

DIFFERENTIATORS DATA

NORTH CAROLINA STATE CONGRESSIONAL DISTRICT 11 (N=400) LIKELY REPUBLICAN PRIMARY VOTERS CONDUCTED: APRIL 25TH – APRIL 26TH, 2022

1. WITH WHICH POLITICAL PARTY ARE YOU REGISTERED?

Total	400
REPUBLICAN	71.5%
UNAFFILIATED	28.5%

2. AS YOU ARE AWARE, VERY FEW PEOPLE ACTUALLY VOTE IN PRIMARY ELECTIONS. THINKING AHEAD TO THE 2022 REPUBLICAN PRIMARY ELECTIONS FOR US SENATE, CONGRESS AND STATE LEGISLATURE THIS MAY — HOW LIKELY IS IT THAT YOU WILL VOTE? IF YOU DON'T VOTE IN REPUBLICAN PRIMARIES JUST SAY SO? WOULD YOU SAY YOU ARE VERY LIKELY, SOMEWHAT LIKELY, NOT LIKELY AT ALL OR DON'T VOTE IN REPUBLICAN PRIMARIES?

Total	400
VERY LIKELY	92.2%
SOMEWHAT LIKELY	7.8%
Mean	1.92

3. HOW DO YOU INTEND TO VOTE IN THE MAY PRIMARY ELECTIONS FOR US SENATE, CONGRESS AND STATE LEGISLATURE?

Total	400
ELECTION DAY	50.3%
ABSENTEE BALLOT	2.9%
EARLY VOTING LOCATION	44.7%
DON'T KNOW	2.1%

4. WHAT IS THE SINGLE MOST IMPORTANT ISSUE YOU WILL BASE YOUR DECISION ON WHO TO VOTE FOR U.S. CONGRESS?

Total	400
ECONOMY	16.0%
CORRUPT GOVERNMENT	14.6%
IMMIGRATION/BORDER	13.5%
INFLATION	10.0%
VOTER INTEGRITY	7.0%
CONSERVATIVE VALUES	6.5%
FREEDOM/RIGHTS	4.8%
STRONG LEADERSHIP	4.8%
ANTI- TRUMP	3.2%
2ND AMENDMENT	2.9%
REMOVE BIDEN	2.7%
CRIME/DRUGS	2.1%
PRO-LIFE	1.9%
ENVIRONMENT	0.9%
DK/REFUSED	9.1%

5. I AM GOING TO READ A LIST OF NAMES. FOR EACH ONE, PLEASE TELL ME WHETHER YOU HAVE A FAVORABLE OR UNFAVORABLE OPINION OF THE PERSON. IF I NAME SOMEONE THAT YOU HAVE NO OPINION OF OR HAVE NEVER HEARD OF, JUST TELL ME AND WE'LL GO ON TO THE NEXT ONE.

DONALD TRUMP

Total	400
FAVORABLE	75.8%
Very	60.2%
Somewhat	15.6%
UNFAVORABLE	20.5%
Somewhat	4.8%
Very	15.7%
NO OPINION	3.7%
Net Diff.	55.3%
Mean	4.00

6. OPINION: PAT MCCRORY

Total	400
FAVORABLE	39.4%
Very	13.5%
Somewhat	25.9%
UNFAVORABLE	33.8%
Somewhat	17.4%
Very	16.4%
NO OPINION	21.4%
NEVER HEARD OF	5.3%
Net Diff.	5.6%
Mean	3.03

7. OPINION: TED BUDD

Total	400
FAVORABLE	51.2%
Very	31.2%
Somewhat	20.0%
UNFAVORABLE	13.5%
Somewhat	3.7%
Very	9.9%
NO OPINION	17.8%
NEVER HEARD OF	17.5%
Net Diff.	37.7%
Mean	3.71

8. OPINION: MADISON CAWTHORN

Total	400
FAVORABLE	50.5%
Very	30.9%
Somewhat	19.7%
UNFAVORABLE	44.2%
Somewhat	17.8%
Very	26.4%
NO OPINION	3.3%
NEVER HEARD OF	2.0%
Net Diff.	6.3%
Mean	3.11

9. OPINION: CHUCK EDWARDS

Total	400
FAVORABLE	40.8%
Very	14.6%
Somewhat	26.2%
UNFAVORABLE	14.0%
Somewhat	9.9%
Very	4.1%
NO OPINION	26.2%
NEVER HEARD OF	19.1%
Net Diff.	26.8%
Mean	3.46

