

NC House District 20

2022 General Election Likely Voter Survey Data

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From: Jim Blaine, Differentiators Data

Summary

As part of a joint project sponsored by the Center for American Ideas and the GOPAC Education Fund to determine voter sentiment on key policy issues in legislative districts around North Carolina, Differentiators Data conducted a survey in North Carolina's 20th House District on May 23rd through May 25th. The survey of 300 likely general election voters was comprised of 1/3 live landline interviews, 1/3 live cell phones interviews, and 1/3 text to web interviews, with a margin of error of +/- 5.7%.

The Big Policy Issues

There are several big, controversial policy issues before the NC General Assembly this legislative session. The goal of this project is to assess public opinion on these policy issues in competitive legislative districts:

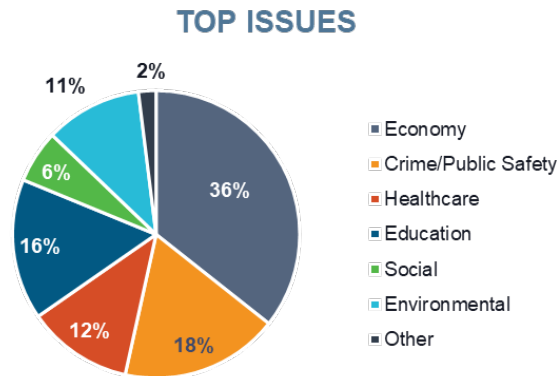
- Medical Marijuana – [Senate Bill 711](#) and [House Bill 929](#) authorize doctors to prescribe medical marijuana for the treatment of certain medical conditions and illnesses.
- Sports Betting – [Senate Bill 688](#) and [House Bill 631](#) legalize sports wagering.
- Increasing School Choice – [Senate Bill 671](#) and other legislation increases school choice options for North Carolina families.
- Reduce the Personal Income Tax – [Senate Bill 337](#), and state budget negotiations, propose further reductions in North Carolina's personal income tax rates.
- Expanding Medicaid – [House Bill 149](#) expands Medicaid program with a work requirement.

About NC House District 20

North Carolina House District 20 is located in New Hanover County and includes all of Wrightsville Beach and a large part of the city of Wilmington. HD-20 is one of the 8 or 10 most affluent House Districts in the state and is home to the University of North Carolina at Wilmington. The district is very evenly balanced politically. In the 2020 elections, all three of the top-of-the-ticket races were close, with Republican Thom Tillis winning the US Senate race in the district while Democrats Roy Cooper and Joe Biden won at the gubernatorial and presidential levels. The district is represented in the State House by Republican Ted Davis, a New Hanover County political institution with a quarter-century-long track record of electoral success. Davis, who served on the County Commission from 1996 to 2012 and served multiple terms as chairman before being elected to the State House in 2012, is being challenged by first time candidate Democrat Amy Block DeLoach.

Where Voters Stand on the Issues

With record inflation, soaring gas prices, and sticker shock at the grocery store sweeping the country, it's not surprising that a plurality of voters (36%) say economic issues are the most important to them. Economic issues were followed by crime and public safety (18%), education (16%), and healthcare (12%):



Of the big policy issues the legislature could take up during the short session, medical marijuana, reducing the state income tax, straight Medicaid expansion and Medicaid expansion with a work requirement are the most popular, exceeding 71% support from all voters. These issues are universally popular, enjoying majority support across all key demographics.

Voter Group	All		DeLoach		Davis		Undecided	
	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	83%	14%	94%	6%	74%	22%	82%	18%
Sports Betting	43%	36%	41%	35%	43%	37%	48%	35%
Universal School Choice	51%	41%	30%	59%	71%	26%	56%	29%
2.5% Income Tax	77%	15%	66%	27%	90%	5%	70%	9%
Medicaid Expansion	71%	25%	95%	3%	49%	47%	66%	20%
Expansion w/ work req.	92%	8%	100%	0%	84%	16%	90%	5%

Voter Group	All		Republican		Unaffiliated		Democratic		Parent	
	Support	Oppose	Support	Oppose	Support	Support	Support	Oppose	Support	Oppose
Medical Marijuana	83%	14%	75%	21%	83%	15%	94%	6%	89%	11%
Sports Betting	43%	36%	50%	33%	36%	42%	43%	32%	51%	35%
Universal School Choice	51%	41%	74%	21%	45%	47%	34%	56%	48%	43%
2.5% Income Tax	77%	15%	88%	9%	70%	18%	73%	18%	77%	7%
Medicaid Expansion	71%	25%	51%	45%	73%	22%	92%	5%	89%	11%*
Expansion w/ work req.	92%	8%	86%	14%	91%	7%	100%	0%	92%	8%

Sports betting and a universal school choice program are not quite as popular as the other policy issues, but both enjoy majority support with voters. In this district, sports betting has an odd coalition of supporters with a majority of Republicans and Democrats backing it but a slight plurality of women and Unaffiliated voters opposing it. Expanded school choice has a more conventional split in support, with Republicans overwhelmingly supporting the proposal by 53%, Unaffiliated voters evenly divided and Democrats opposing it by about 20%. Interestingly, a majority of Black voters and parents support universal school choice.

Voter Group	All		Women		Men		White		Black	
	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose	Support	Oppose
Medical Marijuana	83%	14%	83%	14%	84%	15%	83%	15%	89%	11%
Sports Betting	43%	36%	35%	37%	53%	34%	41%	37%	51%	35%
Universal School Choice	51%	41%	49%	41%	54%	41%	50%	42%	48%	43%
2.5% Income Tax	77%	15%	74%	15%	80%	15%	76%	16%	77%	7%
Medicaid Expansion	71%	25%	77%	19%	64%	31%	71%	25%	89%	11%
Expansion w/ work req.	92%	8%	98%	2%	84%	14%	91%	8%	100%	0%

How the Big Policy Issues Could Impact this Election

Elections' analysts pegged HD-20 as one of the most competitive House districts in the state. This survey backs that analysis up. Representative Ted Davis, the incumbent Republican, narrowly leads Democratic challenger Amy Block DeLoach, 44% to 43%. Undecided voters in the district support the passage of all 5 of the major policy issues by at least 13 percentage points. Representative Davis would likely benefit politically this November from backing these legislative proposals during the short session.

