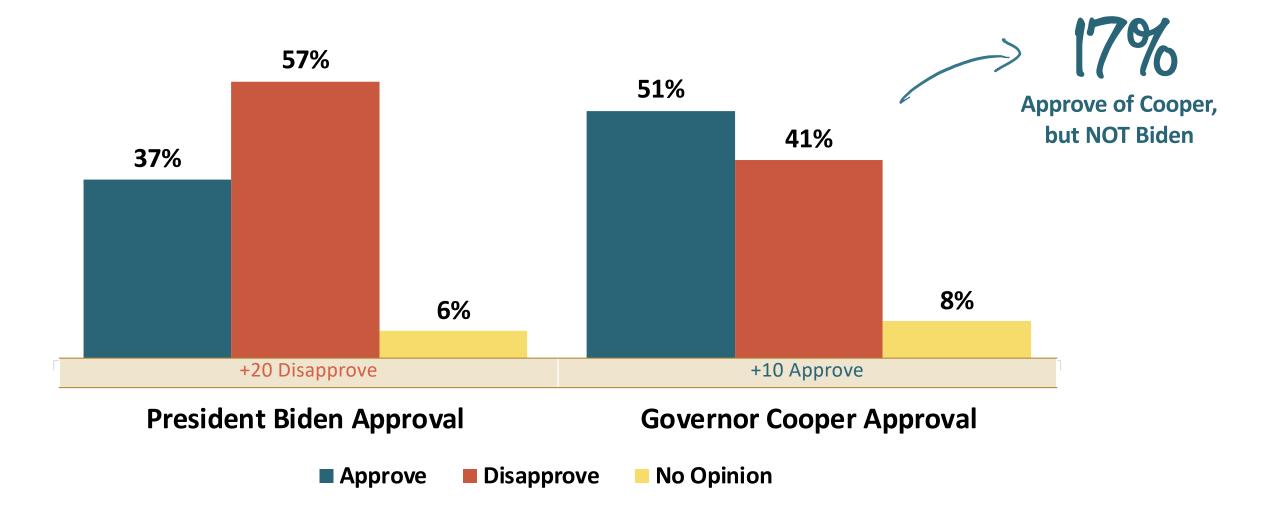
Voters in November were more negative about the country's direction, but less negative about the state's direction.

"Would you say that things in (the country / North Carolina) are going in the right direction, or have they gotten off on the wrong track?"



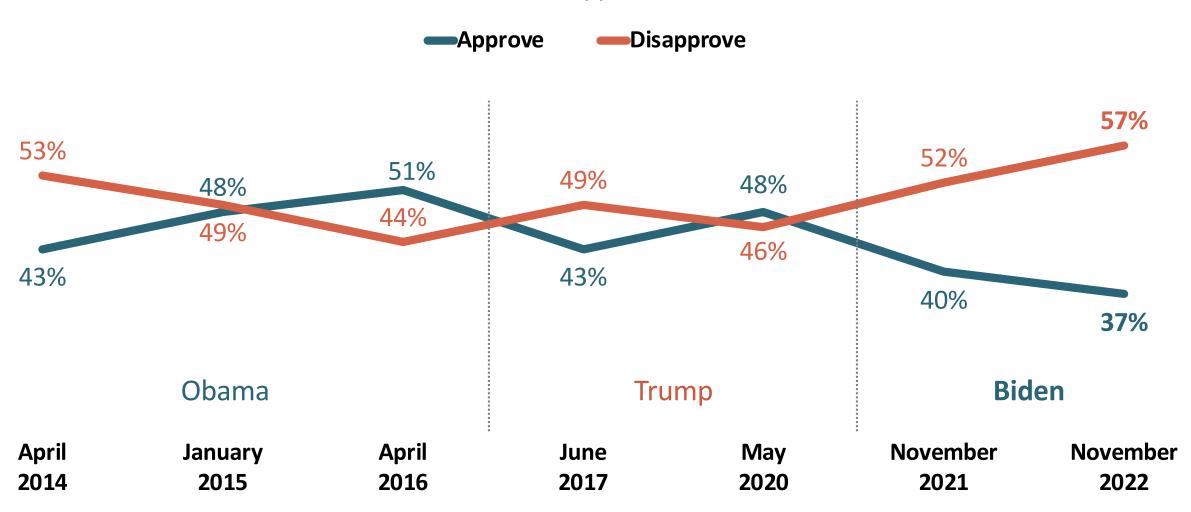
Voters held noticeably different views on the job President Biden and Governor Cooper were doing going into the ballot boxes.

"Do you approve or disapprove of the job (Joe Biden/Roy Cooper) is doing as (President/Governor)?

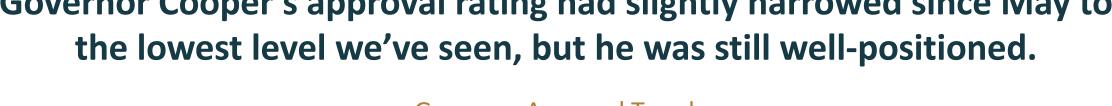


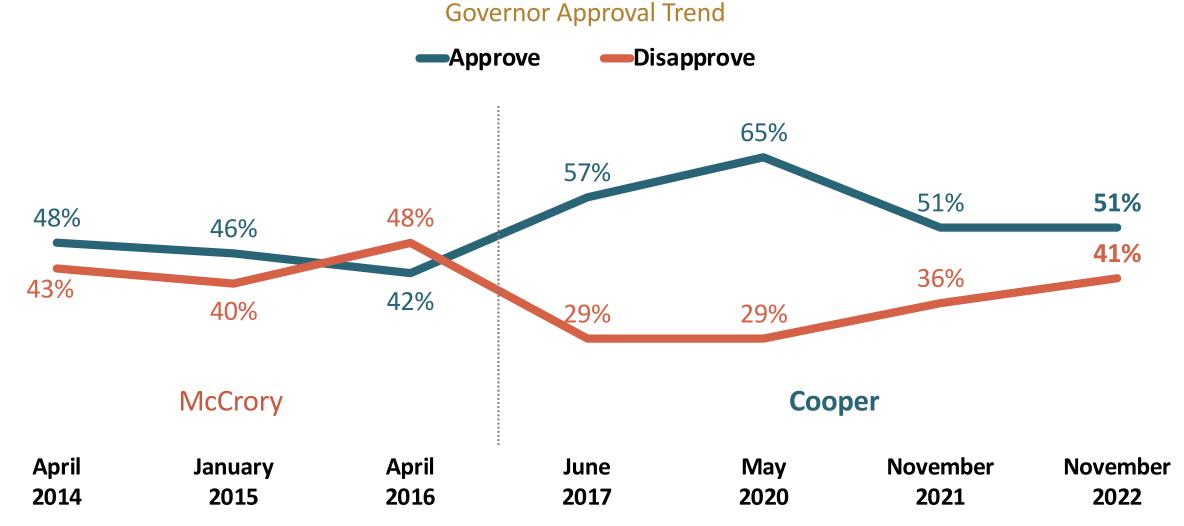
President Biden had the worst job approval of any President in our polling.



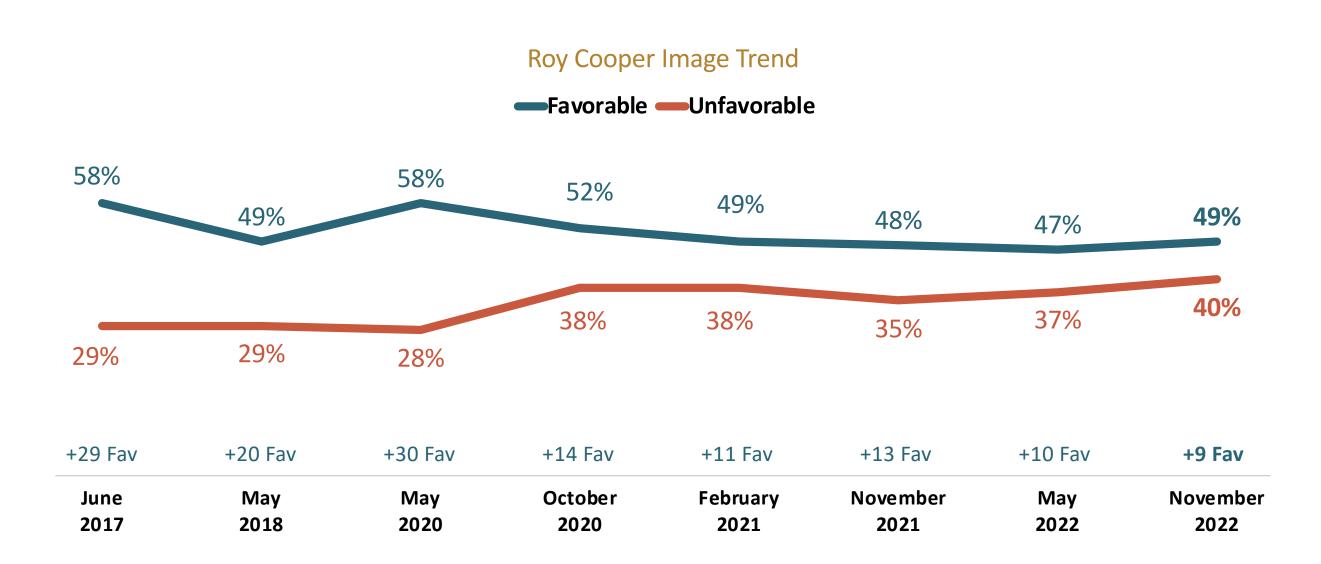


Governor Cooper's approval rating had slightly narrowed since May to the lowest level we've seen, but he was still well-positioned.