10. OPINION: ROD HONEYCUTT

Total	400
FAVORABLE	15.4%
Very	5.8%
Somewhat	9.6%
UNFAVORABLE	6.6%
Somewhat	4.7%
Very	1.9%
NO OPINION	34.3%
NEVER HEARD OF	43.7%
Net Diff.	8.8%
Mean	3.23

11. OPINION: BRUCE O'CONNELL

Total	400
FAVORABLE	15.4%
Very	5.0%
Somewhat	10.4%
UNFAVORABLE	5.4%
Somewhat	2.9%
Very	2.5%
NO OPINION	33.1%
NEVER HEARD OF	46.1%
Net Diff.	10.0%
Mean	3.23

12. WOULD YOU VOTE TO RE-ELECT MADISON CAWTHORN TO THE U.S. CONGRESS, REGARDLESS OF WHO RAN AGAINST HIM IN THE REPUBLICAN PRIMARY FOR CONGRESS?

Total	400
YES	39.3%
NO	60.7%
Net Diff.	-21.3%

13. IF THE REPUBLICAN PRIMARY FOR US SENATE WAS BEING HELD TODAY, FOR WHOM WOULD YOU VOTE?

Total	400
TED BUDD	39.6%
PAT MCCRORY	20.9%
MARK WALKER	2.4%
MARJORIE EASTMAN	2.6%
UNDECIDED	34.5%

14. IF THE REPUBLICAN PRIMARY ELECTION FOR UNITED STATES CONGRESS WERE HELD TODAY, FOR WHOM WOULD YOU VOTE?

Total	400
MADISON CAWTHORN	37.8%
Voting	35.1%
Leaning	2.7%
CHUCK EDWARDS	20.7%
Voting	19.1%
Leaning	1.5%
MICHELE WOODHOUSE	5.1%
ROD HONEYCUTT	5.0%
MARIE-LIMBAUGH NEVAREZ	4.8%
BRUCE O'CONNELL	2.1%
KRISTIE SLUDER	0.4%
MATTHEW BURRIL	3.5%
UNDECIDED	20.7%
Net Diff.	17.2%

15. NOW IF THE REPUBLICAN PRIMARY FOR UNITED STATES CONGRESS WERE HELD TODAY, WHO WOULD BE YOUR SECOND CHOICE?

Total	400
MADISON CAWTHORN	6.5%
CHUCK EDWARDS	10.7%
MICHELE WOODHOUSE	3.2%
ROD HONEYCUTT	4.4%
MARIE-LIMBAUGH NEVAREZ	1.1%
BRUCE O'CONNELL	5.0%
KRISTIE SLUDER	1.2%
MATTHEW BURRIL	6.1%
1st UNDECIDED	20.7%
2nd UNDECIDED	41.1%

COMBO BALLOT:

Total	400
MADISON CAWTHORN	44.3%
CHUCK EDWARDS	31.4%
MICHELE WOODHOUSE	8.2%
ROD HONEYCUTT	9.3%
MARIE-LIMBAUGH NEVAREZ	5.8%
BRUCE O'CONNELL	7.0%
KRISTIE SLUDER	1.7%
MATTHEW BURRIL	9.7%
1st UNDECIDED	20.7%
2nd UNDECIDED	41.1%

16. IS YOUR VOTE MORE FOR (INSERT CANDIDATE), OR MORE A VOTE AGAINST MADISON CAWTHORN?

Total	166
MORE FOR CANDIDATE	58.7%
VOTE AGAINST CAWTHORN	32.8%
DK/REFUSED	8.6%

17. DO YOU APPROVE OR DISAPPROVE OF THE JOB MADISON CAWTHORN IS DOING AS CONGRESSMAN?

Total	400
APPROVE	53.8%
Strongly	29.0%
Somewhat	24.8%
DISAPPROVE	39.8%
Somewhat	12.5%
Strongly	27.2%
DON'T KNOW	6.4%
Net Diff.	14.0%
Mean	2.59

18. WHAT DO YOU LIKE LEAST ABOUT MADISON CAWTHORN?

Total	400
IMMATURE/INEXPERIENCE	12.5%
LIAR	11.8%
GENERAL NEGATIVE	8.6%
BEHAVIOUR/ATTITUDE	7.2%
UNQUALIFIED/ YOUNG	6.5%
TRUMP SUPPORT	3.1%
TRAFFIC VIOLATION	2.7%
NOT SHOWING UP	2.6%
PERSONAL LIFE	2.6%
RACIST	1.0%
DK/REFUSED	41.4%

19. DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENT? “WITH THERE ALWAYS BEING SOME SORT OF NEGATIVE NEWS REGARDING MADISON CAWTHORN AND HIS PERSONAL LIFE, IT MAY BE BETTER FOR ANOTHER CANDIDATE TO WIN THE REPUBLICAN PRIMARY ELECTION FOR U.S. CONGRESS.”

