



David Binder Research

Delaware Voter Survey: Opinion on SB 21

Overview

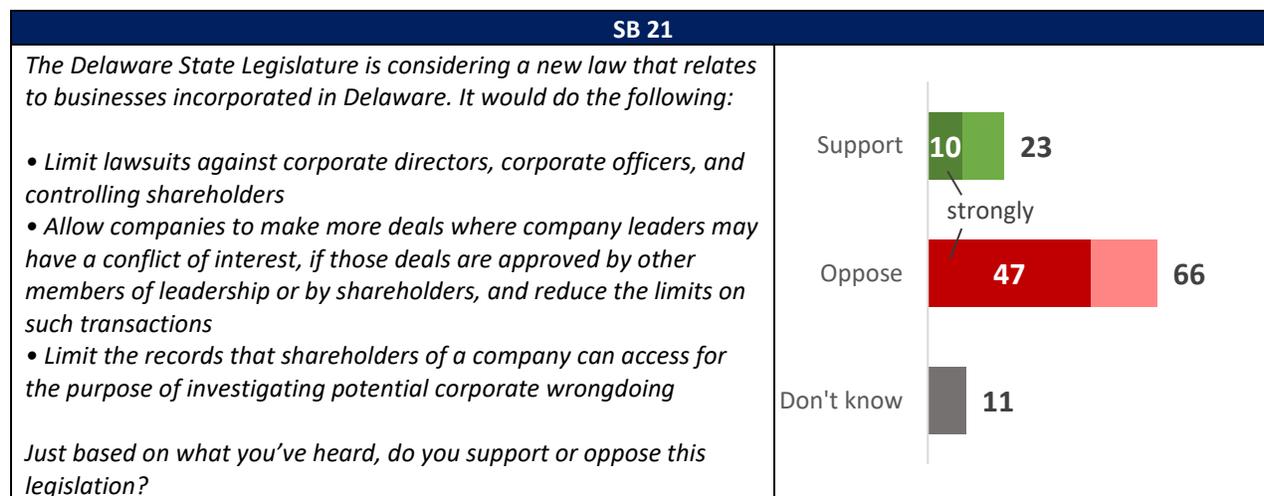
David Binder Research conducted a survey of November 2024 voters, on behalf of the Consumer Federation of America, to assess opinion of SB 21. The survey finds high levels of opposition to the legislation after voters hear a brief description of it, and after they hear arguments from both supporters and opponents. Few say Delaware corporations should have less regulation, and most say they would be less likely to vote for a representative who supported this legislation.

Research Summary

1. Given a brief summary of SB 21, two in three voters oppose it.

Respondents were told that the Delaware State Legislature is considering a new law related to businesses incorporated in Delaware. They were given a brief description of what it would do and asked if they support or oppose the legislation. Two in three voters (66%) oppose it, including 47% who say they strongly oppose. About 1 in 4 (23%) support it, and 11% are unsure.

Three in four Democrats (74%) oppose the legislation, along with two in three independents (68%), and half of Republicans (51%).



Most say they had heard either nothing at all about this legislation (50%) or only a little (22%). Few say they had already heard either a lot (8%) or some (19%).

2. Most say they would be less likely to vote for a representative who supported SB 21, and few want to reduce regulation of Delaware corporations.

Respondents were asked how their own vote might be affected if their state representative supported this legislation. A majority (57%) say it would make them less likely to vote for their representative, while 11% say it would make them more likely, and 1 in 3 either say it would make no difference (22%) or are unsure (10%).

Most voters say that corporations based in Delaware either need more regulation (34%) or the current amount of regulation is exactly right (28%). One in five (21%) say Delaware corporations need less regulation.

3. After hearing arguments from both sides, voters remain opposed to the legislation by a 2 to 1 margin.

Survey respondents were presented with an equal number of arguments in support of and in opposition to SB 21. After these arguments, respondents were asked their opinion on SB 21 again. Six in ten oppose the legislation (59%) after hearing from both sides, while 28% support it, and 13% are unsure.

4. Governor Meyer is viewed more positively than negatively—with one in four unsure—while a solid majority view Elon Musk unfavorably.

Forty percent have a favorable impression of Governor Matt Meyer, with 34% viewing him unfavorably and one in four (26%) saying they have no opinion. Democrats in the state legislature are also viewed more positively than negatively (47% to 43%), while opinion on Republicans in the legislature is more negative than positive (42% favorable, 47% unfavorable).

Unfavorable numbers are high for Elon Musk (61% unfavorable, 35% favorable) and President Donald Trump (59% unfavorable, 39% favorable).

Methodology

David Binder Research conducted a survey of 500 November 2024 voters, from March 12 to 16, 2025. Interviews were conducted by phone, including live interviews on cell phones and landlines, and online. Respondents were recruited by phone call or text message using voter file information. The margin of error for the full sample is $\pm 4.4\%$, and it is larger for subgroups.