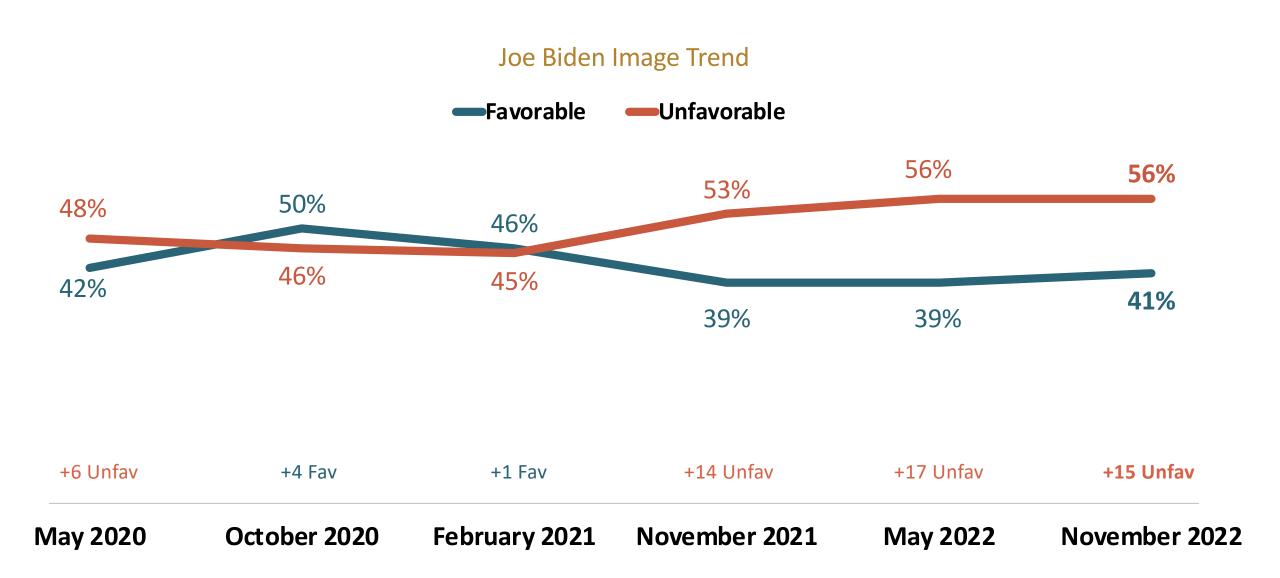




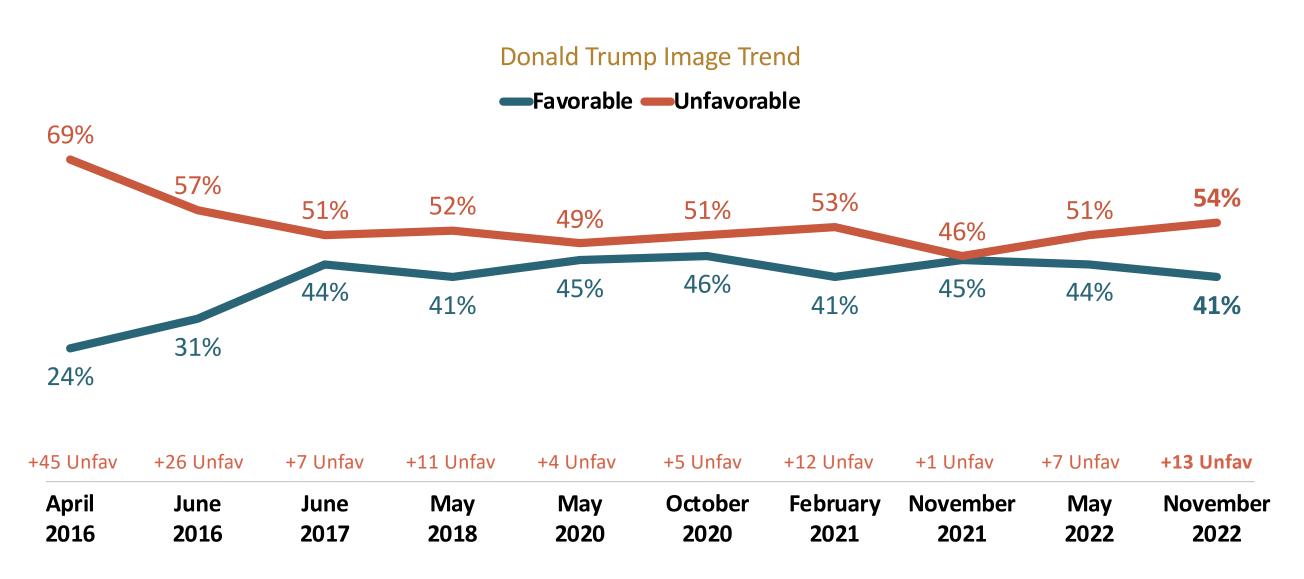
Like his job approval rating, Cooper's image is a net positive score.



Biden's image has largely been the same over the past year.

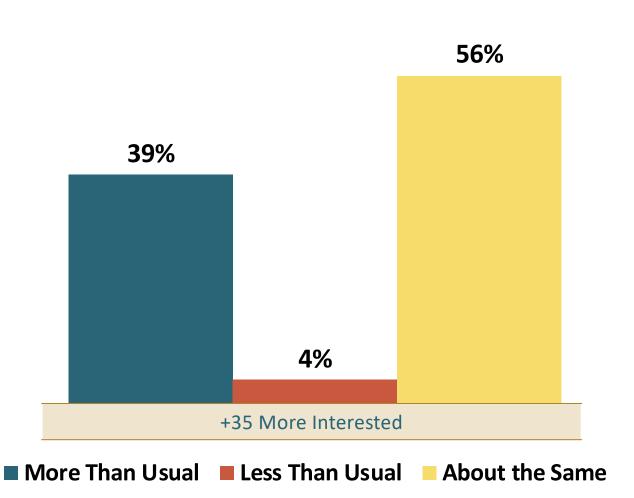


Former President Trump's image got noticeably more negative, similar to where he was post-Biden inauguration (post-January 6th).



A majority of voters say they were just as interested and engaged about voting this year than usual, but interest was higher among Republicans.

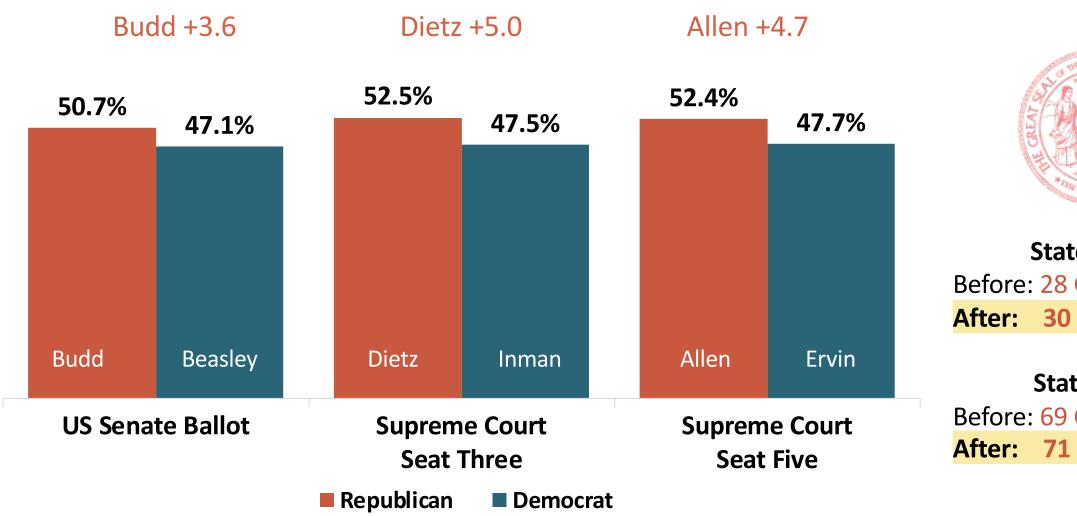
"Compared to previous elections, were you more interested and engaged about voting this year than usual, less interested and engaged, or about the same as usual?"



% More Interested and Engaged				
Republicans	48%			
Unaffiliateds	39%			
Democrats	32%			
White Men	40%			
White Women	41%			
Black Voters	36%			
Younger Voters (Ages 18-34)	40%			
Seniors (Ages 65+)	37%			
Pro-Lifers	42%			
Pro-Choices	36%			
Urban Voters	39%			
Suburban Voters	37%			
Rural Voters	42%			

At the end of the day, Republicans won the three major statewide races by four-to-five points and picked up a net two seats in each chamber.