Total	400
AGREE	49.8
Strongly	28.0
Somewhat	21.8
DISAGREE	38.3
Somewhat	10.1
Strongly	28.2
DON'T KNOW	11.9
Net Diff.	11.5
Mean	2.56

20. DO YOU BELIEVE MADISON CAWTHORN IS.....

1. MORE CONCERNED ABOUT SERVING HIS CONSTITUENTS AND DISTRICT IN CONGRESS OR,
2. MORE CONCERNED ABOUT DOING THINGS TO ATTRACT MEDIA ATTENTION FOR HIMSELF.

Total	400
CONCERNED FOR DISTRICT	39.6%
HIS OWN MEDIA ATTENTION	39.7%
DK/REFUSED	20.8%
Net Diff.	-0.1%

21. IF DONALD TRUMP ENDORSED A CANDIDATE IN THE 11TH CONGRESSIONAL DISTRICT, WOULD YOU VOTE FOR THE CANDIDATE TRUMP ENDORSED REGARDLESS OF HOW YOU PLANNED TO VOTE BEFORE HIS ENDORSEMENT?

Total	400
YES	29.7%
NO	50.7%
DK/REFUSED	19.5%
Net Diff.	-21.0%

22. IF YOU WERE TO LABEL YOURSELF, WOULD YOU SAY YOU ARE A LIBERAL, A MODERATE, OR A CONSERVATIVE IN YOUR POLITICAL BELIEFS?

Total	400
LIBERAL	2.6%
Very	0.9%
Somewhat	1.7%
MODERATE	13.5%
CONSERVATIVE	80.6%
Somewhat	21.2%
Very	59.4%
DK/REFUSED	3.3%
Net Diff.	77.9%
Mean	4.41

23. WHAT IS THE LAST GRADE OF FORMAL EDUCATION YOU HAVE COMPLETED?

Total	400
LESS/COLLEGE GRAD	54.5%
Less Than High School	2.0%
High School Graduate	13.5%
Some College/Trade	24.8%
Associates Degree	14.2%
COLLEGE GRADUATE	45.2%
Bachelors Degree	26.5%
Post-Graduate Degree	18.7%
DK/REFUSED	0.3%
Net Diff.	9.3%

24. GENERALLY SPEAKING, REGARDING THE ISSUE OF ABORTION, WOULD YOU SAY THAT YOU ARE PRO-LIFE OR PRO-CHOICE?

Total	400
PRO-LIFE	74.3%
PRO-CHOICE	15.5%
NOT SURE/NEITHER	6.3%
DK/REFUSED	4.0%
Net Diff	58.8%

25. HOW OFTEN DO YOU ATTEND CHURCH?

Total	400
OFTEN	52.0%
More Than Once A Week	21.8%
Once A Week	30.2%
NOT OFTEN	27.3%
Few Times a Month	10.5%
Few Times a Year	16.8%
NEVER	14.9%
DK/REFUSED	5.8%

26. DO YOU OR ANYONE IN YOUR HOUSEHOLD CURRENTLY OWN A HAND GUN, RIFLE, SHOTGUN OR OTHER FIREARM?

Total	400
YES	60.5%
NO	15.8%
DK/REFUSED	23.7%
Net Diff.	44.7%

27. WHAT IS YOUR MAIN RACIAL BACKGROUND?

Total	400
AFRICAN AMERICAN/BLACK	0.5%
HISPANIC/LATINO	1.3%
ASIAN/ASIAN AMERICAN	0.2%
WHITE/CAUCASIAN	98.0%
OTHER	0.0
REFUSED	0.0

28. WHAT IS YOUR AGE? ARE YOU BETWEEN...?

Total	400
18-29	6.0%
30-40	8.0%
41-55	21.0%
56-65	22.0%
OVER 65	43.0%
REFUSED	0.0
Mean	56.41

29. GENDER:

Total	400
MALE	50.0%
FEMALE	50.0%

30. INTERVIEW:

Total	400
LANDLINE PHONE	23.1%
MOBILE PHONE	44.1%
TEXT	32.8%

31. AREA:

Total	400
BUNCOMBE	22.0%
HENDERSON	22.0%
EAST	19.0%
CENTRAL	17.0%
WEST	20.0%

32. VOTER HOUSEHOLD PRIMARY ELECTION HISTORY:

Total	400
1 OF 4	39.1%
2 OF 4	28.1%
3 OF 4	17.8%
4 OF 4	15.0%
Mean	2.09