Actual 2022 Election Results





State Senate

Before: 28 GOP – 22 DEM

After: 30 GOP – 20 DEM

State House

Before: 69 GOP – 51 DEM

After: 71 GOP – 49 DEM



Both Republican Supreme Court candidates won big among those who turned out and voted on Election Day.

Judicial Ballots by Vote Method



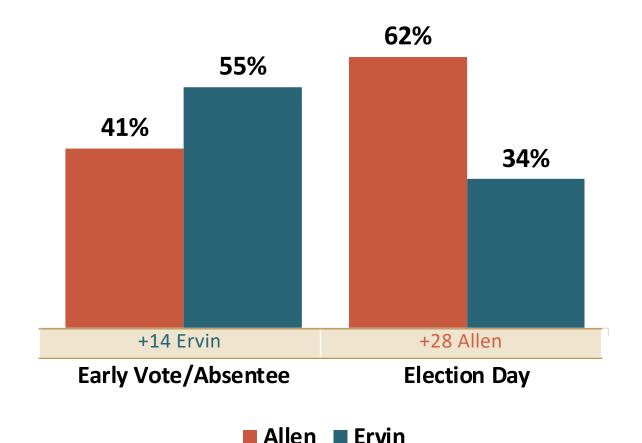
53% 42% 34% +11 Inman +29 Dietz

■ Dietz ■ Inman

Election Day

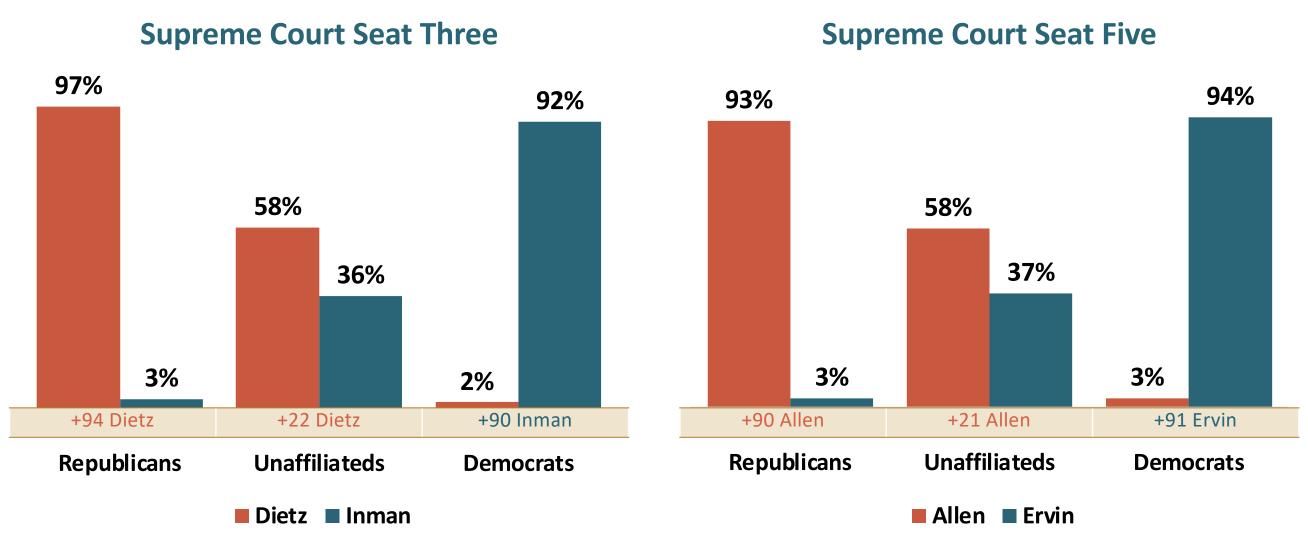
Early Vote/Absentee

Supreme Court Seat Five



The Supreme Court races were extremely polarized by party, with Unaffiliateds choosing the Republicans by big margins.

Judicial Ballots by Party



Dietz and Allen ran up the score with White men and non-college educated White women voters.

Judicial Ballots by White Gender/Education

Seat Three

	Dietz	Inman
White Non-College Men	70%	25%
White College + Men	59%	36%
White Non-College Women	67%	33%
White College + Women	45%	51%
African Americans	10%	84%

Seat Five

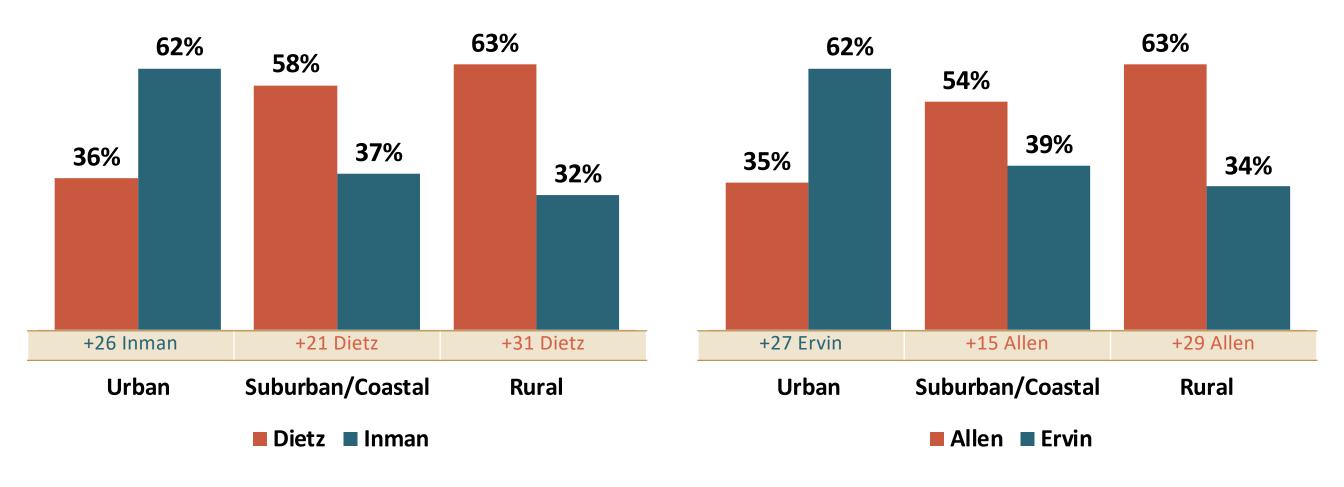
Allen	Ervin
71%	28%
59%	38%
63%	33%
42%	51%
10%	86%

The Republicans ran strong in the suburbs and rural communities, but also fared better than other Republicans in the urban parts of the state, too.

Judicial Ballots by Geography

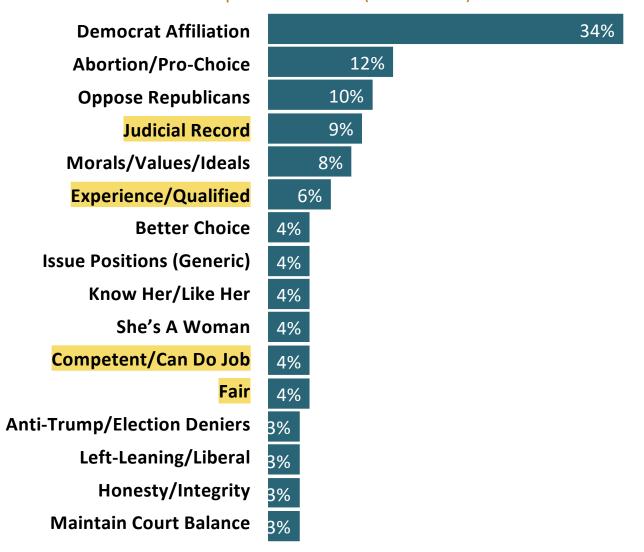


Supreme Court Seat Five

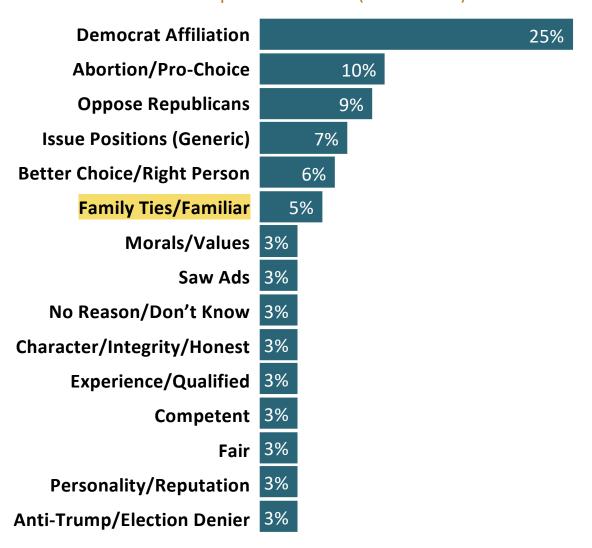


Inman gets credit for her record and experience, Ervin is known for his family.

"What is the main reason or reasons you voted for **Lucy Inman** for Supreme Court?" (OPEN-END)



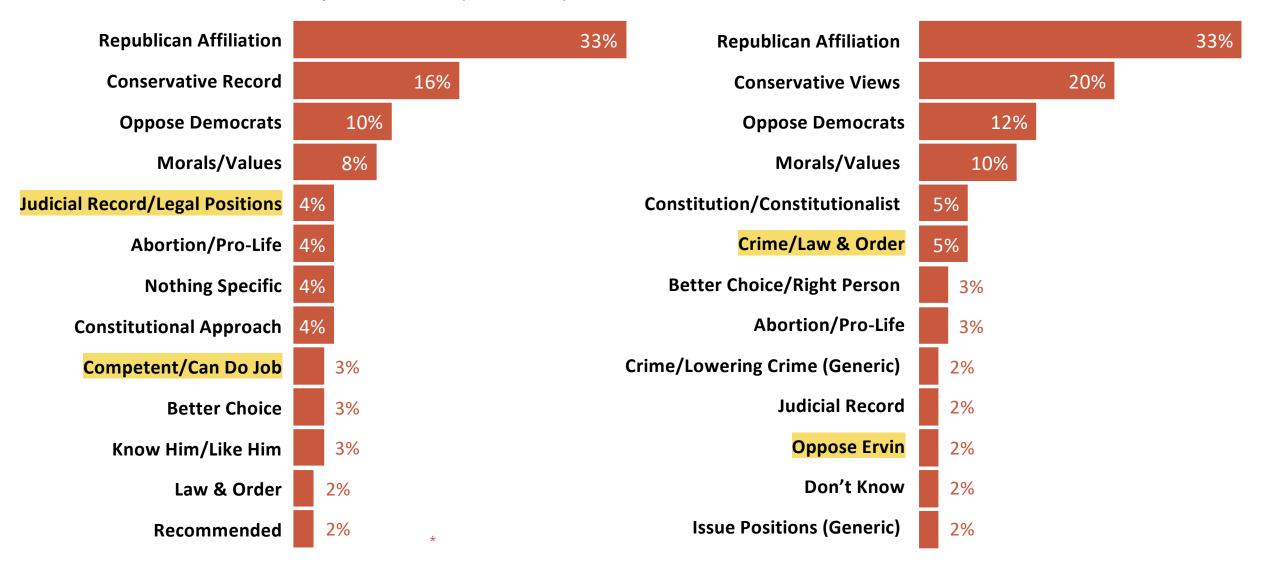
"What is the main reason or reasons you voted for **Sam Ervin** for Supreme Court?" (OPEN-END)

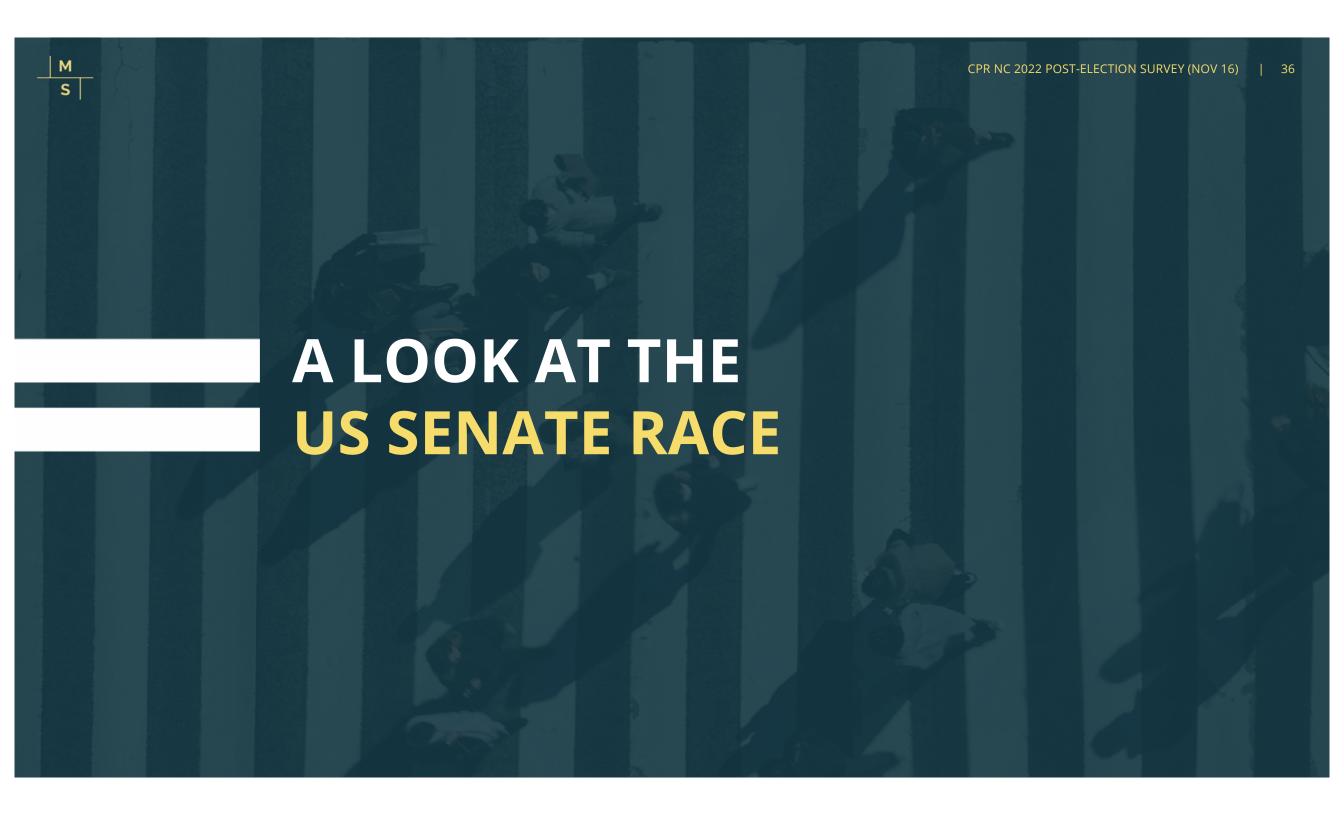


There are some subtle differences among the Republicans, too.

"What is the main reason or reasons you voted for **Richard Dietz** for Supreme Court?" (OPEN-END)

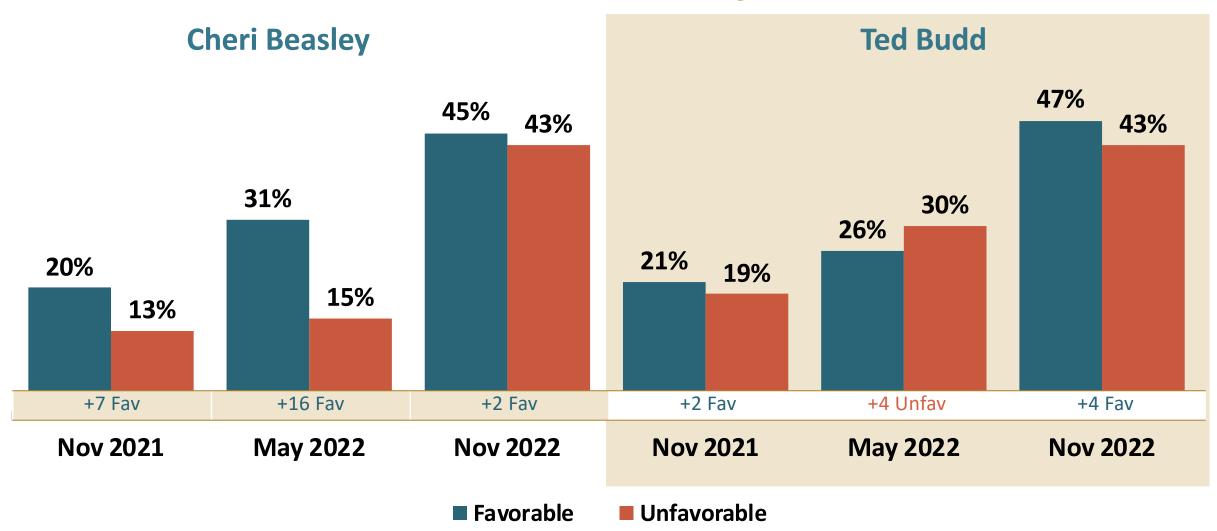
"What is the main reason or reasons you voted for **Trey Allen** for Supreme Court?" (OPEN-END)





Ted Budd ended the campaign with a slightly better image rating than Cheri Beasley did (for the first and only time).

U.S. Senate Candidate Images



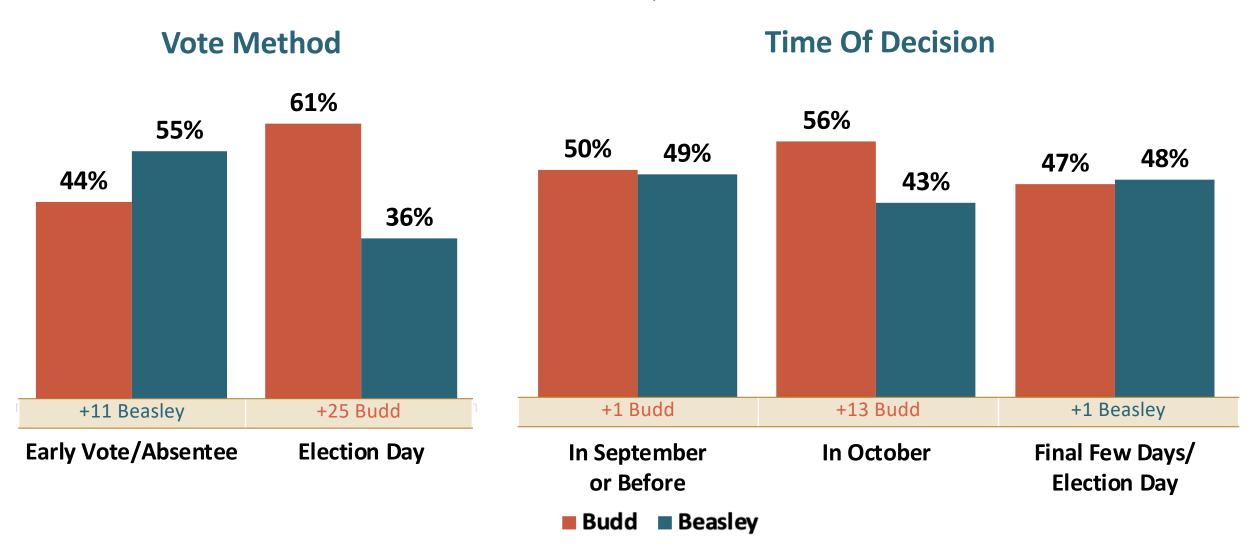
A majority of voters made their final Senate vote decision before October.

"And, when would you say you made your FINAL decision for which candidates you were going to vote in the election for United States Senator?"

	%	
During the summer or before	46%	59%
In September	13%	September or Before
In early October	10%	20%
During the last couple weeks in October	9%	In October
During the last few days before you voted	10%	20%
On Election Day	10%	Last Few Days

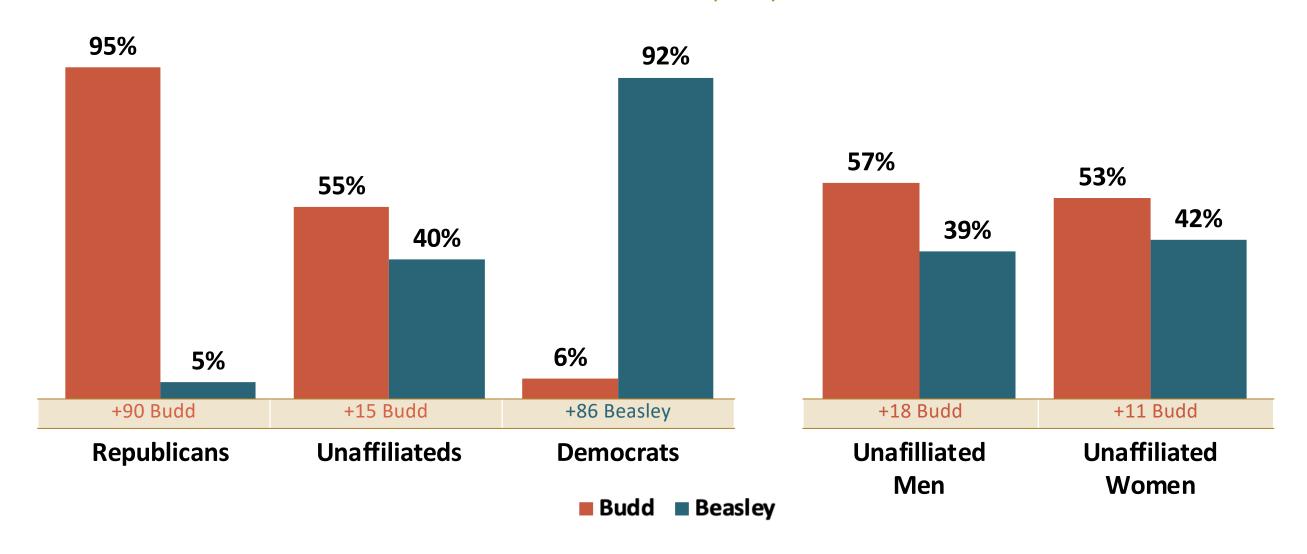
Voters who made their decision early on and in the last few days split their vote, but Budd pulled away from Beasley in October.

U.S. Senate Ballot By Vote/Decision



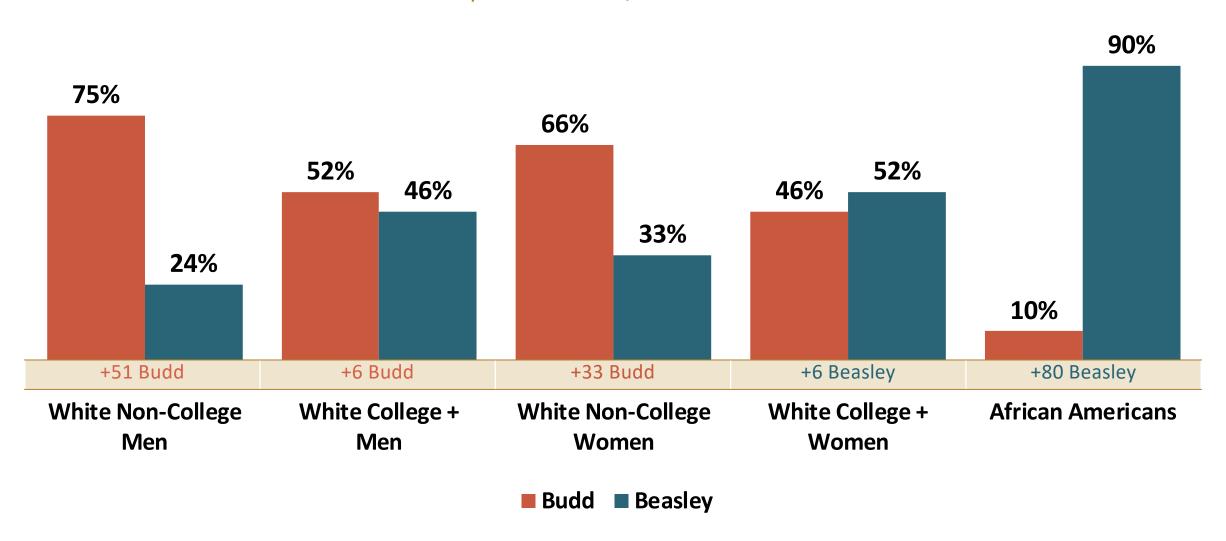
Both candidates had their bases locked down, while Unaffiliateds voted for Budd by a 15-point margin.

U.S. Senate Ballot by Party



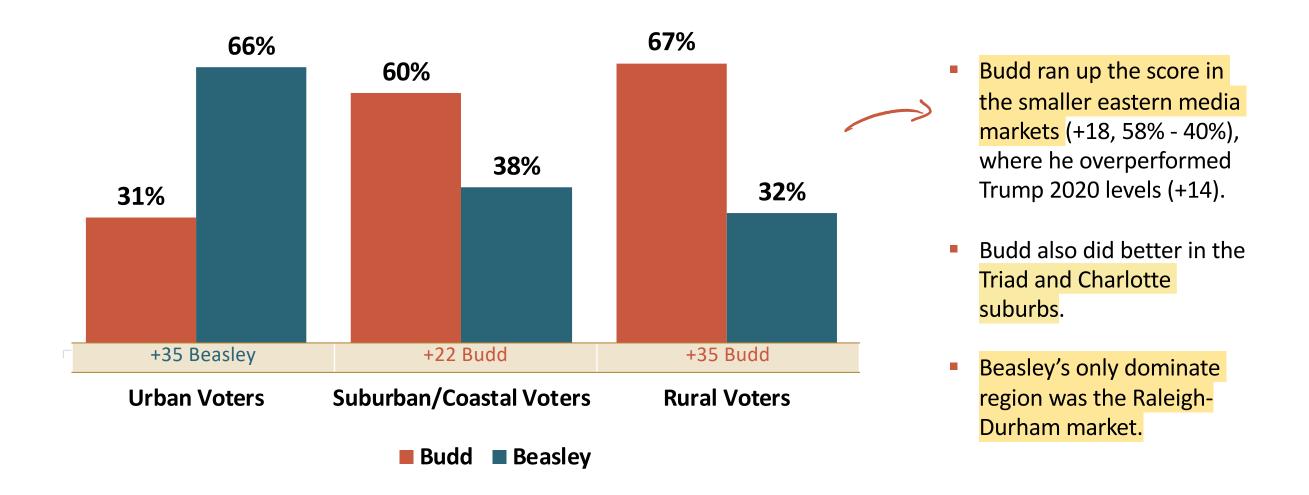
The Budd Campaign ran up the score with non-college White voters, while splitting college-educated White voters.

U.S. Senate Results by White Gender/Education and African Americans



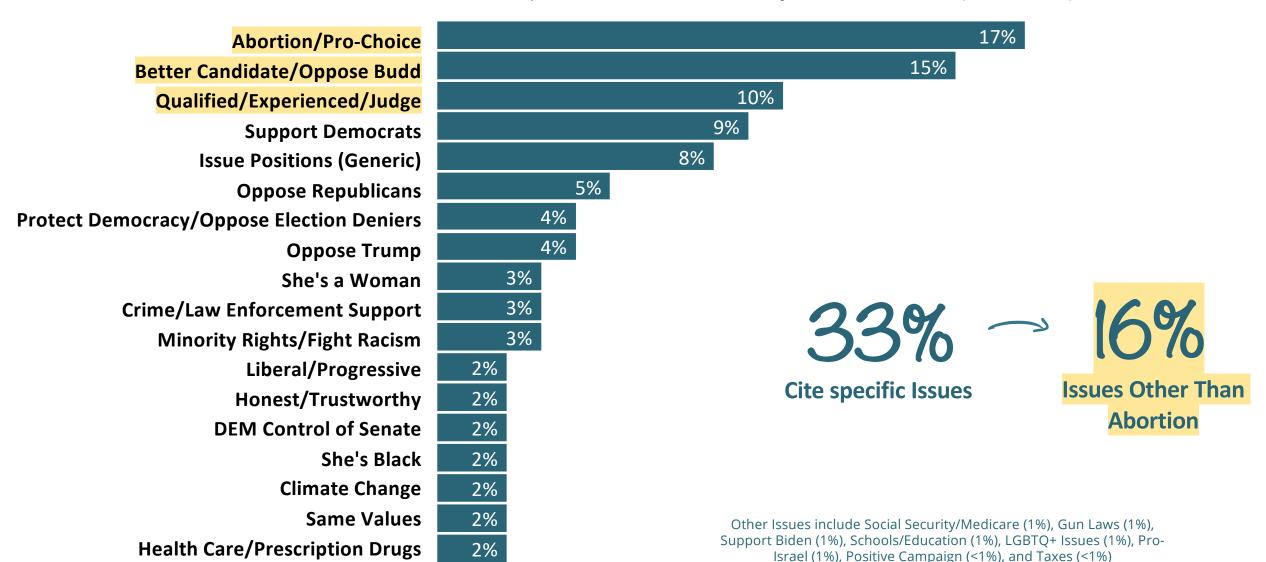
Rural and suburban voters gave Budd solid margins in this election, while Beasley was heavily reliant on urban voters.

U.S. Senate Ballot By Geography



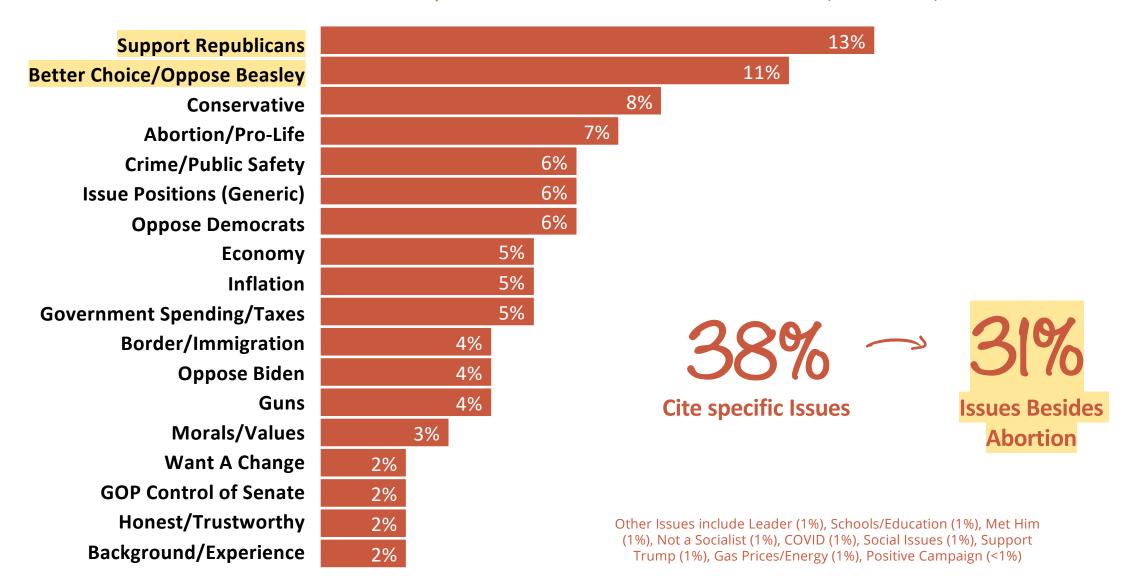
Abortion was clearly the driving force behind Beasley's campaign.

"What is the main reason or reasons you voted for Cheri Beasley for U.S. Senate?" (OPEN-END)



Budd voters cited a wide variety of issue-specific reasons for backing him.

"What is the main reason or reasons you voted for Ted Budd for U.S. Senate?" (OPEN-END)





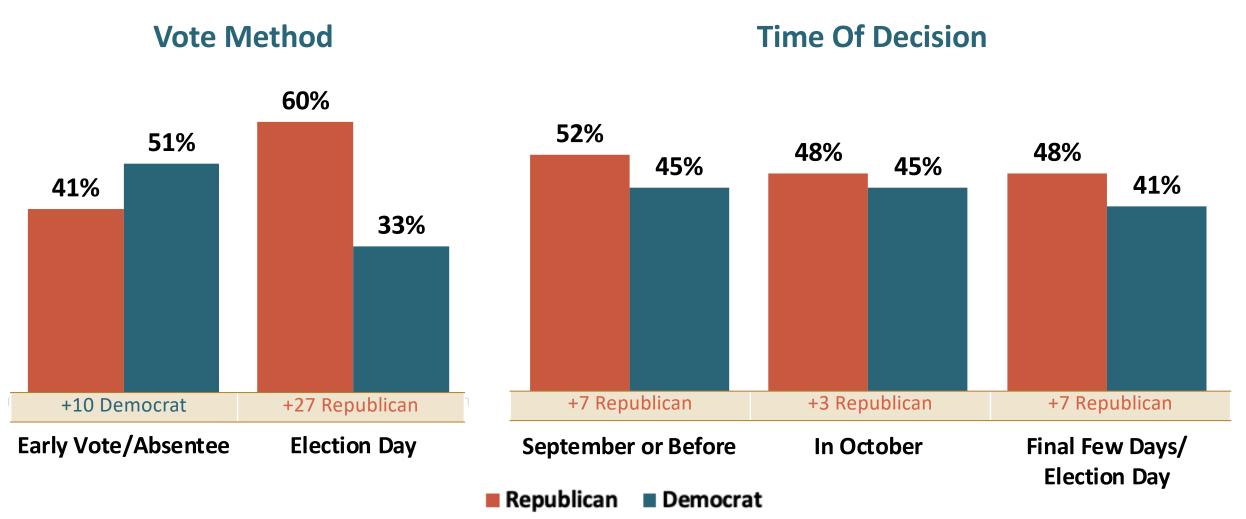
Unlike the US Senate race, most voters made their minds up about the races for State Senate and State House in the last five weeks of the campaign.

"And, when would you say you made your FINAL decision for which candidates you were going to vote in the election for United States Senator/State Legislator?"

	US Senate	General Assembly	
During the summer or before	46%	36%	43%
In September	13%	9%	September or Before
In early October	10%	9%	20%
During the last couple weeks in October	9%	11%	In October
During the last few days before you voted	10%	13%	210/
On Election Day	10%	21%	Last Few Days

Republican candidates maintained an edge throughout the course of the campaign (from summer to fall).

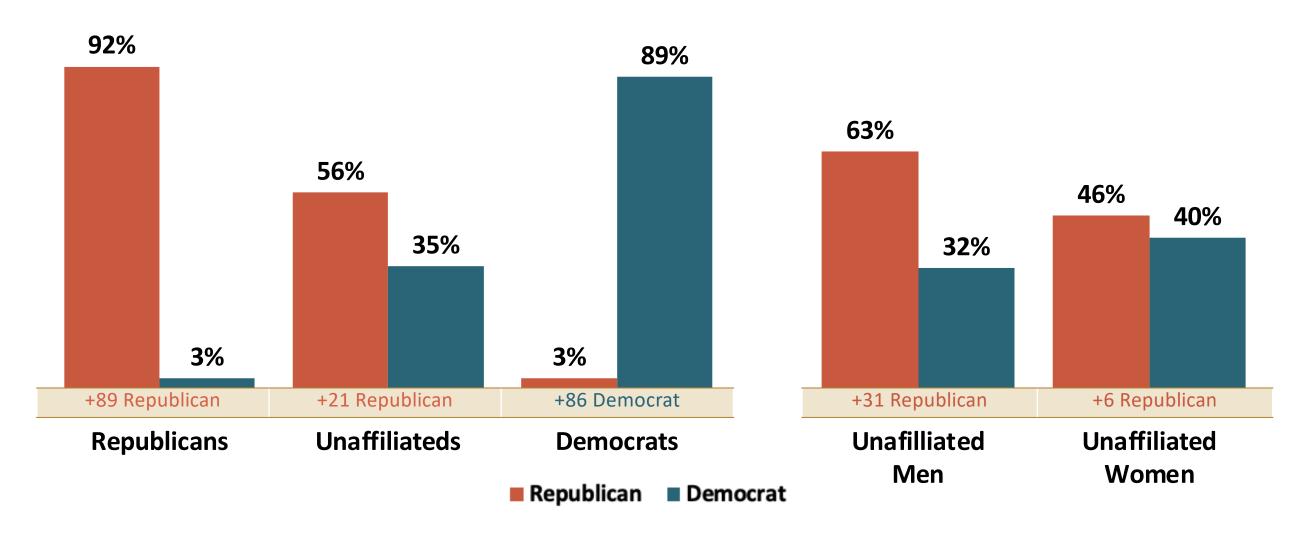
State Legislative Ballot By Vote/Decision



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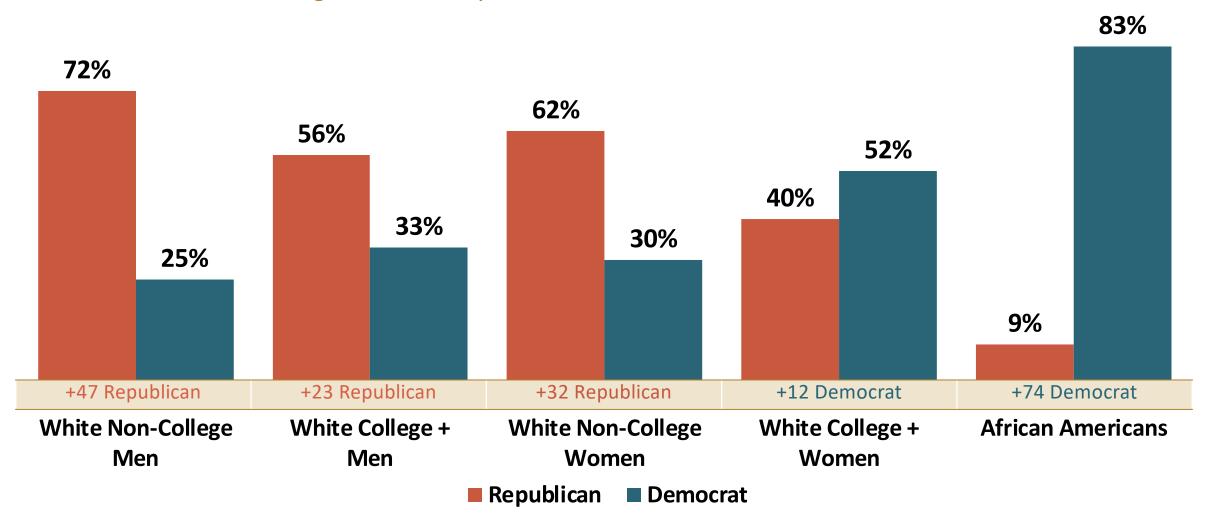
There was even fewer crossover voters down-ballot, while Unaffiliated men heavily favored Republicans and women were more divided.

State Legislative Ballot by Party



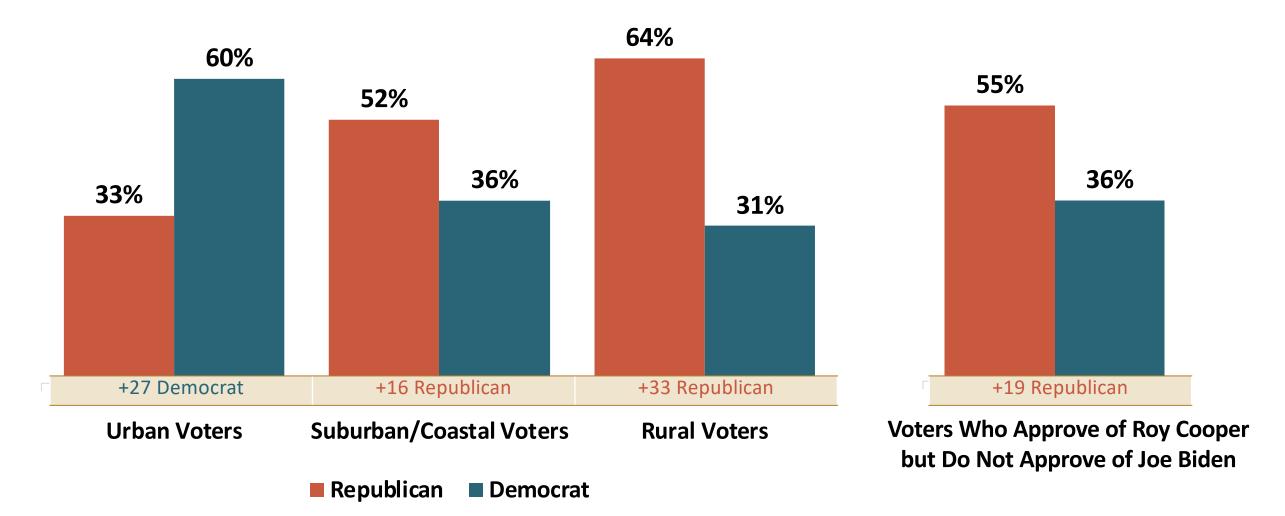
Republican General Assembly candidates struggled to keep the race close with college-educated White women.

State Legislative Ballot by White Gender/Education and African Americans



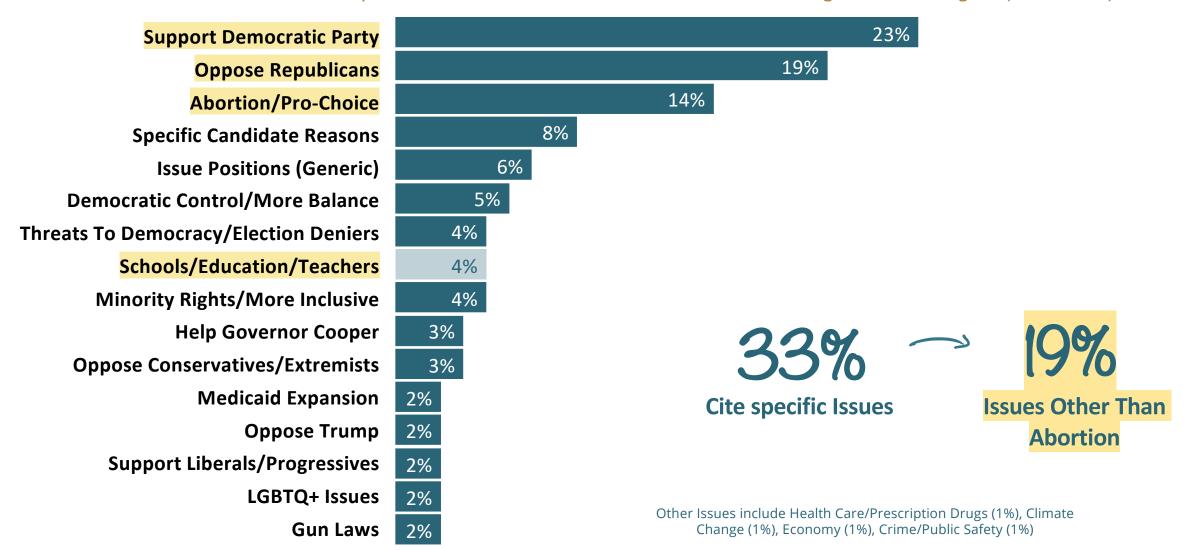
Voters in suburban and coastal counties broke Republican by a healthy margin. Republicans also did well with a key swing group...

State Legislative Ballot By Geography



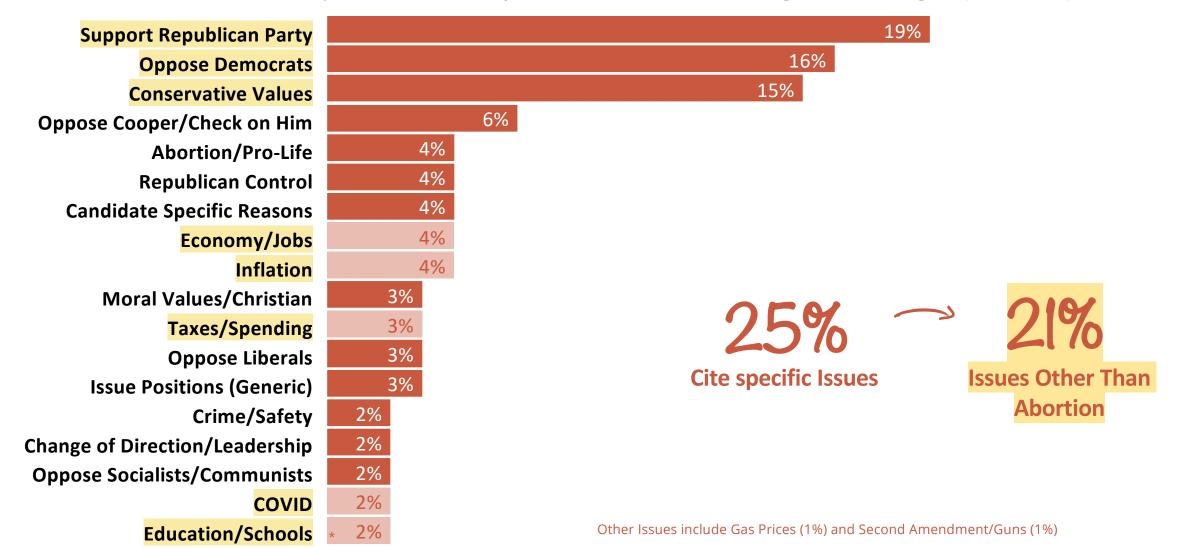
Democratic candidates here also heavily focused on abortion, with very little emphasis on education, schools, or teacher pay.

"What is the main reason or reasons you voted for the **Democratic candidate** for State Legislator in Raleigh?" (OPEN-END)



Voters who backed Republicans did so for a wider range of reasons and different issues.

"What is the main reason or reasons you voted for the **Republican candidate** for State Legislator in Raleigh?" (OPEN-END)



The economy and abortion were the two biggest issues.

"Thinking about your vote for State Legislator in Raleigh, would you say you generally based your vote most on..."

	May 2022	Nov 2022	Change
Economic Issues	37%	<mark>26%</mark>	-11
Abortion Issues	Not Asked	25%	
Crime & Public Safety Issues	18%	12%	-6
Cultural & Social Issues	4%	11%	+7
Health Care Issues	16%	10%	-6
Education Issues	16%	6%	-10
Environmental Issues	6%	3%	-3

Republicans and Unaffiliateds voted on a different issue set than Democrats. Voters who approve of Cooper but not Biden look more like Republicans.

Issues for State Legislator by Party

	Republicans	Unaffiliateds	Democrats
Economic Issues	39%	34%	6%
Abortion Issues	17%	20%	38%
Crime & Public Safety Issues	19%	9%	9%
Cultural & Social Issues	4%	16%	12%
Health Care Issues	5%	9%	15%
Education Issues	6%	4%	6%
Environmental Issues	2%	2%	4%

Approve Cooper Not Biden			
26%			
18%			
14%			
11%			
18%			
7%			
1%			

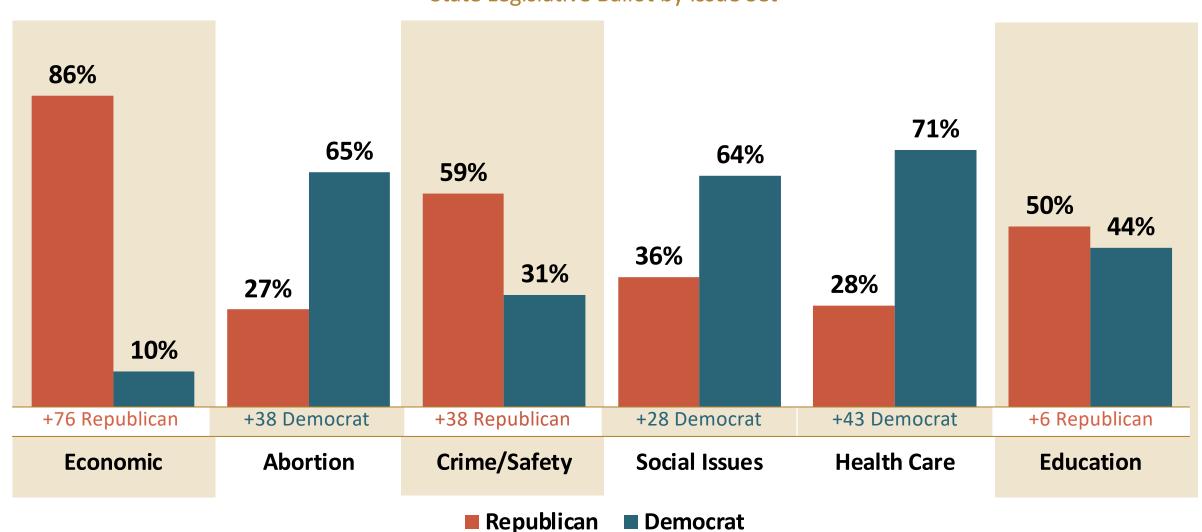
Abortion faded in importance among older voters.

Issues for State Legislator by Age Break

	Ages 18–34	Ages 35–44	Ages 45–54	Ages 55–64	Ages 65+
Economic Issues	18%	29%	27%	30%	25%
Abortion Issues	42%	20%	27%	22%	18%
Crime & Public Safety Issues	5%	12%	9%	13%	19%
Cultural & Social Issues	14%	21%	10%	9%	5%
Health Care Issues	10%	3%	11%	13%	10%
Education Issues	3%	9%	8%	3%	7%
Environmental Issues	5%	1%	2%	4%	2%

Republicans fared well on economic, crime and education (!) issues. Democrats were better on abortion, social and cultural issues, and health care.

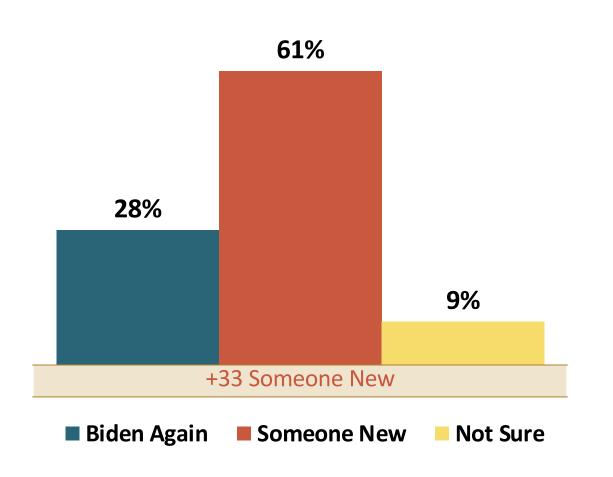
State Legislative Ballot by Issue Set





Democrat Primary voters are clearly looking for someone besides Joe Biden to be their nominee in 2024.

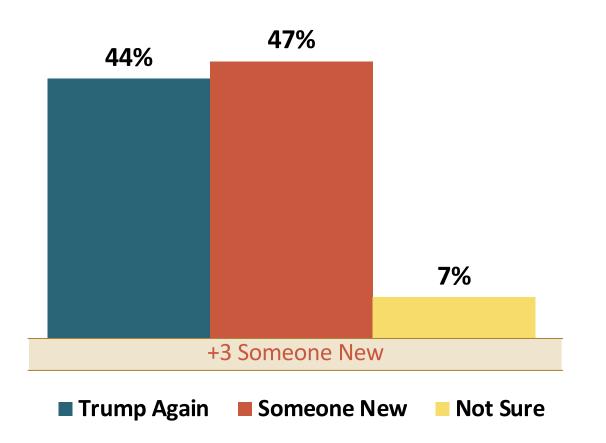
AMONG DEMOCRATS / DEM PRIMARY VOTING UNAFFILIATES: "Even though it's a long way away, would you like to see Joe Biden run for President again in 2024, or would you rather the Democrats nominate someone new?"



	Biden Again	Someone New
Base Democrats	39%	51%
Soft Democrats	9%	76%
Very Liberal Democrats	18%	70%
Somewhat Liberal Democrats	23%	67%
Moderate Democrats	36%	59%
White Democrats	15%	72 %
Black Democrats	51%	42%
Beasley Voters	30%	61%

Meanwhile, Republican primary voters are split between wanting Trump to run again and wanting someone new.

AMONG REPUBLICANS/GOP PRIMARY VOTING UNAFFILIATES: "Even though it's a long way away, would you like to see Donald Trump run for President again in 2024, or would you rather the Republicans nominate someone new?"



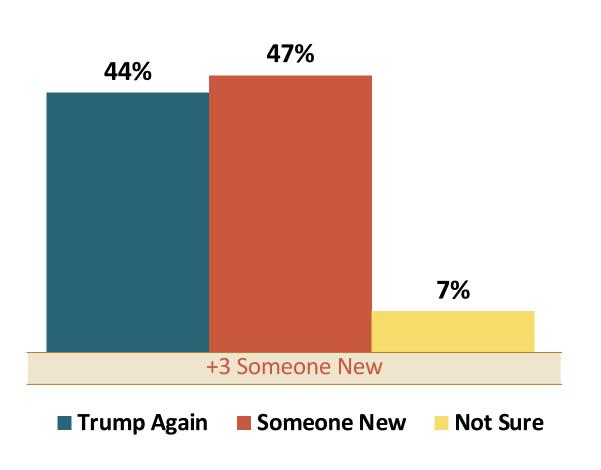


MAGA: **97% Fav – 3% Unfav** (+94)

New: 54% Fav – 33% Unfav (+21)

But, Republicans on both sides have a really good image of Ron DeSantis.

AMONG REPUBLICANS/GOP PRIMARY VOTING UNAFFILIATES: "Even though it's a long way away, would you like to see Donald Trump run for President again in 2024, or would you rather the Republicans nominate someone new?"





MAGA: **97% Fav – 3% Unfav** (+94)

New: 54% Fav - 33% Unfav (+21)

Ron DeSantis' Image Rating

MAGA: **74% Fav – 9% Unfav** (+63)

New: 82% Fav – 8% Unfav (+74)

FINAL THOUGHTS

From a tactical standpoint, both parties had little trouble locking down their partisan bases. It was the success Republican candidates had at winning the hearts and minds of Unaffiliated voters that turned the tide in their favor.

This post-election data suggests Republican candidates also did a better job at connecting with voters on a wider range of issues than the Democrats did. They dominated on more of the issues that mattered to the voter groups that mattered.

At the same time, the Democrats failed to broaden their issue strengths outside of abortion. Democrats may have missed a key issue this election: education. It's still the most important issue for NC voters, but rarely mentioned as a reason why voters supported Democratic candidates.

M E E T N G

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